



March 14, 2021

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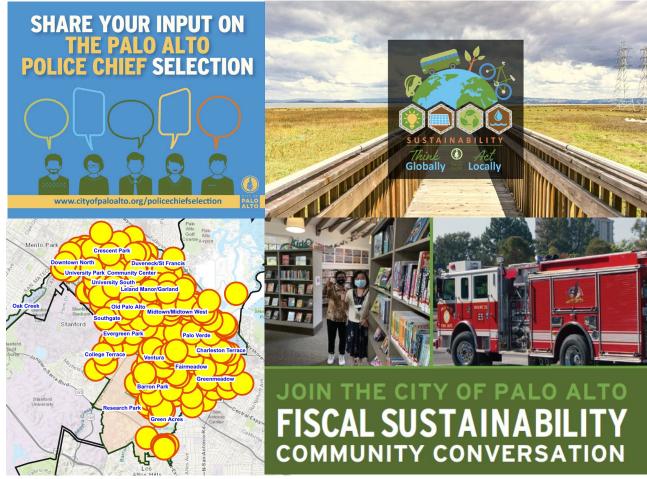
PURPOSE



- Tonight's study session is intended to share an overview of community engagement activities planned to implement the City's workplans for the 2022 calendar year, reflecting an ambitious deployment of available resources.
- Staff is seeking Council feedback on the efforts outlined to ensure awareness of the work underway and alignment on next steps.
- The plans as outlined incorporate feedback gained on engagement over the last few years through the Council and Policy and Services Committee discussions; notably, in May 2021 Policy and Services Committee received and discussed staff's engagement planning report.
- Details shared this evening relate to and connect with the City Council Priorities Workplan discussion scheduled for Council consideration on April 4, 2022.

OVERVIEW





- The City maintains a high level of community engagement on specific topics as well as general engagement and ongoing communication on City programs, services and events.
- The volume of engagement outlined reflects a summary of intentional strategies specifically designed to inform City Council decision-making and support the implementation of the City's workplans.



ENGAGEMENT GOALS & STRATEGIES



The City uses the International Association for Public Participation (IAP2) Spectrum of Public Participation, as a resource to support engagement activities implementing the City's workplan.



ENGAGEMENT METHODS PLANNED



Level of Participation		Community Engagement Methods	
	Inform	Weekly Newsletter	
		Podcasts	
		Websites, fact sheets, FAQs, etc.	
	Consult & Involve	National Community Survey	
		OpenGov Online Survey	
		Online Surveys and Polls	
		City Service Feedback	
		Topic-specific Community Meetings	
		Town Halls/Neighborhood Town Hall Meetings	
		Chat with the Mayor Series	
>>>		Council, Board, Commission and Committee Meetings	
	Collaborate &	Palo Alto Digital Hub	
		Ad hoc committees, focus groups, and task forces	
	Empower	Voter Ballot Measures	
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CITY PRIORITIES & COMMUNITY ENGAGEMENT IDENTIFIED



City Priorities	Engagement Options Identified/Planned To Date
Sustainability/ Climate	Ad Hoc, Working Groups, Earth Day study session, Summit & Open House,
Action Plan	Climate Pledge, Digital Sustainability Hub
Housing	Housing Element Working Group, Housing Element Ad Hoc, Renter Protection
	Outreach
Community Health &	-Police Chief Selection: Listening Sessions & online feedback form
Safety	-Chief office hours, Advisory Group, Chamber Discussions, Calls for Service Map
	Tool
	-Wellness community workshops
	-Tree ordinance: community meeting & online survey, boards / commission
	meetings
	-Airplane noise GBAS community meeting, dedicated website for ongoing
	updates
	-Developing Leaf blower website as a resource, flyer/mailer

CITY PRIORITIES & COMMUNITY ENGAGEMENT IDENTIFIED (CONTINUED)



City Priorities	Engagement Options Identified/Planned to Date
Economic	Chamber business meetings, Uplift local website, business outreach, business
Recovery	newsletter
Grade Separation	Community and stakeholder engagement leveraging existing advisory groups and
	committees
Fiber	Digital Fiber Hub, Community meeting, Feedback Community, Focus Groups, Utilities
	Advisory Commission
Race & Equity	Microaggressions Training for Boards, Commission and Committee members, Creative
	Attention Exhibit, Dr. Martin Luther King Jr. & Coretta Scott King Artist Residency
Budget/Fiscal	Community meeting, mailers with mail in input form, Council committee meetings,
Sustainability	focus groups, polls, online surveys
2022 Ballot	
Measures	

DEPARTMENT- SPECIFIC ENGAGEMENT



General Timeframe	Engagement on Major City Topics
March-May	Ambulance Subscription Program (Fire) Charleston/Arastradero Corridor project (Public Works) Planning/Objective Standards (Planning) Wireless Communication Facilities Ordinance and Resolution (Planning) Parking in Lieu Downtown Office Parking Ban and Housing Work Plan Task 2.4.5 (Planning) Building Code and Reach Code Updates & Ordinance RE: Substantial Remodels (Planning) Churchill/Alma Safety Intersection Improvements (Section 130) (Transportation) Park openings and the Palo Alto Junior Museum & Zoo grand opening celebration (Community Services and Public Works) May Fete (Community Services)

DEPARTMENT- SPECIFIC ENGAGEMENT



General Timeframe	Engagement on Major City Topics
Summer-Fall	Neighbors Abroad Sister City/Sibling City Cultural Day (City Manager's Office)
	Summer Reading Program, Remaker Faire, Palo Alto Reads (Library)
	Charleston/Arastradero Corridor Project (Public Works)
	Churchill/Alma Safety Intersection Improvements (Section 130) (Transportation)
	Summer Concerts (Community Services Department)
Winter/Early	University Avenue Streetscape (Public Works)
2023	Bicycle and Pedestrian Transportation Plan Update (Transportation)

CONCLUSION & COUNCIL QUESTIONS



- Appreciate the Council's time this evening to discuss the efforts outlined.
- Look forward to the input to help inform further discussions on the City's workplan development and implementation.
- Seek Council input on how to make the engagement efforts planned as effective as possible.
- Share details presented tonight with neighborhood groups and community leaders of the efforts underway, following Council input.

