

**CITY COUNCIL MEETING
TUESDAY, FEBRUARY 27, 2018**

**DOCUMENTS RECEIVED
AFTER PUBLISHED AGENDA**

ITEM #2

Rendering and Narrative of New Building

Briggs Resources, Inc. Rendering of New Building



As part of this project, the former American Aircraft Sales office structure at 21015 Skywest Drive will be updated and modernized. Features will include expansive glass panels, stainless steel design details, and complete interior renovations. A new hangar will be constructed adjacent to the office structure that will accommodate a variety of aircraft.

PUBLIC COMMENT

ITEM #6

Sherman Lewis Email

From: Sherman

Sent: Monday, February 26, 2018 12:14 AM

To: List-Mayor-Council <List-Mayor-Council@hayward-ca.gov>; Joy Rowan ; Bruce Barrett ; Evelyn Cormier ; Alison ; Dag Forssell

Subject: Professional Services Agreement for 238 Property Development

Comment on Professional Services Agreement for 238 Property Development (Item 6 Agreement for 238 Properties Master Development Plan)

I request that the City ask the Mr. O’Keeffe and consultant team to consider supporting doing special market research on the Bayview Village project, whose concepts were endorsed by Council May 6, 2014 Resolution No. 14-057.

I would like to talk to them about the project and the kind of market research needed to persuade investors—if possible. There is a market for Bayview but it is difficult to know if it is deep enough to have a viable absorption rate. Conventional market research won’t work; the consultants are very knowledgeable about what has sold but not about what might sell.

Bayview has four major markets and a number of features that make it better than other possible developments—if people will buy it—and we won’t ever know without special research. The markets are BART users, CSUEB Hayward related, seniors/retired, and work at home. The features are units about 15 to 20% below market price for the same interior space and floor plans, savings from reduced car ownership or reduced use of a car, no loss of mobility, energy and transportation sustainability, numerous non-auto modes, a healthier life style, a pedestrian friendly streetscape, and attractive design.

PUBLIC COMMENT

ITEM #8

Sherman Lewis Email

From: Sherman Lewis

Sent: Sunday, February 25, 2018 11:44 AM

To: List-Mayor-Council <List-Mayor-Council@hayward-ca.gov>; Joy Rowan ; Bruce Barrett ; Evelyn Cormier ; Alison ; Dag Forssell

Subject: Comments on Downtown Parking Management Plan

Comments on Downtown Parking Management Plan

I was surprised by the total lack of information about modern parking management policy in the CDM Hayward Downtown Parking Management Plan. Time limits may be better than nothing but are far less effective a modern system. I think Council is being spooked by merchants who don't know about modern systems and how they improve turnover and increase business revenues.

Council's choice: the politics of fear or the politics of leadership. You can educate merchants or implement a mediocre program with high enforcement costs, poor impact on turnover, and alienation of the public with fines.

Is this really a scheme to fine people to make \$200,000 per year for city deficits? A modern program uses parking revenue to improve the downtown, advised by the merchants. Also, the revenue is based on voluntary payments, not punishment.

Ask CDM about costs of SF's parking fee expansion. How much do the new meters cost? What are the other capital costs of the system? What are the administrative costs? What are the revenues? What is the surplus? What is the surplus invested in? How can these ideas be scaled for Hayward? What would a pilot program look like?

Ask CDM to compare time limits with meters based on willingness to pay and high tech easy pay systems. Ask how SF and Berkeley persuaded merchants to support the programs.

Time limits are second rate.

You don't have information you need to make a smart decision.

DOCUMENTATION:

SFCTA On-Street Parking Management and Pricing Study: The public desires flexible time restrictions, and non-compliance with current time limits is common. Both the resident and business surveys indicate a strong desire for longer or more flexible time limits. //

Even if the mix of regulations is adjusted to better shape a neighborhood's desired demand profile (such as by setting and enforcing time limits to encourage short-term use), conventional regulations are inadequate for tackling parking challenges when demand is high and practical capacity limits are routinely exceeded. //

Relaxed time limits allow users to pay progressive rates to park for a more extended period (if they are willing to pay) without risking a citation. New technologies can also improve the responsiveness and productivity of enforcement personnel. Regulations guided by a principle (i.e., target occupancy), paired with effective enforcement, will tend to improve public acceptance of enforcement, because the enforcement activities support specific goals rather than being perceived as primarily punitive or revenue-generating. //

Charge higher rates for successive time periods. This strategy is referred to as progressive pricing or length-of-stay pricing. Progressive pricing can be implemented in conjunction with relaxed time limits. By charging a higher hourly meter rate for each additional hour, short-term parking is encouraged and turnover increases, while providing flexibility and convenience to users. //

Redwood City: Eliminate Time Limits The program is set up so that market-rate prices will encourage turnover and thus, there is no need for time limits, especially since they are perceived as aggravating to customers. With the removal of time limits, "occupancy shall be rigorously monitored in order to ensure that the prices are sufficient to generate the needed 15% vacancy rate".

http://www.sfcta.org/images/stories/Planning/ParkingManagementStudy/pdfs/parking_study_final.pdf

Litman: The right price is the one that means there are always one or two open spots per block. Since the cost encourages turnover, time limits are unnecessary; in fact, any place that needs to impose time limits is not charging enough.

More details: <https://www.vtpi.org/tdm/tdm26.htm> and www.vtpi.org/park_man.pdf

From the Chron:

"San Francisco will become the first U.S. city to base its parking rates on driver demand citywide.

Beginning in mid-January, motorists who park in the city's 30,200 metered spaces, or in its lots and garages, will be charged more during peak times and less when demand isn't as high. Hourly rates will vary by time of day and block by block and be adjusted up or down four times a year, depending on actual use during the previous quarter.

The Municipal Transportation Agency board approved the plan Tuesday on a 5-0 vote.

In areas that have had the demand-based rates, he said, "the best thing you can say is that it's been a nonissue. Nobody notices."

At the same time, the city replaced its old mechanical coin-only meters with electronic meters that take credit cards, parking cards or coins, and allow motorists to pay by mobile phone. The meters are linked, allowing them to be remotely monitored and programmed, enabling the MTA to measure demand and adjust rates.

Under the program, the MTA reviews hourly rates every three months, and decides whether to raise or lower them, in 25-cent increments, or leave them unchanged. The decisions are based on how many vacant metered spaces are typically available on a block during three times of day: morning, midday and evenings.

Rates can go as low as 50 cents an hour during low-demand times or as high as \$8 an hour at peak times, according to MTA policy, but the highest rate now is \$7 an hour. The average rate at the existing 7,000 demand-based parking spaces, Willson said, is about \$2.50.

Jim Lazarus, policy director for the San Francisco Chamber of Commerce, said the organization welcomes the new way of setting parking meter rates and called the test program "unusually successful."

<https://www.sfgate.com/bayarea/article/Plan-to-set-SF-parking-rates-based-on-demand-is-12408525.php>

From the SFMTA:

“Upgrading our parking meters is one more step in making our parking system smarter and easier, while providing more convenient payment options for those who need to park in San Francisco,” said Ed Reiskin, SFMTA Director of Transportation. “These benefits will ultimately make our transportation system more efficient, while continuing to reduce the number of parking citations throughout the city.”

Citywide, parking citations have already been reduced by 12 percent.

The new easy-to-use smart meters:

- Accept credit and debit cards, SFMTA parking cards, **PayByPhone**, and coins;
- Have larger display screens;
- Show **PayByPhone** transactions right on the meter display. On older meters, the display screen remains unchanged following a **PayByPhone** transaction; and
- Provide flexible time limits that will eventually allow for multiple uses at the same meter. For example, a yellow loading zone meter can be used as a regular meter for longer time limits outside of the loading hours.

New meters make it easy to pay, now accepting debit or credit cards:



<https://www.sfmta.com/press-releases/sfmta-upgrade-parking-meters-citywide>

More details at <http://www.sfcta.org/transportation-planning-and-studies/current-research-and-other-projectsstudies/street-parking-management-and-pricing-study>

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Sherman Lewis
Academic Senator for Emeriti
Professor Emeritus, CSU Hayward
President, Hayward Area Planning Association

The City has approved the needed general plan designation and zoning, but investors will not touch a project where parking is several yards away from the front door. I spent three years trying.

I do not have enough information about the consultants to know if they are willing to take Bayview seriously. A firm like UrbanMix Development (<https://www.urbanmixdevelopment.com/#WhatWeDo>) or a developer like Meea Kang, now Senior Vice President of Related California (real estate firm that develops multifamily residential and mixed-use properties), or a traffic consultant like Todd Litman of Victoria Transport Institute would be qualified.

I would like Mr. O’Keeffe and consultant team to consult with me and the Bay Area Council Economic Institute, Bay Area Regional Collaborative (BARC), and the Strategic Growth Council on the potential for special sources of investment.

I would like to discuss how the research would be done. There are two social research firms in San Francisco that can do the work. I suggest recruitment of four samples one for each major market of qualified interest who would keep a two-week travel diary; discuss it with a consultant who has a detailed knowledge of how trips would be made in Bayview; and participate in a focus group discussion.

I would like to discuss that the City advertise for people to take a survey on line and post a video for YouTube explaining the project.

I would like the City to mail a pitch to progressive Bay Area investors asking for what information they would need to have to consider investing.

I would like the City to put the word out to public interest groups that might find support for the idea, e.g., Smart Growth America, Greenbelt Alliance, Transform, Sierra Club, and PCL.

The consultant team (Design Workshop, BAR Architects, New Economics, BKF Engineering, Kittleson Associates, and LSA) seems to have no relevant expertise, but could learn if they are motivated.

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