



1 North San Antonio Road
Los Altos, California 94022-3087

MEMORANDUM

DATE: July 9, 2019

TO: City Council

FROM: Vice Mayor Pepper and Councilmember Enander, Ad Hoc Community Engagement Committee

SUBJECT: COMMUNITY ENGAGEMENT

Background

1. Sept 17, 2013 council meeting (memo attached): Council members Bruins and Pepper presented a proposal to the council to form a subcommittee consisting of those two council members and other community members to examine best practices and come back to the council with recommendations to increase and improve community outreach. The council rejected the proposal and suggested holding a community roundtable to gather feedback and create recommendations.
2. March 25, 2014 council meeting (proposal and report attached): The two council members offered a proposal to hold a community roundtable.
3. August 12, 2014 community roundtable: The two members together with a large number of residents organized and held a community roundtable on community engagement. About 70 residents attended. Members of the community who participated felt they were heard and thought it was one of the best city meetings they had ever attended. Presentations were also made by people from Mountain View and Palo Alto on practices in their cities.
4. September 23, 2014 council meeting (report attached). The report on the roundtable was continued to October 28, 2014, at which time the council directed the two council members to:
 - A. Hold another roundtable to reach the hard to reach population (such as parents of young children), as this was the first recommendation from the initial roundtable.
 - B. Form a working group, composed of the Council ad hoc subcommittee, staff and community members, to further explore/develop the concept of neighborhood meetings. Elements of the workplan could include: look more closely at what other communities do, identify general topics, identify 'customized' elements for each neighborhood, look at

frequency/rotation/participation issues, etc. The workgroup would develop a proposal for consideration.

- C. Form a working group, composed of the Council ad hoc subcommittee, staff and community members, to develop objectives and priorities for the use of technology to engage the public in meaningful ways. Elements of the workplan could include: define the needs, identify preferred tools/applications, evaluation by staff on cost, feasibility and sustainability, projection of how effective tools/applications will be in accomplishing enhanced community engagement. The workgroup would develop a proposal that either staff could implement and/or bring back to Council for consideration.”
 - D. Have staff explore additional push technologies, which have since resulted in the use of NextDoor and the City Manager’s Update.
5. March 3, 2016, meetings at Blach and Almond: Much effort was spent during 2015 contacting and discussing agenda and logistics with PTA councils to try to get something scheduled. Newly elected mayor Bruins appointed member Prochnow as replacement. At the regular council meeting on January 12, 2016, the idea of starting council office hours was added to the annual council retreat (suggested by council member Satterlee). In the interim, Prochnow and Pepper held two meetings with PTA groups - one at Blach (65 attendees) and one at Almond (33 attendees). The meetings were not well received by the participants, as the attendees wanted an open discussion, rather than having discussion limited to the agenda as required under the Brown Act. Of significant interest were issues of land use (new school) and traffic/safety.
 6. April 12, 2016, council meeting (report attached): Pepper and Prochnow reported on the PTA meetings. Council members Satterlee and Bruins proposed that the committee be disbanded because the proposal to hold office hours (discussed at retreat) was being implemented. Nothing further has happened regarding the ad hoc committee recommendations (perhaps reinforcing a theme from the roundtable that council doesn’t follow-through).

Recommendation

The current ad hoc community engagement committee agrees that staff continues to work on expanding “push” information through technology. What is missing is the “high touch,” local neighborhood, 2-way communication that roundtable participants found so attractive as modeled in Mountain View – an approach captured one of the recommendations quoted above.

Rather than engage in the process described in the original recommendation, the ad hoc committee recommends a council representative (or two), Ann Hepenstal and Sherie Dodsworth, and city staff work together to organize and pilot 5 meetings (one meeting per BAT zone or one meeting in a combination of not more than 2 zones, spread throughout the city) in the Fall of 2019 as a trial for such neighborhood meetings. The agenda could include:

- a. What public works projects are anticipated for the coming year (traffic management, intersection changes, road resurfacing) and the status/schedule of all CIPs affecting some part of the neighborhood (with the caveat there would be uncertain scheduling for some projects);
- b. Discussion of issues that are important to attending residents and give commitments for follow-up;

- c. Exploration of expanded use of BAT, neighborhood watch, and/or other neighborhood groups to improve safety, to identify issues, and to provide a mechanism for feedback;
- d. Evaluate the format for improvement and possible ongoing use; and
- e. Other items directed by council or suggested by staff.

(Note: the Mountain View “zones” include an average of 13,000 residents; the 11 zones used by Los Altos BAT average about 3,000].

Attachments:

1. September 17, 2013 City Council report
2. March 25, 2014 City Council report
3. March 25, 2014 proposal to City Council
4. September 23, 2014 City Council report
5. April 12, 2016 City Council report
6. Block Action Team Zone Map



DATE: September 17, 2013

AGENDA ITEM # 3

TO: City Council
FROM: Councilmembers Pepper and Bruins
SUBJECT: Community engagement

RECOMMENDATION:

Form an ad-hoc Task Force to advance 2013 City Council Priority #4c

SUMMARY:

Estimated Fiscal Impact:

Amount: None

Budgeted: Not applicable

Public Hearing Notice: Not applicable

Previous Council Consideration: Not applicable

CEQA Status: Not applicable

Attachments:

1. Institute for Local Government publication: What is Public Engagement?
2. City Staff compilation: City of Los Altos Community Engagement Practices
3. Institute for Local Government publication: Why Engage the Public?

Date: September 10, 2013
To: City Council
From: Councilmembers Bruins and Pepper
Subject: Community Engagement

Background

One of our five 2013 City Council Priorities is to “Encourage and employ effective community engagement practices.” Specifically, item 4c is to “Explore new and/or revised methods to solicit public input regarding City services and projects.” This council memo puts forward a recommended approach for addressing this priority and utilizes the work done and publications produced by Institute for Local Government on Public Engagement (Attachment A).

Current situation

Throughout the 2012 election campaign and again at the January 2013 council retreat, we heard comments from the public seeking more effective community engagement and processes that encourage active discussion. Current practices are typically one-directional and consist primarily of the first two methods listed in Attachment A:

1. Public Information/Outreach – characterized by one-way communication.
2. Public Consultation – characterized by public hearings/comments during Council and Commission/Committee meetings.

An inventory of what the City provides using these methods are shown in Attachment B. Efforts to improve these communication vehicles are the focus of Council Priorities 4a – *Launch the redesigned City website*, and 4b – *Continue implementation of best practices with Commission and Committees*. The addition of a Public Information Coordinator and recent launch of the new website (including the Stay Connected feature) are significant strides in our public outreach efforts.

Opportunity

As a relatively small community, the residents of Los Altos want active community involvement: a sharing of ideas and crafting of solutions. The goal of Council Priority 4c is to establish or enhance engagement processes that are two-directional in nature as described in the last two methods in Attachment A:

3. Public Participation/Deliberation – characterized by receipt of information on a topic and joint discussion and deliberation.
4. Sustained Public Problem Solving – characterized by a committee or task force working in a collaborative fashion to achieve a particular outcome.

Through discussion and deliberation problems and opportunities can be characterized, priorities established, potential solutions/ideas identified, and general consensus for

direction established. Examples of where this method of engagement could be effective are neighborhood traffic issues, disaster preparedness, community center development, and parking strategies.

We are fortunate to have a multitude of well-educated, intelligent and successful people in the community who are willing to volunteer their time and talents. We have an opportunity to actively seek the input and skills of our community and leverage this asset to tackle the issues before the City. By so doing we can craft solutions that fit our community, and at little cost to the City.

Benefits of Active Public Engagement

There are a variety of public engagement strategies and approaches that can be used to address issues and opportunities in our community. Examination of our current practices and best practices of other municipalities can lead us to better approaches. Successful engagement of our residents can produce beneficial outcomes. Many are outlined in Attachment 3 and include:

- Better identification of the public values, ideas and recommendations
- More informed residents
- Improved decision-making and actions, with better impacts and outcomes
- More community buy-in and support, with less contentiousness
- Less need to revisit
- More trust
- Higher rates of community participation and leadership development

Recommendation

It is recommended that Council form an ad-hoc Task Force, lead by Council with Staff support, to advance 2013 City Council Priority #4c as described:

Focus: Public Participation/Deliberation AND Sustained Public Problem Solving (as defined by ILG)

Goal/Purpose: Evaluate and recommend community engagement process(es) that support active public participation and can help guide the policy decisions and actions of the City.

Tasks/Deliverables:

- Examine best practices in other communities
- Examine practices in place in Los Altos – what exists, how/when deployed, evaluate effectiveness, map methods to needs, identify gaps, etc.
- Identify opportunities for improvement of existing practices and/or development of new practices

- Provide findings and specific recommendations (short- & long-term) that can be taken in part or in whole. Recommendations to include costs, manpower, timeline

Task Force Duration and Rough Timeline: Expected duration 3-4 months. Timeline assumes approval at September 10 Council meeting.

- Solicit community member applications, conduct interviews & prepare selection recommendations (Sept. 16 – October 3)
- Council appointment of task force members (October 8)
- Task Force meetings (October 15, 29; November 5, 19; December 3)
- Report to Council (December 10)

Composition: Councilmembers Pepper and Bruins, 8 members of the community, and up to 2 city staff. The Task Force will be Council led with Staff support. Community members should represent a cross-section of the community, including those segments of the population that currently are not actively involved.

Selection: Staff appointments will be made by the City Manager. Community member appointment will be made through an open application process. Councilmembers Pepper and Bruins will interview applicants and make a recommendation to Council for appointment.

Attachments:

- A – Institute for Local Government publication: What is Public Engagement?
- B – City Staff compilation: City of Los Altos Community Engagement Practices
- C – Institute for Local Government publication: Why Engage the Public?

What Is Public Engagement?

www.ca-ilg.org/WhatIsPublicEngagement

July 2012

There are many terms that describe the involvement of the public in civic and political life. We offer one set of terms and definitions here not because we're sure these definitions are the best or most complete – or even that most people would agree with them - but because we think it's important to draw distinctions among the various ways people can become involved. It's important because understanding these differences will help local officials “fit” the best approach (or approaches) to the issue, policy or controversy at hand. The exact terms and definitions are less important than recognizing that these distinctions exist.

Civic Engagement: This is an extremely broad term that includes the many ways that community residents involve themselves in the civic and political life of their community. It encompasses volunteering as a local Little League coach, attending neighborhood or community-wide meetings, helping to build a community playground, joining a city or county clean-up effort, becoming a member of a neighborhood watch group or local commission – and much more.

Public Engagement: This is a general term we are using for a broad range of methods through which members of the public become more informed about and/or influence public decisions. Given our work to support good public involvement in California counties and cities, we are especially focused on how local officials use public involvement practices to help inform residents and help guide the policy decisions and actions of local government.

Public Information/Outreach: This kind of public engagement is characterized by one-way local government communication to residents and other members of the community to inform them about a public problem, issue or policy matter.

Examples could include: an article on a city or county website describing the agency's current budget situation; a city mailing to neighborhood residents about a planned housing complex; or a presentation by a county health department to a community group about substandard housing or “bird” flu policies.

Public Consultation: This kind of public engagement generally includes instances where local officials ask for the individual views or recommendations of residents about public actions and decisions, and where there is generally little or no discussion to add additional knowledge and insight and promote an exchange of viewpoints.

Examples include typical public hearings and council or board comment periods, as well as resident surveys and polls. A public meeting that is mainly focused asking for on “raw” individual opinions and recommendations about budget recommendations would fit in this category.

Public Participation/Deliberation: This form of public engagement refers to those processes through which participants receive new information on the topic at hand and through discussion and deliberation jointly prioritize or agree on ideas and/or recommendations intended to inform the decisions of local officials.

Examples include community conversations that provide information on the budget and the budget process and ask participants to discuss community priorities, confront real trade-offs, and craft their collective recommendations. Or the development of a representative group of residents who draw on community input and suggest elements and ideas for a general plan update.

Sustained Public Problem Solving: This form of public engagement typically takes place through the work of place-based committees or task forces, often with multi-sector membership, that over an extended period of time address public problems through collaborative planning, implementation, monitoring and/or assessment.

Conclusion: As you think about your own planned public engagement efforts, what approaches or combination of approaches will best meet your agency’s circumstances and goals?

About the Institute for Local Government

This tip sheet is a service of the Institute for Local Government (ILG) whose mission is to promote good government at the local level with practical, impartial, and easy-to-use resources for California communities. ILG is the nonprofit 501(c)(3) research and education affiliate of the League of California Cities and the California State Association of Counties.

For more information and to access the Institute’s resources on public engagement, visit www.ca-ilg.org/engagement. To access this resource directly, go to www.ca-ilg.org/WhatIsPublicEngagement.

The Institute welcomes feedback on this resource:

- *Email:* publicengagement@ca-ilg.org Subject: *What is Public Engagement?*
- *Mail:* 1400 K Street, Suite 205 ▪ Sacramento, CA ▪ 95814



Community Engagement Practices
(utilized as of August 2013)

Two-way communication

- ❖ Reception counters
 - Police Department open 24 hours/day
 - Building/Planning/Public Works/Administration open 8:00 a.m. – 5:00 p.m. Monday – Friday no appointment required; staff by volunteers from 12:00 – 1:00 p.m. to provide basic information and assistance; submittals and permits are issued 8:00 – 11:30 a.m. and 1:00 – 4:30 p.m.
 - Community Center open 8:00 a.m. – 5:00 p.m.
 - Senior Center open 9:00 a.m. – 3:30 p.m.
 - Municipal Service Center open 8:00 a.m. – 5:00 p.m.
- ❖ Council/Commissions/Committees
 - Council reports all include a ‘Public Contact’ section to acknowledge efforts to inform and engage the public
 - 73 residents serve on 11 advisory bodies
 - Regular meetings are scheduled on 12 different evenings throughout the month
 - Community special meetings or workshops regarding specific topics are conducted as needed with stakeholders (i.e., Civic Center Master Plan, Stevens Creek Trail) and/or general public
- ❖ Individual/group contact
 - Direct access to City employees by phone/email/in-person
 - Direct access to Council members by phone/email (those received by staff at City Hall are forwarded to designated recipients)
 - Facebook pages – Recreation, Police and City
 - Comment cards provided for all residents receiving service from the Sewer crews
 - Comment forms available in Police lobby and on website
 - Access to anonymous tip service (Police Department)
 - Police Officer dedicated to teach DARE program and assist with other Police-related issues that involve schools or students
 - Focus group sessions (i.e., website design/functionality)
 - Master Plan development (ad hoc committees, community meetings, etc.)
 - Community meetings related to specific City projects
 - Regular attendance/participation at Chamber of Commerce, LAVA and LA Community Foundation Board meetings
 - Online citizen queries and requests for all functions in the City

- ❖ Events and activities
 - Booths/tables at Concerts in the Park, Farmers' Market, Arts and Wine Festival, etc.
 - Neighborhood Watch program
 - National Night Out
 - City Manager, Police Chief and other executive-level staff attend community meetings and/or make presentations and discuss issues as requested/needed with various local organizations and groups

Information distribution/notification efforts

- ❖ Regular meetings governed by the Brown Act
 - The City posts agendas approximately 36 hours earlier than the required 72 hours in advance for regular meetings
 - All meeting materials are available online
 - Community access channel broadcast and webcast of City Council and Planning and Transportation Commission meetings
- ❖ Public hearings
 - Notification area is 200 feet greater than the State-required 300 feet
 - Typically exceed 10-day notification by 2 to 4 days
 - Post notices on-site and on-street (A-frames)
 - Key City capital improvement-related projects have followed the same procedures as for public hearings noted above (though not required)
- ❖ General and specific City info
 - Ability to access online information in the language of preference
 - Press releases
 - Twitter, Nixle, MyPD phone app, AlertSCC, daily Police activity media log, CrimeReports.com
 - Crime summaries and safety tips provided to neighborhood groups
 - Use of community organizations' newsletters, Mission Trail billing inserts
 - All financial-related documents are presented in a readable format and are available online
 - Capital improvement project information and maps available online
 - Program-specific web pages (i.e., Reusable Bag ordinance, First Street construction outreach)
 - 'Constant Contact' email campaigns
 - List serves available for Council, Commission and Committee meeting notifications
 - Quarterly Recreation Activity Guide mailed to all households which also includes information regarding City and community

Why Engage the Public?

www.ca-ilg.org/WhyEngage

July 2012

Cities and counties throughout California are applying a variety of public engagement strategies and approaches to address issues ranging from land use and budgeting to climate change and public safety. They are discovering a number of benefits that can result from the successful engagement of their residents in local decision making. These include the following potential outcomes.

Better identification of the public's values, ideas and recommendations

Elections help identify voter preferences, and communication with individual constituents provide additional information to local officials about resident views on various topics. However gaps often remain in understanding the public's views and preferences on proposed public agency actions and decisions. This can especially be the case for residents or populations that tend to participate less frequently or when simple "pro" or con" views don't help solve the problem at hand. Good public engagement can provide more nuanced and collective views about an issue by a broader spectrum of residents.

More informed residents - about issues and about local agencies

Most residents do not regularly follow local policy matters carefully. While a relatively small number do, most community members are not familiar, for instance, with the ins and outs of a local agency budget and budget process, or knowledgeable about planning for a new general plan, open space use, or affordable housing. Good public engagement can present opportunities for residents to better understand an issue and its impacts and to see local agency challenges as their challenges as well.

Improved local agency decision-making and actions, with better impacts and outcomes

Members of the public have information about their community's history and needs. They also have a sense of the kind of place where they and their families want to live. They can add new voices and new ideas to enrich thinking and planning on topics that concern them. This kind of knowledge, integrated appropriately into local decision making, helps ensure that public decisions are optimal for the community and best fit current conditions and needs.

More community buy-in and support, with less contentiousness

Public engagement by residents and others can generate more support for the final decisions reached by city or county decision makers. Put simply, participation helps generate ownership. Involved residents who have helped to shape a proposed policy, project or program will better understand the issue itself and the reasons for the decisions that are made. Good communications about the public's involvement in a local decision can increase the support of the broader community as well.

More civil discussions and decision making

Earlier, informed and facilitated deliberation by residents will frequently offer a better chance for more civil and reasoned conversations and problem solving than public hearings and other less collaborative opportunities for public input.

Faster project implementation with less need to revisit again

Making public decisions is one thing; successfully implementing these decisions is often something else altogether. The buy-in discussed above, and the potential for broad agreement on a decision, are important contributors to faster implementation. For instance, a cross section of the community, city, or county may come together to work on a vision or plan that includes a collective sense of what downtown building height limits should be. If this is adopted by the local agency and guides planning and development over time, the issue will be less likely to re-occur repeatedly as an issue for the community and for local officials. In general, good public engagement reduces the need for unnecessary decision-making “do-over.”

More trust - in each other and in local government

Whatever their differences, people who work together on common problems usually have more appreciation of the problem and of each other. Many forms of public engagement provide opportunity to get behind peoples’ statements and understand the reasons for what they think and say. This helps enhance understanding and respect among the participants. It also inspires confidence that problems can be solved – which promotes more cooperation over time. Whether called social capital, community building, civic pride or good citizenship, such experiences help build stronger communities, cities and counties. Additionally, when a local agency promotes and is a part of these processes - and takes the ideas and recommendations of the public seriously - a greater trust and confidence in local government often results.

Higher rates of community participation and leadership development

Engaging the public in new ways offers additional opportunities for people to take part in the civic and political life of their community. This may include community members who have traditionally participated less than others. These are avenues for not only contributing to local decisions but for residents to gain knowledge, experience and confidence in the workings of their local government. These are future neighborhood volunteers, civic and community leaders, commissioners, and elected officials. In whatever role they choose, these are individuals who will be more prepared and more qualified as informed residents, involved citizens and future leaders.

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DATE: March 25, 2014

AGENDA ITEM # 8

TO: City Council
FROM: Mayor Pro Tem Pepper and Councilmember Bruins
SUBJECT: Community engagement

RECOMMENDATION:

Approve subcommittee and process to advance the Council's 2014 Priority related to Community Engagement

SUMMARY:

Estimated Fiscal Impact:

Amount: None

Budgeted: Not applicable

Public Hearing Notice: Not applicable

Previous Council Consideration: September 17, 2013

CEQA Status: Not applicable

Attachments:

1. 2014 City Council Priorities
2. Council Agenda Report, September 17, 2013
3. Council Meeting Minutes, September 17, 2013

OBJECTIVE

Currently the City of Los Altos has a number of ways to communicate with the community and hear back from the community. There is a need to know how residents use, or don't use, these methods. In order to explore and better understand this need, it is recommended to appoint an ad hoc committee, consisting of Mayor Pro Tem Pepper and Councilmember Bruins, to develop and host up to two public forums where residents can:

- Tell the City about how they use the communication and participation channels that are currently in place
- React to approaches other cities use to communicate with their residents
- Share their own ideas about what Los Altos could do.

This will help the Council make informed judgments to determine if:

- 1) Los Altos' communication channels meet the needs of the community, and
- 2) There are other practices that should supplement our approach to improve public participation.

BACKGROUND

In a Special Meeting on September 17, 2013, Councilmembers Pepper and Bruins presented a recommendation to form an ad-hoc Task Force on community engagement practices. The other Councilmembers offered thoughtful questions and expressed concern with the proposal as presented. The Council took no action, but directed Councilmembers Pepper and Bruins to report back with greater details on the nature of the work of the proposed Task Force (Attachments 2 and 3).

DISCUSSION

At the Council meeting on January 14, 2014, the City Council adopted the 2014 City Council Priorities (Attachment 1). The focus of this activity is Priority 2a, which is:

2. Community Engagement

- a. Support creation of an ad hoc subcommittee with agreed upon scope and expectations; subcommittee to present opportunities for enhancements with expected costs/benefits.

Careful review of the comments provided by Councilmembers on September 17, 2013 identified support for the following themes:

- Focused objective –what will be brought back to Council
- Problem statement identification– what problem(s) are we trying to solve
- Taskforce selection process – how do we get balanced representation (geographic and demographic) from Los Altos residents

- Best practices of other cities – what can we learn
- Current practices of Los Altos - what do we already do

Mayor Pro Tem Pepper and Councilmember Bruins are bringing forward this new proposal for Council consideration that addresses the questions raised. This provides a more focused approach to advancing the first part of Council Priority 2a.

Scope of Work

The scope of work for the proposed project is:

1. Assess city residents' awareness, use of, and likelihood to use current community engagement channels
2. Characterize the problem (issues with current processes, gaps between current state and desired state)
3. Return to Council with findings and recommendations for further action.

Method for achieving Scope of Work

A Community Engagement Roundtable(s) will be used to achieve the desired outcomes of this effort. It will enable the Council to frame the topic and define the problem statement regarding community engagement in Los Altos. The roundtable will include a short educational component to frame the issues, followed by breakout sessions for participants to explore questions posed. An experienced, independent volunteer facilitator will be used to: 1) guide the format but not the content; 2) insure adherence to the agenda; and 3) produce results that can be shared.

Roundtable Participants

The Community Engagement Roundtable will be a noticed public meeting and scheduled to accommodate all Council members wishing to attend. The goal is to have a large number of residents who represent the full demographic and geographic diversity of Los Altos. This may require hosting two sessions, one at Hillview and the other at Grant Park. A variety of communication channels will be used for outreach, including but not limited to the City website, news media (e.g. Town Crier), and neighborhood, civic and community groups.

Goals and Format of the Roundtable

In order to meet the goals of the roundtable, the following format is proposed:

Goal	Approach	Time
Inform participants about Los Altos' community engagement processes	Presentation by Los Altos City Staff	5-10 minutes
Share with participants examples of community engagement processes deployed in surrounding cities	Presentations by 2-3 neighboring cities	5 minutes each
Solicit input from participants on what community engagement they would like to see between themselves and their city government	Small group breakout sessions of 5-7 people to exchange ideas on community engagement through structured interactive exercises (with volunteer facilitators and scribes for each group)	40 minutes
Gain insights that can inform potential Council actions	Report Out to share small group work results	15 minutes

Summarizing Results

The ad hoc committee will synthesize and document the results of the Community Engagement Roundtable(s). Findings and recommendations for further action will be brought back to Council for discussion and direction.

Staff support

Some of the proposed activities will require staff support including preparing the presentation to inform participants about Los Altos' community engagement processes. This effort can be kept to a minimum with prep work performed by the subcommittee. The ad hoc subcommittee will work with the City Manager to schedule staff time.

The second part of Council Priority 2a is to determine the expected costs/benefits of enhancement opportunities, which is not included in this initial scope of work. Should the Council decide to expand the scope of work to include this based on the findings and recommendations from the roundtables, additional staff time will be required. For all activities, the ad hoc subcommittee will work with the City Manager to schedule staff time.

SCHEDULE

Council approval of ad hoc subcommittee

March 25, 2014

Propose forum(s) dates / Council approve

April 8, 2014

March 25, 2014

Community engagement

Hold forum(s)

May 2014

Report results back to the Council and determine next steps

June 24, 2014

FISCAL IMPACT

None

PUBLIC CONTACT

Posting of the meeting agenda serves as notice to the general public.



2014 CITY COUNCIL PRIORITIES

1. Community Center
 - a. Approve a Community Center redevelopment plan, including a public engagement plan
 - b. Examine funding strategies and partnerships
 - c. Explore connectivity to Downtown
2. Community engagement
 - a. Support creation of an ad hoc subcommittee with agreed upon scope and expectations; subcommittee to present opportunities for enhancements with expected costs/benefits
 - b. Market existing communication tools (with an emphasis on public safety) and develop measurable goals to increase use of those tools
3. Downtown parking
 - a. Implement selected short-term solutions from Downtown Parking Management Plan
 - b. Consider a policy for developers to reconfigure a parking plaza
 - c. Develop a long-term parking solution plan of action
4. Prudent fiscal management
 - a. Review subsidies prior to 2014/15 budget adoption
 - b. Develop 10-year property tax analysis
 - c. Develop 10-year asset replacement plan
 - d. Explore a funding source for the Capital Improvement Program
 - e. Evaluate remaining deferred positions in 2015/16 – 2016/17 operating budget
5. Transportation
 - a. Develop strategies for effective public engagement; identify when to engage the public and what information is needed for success
 - b. Identify and implement strategies to complete transportation projects in a timely manner



DATE: September 17, 2013

AGENDA ITEM # 3

TO: City Council
FROM: Councilmembers Pepper and Bruins
SUBJECT: Community engagement

RECOMMENDATION:

Form an ad-hoc Task Force to advance 2013 City Council Priority #4c

SUMMARY:

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Public Hearing Notice: Not applicable

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direction established. Examples of where this method of engagement could be effective are neighborhood traffic issues, disaster preparedness, community center development, and parking strategies.

We are fortunate to have a multitude of well-educated, intelligent and successful people in the community who are willing to volunteer their time and talents. We have an opportunity to actively seek the input and skills of our community and leverage this asset to tackle the issues before the City. By so doing we can craft solutions that fit our community, and at little cost to the City.

Benefits of Active Public Engagement

There are a variety of public engagement strategies and approaches that can be used to address issues and opportunities in our community. Examination of our current practices and best practices of other municipalities can lead us to better approaches. Successful engagement of our residents can produce beneficial outcomes. Many are outlined in Attachment 3 and include:

- Better identification of the public values, ideas and recommendations
- More informed residents
- Improved decision-making and actions, with better impacts and outcomes
- More community buy-in and support, with less contentiousness
- Less need to revisit
- More trust
- Higher rates of community participation and leadership development

Recommendation

It is recommended that Council form an ad-hoc Task Force, lead by Council with Staff support, to advance 2013 City Council Priority #4c as described:

Focus: Public Participation/Deliberation AND Sustained Public Problem Solving (as defined by ILG)

Goal/Purpose: Evaluate and recommend community engagement process(es) that support active public participation and can help guide the policy decisions and actions of the City.

Tasks/Deliverables:

- Examine best practices in other communities
- Examine practices in place in Los Altos – what exists, how/when deployed, evaluate effectiveness, map methods to needs, identify gaps, etc.
- Identify opportunities for improvement of existing practices and/or development of new practices

- Provide findings and specific recommendations (short- & long-term) that can be taken in part or in whole. Recommendations to include costs, manpower, timeline

Task Force Duration and Rough Timeline: Expected duration 3-4 months. Timeline assumes approval at September 10 Council meeting.

- Solicit community member applications, conduct interviews & prepare selection recommendations (Sept. 16 – October 3)
- Council appointment of task force members (October 8)
- Task Force meetings (October 15, 29; November 5, 19; December 3)
- Report to Council (December 10)

Composition: Councilmembers Pepper and Bruins, 8 members of the community, and up to 2 city staff. The Task Force will be Council led with Staff support. Community members should represent a cross-section of the community, including those segments of the population that currently are not actively involved.

Selection: Staff appointments will be made by the City Manager. Community member appointment will be made through an open application process. Councilmembers Pepper and Bruins will interview applicants and make a recommendation to Council for appointment.

Attachments:

- A – Institute for Local Government publication: What is Public Engagement?
- B – City Staff compilation: City of Los Altos Community Engagement Practices
- C – Institute for Local Government publication: Why Engage the Public?

What Is Public Engagement?

www.ca-ilg.org/WhatIsPublicEngagement

July 2012

There are many terms that describe the involvement of the public in civic and political life. We offer one set of terms and definitions here not because we're sure these definitions are the best or most complete – or even that most people would agree with them - but because we think it's important to draw distinctions among the various ways people can become involved. It's important because understanding these differences will help local officials “fit” the best approach (or approaches) to the issue, policy or controversy at hand. The exact terms and definitions are less important than recognizing that these distinctions exist.

Civic Engagement: This is an extremely broad term that includes the many ways that community residents involve themselves in the civic and political life of their community. It encompasses volunteering as a local Little League coach, attending neighborhood or community-wide meetings, helping to build a community playground, joining a city or county clean-up effort, becoming a member of a neighborhood watch group or local commission – and much more.

Public Engagement: This is a general term we are using for a broad range of methods through which members of the public become more informed about and/or influence public decisions. Given our work to support good public involvement in California counties and cities, we are especially focused on how local officials use public involvement practices to help inform residents and help guide the policy decisions and actions of local government.

Public Information/Outreach: This kind of public engagement is characterized by one-way local government communication to residents and other members of the community to inform them about a public problem, issue or policy matter.

Examples could include: an article on a city or county website describing the agency's current budget situation; a city mailing to neighborhood residents about a planned housing complex; or a presentation by a county health department to a community group about substandard housing or “bird” flu policies.

Public Consultation: This kind of public engagement generally includes instances where local officials ask for the individual views or recommendations of residents about public actions and decisions, and where there is generally little or no discussion to add additional knowledge and insight and promote an exchange of viewpoints.

Examples include typical public hearings and council or board comment periods, as well as resident surveys and polls. A public meeting that is mainly focused asking for on “raw” individual opinions and recommendations about budget recommendations would fit in this category.

Public Participation/Deliberation: This form of public engagement refers to those processes through which participants receive new information on the topic at hand and through discussion and deliberation jointly prioritize or agree on ideas and/or recommendations intended to inform the decisions of local officials.

Examples include community conversations that provide information on the budget and the budget process and ask participants to discuss community priorities, confront real trade-offs, and craft their collective recommendations. Or the development of a representative group of residents who draw on community input and suggest elements and ideas for a general plan update.

Sustained Public Problem Solving: This form of public engagement typically takes place through the work of place-based committees or task forces, often with multi-sector membership, that over an extended period of time address public problems through collaborative planning, implementation, monitoring and/or assessment.

Conclusion: As you think about your own planned public engagement efforts, what approaches or combination of approaches will best meet your agency’s circumstances and goals?

About the Institute for Local Government

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The Institute welcomes feedback on this resource:

- *Email:* publicengagement@ca-ilg.org Subject: *What is Public Engagement?*
- *Mail:* 1400 K Street, Suite 205 ▪ Sacramento, CA ▪ 95814



Community Engagement Practices
(utilized as of August 2013)

Two-way communication

- ❖ Reception counters
 - Police Department open 24 hours/day
 - Building/Planning/Public Works/Administration open 8:00 a.m. – 5:00 p.m. Monday – Friday no appointment required; staff by volunteers from 12:00 – 1:00 p.m. to provide basic information and assistance; submittals and permits are issued 8:00 – 11:30 a.m. and 1:00 – 4:30 p.m.
 - Community Center open 8:00 a.m. – 5:00 p.m.
 - Senior Center open 9:00 a.m. – 3:30 p.m.
 - Municipal Service Center open 8:00 a.m. – 5:00 p.m.
- ❖ Council/Commissions/Committees
 - Council reports all include a ‘Public Contact’ section to acknowledge efforts to inform and engage the public
 - 73 residents serve on 11 advisory bodies
 - Regular meetings are scheduled on 12 different evenings throughout the month
 - Community special meetings or workshops regarding specific topics are conducted as needed with stakeholders (i.e., Civic Center Master Plan, Stevens Creek Trail) and/or general public
- ❖ Individual/group contact
 - Direct access to City employees by phone/email/in-person
 - Direct access to Council members by phone/email (those received by staff at City Hall are forwarded to designated recipients)
 - Facebook pages – Recreation, Police and City
 - Comment cards provided for all residents receiving service from the Sewer crews
 - Comment forms available in Police lobby and on website
 - Access to anonymous tip service (Police Department)
 - Police Officer dedicated to teach DARE program and assist with other Police-related issues that involve schools or students
 - Focus group sessions (i.e., website design/functionality)
 - Master Plan development (ad hoc committees, community meetings, etc.)
 - Community meetings related to specific City projects
 - Regular attendance/participation at Chamber of Commerce, LAVA and LA Community Foundation Board meetings
 - Online citizen queries and requests for all functions in the City

- ❖ Events and activities
 - Booths/tables at Concerts in the Park, Farmers' Market, Arts and Wine Festival, etc.
 - Neighborhood Watch program
 - National Night Out
 - City Manager, Police Chief and other executive-level staff attend community meetings and/or make presentations and discuss issues as requested/needed with various local organizations and groups

Information distribution/notification efforts

- ❖ Regular meetings governed by the Brown Act
 - The City posts agendas approximately 36 hours earlier than the required 72 hours in advance for regular meetings
 - All meeting materials are available online
 - Community access channel broadcast and webcast of City Council and Planning and Transportation Commission meetings
- ❖ Public hearings
 - Notification area is 200 feet greater than the State-required 300 feet
 - Typically exceed 10-day notification by 2 to 4 days
 - Post notices on-site and on-street (A-frames)
 - Key City capital improvement-related projects have followed the same procedures as for public hearings noted above (though not required)
- ❖ General and specific City info
 - Ability to access online information in the language of preference
 - Press releases
 - Twitter, Nixle, MyPD phone app, AlertSCC, daily Police activity media log, CrimeReports.com
 - Crime summaries and safety tips provided to neighborhood groups
 - Use of community organizations' newsletters, Mission Trail billing inserts
 - All financial-related documents are presented in a readable format and are available online
 - Capital improvement project information and maps available online
 - Program-specific web pages (i.e., Reusable Bag ordinance, First Street construction outreach)
 - 'Constant Contact' email campaigns
 - List serves available for Council, Commission and Committee meeting notifications
 - Quarterly Recreation Activity Guide mailed to all households which also includes information regarding City and community

Why Engage the Public?

www.ca-ilg.org/WhyEngage

July 2012

Cities and counties throughout California are applying a variety of public engagement strategies and approaches to address issues ranging from land use and budgeting to climate change and public safety. They are discovering a number of benefits that can result from the successful engagement of their residents in local decision making. These include the following potential outcomes.

Better identification of the public's values, ideas and recommendations

Elections help identify voter preferences, and communication with individual constituents provide additional information to local officials about resident views on various topics. However gaps often remain in understanding the public's views and preferences on proposed public agency actions and decisions. This can especially be the case for residents or populations that tend to participate less frequently or when simple "pro" or con" views don't help solve the problem at hand. Good public engagement can provide more nuanced and collective views about an issue by a broader spectrum of residents.

More informed residents - about issues and about local agencies

Most residents do not regularly follow local policy matters carefully. While a relatively small number do, most community members are not familiar, for instance, with the ins and outs of a local agency budget and budget process, or knowledgeable about planning for a new general plan, open space use, or affordable housing. Good public engagement can present opportunities for residents to better understand an issue and its impacts and to see local agency challenges as their challenges as well.

Improved local agency decision-making and actions, with better impacts and outcomes

Members of the public have information about their community's history and needs. They also have a sense of the kind of place where they and their families want to live. They can add new voices and new ideas to enrich thinking and planning on topics that concern them. This kind of knowledge, integrated appropriately into local decision making, helps ensure that public decisions are optimal for the community and best fit current conditions and needs.

More community buy-in and support, with less contentiousness

Public engagement by residents and others can generate more support for the final decisions reached by city or county decision makers. Put simply, participation helps generate ownership. Involved residents who have helped to shape a proposed policy, project or program will better understand the issue itself and the reasons for the decisions that are made. Good communications about the public's involvement in a local decision can increase the support of the broader community as well.

More civil discussions and decision making

Earlier, informed and facilitated deliberation by residents will frequently offer a better chance for more civil and reasoned conversations and problem solving than public hearings and other less collaborative opportunities for public input.

Faster project implementation with less need to revisit again

Making public decisions is one thing; successfully implementing these decisions is often something else altogether. The buy-in discussed above, and the potential for broad agreement on a decision, are important contributors to faster implementation. For instance, a cross section of the community, city, or county may come together to work on a vision or plan that includes a collective sense of what downtown building height limits should be. If this is adopted by the local agency and guides planning and development over time, the issue will be less likely to re-occur repeatedly as an issue for the community and for local officials. In general, good public engagement reduces the need for unnecessary decision-making “do-over.”

More trust - in each other and in local government

Whatever their differences, people who work together on common problems usually have more appreciation of the problem and of each other. Many forms of public engagement provide opportunity to get behind peoples’ statements and understand the reasons for what they think and say. This helps enhance understanding and respect among the participants. It also inspires confidence that problems can be solved – which promotes more cooperation over time. Whether called social capital, community building, civic pride or good citizenship, such experiences help build stronger communities, cities and counties. Additionally, when a local agency promotes and is a part of these processes - and takes the ideas and recommendations of the public seriously - a greater trust and confidence in local government often results.

Higher rates of community participation and leadership development

Engaging the public in new ways offers additional opportunities for people to take part in the civic and political life of their community. This may include community members who have traditionally participated less than others. These are avenues for not only contributing to local decisions but for residents to gain knowledge, experience and confidence in the workings of their local government. These are future neighborhood volunteers, civic and community leaders, commissioners, and elected officials. In whatever role they choose, these are individuals who will be more prepared and more qualified as informed residents, involved citizens and future leaders.

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**MINUTES OF THE SPECIAL MEETING OF THE CITY COUNCIL OF THE
CITY OF LOS ALTOS, HELD ON TUESDAY, SEPTEMBER 17, 2013, BEGINNING
AT 7:00 P.M. AT LOS ALTOS CITY HALL, 1 NORTH SAN ANTONIO ROAD,
LOS ALTOS, CALIFORNIA**

ESTABLISH QUORUM

PRESENT: Mayor Fishpaw, Mayor Pro Tem Satterlee, Councilmembers Bruins, Carpenter and Pepper

ABSENT: None

PLEDGE OF ALLEGIANCE

Mayor Fishpaw led the Pledge of Allegiance to the flag.

CHANGES TO THE ORDER OF THE AGENDA

Mayor Fishpaw announced he would take item number 2 before item number 1.

ITEMS FOR CONSIDERATION

2. Automated License Plate Reader operation and data retention (taken out of order)

Police Chief Younis presented the report.

Public Comment: Los Altos resident Jim Fenton provided comments on automated license plate readers and data collection.

Action: Upon a motion by Mayor Pro Tem Satterlee, seconded by Councilmember Bruins, the Council unanimously received the report and directed staff to report back no later than the first Council meeting of September 2014 as to the status of a County-wide data retention policy, whether that policy is 12 months or less and, if not, options to comply with a 12 month or less data retention policy.

1. Downtown Parking Management Plan

Economic Development Manager Kleinbaum presented the report.

Public Comment: Los Altos resident Chris Hlavka commented she is pleased to see arc racks recommended for bicycle parking.

Council members provided general feedback on the parking management and supply recommendations.

Action: Motion made by Councilmember Carpenter, seconded by Mayor Pro Tem Satterlee to approve the Downtown Parking Management Plan. Councilmember Bruins offered an amendment, which was accepted, to approve with the understanding that an introduction or appendix will be attached to reflect direction given by Council. The motion, as amended, passed unanimously.

Mayor Fishpaw called for a recess at 9:09 p.m. The meeting resumed at 9:14 p.m.

3. Community engagement

Councilmember Pepper presented the report.

Action: The Council took no action, but directed Councilmembers Pepper and Bruins to report back with greater details on the nature of the work of the proposed Task Force.

INFORMATION ONLY

4. 2013 City Council Priorities

Action: The Council received the report.

COUNCIL AND STAFF REPORTS AND DIRECTIONS ON FUTURE AGENDA ITEMS

Directions on future agenda items

Mayor Pro Tem Satterlee and Councilmembers Carpenter and Pepper requested a future agenda item on September 24, 2013 to discuss the Bay Area Clean Environment amicus brief.

ADJOURNMENT

Mayor Fishpaw adjourned the meeting at 10:24 p.m.

Jarrett Fishpaw, MAYOR

Jon Maginot, CMC, CITY CLERK



REPORT

DATE: March 25, 2014
TO: City Council
FROM: Mayor Pro Tem Pepper and Councilwoman Bruins
SUBJECT: COMMUNITY ENGAGEMENT

RECOMMENDATION

Approve a subcommittee and process to advance Council's 2014 Priority related to Community Engagement.

SUMMARY:

Estimated Fiscal Impact

Amount: None

Budgeted: Not applicable

Public Hearing Notice: Not applicable

Previous Council Consideration: September 17, 2013

CEQA Status: Not applicable

Attachments:

1. 2014 City Council Priorities
2. Council Agenda Report, September 17, 2013
3. Council Meeting Minutes, September 17, 2013

BACKGROUND

In a Special Meeting on September 17, 2013, Councilmembers Pepper and Bruins presented a recommendation to advance 2013 City Council Priority #4c (attachment 1). The recommendation was to form an ad-hoc Task Force led by Council with staff support. Councilmembers offered thoughtful questions and expressed concern with the proposal as presented. The Council took no action, but directed Councilmembers Pepper and Bruins to report back with greater details on the nature of the work of the proposed Task Force (attachment 2).

At the January 14, 2014 Council meeting, the City Council adopted the 2014 City Council Priorities (attachment 3), including priority 2a under Community Engagement: Support creation of an ad hoc subcommittee with agreed upon scope and expectations; subcommittee to present opportunities for enhancements with expected costs/benefits.

DISCUSSION

Careful review of the comments provided by Councilmembers on September 17, 2013 identified the following themes:

1. Clarity of objective – needs to be focused; include what will be brought back to Council
2. Identify problem statement – what problem(s) are we trying to solve
3. Taskforce selection process – how do we get balanced representation
4. Support for looking at best practices of other cities
5. Support for understanding what we already do

Rather than refine the September 17, 2013 recommendation, Mayor Pro Tem Pepper and Councilmember Bruins are bringing forward a new proposal for Council consideration. This proposal addresses the questions/concerns raised. In addition it provides a more focused approach to advancing Council Priority 2a and insight for Priority 2b.

Council's primary objective is to examine our community engagement practices for the purpose of (1) determining if the processes currently employed by the City meet the needs of the community, and (2) determining if there are other processes/practices that should supplement our current offering so as to improve public engagement/participation.

In order to accomplish this objective it is recommended Council appoint an ad hoc committee consisting of Mayor Pro Tem Pepper and Councilmember Bruins to develop and host, on behalf of the Council, up to two public meetings to achieve the scope of work defined.

SCOPE OF WORK

The scope of work for the proposed project is:

1. Assess utilization and effectiveness of current community engagement practices (residents' awareness of, use of, likeliness to use);
2. Define, if any, the problem statement that exists (issues with current, gaps between current state and desired state); and
3. Return to Council with findings and recommendations for further action (what, if any, options should be taken to the next step and be evaluated for cost/benefit).

METHOD FOR ACHIEVING SCOPE OF WORK

A Community Engagement Roundtable will be the vehicle to achieve the desired outcomes of this effort. It will enable Council to frame the topic and define the problem statement regarding community engagement in Los Altos. The roundtable will include an ‘educational’ component to frame the issues, followed by breakout sessions for participants to explore questions posed. An experienced, independent facilitator will be used to: 1) guide the format but not the content; 2) insure adherence to the agenda; and 3) produce results that can be shared.

Goals of the Roundtable

- Inform participants about current community engagement processes employed in Los Altos
- Expose participants to examples of community engagement processes deployed in surrounding cities
- Understand participants’ knowledge and use of current processes
- In a structured way solicit input from a broad cross section of residents on what “community engagement” they would like to see between themselves and their city government
- Gain insights that can inform potential Council actions

Roundtable Participants

The Community Engagement Roundtable will be a noticed public meeting and scheduled to accommodate all Council members wishing to attend. The target participants are residents and the goal is to have a large number, representing a broad cross section of our community. This may require hosting two sessions, one at Hillview and the other at Grant Park. A variety of channels will be used for outreach, including but not limited to City website, news media (e.g. Town Crier), and neighborhood, civic and community groups. A means will be devised for validating that a representative cross-section was achieved.

Outline of the Roundtable

- Welcome: Introduce the topic and set the stage
- Presentation: Current Los Altos community engagement practices
- Presentation: Practices in neighboring communities: 2-3 speakers from surrounding cities
- Breakout Sessions: Small groups of 5-7 people to exchange ideas on community engagement and solicit input, through structured interactive exercises
- Report Out: Share small group work products
- Wrap-up

Summarizing Results

The ad hoc committee will synthesize and document the results of the Community Engagement Roundtable. Findings and recommendations for further action will be brought back to Council for discussion and direction.

STAFF SUPPORT

To achieve the scope of work as presented, staff time is needed to assist in preparing for the “current Los Altos community engagement practices” presentation. This effort can be kept to a minimum with prep work performed by the subcommittee. Should Council decide to expand the scope of work to include

expected cost/benefit for recommendations brought forward, more significant staff time would be required.



DATE: September 23, 2014

AGENDA ITEM # 7

TO: City Council
FROM: Mayor Pro Tem Pepper and Councilmember Bruins
SUBJECT: Community engagement roundtable

RECOMMENDATION:

Receive a report regarding the August 12, 2014 community engagement roundtable and provide direction on next steps

SUMMARY:

Estimated Fiscal Impact:

Amount: None

Budgeted: Not applicable

Public Hearing Notice: Not applicable

Previous Council Consideration: September 17, 2013 and March 25, 2014

CEQA Status: Not applicable

Attachments:

1. Panelist Presentations – Cities of Los Altos, Palo Alto and Mountain View
2. Roundtable Breakout Group Notes
3. Roundtable Feedback Form and Results
4. Quick Survey Form and Results

BACKGROUND

The City Council identified Community Engagement as a 2014 priority. At the March 25, 2014 City Council meeting a Council subcommittee was formed. Councilmembers Pepper and Bruins were tasked to develop and host up to two public forums where residents can:

- Tell the City about how they use the communication and participation channels that are currently in place
- React to approaches other cities use to communicate with their residents
- Share their own ideas about what Los Altos could do.

A Community Engagement Roundtable was held on Tuesday, August 12, 2014. The meeting consisted of presentations by three panelists followed by small break-out groups (roundtables) and a report out.

Attendees. The roundtable was a noticed public meeting that utilized multiple channels to reach residents. Approximately 70 residents attended the roundtable, along with nine City Staff. Tony Levitan, a Senior Vice President at Proteus Digital Health, served as the overall meeting facilitator and nine individuals were recruited to serve as roundtable (break-out group) facilitators.

Panelists. A speaker panel was set up for the purpose of (1) educating attendees to what is done in Los Altos (since much has changed over the past two years), (2) exposing attendees to one city's "high tech" practices, and (3) exposing attendees to another city's "high touch" practices. The panel consisted of staff members from the Cities of Los Altos, Palo Alto and Mountain View. Erica Ray, Public Information Coordinator, City of Los Altos, presented an overview of Community Engagement channels currently in use. Peter Pirnejad, Development Services Director, City of Palo Alto, presented information on how Palo Alto is using technology to further civic engagement. Linda Lauzze, Administrative and Neighborhood Services Manager, City of Mountain View, presented information on their popular neighborhood meetings. Attendees were given an opportunity to ask questions. Copies of the presentations are included in Attachment 1.

Roundtable Discussions. Following the panel presentations and Q&A session, attendees formed small break-out groups of 7 to 8 people each with a trained facilitator and a volunteer notetaker. Each group was asked to answer and discuss four questions:

1. Are there barriers for you that are inhibiting YOUR participating in Los Alto City government?
2. What are those barriers?
3. If the barriers were tackled in some way, would YOU increase your involvement and participation in local government?
4. Are there specific practices that you heard about tonight or can suggest in addition to those we heard that would increase your involvement and participation?

A compilation of the notes from each breakout group are included as Attachment 2.

Roundtable Feedback. Participants were invited to complete a feedback form to provide feedback on the meeting itself. Overall attendees were satisfied. The feedback form and results are in Attachment 3.

DISCUSSION

The Community Engagement Roundtable helped to identify some barriers to community engagement, provide insight into how current communication and participation channels are used, and generated several ideas and suggestions that residents felt would help increase overall community engagement in Los Altos.

Objective 1: Understand how current communication and participation channels are used

In an attempt to get a more quantitative assessment of resident's familiarity and use of practices currently used by the City of Los Altos, a "Quick Survey" provided to each participant. At the start of the meeting, participants were asked to indicate which of the engagement methods they currently use or have used. After hearing Erica's presentation, they were asked to indicate which of the engagement methods they were likely to start using. In addition to the survey, discussions that took place in the roundtable groups also provided some insight.

Insights gained from survey:

- In general, many of the participants were residents that are already engaged at some level.
- After learning about the "new" website, likely users moved from 69% to 85%.
- Similarly, there appears to be an opportunity to increase the number of residents who subscribe to eNotify (moving from 37-41% to 63-68%)
- The greatest opportunity for improving engagement levels is with the use of community workshops, where there is more interaction and collaboration through break-out sessions. Likely attendees moved from 40% to 72%.
- Attendees were not heavy users of the City's social media channels or of KMVT nor are they likely to begin using these channels any time soon. This may be due to the age demographics of this particular set of attendees. Young families were not represented.

Since building awareness is typically the starting point for community engagement, the survey also asked attendees to let us know how they heard about the meeting. Many learned about it through multiple channels. Some had a broader reach -- eNotify and community group email lists (such as LANN, Los Altos Forward), the Town Crier (with the article drawing more attention than the advertisement), and Nextdoor. The use of A-frame signs also had a good impact on generating awareness of the Community Engagement Roundtable. The results of this quick survey are found in Attachment 4.

Objective 2: Gage reactions to approaches used by other cities

Roundtable participants indicated that both “high tech” and “high touch” are needed.

Seven of the eight roundtable groups would like the City to make use of neighborhood meetings. There are a number of ideas as to how, what, where, when, etc. To explore this concept it would be best to create a workgroup to develop a specific proposal.

Five of the eight roundtable groups discussed the use of technology. The sense was that the City should be exploring options that could (1) increase awareness of community meetings, (2) inform residents of “things” happening that affect them, and (3) gather resident feedback. Staff is already exploring the use of technology. Attendees felt strongly that it would be beneficial to create a resident workgroup to work with city staff to develop specific proposals.

Objective 3: Gather other ideas about what Los Altos could do

A number of ideas were presented during the roundtable report outs:

- Neighborhood meetings
 - In addition to informing residents, such meetings help to put a face on city government, provide an informal opportunity for dialogue between residents, council and staff, and makes city government accessible
- Speaker Series
 - 4x/year; hot topics; best practices; navigating city government
- ‘Government 101’ column
 - Where to find information: Navigating the website, e-notify, LATC, “City Hall Concierge”, etc.
 - Public Comments: what to expect, why 1-3 minutes
- ‘Coming Soon’ column
 - What’s happening in each neighborhood: street projects, sewer projects, traffic/safety projects
 - Commercial developments: what’s in the hopper, status of approved developments
- Reinstitute a Quarterly Newsletter
- New resident welcome packet
 - Distribute via Realtors or Mission Trail Waste System
- Electronic Tools/Use of technology
 - Increase awareness of community meetings (e.g. use Nextdoor)
 - Inform residents of “things” happening that affect them (e.g. road projects)
 - Gather resident feedback (e.g. allow for resident inputs via surveying types of tools that allow for taking a “Quick” as well for indepth feedback on relevant issues)

Barriers to Community Engagement

Participants were asked what, if any, barriers exist that inhibit participation. Three themes surfaced.

- Community engagement methods – The City has taken some positive steps forward. The new website and eNotify are examples of what has improved. There is a desire to keep moving forward. The consensus was that both “high touch” AND “high tech” solutions are needed in order to have an engaged community. Additionally we need both push and pull solutions with the greatest void being in the pull. Resident demographics – seniors to young families – and the expanded use of technology in neighboring communities are driving the desire to do more. Participants are looking for ways to engage without having to physically attend meetings.
- Educate public on how government works – The City would benefit from helping residents to understand how and why government operates the way it does. Standard practices (many of which are driven by the Brown Act) are viewed as Council imposed constraints. Most cited is the 2 – 3 minutes given to a speaker addressing Council. The time limit is viewed as arbitrary.
- Educate Council on public perception – The most consistent barrier given in seven of the eight roundtable groups dealt with how Councilmembers (and members of staff) are perceived by the public. Sentiments expressed include:
 - Councilmembers lack openness and integrity
 - Not approachable
 - ‘Black hole’, no feedback
 - Don’t listen, petition or mass attendance the only way to get heard
 - Rude to public/speakers
 - Don’t provide rationale for decisions
 - Desire is a ‘culture of respect’

Recommendation

Based on the feedback received at the Community Engagement Roundtable, we seek council direction on the recommended next steps:

- 1) Host a second community engagement roundtable with the purpose of trying to reach the young family demographic (those not typically engaged today)
- 2) Form a working group, composed of the Council ad hoc subcommittee, staff and community members, to further explore/develop the concept of neighborhood meetings. Elements of the workplan could include: look more closely at what other communities do, identify general topics, identify ‘customized’ elements for each

- neighborhood, look at frequency/rotation/participation issues, etc. The workgroup would develop a proposal for consideration.
- 3) Form a working group, composed of the Council ad hoc subcommittee, staff and community members, to develop objectives and priorities for the use of technology to engage the public in meaningful ways. Elements of the workplan could include: define the needs, identify preferred tools/applications, evaluation by staff on cost, feasibility and sustainability, projection of how effective tools/applications will be in accomplishing enhanced community engagement. The workgroup would develop a proposal that either staff could implement and/or bring back to Council for consideration.
 - 4) Staff evaluation of strategies to encourage use of current technologies/tools.

FISCAL IMPACT

None

PUBLIC CONTACT

Posting of the meeting agenda serves as notice to the general public.



Community Engagement in the City of Los Altos

Presented by:

Erica Ray, Public Information Coordinator

City of Los Altos, CA

Community Outreach & Civic Engagement

- o 2012 City Council Priority
- o Public Information Coordinator position created to enhance the City's communication with Los Altos residents, businesses and customers.

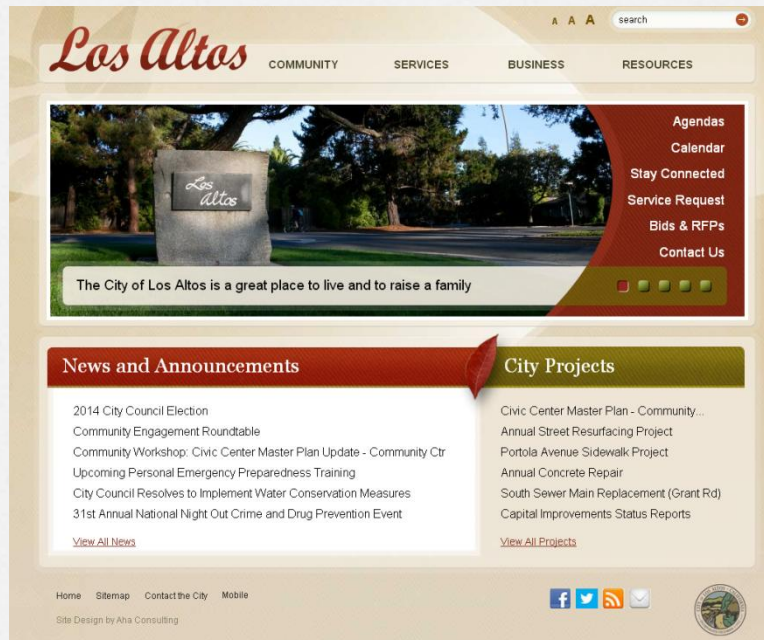


City Website Redesign



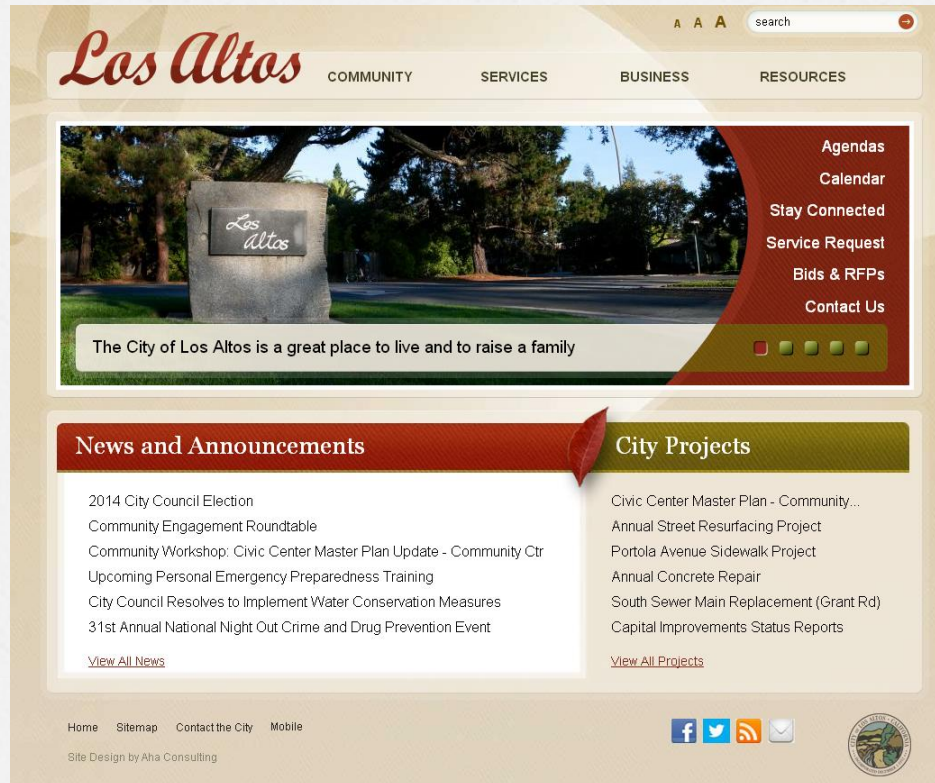
- Outdated design
- Difficult to navigate
- Long, scrolling pages
- Cumbersome to update

New Website Launched summer 2013



- Clean, updated design
- Simple & instinctual navigation
- Easy to update
- Fosters communication

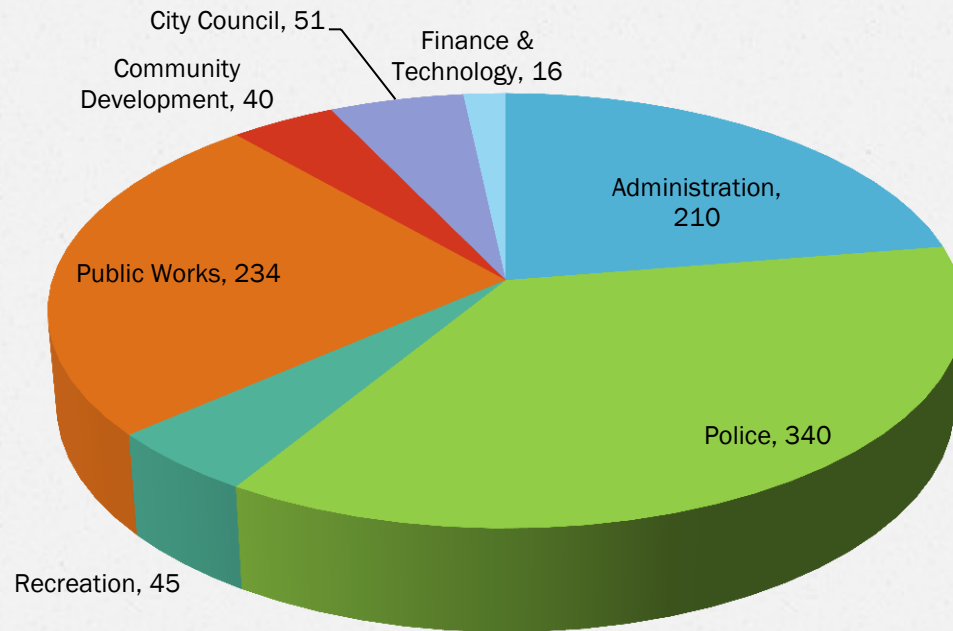
Website Communications



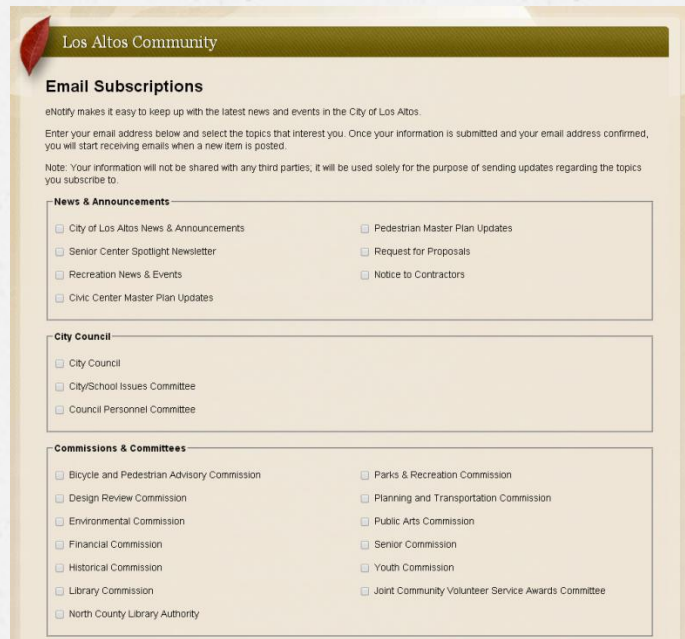
- o Homepage promotion
- o eNotify
- o Online calendar
- o Online service requests
- o Contact the City
- o Staff directory
- o News & Announcements
- o CIP Project Pages
- o Social Media links

Website Engagement

o August 2013 – August 2014: 936 contacts



Email Communications



Los Altos Community

Email Subscriptions

eNotify makes it easy to keep up with the latest news and events in the City of Los Altos. Enter your email address below and select the topics that interest you. Once your information is submitted and your email address confirmed, you will start receiving emails when a new item is posted.

Note: Your information will not be shared with any third parties; it will be used solely for the purpose of sending updates regarding the topics you subscribe to.

News & Announcements

<input type="checkbox"/> City of Los Altos News & Announcements	<input type="checkbox"/> Pedestrian Master Plan Updates
<input type="checkbox"/> Senior Center Spotlight Newsletter	<input type="checkbox"/> Request for Proposals
<input type="checkbox"/> Recreation News & Events	<input type="checkbox"/> Notice to Contractors
<input type="checkbox"/> Civic Center Master Plan Updates	

City Council

<input type="checkbox"/> City Council
<input type="checkbox"/> City/School Issues Committee
<input type="checkbox"/> Council Personnel Committee

Commissions & Committees

<input type="checkbox"/> Bicycle and Pedestrian Advisory Commission	<input type="checkbox"/> Parks & Recreation Commission
<input type="checkbox"/> Design Review Commission	<input type="checkbox"/> Planning and Transportation Commission
<input type="checkbox"/> Environmental Commission	<input type="checkbox"/> Public Arts Commission
<input type="checkbox"/> Financial Commission	<input type="checkbox"/> Senior Commission
<input type="checkbox"/> Historical Commission	<input type="checkbox"/> Youth Commission
<input type="checkbox"/> Library Commission	<input type="checkbox"/> Joint Community Volunteer Service Awards Committee
<input type="checkbox"/> North County Library Authority	

- o Meeting Announcements
- o City News
 - o CIP projects
 - o Downtown construction
- o 827 unique subscribers

Sign Up Today:

www.losaltosca.gov/enotify

Granicus

- o Granicus provides televised and streaming video of City Council and Planning & Transportation Commission Meetings
- o Meeting archive
 - o Searchable

The screenshot displays the Los Altos Community website's page for City Council & Planning and Transportation Commission Meetings. The page features a search bar for archives, a list of archived videos, and a live stream of a regular city council meeting. The live stream shows a meeting in progress with a speaker at a podium and an audience. The agenda for the meeting is visible on the right side of the page, including items such as the Pledge of Allegiance, changes to the order of the agenda, and a closed session announcement.

Los Altos Community

City Council & Planning and Transportation Commission Meetings

LIVE Streaming Video and archived Video of City Council and Planning and Transportation Commission meetings are available below. LIVE Streaming Video will appear under Upcoming Events.

For all other Commission and Committee Meeting Agendas and Minutes, [click here.](#)

Upcoming Events

Regular City Council Meeting (Cancelled) | Planning and Transportation Commission Meeting

Regular City Council Meeting - Jul 22nd, 2014 - Google Chrome
los-altos.granicus.com/MediaPlayer.php?view_id=4&clip_id=624

Search Archives:
Enter keywords here [Search] [Advanced]

Archived Videos

- City Council
- City Council Special Meetings
- 2014 City Council Meetings

Regular City Council Meeting
Regular City Council Meeting (Cancelled)
Regular City Council Meeting
Regular City Council Meeting
Regular City Council Meeting
Regular City Council Meeting
Regular City Council Meeting
Regular City Council Meeting

Regular City Council Meeting

00:00:06 / 02:02:26

- PLEDGE OF ALLEGIANCE
- CHANGES TO THE ORDER OF THE AGENDA
- CLOSED SESSION ANNOUNCEMENT
- 1. Palo Alto Regional Water Quality Control Plant Biosolids Facility Project
- PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA
- CONSENT CALENDAR
- Sewer Service Charge (J. Gustafson)

Los Altos

The following is a summary of Council Action. Minutes from this meeting will be posted once adopted by Council. For more information, contact the City Clerk's Office at (415) 947-2700.

TUESDAY, JULY 22, 2014
7:00 P.M. - REGULAR CITY COUNCIL MEETING

MINUTES OF COUNCIL ACTIONS

- Council Member's Report**
Recommendation: none
Recommendation to approve the minutes of the June 24, 2014 study session and regular meeting.
- City Clerk's Report**
Recommendation: none
A. Adopt Resolution No. 2014-12, accepting the completion of the Annual Sewer Rate Emergency Project V.04(010).
- Public Works Director's Report**
Recommendation: none
A. Approve 2014-13 of Gas Tax Funds to Annual Sewer Rate Emergency Project V.04(010).
- Public Works Director's Report**
Recommendation: none
A. Amend the Base Bid and Add Alternates No. 1, No. 2 and No. 3 for the Annual Sewer Rate Emergency Project. Project to American Process System in the amount of \$6,750,000 and include the "Change Order" (increase estimate) of \$1,000,000 of the City of Los Altos.
- Public Works Director's Report**
Recommendation: none
A. Approve the Annual Sewer Rate Emergency Project V.04(010).
- Public Works Director's Report**
Recommendation: none
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- Public Works Director's Report**
Recommendation: none
A. Approve the Annual Sewer Rate Emergency Project V.04(010).

CONTINUED TO A FUTURE MEETING

KMVT – Cable Access

- Los Altos City Council Meetings stream live on the second and fourth Tuesday of each month on Comcast Channel 26.
- Planning & Transportation Commission meetings air on the first and third Thursday of each month.
- A news bulletin board runs 24-hours during non-scheduled programming.



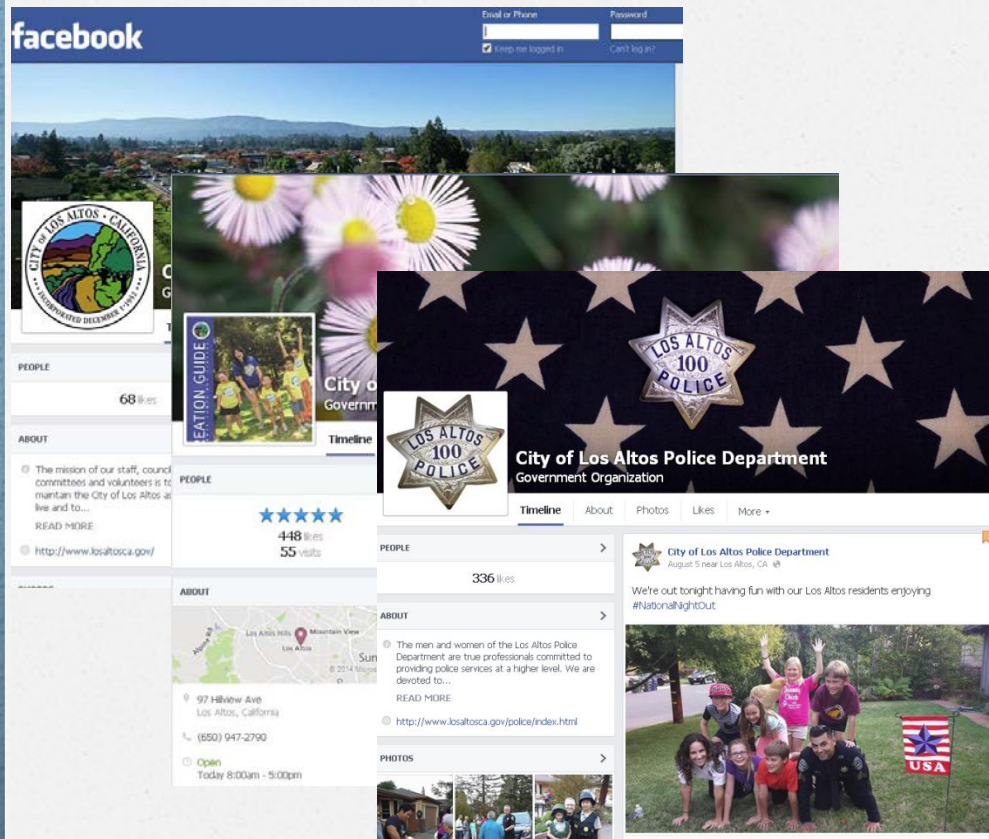
Social Media Communications

Goals

- o Reach residents where they're already active
- o Build trust and collaboration
- o Gain followers and enhance information reach
- o Rising to new expectations – deliver timely news to engaged audience
- o Diversify channels to increase reach

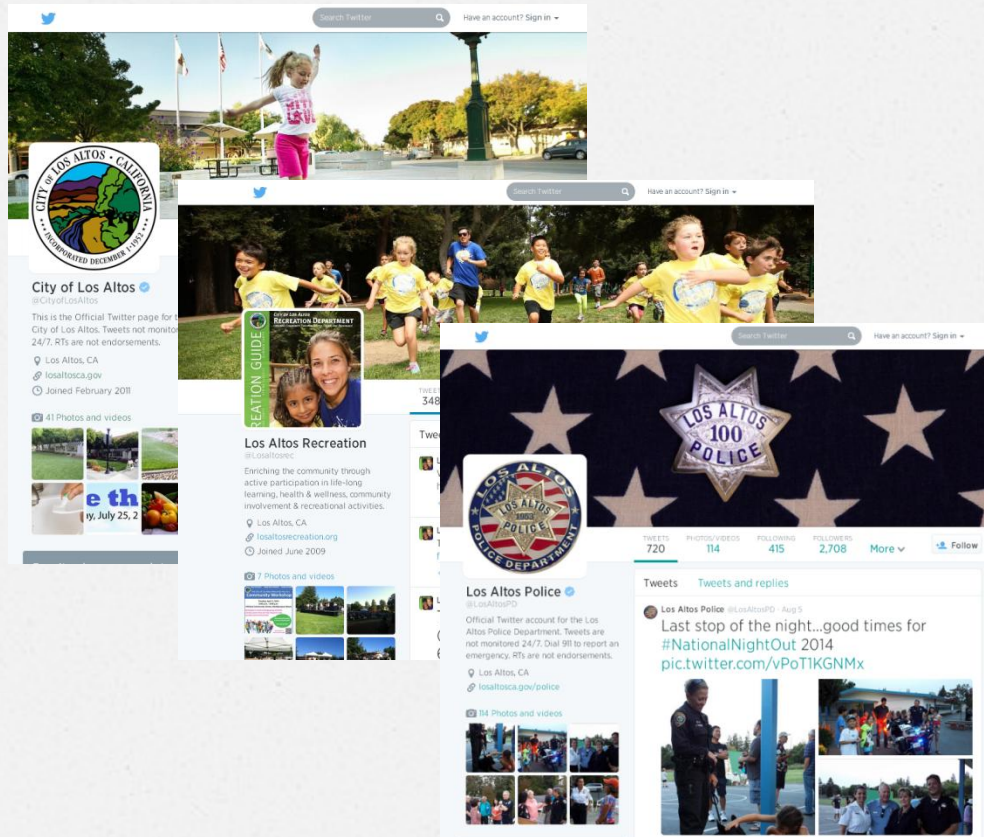


Social Media: Facebook



- Types of posts:
 - Events
 - Activities
 - Projects
- Recreation
 - July 2009 | 448
- Police
 - Feb. 2013 | 337
- City Hall
 - July 2013 | 68

Social Media: Twitter




- Types of posts:
 - News & events
 - Activities
 - Projects
- Recreation
 - June 2009 | 485
- Police
 - Feb. 2013 | 2,718
- City Hall
 - July 2013 | 360

Nixle

nixle Building Safer Communities Together Registered Subscribers: [Sign In Here](#) [Sign up with Facebook](#)

Receive alerts from your local agencies [Sign Up](#) ...or text your ZIP CODE to 888777 for mobile alerts [not sure how?](#)

[« Back](#) | Profile Information




Los Altos Police Department
Address/Location
1 North San Antonio Road
Los Altos, CA 94022
Contact:
Emergency: 9-1-1

Advisory Entered: 3 weeks, 6 days ago

Weekend Traffic Advisory: Arts & Wine Festival on Saturday and Sunday in Downtown Los Altos [More »](#)

Community Entered: 1 month ago

This Fourth of July, Drive Sober or Get Pulled Over. [More »](#)

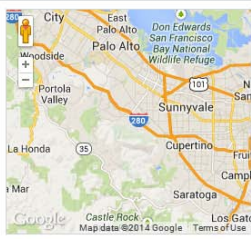


Advisory Entered: 1 month, 2 weeks ago

TRAFFIC ADVISORY: Homestead Road Street Treatments scheduled 6/19 & 6/25-26. Expect delays between 9am-3:30pm. [More »](#)

Community Entered: 1 month, 3 weeks ago

Don't wait for disaster to strike - sign up now for a FREE Personal Emergency Preparedness course. [More »](#)



[View other alerts in Los Altos, CA »](#)
[Search for public safety agencies and schools »](#)

- Public Safety Focus
- Launched May 2013
- Sends trusted updates via:
 - Text
 - Email
 - Web
- Contacts: 1,061 (as of 8/8/14)

Traditional Outreach Methods

- o Print ads in local publications
- o Printed Flyers / Meeting Announcements
 - o City facilities and meeting venue
 - o Community boards
 - o Large A-frames placed strategically
 - o Hard mailings
- o Press Releases
 - o Media
 - o Community and Business Groups
- o Grassroots efforts
 - o Outreach at community events and meetings
 - o Volunteers / Commissioners

Actively Researching Engagement Platforms

- o Mindmixer
- o Granicus SpeakUp
- o Comcate
- o Socrata
- o Nextdoor



Thank You

Erica Ray

Public Information Coordinator

City of Los Altos

eray@losaltosca.gov



Council Neighborhoods Committee Programs

August 12, 2014



- Mountain View has two popular programs that encourage communication between the City and residents and between neighbors
 - Neighborhood Grant Program
 - Neighborhood Meetings
- The Council Neighborhoods Committee (CNC) consists of three Councilmembers who the Mayor appoints for 1 year terms



Neighborhood Grants Program

- Started 15 years ago
- First few years 6-9 grant applications – last few years 14-19 applications
- Grants have provided funding to start 8 new neighborhood associations
- Grants are used for neighborhood picnics and ice cream socials, website development, newsletters and similar activities



Neighborhood Grants Program

- Informal neighborhood groups and larger neighborhood associations are eligible
- Original budget was \$10,000 annually – currently \$30,000 annually
- Maximum grant is \$3.00 per household up to a maximum of \$1,500 per group or association
- Neighborhoods are reimbursed for expenditures when receipts are submitted to the City

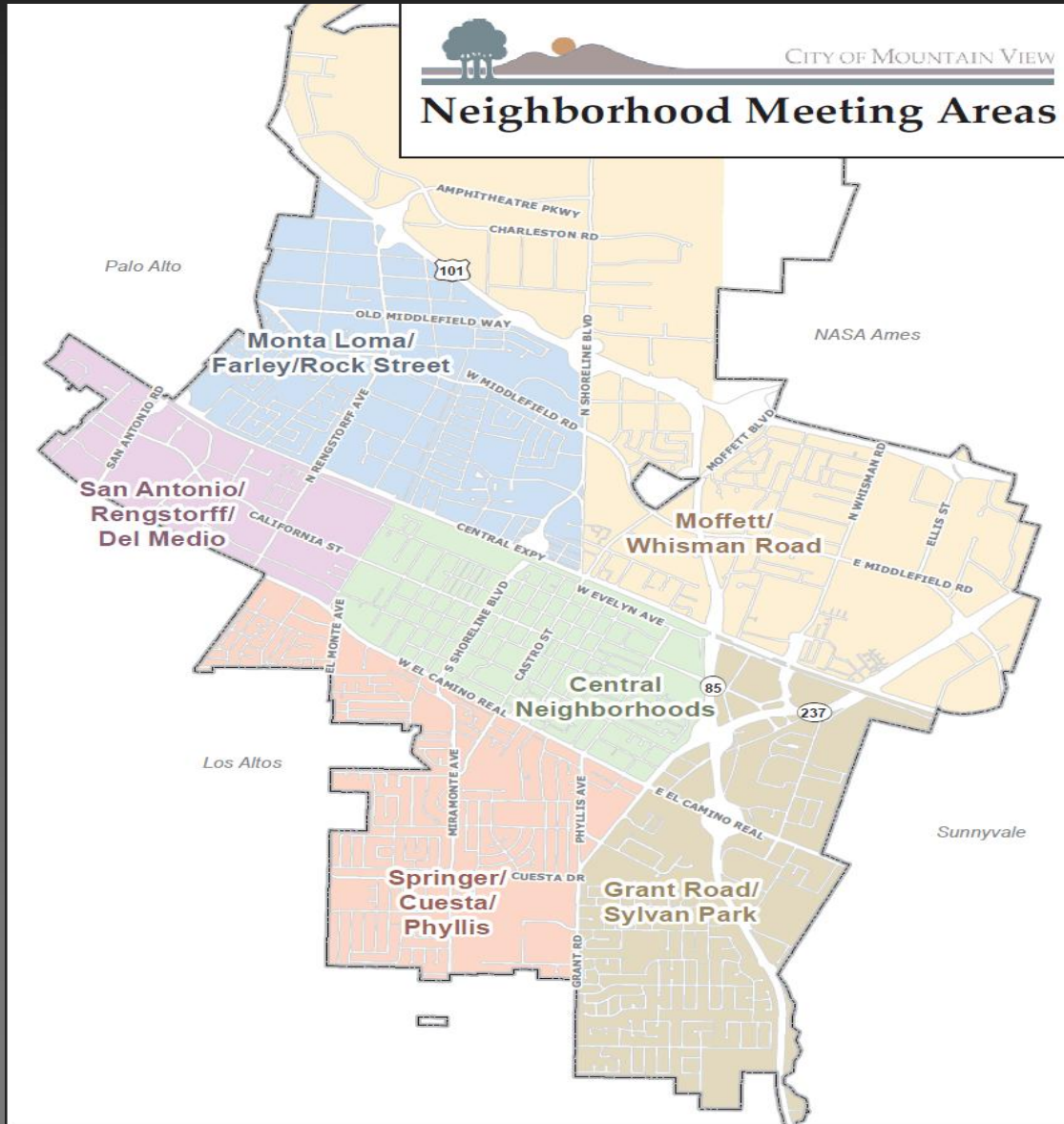


Neighborhood Networking Event

- CNC hosts a networking event prior to their meeting to award neighborhood grants
- Intent is to bring together neighborhood leaders to share ideas and information
- Event includes buffet dinner and often a short presentation



Neighborhood Meetings





Neighborhood Meetings

- Opportunity for residents to ask questions or make requests to Councilmembers and City staff
- Meetings are held in the neighborhood area at schools or public facilities
- Attendance includes about 20 City staff members from 7 departments, including the City Manager
- 40 to 90 residents attend each meeting



Neighborhood Meeting Format

- CNC presents a 15 minute neighborhood update
- Neighborhood Associations are given the opportunity to introduce themselves
- Most of the meeting is reserved for questions and answers
- A follow-up meeting report goes to everyone attending with responses to questions not answered at the meeting
- Staff follows through on requests for services or information



- Both programs are appreciated by the community and improve communication between City residents and City hall
- Neighborhood grants are a chance for the City to give back to residents and strengthen their neighborhoods
- Neighborhood meetings put a face on City Hall and create an positive opportunity for residents to meet with Councilmembers and City staff

Community Engagement Roundtable

Using Technology to further Civic Engagement

August 12, 2014

Getting Started

- Use metrics from your website to see what information people are seeking and tracking
- Develop an Open Data strategy to get and share your most sought civic data
- Target those areas that will have the biggest impact for least investment
- Collaborate with Civic Technologists

Pushing Information

- Open Data
- Searchable Mobile Ready Web Site
 - Public Site to post all community workshop event agendas and notes
- Monthly Newsletter with metrics - Gov Delivery
- Eg, Website, Twitter, Facebook, NextDoor

Pulling Information

- Crowdsourcing (and Funding) Public Policy
 - Eg. Citizeninvestor (Eg. Bicycle Sunday in San Mateo)
 - 311 such as PublicStuff, Civic Hero, and SeeClickFix
- Using Texting
 - Eg. Textizen
- Using Surveys
 - Eg. Survey Monkey and Viofici

Digital Dialogue

- Facilitating and moderating the conversation
 - Peak Democracy
 - Mindmixer
- Bring Town hall to your citizens
- See who is speaking and how often
- Realize what topics are important to which areas

THANK YOU

Peter Pirnejad

Development Services Director

City of Palo Alto

Peter.pirnejad@cityofpaloalto.org

**Community Engagement Roundtable
August 12, 2014**

Roundtable Group Notes

54 participants in breakout groups

Question 1: Are there barriers for you that are inhibiting YOUR participation in Los Altos City government?	
Table 1 (8 participants)	yes
Table 2 (6 participants)	6 - yes / 0 - no
Table 3 (8 participants)	6 - yes / 2 - no
Table 4 (7 participants)	did not answer
Table 5 (6 participants)	4 - yes / 2 - no
Table 6 (7 participants)	did not answer
Table 7 (6 participants)	yes
Table 8 (6 participants)	yes
Question 2: What are those barriers?	
Table 1	<ul style="list-style-type: none"> - Speaking to Council (2 min limit) - Commissions not effectively utilized - Too much one way communication - Push - Newcomers need info (welcome package, free Town Crier subscription) - Some of us did not get an email notice of this meeting
Table 2	<ul style="list-style-type: none"> - Vocal Minority is deafening - "Not listened to" - Information barrier - hard to know...hard to find out - Keeping on top of it all (information overload) - Moving the ball...the Pool...the Civic Center - Time limited w/ work, family, life - When people speak at Council meetings, they are treated w/ hostility/indifference - Some power play - cutting speaker time from 3 minutes to 2 minutes - Need to <u>thank</u> people who come to City Council. Not cut them off. - Barrier is the <u>formality of process</u>. Need <u>informal way</u> to engage. - Councilmembers need to come to events
Table 3	<ul style="list-style-type: none"> - Attitude of Councilmembers towards average citizens who may disagree - Not enough action by City on parking, etc - 2 minute limit when speaking to Council - Inconsistency in getting answers/results when asking City to help with problems
Table 4	<ul style="list-style-type: none"> - Young family time - Website, e-subscribers - Send emails to Council but most are one-way - SurveyMonkey & feedback - No idea where we're going - Five parking studies over 25 years, but nothing happens - Decisions made, but no explanations - City needs to put more in the Town Crier - City should go to PTA's - Take advantage of resident expertise, especially retirees

**Community Engagement Roundtable
August 12, 2014**

Table 5	<ul style="list-style-type: none"> - Seems like petitions combined with mass attendance at City Council is only way to be heard - Information access - lack of pushing info to specific neighborhoods that are impacted - Community/citizen input should be at start of City Council meeting instead of end √ - "Where to start" for new residents (overview) - Specific issue / complaints -> how to find point of contact
Table 6	<p>When meetings take place:</p> <ul style="list-style-type: none"> - Length of meetings - "Confrontation" - Neighbor v. Neighbor - Won't discuss central issues, which raises perception that decisions are already made - When City Council _____ <p>Message not heard, no matter what you say it isn't heard [Building, development, growth]</p>
Table 7	<ul style="list-style-type: none"> - Computer literacy - Transportation for seniors - too costly - Timing of meetings - Location - Seniors don't have computers - No follow up to Council presentations - Council doesn't listen* - Rudeness of Council - Came to Council and waited long time to come on agenda - friends all left
Table 8	<ul style="list-style-type: none"> - Start at 6:45 (all _____ for early supper) - Frustration with staff: Commissions seem to be dictated. Too much \$ and takes too much time for staff. It would be good if Commissions were more proactive and independent. - 500 ft outreach - Not far enough out - Informed by City Attorney doesn't legally have to go beyond 500 ft (Jolie) - Inaccessibility of Councilmembers: too rigid at Council meetings. Even "office hours" info didn't seem to be listened to. - Seems like Councilmembers do not really respect input. Neither does City staff. - Even when I volunteer to head up a community input group - they (the Council) are polite -> but <u>no</u> action - Residents not listened to by Council or City planners. All developments should be community benefit. - Need pro-active communication (be for issue decided on) - Need a "culture of respect" such that staff & Council consider themselves as "public servants" - Segments of city ignored such as South Los Altos

Community Engagement Roundtable
August 12, 2014

Question 3: If the barriers were tacked in some way, would YOU increase your involvement and participation in local government?	
Table 1	YES - Some of us did not get an email notice of this meeting
Table 2	<i>did not answer question</i>
Table 3	- 3 members are regular attendees, more or less - may pay more attention to website
Table 4	- Need to use different channels - For issues: gather a group of diverse people to frame and work out issues - NextDoor - used by many subscription - Go out to PTA's, neighborhoods, neighborhood groups, pre-schools, churches, etc. - Los Altos block action teams - use those for communicating to neighbors - Surveys - Decisions made, no explanation - Put more info in the Town Crier
Table 5	√ - Meetings focused on specific neighborhood or topic - Communication concierge - Welcome document into packet to engage new residents - Making information about "LEAD" program - Some way to graphically display pro-cons email correspondence so they have more weight at meetings and website * E-lists for specific subjects - neighborhood, parks, etc * Physical signage in locations to indicate policies affecting that area
Table 6	- If process was fair / quality improved / would participate more
Table 7	- Sign about Civic Center got attention - How do you engage average citizen who has no issues? * How to demonstrate Council listens when they don't do what petitioner asks
Table 8	YES: We <u>want</u> to be part of our Civic Community

Question 4: Are there specific practices that you heard about tonight or can suggest in addition to those we heard that would increase your involvement and participation?	
Table 1	- Neighborhood groups - positive - Mirror back what City and staff hear - More outreach - flyers, where people gather - More open hours by Council and City staff
Table 2	- City Councilmembers need to remember they <u>serve</u> the <u>residents</u> . NOT the businesses or the developers - Meetings held in summer do not work. Many people on vacation - Things are a "done deal" before presented
Table 3	- Councilmembers should make regular neighborhood visits - Increase use of technology so busy families can participate and stay informed
Table 4	Did not answer question

**Community Engagement Roundtable
August 12, 2014**

Table 5	<ul style="list-style-type: none"> √ Busy people - Telepresence? / Skype to participate - Digital dialogue such as "peak democracy" √ - Community meetings like Mountain View has
Table 6	<ul style="list-style-type: none"> - Los Gatos security outreach programs - Palo Alto School Board Open Table - 2 times a year - Digital access / communication - Speaker Series - 4 times a year on topics "hot topics" and or "best practices" (stream it) - More community outreach - Improve "pull" (versus "push") - more surveys, more often, more data, more granularity. "Trend" observer to spot issue arising (connect the dots).
Table 7	<p>!!NEIGHBORHOOD MEETINGS - should be more!!</p> <ul style="list-style-type: none"> - Dog park for socialization - On-line Town Hall - or not real time - On-line survey - Community conversations - Getting to know city packet to new residents
Table 8	<p>Yes - Schedule the time and alert the community to the time a specific issue will be addressed during a Council meeting</p> <p>Yes - Neighborhood meetings w/ childcare support and food</p> <p>Yes - Perhaps a "block party leader" quarterly collaboration meeting could be set up to share ideas and inspire fun ideas for organizing block parties ("Mentoring block party")</p> <p>Leader Group:</p> <p>Yes - Councilmember and City staff reach out (40-90) people attend these meetings (see p. 3 of slides)</p> <p>Yes - "Drive by" readable print on A Frames (make it larger)</p> <p>Yes - Use City logo on City announcements</p> <ul style="list-style-type: none"> - Study Session - Use sign-in sheets to communicate

Community Engagement Roundtable
August 12, 2014

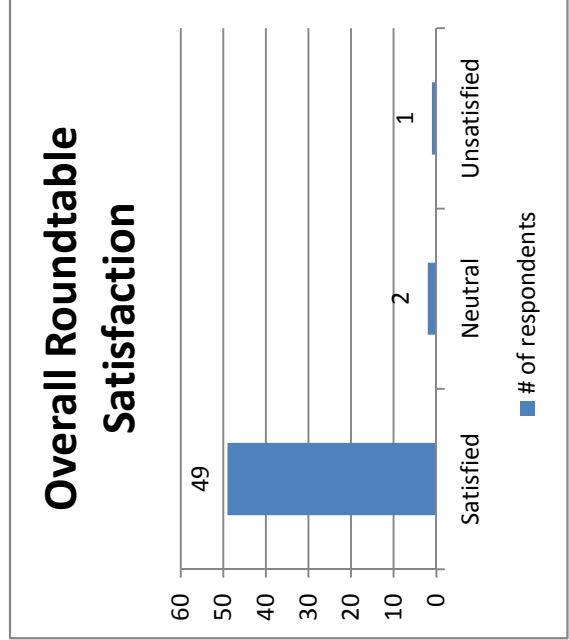
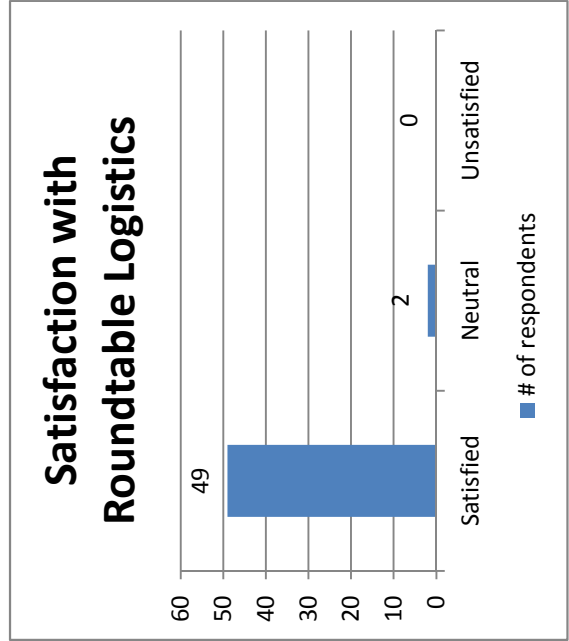
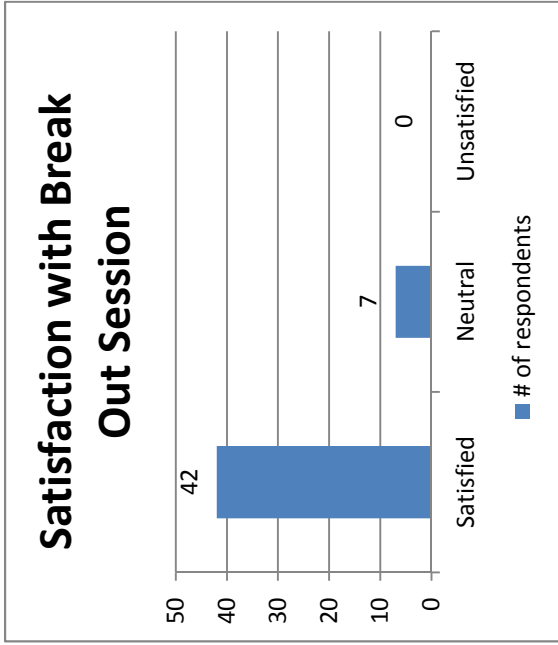
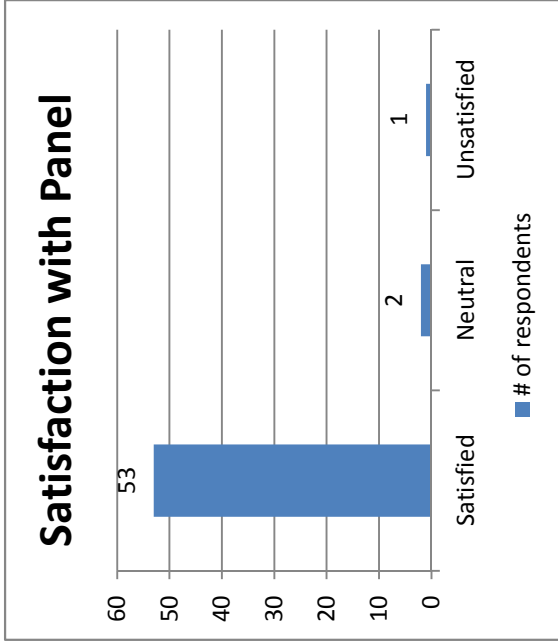
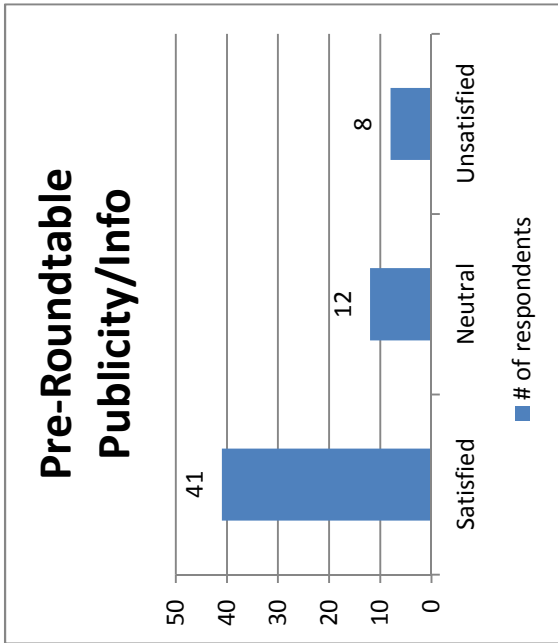
OTHER TOPICS or Suggestions that came up??	
Table 1	Quarterly newsletter
Table 2	<ul style="list-style-type: none"> - Could we have City staff more accessible? Can staff be out and about? - Data mining re: website engagement - Knowing what is going on? Status update? What is happening? Information push. * <u>When I engage</u>, is my input valuable, or am I ignored? Am I being heard, or is it a formality? Do I matter? - Can the Town Crier provide a weekly guide to the City website, highlighting various services and aspects of the website? - Councilmembers should have a weekly coffee hour - so we can meet them <u>informally</u>. - Reach out. Councilmembers need to reach out. - Councilmembers need to attend more events. - <u>Continuous</u> involvement year round. - Neighborhood Association could be explored. - Establish a group of citizen advisors to interact with Councilmembers. This would allow informal input. Create neighborhood network. - Need a plan for downtown that includes <u>citizen input</u>. Not just developer input. - I think we need more of this! This type of civic conversation. This is fun. This was great. I learned a lot.
Table 3	<ul style="list-style-type: none"> - Thought this evening would be about how to get City Council to seriously listen to citizens - How to get Council to actually listen to citizen input - Listen to the people! - Improve involvement with South Los Altos, the forgotten segment of the City - Please keep the small town feel. Is it too late? - Engage the citizens in dialogue when large projects are proposed, i.e. the super large buildings downtown.
Table 4	Did not answer question
Table 5	Did not answer question
Table 6	Did not answer question
Table 7	<ul style="list-style-type: none"> - Feedback on progress for issues - If small staff limits what can be done use interns or volunteers - Periodic reports (by Web, Social Media) on on-going issues - Cookies are good - Synopsis of meeting in Town Crier
Table 8	Did not answer question

**Community Engagement Roundtable
August 12, 2014**

ADDITIONAL INFO from Table 1 - What works, doesn't work
works: + Website worked + Liked idea of Googling event + Notices where people gather (Starbucks/Peets, Bumble, Senior Center) + Quarterly newsletter in Town Crier + Likes Mountain View Neighborhood-City meetings + Face to face meetings very important + Open hours / Managers and Councilmembers + City needs to mirror back what they've heard
doesn't work: - Didn't get email from City - Newcomers - barrier to info - 1-2-3 Council meeting 250 word letter to Town Crier - Barrier - staff not available - Commissions not utilized / staff and Council - Here is what we're doing/one-way D-M /one-way communication - At meetings - 3 minutes guaranteed

Community Engagement Roundtable
August 12, 2014

Feedback Form



Community Engagement Roundtable

August 12, 2014

Feedback Form

	Very Satisfied	Satisfied	Neutral	Unsatisfied	Very Unsatisfied	Did not stay	Arrived late
Pre-Roundtable Publicity and information about the	21 (34%)	20 (33%)	12 (20%)	6 (10%)	2 (3%)		
PANEL -- information shared about what how Los Altos, Palo Alto and Mt View are engaging their residents	27 (48%)	26 (46%)	2 (4%)	(0%)	1 (2%)		1
BREAK OUT SESSION -- Opportunity to share your views	26 (53%)	16 (33%)	7 (14%)	(0%)	(0%)	3	
LOGISTICS -- Facilitator, Format, Venue	29 (57%)	20 (39%)	2 (4%)	(0%)	(0%)	2	
OVERALL ROUNDTABLE	20 (38%)	29 (56%)	2 (4%)	1 (2%)	(0%)		

Satisfied	41 (67%)	12 (20%)	8 (13%)
Very Satisfied	21 (34%)	20 (33%)	12 (20%)
Neutral	12 (20%)	6 (10%)	2 (3%)
Unsatisfied	6 (10%)	2 (3%)	
Very Unsatisfied	2 (3%)		
Did not stay			
Arrived late			
TOTAL	123	111	1
Percent	45%	40%	0%

Community Engagement Roundtable

August 12, 2014

Feedback Form Comments:

- Hope the City Council listens
- I thought this meeting would be about how to get City Council to actually listen to citizen input
- A-frame sign needs bigger /clearer writing (e.g.. Mt View's signs along Cuesta sometimes when there's a project alert
- Very efficiently run gathering!
- Great format! Thank you Jan & Jeannie! 1) The nextdoor.com neighborhoods have a pretty significant % age of households covered. If Erica identified a key content and a backup for each neighborhood, she could get key push info posted as needed (e.g. info on use of the updated City website! 2) The LACF initiative Block Action Teams (BATs) are neighborhood-based and gaining great traction (go to losaltosbat.org); City could leverage neighborhood contact using the BATs; 3) Continue the improvements to the City website with more granularity, improved search tools, weekly project summaries.
- Thanks to Jan & Jeannie for initiating and pulling the wagon. The community appreciates you. I am so sorry & want to support & I have been in soooooo many "breakout" sessions, small group, big group & I can't face it anymore!! One more & I'll need therapy!! I think it was a great idea - Would like to elicit more large group feedback maybe with question/answer cards? 1) Always learn something; 2) Interesting demographics (older); 3) Loved the neighborhood organization (Mt View) ideas; grants, etc.; 4) Also providing food, babysit for families to attend mtgs? Don't know if that would work.
- Great vent! Keep trying to close disconnect between Council & public.
- Missing young parents. Perhaps a town hall meeting designed for their interest and participation and at a time that they can meet. Missing teens. Large projects - (First Street example - would like to see models, landscaping & façade color and set back viewing (CAD System). Ability to view these at the library or at our City's website.
- Learned about mtg 3 hours before it started. It is one thing to seek greater engagement and involvement from the City; it is quite another to demonstrate that the Council, etc. hears that feedback. Case-in-point: Community feedback solicited for original Master Plan. Apparent disregard of much of that feedback in "re-start" of development plans for Hillview.
- "barriers" became "specific issues" / content
- More info publicized in Town Crier.
- Another barrier that was not mentioned: Too many studies and what are we doing with it? Not properly utilizing it.
- Nice to reach those not here, seniors & parents of school age children. On-line survey of topic coming up at City Council mtg. Ways to help senior in South Los Altos, dog park, neighborhood meetings, transportation.
- Thank you for the opportunity to share our thoughts. It seems the overall consensus was Council needs to hear the residents opinions, needs, wants.
- Facilitator did a great job of keeping our table on track -- this was critical to the session being useful.

Community Engagement Roundtable

August 12, 2014

Feedback Form Comments:

- Concerned that City Planning is doing bad things to Los Altos, the Village, people hate what happened on First Street and Planners didn't take community input.
- City concierge would be good addition. There are a range of knowledge about City services & functions.
- I hope you will add more time saving digital methods so I don't have to attend so many meetings.
- City website - outline service requests.
- More respect from Council and staff. More high touch communication. Remember staff & Council are public servants.
- Overall rating based on what happens after this Roundtable - Closure
- Strong feelings that Council is not relating to residents - Fix That -
- It was interesting to hear the common theme of people who speak up not feeling that there is closure on issues or that they are not listened to. This issue is probably more important to this self-selected group of citizens than to our community at large.
- Great idea to have this. Should try to have one in South Los Altos
- Thanks for making this happen.
- Please stay connected to the citizens. Remember you represent them. Did not know about the meeting until last minute.
- 1) Love Mt View idea on neighborhood groups. May tie in with Nextdoor.com; 2) Suggested at our table: Weight the allotted time according to the number of signatures represented - possibly have inputs from the neighborhood groups, when established.
- Put Erica Ray PowerPoint presentation on City website.
- You need to hold town halls to discuss the integrity concerns that Fishpaw, Carpenter & Satterlee continue to be noted for. The City Manager and her staff also need to be reviewed for integrity - corruption.

Feedback Form

Los Altos Community Engagement Roundtable (August 8, 2014)

Thank you for taking the time to fill in our online feedback form. By providing us your feedback, you are helping us understand what we do well and what improvements we need to implement. Jan Pepper and Jeannie Bruins

Name (optional)

First

Last

Email *

How satisfied were you with:

	Very Satisfied	Satisfied	Neutral	Unsatisfied	Very Unsatisfied
Pre-Roundtable Publicity and information about the Roundtable? *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PANEL--information shared about what how Los Altos, Palo Alto and Mountain View are engaging their residents *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BREAK OUT SESSION-- Opportunity to share your views *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LOGISTICS--Facilitator, Format, Venue *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OVERALL ROUNDTABLE *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Feel free to add any other comments or suggestions:

* The information given within the Feedback Form will be used for service improvement only and are strictly confidential.

**Community Engagement Roundtable
August 12, 2014**

Community Engagement Quick Survey

Methods of Engagement	What I am or have used	What I may start using
Inform		
Website	52	12
eNotify - Council/Commission mtgs	31	20
eNotify - News & Announcements; topical	28	19
Online documents - CIP Project Plans, Master Plans & Studies	28	15
Social Media - Facebook, Twitter, Nixle	16	6
TV Channel - KMVT	15	7
Webcast - live or video streaming	21	8
Consult/Input		
Public Hearings/Public Comments @ Council / Commission mtgs	45	12
Public Comments periods on documents (e.g. EIR)	15	6
Community mtgs (1-way with Q&A)	36	11
Email to City Council	36	8
Involve/Collaborate		
Community Workshops (resident to resident interaction; framing of issues and or solutions; breakout sessions)	30	24
Empower		
Service on Advisory Bodies/Commissions	17	8

How did you hear about tonight's mtg? (Check all that apply)

- 14 Ad in Town Crier
- 19 Article in Town Crier
- 23 eNotify - email from the City
- 7 City Website
- 1 Facebook
- 2 Twitter
- 13 Nextdoor posting
- 7 Los Altos Patch
- 34 Community Group email
- 11 - Los Altos Neighborhood Network (LANN)
- 9 - Friends of Los Altos (FOLA)
- 19 - Los Altos Forward
- 8 - Other: LAND (Loyola Corners Neighborhood Grp) / SLAP / Friends of Grant Park / small neighborhood network / LASD Voices
- 17 A-frame sign at Hillview Park, Grant Park, Main Library, Intersection on San Antonio Rd
- 9 Other: Email from friend / GreenTown / Jan & Jeannie / Postcard / word of mouth / LA Comm Foundation / Friend / City Council mtg



COMMUNITY ENGAGEMENT QUICK SURVEY

Name (optional): _____

Email (optional): _____

Methods of Engagement	What I am or have used...	What I may start using...
Inform		
Website	<input type="checkbox"/>	<input type="checkbox"/>
eNotify – Council/Commission meetings	<input type="checkbox"/>	<input type="checkbox"/>
eNotify - News & Announcements; topical	<input type="checkbox"/>	<input type="checkbox"/>
Online Documents – CIP Project Plans, Master Plans & Studies	<input type="checkbox"/>	<input type="checkbox"/>
Social Media – Facebook, Twitter, Nixle	<input type="checkbox"/>	<input type="checkbox"/>
TV Channel – KMVT	<input type="checkbox"/>	<input type="checkbox"/>
Webcast – live or video streaming	<input type="checkbox"/>	<input type="checkbox"/>
Consult/Input		
Public Hearings/Public Comments @ Council / Commission meetings	<input type="checkbox"/>	<input type="checkbox"/>
Public Comment periods on documents (e.g. EIR)	<input type="checkbox"/>	<input type="checkbox"/>
Community Meetings (1-way with Q&A)	<input type="checkbox"/>	<input type="checkbox"/>
Email to City Council	<input type="checkbox"/>	<input type="checkbox"/>
Involve/Collaborate		
Community Workshops (resident to resident interaction; framing of issues and/or solutions; breakout sessions)	<input type="checkbox"/>	<input type="checkbox"/>
Empower		
Service on Advisory Bodies/Commissions	<input type="checkbox"/>	<input type="checkbox"/>

How did you hear about tonight’s meeting? (Check all that apply)

- Ad in Town Crier
- Article in Town Crier
- eNotify – email from the City
- City Website
- Facebook
- Twitter
- Nextdoor posting
- Los Altos Patch
- Community Group email
 - Los Altos Neighborhood Network (LANN)
 - Friends of Los Altos (FOLA)
 - Los Altos Forward
 - Other _____
- A-frame sign at Hillview Park, Grant Park, Main Library, Intersection on San Antonio Road
- Other _____



**CITY OF LOS ALTOS
CITY COUNCIL MEETING
April 12, 2016**

DISCUSSION ITEMS

Agenda Item # 11

SUBJECT: Receive an update from the ad hoc Council subcommittee on community engagement, and provide direction accordingly

BACKGROUND

The City Council identified Community Engagement as a 2014 priority. At the March 25, 2014 City Council meeting a Council ad hoc subcommittee was formed of Councilmembers Pepper and Bruins who were tasked to develop and host up to two public forums where residents can:

- Tell the City about how they use the communication and participation channels that are currently in place
- React to approaches other cities use to communicate with their residents
- Share their own ideas about what Los Altos could do.

The first of these two Community Engagement Roundtables was held on Tuesday, August 12, 2014. The results of that roundtable were reported back to the City Council on October 28, 2014.

The recommended next steps from that meeting, which were supported by the Council were:

- 1) Host a second community engagement roundtable with the purpose of trying to reach the young family demographic (those not typically engaged today)
- 2) Form a working group composed of the Council ad hoc subcommittee, staff and community members to further explore/develop the concept of neighborhood meetings. Elements of the work plan could include: look more closely at what other communities do, identify general topics, identify 'customized' elements for each neighborhood, look at frequency/rotation/participation issues, etc. The workgroup would develop a proposal for consideration.
- 3) Form a working group composed of the Council ad hoc subcommittee, staff and community members, to develop objectives and priorities for the use of technology to engage the public in meaningful ways. Elements of this work plan could include: define the needs, identify preferred tools/applications, evaluation by staff on cost, feasibility and sustainability, projection of how effective tools/applications will be in accomplishing enhanced community engagement. The workgroup would develop a proposal that either staff could implement and/or bring back to Council for consideration.
- 4) Staff evaluation of strategies to encourage use of current technologies/tools.

EXISTING POLICY

None

PREVIOUS COUNCIL CONSIDERATION

September 10, 2013; March 28, 2014; October 28, 2014; and January 12, 2016

DISCUSSION

Mayor Bruins has appointed Mayor Pro Tem Prochnow to take her place on this ad hoc subcommittee. At the January 12, 2016 City Council meeting, Mayor Pro Tem Prochnow and Councilmember Pepper provided an update to the Council on the plan to host a second community engagement meeting with the young family demographic. They met with the Los Altos School District PTA council of presidents to schedule and get feedback on how best to host another public forum specifically targeting the young school-age family demographic.

Based on this input from the PTA council of presidents, Mayor Pro Tem Prochnow and Councilmember Pepper hosted two town hall style community meetings on March 3. One was held at 9 am at Blach School and the second was held at 7 pm at Almond School. There were 65 attendees at the morning meeting and 33 attendees at the evening meeting. Although one of the key items of interest was receiving input and feedback on what processes would work best to increase two-way communication between the parent community and the City, the PTA council recommended that the agenda be kept open. However, due to Brown Act limitations, the discussion topics at each meeting were limited to how best to engage the school community in City activities, bicycle/pedestrian traffic and safety issues, and the best time to schedule meetings at schools. Important feedback was received on these specific issues as shown on Attachment 1. The attendees appreciated having the chance to be heard, but were also frustrated by the inability to discuss other issues, such as the siting of a 10th school on City property.

The subcommittee recommends that the formation of working groups to explore neighborhood meetings and technology options be considered later in the year. At that point, other working groups related to downtown issues will have finished their work, and the Council can evaluate whether working groups can successfully research and recommend specific action by the City Council. Additionally, as the City Council has recently initiated weekly office hours, this enables more regular community engagement between residents and Council members.

PUBLIC CONTACT

Posting of the meeting agenda serves as notice to the general public.

FISCAL/RESOURCE IMPACT

None

ENVIRONMENTAL REVIEW

Not applicable

RECOMMENDATION

Receive an update from the ad hoc Council subcommittee on community engagement, and provide direction accordingly

ALTERNATIVES

Not applicable

Prepared by: Mayor Pro Tem Prochnow and Councilmember Pepper

Receive an update from the ad hoc Council subcommittee on community engagement, and provide direction accordingly

ATTACHMENTS:

1. Notes from Town Hall meetings held on March 3, 2016
2. Survey results from Town Hall meetings held on March 3, 2016

Receive an update from the ad hoc Council subcommittee on community engagement, and provide direction accordingly

Community Engagement Roundtable Notes March 3, 2016

Blach School	9:00 AM
Jane Reed opening remarks & introductions	
Councilmember Jan Pepper remarks	
Mayor Pro Tem Mary Prochnow remarks	
Public Comment	<ul style="list-style-type: none"> • Wrong interpretation of Brown Act / conduct Public Lands meetings during the day
Public Comment	<ul style="list-style-type: none"> • Next Council mtg will discuss Public Lands committee
Pepper: Ways to connect with City	
Public Comment	<ul style="list-style-type: none"> • Sign up for Nixle / face to face meetings are beneficial when issues are addressed / have money for neighborhood parties
Public Comment	<ul style="list-style-type: none"> • Email communication is one-sided / technology is good to notify / needs to have interaction / topic specific meetings
Public Comment	<ul style="list-style-type: none"> • Need to see action resulting from meetings
Public Comment	<ul style="list-style-type: none"> • Facebook/Nextdoor conversations turn into "Flame Wars"
Public Comment	<ul style="list-style-type: none"> • In person meetings helpful / at schools immediately after school drop-off
Public Comment	<ul style="list-style-type: none"> • Don't forget about parents at Montclair
Public Comment	<ul style="list-style-type: none"> • Individual sites at 8:45a / use website to let parents know what is happening
Public Comment	<ul style="list-style-type: none"> • Concerned about High School students driving / Is City doing anything to make bike safety?
Public Comment	<ul style="list-style-type: none"> • How to evaluate whether addressing all demographics?
Pepper: Pedestrian Master Plan & Bicycle Transportation Plan / want to know how to communicate with residents	
Public Comment	<ul style="list-style-type: none"> • Learn from what other cities are doing / build tool into website to report traffic safety issues
Public Comment	<ul style="list-style-type: none"> • Agree with previous speaker / use website reporting a lot
Public Comment	<ul style="list-style-type: none"> • Effective posting map at each school to highlight how kids get to school
Public Comment	<ul style="list-style-type: none"> • Thanked City for putting in flags at Bullis Charter School crosswalk / staggered start times
Public Comment	<ul style="list-style-type: none"> • Commend City for changes on Covington / see leaving school routes / have strong crossing guards / this is difficult demographic to communicate with / heavier emphasis on social media
Prochnow: We want you to get involved	
Public Comment	<ul style="list-style-type: none"> • Most dangerous area for traffic is school parking lot
Public Comment	<ul style="list-style-type: none"> • For tonight's meeting / elderly population in City has greater sway over Council than parents
Public Comment	<ul style="list-style-type: none"> • Aggregate questions ahead of time to get to more at meetings
Public Comment	<ul style="list-style-type: none"> • Traffic problem at Covington & Miramonte / Open back entrance to Blach and remove right turn restrictions on Eastbrook
Public Comment	<ul style="list-style-type: none"> • Major traffic issue coming up on Fremont Avenue
Public Comment	<ul style="list-style-type: none"> • Egan has same issue as Blach with traffic
Public Comment	<ul style="list-style-type: none"> • Reinstate Traffic Commission
Public Comment	<ul style="list-style-type: none"> • Have meetings at schools / don't plan meetings during school breaks / any forum in which there is back and forth?

Community Engagement Roundtable Notes March 3, 2016

Blach School - continued	
Public Comment	<ul style="list-style-type: none"> • Council Office Hours at drop-off
Public Comment	<ul style="list-style-type: none"> • Communicated to parents that this meeting was "Open Forum" / missed the mark
Public Comment	<ul style="list-style-type: none"> • Cedric Novenario has come to Blach / good crossing guards / back entrance to Blach
Jeff Baier, Superintendent, LASD: Decisions made by prior Councils regarding Blach traffic	
Almond School 7:00 PM	
Jane Reed opening remarks & introductions	
Councilmember Jan Pepper remarks	
Mayor Pro Tem Mary Prochnow remarks	
Prochnow: Explanation of Brown Act	
Public Comment	<ul style="list-style-type: none"> • Rule being misapplied
Public Comment	<ul style="list-style-type: none"> • Can we give our opinions of land-use and schools?
Councilmember: Not here to discuss school sites - best forum is Council meeting	
Pepper: August 2014 - Why were here is the Roundtable on Community Engagement did not draw parents of school aged children. They were missing.	
Councilmembers: We want to review how we connect methods such as the use of handout or ask for volunteers on survey / best ways to reaching you / Open City Hall on website	
Public Comment	<ul style="list-style-type: none"> • What is the City action to protect safety at Egan and Blach?
Councilmembers: Safe speed limit - 15 mph / noticing to first / text & drive a problem / growth in traffic a regional problem	
Councilmembers: Report traffic problems to Police Department. Use the City's website. Check for traffic	
Public Comment	<ul style="list-style-type: none"> • Appreciate bringing leadership into the community • Get broader community view / Palo Alto surveyed public on post cards - be very transparent - show a lot of detail in their reports and its and well circulated
Public Comment	<ul style="list-style-type: none"> • Traffic - staggered start times / more school entrances and dialogue around these features
Public Comment	<ul style="list-style-type: none"> • Parent of child on bike hit by Senior Citizen who left scene commented on the lack of safety - info to Town Crier / would like bike lanes
Prochnow	<ul style="list-style-type: none"> • Can you write letter to Town Crier? It would have more impact coming from you.
Wes Brinsfield, Commissioner, BPAC: Commissions are great place to bring issues / Subject to Brown Act / Come to BPAC meetings / Council reads BPAC minutes/ adopt Pedestrian Master Plans / traffic calming complies with state law	
Public Comment	<ul style="list-style-type: none"> • Jeff Baier, Superintendent, LASD: Growth and high-density housing - does Council look at impact of density on traffic - aggregate impact for safety on streets
Public Comment	<ul style="list-style-type: none"> • Pedestrian and bike safety downtown. Why not four-way stops like at First and State?
Prochnow: Four-way stops would back up and block traffic / no accidents reported	
Public Comment	<ul style="list-style-type: none"> • Vladimir Ivanovic, LASD Board of Trustees: 15 mph "while children are present", what does that mean?
Councilmember: State dictates requirements for 15 mph school speed limits.	
Public Comment	<ul style="list-style-type: none"> • In Arizona there are slow zones in the middle of the street / When will the 15 mph zone be enforced? Starting when?
Councilmember: Giving time to get the public to become familiar with the signs up at all schools	

Community Engagement Roundtable Notes March 3, 2016

Almond School - continued	
Public Comment	<ul style="list-style-type: none"> • Higher density along El Camino Real, particularly in north Los Altos / acquire new park
Councilmember: Parks and Rec Commission did study and identified north Los Altos and criteria to select a site for park. Trying to find property.	
Public Comment	<ul style="list-style-type: none"> • Would Village Court be possible at El Camino Real & San Antonio Road?
Councilmember: Sure	
Public Comment	<ul style="list-style-type: none"> • Question on Brown Act. There seem to be different interpretations on its application. It is difficult to have conversation. Not able to have conversation, same as this morning / can't have #1 topic discussion, can't even give opinion - no foundation / What are subjects of more importance to town because of schools. You are hearing Frustrated voices.
Public Comment	<ul style="list-style-type: none"> • Lots of input thru Next Door
Councilmember: Frustration for us too. Need to set it up differently. Understand what we did wrong today.	
Public Comment	<ul style="list-style-type: none"> • Thank you
Public Comment	<ul style="list-style-type: none"> • Thanks for time - What most concerns us is Hillview and the amount of \$\$\$ the City spent on Surveys - Bond measure that failed. Safety is #1. #2 Right use of Hillview site.
Public Comment	<ul style="list-style-type: none"> • Questions on Brown Act - different interpretations
Councilmember: Okay to listen to input, but can not respond	
Public Comment	<ul style="list-style-type: none"> • Appreciate having choices between attending sessions in AM or PM. Appreciate having
Public Comment	<ul style="list-style-type: none"> • Would like to have a Study Session in next six weeks to get community input.
Public Comment	<ul style="list-style-type: none"> • Community engagement - How do you tell if it's successful?
Councilmember: 1) If parents show up, 2) hear from a broader community, 3) increase of input via Erica Ray,	
Public Comment	<ul style="list-style-type: none"> • Wants appropriate forum to talk about issue we can't talk about.
Councilmember: Special Study Session (noticed)	
Public Comment	<ul style="list-style-type: none"> • Possible to have LASD Board, City Council and Community all together?
Councilmember: Council can call a Study Session. It could hold a Joint Study Session.	
Public Comment	<ul style="list-style-type: none"> • We want to tell Council what we want to do with our land.
Public Comment	<ul style="list-style-type: none"> • Frustration all around - School Board and City Council need to resolve issue. Who is accountable to get it done?
Public Comment	<ul style="list-style-type: none"> • Primary responsibility for solution is with School Board with appropriate Council leadership
Public Comment	<ul style="list-style-type: none"> • Different consistency of LASD and BCS
Public Comment	<ul style="list-style-type: none"> • How to get to end point?
Public Comment	<ul style="list-style-type: none"> • Thanks for start of dialogue, but 3-4 minutes is not an exchange. Deal to work out a facilities plan. City has not cooperated with Civic Center/Hillview on the table. Need campus in Los Altos. Form meetings to discuss this. Please take all this back to rest of Council.
End at 8:15 PM	

**Community Engagement Roundtable
August 12, 2014**

Methods of Engagement Survey	What I am or have used (Blach)	What I am or have used (Almond)	What I may start using (Blach)	What I may start using (Almond)
Inform				
Website	14	9	6	2
eNotify - Council/Commission mtgs	5	1	12	4
eNotify - News & Announcements; topical	2	1	15	4
Online documents - CIP Project Plans, Master Plans & Studies	12	6	6	1
Social Media - Facebook, Twitter, Nixle	9	6	10	0
TV Channel - KMVT	2	1	3	0
Webcast - live or video streaming	7	3	7	2
<i>Write-in response: Town Crier</i>	1			
Consult/Input				
Public Hearings/Publi Comments @ Council / Commission mtgs	14	5	4	4
Public Comments periods on documents (e.g. EIR)	5	3	6	1
Community mtgs (1-way with Q&A)	8	6	7	3
Email to City Council	11	5	8	3
Office Hours with City Councilmember	0	0	10	5
Involve/Collaborate				
Community Workshops (resident to resident interaction; framing of issues and or solutions; breakout sessions)	7	2	8	5
Empower				
Service on Advisory Bodies/Commissions	2	0	8	3

How did you hear about tonight's mtg? (Check all that apply)	Blach	Almond
LASD Weekly Newsletter	9	5
Article in Town Crier	5	1
eNotify - email from the City	1	1
City Website	0	0
Facebook	3	0
Twitter		0
Nextdoor posting		1
Los Altos Patch		0
Other:		
School	2	1
Santa Rita parent list		1
Email from LASD Superintendant	1	1
PTA	6	
Word of mouth	4	
Parent Yahoo group(s)	1	

Would you be interested in volunteering to expand the City's use of:	Blach	Almond
Techonology-based communication methods	2	3
Neighborhood gatherings	9	4

Number of sheets returned: 26 13

Additional comments written on survey:

- Have meetings at schools, open forum with conversation
- Come to Santa Rita PTA mtg (3/25 @ 8:45a or 5/13 @ 8:45a)
- Install FREE electric car charging station in downtown LA (see PA for great example)
- Install proper sidewalks/bike lanes, especially on busier streets
- Interested in being on a community relationship building committee!
- Schedule more face-to-face meeting with parent community. Right after morning drop-off is good.
- Neighborhood meetings should be at different school sites
- Publish the Facebook site URL in the Town Crier

