

ATTACHMENT A

Community Engagement Achievements in Calendar Year 2022

General Community Engagement Accomplishments

- Initiated a new Neighborhood Town Hall process in fall 2022 (in October 2022) with the neighborhood areas of Barron Park, Barron Square, Greenacres I, Greenacres II, Palo Alto Orchards and Monroe Park.
- Completed the Palo Alto Community Survey, after a year off due to budget limitations.
- Renewed focus to host annual National Night Out and support neighborhood specific events.
- Participated in individual neighborhood meetings, events and one-on-one discussions with residents.

Examples of Re-launched Community Events & Completed Community Celebrations

- Officially opened Rinconada Park, the Palo Alto Junior Museum & Zoo and the Solar System Exhibit through a grand opening celebration Party in the Park
- Re-launched the May Fete parade and fair, annual movie nights/concerts and other in-person community events

Issues-Focused Community Engagement Items Completed

With the use of a variety of community engagement methods throughout the year the following summary of key community engagement accomplishments demonstrate the broad use of varying tools and resources to share public information and receive input.

- **Palo Alto Fiber:** Communications and community engagement included methods such as use of social media, the use of the City's website, articles in Uplift Local, and Palo Alto Connect (medium.com) updates. Staff also launched a digital engagement platform garnering 14,000 visitors to the online resource to date, where 291 residents pinned their home demonstrating support for this initiative. In addition, staff also hosted a community information session to share progress and gain input, utilized the Utilities Advisory Commission to engage the community through public comment period, emails received and subcommittees of the Commission to gain thoughts on various aspects of this effort, gained interest and feedback on a future ambassador program should this be considered in the future, and hosted focus group discussion on this initiative. A joint City Council/Utilities Advisory Commission study session was also held early in the development of options as a venue for input and discussion. A market research survey and deposit program were additional mechanisms of outreach that garnered 3,651 participants and at least 743 deposits.
- **Sustainability/Climate Action Plan:** Several community engagement opportunities throughout the year, supported broad community awareness of climate action discussions taking place, in advance of the Council's endorsement of proposed sustainability actions. The Council Ad Hoc Committee conversations were open to the public and focused on

specific topics to engage the community. Staff hosted a community workshop with over 100 residents attending to learn about the multiple electrification options (including the early launch of an interest form for the City's Heat Pump Water Heater pilot program, which now has over 390 on the waitlist), an Open Town Hall survey gained feedback on S/CAP progress, a digital platform was established, with over 2,803 visitors to date, for community members to share their experiences making better choices in their home through electrification and other means. Staff supported several Earth Day 2022 events to build momentum. The Reach Code updates process included community meetings that provided an opportunity for input. Staff also launched an Electrification Portal on the website to streamline the City's processes related to switching to electric appliances, adding solar and more.

- **Measure K and L:** Staff hosted focus groups with different community stakeholders and concluded a listening session and held focused conversations with local business. There were multiple surveys to assess community perspectives as the Council discussed various iterations of potential tax structures, including a printed survey (received 248) that residents could mail in and online survey (203) that shared services priorities should additional funding resources become available.
- **Budget:** Annually, several engagement methods are used to garner feedback from the public on budget priorities, service restorations and more. In 2022, staff and the City Council engaged the community through a town hall meeting, several public hearings, Council discussions, and Open Town Hall 2022 Palo Alto Budget Priorities survey.
- **Chief of Police community engagement:** Several methods were used to solicit input on the Chief of Police selection such as three information sessions including a Human Relations Commission hosted session with the City Manager; an online form for the public to share qualities they would like to see in the next Chief of Police, focused conversations with staff and interested community stakeholders; and more.
- **Housing Element:** A Housing Element working group supported the City's community engagement through iterations and discussions of the development of the Housing Element. Other methods included: a community meeting to share input on the Draft Housing Element, a joint City Council/Planning & Transportation Commission study session to review and provide input on the early Fall 2022 draft, and the Housing Element and general housing was a topic at the October Neighborhood Town Hall, where staff answered questions on the effort underway and specific housing questions from the public.