

CITY OF BURLINGAME

City Hall – 501 Primrose Road
Burlingame, California 94010-3997



COMMUNITY DEVELOPMENT DEPARTMENT

Economic Development Division

PH: (650) 558-7264

FAX: (650) 696-3790

Economic Development Subcommittee Special Meeting

Wednesday, September 13, 2023, 8:30 a.m.

City Hall Conference Room A will be open to the public for the September 13, 2023 Economic Development Subcommittee Meeting. Consistent with Government Code Section 54953, the meeting will also be held via Zoom. The Zoom information below is provided for members of the public who would prefer to attend virtually.

To Attend the Meeting in Person:

**Location: 501 Primrose Road, Conference Room A (downstairs next to the City Manager's Office)
Burlingame, California 94010**

To Observe the Meeting via Zoom:

Topic: Economic Development Subcommittee Meeting

Time: Sep 13, 2023 08:30 AM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/81590026962?pwd=c1RLYk4yOC9YZ2NUZ2N4R0NJTVIKZz09>

Meeting ID: 815 9002 6962

Passcode: 015408

1. READ AND APPROVE MINUTES FROM MAY 24 AND AUGUST 9, 2023 MEETINGS

2. PUBLIC COMMENTS, NON-AGENDA

Members of the public may speak about any item not on the agenda. Members of the public wishing to suggest an item for a future Council agenda may do so during this public comment period. The Ralph M. Brown Act (the State local agency open meeting law) prohibits the City Council from acting on any matter that is not on the agenda.

3. DISCUSSION ITEMS

- a. Annual Check-in with Hoteliers and Topgolf Update 8:30 a.m.
- b. Follow-up Discussion of Footfall Collection AI Services 9:15 a.m.

4. FUTURE AGENDA TOPICS

The next regular meeting of the City Council's Economic Development Subcommittee will be held on October 11, 2023, in Conference Room A



City Council Economic Development Subcommittee

MINUTES (DRAFT)

Via Zoom

Wednesday, May 24, 2023 – 8:30 a.m.

ATTENDANCE

Members Present: Mayor Michael Brownrigg, Vice Mayor Donna Colson

Members Absent:

Staff Present: City Manager (CM) Lisa Goldman, Community Development Director (CDD) Kevin Gardiner, Parks & Recreation Director (PRD) Margaret Glomstad, Finance Director (FD) Helen Yu-Scott, Economic Development & Housing Specialist (EDS) Joseph Sanfilippo

Members of the Public Present: John Kevranian (Broadway BID Board President), Susan Baker (President/CEO of Chamber of Commerce), Hadia Khoury (Beautification Commission)

READ AND APPROVE MINUTES FROM MARCH 6 AND APRIL 19, 2023 MEETINGS

Approved.

DISCUSSION ITEMS

Discussion of Smoking and Hookah Lounges

Vice Mayor Colson introduced the topic, explaining the request from new, culturally diverse business owners who want the City to allow smoking/hookah lounges. Currently, the City does not permit smoking lounges, but there are two already in operation. CDD Gardiner noted that staff would need to develop a zoning code amendment to permit the use, should the discussion move forward. Any zoning amendment would need to clarify ventilation requirements and any related performance standards. **Per State law, hookah is not permitted in an establishment also offering food and beverage.**

Mayor Brownrigg suggested possibly permitting the use on Rollins Road or in other mixed-use districts, rather than downtown districts.

Ms. Khoury offered an anecdote noting that hookah lounges are often a cultural draw for patrons, though she reiterated that the space needed to be separate. Mr. Kevranian agreed that the use should only be permitted outside of downtowns, and also said that the permits should be limited to a certain number of businesses and non-transferrable. There was some disagreement about whether or not hookah emitted a scent or if lounges offered additional benefit beyond the cultural draw.

Mayor Brownrigg suggested that business owners should speak up if they are supportive of the use.

Discussion of Burlingame Avenue Street Closure

CM Goldman introduced the topic, explaining that the Chamber was seeking additional guidance on how the street closure's community events would be structured. Vice Mayor Colson discussed the

efforts she has undertaken already, including coordinating with Councilmember Peter Stevenson and former Councilmember Ann O’ Brien Keighran to assist in securing several bands and cultural events for the two-week period. She suggested that programming would only be Wednesday through Sunday from around 4-7 p.m.

Ms. Baker mentioned that the Chamber had an intern that would be interested in working on the project.

CM Goldman suggested that programming be Thursday through Sunday, though Mayor Brownrigg expected support for potentially increasing the Council contribution from \$5,000 to \$10,000 if absolutely necessary.

Miscellaneous Discussion

Mayor Brownrigg suggested that the City contract with additional rodent abatement service providers.

Action Items

- EDS Sanfilippo will inquire with Redwood City staff about how they regulate smoking/hookah lounges
- EDS Sanfilippo will follow-up with Jay Kiely in the Police Department to inquire if entertainment permits are able to be waived for the street closure, and how ABC licenses will be handled during the closure

FUTURE AGENDA TOPICS

The June meeting will continue the discussion of smoking and hookah lounges.

PUBLIC COMMENTS

There were no public comments.

ADJOURNMENT

Meeting adjourned at 9:30 a.m.

Respectfully submitted,

Joseph Sanfilippo
Economic Development & Housing
Specialist



City Council Economic Development Subcommittee

MINUTES (DRAFT)

Via Zoom

Wednesday, August 9 2023 – 8:30 a.m.

ATTENDANCE

Members Present: Vice Mayor Donna Colson

Members Absent: None.

Staff Present: City Manager (CM) Lisa Goldman, Community Development Director (CDD) Kevin Gardiner, Parks & Recreation Director (PRD) Margaret Glomstad, Finance Director (FD) Helen Yu-Scott, Economic Development & Housing Specialist (EDS) Joseph Sanfilippo

Members of the Public Present: Mayor Michael Brownrigg (remote), John Kevranian (Broadway BID Board President), Susan Baker (President/CEO of Chamber of Commerce), Hadia Khoury (Beautification Commission), Apurva Kumar (CityData.AI), Simon Ortiz (CityData.AI)

READ AND APPROVE MINUTES FROM MAY 24, 2023 MEETING

Continued due to lack of in-person quorum.

DISCUSSION ITEMS

Presentation from CityData.AI on Foot Traffic Collection and Analysis

EDS Sanfilippo introduced the topic, following by a presentation from Apurva Kumar and Simon Ortiz, both with the mapping and data analysis firm CityData.AI.

The presentation covered how the tool analyzes the numbers of visitors in commercial districts, where they travel from, and how the data can be used for policy, marketing, and funding considerations. The aggregated data showed that most visitors to Burlingame's commercial districts are generally local to the Peninsula or South Bay.

Mr. Kumar demonstrated visitors to parks in Burlingame as well, providing a comparison between similar parks in neighboring jurisdictions. Historic data can be aggregated for both commercial and parks activity.

Vice Mayor Colson proposed having a membership program through the BIDs and Chamber in which their members could access the portal. Mr. Kumar noted that many jurisdictions provide the data as a resource for the community without individual contributions from the public, but it may be possible.

CM Goldman noted that if there is interest in pursuing the service, the City must evaluate other firms offering similar services to compare costs. CDD Gardiner suggested the Subcommittee revisit the item when both members of the Subcommittee are in-person to deliberate on whether to pursue data collection services.

Mr. Kumar demonstrated a mobile application that allows users to offer feedback directly to the City. CM Goldman inquired if the data collected was anonymous, which Mr. Kumar confirmed.

Mr. Kevranian and Ms. Baker mentioned that the data could be used for business attraction, and the BIDs and Chamber of Commerce could collaborate with the City to analyze costs, should the idea be pursued.

Mayor Brownrigg suggested possibly permitting the use on Rollins Road or in other mixed-use districts, rather than downtown districts.

Miscellaneous Discussion

There was no miscellaneous discussion.

Action Items

- EDS Sanfilippo will invite John Hutar of the San Francisco Peninsula and Burlingame's hoteliers for the September meeting

FUTURE AGENDA TOPICS

The September meeting will feature a brief update on Topgolf and a meeting with hoteliers. There will be an update on the holiday lighting committee in October. Parklets will be discussed in November.

PUBLIC COMMENTS

There were no public comments.

ADJOURNMENT

Meeting adjourned at 9:30 a.m.

Respectfully submitted,

Joseph Sanfilippo
Economic Development & Housing
Specialist



Copyright 2021 | CITYDATA.U

@citydata.ai

City of Burlingame



@citydata.ai

Founded in 2020. Profitable global company.
Founders live in Burlingame, California, USA.
Contact: business@citydata.ai

About



Me.

Apurva Kumar
CEO, CITYDATA.ai

Bay Area Resident since 1998
Stanford University
Masters in Engineering and Earth Sciences

Burlingame Resident since 2018
Los Robles Drive, Burlingame

- My daughter Ariana goes to Hoover Elementary and she is on BAC Swim Team

About

The Team.

Simon Ortiz

Account Manager / Data Specialist

Magdalena Cortinas

Customer Success / Local Government

Carl Nielson

Managing Director / Public Sector

Ten, Mana, Fon, Pete, Matt, Jardel, Rodrigo and our entire team of cloud engineers, data scientists and machine learning experts are available for your data needs and use cases.



AGENDA

Agenda

Mobility big data + Ai for the City of Burlingame.



SOLUTIONS

Economic Development

1. HEATMAPS
 - High resolution GPS heat maps with satellite imagery
2. CITYCOUNT
 - Downtown / places visit counts and movement trends

Parks and Recreation

3. CITYPARKS
 - Parks visit counts, dwell time and movement trends

Field Operations

4. CITYOPS
 - Mobile app for field operations, task management, surveys

Problem

How many people
are in your city or
region today?

Most government agencies
and businesses struggle to
quantify population count
and movement trends.

That's where CITYDATA
comes in.

Platform

@citydata.ai

for +8,000 global cities
across +100 countries

*End-to-end platform for
mobility big data + Ai + citizen apps
for planning & operations*

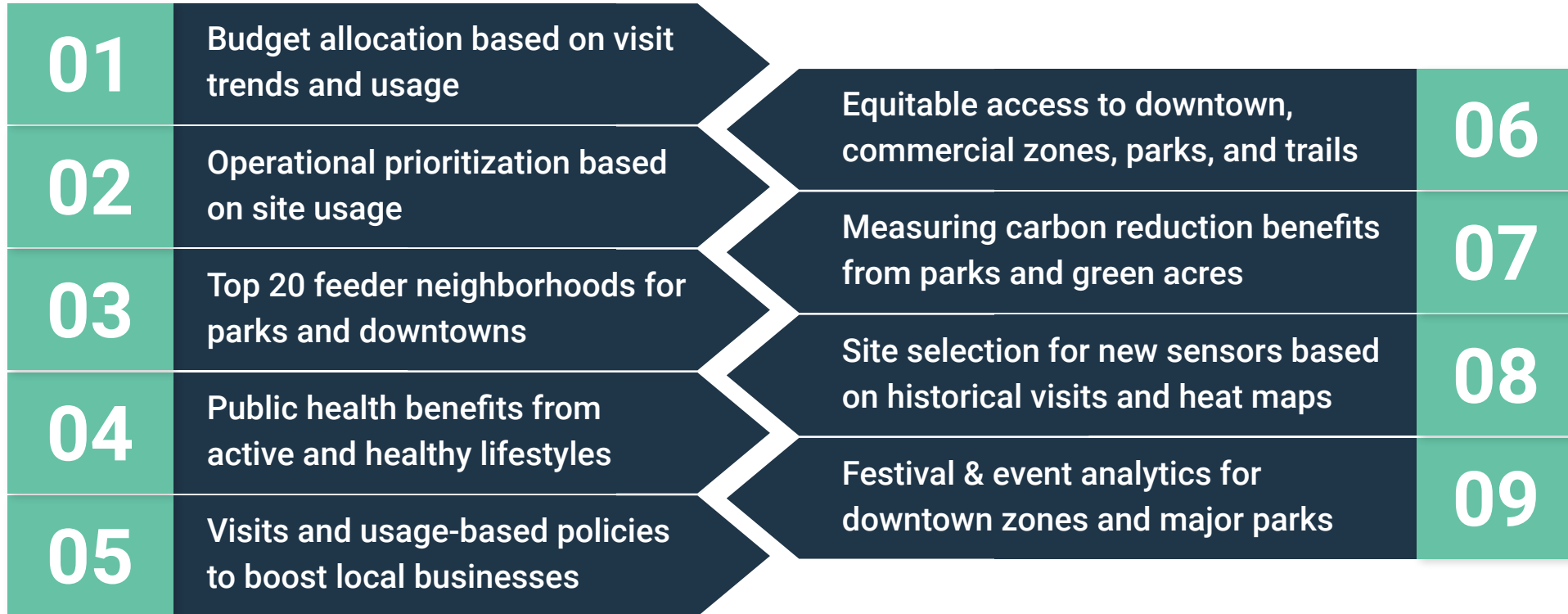
MOBILITY BIG DATA + Ai

CROWDSOURCE
COLLECT
CURATE

GROUND TRUTH
ANALYZE
SIMULATE

OPERATIONALIZE

Nine Use Cases for Visits and Movement Data



Customers

Marquee government customers.

Direct engagement for US cities and counties. Channel partners worldwide.



Christine Nath
Chief Information Officer
 City of San Francisco, California, USA

CITYDATA's mobility digital replicas have helped us to understand the multi-year movement patterns and visitation trends for parks and slow streets in San Francisco.



San Francisco
 Parks & Recreation

Awards



100 GOVTECH

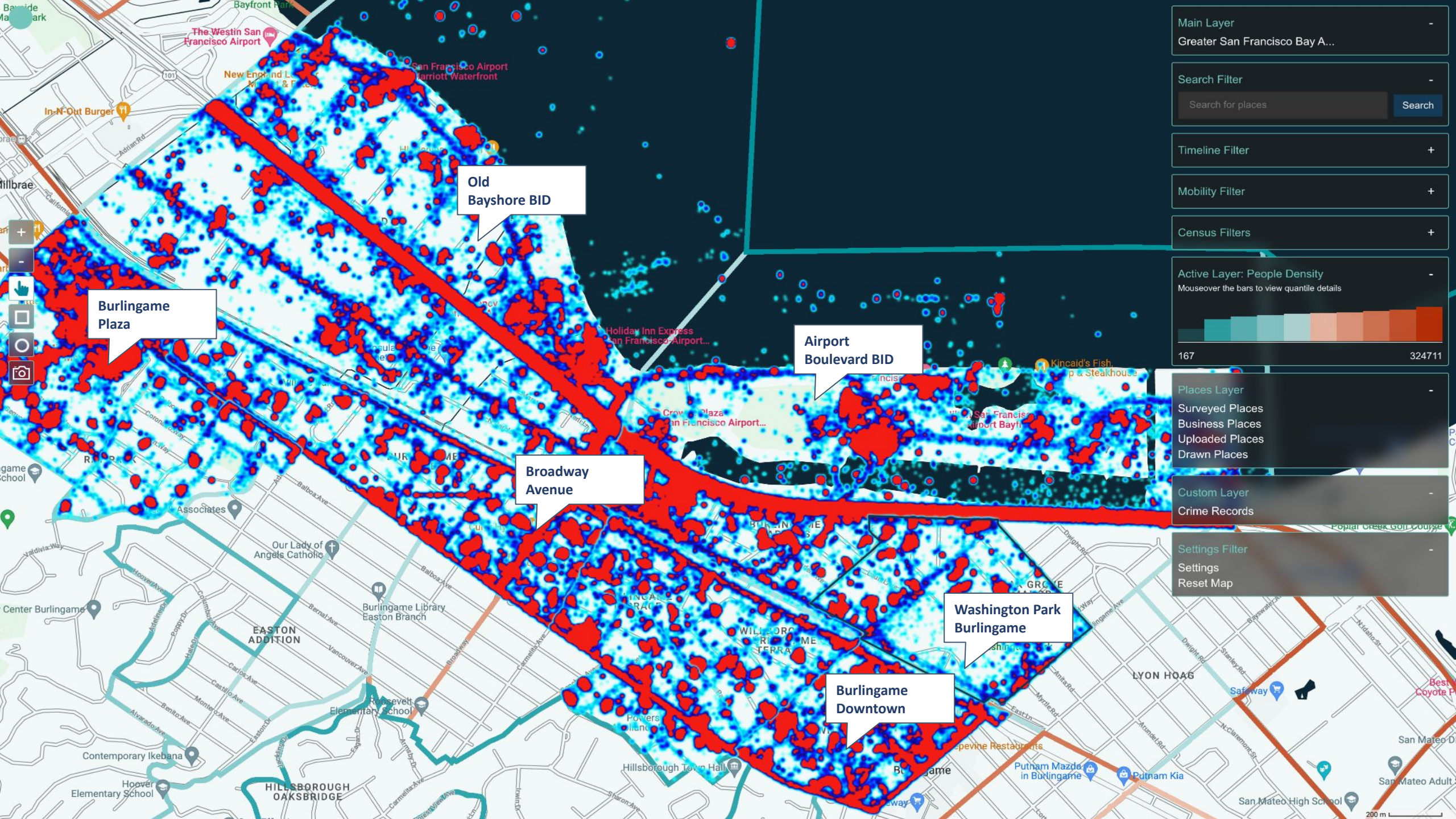
2020 ▶ 2021 ▶ 2022 ▶ 2023

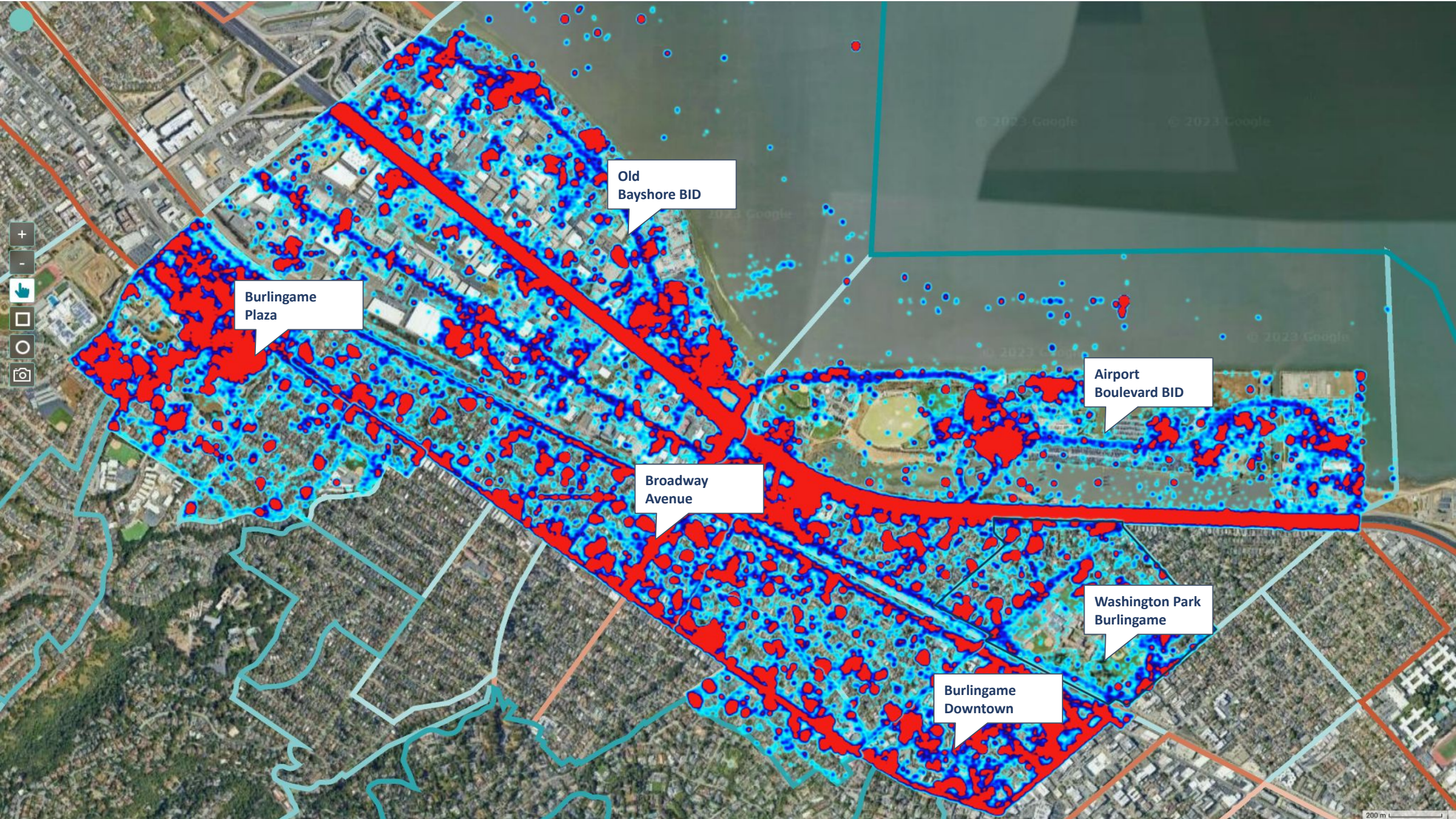
city heatmaps

SOLUTION 1

High resolution heat maps combined with satellite imagery to visualize the footfalls and movement trends for places and zones (downtown, commercial, industrial). Deep reds indicates areas with high density of people. White lines represent movement from census areas to points of interest

citydata





Old
Bayshore BID

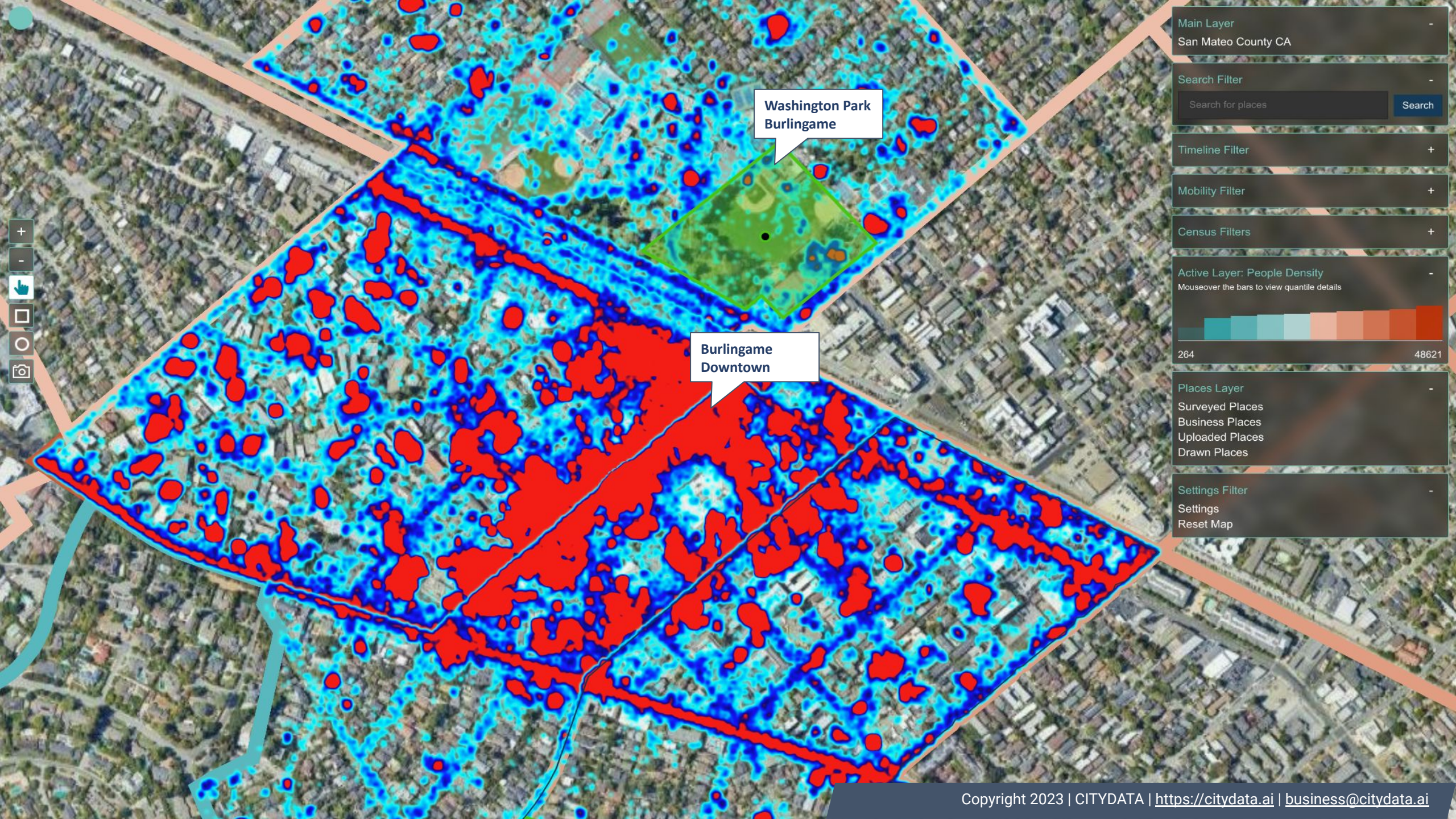
Burlingame
Plaza

Broadway
Avenue

Airport
Boulevard BID

Washington Park
Burlingame

Burlingame
Downtown



Main Layer

San Mateo County CA

Search Filter

Search

Timeline Filter

+

Mobility Filter

+

Census Filters

+

Active Layer: People Density

Mouseover the bars to view quantile details

264

48621

Places Layer

Surveyed Places

Business Places

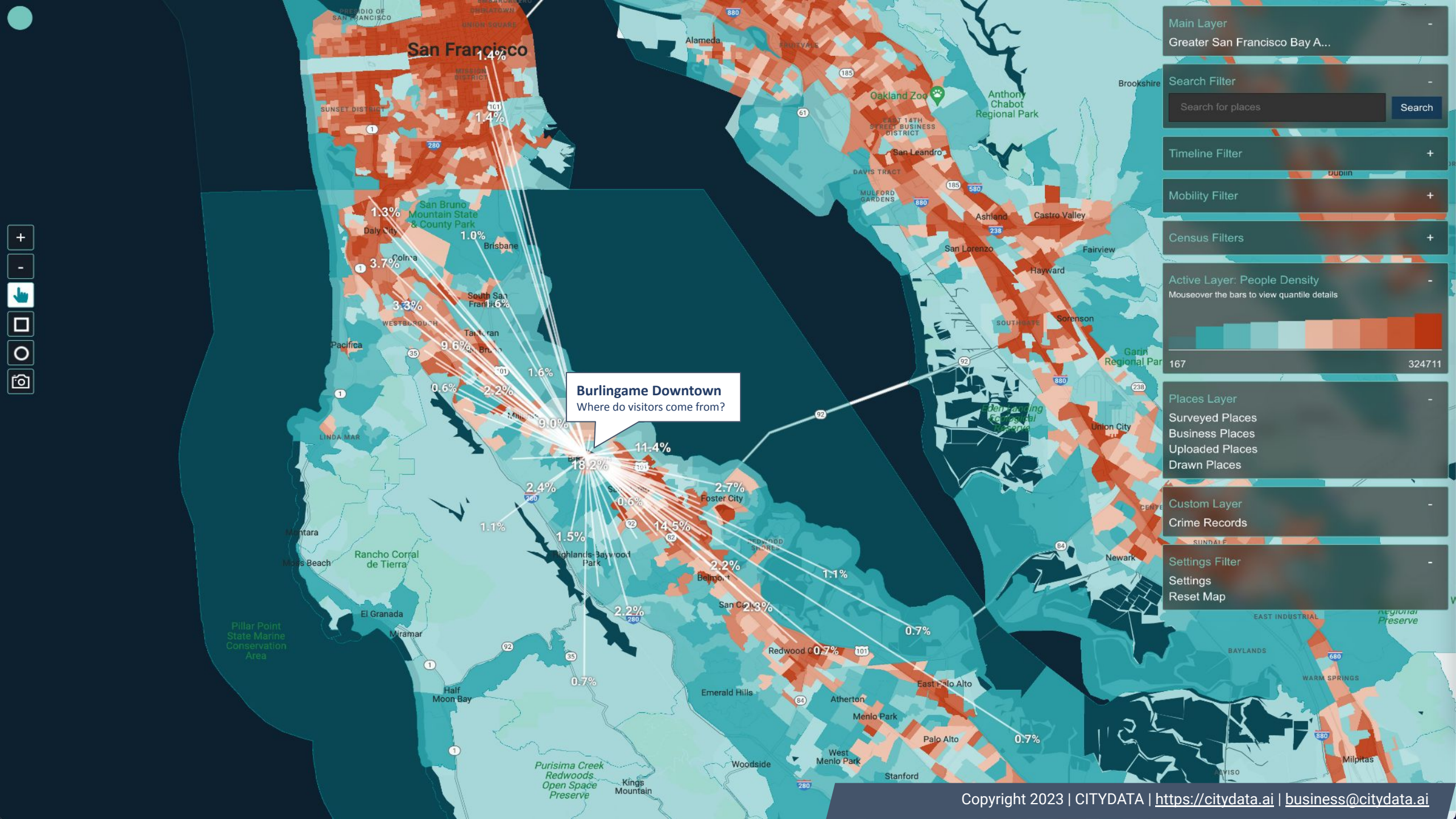
Uploaded Places

Drawn Places

Settings Filter

Settings

Reset Map



Main Layer
Greater San Francisco Bay Area

Search Filter
Search for places Search

Timeline Filter
Dublin

Mobility Filter

Census Filters

Active Layer: People Density
Mouseover the bars to view quantile details
167 324711

Places Layer
Surveyed Places
Business Places
Uploaded Places
Drawn Places

Custom Layer
Crime Records

Settings Filter
Settings
Reset Map



Burlingame Plaza

Where do visitors come from?

The screenshot displays the Blackhawk application interface. At the top, the title bar shows 'Main Layer' and 'Greater San Francisco Bay A...'. Below this, a sidebar on the left contains several filter and layer controls. The 'Search Filter' section includes a search bar with the placeholder text 'Search for places' and a 'Search' button. Below this are 'Timeline Filter', 'Mobility Filter', and 'Census Filters', each with a plus icon. The 'Active Layer: People Density' section shows a horizontal bar chart with 10 bars of increasing height and color (from light blue to dark red). Below the chart, the values '167' and '324711' are displayed. The 'Places Layer' section lists 'Surveyed Places', 'Business Places', 'Uploaded Places', and 'Drawn Places'. Below this is the 'Custom Layer' section with 'Crime Records'. At the bottom, the 'Settings Filter' section includes 'Settings' and 'Reset Map' buttons. The background of the interface is a map of the San Francisco Bay Area.



SOLUTION 2

Footfall visit counts and movement trends for places and zones (downtown, commercial, industrial). We can provide visitation trends for Burlingame Avenue, Broadway Ave, Burlingame Plaza and other BIDs The next few slides showcase the active data dashboard for Burlingame.

citydata



citycount

Burlingame, California

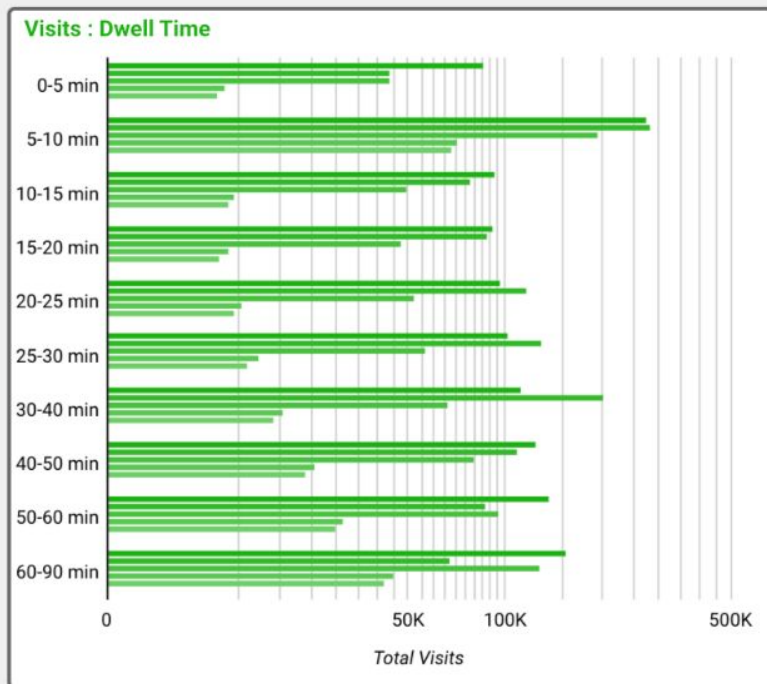
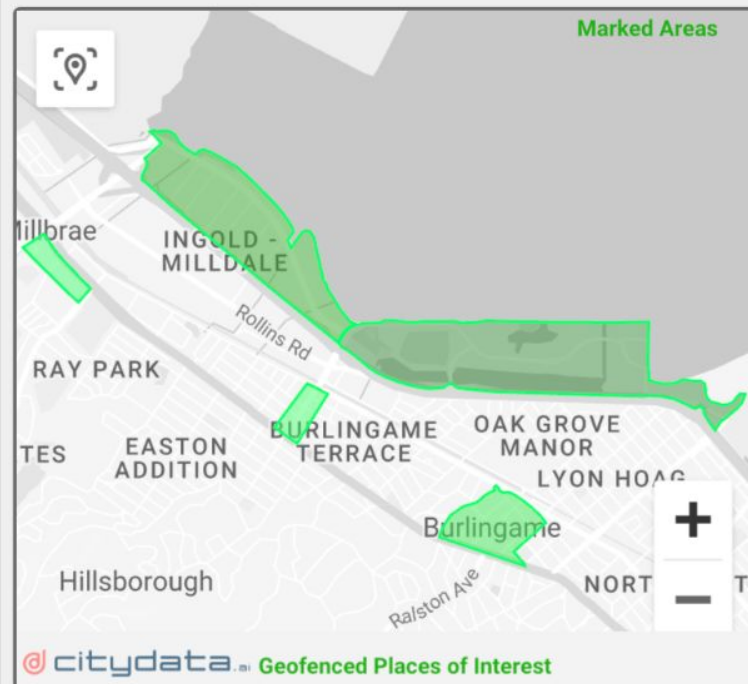
Function	Place Name
Place Id	City
Year	Jan 1, 2019 - Jul 31, 2023

Total
5
Places

Total
4.98M
Footfall Visits

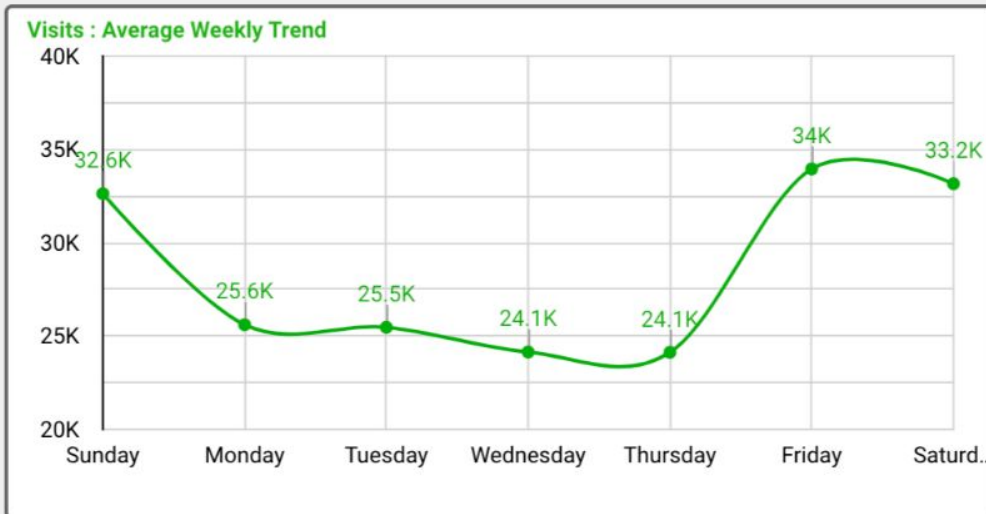
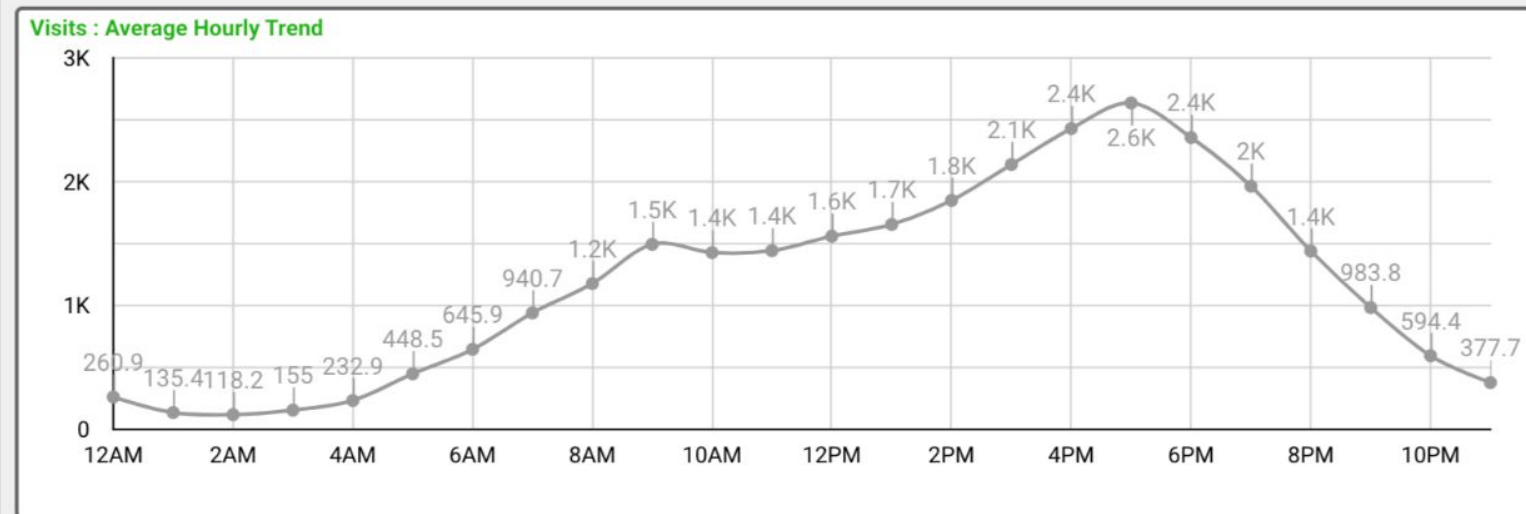
Average Time
71.8
Minutes Stayed

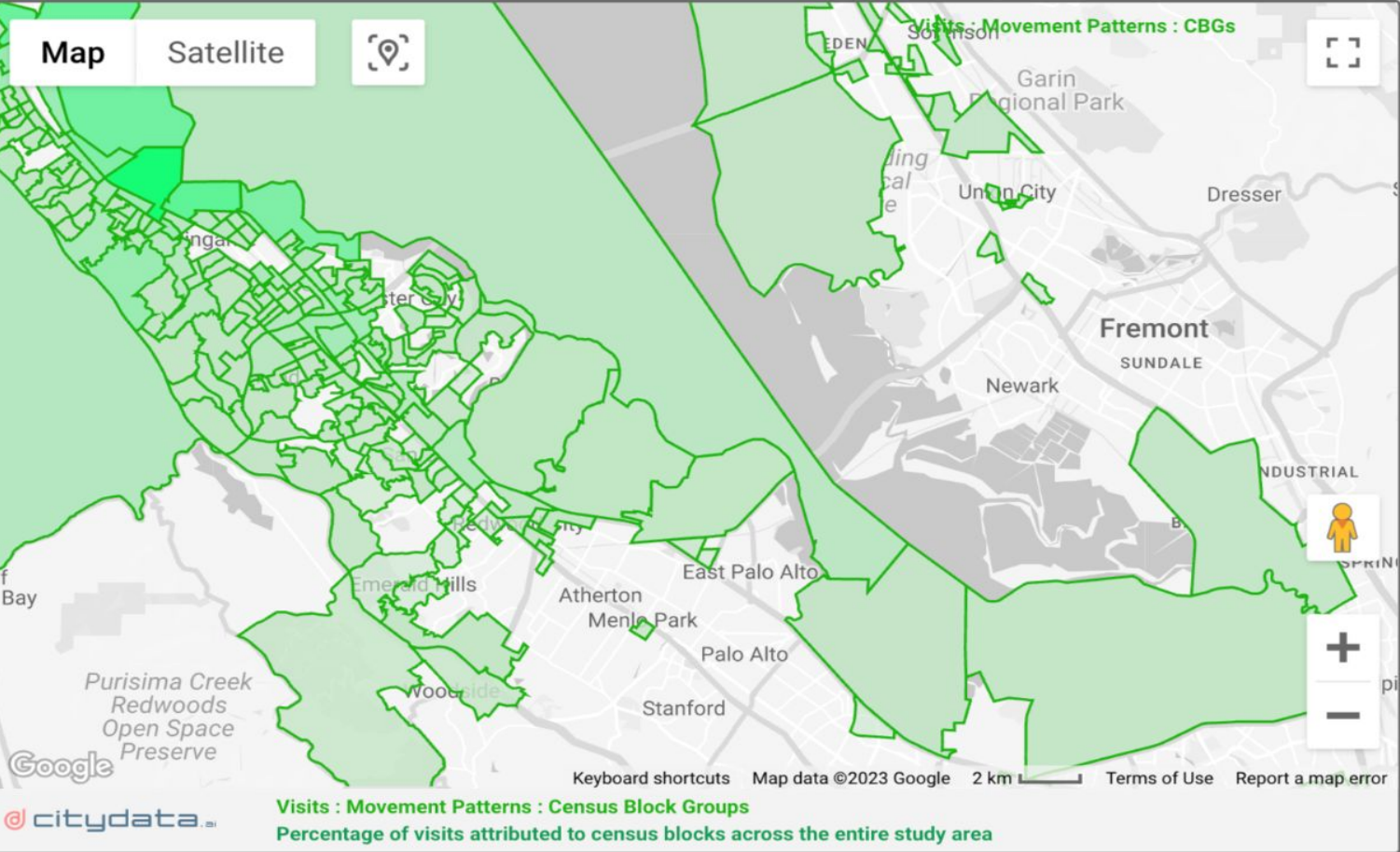
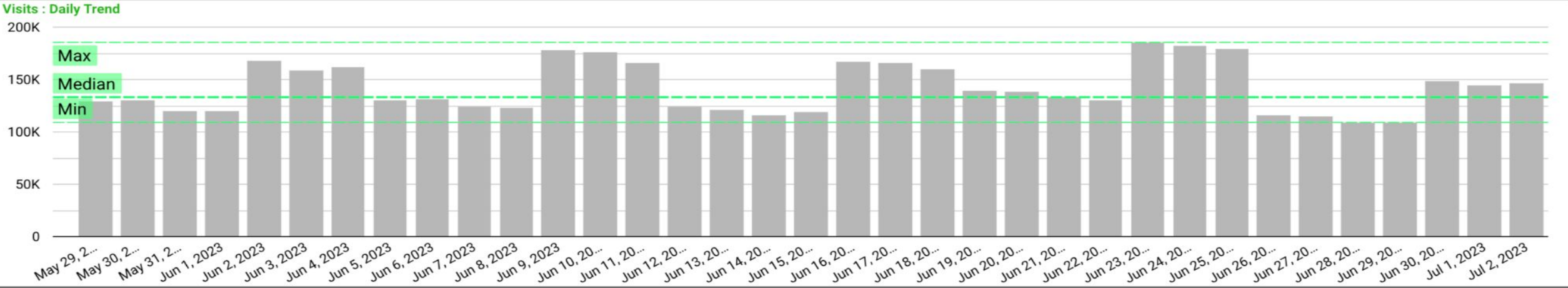
Average Distance
7.12
Kilometers Traveled



Place Name	Visits	Area (sq.km.)
Broadway Avenue	461.47K	0.086
Burlingame Plaza	435.62K	0.092
Burlingame Downtown	1.33M	0.271
Old Bayshore BID	1.52M	0.889
Airport Blvd BID	1.23M	1.295

1 - 5 / 5





Place Name	Block Name	Percentage	Distance (miles)
Old Bayshore BID	Census Block Group 2, Census Tract 605100, San Mateo County	0.97%	0.27
Old Bayshore BID	Census Block Group 5, Census Tract 605400, San Mateo County	0.52%	2.19
Old Bayshore BID	Census Block Group 1, Census Tract 984300, San Mateo County	0.51%	2.56
Old Bayshore BID	Census Block Group 2, Census Tract 604400, San Mateo County	0.5%	1.55
Old Bayshore BID	Census Block Group 2, Census Tract 602300, San Mateo County	0.47%	6.24
Old Bayshore BID	Census Block Group 1, Census Tract 606100, San Mateo County	0.33%	5.18
Old Bayshore BID	Census Block Group 3, Census Tract 604400, San Mateo County	0.25%	2
Old Bayshore BID	Census Block Group 3, Census Tract 604102, San Mateo County	0.24%	6.42
Old Bayshore BID	Census Block Group 3, Census Tract 604200, San Mateo County	0.24%	4.03
1 - 500 / 1305			



SOLUTION 3

Footfall visit counts and movement trends for parks, trails, and green spaces. We can provide visitation trends for Washington Park, Ray Park, Village Park, Cuernavaca Park and the entire parks system within Burlingame. The next few slides showcase the parks data dashboard for Burlingame.

citydata

Function	Place Name
Place Id	City
Year	Dec 1, 2022 - Dec 31, 2023

Total

18

Places

Total

517K

Footfall Visits

Average Time

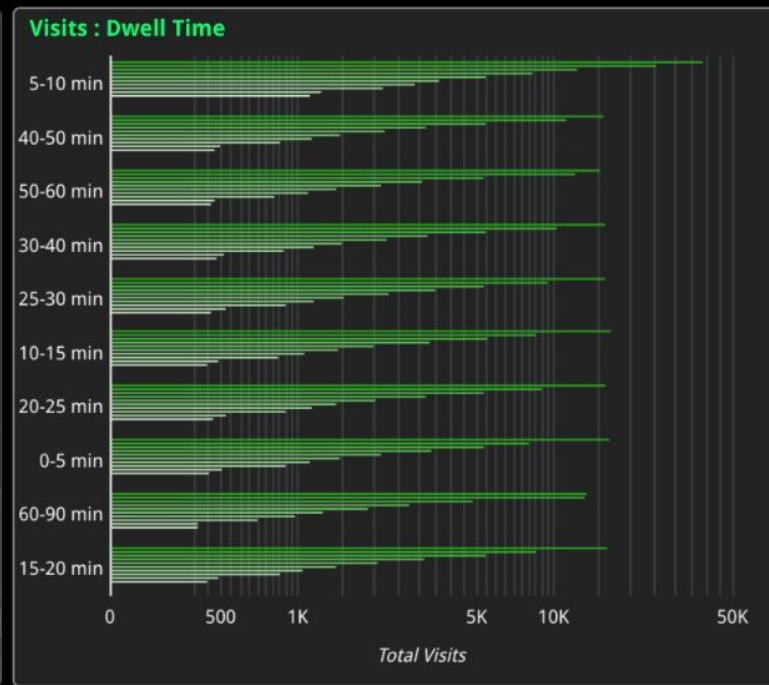
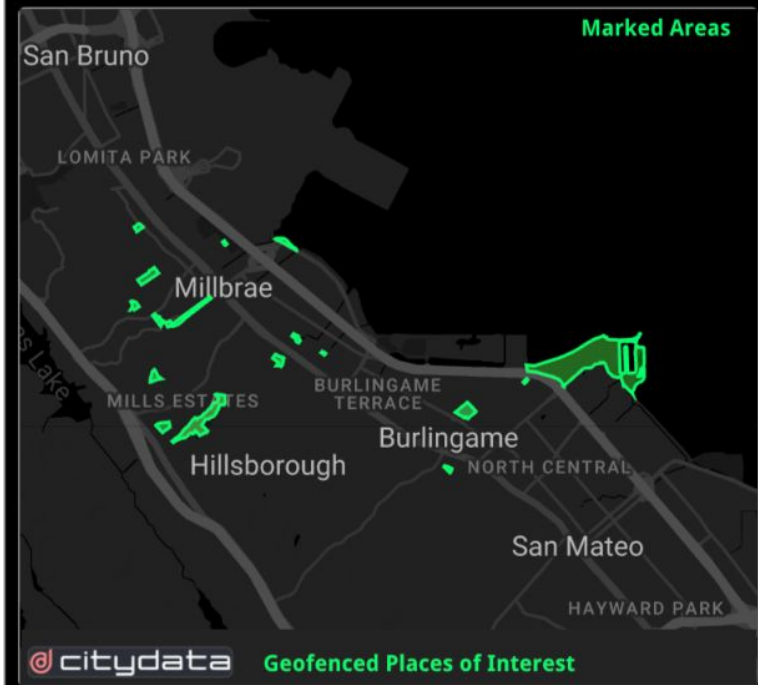
37

Minutes Stayed

Average Distance

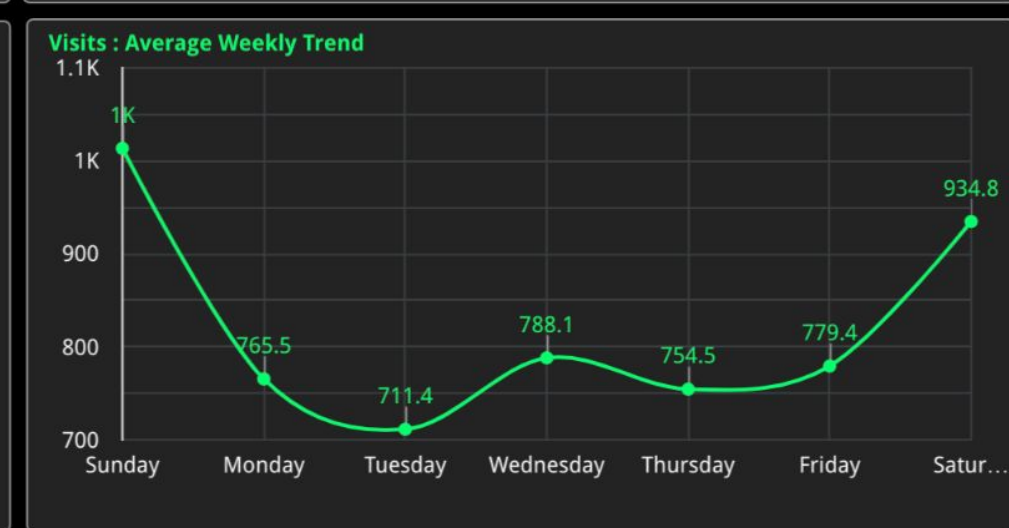
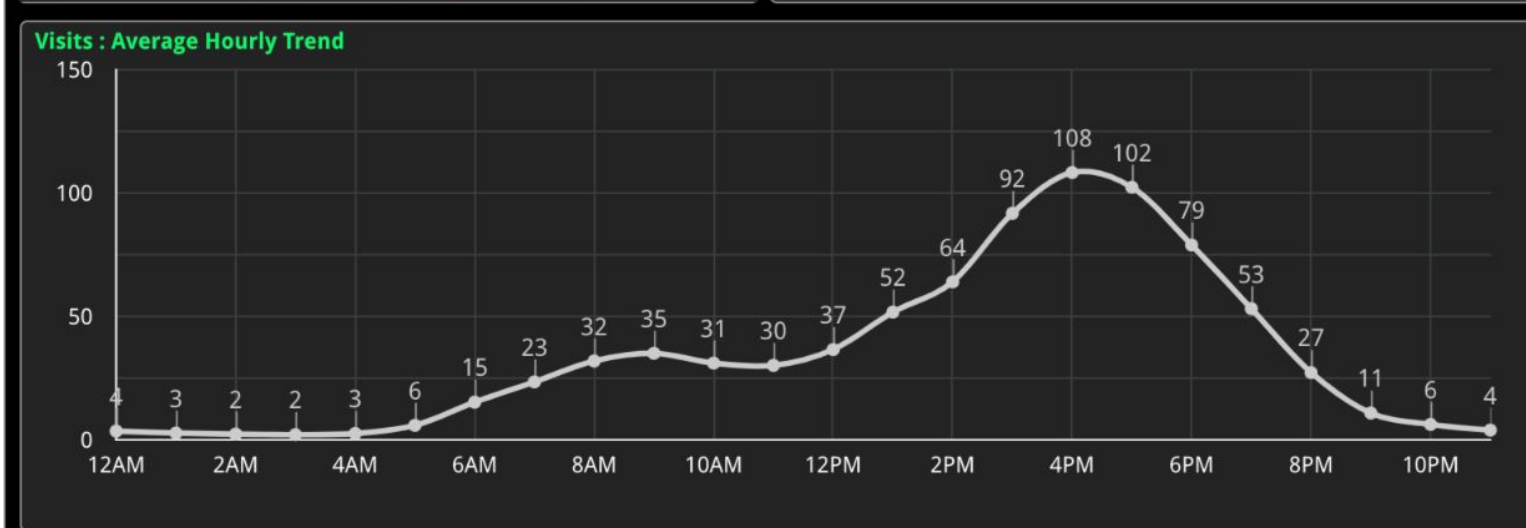
7.86

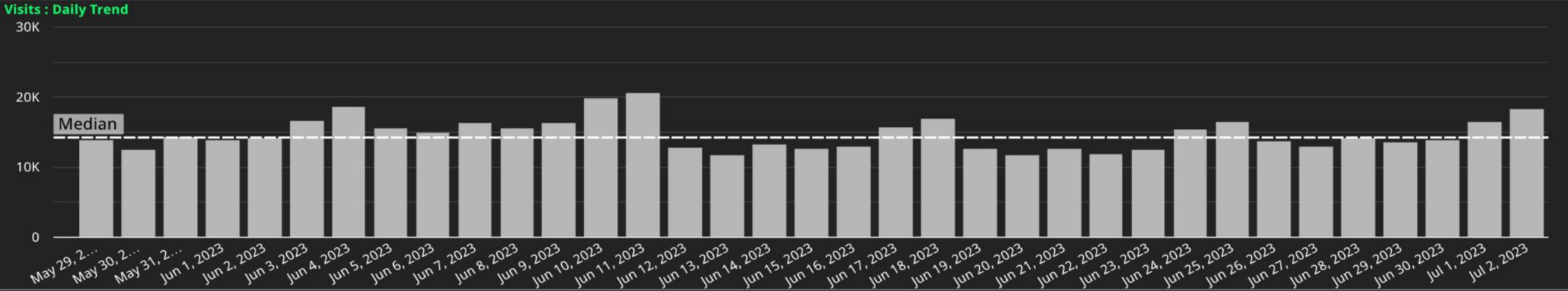
Kilometers Traveled



Place Name	visits	Area (sq. km)
Washington Park	38.41K	0.041
Spur Trail Park	24.35K	0.033
Ray Park	16.62K	0.017
Bay Front Park	12.83K	0.015
Pershing Park	9.67K	0.006
Village Park	5.53K	0.008
Cuernavaca Park	5.18K	0.021
Schultz Park	3.62K	0.010
Victoria Park	2.88K	0.003
Green Hills Park	2.70K	0.009
Josephine Waugh/Soroptimi...	2.18K	0.011

1 - 18 / 18





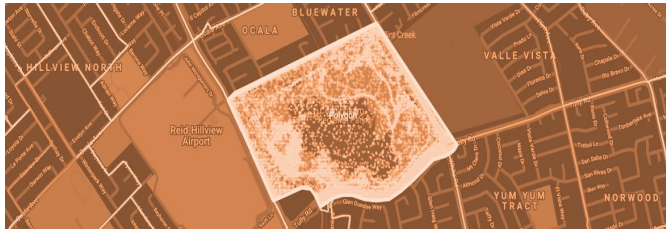
Place Name	Block Name	Percentage	Distance (km)
Washington Park	Census Block Group 5, Census Tract 605400, San Mateo County	0.24%	1.06
Washington Park	Census Block Group 4, Census Tract 605400, San Mateo County	0.18%	0.29
Washington Park	Census Block Group 2, Census Tract 605100, San Mateo County	0.17%	2.67
Washington Park	Census Block Group 3, Census Tract 605400, San Mateo County	0.14%	0.49
Washington Park	Census Block Group 4, Census Tract 605600, San Mateo County	0.13%	3.26
Washington Park	Census Block Group 1, Census Tract 606100, San Mateo County	0.12%	2.73
Washington Park	Census Block Group 1, Census Tract 605100, San Mateo County	0.12%	2.65
Washington Park	Census Block Group 2, Census Tract 605100, San Mateo County	0.11%	1.33

1 - 500 / 3953



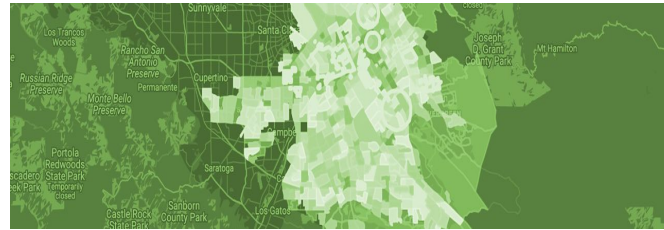
PRICING

Data-as-a-service for city agencies



\$50

PER PLACE
PER MONTH
pay-as-you-go plan



\$900

ALL ZONES (DOWNTOWN, COMMERCIAL, INDUSTRIAL) *
PER MONTH
subscription plan per city agency

* for mid-sized cities and counties

* **parks and green spaces** can be added for incremental \$600 per month



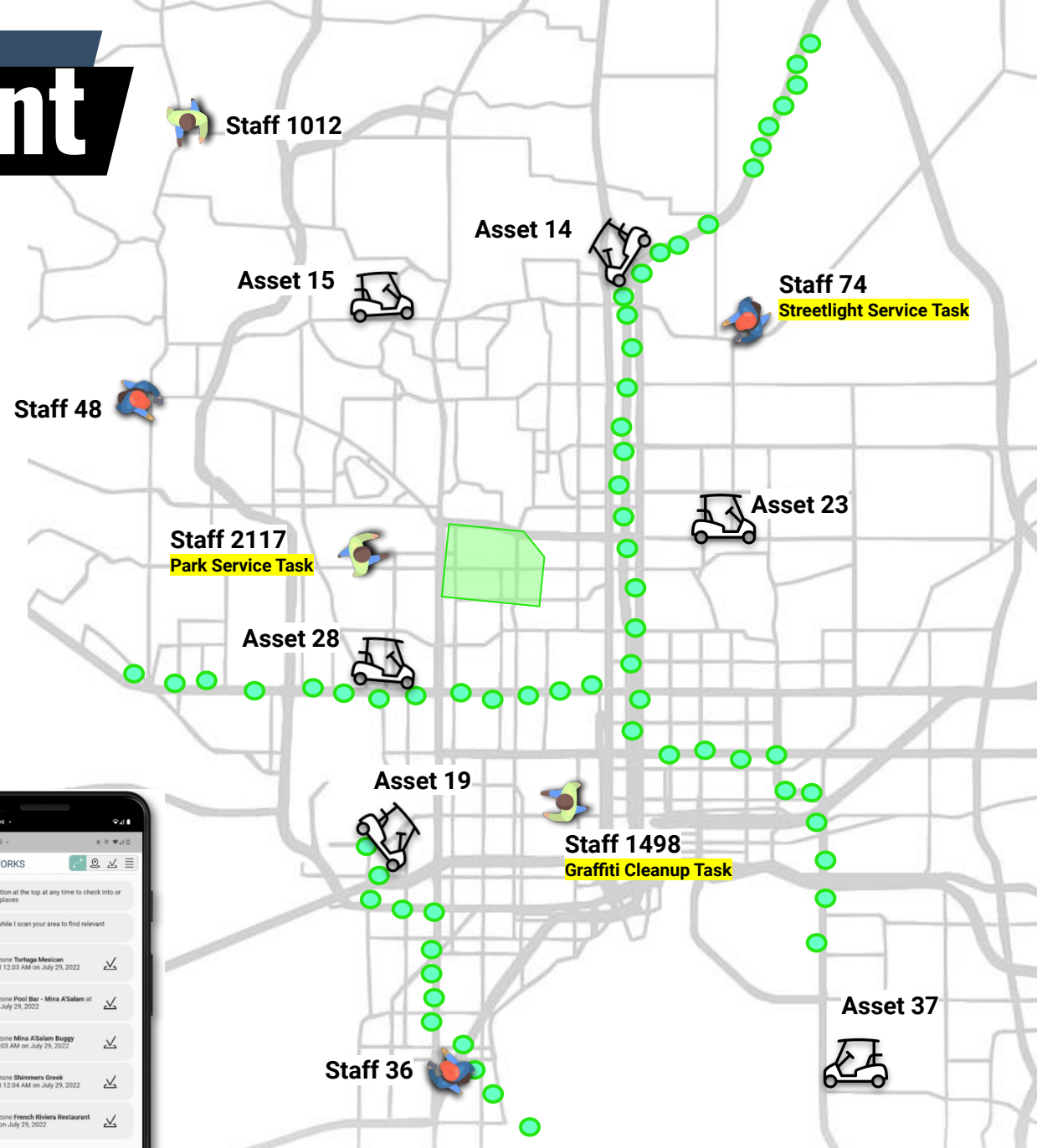
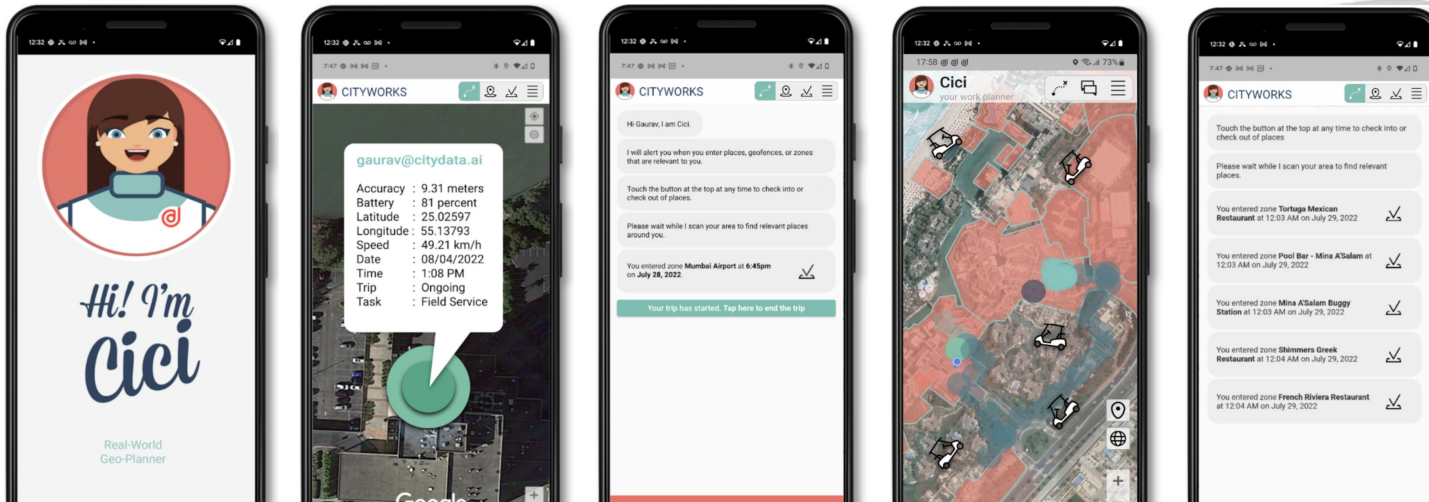
SOLUTION 4

Mobile app and cloud service for accurate field surveys for counting people and capturing survey data directly into cloud-based dashboards. We can also provide workforce management and task optimization for teams focused on field operations, maintenance projects, repeating tasks.

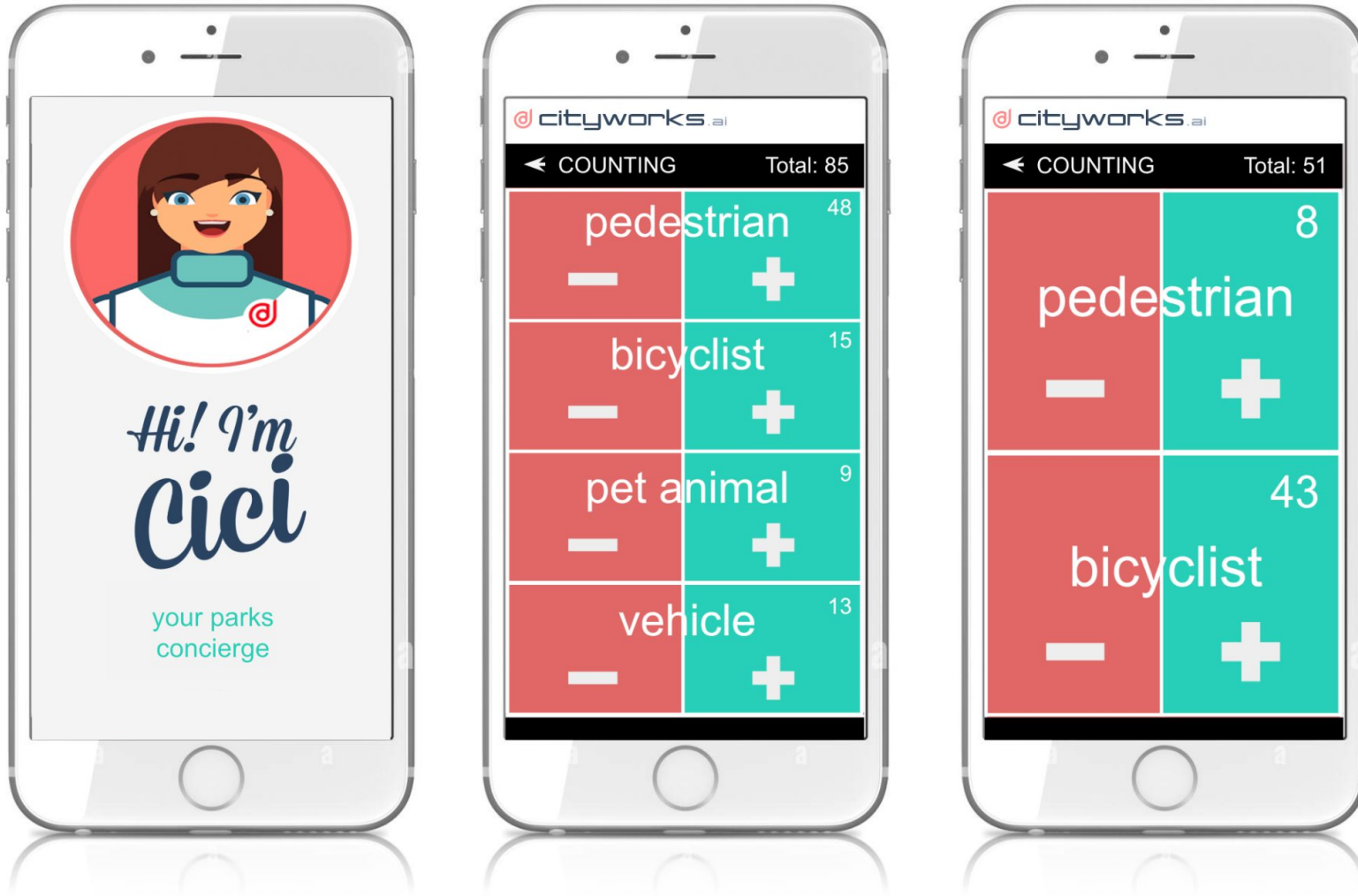
citydata

Operations Management

- **Mobile Chatbot App**
 - Manage, schedule and optimized field tasks
 - Communicate with people, assets, fleets
 - Public works daily operational tasks
 - Construction or project-related tasks
 - Parks maintenance and operational tasks
 - 311 citizen complaints & operational tasks
- **Control Dashboard**
 - Real-time view, allocate assets, send notifications
- **Field Surveys**
 - Field surveys for Parks, DoT and urban planners



Survey App



- **Real-world Counting App for Surveys**
 - Manual counting
 - Auto upload to the cloud
 - Data summary dashboard
 - Coming soon:
 - Automated counting (video with AI image recognition)
- **Flexible Definitions**
 - People
 - Person
 - Child
 - Pet animals
 - Modality
 - Pedestrians
 - Joggers
 - Bicyclists
 - Vehicles
 - Cars/Buses/Trucks
 - Gasoline/Electric
 - e-Scooters
- **Work Verification**
 - Exact location verification
 - Exact time spent counting at location

Mobility big data + Ai for the City of Burlingame.



What sets us apart:

Government focused

- CITYDATA is a GOVTECH company. Our mission is to help the public sector. We only provide data insights to government agencies and enterprise entities that work with the public sector.

Clean record

- We do not collect data about clinics, sensitive areas, exact retail stores, or locations that could be eventually identify people.

Flexible visualization

- We are focused on data insights. We do not force you into our visualization. We are flexible to work with your existing tools.

Attractive terms

- Our pricing is typically half of our competitors. We indemnify you and reduce your risk. We provide consulting when you request it.



Copyright 2021 | CITYDATA.U

@citydata.ai

City of Burlingame



@citydata.ai

Founded in 2020. Profitable global company.
Founders live in Burlingame, California, USA.
Contact: business@citydata.ai