



FOSTER CITY

Ad Hoc Economic Development Council Subcommittee Meeting

April 26, 2016

AGENDA

1. Economic Development Goals and Strategies
2. Discussion Regarding Ride Sharing Website and Bus Service Schedules
3. Discussion of 2016 Economic Development Work Plan



City of Foster City
MEMORANDUM

TO: Ad Hoc Economic Development Council Subcommittee

VIA: Kevin M. Miller, City Manager

FROM: Dante Hall, Assistant City Manager
'Andra Lorenz, Management Analyst

DATE: April 26, 2016

SUBJECT: Economic Development Goals

At its meeting on May 2, 2016, the City Council will consider the recommendation of the Ad Hoc Economic Development Council Subcommittee to adopt the following Economic Development Vision Statement:

Preserving its heritage as a Planned Community, the City of Foster City will be a viable economic competitor, providing a vibrant, diverse, and dynamic environment to locate and conduct business.

Using this Vision Statement as the guide for the future of Economic Development, the next step in the process is to develop a set of goals that will help us achieve the vision. The set of identified goals should be clear and concise and cover the range of activities (to be determined) that contribute toward accomplishment of the vision.

SUSTAINABLE FOSTER CITY

In 2012, the City Council approved the Sustainable Foster City Plan that encompasses strategies and activities that promote the long-term viability of the Foster City community and its way of life. The major areas that promote community sustainability are a strong economic climate, environmental sensitivity and engaging the community in the City's decision making process. Together, a healthy balance of all of these elements will ensure a continued high quality of life for both residents and the business community.

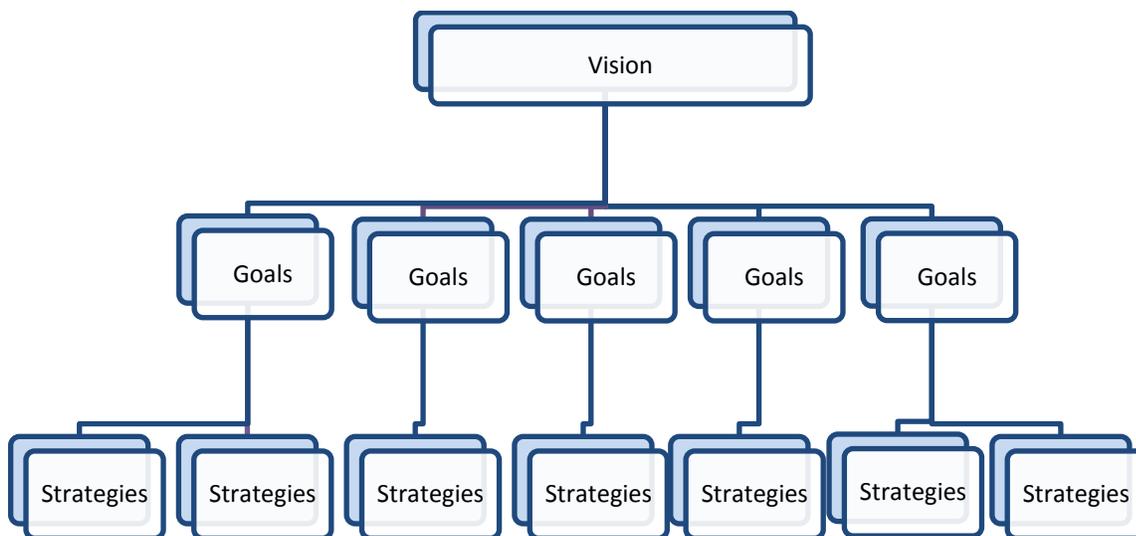
In 2014, the City Council adopted the Economic Development Strategic Plan to promote and support long-term economic vitality. The Economic Development Strategic Plan contained four Mission Statements along with 77 tasks in 4 Focus Areas including Foundational Policy Decisions, Marketing and Communications, Business Development and Retention and Commercial and Residential Reinvestment. Although the Plan was later suspended in 2014, some tasks identified in the plan had already been completed, were in progress or were deemed important to pursue outside the scope of the plan.

The 2014 plan mission statements included the following:

1. Developing positive, ongoing relationships with businesses, property owners, commercial brokers, and homeowners associations.
2. Creating and sustaining a safe, clean, green, and fiscally sound business environment that benefits all those that live, work and play in this City.
3. Promoting Foster City for its premier business sites, great climate, commerce-friendly and ethnically diverse demographics, quality schools, recreational amenities and open space, excellent roadways, quality water supply, and centrality along the San Francisco Peninsula at the crossroads of US101 and SR92.
4. Actively recruiting and retaining businesses in both the service-oriented retail sector and commercial sectors, with a focus on biotech, technology, research and development, business-to-business equipment sellers, and other emerging sectors that create quality, competitive-paying jobs.

ECONOMIC DEVELOPMENT STRATEGIC PLAN – THE NEXT CHAPTER

Based on new information obtained through the economic development planning process, staff recommends reorganizing the Economic Development Strategic Plan – The Next Chapter in an effort to simplify the document and align strategies with key priorities established by the City Council. Staff has prepared a draft set of goals that attempt to incorporate the same values of the 2014 plan with new language that more specifically speaks to City Council direction. Each goal will be supported by strategies to accomplish that goal. The diagram below illustrates the proposed reorganization of the plan.



The Proposed goals include the following:

1. Foster a strong, sustainable local economy and business climate by ensuring that City business processes are clear and streamlined and there is good two-way communication between the City and the Business community.
 - Examples of the types of strategies that could be developed for this goal include regularly scheduled business roundtable meetings, regular business visitation meetings, developing a City marketing and branding strategy, implementing new methods to communicate with business such as electronic newsletters and social media, and implementing methods to streamline City business processes.
2. Facilitate private investment in businesses and privately owned buildings.
 - Examples of the types of strategies that could be developed for this goal include helping to establish business improvement districts, providing incentives for property improvements visible to the public or rebates for “green” improvements that conserve natural resources or reduce greenhouse gases.
3. Maintain and grow the City’s tax base by maintaining property values, actively recruiting and retaining sustainability-conscious businesses in the innovation, retail and commercial sectors.
 - Examples of the types of strategies that could be developed for this goal include business recognition programs, small business assistance programs, business to business network development, and marketing assistance to proposed redevelopment sites.
4. Facilitate the availability and diversity of goods and services for residents and daytime employee population.
 - Examples of the types of strategies that could be developed for this goal include those related to increasing the visibility of existing and recruiting new service providers
5. Protect the adequacy of affordable housing.
 - Examples of the types of strategies that could be developed for this goal include implementing a process and a funding source for protecting affordable workforce housing.
6. Facilitate an enhanced transportation and circulation network that provides for diversified transportation needs.
 - Examples of the types of strategies that could be developed for this goal include those related to relationships with transportation providers and identifying needs and funding for traffic circulation improvements.

NEXT STEPS

Staff seeks input from the Ad Hoc Economic Development Council Subcommittee on the refined goals and potential strategies to support each goal. Some of the tasks identified in the 2014 plan may be well suited for this purpose. Once a set of Economic Development Goals has been established by the Subcommittee, staff will engage the businesses for feedback on the goals and potential strategies before submitting them to the entire City Council for comments, revisions and adoption consideration.



City of Foster City
MEMORANDUM

TO: Ad Hoc Economic Development Council Subcommittee

VIA: Kevin M. Miller, City Manager

FROM: Dante G. Hall, Assistant City Manager

DATE: April 26, 2016

SUBJECT: Discussion Regarding Ride Sharing Website and Bus Service Schedules

Recently Vice-Mayor Bronitsky requested staff to investigate the following issues related to promoting ride sharing and extended bus service schedules for Foster City:

1. Feasibility and cost of developing a website to host Ride Sharing Foster City so that residents and people who work locally can use it to get rides in and out of Foster City by carpooling, and
2. Feasibility and cost of providing bus service to and from the San Mateo CalTrain station from 7 am until 9am and from 5pm until 7pm in the evenings.

Staff has begun to gather information about these topics in preparation for a discussion with the full City Council at a future meeting. This report is informational and intended to solicit comments from the Ad Hoc Economic Development Council Subcommittee. No action is required.

BACKGROUND & ANALYSIS

The lack of alternative routes in and out of Foster City contributes to congestion during peak traffic hours by funneling traffic onto State Route 92, Highway 101, or major arterial streets. This traffic congestion affects connectivity between neighborhoods and local and regional destinations, and increases harmful pollution emissions that damage our environment overtime.

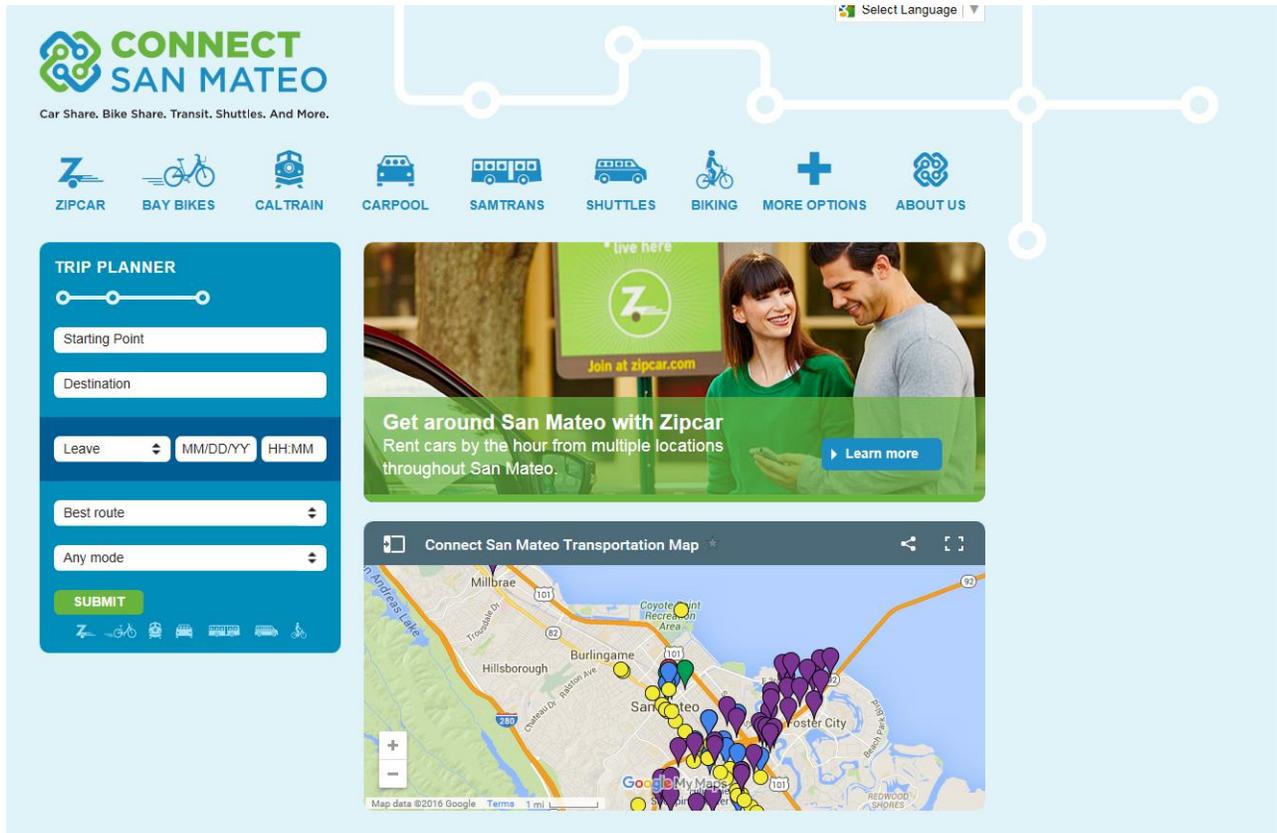
In January 2016, the City Council established five priority focus areas including land use, traffic and circulation, infrastructure, economic development, and quality schools. Since traffic congestion impacts the wellbeing of our community both directly and indirectly, the Council desires to enhance multi-modal transportation opportunities that help reduce traffic congestion and ensure that convenient, accessible and connected local and regional transportation options are available for the community.

FEASIBILITY AND COST OF DEVELOPING A WEBSITE TO HOST RIDE SHARING

There have been two cities in the county that have developed transportation oriented web sites in cooperation with Commute.org. Both of them are under the “Connect” brand – Connect Redwood City (<http://connectredwoodcity.com/>) and Connect San Mateo (<http://connectsanmateo.com/>).

Connect San Mateo

- The City of San Mateo was awarded a \$210K grant from the Metropolitan Transportation Commission (MTC) as part of their Car Sharing Grant Program in December 2014. The implementation of the grant involves three distinct phases.
- The first phase, which is now complete, included issuing a Request for Proposals (RFP) to identify a car sharing vendor to operate within San Mateo. Zipcar was the sole respondent to the RFP and has since launched 3 additional car share pods in San Mateo (at the Downtown CalTrain Station, the Talbots lot, and at the County Health Campus) and is in the process of finalizing agreements for two additional locations at the Hillsdale and Hayward Park CalTrain stations.
- The second phase of the grant implementation is the planned launch of a “Connect San Mateo” marketing campaign that will highlight the availability of all alternative transportation modes in San Mateo, including CalTrain, SamTrans, commuter shuttles, car sharing, bicycling, etc. This campaign will be run in partnership with Commute.org. The marketing campaign will commence in early 2016 and will run for roughly a one-year period. Strategies that will be used include creation of a robust website that highlights all the available transportation modes, radio ads, print ads, creation of collateral materials for tabling events, and a social media incentive campaign.
- The third and final phase of the grant implementation will be a detailed analysis of the impact of car sharing in San Mateo and an analysis of any related policy amendments the City may want to consider as a result of the availability of this resource. Implementation of this phase will begin in late 2016.
- In November, the City of San Mateo entered into a Memorandum of Understanding with Commute.org and an agreement with O’Rourke Inc. to implement a “Connect San Mateo” alternative transportation options marketing campaign funded by the Metropolitan Transportation Commission Car Sharing Grant in the amount of \$125,000.
- The City of San Mateo and Commute.org have negotiated a Memorandum of Understanding (MOU) that outlines the roles and responsibilities of each agency in implementing the “Connect San Mateo” marketing campaign. The City will be funding the contract with the marketing consultant out of the MTC grant funds. Both Commute.org and the City will be donating in-kind staff time to implement the campaign. Please see screenshot of the Connect San Mateo website below.

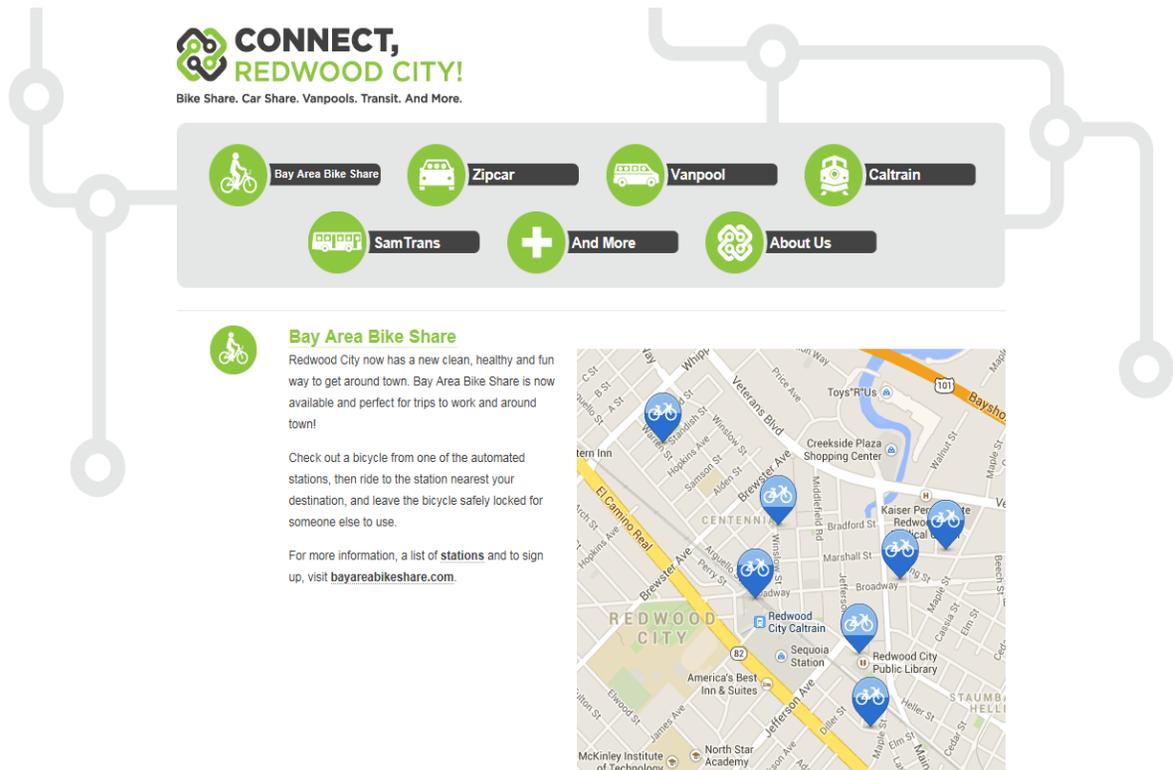


Connect San Mateo Screenshot 1

Connect Redwood City

- The Connect Redwood City site was developed a couple of years ago to promote a suite of mobility options within the City including car share, vanpool and bike share. Redwood City got their funding from an MTC grant with a primary focus on car sharing. Neither the Redwood City site nor the San Mateo site has a ride share matching tool.
- The goal of the program is to test the ability for these mobility options to change travel habits away from single-occupancy personal vehicle travel, thereby reducing vehicle miles traveled and greenhouse gas emissions.
- The program received a \$1.5 million grant from the Metropolitan Transportation Commission through its Climate Initiatives Grant Program.
- New mobility options developed under the grant include car share, short distance vanpools, and a revamped telework program for County employees. These strategies will be marketed with existing mobility options (including transit, carpooling, and Emergency Ride Home) and with the regional Bay Area Bike Share program, which also is funded under the Climate Initiatives Program.
- Partners for Connect, Redwood City include the San Mateo County Transit District, City of Redwood City, San Mateo County, and the Peninsula Traffic Congestion Relief Alliance. Funding partners include the Metropolitan Transportation Commission, San Mateo County Transportation Authority, and the City/County Association of

Governments of San Mateo County. Please see screenshot of the Connect Redwood City website below.



Connect Redwood City Screenshot 1

Commute .Org Rideshare Activities

- Commute.org is piloting a county-wide rideshare matching tool during its 2016 Commuter Challenge. It has the functionality to allow residents to put in their daily commutes and connect with other people who travel at the same time in the same general direction. It is purely a matching tool with no revenue/cost elements to the drivers/passengers. There may be an opportunity to work with Commute.org to promote this new tool and market it to our businesses and residents.

FEASIBILITY AND COST OF PROVIDING BUS SERVICE TO AND FROM CALTRAIN

- Currently, Foster City has a mix of public transportation alternatives during peak commute hours. This includes three shuttles, two SamTrans bus lines, and one Alameda County (AC) Transit bus line. The public transportation alternatives operate from approximately 7 am to 7 pm.
 - Commute.org operates three peak commute hour shuttles that connect Foster City to CalTrain. Two of them connect to the Hillsdale station and one to the Millbrae station.
 - SamTrans operates bus service lines 251 and 256 (Monday – Saturday) that provide routes throughout Foster City, interconnecting with the Hillsdale CalTrain station and other public transit agencies in the Bay Area. The morning schedules begin at 7am. and end around 7pm. (shuttle route maps attached for your reference)

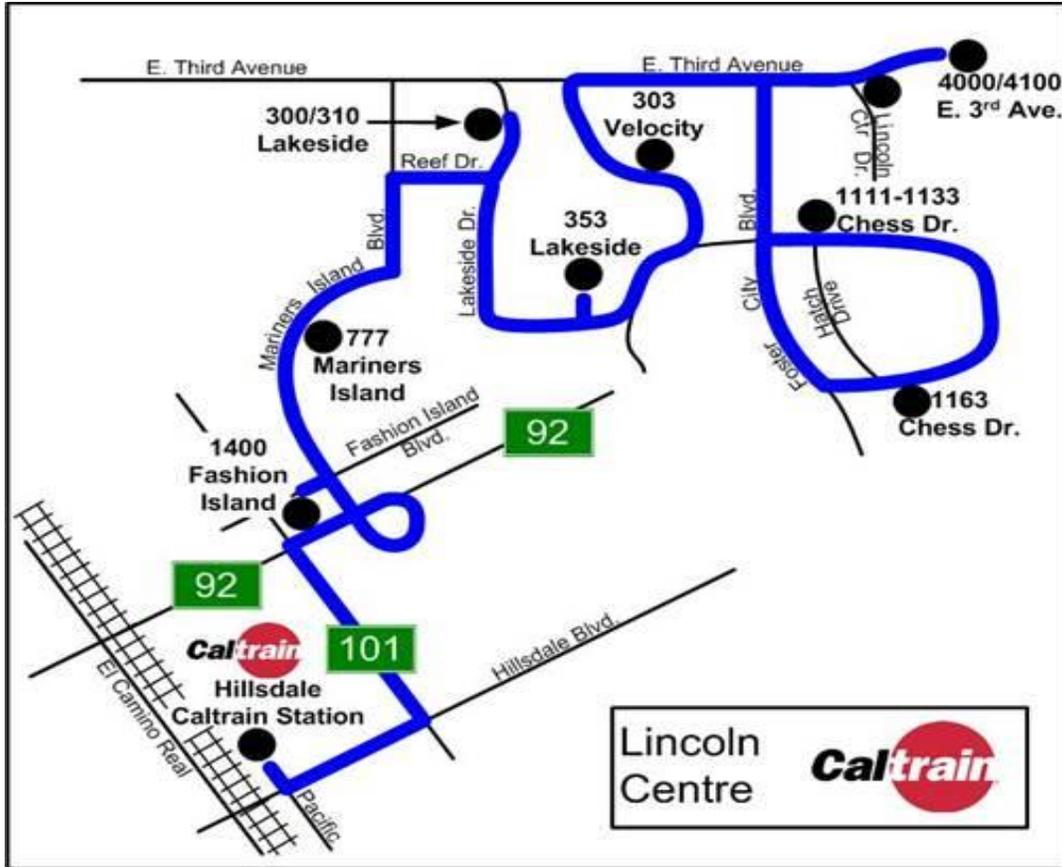
- Alameda County (AC) Transit operates Line M (Monday – Friday) during commute hours between Hayward BART station and the Hillsdale CalTrain stations with stops in Foster City. The morning schedule begins at 6am. and ends around 7pm.
- Commute.org operates three commute-hour shuttles (Monday – Friday) between Foster City, CalTrain and BART. The morning schedules begin at 7am. and the evening schedules stop around 7pm.

CONCLUSION

1. If so desired by the Council, it is feasible to develop a website to host Ride Sharing in Foster City. The Cities of San Mateo and Redwood City have developed ride share websites and Commute.org is developing its own ride share matching tool. After a discussion with the City Council about the goals and functionality of such a site, staff will be better able to provide cost estimates and identify potential grants that may be available to help pay for project costs.
2. Currently there are three bus lines and three shuttles that provide peak commute hour service connecting Foster City to CalTrain at Hillsdale station and one to the Millbrae station during the times indicated in the Vice Mayor's request. Additionally, funding for bus service that duplicates existing routes or service hours would not be eligible for transportation funding. If Council is interested in exploring additional bus service, staff will begin our due diligence process to explore cost estimates and logistics.

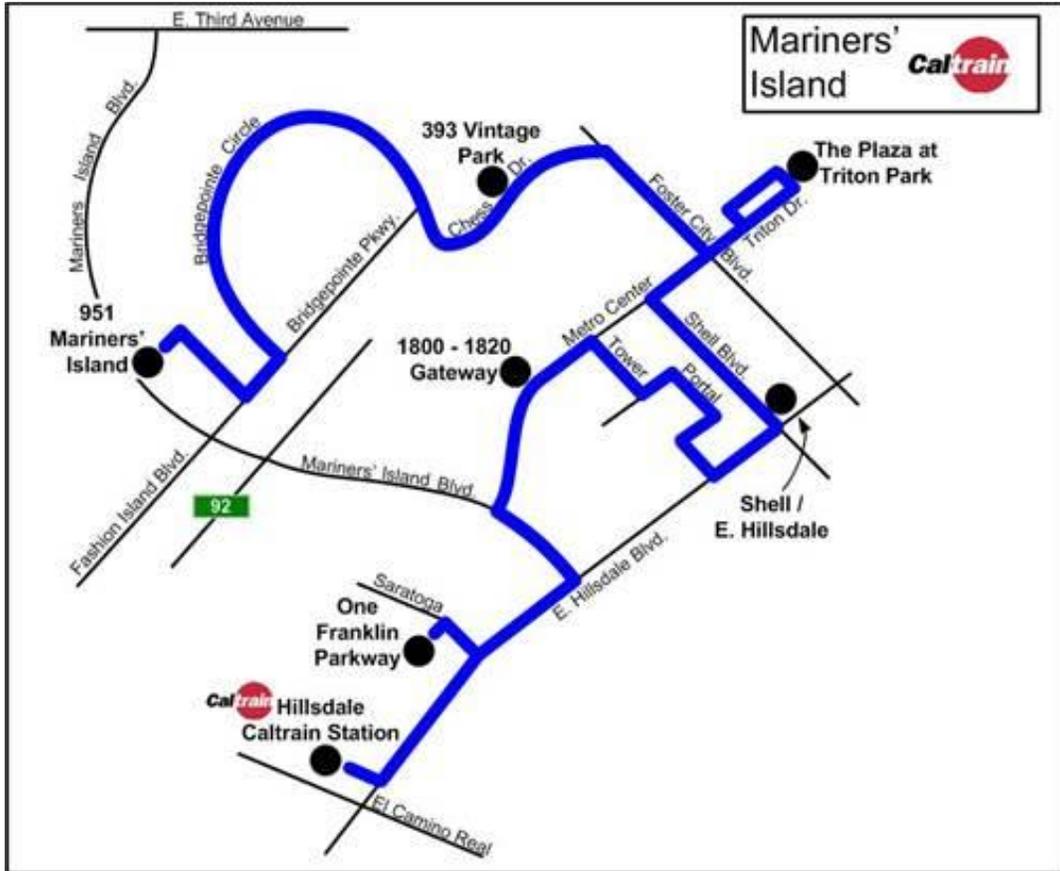
Commute.org - Shuttle Route Maps

Lincoln Center



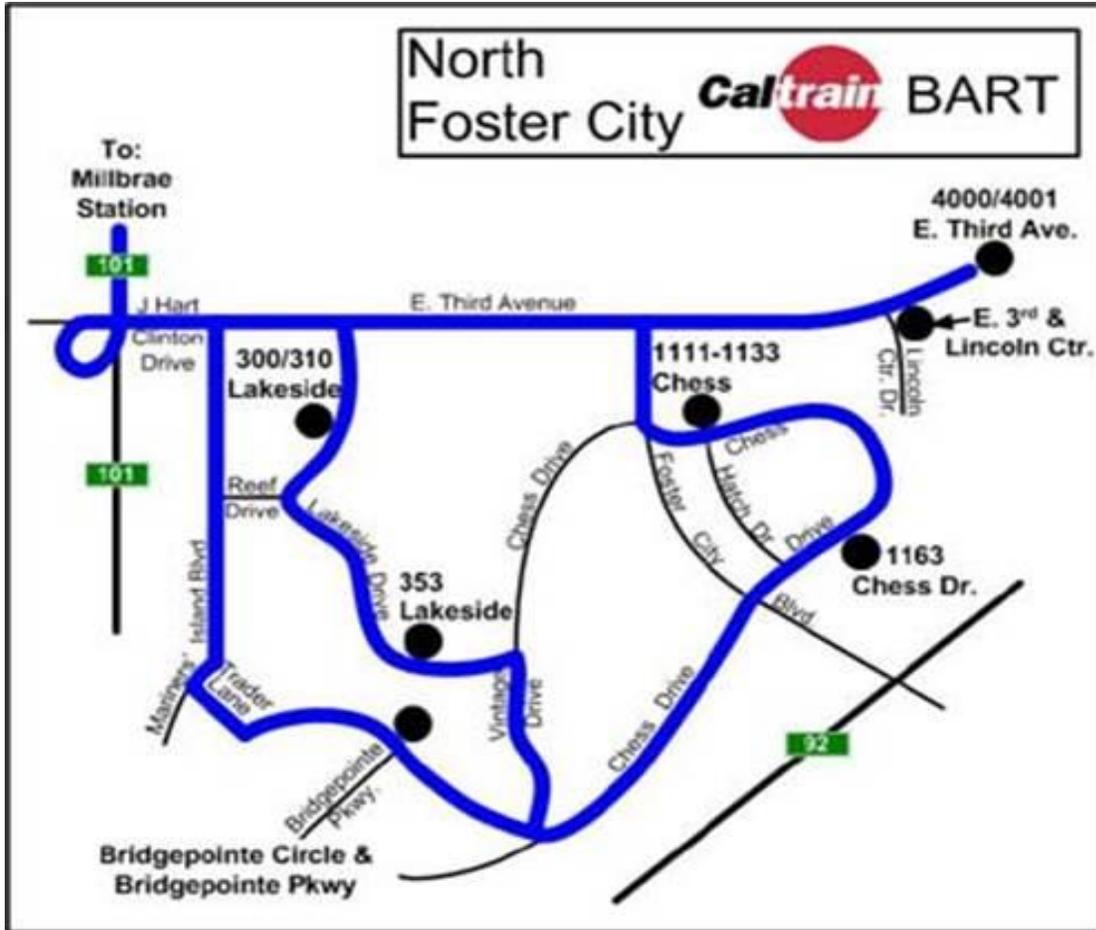
Commute.org - Shuttle Route Maps

Mariners Island



Commute.org - Shuttle Route Maps

Millbrae



DRAFT
FOSTER CITY
 2016 Economic Development Work Plan

April 2016	• Economic Development Website & Dashboard Update	On-going
	• E-Newsletter Release	April 19
	• EDCSC Meeting (Goals and Strategies; Alternative Transportation Options)	April 26
May 2016	• CC Economic Development Vision Statement Adoption	May 2
	• E-Newsletter Release	May 17
	• EDCSC Meeting (Commercial Retail Centers)	May 25*
June 2016	• Coffee Klatch Commercial Brokers Cluster (Morning Meeting)	June 8
	• E-Newsletter Release	June 21
	• EDCSC Meeting (Development and Affordable Housing)	June 21*
	• Coffee Klatch Retail Center Owner Cluster (Morning Meeting)	June 28
July 2016	• EDCSC Meeting (Business Promotion, Retention, & Growth)	July 19*
	• E-Newsletter Release	July 19
	• Small Business Cluster Focus Meeting (Morning Meeting)	July 21
	• Innovation Cluster Focus Meeting (Morning Meeting)	July 28
August 2016	• CC Study Session (Draft EDSP)	August 8
	• E-Newsletter Release	August 16
	• EDCSC Meeting (Recommend Plan Adoption)	August 30*
September 2016	• Plan Adoption	September 19
	• E-Newsletter Release	September 20
	• Celebration	TBD

**Propose EDCSC standing meeting 3rd Tuesday of each month at 5 PM (except May 25th and August 30th to provide summer break to coincide with cancellation of August 15 Council Meeting).*