



DATE: February 25, 2014

CATEGORY: New Business

DEPT.: Community Development

TITLE: **Update on Mountain View
Transportation Management
Association**

RECOMMENDATION

Council should provide direction on whether the City is interested in becoming a member of the Mountain View Transportation Management Association. The membership fee of \$75,000 would be included in the Fiscal Year 2014-15 budget proposal for Council consideration.

BACKGROUND

A transportation management association (TMA) is a nonprofit membership organization typically comprised of local business and property owners that provides transportation services for a defined area. The local city is sometimes a member of the TMA. The concept of a TMA in Mountain View had been discussed over the course of several years in a variety of forums, including the Mountain View 2030 General Plan process and Council Study Sessions. In early 2013, staff met with major Mountain View companies to discuss the idea of a TMA. Google and Intuit expressed interest in a TMA.

On March 19, 2013, City Council approved a Planned Community Permit for TMG Partners to build a 385,000 square foot office development at 625-685 Clyde Avenue. The project is being built for Samsung. As a community benefit, TMG offered to establish a TMA for Mountain View. Agreed-upon conditions of approval require the TMA to be formed by January 2, 2014 and require operations to begin prior to 75 percent occupancy of the project. The project construction began in October 2013.

ANALYSIS

Formation of TMA

TMG began the process to establish the TMA immediately after Council approval. Four entities came together to be the Founding Members of the TMA: TMG Partners/Samsung, Intuit, Google, and RREEF/Sares Regis (property owner/developer of the 700 East Middlefield Road project which is currently in the development review process).

The TMA's first meeting occurred in July 2013 and it has been meeting roughly once every four to six weeks. The members initially focused on the drafting of bylaws and Article of Incorporation. The Mountain View TMA was formally incorporated on October 18, 2013.

It is important to note that the Mountain View TMA is an independent nonprofit membership organization which operates under the direction of its Board of Directors. The TMA is independent of the City and is not a public agency, nor is it subject to the Brown Act. Its membership currently consists of the four aforementioned Founding Members. LinkedIn intends to join soon to become the fifth member. The City is not currently a member.

TMA Work Program

Since incorporation, the TMA has been focused on executing its work program (Attachment 1). The major milestones, both completed and pending, are summarized below (Attachment 2):

- Adopted budget.
- Collected initial operating capital.
- Hired staff.
- Began evaluation of potential shuttle routes.

Current Status

The TMA has retained a transportation consultant to assess the transportation services and needs of its members and is currently studying potential shuttle routes. At the outset of operations, the TMA will be focused on operating employee shuttle routes for

two areas—East Whisman and North Bayshore. The shuttles will connect the TMA members' sites to transit stations such as the Downtown Transit Center and Middlefield Light Rail Station. The shuttles will be publically accessible and not limited to use by the employees of the member companies. The TMA bylaws allow the organization to expand services in the future but will initially focus on operating and refining employee shuttle services.

The Mountain View TMA is also developing the logo and branding for the organization and its vehicles. It has enlisted the assistance of the Community School of Music and Arts (CSMA) and is hosting a student design competition through the CSMA "Arts 4 All" program to solicit design ideas.

City TMA Membership

The City is a major property owner in the North Bayshore Area and, therefore, has the opportunity to join the TMA. It is important to note that the City would be joining in its role as property owner, not as the land use authority. The initial fee to join the TMA is \$75,000. Annual membership dues are \$10,000 per year.

Membership in the TMA avails the City the possibility of a seat on the Board of Directors. This would provide the City the opportunity to participate in discussions as the Board makes decisions on TMA operations and to stay informed on TMA activities. Since the City would be a member in its capacity as a property owner rather than in its governmental capacity, staff recommends the City's representative on the Board of Directors should be a staff member.

Member companies are also expected to pay an annual fee equivalent to their share of costs to operate the TMA and provide services to their employees. It is not clear at this point if there will be additional annual fees to the City if it were a member since the City's tenant, Google, is already a member and will be paying an annual fee. Staff will be discussing this issue with the TMA in the coming months and will return to Council prior to a final decision on joining.

At the meeting, Council is asked to indicate if it is interested in joining the Mountain View TMA. If interested, staff would include the \$75,000 membership fee in the City's proposed Fiscal Year 2014-15 budget for Council consideration. Staff would return with more information on the City's class of membership and any ongoing financial obligations with the budget.

FISCAL IMPACT

None at this time. The TMA membership fee of \$75,000 will be included in the Fiscal Year 2014-15 budget proposal should Council express interest in joining the TMA. The source of funding would be the Shoreline Fund.

ALTERNATIVES

1. Do not pursue joining the TMA at this time.
2. Request that staff return to Council with additional information as identified by Council.

PUBLIC NOTICING

Agenda posting. A copy of this report was sent to the Mountain View TMA Executive Director and members.

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RT/7/CAM
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- Attachments:
1. Mountain View Transportation Management Association Work Plan
 2. Summary of Transportation Management Association Activities