



POLICY AND SERVICES COMMITTEE

Tuesday, April 12, 2022
Regular Meeting
Council Chamber & Virtual
7:00 PM

Pursuant to [AB 361](#) Palo Alto City Council and Committee meetings will be held as “hybrid” meetings with the option to attend by teleconference/video conference or in person. To maximize public safety while still maintaining transparency and public access, members of the public can choose to participate from home or attend in person. Information on how the public may observe and participate in the meeting is located at the end of the agenda.

HOW TO PARTICIPATE

VIRTUAL PARTICIPATION

[CLICK HERE TO JOIN](https://cityofpaloalto.zoom.us/j/94618744621) (<https://cityofpaloalto.zoom.us/j/94618744621>)

Meeting ID: 946 1874 4621 Phone:1(669)900-6833

The meeting will be broadcast on Cable TV Channel 26, live on YouTube at <https://www.youtube.com/c/cityofpaloalto>, and streamed to Midpen Media Center at <https://midpenmedia.org>.

PUBLIC COMMENTS

Public Comments will be accepted both in person and via Zoom meeting. All requests to speak will be taken until 5 minutes after the staff’s presentation. Written public comments can be submitted in advance to city.council@cityofpaloalto.org and will be provided to the Committee and available for inspection on the City’s website. Please clearly indicate which agenda item you are referencing in your email subject line.

Call to Order

Oral Communications

Members of the public may speak to any item NOT on the agenda.

Action Items

1. Receive Update on National Community Survey and Potential Feedback on Survey Questions.
2. Discussion of City Council Referral Related to Strategic Priorities and Values.

Future Meetings and Agendas

Adjournment

PUBLIC COMMENT INSTRUCTIONS

Members of the Public may provide public comments to virtual meetings via email, teleconference, or by phone.

1. **Written public comments** may be submitted by email to city.council@cityofpaloalto.org.
2. **Spoken public comments using a computer or smart phone** will be accepted through the teleconference meeting. To address the Council, click on the link below to access a Zoom-based meeting. Please read the following instructions carefully.
 - You may download the Zoom client or connect to the meeting in- browser. If using your browser, make sure you are using a current, up-to-date browser: Chrome 30+, Firefox 27+, Microsoft Edge 12+, Safari 7+. Certain functionality may be disabled in older browsers including Internet Explorer. Or download the Zoom application onto your phone from the Apple App Store or Google Play Store and enter the Meeting ID below
 - You may be asked to enter an email address and name. We request that you identify yourself by name as this will be visible online and will be used to notify you that it is your turn to speak.
 - When you wish to speak on an Agenda Item, click on "raise hand." The Clerk will activate and unmute speakers in turn. Speakers will be notified shortly before they are called to speak.
 - When called, please limit your remarks to the time limit allotted.
 - A timer will be shown on the computer to help keep track of your comments.
3. **Spoken public comments using a phone** use the telephone number listed below. When you wish to speak on an agenda item hit *9 on your phone so we know that you wish to speak. You will be asked to provide your first and last name before addressing the Council. You will be advised how long you have to speak. When called please limit your remarks to the agenda item and time limit allotted.

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AMERICANS WITH DISABILITY ACT (ADA)

Persons with disabilities who require auxiliary aids or services in using City facilities, services or programs or who would like information on the City's compliance with the Americans with Disabilities Act (ADA) of 1990, may contact (650) 329-2550 (Voice) 48 hours or more in advance.



City of Palo Alto

Policy and Services Committee Staff Report

(ID # 14242)

Meeting Date: 4/12/2022

Title: Receive Update on National Community Survey and Potential Feedback on Survey Questions

From: City Manager

Lead Department: City Manager

Recommendation

Staff recommends that the Policy and Services Committee receive an update on the National Community Survey and recommend to Council any changes in survey questions.

Background

The City Council held a Study Session on May 17, 2021 to receive the results of the 2020/2021 National Community Survey by Polco/NRC ([CMR 12270](#)). Palo Alto has been surveying residents for nearly two decades, since the first survey in 2003. The survey report shares the results with some historical comparison for reference and context of changes over time.

Discussion

Staff is in the process of organizing a specific timeframe for the 2022 survey, but tentatively it is set to go out in the fall and have results in time for the 2023 City Council annual retreat.

In preparation of the upcoming survey year, staff wanted to have the Policy and Services Committee to review the survey questions from the previous survey. These questions were vetted by the Policy and Services Committee in 2020 before the previous survey went out.

Attachment A contains the survey instrument from the 2020 survey. Palo Alto has many customized survey questions that are unique to this community and Polco/NRC has been tracking these responses over the history of surveys conducted for Palo Alto. Consistency in survey questions is important to measure and review trends over time.

Resource Impact and Timeline

The survey is in the City Council budget and in the Fiscal Year 2022 budget, the City Council approved moving the survey to an every other year cycle as a cost saving measure. Fiscal Year 2023 is a survey year and the survey would occur in fall 2022.

Attachments:

- Attachment A: Palo Alto Community Survey 2020/2021 Questions



2020 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Palo Alto.

Table with 5 columns: Excellent, Good, Fair, Poor, Don't know. Rows include Palo Alto as a place to live, Your neighborhood as a place to live, Palo Alto as a place to raise children, Palo Alto as a place to work, Palo Alto as a place to visit, Palo Alto as a place to retire, and The overall quality of life in Palo Alto.

2. Please rate each of the following characteristics as they relate to Palo Alto as a whole.

Table with 5 columns: Excellent, Good, Fair, Poor, Don't know. Rows include Overall 'built environment' of Palo Alto, Overall feeling of safety in Palo Alto, Overall quality of natural environment in Palo Alto, Overall health and wellness opportunities in Palo Alto, and Residents' connection and engagement with their community.

3. Please indicate how likely or unlikely you are to do each of the following.

Table with 5 columns: Very likely, Somewhat likely, Somewhat unlikely, Very unlikely, Don't know. Rows include Recommend living in Palo Alto to someone who asks, Remain in Palo Alto for the next five years, and Recommend Palo Alto's libraries to friends.

4. Please rate the job you feel the Palo Alto community does at each of the following.

Table with 5 columns: Excellent, Good, Fair, Poor, Don't know. Rows include Making all residents feel welcome, Attracting people from diverse backgrounds, Valuing/respecting residents from diverse backgrounds, and Taking care of vulnerable residents (elderly, disabled, homeless, etc.).

5. Please rate each of the following characteristics as they relate to Palo Alto as a whole.

Table with 5 columns: Excellent, Good, Fair, Poor, Don't know. Rows include Overall quality of business and service establishments in Palo Alto, Variety of business and service establishments in Palo Alto, Vibrancy of downtown/commercial area, Employment opportunities, Shopping opportunities, Cost of living in Palo Alto, Overall image or reputation of Palo Alto, Traffic flow on major streets, Ease of public parking, Ease of travel by car in Palo Alto, Ease of travel by public transportation in Palo Alto, Ease of travel by bicycle in Palo Alto, Ease of walking in Palo Alto, Variety of housing options, Availability of affordable quality housing, Overall quality of new development in Palo Alto, Availability of paths and walking trails, Fitness opportunities (including exercise classes and paths or trails, etc.), Recreational opportunities, Availability of affordable quality mental health care, and Opportunities to attend cultural/arts/music activities.

Attachment: Attachment A: Palo Alto Community Survey 2020/2021 Questions (14242 : Update on National Community Survey)

6. Please rate each of the following characteristics as they relate to Palo Alto as a whole.

| | Excellent | Good | Fair | Poor | Don't know |
|---|-----------|------|------|------|------------|
| Availability of affordable quality childcare/preschool | 1 | 2 | 3 | 4 | 5 |
| K-12 education | 1 | 2 | 3 | 4 | 5 |
| Adult educational opportunities | 1 | 2 | 3 | 4 | 5 |
| Opportunities to participate in social events and activities..... | 1 | 2 | 3 | 4 | 5 |
| Opportunities to participate in community matters | 1 | 2 | 3 | 4 | 5 |
| Openness and acceptance of the community toward people of diverse backgrounds..... | 1 | 2 | 3 | 4 | 5 |
| Opportunities to learn about City services through social media websites such as Twitter and Facebook..... | 1 | 2 | 3 | 4 | 5 |

7. Please indicate whether or not you have done each of the following in the last 12 months.

| | No | Yes |
|---|----|-----|
| Used Palo Alto recreation centers or their services | 1 | 2 |
| Visited a neighborhood park or City park | 1 | 2 |
| Used Palo Alto public libraries or their services..... | 1 | 2 |
| Participated in religious or spiritual activities in Palo Alto | 1 | 2 |
| Attended a City-sponsored event..... | 1 | 2 |
| Participated in a club | 1 | 2 |
| Talked to or visited with your immediate neighbors..... | 1 | 2 |
| Done a favor for a neighbor | 1 | 2 |
| Used the City's website to conduct business or pay bills | 1 | 2 |
| Used the Utilities website to conduct business or pay bills | 1 | 2 |
| Contacted the City of Palo Alto (in-person, phone, email or web) for help or information | 1 | 2 |
| Contacted Palo Alto elected officials (in-person, phone, email or web) to express your opinion..... | 1 | 2 |
| Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.) | 1 | 2 |
| Watched (online or on television) a local public meeting..... | 1 | 2 |
| Volunteered your time to some group/activity in Palo Alto | 1 | 2 |
| Voted in your most recent local election | 1 | 2 |
| Used bus, rail, or other public transportation instead of driving..... | 1 | 2 |
| Carpooled with other adults or children instead of driving alone..... | 1 | 2 |
| Walked or biked instead of driving..... | 1 | 2 |
| Observed a code violation or other hazard in Palo Alto (weeds, abandoned buildings, etc.)..... | 1 | 2 |
| Household member was a victim of a crime in Palo Alto | 1 | 2 |
| Reported a crime to the police in Palo Alto..... | 1 | 2 |
| Stocked 14 days' worth of supplies in case of a major disaster where you have no electricity, water, internet, or telephone service..... | 1 | 2 |

8. Please rate the following categories of Palo Alto government performance.

| | Excellent | Good | Fair | Poor | Don't know |
|---|-----------|------|------|------|------------|
| The value of services for the taxes paid to Palo Alto..... | 1 | 2 | 3 | 4 | 5 |
| The overall direction that Palo Alto is taking..... | 1 | 2 | 3 | 4 | 5 |
| The job Palo Alto government does at welcoming resident involvement . | 1 | 2 | 3 | 4 | 5 |
| Overall confidence in Palo Alto government | 1 | 2 | 3 | 4 | 5 |
| Generally acting in the best interest of the community | 1 | 2 | 3 | 4 | 5 |
| Being honest..... | 1 | 2 | 3 | 4 | 5 |
| Being open and transparent to the public | 1 | 2 | 3 | 4 | 5 |
| Informing residents about issues facing the community..... | 1 | 2 | 3 | 4 | 5 |
| Treating all residents fairly..... | 1 | 2 | 3 | 4 | 5 |
| Treating residents with respect | 1 | 2 | 3 | 4 | 5 |

9. Overall, how would you rate the quality of the services provided by each of the following?

| | Excellent | Good | Fair | Poor | Don't know |
|------------------------------|-----------|------|------|------|------------|
| The City of Palo Alto | 1 | 2 | 3 | 4 | 5 |
| The State Government..... | 1 | 2 | 3 | 4 | 5 |
| The Federal Government | 1 | 2 | 3 | 4 | 5 |

Attachment: Attachment A: Palo Alto Community Survey 2020/2021 Questions (14242 : Update on National Community Survey)



2020 Community Survey

10. Please rate the quality of each of the following services in Palo Alto.

Table with 5 columns: Excellent, Good, Fair, Poor, Don't know. Rows list various services like Traffic enforcement, Street repair, Police services, etc., each with a rating of 1 in the 'Excellent' column.

11. Please rate the following as they relate to Palo Alto Utilities' services:

Table with 5 columns: Excellent, Good, Fair, Poor, Don't know. Rows list utility-related services like Reliability of utility services, Affordability of utility services, etc., each with a rating of 1 in the 'Excellent' column.

Attachment: Attachment A: Palo Alto Community Survey 2020/2021 Questions (14242 : Update on National Community Survey)

12. Please rate how important, if at all, you think it is for the Palo Alto community to focus on each of the following in the coming two years.

| | <u>Essential</u> | <u>Very important</u> | <u>Somewhat important</u> | <u>Not at all important</u> |
|---|------------------|-----------------------|---------------------------|-----------------------------|
| Overall "built environment" of Palo Alto (including overall design, buildings, parks and transportation systems) | 1 | 2 | 3 | 4 |
| Overall economic health of Palo Alto..... | 1 | 2 | 3 | 4 |
| Overall feeling of safety in Palo Alto | 1 | 2 | 3 | 4 |
| Overall quality of natural environment in Palo Alto | 1 | 2 | 3 | 4 |
| Overall health and wellness opportunities in Palo Alto | 1 | 2 | 3 | 4 |
| Overall opportunities for education, culture and the arts | 1 | 2 | 3 | 4 |
| Residents' connection and engagement with their community | 1 | 2 | 3 | 4 |
| Reducing community greenhouse gas emissions | 1 | 2 | 3 | 4 |
| Increasing local solar generation capacity within city boundaries | 1 | 2 | 3 | 4 |
| Increasing electric storage capacity within city boundaries..... | 1 | 2 | 3 | 4 |
| Faster notification systems (online, mobile or email) for Utilities billing issues, efficiency tips, outage information | 1 | 2 | 3 | 4 |
| Faster notification systems (online, mobile or email) for public safety issues | 1 | 2 | 3 | 4 |

13. In a typical week, how likely are you to:

| | <u>Very likely</u> | <u>Somewhat likely</u> | <u>Somewhat unlikely</u> | <u>Very unlikely</u> | <u>Don't know</u> |
|---|--------------------|------------------------|--------------------------|----------------------|-------------------|
| Participate in organized group activities (such as clubs, sports teams, volunteer your time, attend church/temple)..... | 1 | 2 | 3 | 4 | 5 |
| Spend quality time with local friends, family, and/or neighbors.... | 1 | 2 | 3 | 4 | 5 |

14. What mode of transportation do you use most for your typical daily needs for getting around town?

- Driving Biking Train Taxi Carpooling
- Walking Bus Free shuttle Uber/Lyft or similar rideshare service

15. If you did not have access to a car for your usual daily transportation around town, how convenient (based on time and proximity) would you consider each of the following methods of getting around?

| | <u>Very convenient</u> | <u>Somewhat convenient</u> | <u>Somewhat inconvenient</u> | <u>Very inconvenient</u> |
|--|------------------------|----------------------------|------------------------------|--------------------------|
| Walking | 1 | 2 | 3 | 4 |
| Biking | 1 | 2 | 3 | 4 |
| Bus..... | 1 | 2 | 3 | 4 |
| Train..... | 1 | 2 | 3 | 4 |
| Free shuttle..... | 1 | 2 | 3 | 4 |
| Taxi..... | 1 | 2 | 3 | 4 |
| Uber/Lyft or similar rideshare service | 1 | 2 | 3 | 4 |
| Carpooling | 1 | 2 | 3 | 4 |

16. If you plan to purchase a new car within the next two years, what is the likelihood of it being:

| | <u>Very likely</u> | <u>Somewhat likely</u> | <u>Somewhat unlikely</u> | <u>Very unlikely</u> | <u>Don't know</u> |
|---------------------|--------------------|------------------------|--------------------------|----------------------|-------------------|
| Gas..... | 1 | 2 | 3 | 4 | 5 |
| Diesel | 1 | 2 | 3 | 4 | 5 |
| Natural gas | 1 | 2 | 3 | 4 | 5 |
| Hybrid..... | 1 | 2 | 3 | 4 | 5 |
| Plug-in hybrid..... | 1 | 2 | 3 | 4 | 5 |
| Electric..... | 1 | 2 | 3 | 4 | 5 |
| Fuel cell | 1 | 2 | 3 | 4 | 5 |

17. As a resident of Palo Alto, what one change could the City make that would make you happier?

18. As a resident of Palo Alto, what one thing do you believe the City does well and would want to maintain?

Attachment: Attachment A: Palo Alto Community Survey 2020/2021 Questions (14242 : Update on National Community Survey)



2020 Community Survey

Our last questions are about you and your household.

Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
- Somewhat positive
- Neutral
- Somewhat negative
- Very negative

D2. What is your employment status?

- Working full time for pay
- Working part time for pay
- Unemployed, looking for paid work
- Unemployed, not looking for paid work
- Fully retired
- College student, unemployed

D3. Do you work inside the boundaries of Palo Alto?

- Yes, outside the home
- Yes, from home
- No

D4. How many years have you lived in Palo Alto?

- Less than 2 years
- 2-5 years
- 6-10 years
- 11-20 years
- More than 20 years

D5. Which best describes the building you live in?

- One family house detached from any other houses
- Building with two or more homes (duplex, townhome, apartment or condominium)
- Mobile home
- Other

D6. Do you rent or own your home?

- Rent
- Own

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$500
- \$500 to \$999
- \$1,000 to \$1,499
- \$1,500 to \$1,999
- \$2,000 to \$2,499
- \$2,499 to \$2,999
- \$3,000 to \$3,499
- \$3,500 to \$3,999
- \$4,000 to \$4,499
- \$4,500 to \$4,999
- \$5,000 to \$5,499
- \$5,500 to \$5,999
- \$6,000 to \$6,499
- \$6,500 to \$6,999
- \$7,000 to \$7,499
- \$7,500 to \$7,999
- \$8,000 to \$8,499
- \$8,500 to \$8,999
- \$9,000 to \$9,499
- \$9,500 to \$9,999
- \$10,000 or more

D8. Do any children 17 or under live in your household?

- No
- Yes

D9. Are you or any other members of your household aged 65 or older?

- No
- Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,000
- \$150,000 to \$199,999
- \$200,000 to \$249,999
- \$250,000 to \$299,999
- \$300,000 to \$349,999
- \$350,000 to \$399,999
- \$400,000 to \$449,999
- \$450,000 to \$499,999
- \$500,000 or more

D11. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

D13. In which category is your age?

- 18-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65-74 years
- 75 years or older

D14. What is your gender?

- Female
- Male
- Identify in another way

Attachment: Attachment A: Palo Alto Community Survey 2020/2021 Questions (14242 : Update on National Community Survey)

Thank you!

Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



City of Palo Alto

Policy and Services Committee Staff Report

(ID # 14243)

Meeting Date: 4/12/2022

Title: Discussion of City Council Referral Related to Strategic Priorities and Values

From: City Manager

Lead Department: City Manager

Recommendation

Staff recommends that the Policy and Services Committee discuss the City Council referral related to strategic priorities and a set of values of the City and the Community.

Background

At the February 5, 2022 [City Council retreat](#), the City Council sent the following motion to the Policy and Services Committee as an outcome of the 2022 Priorities discussion:

Refer the Policy and Services Committee to:

- A. Recommend to the Council a set of values that would continue over successive years as values of the city and the community;

- B. Consider the following topics, but not limited to:
 - i. Fiscal Sustainability;
 - ii. Social Justice;
 - iii. Healthy City Healthy Community; and
 - iv. Environmental Sustainability.

Discussion

The City Council at the February 5 retreat discussed the difference between annual priorities and broader values which should be engrained in all City work. The City Council had a desire to continue this discussion and asked the Policy and Services Committee to further discuss it. This item for April 12 is just an initial conversation on this topic knowing that this topic may need more dialogue.

For reference of City Council annual priorities over the years, the [CMR #13744](#) at the Council retreat (packet page 11, Attachment B) references this information.

For additional context to help with the discussion, staff researched “values” and found the

following useful information:

- “Values” are broadly defined as the principles or standards that you believe are important in the way you live and work; for an organization, they are fundamental beliefs that serve as guiding principles.
- According to [Forbes](#), “an organization's values should be the bedrock of why the company exists, how behavioral norms are defined, and how decisions are made in order to achieve goals and fulfill the vision. They must be authentic and relatively specific, so they actually resonate with the team.”