

Jeremy Madsen

*Teaming Up for Success: Collaboration
Between Nonprofit Organizations and
Government Agencies*



Grand Boulevard Initiative: From Grasstops to Grassroots



Expertise &
Innovation
+

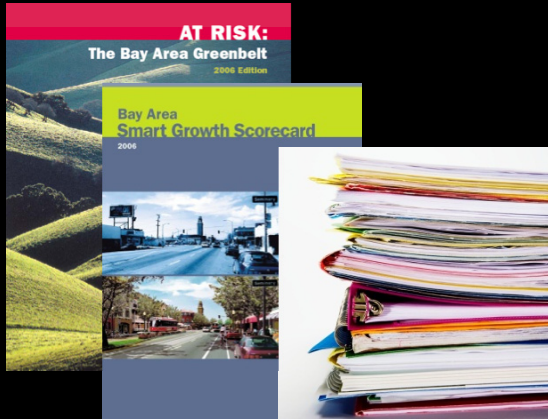


Outreach &
Education
+



Advocacy

Results



Expertise &
Innovation

+

Outreach &
Education

+

Advocacy



Results

The Mountain View Story



The Mountain View Story



GBI: Grasstops to Grassroots

- To increase transit access along the Grand Boulevard corridor future development has to be concentrated along El Camino Real.
- To achieve this development pattern, citizens and the business community along El Camino Real will need to understand what this development will look like, why it is necessary, and what the benefits would be to their community.
- Prior to “Grasstops to Grassroots” the Grand Boulevard Initiative had been very successful in building support from local and regional agencies.
- “Grasstops to Grassroots” will build support by bringing advocacy organizations to the Grand Boulevard table to work with cities, San Mateo County and Santa Clara County to develop common messages that resonate with residents and business owners.

GBI: Grasstops to Grassroots

Community Leaders
Roundtable



GBI: Grasstops to Grassroots

Message
Development and
Training



GBI: Grasstops to Grassroots

Walk the Talk Forums

A Walk the Talk Forum

Menlo Park and El Camino Real:
Past, Present, and Future

Thursday, January 26

6:00 pm—8:30 pm

Menlo Park Presbyterian Church Social Hall
700B Santa Cruz Avenue
Menlo Park

GBI: Grasstops to Grassroots

Speakers Bureau





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