



SPECIAL MEETING MINUTES
CONTAINS CONTINUED ITEMS FROM JULY 14, 2020

Date: 7/16/2020

Time: 5:00 p.m.

Special Meeting Location: Joinwebinar.com – ID# 825-412-675

NOVEL CORONAVIRUS, COVID-19, EMERGENCY ADVISORY NOTICE

On March 19, 2020, the Governor ordered a statewide stay-at-home order calling on all individuals living in the State of California to stay at home or at their place of residence to slow the spread of the COVID-19 virus. Additionally, the Governor has temporarily suspended certain requirements of the Brown Act. For the duration of the shelter in place order, the following public meeting protocols will apply.

Teleconference meeting: All members of the City Council, city staff, applicants, and members of the public will be participating by teleconference. To promote social distancing while allowing essential governmental functions to continue, the Governor has temporarily waived portions of the open meetings act and rules pertaining to teleconference meetings. This meeting is conducted in compliance with the Governor Executive Order N-25-20 issued March 12, 2020, and supplemental Executive Order N-29-20 issued March 17, 2020.

- How to participate in the meeting
 - Submit a written comment online:
menlopark.org/publiccommentJuly16*
 - Record a comment or request a call-back when an agenda topic is under consideration:
 Dial 650-474-5071*
 - Access the special meeting real-time online at:
joinwebinar.com – Special Meeting ID 825-412-675
 *Written and recorded public comments and call-back requests are accepted up to 1 hour before the meeting start time. Written and recorded messages are provided to the City Council at the appropriate time in their meeting. Recorded messages may be transcribed using a voice-to-text tool.
- Watch special meeting:
 - Cable television subscriber in Menlo Park, East Palo Alto, Atherton, and Palo Alto:
 Channel 26
 - Online:
menlopark.org/streaming

Note: City Council closed sessions are not broadcast online or on television and public participation is limited to the beginning of closed session.

Subject to Change: Given the current public health emergency and the rapidly evolving federal, state, county and local orders, the format of this meeting may be altered or the meeting may be canceled. You may check on the status of the meeting by visiting the City's website www.menlopark.org. The instructions for logging on to the webinar and/or the access code is subject to change. If you have difficulty accessing the webinar, please check the latest online edition of the posted agenda for updated information (menlopark.org/agenda).

According to City Council policy, all regular meetings of the City Council are to end by midnight unless there is a super majority vote taken by 11:00 p.m. to extend the meeting and identify the items to be considered after 11:00 p.m.

CONTAINS CONTINUED ITEMS FROM JULY 14, 2020

Special Session ([Joinwebinar.com](https://www.joinwebinar.com) – ID# 825-412-675)

A. Call To Order

Mayor Taylor called the meeting to order at 5:10 p.m.

B. Roll Call

Present: Carlton (arrived at 9:15 p.m.), Combs, Nash, Mueller, Taylor

Absent:

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

C. Public Comment – completed on July 14, 2020

D. Study Session

- D1. Provide direction to select Transportation Management Association models for further study ([Staff Report #20-148-CC](#)) – **continued from July 14, 2020**

Transportation Demand Management Coordinator Nicholas Yee and Steer Group Principal consultant Julia Wean made the presentation (Attachment).

- Adina Levin spoke in support of the pilot program.
- Chris Adair clarified the speed limit in Menlo Park’s bicycle lanes.

The City Council received input on staff and partner commitment times and staff and City resources related to phase 1 and phase 2. The City Council discussed the impacts to current bicycle lanes. The City Council had consensus on the staff’s recommendation and directed staff to return with this item on July 28 with more information.

E. Consent Calendar – completed on July 14, 2020

F. Regular Business

- F2. Add institutionalized bias reform as a top priority for City staff in 2020-21 and provide input to staff on how to address police ([Staff Report #20-150-CC](#)) – **continued from July 14, 2020** – ([Supplemental](#))

[Web form public comment received on item F2. \(Attachment\).](#)

City Manager Starla Jerome-Robinson introduced the item.

- Karen Grove spoke in support of Government Alliance on Race and Equity (GARE) as a City

resource.

- Norma R. spoke in support of defunding the police beat 4 and funding other City services.
- Tanz Carter spoke on the National Organization of Black Law Enforcement (NOBLE).
- Lynne Bramlett spoke in support of outside consultants for the City's organization review.
- Chris Adair spoke in support of the police department policies and practices.
- Emily Fox spoke in support of defunding the police and funding mental health services and affordable housing.
- Aram James spoke in support of repealing Proposition 209.
- Kathleen Daly played a National Public Radio (NPR) broadcast.
- Zurvogn Maloof spoke in support of NOBLE.
- Kevin Gallagher spoke in support of police and institutional reform.

The City Council discussed increasing City staff diversity and expectations of training and organizational analysis and its timeline.

The City Council took a break at 7:05 p.m.

The City Council reconvened at 7:35 p.m.

The City Council received clarification on previous police chief recruitments and discussed the process for the new police chief recruitment. The City Council directed staff to explore consultants and return to City Council with the cost and timeline; prioritizing how to work with vendors and service providers and how to include them using a lens of equity. City Council requested defining the funds from Facebook for "safety purposes and used for local area".

The City Council took a break at 9:03 p.m.

The City Council reconvened at 9:11 p.m.

- F3. Update and consideration of modifications to the Downtown street closure and temporary outdoor use permit pilot program ([Staff Report #20-153-CC](#))

Management Analyst II John Passmann made the presentation (Attachment).

- Fran Dehn provided details on the business response to the street closure and in support of the option proposed by the Chamber of Commerce.
- Vasile Oros spoke in support of reopening Santa Cruz Avenue.

The City Council discussed the challenges and advantages of the three options. Menlo Park Fire Protection District Chief Harold Schapelhouman clarified option no. 1 was sufficient for fire services.

The City Council took a break at 10:05 p.m.

The City Council reconvened at 10:18 p.m.

ACTION: Motion and second (Nash/ Carlton) to accept Option No. 1 and amend urgency ordinance 1070 Section 2, Paragraph two adding "before issuing outdoor use permits the design and plans shall be approved by the public works director or designee"; Section 3 substitute old Exhibit A for Chambers new

Exhibit A showing updated street closures and approved barriers and adding “the public works director or designee authority to approve final street closure and barrier plan”; and modify Section 2 last sentence, to include “personal services and fitness studios” and make conforming changes throughout, passed unanimously.

G. Informational Items

- G1. City Council agenda topics: July 2020 to September 2020 ([Staff Report #20-142-CC](#)) – **continued from July 14, 2020**

Mayor Taylor requested adding community outreach to a future agenda, exploring the needs of businesses, engaging youth, and providing COVID-19 testing information to the community.

~~H. City Manager’s Report – completed on July 14, 2020~~

~~I. City Councilmember Reports – completed on July 14, 2020~~

J. Adjournment

Mayor Taylor adjourned the meeting at 10:30 p.m.

Judi A. Herren, City Clerk

These minutes were approved at the City Council meeting of August 25, 2020.

Menlo Park Transportation Management Association Options Analysis

Client: City of Menlo Park
July 2020
Our ref: 23642101



Introduction

TMA Options Analysis for Menlo Park

The City of Menlo Park has commissioned an Options Analysis for establishing a Transportation Management Association (TMA).

Phase I: Existing Conditions

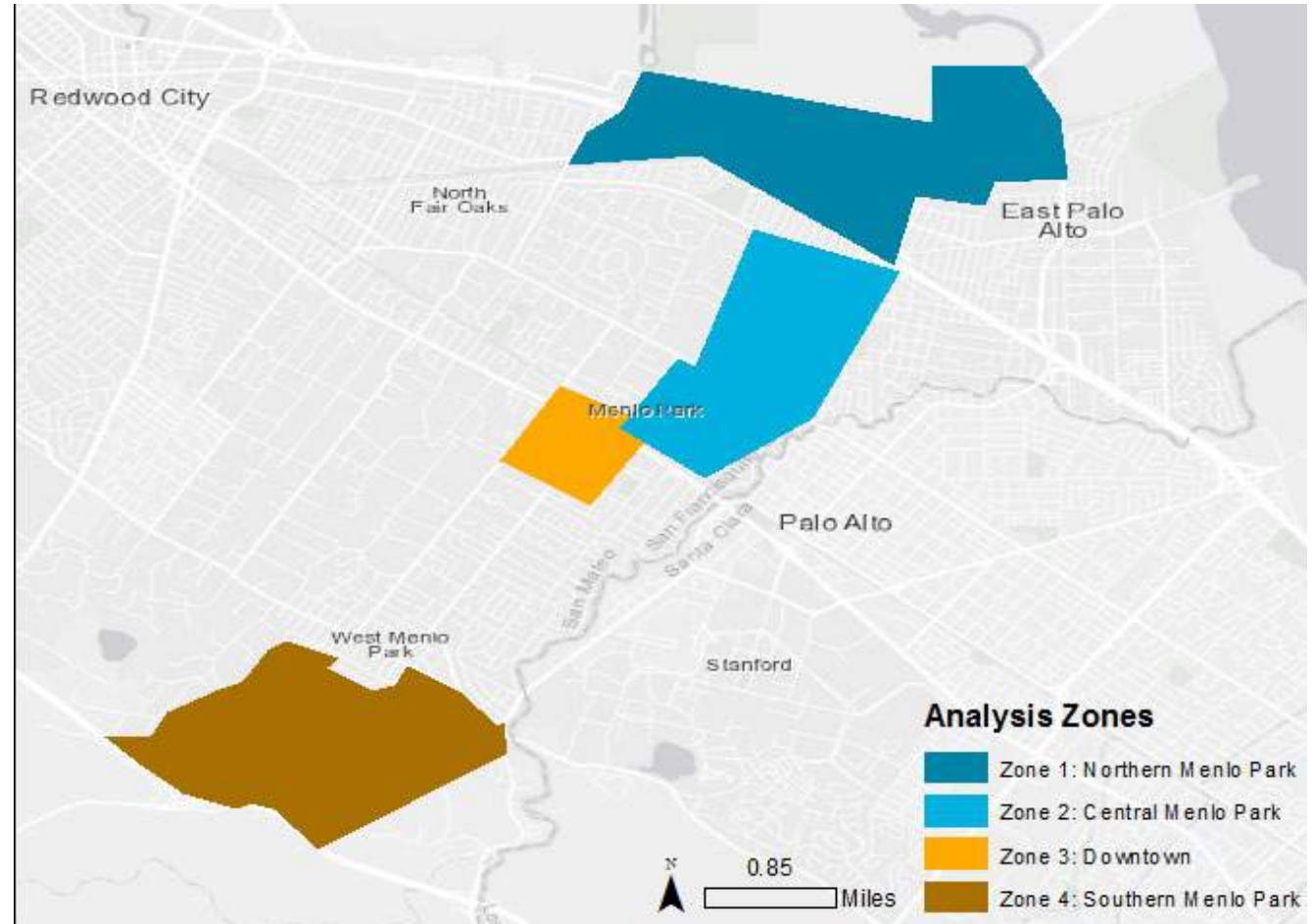
Stakeholder Outreach

- One-on-one interviews
- Small business drop-ins
- Online employee survey
- On-site tabling

Travel Data Analysis (Streetlight Data)

This Existing Conditions Report (and subsequent reports and analyses) focuses on four areas or “zones” within the City of Menlo Park. Each zone faces unique challenges due to both its location and the specific land uses and industry housed within it.

1. Northern Menlo Park (including Bohannon Dr. area)
2. Central Menlo Park
3. Downtown Menlo Park
4. Southern Menlo Park (including SLAC area)



Options Analysis

The study has analyzed five models for Transportation Management Associations (TMAs) in Menlo Park:

Status Quo	Regional/Sub-regional TMA	Large Employer TMA	Small Employer TMA	Citywide TMA
<p>The Status Quo option does not develop a TMA in Menlo Park. Instead, TDM requirements through Development Agreements will continue to result in TDM programming, delivered on a case-by-case basis across the City.</p> <p>This model is used as the baseline across this report, and assumes engagement with current large employers and no additional cost.</p>	<p>Rather than develop a TMA specific to Menlo Park, City staff will work with neighboring municipalities to become involved in a regional or sub-regional organization. This model is based on the current understanding of the ongoing “Manzanita Talks,” which are still evolving.</p>	<p>The City will set up a TMA that will serve large employers and multi-tenant properties with 250 or more employees.</p> <p>In many cases in Menlo Park, these sites currently offer at least some level of TDM programming to their employees and tenants.</p>	<p>The City will set up a TMA that will serve small employers and organizations across the City. The TMA will prioritize downtown businesses where there is currently little TDM programming offered.</p> <p>It is expected that through this model, the TMA will serve employers with under 250 employees across the City.</p>	<p>The City will set up a TMA meant to serve both small and large employers and organizations across the entire City.</p>

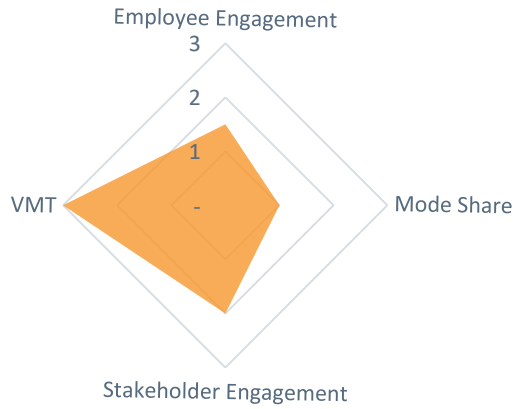
Evaluation Methodology

Each model was evaluated in three categories, using the “Status Quo” option as a baseline:

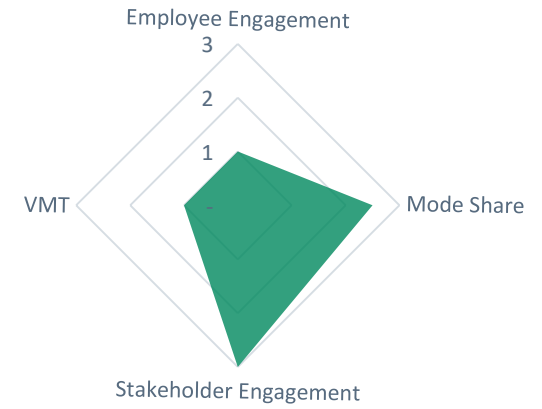
Estimated Impact	Estimated Cost	City Role and Alignment with Goals
<p>Employees Engaged: number of potential employees TMA services could reach</p>	<p>Start Up Cost: what it will likely cost to launch the TMA</p>	<p>Each of the four TMA models (not including the Status Quo baseline) can operate with or without City direction and involvement. This report describes how each model may best align with city involvement and goals but does not quantitatively score each model based on these factors.</p>
<p>Stakeholders Engaged: number of employers who would potentially receive TMA services</p>	<p>Ongoing Costs: expected ongoing costs to operate the TMA</p>	
<p>Mode Share: likelihood of reducing percentage of engaged population that drives alone.</p>	<p>Membership Potential: how much of total operating cost of the TMA could likely be paid by members vs. what would need to be subsidized by the City.</p>	
<p>Vehicle Miles Travelled (VMT): potential for reducing vehicle miles traveled based on travel data</p>		

Impact Analysis

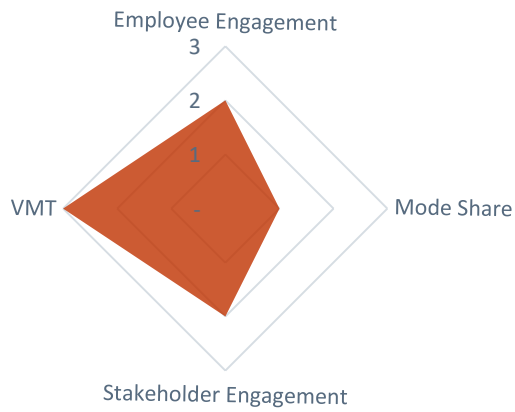
Regional/Sub-Regional TMA



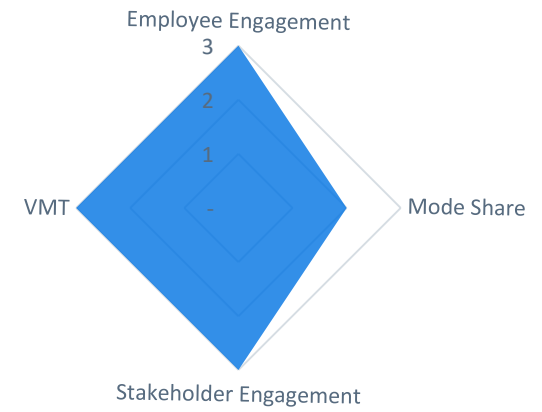
Small Employer TMA



Large Employer TMA



Citywide TMA



1 Source: Steer analysis of Business License data provided by Menlo Park

Regional/Sub-regional TMA

Impact

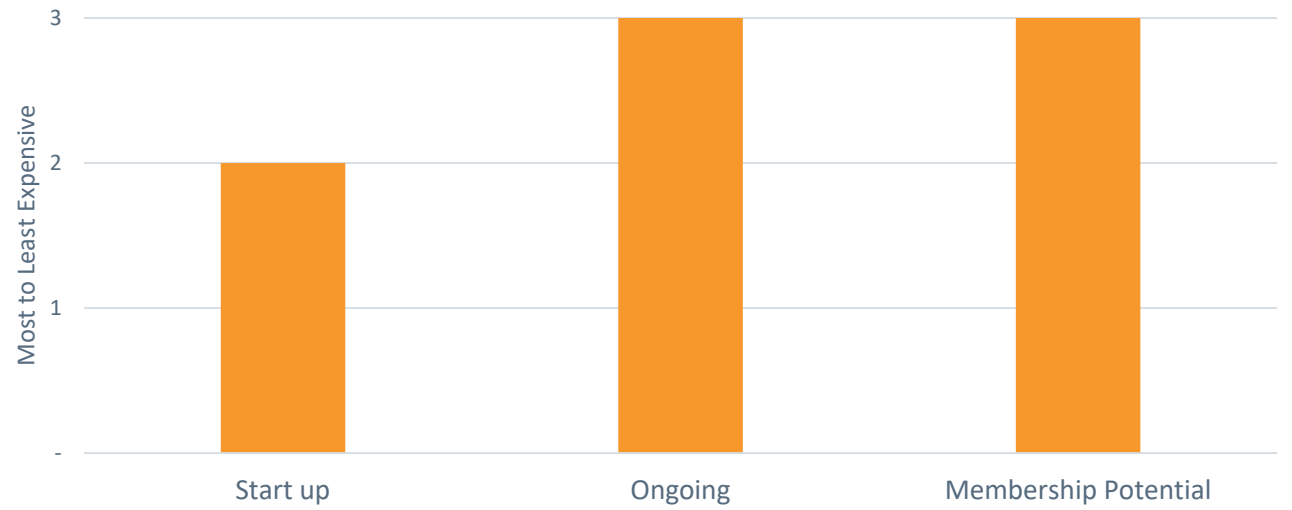
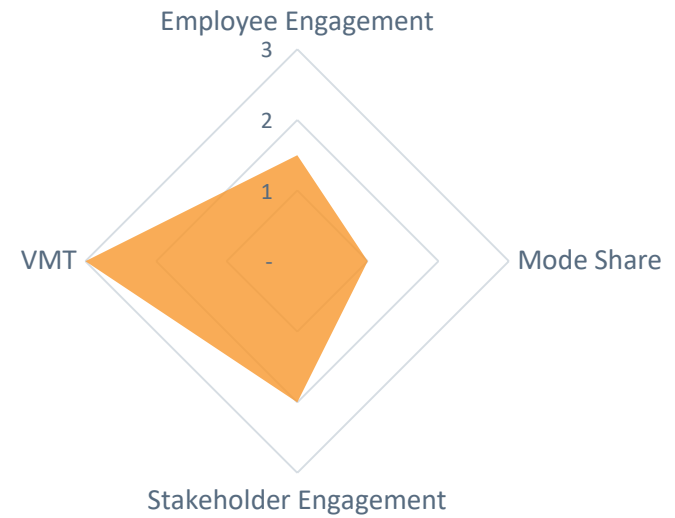
- Current discussions focus on large employers who already provide TDM
- A regional TMA would engage employees above baseline, which diminishes potential for reductions in drive alone rate (Mode Share)
- Higher potential for VMT reduction due to the expectation of addressing longer-distance commutes

Cost

- Cost share across the region will reduce both the start up and operating cost
- Private stakeholders may contribute more to long-term costs, offsetting ongoing costs to the City.

City Involvement/Alignment

- City would need to remain involved to ensure Menlo Park employers are being served adequately.
- This model would help City engage in regional discussions surrounding larger issues (i.e. transit gaps, housing).



Large Employer TMA

Impact

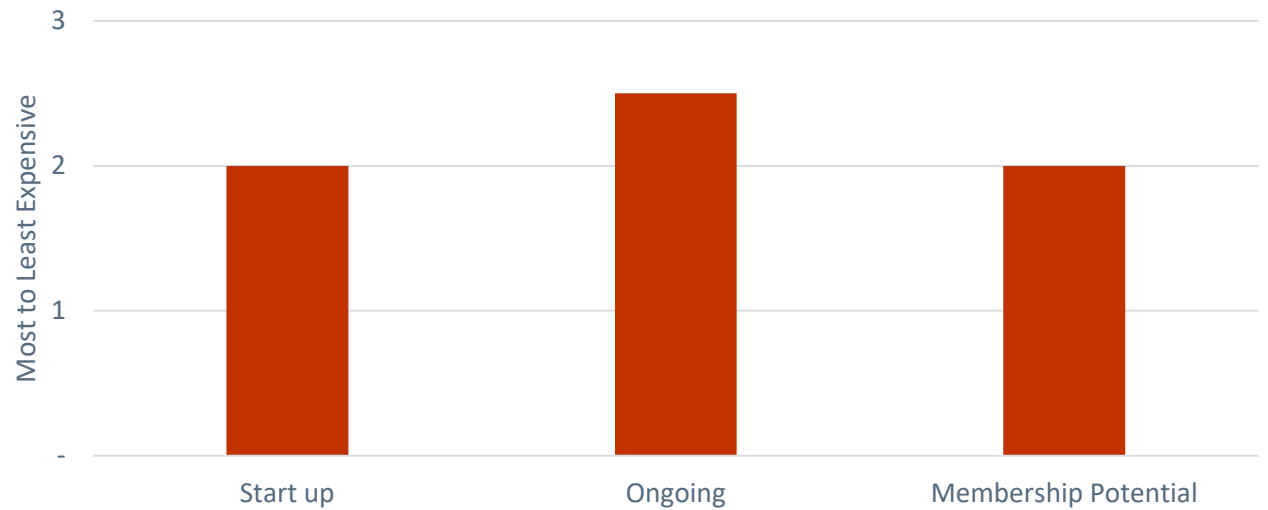
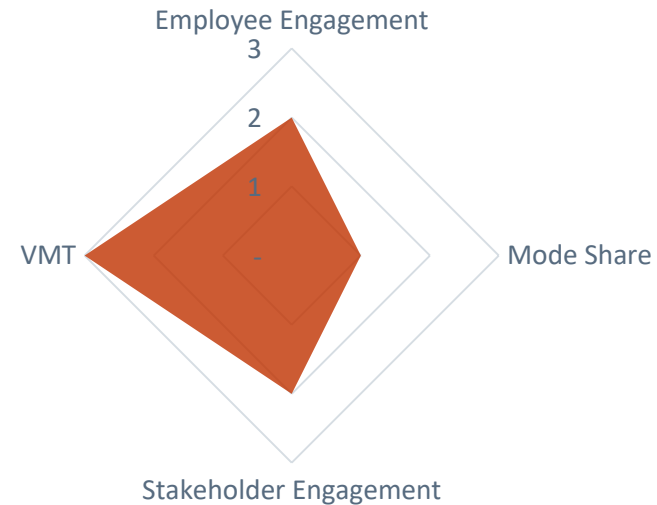
- Fewer large worksites to engage will allow TMA to engage with more employees.
- Potential to reduce share of drive-alone commuters lower because many employees who would be targeted are currently exposed to TDM.
- Potential for VMT reduction higher due to aggregate VMT into the areas within the City where large employers are located.

Cost

- Cost of starting lower because many large employers already provide TDM services that can help guide TMA programming.
- Ongoing cost also relatively low as fewer administrative resources are needed to serve the population of employees across just a few worksites.
- Large employers and property managers more likely to have the budget to financially support a TMA.

City Involvement/Alignment

- If coordinated along with review of City requirements, this model may relieve admin work for City staff
- Works closely with most prominent stakeholders



Small Employer TMA

Impact

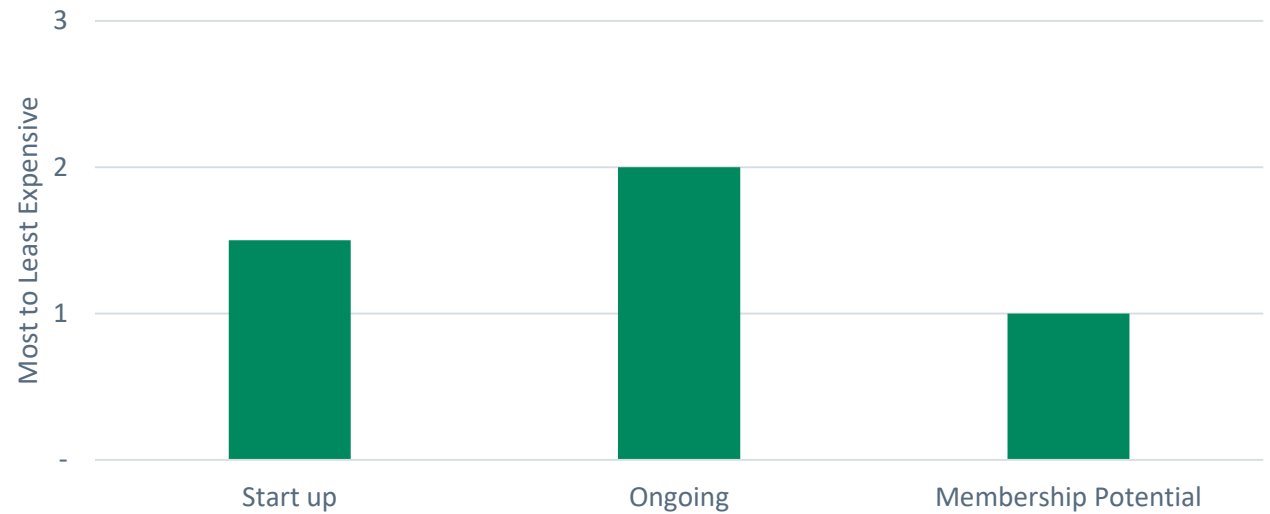
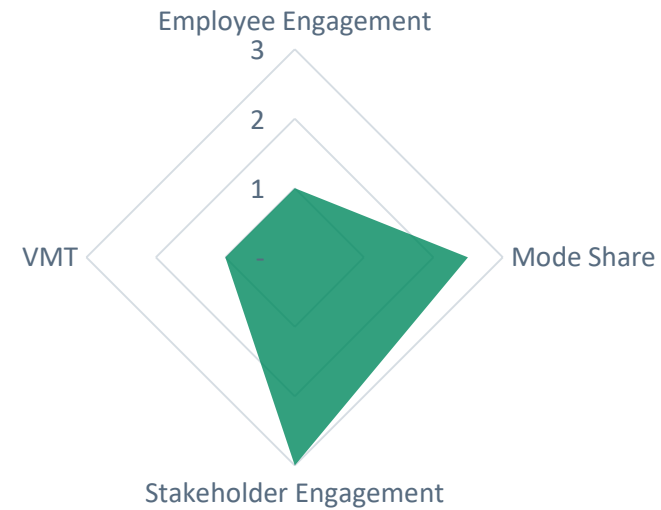
- Likely focus on downtown area
- High number of stakeholders, but fewer employees overall
- Potential to influence drive alone rate across members, less potential for VMT reduction though the potential for VMT

Cost

- More resource heavy on an ongoing basis, as more staff time required to cover general administrative work and outreach to multiple sites.
- Likely that small employers will be unable or unwilling to pay for membership, and therefore this model might need larger financial involvement from the City.

City Involvement/Alignment

- Supports a group currently not exposed to TDM
- Supports access to downtown for employees, but also visitors, shoppers, diners



Citywide TMA

Impact

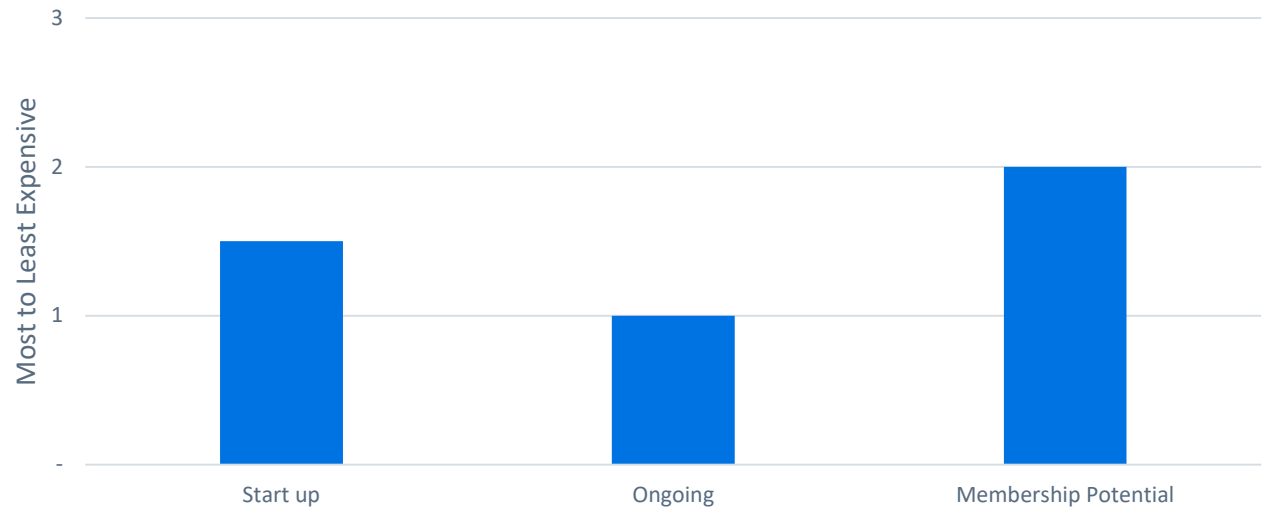
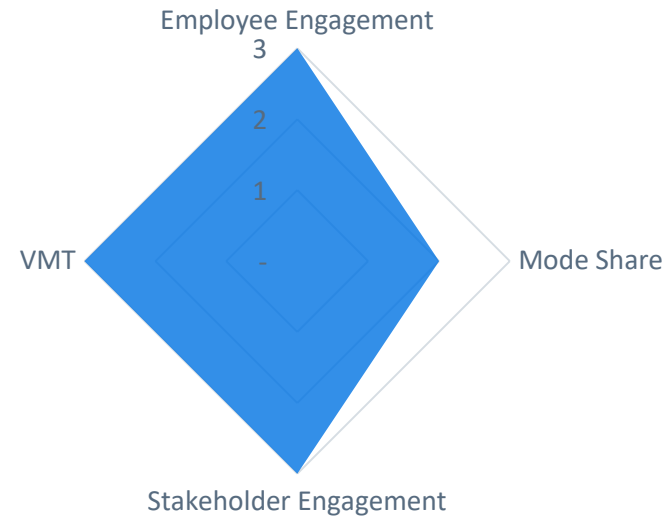
- Could engage highest number of employees and stakeholders
- Highest potential for initial reduction in drive-alone rates and VMT by addressing two audiences
- Elimination of risk through ability shift focus if needed

Cost

- Most expensive option
- Large employers could subsidize cost for smaller employers, could take burden off City

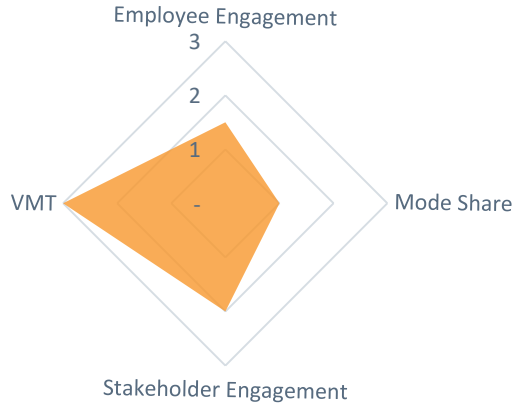
City Involvement/Alignment

- Supports increased access to employment sites that can't provide own service
- Coordinates with major stakeholders
- Could best coordinate with other citywide programs such as SRTS
- Could best serve residents

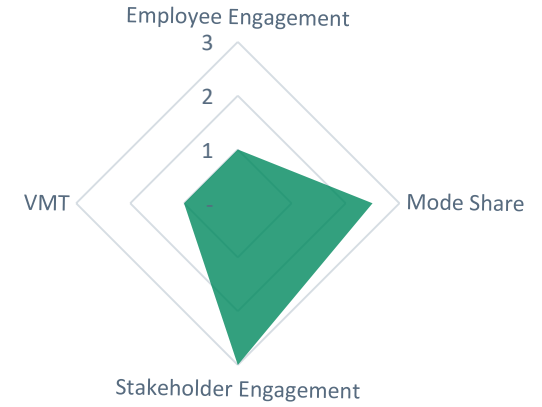


Impact Analysis

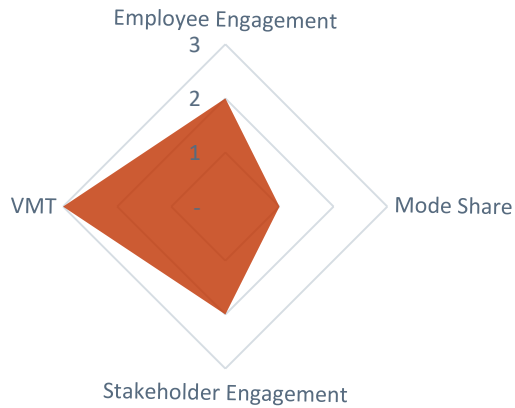
Regional/Sub-Regional TMA



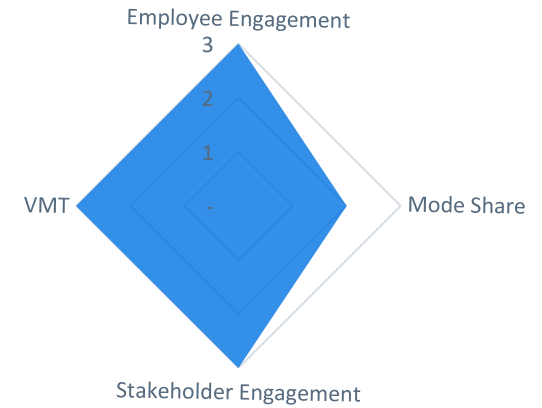
Small Employer TMA



Large Employer TMA

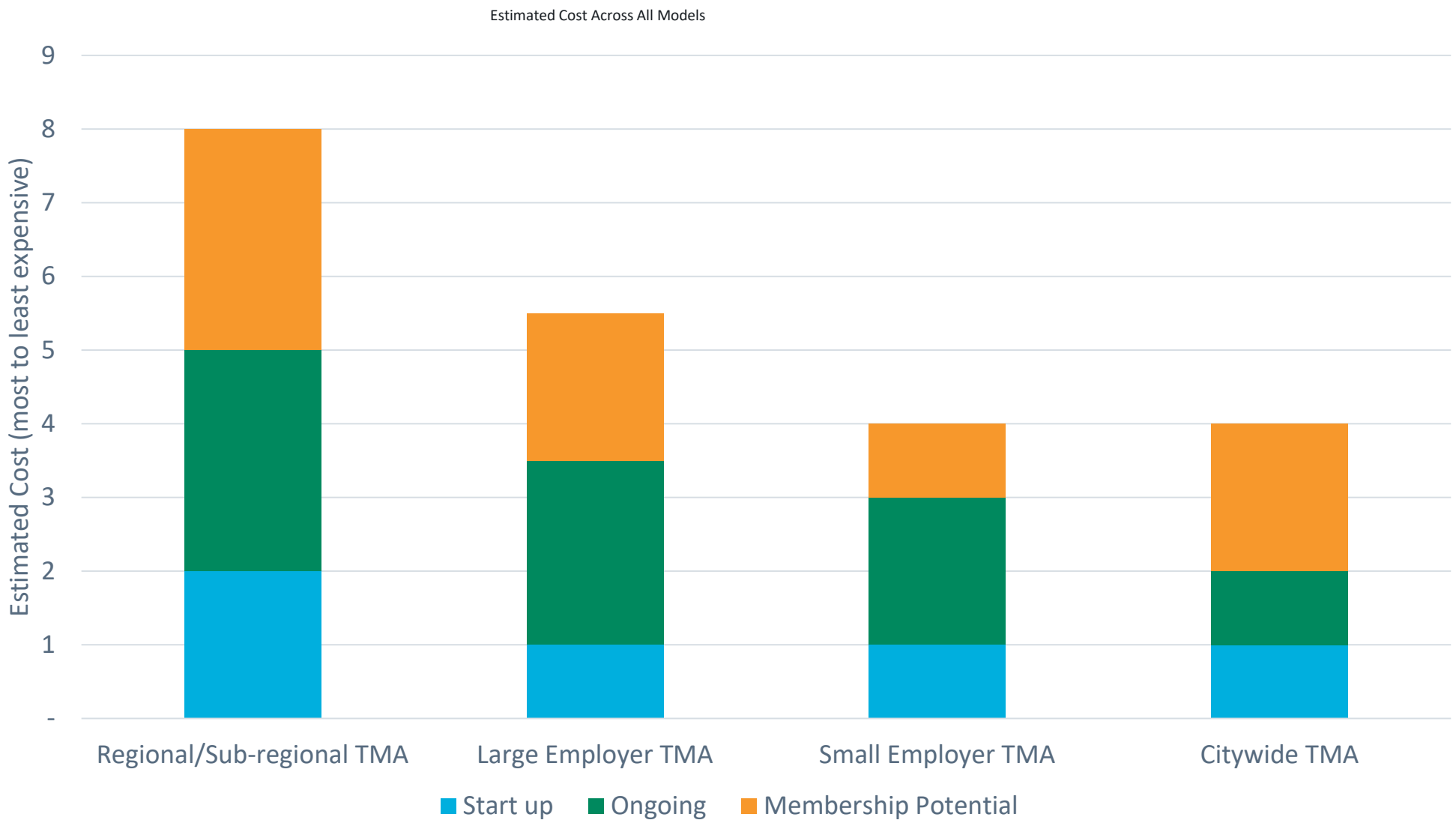


Citywide TMA

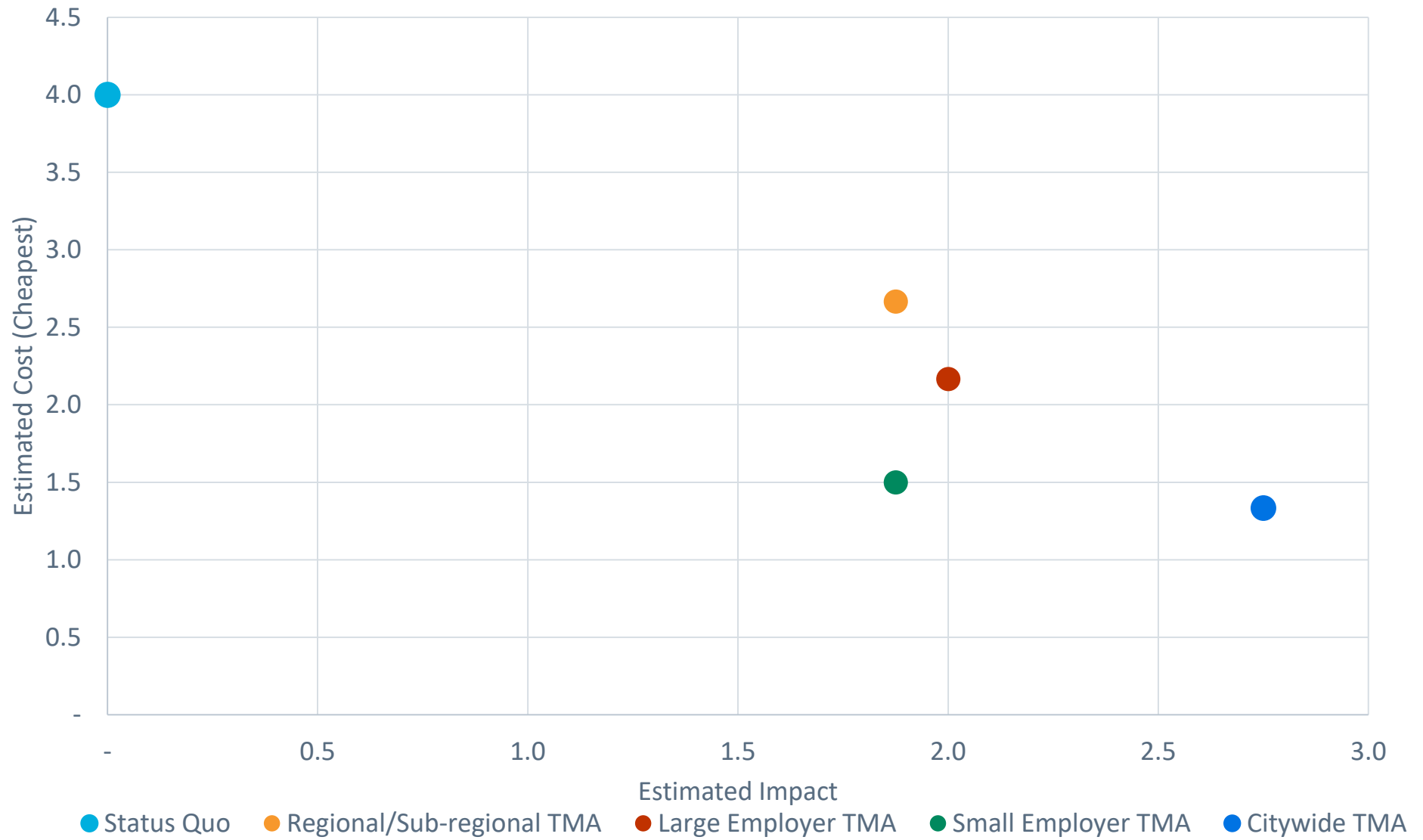


1 Source: Steer analysis of Business License data provided by Menlo Park

Cost Analysis



Cost vs Impact Analysis



Emerging travel patterns in the wake of COVID-19

Anticipating change: how will COVID-19 impact a TMA in Menlo Park?

- Data was gathered and analyzed in a pre-COVID-19 context
- COVID-19 pandemic continues to impact travel patterns and transit demand
- Mobility patterns are being significantly altered during this period and may be for the foreseeable future
- Mobility data can be used both to inform and respond to anticipated changes in travel patterns that might influence the effectiveness of planned TMA activity
- Factors to consider include:
 - Mode share potential and ability to support/influence travel behavior in light of COVID-19
 - VMT reduction potential and opportunities to maximize active transportation patterns
 - Employees/stakeholder engagement with the TMA
 - Membership potential of the TMA

Emerging travel patterns in the wake of COVID-19

Preparing for change: how can our upcoming analysis respond to this?

- Continuing to monitor travel data
- Follow up conversations and surveys with employers and developers in Menlo Park, meant to:
 - Understand ‘back to work’ plans
 - Gauge changes in development patterns
 - Get a renewed sense of appetite for TMA involvement (some businesses may be cash-strapped, others may have urgent need for travel support for non-car owners)
- Consider how long-term implications of COVID-19 might inform evolving role of a TMA:
 - Focus on telework
 - Increased focus on creating shared-mode capacity safely
 - Increased encouragement of active modes
 - Pivot toward innovation

Opportunities for First / Last Mile Solutions

- Électricité de France (EDF) and Prospect Silicon Valley (PSV) have approached the City to partner on a pilot autonomous vehicle project/study
- EDF, PSV would partner with the Cities of Menlo Park, East Palo Alto, and Fremont to apply for a National Science Foundation (NSF) Smart Cities grant
- Round 1 of the grant would be \$50,000 for initial deployment, with Round 2 awarding \$1,000,000 for full project deployment
- These vehicles, which offer ‘first/last mile’ solutions similar to bicycle share, may also be a program offering of a future TMA

Innovative Vehicles

- Potential vehicles are electric tri- or quad-cycles, can be used in a bike lane
- Deployed autonomously via smartphone to user, then user takes control
 - Vehicles return autonomously once trip is complete
 - Greater access to first/last mile vehicles than docked ones
 - Way to centrally locate vehicles
- If full grant is awarded, contactless charger system can be built to reduce human intervention



Next Steps:

- This is an opportunity to vet a system in the near term while creating a future TMA
- EDF and PSV would be lead agency, while looking for commitment from the City:
 - Staff time to coordinate (short/long term)
 - Liaison between project team and community (short/long term)
 - Offering space for vehicles, other logistics for operations/coordination (long term)
- If City Council is interested to proceed, will return on July 28 with Consent item
- EDF and PSV only currently needs a letter of support from the City telling the NSF that it will be able to commit these resources
 - **The deadline for the first round of the grant application is August 3, 2020**

Next Steps:

Task 1:

Cost Benefit Analysis and Service Analysis for each of the selected models; including an in-depth review of funding, services and staff resources required for each to be successful.

 Funding <ul style="list-style-type: none">• Market share• Market segmentation (membership)• Public funding sources	 Staff Resources <ul style="list-style-type: none">• TMA Staff• City Staff Support	 Services <ul style="list-style-type: none">• Types of services• Total number of services• Level of service per member
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Task 2:

The Project Team will propose a framework for TMA development and operations.

This will include:

- A proposed governance structure;
- A proposed membership dues structure, as well as suggestions for non-membership funding sources;
- An guide to inform membership recruitment across the targeted groups; and
- Suggestions for long-term performance monitoring by TMA staff.

Task 3:

Once this has been established, the Project Team and City staff will work together to determine lay the groundwork for the City's long-term involvement in the TMA.

The Project Team will deliver a final report inclusive of the work in Tasks 1 through 3.

Calls to Action:

1. Consider whether Council would like further updates on potential EDF/PSV partnership

2. Based on this analysis of TMA models along with the accompanying Background Research Memo, select two models with which to move forward.

The Transportation Team recommends further review of the **Citywide** and **Regional** TMA options.

Contact information

For further details, please contact:

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Agenda item F2
Julie Shanson, resident

Dear Esteemed Council Members,

Please continue to talk about uncomfortable issues on the dias. Tonight's continuing discussion of Institutional Bias will not end racism in Menlo Park. And I hope it will be a productive discussion.

Audits of city government and subsequent action to change the way we employ, promote, and discharge or ignore people of color won't eliminate bias in our city government. And it will be a good step toward a better city.

Audits of our city expenditures for racial bias and a marked change to how we spend and who we hire won't eliminate what's come before. And it will be a wonderful step toward a better city.

Outside help, to see what's been overlooked, is desperately needed. Both for our law enforcement and for our city government. Bringing in experts won't eliminate the pain residents have felt for decades. And still, it will help us more forward.

Be brave, councilmembers. The 400 year old issue of racial equity is one worth tackling.



SANTA CRUZ AVE CLOSURE PILOT REVIEW

City Council Meeting – July 16, 2020

ARRIENGA FAMILY
GYMNASIUM



BACKGROUND

- June 16 - City Council Meeting direction
 - Street closure in line with Chamber of Commerce proposal
 - Streamline permits for the usage of outdoor space
 - Waive all fees associated with permit
 - 90 day pilot with check-in after 45 days
- June 19 – Urgency Ordinance adopted
- July 9 – Chamber of Commerce proposes modification
 - Targeted reopening of one-way lanes



PROGRAM REVIEW

- 13 total applications for outdoor use
 - 4 retail
 - 9 dining
- Costs associated with closure materials to date
 - \$22.5k for barricades
 - \$5k for plants and trees
- Concerns raised
 - Retail businesses have lost volume
 - Certain portions of closure have created empty, deserted areas
 - Pedestrian traffic has not offset loss of vehicular traffic yet

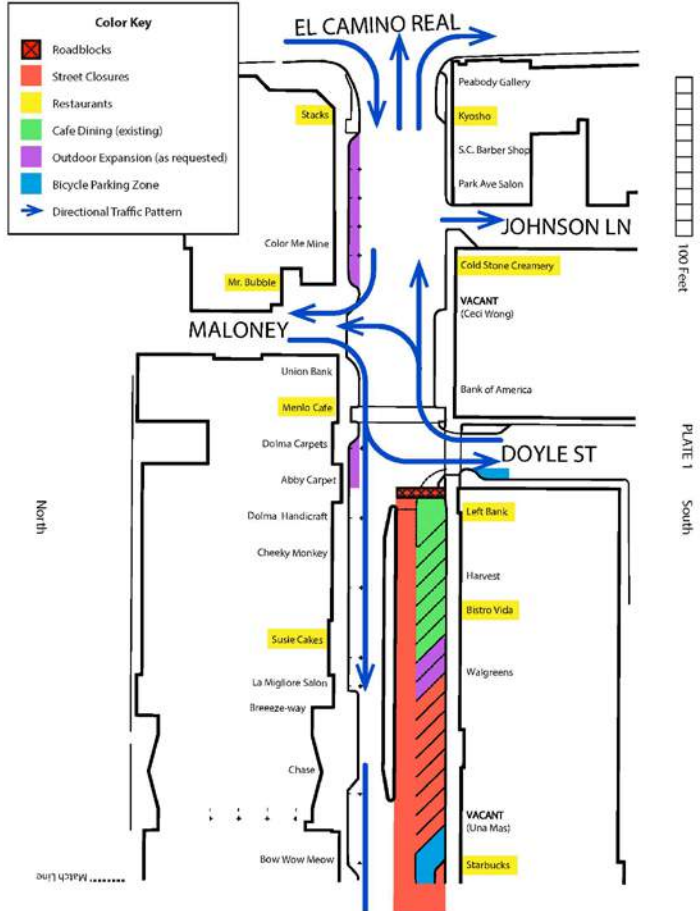
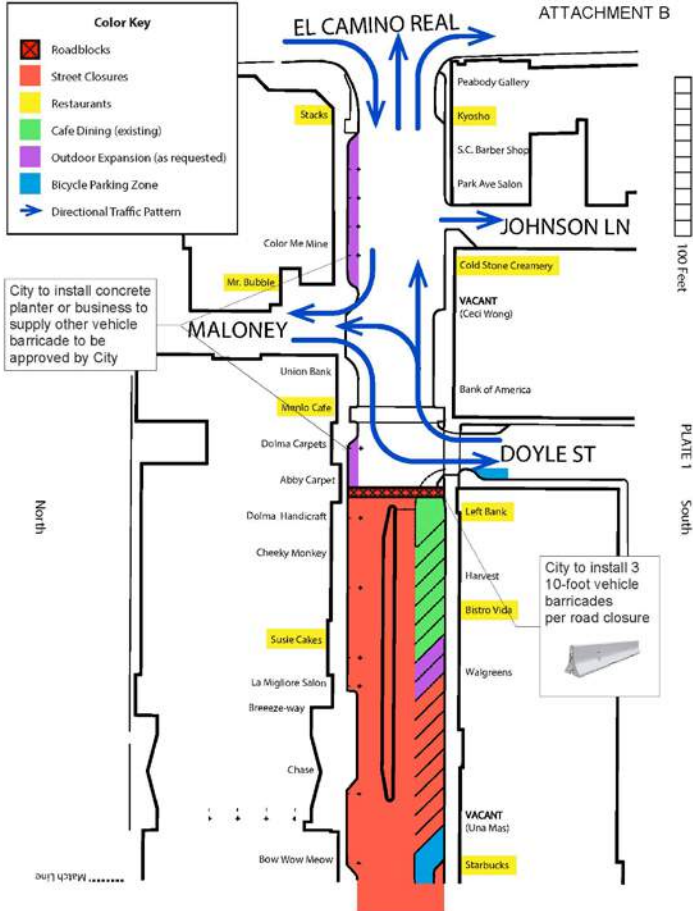


STREET CLOSURE MODIFICATION OPTIONS

- Option 1 – Chamber of Commerce proposal
 - Modify street closure to reopen one way lanes
 - Southbound from Doyle through Curtis Street
 - Northbound from Crane Street to Chestnut Street
- Option 2 – No change (staff recommendation)
 - Maintain closure as currently arranged
- Option 3
 - Reopen all traffic lanes on Santa Cruz Avenue
 - Retain closed on-street parking
 - May reopen select parking spaces on each block for customers that need the easier access

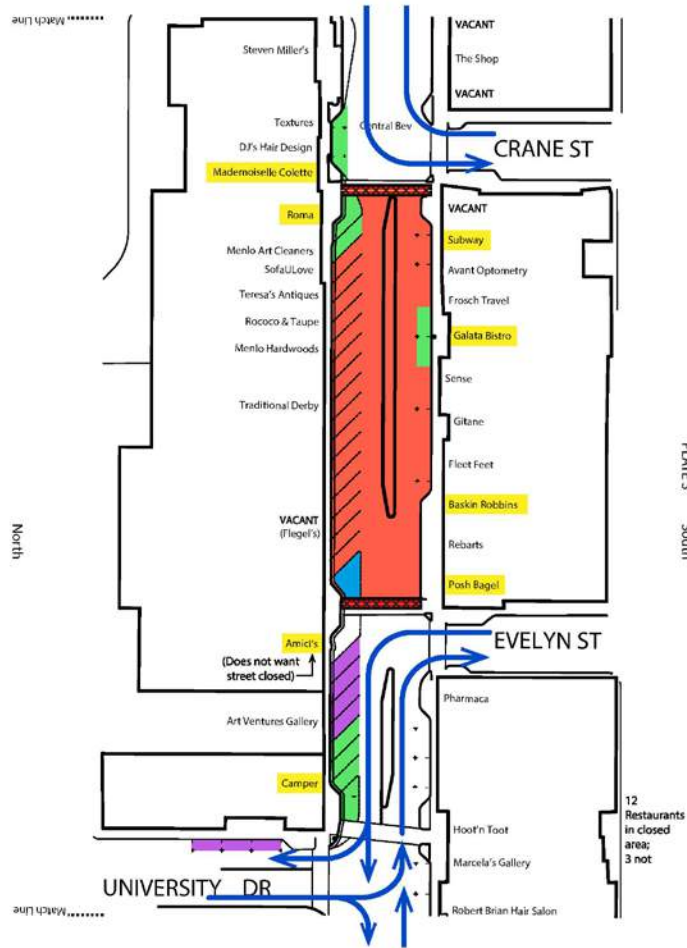
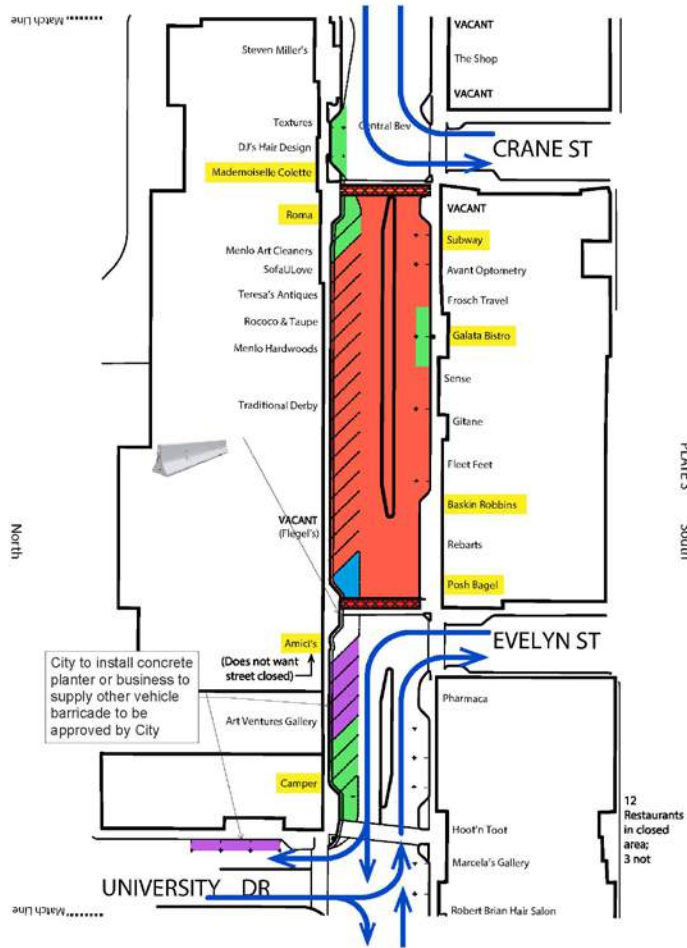
Option 2 – Current Closure

Option 1 – Chamber Proposal



Option 2 – Current Closure

Option 1 – Chamber Proposal





TEMPORARY OUTDOOR USE PERMIT MODIFICATION OPTIONS

- Allowing uses other than retail and dining
 - Personal services
 - Fitness and recreation
- Permitting use of additional public right of way space not currently allowed
 - Traffic lanes (if closed)



POTENTIAL ACTIONS

- Option 1 - Reopen some lanes of travel in accordance with the Chamber of Commerce proposal
- Option 2 (**Staff Recommendation**) - Maintain current closure configuration
- Option 3 - Reopen all lanes of travel on Santa Cruz Avenue while maintaining closure of the majority of on-street parking
- Expand allowed uses and location for temporary outdoor use permits



THANK YOU