



2024 City Council Priority Objectives

March 4, 2024

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2024 Council Priorities & Objectives Introduction



- Lists the 76* proposed Objectives that build on the 2023 incomplete or returning Objectives (+1 Objective inadvertently left out from Economic Development section)
- Reinforces the Council’s annual priority setting process
- Shares the role of Council Committees in the work ahead, including Council adhoc committees and standing committees (standing committee workplan review tonight)
- Begins discussion on the Council, community and stakeholder engagement necessary to implement the proposed Council Objectives
- Recognizes tension between capacity, resource limitations, and potential interest in additional objectives for the year

* The staff report previously noted 75 objectives, one was left off in error. This has been corrected and restated in this presentation.

Discussion Facilitation

- Council has the flexibility of a two-step process to discuss Council Objectives and Standing Committee Workplans: Tonight, and March 11th.
- Staff will guide Council through a review of the proposed Council Objectives by Priority and staff is seeking input on and approval of the Council Objectives for 2024
- Council Objectives are stated in a manner to reflect a milestone of completion within calendar year 2024, work on many of these objectives will continue beyond 2024 with subsequent milestones.
 - Both estimated completion and funding needs are reflective of the 12 month milestone goal and resource needs; additional resources are expected to be necessary for subsequent milestones of some objectives in future years.
- Staff will guide Council to discuss the Standing Committee Workplans following discussion of Objectives

2024 Council Priorities & Objectives (76 projects)



Economic Development and Transition (12 Objectives)		
	# of Objectives	\$\$ Needs
Support economic recovery and business transition	3	0
Focus on commercial corridors, Downtown, and California Ave	10*	2

*Approve referred alternative for the University Ave Streetscape Plan in preparation for environmental review and funding options (i)

Housing for Social and Economic Balance (21 Objectives)		
Advance housing plans	5	0
Implement housing production policies	9	3
Support unhoused service initiatives	3	1
Advance renter protection policies	3	0

Climate Change & Natural Environment (23 Objectives)		
	# of Objectives	\$\$ Needs
Climate change protection	18	2**
Climate change adaptation: flood protection	3	0
Natural environment	2	0

**Updated to reflect funding needs upon further consideration.

Community Health, Safety, Wellness & Belonging (20 Objectives)		
Mental & physical health and belonging	9	0
Invest in reliable safety infrastructure and systems	8	1
Reduction of noise and air quality pollution	3	0

Council Priority: Economic Development and Transition (12 Objectives)

5		Focus on Commercial Corridors, Downtown and California Ave	
6	N	Facilitate the establishment of sustainable business organization in the Cal Ave, DT, and Midtown districts	
7	N	Engage Cal Ave merchants on high priority, rapid implementation projects, i.e. barrier replacement, street cleaning, maintenance, access, signage and outdoor dining guidelines	\$ \$
8	R	Develop permanent Cal Ave car-free streetscape design through engagement with Cal Ave merchants and community stakeholders (h)	
9	N	Initiate preliminary analysis and stakeholder engagement on a car-free streetscape design for Ramona Street	\$ \$
10	R	Approve preferred alternative for the University Ave Streetscape Plan in preparation for environmental review and funding options (i)	
11	N	Develop pre-approved parklet designs with stakeholder outreach, for Council approval	
12	R	Implement ongoing parklet program in compliance with adopted parklet standards, leveraging pre-approved designs (e)	
13	N	Advance Downtown Parking garage in conjunction with advancement of affordable housing in the Downtown	
14	N	Advance complete build out of fiber pilot phase 1 with grid modernization	
15		Support Economic Development and Business Transition	
16	N	Establish regular engagement with retail brokers in the area to create stronger connections and understand how the City may be able to help promote available spaces	
17	N	Research and evaluate options for implementing a public-private small and local business and incubation and vacant storefront program connecting landlords experiencing vacancy with small and local-businesses that may be seeking brick and mortar spaces	
18	R	Conduct business stakeholder outreach and present to Council recommendations for a citywide retail zoning strategy and receive direction for zoning ordinance implementation (k)	

Climate Change & Natural Environment (23 Objectives)

20		Climate Change Protection
21	R	Deploy 65,000 residential Advanced Metering Infrastructure (AMI) meters by end of 2024 (l)
22	N	Conduct community engagement and data collection and analysis to develop a Safe Streets for All (SS4A) Safety Action Plan for Council approval in 2024
23	R	Continue community engagement efforts to inform the update and receive Council feedback on the 2025 Bicycle and Pedestrian Transportation Plan (BPTP) characteristics in preparation for next steps including environmental review and adoption in 2025 (m)
24	R	Complete initial pilot area of electric grid modernization (p)
25	N	Initiate development of a model to transition gas utility including community outreach and policy discussions
26	R	Continue to improve the Advanced Heat Pump Water Heater Pilot Program in preparation for a full-scale program (q) \$ \$
27	R	Adopt a residential whole home electrification pilot program (r)
28	R	Refine existing HVAC pilot program to encourage participation as a next step toward a 2025 Council approved commercial rooftop HVAC electrification advanced pilot program(s)
29	R	Develop and approve an Electric Vehicle Strategic Plan (t)
30	N	Develop an EV Replacement Program for the City Fleet
31	R	Develop and initiate implementation of a Reliability and Resiliency Strategic Plan (u)
32	R	Develop draft S/CAP funding study with Council input (v)
33	N	Evaluate and report out Palo Alto Link pilot performance and consider continuation and/or expansion of future services
34	N	Begin community engagement to consider parking policy updates that enhance customer satisfaction, improve program sustainability, and aligns with S/CAP mobility goals
35	N	Amend local building regulations to establish a "one Margin" energy efficiency standard, to allow installation of natural gas plumbing while imposing more stringent energy efficiency and all-electric readiness requirements to all new buildings \$ \$
36	N	Initiate the 2026 California Building Standards Code update, including the California Green Building Standards Code
37	N	Complete community engagement for the Airport's Long-Range Facilities & Sustainability Plan in accordance with Federal requirements and hold a study session with Council on the draft plan
38	N	Council selection of a locally preferred alternatives for City Rail/Grade Separation project at Churchill Avenue, Meadow Drive, and Charleston Rd.
39		Climate Change Adaptation: Flood Protection
40	R	Advocate for the San Francisquito Creek Flood Protection capital project (Reach 2) through Council's JPA representation and any Council approvals involved (w)
41	R	Complete design and right-of-way acquisition, obtain regulatory permits, finalize project funding needs including potential Council advocacy with State legislators, and approve construction contract for the Newell Road Bridge Replacement project (x)
42	R	Coordinate with Federal and regional partners on a path forward exploring the development of a Sea Level Rise Adaptation Plan (5)
43		Natural Environment
44	R	Approve stream/creek corridor setback ordinance (4)
45	R	Approve a bird safe glass and wildlife light pollution protections ordinance (6)

Housing for Social and Economic Balance (21 Objectives)

47		Advance Housing Plans	
48	R	Approve project funding and a consultant contract to develop and identify housing opportunity sites through the Downtown Housing Plan, including community outreach (dd)	
49	R	Submit a compliant Housing Element to the state department of Housing and Community Development (ee)	
50	R	Approve final North Ventura Coordinated Area Plan (NVCAP) (ff)	
51	N	Receive Cal Poly San Luis Obispo student-led concept plan for San Antonio Corridor	
52	R	Approve consultant contract to initiate a Specific Plan for San Antonio Road Corridor including project goals and outcomes (8)	
53		Implement Housing Production Policies	
54	N	Initiate a review and make recommendations for a possible extension of the Housing Focus area to other geographic locations along El Camino Real	
55	N	Consider funding affordable housing related projects based on responses to a Notice of Funding Availability (NOFA)	
56	N	Approve a consultant contract to assess housing development impact fees for the conversion from a per unit to per square foot basis	\$ \$
57	R	Refine implementation of City's SB9 objective development and urban lot split standards (HSEB 14) (II)	
58	N	Adopt an ordinance that implements Housing Element Program 3.4 related to the housing incentive program	
59	N	Amend the municipal fee schedule and prepare economic feasibility analysis that implements Housing Element Program 3.1 related to fee waivers and adjustments	\$ \$
60	N	Initiate a study implementing Housing Element Program 6.5 related to alternative housing types	\$ \$
61	N	Adopt an ordinance implementing various Housing Element Programs	
62	N	Initiate analysis to amend the zoning code to implement Housing Element Program 3.9 related to commercial floor area	
63		Support Unhoused Service Initiatives	
64	R	Partner with Santa Clara County Housing Authority to achieve 2024 milestones on construction timeline for Palo Alto Homekey project to provide transitional housing and services for unhoused residents (pp)	
65	N	Conduct a gap analysis of housing and services for the unhoused in Palo Alto, considering Council direction, City activities and work, and County activities and work.	\$
66	N	Initiate research to understand Palo Alto unhoused population and explore feasibility of expanding safe parking options on Geng Road.	
67		Advance Renter Protection Policies	
68	N	Council discussion of possible ordinance related to fair chance renter policy	
69	N	Council discussion of possible anti-rent gouging policy	
70	N	Finalize development plan to maintain affordability and improve conditions at Buena Vista Mobile Park	
71	R	Approve a service contract to initiate Renter Registry implementation (cc)	

Community Health, Safety, Wellness & Belonging (20 Objectives)

73		Mental & Physical Health and Belonging
74	R	Complete reopening of libraries to budgeted level (rr)
75	R	Approval of multi-year agreement for provisions of animal shelter services (ss)
76	R	Develop a workplan to enhance community special events with focus on inclusion (tt)
77	R	Reach a tentative agreement with PAUSD on long term use of the Cubberley property (uu)
78	R	Evaluate Recreation Wellness Center Feasibility (vv)
79	R	Evaluate HSRAP funding allocation as a percent (%) of the General Fund (11)
80	R	Facilitate a location for La Comida in North Palo Alto (12)
81	R	Increase support and funding for youth mental health (13)
82	N	Complete Trusted Response Urgent Support Team (TRUST) Augmentation pilot and evaluate the effort
83		Invest in Reliable Safety Infrastructure and Systems
84	R	Support visible police presence by ensuring stable staffing (recruiting and retention) through hiring ahead program (ww)
85	N	Initiate upgrade of Police Department field based video hardware \$\$\$
86	R	Approve vendor selection for 911 dispatch system (CAD provider) (yy)
87	R	Approve updated Local Hazard Mitigation Plan and Community Wildfire Protection Plan (aaa)
88	R	Update Foothills Fire Management Plan (bbb)
89	R	Complete construction of the new Public Safety Building including department move-in (ccc)
90	R	Council award of a construction contract for Fire Station No. 4 Replacement (ddd)
91	R	Approve consulting contract to initiate work, including stakeholder engagement, related to the Seismic and Resiliency Ordinance (eee)
92		Reduction of Noise and Air Quality Pollution
93	N	Initiate work to conduct a Quiet Zone study at Churchill Ave, Meadow Drive, and Charleston Rd and begin initial analysis and regional stakeholder outreach.
94	R	Implement strategies for promoting unleaded fuel and phasing out leaded fuel (ggg)
95	R	Continue engagement with San Francisco Airport on SFO's Ground Based Augmentation System (GBAS) project and other potential opportunities to decrease SFO noise impacts on Palo Alto (iii)

Finance and Policy & Services Standing Committee Workplans

- Standing committee workplans reflect annual agenda items and current referrals (to the best of our knowledge) from Council
- As work progresses on the 2024 Objectives, these committees will be used for review and feedback as appropriate to ensure continued progress
- Council may discuss and identify any adjustments to the Standing Committee Workplans including updates on the status of Council referrals

Summary and Potential Council Direction



Summary

- Council Priorities reflect Council action from retreat on January 29th
- Proposed Objectives continue work from previous year and support Council Priorities adopted at the retreat.
- Proposed Objectives described to reflect organization's capacity to accomplish and advance within the calendar year
- Council has the flexibility of a two-step process to review the Objectives and Standing Committee Workplans: tonight and March 11th

Potential Action:

- **Council approval of Council Objectives**
- **Council approval of Finance and Policy & Services Standing Committee workplans**



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