



**City of
Santa Clara**
The Center of What's Possible

MARKETING COMMITTEE

Central Park Library
2653 Homestead Road
Santa Clara, CA 95050
Mergie Edinger Room

May 18, 2016
4:00 p.m. – 6:00 p.m.

SPECIAL MEETING MINUTES

Organization	Name
City of Santa Clara	Debi Davis, Chair Lisa Gillmor Kathy Watanabe Rajeev Batra Sheila Tucker Jennifer Yamaguma Larry Owens Hilary Keith Gaurav Garg Michael Hopkins
Chamber of Commerce & Convention Center – Visitor’s Bureau	Annette Manhart
Chamber of Commerce & Convention Center – Visitor’s Bureau	David Andre
Santa Clara Convention Center	Lisa Moreno
California’s Great America	Roger Ross
Santa Clara University	Butch Coyne
Mission College	Daniel Peck

Guests:

Kate Capossela, Citizen Insights
Robert Sadow, Scoop
Chris Shay, Santa Clara University
Lorie Garcia, City Historian
Josh Scharfberg, Allvision

1. Welcome

The Chair called the meeting to order at 4:02 p.m.

2. Citizen Insights

The Mayor introduced Citizen Insights as a potential resource to assist City policymakers when gauging public opinion (see presentation attached). For more information regarding Citizen Insights’ services, please see the attached presentation. The Committee asked the representative from Citizen Insights questions regarding the organization’s methodology and expressed support for further exploring a partnership. The Chair requested that Citizen Insights work with staff to develop a more specific plan for the City.

3. Scoop

The Mayor introduced the startup Scoop as a potential partner to help the City mitigate traffic congestion on local roads and highways. Scoop provides a platform for commuters to carpool efficiently and therefore reduce the number of cars traveling to work or school (see presentation attached). The Committee asked the representative from Scoop questions regarding the app's payment system and general logistics. The Chair referred the item to staff and requested that Scoop present a Special Order of Business during a regularly scheduled Council meeting.

4. Franklin Street Art Walk

Santa Clara University presented to the Committee the proposed project to renovate portions of Franklin and Alviso Streets for conversion into a pedestrian promenade. For more information on the project, please see the attached presentation. The University emphasized the importance of involving the community in the development process of this project.

5. Stem Bowl & Concert Scope and Budget

Staff presented ideas for the Committee to consider for future Stem Bowl & Concert events, which included: changing the time of year to a more weather-friendly season, introducing a ticket fee and booking artists with a broad generational appeal. Furthermore, staff informed the Committee that it may be difficult to launch fireworks from Santa Clara University due to the school's proximity to residential neighborhoods. The representative from California's Great America noted that the City may benefit from partnerships with local radio stations to book a popular artist for a reasonable cost.

The City Librarian noted that while the Central Park Library was booked to capacity during the Stem Bowl, showing exhibits outside of the building would assist with crowd control. The Committee expressed interest in keeping the event on City property not only to advertise Santa Clara's contribution, but also to provide a marketing opportunity for the libraries. Staff was asked to further refine potential event scopes and budgets and to return to the Committee.

6. City Owned Digital Billboard Asset Development

Staff gave a presentation on the work to date to evaluate construction of city-owned digital Billboard(s). See presentation attached. The Mayor expressed dissatisfaction with Allvision's contractor-developer model, which is different than the broker model originally envisioned. Additionally, the Mayor demonstrated displeasure regarding Allvision's inability to develop the electronic billboards before February 2016, as it was the Committee's intent to use the billboards as a revenue and marketing opportunity during the high-traffic volume brought by Super Bowl 50.

The representative from Allvision responded to the Mayor's comments by noting that the contractor-developer model is designed to generate the most revenue for both parties, since Allvision's compensation is dependent on the project being profitable. Furthermore, Allvision accounted the delay in project development to the reduction of six additional signs during Allvision's original contractual negotiations with the City, which increased demand for the remaining billboards and therefore the difficulty in getting the remaining signs removed.

Councilmember Watanabe voiced concern regarding the safety of drivers with the installation of an electronic billboard adjacent to busy highways. Allvision replied by citing

the Federal Highway Administration (FHA) determination of electronic billboards as safety neutral.

The Chair indicated that the adoption of a City-owned electronic billboard should not result in any changes to existing policy. While the Chair expressed disapproval for the continued effort to develop the project, the Chair stated that the project should go to the full Council body for consideration.

The Committee took no formal action on the item. Two Council members did not support proceeding at this time with the construction of a billboard on 101. The chair was undecided. The item will proceed to the full Council for consideration.

7. Stakeholder Updates

Santa Clara Convention Center: The Convention Center is busy preparing for three upcoming tradeshows, with two more in the near future. Additionally, the Convention Center advertised that the management team is currently looking for new marketing and business plans to generate more revenue.

The Chamber of Commerce & Convention Center – Visitor’s Bureau: The organization is making efforts to advertise hotel packages for upcoming events through print and electronic outreach. Furthermore, the Visitor’s Bureau is editing Super Bowl 50 promotional videos to exclude mention of the event to be used as general marketing materials. Through social media, the organization is promoting the City through the popular “50 Awesome Things To Do in Santa Clara” list as well as other lists to for visitor’s during upcoming events.

California’s Great America: The theme park representative expressed excitement at the launch of the new 4D attraction “Mass Effect: New Earth” which not only gathered coverage from conventional media outlets, but also resulted in attention from the Silicon Valley’s tech community as well.

Santa Clara University: SCU Presents announced the showing of “Chicago: The Musical”, which will be running in the Louis B. Mayer Theatre from May 27, 2016 – June 4, 2016.

Mission College: Administration is in the process of hiring a new marketing director and invited the Committee to notify any qualified candidates to apply. Mission College is unveiling a new program to offer scholarships to SCUSD seniors who have graduated within the last year. The Chair requested that the representative from Mission College announce the new program during a Special Order of Business during the Council’s next regularly scheduled meeting. Mission College announced that the student body voted in approval of raising student fees to cover the cost of the Valley Transportation Authority (VTA) Eco Pass, which allows students access to unlimited rides on public transportation.

City of Santa Clara: Staff requested that the Committee provide feedback on the quality of Articulate Solutions’ marketing work during Super Bowl 50. The Committee indicated support for continuing with Articulate Solutions. The City also gauged the Committee’s interest in a joint campaign to promote Santa Clara as a destination for visitors, which would expand existing efforts by leveraging resources.

City Library: The library recently received two awards for marketing efforts during the STEM Bowl.

Information Technology: MapSantaClara is starting to be viewed as an important economic development tool. Since the unveiling of the public GIS resource, web traffic has increased by 1000%. The Chair noted that the City's awards through the library and IT department should be recognized during a Special Order of Business during the next regularly scheduled Council meeting.

8. Next Meeting

The Acting City Manager thanked the Committee for expanding his experience regarding marketing efforts in the City. Additionally, the City Manager noted that Committees remain an important resource to direct staff in the implementation of Council policy.

The Chair asked Committee members to reflect on how the City will utilize banners along Great America Parkway Corridor for future marketing opportunities. The Chair also requested that staff agendaize a discussion of the banners including presentation of a map with potential sites for installing the banners for the next meeting.

9. Adjournment

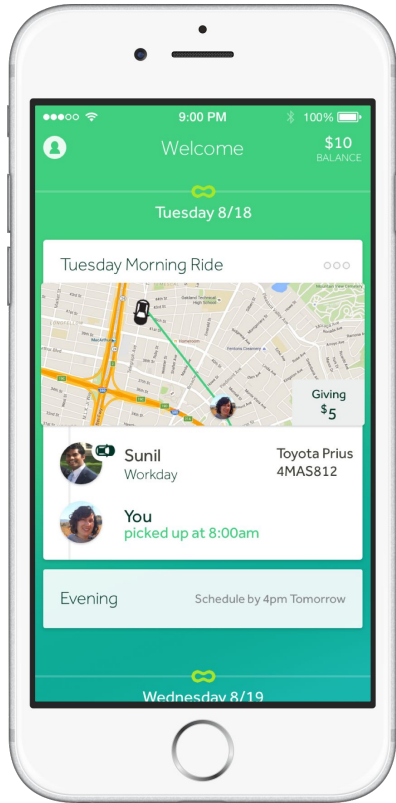
The Chair adjourned the meeting at 6:57 p.m.

scoop

Scoop Overview for Santa Clara

May 2016

Scoop: Automated enterprise carpooling



Less traffic = more life.

Scoop is the first and largest fully automated carpooling solution for commuters.

We help commuters get to work cheaply, safely, simply, and sustainably.

Fighting traffic with the best of the Bay



METROPOLITAN
TRANSPORTATION
COMMISSION



STANFORD
RESEARCH
PARK



SYNOPSYS®



cādence



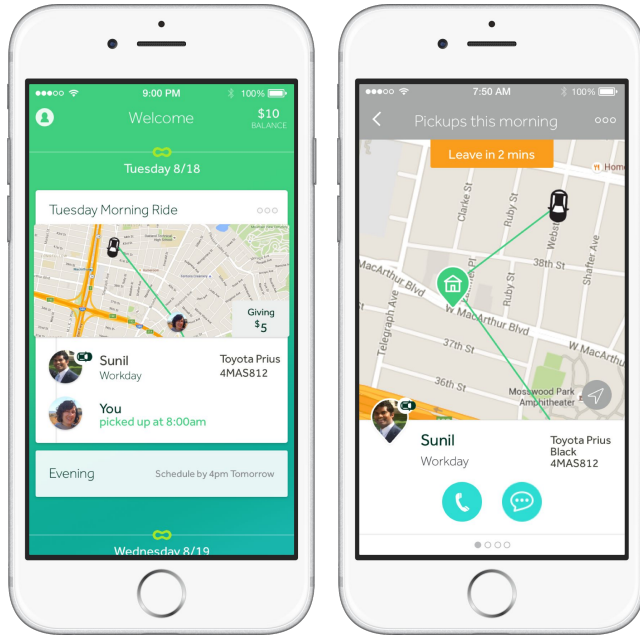
CHAMBER OF
COMMERCE



What is Scoop?



First fully automated carpooling App for employees

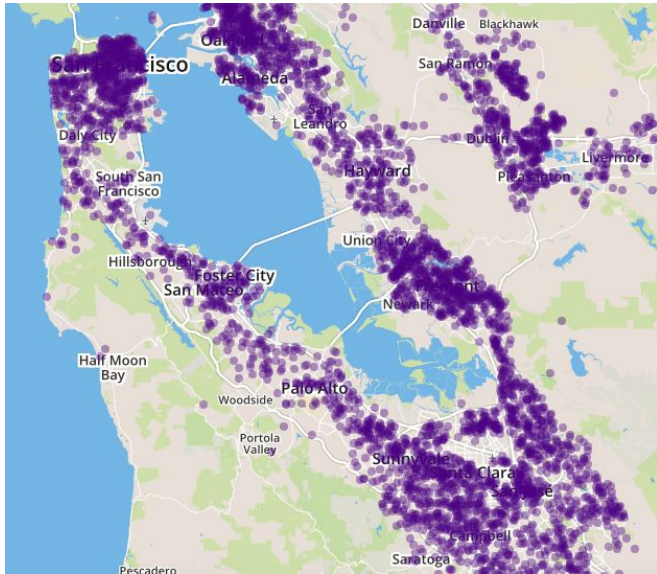


How Scoop Works

- Scoop creates custom, trip by trip carpools for commuters based on their origin, destination, and preferred commute time
- Employees schedule each one-way trip in advance
- Riders split the cost of the commute with the Driver. For an average 20 mile trip:
 - Rider gives \$6
 - Driver gets \$5
 - Scoop receives \$1
- If you use Scoop to get to work, we **GUARANTEE** you a return trip or we'll pay for an alternative



15,000 users Bay Area wide

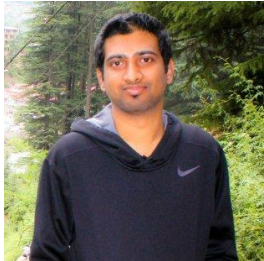
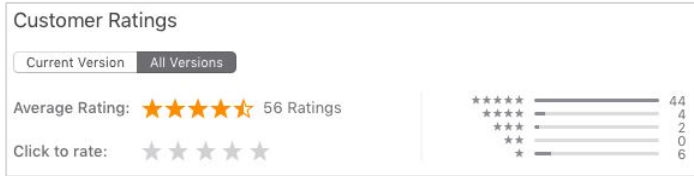


- ✓ **Open in:** Pleasanton, San Francisco, San Jose, Palo Alto
- ✓ **50,000+** trips completed
- ✓ **500,000+** miles of driving reduced
- ✓ **200 tons CO²** saved

Top rated App with strong customer feedback



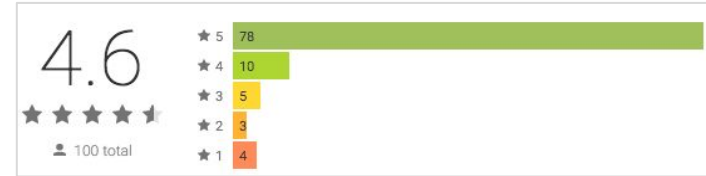
Apple App Store - 4.5 Stars



"I have been using Scoop for past 5 months now, and it's **nothing short of an amazing experience**. It's my everyday commute where I get to **socialize with some great people** and get to work and **back home safe.**"

-Avinash from Cadence

Google Play Store - 4.6 Stars



"This app is really cool, **all my colleagues love it!** It lets you meet different coworkers and also the ability for networking."

- Vishnu from Cisco



"**Cheap, convenient, safe,** and the customer service is great!"

- Betty from Veeva

Scoop for Santa Clara



Scoop launch in Santa Clara



Target launch timing: Mid-late June

Launch partners to date:

- Kaiser Santa Clara
- Applied Materials*
- Nvidia*
- Intel (finalizing partnership)

Launch approach:

- Step 1: Partner with key organizations to drive awareness and incentivize trips
- Step 2: Scoop to develop and execute marketing plan with each partner
- Step 3: Scoop to provide regular updates and reporting on performance

Step 1: Partner



Partner with key organizations to drive the awareness required to be successful:

- Large private employers
- City of Santa Clara
- Chamber of Commerce
- Other key organizations?

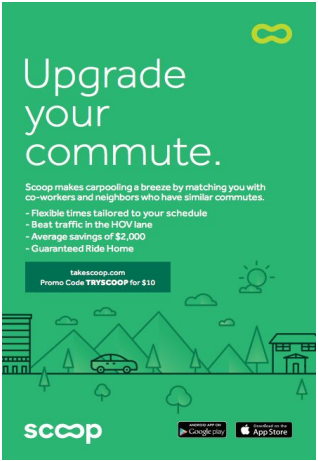
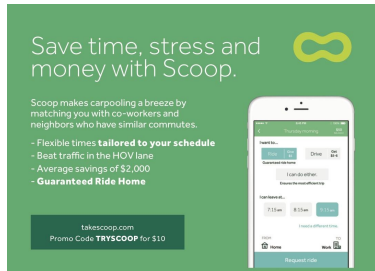
Step 2: Market to commuters



Announcement Email



Postcards



Posters

Table Tents



Banners



Tabling Events



Step 3: Regular updates and reporting



Scoop will share monthly reports customized to partner needs

Regular Scoop reporting

- Employees participating
- Cars out of parking lot
- Trips taken
- Miles reduced
- Environmental impact
- Testimonials

Time Frame: [Date - Date]	
Category	Result
Total Employer Downloads	xx
Total Active Users	xx
Cars out of the parking lot	xx
Total Matched Carpoolers	xx
Top Employer User	NAME: xx trips
\$ Saved Employees	xx
Miles saved	xx
Emissions Saved	xx Tons CO ²



- Employer introductions
- Marketing / outreach
- Press
- Other?

Contact information



Rob Sadow

Co-Founder & CEO

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678-428-3879

Thank you!





Actionable, Unbiased Resident Insights for the City of Santa Clara

May 18, 2016

CONTACT:
kate@citizeninsights.org

cities



foundations



nonprofits



We believe in **amplifying** first-hand stories and data to help foundations, cities, and nonprofits make **decisions**.

We **unlock** hidden consumer insights to improve programs, get trends, and **inspire** social change.



CITIZEN INSIGHTS

CONTACT:

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What Citizen Insights Can Do For You



Street Chats: Confidential text message-based surveys

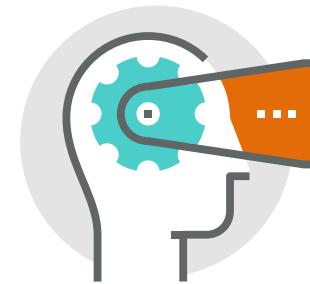
Sound methodology



Actionable insights



Empowered decisions



Academically Sound, Field-Proven Methodology



**Community-Centered
Program Design**



**Text-Based
Phone Survey**



**Community Data
Collection**



**Visualize Data
and Stories**



**Share Insights with
Communities**

Community icon by Rémy Médard from the Noun Project

CITIZEN INSIGHTS

CONTACT:

kate@citizeninsights.org

Our Research Advisors



Jamey Power, Advisor, is President of Power Family Associates, former SVP at **JD Power & Associates** and co-author of *Satisfaction: How Every Great Company Listens to the Voice of the Customer*.



Bonnie Halpern-Felsher, PhD: Dr. Halpern-Felsher is Professor of Pediatrics at Stanford University School of Medicine, and Research Director of Stanford's adolescent medicine division. Dr. Halpern-Felsher is a developmental psychologist whose extensive research has focused on cognitive and psychosocial factors involved in adolescents' and young adults' health decision-making, perceptions of risk, and health communication.



Sophia Yen, MD: Sophia Yen is an associate professor at the Stanford University School of Medicine. She received her MPH from UC Berkeley and her MD from UCSF.



Clients



United Ways of California

THE GRABLE FOUNDATION
dedicated to improving the lives of children

THE HEINZ ENDOWMENTS

Engaging Target Communities

Conducting Community Outreach

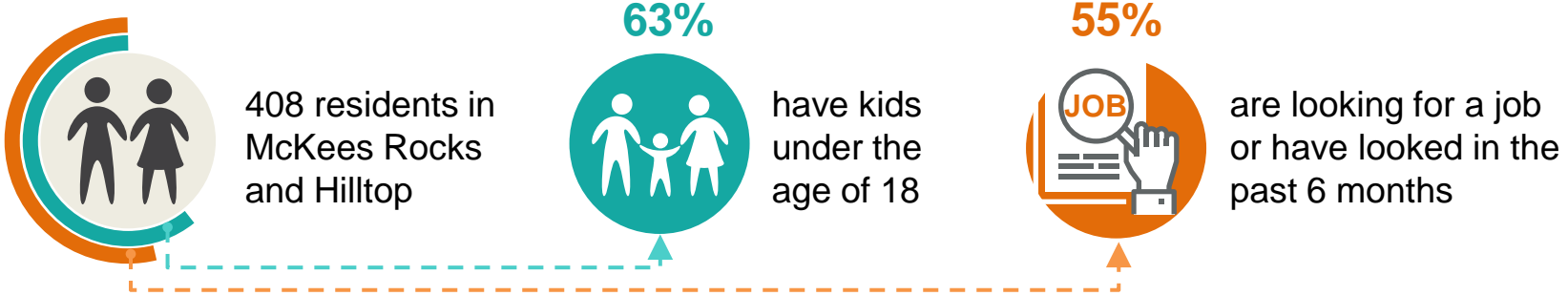
Community engagement
across a wide range of target
populations

Text Message-based surveys:
Reach target audiences across
languages



Producing Actionable Insights

Pittsburgh Street Chat Executive Summary



What Street Chats Can Do For You

Inform Decisions and Improve Programs



Quick pulse: Create a new panel to ask questions about quality of life

- Follow-up Street Chats to dig deep on specific issue (libraries, parks)



Conduct longitudinal research; develop benchmarks and see trends over time



My city listens



Kate Capossela

kate@citizeninsights.org

415/272-8352

CITIZEN INSIGHTS

REFERENCE

Producing Actionable Insights

Santa Clara County Street Chat Executive Summary



661 residents in San Jose, Santa Clara, Sunnyvale, and Mountain View

70%



Diabetes family history

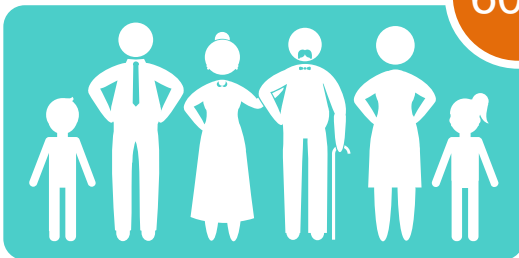
54%



Report drinking at 1+ soda/day

Family Members

60%



Source of motivation to eat better/exercise more



Sources of health information

➔ Videos – 44%

➔ Email – 16%

Family icon by Marie Van den Broeck from the Noun Project

CITIZEN INSIGHTS

CONTACT:

kate@citizeninsights.org

Procedure for Participants

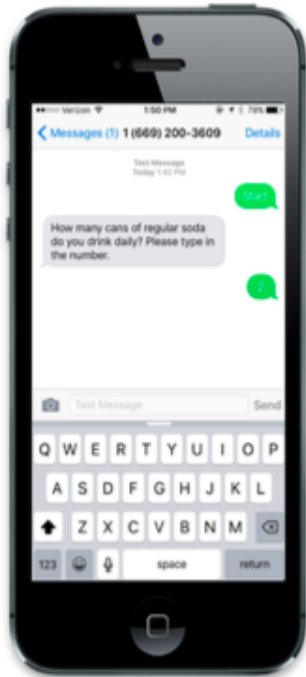
- Participants start the survey by texting a code from their mobile phone to a toll-free number, which tracks location
- A remote server sends the 160-character survey questions to a participant's mobile phone; the participant answers by texting back their answers.
- Most questions require either making a rating on a 4-point scale or selecting one of 4-5 multiple choice options.
- Survey length ranges from 5 to 15 questions, depending on the pattern of participant's answers, and takes from 30 seconds to 5 minutes to complete.

Engagement and Retention

- Majority of participants complete survey within 2 hours
>90% street chat completion rate
- We ask all participants if they'd like to take future surveys
75%-95% opt to take future street chats

Get a \$10 Gift Card Right Now!

¡Obtenga una tarjeta gratis \$10 ahora!



How many cans of regular soda do you drink **daily**?

TEXT YOUR ANSWER TO
(844) 335-3525



• 3 minutes

• Answers are anonymous and confidential

Complete all the questions and get a \$10 Target Gift Card!

"The questions were easy and fun! And it was worth it—I got a \$10 gift card!"

-Veronica Gomez, San Jose



¿Cuántas latas de gaseosa regular bebe al dia?

ENVIA UN TEXTO CON
EL NUMERO

(855) 208-6204



• Tres minutos

• Las respuestas son anónimas y confidenciales

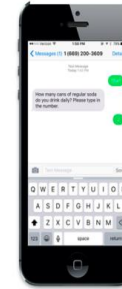
Complete todas las preguntas y gane una tarjeta gratis \$10 ahora!

"Las preguntas eran facil! Y yo gané una tarjeta gratis. Lo valió el esfuerzo de dos minutos!"

-Veronica Gomez, San Jose



¡Obtenga una tarjeta
gratis \$10 ahora!



¿Cuántas latas de
gaseosa regular
bebe al día?

ENVIA UN TEXTO CON
EL NUMERO

(855) 208-6204



• Tres minutos

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Sampling Method

“Constructing scientifically sound samples of hard-to-reach populations, also known as hidden populations, is a challenge for many research projects. Traditional sample survey methods, such as random sampling from telephone or mailing lists, can yield low numbers of eligible respondents while introducing unknown biases.” - National Institutes of Health

In Pennsylvania, 30% of households are wireless only (vs. 9% of households are landline only) - [CDC Wireless Substitution Report 2014](#)

Citizen Insights uses venue-based sampling, recruiting at places and times of day where the target population is like to gather:

- Our community outreach recruiters come from local communities, and recruit participants at locations retail stores, places of worship, flea markets, food pantries, parenting classes, bus stops, and more
- Local nonprofit partners suggest appropriate events for recruiters to attend

Sample Survey Questions

Standard demographics: Gender, age, race, education attainment, parental status. Location is collected automatically via the different toll-free numbers.)

Other sample questions:

Who most influences you to?

Select one: partner/parent/friends/....

How do you get information about ...?

Select one: radio/TV/friends/parent

How did you apply for?

Select one: in person/online/by phone/mail

How easy or hard was it to get.....?

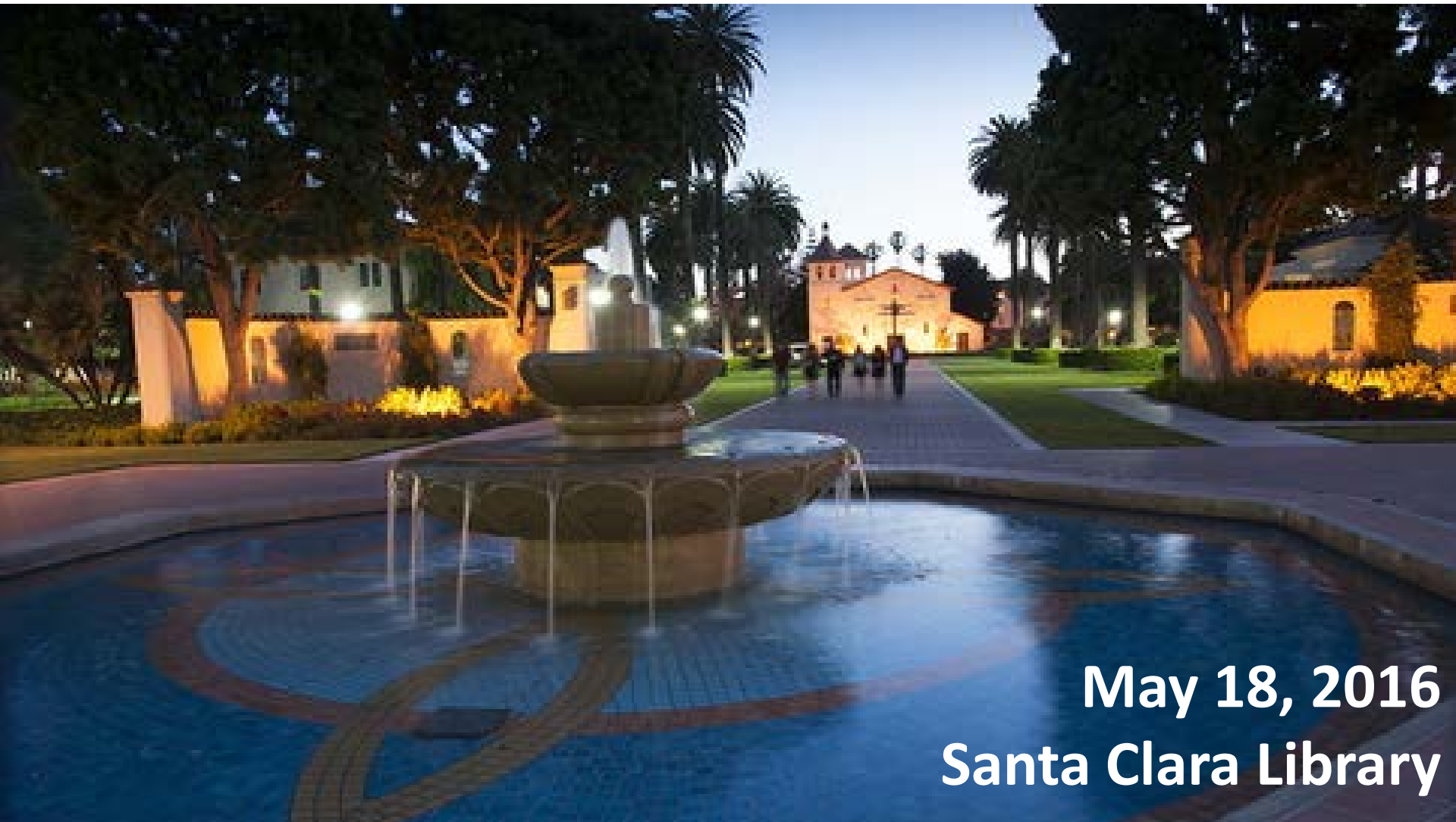
Select one: very easy/easy/hard/very hard

How affordable was?

Select one: very affordable/affordable/expensive/very expensive/don't know



City of Santa Clara Marketing Committee



May 18, 2016
Santa Clara Library



Santa Clara 2020: Goals

- 1 Imparting a transformational Jesuit education
- 2 Fashioning a more humane, just, and sustainable world
- 3 Fostering innovation and entrepreneurship in service of humanity
- 4 Advancing contemporary theological studies, education, and ministry
- 5 Increasing diversity, access, and affordability
- 6 Enhancing Santa Clara's reputation and national visibility

www.scu.edu/santaclara2020



Community Member's Goals

- 1 Ensuring any new developments are of the highest quality, compatible with the existing architecture, and provide for the areas needs.
- 2
- 3
- 4
- 5



Community Involvement

City Government

City Council

Planning

Historic Land Mark

City Staff

City Historian

Community

SC Woman's Club

Old Quad Association

SB Historical Rail

Others Interested

Local Business

SCU

SCU Presents

SCU Archeology

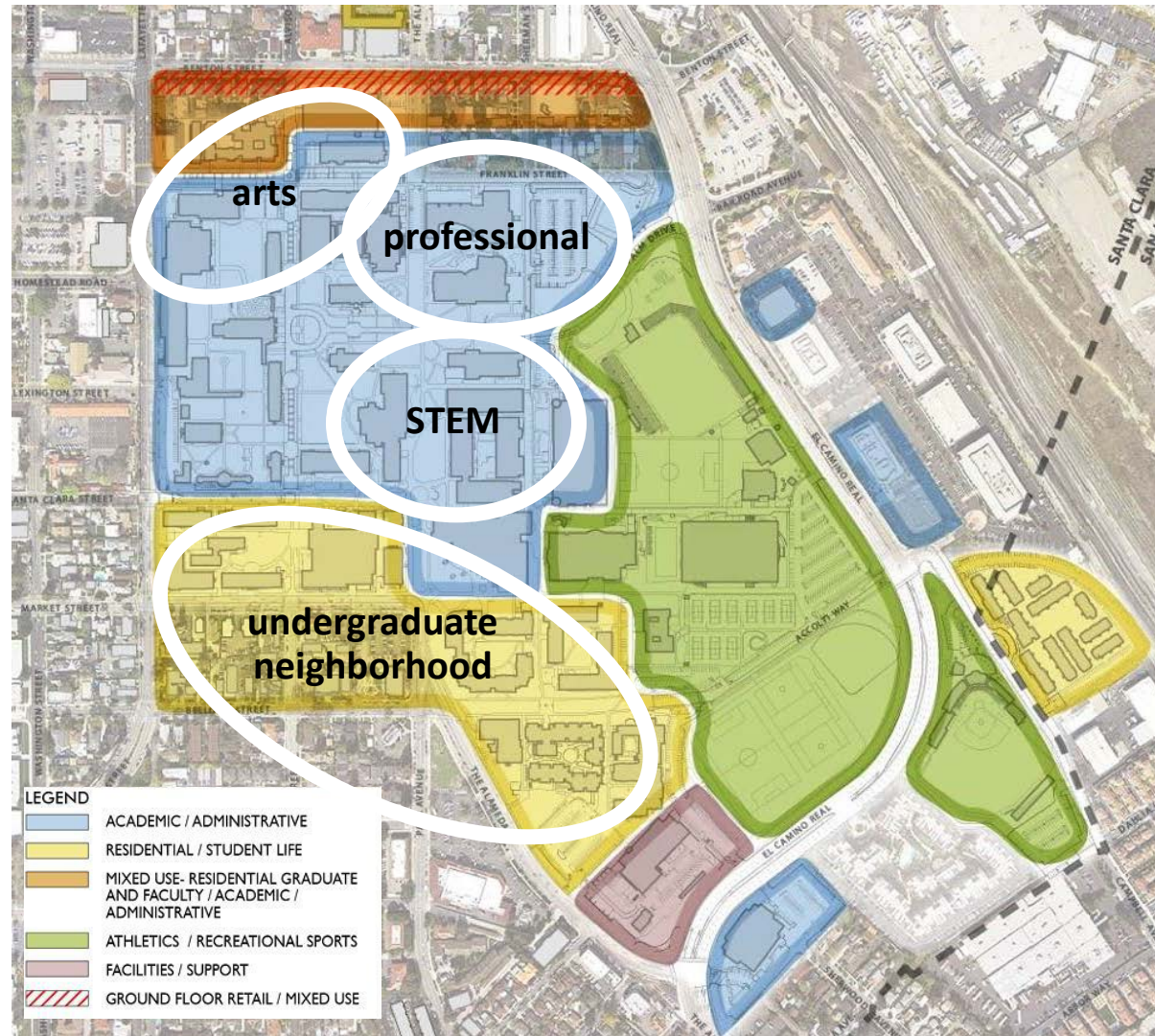
SCU Outdoor Art Comm

SCU Planning and Projects



Santa Clara 2020: Capital Plan Principles

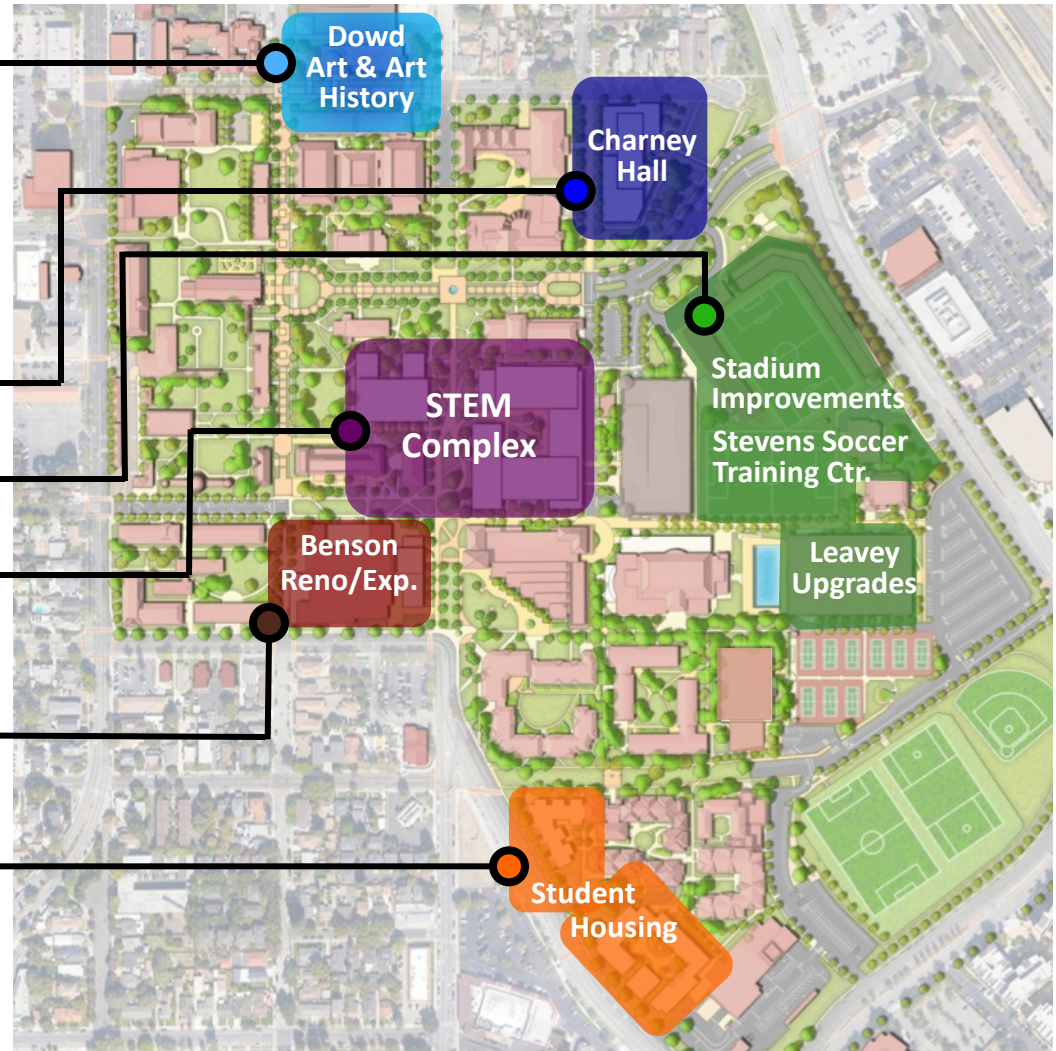
- Launch transformative projects: Art & Art History, Law, STEM, athletics, housing
- Reinforce emerging campus districts
- Ensure long-term capacity for growth and/or renewal
- Protect special qualities of campus spaces and buildings
- Complement City revitalization plans and be a good neighbor





Santa Clara 2020: Capital Projects

- Edward M. Dowd Art and Art History Building
- Howard & Alida Charney Hall
- Athletics Facilities
- STEM Complex
- Benson Center renovation/expansion
- New Student Housing





Larder House





Santa Clara Women's Club Adobe





Santa Clara's Historic Train Station





SANTA CLARA UNIVERSITY

Morse Seed Company Warehouse





Historic Morse Mansion





Franklin Street Mall – Project Schedule

December 8, 2015

May 16 – Sep 16

October 2016

Jan. 2017 – May 2017

City Council

Planning Process

Building Grand Opening

Mall Permit

City Council

Public Kick Off

Mall Design

Mall Construction

February 2016

May 2016

Sept. 2016 – Jan. 2017

June 2017 – Sept. 2017

Process Includes: Public Input, City Planning Meetings & Historical Landmark Commission Meetings



SANTA CLARA UNIVERSITY

Franklin Street – Edward M. Dowd Art & Art History Building





Franklin Street Promenade





Franklin Street Pedestrian Mall



Existing Franklin Street



Proposed Franklin Street



Dowd Art & Art History





Alviso Street Pedestrian Mall



Old Alviso Street



Current Alviso Street
Pedestrian Mall



Palm Drive Pedestrian Mall



Planned Palm Drive



Built Palm Drive



Historical Rail on Franklin Street



1870



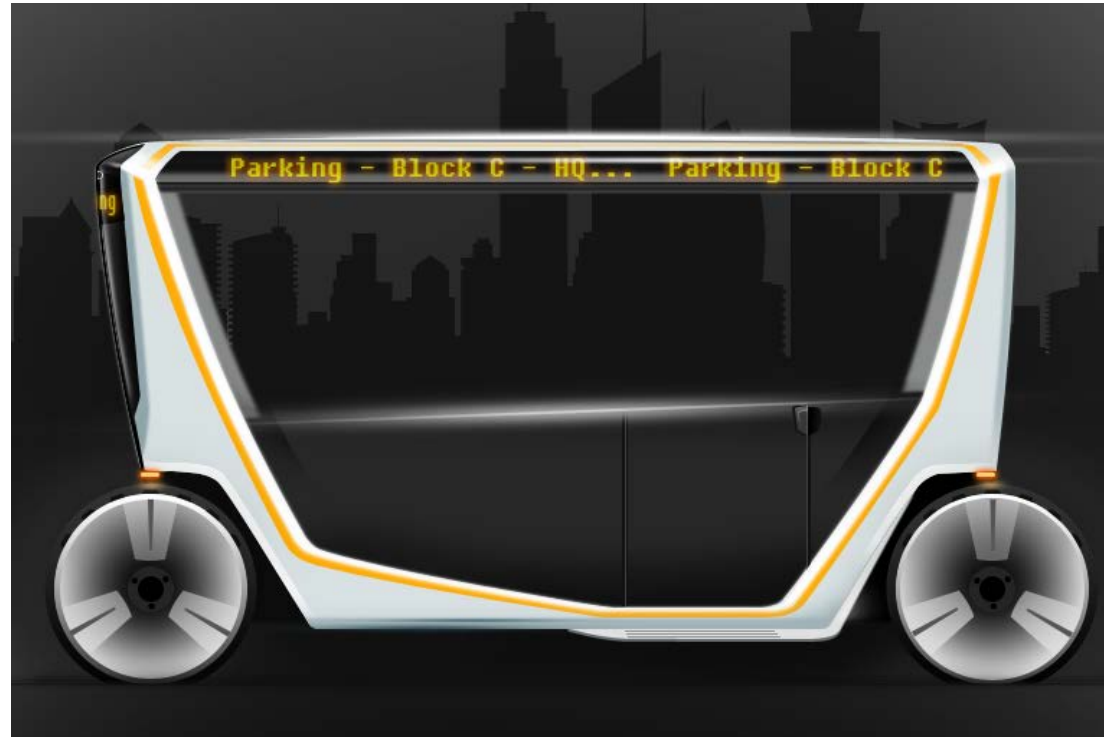
1898



Future of Transportation on Franklin Street



1870



2017



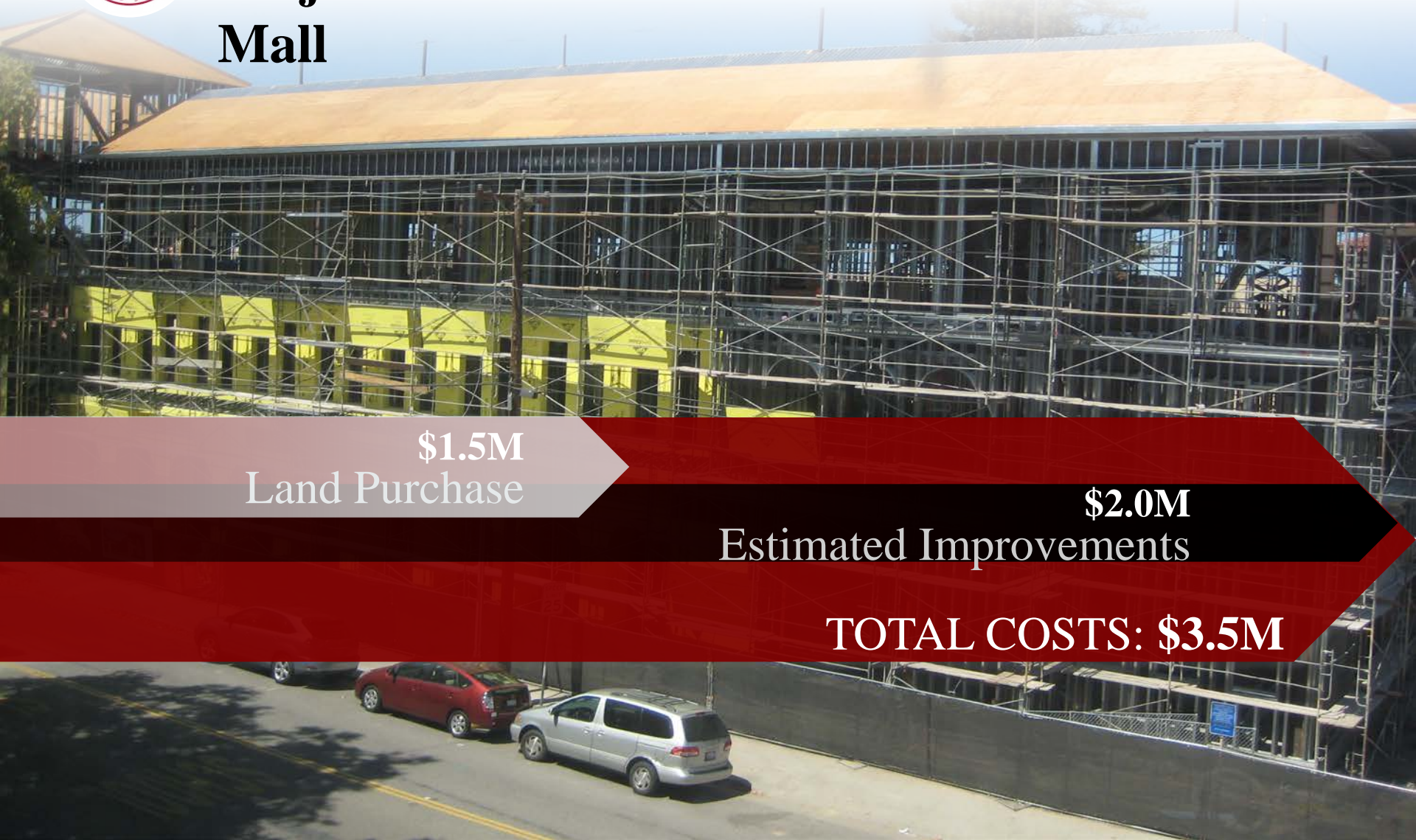
SCU's North Campus Investment

Dowd Art & Art History:	\$31.5M
Franklin Street Mall:	\$3.5M
Jesuit Residence:	\$14.2M
Lucas Hall:	\$43.1M
North Campus Parking Garage:	\$12.4M



SANTA CLARA UNIVERSITY

Projected Cost of Franklin Street Mall



\$1.5M
Land Purchase

\$2.0M
Estimated Improvements

TOTAL COSTS: \$3.5M



SANTA CLARA UNIVERSITY

Franklin Street from El Camino Real





Franklin St



1993

Imagery Date: 1/31/2016 37°21'05.42" N 121°56'25.86" W elev 74 ft eye alt 2044 ft

Google earth



Franklin St



1993

Imagery Date: 1/31/2016

37°21'05.42" N 121°56'25.86" W

elev

74 ft

eye alt

2044 ft



Google earth



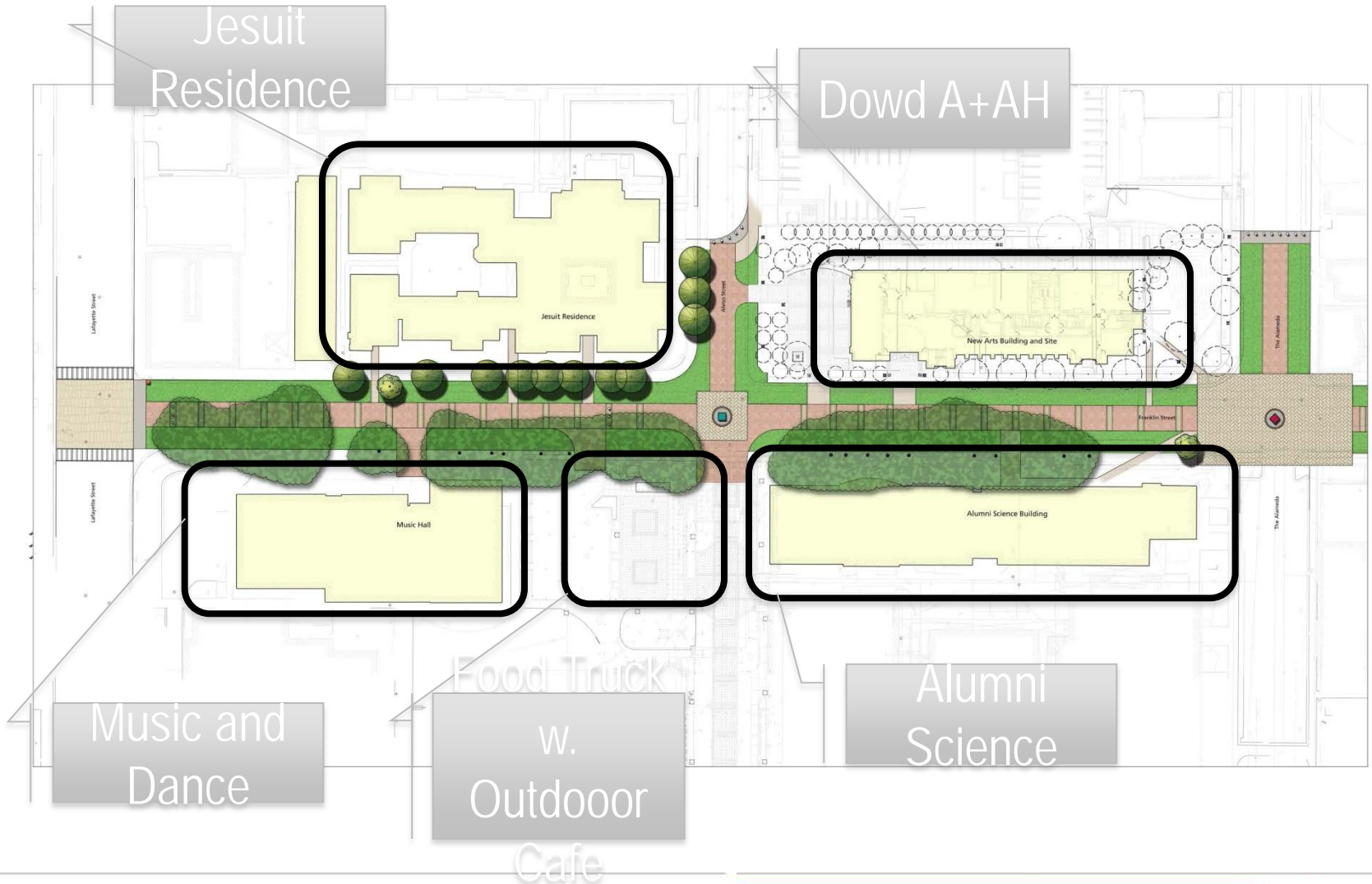
SANTA CLARA UNIVERSITY

Franklin Street from El Camino Real



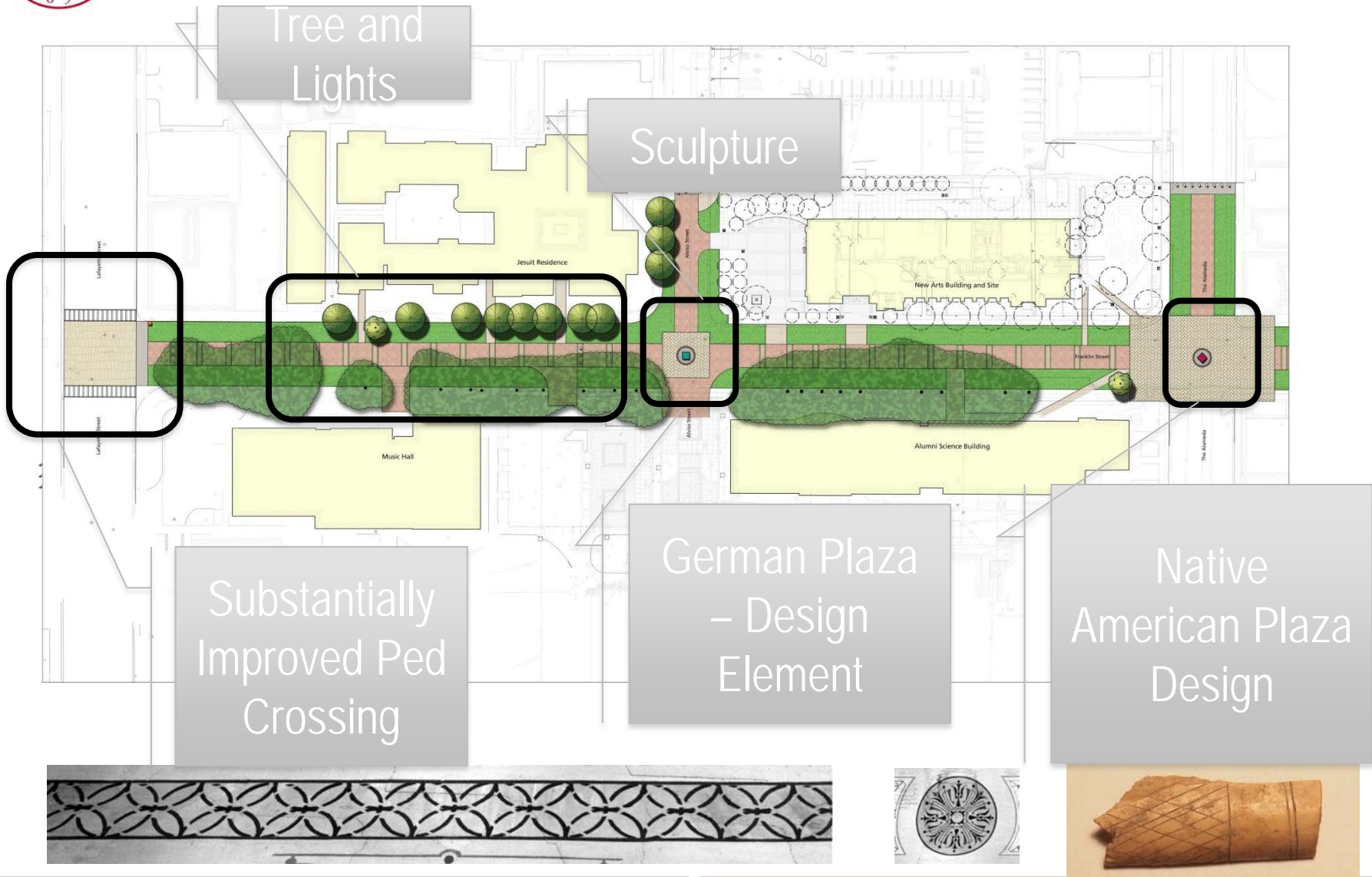


Proposed Franklin Street Mall





Proposed Franklin Street Mall





Extended Franklin Street Mall – Near El Camino Real

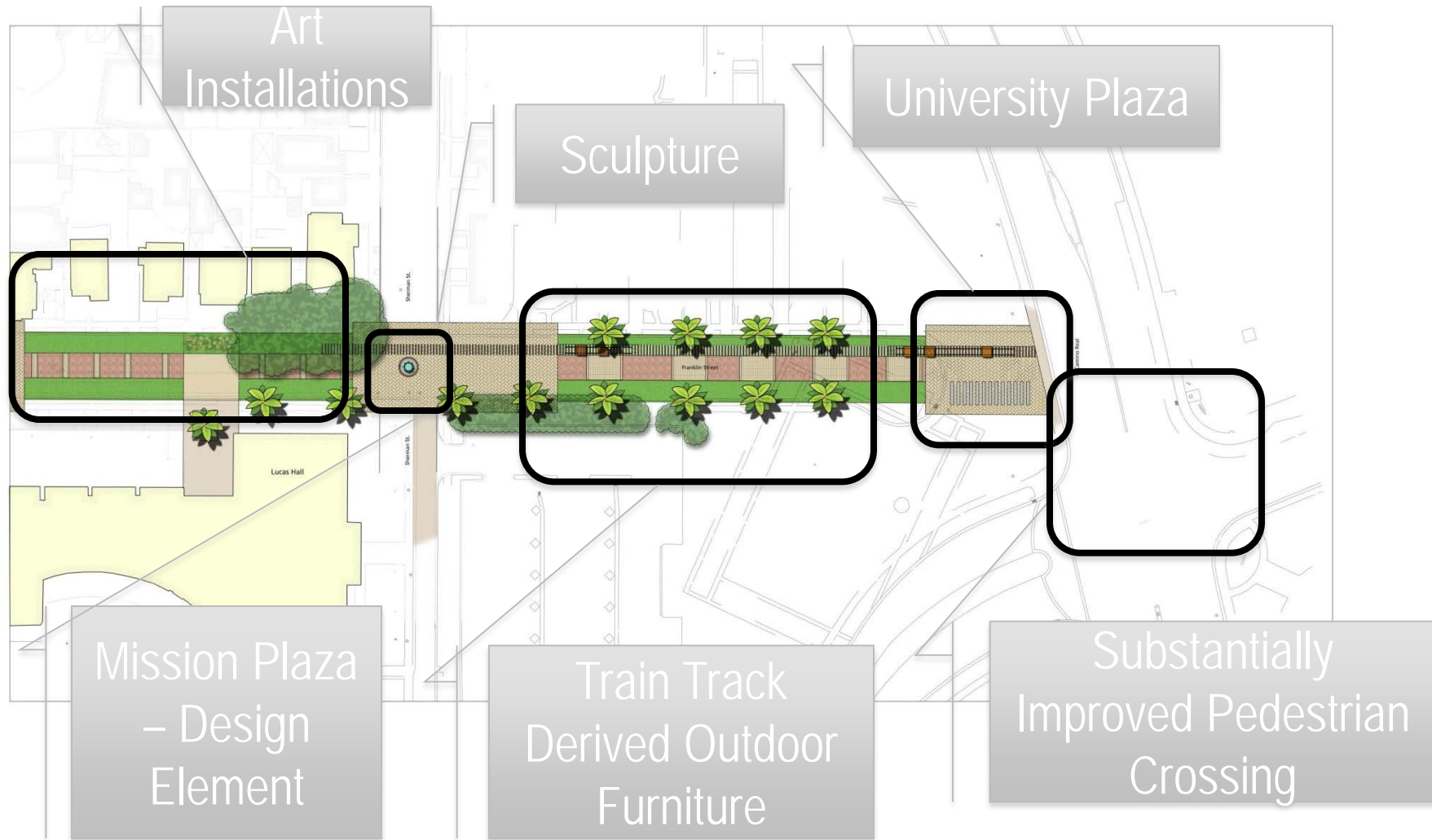


Lucas Hall

Law School



Extended Franklin Street Mall – Near El Camino Real





SANTA CLARA UNIVERSITY

Franklin Street and the Dowd Art & Art History Building





Franklin Street Promenade





Community Involvement

City Government

City Council

Planning

Historic Land Mark

City Staff

City Historian

Community

SC Woman's Club

Old Quad Association

SB Historical Rail

Others Interested

Local Business

SCU

SCU Presents

SCU Archeology

SCU Outdoor Art Comm

SCU Planning and Projects

City of Santa Clara

Marketing Committee Meeting

City Owned Digital Billboard(s)

May 18, 2016



**City of
Santa Clara**
The Center of What's Possible

Background

- April/May 2014 - Marketing Committee discussed assessing city owned property for opportunities to construct billboards (revenue to advertise & fund on-going marketing program).
- November 2014 - Marketing Committee recommends conducting an RFP for broker services; Council approves issuance.
- March 2015 - Council approved a no cost agreement with Allvision.
- March 22, 2016 - Council considered potential locations, billboard removal options, public access/content restrictions, and billboard design.
- City Council requested item be continued for additional information/clarifications.



Key Terms of Allvision Agreement

- **5 year term** to develop and implement strategic outdoor advertising initiatives; **1 year** to submit a strategic plan.
- No cost agreement; compensation is based solely on the revenue that it generates.
- Contractors cost of construction capitalized and depreciated over the first five years.
- **Sign Ownership:** Allvision owns assets until capital expenditures are fully reimbursed. After reimbursement the asset may be transferred to the City.
- Upon approval, Allvision will obtain all necessary Federal, State, and local approvals needed in conjunction with the construction and operation of a digital billboard.
- **Sign Removal/Relocation:** The City has the ability to relocate or remove the sign.
- **Site Agreement Term for Operation/Management and Revenue Sharing:** up to **25 year term** to operate and manage the sign.
- **Restriction Period for Prospective Sign Locations Proposed by Allvision:** 3 years.
- Allvision is responsible for construction supervision, ongoing signage operation and maintenance, accounting, billing/collection from third-party advertising sales company, adhering to content restrictions.

Key Areas of Clarification

- Strategic Plan/Development
- Application of Relocation Policy and Take own Options
- Updated Inventory
- Competition



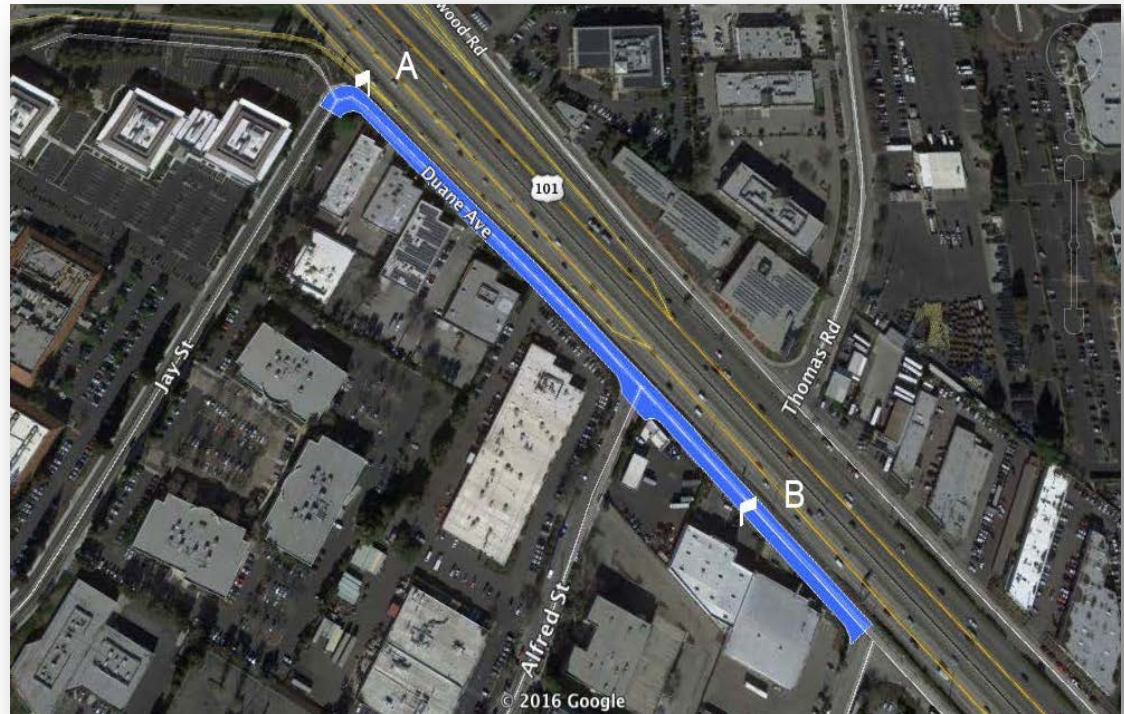
Strategic Plan Development

- **May 2015 - Allvision submits maps identifying potentially permissible areas along 101 and 237, as well as maps of potential sites for discussion.**
- **August 4, 2015 - Allvision submits first strategic plan identifying seven potential sites on city owned property.**
- **August 18, 2015 – Allvision submits revised plan narrowing down to 4 sites.**
- **December 2015 – Strategic plan complete.**
- **March 22, 2016 – Staff presented Council with potential locations on city owned property for a digital billboard, billboard removal options, public access/content restrictions, and billboard designs; request for a number of clarifications.**



Strategic Plan Findings

Proceed with the entitlement process to construct a two sided digital billboard at one of two locations along the corridor on the west side of US 101 between San Tomas Expressway and Lafayette Street and return to Council with final approval



Site Rendering A



US 101 / Duane Ave @ Jay St



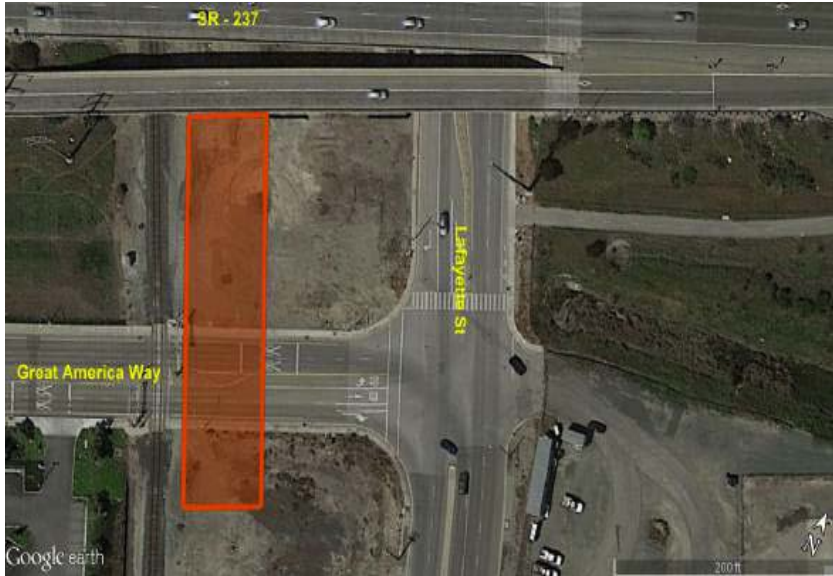
Site Rendering B



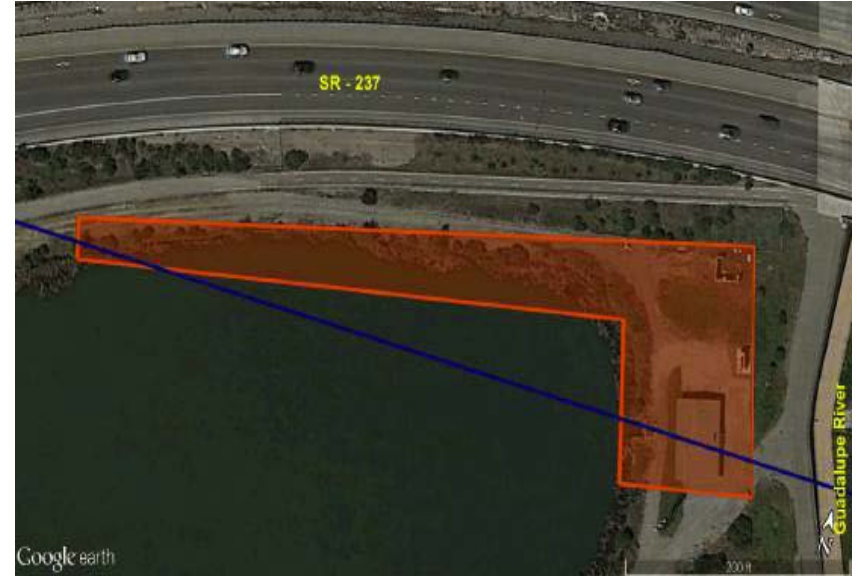
US 101 / Duane Ave between
Alfred and Kenneth



Continue Site Evaluations



I-237/ west of Lafayette



I-237/ east of Lafayette

Relocation Policy

Relocation Policy

- Current policy requires six billboard faces to be removed for every double sided digital billboard
- Applies to private applicants.
- Allvision evaluated three removal options (no removals, 3 removals, 6 removals)

Take Down Options

	OPTION 1	OPTION 2	OPTION 3
Static Billboard Faces Removed	None	3	6
3 rd -Party Billboard Company Sales Commission	20%	35%	75%
City of Santa Clara Guaranteed Minimum Annual Revenue	Year 1: \$225,000 Years 2-5: \$275,000 Years 6+: CPI	Year 1: \$200,000 Years 2-5: \$250,000 Years 6+: CPI	none
City of Santa Clara 25-Year Total Projected Revenue*	\$26.5M	\$21.4M	\$7.6M

*Revenue projections are estimates based on current market conditions and standard industry growth of 4%.

Other areas of Clarification

- **Updated Inventory**
 - 33 billboards have been removed down from 51 in 2004
 - Currently 18 remaining billboards
 - Four billboards remain in close proximity to residential uses
- **Competition-** Allvision will request competitive proposals from billboard operators and will provide full disclosure.

Conceptual Designs



Public Use/Content Restrictions

- **Public Use**
 - 15% of display time for city marketing use and public service announcements
- **Content Restrictions:**
 - Advertising for any product or service that is prohibited under applicable law
 - Advertising for any product or service that contravenes or conflicts with the City's policies, rules, and regulations
 - Advertising for any tobacco-related products or services
 - Political advertising



Timeline

If approved, it is estimated that it will be spring 2017 when construction is complete. Timeline assumes:

- 1 month Council approval of Marketing Committee recommendations
- 3 months environmental clearance (CEQA required)
- 1 month City's Project Review Committee
- 1 month Planning Commission
- 1 month City Council
- 1 month Building Permits
- 1 month State Permit
- 1 month Construction

Recommendations

That the Marketing Committee:

- Review the Strategic Plan and provide recommendations to the City Council on whether to:
 - Proceed with the entitlement process to construct a two sided digital billboard at one of two locations along the corridor on the west side of US 101 between San Tomas Expressway and Lafayette Street and return to Council with final approval.
 - Proceed to work with Allvision to evaluate the feasibility of developing digital billboards on the two sites on Highway 237.
- Review the billboard removal options and provide recommendations to the City Council on the removal ratio that should apply to any new City-owned billboards.
- Review the public access/content restrictions and billboard designs and provide recommendations to the City Council.



**City of
Santa Clara**
The Center of What's Possible