

Our Palo Alto 2030: Critical Issues



Palo Alto Comprehensive Plan

May 29, 2014



TONIGHT'S AGENDA

- 6:10 Welcome and Greeting
- 6:15 Presentation
- 6:30 Questions and Comments
- 6:50 Small Groups: SWOT Analysis
- 7:40 Small Groups Report Back
- 7:55 Next Steps

Comprehensive Plan Process



COMP PLAN PROCESS

- What is Our Palo Alto
- Community conversation about our future
- Dialogue around Ideas, Action, and Design

2014

2015

2016

Lead-In

- » Baseline Data Report
- » Website Update
- » NOP Released



Visioning

- » Community Meetings
- » Online Engagement
- » Alternative Futures



Draft Plan & EIR

- » EIR Workshops
- » Online Engagement
- » Out to the Community Campaign



Final Plan & EIR

- » Additional Public Review
- » Incorporation of Comments
- » Public Hearings



User's Guide

- » Online Companion

PROJECT MATERIALS

- Our Palo Alto 2030
Orientation Document
- Notice of Preparation (NOP)





"SCOPING" MEETINGS

➤ #2: Growth Management

➤ **June 10, 2014, 6 - 8 PM**

➤ Palo Alto High School

English Resource Center

50 Embarcadero

➤ #3: Alternative Futures

➤ **June 24, 2014, 6 – 8:30 PM**

➤ Elk's Lodge

4249 El Camino Real



SCOPING MEETINGS

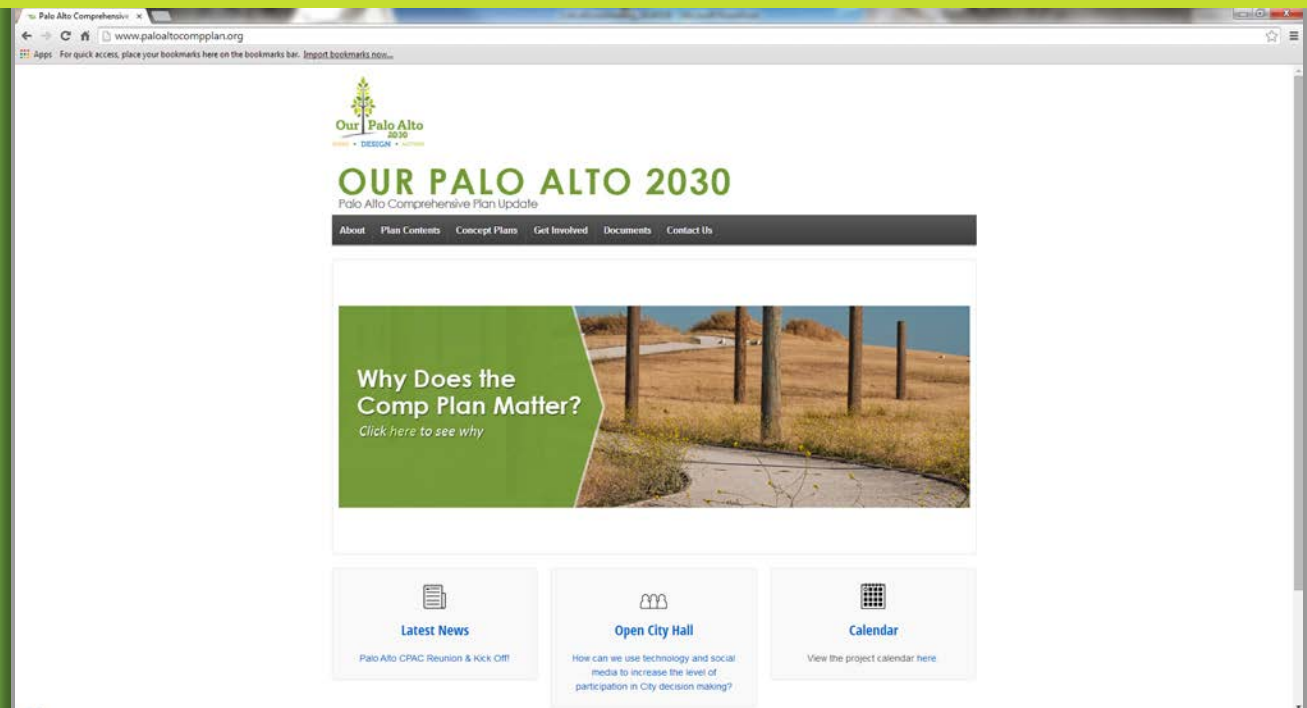
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- Planning & Transportation
Commission hearing
 - EIR Scoping
 - July 9, 6:00 PM
 - Council Chambers
250 Hamilton Ave
 - City Council hearing
 - EIR Scoping
 - August 4, 7:00 PM
 - Council Chambers
250 Hamilton Ave



PROJECT WEBSITE

www.paloaltocompplan.org

- Each element has its own page
- Read about the elements and view the draft goals, policies, and programs





ONLINE ENGAGEMENT

Participate online throughout the process – whenever, wherever, and however you want.

Accessible via PC, smartphone, or tablet.



Small Group Exercise



SWOT ANALYSIS

- **Strengths:** Internal advantages or assets; Palo Alto can affect
- **Weaknesses:** Internal challenges or constraints; Palo Alto can change
- **Opportunities:** External situations; Palo Alto can take advantage, but not control
- **Threats:** External situations with possible negative consequences for Palo Alto; Palo Alto cannot change unilaterally

SWOT ANALYSIS





SWOT EXAMPLES

- **Strength:** Accessible open space
- **Weakness:** Aging infrastructure
- **Opportunities:** Caltrain modernization
- **Threats:** Climate change

Questions and Comments



Small Groups Report Back



Next Steps





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GET INVOLVED!

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