

*April 11, 2008
Palo Alto, CA*

FRANK'S WEEKLY MEMO

4 Hunter Lovins to Speak on Using Natural Capitalism to Build Sustainable Communities

To help celebrate Earth Month, attend a presentation by **Hunter Lovins**, the President and Founder, Natural Capitalism Solutions, on Wednesday, April 16 at Palo Alto City Hall. There will be a reception at 6 p.m., and the lecture starts at 7 p.m.

According to Lovins, our society faces challenging drivers of change. Climate change; globalization; loss of major ecosystems; and rising prices for oil, water and other resources are forcing change in businesses, communities and governments. Using examples from small businesses to Wal-Mart, Hunter Lovins demonstrates how leading companies are increasingly using an "integrated bottom line"—delivering outstanding shareholder value by doing business in ways that protect the people and the planet. For more information, visit www.HunterLovins.com and www.NatCapInc.com

4 Greenlight Earth Day Film Festival is April 17

Attend the 3rd Annual Greenlight Earth Day Film Festival at Cubberley Theater on Thursday, April 17 to view films exploring environmental citizenship and showcasing actions that reduce the impact on the earth. Films have been produced by local artists with an emphasis on student-produced projects. Visit www.CityofPaloAlto.org/environment/greenlight.asp for more information on the film festival. To learn more about other Earth Month activities, visit www.cityofpaloalto.org/EarthMonth and see how you can take actions that have a positive impact on the environment.

4 Give Your Input on the Next City Auditor

As part of its recruitment for a new City Auditor, the Palo Alto City Council is interested in getting community input on what makes an "ideal candidate" for the position. To provide your thoughts on the key attributes and traits you would value in the next auditor, e-mail your comments to auditor4pa@cityofpaloalto.org by April 21, 2008.

4 Truck Tarps Help Reduce Highway Litter

On Saturday, April 12, from 8 a.m. to 5 p.m., the Palo Alto Landfill (located at 2380 Embarcadero Road) is one of seven sites distributing free tarps, while supplies last, as part of Great American Litter Pick-up Day. The free tarps are a concentrated effort of the Silicon Valley Anti-Litter Group to prevent litter from blowing out of vehicles to streets and local waterways. Using the tarps to cover trash loads in open vehicles will also avoid citations from the Palo Alto Police Department and California Highway Patrol. Other locations participating in the Great American Litter Pick-up campaign include the SMaRT Station in Sunnyvale, Zanker Road Landfill, San Martin Transfer Station, Kirby Canyon Landfill and Guadalupe Landfill. For more information contact the Palo Alto Landfill at (650) 329-2113.



City Libraries to Close Friday, April 18 for Staff Training

All five branches of the Palo Alto City Library will be closed on Friday, April 18, so employees can attend a staff development training session. Despite the closure of the facilities, many library services will still be available to customers.

- Book drops will remain open for the return of materials; items returned on April 18 will be checked in as if they were returned the previous day.
- The Library's catalog is available at www.cityofpaloalto.org/library. It can be used to renew items, place requests on library materials and view accounts.
- The automated telephone renewal system can also be used to identify and renew the items that have been checked out. The telephone number is (650) 326-5374; callers will need their library card number to access their accounts.
- Reference questions may be emailed to libraryreference@cityofpaloalto.org; the reference staff will respond within 48 hours.

The Library will resume its regular schedule on Saturday, April 19.

4 Get Involved: Apply for a City Commission Opening

Are you interested in getting involved in the local community? If so, consider serving on a board or commission. The City of Palo Alto is currently looking for motivated individuals to fill several openings on the Human Relations Commission (HRC) and the Public Art Commission (PAC).

An appointment to a Board or Commission gives citizens of Palo Alto an opportunity to make a significant contribution to the governance of the City. Board members help shape the future of Palo Alto by applying their knowledge, experience, judgment, and expertise to the Board or Commission they serve on.

Basic qualifications for appointment to a Board or Commission are: an individual must be a resident of the City of Palo Alto, have a willingness to give a three-year commitment, have a public interview by the Council and attend regular meetings for HRC and PAC are held once a month at 7 p.m. Most boards have more specific requirements, which may be obtained from the City of Palo Alto's web page. **Deadline for application is April 17, 2008.**

To be considered for an appointment to either of these Commissions, an application must be submitted along with the supplemental questions. Visit www.cityofpaloalto.org/depts/clk for a description of each commission. To obtain an application, you can visit www.cityofpaloalto.org/depts/clk or contact the City Clerk's Office at (650) 329-2571 to have one mailed to you.

4 Destination Palo Alto and Stanford Admissions Team Up Again for Admit Weekend, April 24-26

For the second year, the Stanford Admissions Office will be partnering with **Destination Palo Alto** to reach out to parents and students considering Stanford. Each year the Office of Undergraduate Admission invites its most recent class of admitted students to visit Stanford University during Admit Weekend, which will be held from Thursday, April 24, through Saturday, April 26, 2008.

The weekend introduces admitted students to Stanford's resources and innovative programs by highlighting academic, residential, extracurricular, and social opportunities on and off campus. Admitted students are housed, as guests, in student residences and are welcomed to Stanford's community by student volunteer hosts, who facilitate an enthusiastic and vibrant atmosphere throughout the weekend. Parents of admitted students are also welcome to attend Admit Weekend. Stanford anticipates over 2,000

admitted students and parents to visit Stanford University during Admit Weekend and look forward to welcoming them to the Stanford and Palo Alto communities.

This year, shuttle buses will feature Ambassadors from the Downtown Business Improvement District, Destination Palo Alto, Stanford Alumni and the Chamber of Commerce accompanying riders on visits to Stanford Shopping Center, Downtown Palo Alto and California Avenue. Visitors will be assisted by the Ambassadors in locating restaurants, shopping and other services for their exploration while visiting Stanford. In addition, a **Destination Palo Alto** booth which will distribute “goodie bags” with coupons for local businesses and other treats will be set up for Thursday and Friday to answer questions about Palo Alto and promote the City as a destination.

4 2008 National Volunteer Week is April 27 to May 3



Did you know that 2008 National Volunteer Week is fast approaching? This special week offers an opportunity to thank some of the City of Palo Alto's most valuable assets — our volunteers — and to recognize the myriad of ways they improve our community. This year's theme is **"Volunteer to Change the World."**

National Volunteer Week reflects the power that volunteers have to “inspire by example.” Volunteers both encourage those they help and motivate others to serve. Find out how you can participate in the week's many offerings by contacting these City divisions and departments: Art Center, Animal Services, Children's Theatre, Junior Museum and Zoo, Library, Open Space, Recreation Services, and Police, Public Works and Fire Departments.

Did you know that National Volunteer Week was created in 1974 when President Richard Nixon signed an executive order to establish the week as an annual celebration of volunteering? And every year since that time, each U.S. President, along with many governors, mayors and other



elected officials, has signed a proclamation promoting National Volunteer Week.

On behalf of the City Council, Mayor Klein has proclaimed the week of April 28, 2008, to be officially designated as Volunteer Recognition Week in Palo Alto.

Join community leaders and volunteers on Monday, May 5, at 5 p.m. when we recognize volunteers' contributions and celebrate them with a city proclamation and awards. The event is a culmination of National Volunteer Week. Refreshments will be served.

To learn more about specific volunteer programs and opportunities in the City, visit www.cityofpaloalto.org and select one of the departments listed above.

May Fete Children's Parade is May 3

Palo Alto Recreation Division invites you to the **86th Annual May Fête Children's Parade** on Saturday, May 3, 2008, in downtown Palo Alto. Northern California's oldest and largest children's parade begins at 10 a.m., at the corner of Emerson Street and University Avenue. This year's theme is "Movin' & Groovin' – A Celebration of Keeping Active."

The deadline to enter is Friday, April 11, 2008. Pre-registration is required for youth groups and the Palo Alto Weekly Float contest. Applications are not required for individual entries. Individual kids who show up by 9:30 a.m. on the morning of the parade can march in one of three categories: Kids with Pets, Kids in Costume and Kids on Wheels.

The morning will be filled with spirited entertainment from local high school and junior high school marching bands, decorated hand-pulled floats and thousands of children marching, skating, cycling, tumbling and strolling through downtown Palo Alto. After the parade, join Partners in Education and celebrate our schools with food, music and games at the 6th Annual Town Fair at Addison School until 1 p.m.

This exciting event is presented by the City of Palo Alto Recreation and is sponsored by **NBC-11**, the **Palo Alto Weekly** and the **Palo Alto Recreation Foundation**. For more information, visit www.cityofpaloalto.org/recreation or call (650) 463-4921.



Foothills Park Topo Map Beautifully Restored

Ask no more, "What happened to the map of Foothills Park in the Interpretive Center?" After years of collecting dust in storage, the topographical model of Foothills Park again graces the Interpretive Center, thanks to the determined efforts of the Friends of Foothills Park. Led by "Art Director" Aileen Roth, the Friends restored the aged model of the park, putting in more than 1,000 hours over the past eight months.



The model is vastly improved over the previous version. Using aerial photos and trail maps from the City Graphical Information System (GIS) as guides, the Friends were able to accurately render the trails, fire roads and various types of vegetation. Now you can better see what it will look like at different parts of the park before you go out there.

The model was originally created in the 1950s by the company that hoped to buy and develop the land that became Foothills Park. It was later made into a model of the park and it stood in the Interpretive Center for many years. The model started to show its age eventually, and regrettably it was removed until it could be restored.

Enter the Friends. They creatively worked their way through many artistic and factual challenges, not the least of which was starting with a base of 50-year-old foam. The shrinking and warping of the foam caused apparent tectonic shifts. Also, Boronda Lake was higher than Vista Hill. And, trails had peeled off over the years.

The Friends who worked on the model were Aileen Roth, were her husband Bob, Jean and Franklin Olmsted, John Reinhardt, Mary Bellack and Charles Sloan. The Roths also drafted their son Ian who was visiting from Boston to spend his California vacation in a drafty garage gluing on vegetation.

City staff also assisted on the project. Ranger Joe Collie helped make a new wooden base. Rangers Lester Hodgins, Curt Dunn and Rich Bicknell moved the finished piece back into the Interpretive Center and arranged lighting to show the model at best advantage. The GIS team from the Administrative Services Department provided the aerial maps.

The Open Space staff is truly grateful for the hard work and perseverance that the Friends showed on this project. Come up to the park soon to take a look at their wonderful restoration. A dedication will take place next month, tentatively scheduled for May 14.

4 Ridership Soars at Palo Alto Caltrain Stations

Caltrain has released passenger counts for February 2008 which show record ridership of 36,993 weekday riders on the commuter rail line from San Francisco to Gilroy. This represents a 9.3% increase from the level of 33,841 riders in 2007. The previous record was recorded during the dot-com boom of 2001.

Ridership at the Palo Alto station grew by 11.1% to 3,672 daily riders. The Palo Alto station ranks second busiest of the 31 train stops, second only to the downtown San Francisco station at 4th and King. The Palo Alto station is served by 16 of the 22 weekday Baby Bullet trains and has extensive transit bus and shuttle connections.

Ridership at the California Avenue station grew by 11.2% to 912 daily riders. The California Avenue ranks as number 12 among the busiest stations, even though it lacks Baby Bullet service and has fewer commute hour trains.

Caltrain reports that the agency is in the process of acquiring eight new rail cars to add needed capacity to the peak period commute trains. The new cars are expected to be in service by the end of 2008. Visit www.caltrain.com for more information.

April 5 Community Disaster Recovery Fair a Success!

The City of Palo Alto and the Palo Alto Chamber of Commerce hosted "Recipe for Recovery," a free community disaster preparedness event, on Saturday, April 5 from 11 a.m. – 2 p.m. at Cubberley Community Center. The event featured police, fire and utilities department displays, first aid demonstrations, police dogs, and other live demonstrations, including performances from two outstanding children's music and dance groups. The Palo Alto Red Cross, Palo Alto Neighborhoods, Lucile Packard Children's Hospital and other non-profit organizations had resources available to help community members prepare for any type of disaster.

