



CITY OF MOUNTAIN VIEW

DOWNTOWN COMMITTEE

AGENDA

NOTICE AND AGENDA

SPECIAL MEETING – TUESDAY, APRIL 15, 2014
PLAZA CONFERENCE ROOM AT CITY HALL - 500 CASTRO STREET
8:00 A.M.

1. **CALL TO ORDER**

2. **ROLL CALL** – Committee members Kim Copher, Paul Donahue, Oscar Garcia, R. Michael Kasperzak, Jr., Ronald Manabe, Bill Maston, Rick Meyer, Jamil Shaikh, Julie Smiley, Vice Chair Preeti Piplani, and Chair Shana Nelson.

3. **MINUTES APPROVAL**

Minutes for the March 4, 2014 meeting have been delivered to Committee members and copies posted on the City Hall bulletin board. If there are no corrections or additions, a motion is in order to approve these minutes.

4. **UPCOMING AGENDA TOPICS**

This portion of the agenda is reserved for identification of agenda items for future meetings.

5. **UNFINISHED BUSINESS** – None.

6. **NEW BUSINESS**

6.1 **DOWNTOWN DEVELOPMENT UPDATES**

Staff will provide an update on development projects in the downtown.

6.2 **INPUT ON CITY COUNCIL MAJOR GOALS – FISCAL YEAR 2014-15**

The City Council is in the middle of its two-year goal cycle and would like feedback from each of its advisory bodies about potential specific

projects/initiatives for Fiscal Year 2014-15 to fulfill the priority theme-based goals.

6.3 DOWNTOWN PARKING TECHNOLOGY STUDY

Staff will present the draft findings and recommendations.

6.4 DOWNTOWN PARKING DISTRICT RENEWAL FISCAL YEAR 2014-15

Staff will provide an overview of the annual renewal of the Parking District.

6.5 DOWNTOWN COMMITTEE WORK PLAN – FISCAL YEAR 2014-15

As required by Council Policy A-23, the Committee is required to prepare an annual work plan that is submitted to the City Council for review and approval on July 1, 2014. Staff will seek input and develop a work plan for the Committee based on this discussion.

6.6 DOWNTOWN COMMITTEE SCHEDULE

Staff will discuss the Committee schedule and upcoming meetings.

7. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS

No action will be taken on any questions raised by the Committee at this time.

8. ORAL COMMUNICATIONS FROM THE PUBLIC

This portion of the meeting is reserved for persons wishing to address the Committee on any matter not on the agenda. Speakers are limited to three minutes. State law prohibits the Committee from acting on nonagenda items.

9. ADJOURNMENT

AGENDAS FOR BOARDS, COMMISSIONS, AND COMMITTEES

- The specific location of each meeting is noted on the notice and agenda for each meeting which is posted at least 72 hours in advance of the meeting. Special meetings may be called as necessary by the Committee Chair and noticed at least 24 hours in advance of the meeting.
- Questions and comments regarding the agenda may be directed to Tiffany Chew, Business Development Specialist, at (650) 903-6379.
- Interested persons may review the agenda and staff reports at the Mountain View Library (585 Franklin Street) beginning the Monday evening before each regular meeting and at the Community Development Department, 500 Castro Street, First Floor, beginning the Monday morning before each meeting. Staff reports are also available during each meeting.
- **SPECIAL NOTICE – Reference: Americans with Disabilities Act, 1990**
Anyone who is planning to attend a meeting who is visually or hearing-impaired or has any disability that needs special assistance should call the Community Development Department at (650) 903-6379 48 hours in advance of the meeting to arrange for assistance. Upon request by a person with a disability, agendas and writings distributed during the meeting that are public records will be made available in the appropriate alternative format.
- The Board, Commission, or Committee may take action on any matter noticed herein in any manner deemed appropriate by the Board, Commission, or Committee. Their consideration of the matters noticed herein is not limited by the recommendations indicated herein.
- **SPECIAL NOTICE –** Any writings or documents provided to a majority of the Downtown Committee regarding any item on this agenda will be made available for public inspection in the Community Development Department, located at 500 Castro Street, during normal business hours and at the meeting location noted on the agenda during the meeting.

ADDRESSING THE BOARD, COMMISSION, OR COMMITTEE

- Interested persons are entitled to speak on any item on the agenda and should make their interest known to the Chair.
- Anyone wishing to address the Board, Commission, or Committee on a nonagenda item may do so during the “Oral Communications” part of the agenda. Speakers are allowed to speak one time on any number of topics for up to three minutes.



CITY OF MOUNTAIN VIEW

DOWNTOWN COMMITTEE

MINUTES

SPECIAL MEETING – TUESDAY, MARCH 4, 2014
PLAZA CONFERENCE ROOM AT CITY HALL – 500 CASTRO STREET
8:00 A.M.

1. **CALL TO ORDER**

2. **ROLL CALL**

Present: Committee members Kim Copher, Paul Donahue, Oscar Garcia, R. Michael Kasperzak, Jr., Ronald Manabe, Bill Maston, Rick Meyer, Jamil Shaikh, Julie Smiley, and Vice Chair Preeti Piplani.

Absent (Excused): Chair Shana Nelson.

3. **MINUTES APPROVAL**

The minutes of February 4, 2014 were distributed prior to the meeting and approved as distributed.

4. **UPCOMING AGENDA TOPICS** – None.

5. **UNFINISHED BUSINESS**

5.1 **DOWNTOWN REVITALIZATION DISTRICT**

Staff provided an overview of the Downtown Revitalization District. No action was taken.

6. **NEW BUSINESS**

6.1 **DOWNTOWN DEVELOPMENT UPDATES**

Staff provided updates on downtown development. No action was taken.

6.2 DOWNTOWN PARKING

- **DOWNTOWN PARKING TECHNOLOGY STUDY**

Staff provided an update on the study and an overview of the site visits and parking technology demonstration meetings. No action was taken.

- **DOWNTOWN PUBLIC PARKING SYSTEM**

Staff provided information from the 2011 Downtown Parking Study which discussed the cost of building a parking structure and information about the California Street and Bryant Street parking structure. No action was taken.

6.3 DOWNTOWN COMMITTEE SCHEDULE

The next Committee meeting is scheduled for April 1, 2014.

7. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS

None.

8. ORAL COMMUNICATIONS FROM THE PUBLIC – None.

9. ADJOURNMENT

The meeting was adjourned at 9:59 a.m.

JF/7/CDD
813-03-04-14mn-E

**MEMORANDUM**

Community Development Department

DATE: April 10, 2014

TO: Downtown Committee

FROM: Tiffany Chew, Business Development Specialist
Alex Andrade, Economic Development Manager

SUBJECT: Input on City Council Major Goals FY 2014-15

On February 11, 2014, the City Council accepted the City's Fiscal Year 2013-14 Midyear Budget Status Reports which included updates to the Fiscal Year 2013-14 Council Major Goals Work Plan (Attachment 1). The work plan identified 25 projects that help achieve the City Council's goals over two years to:

1. Retain and improve green space and canopy.
2. Improve bicycle and pedestrian mobility.
3. Use technology to enhance customer service, efficiency, and advance the mission of the organization.

The City Council would like feedback from the Downtown Committee about potential specific projects/initiatives for Fiscal Year 2014-15 to fulfill the priority theme-based goals. Recommendations should be provided by the committee as a whole. Alternatively, the committee could decide to provide no comments. If there are numerous projects/initiatives identified, it is recommended the committee prioritize the top three to five recommendations.

Attachments: 1. Fiscal Year 2013-14 Council Major Goals Work Plan

FISCAL YEAR 2013-14 COUNCIL MAJOR GOALS WORK PLANS

January 2014

Attachment 1

Title & Description	Lead Dept. & (Cooperating Depts.)	Key Milestones	Date (per milestone) () notes new date	Current Status Notes
<i>Retain and Improve Green Space and Canopy</i>				
1. Update the Urban Forestry Management Plan to assess the size, composition, condition, and needs of the urban forest and develop a plan for its improvement.	CSD	✓ Develop elements to be included in RFP.	✓ August 2013	Completed.
		✓ Receive input from the Urban Forestry Board.	✓ October 2013	Completed.
		✓ Develop/issue RFP.	✓ November 2013	Proposal deadline was January 9.
		• Award contract.	• January 2014	
		• Community outreach meetings (new milestone)	• April 2014	
		• Present draft Plan to Urban Forestry Board and Environmental Planning Commission (new milestone)	• June 2014	
		• Draft Plan to City Council in Study Session	• April 2014 (July 2014)	
2. Establish guidelines for tree preservation and planting in development projects with particular emphasis on canopy and habitat preservation. (incorporated within the scope of the Urban Forestry Management Plan - Goal #1)	CSD (CDD)	✓ Research other cities; guidelines.	✓ July 2013	Completed.
		✓ Develop elements to be included in RFP.	✓ August 2013	Completed.
		✓ Receive input from Urban Forestry Board.	✓ October 2013	Completed.
		✓ Develop/issue RFP.	✓ November 2013	Proposal deadline was January 9.
		• Community outreach meetings	• April 2014	
• Present draft plan to Urban Forestry Board and Environmental Planning Commission	• June 2014			

FISCAL YEAR 2013-14 COUNCIL MAJOR GOALS WORK PLANS

January 2014

Title & Description	Lead Dept. & (Cooperating Depts.)	Key Milestones	Date (per milestone) () notes new date	Current Status Notes
		<ul style="list-style-type: none"> Present draft plan to Council in Study Session 	<ul style="list-style-type: none"> July 2014 	
		<ul style="list-style-type: none"> Present final plan to Council for adoption. 	<ul style="list-style-type: none"> September/ October 2014 	
3. Begin to review the Park Land Dedication Ordinance as it relates to open space requirements in development projects.	CSD (CDD, CAO)	<ul style="list-style-type: none"> Research other cities' guidelines. 	<ul style="list-style-type: none"> December 2013 <i>(March 2014)</i> 	Timeline was adjusted in order to coordinate work with the cities of Santa Clara and Sunnyvale who are currently working on a survey.
		<ul style="list-style-type: none"> Develop open space requirement options. 	<ul style="list-style-type: none"> May 2014 <i>(July 2014)</i> 	
		<ul style="list-style-type: none"> Review options with the PRC and EPC 	<ul style="list-style-type: none"> May 2014 <i>(September 2014)</i> 	
		<ul style="list-style-type: none"> Study Session with City Council. 	<ul style="list-style-type: none"> September 2014 <i>(November 2014)</i> 	
		<ul style="list-style-type: none"> Update the Park Land Dedication Ordinance. 	<ul style="list-style-type: none"> December 2014 <i>(March 2015)</i> 	
<i>Improve Bicycle and Pedestrian Mobility</i>				
4. Design Permanente Creek Trail crossings at Charleston Road and Amphitheatre Parkway. (CIP 14-38).	PWD	<ul style="list-style-type: none"> Execute Consultant Contract. 	<ul style="list-style-type: none"> ✓ September 2013 <i>(December 2013)</i> 	Completed.

FISCAL YEAR 2013-14 COUNCIL MAJOR GOALS WORK PLANS

January 2014

Title & Description	Lead Dept. & (Cooperating Depts.)	Key Milestones	Date (per milestone) () notes new date	Current Status Notes
		<ul style="list-style-type: none"> • 65% Design Submittal. 	<ul style="list-style-type: none"> • Spring 2014 	Permanente Creek Trail crossing at Amphitheater Parkway is proceeding with design. Work on Charleston Road is temporarily on hold pending preliminary review of an alternative plan.
		<ul style="list-style-type: none"> • Approve Plans and Specification/Bid Authorization. 	<ul style="list-style-type: none"> • Summer/Fall 2014 	
		<ul style="list-style-type: none"> • Begin Construction. 	<ul style="list-style-type: none"> • Early 2015 	
		<ul style="list-style-type: none"> • Finish Construction. 	<ul style="list-style-type: none"> • Summer 2015 	
5. Modify Castro Street between El Camino Real and Miramonte Avenue. (CIP 14-36)	PWD	<ul style="list-style-type: none"> ✓ Receive VERBS Grant Award. 	<ul style="list-style-type: none"> ✓ Summer 2013 	Complete.
		<ul style="list-style-type: none"> ✓ Start Design. 	<ul style="list-style-type: none"> ✓ Fall 2013 	Complete.
		<ul style="list-style-type: none"> • 65% Design Submittal. 	<ul style="list-style-type: none"> • December 2013 (March 2014) 	
		<ul style="list-style-type: none"> • Approve Plans and Specifications/Bid Authorization. 	<ul style="list-style-type: none"> • Spring 2014 (Fall 2014) 	

FISCAL YEAR 2013-14 COUNCIL MAJOR GOALS WORK PLANS

January 2014

Title & Description	Lead Dept. & (Cooperating Depts.)	Key Milestones	Date (per milestone) () notes new date	Current Status Notes
		<ul style="list-style-type: none"> • Begin Construction. 	<ul style="list-style-type: none"> • Summer 2014 <i>(Summer 2015)</i> 	State officials have indicated that E76 grant funding will not be available until Summer 2015, postponing construction until that time.
		<ul style="list-style-type: none"> • Finish Construction. 	<ul style="list-style-type: none"> • Fall 2014 <i>(Fall 2015)</i> 	
6. Implement the Safe Routes to School Education Program.	PWD	<ul style="list-style-type: none"> • Conduct bike rodeos at all schools (2 rodeos at each school per school year). • Present parent workshops at all schools (2 workshops at each school per school year). • Conduct student surveys at all schools (2 surveys at each school per school year). • Maintain travel logs. • Complete school route maps. 	<ul style="list-style-type: none"> • September 2013 and ongoing through school year • September 2013 and ongoing through school year • September 2013 and ongoing through school year • Ongoing • December 2013 <i>(February 2014)</i> 	A second \$500,000 VERBS grant was awarded to the City to extend the current program until August, 2017.

FISCAL YEAR 2013-14 COUNCIL MAJOR GOALS WORK PLANS
January 2014

Title & Description	Lead Dept. & (Cooperating Depts.)	Key Milestones	Date (per milestone) () notes new date	Current Status Notes
7. Update the Bicycle Transportation Plan.	PWD	✓ B/PAC input into RFP.	✓ October 2013	✓ Completed.
		• Council approval of consultant contract.	• February 2014	Item scheduled on February 25 Council agenda.
		• Existing conditions analysis.	• September 2014	
		• Draft goals, policies, and recommendations.	• December 2014	
		• Council Study Session.	• January / February 2015	
		• Release Draft Bike Plan.	• May 2015	
		• Public, B/PAC & CTC input.	• June 2015	
		• Council Study Session - Draft Final Plan.	• September 2015	
		• Begin CEQA process.	• December 2015	
• Final Bike Plan - Council action	• February 2016			

FISCAL YEAR 2013-14 COUNCIL MAJOR GOALS WORK PLANS
January 2014

Title & Description	Lead Dept. & (Cooperating Depts.)	Key Milestones	Date (per milestone) () notes new date	Current Status Notes
8. Complete Shoreline Transit Corridor Feasibility Study.	PWD	✓ Issue Request for Proposals (RFP).	✓ July 2013	Completed.
		✓ Award contract.	✓ September 2013	Council awarded contract on October 29, 2013.
		✓ Data collection and documentation of existing roadway, bike and pedestrian conditions; initial community outreach.	✓ December 2013 (February 2014)	First of several community workshops is scheduled for February 10, 2014. Project website has been activated (<i>www.shorelinecorridor.com</i>)
		• Develop transit demand and conceptual operating plan for transit and shuttle service; coordinate planning with employers and VTA.	• December 2013 (February/March 2014)	
		• Identify conceptual corridor alternatives that address transit and bikes, including new bridge over Highway 101 and Transit Center improvements.	• January 2014 (April/May 2014)	
		• Public and B/PAC input	• Spring 2014	
		• Evaluate alternatives in draft report; additional community outreach.	• Spring 2014	
• Council Study Session	• June 2014			

FISCAL YEAR 2013-14 COUNCIL MAJOR GOALS WORK PLANS

January 2014

Title & Description	Lead Dept. & (Cooperating Depts.)	Key Milestones	Date (per milestone) () notes new date	Current Status Notes
		<ul style="list-style-type: none"> • Develop preferred alternative, including costs, phasing, and potential funding sources; community review of recommendations. 	<ul style="list-style-type: none"> • Summer 2014 	
		<ul style="list-style-type: none"> • Prepare/present final report. 	<ul style="list-style-type: none"> • December 2014 	
9. Study options to improve the bicycle and pedestrian environment along California Street and Escuela Avenue (CIP 14-41).	PWD	<ul style="list-style-type: none"> • RFP/Selection Consultant. 	<ul style="list-style-type: none"> • December 2013 <i>(Spring 2014)</i> 	RFP preparation is underway.
		<ul style="list-style-type: none"> • Develop Public Outreach Process. 	<ul style="list-style-type: none"> • Spring 2014 	
		<ul style="list-style-type: none"> • Study Alternatives. 	<ul style="list-style-type: none"> • Summer 2014 	
		<ul style="list-style-type: none"> • Public Outreach, including B/PAC input 	<ul style="list-style-type: none"> • Fall 2014 / Winter 2015 	
		<ul style="list-style-type: none"> • Finalize Report. 	<ul style="list-style-type: none"> • Spring 2015 	
		<ul style="list-style-type: none"> • City Council Consideration of Final Study. 	<ul style="list-style-type: none"> • June 2015 	
10. Resurface segments of Rengstorff Avenue, Old Middlefield Way, and Charleston Road, and install new bike lanes on Charleston Road (CIP 14-37).	PWD	<ul style="list-style-type: none"> ✓ Confirm OBAG Grant Award. 	<ul style="list-style-type: none"> ✓ Summer 2013 	Timeline was adjusted due to lengthy environmental clearance. MTC has updated the project completion time to Fall 2015.
		<ul style="list-style-type: none"> ✓ Start Design. 	<ul style="list-style-type: none"> ✓ Fall 2013 	
		<ul style="list-style-type: none"> • 65% Design Submittal. 	<ul style="list-style-type: none"> • December 2013 <i>(Summer 2014)</i> 	
		<ul style="list-style-type: none"> • Approve Plans and Specification/Bid Authorization. 	<ul style="list-style-type: none"> • Spring 2014 <i>(Spring 2015)</i> 	
		<ul style="list-style-type: none"> • Begin Construction. 	<ul style="list-style-type: none"> • Summer 2014 	
		<ul style="list-style-type: none"> • Finish Construction. 	<ul style="list-style-type: none"> • Fall 2014 <i>(Fall 2015)</i> 	

FISCAL YEAR 2013-14 COUNCIL MAJOR GOALS WORK PLANS

January 2014

Title & Description	Lead Dept. & (Cooperating Depts.)	Key Milestones	Date (per milestone) () notes new date	Current Status Notes
11. Design pedestrian access improvements at the NASA Ames Bayshore Light Rail Station. (CIP 14-39)	PWD	✓ Finalize Feasibility Study.	✓ November 2013 <i>(December 2013)</i>	Staff presented preferred alternative to Council, on December 3, 2013. Council directed staff to explore relocating NASA-Ames Light Rail Station and consider other options for use of TOD funds. Meeting with VTA to be scheduled soon.

FISCAL YEAR 2013-14 COUNCIL MAJOR GOALS WORK PLANS

January 2014

Title & Description	Lead Dept. & (Cooperating Depts.)	Key Milestones	Date (per milestone) () notes new date	Current Status Notes
12. Design and install sidewalk improvements along Central Expressway, from Gemini Avenue to Moffett Boulevard (CIP 11-44).	PWD	✓ 65% Design Submittal.	✓ July 2013	Design is complete.
		• Approve Plans and Specifications/Bid Authorization.	• October 2013 (February 2014)	Timeline has been adjusted due to design modifications to reduce the number of tree removals. Item scheduled for February 25 Council meeting.
		• Start Construction.	• January 2014 (April 2014)	
		• Finish Construction.	• April 2014 (June 2014)	
13. Design and construct Permanente Creek Trail improvements from Old Middlefield Way to Rock Street. (CIP 12-35)	PWD	✓ Plans and Specifications Approved.	✓ July 2, 2013	Complete.
		✓ Start Construction.	✓ September 2013	Complete.
		✓ Finish Construction.	✓ February 2014 (December 2013)	Construction was completed in December 2013. Trail is open.
14. Install new bicycle racks in downtown. (CIP 14-45)	PWD	✓ Field observation, data collection.	✓ May - August 2013	Completed.
		✓ Downtown Committee review/input	✓ September 2013	Completed.
		✓ B/PAC review/input	✓ November 2013	Completed

FISCAL YEAR 2013-14 COUNCIL MAJOR GOALS WORK PLANS

January 2014

Title & Description	Lead Dept. & (Cooperating Depts.)	Key Milestones	Date (per milestone) () notes new date	Current Status Notes
		<ul style="list-style-type: none"> • Release bid documents through purchasing 	<ul style="list-style-type: none"> • February 2014 	
		<ul style="list-style-type: none"> • Start Installation. 	<ul style="list-style-type: none"> • March/ April2014 	Approximately 90 new/additional bike parking spaces will be provided throughout the Downtown area.
		<ul style="list-style-type: none"> • Finish Installation. 	<ul style="list-style-type: none"> • May 2014 	
15. Evaluate the feasibility of extending the Permanente Creek Trail from Rock Street to West Middlefield Road. (CIP 09-36)	PWD	<ul style="list-style-type: none"> ✓ Feasibility Study 	<ul style="list-style-type: none"> ✓ May 2013 	Complete.
		<ul style="list-style-type: none"> ✓ Preferred Alignment requires MVW School District and SCVWD approval. 	<ul style="list-style-type: none"> ✓ Fall 2013 	Item has been completed. The City Council and Mountain View-Whisman School District agreed on trail layout. The trail design is a proposed CIP - Permanente Creek Trail, Rock Street to W. Middlefield, 15-28

FISCAL YEAR 2013-14 COUNCIL MAJOR GOALS WORK PLANS

January 2014

Title & Description	Lead Dept. & (Cooperating Depts.)	Key Milestones	Date (per milestone) () notes new date	Current Status Notes
16. Install pedestrian safety improvements at three South Shoreline Boulevard crosswalks. (CIP 14-53)	PWD	✓ Finalize scope of work.	✓ October 2013	Design is underway.
		✓ 65% Design Submittal.	✓ December 2013	
		• Approve Plans and Specifications/Bid Authorization.	• March 2014	
		• Start Construction.	• May 2014	
		• Finish Construction.	• Fall 2014	
17. As time and resources permit, consider other bicycle and pedestrian mobility improvements that are low-cost and easily implementable. (CIP 14-40)	PWD	• Review/analyze options	• TBD	Staff is reviewing and prioritizing options for expenditure of these funds.
18. Assist in the creation of a Transportation Management Association to primarily serve the Shoreline Community and East Whisman area.	CMO (CDD, PWD)	• Initial drafting of Bylaws and Management Plan by TMG Partners.	✓ Summer 2013	Complete.
		✓ Host kickoff meeting of Founding Members Hosted by City.	✓ July 17, 2013	Complete.
		• Update Memo to Council.	• October 2013 (February 2014)	Item scheduled for February 11 Council meeting.
		• TMA Operational.	• 2014	Four companies filed articles of incorporation to form a TMA on October 18, 2013.

FISCAL YEAR 2013-14 COUNCIL MAJOR GOALS WORK PLANS

January 2014

Title & Description	Lead Dept. & (Cooperating Depts.)	Key Milestones	Date (per milestone) () notes new date	Current Status Notes
<i>Use Technology to Enhance Customer Service, Efficiency, and Advance the Mission of the Organization</i>				
19. Upgrade the Recreation registration and reservation system.	IT (CSD)	• Data base review/develop specs.	• July 2013 <i>(March 2014)</i>	Project delayed due to changes in CLASS software support. Staff has met with provider to change program to ActiveNet, a cloud-based system, used by several local agencies.
		• Receive quote.	• August 2013 <i>(April 2014)</i>	
		• Award contract.	• September 2013 <i>(May 2014)</i>	
		• Set up/installation.	• November 2013 <i>(July 2014)</i>	
		• Data conversion/testing.	• January 2014 <i>(October 2014)</i>	
		• Soft launch/full implementation.	• February 2014 <i>(December 2014)</i>	
20. Upgrade and enhance Library technology systems.	IT (LSD)	Public Networked Printers:		Migrating all printers to new print system. The server and software that runs the library computer system and catalog were upgraded and
		✓ Research and select desired printers.	✓ August 2013	
		✓ Begin public education.	✓ September 2013	
		✓ Replace existing printers with new printers.	• October 2013 <i>(January 2014)</i>	
		Upgrade Library server and database software:		
		✓ Begin planning process and determine time line.	✓ August 2013	
		✓ Database clean-up, data mapping, review of workflow, and software changes.	✓ November 2013	
✓ Software configuration and database conversion.	✓ December 2013			

FISCAL YEAR 2013-14 COUNCIL MAJOR GOALS WORK PLANS

January 2014

Title & Description	Lead Dept. & (Cooperating Depts.)	Key Milestones	Date (per milestone) () notes new date	Current Status Notes
		<ul style="list-style-type: none"> • Migrate database, interfaces, user licenses. • Post implementation analysis and follow-up. 	<ul style="list-style-type: none"> • January 2014 • February 2014 	will continue over the next year, refreshing the Catalog interface, and replacing the server that runs the Encore catalog
21. Upgrade the point-of-sale system for Shoreline Golf Links.	IT (CSD)	✓ Complete procurement process.	✓ July 2013 <i>(November 2013)</i>	Performing technical and site audit, procuring hardware.
		✓ Award contract.	✓ September <i>(December 2013)</i>	
		✓ Determine hardware needs/procure.	✓ October 2013 <i>(January 2014)</i>	
		• Installation/ data conversion/ testing.	• January 2014 <i>(March 2014)</i>	
		• Customization.	• February 2014 <i>(April 2014)</i>	
		• Soft launch/ fully implement.	• April 2014 <i>(May 2014)</i>	
22. Study and implement downtown parking technology improvements.	CDD	✓ Develop scope for feasibility study.	✓ September <i>(October 2013)</i>	Complete.
		✓ Obtain input from Downtown Committee.	✓ November 2013	Complete.
		• Complete draft feasibility study.	• February 2014	Draft Technical Memorandum due to staff in January.

FISCAL YEAR 2013-14 COUNCIL MAJOR GOALS WORK PLANS

January 2014

Title & Description	Lead Dept. & (Cooperating Depts.)	Key Milestones	Date (per milestone) () notes new date	Current Status Notes
		<ul style="list-style-type: none"> • Review with Downtown Committee. 	<ul style="list-style-type: none"> • March 2014 <i>(February 2014)</i> 	
		<ul style="list-style-type: none"> • Council Study Session. 	<ul style="list-style-type: none"> • April 2014 	
		<ul style="list-style-type: none"> • Final feasibility study. 	<ul style="list-style-type: none"> • June 2014 	
23. Implement an online budget transparency module.	FASD/ CMO	✓ Negotiate Contract with Opengov.	✓ June 2013	System has been implemented and released.
		✓ Hold kickoff meeting and demonstration.	✓ June 2013	
		✓ Review account structure for presentation.	✓ July 2013	
		✓ Export Data from Financial System.	✓ August 2013	
		✓ Review data presentation.	✓ September 2013	
		✓ Go live.	✓ October 2013 <i>(December 2013)</i>	
24. Implement a predictive policing software tool.	PD	✓ Finalize agreement with vendor.	✓ July 2013	Data interface established.
		✓ Complete procurement process.	✓ August 2013	
		✓ Create interface with RMS data.	✓ September 2013 <i>(December 2013)</i>	Finalizing process.
		• Training and Implementation.	• October 2013 <i>(February 2014)</i>	
25. Enhance online accessibility to public safety information and services.	PD (IT)	✓ Update all contact information on website.	✓ August 2013	Completed.
		✓ Create new channels for public access.	✓ August 2013	Completed.
		✓ Promote social channels.	• Ongoing	Ongoing
		✓ Create phone tree to better inform public.	✓ September 2013	Completed.

**MEMORANDUM**

Community Development Department

DATE: April 10, 2014

TO: Downtown Committee

FROM: Tiffany Chew, Business Development Specialist
Alex Andrade, Economic Development Manager

SUBJECT: Parking Technology Feasibility Study

INTRODUCTION

The purpose of this memo is to provide the Downtown Committee with an update on Part II of the Parking Technology Feasibility Study. The study will aid the City in its efforts to increase efficiencies within the downtown public parking management system. Part I focused on identifying technologies that would create a more efficient parking management system - real-time wayfinding signs, vehicle detection technology, website applications, and integrated parking management systems. Part II focuses on evaluating the four recommended technologies including estimated costs, ongoing operation and maintenance and key considerations and concerns.

BACKGROUND AND ANALYSIS

Studying and implementing downtown parking technology improvements will allow City Council to meet one of its major goals for Fiscal Year 2013-14, which is to use technology to enhance customer service, efficiency, and advance the mission of the organization.

The costs for the four recommended parking technologies are evaluated in-depth as individual products. The analysis shows that across all of the individual parking technologies, the capital costs for a real-time wayfinding signage system are the highest. Additionally, expected increases in revenues offer additional benefits from two of the products evaluated: the vehicle detection technology as well the customer website. These assumed increases in revenues are due to expected increases in enforcement efficiency (estimated at 160-180%, but cited by some cities as high as 800% increase in enforcement coverage area), as well as an increase permit sales from offering additional

purchasing convenience which are likely to encourage more occasional parkers to purchase day passes.

The table below summarizes the costs of each system, simplifying or averaging cost estimates from various vendors and municipal sources. The real-time wayfinding and vehicle detection technologies can include maintenance subscriptions for annual costs (estimated at \$15-20,000), yet these are optional. Their costs are mostly based on year-1 capital costs. On the contrary, the customer website application and the parking management software typically require annual subscription costs, and varying design, start-up and training costs. This annual subscription cost for the customer website may differ significantly if the City decides to manage the website in-house.

Technology Types/Scenarios	Primary vendor source	Year 1 Capital & installation costs	Annual subscription costs	Estimated Net revenues
(1) Real-time Wayfinding Signs				
Occupancy sign at the parking structure's main entrance	TCS	\$75,000	-	-
One occupancy sign at the structure's main entrance and one level-counting sign within the structure				
With overhead sensors	TCS	\$145,000	-	-
With single space sensors	Streetline	\$200,000	-	-
(2) Vehicle Detection Technologies				
Option 1: License Plate Recognition (LPR)	Genetec	\$90,000	-	\$41,000 ¹
Option 2: Vehicle recognition (VR)	AutoChalk	\$130,000	-	\$55,000
(3) Customer Website Application				
Customer website selling parking permits	NuPark	\$0	\$11,500	\$25,000
	T2	\$35,300	\$10,300	\$25,000
Customer website selling parking permits and providing citation payment, information, and appeal	NuPark	\$0	\$16,500	\$25,000
	T2	\$35,300	\$13,300	\$25,000
(4) Parking Management Software⁴				
Parking management software	NuPark	\$0	\$18,500	-
Parking management software	T2	\$50,000	\$14,500	-

¹ Costs include travel, materials and labor for set-up and installation.

² Increase in revenue calculated based on increase in enforcement efficiency as well as increase in permit sales.

³ Assumes a 5-year lifecycle for sensor hardware.

⁴ Vendors claim cost savings with a combined LPR, customer website, and management software system. Annual costs for the software include the annual subscription fees only. Savings may be applied and revenue gained depending upon the overall elements of the package (signage, LPR, website, etc.)

There are various benefits to implementing parking technology solutions. They are further described below:

Parking Technology Options:

- Vehicle detection technologies include License Plate Recognition (LPR), and/or alternative vehicle sensing that detects and records vehicle information for wayfinding and enforcement purposes;
- Real-time wayfinding signage that offers dynamic and real-time parking information about parking availability in garages; and
- Web and mobile applications that offer parking guidance, such as online interactive maps of the parking system and mobile applications to help drivers find available parking.

Integrated Parking Technology Management Software:

- Connected parking management software and information database that provides constant feedback and tracks progress on the success of parking management and enforcement;
- Parking management software systems that enhance and maximize enforcement labor resources by tracking violators, mapping key locations with high violation rates, and connecting technology to a larger enforcement database; and
- Online customer service platforms that improve convenience and service by allowing users to view their personal information, purchase parking permits, pay citation fees, and update their own information.

Based on current downtown parking system needs, generally every technology outlined above will increase efficiencies and achieve the goals of the Downtown Committee for this effort. The Downtown Committee’s goals include providing recommendations to the City Council on available parking technologies, creating a more efficient parking management system, positively affecting parking behavior, and ensuring that enforcement is improved and effective.

NEXT STEPS

The draft Parking Technology Feasibility Study will be reviewed by City staff. It is important to note that the study’s overall goal is to research various solutions and options for current parking technologies, and gain a better understanding of potential costs and revenues associated with implementation in downtown Mountain View.

Now that CDM Smith has provided data on cost and the benefits of parking technology solutions, the next step is to receive input from the Downtown Committee.

cc: CIO, APWD - Solomon, CTE, PC - Hsiung, PS - Oselinsky, PO - Canfield

**CITY OF MOUNTAIN VIEW
MEMORANDUM**

DATE: April 10, 2014

TO: Downtown Committee

FROM: Tiffany Chew, Business Development Specialist
Alex Andrade, Economic Development Manager

SUBJECT: Downtown Parking Maintenance Assessment District - Annual
Renewal

BACKGROUND AND ANALYSIS

The annual renewal of the Downtown Parking Maintenance and Operation Assessment District (Parking District) for Fiscal Year 2014-15 is scheduled for a public meeting and a public hearing as per governing state laws. The public meeting will occur on May 27, 2014 and the public hearing is scheduled for June 24, 2014. Staff is recommending that the total amount of the assessment for FY 2014-15 be \$158,606, the same as the previous fifteen years. All of the Parking District's revenues (\$158,606) are used for operating expenses.

The Downtown Parking Maintenance and Operation Assessment District (Attachment 1) was formed in 1979 by the City Council in order to adequately fund the continued maintenance and operation of Parking District No.2. The assessment formula for the district is comprised of two components: one based on land use and the second based on parcel area. Seventy-five percent (75%) of the maintenance and operation assessment is calculated and allocated on the basis of land use. Twenty-five percent (25%) of the assessment is calculated according to the size of each parcel.

In addition to the assessment revenue, the Parking District also receives other revenue from other sources. For FY 2014-15, the dissolution of the Revitalization District impacted some of the Parking District's other revenue sources. The Parking District will continue to receive revenue from property taxes, parking permits, and interest earnings, but will no longer receive rent revenue from CVS Pharmacy. However, the total amount of other revenue will increase. It is estimated that the Parking District will receive \$534,770 in property tax revenue and an estimated \$287,000 in permit revenue. The revenue increase could be directed towards continued implementation of our Downtown Parking Work

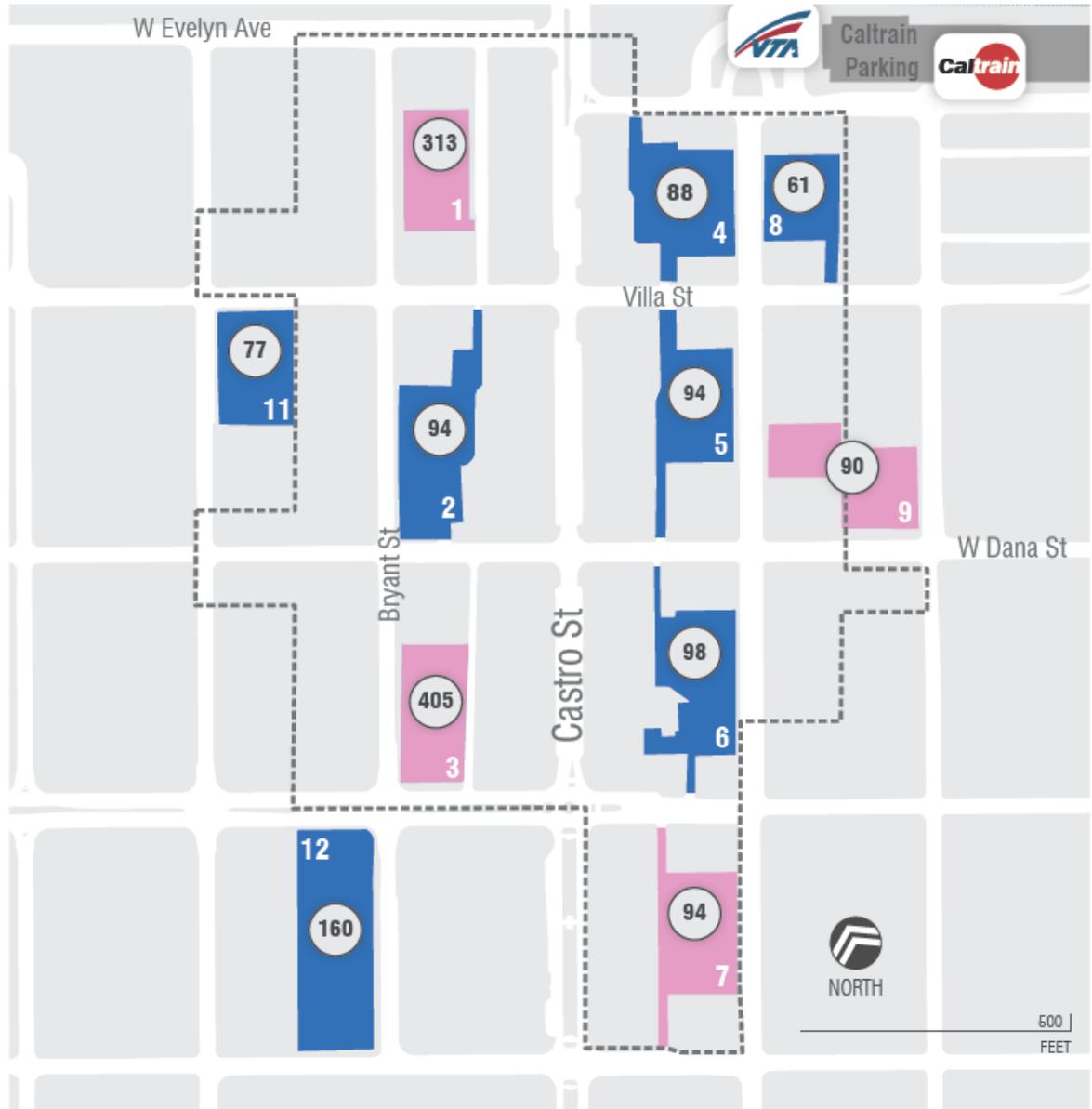
Plan (i.e. Parking Technology). Staff will return to the Downtown Committee with additional information and potential recommendations.

RECOMMENDATIONS

Staff proposes no changes to the assessment formula and, thus, no changes from previous annual assessments. However, the individual assessments will be reassessed due to the development of 250 Bryant Street and 900 Villa Street. The assessment formula allows for a total of \$158,606 to be spread out amongst all the Parking District parcels based on the land use parking demand and parcel area ratio.

Attachments: 1. Downtown Parking District Map

Downtown Mountain View Parking Map



Permit Parking

 Permit parking allowed

 Permit parking not allowed

 160 Number of spaces in lot

 Parking district boundary

 Caltrain station

 VTA station



CITY OF MOUNTAIN VIEW

MEMORANDUM

Community Development Department

DATE: April 10, 2014

TO: Downtown Committee

FROM: Tiffany Chew, Business Development Specialist
Alex Andrade, Economic Development Manager

SUBJECT: Draft Downtown Committee Work Plan – Fiscal Year 2014-15

RECOMMENDATION

Provide input and approve the draft Downtown Committee Work Plan for Fiscal Year 2014-15 (Attachment 1) to be forwarded to the City Council for review and approval.

BACKGROUND

City Council Policy A-23 – Work Item Referral Process for Council Advisory Bodies and Councilmember Committees requires all advisory bodies to prepare and submit fiscal year-based annual work plans to the City Council for review and approval.

Based on the direction provided by the City Manager’s Office, the format of the Downtown Committee’s proposed work plan requires identification of key milestones and dates to plan and monitor the Committee’s progress in achieving its ongoing work items and the specific fiscal year tasks and responsibilities assigned to the Downtown Committee by the City Council.

The draft Downtown Committee Work Plan for Fiscal Year 2014-15 includes last year’s approved Work Plan, previous discussions regarding the role of the Downtown Committee, upcoming agenda items requested by Committee members; and continued implementation of the Downtown Parking Work Plan.

NEXT STEPS

The Committee’s draft work plan will be presented to the City Council on July 1, 2014.

Attachments: 1. Draft Downtown Committee Work Plan – FY 2014-15

DOWNTOWN COMMITTEE WORK PLAN
Fiscal Year 2014-15

Title & Description	Key Milestones	Date (per milestone)	Current Status Notes
<i>On-going Work Items</i>			
A. Recommend programs, projects, and policies to implement the vision for the downtown.	Updates from City Staff regarding downtown development.	Ongoing	
B. Support City economic development initiatives in the downtown.	Ongoing	Ongoing	
C. Promote a variety of business outreach services and activities to create a viable downtown.	Implementation of a Downtown Marketing Work Plan.		Continuation from FY 13-14 Work Plan
D. Make recommendations on the development and maintenance of downtown public parking facilities.	Continued implementation of the Downtown Parking Work Plan.	Ongoing	Continuation from FY 13-14 Work Plan
E. Provide the City Council with recommendations on the assessment districts – the Business Improvement Districts and Parking Maintenance Assessment District.	Business Improvement District Renewal Downtown Parking Maintenance and Assessment District Renewal	Fall 2014 Spring 2015	
<i>FY 2014-15 Work Items</i>			
1. Review and make recommendations regarding the impact of the new 49ers stadium to Downtown Mountain View.	Continued discussions on the impacts to the downtown.	Ongoing	Continuation from FY 13-14 Work Plan

DRAFT
DOWNTOWN COMMITTEE WORK PLAN
Fiscal Year 2014-15

Title & Description	Key Milestones	Date (per milestone)	Current Status Notes
2. Continue implementation of the Downtown Parking Work Plan	Review of the Downtown Parking Permit Program Discuss opportunities for shared parking agreements with private property owners. Continued discussion on the creation of new parking spaces.	Fall 2014 Winter 2015 Winter 2015	
3. Support the update and implementation of a Downtown Marketing Work Plan.	Preliminary discussion regarding promoting and marketing the downtown. Develop and implement a work plan.	Winter 2015 Spring 2015	Continuation from FY 13-14 Work Plan