



January 27, 2015

Palo Alto Art Center  
1313 Newell Rd.  
5:00pm - 6:30pm

## LEADERSHIP GROUP COMPREHENSIVE PLAN UPDATE

### AGENDA

1. Introduction/City Council Update
2. Our Palo Alto 2030 Summit – Agenda
3. Our Palo Alto 2030 Summit – Implementation Schedule
4. Formation of Subcommittees
5. Meeting Procedures – Brown Act
6. Future Agenda Items
7. Public Comments

NEXT MEETING: February 3, 2015

**Palo Alto Comprehensive Plan  
Our Palo Alto 2030 Summit  
January 22, 2015**

**RE: Preliminary Draft Summit Agenda and Notes**

The preliminary draft Summit Agenda below incorporates Leadership Group ideas and suggestions received at the December 10, 2014 meeting. This memo provides context for the agenda, describing the key working concepts for the morning portion of the program.

**KEY CONCEPTS**

**Invitation to the Summit**

The Leadership Group recommended preparing a canned message to distribute to neighborhood associations and community groups ahead of the Summit, as a way of articulating the issues at hand and encouraging discussion ahead of the date. Taking a cue from this suggestion, we plan to create a YouTube clip that would function as the invitation to the summit. The clip would introduce the Comp Plan, frame the critical issues that are driving the need to update the Plan, and let community members know how they can get involved. Since the clip would need to start a conversation and encourage discussion, it could finish with a question for people to discuss. The clip would be distributed to neighborhood associations and other community groups to show at their regular meetings in advance of the summit. We would also post it on the project website and on the City's YouTube channel.

**Ice-Breaker Activity at the Summit**

The YouTube clip may also be used the day of the Summit. After welcome and greetings, we could show the clip to set up an interactive ice-breaker discussion activity that would immediately follow. The purpose of the ice-breaker discussion activity would be to get confirmation that we have accurately captured the critical issues and opportunities and to get buy in before moving forward. It would also be an ice-breaker for the day and a chance to get participants talking early.

At their tables, groups would be asked to discuss which of the critical issues in the clip resonates most for them and to identify any other critical issues the Comp Plan Update will need to address. We are exploring technology that will allow us to tabulate feedback from the tables on-screen in real time at the front of the room. For example, using their smartphone and/or clicker devices handed out at the venue, participants would "vote" for the critical issue that resonates most with them and see the results tally on-screen. Using smartphones and/or

laptops set out at the tables, participants could contribute words or phrases that would be summarized on-screen in a word cloud.

### **Initial Consultant Presentation**

The ice-breaker activity would lead into an initial consultant presentation introducing the Comprehensive Plan and explaining how it can help address the critical issues. With the results still up on the screen, the consultant presentation can provide specific examples of ways in which the Comp Plan can address critical issues identified by the participants. The consultant presentation would lay out the policy choices at hand and set the stage for the discussion to come in the breakout sessions to follow.

### **PRELIMINARY DRAFT SUMMIT AGENDA**

<b>Start</b>	<b>Finish</b>	<b>Activity</b>
8:30	9:00	Sign In & Call to Order (for Council & Boards/Commissions)
9:00	9:10	Mayor's Welcome and Objectives for the day
9:10	9:20	Critical Issues & the Choices We Face as a Community (YouTube Clip)
9:20	9:45	Group Activity/Exercise
9:45	10:00	Feedback / Results Tally
10:00	10:30	Why the Comprehensive Plan Matters (Presentation)
10:30	10:45	Q&A
10:45	12:15	Breakout Sessions: Housing /working group sign up
12:15	1:15	Lunch Break + Group Activity/Exercise
1:15	2:45	Breakout Sessions: Commercial Zoning & Growth Management /sign up
3:00	4:30	Breakout Sessions: Transportation Investments & Sustainability /sign up
4:45	5:00	Thank you and Next Steps
5:00	6:00	Reception

# OUR PALO ALTO 2030 SUMMIT

## DRAFT IMPLEMENTATION SCHEDULE

TASK	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	
<b>Task 1: Plan and Develop Summit</b>										
Identify Summit Goals, Themes, & Objectives	■									
Coordinate Venue and Set Date	■									
Identify Key Participants	●	■								
Summit Agenda and Program	●	■								
Identify and Develop Needed Materials		■	■	■	■					
Registration (i.e. EventBrite)			●	■	■					
Food and Refreshments				■	■					
Tabling and Information Sharing				●	■					
<b>Task 2: Marketing</b>										
Save the Date cards and emails		●								
GovDelivery & Next Door			■	■	■					
Online Ads				■	■					
Mail Invitations				■	■					
Social Media				■	■					
Brown Act Notices and Agenda Posting					■					
<b>Task 3: Workshop Preparation</b>										
Identify Workshop Topics	■									
Prepare Materials for Workshops		■	■	■						
Prepare activity/exercise Material		■	■	■						
Prepare Opening Power Point Material				■	■					
Prepare Companion Online Activity				■	■					
Launch Online Activity						●				
<b>Task 4: Community Education Component</b>										
a. Neighborhood Association & Service Clubs Road Show										
Coordinate Venues and Set Dates		●	■							
Prepare YouTube Clip & Materials			■	■						
b. Affinity Events										
Identify Event Topics	●	■								
Coordinate Venues and Set Dates		■								
Prepare Materials		■								
<b>Task 5: After Summit Report</b>										
Prepare Report						■				
Distribute to Participants						■				
<b>Task 6: Post Summit Work Sessions</b>										
Coordinate Venues and Set Dates						■				
Goals, Policies, and Programs						■	■	■	■	■

■ City Staff

■ Consultant

● Leadership Group