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=c1RLYk4yOC9YZ2NUZ2N4R0NJTV1KZz09
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.
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
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
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
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.
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
Most government agencies and businesses struggle to quantify population count and movement trends.

That’s where CITYDATA comes in.

How many people are in your city or region today?
End-to-end platform for mobility big data + AI + citizen apps for planning & operations

for +8,000 global cities
across +100 countries

CityData.ai

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Nine Use Cases for Visits and Movement Data

1. Budget allocation based on visit trends and usage
2. Operational prioritization based on site usage
3. Top 20 feeder neighborhoods for parks and downtowns
4. Public health benefits from active and healthy lifestyles
5. Visits and usage-based policies to boost local businesses
6. Equitable access to downtown, commercial zones, parks, and trails
7. Measuring carbon reduction benefits from parks and green acres
8. Site selection for new sensors based on historical visits and heat maps
9. Festival & event analytics for downtown zones and major parks
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

SMART 50 AWARDS RECIPIENT

GOVTECH

2020 ▶ 2021 ▶ 2022 ▶ 2023
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.
Burlingame Downtown
Where do visitors come from?
Burlingame Plaza
Where do visitors come from?
Old Bayshore BID
Where do visitors come from?
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.
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.
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
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.
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
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.
City of Burlingame

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