



City of Santa Clara

The Center of What's Possible

AGENDA ITEM #: 6

AGENDA REPORT

Date: June 4, 2019

To: City Manager

From: Acting Executive Assistant to the Mayor & City Council

Subject: Correspondence received regarding Item #6 - Action on Councilmember O'Neill's Request Related to the City's Participation in an "Innovation Zone"

From Wednesday, May 29, 2019, at 12:00 p.m., through Tuesday evening, June 4, 2019, at 5:00 p.m., the Mayor and City Council Offices have received the attached communications regarding Item #6 - Action on Councilmember O'Neill's Request Related to the City's Participation in an "Innovation Zone"

Genevieve Yip
Acting Executive Assistant to the
Mayor & City Council

Documents Related to this Report:

- 1) *Communications received*

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POST MEETING MATERIAL

6/4/2019

ITEM 6

Genevieve Yip

From: Clerk
Sent: Tuesday, June 4, 2019 2:37 PM
To: Genevieve Yip
Subject: FW: Item 19-709 Innovation Zone: Letter from Vice Mayor Jones and Councilmember Davis
Attachments: Letter To Santa Clara - Innovation Zone.pdf

From: Fernandez, Philip <philip.fernandez@sanjoseca.gov>
Sent: Tuesday, June 4, 2019 2:27 PM
To: Clerk <Clerk@santaclaraca.gov>
Subject: Item 19-709 Innovation Zone: Letter from Vice Mayor Jones and Councilmember Davis

Hello,

Please see the attached letter from Vice Mayor Jones and Councilmember Davis regarding item 19-709 on today's Council Agenda.

Please let me know if there are any issues with the file,

Philip Fernandez
Council Assistant
City Council District 6
200 E. Santa Clara Street, 18th Floor
San Jose, CA 95113-1905
Tel (408) 535-4954
www.sjd6.org
Philip.Fernandez@sanjoseca.gov

Follow the Councilmember on Social Media:



P.S. Stay updated on current issues in District 6 and the City of San José by signing up to receive our newsletter [here](#).

DEVORA "DEV" DAVIS
CITY COUNCIL DISTRICT 6



June 4, 2019
City of Santa Clara
1500 Warburton Avenue
Santa Clara, CA 95050

Honorable Mayor and Councilmembers for the City of Santa Clara,

Thank you for considering item 19-709 on today's agenda. We ask that you approve this item and agree to collaborate with the City of San Jose in the West San Jose Innovation Zone. The goals of the Innovation Zone are to foster innovative concepts and engage community in emerging technologies. The City of Santa Clara and the City of San Jose can use this working relationship to help encourage our vital role as the heart of Silicon Valley.

There are no formal commitments that we ask of the City of Santa Clara, other than willingness to work with City of San Jose staff as needed to foster the pilot programs that will test in this designated zone. This is an excellent opportunity to highlight our two cities and develop successful public/private partnerships with companies that wish to test out new concepts, and engage community members of all ages and skill levels in technology developments.

Thank you for your consideration.

Charles "Chappie" Jones
San José Vice Mayor, District 1

Dev Davis
San José City Councilmember, District 6

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ITEM 6

Genevieve Yip

From: Susan Hinton <suewalt@comcast.net>
Sent: Tuesday, June 4, 2019 10:36 AM
To: Mayor and Council
Subject: How does the "Innovation Zone" work with "Pruneridge Avenue Complete Streets Plan Grant Award"?
Attachments: 2019-ONeill-Innovation-Zone-Map.pdf; 20190531_Pruneridge-Possible-RoadDiet.JPG

Dear Mayor Gillmor and City Council Members,

Today, June 4, the Council is due to consider and perhaps vote on Council Member O'Neill's request that the City participate in a joint San Jose / Santa Clara Innovation Zone. The map for the Innovation Zone (attached) makes it look as though Pruneridge Avenue is included in the proposed Zone. Is this true? If so, how will the Innovation Zone overlap or affect the newly awarded Pruneridge Avenue Complete Streets Plan Grant Award extension of "Complete Streets" along Pruneridge.

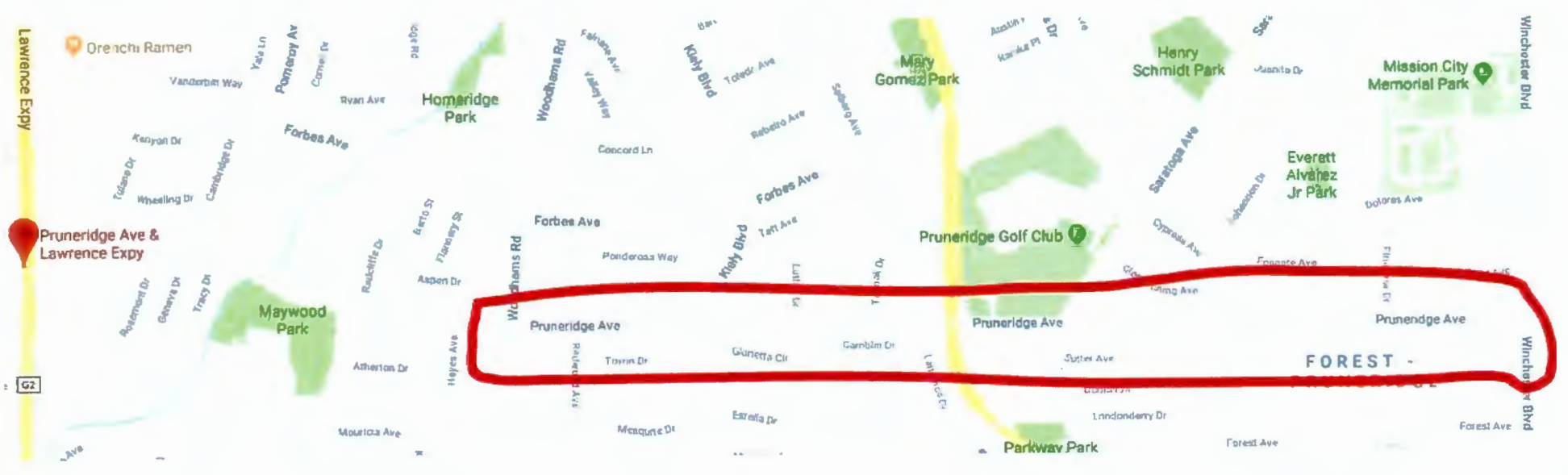
There does seem to be, in the Complete Streets award, a requirement for "robust public outreach to solicit community input." Does this mean that the public will truly have input on Pruneridge? Or will input be overridden by experimental "Innovation"?

Also, as one who is scientifically minded and who understands the importance of neutrality in questions developed for surveys (i.e., using neither leading questions nor questions designed to tilt input toward a desired outcome), it is sincerely hoped that the Council will avoid PR oriented survey developers when commissioning questionnaires. Also it is hoped that the Council will avoid peculiar mechanisms such as placing colored dots, or scribbling illegible comments, on wall posters when soliciting "robust" feedback from the public.

Sincerely,
Susan Hinton
3066 Hazelwood Ave.
Santa Clara, CA 95051-6121

Innovation Zone Map





Lawrence Expy

Pruneridge Ave & Lawrence Expy

102

Orenchi Ramen

Yale Ln
Pumery Av
Comell Dr
Rvan Ave
Kanyon Dr
Tullang Dr
Wheeling Dr
Cambridge Dr
Forbes Ave

Maywood Park

Homeridge Park

Woodhams Rd
Fajuna Ave
Kathy Blvd
Toledo Ave
Rebeto Ave
Sageo Ave
Concord Ln
Forbes Ave
Ponderosa Way
Pruneridge Rd
Wichams Rd
Hoyes Ave
Atherton Dr
Mourioa Ave

Mary Gomez Park

Henry Schmidt Park

Mission City Memorial Park

Everett Alvarez Jr Park

Pruneridge Golf Club

Parkway Park

Winchester Blvd
Forest Ave

FOREST

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ITEM 6

Genevieve Yip

From: Christina Johnson <xtnpham@gmail.com>
Sent: Monday, June 3, 2019 8:38 PM
To: Mayor and Council
Subject: Fwd: Item 6 - 19-709 - APPROVE Councilmember O'Neill's request for Innovation Zone participation

Dear Mayor and Council:

ASK: APPROVE Councilmember O'Neill's request for Santa Clara to participate in the Innovation Zone project.

I am a constituent of the City of Santa Clara and a board member of CatalyzeSV. I would like to encourage and ask you to APPROVE Councilmember O'Neill's request for Santa Clara to participate in the Innovation Zone program San Jose is implementing. This is a program that is coordinated by San Jose, but allows Santa Clara to be an active member of this team. San Jose will not dictate the rule; rather, San Jose will work with Santa Clara to define the programs. There is minimal cost to Santa Clara, but expect some staff time will be needed.

I believe that this is a great way for cities in the South Bay to collaborate and work together to fully test new technologies. Since Santa Clara is an integral part of Silicon Valley, it behooves us to be part of this movement. I hope you will vote in support of this effort.

Thank you,
Christina Johnson
1535 Vista Club Circle, Santa Clara, 95054
(408) 838-6789

6/4/2019

ITEM 6

Genevieve Yip

To: Teresa O'Neill; Christine Jung; Kohl, Cassidy
Subject: RE: Innovation Zone information

From: Kohl, Cassidy <Cassidy.Kohl@sanjoseca.gov>
Sent: Monday, June 3, 2019 10:46 AM
To: Teresa O'Neill <TONEill@SantaClaraCA.gov>
Cc: Christine Jung <CJung@SantaClaraCA.gov>
Subject: RE: Innovation Zone information

Hi Councilmember O'Neill and Christine,

I hope you had a wonderful weekend! I created an Innovation Zone FAQ in case it is helpful. I'm also attaching our one pager again.

Is it possible to have these items added to the agenda item for tomorrow?

Also-please let me know if there is anything else we can do to be helpful in preparation for tomorrow's meeting.

All the best,

--

Cassidy Kohl

Council Policy and Legislative Director
Office of Vice Mayor Chappie Jones
San Jose City Councilmember, District 1
San Jose City Hall | 200 E. Santa Clara St., 18th Floor, San Jose, CA 95113
408-535-4914

www.sjdistrict1.com



From: Teresa O'Neill [<mailto:TONEill@SantaClaraCA.gov>]
Sent: Wednesday, May 29, 2019 3:42 PM
To: Kohl, Cassidy <Cassidy.Kohl@sanjoseca.gov>
Cc: Christine Jung <CJung@SantaClaraCA.gov>; Jones, Chappie <Chappie.Jones@sanjoseca.gov>
Subject: RE: Innovation Zone information

Thanks very much, Cassidy. I appreciate the additional information. I was able to speak briefly with Vice-Mayor Jones today at VTA. If you have any other information on the Innovation Zone, please pass it along. I do see this as a great opportunity for San Jose and Santa Clara to partner on a project that should benefit all of our residents.

Sincerely,
Teresa O'Neill
Council Member
City of Santa Clara

From: Kohl, Cassidy [<mailto:Cassidy.Kohl@sanjoseca.gov>]
Sent: Wednesday, May 22, 2019 4:46 PM
To: Teresa O'Neill <TONEill@SantaClaraCA.gov>

Cc: Christine Jung <CJung@SantaClaraCA.gov>

Subject: Innovation Zone Information

Hi Councilmember O'Neill and Christine,

I wanted to pass along our one pager for the Innovation Zone. Vice Mayor Jones and Councilmember Davis would like to attend the council meeting that discusses this opportunity for collaboration.

Let me know if there is any further information we can provide, and please keep me up to date if the item is placed on any upcoming agenda.

Thanks so much!

Best,

--

Cassidy Kohl

Council Policy and Legislative Director

Office of Vice Mayor Chappie Jones

San Jose City Councilmember, District 1

San Jose City Hall | 200 E. Santa Clara St., 18th Floor, San Jose, CA 95113

408-535-4914

www.sjdistrict1.com



Innovation Zone FAQ's

What is the "Innovation Zone"?

- The Innovation Zone is an area of West San Jose and a portion of the City of Santa Clara that Vice Mayor Jones and Councilmember Davis have identified as an area where new technologies can pilot.

Is there an opportunity for community involvement in the technology testing?

- Yes! Involving the community in these pilots is a large goal of the Innovation Zone. We envision companies working with community members of all ages to create a mutually beneficial experience. The companies get real-world feedback and the community gets to engage and learn from these exciting new concepts.

What kind of technology will be tested here?

- The Innovation Zone will be open to all concepts that have a community benefit. The goal is to see new technologies that highlight the creativity and innovation of Silicon Valley!

Where will these technologies be tested within the Innovation Zone?

- That all depends on what the new technology is. Some pilots may take place on sidewalks or streets, while others may utilize the "Innovation Hub".

What is the "Innovation Hub" and where is it?

- The Innovation Hub is an area where new technologies that require a physical space will be piloted. This area can also serve as a space where youth groups and community members can engage with new pilot programs. We have not yet solidified our Innovation Hub location, but we hope to share it soon!

When does the Innovation Zone officially launch?

- This year! We are still solidifying some details but we are hopeful the launch date will be in early Fall 2019.

How will start-ups and companies begin the process of piloting their project in the Innovation Zone?

- For all things related to the Innovation Zone, connect directly with Cassidy in Vice Mayor Jones office at Cassidy.kohl@sanjoseca.gov.

The Innovation Zone

Office of Vice Mayor Chappie Jones

Description:

- Specified area of West San Jose (D1, D6, Santa Clara) that will be highlighted as a place for new technology testing and piloting
- Companies and small startups will work directly with VM Jones's office to facilitate successful and streamlined partnership with the City in testing and piloting new innovation
- Creation of an "Innovation Hub" where companies, community members, and start-ups can collaborate and find partnerships
- Point person for contact: Cassidy Kohl Cassidy.Kohl@sanjoseca.gov 408 (535) 4914

Goals:

- Spur innovation in San Jose
- Allow educational opportunities for youth to engage with emerging technologies and interact with professionals in varying innovative fields
- Create a vehicle for adults to transition to careers in technology.
- Encourage successful partnerships with the City and new and existing companies
- Streamline bureaucratic process for companies wishing to test new technologies in San Jose
- Allow members of the community to engage with pilot programs
- Establish designated area in Silicon Valley for technology innovation

Press timeline:

- Finalize Press Release- August 2019
- Press Event- August 2019
- Work with Office of Civic Innovation and Federal Realty to develop Innovation Hub- Sept-Dec 2019
- Open Innovation Hub- 2020
- Invite partnerships- ongoing

Innovation Zone



6/4/2019

ITEM 6

Genevieve Yip

From: Kirk Vartan <kirk@asliceofny.com>
Sent: Sunday, June 2, 2019 2:05 PM
To: Mayor and Council; Manager; cityclerk@santaclaraca.gov
Cc: Teresa O'Neill; Jones, Chappie; Dayvid Gomez; Cassidy Kohl; Lisa Gillmor; WinchesterNAC Info; Deanna Santana; Andrew Crabtree
Subject: Item 6 - 19-709 - APPROVE Councilmember O'Neill's request for Innovation Zone participation

Dear Mayor and Council:

ASK: APPROVE Councilmember O'Neill's request for Santa Clara to participate in the Innovation Zone project.

I would like to encourage and ask you to APPROVE Councilmember O'Neill's request for Santa Clara to participate in the Innovation Zone program San Jose is implementing. This is a program that is coordinated by San Jose, but allows Santa Clara to be an active member of this team. San Jose will not dictate the rule; rather, San Jose will work with Santa Clara to define the programs. There is minimal cost to Santa Clara, but expect some staff time will be needed. You can also rely on your community advocates to support this effort, in an official capacity if you wish.

I have personally been involved with some of these efforts and it is a great way for the cities of San Jose, Santa Clara, and Cupertino to collaborate. The Innovation Zone will allow both sides of Stevens Creek to fully test new technologies such as autonomous vehicle services, wireless technologies, and who knows what else Silicon Valley can dream up. This is a great place for new technology to be seen and tested.

As a business in Santa Clara and in the middle of this Zone and the President of the Winchester NAC that covers both sides of Steven Creek, I will pledge to you that our worker cooperative business will embrace whatever technologies presented and represent Santa Clara to the best of our abilities.

Both A Slice of New York and the Winchester NAC asks you to please support this request.

Kind regards,

Kirk Vartan
A Slice of New York, GM/Founder
Winchester NAC, President
Catalyze SV, Board Member

=====
A Slice of New York
A New York Experience in the Bay Area
The Bay Area's newest worker-cooperative
3443 Stevens Creek Blvd. (San Jose/Santa Clara)
1253 W El Camino Real (Sunnyvale)
SJ: (408) 24-SLICE / SV: (650) 938-NYNY
www.asony.com
www.911memorial.org