AGENDA

9:00 Welcome, process introductions, context for goal setting
9:15 Status of 2021 Council priorities
10:30 Public Comment
11:00 Morning Break
11:10 Discussion of priority progress and 2022 priorities
   b) Council Committee topics
1:45 Debrief and next steps
2:00 Adjourn
TO ENSURE A PRODUCTIVE DAY

We will take a 10-minute break off camera to allow focus and to remain fully present.

We allow time for candid and honest feedback.

We seek to hear ideas and perspectives of residents in our public comments before deliberations.

We will adhere to schedule and allow the facilitator to move the conversation along.
INTRODUCTION TO ANNUAL GOAL PROCESS
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Since 1986, this Council has established Policy Priorities

Policy anticipates up to 3 Council-identified topics will receive prioritized attention. Priorities may carry over up to 3 years. On years of no Council turnover, the same priorities may continue unless circumstances dictate otherwise.

Goal setting is supplemented by input through 2021 Open City Hall, staff input, the National Community Survey, review of work plans and resident testimony today.
2021 ADOPTED PRIORITIES ...

- ECONOMIC RECOVERY
- HOUSING - SOCIAL AND ECONOMIC BALANCE
- SOCIAL JUSTICE
- CLIMATE CHANGE – PROTECTION AND ADAPTATION
The following slides provide a look back at the progress made on the 2021 City Council Priorities.

This will help inform the City Council discussion on the 2022 priority setting process.

2021 City Council Priorities
- Economic Recovery
- Housing for Social and Economic Balance
- Social Justice
- Climate Change- Protection and Adaptation
KEY ACCOMPLISHMENTS

**ALL 11 initiatives of this workplan completed or in progress**
Provided quarterly updates on activities associated with this priority [here](#)

- Implemented safety measures in all facilities
  - upgraded air filtration, rapid testing, indoor masking, vaccination protocols, implemented hybrid public Council meetings
- Maintained weekly communications with the community incl’d. key changes in services
- Hosted community events, presentations, and engagement opportunities
- Hosted monthly Uplift Local meetings
- Provided technical support for businesses in community for environment safety support
- Drafted RFP for economic support activities and added new staff resource for future hire
- Kicked off Fiber to the Home (FTTH) expanded community engagement
- Completed RFP for University Ave. redesign
- Fiscal sustainability through review of potential 2022 ballot measures (5+ public meetings)
- Provided a Foothills Fire Management Plan, held study session with jurisdictional partners
## COMMUNITY ENGAGEMENT

<table>
<thead>
<tr>
<th>2021</th>
<th>2022</th>
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<tbody>
<tr>
<td>- Maintained high level of communications and community engagement to manage through the pandemic</td>
<td>- Continue communications and community engagement as we manage through the pandemic</td>
</tr>
<tr>
<td>- Together Again community events</td>
<td>- Art Center virtual wellness programming</td>
</tr>
<tr>
<td>- Wellness Wednesday events</td>
<td>- Continue Community COVID-19 testing</td>
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<tr>
<td>- Continued COVID-19 community testing</td>
<td>- Implement potential ballot measure engagement work plan</td>
</tr>
<tr>
<td>- Art Center exhibits, public art focused programming</td>
<td>- Continue Fiber effort engagement through May</td>
</tr>
<tr>
<td>- Movie Night</td>
<td>- Collaboration with the Chamber including downtown redesign and business check-in meetings</td>
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<tr>
<td>- Continued Uplift Local monthly community meetings and business check-ins</td>
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<tr>
<td>- Launched Fiber engagement effort</td>
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<tr>
<td>- First poll conducted on revenue measures</td>
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ECONOMIC RECOVERY IN 2022

• Continue ongoing support for pandemic response management, workplace & community safety, and high-volume communications; adjusting as needs require
• Reinvesting in the Palo Alto community as economic indicators show signs of growth
• Continue wellness & wellbeing through support of special events (Item 7) and programming
• Support Chamber of Commerce as monthly business meetings transition to their oversight; quarterly meetings on progress updates
• Develop permanent parklet program
• Execute contract(s) for economic support consultant services and recruitment for Economic Development Manager
• Fiber to the Home (FTTH) community engagement
• Begin design including stakeholder outreach on Downtown redesign for cars, pedestrians, and bicycle travelers and visitors
• Support continued analysis, polling, and stakeholder engagement of fiscal sustainability measures including November 2022 potential ballot measures
HOUSING POLICY INITIATIVES IN 2021

Implemented:

• Established Housing Element Working Group & Ad Hoc
• Adopted a tenant relocation assistance ordinance
• Adjusted (increased) Commercial Housing Impact Fees
• Adopted SB 9 Interim Ordinance
• Endorsed NVCAP Concept Plan for further study
• Refined PHZ policy framework
• Updated State Density Bonus Ordinance
• Processed RHNA Appeal
• Discussed services supporting the unhoused in Palo Alto
• Allocated $738K through CBDG program to serve homeless, elderly, and severely disabled populations and victims of domestic violence
HOUSING POLICY INITIATIVES FOR 2022

Continuing Initiatives:
• Housing Element Update
• SB 9 Interim & Long Term Ordinances
• SB 35 Objectives Standards Ordinance
• North Ventura Coordinated Area Plan
• MTC Grant for $800K for Downtown Housing Master Plan
• ADU Ordinance Update / Respond to HCD Challenge

Pending Work:
• Renter Protection: Rental Survey & Just Cause Eviction
• Safe Parking Ordinance
• Affordable Housing Funding Mechanisms
• Respond to Grand Jury affordable housing report
KEY PROJECTS / HOUSING PRODUCTION

Key Projects:
• 525 Charleston (50 Units Affordable Housing)*
• 231 Grant Avenue (110 Units Workforce Housing)*
• Geng Road Safe Parking Facility (12 Spaces)
• UUCPA Safe Parking Application (4 Spaces)
• Project Homekey (88 Units, Homeless Shelter)*

* Anticipates Financial Support from City’s Affordable Housing and other sources.

Net New Units:
• 95 (89 from ADUs)
• RHNA Status (Current Cycle)

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<tr>
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<th>2015-2022 Allocation</th>
<th>Total Permitted</th>
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<tbody>
<tr>
<td>Very Low</td>
<td>691</td>
<td>218</td>
</tr>
<tr>
<td>Low</td>
<td>432</td>
<td>65</td>
</tr>
<tr>
<td>Moderate</td>
<td>278</td>
<td>28</td>
</tr>
<tr>
<td>Above Moderate</td>
<td>587</td>
<td>650</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1,988</strong></td>
<td><strong>961</strong></td>
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**COMPREHENSIVE PLAN HOUSING UNIT PROJECTIONS & ACTUAL HOUSING UNIT PRODUCTION**

- **Comp Plan HU Projection**
- **Actual HU Production**
- **Actual HU Production + PHZ PreScreen**

Comp Plan Annual HU Net Gain Projection = 249 HU/YR
Actual HU Production Avg/Yr thru 2021 = 118 HU/YR
Actual HU Production Avg/Yr thru 2021 + PHZ PreScreen = 216
COMMUNITY ENGAGEMENT

2021
• Safe parking community meetings
• Housing Element Working Group Meetings (10)
• Housing Element Ad Hoc Meetings (4)
• Housing Element community meetings (2)
• NVCAP engagement process
• Through our partnership with Project Sentinel, offered renter/landlord mediation services and other support

2022
• SB 35 Objective Standards Community Meetings
• Housing Element Working Group & Ad Hoc engagement, under-represented groups, farmer’s market, May Fete
• Renter Protection outreach
• Continue regional partnerships with State and County agencies focused on housing policy
EQUITY MISSION STATEMENT

The City of Palo Alto is committed to creating a respectful, fair, and professional workplace and city. We will identify prejudices, eliminate inequities, welcome many perspectives, and use a collaborative approach to create an environment that works for everyone. The City’s commitment to achieve equity in Palo Alto is the shared responsibility of our residents, organizations, governments, and other institutions.
PROGRESS BY THE NUMBERS

14
of 17 City Council R&E Assignments Complete

1
Board/Commission Demographics Survey Complete

1
Alternative Response Program Implemented (PERT Program for Mental Health)

200+
Community members joined the HRC in conversations about race in Palo Alto

15+
Art exhibits, public art, library & community events held
KEY ACCOMPLISHMENTS & ITEMS IN PROGRESS

**Completed Deliverables**
- Implementation of new Police Records System (RMS)
- Expansion of Independent Police Auditor Contract Scope
- Advocacy to the State on Police Reform Legislation
- Successful Women and Girls Summit
- Implementation of PERT program
- Streamlined Police Policy Updates online quarterly
- Artist Residency Selection, Art Exhibits, Book to Action, etc.

**Items in Progress**
- Employee Census and Demographics Analysis
- Development of Employee R&E survey
- Collection of Police Stop Data through new RMS system
- Working with the County on new TRUST program
- Preparations for the PAPOA MOA Negotiations
- Drafting of CEDAW Ordinance
COMMUNITY ENGAGEMENT

2021
• Women and Girls Summit
• Town Hall on Hate Crimes
• Art exhibits and programming
• Speakers Series in partnership with Stanford
• Book to Action Library programming
• Public Art programming focused on race, equity and inclusion
• Human Relations Commission 100 Community Conversations
• Race and Equity 21 Day Challenge
• Asian American Heritage Month series of community events

2022
• Launched Calls for Service Interactive Map
• Continue Community Services and Art Center programming
• Further Public Art programming focused on race, equity and inclusion
• Continue Library services and programming
• Continue Collaboration with Human Relations Commission
R&E OUTLOOK IN 2022

- Study Session with City Council
- Board and Commission Trainings on Diversity in Action and Microaggressions
- Workforce discussions with DEI consultant
- City Staff R&E survey
- Board and Commission Demographics Survey
- HRC efforts continued
- Continued community events and engagement opportunities and partnership with community organizations
CLIMATE CHANGE
CLIMATE CHANGE – PROTECTION AND ADAPTATION

• Completed Deliverables
  • Completed an Impact Analysis on how to achieve 80 x 30
  • Presented to Council on 2/22/21, 4/19/21, and 12/13/21
  • Updated the S/CAP Goals and Key Actions, incorporating community input
  • Drafted a Three-Year Work Plan based on Council Recommendations
  • Established an S/CAP Ad Hoc Committee
  • Formed an S/CAP Working Group
  • Established S/CAP Working Group Teams

• Items in Progress
  • Determine additional topics of discussion for the S/CAP Ad Hoc Committee
  • Finalize the S/CAP Report
COMMUNITY ENGAGEMENT

**Completed**
- Impact Analysis Overview Webinar series
- Developed a Community Engagement Strategy, including a call for volunteers
- Launched community engagement

**In Progress**
- S/CAP Ad Hoc Committee Meetings
- S/CAP Working Group and Working Group Teams
- S/CAP On-Line Survey
- Sustainability Hub, Sustainability Newsletters, Climate Action Blog Series

**Planned**
- Climate Action Pledge and Community Day of Action
- Two-Day Climate Action Summit
- Interactive Engagement Tools and Marketing Materials
• Add resources and recruit for these resources to build a team focusing on S/CAP programs including electrification

• Building Electrification Strategy Discussion with UAC

• Finalize S/CAP Goals and Key Actions and Three-Year Work Plan

• Complete the Sea Level Rise Vulnerability Assessment

• Begin development of the Sea Level Rise Adaptation Plan

• Initiate CEQA Review of S/CAP

• Launch planned Community Engagement
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Council Discussion 2022 Priorities

Feedback on Staff Update

Changes or Modifications to Current Priorities?
Standing Committees are a resource for study of matters referred by the Council where more thorough and detailed discussion are needed

Current 2 Standing Committees are:
- Policy & Services
- Finance

Ad Hoc Committees are used on a limited basis to study matters that require a deeper review than Standing Committee level
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WRAP UP & DEBRIEF