COUNCIL MINUTES

The City Council of the City of Raleigh met in a work session at 4:00 p.m. on Tuesday, February 9, 2016 in Room 305 of the Raleigh Municipal Building, Avery C. Upchurch Government Complex, 222 West Hargett Street, Raleigh, North Carolina, with the following present:

Mayor Pro Tem Kay C. Crowder
Councilor Mary-Ann Baldwin
Councilor Corey D. Branch
Councilor David N. Cox
Councilor Bonner Gaylord
Councilor Russ Stephenson

Mayor Pro Tem Crowder called the meeting to order at 4:02 p.m. All Council members were present except Mayor McFarlane and Councilor Thompson, who were absent and excused.

City Manager Ruffin Hall advised the Council that today's work session was informational and no Council action was required.

RALEIGH BIKE PLAN UPDATE – INFORMATION RECEIVED

The City Council approved the City's current Bicycle Plan in 2009, which guides the development and programming of the City's on-street bicycling network. Staff will provide an overview of the implementation of the City's bicycle facilities and the BikeRaleigh program since that plan was adopted. Staff will also review the progress on the update of this Bicycle Plan, which incorporates current best practices, both nationally and from Raleigh's experience with implementation and operation. The plan proposes to refine the BikeRaleigh program to serve a broader segment of the public by creating a bicycling network appropriate for all ages and abilities.

Transportation Planning Manager Eric Lamb presented the history of the Bicycle Plan with the assistance of a PowerPoint presentation. He also distributed additional information at the beginning of his presentation (slide presentation outline, bicycle-related policies from the 2030 Comprehensive Plan, *State of Bicycling in Raleigh* – 2015 Report, draft of the 2015 recommended bikeway network, and draft of the Ten Year Priority Plan). Slides during his part of the presentation included the following information that he explained further.

<u>Bicycle-Related Policies From the 2030 Comprehensive Plan</u>
Policy T1.3 Multi-Modal Transportation Design
Policy T2.1 Integration of Travel Modes
Policy T2.5 Multi-Modal Grids
Policy T3.1 Complete Street Implementation
Policy T3.2 Accommodating Multiple Users
Policy T3.3 Redefining LOS (Level of Service)

Policy T5.1 Enhancing Bike/Pedestrian Circulation
Policy T5.2 Incorporating Bicycle and Pedestrian Improvements
Policy T5.3 Bicycle and Pedestrian Mobility
Policy T5.4 Pedestrian and Bicycle Network Connectivity
Policy T5.6 Bridges, Underpasses, and Interchanges
Policy T5.7 Capital Area Greenway
Policy T5.8 Workplace Bicycle Facilities
Policy T5.11 New Bike Routes
Policy T7.1 Safety Improvements
Policy LU2.5 Healthy Communities
Policy RC1.7 Regional Bicycle Planning

(The handout explained these policies in further detail.)

Strategic Plan Links

- Growth and Natural Resources
  - Initiative 4.4: Adopt and implement a Complete Streets policy.
- Transportation and Transit
  - Initiative 2.1: Identify and implement projects that strengthen connections between modes.
  - Initiative 2.4: Make investments to position select greenway trails as transportation options.

2009 Bicycle Plan

1. Quadruple the 2000 Census bicycle commute rate by 2015.
2. Complete this plan's top five priority bicycle projects by 2011 and complete the top twenty by 2015.
3. Become designated as a "Bicycle-Friendly Community" by 2010 by the League of American Bicyclists.
4. Launch/participate in three new programs in three years.

2009 Plan Implementation

1. Bicycle and Pedestrian Advisory Commission (BPAC) established
2. Bicycle-Friendly Community designation awarded (bronze level)
3. Bicycle and Pedestrian Program Manager position established
4. BikeRaleigh branding developed
5. Significant increase in infrastructure

Raleigh Bike Network Growth

- 2009
  - 67 miles of greenway
  - 4 miles on street (Ridge Road and Edwards Mill Road were first roads with bicycle lanes)
- 2011
  - 73 miles of greenway

- ♦ 12 miles on street
- 2013
  - ♦ 101 miles of greenway
  - ♦ 26 miles on street
- Now
  - ♦ 114 miles of greenway
  - ♦ 66 miles on street

Congestion Mitigation and Air Quality (CMAQ) Project Timeline

2010 – applied for $1.1M CMAQ Grant for top priority projects per the Bicycle Plan
2013 – awarded grant to install 27 miles of on-road bike markings
2014 – public involvement and review of draft project proposals
2015 – bike lanes and markings installed
2016 – tweaks and evaluation

Project Selection

- Priority rankings in 2009 Bicycle Plan
- Ease of implementation
  - ♦ Cost
  - ♦ NCDOT coordination?
  - ♦ Time constraint associated with grant
- Provided long-term network connectivity
- Avoided conflicts with other projects

Pavement Marking Design Project (CMAQ)

Two slides – before and after the project

Lessons Learned

- Too much time between public meetings and project construction
  - ♦ January 2014 public meetings/November 2015 implementation
- Need better advance warnings for community
  - ♦ Variable message boards, postcards
- Intersections
  - ♦ Need to improve transitions on approaches
  - ♦ Timing of traffic signal updates disrupted
- More public education on facility
- Will not do another project as large as this one

Next Steps

- Large part of effort is heavily data-driven
- Did we increase cycling by installing infrastructure? Will measure street by street.
- Additional painting to improve transitions
- Monitoring of traffic data
  - ♦ Changes in speeds
  - ♦ Changes in crash patterns – need two years of data to evaluate

- ♦ Changes in bicycle volumes
- Determine if any modifications are required
- Update Bicycle Plan based on lessons learned and evolution of technology

Mayor Pro Tem Crowder stated she wants to see a plan on how staff will implement the next communication relative to the new Bicycle Plan. She has heard from constituents who are frustrated about lack of communication. She asked that the communication plan be brought to the Council. TP Manager Lamb said the Bicycle Plan addresses communication on a broad citywide level, but he believes the Mayor Pro Tem is referring to communication on a project-by-project level, and he agrees that is also important. Ms. Baldwin opined that follow-up in monitoring traffic data is very important.

Mr. Cox asked if staff had given any thought to requiring citizens to wear bicycle helmets. TP Manager Lamb responded the City had passed a bicycle helmet law for children ages 16 and younger that was superseded by state law requiring the wearing of helmets. There is no statewide law requiring that adults wear helmets; it is voluntary. At this time, there is no interest or mandate in considering a helmet law in Raleigh.

Mr. Stephenson commented that communication is key, but it is also difficult. Sometimes people can't be reached and don't realize changes have been made until they have driven down a street and noticed the different markings. TP Manager Lamb noted that one thing staff has seen from different cities is that the more cyclists you see on the road, the more cycling safety improvements you will see, and there will be more awareness of bicyclists. Mr. Gaylord said that basically, half the on-road bikeway funding was done in 2015. The mileage increased almost 30% in one year. He suggested the City needs to do a better job of communicating what is coming, why the City is doing this, etc.

Mayor Pro Tem Crowder asked if crash pattern data will be collected from all bicycle areas or only from certain ones that are heavily used. TP Manager Lamb responded bicycle and pedestrian data is collected annually from all areas. Specifically, staff will be evaluating all crashes. The Mayor Pro Tem stated it would be helpful to educate automobile drivers as well as bicyclists; there seems to be conflict between the two. She reiterated it would be helpful for Council to have a copy of the Bike Plan overall communication plan moving forward and know how it can be relayed to specific neighborhoods.

Transportation Planner Jason Myers continued the PowerPoint presentation with slides containing the following information that he explained further.

<u>Why Be Bicycle-Friendly?</u> (Specific details of research contained in Chapter of Bicycle Plan)

- Being bicycle-friendly leads to more biking, which leads to many benefits
  - ♦ Mobility
  - ♦ Stewardship
  - ♦ Economics
  - ♦ Health
  - ♦ Safety

Types of Cyclists (information from a recent national survey)
- Strong and fearless (~7%)
- Enthused and confident (~5%)
- Interested by concerned (~51%)
- No way no how (~37%)

Bicycle Plan
2009
- Bike lane was gold standard
- Plan for "Enthused and Confident"

2015
- State of the art: separated bikeways and neighborhood bikeways
- Plan for "Interested but Concerned"

Existing Conditions (Results of analysis contained in Chapter 2 of Bicycle Plan)
- *State of Bicycling in Raleigh* report
- Analyses
  - Review 2009 Action Steps
  - Network gaps
  - Level of traffic stress
  - Ridership data
  - Crashes
  - Demographic and equity
- Riders of all ages and abilities not currently served on street

2015 Vision Statement (Crafted by the Steering Committee)

Raleigh is a place where people of **all ages and abilities** bicycle **comfortably** and **safely** for transportation, fitness, and enjoyment. The BikeRaleigh network is **integrated** into the **transportation** system to **connect** people to where they live, work, play, and learn.

The Five Es (Framework used by League of American Bicyclists to evaluate Bicycle-Friendly Community applications)

- Engineering
- Education
- Encouragement
- Enforcement
- Evaluation and planning

Two pie charts answering the question "How do you rate bicycling conditions?"

2009 Plan – Excellent (2%), Fair (47%), Poor (51%)
2015 Plan – Excellent (17%), Fair (68%), Poor (15%)

Plan Goals (New set of goals for the next five years contained in Chapter 1 of the Bicycle Plan)

1. Complete priority projects.
2. Build more on-road bike facilities that serve all *ages and abilities*.
3. Become designated as silver-level Bicycle-Friendly Community.
4. Expand and improve program offerings.

All Ages and Abilities Network

- Major early public input
  - Love biking the greenways!
  - Normal bike lanes won't get many to ride
- Response in Bicycle Plan
  - Part of the network is "all ages and ability"
  - Combination of greenways, separated bikeways, and neighborhood bikeways

Separated Bikeways (included illustrative slides)

- Physically separated from motor vehicle traffic within a street
- Include: sidepaths, cycle tracks, and buffered bike lanes

Neighborhood Bikeways (included illustrative slides)

- Low speed and volume streets
- Pavement markings and signs for wayfinding
- Sometimes include traffic calming elements to keep volumes or speeds down

Bike Lanes

- Still an important of Complete Streets approach
- Improve safety
- Help reduce conflicts
- Increase ridership

Greenway Trails

- An important of the network
- Shared use paths that follow street corridors

Long Term Bikeway Plan (included map)

- Part of Comprehensive Plan
- Directs development-provided public improvements
- Guidance for resurfacing program and Capital Improvement Program (CIP) project scoping
- A vision for a **master plan**

Ten-Year Priority Plan (included map) (Contained in Chapter 4 of Bicycle Plan)

- Public strategy document
- Goal for what we can achieve in 5 to 10 years
- Built on existing and programmed infrastructure

Bike Routes and Wayfinding (illustrations of wayfinding and orientation signage)

Programs (illustrations of bicycle-related programs/signage)

Policy Recommendations
- Complete Streets policy
- Street design standards
- Bicycle parking
- Greenways operations
- Facility maintenance

Anticipated Next Steps

Late February	Final plan completed
Early March	Final Steering Committee meeting
March 21	BPAC review complete
April 5	Final plan ready for City Council consideration

He explained the extensive and somewhat untraditional way used to gather public input for the project. One was to go to the public, rather than letting the public come to them. Paper surveys were incorporated at various public events, there were two on-line surveys that were social media-friendly, and there was an interactive on-line mapping tool. At the early stages of the process, the kick-off in May and June, one of the questions they asked the public was what type of cyclists they should plan for. The majority of the public response was "interested but concerned." The public was also asked what kind of factors discourage people from cycling in Raleigh. The most popular responses were "vehicle traffic" and "lack of bikeways and greenways." Transportation Planner Myers explained more about the public outreach. There were reading materials in Spanish and the surveys were multilingual. Open houses were held for people not likely to come to public meetings. Over 90% of the responses were affirmative for various types of separated bikeways. Appendix B of the Bicycle Plan contains the details of the public involvement and all the responses to the questions.

Mr. Cox asked how the long-term bikeway plan was determined. Transportation Planner Myers showed a slide titled Network Prioritization:

Network Prioritization
- Prioritization criteria
  - Access to greenway
  - Access to high density residential
  - High level of bike crashes
  - Low, current bike service
  - Connects to multiple destinations
  - Equity
- Qualitative evaluation
  - Public input

- Coherent network
- Implementation considerations
- Build on other plans' momentum

Prioritization Matrix Results
↓
Committee input, City staff input,
and Consultant selection from top 25%
↓
Phase One, Ten-Year Plan

He explained the prioritization is a quantitative exercise. Staff took the top projects, determined what made the most sense, what connected end-to-end, and what connected to existing facilities. Implementation was an important part of the process; staff did not want to include anything in the plan that the City did not have the means to accomplish within the time frame. It is heavy on neighborhood bikeways because they are much less expensive to implement. It includes a number of separated bikeways that have been communicated to staff as being most important strategically for the City. Mr. Branch asked if the GIS data was based on current data or projected growth. Transportation Planner Myers replied that it was based on current data.

Ms. Baldwin asked Transportation Planner Myers to talk about how this complements the Wake County Transit Plan and offer any thoughts regarding connectivity to Dix Park. Mr. Myers responded that in the Wake County Transit Plan, there are no real intersections between the lines in the two plans. Some of the facilities the City has designated along Capital Boulevard were probably driven by the understanding that there is, or will be, transit in those areas. With regard to Dix, the St. Mary's/Boylan connection will end at Dix Park. There is also a greenway currently in planning that crosses South Saunders Street on the Lake Wheeler side. The planning process that will result in the Dix Master Plan may augment those connections or require them to be modified.

Mayor Pro Tem Crowder asked how the location of bike paths was determined in the Ten-Year Priority Plan. Transportation Planner Myers explained when the map for the long-range plan was created, staff tried to break it into segments that made sense with regard to location and connection, and then prioritize them. He cited a couple of examples.

Transportation Planner Myers said the facilities can be placed but their potential will be limited. People don't know where to go or when to turn in order to make their destination. Chapter 5 of the Bicycle Plan recommends a much better wayfinding system than what currently exists. The new system will be destination-based. It will educate the public on the best routes and encourage them along the way. Chapter 6 discusses some of the BikeRaleigh programming software that complements the industry hardware. It gives recommendations for improving and expanding existing program offerings. These programs are important to support the on-street facilities, providing education, evaluation, enforcement, encouragement, and communication. Chapter 7 of the Bicycle Plan makes policy recommendations to support the entire system. Chief among

these is the need to focus more on facilities maintenance. The implementation chapter of the Bicycle Plan gives staff a map on how to get things done. It identifies actions to be taken within the next couple of years as well as years after that, so the Five Es will be addressed. Staff is currently identifying all the changes that need to be made to the draft plan based on public comments as well as reviews from different City departments that will have a role in putting the plan together. He cited the anticipated next steps as shown on the slide.

Mr. Branch asked how the plan would be paid for. He though the grant was only for the first 27 miles. Transportation Planner Myers said there is a small amount of money in the CIP budget to devote to these types of projects. Staff anticipates applying for other grants, probably in smaller amounts, so those dollars can be leveraged with federal funds. Bike lanes can be part of street resurfacing projects. Transportation Planning Manager Lamb added it is important to incorporate the Bicycle Plan recommendations as each resurfacing project or CIP project is undertaken.

Mr. Cox asked about neighborhood bikeways and striping of neighborhood roads. Transportation Planner Myers explained there would not be striping. Generally, these would be streets where if there is a center line, it might be taken away. On-street parking is perfectly compatible with neighborhood bikeways. He gave examples of sharrows and parallel routes. One of the opportunities he sees often for neighborhood bikeways is a street that dead-ends at a greenway. The cyclist can continue onto the greenway and connect to another street. Mr. Cox said some of the feedback he received is that some people don't like bike lanes and the residents who live on a street should be able to provide input before neighborhood bikeways are installed. He proposed there should be a process so that these bikeways are not put on a neighborhood street unless the residents are in favor of it. He wondered if the City would just put these bikeways in neighborhoods with no public input and pointed out that some cities require 100% participation from the residents. Transportation Planner Myers responded there are a couple of different steps before facilities like this are implemented and all steps will be taken with consultation of the neighborhood. One factor to consider is whether the City has found the right route; there may be several ways to get from Point A to Point B using neighborhood streets. People in the neighborhood generally know the best routes. Another factor is identifying where the challenges are and the best ways to meet those challenges. Mr. Stephenson said it is important for the City to show the neighborhood residents it is willing to make a financial commitment to their safety. Transportation Planning Manager Lamb said that BPAC is currently studying the issue of parking conflicts in neighborhood where bikeways are installed in order to develop recommendations for minimizing such conflicts with future installations. One strategy staff would like to employ is pilot programs for cycle tracks in various neighborhoods and obtain public feedback before making the installations permanent.

Mayor Pro Tem Crowder thanked everyone for their hard work on the Bicycle Plan, and reiterated the importance of communication.

MR. STEPHENSON DEPARTED THE MEETING AT 5:00 P.M. AND WAS EXCUSED BY MAYOR PRO TEM CROWDER.

TELECOMMUNICATIONS/FIBER UPDATE – INFORMATION RECEIVED

Staff will review with Council the following:

1. History and status of Google fiber deployment
2. Update on major telecommunication projects and coordination

    - Upcoming actions and organizational impacts
    - Industry coordination
    - Community impacts

Engineering Manager Paul Kallam introduced this item and turned the presentation over to his staff. Engineering Plan Review Manager Kenneth Ritchie pointed out there has been a notable increase in telecommunication activity in the last 12 to 18 months, especially as it relates to installation and system and infrastructure upgrades by Google, Time Warner Cable, AT&T, and other system carriers. He made note of the items Committee members received in their supplemental packets distributed at the beginning of the meeting, including the Preconstruction Requirements Checklist for Right-of-Way Services which includes contacts, resources, and City staff expectations for the industries as they come into Raleigh to do work; City of Raleigh Right-of-Way Provisions which guide work within public rights-of-way; a map of the right-of-way services inspector areas including the inspectors' names and telephone numbers; a copy of the February 2016 Public Utilities newsletter *Your Service Connection* which provides an update to the citizens of Raleigh regarding gigabit fiber construction in the City; a picture of the first completed Google fiber hut located in North Hills Park off Chowan Circle; a sample of the Google Fiber and Bechtel door hanger printed in English and Spanish that will be placed on doors one to two weeks before work commences in neighborhoods and that includes contact information for people who have questions or concerns; and a sheet with copies of business cards containing contact information for Google Fiber, AT&T, and Time Warner Cable. EPR Manager Ritchie then presented slides containing the following information.

<u>Google Fiber Update – Milestones</u>

- January 2015 – Google Fiber announces selection of Raleigh for fiber deployment
- February 2015 – Weekly coordination meetings between City staff and Google Fiber commence
    - ♦ Bechtel is the installation contractor for local construction
    - ♦ Involved City of Raleigh departments: City Manager; City Attorney; Information Technology; Parks, Recreation, and Cultural Resources; public Affairs; Public Utilities; Public Works; Housing and Neighborhoods
- May 2015 – Terms and conditions for guiding placement of Google Fiber huts on City property approved by City Council
- June 2015 – Google Fiber hut locations approved by City Council
- June 2015 – First Google Fiber Encroachments submitted
- August 2015 – City Council authorization to City Manager to negotiate and execute a Master Encroachment Agreement with Google Fiber North Carolina, LLC

- September 2015 – First Google Fiber construction permits issued
- January 2016 – First of 10 proposed Google Fiber huts completed
  - Location: North Hills – 100 Chowan Circle

Google Fiber Update – Permitting/Construction Status (as of 2/1/2016)

Number of encroachment packages approved	4
Number of construction permits issued	42
Number of sidewalk/lane/street closures	139
Number of miles of fiber approved	91
Number of construction crews deployed (current)	20

Google Fiber Hut Locations (map showing location of approved huts and the one installed hut)

Google Fiber Deployment Maps to Date
Fiber Deployment Areas as of 2/1/2016 (also shows location of pending encroachments)
Proposed Google Fiber Conduit Installation Areas

Mayor Pro Tem Crowder asked who made the decision about the location of the huts, and why. Engineering Manager Kallam replied a core team went with Google representatives to look at several sites. Recreation Superintendent Ken Hisler added that they looked at potential properties that could accommodate the size of the hut. The properties were already in the City's inventory and were owned by Community Development, Public Utilities, or Parks, Recreation and Cultural Resources. The team had to determine how the system would connect and where it would be located on the site.

Major Telecommunications Projects and Coordination Update – Upcoming Action

- Master Encroachment Agreement
  - Terms of this instrument remain under negotiation. Until the agreement is finalized, timely encroachment requests are being placed on the Consent Agenda.
  - Staff will be preparing a Consent Agenda item addressing immediate encroachment needs for the Brier Creek area to be placed on the February 16 agenda.
  - Master Encroachment Agreement is intended to eliminate the need for individual encroachment requests to be presented to Council.
- Public Utilities Mailer
  - Public Utilities Your Service Connection – February 2016

Referring to the picture on the slide that showed fiber option cable being installed in someone's front yard, Mayor Pro Tem Crowder stated communication is extremely important. She asked what kind of communication for consumers was planned in addition to the reminder in the water bills. There should be an area contact person and people need to know how to reach him/her. EPR Manager Ritchie said there is a slide dedicated to coordination efforts that includes phone numbers for the City of Raleigh, Google, and AT&T (**Clerk's Note:** slide is shown below). That information is also on the City's Web site, along with some frequently asked questions. Staff obtained direct points of contact from AT&T so callers don't get caught in an automated

loop. Engineering Manager Kallam referred the Committee members to the sample Google and Bechtel door hanger; the list of contacts on page 2 of the February 2016 issues of *Your Service Connection*; and the page of business cards containing contact information, the majority of which were AT&T contacts. Mayor Pro Tem Crowder confirmed with EPR Manager Ritchie that there is also a contact person at the City of Raleigh.

Mr. Cox asked who people will call once the system is hooked up. EPR Manager Ritchie responded that at that time, the best point of contact will be the Inspections Coordinator. Mr. Cox pointed out that once the network backbone is laid in the neighborhood and the pedestals are secured, people will want to start connecting to the service. He asked how the utilities will communicate to the surrounding neighbors about the work being done so as to alleviate their concerns. Mayor Pro Tem Crowder said it appears the City is giving the responsibility of communication to a third party and hopes that party will do a good job, but staff will ensure that happens by having a contact point at the City. Engineering Manager Kallam replied that is correct. He introduced Right-of-Way Services Inspector – Inspections Noah Otto, who is that point of contact.

Major Telecommunications Projects and Coordination Update – Organizational Impacts

- 40% increase in utility locate requests
- 66% increase in inspections associated with telecommunication and fiber installation
- 10-15 citizen inquiries received on average per week by City staff
- Increased necessity for emergency response by Public Utilities and Public Works staff due to utility strikes during fiber installation
- Coordinated effort between Public Works and Public Utilities to shallow depth at which fiber is installed to minimize potential utility strikes

Major Telecommunications Projects and Coordination Update – Coordination With Google and AT&T

- Google
  - ♦ Customer Service
    - Service Inquiries (24/7) 1-866-777-7550
    - Construction Inquiries (24/7) 1-877-454-6959
    - https://fiber.google.com/support/
  - ♦ Door hanger (available in both English and Spanish

- AT&T
  - ♦ Customer Service
    - Phone 919-835-1325
    - E-mail rd5264@att.com

- City of Raleigh Customer Service
  - ♦ General Construction Concerns 919-996-6810
  - ♦ Water/Sewer Damage (24/7) 919-996-3245
  - ♦ Gigabit Fiber Construction

City of Raleigh Field Staff Contacts – Right-of-Way Services Inspector Areas (map of three service districts and names/telephone numbers of the field contacts)

Major Telecommunications Projects and Coordination Update – Community Impacts

- Common concerns
  - ♦ Utility service interruptions
  - ♦ Right-of-way infrastructure access limitations
  - ♦ Property damage
    - Landscaping
    - Irrigation
    - Invisible fence
- Scope of construction activity
  - ♦ Aerial fiber installation on new and existing utility poles
  - ♦ boring and trenching of fiber conduit

Mr. Gaylord said there had been a lot of chatter on the social network Nextdoor about impacts. He encouraged staff to search Nextdoor to see what the concerns are, and check other social media for concerns as well. He thinks monitoring concerns will help head off problems. Engineering Manager Kallam responded the providers have already been reaching out to homeowner associations. Mayor Pro Tem Crowder reiterated the importance of communication during this process and encouraged staff and the providers to use all the resources they have.

ECONOMIC DEVELOPMENT TOOLKIT UPDATE – REFERRED TO ECONOMIC DEVELOPMENT AND INNOVATION COMMITTEE

As a follow-up to the presentation at the April 21, 2015 City Council Work Session, staff was asked to identify tools within the Economic Development Toolkit that would come to Council for consideration. After Council review, the individual tools would be referred to the Economic Development and Innovation Committee for further discussion before returning to City Council.

The tools below are being developed as part of the City's Strategic Plan and are designed to help accomplish the following objectives identified in the Economic Development and Innovation Key Focus Area.

- **Objective:** Cultivating an innovative and entrepreneurial culture based on shared strategic goals.
- **Objective:** Establishing a strong economic development program which utilizes strategic policies and a comprehensive tool kit of resources to strengthen Raleigh.
- **Objective:** Maintaining and developing amenities and infrastructure specifically attractive to economic development.

The following toolkit items are ready for review and discussion by the Economic Development and Innovation Committee:

- Innovation Fund

- Building Up-Fit Grant
- Façade Grant
- Targeted Economic Development Zones
- Targeted Economic Development Infrastructure Fund – April Budget Session

City Manager Ruffin Hall said that today, staff would request that Council refer the topics in the Economic Development Toolkit to the Economic Development and Innovation Committee for further consideration.

Economic Development Manager James Sauls presented the Economic Development Toolkit with the assistance of a PowerPoint presentation as follows.

Economic Development Toolkit

What Is It?
- Helps address challenges of changing economy and business needs
- Policies, procedures, programs, and funding options that support economic development
- Defines economic development strategies
- Communicates economic development direction
- City Council approved

How to Develop?
- Priorities set by Council
- Consistent with Council's Strategic Plan
- Collaboration with partners, private sector, and stakeholders
- New and revamped tools
- Multi-year approach
- Benchmark and improve

Goals of the Economic Development Toolkit
- Promote economic development in all of Raleigh
- Support small and large business growth/development
- Diversify our economy – international, small business, minority- and women-owned
- Involve private sector, state, county, schools, and non-profits
- Offer different tools for different applications
- Provide clear policy/program/strategy guidance for staff and Council
- Promote business-friendly environment
- Balance development with neighborhood/historic protection
- Encourage economic prosperity and equity

Alignment With City's Strategic Plan – Economic Development and Innovation
- **Objective:** Cultivating an innovative and entrepreneurial culture based on shared strategic goals
- **Objective:** Establishing a strong economic development program which utilizes strategic policies and a comprehensive toolkit of resources to strengthen Raleigh

- **Objective:** Maintaining and developing amenities and infrastructure specifically attractive to economic development

"Buckets" in Toolkit
- Innovation
- Business assistance and retention
- Business recruitment and marketing
- Infrastructure
- Development
- Private-public partnership
- Workforce development

Updates

Business Investment Grant (BIG)
- Encourages the creation, retention, and/or expansion of new or existing businesses and jobs within the community
- Provides grants to companies, usually based upon the amount of new property tax revenue to the City generated from the private business investment made
- Adopted November 2015

Downtown City-Owned Property
- Partnering with state on Project Phoenix (state-owned buildings)
- Real Estate Office became part of City Planning Department to be more strategic
- City selected HR&A Advisors, Inc. for acquisition and disposition study for downtown City-owned properties
- 301 Hillsborough Street – closing first quarter of 2016; actively speaking with The Lundy Group now

Hotel Study
- Completed downtown hotel market
- Presented report to Council – October 2015
- Identified need for additional hotel rooms
- Identified other impacts on hotels, including parking requirements
- Completed sale of City property for Residence Inn at Raleigh Convention Center – September 2015

Development Services Reorganization
- New department created – July 2015
- Hired new Development Services Director
- Additional metrics are under development to allow further streaming of the already expedient development review process
- Expedited plan reviews and City process/project management is available to all economic development projects

Parking

- Parking study to begin soon focused on:
  - Market demand
  - Technology uses
  - Maximize use of existing facilities
- Evaluating parking reductions for hotel projects
- Public-private partnership to add parking in the Warehouse District

Mr. Branch asked for a definition of "soon." Assistant City Manager Tansy Hayward responded that staff is currently finalizing the Request for Proposals and it should be released within 90 days, as soon as it finishes going through the administrative process.

Ms. Baldwin pointed out there are many empty parking spaces in parking decks that have not been leased out, yet many people in the Warehouse District need parking spaces. She knows Assistant City Manager Jim Greene has been trying to work with some of them. ACM Greene stated the parking study will look at better utilization of the City's parking decks and on-street parking. ACM Hayward added there are operational needs that need to be planned for as well.

Urban Main Replacement Reimbursement Policy (Public Utilities)

- Provides reasonable reimbursements to developers who are required to replace water/sewer mains to accommodate their developments
- Allows developments to stay on their market-driven schedule
- Helps the City replace its aging infrastructure

Urban Design Center

- Design policy, design assistance, civic design and implementation, and historic preservation
- Increased focus on problem-solving development
- Increased focus on implementation: new program focused on project management and delivery

New/Updated Policies

Process for New Policies

- New policies are created to address needs of City's Strategic Plan
- Policies designed to create a comprehensive Economic Development Toolkit
- Economic Development Leadership Team and Strategic Planning Team develops DRAFT policies for review
- Policies are prioritized and sent to Economic Development and Innovation Committee

Targeted Economic Development Zones

- What is an Economic Development Targeted Zone?
  - Directs investment into areas of identified need
- Business Investment Grant (BIG) requires identified zones
- Data needed updating

- Methodology needed better alignment with goals of the BIG
- New map with updated data intended to replace the current Economic Development map in the Comprehensive Plan

EDM Sauls said the new map will be brought to Council at a future date for review. Mr. Branch asked if the map relates to the redevelopment zones previously approved by Council. Planning Director Ken Bowers responded that those zones are incorporated in the latest draft of the map. The purpose of the map is to set geographic priorities and set a basis for economic development areas. These areas are adopted geographic designations in which the City encourages reinvestment, so it is logical to include on them on the map. Previously, the conceptual map in the 2030 Comprehensive Plan had been the only map showing these areas. The new map targets areas where there is need and opportunity, and indicates zoning necessary to accommodate economic development. Staff is creating the criteria for selecting target areas based on Council priorities.

Innovation Fund

- Create partnerships with universities and colleges that encourage design and creativity
- Received $100,000 funding in FY15 and FY16 budgets
- Have implemented $30,000 of funding on partnerships with NC State and HQ Raleigh
- Helps recruit and retain the Creative Class

Façade Grant

- Created in the 1980s as an Economic Development resource for properties in the Downtown and Pedestrian Business Overlay Districts
- Assisted 120 businesses
- Awarded close to $1M in funds
- Generated $3M in investment
- Updating and revising for Council consideration

Building Up-Fit Grant

- Stimulate new investment or reinvestment in buildings within the City of Raleigh
- Create jobs
- Targets small business, start-ups, and retail
- Funding will be needed in FY17 budget to implement the policy

Policies for Consideration in FY17 Budget

Targeted Economic Development Infrastructure Fund

- Encourage new investment within the City
- Increase the tax base within the City
- Assist with retention and/or expansion of existing area businesses
- Create a sense of pride in the community
- Improve public safety

Next Steps?

1. Send Toolkit to Economic Development and Innovation Committee

   - Targeted Economic Development Zones
   - Innovation Fund
   - Façade Grant
   - Building Up-Fit Grant

2. Send Targeted Economic Development Infrastructure Fund to FY17 budget discussions

There was no further discussion. The Council agreed by consensus to refer the four items in Step 1 to the Economic Development and Innovation Committee.

ADJOURNMENT

There being no further business before the City Council, Mayor Pro Tem Crowder announced the meeting adjourned at 5:52 p.m.

Leslie H. Eldredge
Deputy City Clerk