

2025 CITY COUNCIL PRIORITIES AND OBJECTIVES

Council Priority					N/R/C	OBJECTIVES (70 in total)	Q1	Q2	Q3	Q4	\$ Needs
#	ED	CA	IHS	PS							
Economic Development & Retail Vibrancy (ED)											
1	X			X	R	Council approval of outdoor activation guidelines for California Avenue. Council approval of outdoor activity guidelines informed by continued engagement with stakeholders on a refined priorities and recommendations and Initiate implementation. (2)		X			
2	X				R	Resume work on new parking structure in downtown core (Lot D). Staff will present parking garage design options to City Council for selection. (8)		X			
3	X				R	Complete build-out of fiber-to-the-premises (FTTP) pilot Phase 1 with grid modernization. Complete building out of a reliable and high-speed municipal fiber service in a pilot area and work to establish internet service provider operations including necessary business tools such rate setting, billing and operations software to roll out services in the initial build. (9)			X		
4	X				R	Council consideration of an ordinance that expands retail opportunities and promotes retail resiliency. Consider further refinement to retail and retail-like definition and explore changes to retail preservation ordinance. (12)				X	
5	X				N	Council consideration of an ordinance restoring subjective wireless communication facility regulations. Hold a public hearing on a draft ordinance implementing the City Council's direction from late 2024 to eliminate objective standards for the placement of wireless antennas within the public right of way on street light or utility poles.				X	
	X				R	Enhance partnerships with private sector stakeholders. Meet regularly with businesses, brokers, property owners, and other private sector partners to shape, inform, and enhance economic development efforts. (10)				X	
6	X			X	N	Council approval of funding to continue Downtown cleanliness enhancements and other medium-term investments. Include necessary proposals and budget appropriations as part of the development of the FY 2026 Operating Budget to continue enhanced Downtown Cleanliness enhancements and other medium-term investments such as a Mobility Hub.		X			\$\$
7	X				R	Council approval of Ramona Street design and funding appropriations. Engage stakeholders to develop design proposals for Car-Free Ramona Street and present to Council for necessary funding appropriations to implement initial phase(s). (4)		X			\$\$
8	X				R	Council approval of a final signage plan for California Avenue and funding appropriations. Review the signage plan for California Avenue with the Architectural Review Board (ARB), incorporate feedback, and seek Council approval to implement the plan. (2)		X			\$\$\$
9	X				R	Council approval of a design option for California Ave. Engage stakeholders to refine alternative street designs for California Avenue and present them to Council for discussion and action, including funding appropriations to pursue a street design. (3)		X			\$\$\$
10	X			X	N	Begin feasibility analysis of Assessment District for University Avenue Streetscape. Conduct analysis to determine practicality of an assessment district or similarly funding strategy as a funding mechanism for capital enhancements to University Avenue Streetscape.			X		\$\$
11	X			X	N	Propose and implement outdoor activation guidelines for Car-Free Ramona Street. Initiate implementation of Council approved outdoor activity guidelines informed by continued engagement with stakeholders on a refined priorities and recommendations.			X		\$\$
12	X				N	Refine destination marketing efforts and enhance Palo Alto’s international reputation. Meet with hospitality partners and incubator/accelerators to assess willingness to partner with the City on destination marketing efforts and propose next steps, including necessary appropriation actions, to City Council.			X		\$\$
Climate Action and Adaptation, & Natural Environment Protection (CA)											
13		X		X	R	Council Adoption of the Safe Streets for All (SS4A) Safety Action Plan. Informed by feedback from the Policy & Services Committee, bring forward a Safety Action Plan providing a roadmap for eliminating traffic deaths and severe injuries through the reduction of vehicle miles traveled enabling staff to seek grant funding for implementation. (14)		X			
14		X		X	R	Begin construction of the Newell Road Bridge Replacement project. Award of a construction contract for the replacement of Newell Road Bridge in time to begin construction taking advantage of the 2025 in-channel construction season. (32)		X			

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#	ED	CA	IHS	PS							
15		X			C	Complete construction of initial pilot area of electric grid modernization. <i>Project will increase electrical capacity and reliability in initial pilot area bounded by Louis, Amarillo, 101, & Embarcadero about 1,200 homes; once completed, staff will continue the grid upgrades to the "Phase 1" area which impacts approx 6,000 homes. (16)</i>		X			
16		X		X	R	Begin construction of Hamilton Avenue storm drain system capacity upgrades project. <i>Prioritization of the Hamilton Avenue project from the list of 2017 ballot measure priority projects will increase the ability of the storm drain system to convey water in the event of a San Francisquito Creek overflow. (31)</i>			X		
17		X			C	Council consideration of an ordinance implementing updated Stream/Creek Corridor Setback requirements. (34)			X		
18		X			C	Council consideration of an ordinance implementing Bird Safe Glass & Wildlife Light Pollution Protections standards. (35)			X		
19		X		X	R	Council Adoption of the 2025 Bicycle and Pedestrian Transportation Plan (BPTP). <i>Consideration of the BPTP effort informed by stakeholder engagement and review and feedback from the PTC for City Council adoption. (15)</i>				X	
20		X			R	Develop and begin implementing a City Facility Electrification Plan. <i>Building on the citywide Facilities Assessment, create a multi-year plan to begin replacing fossil fuel use in City buildings in alignment with S/CAP goals, and begin implementing through the Capital Improvement Program. (19)</i>				X	
21		X			N	Develop an updated Regional Water Quality Control Plant Biosolids Facility Plan. <i>Complete initial work to develop plan, including consideration of PFAS pollutants and the Measure E site, and review with a Council committee in advance of Council acceptance of the plan in late 2025 or early 2026.</i>				X	
22		X			N	Complete implementation of the Reliability and Resiliency Strategic Plan, including Strategy 4 – conducting a cost/benefit analysis of flexible energy resources such as battery storage and microgrids (including evaluation of the airport microgrid), and Strategy 5 – recommending potential programs for Council consideration.				X	
23		X			N	Develop and obtain Council approval for strategies and a 2026/2027 work plan for the next phase of S/CAP implementation of climate and sustainability goals, including engaging with Palo Alto Student Climate Coalition on its Heat Mapping project for possible inclusion.				X	
24		X		X	R	Refine Grade Separation Design Alternatives per Council Direction and Conduct Outreach to Support Rail Committee Review of Locally Preferred Alternatives. <i>Review advanced alternatives to minimize right of way impacts and improve traffic circulation, conduct outreach, and develop conceptual plans (15% design) for each of the three crossings. (30)</i>				X	
25		X		X	N	Identify locations and design concepts for additional east-west bicycle and pedestrian crossings of the Caltrain railroad tracks in the southern part of the city.				X	
26		X		X	C	Advocate for the San Francisquito Creek Flood Protection capital project (Reach 2) through Council's JPA representation and any Council approvals involved. (31)				X	
27		X		X	R	Begin development of a Regional Shoreline Adaptation Plan meeting new standards approved by BCDC. <i>Engage with neighboring cities for potential partnership and review status with the City Council. (33)</i>				X	
28		X			N	Initiate Preliminary Engineering and Environmental Clearance Work for Quarry Road Extension in Partnership with Stanford University, Caltrans, & VTA.				X	
29		X			C	Complete deployment of 65,000 residential Advanced Metering Infrastructure (AMI) meters by end of FY 2025 and begin deployment of commercial AMI meters. (13)				X	
30		X			R	Complete E-Mobility Strategic Plan for Council acceptance. <i>Develop, approve and implement the Plan which reflects feedback on strategies reviewed by the Council Ad Hoc Climate Protection Committee and its Working Group. (21)</i>			X		\$
31		X		X	C	Implement plan for phaseout of leaded fuel at Palo Alto Airport. <i>With unleaded fuel now available at the airport, implement plan to conduct lead monitoring, encourage and track use of the fuel, explore potentially subsidizing the cost of unleaded fuel, and develop updated lease requirements to promote unleaded fuel. (77)</i>				X	\$\$
32		X			R	Share preliminary analysis of strategies for a physical and financial transition of the gas utility to relevant policymakers and stakeholders. <i>Utilize initial subject matter expert work that developed a minimum future gas grid need for system retirement to analyze alternatives for scaling down the gas distribution system. (17)</i>			X		\$\$
33		X			N	Present an ordinance to Council enacting the 2026 California Building Standards Code update, including the California Green Building Standards Code; submit to the California Building Standards Commission for approval.				X	\$\$

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34		X			R	Council approval for Phase 2 (full service program) of the Advanced Whole Home Electrification Pilot Program and begin implementation. (19)				X	\$\$\$
35		X			R	Develop an Advanced Commercial Rooftop HVAC Pilot Program proposal and review with the Climate Action and Sustainability Ad Hoc Committee for recommendation to Council. (20)				X	\$\$\$
36		X			N	Propose an updated multifamily EV charger program (EV 2.0) for Council approval.				X	\$\$\$
Implementing Housing Strategies for Social & Economic Balance (IHS)											
37			X		R	Prepare an ordinance for Council review expanding the housing focus area. Increase housing development potential along El Camino Real and consideration of an exemption from payment of development impact fees for inclusionary units under certain circumstances, consistent with Housing Element Program 3.4 E. (41)		X			
38			X		C	Present to Council an ordinance updating the City's housing incentive program. Increase housing development potential and expand provisions to multi-family zoning and other commercial districts in accordance with Housing Element Program 3.4 D. (46)		X			
39			X		N	Prepare an update to the City's accessory dwelling unit ordinance. Update local implementation regulations to respond to changes in State Law, consistency with the State Housing and Community Department's 2025 ADU Handbook and address applicable deficiencies identified in HCD's comment letter.		X			
40			X		C	Partner with Santa Clara County Housing Authority to achieve construction timeline milestones for the Palo Alto Homekey project (which will provide transitional housing and services for unhoused residents). (51)			X		
41			X		R	Present a renter protection fair chance ordinance to Council. Present findings of an analysis and policy recommendations in the form of a draft ordinance to reduce barriers to housing by individuals with criminal records, consistent with Housing Element Program 6.6 I. (54)			X		
42			X		R	Report out on initial data from the rental registry program and project implementation; receive feedback and recommendations for next steps. (57)			X		
43			X		R	Present to Council an analysis related to anti-rent gouging. Consistent with prior Council direction, examine implications of a possible ordinance from a legal, policy and anticipated resource demand perspectives; receive direction on next steps. (55)				X	
44			X		R	Extend for one year or codify R1/SB 9 interim ordinance. Establish objective development standards and increases the maximum floor area for SB 9 units from 800 to 1200 square feet consistent with Housing Element Program 6.3A; consider implications of similar objective standards for R1 and SB 9 projects relative to the City's Individual Review Program. (45)				X	
45			X		N	Initiate evaluation of South of Forest Area Coordinated Area Plan (SOFA) development standards. Review and explore options to amend the coordinated area plan with the intent to replace subjective development standards with objective standards consistent with Housing Element Program 3.7.				X	
46			X		N	Identify different housing typology options for the one-acre site near Matadero Creek. Use grant funded technical analysis to consider housing options for a future affordable housing development on land to be dedicated to the City from the 2023 Sobrato/City Development Agreement; present findings and receive direction from Council.				X	
47			X		N	Prepare the Community Development Block Grant (CDBG) 5-Year Consolidated Plan and Annual Action Plan. The Quinquennial update helps jurisdictions to assess affordable housing and community development needs and market conditions to make data-driven, place-based investment decisions when distributing federal CDBG grant funds.				X	
48			X		R	Present to Council the Downtown Housing Plan Community Assessment report and receive Council direction on draft housing plan scenarios. Continue advancing the plan development and public engagement strategy to prepare draft housing plan and environmental review. (36)				X	
49	X	X	X	X	R	Initiate the San Antonio Road Area Plan. Begin data gathering, document review, implementing a community outreach and engagement strategy, check-in meetings with appointed and elected officials, and review by the City Council of a community assessment report and receive updated project direction, consistent with Housing Element Program 6.6 C. (40)				X	
50	X		X		R	Advance affordable housing project on Downtown surface parking lot (Lot T). Enter into an exclusive negotiating agreement with Alta Housing; receive an updated project concept design & prescreening application for Council review; receive formal planning entitlement application, consistent with Housing Element Program 1.4 A. (8)				X	

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51			X		R	Present an ordinance to Council that supports innovative housing structures. <i>Creates zoning incentives or update development standards to support various housing typologies, including micro-units, intergenerational housing, aging adults, students and lower-income units, consistent with Housing Element Program 6.5. (48)</i>				X	\$
52	X		X		R	Present findings to Council on a study that explores code amendments reducing commercial floor area and possible extension of Downtown in-lieu parking program to residential development: <i>Evaluate opportunities that make multi-family housing an attractive alternative to commercial office development, consistent with Housing Element Program 3.9. (50)</i>				X	\$
53			X	X	C	Work with the Santa Clara County Housing Authority to determine next steps to maintain affordability and improve conditions at Buena Vista Mobile Park. (56) <i>Meet with Housing Authority regularly to identify feasible next steps. Review financing approach and options. Update Council on identified, proposed next steps and approach.</i>				X	\$
54	X	X	X	X	N	Update development impact fees for public safety, government facilities, housing, transportation, parks, and community services. <i>Conduct a nexus and feasibility study to ensure housing remains viable. Consider potential policy to waive impact fees associated with for low-income inclusionary units with when 20% of the units are deed restricted. (Housing Element Programs 2.1B; 3.1 B&C) (Housing Element Programs 2.1B; 3.1 B&C)</i>				X	\$
55			X	X	N	Present options to address homelessness impacts, particularly relating to individuals living in vehicles, to Policy & Services Committee for prioritization. Identify feasible (1) regulatory approaches to manage the use of public space and (2) policy solutions to expand RV safe parking. Present options to P&S for consideration and prioritization.			X		
56			X		N	Initiate the evaluation Organize an initial review of sources and methods to raise funding to support new affordable housing production for future evaluation. <i>Conduct research to identify and evaluate sources and methods. Work with Finance Committee to develop recommendations for City Council.</i>				X	\$
Public Safety, Wellness & Belonging (PS)											
57				X	C	Open the new Public Safety Building for daily Police, OES, and Fire services. <i>Complete construction, move-in of departments, and a ribbon-cutting event to commemorate the official availability of public safety services from the facility for all. (72)</i>	X		X		
58				X	C	Council to adopt the updated Foothills Fire Management Plan and Community Wildfire Protection Plan. <i>Plan to reflect alignment with Santa Clara County and other agencies and entities to address early warning technology, planning and procedural elements and risk mitigation. (71)</i>		X			
59				X	C	Council approval of construction contract for Fire Station No. 4 Replacement project and initiation of construction. (73)		X			
60				X	N	Activate a fire engine at Fire Station 4. <i>Augment staffing at Fire Station 4 to deploy either ambulance or fire engine response.</i>		X			
61				X	R	Develop Master Plan for Cubberley site. <i>Complete a master plan by December 2025 for 15 acres anticipated to be purchased from PAUSD pending a successful bond measure in November 2026 and begin community polling to inform the development of a ballot measure for voter consideration. (61)</i>				X	
62				X	N	Implement the 2024-2025 Equity Wellness & Belonging Action Plan. <i>Complete the 28 action items in the action plan in collaboration with partners.</i>				X	
63				X	R	Implement New Expanded CSD Recreation Special Events Workplan. <i>Approve and implement the Workplan which expands Community Special Events that foster togetherness, belonging and celebrate the rich diversity of our community (60)</i>				X	
				X	R	Support visible police presence by maintaining full police officer staffing through continuous recruiting and retention efforts. <i>Identify and plan for anticipated vacancies and retirements, hold monthly testing and interview sessions and timely background checks to maintain a vacancy of less than 5%. (67)</i>	Ongoing				
64				X	C	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. (79)				X	
65				X	R	Open 445 Bryant Street Community Center. <i>Complete construction and any necessary partnership agreements to begin La Comida Senior Lunch Program at the facility by end of July, 2025; plan further work for general community center operations concurrently. (64)</i>			X		\$
66				X	C	Council Approval of Quiet Zone Concept Plans at Churchill Ave, Meadow Drive, and Charleston Rd Rail Crossings. (76)			X		\$

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67				X	N	Enhance and Expand Inclusive Programs and Services. <i>Enhance services to support individuals with disabilities seeking accommodation support, expand community partnerships that serve the disability community, and implement new therapeutic recreation programs</i>				X	\$
68				X	R	Support Community Mental Health. <i>Provide support for all ages through community partnerships, programs, and initiatives. (65)</i>				X	\$
69	X			X	N	Enhance safety and improve quality of life in commercial areas by reducing criminal activity through business engagement and the deployment of officers and technology. <i>Establish a Business Watch program to enhance collaboration with businesses and assign two officers at a minimum to patrol high traffic commercial areas.</i>				X	\$\$
70				X	R	Initiate an update to the City's seismic hazards ordinance. <i>Conduct an assessment of previous study, update potentially eligible buildings, and begin work on seismic hazard identify and mitigation ordinance. (75)</i>			X		\$\$
\$ - up to 50K; \$\$ - 51-400K, \$\$\$ - 500K+ (C) are objectives that are carried over from the 2024 list, (R) are objectives from the 2024 list that may have a second phase to the project and have been revised to reflect 2025 goals, (N) reflect a project that is new in 2025											