



WOODSIDE
TOWN CENTER AREA PLAN UPDATE

Town of Woodside

Town Center Area Plan Update

Community Engagement Plan

July 1, 2025



Purpose and Objectives

The primary purpose of the Community Engagement Plan is to establish a clear framework for involving the community in the process of updating the Woodside Town Center Area Plan. This engagement effort is not merely an exercise in gathering information but a strategic initiative to build a shared vision that aligns with the community's values and aspirations. By actively seeking input from a variety of key stakeholders—including residents, property owners, and town officials—the plan intends to create a sense of ownership and pride in the outcomes. This approach will also help make sure the final plan is realistic, supported, and ready to be put into action.

The following are objectives that will guide this engagement process:

- **Encourage Broad Participation and Engagement:** Actively involve a diverse range of stakeholders, including residents, property owners, business leaders, and public agencies, in the planning process through workshops, surveys, and meetings to ensure the Town Center reflects the community's needs and aspirations.
- **Ensure a Collaborative Process.** A key objective of the engagement plan is to promote collaboration among all parties who have a stake in the future of the Town Center. The plan aims to encourage cooperation by facilitating open dialogue. This approach makes sure everyone's voice counts and that solutions are shaped together.
- **Facilitate Transparency:** Maintain an open and transparent planning process by providing regular updates and opportunities for feedback from all stakeholders, building trust and support for the project.
- **Prioritize Local Values:** Ensure that the Town Center's development respects and enhances Woodside's unique historical and cultural character, incorporating community feedback to maintain the area's identity while accommodating growth.
- **Deliver a Comprehensive Vision:** By engaging with the community at various stages, the plan aims to ensure that all stakeholders' aspirations, needs, and concerns are considered. This effort will bring together community input, market trends, and technical analysis into one clear Vision Plan that guides



future development of the Town Center—balancing economic, social, and environmental needs.

Good City will coordinate with Town staff to leverage available resources effectively, ensuring that community feedback is collected, evaluated, and analyzed thoroughly. This will help create a strong foundation for the Plan, reflecting the community's vision and desires.

The engagement plan incorporates a wide range of activities designed to facilitate community involvement and gather comprehensive feedback. Central to this initiative are on-site activities allowing residents to engage directly with the project team and decision-makers. The following engagement methods will be used to solicit community feedback on the Town Center Area Plan:

- **Pop-Up Events (4x):** The plan outlines at least four “pop-up” events, which will be held in various locations throughout the Town Center. These gatherings allow residents to learn about the project, ask questions, and provide input in an informal setting.
- **Community Workshops (2x):** Complementing the pop-up events are two Community Workshop sessions, designed to facilitate in-depth discussions among residents, stakeholders, and town officials, allowing for a collaborative exploration of ideas and concerns.
- **Online Surveys (2x):** Additionally, the plan includes two online surveys to reach a wider audience, enabling participants to share their thoughts and preferences at their convenience.
- **Informative Videos (2x):** In addition to these interactive activities, the engagement plan features the production of two informative videos that will summarize key aspects and phases of the project. These videos will help to provide background on the planning effort, including the process for adopting an area plan, the type of community engagement bolstering decisions made, and draft sections of the plan as it is developed.
- **Website:** Information about the status and progress of the plan will be provided on a project-specific webpage on the Town’s website. This webpage will be regularly updated, offering a central hub for community members to find information, share feedback, and stay informed about progress.



- **Stakeholder Interviews (up to 10):** Stakeholder interviews will further inform the engagement process by allowing for one-on-one conversations with key individuals with a vested interest in the Town Center's development.
- **Town Council Meetings (4x):** The plan recognizes the importance of collaboration with local governance, incorporating Town Council and Planning Commission meetings to ensure community feedback is integrated into official discussions and decisions.
- **Community Advisory Committee or CAC (4x):** To ensure that the Plan represents the viewpoints of the community, a CAC will be formed with committee members representing key stakeholder groups. The CAC will serve as an advisory body and sounding board for Town staff and the consulting team developing the Plan. The CAC will meet at four different times during the planning process at critical decision-making points to ensure that their insights and recommendations are represented.

Engagement Overview and Timeline

The project Timeline includes four phases:

- **Phase 1: Project Initiation and Issues & Opportunities**
- **Phase 2: Town Center Vision**
- **Phase 3: Draft Town Center Plan and EIR Development**
- **Phase 4: Review and Adoption**



The project for updating the Town Center Area Plan is structured into four distinct phases, each designed to systematically address various aspects of planning, engagement, analysis, and implementation.

- **Phase 1, "Project Initiation and Issues & Opportunities,"** sets the foundation for the entire project. It involves initial planning meetings to identify concerns, establish goals, and discuss project schedules. A significant part of this phase is the development of a Community Outreach and Engagement Plan, which includes various methods such as surveys, workshops, and pop-up events to gather community input. This phase ensures that the groundwork is laid for effective collaboration among stakeholders, decision-makers, and the community. It also includes an Issues and Opportunities Analysis, which focuses on reviewing and analyzing existing studies and documents to identify opportunities and constraints within the Town Center. This phase includes a detailed examination of planning and urban design issues, traffic, parking, economic factors, and community perceptions. The culmination of this phase is the preparation of an Existing Conditions Analysis Presentation.
- **Phase 2, "Town Center Visioning,"** the project transitions into envisioning the future of the Town Center. This phase begins with community surveys and pop-up events to gather feedback on strengths, challenges, and desirable



land uses. It includes interactive workshops and meetings to refine the vision and set goals for the concept plans. The phase also involves a Development Feasibility Analysis and a Traffic and Parking Analysis to assess the practicality of proposed changes. The Draft Vision Plan emerges from these efforts, incorporating feedback from various stakeholders to outline a strategic vision for the Town Center's development.

- **Phase 3: "Draft Area Plan and EIR Development"** involves translating the refined vision into a concrete plan, incorporating input from staff, the Community Advisory Committee, and the Town Council. The plan outlines goals, policies, development standards, and implementation strategies for the Town Center's future development. A series of meetings ensures alignment with community goals and secures necessary approvals. The Environmental Review includes preparing a Supplemental Environmental Impact Report (SEIR) to evaluate potential impacts on air quality, biological and cultural resources, and greenhouse gas emissions, ensuring compliance with the California Environmental Quality Act (CEQA) and addressing significant environmental concerns.
- **Phase 4 "Review and Adoption,"** The review and adoption of the Woodside Town Center Area Plan Update by the Town Council and Planning Commission mark a pivotal stage in the project's progression. This phase thoroughly examines the proposed plan, ensuring it aligns with the community's vision and regulatory requirements. The Planning Commission will conduct initial reviews, providing insights and recommendations to refine the plan. These refinements are then presented to the Town Council, where further deliberations will ensure the plan's goals and strategies are comprehensive. Public feedback gathered through previous engagements is considered during these sessions, underscoring the community's role in shaping the plan. Upon securing consensus and final adjustments, the Town Council will formally adopt the plan, setting the stage for its implementation.

Key Stakeholders

Key stakeholders play a vital role in the community engagement process for the Woodside Town Center Area Plan, as their insights, expertise, and perspectives



significantly shape the planning efforts. This includes key individuals and organizations, such as residents, property owners, business leaders, community organizations, and town officials, all bring unique viewpoints that contribute to a comprehensive understanding of the community's needs and aspirations. Engaging these stakeholders early and often ensures their voices are heard, leading to a more collaborative atmosphere where meaningful dialogue can occur. Key groups will be engaged with for feedback on the plan as it is developed:

- **Town Center property owners and business owners**, representing establishments such as retail shops, restaurants, and service providers, are essential for understanding the economic landscape and potential opportunities within the Town Center. Their insights help align the plan with commercial viability and local market needs.
- **Members of the Woodside Community**, including residents/neighbors, cyclists, equestrians, local advocates, and representatives from community/civic organizations.
- **Town Staff**, including key personnel from departments such as engineering, parks and recreation, and city planning, will provide the technical expertise and operational support necessary for the project. Their involvement ensures the plan is grounded in practical considerations and integrates with existing town infrastructure and services.
- **Town Decision-makers**, including the Town Council and Planning Commission, provide strategic oversight and approve the plan, ensuring it aligns with broader municipal goals and policies.
- **Public agencies**, such as Caltrans, SamTrans, and the San Mateo County Flood and Sea Level Rise Resiliency District will be involved to ensure the plan considers regional transportation networks, water management, and environmental sustainability. Collaboration with these agencies helps address regulatory requirements and facilitates the integration of the Town Center with wider regional systems.

Through various outreach efforts, such as workshops, surveys, and one-on-one meetings, the project team intends to cultivate strong relationships with these key stakeholders, encouraging them to share their visions and concerns about the Town Center's development.



Community Advisory Committee (CAC)

As mentioned above, the Plan includes the formation of a CAC to ensure that the Plan represents the viewpoints of the community. The committee will be formed with representatives from key local stakeholder groups. The CAC will serve as an advisory entity and sounding board for Town staff and the consulting team developing the Plan. The CAC will meet at four different times during the planning process at critical decision-making points to ensure that their insights and recommendations are represented.

Role & Purpose

The Community Advisory Committee (CAC) will serve in an advisory capacity throughout the Area Plan process for the Town of Woodside. The CAC will provide input, feedback, and guidance on key planning topics, including land use, mobility, economic development, design character, and community engagement strategies to Town staff, the Consultant team, the Planning Commission, and the Town Council during the development of the Town Center Area Plan. The CAC shall serve as an advisory body only and will not have voting or ultimate decision-making authority.

Membership, Attendance & Responsibilities.

The CAC will consist of up to 15 members representing a broad yet balanced cross-section of community stakeholder groups, as determined by categories agreed upon by the Town Council and Town staff. Staff will work to select a committee that provides a balanced group representing the following stakeholder backgrounds:

1. Town Center property owners, business owners and operators
2. Local architects, planners, real estate professionals, or similar experts
3. Local cyclists, pedestrians, active transportation users, and disability/accessibility advocates
4. Members of the local equestrian community
5. Representatives from Woodside civic or community organizations, such as historic preservation, environmental, or open space advocacy groups
6. Delegates from Town Planning Commission or advisory boards
7. Open category (by application)



Membership Expectations

CAC members are expected to:

1. Attend all four scheduled CAC meetings or notify staff in advance if an absence is unavoidable. Since there are only four CAC meetings scheduled, regular attendance is essential to maintain continuity in discussions and informed feedback. A member who misses a meeting without prior notice may be subject to removal or replacement at the discretion of the Town.
2. Be familiar with and follow all CAC ground rules as established by the Town of Woodside.
3. Review meeting materials in advance to provide informed input during meetings.
4. Participate actively and respectfully, listening to the perspectives of others and working collaboratively.
5. Share relevant information from meetings with respective stakeholder groups and bring feedback to the CAC.
6. Act as an “ambassador” for the project, spreading the word about the project, serving as a public advocate for the effort, and attending community workshops or events when feasible.

Formation Process & Timeline

The selection process is comprised of a combination of two pathways:

1. **Staff Nominations:**

Staff will propose an initial roster of 10 stakeholders to serve as members of the CAC. Town staff will assess alignment with stakeholder categories and overall balance of the committee. This list will be reviewed and deliberated upon by the Town Council.

2. **Open Application Process:**

Community members will be invited to apply for a position on the CAC through a publicly available application form (posted on the project website). Applicants will be asked to identify which stakeholder group(s) they represent and describe their interest in contributing to the Area Plan process.

3. **Town Council Subcommittee Recommendations:**

The Town Council Subcommittee will review the proposed nominations



considering the stakeholder categories proposed by staff and will propose a list of up to five additional members for Town Council consideration and approval.

4. Town Council Confirmation:

The entire Council will deliberate and confirm the complete membership roster of CAC applicants for formal approval.

Engagement Activities & Tools

Stakeholder Meetings

Meetings with Town decision-makers and stakeholders, including at least one interview with individual Town Council members. GCC will coordinate with staff on potential stakeholders to engage. The timing of interviews will be coordinated based on the Town decision maker/stakeholder's availability. Stakeholder meetings will occur in both phase 1 and phase 2, depending on the stakeholder and the necessity to engage stakeholders during or after community engagement feedback.

GCC will attend/facilitate as many sessions as we can accommodate within the agreed-upon/contracted budget, with an initial estimate of (10) meetings with stakeholders, potentially including one meeting with each Town Council member.

Deliverables

- » List of stakeholders, interview questions, and introductory email/postcard
- » Summary notes from stakeholder conversations, aggregated (1-2 weeks afterwards)

Project Webpage

The team will collaborate with Town staff to develop content for a dedicated project page on the Town's website. This webpage will feature project details, upcoming engagement events, draft documents, exhibits, and other materials to facilitate public participation and input. The Project Team will create the text and graphics, while staff will manage uploading these materials to the website.



Community Workshops

There will be two in-person community workshops - each will allow for interactive feedback and engagement, in small breakout groups, to provide information and discuss specific areas of interest. Two Workshops are planned.

- Workshop #1: The first workshop will focus on the key issues and opportunities for the Town Center. These scenarios will include suggestions for residential, commercial, mixed-use, and community or civic spaces. By showcasing this diverse range of options, the workshop aims to inspire creative thinking among participants and encourage them to share their ideas on shaping the Town Center's future.
- Workshop #2: This workshop will showcase options crafted from community input gathered in earlier engagements, providing a platform for residents, stakeholders, and decision-makers to discuss the evolving Vision Plan for the Town Center. Participants will engage with proposals aligned with their priorities, such as enhancing public spaces and introducing new residential and commercial opportunities. The workshop aims to inform and involve attendees in the Area Plan development process.

Project banners or boards for each Workshop will be prepared to illustrate concepts and identify preferences. Project team members will attend to assist community members as they navigate the Workshop, answer questions, and collect feedback on options. Each workshop will also include a brief overview presentation.

After the first workshop, the boards and banners can be displayed publicly, and additional feedback can be provided through the project webpage.

Deliverables

- » Outreach materials such as flyers and email invites (3 weeks before the event)
- » Exhibit materials such as boards, table maps, and handouts (2 weeks before the event)
- » Presentation slides (1 week before the event)
- » Meeting summaries (1-2 weeks after the event)

Pop-up Events

Four pop-up events will engage the community in a more informal setting, moving beyond the traditional confines of formal meetings. The team recognizes the importance of connecting with residents in places they already frequent, such as First Fridays. By strategically targeting these gatherings, the project team hopes to



create opportunities for meaningful interactions and discussions about the future of the Town Center.

- The first two pop-up events will take place at a First Friday event August 2025, where the team will gather input to inform the vision (or visions) for the Town Center. These initial sessions will set the stage for understanding community perspectives and aspirations.
- For the third and fourth pop-up events, the team may target the Day of the Horse or a First Friday event, continuing the dialogue and gathering further input on the evolving vision plan for the Town Center.

Town staff will set up tables or booths at these pop-up events to facilitate engagement, while the consultant team will provide exhibit materials/boards and dedicated staff to answer questions and gather feedback. This approach makes it easier for residents to participate in the planning process and creates a sense of community involvement and ownership over the development of the Town Center.

Deliverables

- » Pop-up exhibit materials such as banners, boards, table maps, and handouts (2 weeks before the event)
- » Pop-up Summary notes (1-2 weeks after the event)

Online Surveys

GCC will prepare two online surveys to assess general community input at key moments in the planning process. Each survey will be non-statistically valid and opt-in, and will include demographic questions to gauge representative participation from the community.

- Survey 1: This survey will ask participants to provide input on vision and goals/objectives early in the planning process, as well as survey issues and opportunities within the project area. Launch of Survey 2 is estimated for August 2025 and will be active for at least 1 month. GCC will develop a summary of take-aways after survey close. Sample questions that may be asked include:
 - What are the issues, challenges, and opportunities in the Town Center?
 - What types of land uses and types of businesses are desirable?
 - Should we look to introduce housing into or around the Town Center?
 - What is your vision for Woodside Road (SR-84)?



- Is the priority to maximize pedestrian movements, minimize traffic congestion, or balance modes of transportation?
- Survey 2: The survey is designed to refine the vision for the Town Center Plan by providing a platform for residents to share their feedback on various potential scenarios. This input will enable decision-makers to assess public interest and priorities, helping to shape the planning process effectively. Launch of Survey 2 is estimated for November 2025 and will be active for at least 1 month. GCC will develop a summary of take-aways after survey close.
 - What form should development take? [Visual Preference Survey]
 - How can parking be managed effectively?

Deliverables

- » Draft and Final online survey content in SurveyMonkey
- » Survey summary (2 weeks after close)

Project Videos

As part of the community engagement strategy, the team will produce two informative videos, each approximately five minutes long, to provide residents with overviews of key phases of the planning effort. These will be posted to the project webpage.

- The first video, with a goal of being released in July or August 2025, will introduce the project and its area, outline the key objectives and timeline, and explain how community members can get involved in the planning process. This first video aims to lay a solid foundation for understanding the project and encouraging participation.
- The second video, estimated for November 2025, will focus on sharing the potential alternative visions for the Town Center, and describe the differences between each one.

Community Advisory Committee (CAC) Meetings

Four Community Advisory Committee (CAC) meetings and four Town Council meetings are planned throughout the project. Here are the details:



1. **CAC Meeting #1:** This meeting will offer a comprehensive introduction to the project, outlining its goals, timeline, and key components. It will include a review of the Community Outreach and Engagement Plan, highlighting how stakeholders and community members will be involved throughout the planning process.
2. **CAC Meeting #2:** In this meeting, the team will review the feedback gathered through the community workshop, pop-ups, and online survey, highlighting key themes, concerns, and ideas participants share. Building on that input, the group will work to establish clear goals and objectives that will guide the development of the upcoming Vision Plan.
3. **CAC Meeting #3:** This meeting will examine the Draft Vision Plan, evaluating it in relation to the community's stated goals. The discussion will help ensure the vision is ambitious and achievable, grounded in local strengths, and responsive to potential concerns.
4. **CAC Meeting #4:** Members will review the Draft Area Plan before it is released for public review and offer thoughtful feedback to help refine and strengthen it. The input gathered will be vital in shaping final modifications and edits, ensuring the plan aligns closely with community values and priorities.

Deliverables

- » For each CAC Meeting: Meeting agendas, summaries, and briefing materials

Town Council and Planning Commission Meetings:

1. **Town Council Study Session #1:** At the first meeting with the Town Council, the team will present an overview of the project and the community engagement process. The upcoming discussion with the Council Members will focus on selecting the Community Advisory Committee (CAC). During the meeting, various options for study area boundary expansion will also be presented, giving the Council an opportunity to provide direction and express their preferences.
 - Staff will provide an update to the Planning Commission (without the consultant team) that mirrors the first meeting with the Town Council.
2. **Town Council Study Session #2 (Joint with Planning Commission):** In this study session, Council and P.C. will review the outcomes of the community engagement process and explore how those insights have shaped the



development of the Vision Plan. Direction will be provided on the proposed alternatives in order to select a Preferred Vision/Alternative.

3. **Scoping Meeting with the Planning Commission:** During this session, the Planning Commission will identify issues to be evaluated in the Environmental Impact Report (EIR).
4. **Town Council Study Session #3:** Participants will review the Public Review Draft of the Area Plan in detail, considering any feedback from the Community Advisory Committee (CAC) and the Planning Commission.
 - Staff (potentially with the consultant team) will present the Public Review Draft of the Plan to the P.C. before meeting with the Town Council.
5. **Planning Commission Recommendation on the EIR.** The Planning Commission will be asked to make a recommendation on the Public Draft of the SEIR for the project.
6. **Town Council Adoption Hearing, 1st Reading (Meeting #4):** This meeting serves as the initial final step in the approval process for the Area Plan. The adoption will incorporate any final revisions or adjustments that have emerged through previous discussions and community input.

Deliverables

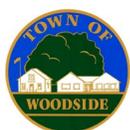
- » For each Town Council and Planning Commission Meeting: Preparation of Slides and Draft/Outline Staff Report

Engagement Timeline

Meetings and Media	Date	Preparation and Deliverables
Phase 1: Kick off/Initiation, Issues and Opportunities		
Stakeholder Meetings, Round 1 (Property Owners and CMs)	May	Summary Notes
Town Council Meeting 1	June 10 th	Preparation of Slides, Meeting Summary
CAC Meeting 1	July	Preparation of Slides, Meeting Summary
Community Video 1	July	5-minute video providing overview of key aspects of the project and key objectives.
Phase 2: Visioning		
Pop-Up Events 1 & 2 First Friday	August	Exhibit materials such as banners, boards, table maps, and handouts, Summary notes
Community Workshop 1	August	Boards, Handouts, Slides, Summary
Online Survey 1	August	Online survey content, Summary of results



CAC Meeting 2	September	Preparation of Slides, Meeting Summary
Stakeholder Meetings, Round 2	September	Summary Notes
CAC Meeting 3	November	Preparation of Slides, Meeting Summary
Pop-Up Event 3 TBD, Day of the Horse October 12 th	October 12	Exhibit materials such as banners, boards, table maps, and handouts, Summary notes
Pop-Up Event 4 TBD	November	Exhibit materials such as banners, boards, table maps, and handouts, Summary
Online Survey 2	November	Online survey content, Summary of results
Community Video 2	November	5 minute video providing overviews of evolving Vision Plan.
Community Workshop 2	November	Boards, Handouts, Slides, Summary
<i>Phase 3: Draft Area Plan and EIR Development</i>		
P.C. Scoping Meeting	Feb 2026	Preparation of Slides, Staff Report
CAC Meeting 4	April 2026	Preparation of Slides, Meeting Summary
Public Review Period Draft Plan	July-Aug	
Public Review Period Draft EIR	Aug-Sept	
<i>Phase 4: Review & Adoption</i>		
Plan Review Meeting with the Planning Commission	Sept 2026	Preparation of Slides, Staff Report
Town Council Meeting Plan & EIR Review	October 2026	Preparation of Slides, Staff Report
Planning Commission EIR Recommendation	November 2026	Preparation of Slides, Staff Report
Town Council Meeting Adoption Hearing (1st reading)	December 2026	Preparation of Slides, Staff Report



	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	
Phase 1 Project Kick-Off and Civic Engagement																						
1.1 Planning Meeting and Project Kick Off		●																				
1.2 Base Map Development																						
1.3 Style Guide																						
1.4 Identify Community Interests and Stakeholders																						
1.5 Community Outreach and Engagement Plan																						
1.6 Meetings with Decisionmakers and Stakeholders																						
1.7 Community Advisory Committee (CAC) Meeting #1																						
1.8 Town Council Study Session																						
Phase 2 Issues and Opportunities Analysis																						
2.1 Review and Analyze Existing Studies, Plans and Documents																						
2.2 Commercial Evolution and Trends																						
2.3 Draft Existing Conditions Analysis																						
2.4 Final Existing Conditions Analysis																						
Phase 3 Town Center Vision																						
3.1 Survey and Pop-Ups																						
3.2 Community Workshop #1																						
3.3 Community Advisory Committee (CAC) Meeting #2																						
3.4 Development Feasibility Analysis																						
3.5 Traffic and Parking Analysis																						
3.6 Draft Vision Plan																						
3.7 Community Advisory Committee (CAC) Meeting #3																						
3.8 Refinement of Vision Plan																						
3.9 Vision Plan Road Show and Community Workshop #2																						
3.10 Town Council and Planning Commission Joint Study Session																						
Phase 4 Environmental Review																						
4.1 Project Description and NOP																						
4.2 Scoping Meeting (with Planning Commission)																						
4.3 Initial Study																						
4.4 Admin Draft SEIR																						
4.5 MMRP																						
4.6 Responses to Comments/Final SEIR																						
Phase 5 Area Plan																						
5.1 Administrative Draft Area Plan																						
5.2 Public Review Draft Area Plan																						
5.3 Community Advisory Committee (CAC) Meeting #4																						
5.4 Planning Commission Recommendation																						
5.5 Revisions to the Area Plan																						
5.6 Town Council Study Session (Joint?)																						
5.7 Final Revisions to the Area Plan																						
5.8 Town Council Adoption Hearing (1st Reading)																						

- PC and Town Council Meetings
- CAC Meetings
- Community Workshops / Pop ups
- Site Tour

