



**CITY COUNCIL AND COMMUNITY DEVELOPMENT AGENCY
MINUTES**

Tuesday, November 20, 2007

7:00 p.m.

**701 Laurel Street, Menlo Park, CA 94025
Menlo Park City Council Chambers**

ROLL CALL – Fergusson, Cohen, Boyle, Cline, Robinson

Staff present – City Manager Rojas, City Attorney McClure, City Clerk Vonderlinden. Other staff present in the audience.

PLEDGE OF ALLEGIANCE

A. VACANCIES, APPOINTMENTS AND COMMISSION REPORTS

1. **There are three vacancies on the Finance/Audit Committee, a newly formed advisory body. The vacancies are for two two-year terms and one three-year term to allow for staggered seats. The deadline for submittal of applications to the City Clerk's Office is Tuesday, November 27, 2007.**
2. **Commission members and Chamber of Commerce reports.**

Fran Dehn, Chamber of Commerce, announced that December is "Shop Menlo" month and holiday events.

B. PRESENTATIONS AND PROCLAMATIONS - None

C. PUBLIC COMMENT

Frank Carney questioned what process the City Council uses to select a new mayor in December.

D. CONSENT CALENDAR

Action: Moved, seconded (Cline/Boyle) and carried unanimously to adopt the Consent Calendar as noted below.

1. **Adoption of a resolution rescinding resolution No. 5747, making certain findings and determinations in compliance with Section XIII B of the California Constitution (The Gann Initiative), and revising the City's appropriation limit for 2007-08. ([Staff Report #07-194](#))**

Action: Adopted Resolution No. 5770 rescinding Resolution No. 5747 and revising the City's appropriation limit for FY 2007-08.

2. **Adoption of a resolution approving the final map for the Lane Woods Subdivision located at 75 Willow Road, and authorization of the City Manager to execute the Subdivision Improvement agreement for completion of the development improvements.**

([Staff Report #07-195](#))

Action: Adopted Resolution No. 5771 approving the Final Map for Lane Woods Subdivision and authorizing the City Manager to execute the Subdivision Improvement Agreement.

3. **Approval of the minutes for the City Council meeting of September 25, 2007.**
(attachment)

Action: Approved minutes.

E. PUBLIC HEARING - None

F. REGULAR BUSINESS

1. **Consideration of consultant review committee recommendation to select the consulting firm of Design, Community & Environment (DCE) as the consultant for the El Camino Real/Downtown Vision Plan and appropriate \$176,500 from the General Fund Reserve for the consultant services, additional newsletters, and contingencies. (Staff Report #07-190)**

City Manager Glen Rojas reviewed the history of this project, starting with the Council identifying a goal related to adoption of a specific plan for El Camino Real and Downtown areas; the formation of a Council Subcommittee of Councilmembers Boyle and Cline; and general agreement that a visioning process was needed prior to creation of a specific plan or zoning ordinance amendments. He reported that on September 25, 2007 the Council approved issuing an RFP for a consultant to manage the visioning process and approved the formation of a consultant review committee to review the resulting proposals and to interview qualified firms with the intent of providing a recommendation to the Council. He said that four firms were interviewed and the committee is recommending Design, Community and Environment (DCE) as the best fit for this project.

The City Manager stated that staff is recommending the Council: 1) select DCE to provide consultant services for the El Camino Real/Downtown Vision Plan and approval of the proposed scope of work; 2) appropriate \$176,500 from the General Fund Reserve; 3) determine the process to select which if any of the optional tasks will be included in the final scope of work; and 4) determine the process to establish the composition and charter of a working group.

Councilmember Boyle commented that the selection of DCE by the committee was unanimous. He said that he feels the consultant needs to be brought on board and after which the Council can determine the best ways to proceed and that the timeframe for selecting the working group would depend on the process for selection. He suggested one role for the working group could be community outreach, and that the Council needs to define the charter of this group.

Councilmember Cline stated that the first step in establishing a working group would be for the Council to determine the composition and charter of this group.

Vice Mayor Cohen questioned if outreach for community meetings is expected to proceed in parallel with selection of the working group. The Vice Mayor encouraged members of the public to be thinking of what they want as the vision for the City. The City Manager responded that initially the consultant would meet with staff and the Council subcommittee to discuss how to proceed with community outreach.

Councilmember Robinson said he would like to see more community oversight of work done by consultants. He said he would like to see the working group provide feedback to the consultant throughout the process. He questioned what would happen at the end

of this process. The City Manager explained that the deliverables are the types of development that might take place in the area. The Vision Plan will look at circulation and what kind of activities can take place. It will provide a vision statement and an illustrated plan, but will not prejudge that a specific plan is automatic.

Councilmember Cline said that the working group should not control what the consultant does, but should be a liaison to the community to make sure information gets out.

Mayor Fergusson expressed support for the speaker series.

Councilmember Boyle referred to Page A-13 (5) as being the deliverable, which will include a summary of the process, an overall vision statement, a conceptual plan, and the next steps. He pointed out that they have received contact from over 500 people saying they want to be involved in this process in some way.

Action: Moved, seconded (Robinson/Cohen) and carried unanimously to accept staff's recommendations including approving selection of DCE to provide consultant services for the El Camino Real/Downtown Vision Plan, approval of the scope of work and appropriation of \$176,500 from the General Fund Reserve.

2. Presentation of Greenhouse Gas Emissions Inventory Report for Menlo Park. ([Staff Report #07-192](#))

Dianne Dryer, Environmental Programs Coordinator, presented the staff report. She noted one of the Council's goals established in January 2007 is "environmental stewardship", which includes promoting and following sustainable environmental practices aimed at reducing greenhouse gas emissions, protecting the environment, and conserving natural resources. She stated that in May 2007 the Council appropriated funds to contract with the International Council for Local Environmental Initiatives (ICLEI) to conduct a baseline greenhouse gas emissions inventory. The purpose of the inventory is to ascertain the sources and quantities of emissions in the City that produced global warming in a baseline year so that planning can begin to reduce emissions in future years. Data was collected for the baseline year of 2005. Ms. Dryer reported that the analysis found that the largest sources of greenhouse gas emissions came from the commercial and transportation sectors, followed by the residential sector, solid waste, and the closed Marsh Road Landfill. Emissions from City operations constituted only 0.5% of the community's total greenhouse gas emissions. She stated that as part of the contract, ICLEI will prepare a forecasting analysis that will lead to a proposal for an emissions reduction goal to be brought to Council within a few months. In addition, updates to the inventory will be prepared and will include preliminary near term actions and cost estimates using input from the Green Ribbon Citizens Committee report. She pointed out that development of a detailed climate action plan would require additional appropriation of funds.

Micah Lane and Garrett Fitzgerald of ICLEI summarized the 2005 Community Emissions Inventory and Municipal Operations Emissions Inventory Report, which was prepared in November 2007. He also reviewed what was left to be done as part of this contract and informed the Council that there is some money left over in this contract which could be used to conduct an emissions forecast and analyzing initial emission reduction measures in partnership with the Green Ribbon Citizens Committee.

Members of the Council questioned the consultant on specifics of the report.

Members of the public commented as follows:

Michelle Kraus noted that the landfill at the end of Marsh Road appears to be responsible for a large composite of the emissions. She encouraged the Council to look at some of the bipmap solutions that take feed stock and eliminate the methane problem in a closed loop.

Adina Levin questioned what type of incentives for alternative transit might be considered as a way of reducing emissions.

Gail Slocum pointed out that the report shows transportation as the number one sector, but that air travel is not included in the baseline. She stated that one roundtrip air travel to and from New York is equivalent of driving a car for a period of six to nine months. She also noted that methane is approximately 20 times more potent of greenhouse gas than CO₂.

Tom Kabat said that the report does not show the CO₂ savings from recycling materials other than paper, and suggested that the City look at energy recovery and CO₂ recovery from other recycling options.

Gail Sredanoxic felt it would be extremely helpful for homeowners to have more resources and assistance for retrofitting homes.

Patti Fry commented that the decisions that individuals make in their daily lives and as a community affect greenhouse gas emissions upstream and should be considered when preparing a climate action plan.

David Cole informed the Council that he worked on the Palo Alto Green Ribbon Taskforce. He suggested that everyone should be learning from best practices from a variety of cities and should strive for the highest reduction of greenhouse gases as greenhouse gases have no boundaries.

Ms. Dryer responded to comments made by members of the public. She said that the most important thing to do is to minimize the amount of organic material being landfilled, and that paper, from commercial businesses, is the biggest contributor of paper waste. She stated that methane on a molecule-by-molecule basis is a far more potent source of greenhouse gas emissions than CO₂. The consultant stated that air travel was excluded from the report largely because the protocol is focused on policies and local government usually has little control over air travel.

Councilmember Robinson questioned if the data would help the Council decide whether or not to consider putting a solar water heater on the Bellhaven pool. Public Works Director Kent Steffens stated the data is useful, but that additional work needs to be done in terms of determining the cost benefit of a solar heating system. He stated that he believed there is value in having ICLEI put numbers together with the recommendations made by the Green Ribbon Citizens' Committee (GRCC).

Councilmember Boyle pointed out that commercial recycling of paper is an area that is need of improvement and questioned why businesses are not recycling as much as they could. Ms. Dryer responded that some businesses do not have sufficient space for storing recycling containers, although the City does offer a shared system, and there may also be a need for more employee training.

Mayor Fergusson commented that it is important for individuals and municipalities to be more aggressive. She reiterated that the next steps suggested are forecasting, recommending a reduction goal, and preliminary recommendations for developing a climate action plan. She questioned at what point staff would need additional funding. Ms. Dryer stated that all of that could be accomplished under the funding of the current contract and this would come back to Council within a few months. Ms. Dryer stated that no further action is needed from Council at this meeting.

3. Receipt of a report from the Green Ribbon Citizens Committee. ([Staff Report #07-193](#))

Kent Steffens, Public Works Director, presented the staff report. He stated that in January 2007, one of the goals the Council established is “environmental stewardship”. At the meeting of February 13, 2007 a majority of the Council supported a citizen-driven task force to evaluate current levels of emissions, identify best practices in reducing emissions, and make recommendations to the Council on actions the City could take to meet its goal. At that time Mayor Fergusson volunteered to organize the task force and formed the Green Ribbon Citizens Committee (GRCC). Mr. Steffens reported that as part of the City’s commitment to environmental stewardship, on May 1, 2007 the Council adopted a Resolution endorsing the U.S. Mayor’s Climate Protection Agreement with modifications.

Mr. Steffens reported that the GRCC has been working since March 2007 to develop their recommendations and has compiled these into a final report. He pointed out that the executive summary of the report highlights the GRCC’s top 32 recommendations.

City Manager Glen Rojas informed the Council that staff has not had time to analyze the report. He therefore recommended that Council direct staff to work with the GRCC to do this analysis and to evaluate the cost, feasibility, and staff resources needed to implement various recommendations before the Council consider any level of implementation. He noted that a number of the GRCC’s recommendations can be implemented by residents and businesses without further action by the City.

Mitch Slomiak, chair of the GRCC, stated that the report was compiled as a result of the efforts of more than 40 volunteers and numerous community meetings. He noted that the report includes 130 specific recommendations or local actions, and has identified 32 of them as priorities. He said that the United States needs to reduce its annual greenhouse gas emissions by 80% below the year 2000 level by 2050, which translates to 2% per year reduction starting in 2010. He noted that this is attainable using current technology. Mr. Slomiak gave an overview of current climate conditions, scientific findings, and discussed the consequences of failing to act.

Carol McClelland, chair of the Energy and Waste Reduction Subcommittee, reported on their work stating that they focused on energy conservation tactics, renewable energy generation methods, and waste reduction strategies. She highlighted some of their main recommendations including stepping up commercial recycling programs, diverting 75% of waste from the landfill, increasing the recycling of electronic and construction waste, working with local businesses and institutions with large roof space to help them utilize rebates for solar panel installation, and using the energy efficiency programs through PG&E to help businesses save and reduce energy levels as well as save money.

Elizabeth Lasensky, chair of the Transit and Transportation Subcommittee, stated that a major challenge is to obtain support for regional transit and transit-oriented development. She pointed out that electrification of Caltrains and implementation of high speed rail would greatly reduce greenhouse gas emissions. Ms. Lasensky said that the biggest areas of opportunity are assisting people to change their habits and to get them to make personal decisions to walk, bike and use transit.

Randy Schmitz, chair of the Land Use and Building Subcommittee, reported buildings yield 40% of the greenhouse gas emissions in the country. He stated that some of their recommendations are to promote sustainable living practices including building sustainable buildings, water conservation, and landscaping.

Adina Levin, chair of the Communications Outreach and Publications Subcommittee, informed the Council that this subcommittee developed eight recommendations related to education, communication, and information, some of which leverage the efforts, information, and programs available from third party sources.

Michelle Kraus, chair of the Green Business Development Subcommittee, reported that they have made recommendations to encourage business opportunities for green businesses and to this end the City should look at improving the planning and permit process and to provide incentives for clean technology businesses to locate in Menlo Park.

Mitchel Slomiak stated that the GRCC proposes immediate measures including the establishment of an aggressive goal of climate neutrality; the development of a climate action plan to govern long-term efforts and consideration of the 130 recommendations as input for this plan; and more community outreach and participation. He informed the Council that the GRCC intends to launch Phase II; to continue to involve others; to play an advocacy role; and to explore other issues that they have yet to touch yet.

Members of the public commented as follows:

Margie Suozzo thanked the City for their leadership in this area.

Henry Riggs said that he is a LEED accredited architect and reiterated comments made by members of the GRCC regarding the need for transit-oriented development, regional transit, and sustainable building practices.

Elias Blawie expressed concern regarding children being taxied to school via automobiles, the size of homes and basements being built in the area, and high density housing. He noted that the Council will have to make some tough choices.

Gail Slocum stated that there needs to be a change in thinking in the procurement process of the City and businesses. She pointed out that an environmentally preferred item may cost more up front, but will be more environmentally friendly and may save money in the long run. She stated that this is a moral issue that needs to be addressed now.

Patti Fry said climate change affects everyone. She asked the Council to encourage town hall meetings to broaden the base on this issue as everyone needs to be part of the solution and to continue to support the efforts of the GRCC.

Councilmember Robinson thanked everyone who participated on this process and applauded the end result. He commented that everyone needs to take personal responsibility and that the City needs to take a leadership role on this. He suggested that the City and businesses be aware of wasting energy, using lighting as an example. He said he would like to see the City's website upgraded so that the public could obtain information, report waste, and offer suggestions. Councilmember Robinson stated he would like to see this report go before each of the City's commissions for their feedback.

Councilmember Cline thanked the members of the GRCC and acknowledged the great job they have done. He pointed out that implementation will be challenging because of the budget and the politics and the Council needs to come up with a strategy to manage communication on this issue.

Councilmember Boyle echoed Councilmember Cline's comments. He said this report provides a foundation to move forward. He noted that this is very important, but that many other things are also important to the City. He stated the challenge is how to integrate this with the other priorities of the City. Councilmember Boyle suggested there needs to be a cost benefit analysis on these recommendations and processes must be followed.

Mayor Fergusson thanked the Council for making this a priority. She agreed that moving forward this needs to be folded into the City's normal process and priority setting.

Vice Mayor Cohen said that what the citizens have done is pretty amazing and it is now up to the Council to make some tough decisions. He agreed that the report should go before the commissions and be reviewed by staff.

The City Manager suggested that staff evaluate what it would take to implement the 32 key recommendations and to develop a strategic plan for implementation, including a cost/benefit analysis, and to return to Council with that information.

In response to Council questions regarding what projects might be delayed so that staff could review and evaluate the recommendations of the GRCC, the Public Works Director suggested that the commissions might review the recommendations without a lot of staff analysis, and staff would perform the cost/benefit analysis on the ones that have received the highest priority by the commissions.

Action: Moved, seconded (Fergusson/Cline) and carried unanimously to accept the Green Ribbon Citizens' Committee report with direction to staff to forward the report to the commissions for their feedback and then to evaluate what it would take to implement those recommendations with the highest priority and to return to Council with that information.

4. Consideration of a Resolution amending the City's Master Fee Schedule to eliminate all fees associated with residential Solar Array related installations effective immediately. ([Staff Report #07-191](#))

Ron LaFrance, Building Official, presented the staff report. He informed the Council that one recommendation of the Green Ribbon Citizens Committee is to eliminate residential solar permit fees as an incentive toward adoption of residential solar power generation. He stated that on June 19, 2007 the Council adopted the FY 2007-08 Budget and as part of its deliberations, the Council asked staff to consider the GRCC's recommendation to eliminate this fee.

Members of the public commented as follows:

Gail Slocum reported that Sierra Club studies show there is a wide range of what is charged up and down the Peninsula for solar fees. She stated that many cities are eliminating this fee as an incentive.

Action: Moved, seconded (Cline/Cohen) and carried unanimously to adopt Resolution No. 5773 amending the City's Master Fee Schedule to eliminate all fees associated with residential Solar Array related installations.

5. Consideration of state and federal legislative items, including decisions to support or oppose any such legislation, and items listed under Written Communication or Information Item.

Action: None

G. WRITTEN COMMUNICATION - None

H. INFORMATION ITEM

1. Schedule for City Council consideration of Neighborhood Traffic Management Plan for a portion of Oak Avenue between Sand Hill Road and Oak Knoll Lane. ([Staff Report #07-198](#))

Action: Councilmember Boyle stated that he would like this to go before the Transportation Commission. Transportation Manager Chip Taylor responded that staff would do that.

I. COUNCIL MEMBER REPORTS - None

J. PUBLIC COMMENT #2

Gail Slocum presented a USEPA Waiver for California Tailpipe GHGs and asked that the Council and citizens consider sending a letter to both the White House and USEPA.

K. ADJOURNMENT

The meeting adjourned at 11:56 p.m.

Margaret S. Roberts, MMC – City Clerk for
Sherry Kelly, Interim City Clerk