



**NOTICE OF PUBLIC MEETING
AND
NOTICE OF PUBLIC HEARING
CITY OF MENLO PARK PLANNING DIVISION**

NOTICE IS HEREBY GIVEN that the Planning Commission of the City of Menlo Park, California, is scheduled to review the following item:

Use Permit/Off the Grid Services LLC/Menlo Park Civic Center:
Request for a use permit for a recurring special event (weekly food truck market) on a portion of the Menlo Park Civic Center, at 701 Laurel Street in the P-F (Public Facilities) zoning district. The market would be located in the parking lot along Alma Street, between the Library and the Arrillaga Family Gymnasium, with an alternate location near the fountain between the Administration Building and Arrillaga Recreation Center. Additional alternate Civic Center locations could also be considered in the future. The event would occur on Wednesday evenings between 5:00 p.m. and 9:00 p.m., with setup starting at 3:30 p.m. and cleanup concluding at 10:00 p.m. The event would include amplified live music and generator use, which may exceed Noise Ordinance limits. The event would replace the existing weekly food truck market at the Caltrain station parking lot, which is being discontinued at that location.

NOTICE IS HEREBY FURTHER GIVEN that said Planning Commission will hold a public meeting on this item in the Council Chambers of the City of Menlo Park, located at 701 Laurel Street, Menlo Park, California, on **Monday, September 12, 2016**, 7:00 p.m. or as near as possible thereafter, at which time and place interested persons may appear and be heard thereon. If you challenge this item in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City of Menlo Park at, or prior to, the public hearing.

The project file may be viewed by the public on weekdays between the hours of 7:30 a.m. and 5:30 p.m. Monday through Thursday and 8:00 a.m. to 5:00 p.m. on Friday, with alternate Fridays closed, at the Department of Community Development, 701 Laurel Street, Menlo Park, California. Please call Thomas Rogers, Senior Planner, at (650) 330-6722 or email at throgers@menlopark.org if you have any questions or comments.

Please find attached to this notice, copies of the project plans and site information as submitted by the applicant.

Si usted necesita más información sobre este proyecto, por favor llame al 650-330-6702, y pregunte por un asistente que hable español.



Supplemental Information – Event Description

Off the Grid: Menlo Park

Re: Supporting information for Permit Application

History of Off the Grid's Permitting

Off the Grid was first contacted by Jim Cogan with the Menlo Park Office of Economic Development in mid 2013. Mr. Cogan's interest in bringing Off the Grid to Menlo Park was to develop an amenity that would attract a younger demographic into downtown. With Facebook having its headquarters in Menlo Park, the question posed was, "Would an Off the Grid event create an opportunity to keep a portion of these employees and others in the same industry, in Menlo Park, spending dollars?"

In the Fall of 2013, after reviewing several locations with Mr. Cogan, OtG negotiated a lease agreement and authorization for activating the southeast portion of the Caltrain lot with the Joint Power Board. Soon after OtG began working with Thomas Rodgers on a permit application for a Temporary Use Permit. The expectations, requirements and demands of the application were tedious and thorough. OtG conducted a parking analysis, outreach to local restaurants and merchants and with the property management team of the Menlo Center.

Our groundwork and submittal created an opportunity to go before the Planning Commission in a public hearing in. Off the Grid faced an overwhelming amount of opposition from local business owners and residents. The line went out the door and the hearing went well into the night. The Planning Commission graciously approved a 1-year TUP with a six month check in. In addition, it was suggested that OtG begin surveying our customers based on feedback from the public during the hearing that OtG was not able to answer at the time. OtG began profiling the customers at Menlo Park in April of 2014. To date we have now conducted over 14,000 interviews across all of our markets. The data has proven to be incredibly eye opening.

In September of 2014 OtG returned before the Planning Commission to discuss how the event had been going in its first 6 months and any issues that arose during this time frame. The room was empty that night, with no opposition but rather testimony from Mr. Cogan in a discussion he had had with a local restaurant owner. This owner was skeptical of the OtG event, fearing it would damage his business. He had expressed to Mr. Cogan that his business was up so much on Wednesday evenings that he needed to hire addition employee(s). No action was taking this night by the Planning Commission, as it was a review.

In November of 2014 we began to pursue renewing the permit, which would expire in February of 2015. We then had an opportunity to return to the Planning Commission and were granted a 5-year extension of the event. This action is an incredible indication that OtG had demonstrated our ability to mitigate issues in a timely manner, run a safe event and uphold the Conditions set fourth by multiple departments and the Planning Commission. Due to a major oversight by the Joint Power Board, OtG is now in a position where we will need to vacate the Caltrain location and ultimately no longer serve the wonderful customers of Menlo Park. It is our request and desire to continue to bring new business into Menlo



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Park, provide opportunity to independent business owners and create a lively activation, additive and amenity to the Downtown Menlo Park Community.

28 Months in Menlo Park

From the day we opened and over the last two years, we have seen an incredibly loyal and strong customer base. The market trends are consistent and viable. We see our peak in customers between May – September and a reduction in attendance between November – February. This is common in successful markets as attendance changes when we reduce our hours of operation for the winter months and reduce our vendor lineups.

The feedback we have received from the community has been extraordinary. We are incredibly thankful to have had an opportunity to create an event that entices such a positive atmosphere. Tens of thousands have visited the market enjoying the food, music and atmosphere. Through this activation, we believe that Off the Grid is facilitating an opportunity for people who may have no reason being in downtown or Menlo Park are coming to the event because they are loyal to OtG or the individual food truck businesses. This can create a moment of discovery. Perhaps these customers are finding something new in their community or neighboring City. When these customers return to shop or eat at the surrounding businesses they learned about from attending the OtG event is an amazing value ad to the business community. Although challenging to measure, the OtG event unlocks economic vitality.

We are not aware of exactly how many Facebook employees may be coming to the event. However, what has happened is we see an incredible amount of young families who would report they would not be eating out on a Wednesday night had OtG not been there. This customer base and demographic is a family friendly one who were interested in an event like OtG to bring them out and reintroduce them with their downtown.

We have worked hard to find complementary programming which includes:

- **Programming brought to the market:**
 - Menlo Park Public Library Programs
 - Steve & Kate's Camp Stop Motion Animation activity for kids
 - CARE.COM Kid's activities last year
 - San Jose Earthquakes providing Futbol table at the market
 - Worked with Parent's Association of Menlo Park to provide a space for the organization to dine.

- **Currently in conversation with:**
 - Tech Shop Peninsula (originated in Menlo Park) to run activations at the market
 - AT&T to provide outdoor games for the market for 2 dates.

These groups and participants allows the market to highlight what one of our core values is. To create an inviting space that can function as a forum for the community to bring people together in new and inventive ways.



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Off the Grid: Menlo Park

Customer Profile Analysis

When profiling our customers to understand their behavior we ask the following questions for all Monday through Friday dinner markets:

1. How did you hear about this event?
2. Apart from diverse food options, what was the main reason you decide to come to the market today?
3. Where are you coming from?
4. Did you park in a designated OtG parking space?
5. If you drove, how far away did you park?
6. Where you going after attending OtG?
7. Would you be eating out close by if OtG wasn't here? (this is the most important)
8. How often do you attend an OtG event?
9. Gender, Age, Occupation, Education Level
10. How can we improve the market experience?

Focusing on questions 3, 5, 6, 7, 8 and 9. The following is what we've discovered and concluded:

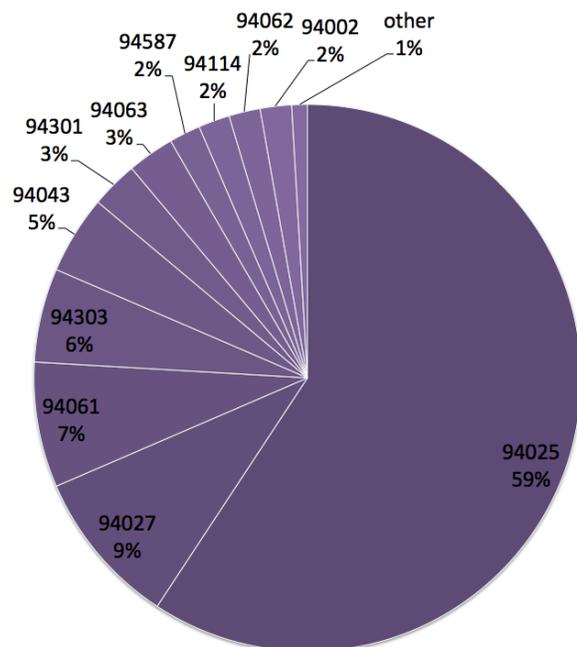
Where are customers coming from?

Based on our findings we can conclude 59% of guests at this market will come from Menlo Park. The other 41% will come from neighboring cities like Atherton and Palo Alto. This aligns with our goals to focus on engaging the Menlo Park community, particularly the younger crowd.

Key

94025 –Menlo Park
94027 -Atherton
94061 -Redwood City South
94303 –East Palo Alto
94043 -Mountain View
94301 -Palo Alto
94063 -Redwood City East
94587 -Union City
94114 -San Francisco
94062 -Redwood City West/Redwood Park
94002 –Belmont

Zipcode





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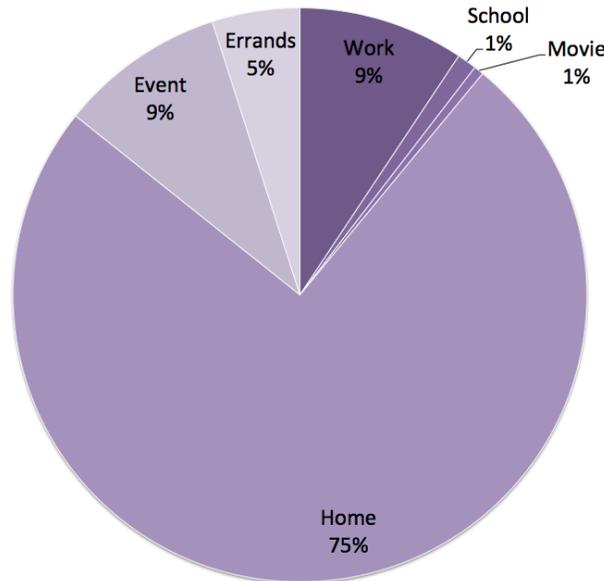
How far did people drive?

Based on the graph above we are also able to see the distance people are willing to travel. We're seeing the grand majority coming from within city limits which is 17.42 squared miles. Another 22% are driving anywhere from 1.5 – 5miles from Atherton or Palo Alto. The remaining 19% of people are traveling from places like Mountain View, San Francisco and Union City which can be anywhere up to 30 miles away.

Where are they going after OtG?

25% of our attendance is doing something after going to OtG other than going home. This includes going to other events, shopping or watching a movie in Menlo Park - creating activation and business beyond the OtG event space.

Where are you going after attending OTG?



Would they be eating out close if it wasn't for OtG?

Often OtG hears opposition from local restaurants worried their customers could be potentially detoured during the time of the event. What we have discovered is only 32% of customers would definitely be going out to eat elsewhere in the neighborhood had OtG not been there, while 38% would have not gone out to eat in the area at all. The opportunity OtG creates here is in that 38%, plus the other 30% who were unsure. This means local restaurants now have an opportunity to capture an audience who would not be there to begin with. And even better is when these customers have a moment of discovery while at

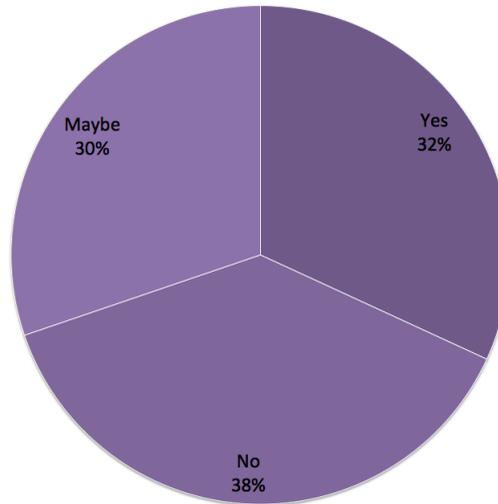


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OtG and then decide to come back on a different day and create business for the local shops and restaurants.

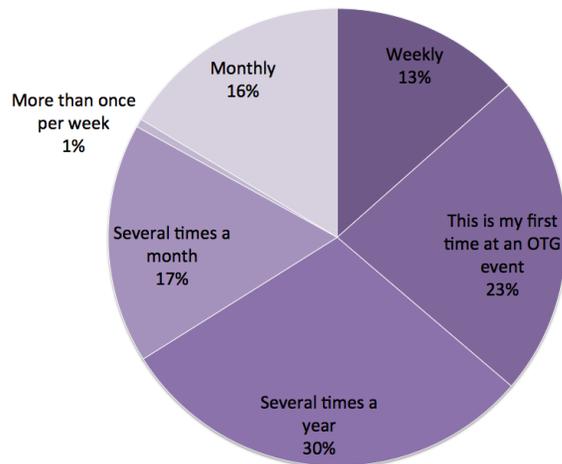
Would you be eating out close by if OTG wasn't here?



How often do customers attend an OtG event?

Over 45% of our customer base is a repeating customer. 23% of this customer base may be discovering Menlo Park for the first time.

How often do you attend an OTG event?





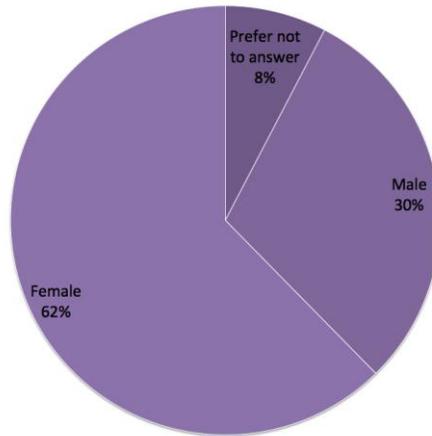
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Off the Grid: Menlo Park

Gender, age, occupation, education level?

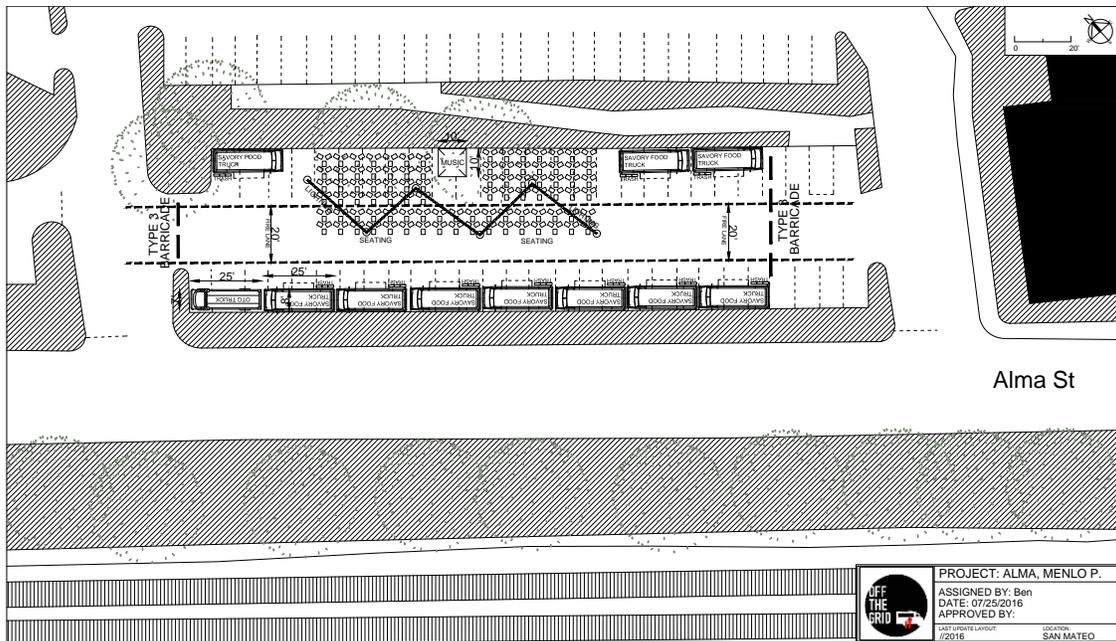
Although OtG markets are filled with a diverse group of people, OtG customers tend to be savvy young professionals and families. 62% of our total customer base are women compared to 30% male.

Gender



Site

Option 1: Library

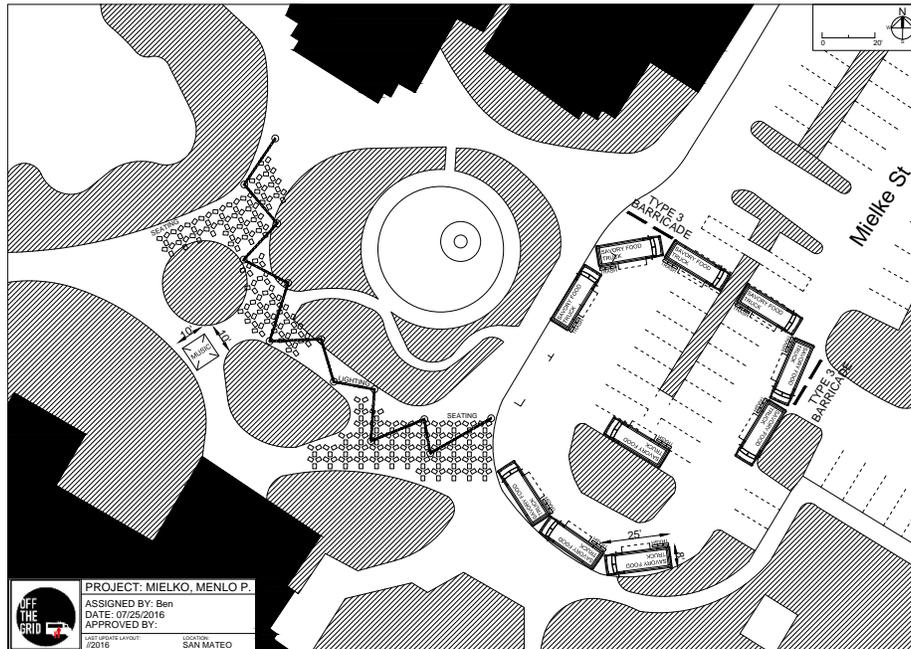




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Option 2: Fountain



Off the Grid's first location choice is the library off Alma St. In the event the library receives an overwhelming amount of opposition, we will move to option 2 at the fountain.

At the library, the market will be set up along side Alma street and traffic will be rerouted around the back of the rest of the lot. 10 "No parking" signs will be used to secure the space, which is exactly what is currently being done at the CalTrain location. In the case we need to pivot to the fountain, OtG will look to use the parking at the end of Mielke Dr. 10 "No parking" signs will also be needed and signage will be placed to warn incoming cars of partial lot closure.

Type 3 barricades will be used at either location for a safe closure. OtG also looks to maintain ADA parking at both options. Our Market Operations Manager fully trains each staff member in logistics and safety. Our staff members are adept at properly setting up signage, barricades, fencing and any other equipment as identified in the market's planning process. Off the Grid will have a minimum of 2 staff members during this event to help address any issues and guide anyone who is lost or has questions. Staff will all be wearing red OtG shirts for easy identification and will be making sure the closure and detour of traffic is happening safely through the entirety of the event.

Music

Music is an important part of the experience and package at each market. Our musicians and singers will be equipped with a microphone and a speaker to provide background acoustic



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sounds and a bit of entertainment for 2 hours, typically with a short break in-between. Music will be staged under a 10x10 tent facing away from Grove Street and into the center of the market in order to have the least impact on the neighboring residents. OtG will also keep decibel levels at 90. This aids in creating a comfortable ambiance suitable to the young families attending our market. Music also provides a great opportunity for OtG to work with the community by curating local musicians interested in gaining exposure or opportunities for performing.

Examples of music at our markets:

<http://www.youtube.com/watch?v=dikV9Clqiuw&feature=youtu.be>

<http://www.youtube.com/watch?v=FfyCq9Wzxik&feature=youtu.be>

<http://www.youtube.com/watch?v=n8eujoJRjBA&feature=youtu.be>

<http://www.youtube.com/watch?v=dikV9Clqiuw&feature=youtu.be>

Waste Management Plan

OtG has a pop-up, zero footprint mentality and leaves the market space cleaner than we found it at the conclusion of each event. We achieve this by requiring the following of our ourselves and our vendors. All vendors are contracted to use compostable and/or recyclable service materials, a 3-part waste disposal system in front of their vehicle, to pack out all garbage accumulated at the conclusion of their shift and manage waste disposal at their individual commissaries or restaurants. OtG provides additional waste disposal capacity with a waste station at the two market exit points, and partners with the San Francisco Conservation Corps for waste sorting and recycling at an offsite storage facility. In addition, OtG encourages all vendors to use organic and sustainable products. We believe this program results in better food and supports our zero-footprint philosophy.

Restrooms

Off the Grid will use City Hall restrooms for either location.

Communicating Event Access

Using our Off the Grid IOS and Android App we have profiles on each location where we can communicate parking and other amenities or accommodations. Along with our website, newsletter, staff onsite and signage in the market, we will be communicating parking suggestions. In addition, services such as LYFT or Uber are incredibly popular amongst our demographic. This demographic is typically 25 – 40-year-old, young families who are tech savvy and follow us on social media platforms.