



El Camino Real/Downtown Vision Plan

City of Menlo Park
July 15, 2008



Phase II

- Detailed and comprehensive analysis of how to realize goals of Vision Plan
- Continued emphasis on community outreach and participation, incorporating the upcoming Community Engagement Model



Phase II

Answer detailed questions, including:

- What are the impacts, such as traffic?
- What are the benefits, such as tax revenue?
- Are the proposed vision plan elements financially feasible?
- What are the appropriate trade-offs between “upzoning” and public benefits?



Phase II

- Allows for flexibility to modify Vision Plan objectives and details, provided that any changes are in the spirit of the accepted goal statements
- Final product would be a Specific Plan



Phase II

- Public and transparent project scoping and consultant procurement process, similar to Phase I
- Council Subcommittee, Oversight and Outreach Committee, and general public would all review and comment on draft RFP prior to full Council review and issuance
- Encourage public review of consultant proposals and attendance at interviews
- Consultant Review Committee to provide recommendation to full Council



Phase II

- RFP would be mixture of specific tasks and general objectives
- Would allow consultants to provide recommendations based on their experiences, but also allow for modifications based on community input
- Concurrent information/outreach efforts during RFP process (block parties, e.g.)

Phase II

Staff Prepares Draft RFP	Mid/Late July 2008
Council Subcommittee Reviews Draft RFP	Late July 2008
Staff Revises Draft RFP	Late July 2008
Oversight/Outreach Committee and Public Reviews Draft RFP	Early August 2008
Staff Revises Draft RFP	Early August 2008
City Council Reviews and Approves Draft RFP	Late August 2008
RFP Issuance	Late August 2008
Deadline for Proposals	Late September 2008
Consultant Interviews and Review Committee Recommendation	Early October 2008
City Council Discussion and Consultant Selection	Mid October 2008
Start of Preliminary Consultant Work	Mid/Late October 2008



Recommended Council Actions

- Accept Vision Plan
- Approve Phase II scoping and consultant procurement process



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- Accept Vision Plan

- Critical question: Do the 12 goals represent the community vision?



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- Approve Phase II scoping and consultant procurement process