



**COMPREHENSIVE PLAN UPDATE
LEADERSHIP GROUP
AGENDA
TUESDAY, AUGUST 12, 2014**

**Palo Alto Art Center
1313 Newell Road
Palo Alto, CA 94303
5:00 TO 6:30 PM**

1. Welcome & Background
 - a. Purpose of the Leadership Group
 - b. Introductions
 - c. Leadership Group Logistics and Protocol
2. The Role & Importance of the City's Comprehensive Plan
3. The Comprehensive Plan Update
 - a. Goals and History of the Comp Plan Update
 - b. Outline of the Planning Process
 - c. Discussion of Community Engagement Challenges & Next Steps
4. Future agenda items
5. Public Comment

Next Meeting: TBD
Location TBD



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Meeting Summary**

City Manager Jim Keene and Director of Planning and Community Environment Hillary Gitelman provided an update on the August 4th and August 6th City Council meetings related to the status of the Comprehensive Plan Update. In addition, a short presentation about the “Our Palo Alto” framework was presented by Claudia Keith, Chief Communications Officer. The meeting focused on the planning process for the Comprehensive Plan Update and the role of the leadership group. The following is a summary of the main discussion points:

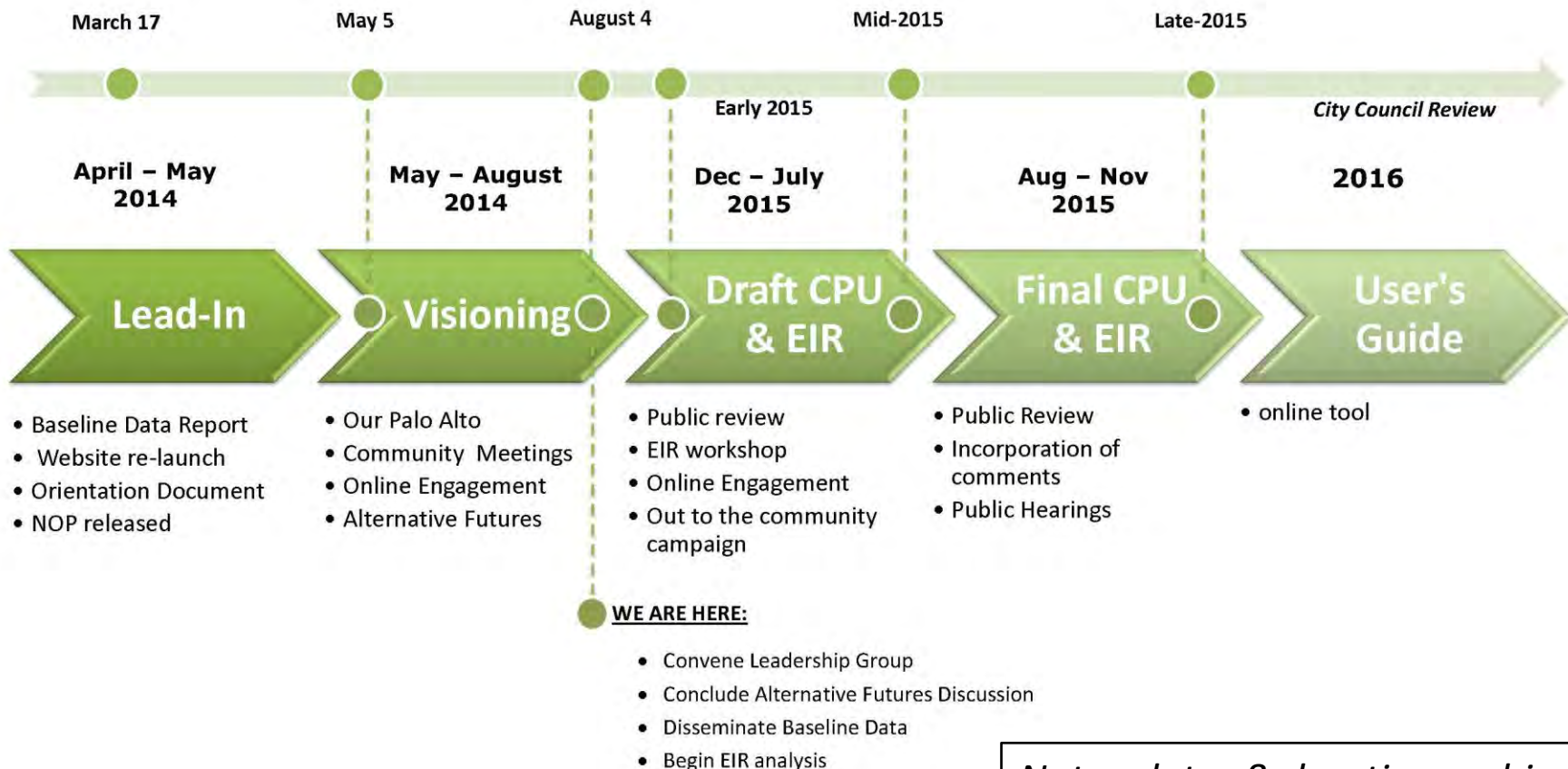
Comprehensive Plan Update – Planning Process

- The Comprehensive Plan is an important decision tool intended to guide the future development of the City. Staff provided a short summary on how Palo Alto’s Comprehensive Plan, its elements, and how they coincide with the State of California’s statutory requirements. The Comp Plan was described as a policy document that is implemented via regulations, such as zoning regulations about the uses of property and the density of development.
- The Comprehensive Plan Update was started in 2008 and the current planning process was designed to complete the project by the end of 2015. The process proposes preparation of an Environmental Impact Report simultaneous with expanded public input and plan revisions. Staff acknowledged the need to better explain and communicate the planning process and its objectives.
- The Planning and Transportation Commission provided their recommended revisions to goals, policies, and programs in the current Comp Plan to the City Council earlier this year. The Leadership Group will be asked to help design a community engagement process that informs the next generation of this document and the balance of the Comp Plan update.
- Next steps were discussed including the City Council’s request for additional information and additional discussion about the planning process.

Leadership Group Purpose & Objective

- The idea behind forming a leadership group is that a small group of people with networks can help reach a larger segment of the population.
- Meetings will follow the open meeting rules and members should refrain from discussing items not on the agenda, and should not conduct business outside of property noticed meetings. This means that members of the group should not send emails to a majority of other members. Please direct questions about the open meeting rules and other procedural issues to Consuelo Hernandez, Senior Planner.
- The primary focus of the group will be the community outreach process, including how to obtain community input, how to track that input, and how to show that the input has been used.

COMPREHENSIVE PLAN UPDATE PLANNING PROCESS TIMELINE



Note: dates & durations subject to change.
August 2014

Planning Process	Key Points or Topics for Public Engagement
Lead-in & Visioning Phase	<ul style="list-style-type: none"> • Who are we? • Critical issues facing our City • Growth in our region • Common growth management strategies • Alternative futures for our Palo Alto • Issues to be studied in an Environmental Impact Report (EIR)
Where We Are Now	<ul style="list-style-type: none"> • Baseline data & why doing nothing is not an option • The goals & structure of the planning process, incl. opportunities for future input, PTC & Council involvement, etc.
Later	<ul style="list-style-type: none"> • Define alternatives for analysis in the EIR • Desired changes to the existing Comp Plan & reactions to the PTC's recommended revisions • Potential impacts and benefits of alternative approaches to our City's future • Selection of a preferred vision for the City's future • Final Plan language, plan adoption, and next steps • A "users guide" and other ways to make the plan a living, accessible resource for informed decision making