



**COMPREHENSIVE PLAN UPDATE
CITIZENS ADVISORY COMMITTEE
DRAFT MINUTES**

TUESDAY, April 18, 2017

Rinconada Library – Embarcadero Room
1213 Newell Road
Palo Alto, CA 94303
5:30 PM TO 8:34 PM

1 **Call to Order: 5:30 P.M.**

2 **Co-Chair Keller:** Comprehensive Plan update, Citizens Advisory Committee of Tuesdays, April 18th, 2017.
3 The time is 5:35 and will the secretary please call role?

4 Present: Filppu, Garber, Glanckopf, Keller, Kleinhaus, Levy, McNair, Packer, Peschcke-
5 Koedt, van Riesen

6
7 Absent: Hetterly, Hitchings, McDougall, Moran, Summa, Sung, Titus, Uang,

8

9 **Oral Communication:**

10 **Co-Chair Keller:** Thank you. The first item on the agenda is oral communications. I don't see anybody
11 here who is from the public that wishes to speak so that's completed.

12 **Staff Comments:**

13 **Co-Chair Keller:** Then we have comments from Staff and I guess part of what we can talk about is last
14 night.

15

16 **Elaine Costello:** I'm going to let – I'm actually going to talk a little bit about what we're going to do
17 tonight and the schedule going forward. Then Elena can talk about little bit about last night, is that ok?
18 Tonight, we are – oh, thank you. Tonight, we are going to go over the – it's on the consent agenda to do
19 the Implementation Chapter and recommend that to the City Council. That will be out the first item and
20 then we're actually going to do governance as the second item and then the other three cover,
21 introduction and glossary as the third item. That's how we're going to organize this and just to give you
22 – this is our – as Arthur calls it, our (inaudible) ultimate meeting, our second to the last meeting. The
23 final meeting will be May 16th and that section is called wrapping it up. There are a couple of items and
24 one is to talk about the user's guide and what you think would be useful. We don't have anything
25 budgeted for that yet but what would be useful as a user guide, what's necessary, what would be nice,
26 and what's important to do in that. Then another thing that Arthur had suggested was to talk about
27 lessons learned from this kind of Citizen's Advisory Committee. To think about what went well and what
28 might be improved for this kind of group in the future. Then we're going to have a celebration. That's
29 the plan for the next and final CAC meeting. Then the Council is going to pick up the pace. On May 1st,



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1 they're going to be considering – this is all on the last page of your Staff report, page 11. They'll be
2 looking at the Land Use and Transportation Elements, which will reflect the changes that they had
3 requested since they reviewed your recommendations. Then on May 15th, they'll be doing Natural
4 Environment, Safety and Business and Economics Elements. On June 5th, they'll be doing an
5 acknowledgment of your very good work. On June 12th, they'll finish up with the recommendations that
6 you're working on tonight, the introduction and the governance and the glossary and the
7 implementation sections. Then it moves on to the PTC, with the idea that the PTC will work on this over
8 the summer and get it back to the Council so that it can all get approved this year, in 2017. That's the
9 plan and the schedule for going forward. We will send you out – once we have a link for the Land Use
10 and Transportation Element review by the Council on May 1st, we'll send you all a link to it. Then I'm
11 going to ask Elena to talk about a little about last night's – she was there. Then we'll move on to the
12 topics, does that work for you?

13
14 **Elena Lee:** Just really briefly, so we went to City Council last night for the revised draft ordinance on
15 accessory dwelling units and after – it was a great turn out. There were 65 public speakers and then it
16 was pulled off the consent calendar by Council; 65 public speakers. A lot of dialog between the Council
17 Members and a compromise that was made. As a result, they did pass an ordinance regarding accessory
18 dwelling units on a vote of 7-2 and basically, what they did in terms of amending the ordinance was to
19 add back in a minimum lot size of 5,000-square feet. Also, to clarify that the additional FAR would only
20 be applicable to a new ADU. It also requires directing Staff to return with basically an update to Council
21 on a quarterly basis as well as a study session for the PTC. It was a good discussion and in the end, we
22 have the revised draft ordinance that will be going back to City Council on a second reading in about 2-
23 weeks and then it will be effective in June. Staff right now is also working a fact sheet because one of
24 the issues is that there's a lot of confusion about what State regulations apply and what local regulations
25 apply so we're going to be putting together a document that clarifies that. We'll make that available to
26 the public as soon as possible and this is a big topic. If you have any further questions, feel free to let
27 myself or Chitra know. Thank you.

28
29 **Co-Chair Keller:** I think that there was also a – I'm not sure if this was part of the motion because I was
30 at home and I couldn't see it but I believe there was a referral for Eichler home – neighborhoods. For
31 compatibility of ADUs with Eichler neighborhoods to be part of the Eichler Design Guidelines. Am I
32 correct in that?

33
34 **Elena Lee:** No, that is correct. The direction was to include it in the process to add basically, an objective
35 standard; for example, maximum height or orientation of windows. For example, the ordinance right
36 now includes a provision saying that there shall be no doors or openings that are within 6-feet of the
37 property line so it would be something comparable to that. Again, that would be part of the – an
38 ordinance perusable and it wouldn't – and so it – ADUs would not be subject to a planning permit;
39 permits have to be ministerial.

40
41

42 **Agenda Items:**



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- 1 **Co-Chair Keller:** Thank you. So, the next agenda -- yes, go ahead.
- 2 **Shani Kleinhaus:** (Inaudible)
- 3 **Elena Lee:** Ministerial permits cannot be appealed.
- 4 **Co-Chair Keller:** They – my understanding is ADUs cannot be appealed nor if I am correct in the
5 statement there, that there is no notice to neighbors?
- 6 **Elena Lee:** That’s correct. State is precluding us from doing that.
- 7 **Shani Kleinhaus:** (Inaudible)
- 8 **Co-Chair Keller:** Could you be on the microphone? Is there – can you get a microphone near you? Thank
9 you. Shani?
- 10 **Co-Chair Garber:** Jeez, Len.
- 11 **Shani Kleinhaus:** When you said something about Eichler’s. Does that include the Mackay, which is
12 almost the same except doesn’t have the heated floors or whatever and it’s the (inaudible) glass?
- 13 **Co-Chair Keller:** I believe that Mackay’s where not specifically mentioned last night. At least I didn’t hear
14 them mentioned but there was a specific mention of Eichler’s. Maybe Elena can tell us whether
15 Mackay’s are part of the Eichler design process?
- 16 **Elena Lee:** Not that I am aware of but that’s – certainly I can mention that to Amy. That process has just
17 started so I don’t think anything has been decided at this point.
- 18 **Shani Kleinhaus:** It would be good to mention that because other than the heated floors, all the
19 windows – the building is all windows. It’s kind of the same at the Eichlers except – yeah.
- 20 **Co-Chair Keller:** Yes, Len.
- 21 **Don McDougall:** There we go. To – could you explain a little bit further on the Eichler Design Guideline
22 process and the ADU ordinance that is being developed. Which is coming first? Is the Eichler Design
23 Guideline going to inform the ordinance or vice versa? I’m very curious about that.
- 24 **Elena Lee:** Basically, we’re under some pressure because the State regulation is already effective and so
25 there are requirements that the City does have the ability to put additional discretions on but we need
26 to adopt an ordinance as soon as possible. Given that, we do have the ongoing Eichler Guidelines but
27 that process has just started so the intent is for this to be – the ordinance to be effective and then to the



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1 wrap the Eicher specific requirements as part of the Eichler Design Guidelines. The ordinance will be
2 effective first and then the Eichler Design Guidelines will be ongoing.

3 **Co-Chair Keller:** In other words, once the ordinance becomes effective, then people can build ADUs in
4 Eichler neighborhoods without respect to the Eichler Design Guidelines because they will not yet exist.
5 There was an amendment proposed by Council Member Holman to limit ADUs to 12-feet in Eichler
6 neighborhoods but that was not accepted so that's not in the ordinance. It's – therefore, they can be 17-
7 feet high and as can they can be in any neighborhood. Anyone else?

8 **1. Consent: Implementation Plan Chapter**
9

10 **Co-Chair Keller:** Thank you. Now we'll talk about the Implementation Chapter. I don't think we need to
11 go around on this but anybody wishes to speak and then we'll entertain a motion. Anybody wish to
12 speak on the Implementation Chapter? Ellen.

13
14 **Ellen Uhrbrock:** I just wanted to introduce the idea that I wrote in a memo to the Committee. Basically,
15 I'm suggesting that we make the chapter of the implementation readable at a glance by Staff, by public
16 vendors and Council and each program scored on its progress from 0 to 100%. You update this annually
17 before the Council retreats in the – in January or so and sets priorities for the year. Publish it as a
18 separate appendix through the Comp. Plan and it's a progress report to the City Council and the City
19 Manager who will want to have a good leadership and shared with all.

20 **Co-Chair Keller:** Thank you. Alex.

21 **Alex Van Riesen:** First, I'd like to say thanks for the food for dinner. That was very nice, it's very
22 thoughtful every time but it was a great spread, thank you. First or second I guess, I wanted to say that I
23 agree with Ellen and I think I had very similar thoughts. I – especially along the lines of there being
24 something more than just the 5, 10, 15-year review process. My sense was that – my suggestion was
25 that we actually -- by the way that they've set the priorities up with departments owning them, that
26 actually, there is an annual review process for each department and that each department is required to
27 produce a report on their progress with each priority, with each proposal and policy that's under their
28 purview. That those are then – I agree. I think either put in some kind of review from but I think the
29 most important would be online. Where people can go online and see annually what priorities are there
30 and how are they doing with them; in some form of a summary of that. We can talk more about that in
31 the introduction as well but I saw this on page 3, it was interesting -- I note that under review and
32 update, I read Don McDougall's comments and I too was struck by that. That why isn't there something
33 more consistent or more regular and I suggest the annual and posted. The other thing was that I thought
34 that the last time – well, one other thing about the writing. In the first paragraph of the Implementation
35 Plan where it says the City has identified a list of implementation programs intended to provide – this is
36 basically a restatement of the first green paragraph I think and I wondered if that was necessary? It
37 seemed like we could just edit that out unless there was a reason for restating it twice. The second thing



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1 is, I guess I was interested just in hearing – it says that in the green paragraph, it says the Palo Alto’s
2 budget process and it will ultimately be – and it was ‘the’ and then it was changed to ‘a’. I’m curious, I
3 think ‘the’ has more power or more significant and I was wondering why it was changed. I – in light of
4 that, I would like to hear the argument but without a convincing argument, I think it should stay ‘the’
5 (inaudible) to even give it some added heft. Next thing as just a question for me, last time we talked
6 about – I think we were going to get an email with links to all the most current versions of the parts of
7 the plan, weren’t me? I don’t remember – did you send that out? Then I missed that, ok. What’s that?

8 **Female:** It’s in the Staff report.

9 **Alex Van Riesen:** The one that we were emailed?

10 **Joanna Jansen:** Right. It’s – with that – the table the came with the links is Attachment C in the Staff
11 report. If you go to the link that’s here...

12 **Alex Van Riesen:** Oh ok.

13 **Joanna Jansen:** ...that table that’s linked to it, will have the links to the elements in it.

14 **Alex Van Riesen:** Got it. Thank you. Ok, that’s it.

15 **Co-Chair Keller:** Thank you. Annette.

16 **Annette Glanckopf:** Well, I don’t disagree with anything that has been said so far and actually Bonnie,
17 you’ll be very happy to know that I agree with you on a number of points that you’ve written. I’m not
18 sure about what you’re going to do with this whole section and this dot matrix concept. I am not a
19 supporter of that, haven’t been, won’t be for the reasons I stated in the letter I wrote. I feel very
20 uncomfortable for any vote to be taken forward to the City Council. When I looked at what you’ve got
21 here, I mean I still think each element show stand alone. If you want to prioritize, prioritize with
22 elements. It’s not clear to me why and maybe there is a great reason but why community services and
23 businesses are lumped together, for example. Then everything else is lumped into another category. I
24 don’t agree with what came out like shop Palo Alto, which I was involved with a number of years ago
25 and I could talk chapters about that. I don’t think it should be a high priority nor really analyzing the
26 trends of online shopping with every other crisis that’s happening in the City. That’s my own personal
27 view on that. I also think it was really fascinating when you look at it, it’s just a matter of numbers. You
28 know, Don did a great job of figuring out how many numbers wherein each category and how many
29 were ongoing etc. but I looked at it -- since these things are all sort of lumped together, I’m not sure
30 where we are going with the priorities but in the document that we had -- police had eight programs,
31 OES, and fire both had fourteen, utilities had thirty-one and Public Works had seventy-one. I didn’t even
32 begin to count community services, transportation or planning. None of those were a priority. I mean
33 they are all critical departments and that’s why I think that I agree with what Alex said. That maybe we



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1 should think more about departments and the interchange and again, I'm more for prioritizing each
2 element as opposed to just lumping everything together with this dot process, which maybe some of the
3 things came out which are great and we would all agree on. I think there's a lot of darts that we can
4 actually throw in there and just reading Bonnie's note, I agree with what she said in her letter. I don't
5 know where those priorities came from in this section. Maybe you could talk to that?

6 **Co-Chair Keller:** Thank you. Bonnie. Oh, you want a – do you want a response to that?

7 **Annette Glanckopf:** It would be nice to know. (Inaudible) Excuse me. It would be nice to know where
8 the priorities came from but also, what you're going to do with this dot matrix as far as taking it to
9 Council?

10 **Elaine Costello:** Well, we don't plan to take the dot matrix to Council. We – what we did, was we took
11 the highest scoring ones, ones that got more than half the available points and made sure that they
12 were in the 'S' Category; short term. That's all we did, so if you look at the chart that's in the Staff
13 report. If something is highlighted as 'M' and it got – and it made this chart because it got a lot of dots
14 from the members, it went from 'M' to 'S'. That's all we're going to do. We're not going to do anything
15 else with it.

16 **Annette Glanckopf:** (Inaudible)

17 **Elaine Costello:** The Council is not going to get – we're not going to go any further. We just used it as a
18 way to refine. To make sure that the things that were important to the most people and none of them
19 were important to everybody, show up in the Short-Term Category and that's it. That's all we used it for.
20 It just changed a couple of priorities from 'M' to 'S', that's all.

21 **Co-Chair Keller:** Thank you. Bonnie.

22 **Bonnie Packer:** Again, thanks for the food and it's nice to know that we agree on things. One of the
23 things that I mentioned in my comments was that I noticed is that in the line version of the – this table
24 with the implementation table, had a link to the elements but the one that you're going to send forward
25 doesn't have those – doesn't have the link to the elements in it. That might have been an administrative
26 oversight of some sort.

27 **Elaine Costello:** We'll link it to the element that it was used to prioritize.

28 **Bonnie Packer:** Yeah, but the – it didn't have the links in the version that we have.

29 **Elaine Costello:** You mean the hard copy version that you have?

30 **Bonnie Packer:** Yeah, I didn't...

31 **Elaine Costello:** Yeah, yeah.



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1 **Joanna Jansen:** The hard copy version is really the intent...

2 **Bonnie Packer:** Yeah, but it doesn't show up on the...

3 **Joanna Jansen:** ...was to try to...

4 **Bonnie Packer:** ... it doesn't show up in the – on the online copy either; the links, in this version.
5 Anyway, you'll figure it out.

6 **Elaine Costello:** Right.

7 **Bonnie Packer:** Ok. The other thing – talking about how many programs there wherein each element
8 and all in ranking and all that. One of the things that are really missing is that there are a number of
9 policies that don't have very many programs or any and those policies, in this implementation plan, the
10 way – since you're only – you only have programs. Those policies will get lost and a lot of those policies
11 are pretty important. In the Business Element, there is a number of policies without programs. The
12 Governance Element had policies that don't have – this whole thing about not including the policies
13 somehow in this document, again, it just makes it an imperfect document. The other recommendation I
14 have, which is in line with what Ellen and Alex were saying. Is that maybe another way to monitor the
15 progress of these programs is to link to the department's work plans and to see if these programs – to
16 what extent they are actually in the work plan. The work plan, I guess is driven by the budget and there's
17 a lot of things that go into developing the work plans of each department. Based on what the City
18 manager decides to do with the City's money. That would be something for people to see. Well, has the
19 City Council allocated funds for this particular program and is it in this department's work plan and are
20 they working on it? If it's to be determined, then that's in there too but that would be one way to do it.
21 You know with modern technology, this linking is a great way to do with without creating a lot of paper.
22 That's what I would suggest and the other point is that – oh, just a – things are always ongoing and last
23 night, though they never got to it, is the Transit Vision Plan or the Shuttle Vision Plan that is now out. I
24 thought it was a great report, I read it and it was great. That would be great to have that referenced in
25 that – it was one of those. Was it T-1.14.1, that talks about expanding the shuttle? I would recommend
26 putting that into the next version of the Transportation Element that goes to Council because they have
27 that study now to look at. They may be looking at it before or after they do the Transportation Element.

28 **Elaine Costello:** Can I just clarify that? Yeah, that's a very – a really good point. One of the things that
29 you're going to see when you see the programs and the policies that go to Council is that we did go –
30 this is kind of a constantly changing set of policies and programs. We're working with the CAC, we're
31 also working with the Council and we're also getting updates from Staff, like hey, this is actually – don't
32 write it as doing this later. It's underway now so we've actually tried – we've working really hard with
33 transportation actually. They've been great about giving updates because you guys haven't reviewed
34 these since last year – it's been a year and a lot has happened in a year. You will see changes like that.
35 You'll see – so the word – don't get to (inaudible) to the wording of the any of these programs because



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1 they have been updated and consolidated and reflect Council direction. What we tried to do was give
2 you – we tried to pick a still point in a turning world and say, prioritize these so yes, we’ve already –
3 we’ve caught that going forward.

4 **Co-Chair Keller:** Thank you. Shani.

5 **Shani Kleinhaus:** Some of the programs in here I’ve commented on before on mistakes and they
6 haven’t been fixed. I know with – those things would just move forward with mistakes in them. I just
7 (inaudible) one of them was from Phil (inaudible) that corrected the language to (inaudible) but there
8 are others. There are other things that I thought we’d reached consensus and it’s not reflected in here
9 so there are things that seem to have never been changed, even though there was a lot of discussions.
10 I’m not comfortable with this. I mentioned – I can’t always sit and write things so when we come here, I
11 mention them. L-3.2.1, the language is (inaudible) proposed in 1/03/17 Staff report said pursue did not
12 specify mechanism; that’s the program. Obviously, that’s a mistake. I commented on this before. I don’t
13 know what to do with this. I’m not comfortable moving forward something that has mistakes in it and
14 things that we’ve discussed and just didn’t make it in.

15 **Elaine Costello:** I think one of the issues here and there may be some things that people wanted that
16 other people didn’t want or whatever but in the language in these programs, in order to say here is –
17 this – we linked you to what version we used. There have been updates since then that picked up some
18 of the comments and some of the changes so there are later versions. Particularly, of land use – in
19 particular, there are later – several later versions of land use and there are later versions of
20 transportation.

21 **Shani Kleinhaus:** So, what we look at here is not the current version?

22 **Elaine Costello:** It’s not the current version. It’s a version – it’s because all you’re being asked to do here,
23 it’s not to review the wording or – it’s to prioritize among the programs conceptually. So, you’re not
24 being asked if this is exactly the program language you would use. You’re just being asked relative to all
25 of these different, how – what would you think is the most important to do right away?

26 **Shani Kleinhaus:** With language that is not current.

27 **Elaine Costello:** With language that has – may have changed since then, yes.

28 **Shani Kleinhaus:** I have a problem working like that. I need to know what I’m voting for and what I’m
29 looking at. There is L-1.12.3, so many times we asked not to look at residential in a community center.
30 It’s still in here and I don’t know if that moves forward or not? It’s just – I don’t know. Other things, I
31 think a lot of the people who came here to speak about the people with disabilities and were looking for
32 more support. There’s only one program that really addresses them directly that I can see but I may



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1 have missed some. It's not a high priority, it doesn't have an 'S', it has a medium so I don't know. I'm not
2 comfortable looking at something that's not current.

3 **Co-Chair Keller:** Thank you. Stephen.

4 **Stephen Levy:** On the priorities statement in there, I share Annette's concern. I would suggest kind of
5 the follow language, which I think is reflective of what goes on under priorities. Which is that each year
6 the City Council sets priorities at their annual retreat and in 2017, the priorities are. They aren't these
7 but this is a living continuous document and as far as I know, there are no 15-year City priorities. The
8 priority process is an annual process that the Council does at the retreat so there will be different
9 priorities next year and this document in 2017, should reflect the actual language that the retreat
10 adopted for the 2017 priorities. This section says, as of 2017 the priorities are and that's wrong. These
11 are not the priorities that were adopted at the retreat. The second is a question to Elaine. You sent an
12 email out saying, I received a bunch of suggestions for consolidating or reorganizing the programs. Do
13 you have anymore and I see nothing in here that suggests whether if any of that was done or what the
14 result was?

15 **Elaine Costello:** I realize that this is one of the problems of working with the CAC and the Council at the
16 same time. Trying to get – I mean it's what happens when – we had to get – we got the implementation
17 out to the subcommittee a couple of months ago and so we tried to stay with the same version so that
18 you weren't always looking at a completely – that the CAC wasn't always looking at a totally different
19 version every time. The subcommittee would prioritize one version and then the CAC would prioritize
20 another version so we stayed with the same version to set priorities. These are not the language – this is
21 the not the policy language or the program language. We've actually made revisions to respond to those
22 comments, which will be in what goes to Council.

23 **Stephen Levy:** So, this is not the Implementation Plan. This is what we did the dot exercise...

24 **Elaine Costello:** This is how you set the priorities. This is not – this is just so we know what you wanted
25 as your short-term priorities, your medium, and your long term. As we combined programs in
26 consolidation, if it had been – if it got votes to be short term, it stayed short term but the language has
27 changed and we did not try – we figure that we had two kinds of potential confusion. One was every
28 time we came to a meeting, we gave you a totally different set and you went, what happened to the last
29 set? We figured at least keep it consistent and we've done that with every element and every plan. We
30 kept it consistent all the way through, from the subcommittee through and so we did the same thing
31 here.

32 **Stephen Levy:** So, back again, how about the priority point? These are not the retreat priorities and there
33 are, as far as I know, no living 15-year priorities. It's in an annual process that changes with the Council
34 so why shouldn't we say, every year the Council picks them. They're priorities and in 2017, the priorities



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1 are and list the ones from the retreat. I still don't see where these came from. They are not what was
2 adopted at the retreat.

3 **Elaine Costello:** Joanna is going to...

4 **Joanna Jansen:** The – I think part of the confusion arises because the word priorities are used in
5 different ways and certainly, I can see how that is confusing. This section agrees in the existing Comp.
6 Plan. In the Implementation Chapter, there is a section called priorities and so this is basically, our take
7 on kind of what we've heard throughout this process of what are the main things that have up over and
8 over again in drafting this version of the Comp. Plan.

9 **Stephen Levy:** Now, wait a minute. The City means the City Council.

10 **Joanna Jansen:** Yeah.

11 **Stephen Levy:** What you heard here is not the City's priorities. It may be the CAC's priorities but this
12 says the City's priorities and there is an official document that is updated every year.

13 **Joanna Jansen:** Right.

14 **Elaine Costello:** Let me just try this one?

15 **Joanna Jansen:** Go ahead, yeah, please.

16 **Elaine Costello:** I think that's a very good point Stephen and we should just go through and clarify that.

17 **Stephen Levy:** Ok.

18 **Elaine Costello:** That the Comp. Plan has had these kinds of priorities in it in the past. That we picked up
19 tradition but we should not confuse that with City priorities. So, we'll just clean that up. Thank you.

20 **Co-Chair Keller:** I'm going to speak first and then I'm going to call on you because...

21 **Female:** (Inaudible)

22 **Co-Chair Keller:** Also, I'm going to respond that as well and then I'll call on you. One of the things about
23 priorities is that the City Council's annual priority setting, which usually rolls over for more than one
24 year, are not the long-term priorities. They are immediate [phonetics][fowsi] of the City in terms of
25 short term – we're going to put a particular effort into these things. That's to be distinguished from
26 long-term priorities that are going – ongoing processes of the City. I would not consider the City's
27 Council one or two-year priorities setting process to be setting the priorities for the Comp. Plan. I think
28 that those are longer term things and I just want to make that distinguishing. Another thing is that, in
29 terms of something that Bonnie said, I agree with your frustration of looking at these programs in



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1 isolation. I think that -- the way I look at this is that the home for the programs is actually in the
2 elements and this is why I am personally, very pleased that the programs were put back into the
3 elements where they can see them in context with the goals and policies and programs together. I see
4 the Implementation Plan as an index into the policies -- sorry, the programs. You can see them at a
5 glance together and indicate some sort of relative priority setting that goes on. One of the things that
6 happen on the Planning Commission is that there's an annual Capital Improvement Program process in
7 which the PTC looks at the various Comp. Plan -- I mean the various capital improvement projects that
8 are recommended by Staff but there isn't a proactive -- as much as a proactive process. The PTC has
9 perennial leave -- worried about -- be frustrated with proactive processes opposed to reactive processes.
10 I see if the PTC were to be the -- the PTC is really the keeper of the Comp. Plan from my point of view. If
11 the PTC were to have the annual process for reviewing all of the programs and seeing where they were
12 and making recommendations to the Council. Then deciding which -- whether -- where we were and
13 bubbling some of those up to be -- this should be a CIP item where appropriate or this should be
14 budgeted; have a process where the PTC recommends that. I think that in some sense the
15 recommending body -- obviously, it's up to the Council but I think that would be a good use of the PTC to
16 evaluate that -- to evaluate these programs on an annual cycle basis. I think that that would be a good
17 thing for the PTC do. It would be hard for the Council to do because it's quite long and detailed. Bonnie?

18 **Bonnie Packer:** Yeah, I agree with what you are saying Arthur but I have another suggestion. What if we
19 just delete that section in the introduction that says priorities because it's a moving target, as we all
20 realize. The Comp. Plan is a 15-20-year document; maybe 30-year because we'll take another 15-years
21 for the next update. That we -- because you could have -- all of a sudden you could have sea level rise
22 emergency and the priorities for the next couple of years are dealing with that in 10-years let's say. We
23 can't -- putting priorities -- (inaudible) adoption of the plan in 2017 that these are the priorities but that
24 doesn't really help anybody using this document to know what the priorities were in 2017. Just because
25 it was in the earlier Comp. Plan, that doesn't mean we have to keep it in and you might want to explain
26 that in your -- in the Staff report to the City Council when this is delivered to them. Thank you. Oh,
27 another thing, about the PTC being the keeper of the Comp. Plan and the review of the capital
28 improvement document, that's only for capital projects. So, who was looking at all the other programs
29 that do not require capital budgeting? I really think that's a City Manager job and I would imagine that
30 the City Council would want somebody in the City Manger's Department looking at this Implementation
31 Plan as well.

32 **Co-Chair Keller:** I'm suggesting that the PTC have that role and just as it has the role for the CIP. It
33 should have the role for the programs to review them and provided a report on that status. Getting
34 input from the appropriate departments just as it does for the CIP. Alex?

35 **Alex Van Riesen:** (Inaudible)

36 **Elaine Costello:** It's the City Council.



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1 **Alex Van Riesen:** (Inaudible) Oh, sorry, my bad. I would allow – I would say to push this to the City
2 Council to decide whether to create a much more broad priority section where we anticipate these
3 being issues for the next 15-years. If they choose to do that or eliminate the section so that was my
4 thought on that. I wanted to add one additional comment to this and I want to get into this more with
5 the introduction but it seemed that one of the desires in all this; in governance and in connecting this is
6 bringing ownership and getting people involved. One of the things I realized being on this Committee I
7 had no idea we had a Comprehensive Plan. I mean if I thought about it, I would have known but I've
8 been thinking about that more and more. How do we get people connected to this and it just strikes me
9 that we're going to need to think about, even in the introduction or even in governance, how do we –
10 how are we going to get people connected and concerned about what we're doing here? I guess that's
11 why I was suggesting that in these department evaluations, it struck me that that may be a place to
12 invite people to participate or to have some community volunteers to be a part of evaluating in an
13 ongoing basis the Comprehensive Plan versus just once every 15-years. That there's some kind of
14 regular – I'm not saying that would necessarily solve the problem but how to have more regular contact
15 with the document rather than in such large chunks.

16 **Co-Chair Keller:** Thank you. Shani.

17 **Shani Kleinhaus:** (Inaudible) C-19.3 supports programs for caregivers of seniors and people with
18 disabilities and so on. It has medium and I think that would be really helpful to a lot of the people that
19 came to speak to us so I would like to see that become a higher priority than medium. The bird-safe
20 design, which is something that I have been advocating for. It has medium and it has two dollar signs
21 next to it. There are so many Cities around here that are already doing guidelines and there's so much
22 available. It shouldn't be too much work and it shouldn't be more than one dollar sign and I think Palo
23 Alto should push it a little up since the City is already doing a lot of that through the grain building
24 design so might as well formulate it in a way that's easier. I think I would like to see that one pushed to
25 sooner and less expensive. The one on caregivers for seniors and people with disabilities, a lot of people
26 who came here were exactly that. Thank you.

27 **Co-Chair Keller:** I'm going to interject a comment which is that the term relative priority is a misnomer
28 and I think I mentioned this last time; it's really relative timing. Short term is not a priority, medium term
29 is not a priority, long term is not a priority, it's a timing. Routine is not a priority, it's a timing. If you
30 changed this category and this heading to relative timing, you would eliminate a lot of the concerns that
31 we have because the saying – the issue is you can't do everything all at once and people understanding
32 phasing of things and timing of things. Just because it's long term doesn't mean it's low priority and I
33 think if we made that change. It would be good to clarify that and I think that would help. Annette.

34 **Annette Glanckopf:** Well, to just react to that, I don't know how you can express what the priorities are
35 but maybe in another column but I won't get into that. I have three comments. I agree I don't think the
36 priorities really add anything to this document. Even though there are carry overs from the last plan, for



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1 all the reasons that have been stated, I think I would just like to suggest that they are eliminated. I think
2 that a – on a second topic. I think when you go back to the Council -- I'd like to pick up what Bonnie said.
3 If every department, when they did their work plan, had some sort of link – where they were required to
4 do a link to the Comp. Plan program, policies, etc., that would make what Bonnie said very easy. Now
5 when we come to Council to push whatever point we want, we always quote from the Comp. Plan. I
6 think it's very doable but you have to sort of set the standard at the beginning of the year when people
7 are putting their work plans together so I would put that in as a suggestion to the Council and let them
8 decide what they would like to take forward. Finally, I'm going to mention this one last time but one of
9 my things that I've been very interested in is the Office of Business Development or whatever it's called.
10 None of my changes have been reflected in the document and I think personally, it's very much of a
11 policy decision as far as what the City wants this office to do. We have some very lofty statements,
12 which I don't agree with the state – I don't disagree with the statements because it's all great to retain
13 small businesses. I don't know how they've ever done that or help small businesses; especially the mom
14 and pop shops. If it's – it's great as a goal but it concerns me because that is not the direction of our City
15 in that office and so to me, the Comp. Plan is not in sync with the current policies of the City. So, that to
16 me, should be another question to the City Council and if they really want to do these lofty things, which
17 are great. I'm not at all disputing that or the wording but I think that they need to make a decision and
18 then really beef up that department and actually try to go out there and do the things that are in the
19 document. Especially, I don't think – other than the Chamber, no City employee that I've seen is really
20 out there trying to help the small businesses and mom and pop stores. That's the last time I'm going to
21 mention that but I feel really strongly about that.

22 **Co-Chair Keller:** Thank you. Dan.

23 **Co-Chair Garber:** I think priorities is better located actually in governance and I'll speak more about that
24 when we get to governance.

25 **Co-Chair Keller:** Thank you. Ellen. Microphone.

26 **Ellen Uhrbrock:** This brings me back to the need for a smaller and readable summary there. I learned
27 early in my work here that not very many people even knew how to write any kind of an executive
28 summary. A few of us knew how to (inaudible) and we just can't summarize things so what I would like
29 is a combination of the implementation and the Governance Chapter, is to have a start with thinking
30 about who's going to read this and what do they need? What does the customer need? The first thing I
31 think they need – we need is who to call at City Hall? Whose department is this and I love the app that
32 the City has created called Palo Alto 311? I don't think it's used as much as it could be and something
33 similar that is about who to call. They ought to be the departments that you have in the governance
34 gala, plus the non-profits that are supported by the City. I'm thinking of Avenidas for example, which is
35 had a half a million-dollar support and the Palo Alto Players and so forth. Who to call and what is the
36 context, that's section one. Then I'd like to take those two tables, one and two, which I can't find at the



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1 moment but one and two and make it into one. The criteria of what would be in that one table in the
2 summary would be the routine things, the IP things, and the short-term things. In effect, what you've
3 got is a short-term executive summary of the plan; the Comprehensive Plan. Which will have changed
4 every year as the years go by and has to be updated on an annual. The annual progress report, I just
5 tossed the 0 from 100% of those that are on the table, would give you an idea that we are working on
6 that or we aren't or -- it will help you. At a glance, you want to summarize where are we, what needs to
7 be done and who do I talk to and work on it. Then last of all, this follows a request I made at the very
8 first meeting of this organization is that you need a glossary. All of your phrases need to be translated to
9 the public so that they can read it. This has to be a readable publication wherever it is. I remember one
10 night here I asked who reads and who uses the Comp. Plan? Only one of you responded and that was
11 Dan and so you've got to have people to be interested and read it and give them information that the
12 public wants.

13 **Co-Chair Keller:** Thank you. Lisa.

14 **Lisa Peschcke-Koedt:** Just an overall comment. Actually, along with the lines that you said, Arthur. I
15 think if we were -- whatever goes to the Council, I think that one column that we've been calling priority
16 really should be the relative timing because that's what we're talking about. We've all said everything in
17 there we still think is a priority to do. A question though, going to the other comments is -- I know we're
18 near the end of our CAC but would it be helpful whether it's partly from the dot exercise, even though
19 it's not perfect or something else that we've done to say, of all these things we think we really should do
20 these first and I think is where you are going with the timing but they're not quite the same thing so it's
21 like what's the highest priority? We talked about that last time about how do we determine out of all
22 the things we think we should? To your point, in each element there's something that we think is most
23 important and how do we do those first? Not to take the others off the list but just to do them first but I
24 don't think that's captured in the relative timing and we haven't really done that. It goes back to that
25 kind of high, medium, low understanding that even low is still stuff we think we should do because it's
26 something we put in the plan. I am curious -- the first point is that I agree with you on the column of
27 what we have now but then the open question is, is there something more that we should do to help
28 the Council? Just to say that we think in each element these are the more important to do first.

29 **Co-Chair Keller:** Thank you. Amy.

30 **Amy Sung:** I actually this the programs being each on their own very much. I remember from early on
31 that my understanding is that policies are a guideline and that what gets implemented is the programs
32 themselves. I have a list of programs -- instead of going through the whole book, finding out -- teasing
33 out every program, I think this is very, very useful menu to have. As far as those policies that do not
34 have a program associated with it, my understanding is that those are the policies that are important
35 and programs will be developed over time. So, with the policies there, somebody will look at them and
36 say huh, we need to have a program to carry out this policy. This is really a very live document and so



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1 maybe you will also have to separate the policies so that you can use this like a manual in many ways.
2 You can go from programs to see how they – any programs that you can use that are currently being
3 carried out or that you can look up policies and say I have such and such ideas. Which policy is applicable
4 and from there, what programs can be developed? This is how I looked at it. This Comp. Plan will be
5 used and it's not leisure reading that everybody will read from like a whole book and chapter after
6 chapter. This is how I imagined that we would excel and then we will sort the data according to what is
7 the needs. With this one, I think that it could be carried out. The – I was wondering about the priorities.
8 When I first wrote – I wanted to thank you very much that at the end of every page it says if it's short or
9 medium. Often times when I read the document I'm thinking my god, last time I read it, it was a week
10 ago and what does IP stand for? I think this is fantastic. We need to have a glossary at the end but this
11 kind of a quick reminder is super, super helpful so thank you so much for that. The other thing is a
12 priority. I think maybe we do not mean that it is a priority in terms of what Council terms as a priority.
13 For example, we spent a huge amount of energy and time devoting in transportation and that – what
14 that TMA? That management program? That was deemed very important so it is not -- maybe the
15 priority is not the right way to say that this is what we have deemed very, very important and has a
16 really, really high priority stake that needs to be paid special attention from there on and that it's
17 ongoing and so that is that. One last thing is that I wanted to respond to Annette's comment about
18 business. In the business subcommittee, the Chamber was there and we also had different
19 representatives from the Chamber of Commerce that attended our meeting. It was very, very important
20 that they started out by saying that no business will start – open their shop and start the business by
21 thinking that I have planned to stay small and that my goal for the business is just so that serves the
22 neighborhood as the goal. That was really important for us to understand that every business seeks to
23 excel and expand and that is how they major the success so for a business to be thriving, I think it's very
24 important that businesses pay for a lot of the services that the City provides. We want to support all
25 levels of business that is operating here in Palo Alto and I must say that serving on the business
26 subcommittee was one of my most enjoyable moments. Thank you.

27 **Co-Chair Keller:** Thank you. Bonnie, do you want to say anything else?

28 **Bonnie Packer:** Yeah, this has been a great discussion and I just was rereading the introduction to the
29 Implementation Plan and looking at it and I think we've got it. You might want to call it – instead of
30 relative priority in the introduction, call it timing priority but everything that is an 'S' is a high priority
31 because it's going to start within 5-years. Maybe that could be clarified more explicitly in the
32 introduction and then because – I don't know if this is an excel spreadsheet or not but then you sort all
33 the S's and say hey, did we start this yet? Next year, the City Manager or the Planning and
34 Transportation Commission could say hey, we have all these items. Did they get started because they
35 were all 'S's and I would think that every couple of years or however you want to do it, this column –
36 this priority column in the table could be the ongoing organic thing that keeps moving forward. Well,
37 this -- the S's maybe by next year will turn into IPs and the M's may in a couple years be in the 'S' thing



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1 because it's within 5-years of that date. That would be a nice – it will be a rolling document and maybe
2 that could be spelled out more in the implementation. I just thank everybody for their ideas because
3 that's how this discussion generated this idea. Thank you.

4 **Co-Chair Keller:** Thank you, Bonnie. Do you want...

5 **Elaine Costello:** Can I just....

6 **Co-Chair Keller:** Go ahead.

7 **Elaine Costello:** make one comment? I just wanted to say that as I listen to people, I think the relative
8 timing is clearer than the relative priority because I see the difference now and I see where the
9 confusion comes around when you call it a priority. You think well, what about the Council's priorities
10 and then you realize well, really what we're talking about is in the Comp. Plan, these are the relative. We
11 are going to make that change so thanks. I just want to...

12 **Co-Chair Keller:** Thank you. Alex.

13 **Alex Van Riesen:** This is just a very quick thing. I noticed – I don't know what the – how the tables will be
14 used that wherein the Staff notes but in table one, I noticed that L-4.8.1 was labeled as a two but it
15 actually only had eleven dots so it's actually technically a three. I didn't know if that's going to be
16 reproduced. It doesn't sound like this is a public table; it's just for us. So, for what it's worth.

17 **Co-Chair Keller:** Thank you. I'd like to – anybody else want to talk? I'm going to say a few things
18 afterward. Ok. A couple things. First of all, I'm glad Bonnie talked about excel download because that
19 was of the things on my list here to talk about and I think that your suggestions on how to do it are great
20 and I totally support that. The second thing is that there are comments that we've been struggling with
21 the idea of important and I want to make a distinction that a lot of us who've done project management
22 understand. That is the distinction between the urgent and the important. Sometimes you do the urgent
23 first even though it's not important because it's time critical and that's why I think that the idea of
24 incorporating priority into timing is kind of muddy. That's why I think it's best to think of it as relative
25 timing as Staff as agreed – as Elaine agreed to do but I think that the priorities are really – in terms of
26 what Stephen had talked about, as an annual priority setting where things might bubble up and even
27 within short or medium term, those things are prioritized and chosen to – on an annual basis, which
28 ones you decide to commence for various reasons. For example, I would say -- just to make a distinction
29 here, I would say that California Avenue concept as a coordinated area plan is important. I would say the
30 Fry's Electronics concept area plan is urgent. Just to make a distinction between that to illustrate that as
31 an example because I think that when – if the lease is up in 2019 if we don't do a coordinated area plan
32 for Fry's, it's lost is shelf life, you know? It's not going to be useful for effecting what happens to that site
33 if we don't do it right away and I sure hope that as the Comp. Plan is put to bed. That the City Council
34 immediately does not pass go, does not collect \$200 but immediately does the – start—commences the



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1 Comp. – the (inaudible) area plan for Fry’s. The last thing is that I think it would be helpful -- I think
2 we’ve sort of dances around this and Staff should correct me if I’m wrong but this is my interpretation of
3 what the approval process for this is. I think this is illustrative and I’m sure that Staff will correct me
4 because I’m going to make mistakes but in some sense, what we have here is that we have been
5 generating – our job has been to generate the Comp. Plan changes, ok? It’s been a moving target
6 because this has been reviewed by Staff, reviewed by the City Council and so there are all kinds of things
7 in the process, in flight and thing are changing. When you look at something, the question is what’s the
8 image of what you’re looking at? You’re looking at one version of one document and one version of
9 another document so there certainly is a consistency issue that we’ve been dealing with. Staff is going to
10 have to make everything consistent in order to be able to give it to the PTC. PTC is going to see a
11 consistent view of the world and so it’s been cleaned up from that because, in some sense, the PTC is
12 generally the keeper of the Comp. Plan. They are the ones who adopt – who recommend adoption of
13 Comp. Plans, recommend the adoption of Comp. Plan changes and things like that. We’re in some sense
14 being the author of it and the PTC is recommending it. They are going to do a review process and then
15 it’s going to go to Council and by the time that happens it will be in rest in that sense. It will all be
16 completely consistent and published. Now, the interesting thing is that the consistency is a – it will be
17 consistent only when it’s published. It won’t be consistent after that.

18 **Co-Chair Garber:** It will be more consistent than it is today.

19 **Co-Chair Keller:** Yes, but the issue is that the consistency will occur at the time it’s published and the day
20 that it’s published because once changes happen to it, it will diverge. The excel spreadsheet will –
21 programs will diverge as things change; as the land use things change. There’s are a bunch of changes
22 that happen as amendments that happen to the Comp. Plan and that will evolve and therefore, it will
23 again, diverge again. One of the things that I want to talk about next time is the understanding of what
24 we learned from this process as to what we should recommend for the 2030 Comp. Plan; it starts in
25 2030. That start -- that goes into effect there because after all, the last Comp. Plan started in 1992. It
26 started in 1992 and the process from 1992-1998 with the citizen group starting from the beginning
27 doing revision and then what happened is it went to the PTC and then Council. In this case, it went to
28 the PTC first. The PTC did its work, the Council was not reviewing that in a timely manner and then the
29 process was kicked over to the public and then back to the PTC for a very brief review so that’s sort of a
30 different process. I think we need to understand better so we can recommend saying, here’s the time
31 capsule of what you should do in 2025 in order to start the Comp. Plan process again. If Staff would like
32 to comment upon what I said and correct it if I’m wrong?

33 **Elaine Costello:** (Inaudible)

34 **Co-Chair Keller:** Ok, great. Yes, Alex?



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1 **Alex Van Riesen:** Can I just follow up on that? Is it possible – I think I really want to echo that I think the
2 conversation about what did we learn in this process is essential; it's great. The summary you just gave
3 about comparing how the first round went with this, is there any way that could be written up?

4 **Co-Chair Keller:** I think that's what – part of we'll do at the next meeting is...

5 **Alex Van Riesen:** That was very helpful to hear. I would like to have to think about.

6 **Co-Chair Keller:** Yes, part – I'm not sure – well, we'll have the minutes of the meeting but the issue is
7 that part of what we'll do at the last meeting is lessons learned, which is it what should be read – I think
8 that should be opened up in 2024-2025 and figure out what to do when the Comp. Plan cycle starts
9 again.

10 **Alex Van Riesen:** Right. I just want to read the historical process again.

11 **Co-Chair Garber:** (Inaudible) In the introduction there is a very brief...

12 **Alex Van Riesen:** Oh, ok.

13 **Co-Chair Garber:** ... outline without the details that Arthur's included.

14 **Alex Van Riesen:** That we're going to talk – oh ok.

15 **Co-Chair Garber:** But I – you know, it can be done.

16 **Alex Van Riesen:** Ok, it caught my eye.

17 **Co-Chair Keller:** Ok. So, thank you. I will entertain a motion on what to do about the Implementation
18 Chapter?

19 **MOTION**

20 **Co-Chair Garber:** I will move that we move the Implementation Chapter forward as Staff has drafted it
21 with the – in the end to be amended by the comments that we have given Staff this evening.

22 **Female:** Second.

23 **Co-Chair Keller:** Any discussion? I think we've had enough.

24 **Co-Chair Garber:** I have nothing more to add.

25 **Co-Chair Keller:** Ok. All in favor, please raise your hand.

26 **Co-Chair Garber:** That's unanimous.



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1 **Co-Chair Keller:** All opposed? All abstentions? We have one abstention.

2 **MOTION PASSINGS 10-0-1**

3 **Co-Chair Keller:** Ok, great. Why don't we take a 5-minute stretch break and then we'll come back and do
4 the Governance Chapter?

5 **2. Action: Governance Chapter/Introduction/Cover and Glossary**

6 **Co-Chair Keller:** Ok, so, what we're dealing with now is the Governance Chapter and I think what we'll
7 do is – we will go around the room and Dan wishes to start us off.

8 **Co-Chair Garber:** So, a couple of comments, very generally and this is not a criticism as much as an
9 observation. Perhaps I will start it off by mentioning that in the 1960's, for about 8 or 9-years, my
10 mother was involved with the League of Women Voters in the State of Illinois and she was one of the
11 editors of the State of Illinois voter's handbook. This chapter of governance reminds me of a lot of that
12 work. Where it's describing the elements of the (inaudible) and how they interact and work with each
13 other. I actually had a slightly different expectation about how this chapter might be formed, which was
14 less about the governance of the City and more about the governance of the Comp. Plan in the City. To
15 that end, there is a subtle difference about what it is the chapter and what it's attempting to do. I would
16 – it occurs to me that one of the most important things that this chapter could do would be to create a
17 schedule of activities that are designed – that outlines what is required by the City Council, by the PTC
18 and the other departments to govern and implement the Comprehensive Plan annually, every 2-years,
19 every 5-years, every 10-years. That schedule lays out the deliverables that the Comp. – that – for
20 instance, the City Council needs to do, which would include they do they're prior – their off-site every
21 year that includes the priority settings. They would also then look at the Comp. Plan and the programs
22 and say, uh ha. Here's the new set of programs that we should be focusing on. Have we done this, have
23 we not, etc. Then that schedule would then also show that presumably, the PTC would have worked on
24 these things or really to tease these things out of the Comp. plan for the Council to then act on their
25 recommendations or alternatives that they would bring to the Council to work through. Then,
26 presumably, the other responsibilities of the departments would be that you would be able to see how
27 they also interact. Again, potentially annually, every 5-years, every 10-years or however we want to slice
28 and dice that up. Those are two very general comments about the entire chapter. The other thing is that
29 in terms of what are the overall levers, mechanisms, tools, that the City needs to make sure that the
30 Comp. Plan is implemented and works. I was really searching for in the policies and programs what the
31 specific resources where that were – that had responsibilities to be assigned to this. So, I'm echoing
32 Annette's comments about the Office of Business Development and how critical that is to actually cause
33 the Comprehensive Plan to have traction in our community. Presumably, a large part of the mission of a
34 business developer is going to be called out in the Comp. Plan. Now they are going to have other
35 responsibilities that have nothing to do with the Comp. Plan but presumably, they're going to have a



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1 large responsibility there. If you recall when we first started these conversations a year and a half ago
2 and I cannot remember if it was the first meeting or the second or the third but there was also a
3 conversation around a function in the City that doesn't exist, which was somebody that takes
4 responsibility for all the data that needs to be collected and published. We are looking in a way that we
5 have never done before as a City and that is to base a lot of the decisions – a lot of decisions around
6 data and that data is distributed in any number of different parts of the City and it exists – we're looking
7 for it in places where it doesn't exist today and it needs to exist. In order for it to really have function
8 context and meaning and import to moving the concept of the Comp. Plan forward, I believe that it's
9 important that there is somebody that is actually assigned to that. In much the same way that the
10 auditor is assigned to track that sort of information but the auditor's looking at that information from
11 the rear and we're looking for somebody that is – whose responsibility or maybe I'm talking about a
12 person here but it may be an office or it may be something but it needs to be a dedicated resource that
13 recognizes that it's their responsibility to go out and pull all that information so that it's (inaudible) and
14 guiding the effort of the Comp. Plan in general. Again, three very general sort of comments that I will
15 offer in terms of starting the conversation off.

16 **Co-Chair Keller:** Thank you. I would hope that the topic of making information available, if it's not
17 already, the part of the job of our Chief Information Officer Jonathan Reichental, then may it should be.
18 Also, I'm wondering whether the issues of the things you don't get (inaudible) how the Comp. Plan gets
19 implemented, maybe that belongs in the Implementation Plan. That's what the title is. Anyway, why
20 don't we start with Bonnie?

21 **Bonnie Packer:** Ok, I submitted some comments which probably none of you had the chance to read but
22 my main point that I wanted – that I think – the introduction to this, the narrative and the section on
23 civic and neighborhood organization could be expanded to be a lot broader. To include all kinds of non-
24 profit, private organizations, in the City that do a lot of good stuff and that was what my comments are
25 about. The phrase that I'm suggesting is that we add in a number of places is private, non-profit, civic,
26 environmental, cultural and social service organization but also other places to say civic, environmental,
27 cultural, neighborhood and social service organizations. In different places and that's all spelled out or
28 suggested changes to goals and policies and under goal G-2. The reason is because these organizations
29 exist and work a lot with the City and I listed some that I just thought up yesterday but there's probably
30 a lot more. Avenidas, Palo Alto Community Child Care, the YMCA, YCS, ACS, Kiwanis, Rotatory, Canopy,
31 Altera, Red Cross, the PTAs, Neighbors Abroad, the different youth sports organizations, the Women's
32 Club, The League of Women Voters, Palo Alto Forward, Palo Alto Community Foundation, Friends of the
33 Palo Alto Library, Palo Alto Chamber of Commerce, The Environmental Volunteers and of course, the
34 Neighborhood Associations; to name just a few. You know, there are others but I think these are the
35 organizations that if the City wants to work with and inform citizens, these clubs where people meet and
36 come together for various purposes is a great avenue for the City to reach. I want to give just a short
37 historical perspective. Back in the early 90's, remember that the City wanted to hold some event and –



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1 for the citizens and they only notified the Neighborhood Associations. Well, where I live, there was no
2 Neighborhood Associations so that whole neighborhood in south Palo Alto didn't know about this event
3 so, me and a couple friends formed a Neighborhood Associations so we could get the notices. Those
4 were the days before the internet before there was a better way to communicate with the populous so
5 to speak. That's why I think we have to think beyond just Neighborhood Associations because
6 Neighborhood Associations do great things but they're not necessarily representative of the whole
7 neighborhood because everybody has different opinions about things but these different interest's
8 groups, service groups, volunteer groups, have a lot to offer and it's a two-way street. That's why I
9 would add that –add the language – I was just adding the language that's in the memo I submitted. The
10 other thing is to – under policy – add a program under, I think Policy G-2.3, to facilitate the easy
11 availability of City facilities to these organizations. Make it easier for them to rent and perhaps offer –
12 there is a discounted fee for non-profits but maybe it could be more discounted because space –
13 meeting places are always hard to get. So, those are my thoughts on that and in response to Dan's
14 comments, I think those are some good ideas. I don't disagree but maybe they belong in the
15 implementation – the first part in the Implementation Chapter. Thank you, bye.

16 **Co-Chair Keller:** Thank you. Amy.

17 **Amy Sung:** Can I come back later. I'm still reading my – forming my thoughts.

18 **Co-Chair Keller:** Sure. Lisa.

19 **Lisa Peschcke-Koedt:** I didn't have anything to add to the whole governance. I do agree with Bonnie's
20 point on adding the other associations because I think that's a key part of the community so I agree with
21 it. I actually had my card up earlier just for one question for next meeting, which was more of a curiosity
22 but I think it might take a little advance notice on it. Remember at the very beginning we had a – I think
23 she was an Associate Professor at Stanford from Finland or something like that. They were doing – they
24 were involved in the very beginning of doing this Citizens Advisory Group. I'd be very curious kind of
25 what if anything we've learned from that and is this something that can be used elsewhere, which goes
26 to the lessons learned and that discussion so I just want to raise it before we are done. Thank you.

27 **Co-Chair Keller:** Thank you. Annette.

28 **Annette Glanckopf:** I have quite a few comments. First of all, I agree with Bonnie on some of the points
29 that she made and I do think that we are missing a lot of these other organizations. One area that I think
30 we're missing them is that when the Website Design Committee came together, one of the
31 recommendations for this Committee was that the City reference all of these organizations and make
32 links from the City's site to these external places; that's never happened. Some of the text in here talks
33 about connections to the City. Continue to provide information to the City's website about the
34 neighborhood and civic organizations, that has really never been done so I think it's a good idea. I think
35 that all of these organizations should be part of the process. They should be communicated with and



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1 they should be connected to on the City's website so I agree with that. Starting at the top – but I don't
2 think that the City needs and can treat all of these organizations in the same way. I'll just give you one
3 example and then I'll go back through some of my prepared comments. Neighborhood organizations or
4 other non-profits, let's say the Boy Scouts of America or – ok, how do we turn that on? Maybe a better
5 example might be neighborhoods and rotary or Kwanis. Some of these organizations are informal, some
6 of them are 501C3s, some of them are pacts and so I think they're – while I think it's critical that the
7 word get out and we connect to everyone and inform them as Bonnie said. I don't think the City can and
8 should treat them the same way. Going back to what I started with, in program 1 – G-1.2.1, continue use
9 of neighborhood organizations. That does not make any sense. Continue the use of neighborhood
10 organizations so this could be continued communication with neighborhood organizations and then we
11 could list all of the organizations that Bonnie suggested and I think that would be good but the wording
12 there is very, very awkward. In the next goal, G-2 policy G-2.1, again, that really does concern me as
13 well. I mentioned that there are no places currently on the City's website that refers to any of these
14 outside agencies. The topics that you have highlighted here and maybe it's a carry-over from the last
15 Comp. Plan, I think are limiting. Neighborhood beautification, we haven't done anything with that for
16 years. This has never been a priority. I can never remember any action by the City in mid-town. We've
17 left off lots of things that could be included like public arts, public bathrooms, dog parks, signage, urban
18 blight, so there's a lot of things that the City can do but the ones that are listed, I think it's really a short
19 list. Event planning, the City is going to provide information on how to plan events. Where did I find
20 that? I thought that was really very strange. They've never done that either. If the intent of this term
21 was to schedule rooms to help neighborhoods or other organizations schedule rooms, then that should
22 be stated as such. Then there's this whole thing about – I can't just find it right immediately. Maybe I –
23 about guidelines for establishing and managing neighborhood organizations. You know again, I had it
24 and I've lost it. I guess it's policy G-2.1. We had a huge discussion – the neighborhoods had a huge
25 discussion with Council about this. The resolution was that neighborhoods were responsible for dividing
26 – defining what a neighborhood was, what their boundaries were, etc. This has already been discussed
27 by City Council. The City – matter of fact, I – this really upsets me to think that the City is going to be
28 establishing guidelines for neighborhoods. Again, that was a big point of contention and there should
29 not be any guidelines. The two things that were worked out with the City on this whole topic because it
30 was a Council item, is number one and I would like to see this as a program, continue to hold regular
31 town hall meetings with neighborhoods. Again, it can be done with – that's not – that's very partisan.
32 That has nothing to do with one side or the other but I don't think communication to all stakeholders in
33 the City should be communicated for these town halls. I think to continue to hold regular town hall
34 meetings with neighborhoods should be a program. The second one that I have here was support
35 Neighborhood Associations by allowing them period – periodic, it should be – use of public meeting
36 rooms. That was the other thing that the Council had worked on. Again, I put the point of distinction
37 that I think the Council should be helping, for example, rotary, find meeting rooms or some of these
38 other 501C3s or the Boy Scouts etc. This was already discussed by Council and I think we should codify



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1 those; It's two simple programs. Policy G-2.2, I think we can beef this one up. Establish and enhance
2 two-way communication between City Staff and neighborhood groups and again, I would be very happy
3 to add all the ones that Bonnie said that where feasible. Actually, right now with technology, this is very,
4 very easy to do. You can sign up – any group can sign up for almost any department's information links
5 so I would like to see either removing this or enhancing it in a way because right now, I can't imagine
6 anyone that wants to be connected is not getting multiple emails from every department. Again, I think
7 that needs to be reworking – reworded. The last one on this one is program G-2.2.1, assist neighbors –
8 residences with neighborhood improvements. Again, I'm not really – again, that's a very small list.
9 Beautification and planting projects, again, I'm not sure what the City has done to help residents with
10 neighborhood improvements. Maybe if we were a blighted City, that would make a lot of sense. Canopy
11 has been phenomenal. They are really the ones that come out and help plant trees etc. and it's usually
12 an individual effort though; it's not a neighborhood. I would like to see that policy removed because
13 again, there's public arts, dog parks, noise, urban blight, leaf blowers, code enforcement. There's a
14 whole bunch of things that you could add that the City should be working with neighborhoods on, not
15 just beautification and planting. I know that's a lot of time and effort but I've been very involved in this
16 topic and there is already been some precedence so thank you.

17 **Co-Chair Keller:** Thank you, Annette. Len.

18 **Len Filppu:** Yes, thanks. The first comment I have is on page G-2 and it's about the copy. It's not the
19 programs or the policies but it's an important opportunity. In the very first paragraph, the second
20 sentence is reading, the City Council has two standing Committees, the Finance Committee and the
21 Policy and Services Committee. In addition to their legislative duties, Council Members represent the
22 City on a variety of local, county, region and statewide Boards. I think it's a great opportunity and it is
23 important to the citizens of Palo Alto if you take the opportunity to mention that one of the Committees
24 that the City serves on is the joint School Board and City Committee. Those are the two elected bodies
25 we have. There are many citizens who feel they never speak to one another. That they're like two
26 islands unto themselves and the only common ground is the citizens so I think it would be a good jester
27 in the City's part to mention that as one of the important Committees. I don't know whether it's a
28 standing Committee or not but you get my point. Can I just do a jarring split infinitive, please? On G-5,
29 the second paragraph, Palo Alto will continue to seek out new technologies that will allow interested
30 residences to more effectively engage. Let's just say to engage more effectively in the civic life of the
31 City. I don't go around looking for those but that one just slapped me. Now, down on that same page
32 when we talk about civic and neighborhood organizations. The second sentence reads, many individuals
33 find it easier and more compelling to engage in neighborhood improvement rather than City-wide
34 activities. That's kind of weak and it – and limp and I would offer that we delete that sentence and
35 improve it with this replacement, that "many individuals find that the best way to improve their City is
36 to work at the neighborhood level." It's the same thing but it doesn't give the idea that people are
37 looking for the easy way out and that's in their neighborhood and its less work and kind of a thing. I'd be



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1 happy to send these to you as well. Ok, I agree with Annette wholeheartedly about a program to
2 continue to hold Town Hall meetings. These things really work when you identify a neighborhood or a
3 couple neighborhoods and bring representatives out. In our (inaudible) of the neighborhood, we got
4 immediate action on some traffic calming and dangerous intersections as a direct result of these Town
5 Hall meetings. These are excellent and I urge us to add them. Also, the City has provided our (inaudible)
6 group after a long fight in battle with rooms to meet at the library. Empty rooms that are shut down,
7 waiting to be used and they were – and I think the service – the Community Services has – was
8 developing a policy on this so I agree that if there’s an opportunity to mention free or reduced use costs
9 for neighborhood groups. There’s one other one on page G-10 and its Goal G-2. We’ve deleted
10 encourage the formations of neighborhood organizations to facilitate effective resident participation in
11 the community. That’s deleted because the organizations are now well established. Well, I’ll bet like
12 Bonnie’s situations when she wasn’t represented by a neighborhood organization, I bet there are places
13 in the City that are not represented by a neighborhood organization. Regardless of that, it says oh, it’s
14 also covered in G-2.4 and I don’t find a G-2.4 anywhere so the little note on the – the little box note that
15 you have to read like a Mad Lib if you know – for those of you who know what I mean. It says that it’s a
16 G-2.4, that’s not here. I would keep that in. I would make a one-word change and I think it would really
17 express the flavor or the spirit of what the City is trying to do. I’d say encourage the success of
18 neighborhood organizations to facilitate effective resident participation in the community. Kill the word
19 formation and include the words success because the City does this. They have things like the know your
20 neighbor outreach program that we’ve – our neighborhood association has been able to get a \$1,000 to
21 have a neighborhood-wide party in the circles every summer. They’re really – I think the City ought to
22 take this advantage to – this opportunity to show that they really are doing some work in this area.
23 Thanks.

24 **Co-Chair Keller:** Thank you. Ellen.

25 **Ellen Uhrbrock:** This week I was in or last week, in complete awe when the newspaper gave the list of
26 employees at Palo Alto and the salaries and they were well over pages and pages and pages. That
27 brought to my mind the fact that this compliance thing is basically or governance – it’s the CEO and that
28 is the City Manager and you’re going to have a new one coming in. I would love – is there an available
29 big chart that shows you how all these things are connected and what has to be supervised and
30 controlled and financed? Does everybody know the hierarchy of managing it? I don’t know but that’s the
31 thing that the City Manager has to cope with. Well, that’s not adequate. I would like very much to
32 consider this as really a job description of here’s what you’ve got to deal with, this large group and this
33 budget and treat it as the business that it basically is. I think that the – in my little condensed version,
34 which is basically a separate Comp. Plan for the short-term projects and that also includes (inaudible)
35 that projects are routine and the projects that are in place so there is something that can be measured
36 on how much work that’s been done on it; annually done. The additions on the who’s call – who to call
37 would be all of the organizations which the City has a financial connection with. So, you know who to



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1 call within the City. Policies are fine but outreach to other things that are not – organizations that are
2 not financed by the City but especially, like the Town Hall suggestions. That you take it to all parts of the
3 City and I also would think – often have thought that during the many sessions, that all of us here on this
4 CAC can do things in our local neighborhood. They made a big deal out of representing the whole City
5 and having South Palo Alto have more members there and I think that we can do a lot of one on one
6 work in our own communities and work with those too. I think that’s a role that I look forward to playing
7 after this is all over. I will work as much as I can with the senior organizations to see that they are
8 involved in the City plans and the part – feel a part of the community. So, I think it’s a very important
9 chapter and I want it to be readable and I want it to be used and it is something that you start as a
10 reference and then go from there and see what interests me there and read more. It is an index and
11 everybody should know where it is and publicize it and really make it a best seller here in Palo Alto for
12 the citizens.

13 **Co-Chair Keller:** Thank you. Alex.

14 **Alex Van Riesen:** I agree with most of the comments that I heard before. I also just want to say that I
15 think that the Town Hall meetings is a great idea and I think it actually gets at what I think is one of the
16 bigger – when I read this section, I think this section feels very important to me because it feels like it’s
17 raising a big issue about what is the level of ownership of the people of Palo Alto for Palo Alto? I actually
18 think the City stands at a place of concern about this. I live in South Palo Alto and I’m noticing that a high
19 number of people are moving into the area and I think it’s no surprise. People have always moved in
20 because of the schools but I think they’re also moving in as investments to buy the houses and
21 properties. I saw some folks two doors down from me, they bought the house that was there. It was a
22 1,000-square foot Mackay; there was only two of them, they have no kids. They tore it down and built a
23 two-story big house that’s more than they need. It doesn’t take a brain surgeon to know that they were
24 making an investment and building something that they could then later sell for a profit. I guess it struck
25 me that as I interact with them, as I’ve tried to say hello and get to know them. They do not strike me as
26 prime candidates as stakeholders in Palo Alto. I think with a lot of these changes and the economic
27 changes, I think the City needs to think about how do we develop stakeholders or even champions and
28 I’d like to even use that terminology, for Palo Alto? Who are people that are going to lead in the various
29 neighborhoods? I just want to say, by looking around the room, not just those of us that are present and
30 no offense intended but the vast majority of this group is on the second half of life. I think that –
31 Whitney excluded – but – not – very, very personal but – well...

32 **Whitney McNair:** (Inaudible)

33 **Alex Van Riesen:** ...yeah, we’ve very, very close. I think that is a concern because as I thought about this
34 and being a parent who has kids in the elementary school. What I have noticed is that you don’t really
35 own Palo Alto until you probably buy a house. If you’re in your 20-somethings and you’re renting or
36 you’re living here -- I don’t think when I was renting or living, I didn’t own Palo Alto. I wasn’t that



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1 invested in the well-being of Palo Alto. I'm not saying that renters are bad people. I think that ones who
2 want to live here maybe but once you buy, all of a sudden you feel differently about things. Then when
3 you have kids, you go into this thing called the elementary school and then they suck all the volunteer
4 life out of you. I think the thing that I would say is the City needs to think strategically about how to get
5 volunteers because of young folks in 30's and 40's, they are – we're volunteering like crazy out our
6 school. I mean, you guys probably all relate to this. I have to turn down 50% of the things that I am
7 asked to do for my kid's school, even though my kid's school is ranked number one in the entire state
8 and you're just wondering, what is going on here?

9 **Co-Chair Garber:** It's all you, Alex.

10 **Alex Van Riesen:** It's all me. Yes, they all want me. That's what I dream about at night. I guess I wanted
11 to say on page G-2, as Palo Alto intends to uphold its reputation as one of the Countries most livable
12 Cities, the City and Council are committed to widening the circle. I actually think that that should be
13 changed to developing champions for the well-being of Palo Alto -- developing leaders. We need to not
14 – we need to be thinking about the next generation and the people who are actually going to lead this
15 City and developing them now. I think we also need to identify the target groups and this would be a
16 sub-project. Who are the groups that are newer to the City? That we're really going to have to connect
17 with if we want to build a stakeholder element. One of the groups that I would argue is the immigrant
18 Chinese community to be specific. In my neighborhood, there are – most of my neighbors – that's – that
19 are coming in are immigrant Chinese folks and I'm realizing some of the grandparents that are raising
20 the kids don't know the language and they don't know anyone. How do I connect with them? How do
21 we connect with them as a City and make them feel as participants and stakeholders and owners in the
22 City; as an example? Going onto page G-5, I just wanted to emphasize this again, that at the first
23 paragraph there are a number of City mobile applications that citizens can download and use to report
24 issues or problems that they would like to see the City to address. Palo Alto also maintains the
25 transparent development review process. Again, I think that transparent development review process
26 should be specifically online, with a link to it and how to see how the budget is even connected to that
27 and how the spending is being done. In relationship to Len's comment on G-5. Down there at the
28 bottom with civic and neighborhood organizations. My comment when I read this was huh? Where it
29 said, many individuals find it easier and more compelling, I totally agree with Len's comments, to engage
30 in neighborhood improvement. I find it almost impossible to engage in neighborhood improvement. Let
31 me tell you, my wife and I, we try to sponsor parties in our neighborhood. We tried to do it at Christmas
32 and Easter. Every time we do it, we get 40 people who come to our house and they say this is the
33 greatest thing. This is so fun. Everybody brings food and they all have a great time. They go, we should
34 do this more often. Never happens again unless we initiate it on that annual basis. I just want to suggest
35 that there's a problem there and this is probably different than most of us remember growing up.
36 Where you knew your neighbors and you were connected and I'm just saying, we have tried to get to
37 know our neighbors and to build some sense and it has been difficult. Lastly, I think I've made – the



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1 volunteerism, I just think that is a big issue. I guess one of the radical suggestions that I wanted to make
2 and I don't know where this fits. It's just an idea that I had but I actually wonder if we shouldn't say one
3 class for this – this will go over well I'm sure in Palo Alto schools but one period for both semesters of
4 some year, maybe senior year, is dedicated towards each student being involved in the participation in
5 some element of the Comprehensive Plan and walking it out. That is a senior year requirement that in
6 the first half to read the Comp. Plan, to understand what it – hear strategies like what does it mean to
7 be involved in a City? How could be involved and then the second semester, you're actually assigned an
8 element of the Comp. Plan, an actual program and you and a group of students are tasked with
9 executing and figuring out how to save on the money issue, right? Also, they can put it on their resume.

10 **Amy Sung:** You passed citizen's test.

11 **Alex Van Riesen:** I also just wanted to highlight a couple of other things. One is that I think the most
12 effective gathering spot in my neighborhood is the Eichler Swim Club and I think we need to find out
13 what are the other places where people are already naturally meeting? The Eichler – another one is
14 Green Meadow. If you want to think – I think more information is transmitted through the Green
15 Meadow Swim Club and if you're not in it, you just feel like you're out of the loop. I'm not in either of
16 them but it's just that you realize that this is where people really converse. Especially during the summer
17 but these would also be excellent places and other parts to have these town meetings. I think there's
18 going to need to be some time to build up some momentum and they should be held; anyway. I already
19 said we need to take some cross-cultural issues into effect especially when language and diverse
20 cultures is an issue. I guess – I said my assumption and I got my idea – my high school project. Ok, done.

21 **Co-Chair Keller:** Thank you. Whitney.

22 **Whitney McNair:** Well, if it makes you feel any better I actually volunteer at Gun High school on a pretty
23 regular basis, in a high school senior civic class through the ULI, which...

24 **Alex Van Riesen:** What is that?

25 **Whitney McNair:** It's Urban Land Institute and they give the seniors a fictitious project for
26 redevelopment of an area with a lot of issues associated with it and they use Lego blocks and a
27 complicated model to look at the finance piece of it. Each person is assigned a responsibility like a
28 neighborhood liaison, a representative to the City, marketer, a finance person and a site planner and
29 they get in groups of 5 and they have to create a plan and present it to a fictitious City Council. It's a...

30 **Male:** (Inaudible)

31 **Whitney McNair:** ...it's a great program so I actually – we do it at Gun High School pretty regularly.

32 **Alex Van Riesen:** Encouraging. (Inaudible)



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1 **Whitney McNair:** The students are phenomenal at it. Anyway, so some students are looking at this kind
2 of thing and getting at least a taste of it. I didn't have much to say about the Governance Chapter, other
3 than -- I actually don't know if the components that are in the Governance Chapter if those are best
4 suited to be in a Comprehensive Plan or in some other document in the City. I don't think anyone is
5 looking to the Comp. Plan to find these sorts of goals and using it in a way that one might expect them
6 to. I kind of feel like the Governance Chapter could be incorporated into the introduction section and so
7 your kind of describe the framework that is the Comp. Plan. You talk about that there's a vision, the
8 goals, the policies and the programs and how they nest together. How should one use the document?
9 What are the key issues within it? What was the update? What was the process that we followed and
10 what sort of input was received by the community and sort of give somebody a sense of how it was
11 created and how you could use it? Anything above and beyond that, I think is just sort of extra.

12 **Co-Chair Keller:** Thank you. I actually have comments on a bunch of different things, including the
13 Governance Element. The first thing is the cover page. I think it's ironic that we have a picture on the
14 cover page of Boarder's Books.

15 **Female:** (Inaudible)

16 **Co-Chair Keller:** Ok, great. (Crosstalk) That's fine.

17 **Co-Chair Garber:** (Inaudible)

18 **Co-Chair Keller:** I just think it's ironic that they have that there so anyway. I guess we'll do the
19 introduction later as well?

20 **Elaine Costello:** Yes, we're going to do the introduction (inaudible). Oh, I'm sorry. We want to -- yeah,
21 we're getting too casual here. We want to finish this so we can do the cover and the introduction and
22 the glossary.

23 **Co-Chair Keller:** Great.

24 **Elaine Costello:** Yeah, so...

25 **Co-Chair Keller:** So, I don't know -- on page G-5, there's a deleted paragraph and I kind of like that
26 paragraph. I don't know why it was deleted. It seems that the idea of it widening the circle of residents
27 to provide expertise. I think we should rely more on our citizens than on consultants, wherever
28 appropriate because after all, they're free and they are committed. Secondly, there's a comment on
29 page G-9, where it says third level decision making is ministerial and then at the bottom of that it says
30 and public input is not required. Is that the same thing saying that it's not allowed? Please clarify, do you
31 mean it's not allowed or not required because not required means that it isn't allowed. If it's not
32 allowed, say so. In terms of policy G-1.1, that's the first thing you come to is policy G-1.1 and it's talking
33 about delegating appropriate decision making for the Planning and Transportation Commission, which in



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1 fact does not take place. That was a proposal talked about but in fact, the Delegation (inaudible) Review
2 Board and the Planning and Transportation Commission is an advisory board. It does not – the Planning
3 and Transportation Commission has no decision-making power with the exception of being able to
4 initiate (inaudible), which is not the same kind of decision I think you mean. That’s needs to be
5 reworded and then it says to simplify and shorten the project review process. Is that all we care about
6 with what the PTC and ARB are doing? To simplify and shorten the project review process. It seems to
7 me that that’s the wrong thing to think about. It’s actually as a process – the – from my point of view,
8 the purpose of the PTC is to analysis projects and recommend them rather – (inaudible) projects,
9 ordinances, Comp. Plan changes, things like that and to recommend – for recommendation to the
10 Council; that’s at the PTC. That’s what the policy should be of the PTC instead of what’s over here. For
11 the ARB, it is a decision-making process but again, the goal is not to simplify and shorten the project
12 review process. It is to analysis projects for whatever their guidelines are for the compatibility with the
13 City and the standards and all that kind of stuff; the design standards. That’s what it should be talking
14 about, not this. What I would like policy G-1.1 to really be about is the idea that we want citizen
15 involvement. Sometimes this is sort of what’s happening in G-1.2. To me that’s more important than G-
16 1.1. G-1.2 is to enhance two-way communications between resident organizations and City Council and
17 providing access to information. In some sense, that’s what’s really going on. We want input into the
18 decision-making process of Council. We want a dialog there and in particular, the – one of the things
19 that needs to be talked about in this is the idea that was – there was something made – it was a policy
20 made by the City Council in the last few years and that is that Staff reports come out not according to
21 the Brown Act Requirements of 72-hours in advance but actually, 10-days in advance for the City
22 Council. Last minute things actually mean that the item gets re-agenized and I think that should be in the
23 Comp. Plan because really, that’s an important process of what’s going on. The idea that we get early
24 Staff reports in order to get public participation and that’s – new thing before there change the project,
25 change – new information, new designs mean that you’re going to discuss it but you can’t make a
26 decision on. It you have to defer it to another meeting and I think that’s – to me, that’s the essences of
27 governance from a land use point of view and that’s what needs to be first. Ok, the next thing that I
28 have here is that I agree also with the comments of – that Len made and the comments that Annette
29 made. I’m very intrigued by the idea of this Gun High School class. I actually also volunteer at Gun High
30 School. I’m the public transit coordinator so I’m the one who is the liaison between Gun High School and
31 the VTA for the 88 bus, soon to be the 288 series of buses. I think that there is certainly a matter of
32 involvement. We need to think about how we do bring – involve – I’m thinking in terms of involving new
33 residents. I think it’s not only new residents because of different ethnic groups or different cultural
34 things or whatever but I think the issue is that we need to think about how we involve new residents in
35 what’s going on and realize, as you pointed out, that when people are involved – when they have school
36 aged kids, they are going to be involved in the schools. That’s – their kids are everything to them and
37 being involved in the schools has a high priority pay off. One of the things that I think is worthwhile
38 thinking about is the idea of engaging. I realize that you talked about people in their early stage of life or



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1 later stage of life but I think that when people volunteer in the schools – now they use to volunteer in
2 the schools and their kids graduate from school. The kids graduate from high school and they are empty
3 nesters so engaging those people in volunteering with the City and being involved in the City governance
4 is the next stage of what makes sense. I think that we should take particular effort to transition them
5 into volunteering with the City, where they were volunteering with the schools. Finally, the issue is that
6 I'm still going to complain about the fact that a coordination between the City and the school district is
7 greatly lacking in terms of this document. There was a program in here to require that we consider
8 impacts on schools, in terms of in the Community Services and Facilities Element. It was a program to
9 consider impacts on schools of legislative changes and that was taken out. It was supposed to be moved
10 into land use and it somehow never got in there. I'm still really annoyed about that and frustrated with
11 the process of that. I think it should have been a program – a policy and it should be there but in any
12 event. In governance, that's something that makes sense in governance, which is the issue of
13 coordination between the City and the school district in terms of land use issues, in terms of school
14 capacity issues, in terms of coordination, and in terms of services. The fact that the park – a lot of park
15 land – park like land in neighborhoods is actually school playgrounds. So, I see the issue in governance is
16 where it belongs. The idea of coordinating between the City and the school district and it goes beyond
17 the City school district -- I forget what the exact name of the Committee but that is a standing
18 Committee. It needs to be mentioned in here. Also, we might want to make as a footnote the
19 realizations because not everybody realizes that Palo Alto – not all of Palo Alto is in the school district
20 and people don't realize that. Monroe Park is in Palo Alto and not in the Palo Alto Unified School District
21 and also not all of Palo – not all the school districts in Palo Alto like Los Altos Hills and Stanford
22 University and a little part of Portola Valley, it's actually in – Portola Valley address is on Alpine Road are
23 actually in the Palo Alto Unified School District so it's kind of an arcane collections of places but it is –
24 the bulk of it is in the City of Palo Alto. Are there any other comments that we have? I guess we have a
25 few things over here. Why don't we go with Bonnie?

26 **Bonnie Packer:** Thank you. I want to respond to what Alex was saying about reaching out to other
27 groups and I think my suggestion of including a whole list of these different types of organizations is a
28 way to do it. To add to my list, you might – I think there's a Chinese Parents Club that is quite active that
29 could be included; groups like that. We don't have to identify them in the Comp. Plan but that type of
30 groups could be identified like the swim clubs like Eichler and the places where people gather. Looking
31 at the section, I think it's the last one, the development review section Goal G-6. That seems to me that
32 that is really covered in land use somewhere so maybe it doesn't really need to be here because it's
33 talking about – it's – the Development Center is one place where some residents interact with the City
34 but it's not the only place. You know, it's just one of those places so I think it's probably more – it's
35 appropriate for land use but I'm not – don't feel strongly about that. Also, Goal G-5, managing change,
36 and stakeholder collaboration. I think that is also covered in land use, where we encourage – have – I
37 think there's some programs or policies that encourage more participation of people in these decisions.
38 Then there's one – a couple of other things. I wonder if it's appropriate or not to have a little section



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1 that describes our Municipal Code and what it covers. I don't think people are aware that there are laws
2 in Palo Alto and it's called the Municipal Code and there's no place for them to find out about it. Even
3 though I agree with you Whitney, this might not be a place where people will go to learn about civics in
4 Palo Alto. It might be something we want to through in there. One other thing and I don't know how to
5 express this and it was something that has always concerned me. That is the public hearing process that
6 we have at City hall where one person gets up and says something and then another person gets up and
7 says something and we don't have a vehicle for constructive dialog. We may want to -- as I say, I don't
8 know how to word this but we may want to have a program or policy which says, consider creating
9 (inaudible) Citizens Committees concerns controversial issues that are before City Council before the
10 public hearing. So, the people can get to listen to one another, just as we have been listening to one
11 another and see where people are coming from. The City Council will be bombarded with different
12 ideas but there's no way for the citizens – the City Council may discuss amongst themselves, that's now
13 nine but soon will only be seven people but if you have – if there's a concerted effort, I know it will add
14 to the Palo Alto process but it may make the Palo Alto process a lot more civil so people understand
15 where they are coming from – where people are coming from. I would like to have – consider looking
16 into the public hearing process to get more meaningful citizen input by having Citizen's Committees. I
17 don't know how that would work with the Brown Act. I don't know what -- the City Attorney's Office
18 might have to look into that but I've always – for the past 25-years that I've been involved in civic stuff
19 here, it's always bothered me. That the public hearing process is really archaic and ineffective I think.
20 Thank you.

21 **Co-Chair Keller:** Thank you. I think it's an integrating thing and maybe that can be done at the PTC level
22 too. Amy?

23 **Joanna Jensen:** I'm sorry.

24 **Co-Chair Garber:** (Inaudible)

25 **Joanna Jansen:** Excuse me. Can I just respond really quickly? Thanks. I just wanted to point out Bonnie,
26 that Policy G-5.1, I think does or it certainly would, in my mind, be intended to do what you were just
27 talking about but maybe if that doesn't hit the mark...

28 **Bonnie Packer:** Yeah, maybe instead of just effectively manage change but to effectively deal with public
29 policy or make it broader so it's not just on a land use issues but it could be other issues. You know, that
30 people have to get together and discuss. Yeah, that's – I appreciate that. Yeah, that does attempt to do
31 it so maybe that could be expanded a little bit.

32 **Co-Chair Garber:** I have Amy and then Annette, Alex and then myself.

33 **Co-Chair Keller:** Amy.



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1 **Amy Sung:** Ok, thank you. I had just really broad comments and so it starts from G-2 about
2 neighborhood organizations. I do recognize that there are some neighborhoods that have a strong and
3 very cohesive neighborhood organization like Mid-town and the one that Alex mentioned in Meadow.

4 **Alex Van Riesen:** Swim club?

5 **Amy Sung:** No, your neighborhood organization so it sounds like it – and I do recognize that it's a very
6 active and you have organized activities. The neighborhood that I am in and also, I think, the other
7 neighborhoods, it is just not as organized and active. I think that is one thing to realize and I really like
8 the ideas that we will include a bunch of organizations. For instance, if the City is coming out with a new
9 policy and it's very important that the City will notify the stakeholders so you need to know who to call –
10 who to contact. For example, if you're doing a park, you also want to notify the Boy Scouts of America
11 and the Girl Scouts because – and these other youth groups that are active in outdoor. Also, we have the
12 community gardens and you can also notify the scouts – did I mention that because I have two boys – I
13 have two sons and they were active in the boy scouts and so that's my family and these other youth
14 groups at that age often need to do community services. I am just thinking that our neighborhood
15 organizations could expand to include a lot of the organizations that we know that are active. Also, they
16 can serve as stakeholders when the City has some new policies or revisions. You want to get them
17 involved and get their input so that is not a policy that is made in a vacuum. Then G-4 is talking about
18 volunteer and involvements. I do real estate as my business and when I moved to Cleveland, Ohio, I
19 remember the first day we moved into our house, there were gift baskets and the welcome wagon.
20 Then when I moved to Palo Alto it was like where is the welcome wagon? There is no such thing and so
21 I've been talking about that with some of my colleagues – some of my buyers. Particularly, when they
22 come here, how do we introduce them and orient them and I would serve as that person to introduce
23 them to Palo Alto. I would say try this location, try these activities and if you are interested – I think that
24 this is a way a City can come up with -- you are the Visitor Center, you are the welcome wagon. Give us
25 something that we will hand out to new buyers to our City and answer Alex's question, your
26 neighborhood, you are seeing a lot of Chinese families that have moved in. What do they do? More
27 Cities have these ESL programs, I would tell them to enroll in the program. That gives you more than just
28 language training. It gives you the new cultural of the expected norm that is the cultural differences and
29 that is the starting point. Also, many of the parents who are here because of the language barrier, what
30 do they do? They have a lot of experience from where they come from. I remember mentioning it to the
31 CEO at Avenidas and so I suggested to her that this is an (inaudible) tab to volunteer groups. They have
32 plenty of time, they have plenty of experiences and they wanted to participate but they need a revenue
33 to bring them in and so that is the volunteers. We need to try a way to, first of all, give them something
34 so they know where to start and I think that is very important and then the liaison. In my trade group,
35 we have a liaison from the Council that will come because our group is an advocate of property rights
36 and because of that, it is a very important that policies that are changed that involve property rights, we
37 want to be in the loop. I think that our City Council can either themselves serve as liaisons to many



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1 organizations or they can appoint representatives to service that role and that will create the
2 communication channels. One last thing is what I observed at the City Council last night. I wanted to
3 follow up on what Bonnie said about that everybody gets 2-minute to comment. If I look around the
4 room tonight, I think that we get a lot of communications back and forth and follow ups but when you
5 have a huge group like in the beginning, we each were given 2-minutes. If I were first to talk, I say
6 whatever I said and my 2-minutes is up. When it comes to Whitney, she would gather a lot of thoughts
7 along the way and she would say something and then that would spark something that I thought like oh,
8 I wanted to say that but I already used my 2-minutes and I think that really – in a big group, how do you
9 organize that in such that you created this two-way communication and that is a challenge. More
10 fundamentally, I think Vice Mayor Kniss puts it really, really plainly. It is unfortunate that we're
11 becoming very partisan. We hold onto our belief and then it's displayed in public so in our – the way that
12 we speak, in our behavior and in our body language, it does not show that we are neighbors. I just
13 thought that a lot of activities and the engagements, besides the politics is a way to bring neighbors
14 together. We -- Palo Alto, has a lot of turnovers and we have a lot of people that moved in and these are
15 the new neighbors so we engage them. We have people who have been living here 50-60-years. They
16 also need to be engaged but that's my thoughts. Thanks.

17 **Co-Chair Keller:** Thank you, Amy. Annette.

18 **Annette Glanckopf:** Well, all those good comments, it's really hard to follow that but I wanted to just
19 sort of summarize some thoughts that I had as we were going around the room. Also, I don't know if
20 you're going to be able to give interesting ideas to Council that doesn't really have a place anywhere
21 else but I'd like to also echo my thoughts about volunteerism. There are lots of different organizations
22 that require volunteers, as we all know and the City has really tried very hard to go out and get new
23 faces and has actually been pretty successful in the last couple of rounds. A lot of the other departments
24 and other needs, still need volunteers and there's been some discussion in the past about having a
25 person in the City, whether it be a volunteer itself or whatever; a paid Staff, that could sort of get the
26 word out that these are all of the volunteer opportunities that are available so I don't know if that could
27 be a program or a goal or anything. We've talked about this for many, many years and I think it really is
28 a good idea for someone to be able to explain maybe all the Boards and Commissions and whatever, as
29 well as the organizations that Bonnie mentioned. I throw that out as an idea that has been knocking
30 around for a while and I think it's great. Back to newcomers, there are a lot of – in the old days, when
31 we were in the 50's, there were these little newcomer clubs around the Country and so Amy touched on
32 that. It was really part of the Mother's Club or whatever but that might be an interesting idea. I'm not
33 suggesting that we put it back in the Comp. Plan but certainly the real estate community could help by
34 connecting – if we had a group like that, we could really make more connections into a lot of these
35 activities. Whether it could be someone officially elected or appointed or just general things like the
36 Police Department washing cars, which is an opportunity. One sort of random thought that sort of ties
37 into this volunteering at the high schools is that we have this program Palo Alto – called Leadership Palo



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1 Alto that really talks a lot about putting this all together but it's only for a small group of people. The City
2 could develop a Government 101 kind of session that – again, I don't include this as a policy or anything.
3 It's just sort of an interesting idea to put in some of the comments to Council. They could teach
4 periodically that would have what Ellen said, which is here's sort of about who you talk to and this is the
5 structure of the City and many of these things about land use etc. I think that might be sort of tied in
6 with volunteerism and the Newcomer's Clubs. Now, as far as newcomers, we have this very active
7 program called Emergency Services Volunteers, which is sort of built on the neighborhood watch so if
8 your block has someone that's involved, they are probably going to deliver your basket of fruit but we
9 don't have someone on every block so it's very random. As far as the public hearings, the one thing that
10 we've been very successful – I'd just like to pick up – this is a random thought and not a program. We
11 have been very, very successful in getting a lot of interaction as opposed to just sort of talking and not
12 getting any immediate feedback, at these little community meetings. A lot of planning does this or Town
13 Hall also, where you sort of have an open forum and it's almost like a Senator or someone who would
14 have office hours. We're you can just sort of go in and talk about things but I've gone to a lot of these
15 topic-specific meetings so rather than before a public hearing, you could have this sort of, let's walk
16 around the room and talk to everyone and see charts and they do that a lot with land use and have City
17 Council people there and you can chat with them or key people in the City. You can chat about ideas and
18 that's also -- try with the Town Hall so I just wanted to sort of tie that together in my own mind and
19 again, it's more of a random thought as opposed to making a program out of it. Finally, with a little bit of
20 humor, Amy, I'll say to you after – you've put so much time and effort in this so maybe when you have
21 more free time after we're done, you can get more involved with your neighborhood association.

22 **Co-Chair Keller:** Thank you, Annette. Alex is next. That's no problem and I think that I'll just indicate that
23 I agree entirely with what Annette has said. In particular, in terms of what Amy said about
24 neighborhoods associations and that it would be good to strengthen those. It would be good to connect
25 the real estate community so that when people move into the community, then the real estate
26 community connects them with their neighborhood association. I think that would be good to integrate
27 people. Alex?

28 **Alex Van Riesen:** Just a couple of follow-up comments. One, Arthur in – oh, sorry. I just wanted to
29 responded to your comment, you said G-5, you liked that paragraph. That paragraph is actually still in
30 the document. It's on page G-2, they just moved it. They edited it a little bit but it is still in there because
31 I remember reading that comment about widening the sphere and that same language is at the bottom
32 of G-2 so it's broken into two paragraphs. I think that's the same – most of that paragraph is still there.
33 Also, on the policy of G-1.1., when you were commenting on the simplify and shortening. I was trying to
34 think of what was the origin of that? I remember – I think, if I'm not mistaken, the origin of that was a
35 story I told about a guy who went through the architectural process for 4-years and they kept changing
36 it and saying that wasn't – I – that wasn't ok and I think he was finally pulling his hair because he
37 couldn't get his building built. I think that was the origin of that language but I think you may be right.



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1 Simplify and shorten are not the right words but I think that was the origin of that and that the process
2 seemed to long and when the people felt it was drawn out or felt like they were kind of messed over.
3 Like the expectations were set and then later on -- so I don't know. That was -- I want to say that I like
4 the Gun class. I think it would be awesome if we just moved -- I think as Whitney said, we move from a
5 fictitious element to actually giving them real problems in Palo Alto. It sounds like you were dealing with
6 fictitious or made up scenarios but let's give them real things and work on it. I wanted to suggest that
7 the key volunteer transition and I will admit that this is completely antidotal to my own life; is middle
8 school. My kids are at Ohlone and I've noticed that over this last year, they are both in 5th grade, that
9 with each progressive month, I go less to school. They're on their own and I realized -- I've decided that I
10 am going to go back to school every day in May because I really like the school but I like being around
11 their teachers and I want to communicate things to people before we leave. I think the thing that strikes
12 me is that we need to capitalize on this transition because what I find happening is if I don't go to school
13 with them, I'm putting all my volunteer effort back to my own obese of to-dos, right? I think I'd like to
14 have someone maybe be a volunteer coordinator in the City and explore the middle school and this
15 freed up energy when are kids start to -- I'm not saying they're done. I know I'm in for a hellish next 3-
16 years. I guess I wanted to also be aware -- I don't remember what we said about this in the Land Use
17 Element but it seems like with the passing of the building of separate units that the City Council just did.
18 There's some kind of inverse thing potentially here for dealing -- creating neighborhoods. So, antidotally,
19 my neighbors who have lived in their house for 17-years realize that they could make more money if
20 they moved into one of their smaller houses in Santa Clara and rented out their Palo Alto home. Now
21 their Palo Alto home has seven people living in it. One of them in the garage so when you open the
22 garage, it's like a full room, it's like a diorama. What I realize is, they have no interest in the
23 neighborhood or in connecting with us and we've tried but they are so transient. I feel the tension of
24 creating those other units and creating more -- actually, it's a Stanford grad. who's created an app. for
25 people who are coming to the area looking for jobs and they will place you in houses with other people
26 comparable to you. This is -- I mean, it's just genius run amuck. I don't know. I don't think they will tell
27 me because they don't want to me to know. (Crosstalk) Ok, I'll find out and I'll bring it back to you.
28 (Crosstalk) She's a nice person but she's a genius, right? They actually fit people that they think will work
29 together but they pack them in and people are making good money. I do want to say that there was a
30 program that was put out, I think it was the Emergency Service -- they put out something like -- not like
31 do you want to be a junior policeman but do you remember that? It was a class -- what was that?
32 (Crosstalk) You know -- it was like -- yeah, but you could be any age and learned how to sort of -- I think
33 there should be a program like that for a neighborhood champion or something because I think that was
34 effective. I think -- I looked at that class and they had 30 people taking that and I'm like -- I think there
35 needs to be structure to developing the volunteers.

36 **Co-Chair Keller:** Great. Well, we're running out of time for this thing.

37 **Alex Van Riesen:** Sorry.



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1 **Co-Chair Keller:** Dan, you wanted to talk again?

2 **Co-Chair Garber:** Just briefly and I will – It's ok. For the sake of time, I will not tell a story but I did want
3 to come back and agree with Whitney. I think I love some of these suggestions that we're coming up
4 with and I think they're – some of them are extremely important for us. There's probably some place
5 that should be the Palo Alto's User Guide or something, where these things should be located in as
6 opposed to the Comp. Plan. Certainly, the website – the City's website has bunches of this stuff. It could
7 be organized differently but any case, I do think there is – I don't want to lose a lot of things. I think that
8 some of the things that my Co-Chair mentioned about the – how the Planning Commission should
9 operate, for instance, should really be part of the by-laws of that Board. That's where that should reside
10 and be owned. I know other things – as opposed to like the Comp. Plan. Anyway, I'll leave it to Staff to
11 sort that out and maybe there will be some suggestions that we can come back to but I do agree. We
12 shouldn't lose a number of these ideas because I think that I will agree with all of you. I think they are
13 extremely important. Especially, for this moment in our community, which is struggling with the whole
14 issue of communication, empathy, and understanding of what these issues are that we're all trying to
15 muddle through.

16 **Co-Chair Keller:** So, I'll take it out – finishing this and then we'll come back to deal with the glossary, the
17 introduction, and the cover. The first thing is that what we really want is a Palo Alto 411. Palo Alto 311 is
18 kind of broken because you get a notice saying it's completed but you have no idea what they're going
19 to do about it and it doesn't get done. It gets checked off as completed, well, what does completed
20 mean? Anyway, it would be nice if the development process were more transparent to those of us who
21 are in the community. There used to be a list of all development proposals. I know there's a monthly
22 thing but I mean, comprehensive. The monthly thing is only the major ones, not the individual – not
23 every – not a list of every proposal submitted or every project. There used to be a list of that and it's
24 gone and I'm not sure what happened to it. One of the things that the Brown Act makes hard is that we
25 have a public comment process and then the body deliberates. I wish that there was an opportunity that
26 after the motion is made, to basically say, wait a second? I'd like to comment on the motion. I didn't
27 know what the motion was about and I'd like to be able to comment on that. I'm not sure how we'd do
28 that but it's a problem. At this point, let's – you want to say something?

29 **Elaine Costello:** Maybe we should move on.

30 **Co-Chair Keller:** We're going to move on to the cover page, the introduction, and the glossary.

31 **Elena Lee:** Could I say something one thing?

32 **Co-Chair Keller:** Sure.

33 **Elena Lee:** In just to reference what you mentioned, that right – we – you know, we are trying to make a
34 lot of improvements in terms of what's available to the public and so we have what's called Building Eye



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1 and that's a new interface that we have that lists all pending projects on a map. You can open that up
2 via the planning website and you can see all of the pending development in the City.

3 **Co-Chair Keller:** Ok, great. I know people had some issues but that's -- it's a good -- that's a useful thing
4 but it may be -- there may be some other interfaces that we can create. Let's talk about -- Bonnie, do
5 you want to go first on the cover, the introduction, and the glossary?

6 **Bonnie Packer:** Thank you. The only thing I had suggested in my comments on the introduction is that
7 we add the reference to other organizations. It's in my written comments I've -- it's in the section under
8 major themes. Building community and neighborhoods, I suggested adding the references to all those
9 other organizations. I don't have any comments on the cover. I don't care what pictures you put there.
10 As long as they are current, I guess and the glossary, I was going to suggest that if we're going to add
11 these organizations, then maybe we have definitions of what a service organization is. I don't know. It
12 may be too cumbersome but if we're going to refer to them, we may -- what's a Neighborhood
13 Association, what do we mean by a Civic organization? However, I don't know if those -- if people would
14 agree on what those definitions would be so something to consider. That's all.

15 **Co-Chair Keller:** Thank you. Amy.

16 **Amy Sung:** (Inaudible)

17 **Co-Chair Keller:** Amy said she doesn't have much to add. Lisa? Nothing. Annette.

18 **Annette Glanckopf:** Well, I have a comment on the definitions. Now, I understand that you removed a
19 lot of these things because you're not referring to them. However, I don't think anyone is going to be
20 saying, oh gee, that's in there and it's not in the Comp. Plan. I think that there is a need -- I think Ellen
21 mentioned it and other people did, there is a need for a solid glossary that defines all sorts of terms. So,
22 this is a very logical place to look for one so I really think that you should leave some of these terms in
23 because we do use them a lot in the City. I have a list of things that I thought were -- you eliminated that
24 should be there. I also think you should add things like accessory structure to differentiate that between
25 accessory dwelling unit but that's my own point. I also notice the (inaudible) and although we do talk
26 about that area, it's the only neighborhood that is mentioned in there and I'm not sure that's the exact
27 terminology that they -- the geophagy that they would use. Anyway, I want to lobby this group to retain
28 the definitions because I do think that that is one place that people will go to just to try to figure out
29 things.

30 **Co-Chair Keller:** Thank you. Len.

31 **Len Filppu:** Yes, thank you. On the cover itself, I do think that we can maybe consider some new photos.
32 I like [Crunchy] and there's a lot of [Crunchy] here. A couple shots of Bay Lands but we could show some
33 soccer fields, some tennis courts, kids playing in the -- on some of the City provided creational areas and



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1 maybe a good shot of downtown. Just – there’s a – just give it a little bit more divergent if you can and
2 when people said the photo – these are dated so I mean, you have [phonetics][Skelly] in there and I
3 know it’s really difficult but they’re gone and whatever. As to the introduction, on page I-1, the green
4 box that talks about the vision. In the second paragraph, it says Palo Alto Comprehensive Plan strives to
5 build a coherent vision of the City’s future from the visions of diverse populations. I just think we’re
6 double vision there. It sounds clunky to me, it feels clunky to me so I would offer that the second visions
7 be changed to input. So, that we build a coherent vision of the City’s future from the input of a diverse
8 population. That’s more active to a – what a government ought to be doing. Oxford comma throughout,
9 you guys have tried – I – please don’t misunderstand me. I can’t imagine the amount of blood-sweating
10 through your brows writing and revising this. I compliment you greatly. The Oxford comma, on
11 continues, to use it and there are places where it still can be done. Let me go back to my final comment
12 and that is on the neighborhood thing. Again, on I-2, major themes of the Comprehensive Plan. Building
13 community and neighborhoods and just after small businesses on the third line, libraries, parks, cultural
14 centers, small businesses and Neighborhood Associations are central components of neighborhood life.
15 Just add Neighborhood Associations. I’m not yet convinced on Bonnie’s argument that we list all of the
16 volunteer organizations. Where do you draw the line? Where does it stop? Some of them, as earlier
17 have been mentioned, are advocacy organizations and a number of things. I think that the neighbors
18 who live and reside in the City have a special voting right for our government and have a special
19 connection and that the – then the activities that they’re involved in is a secondary kind of operations
20 going on. I don’t know exactly how to – there is a wide variety but I think the neighborhoods and
21 Neighborhood Associations and resident organizations of voting citizens in this community have a little
22 bit of a closer tie to the government. Thank you very much.

23 **Co-Chair Keller:** Thank you. Elaine – I mean Ellen.

24 **Ellen Uhrbrock:** I seemed to have lost my cover but I really don’t care a great deal about what’s on the
25 cover but I do agree that it needs updating more with action pictures taken today. I – on the problem of
26 listing all the organizations, I agree would be too long of a list. That’s where you put them in the section
27 on who to call and there are the names of the organizations that need to be listed by their names and
28 then who’s the contact person if you want to know more about this. This is a real problem and being a
29 citizen or being – moving into any area, it’s knowing who is who and who you might want to make a
30 contact with for whatever reason. I think the who to call is the place for that. I want to say tonight,
31 listening to you, especially Amy and Annette, you give me many ideas on what I can do on your
32 suggestions and it’s interesting – Avenidas Village incidentally has just started a task force to study on
33 volunteerism for the seniors in Palo Alto. I think you could be of great help to us and we could be of help
34 to the community by doing this so thank you very much. I also am in contact with the people at Stanford
35 and elsewhere that are dealing with the second half of live things and this is a wonderful idea I think, to
36 shift the volunteerism. When you’re already feeling obligated that I belong City and I’m a part of it so I
37 have benefited greatly from listening to all of the people here tonight. Thank you.



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1 **Co-Chair Keller:** Thank you. Alex.

2 **Alex Van Riesen:** On the glossary, I just think this is a best. This thing is so long and appropriately so, I
3 don't know if this is what Annette was getting at in terms of including other terms in it. I – my concern
4 would be being where you would stop or draw the line with that and so I kind of feel like – I think -- I
5 would suggest that this needs to be limited to the words that are in the Comp. Plan but there needs to
6 be some kind of – I agree. There needs to be some handbook or some place for citizen activation where
7 you can find out what everything means so I agree with that. I can't imagine lengthening this. In terms of
8 the – I think the double edge sword of the front page is that when you put pictures on, the double edge
9 sword is you appeal to the people who identify with the pictures but you lose out on all the people who
10 don't. I don't know if pictures are the best way to go unless you (crosstalk) – exactly. Well, animals
11 would be highly – well, there's dogs here though so they'd be happy. (Crosstalk) There's – well, I guess –
12 I realize – I agree that they are outdated but I wonder if there is another way to go that would connect
13 people but the pictures are always dicey because people don't – if they don't see themselves in it
14 somehow, they don't feel connected. In terms of the introduction, I want to agree right off the bat with
15 what Whitney said about probably combining this. Put these somewhere in governance – I mean
16 governance into the introduction. I actually find the governance section could be – I realize it has goals
17 so maybe it doesn't work but there are parts of it that feel very inspiring or very hopeful about what we
18 hope Palo Alto to be. It feels like part of the governance things could be in there. I don't know exactly
19 how to do that. I haven't given that a ton of thought. I realized when I read on page I – is it I or 1? Is it I-
20 2? I-2, in the building community and neighborhood, second line, it says libraries, parks, public – well,
21 arts and cultural centers. I actually scratched that out at first and put community centers but then I
22 realized that was probably meant by public facilities. I guess it raised for me the questions of how we
23 understand community centers in Palo Alto. This brought up even with what's happening with
24 Cubberley and I think you guys know, Cubberley is coming up – 2019 the lease is being renewed. I guess
25 it just struck me that community centers – my experience are that I participated in Cubberley Day for
26 the last few years but they meet in a tremendous amount of needs within the City and I'm finding that
27 it's often cultural groups and groups that are more on the fringes. I just struck me that that was worded
28 that way so I don't know if we want to keep that but it probably seems like we should. The other one
29 was in the paragraph right above it, where it says that includes all land within the City limits, the
30 Stanford University Campus and other property in unincorporated – I didn't realize – it felt like – as our
31 discussion, it's been about parts of the Stanford stuff like the – what is it called? It's there – the Business
32 Park? Is, that right? We never really talked about the University campus so is our sphere of influence
33 really the campus? It is. It's interesting, I never felt like in our conversations that that's been true. It's
34 always been the Business Park or...

35 **Co-Chair Keller:** I think the Business Park is within the City limits but the sphere of influence includes
36 Stanford University.



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1 **Alex Van Riesen:** Ok.

2 **Co-Chair Keller:** It's a technical destination.

3 **Alex Van Riesen:** Ok, cool because I didn't understand that. On page I-3, I just noticed in the reducing
4 reliance on the automobile, there was nothing in that paragraph about parking. I don't know if there
5 needs to be but you did use other things that you're going to change to try to reduce reliance on the
6 automobile but given that parking is something right now they're – I think that's going to be a continual
7 issue. I was – on meeting housing simple challenges, the next paragraph, fifth line, community priority in
8 this plan seeks to increase the supply of housing. I wondered, wasn't that part of our debate about
9 either affordable or what affordable was or more affordable housing because changing the supply of
10 housing is merely – you know what I mean? Just housing for whoever can afford it so I wasn't sure what
11 we were gunning for with that but the way it's written, this plan seeks to increase the supply of housing
12 is just more housing for whoever; for the highest bidder. I don't know what we were going for there.
13 Anyway, we can come back to that or that's a question. On keeping Palo Alto safe, as I read this, I
14 realized that the title didn't seem to actually match what you're trying to say here. I think – I would
15 suggest that we change it to keeping Palo Alto prepared. Actually, you use the language preparing and
16 preparedness in the paragraph and what all these elements seem to describe is being ready because you
17 can't really stop these things from happening but you can be ready for them when they do. I think it
18 provides a different imagine of being prepared versus – safe is often an image, I think is connected to
19 crime or sometimes is it a safe neighborhood, at least that's where my mind went. Then meeting
20 residential and commercial needs, I noticed that it seems to omit small and independent business in
21 here. Am I wrong in that? That – now I realize that that was a big thing that we talked about in part of
22 our vision but it doesn't or in priorities but it doesn't really come up that strongly in here so I would
23 insert – if it's to match what's come before, I think in the governance section, small and independent
24 businesses. Then in I-5, I wasn't sure but at the very last line, the Comprehensive Plan or even the next
25 generation, however, the long-term idealistic thinking embodied in each vision statement. There is
26 something about idealistic. I don't know, maybe it's because I'm a more present-oriented person but I
27 read that like more idealistic like it's never going to happen. I thought that maybe there is another word
28 like however the long term strategic thinking or creative thinking or I don't know. I would suggest
29 strategic for that. I was curious that the EIR is not a part of this plan, is that true? At the top of I-8 it says
30 no EIR, will you cut that out? Are we just – did we take that out for a reason? Top of page I-8, an
31 Environment Impact Report has been prepared but then we just – I was just curious.

32 **Joanna Jansen:** It's true that an EIR has been prepared and it still in process right now and it's also true
33 that it's a separate document and it's not part of the plan.

34 **Alex Van Riesen:** Ok. So, did we take it out just...



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1 **Joanna Jansen:** I have not really ever seen a General Plan that discusses the EIR as part of the plan
2 itself. My feeling is that it's a little bit confusing because it is a very separate document and it's not a
3 regulatory document. It kind of lives to facilitate that adoption of the Comp. Plan and then memorialize
4 the mitigation measures but it's not an on-going kind of parallel side by side part of the plan.

5 **Alex Van Riesen:** Great, that's helpful. Thank you, that's it.

6 **Co-Chair Keller:** Whitney.

7 **Whitney McNair:** I don't really have any comments. I would echo those that Len brought up earlier.

8 **Co-Chair Keller:** Thank you. Dan.

9 **Co-Chair Garber:** I have very little to add but the only thing that I will add is in the description of goals,
10 policies, and programs, I believe, in my mind a program is all these things that have been described here
11 but what I would actually say is that what defines a program is that a resource has been applied to it.
12 Meaning that there is something assigned to it, there is time and money and I might just change the
13 language in the way you are using the resource. That's...

14 **Elaine Costello:** What page are you on?

15 **Co-Chair Garber:** The markup page I-7. Just above other components of the plan but that's what really
16 distinguishes it, as different from policy and goal because neither policy and goal have resources applied
17 to them.

18 **Elaine Costello:** Some of them will actually though but that's ok, we can that up.

19 **Co-Chair Garber:** That's it.

20 **Co-Chair Keller:** Thank you. I have written down on my list three things plus I have some comments on
21 the document. Three things that I have written is the Oxford comma, the supply of affordable housing.
22 We should emphasize affordable housing and not the merely supply of housing because really, we want
23 to increase the ratio of affordable housing; the amount of affordable housing in the City. Not just
24 increase housing in general, and reinstate the paragraph about EIR. This just makes a reference to it and
25 I think that the EIR – even though it's defined at a point in time when the Comp. Plan is adopted, I think -
26 - I know of people who've gone back to the 2010 – the Comp. Plan from 1998-2010 and looked at that
27 EIR and compared it to what happens. I think that's a wonderful exercise and if this doesn't reference
28 the EIR, nobody – that sort of makes it harder to that. This doesn't say that it's part of this document.
29 It's a reference to the document and it's a regulatory requirement of this document to do an EIR. In the
30 words to the Mikado, if it is so, why not say so? Anyway, the next thing is with respect to the pictures. I
31 have a – (inaudible) the pictures, we certainly should update the pictures but not have a picture of
32 Borders Bookstore, which no longer exists. I would not put a picture of Hanna House but if you want to



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1 put a similar picture, why not the Perennial Stanford Theater, which is a gorgeous building and has
2 similar attractiveness. Instead of a lone bicyclist, which seems kind of sad. I think (inaudible)(crosstalk)...

3 **Co-Chair Garber:** (Inaudible)

4 **Co-Chair Keller:** ... Yeah, I think what you want to take a picture of is the gazillions of students who are
5 leaving school. You can take a picture of any of the middle schools or any of the high schools, especially
6 Gun High school. The kids sort of barreling down the street on bicycles, a big pack of them. That would
7 make a great picture so I would hope that you could gather a picture like that. Finally, with respect –

8 **Co-Chair Garber:** Within the bike lane. Not all over the street.

9 **Co-Chair Keller:** That's right.

10 **Elaine Costello:** I was just going to say taking over the street.

11 **Female:** With no helmets on.

12 **Elaine Costello:** Right, no helmets.

13 **Co-Chair Keller:** No, I actually see them with helmets, I actually do.

14 **Male:** (Inaudible)

15 **Elaine Costello:** Smoking.

16 **Co-Chair Keller:** That's right. Anyway...

17 **Elaine Costello:** Earbuds in.

18 **Co-Chair Keller:** ... I have an objection to the deletion on page I-4 of the redline version, where it says in
19 the last paragraph, but not at the expense of the City's residential neighborhoods. I don't know why that
20 is taken out. Development needs to be done not at the expense of the City's residential neighborhoods.
21 Put that back, please. With respect to Table 1, I believe that governance, which is on page I-5,
22 governance needs to be one of the elements. It's there – it's missing and I think it should stay but it's
23 missing. Governance is an element. It's not a chapter, it's an element. Well, I think it should stay as an
24 element.

25 **Elaine Costello:** We need to clarify that.

26 **Co-Chair Keller:** In any event, in this draft, it's an element, it should be listed there as an element and
27 it's not. It is listed – just like community service and the facility is an element not required by the State,
28 governance is an element not required by the State. With respect to the glossary, a couple of things. I
29 have some comments on there. Firstly, let me find it. I agree with restoring things. It does not – let me –



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1 (inaudible) a glossary is not a dictionary. You don't worry about what things are in a dictionary or not
2 necessarily referenced by an essay that you write. You look up for your information and they are useful
3 things for information. With respect to Capital Improvement Programs, the CIP is a rolling 5-year
4 program. It's not a 5-year program in the sense of Soviet and Russia, where they would basically have a
5 5-year plan and then other 5-year plan 5-years later. It's a rolling plan, every year for the next 5-years. I
6 would replace the Comprehensive Plan Advisory Committee from 1992 and replace it with the Citizens
7 Advisory Committee for the Comp. Plan; us. That should be mentioned there. There should be a
8 mention of a Concept Plan because we do have this notion of a Concept Plan, which is referenced by the
9 Comp. Plan. In particular, East Meadow Circle is a concept plan – (crosstalk) No, no, East Meadow Circle
10 is a concept plan and therefore, that concept needs to be referenced. Coordinated area plan is another
11 beast but concept plan is one that we started to do, which I think is kind of BS but in any event, we have
12 one. Ok...

13 **Co-Chair Garber:** I think it's a CP, concept (inaudible)

14 **Co-Chair Keller:** Exactly. I think we should – I that the term that's referenced in the EIRs and should be
15 specifically defined in here is a cumulative impact. I think people don't know exactly what it means. I
16 think we should define it and it should be in there specifically. I think that we should – we should define
17 grade crossing.

18 **Male:** Grade crossing?

19 **Co-Chair Keller:** Grade crossing. There is a mention in the Comp. Plan about grade crossing which is a
20 Caltrain grade crossings.

21 **Male:** (Inaudible)

22 **Co-Chair Keller:** Yes, that's why it needs to be defined. A grade crossing is, for example, it's an at-grade
23 crossing where Caltrain has the train – the East Meadow and Charleston and...

24 **Co-Chair Garber:** (Inaudible)

25 **Co-Chair Keller:** That's right.

26 **Co-Chair Garber:** People (inaudible)

27 **Co-Chair Keller:** It's where there's a crossing at the grade with Caltrain and that should be defined
28 because it's mentioned in various places. The horizon year needs to be updated from 2010 to 2030. I
29 think that that's funny. I would put back inclusionary housing. Maybe you want to call it inclusionary
30 zoning but it isn't – it is a concept that should be put back. I think that jobs/housing balance is
31 redundant with jobs/house ratio, which is more specific; we don't need that. Somewhere else, I saw that
32 the land use circulation map has been renamed so if it's renamed there, it should be renamed here. I –



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1 in terms of low income, moderate income, and whatever, where it mentions area wide medium family
2 income. That's a great definition but it specifically refers to Santa Clara County and therefore in
3 parenthesis, it should refer to Santa Clara County as what the area that we're talking about so people
4 know because that is what it is officially. In terms of median, one-half of the set is more and one-half of
5 the set is less. You either say more or less or you say greater of fewer. You've sort of mixed your
6 metaphors there. I want to put Mitigated Negative Declaration back. I – moderate income – also
7 mentioned Santa Clara County. I would put Negative Declaration back, those are important terms that
8 people get to all the time. We need to know what they are talking about. I'm not sure why the 1998
9 City-wide land use and transportation study needs to go away. I would put non-conforming use back. I
10 would put the Northern California Power Agency back. I would mention in the Palo Alto Unified School
11 District a footnote that says the (inaudible) of Palo Alto is not in the Unified School District; mainly
12 Monroe Park. Also, that some of the Palo Alto Unified School District aren't in – is outside of Palo Alto. I
13 think that would be useful information. It's not the planning Commission, it's the Planning and
14 transportation Commission on the page of 39. I think – I understand that the only region shopping
15 center we have is the Stanford Shopping Center and we probably should say so. I would put vacancy rate
16 back, that is useful and mentioned by various ordinances and such. In particular, it's an interesting thing
17 – threshold for decontrol of ground floor retail in downtown so that is a useful concept. That's it for me.
18 Are there any other last minutes' comments before we adjourn? Dan.

19 **Co-Chair Garber:** Question for you all, does anybody feel strongly that are names should be in the intro?

20 **Elaine Costello:** Your names?

21 **Co-Chair Garber:** Yes, on I-9.

22 **Joanna Jansen:** Oh, I'll also just mention that I think that we anticipate that there will – as in the existing
23 Comp. Plan, be an acknowledgment section in the adopted Comp. Plan.

24 **Co-Chair Garber:** In the back, some place. Yeah, I...

25 **Co-Chair Keller:** I think that they should be...

26 **Female:** (Inaudible)

27 **Co-Chair Keller:** I think that they should be in the back, along with the Planning and Transportation
28 Commission and the City Council and whatever who – people who served both – during the whole
29 process.

30 **Elaine Costello:** Right, right. That's what we're planning to do.

31 **Alex Van Riesen:** I think they should be in the front but we should be able to give ourselves rapper
32 names. I think...



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1 **Co-Chair Garber:** That's like the street I grew up on and my pets name?

2 **Co-Chair Keller:** Ok, great. Amy, any quick things?

3 **Amy Sung:** Yes. Actually, I didn't have a lot to add to the intro but I just wanted to touch upon the
4 housing scene because that's what I do professionally.

5 **Co-Chair Keller:** The Housing Element because we're not talking about the Housing Element tonight.

6 **Amy Sung:** It's on page 1-3...

7 **Co-Chair Keller:** Ok.

8 **Amy Sung:** ... talking about meeting housing supply challenges. There's a – every time we talked about
9 housing, people talked passionately about affordable housing. I think that I wanted to just touch upon
10 the affordable housing. Affordable housing as we know it is no longer referred to those less fortunate
11 who are the most typical – what we typically think of. Affordable housing has multiple thresholds and
12 depending on who you talk and everybody thinks differently about affordable housing. Specifically,
13 housing in Palo Alto and in the entire peninsula/Bay Area, we need housing of all levels. Yesterday at a
14 hearing and also so often, people will say well, when I first moved to Palo Alto, I worked really hard and
15 people that wanted to move here, therefore, should also work really hard so that they start somewhere.
16 The thing is, when I moved here, I bought my home when my husband and I were both young engineers
17 and we worked really, really hard. I must tell you today, those young people who wish to buy a home in
18 Palo Alto, working really, really hard is not enough. They work really hard and I see it. They work harder
19 than I use to do but they – that alone, cannot buy a house here in Palo Alto. I think it is very important to
20 say that we will supply housing and leave out that affordable because what kind of affordable are we
21 talking about? For those young professionals over those that are extremely needing help with Measure
22 A that we passed last year; that is the homeless. There are all sorts of levels of help that we can think of
23 and lending help. There is a particular young professional that I am thinking of, they do not financial help
24 but they need help in supply. When we talk about this group, they are not looking at multi-million
25 dollars of luxury. That is (inaudible). All sorts of people – if they do not require financial help so I wanted
26 to really, really emphasize that we are going to supply all levels of housing. Thank you.

27 **Co-Chair Garber:** Does the word diversity in housing help? Ok, not raise that controversial word.

28 **Co-Chair Keller:** So -- (crosstalk) thank you. So, I actually agree with Alex's comment that with the
29 emphasis on affordable housing and I'll tell you why quickly. The answer is that in all the (inaudible)
30 Housing Element periods, sometimes, not very often, we have met our reallocation overall but we have
31 never ever our allocation of affordable housing. Never even come close and so we are always so far
32 behind in providing affordable housing and we have come close in providing market rate housing



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- 1 according to the arena needs and therefore, an emphasis on affordable housing is not misplaced.
- 2 Especially, since it's so hard to do. With that, I will adjourn the meeting at 8:43.

3 **Feedback for Continuous Improvement:**

4 **Future Meetings:**

5 Next meeting: May 16, 2017 – Rinconada Library (Embarcadero Room)

6

7 **Adjournment: 8:34 p.m.**