

**Palo Alto Comprehensive Plan Amendment  
Community Services Element Review  
October 4th, 2011 Key Stakeholders Meeting Notes**

**Enhancing Public/Private Partnerships**

1. Bring back old Palo Alto food co-op.
  2. Each partnership needs champion/ambassador.
  3. We have "influential" people in the community and we need to use them. Another commented that it was hard to get influential people to show up.
  4. Get Jessie Cool to work with youth in the community regarding healthy kids' food.
  5. Better recognition of partnership "champions" in the community.
  6. Start with partnerships that are meeting City goals.
  7. Should do more cost benefit analysis before engaging in a partnership....but comment made that some partnerships are about community building.
  8. With some partnerships, City is getting great value of services for little money. (i.e. HSRAP agencies.)
  9. Partnerships are enabling City to do more than it can do alone (i.e. Downtown Street Team cleaning parking garages.)
  10. How can we help partners feel more valued?
  11. How can we encourage non profits to partner better?
  12. City should consider hiring partnership officer.
  13. Have City policy that encourages City staff to be involved in community organizations.
  14. Strong policy that acknowledges that partnerships extend the reach of the City.
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**2. Enhancing public-private partnerships**

2a)

1. Aware of Stanford funds donating to recreational projects
2. Finding funding sources for the arts
3. Open dialogue regarding funding sources, City funding
4. Expedite building processes
5. Board groups – short turn around
6. Corporate sponsorships – fine line for advertising
7. Shared mission?
8. Location in Palo Alto?
9. Power of City to bring people together
10. Community centers having regional, not local audiences
11. Balance, fine line in serving City of Palo Alto

2b)

1. Criteria benefits people of Palo Alto/ shared mission/ location/ values/ no tackiness
  2. City/ small organization collaboration in reaching sponsors
  3. Using "City of Palo Alto" as leverage
  4. Collaborate projects/organizations for funding with similar needs
  5. Partnership forum day to enhance communication with shared interests
  6. Non-profits taking advantage of City training opportunities
  7. Share what Cities can do / resources
  8. How to avoid competition and encourage collaboration
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## **1.1 Enhancing public - private partnerships**

1. Palo Alto has many great partnerships; with institutions, civic groups, Stanford, our schools, corporations and many others. How can we improve and expand these partnerships to better enhance and increase the value our community has of these services?
  2.
    1. City of Palo Alto has already done a good job in fostering Public-private partnership
    2. Citizens find difficulty in starting up a new event. City can help in
      - a. Publicity
      - b. Mailing List
      - c. Electronic Bill Board
      - d. Advertizing the Event
  3. City needs better internal organization to arrange special events
  4. City should identify gaps where it requires community involvement
  5. Suggestions in areas where City lacks involvement:
    - a. Need partnership to identify pre-k students
    - b. No welcome wagons for families with no kids, families of different ethnic origins and speaking different languages.
    - c. Help to integrate people from all countries.
  6. City should identify needs for future "Friends Group" and form them.
  7. City should create "openness" for new partnerships
  8. City should share more information on different partnerships it has with Stanford.
  9. "Mayors News Letter" a good example of fostering relationship with the community.
  10. Encourage community members to subscribe to the Mayors News Letter. Give community the opportunity to sign up by topics.
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3. Because the City's cost of providing services has increased significantly in past years, what criteria should the City use to help evaluate the type of partnerships it should enter into so that our community can benefit the most? Should the City...
    - a. ...only pursue partnerships that cost the least.
    - b. ...only pursue partnerships that have the greatest likely impact on the entire community.
    - c. ...only pursue partnerships that serve specific underserved population or demographic groups.
    - d. ...only pursue partnerships that have been identified by the City Council as a priority.
    - e. ...Other ways?
- No direct answer to this question

4. The City has limited resources to maintain the quality and diversity of Community Services it provides. In addition to paying directly for these services, are there other ways that the City should explore to fund these programs and services?
  1. People who use City services should pay for them, no handouts by the City.
  2. Start a "Palo Alto Kick Starter" a web based resource to fund raise for different events.

### **PUBLIC/PRIVATE PARTNERSHIPS**

1. Barriers to partnership damage City reputation → Example: City's negotiations with Stanford Medical Center viewed as hindrance.
2. View community groups as "us", unify and own community
3. Funding process (HSRAP sole source)
  - a. Sole Source HSRAP providers (PACCC & Avenidas): Difficult process, feels have to justify organization's services to community; undermines value of long standing relationship
  - b. Documentation of HSRAP history lacking (example: relationship and establishment of PACCC and Avenidas as extension of City services)
4. Use goals to filter who City partners with
5. Select organizations which have the greatest likely impact
6. Partnership should be simple to develop, mutually beneficial, not cumbersome
7. Partnerships that have the greatest impact to the community should the ones the City should invest in