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From: Marc Berman [mberman7@gmail.com]
Sent: Thursday, January 13, 2011 2:19 PM
To: IBRC
Subject: Sub-Committee Structure

Below are my suggestions for sub-committee structure. I will share my thoughts at the meeting tonight, but also wanted to send them to this forum.

1. Infrastructure Projects
 - a. Review and prioritize all existing and future projects
 - b. Size: 8 members
2. Finance & Funding
 - a. Determine the proper amount of the shortfall.
 - b. Analyze how we got into this situation in the first place.
 - c. Analyze potential funding mechanisms for the shortfall and future needs.
 - d. I envision that this sub-committee would break down into smaller parts to tackle the larger issues.
 - e. Size: 8 members (more if possible so long as Brown Act is followed)
3. Community Outreach
 - a. Reach out to the different neighborhood and community groups, explaining to them what our task is, listening to their thoughts/suggestions/concerns, and bringing this feedback back to the larger commission.
 - b. This sub-committee would transition into a campaign sub-committee down the road, if applicable.
 - c. If the IBRC does eventually suggest, and the city council approve, a bond or tax measure to be placed on the ballot, such a measure will face a tough path to victory (2/3rds approval). Campaigns for schools and libraries, which have been successful in the past, have built-in constituencies that will mobilize for a campaign. Infrastructure, although it affects every resident in Palo Alto (and many people who aren't residents), isn't quite as tangible and therefore doesn't have the pre-existing base of support that some other issues have. Therefore I think it's important that we start creating, identifying and mobilizing this base now - this community outreach sub-committee should get started immediately in reaching out to the different groups.
 - d. Size: 6 members
4. Report Committee
 - a. Draft a report of the commission's analysis and findings
 - b. Size: 4 members (including co-chairs)

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Marc Berman