

Attachment A – Stakeholder Engagement Strategy

Approach:

- A stakeholder working group representing various interest areas will convene once every two months; these discussions will be open to the public.
- Additionally, the downtown community and the Palo Alto community at large will be engaged throughout the process via various City communication channels, events, and surveys.
- Staff will present regular updates to the Retail Committee and to the City Council at key milestones.
- After the City Council has provided direction on the overall vision for long-term improvements and the preliminary design, staff will engage the appropriate Boards, Commissions, and Committees (BCCs) for feedback on specific topics.

Purpose:

- Solicit feedback from key stakeholders on near-term and long-term streetscape improvements in the Downtown District
 - Expectation is that stakeholder working group members will speak on behalf of the interest areas they represent and will communicate with their respective interest area members.
- Provide timely updates to the downtown community and the Palo Alto community at large, and seek feedback at key milestones through the course of the improvements
- Engage the relevant Boards, Commissions, and Committees on specific topic areas during the design process.
- Ensure the City Council receives timely input from all stakeholders to inform their decision-making process.

University Ave Stakeholder Group (15) Meet: Once every two months; special meetings could be convened if needed Benefits: build support, tap community wisdom, allow different perspectives to be considered	
Interest Areas	Stakeholder
Business	Commercial property representative
	Commercial property representative
	Chamber of Commerce
	Retail representative
	Retail representative
	Restaurant representative
	Restaurant representative
	Personal Services
	Other business
Community Partners	Stanford University
	Palo Alto Historical Association
	Silicon Valley Bicycle Coalition
	Community/youth/children services
Residents	Resident from the Downtown District
	Palo Alto Neighborhoods representative

Note:

Relevant BCCs could include Architectural Review Board, Historic Review Board, Pedestrian/Bike Advisory Committee, Planning/Transportation Commission, and Public Art Commission