



Welcome to *Our Palo Alto* eNewsletter, February 2015



‘For the Love of Palo Alto’ to Explore Why We Love Our City

What makes Palo Alto loveable and why does that matter? Acclaimed author and urban strategist [Peter Kageyama](#) will facilitate a community workshop called [“For the Love of Palo Alto”](#) on **Feb. 20, 1-4 p.m.**, at the [Mitchell Park Community Center](#) to discuss these questions and talk more about why we connect with the place where we live and how people’s emotional engagement can turn into tangible action.

Kageyama, the best-selling author of [“For the Love of Cities: The Love Affair Between People and Their Places”](#) will lead this free, fun and interactive workshop that will bring the community together to talk about how we fall in love with cities, and what are the “Most Loveable” cities and how we can learn from them. As part of the afternoon’s activities, groups will brainstorm on how to

Calendar of Events

Rinconada Library Grand Opening

Feb. 14, 11 a.m.-4 p.m.
Rinconada Library
1213 Newell Road, Palo Alto
The newly-renovated Rinconada Library, formerly Main Library, will celebrate its grand opening with a full day of activities planned. The community is invited to come out and take advantage of all the new library has to offer. For more information, click [here](#).

Mayor's State of the City Address

Feb. 18, 7 p.m.
Mitchell Park Community Center
3700 Middlefield Road, Palo Alto
New Mayor Karen Holman will give the annual State of the City address. The public is invited to attend and refreshments will be served. To RSVP, email ClerksOffice@cityofpaloalto.org or call (650) 329-2571.

For the Love of Palo Alto

Feb. 20, 1-4 p.m.
Mitchell Park Community Center
3700 Middlefield Road, Palo Alto
This interactive community workshop facilitated by urban strategist Peter Kageyama will celebrate what's special about Palo Alto. For more information, click [here](#).

make Palo Alto a better, more lovable community with a budget of just \$500 and the crowd will vote for their favorite idea.

For more information on Kageyama and his work, check out his TedX talk and other information at www.cityofpaloalto.org/lovepa.

City Launches *Our Palo Alto* Mobile App

The City has launched a new mobile app to provide the community with the latest on *Our Palo Alto* community events and activities. It is available now for Android phones and is soon to appear in the iTunes store. During the month of February, users will be able to send Palo Alto a love letter or picture of their favorite place as part of the “[For the Love of Palo Alto](#)” community fun. The letters and images will be shared via the City’s [website](#), [social channels](#), and as part of the Feb. 20 “For the Love of Palo Alto” community event. To download the app for Android, click [here](#).

City Council Adopts Priorities for 2015

At its annual retreat on Jan. 31 at the new [Mitchell Park Community Center](#), [City Council](#) discussed and adopted its [2015 priorities](#). This year, the Council chose four topics of focus that will “receive particular, unusual and significant attention during the year.”

The 2015 Council Priorities are:

- The Built Environment: Multi-modal transportation, parking and livability
- Infrastructure Strategy and Implementation
- Healthy City, Healthy Community
- Completion of the Comprehensive Plan update with increased focus from Council

Technology and the Connected City had been a priority for the last couple of years, but Council decided that the City has good momentum in its efforts to deliver a high-speed fiber network to the community, and it did not need to remain a formally adopted priority. A new addition to the list, Healthy City, Healthy Community, will focus on areas including social services, and mental and physical health. Almost 200 community members provided feedback via [Open City Hall](#), the City’s online civic engagement platform, about the priorities they wanted the Council to adopt. The priorities will be used to inform and shape the Council’s 2015 work plan.



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Our Palo Alto Community [Events Calendar](#)



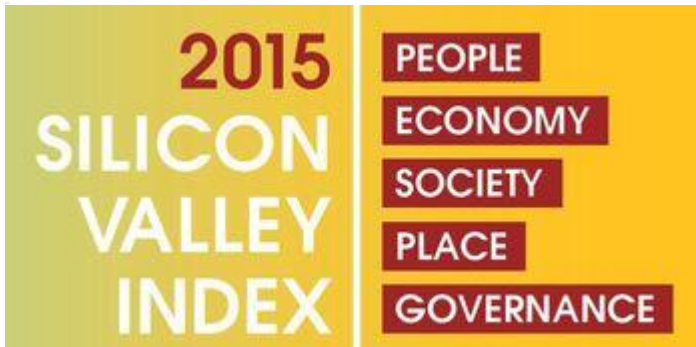
Palo Alto Ranks High as Place to Live

Continuing a long term trend, 95 percent of residents rank Palo Alto as an excellent or good place to live as highlighted in the latest report from the [National Citizen Survey](#). The survey focuses on gauging community sentiment on the quality of community and related services, as well as residents’ engagement level within their communities. Highlights from the survey find that overall, Palo Altans say their city is an excellent or good place to live, raise children, work and visit, with an overall high quality of life. Areas that were rated as “excellent” or “good” included:

- Palo Alto as a place to live: 95%
- Your neighborhood as a place to live: 92%
- Palo Alto as a place to raise children: 93%
- Palo Alto as a place to work: 86%
- Palo Alto as a place to visit (new question): 75%
- Palo Alto as a place to retire: 60%
- Overall quality of life: 91%
- The quality of services provided by the City of Palo Alto: 83%

A series of questions related to public trust in government rated Palo Alto as comparable to other benchmarked communities with overall scores in several categories ranging from 52 percent to 57 percent.

Responses to an open-ended question, “What one change could the City make that would make Palo Alto residents happier?” was put into a word cloud with the word “housing” appearing most often in combination with “affordable,” with traffic and parking also prominent words. To view the complete report, go [here](#).



Silicon Valley – Not Cooling Off Any Time Soon

That was the latest message from the [2015 Silicon Valley Index](#), an annual survey conducted by the [Joint Venture Silicon Valley](#) that shows continuing job growth, income and a hot economy.

Among the highlights:

- Job growth rate (4.1%) is the highest it's been since 2000
- Median household income was \$94,534. National average was \$53,138
- Employment levels have exceeded pre-recession totals by 7.3%.

However, other data also points to increasing gaps between high earners and those at the low end of the pay scale, as well as gender differential in wages:

- Middle wage/middle skill jobs have barely recovered since the recession
- Men in Silicon Valley earn up to 61% more than their female peers.
- While poverty levels are relatively low, 29% of the region's residents were not self-sufficient to meet basic needs without public assistance.

For more information, go to www.jointventure.org.



Trafficware CEO, John Newhard (second from left), joins City of Palo Alto staff to turn on the new traffic signal system at the Palm and Arboretum intersection.

City Traffic Signals Get Upgrade

Over the past several months, the City has been working to upgrade its traffic signal system by replacing 100 old signals with new ones to improve pedestrian, bicycle and vehicle flow. So far, signals in 15 locations have been replaced as part of the Palo Alto [Traffic Signal Upgrade](#) project, including along Sand Hill Road and Charleston Road and West Meadow Drive.

The new signals improve timing for motorists by extending green lights at busier intersections, and include new timing features to help pedestrians and bicyclists. There is also a web interface to provide real-time congestion data, a parking spot finder with sensors, 25 new traffic cameras with real-time online video feeds to help travelers plan their trips, and a Smart Vehicle Data system to interface with smart car data feeds.

Tweets of the Month

Are you following us on Twitter yet? [Connect with us](#) and tell us what's on your mind.



@marcbienaime Finally! Save the Date! Rinconada Library Grand Opening - City of Palo Alto
<http://www.cityofpaloalto.org/news/displaynews.asp?NewsID=2969&TargetID=140> ...
via [@Cityofpaloalto](#)

@RMHStanford [@cityofpaloalto](#) We [#LovePaloAlto](#) because of the amazing support the community gives to [#nonprofits](#) like us! [#forRMHC](#) [#HealingHappensTogether](#)

@wrighting [@cityofpaloalto](#) thanks for the compelling questions. For me a city is first a home community of friends and family.

@MsHardinger Community gathering honoring MLK in downtown Palo Alto today.
[@cityofpaloalto](#) [#MLKDay](#)

@dreahausel Local park [@cityofpaloalto](#) is an early example of [#activedesign](#).

Gopher holes, bridges, play spaces for adults & kids.

To find out how you can get involved, or more information about *Our Palo Alto*, go to: www.ourpaloalto.org



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