



COMMUNITY DEVELOPMENT DEPARTMENT

★ Council Meeting Date: January 15, 2008
Staff Report #: 08-013

Agenda Item A1

COMMISSION/COMMITTEE

VACANCIES AND REPORTS: Appointment of El Camino Real/Downtown Visioning Process Oversight and Outreach Committee Members.

RECOMMENDATION

Staff recommends that the City Council appoint seven members of the El Camino Real/Downtown Visioning Process Oversight and Outreach Committee.

BACKGROUND

As part of the project to develop a consensus for a long-term vision for the areas surrounding El Camino Real and Santa Cruz Avenue, the City Council on December 11, 2007 approved the composition and charter of the El Camino Real/Downtown Visioning Process Oversight and Outreach Committee ("the Committee"). The Committee has the following primary objectives:

1. Provide input to the consultant and staff regarding the management of the process; and
2. Reach out to other community members and help bring them into the broader visioning process through participation in the Community Workshops and other visioning activities.

Overall Committee Composition

The Committee will be comprised of the sixteen members as shown in Table 1 on the following page. Nine of the members have been or will be appointed by designated groups, and seven will be appointed by the City Council. Due to the meeting schedule, the Bicycle Commission appointment was not available prior to the printing of the staff report, but this information will be available at the Council meeting of January 15, 2008.

Table 1

<u>Member</u>	<u>Number</u>	<u>Selection Method</u>	<u>Date</u>	<u>Member</u>
Parks and Recreation Commission	1	Appointed by Commission	12/12/2007	Kristi Breisch
Planning Commission	1	Appointed by Commission	12/17/2007	Henry Riggs
Housing Commission	1	Appointed by Commission	1/9/2008	Elizabeth Lasensky
Environmental Quality Commission	1	Appointed by Commission	1/9/2008	Daniel Kocher
Transportation Commission	1	Appointed by Commission	1/9/2008	Reginald Rice
Bicycle Commission	1	Appointed by Commission	1/14/2008	TBD
Stanford University	1	Appointed by Stanford University	1/7/2008	Steve Elliott
Downtown/EI Camino Real Business Owner	1	Appointed by Chamber of Commerce	1/7/2008	Kerry Hctor (Village Stationers)
Downtown/EI Camino Real Property Owner	1	Appointed by Chamber of Commerce	1/7/2008	Lorie Sinnott
Development Community Representative	1	Appointed by City Council Through Open Application	1/15/2008	
Downtown/EI Camino Real Area Residents	3	Appointed by City Council Through Open Application	1/15/2008	
At-Large Members	3	Appointed by City Council Through Open Application	1/15/2008	
Total	16			

ANALYSIS

Thirty-four individuals have submitted applications for the seven membership slots that will be appointed directly by the City Council. The applications are available as Attachment A. To assist Council Members in their deliberations, the members appointed by the other bodies have also completed application forms. These are included as Attachment B (due to time constraints, some of these application forms were not available prior to the publishing of the staff report, but all will be presented to the Council and the public on January 15). In addition, staff has assembled matrices that summarize several key attributes of the applicants (Attachments C and D). Staff would note that the matrix abbreviates many responses and does not include summaries of several longer-form answers, so the matrix should not be used as a substitute for reviewing the application forms. Staff intends to prepare additional contextual materials for the meeting of January 15, in order to assist the Council in reviewing the applications.

As reviewed and approved by the Council on January 8, the selection process will follow the standard procedure for Commission appointments, with individual Council Members making individual nominations, and then the Council voting as a group on each nominee. The nominees with the highest vote totals will be appointed. The process does not include structured interviews, but individual Council Members may contact applicants in advance as needed.

Staff and the Council Subcommittee recommends that the full City Council consider selecting Committee members for the seven Council appointments who provide a balance to the other appointed members, with regard to affiliations or other attributes. To provide a hypothetical example, the group-appointed members could generally reside in a particular neighborhood. The Council, upon review of the applications and the appointment list, could elect to appoint “at-large” members who are residents of other geographic areas, in order to provide a better balance of the overall City’s interests.

Staff recommends that the Council first select the one Development Community Representative and three Downtown/El Camino Real Area Residents, as those are the more restrictive categories. Most candidates for those slots have also volunteered themselves as an At-Large Members, so they could still be considered for that category if they are not selected for one of the other categories. Staff also recommends that the Council allow time after appointing the first two categories to review the overall composition and confer with staff as necessary, in order to consider the balance of the Committee.

The Council has received some comments from members of the public recommending that Committee Members be allowed to set the meeting schedule. As noted at the meeting of January 8, the Committee would be permitted some flexibility with meeting dates and times within the overall context of the project timeline.

IMPACT ON CITY RESOURCES

The Vision Plan requires both staff resources dedicated to the project as well as previously-appropriated funds for consultant services. Council appointments of the remaining Committee Members would not alter the project’s existing timeline and budget.

POLICY ISSUES

The El Camino Real/Downtown Vision Plan is intended to lead to the development of a Specific Plan, Zoning Ordinance amendment, or equivalent document or strategy that could result in policy clarifications or changes related to land use and transportation issues.

ENVIRONMENTAL REVIEW

The Vision Plan (Phase I) is intended to be a planning study and as such would not be considered a project requiring environmental review under the California Environmental Quality Act (CEQA). Subsequent work during the Specific Plan or equivalent document (Phase II) may require the preparation of an Environmental Impact Report (EIR).

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PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting.

In addition, the City has prepared a project page for the proposal, which is available at the following address: http://www.menlopark.org/projects/comdev_ecrdowntown.htm
This page provides up-to-date information about the project, allowing interested parties to stay informed of its progress. The page allows users to sign up for automatic email bulletins, notifying them when content is updated.

ATTACHMENTS

- A. Applications for City-Council-Appointed Committee Members
- B. Applications for Designated-Group-Appointed Committee Members
- C. City-Council-Appointed Committee Members Selection Matrix
- D. Designated-Group-Appointed Committee Members Summary Matrix

Attachments in hard copy format only, available upon request at City offices.

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