



SPECIAL AND REGULAR MEETING MINUTES

Date: 9/24/2019
Time: 5:00 p.m.
City Council Chambers
701 Laurel St., Menlo Park, CA 94025

5:00 p.m. Special Joint Study Session with Atherton City Council (City Council Chambers)

A. Call To Order

Mayor Mueller called the meeting to order at 5:03 p.m.

B. Roll Call

Present: Carlton, Combs, Nash, Mueller
Absent: Taylor
Staff: City Manager Starla Jerome-Robinson, Assistant City Attorney Cara Silver, City Clerk Judi A. Herren, Police Chief Dave Bertini

Atherton
Present: DeGolia, Lempres, Lewis, Widmer, Wiest
Absent: None
Staff: City Manager George Rodericks, City Clerk Anthony Suber, Finance Director Robert Barron, Public Works Director Robert Ovadia, Police Chief Steve McCulley

SS1. Review and discuss collaborative policing efforts and activities

Chief Dave Bertini and Chief Steve McCulley introduced the item.

The City Councils discussed collaboration on traffic enforcement and emergency operation centers.

SS2. Review and discuss regional projects, traffic impacts and shared input, and El Camino traffic safety and pedestrian safety

Deputy City Manager Justin Murphy and Interim Public Works Director Nikki Nagaya introduced the item.

- Lydia Lee spoke in support of increased bicycle and pedestrian safety.

The City Councils spoke to Menlo Park's traffic calming measures and Atherton's upcoming discussions on traffic calming and management plans.

Atherton City Council suggested a liaison between their Bicycle and Pedestrian Committee and Menlo Park's Complete Street Commission. They also commented on their license plate reader policy and requested more information on Menlo Park's drone policy.

Menlo Park City Council suggested adding neighboring jurisdictions input at study sessions pertaining to environmental impact reports.

Mayor Mueller adjourned to the special business at 5:59 p.m.

6:00 p.m. Special Meeting (City Hall - "Downtown" Conference Room, 1st Floor)

Mayor Mueller called the meeting to order at 6:07 p.m.

C. Special Business

C1. Interviews of Planning Commission applicants

The City Council conducted interviews with the two applicant; Jeff Kleck and Larry Kahle.

6:30 p.m. Study Session (City Council Chambers)

City Council reconvened at 6:41 p.m.

SS1. Provide direction on Downtown parking utility underground project and future citywide undergrounding priorities ([Staff Report #19-200-CC](#))

Senior Project Manager Morad Fakhrai and Cindy Middleson made the presentation (Attachment).

The City Council received clarification that the underground of utilities are performed with other street and sidewalk projects to limit the need to excavate multiple occasions. There was discussion on utilizing utility user tax for the project. City Council directed staff to return this item with projects ranked with the approved criteria.

- Steve Van Pelt suggested other undergrounding needs in Menlo Park and undergrounding the large transmission lines.
- Henry Riggs spoke in support of undergrounding in proposed roadways but in opposition in parking lots.

City Council took a recess at 7:17 p.m.

City Council reconvened at 7:24 p.m.

Regular Meeting

D. Call To Order

Mayor Mueller called the meeting to order at 7:24 p.m.

E. Roll Call

Present: Carlton, Combs (excused at 8:28 p.m.), Nash, Mueller

Absent: Taylor

Staff: City Manager Starla Jerome-Robinson, Assistant City Attorney Cara Silver, City Clerk Judi A. Herren

F. Pledge of Allegiance

Mayor Mueller led the Pledge of Allegiance.

G. Public Comment

No public comment.

Mayor Mueller reordered the agenda.

J. Consent Calendar

- J1. Accept the City Council meeting minutes for August 20 and 27, 2019 ([Attachment](#))
- J2. Introduction of Ordinance No. 1059 repealing Chapter 2.58 (Safe City) of Title 2 (Administration and Personnel) ([Staff Report #19-191-CC](#))
- J3. Waive the second reading and adopt Ordinance No. 1057 to establish local amendments to the 2019 California Energy Code that require higher levels of building electrification and solar production for newly constructed buildings to reduce greenhouse gas emissions effective January 1, 2020 ([Staff Report #19-195-CC](#))
- Janelle London spoke in support of Ordinance No. 1057 to establish local amendments to the 2019 California Energy Code.
 - Josh Becker spoke in support of Ordinance No. 1057 to establish local amendments to the 2019 California Energy Code.
 - Mitch Slomiak spoke in support of Ordinance No. 1057 to establish local amendments to the 2019 California Energy Code.
 - Kristin Duriseti spoke in support of Ordinance No. 1057 to establish local amendments to the 2019 California Energy Code.
 - Matt James, board member of Menlo Spark, spoke in support of Ordinance No. 1057 to establish local amendments to the 2019 California Energy Code.
 - Chris DeCardy spoke in support of Ordinance No. 1057 to establish local amendments to the 2019 California Energy Code.
 - Dashiell Leeds spoke in support of Ordinance No. 1057 to establish local amendments to the 2019 California Energy Code.
 - Steve Westly spoke in support of Ordinance No. 1057 to establish local amendments to the 2019 California Energy Code.
 - Mark Jacobson spoke in support of Ordinance No. 1057 to establish local amendments to the 2019 California Energy Code.
 - Zoe Wong-VanHaren spoke in support of Ordinance No. 1057 to establish local amendments to the 2019 California Energy Code

ACTION: Motion and second (Carlton/ Nash) to waive the second reading and adopt Ordinance No. 1057 to establish local amendments to the 2019 California Energy Code that require higher levels of building electrification and solar production for newly constructed buildings to reduce greenhouse gas emissions effective January 1, 2020, passed 4-0-1 (Taylor absent).

- J4. Receive and file the preliminary year-end close financial review of general fund operations as of June 30, 2019 ([Staff Report #19-197-CC](#))
- J5. Receive and file the investment portfolio review as of June 30, 2019 ([Staff Report #19-193-CC](#))

- J6. Authorize the city manager to enter into an agreement with Black & Veatch Management Consulting to develop the 2020 water rate study ([Staff Report #19-198-CC](#))

N. City Councilmember Reports

- N1. Authorize a request to San Mateo County Labs, a division of the County of San Mateo, for air quality monitors in the Belle Haven neighborhood ([Staff Report #19-199-CC](#))

Assistant City Manager Nick Pegueros introduced the item.

- Pamela Jones spoke in support of authorizing a request to San Mateo County Labs, a division of the County of San Mateo, for air quality monitors in the Belle Haven neighborhood.
- Diane Bailey spoke in support of air monitors in the Belle Haven neighborhood.

The City Council discussed placing monitors in other areas of Menlo Park and received information of the collection and availability of the data.

ACTION: By acclamation, the City Council directed staff to draft and send a letter requesting San Mateo County Labs, a division of the County of San Mateo, for air quality monitors in the Belle Haven neighborhood.

- J7. Waive the second reading and adopt Ordinance No. 1058 adopting a local minimum wage ordinance effective January 1, 2020 ([Staff Report #19-196-CC](#))

- Fran Dehn spoke on the challenges facing small businesses with the proposed minimum wage ordinance.
- Rayna Lehman spoke in support of the minimum wage ordinance.
- Anna Chow, owner of Cheeky Monkey, spoke about the challenges to small businesses.
- Grace Streltsov spoke in support of Ordinance No. 1058.
- Anthony R. Morales spoke in support of a phased approach to the minimum wage ordinance.

The City Council discussed the challenges to small businesses.

ACTION: Motion and second (Nash/ Combs) to waive the second reading and adopt Ordinance No. 1058 adopting a local minimum wage ordinance effective January 1, 2020, passed 3-1-1 (Carlton dissenting and Taylor absent).

City Councilmember Combs was excused at 8:28 p.m.

ACTION: Motion and second (Carlton/ Nash) to approve the consent calendar, except items J3 and J7, passed 3-0-2 (Combs and Taylor absent).

I. Commissioner Reports

- I1. Environmental Quality Commission update

Environmental Quality Commission (EQC) Chair Ryann Price made the presentation (Attachment).

The City Council discussed the PACE program and directed the EQC to examine pesticide notifications.

I2. Parks and Recreation Commission update ([Attachment](#))

Park and Recreation Chair Christopher Harris made the presentation.

K. Regular Business

K1. Authorize the city manager to enter into a three-year agreement with OpenGov up to \$239,000 to upgrade to the City's budgeting and financial reporting software ([Staff Report #19-201-CC](#))

Finance and Budget Manager Dan Jacobson and Management Analyst II Brandon Cortez introduced the item.

ACTION: Motion and second (Carlton/ Nash) to authorize the city manager to enter into a three-year agreement with OpenGov up to \$239,000 to upgrade to the City's budgeting and financial reporting software, passed 3-0-2 (Combs and Taylor absent).

K2. Authorize the city manager to apply for the affordable housing and sustainable communities grant – transportation improvements fund ([Staff Report #19-202-CC](#))

Deputy Community Development Director - Housing Rhonda Coffman made the presentation.

The City Council discussed the impacts to the El Camino Real crossing improvement project and the need to connect the Dumbarton crossing to Kelly Park.

ACTION: Motion and second (Carlton/ Nash) to authorize the city manager to apply for the affordable housing and sustainable communities grant – transportation improvements fund, passed 3-0-2 (Combs and Taylor absent).

L. Informational Items

L1. City Council agenda topics: October to December 2019 ([Staff Report #19-192-CC](#))

City Councilmember Nash commented appointments need to be made to the Facebook/ Willow Village subcommittee and requested that regional preparedness efforts return to the City Council.

L2. Update on the Parks and Recreation facilities master plan process ([Staff Report #19-194-CC](#))

City Councilmember Nash spoke in support of the Burgess Park snack shack, but suggested that Onetta Harris is a better opportunity for a food vendor.

M. City Manager's Report

No report.

H. Presentations and Proclamations

H1. Communication plan presentation

Public Engagement Manager Clay Curtin made the presentation (Attachment).

- Pamela Jones spoke in support of the report and provided suggestions on the website.

N. City Councilmember Reports

City Councilmember Nash announced the housing study session on November 5 and the Stanford general use permit meeting at Palo Alto City Hall on October 26.

City Councilmember Carlton announced the Sister Cities international annual meeting on November 2 at Onetta Harris.

O. Adjournment

Mayor Mueller adjourned the meeting at 9:23 p.m.

Judi A. Herren, City Clerk

These minutes were approved at the City Council meeting of October 29, 2019.



UNDERGROUNDING OVERHEAD UTILITIES

City Council Meeting – September 24, 2019

Undergrounding Program

- Provide history & background
- Discuss Rule 20 requirements
- Suggest potential locations
- Suggest potential selection criteria



HISTORY OF RULE 20: UTILITY UNDERGROUNDING



1967 – California Public Utilities Commission (CPUC) established tariff Rule 20

1982 – PG&E worked with League of California Cities to establish allocations

2011 – CPUC granted PG&E a nearly 50% reduction of allocations

2017 – CPUC opened current Rulemaking to consider changes to Rule 20



ABC'S OF RULE 20 PROGRAM

Rule 20 has three sections:

- **20A** – Funded by PG&E with allocated credits* to local agencies
- **20B** – Fully funded by developers/local agencies
- **20C** – Fully funded by developers/local agencies (small projects)

* Funding for credits is paid for by all PG&E rate payers



QUALIFYING CRITERIA FOR RULE 20A

- General Public Interest (one or more of the following):
 - Heavy concentration of overhead facilities
 - High vehicle or pedestrian traffic
 - Civic or public recreation area
 - Arterial or major collector streets

- City must create an U/G District
- Street with a minimum of 600' length, or one City block
- May NOT include U/G of HV transmission lines



CITY'S ALLOCATION BALANCE

- Prior to 2011, Menlo Park's allocation was approximately \$260K annually
 - Current Menlo Park's allocation is approximately \$135K annually
 - Allocation Credits are like "frequent flyer miles"
 - Allocation Credits become real dollars and capitalized by PG&E once a project is built
-
- **PG&E Rule 20A Allocation Balance for Menlo Park**
 - Current Balance \$ 6,023,413
 - Plus 5-Year Borrow \$ 677,080
- AVAILABLE ALLOCATION CREDITS = \$ 6,700,493**

ESTIMATED COSTS

PG&E estimates:

- Approx. \$1,200 per foot for U/G projects, \$6.3M/mile
- Approx. \$15K-\$20K+ per foot for U/G HV lines



POTENTIAL FUNDING SOURCES

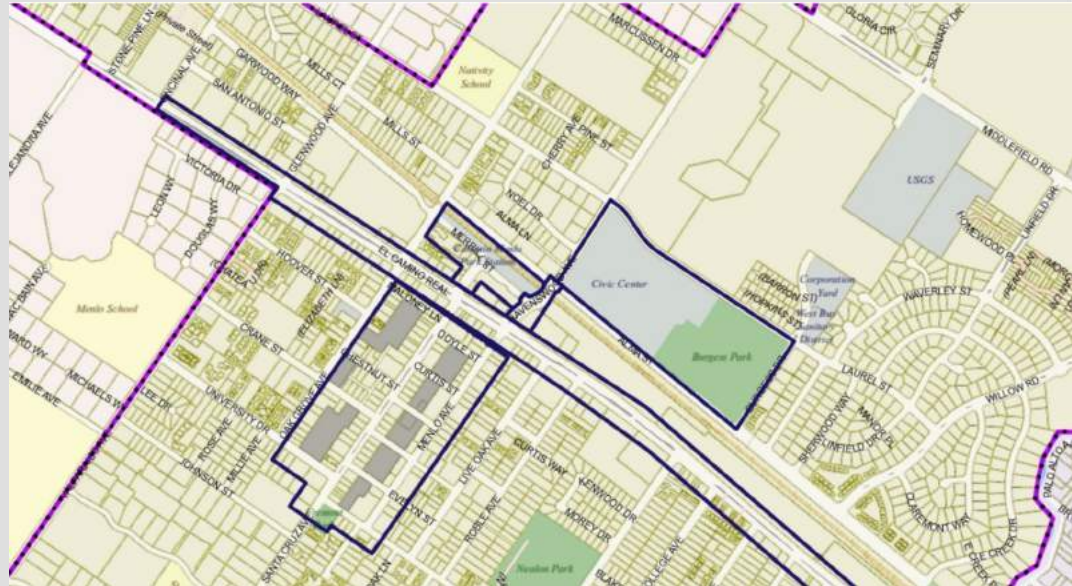
- PG&E Rule 20A Allocations (**primary**)
- Other funds:
 - Purchase Rule 20A Allocations from other agencies
 - Gas tax
 - SB1 funds
 - Safe Routes to School Grants (where applicable)
 - City General Fund
 - Special Assessment District

MENLO PARK'S U/G PROJECTS

Previous Districts

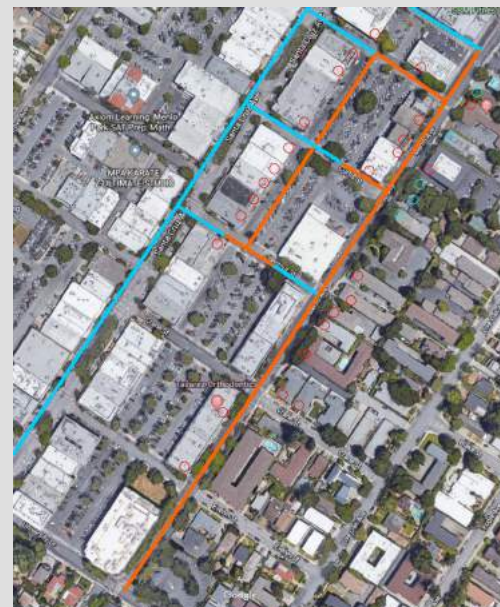
Menlo Park has successfully completed several U/G projects along major City corridors:



- El Camino Real
- Willow Road
- Santa Cruz Avenue
- Burgess Park/Civic Center
- Hamilton Avenue
- Sharon Heights Area
(developed in 1960's)



CURRENT APPROVED PROJECTS

- FY 2019-20 CIP includes the following projects:
 - Parking Plaza 7 Renovations
 - Parking Plaza 8 Renovations
 - Downtown Parking Utility Undergrounding
 - i. Consistent with DT/Specific Plan Guidelines
 - ii. Provides opportunity to improve Cal Water service
 - iii. Install EV charging stations
 - iv. Completes streets partially U/G previously (shown in blue)
 - v. Fire suppression safety benefit
- Recommendation: Proceed with the above approved projects, including the adjacent streets



-  residential service
-  commercial service

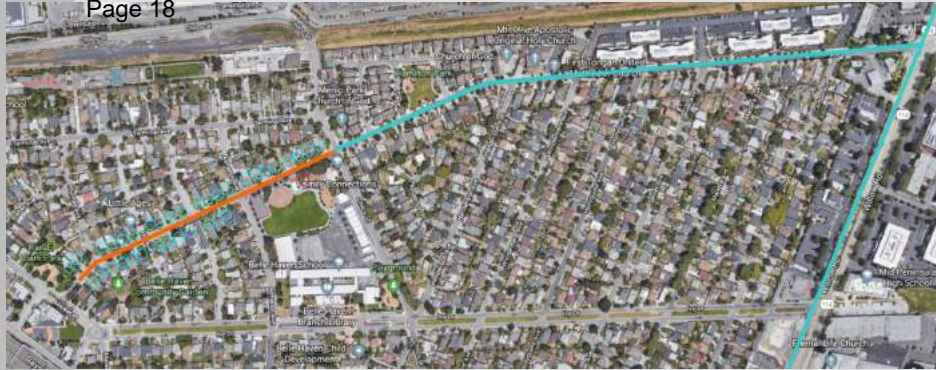
Length (LF)	Existing OH Services	Cost Estimate
2,650	6 residential, 26 commercial	\$3,180,000

OTHER POTENTIAL U/G PROJECT LOCATIONS

- Hamilton Avenue, Market to Chilco(1)
- Newbridge Street, Willow to Windermere(1)
- Middlefield Road, Ravenswood to city limit(3)
- Ravenswood Avenue, Middlefield to Noel(3)
- Alma Street, Burgess to Skate Park (3)
- Oak Grove Avenue, ECR to University(3+4)
- Parking Lots 1&3 (Downtown Northwest)(3+4)
- Santa Cruz Avenue, University to Elder(4+5)
- Middle Avenue, ECR to Cotton(4+5)
- Others... ?

(1) Denotes Council Districts





HAMILTON AVENUE

Chilco St to Market Pl

- Primarily residential services, but would qualify for Rule 20A funds
- Completes previously undergrounded segments (shown in blue)

- commercial service
- residential service

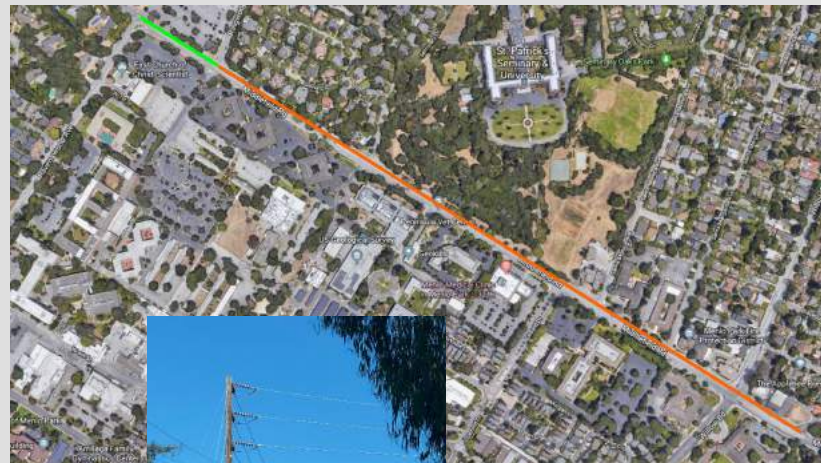
Length (LF)	Existing OH Services	Cost Estimate
1,450	35 residential, 1 commercial	\$1,740,000

MIDDLEFIELD ROAD

RAVENSWOOD AVE TO SOUTHERN CITY LIMITS



- Eliminate all overhead utilities and poles, except from Ringwood to Ravenswood (~500LF, shown in green), has HV transmission lines
- HV transmission poles and lines need to remain, all facilities below would be removed
- Project could be delivered at a lower cost than average since no service conversions



Length (LF)	Existing OH Services	Cost Estimate
4,400	None	\$5,280,000

DOWNTOWN NORTHWEST – PARKING PLAZAS 1&3



Parking Plazas 1&3, Oak Grove - ECR to University, parts of University, Crane & Chestnut



- Project is of civic interest, would beautify the downtown area, and serve businesses on Santa Cruz Ave and Oak Grove Ave
- Completes streets partially undergrounded previously (shown in blue)
- Fire suppression safety benefit
- Opportunity for Cal Water to upgrade service for adjacent properties
- Opportunity to install EV charging stations



Length (LF)	Existing OH Services	Cost Estimate
4100	6 residential, 52 commercial	\$4,920,000

-  residential service
-  commercial service

ESTABLISHING PRIORITY CRITERIA

Proposed ranking

1. High vehicle and pedestrian traffic
2. Number of panel conversions (lower=better)
3. Ability to combine with other projects
4. ADA considerations
5. Visual impact
6. Enhancement for emergency/fire suppression
7. Electric service upgrade for commercial properties
8. Opportunities for EV charging stations
9. Others... ?





SUMMARY QUESTIONS

Staff requests City Council's direction to:

1. Proceed with Parking Plazas 7 & 8 and adjacent streets
2. Proposed corridors and recommendation for other corridors
3. Proposed priority criteria and recommendation for other criteria



THANK YOU



ENVIRONMENTAL QUALITY COMMISSION

Quarterly Update from EQC Chair Ryann Price





AGENDA

- Updates
- Community Concerns
- Seeking guidance
- Next Steps



UPDATES





WHAT HAS HAS THE EQC BEEN UP TO?

- Reach Code Recommendation
 - Recommended council direct staff to develop amendments to the building code requiring new construction to be electrically heated for space & water as well as solar production for new nonresidential buildings.
 - Council enhanced the recommendation including additional commercial kitchen and dryer electrification requirements.
 - The estimated result will reduce GHG added to the city through development by 6K tons/year for the next 30-50 years with the development currently planned.
- Heritage Tree Appeals
 - Three appeals in 2019 to date
- Heritage Tree Task Force Recommendation Review
- Arbor Day Celebration
 - Tree planting ceremony with Mayor Mueller at the Boys & Girls Club in Belle Haven
- Currently working on Climate Action Plan Update
 - The current Climate Action Plan runs through 2020
 - Likely the EQC will recommend the Climate Action Plan be a priority for the EQC and the city unless otherwise directly by Council.
 - Hope to have something to have an initial plan to council for feedback by the end of the year



COMMUNITY CONCERNS





PUBLIC CONCERNS VOICED TO EQC

- Gas powered leaf blowers
 - Gas powered leaf blowers impact our climate, however, there are larger sources of climate impact and this issue seems primarily motivated by noise and air quality concerns.
 - EQC not planning to directly address this issue at this time unless directed by Council. We recommend Council consider writing to the Bay Area Air Quality Management District requesting their attention to the issue to solve it at the regional level.

- San Francisquito Creek
 - Recommendation from the joint power authority brought forward concerns regarding habitat preservation and restoration
 - EQC currently not planning to address this unless asked by council.

- PACE
 - There is currently one provider for PACE funding in Menlo Park.
 - There is a concern this creates a monopoly in a market were several options are available and lending regulations have been addressed to make the lending more consumer friendly
 - EQC currently planning to consider this as part of the Climate Action Plan.

- Environmental Justice
 - Climate change will impact Menlo Park, and it is predicted to impact some neighborhoods more than others. One specific area of concern was the sea level rise and its impact on the bay side neighborhoods.
 - EQC currently planning to consider this as part of the Climate Action Plan



SEEKING GUIDANCE





SEEKING GUIDANCE

- Alignment of Commission & Staff Time
 - Time investment in Heritage Tree Appeals
 - In 2019 is roughly 1/3 of the commission's meeting time
 - Given the proposed changes to the Heritage Tree Ordinance the EQC believes fewer appeals will be brought to the commission.
 - We believe that EQC and staff time could be put to greater use on greenhouse gas reduction activities for the city. Projects like the reach code update.



NEXT STEPS





LOOKING AHEAD

- The EQC recommends the updated Climate Action Plan be a priority for the commission and the city
- The EQC looks forward to hearing from council and receiving guidance on the commission's workplan for 2020



THANK YOU



COMMUNICATIONS PLAN UPDATE

September 24, 2019





COMMUNICATION STUDY

- Surveyed 3 key audiences
 - Community members
 - City staff
 - Peer cities
- Review and assess the current communications efforts
 - Website
 - Email alerts and e-newsletters
 - Social media
 - Print materials



SURVEY OVERVIEW BY AUDIENCE

- Community members
 - 75% found Nextdoor, talking with neighbors, and printed materials as very or somewhat useful
 - 60% found city email alerts and newsletters, city website, and The Almanac as very or somewhat useful
 - 42% want “meaningful involvement” on city projects and issues
 - 55% feel they receive the right amount of information about programs and events
 - More than half (53%) want more timely communication from the city, including consistent and early notifications



SURVEY OVERVIEW BY AUDIENCE

- City staff
 - 60% of staff say they don't have the resources needed to be successful in completing external communications work
 - 60% requested a centralized, dedicated resource for graphics and communications direction
 - Challenges in identifying and reaching audiences depending on the project or program
 - Resources (time, training and tools) needed to communicate effectively using social media and online
 - More in-person outreach



SURVEY OVERVIEW BY AUDIENCE

- Peer cities
 - Identified priorities
 - Strategic planning and goal setting
 - Speaking with a unified city “voice”
 - Overall community engagement
 - Most peer cities reported having a designated communications director/manager or public information officer
 - Use mostly the same communications tools
 - Half of the peer cities said they needed additional staff to meet their growing communications workload — especially in the areas of community engagement and social media engagement



EVALUATING CURRENT COMMUNICATION EFFORTS

- Website
- Email alerts and e-newsletters
- Social media
- Print materials

CURRENT COMMUNICATIONS EFFORTS: WEBSITE

- 45% of public survey respondents want improved navigation
- 9,000 PDFs; many not as searchable or accessible as webpage text
- Updated/redesigned website could improve usability and accessibility
- Style guide and staff training on writing for the web would help improve content understanding and optimize search results



2013 and before



2014



2020



CURRENT COMMUNICATIONS EFFORTS: EMAIL ALERTS AND E-NEWSLETTERS

- 70% of public survey respondents said emails were very or somewhat useful
 - 26% were unfamiliar with the service
- 53% of public survey respondents said timely communication would increase their satisfaction with city efforts
- Approximately 46,200 unique subscribers across 64 email lists



CURRENT COMMUNICATIONS EFFORTS: SOCIAL MEDIA

- 45% of public survey respondents were unsure if city social media is a useful source of information
- 44% felt Nextdoor was very useful
- City posts garner the highest engagement rate on Facebook, with a high adoption rate among residents
- Twitter is mostly used by professional or dedicated followers; only 17% of survey respondents report using Twitter at least once every 2 weeks

Nextdoor:

16,403 members

55% of 16,827 households

Facebook:

4,289 followers

Twitter:

5,206 followers



CURRENT COMMUNICATIONS EFFORTS: PRINT MATERIALS

- Most recent branding project resulted in materials that are now easily recognizable
- Tone and voice style guide, along with specific training, could improve consistency and writing quality for each medium (e.g. flyers vs. social media posts vs. website copy)
- Timeliness was identified as impacting effectiveness and satisfaction of communication efforts



QUESTIONS