



CITY OF MOUNTAIN VIEW

DOWNTOWN COMMITTEE

AGENDA

NOTICE AND AGENDA

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

1. **CALL TO ORDER**

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

3. **MINUTES APPROVAL**

Minutes for the November 5, 2013 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 **ELECTION OF THE CHAIR AND VICE CHAIR**

6.2 **CITY COUNCIL CODE OF CONDUCT**

On January 14, 2014, Council voted to require that all newly appointed and reappointed advisory body members review the City Council Code of Conduct. After the review, Downtown Committee members will sign the Preamble.

6.3 DOWNTOWN DEVELOPMENT UPDATES

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

6.4 DOWNTOWN PARKING

- **Downtown Parking Permit Program Study**

Staff will provide an update on the changes made to the permit program.

- **Downtown Parking Technology Study**

Staff will provide an update on the study.

6.5 DOWNTOWN SIDEWALK CAFÉ PROGRAM

Staff will discuss changes to be made to the program's insurance liability requirements.

6.6 DOWNTOWN REVITALIZATION DISTRICT

Per the request of the Downtown Committee, staff has put together a list of major projects and programs that the District has funded.

6.7 DOWNTOWN COMMITTEE SCHEDULE

Staff will discuss the Downtown 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.



MINUTES

SPECIAL MEETING - TUESDAY, NOVEMBER 5, 2013
PLAZA CONFERENCE ROOM AT CITY HALL - 500 CASTRO STREET
8:00 A.M.

1. **CALL TO ORDER**

The meeting was called to order at 8:05 a.m. with Committee Chair Kim Copher presiding.

2. **ROLL CALL**

Present: Committee members Oscar Garcia, R. Michael Kasperzak, Jr., Paul Lansky, Ronald Manabe, Bill Maston, Shana Nelson, Preeti Piplani, Vice Chair Nathan Barreras, and Chair Kim Copher.

Absent (Excused): Committee members Rick Meyer and Julie Smiley.

3. **MINUTES APPROVAL**

The minutes of October 15, 2013 were distributed prior to the meeting and approved as distributed.

4. **UPCOMING AGENDA TOPICS**

The Downtown Committee (DTC) requested staff provide information on what programs and projects the Revitalization District funded, the Parking in Lieu fee program, and impacts of the San Francisco 49ers stadium to Downtown Mountain View.

5. **UNFINISHED BUSINESS** – None.

6. **NEW BUSINESS**

6.1 **DOWNTOWN DEVELOPMENT UPDATES**

Staff provided an update. No action was taken.

6.2 DOWNTOWN PARKING PERMIT PROGRAM STUDY

Staff provided an update. No action was taken.

6.3 PARKING TECHNOLOGY FEASIBILITY STUDY

Staff provided an overview of the scope.

Motion – M/S Manabe/Maston – Carried 8-0; Meyer, Smiley absent – To shorten the scope to complete the study in an efficient time line.

6.4 DOWNTOWN COMMITTEE SCHEDULE

No action was taken.

7. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS

None.

8. ORAL COMMUNICATIONS FROM THE PUBLIC

Peg Powell, Mountain View resident, attended the meeting to learn about the Downtown Parking Initiatives.

9. ADJOURNMENT

The meeting was adjourned at 9:10 a.m.

CITY COUNCIL POLICY

SUBJECT: COUNCIL ADVISORY BODY APPOINTMENTSNO.: K-2

PURPOSE:

To establish policies and procedures governing the appointment of City commission, board, and committee members (collectively, "Council advisory bodies").

POLICY:

1. The Mayor shall appoint three Councilmembers to the Council Appointments Review Committee, one of whom shall be designated as Chair. The responsibility of the Committee is to systematically screen candidates and make recommendations to the entire Council.
2. It is the policy of the City Council to appoint members to Council advisory bodies who are qualified electors (i.e., registered voters) of the City and who will provide, as nearly as possible, a representative balance of the broad population of the City. Appointees to Council advisory bodies serve at the pleasure of the City Council.

The overriding criterion for appointment, however, must be the Council's belief that the person appointed can bring skill, integrity, knowledge, interest, and especially an understanding of the basic obligation to evaluate issues in the broad context of the public interest.

3. Unless appointed to an unexpired term of less than two years caused by resignation or other such vacancy, the term of office for each advisory body member shall normally be four years or until a successor is appointed and shall, where possible, commence on the first day of January.

Appointed persons shall be limited to two consecutive terms prior to reappointment on a given advisory body with the exception of the Downtown Revitalization Committee. However, where the City Council expressly determines it to be in the best interest of the community, the City Council may reappoint beyond this limit.

4. The City Clerk shall provide application forms and shall maintain a composite listing of all applications on file which have been received. The names of applicants on file in the City Clerk's Office shall be available to the public. An

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application may be submitted at any time, but must be renewed every year on or before September 30.

5. Persons being considered for appointment (or reappointment) must be interviewed at least once to qualify for appointment.

PROCEDURES:

1. Appointments/Reappointments

- a. During August of each year, the City Clerk shall poll all incumbents eligible for reappointment regarding their interest in being reappointed.
 - (1) In NO case shall automatic reappointment of an incumbent be assumed.
 - (2) The Appointments Review Committee will consider the actual performance, contribution, and record of incumbents in determining whether the person should be reappointed.
 - (3) The City Clerk will provide the Appointments Review Committee Chair with a listing of all eligible incumbents interested in being appointed.
- b. During September of years when any advisory body terms are expiring, the City Clerk shall, in coordination with the Council Appointments Review Committee Chair, be responsible for ensuring that there is suitable advertisement of upcoming appointments. This shall include appropriate display ads in local newspapers, as well as other special ads where possible, including a suitable ad (e.g., one-half page in *The View*) providing informative descriptions of the various advisory bodies, their responsibilities, etc.; and other possible methods, such as cable television announcements, a special, reusable television production on commission membership, etc.

Advertisements shall state whether or not the incumbent for an appointment is eligible for reappointment and whether or not the incumbent has requested reappointment.

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Also during the month of September, the City Clerk shall send all current applicants a new application form and a brief synopsis of this City Council policy.

- c. During the first week of October, the City Clerk shall provide the Council Appointments Review Committee with copies of applications received for all advisory body openings.

Also during the first week of October, the City Clerk shall coordinate with the Council Appointments Review Committee Chair to schedule interviews with all applicants for each advisory body opening.

- d. Between October 15 and November 30, the Council Appointments Review Committee shall interview all applicants, with the exception of Environmental Planning Commission (EPC) applicants. The entire City Council will interview EPC candidates at a Council Study Session during the month of November and, at the conclusion of the interviews, the Council shall determine their appointment recommendations and take final action at the next Regular Council meeting. Attachment A to this policy outlines the selection process for the EPC.

At the conclusion of the interviews, the Council Appointments Review Committee shall determine its appointment recommendations. The Appointments Review Committee (or City Council for EPC appointments) may also identify additional members to serve as "alternates" who could be appointed directly, if a vacancy is created by the election of a current board, commission, or committee member to the City Council.

If the majority of the Appointments Review Committee determines that a sufficient number of or cross-section of suitable applicants was not available to be considered, no recommendation need be made. In this case, the opening(s) shall be readvertised and recommended qualified appointments forwarded to the Council at the earliest possible date.

- e. The Council Appointments Review Committee shall make a written recommendation to the City Council at a Council meeting in November or December, at which time the appointments shall be made.

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In the event of delay or other inability to make a prompt appointment, the departing incumbent may, unless otherwise directed by the City Council, continue to serve until replaced.

- f. Upon the City Council adoption of the resolution of appointment, the Council Appointments Review Committee Chair shall notify each appointee in writing and include a statement concerning the legal requirements that the appointee must meet. A copy of the notice of appointment shall be sent to the secretary of the appropriate advisory body. The City Clerk shall administer and file the oath of office and determine that all other legal requirements have been met and shall then notify the secretary of the advisory body that the appointee is ready to act in official capacity.

2. Vacancies

- a. The secretary of each advisory body shall notify the City Clerk promptly in the event that any advisory body member is absent without excuse for three regularly scheduled meetings consecutively or within a calendar quarter.
- b. The City Charter requires an office to become vacant if an advisory body member has been absent from three regular consecutive meetings without a qualified excuse. A qualified excuse occurs if any of the following apply:
 - The advisory body consents to the absence either before, or at the meeting immediately after the absence, for the advisory board member to attend to official duties of the City, including, but not limited to, representing the City at conferences or official functions;
 - The advisory board member is ill;
 - The advisory board member is on bereavement leave due to the death of a family member as defined in the City's Personnel Rules;
 - The meeting was not on the advisory board member's formally adopted annual schedule of meetings if an annual schedule was adopted.

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- c. In that event or if the advisory body member is convicted of a crime involving moral turpitude or ceases to be a qualified elector of the City, the City Clerk shall notify the City Council who shall then declare that such office is vacant.
- d. Resignations may be submitted at any time to the City Council, either directly or through the advisory body chair.
- e. Whenever a vacancy occurs for any reason except for the expiration of the term, the City Clerk shall post a special notice of vacancy in the City Clerk's Office and other places as directed by the City Council no earlier than twenty (20) days before or later than twenty (20) days after the occurrence of the vacancy.
- f. Upon notice of the vacancy, the Council Appointments Review Committee shall initiate Steps 1.d and 1.e, leading to a recommendation to the City Council for a successor to such vacancy, and a successor shall be appointed to serve only to the date of the unexpired term pursuant to Section 905 of the City Charter.
- g. Notwithstanding the foregoing, the City Council shall not make a final appointment to an advisory body for at least ten (10) working days after the posting of the notice of vacancy in the City Clerk's Office, City Hall bulletin board, Library bulletin board, and other places as directed by the City Council. However, upon a finding that an emergency exists, the City Council may fill the unscheduled vacancy immediately with a person appointed to serve only on an acting basis until the final appointment to the advisory body is made.

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3. Removal

An advisory body member is subject to removal by motion of the City Council adopted by at least four affirmative votes.

Revised: January 14, 2014, Resolution No. 17832

Revised: November 17, 2009, Resolution No. 17441

Revised: October 28, 1997

Effective Date: January 26, 1976

LF/CNLPOL/K02-601-CP

MEMORANDUM

Community Development Department

DATE: February 4, 2014

TO: Downtown Committee

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

SUBJECT: Parking Technology Feasibility Study

INTRODUCTION

The purpose of this memo is to provide the Downtown Committee with an update on the Parking Technology Feasibility Study Technical Memorandum (“Technical Memo”). The objective of the Technical Memo is to evaluate the most promising parking technologies and vendor packages that will aid the City of Mountain View in its efforts to increase efficiencies within the downtown parking management system.

Studying and implementing downtown parking technology improvements will allow 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.

BACKGROUND AND ANALYSIS

On Nov. 5, 2013, Staff and Terri O’Connor (CDM Smith) presented key elements of the Parking Technology Feasibility Study to obtain the Downtown Committee’s input and overarching goals for parking technologies. The Downtown Committee’s goals include educating 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. In addition, the Downtown Committee is focused on being action-oriented and moving through the process swiftly. Therefore, the Technical Memo commences with the most promising parking technologies and associated vendors.

Parking technologies are organized by management, information, enforcement, and payment technologies:

Management System

- Manage Parking Through an Integrated Database
- Receive Feedback on Parking Management and Enforcement Success
- Reports on Use of Technology: Customer Satisfaction, Parking Availability, and Enforcement Performance
- Track Enforcement Activity and Efficiency

Information: Signage and Wayfinding

- Implement Guidance System for Parking Availability
- Signage Conveys Regulations
- Increase Communication and Customer Service Satisfaction

Enforcement

- Reduce Labor Needs and Increase Enforcement Area
- Provide Reliable Enforcement System
- “Friendly Face” on Parking by Implementing Fair and Consistent Policies
- Pinpoint Key Locations with High Violation Rates

Payment: On-Line System

- On-line Permit Purchasing Platform and Communication Tool
- Easy Citation Payment On-line or Phone
- Easily Update and Change Personal Information
- Clear Method of Enforcing Rules and Regulations
- Fair Violation Process

RECOMMENDATIONS

For the purpose of the Technical Memo, parking technologies are evaluated by products as well as by vendor. Vendors often integrate multiple parking technologies to include various products that are best suited for the client with the goal of improving management, information, enforcement, and payment activities. Vendors have created innovative parking technology tools as a “one-stop” shop for municipalities. The recommended technologies and vendors for Mountain View’s downtown parking management system are summarized below:

Mobile Now/NuPark

Vendor Mobile Now/NuPark offers an on-line interface for customers and parking management. Mobile Now/NuPark’s tool improves convenience and service for users through an on-line platform for easy payments (permit and citation), communication with parking users, and a clear method of enforcing parking rules and regulations. Details of the Mobile Now/NuPark system are outlined below:

- On-line Portal for Customers – Mobile Now/NuPark will establish a one-stop website that allows customers to purchase parking permits, pay parking

citations, ask questions, send feedback, and obtain valuable downtown parking information.

- Data Management – Mobile Now/NuPark offers a platform to manage and evaluate an overall parking system, including permit processing, citation processing and payment.
- Integrated Enforcement Strategy – Mobile Now/NuPark offers license plate recognition (LPR) technology, which provides an enforcement and management system. The LPR technology will reduce the need for enforcement officers while increasing enforcement coverage.

Per CDM Smith, the Mobile Now/NuPark solution is the most appealing due to their eagerness to work with a municipal client and offer of cost savings. They have offered a customized service and hands-on assistance with a pilot program. CDM Smith believes that Mobile Now/NuPark is likely to spend more resources ensuring that the product they offer to the City of Mountain View is robust, as they will be heavily relying on positive experiences and feedback from Mountain View to market their product and expand to more municipalities. Altogether, there are likely significant monetary and service benefits to being a “case study” City.

Aparc

Aparc offers technology that serves as a platform for managing parking, technology for aiding and improving enforcement, and a portal for customers to purchase parking permits or pay citations. Aparc’s system has fixed cameras to view all spaces at all times, so that a constant inventory and monitoring of vehicles take place.

Aparc’s system offers the ability to see where enforcement officers are located, how many vehicles they have monitored, and how many citations they have dispensed. Management can easily view reports and statistics showing this data, including changes over time in the ticketing process.

The on-line permit management system for visitors allows users to purchase permits easily and pay with credit cards on-line. The information is integrated in real time and no printed materials are needed because the permits are based on license plate information.

Aparc technology provides key system options that would be particularly beneficial to Mountain View’s needs. Aparc’s services include:

- Enforcement Management Software and Equipment
- License Plate Recognition (LPR) and Guided Enforcement
- Permit Purchasing and Processing
- Wayfinding and Guidance Systems

T2 Systems

T2 Systems has operated for over 20 years and offers the most comprehensive package for parking technology and incorporates all of the functions that the City of Mountain View could benefit from most. This includes the following:

- Guided LPR Enforcement Technology
- Wayfinding and Guidance Systems
- Enforcement and Citation Issuing Software and Handheld Devices
- Customizable Dashboard for Managing Operations
- Citation processing, Customer Service and Management
- Customer Account for Permit Purchasing

The benefits of using T2 Systems are that the City of Mountain View can receive exactly the services they choose from an operator. However, this may be the most costly option.

The Technical Memo will be reviewed by Public Works and Police Department Staff in the upcoming weeks. It is important to note that the overall goal is to research various solutions and options for current parking technology, and gain a better understanding of potential costs and revenues associated with implementation in downtown Mountain View. CDM Smith is currently gathering data on cost and implementation schedules.

NEXT STEPS

CDM Smith is gathering information for on-site tours and vendor presentations for Staff and interested Downtown Committee members. For instance, CDM Smith has contacted APARC to coordinate a site visit and demonstration in San Leandro. CDM Smith has also contacted Mobile Now/NuPark about a parking technology demonstration. T2 Systems representatives will be in the San Jose area the week of February 17th and have offered to provide a demonstration. CDM Smith has made contact with Brian Nelson of the City of San Jose. Mr. Nelson is responsible for the City of San Jose's Parking Guidance System. Staff and Downtown Committee members could benefit from a site visit.

Staff will obtain Technical Memo feedback from the Downtown Committee and community and incorporate appropriate responses into the Parking Technology Feasibility Study. The final Parking Technology Feasibility Study will also include a cost analysis, potential revenues, and projected implementation schedule. CDM Smith is scheduled to complete the Parking Technology Feasibility Study in late March 2014.

cc: APWD - Solomon, CTE
PC - Bosel
PS - Oselinsky
CIO