



## Welcome to *Our Palo Alto* eNewsletter, March 2015



## The Future of Transportation

The [City Council](#) held a [study session](#) on March 2 to talk about the future of Palo Alto's shuttle and rideshare programs that could dramatically reduce single occupant car trips. Currently, the City operates a free [shuttle service](#) with three routes servicing the Crosstown, Embarcadero and East Palo Alto areas. Coupled with an expansion of the shuttle program is the City's plan to launch a mobile app that includes GPS tracking of the shuttles, as well as more robust branding and marketing of the shuttle services.

Part of the conversation also centered around the concept of

## Calendar of Events

### May Fete Parade Sign-Up Now through April 15

Sign-ups for the 93rd annual May Fete Children's Parade on Saturday, May 2 have begun. This year's theme is there's NO SPACE TO ALIENATE ~ Be Unique, Be Free and Be yOu (UFO). Travel in your UFOs to share friendship in your out of this world funship! Build a float, march with your school band, decorate your bike, walk with your pet or bring a flag from your favorite place. For more information, click [here](#).

### Leadership Group Meeting

**March 10 & 24, 5-6:30 p.m.**  
**Mitchell Park Community Center, Matadero Room  
3700 Middlefield Road**  
Appointed to work with City staff on the community engagement aspect of the [Comprehensive Plan update](#), the [Leadership Group](#) meets monthly to discuss ideas and give feedback to staff. The meetings are open to the public and all are welcome. For more information, click [here](#).

### Birdies and Brainstorming Our Palo Alto Open House

**March 28, 2-5 p.m.**  
**Palo Alto YMCA  
Gymnasium  
3412 Ross Road**  
The Palo Alto YMCA and the City of Palo Alto invite you to

mobility as a service. This multi-modal “intelligent transportation system” strategy with a heavy emphasis on technology is designed to outcompete private auto ownership by making other transportation modes more affordable and convenient. The city of Helsinki, Finland is championing this approach, and a delegation from Finland’s Transport Ministry was in town recently to talk with Palo Alto and Joint Venture Silicon Valley about a potential partnership.

The Council identified important considerations to any transportation approach, including the identification of dedicated revenue streams; the enhanced role and use of technology; ease of access and convenience; and the requirement to be multimodal in nature. For more information on the future of transportation, click [here](#).



## Data, Data, Data

Joining nearly every other city in California, Palo Alto has launched a business registry that will provide needed data to help measure comprehensive employment trends, business growth and economic activity. The data will help decide the best way to reduce traffic congestion and tackle parking issues, as well as help guide zoning and public safety response efforts. Every business with a “fixed place of business” will need to register with the City on an annual basis. The City has developed an easy-to-use website for online registration at <http://registermybusiness.cityofpaloalto.org>.

For more information, go to [www.cityofpaloalto.org/businessregistry](http://www.cityofpaloalto.org/businessregistry).



## Help Guide Palo Alto’s Future

Do you have a vision for Palo Alto’s future? We want to hear all of your thoughts and ideas and invite you to join in the conversation at [“Our Palo Alto 2030 The Summit”](#) on May

connect with your community on the courts and learn more about the world’s second most popular sport, badminton. You will also have a chance to learn more about the City’s upcoming [Comprehensive Plan Summit](#). For more information, click [here](#).

### Our Palo Alto 2030 The Summit

**May 30, 8:30 a.m.-6 p.m.**  
**Mitchell Park Community Center**

**3700 Middlefield Road**

Join your neighbors for conversations about Palo Alto’s future and help craft solutions on the critical issues facing our City now and into 2030. The Summit is free and open to the public. For more information, click [here](#).



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30, 8:30 a.m.-6 p.m., at the [Mitchell Park Community Center](#), 3700 Middlefield Road. This is an opportunity for you to help craft solutions to the critical issues facing Palo Alto now and for the future—2030—as we kick off the next phase of the update to the [Comprehensive Plan](#).

The Plan serves as Palo Alto's overarching guide and presents the community's vision for [land use](#), [transportation](#), [housing](#), [the natural environment](#), [community services](#), and [business and economics](#). The Plan was last updated in 1998, and this version is intended to bring the elements up to date through 2030. Come help guide Palo Alto's future by adding your perspective and sharing your ideas with others. The Summit is free and open to the public. Click [here](#) to register or go to [www.paloaltocomplan.org](http://www.paloaltocomplan.org)

## For the Love of Palo Alto

What better way to spend a Friday afternoon than to talk about all of the things we love about Palo Alto? More than 70 community members did that and more on Feb. 20 as part of author and urban strategist [Peter Kageyama](#)'s *For the Love of Palo Alto* workshop that brought people together to talk about why we connect with the place where we live and why it matters.



As part of the afternoon, groups brainstormed about how to make Palo Alto a better, more loveable community with a budget of just \$500 and voted on their top two ideas. The winners were #JokePaloAlto that payed it forward for telling jokes in person and on social media, and Help Perry Travel Palo Alto that included taking Perry the Bol Park donkey (or his stuffed animal likeness) around Palo Alto to spread happiness. City Manager Jim Keene committed to funding the two ideas so stay tuned for more details.

## Birdies and Brainstorming

Badminton and City land use policy may be an unusual combination, but on March 28, the [City of Palo Alto](#) is teaming up with the [Palo Alto YMCA](#) for a special open house where participants can learn about both. The event

will include mini badminton workshops, exhibition games, trivia and fun about the world's second most popular sport, and information about the update to the City's [Comprehensive Plan](#) and how to get involved. Join us from 2-5 p.m. at the Palo Alto YMCA Gymnasium, 3412 Ross Road. The event is free and open to the public. For more information, go to [www.ourpaloalto.org](http://www.ourpaloalto.org).

## Tweets of the Month



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

For February, we asked you to use #LovePaloAlto both to share what you love about Palo Alto and to participate in the *For the Love of Palo Alto* event. We had 80 different contributors who sent out 219 tweets that reached more than 148,000 individuals. Here is some of what you had to say:

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

**@spark0820** [@cityofpaloalto](#) quiet neighborhood, beautiful parks, and nice people all around. [#LovePaloAlto](#)

**@paloaltomedical MT** [@linkAgesTB](#): We're at [#lovepaloalto](#) talking about community <http://ow.ly/JwwZp>

**@gbatuyong** I'm not from [@cityofpaloalto](#) but I love that city's strong public outreach! [#LovePaloAlto](#) [@paloaltocio](#) [#PR](#) [#digitalgov](#)

**@lovPCH** Blue skies and green lawn in perfect synergy [@Stanford](#) today - [#LovePaloAlto](#)

**@linkAgesTB** We're at [#lovepaloalto](#) talking about community.

**@Hwy5150** [@cityofpaloalto](#) [#lovepaloalto](#) for its [#zerowaste](#)

campaign.

**@SFBayTide** [@cityofpaloalto](#) What I love most about [#PaloAlto](#) is the Baylands. Tidal wetlands FTW!  
[#LovePaloAlto](#)

**@SiliconValleyPR** Just told my dad that apart from the smart, fun people (many Europeans here), I love having my fave shopping places nearby.  
[#LovePaloAlto](#)

**@HeidiRKling** [@cityofpaloalto](#) What I love most are the bright, progressive people, family-oriented culture and creative "yes" aura. [#LovePaloAlto](#)

**@SAPStartups** We love startups, we love Silicon Valley and of course we  
[#LovePaloAlto](#)

**@getmoneymarket** We love how Palo Alto is such a tech friendly city!  
[#LovePaloAlto](#) [#Fintech](#)

**@MARSEC\_XL** [@cityofpaloalto](#)  
vibrant curiosity all around  
[#LovePaloAlto](#)

To find out how you can get involved, or more information about Our Palo Alto, go to: [www.ourpaloalto.org](http://www.ourpaloalto.org)



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