

SPUR's 10 years in San José



SPUR



JANUARY

SPUR hires its first San José Director, Leah Toeniskoetter.

2010

APRIL

SPUR establishes relationships at the City of San José and 1stACT Silicon Valley, planting the seed of SPUR San José.

2012

SEPTEMBER

SPUR opens a storefront office in downtown San José. SWENSON, Gensler, Toeniskoetter Construction, the Knight Foundation and dozens of community partners contribute to make it possible.



2013

JULY

SPUR takes transit agency leaders and elected officials on a tour of transit stations in the Netherlands and France, inspiring greater coordination between agencies and catalyzing the Diridon Integrated Station Concept plan.

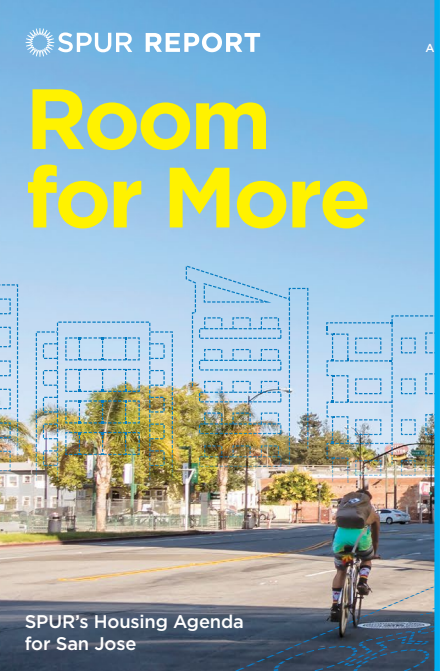
JUNE

Santa Clara County voters pass the Measure B sales tax to enhance transit, highways, expressways and active transportation. SPUR endorses the measure and raises more than \$100,000 to support its passage.

2016

OCTOBER

Following *Room for More: SPUR's Housing Agenda for San José*, Mayor Liccardo announces a plan to encourage new housing, targeting the construction of 25,000 new homes over the next five years, including at least 10,000 affordable homes.



2017

NOVEMBER

Following opposition from SPUR and other organizations, local commissioners reject Morgan Hill's proposal to expand its urban service area, which would have led to more sprawl in Santa Clara County.

2018

MARCH

Based on a study by SPUR and advocacy by the SJ Downtown Alliance, City Council agrees to change flight patterns at San José Mineta Airport and allow taller buildings to be built to create more jobs and housing near transit.



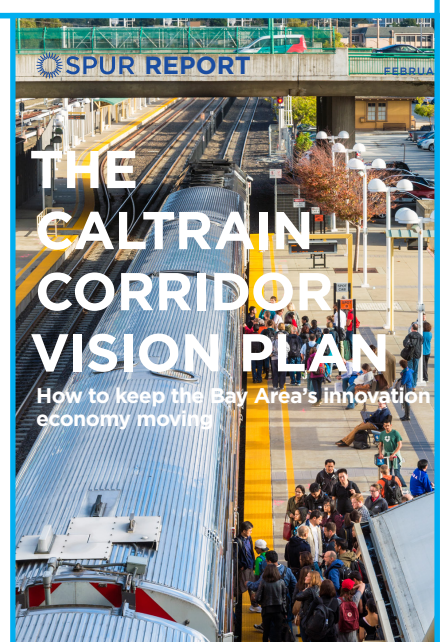
NOVEMBER

After years of advocacy by SPUR and others, City Council votes to preserve Coyote Valley. The city changes zoning for portions of the valley from commercial and industrial use to agricultural and open space use to protect farming, wildlife and the environmental benefits the valley provides.

2019

FALL

Caltrain adopts its first long-range service vision to turn the commuter rail service into an all-day, frequent service that can support Silicon Valley and communities on the Peninsula, a key recommendation in SPUR's *Caltrain Corridor Vision Plan*.



2021

JANUARY

SPUR launches a virtual exhibition on the Guadalupe River Park, bringing together three years of research and conversation about its future, including reports on coexistence in public space, "rewilding" the river and equitable reinvestment in the park.

2022

JUNE

City Council eliminates parking requirements for new housing. The outdated requirements add to the cost of new housing, encourage driving and hinder the city in meeting its climate goals. SPUR argued for the elimination of parking mandates and is one of 14 organizations calling for the change.