

From: [REDACTED]
To: [City Council](#); [Public Comment](#)
Subject: Agenda Item 3 - City Council July 13, 2021 Meeting
Date: Monday, July 12, 2021 10:29:24 AM

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LOS ALTOS ADOPTING THE FY 2021-23 OBJECTIVES FOR THE 2021 CITY COUNCIL STRATEGIC PRIORITIES

After reading this document the stated objectives are useless without a due date and the name of a person that is responsible and fully accountable.

Moreover, there are far too many items to ever be active at one time or accomplished in any timely manner. Equally important, there is no sense of any priority among them.

So as written, this document may define your aspirations but clearly are not measurable and accountable objectives. This seems to be an ongoing problem for city councils.

If you want help on how to define measurable goals and assign resources I am willing to assist you.

Respectfully,

Frank Martin

From: [REDACTED]
 To: [Public Comment](#)
 Subject: PUBLIC COMMENT AGENDA ITEM 3 - July 13,2021
 Date: Thursday, July 8, 2021 10:22:32 PM

Council Members:

For years I complained about Council Priorities because:

1. It took months to approve them.
2. The “schedules” were vague, e.g., a season was given instead of an actual date.
3. Many of the objectives were not measurable, thus it would be impossible to know if they were completed – whatever the “schedule.”
4. Councils said they would get quarterly reports, but never asked for them.
5. Nothing much got done.

Priorities or Objectives, whatever they’re called, should be a blueprint for the next two years. This document doesn’t come close. I hope you’ll reject it out of hand, without going through the time and trouble of reviewing each one, which could take all night.

The same problems I saw in past years are even worse in this iteration. Much worse. Lots and lots and lots of words. Nicely bureaucratic with all the “Whereases.” Maybe that’s meant to take our focus off what’s missing: MEASURABLE objectives with actual DUE DATES.

For example:

GOAL 7: COMMUNITY ENGAGEMENT

The City of Los Altos will continue to improve its community engagement process to ensure all community members are heard, informed, and included.

Objective No. 1: Continue to improve our community engagement tools and platforms to enable the City to reach the different segments of our population.

Objective No. 2: Continue to standardize our community engagement processes.

Objective No. 3: Continue to provide the community with multiple relevant engagement opportunities.

Objective No. 4: Continue to communicate with the community in a transparent manner.

Objective No. 5: Ensure our CE tools/platforms meet regulations, statutes, etc., while meeting the various needs of the community

NOTHING in this list is measurable. “Continue” and “Ensure” are meaningless.

Then we get to the “Program/Task Matrix” for this goal. Red, green and black type. Yellow highlights. For clarity or confusion?

Objective 1 tells me that in 2021, 2022, and 2023, staff will “Continue to improve …” Please tell me how you will know what SPECIFIC improvements will be made and when. What exactly will be done to improve “website, social media, community meetings, mailers”? What steps along the way will assure you progress is being made, or will you wait until December 2023 to see, for example, if there’s a better search capability on the website?

GOAL 7: COMMUNITY ENGAGEMENT							
The City of Los Altos will continue to improve its community engagement process to ensure all community members are heard, informed, and included.							
OBJECTIVE	FY TERM	DEPT PRIORITY	TASKS	RESOURCE NEEDS	BELOW WATER LINE	LEAD DEPT	
Objective No. 1: Continue to improve our community engagement tools and platforms to enable the City to reach the different segments of our population.	21/22 22/23	1	(e.g., website, social media, community meetings, mailers)	Existing staff	No	Exec Team	
Objective No. 2: Continue to standardize our community engagement processes.	21/22 22/23	4	(e.g., subject specific process documents, e.g., surveys)	Existing staff	No	Exec Team	
Objective No. 3: Continue to provide the community with multiple relevant engagement opportunities	21/22 22/23	3	(e.g., neighborhood engagement meetings, explore different methods to engage difficult-to-reach populations)	Existing staff	No	Exec Team	
Objective No. 4: Continue to communicate with the community in a transparent manner.	21/22 22/23	2	See above	Existing staff	No	Exec Team	
Objective 5: Ensure our CE tools/platforms meet regulations, statutes, etc., while meeting the various needs of the community	21/22 22/23		See above	Existing staff	No	Exec Team	

Former Mayor Jean Mordo used to tell me my expectations are too high. Is it too much for residents to ask for goals and objectives to be SPECIFIC and MEASUREABLE? That’s the base line for Management 101. That’s what residents deserve – and should expect – from City Hall if we’re to know our government is working for us. That’s what Staff deserves so they know they’re focused on the right projects with the right resources. So they know what’s due when. So they can celebrate successes and be rewarded for meeting goals.

If you approve this rambling document – which does nothing to inform us of the city’s priorities or what we can expect to see over the next two years – you are not doing your job to represent us or to hold Staff accountable for delivering the right items, in the right order, at the right time.

Respectfully,

Pat Marriott