



City of Santa Clara

Meeting Agenda

Economic Development, Communications, and Marketing Committee

Monday, June 3, 2019

3:00 PM

City Hall – Council Chambers
1500 Warburton Avenue
Santa Clara, CA 95050

CALL TO ORDER AND ROLL CALL

CONSENT CALENDAR

PUBLIC PRESENTATIONS

GENERAL BUSINESS

1. **19-689** Provide Input and Clarification on the Minutes from the Economic Development, Communications, and Marketing Committee Meeting of March 20, 2019, and Clarify the Scope for the Proposed Consultant Services
2. **19-690** Convention Center Transition (Report from May 21, 2019 City Council Meeting)
3. **19-691** Social Media Analytics Quarterly Report
4. **19-715** Request by Chair Davis to Add Discussion of Billboards

COMMISSIONERS REPORT

GOOD OF THE ORDER

ADJOURNMENT

The Economic Development, Communications and Marketing Committee meeting is adjourned.*

*The 3rd Quarter meeting falls on the Labor Day holiday, and will be rescheduled to a later date.



Agenda Report

19-689

Agenda Date: 6/3/2019

REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

SUBJECT

Provide Input and Clarification on the Minutes from the Economic Development, Communications, and Marketing Committee Meeting of March 20, 2019, and Clarify the Scope for the Proposed Consultant Services

BACKGROUND

At the May 7, 2019 City Council meeting, the Council deferred the meeting minutes (Attachment 1) to the May 21, 2019 City Council meeting. Prior to the May 21, 2019 City Council meeting, staff requested the minutes be referred back to the Economic Development, Communications, and Marketing Committee for clarification.

At the March 20, 2019 Economic Development, Communications, and Marketing Committee meeting, staff introduced the Committee Workplan. During the meeting, Mayor Gillmor provided a memo (Attachment 2) to the Committee regarding the hiring of a consultant to assist with Committee's work in economic development, effective communication, and marketing and branding strategies. In order to properly procure these services and to ensure clarity on the scope of services, staff requests additional input.

DISCUSSION

Staff would like to seek further input and clarification from the Committee on the draft minutes and on the memo provided by Mayor Gillmor regarding the type and scope of services the Committee is seeking.

ENVIRONMENTAL REVIEW

This is an information report only and no action is being taken by the City Council and no environmental review under the California Environmental Quality Act ("CEQA") is required.

FISCAL IMPACT

There is no fiscal impact other than staff time.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

Reviewed by: Genevieve Yip, Staff Analyst I
Approved by: Deanna J. Santana, City Manager

ATTACHMENTS

1. Economic Development, Communications and Marketing Committee Minutes of March 20, 2019
2. March 20, 2019 Memo from Mayor Lisa M. Gillmor to Committee



City of Santa Clara

Meeting Minutes

Economic Development, Communications, and Marketing Committee

03/20/2019

3:30 PM

City Hall – Council Chambers
1500 Warburton Avenue
Santa Clara, CA 95050

CALL TO ORDER AND ROLL CALL

Chair Davis called the meeting to order at 3:35 PM.

Present 3 - Councilmember Debi Davis, Mayor Lisa M. Gillmor, and
Councilmember Kathy Watanabe

1. Introduction by Chair

Chair Davis made introductory remarks.

Committee Members and staff made introductions.

PUBLIC PRESENTATIONS

Public Speaker made general comments and questions regarding the
Committee.

GENERAL BUSINESS

2. [19-210](#) Overview of Mission, Goals, and Discussion of Workplan Items

Chair Davis reviewed the Workplan items.

Mayor Gillmor provided a handout ("Economic Development, Communications, Marketing Committee Consultant) and reviewed the need and purpose of a Consultant for the Committee.

Chair Davis asked Stakeholders to share their thoughts regarding topics related to the Committee.

No official motion was made, however Committee Members expressed support for the memo provided by Mayor Gillmor and the memo was referred to staff to evaluate further and determine a potential funding mechanism.

Note: The referral for the Committee "to seek the services of a consultant" requires review to determine compliance and governance alignment with the City Charter.

3. [19-214](#) Small Business Cooperative Presentation

Chair Davis asked Kirk Vartan to give a presentation on Business Retention Plan/Worker Cooperative.

Public Speaker(s): Public Speaker (1)

A motion was made by Councilmember Watanabe, seconded by Mayor Gillmor, to direct staff to agendize a Study Session similar to how other topic experts have been invited to present to the City Council.

Aye: 3 - Councilmember Davis, Mayor Gillmor, and Councilmember Watanabe

STAFF REPORT

None.

COMMITTEE MEMBERS REPORT

None.

GOOD OF THE ORDER

Stakeholders made various updates on upcoming events.

ADJOURNMENT

The meeting was adjourned at 5:17 PM.

The Economic Development, Communications, and Marketing Committee meeting was adjourned to June 3, 2019, at 3:00 p.m.

March 20, 2019

To: City Manager Deanna Santana
Councilwoman Debi Davis, Economic Development, Communications, Marketing
Committee Chair, Councilwoman Kathy Watanabe, Committee Member

From: Mayor Lisa Gillmor, Economic Development, Communications, Marketing
Committee Member

SUBJECT: ECONOMIC DEVELOPMENT, COMMUNICATIONS, MARKETING COMMITTEE
CONSULTANT

As we prepare for 2019, I have reviewed the following purpose of our committee:

The Economic Development, Communications, and Marketing Committee was established by Council action on February 5, 2019, to consolidate the Economic Development Committee and the Marketing Committee. The Committee focuses proactive economic development and effective communication, as well as reviews the City's marketing and branding strategies.

With that in mind, I believe our committee should seek the services of a consultant. While City staff has some of the necessary expertise to assist our committee, no single person has the ability to coordinate the various duties of our committee. Also, I believe it would be more cost-effective to identify a consultant to assist our committee rather than draw personnel from multiple departments to assist us. We all understand that the TID will be engaged in marketing efforts soon. Our work will be different but complementary to their efforts.

I recommend identifying and hiring a consultant who has the following skill sets:

1. Economic Development -- Consultant should have experience with economic development for the public sector (local government) particularly in the area of corporate recruitment and the promotion of local businesses.
2. Communications -- Consultant should have experience with communications for the public sector (local government). Website and newsletter expertise would be a major plus.
3. Marketing -- Consultant should have experience with marketing for the public sector (local government). Advertising and social media expertise would be helpful.

I suggest that we direct City staff to evaluate the most expedient way to identify and hire a consultant either through an RFQ or RFP process. Then return to our committee next month with the plan with a goal of retaining a consultant in the next 90 days.



City of Santa Clara

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Agenda Report

19-690

Agenda Date: 6/3/2019

REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

SUBJECT

Convention Center Transition (Report from May 21, 2019 City Council Meeting)

BACKGROUND

At the May 21, 2019 City Council meeting, staff provided an update on Santa Clara Convention Center transition activities and work efforts (Attachment 1).

DISCUSSION

Staff will invite Kelly Carr, General Manager of the Santa Clara Convention Center, to provide any verbal updates.

ENVIRONMENTAL REVIEW

This is an information report only and no action is being taken by the City Council and no environmental review under the California Environmental Quality Act ("CEQA") is required.

FISCAL IMPACT

There is no fiscal impact other than staff time.

PUBLIC CONTACT

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Reviewed by: Genevieve Yip, Staff Analyst I

Approved by: Deanna J. Santana, City Manager

ATTACHMENTS

1. Report from May 21, 2019 City Council Meeting - Update on Santa Clara Convention Center Transition Activities and Work Efforts



City of Santa Clara

Agenda Report

19-548

Agenda Date: 5/21/2019

REPORT TO COUNCIL

SUBJECT

Update on Santa Clara Convention Center Transition Activities and Work Efforts

BACKGROUND

Following the termination of the 1984 Management Agreement with the Santa Clara Chamber of Commerce, on February 5, 2019, the City Council authorized the execution of an agreement with Global Spectrum L.P. dba Spectra Venue Management (Spectra) to manage and operate the Santa Clara Convention Center (SCCC). A Management Agreement with Spectra was successfully executed on March 12, 2019 and Spectra assumed management of the Convention Center on March 18, 2019.

As the Chamber operated the SCCC for more than 30 years, significant transition-related activity has been necessary for Spectra to continue delivering a high-quality experience for convention center attendees and to enable Spectra to meet performance standards as required under the new Management Agreement. This report highlights several of the key activities undertaken including Spectra's transition activities and the City's release of a food and beverage service RFP.

DISCUSSION

Management and Operation of the Convention Center

The new Convention Center Management Agreement with Spectra is for an initial five-year term with options to renew for two five-year subsequent terms. Many transition activities have been undertaken by Spectra since March 18 as summarized below.

Personnel/Operations

- All employees eligible to work under the City's Employee Retention Ordinance transitioned from Chamber employment to Spectra employment. In addition, many management positions (which are not covered by the Employee Retention Ordinance) also successfully transitioned to Spectra.
- As a priority effort, Spectra is working diligently to fill vacant positions in their sales and marketing department. Job offers have been extended for key positions and onboarding is expected to occur during the month of May.
- New internal operating policies and procedures are being developed including standard operation procedures (SOPs) and updates to the Use License Agreement (event contract). The policies and procedures developed will be consistent with the TAP Audit recommendations.

Service Vendor Contracts

- Discussion with Aramark is ongoing.

- Vendors (service providers) at the Convention Center had contracts with the Chamber. Spectra has been working with the vendors to continue the previous scope of services at the same terms on an interim basis. There are three principal contracts: food & beverage (Aramark); audio visual (PSAV) and technology services (Smart City).
- Interim agreements have been executed with PSAV and Smart City.
- Spectra met and has coordinated with the City's Purchasing Division to review the City's procurement guidelines as they prepare the RFP documents for audiovisual and technology services. They will manage these RFP processes and vendor selection and anticipate RFP releases by the end of May.

Convention Center Building Assessments

- Maintenance and repair of the main lobby escalator was completed.
- During the rains in March, several roof leaks throughout the building were discovered. While Spectra acted to mediate these issues in a timely manner, it became evident that the roof required much more extensive repair or potential replacement.
- Spectra's Director of Facility Audits conducted several trips to Santa Clara to complete a full building system condition assessment. Spectra is in the process of completing their Capital Improvement Program Report which will include a proposed list of capital improvements and repairs for the next five-years. Discussions with Spectra indicate the preliminary identification of 10 priority areas including roof and lobby pyramid replacement, restroom updates, and replacement lighting and carpeting.
- The City Council also allocated funds for improvements at the Convention Center totaling \$3 million.

FY 19/20 Operating Budget

- Per the new Management Agreement, Spectra submitted a budget to the City's Finance Department for FY 19/20. This budget largely mirrors the budget submitted during the RFP process.
- The budget will be submitted to Council at its June 4, 2019 meeting.
- Spectra met with the City's Finance Department to discuss monthly, quarterly and annual financial reporting format and content.

Partnerships

- Spectra met with the South Bay Labor Council and the business agents of IUOE Local 39, IATSE Local 134 and Teamsters Local 287. The communication between Spectra and the unions have been very positive overall. Spectra signed an "Adoption Agreement" letter with Local 39 and are reviewing the current collective bargaining agreements. Negotiations with both unions are expected to begin in the next few months.
- Spectra met with hotel staff, Destination Advantage, the Triton Art Museum, City of Santa Clara's Police and Fire Departments, local Comcast employees, and with San José State and Mission City Colleges to discuss potential internship opportunities.
- In partnership with the Hyatt and Hilton hotels, Great America and the 49ers sales marketing departments, Spectra established "Team Tasman". This group will meet quarterly to discuss upcoming events and ways to further enhance partner collaboration to enhance customer experience.

Events

Several events and conferences took place at the Convention Center during the months of March and April including, but not limited to: Synopsys, Amazon Summit, YMCA, Housing Trust Silicon Valley, Taking Control of your Diabetes, California Association of Student Leaders, Silicon Valley Prayer Breakfast, National Association for College Admission, Onstage NY, California Association for the Education of Young Children, California Apartment Association, Monte Jade Global Science & Technology Association, and Container World.

Food & Beverage Operations Request for Proposals (RFP)

To allow for the maximum number of potential vendors and greater competition, the City has prepared and released a Request for Proposals for food and beverage services at the Convention Center. Spectra is not involved in the procurement process to avoid any potential conflict of interest. This procurement is on a fast-track, requiring completion within six months by City staff.

To ensure a fair opportunity to participate through a competitive process for the award of this contract, procurement strategy/process for food and beverage services will follow the same procurement strategy and process utilized for the RFP for the management and operation of the Convention Center.

RFP Overview

- Adoption of the same Procurement Process Integrity and Conflict of Interest Guidelines.
- Utilization of the same procurement process, using the E-Procurement tool BidSync.
- Reference to the City's Worker Retention Ordinance is included in the RFP document.
- Reference to the City's desire for sustainable operations/Eco-Friendly Initiatives is included in the RFP.
- RFP timeline allows for submission of Best and Final Offer, Notice of Intended Award, and a 10-day protest period.
- Evaluation will be structured in two phases. The first phase will be based on the firm's operating experience, innovation, and proposed solution. The second phase will evaluate the quality of the proposal through oral presentations and menu/food sampling.
- There will be five-member evaluation team comprised of subject matter experts from inside and outside the City. The City will seek outside representation from the food and beverage and hospitality industry. Additionally, the City Manager will appoint representatives from Finance and the City Manager's Office. The final team composition will depend on availability because a significant time commitment will be required within the RFP timeline. Additionally, the evaluation team will be advised by Jones Lang LaSalle (JLL).

RFP Goals

The City seeks a company to operate a first-class, high-quality, food and beverage operation at the Santa Clara Convention Center who also serves to implement initiatives that support the City of Santa Clara's priorities. With the response materials requested in the RFP, staff will assess consistency and level of responsiveness to the outcomes listed below:

- Initial five-year contract term;
- Extensive experience in food and beverage operations and deployment of staffing;
- Innovation in the delivery of quality, cost effective products in all aspects of the operation that differentiates Santa Clara from other competitors;

- Approach to financial structure and commitment to capital investment or ongoing investment; and
- Commitment to exemplary customer service and high-quality products.

RFP Timeline

To ensure there are no gaps in food and beverage operations at the Convention Center, the estimated timeline is aggressive and assumes there are no requests to extend deadlines. The RFP was released on May 13, 2019 and the process is anticipated to be complete in August. Upon completion of the RFP process, it is anticipated that staff will report back to Council at the September 24, 2019 City Council Meeting with recommendations for an award of agreement for food and beverage operations.

The City anticipates a vendor under a new agreement to begin on October 1, 2019. This date incorporates a 90-day transition period (if necessary) with the vendor assuming full food and beverage operations January 1, 2020. The final agreement to provide food and beverage services will be between the City and the selected food and beverage vendor. Spectra, as the Convention Center manager, will be responsible for the day-to-day coordination with the vendor on sales and service activities, as well as management oversight of all activities with the Convention Center.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a “project” within the meaning of the California Environmental Quality Act (“CEQA”) pursuant to CEQA Guidelines section 15378(a) as it has no potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment.

FISCAL IMPACT

The cost for consulting services and staff time related to this procurement strategy are funded in the FY 2018/19 Adopted Budget, as amended.

COORDINATION

This report has been coordinated with the Finance Department and the City Attorney’s Office.

PUBLIC CONTACT

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RECOMMENDATION

Note and file the May 2019 Information Report on Santa Clara Convention Center transition activities.

Reviewed by: Ruth Shikada, Assistant City Manager

Approved by: Deanna J. Santana, City Manager



City of Santa Clara

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Agenda Report

19-691

Agenda Date: 6/3/2019

REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

SUBJECT

Social Media Analytics Quarterly Report

DISCUSSION

The Director of Communications will provide an update on quarterly activities of Citywide social media activities, including the MySantaClara app. This information will be very helpful in establishing a baseline of data that will inform future reports and activity to increase our overall social media presence and reach to the community.

ENVIRONMENTAL REVIEW

This is an information report only and no action is being taken by the City Council and no environmental review under the California Environmental Quality Act ("CEQA") is required.

FISCAL IMPACT

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Reviewed by: Genevieve Yip, Staff Analyst I

Approved by: Deanna J. Santana, City Manager

ATTACHMENTS

1. Social Media Analytics Report - Quarter 1



City of Santa Clara
The Center of What's Possible

Social Media Analytics Report
2019, Quarter 1
Jan. – March 2019

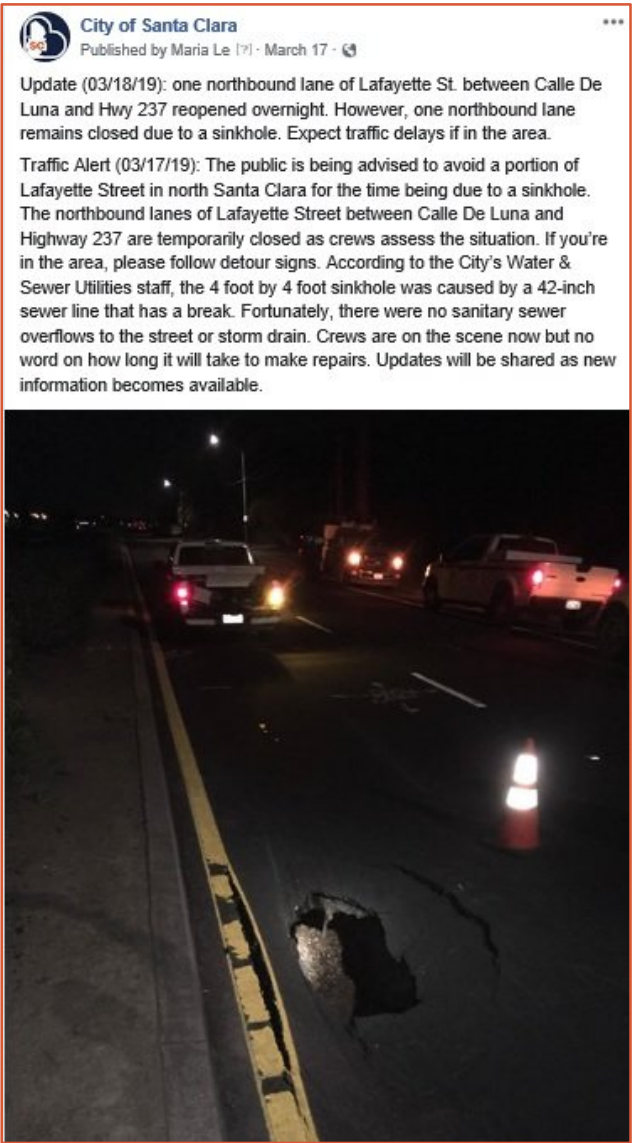
Facebook Performance

[Facebook.com/CityofSantaClara](https://www.facebook.com/CityofSantaClara)

| # of Posts | Net Followers Gain/Loss | Average Reach | Engagement Rate |
|------------|-------------------------------|--------------------|-----------------|
| 223 posts | 6,602 followers Gain: +344 | 956 people reached | 7.5% |

Top performing post

- Public advised to avoid portion of Lafayette Street in north Santa Clara due to sinkhole
- Posted 3/18/19
- 4,983 engagements
 - 144 likes
 - 43 comments
 - 191 shares
- 20,512 people reached



Terms

Engagement rate is the percentage of people who clicked, liked, commented or shared a post.

Impressions are the number of social media account users who viewed a post in their feed and/or clicked on a post.

Nextdoor Performance

[Nextdoor.com/agency-detail/ca/santa-clara/city-of-santa-clara/](https://nextdoor.com/agency-detail/ca/santa-clara/city-of-santa-clara/)

| # of Posts | Net Members Gain/Loss | Membership | Neighborhoods | Average Impressions |
|------------|--------------------------------|------------------|----------------|---------------------|
| 71 posts | 27,144 members Gain: +1,575 | 35% of residents | 85 Gain: +6 | 2,413 |


Top performing post

- Hazardous Waste Drop-off Event
- Posted 1/8/19
- 4,862 Impressions
 - 20 thanks


 Environmental Programs Consultant Calyn Hart, City of Santa Clara A... 

Hazardous Waste Drop-Off Event

New year, fresh start! If you are cleaning out your home to make room for what the new year brings, keep in mind that the County of Santa Clara offers free household hazardous waste drop-off events throughout the County. Hazardous materials should not be thrown out in any of your curbside collection carts. You can get rid of old paint, chemical cleaners, pesticides, batteries, fluorescent lamps, medications, sharps, and other hazardous waste materials Saturday, Jan. 26 at the Santa Clara location (address provided after scheduling an appointment). To schedule an appointment, contact the County at 408-299-7300,  or visit hhw.org.



8 Jan · Subscribers of City of Santa Clara

 Thank  Reply 

 20 · 4862 Impressions

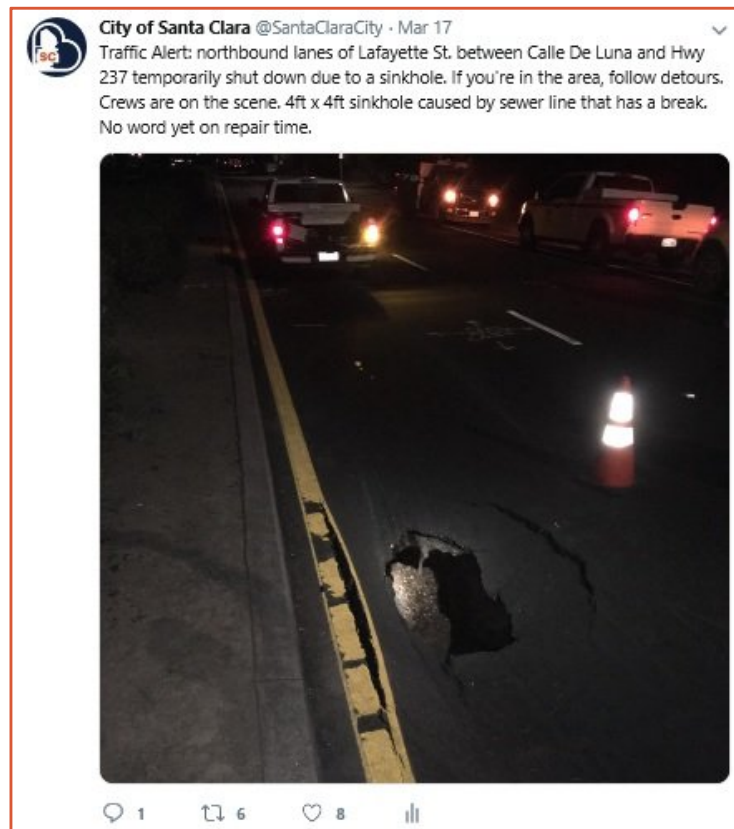
Twitter Performance

[Twitter.com/SantaClaraCity](https://twitter.com/SantaClaraCity)

| # of Posts | Net Followers Gain/Loss | Total Impressions | Engagement Rate |
|------------|-------------------------------|-------------------|-----------------|
| 99 posts | 7,848 followers Gain: +125 | 1.0 million | 0.2% |

Top performing post

- Traffic Alert due to sinkhole-related repairs on Lafayette Street
- Posted 3/17/19
- 14,805 impressions
- 134 total engagements (engagement rate: 0.9%)
 - 82 media engagements
 - 8 likes
 - 6 retweets
 - 5 link clicks
 - 1 reply
 - 1 follow



YouTube Performance

www.youtube.com/CityofSantaClara

| # of Posts | Net Subscribers Gain/Loss | Watch Time | Average View/Duration |
|------------|------------------------------|--------------------------|-----------------------------|
| 8 videos | 347 subscribers Gain: +22 | 653 hours, 45 minutes | 5,930 views 6.36 minutes |

Top performing video

- 2019 Council Goal & Priority Setting Session, Feb 1, 2019
- 125 views
- Watch time - 4,180 minutes
- Average view duration - 33:26 minutes



LinkedIn Performance

www.linkedin.com/CitySantaClara

| # of Posts | Net Followers Gain/Loss | Page Views | Top Locations | Top Job Functions |
|------------|-------------------------------|--|--|--|
| 9 posts | 2,378 followers Gain: +163 | 1,749 total views (1,002 desktop and 747 mobile) | Bay Area, 60% Kaysan Area, India, 4% Greater L.A. Area, 3.5% | Operations, 11% Business Dev., 11% Info. Technology, 10% |

Top performing post

- Seeking As-Needed Human Resources Assistant
- 3,595 impressions
- 49 likes
- 2 comments

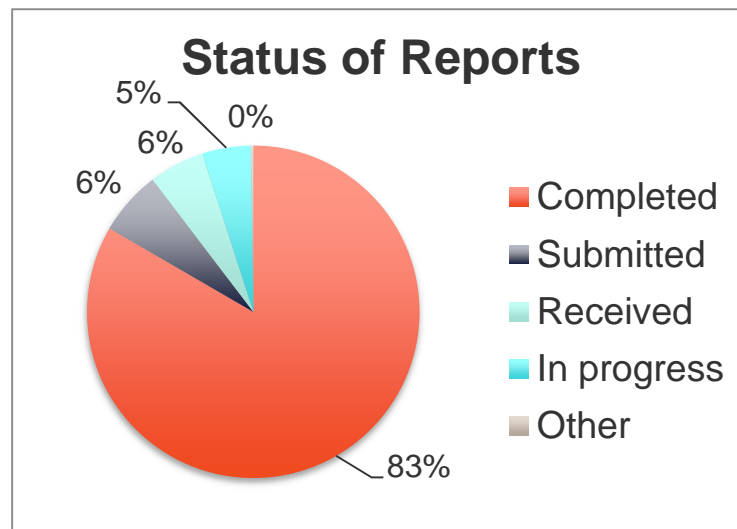


MySantaClara App Performance

- 230 App downloads
 - 162 iTunes
 - 68 Google Play
- 463 reports submitted
- 83% completion rate of reports



| Top 5 Request Types | Requests | Percent |
|---------------------|----------|---------|
| Illegal Dumping | 77 | 16.6% |
| Potholes | 60 | 13.0% |
| Graffiti | 42 | 9.1% |
| Sidewalk Repair | 25 | 5.4% |
| Code Enforcement | 23 | 5.0% |





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Agenda Report

19-715

Agenda Date: 6/3/2019

REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

SUBJECT

Request by Chair Davis to Add Discussion of Billboards

DISCUSSION

At the request of Chair Davis, a discussion of billboards is being added to the Economic Development, Communications, and Marketing Committee meeting agenda.

ENVIRONMENTAL REVIEW

This is an information report only and no action is being taken by the City Council and no environmental review under the California Environmental Quality Act ("CEQA") is required.

FISCAL IMPACT

There is no fiscal impact other than staff time.

PUBLIC CONTACT

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