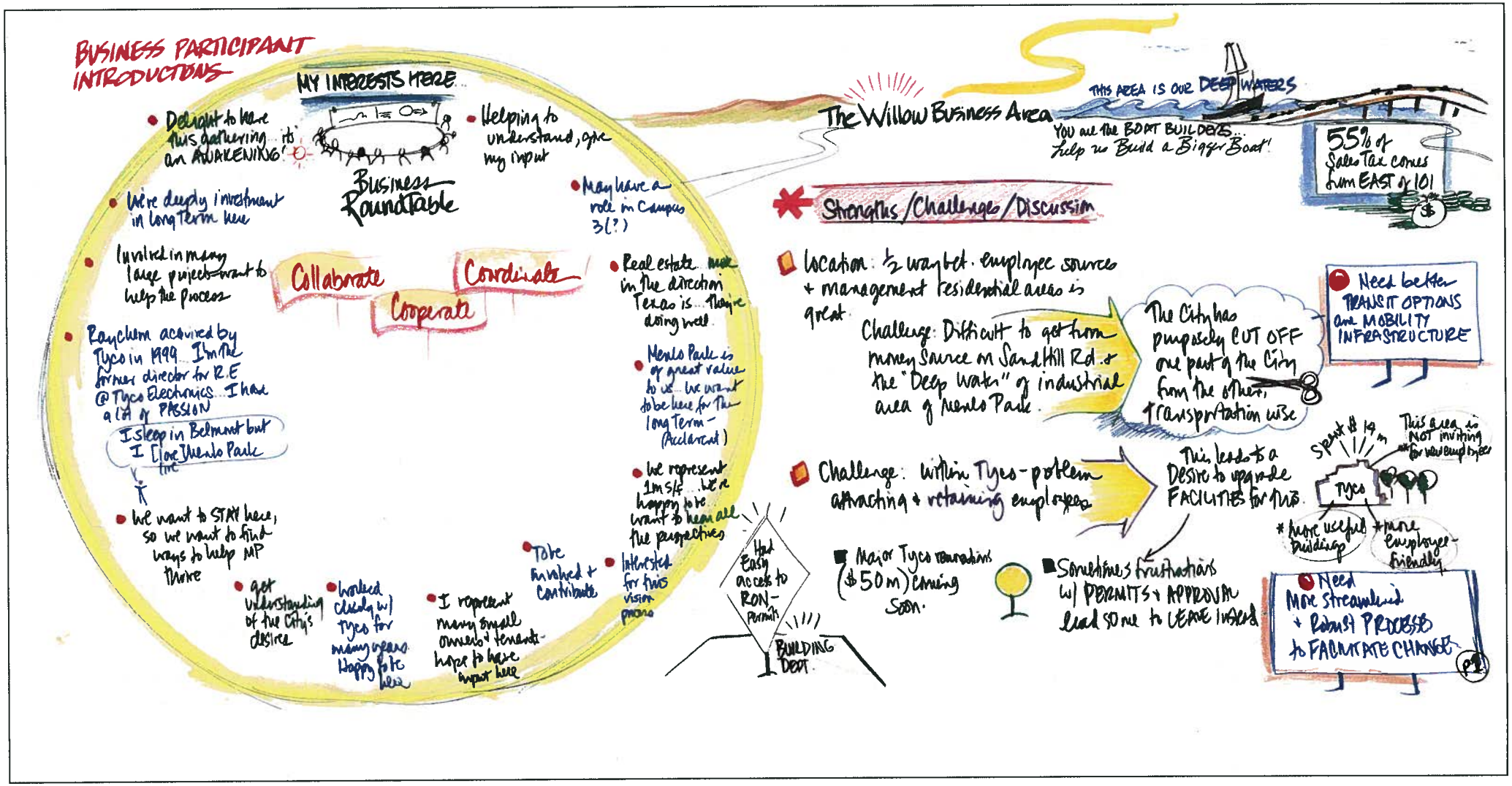
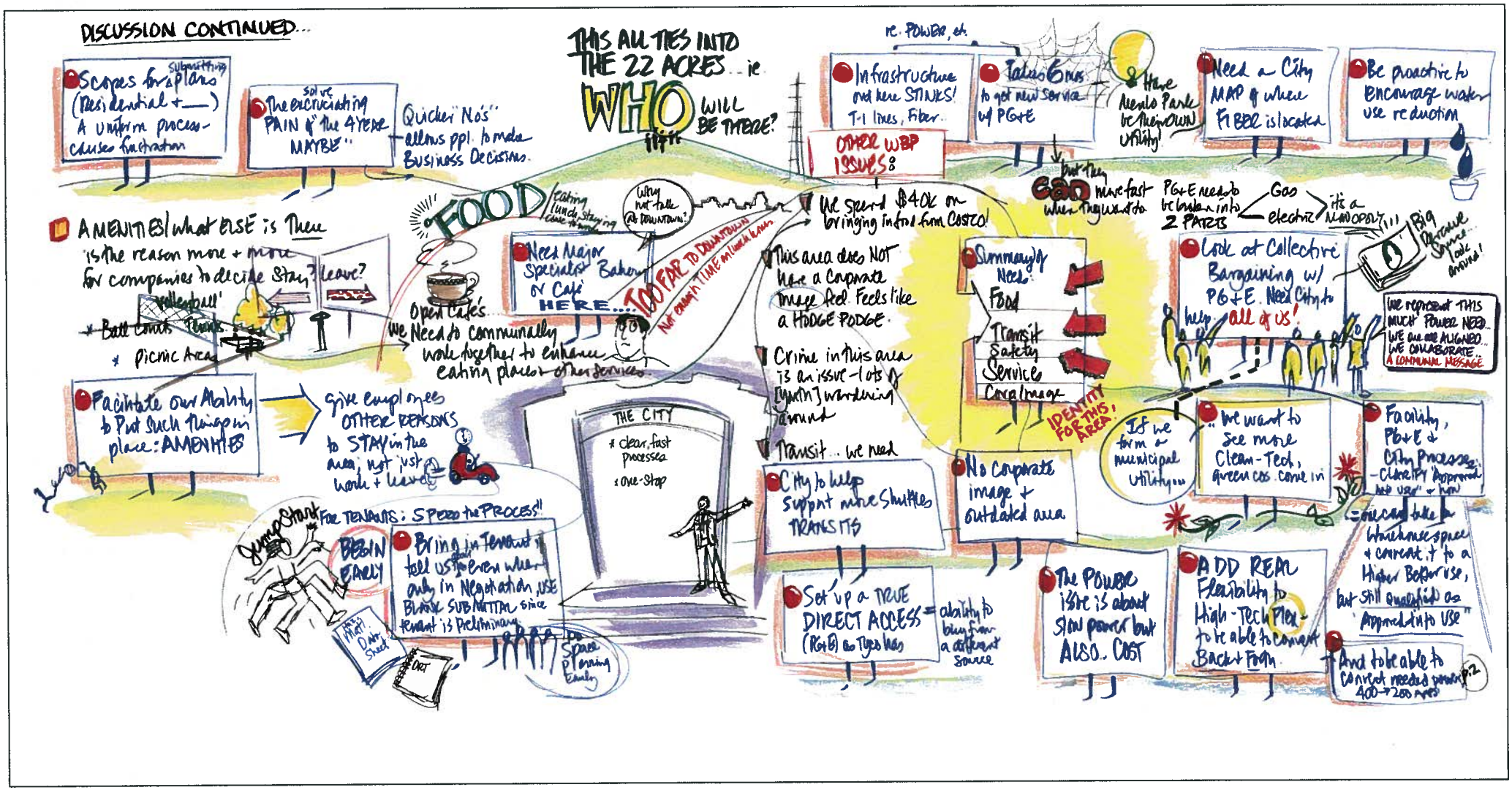
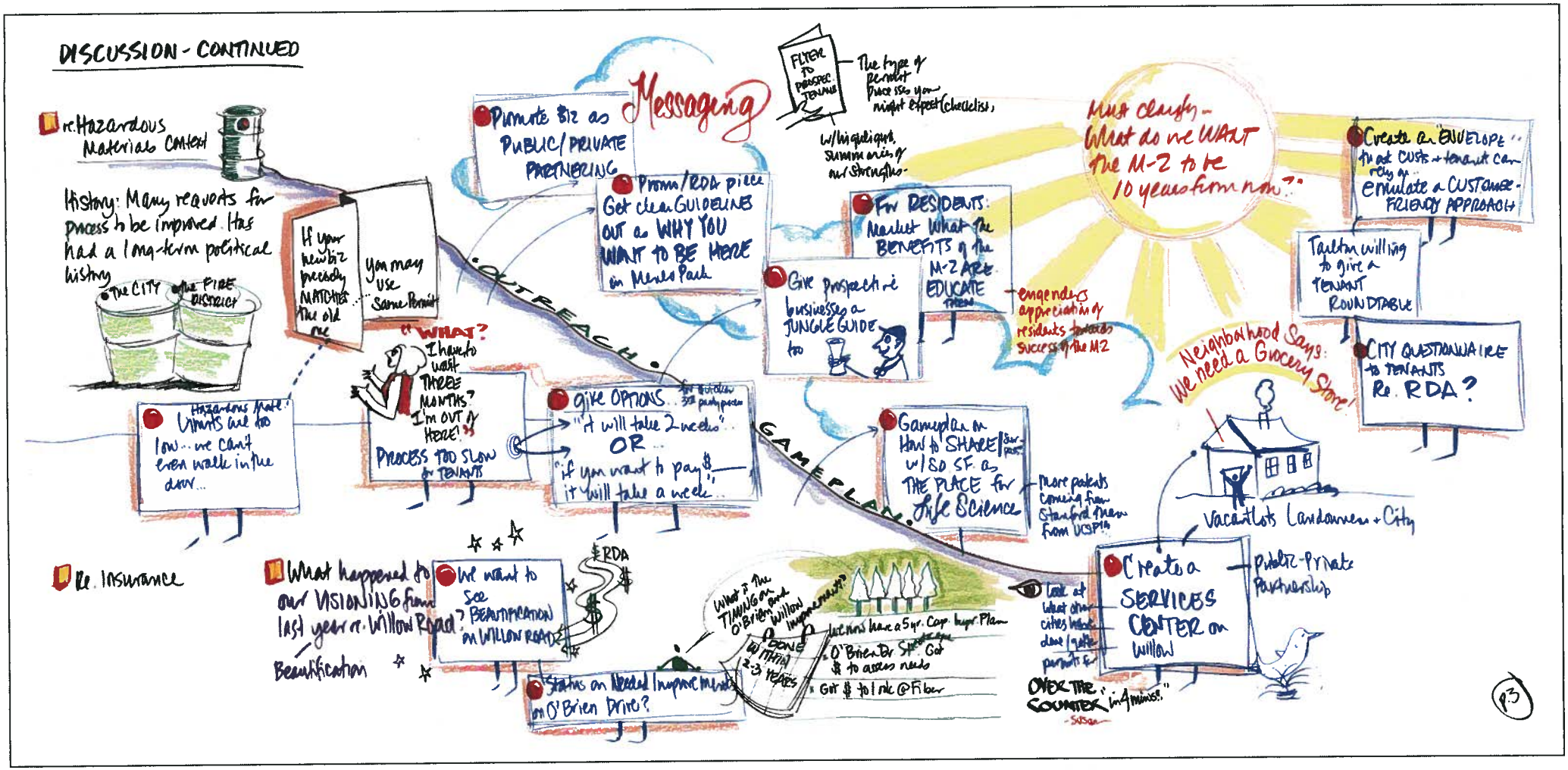

BUSINESS PARTICIPANT INTRODUCTIONS
MY INTERESTS HERE...
Business RoundTable
Collaborate
Cooperate
Coordinate
Delight to have this gathering... it's an AWAKENING!
We're deeply investment in long Term here
Involved in many large projects want to help the process
Raychem acquired by Tyco in 1999... I'm the former director for R.E @ Tyco Electronics... I have a lot of PASSION
I sleep in Belmont but I [love] Menlo Park
We want to STAY here, so we want to find ways to help MP thrive
get understanding of the City's desire
worked closely w/ Tyco for many years. Happy to be here
I represent many small owners + tenants - hope to have input here
To be involved + contribute
Interested for this vision process
Helping to understand, give my input
May have a role in Campus 3(?)
Real estate... more in the direction Texas is... they're doing well
Menlo Park is of great value to us... we want to be here for the long Term - (Acclarent)
We represent 1m s/f... we're happy to be want to hear all the perspectives
The Willow Business Area
THIS AREA IS OUR DEEP WATERS
YOU are the BOAT BUILDERS... help us Build a Bigger Boat!
55% of Sales Tax comes from EAST of 101
$
Strengths / Challenges / Discussion
Location: ½ way bet. employee sources + management residential areas is great.
Challenge: Difficult to get from money source on Sand Hill Rd. + the "Deep Water" of industrial area of Menlo Park.
The City has purposely CUT OFF one part of the City from the other, transportation wise
Need better TRANSIT OPTIONS and MOBILITY INFRASTRUCTURE
Challenge: within Tyco - problem attracting + retaining employees
This leads to a Desire to upgrade FACILITIES for this.
Spent $14m
This area is NOT inviting for new employees
Tyco
* more useful buildings
* more employee-friendly
Had Easy access to RON - permits
BUILDING DEPT.
Major Tyco renovations ($50m) coming soon.
Sometimes frustrations w/ PERMITS + APPROVAL lead some to LEAVE instead
Need More streamlined + Robust PROCESSES to FACILITATE CHANGE
P1


DISCUSSION CONTINUED...
THIS ALL TIES INTO THE 22 ACRES... ie.
WHO WILL BE THERE?
Scopes for Submittal Plans (Residential + ___) A uniform process - causes frustration
Solve The excruciating PAIN of "the 4 Year MAYBE"
Quicker "No's" allows ppl. to make Business Decisions.
re. POWER, etc.
Infrastructure out here STINKS! T-1 lines, Fiber.
Takes 6 mos to get new service w/ PG+E
Have Menlo Park be their OWN utility!
Need a City MAP of where FIBER is located
Be proactive to encourage water use reduction
OTHER WBP ISSUES:
but they can move fast when they want to.
PG+E need to be broken into 2 PARTS
Gas
electric
it's a MONOPOLY!!!
Big Brother Source... talk around!
AMENITIES/what ELSE is There
is the reason more + more for companies to decide Stay? leave?
Volleyball
Bocce Courts
Tennis
Picnic Area
FOOD
Eating lunch, staying, dinner
Why not talk @ DOWNTOWN?
Open Cafe's...
We Need to communally work together to enhance eating places + other services.
Need Major Specialty Bakery or Café HERE...
TOO FAR TO DOWNTOWN
Not enough TIME on lunch BREAK
We spend $40k on bringing in food from Costco!
This area does NOT have a Corporate Image Red. Feels like a HODGE PODGE.
Crime in this area is an issue - lots of [yuk'n] wandering around
Transit... we need
City to help support more Shuttles TRANSITS
Summary of Needs:
Food
Transit
Safety
Service
Corp Image
IDENTITY FOR THIS AREA.
Look at Collective Bargaining w/ PG+E. Need City to help ALL of US!
We represent THIS MUCH POWER NEED
WE ALL ARE ALIGNED
WE COLLABORATE
A COMMUNAL MESSAGE
Facilitate our Ability to Put such things in place: AMENITIES
give employees OTHER REASONS to STAY in the area, not just work + leave
THE CITY
* clear, fast processes
* one-stop
Jump Start
FOR TENANTS: SPEED the PROCESS!!
BEGIN EARLY
Bring in Tenant to tell us even when only in Negotiation, USE BLANK SUBMITTAL since tenant is preliminary
Space Planning Early
No Corporate image + outdated area.
If we form a municipal utility...
"We want to see more Clean-Tech, Green cos. come in"
Facility, PG+E & City Process - Clarity Approval "use" or "not"
Set up a TRUE DIRECT ACCESS (PG+E to Tyco has) = ability to buy from a different source
The POWER issue is about SUPPLY power but ALSO... COST
ADD REAL Flexibility to High-Tech Plex - to be able to convert Back & Forth
we can take a Warehouse space + convert it to a Higher Behavior use, but still qualified as "Approved into use"
And to be able to convert needed power 400 → 200 AMPS
p.2


DISCUSSION - CONTINUED
re. Hazardous Materials Context
History: Many requests for process to be improved. Has had a long-term political history
The CITY
the FIRE DISTRICT
If your new biz precisely MATCHES the old one
You may use Same Permit
Hazardous Mat'l: Limits are too low... we can't even walk in the door...
"WHAT? I have to wait THREE MONTHS? I'm OUT of HERE!"
PROCESS TOO SLOW for TENANTS
give OPTIONS... for Quicker 3rd party process
"it will take 2 weeks"
OR...
"if you want to pay $ — it will take a week"
OUTREACH
GAMEPLAN
Promote Biz as PUBLIC/PRIVATE PARTNERING
Messaging
Promo/RDA piece
Get clear GUIDELINES OUT as WHY YOU WANT TO BE HERE in Menlo Park
FLYER TO PROSPEC. TENANTS
The type of permit processes you might expect (checklist)
w/ highlights, summaries of our strengths
Give prospective businesses a JUNGLE GUIDE too
For RESIDENTS: Market What the BENEFITS of the M-2 ARE. EDUCATE THEM
engenders appreciation of residents towards success of the M2
Must clarify - What do we WANT the M-2 to be 10 years from now?
Create an "ENVELOPE" that CUSTS + tenants can rely on... emulate a CUSTOMER-FRIENDLY APPROACH
Tarlton willing to give a TENANT ROUNDTABLE
CITY QUESTIONNAIRE to TENANTS Re. RDA?
Neighborhood Says: We need a Grocery Store!
Gameplan on How to SHARE/Surpass w/ SO SF as THE PLACE for Life Science
more patents coming from Stanford than from UCSF!
Vacant Lots Landowners + City
Create a SERVICES CENTER on Willow
Public-Private Partnership
Look at what other cities have done/gotten permits for
OVER THE COUNTER in 4 minutes!
Re. Insurance
What happened to our VISIONING from last year re. Willow Road?
Beautification
We want to see BEAUTIFICATION on WILLOW ROAD?
RDA
Status on Needed Improvements on O'Brien Drive?
What is the TIMING on O'Brien and Willow improvements?
DONE WITHIN 2-3 YEARS
We now have a 5 yr. Cap. Impr. Plan
O'Brien Dr. Street Got $ to assess needs
Got $ to look @ Fiber
p3

DISCUSSION CONTINUED...

- Does the City ever do Exit Interviews w/ Tenants?
- Get together a communal message – this will also empower City staff to do their jobs.

- UPDATE City's definitions, eg. for "OFFICE", "INDUST." etc.
- Be ONE TEAM... with Camaraderie
- Come up w/ a structure that works for the City + test it w/ the City
- Have "bubble" guidelines on uses 99%... let the insides of the bldg. take care of itself
- MUST have an IDENTITY for this area
- Have More ROUNDTABLES that involve City + Council to hear what it takes to HOLD + ATTRACT TENANTS — PERMIT PROCESSES
- Equipment reimbursement plans in RDA would be fantastic
- RDA $ does not have to be big/substantial to be ATTRACTIVE.
- Look at SUNNYVALE as a MODEL
- Create LARGER UMBRELLA of ENTITLEMENT that allows for MULTIPLE USES
- Have SITES that can accomodate BIG USERS
- Portland! They have a FORMULA for taking your tenants!
- Good Model of SPECIFIC PLAN: MOFFETT BUSINESS PARK

MENLO PARK'S SWEET SPOT:

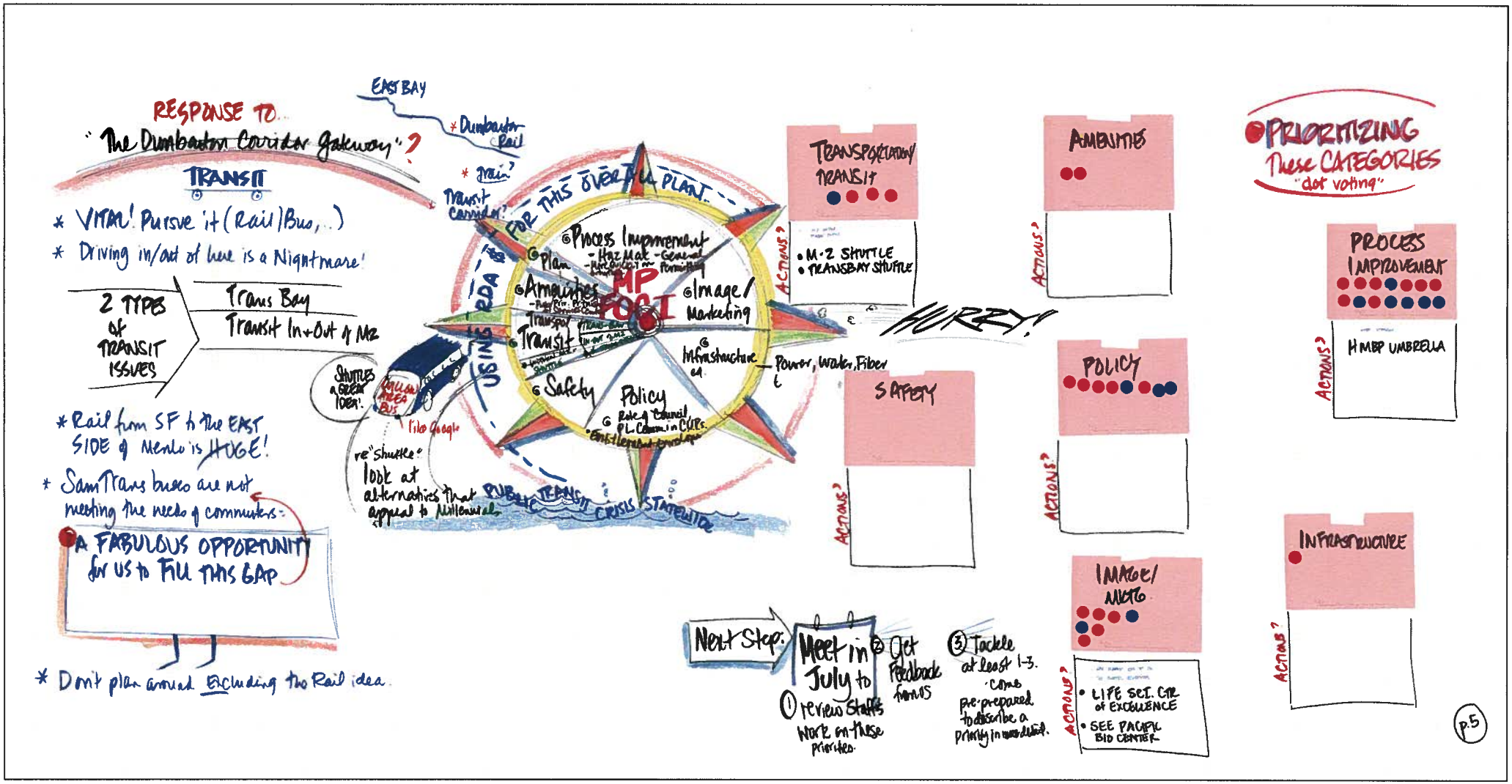
- #1 Proximity to Executive Housing
- "Life Sciences" companies
- Easy Access to Penins. + East Bay
- Tech. companies
- The tenant is becoming Smaller and smaller.

IDEAS FOR GETTING ONGOING ENGAGEMENT? (vs. Project-Related)

- Landowners + Stakeholders get together in the MZ
- Promote this area as bio, friendly, life sciences area
- Promote to residents the importance of how much MZ contributes

CHALLENGES when they grow

- MP needs to get in the game of KNOWING when a Co. gets to the size where competitors are wooing them!


RESPONSE TO...
"The Dumbarton Corridor Gateway"?
TRANSIT
* VITAL! Pursue it (Rail/Bus, ..)
* Driving in/out of here is a Nightmare!
2 TYPES of TRANSIT ISSUES
Trans Bay
Transit In+Out of M2
* Rail from SF to the EAST SIDE of Menlo is HUGE!
* SamTrans buses are not meeting the needs of commuters:
A FABULOUS OPPORTUNITY for us to FILL THIS GAP
* Don't plan around Excluding the Rail idea.
EAST BAY
* Dumbarton Rail
* Train?
Transit Corridor?
FOR THIS OVERALL PLAN...
USING RDA
Process Improvement
- Haz Mat - General
Plan
Amenities
Transpor
Transit
Safety
Policy
Role of Council
Image/Marketing
Infrastructure
Power, Water, Fiber
MP FOCI
SHUTTLES a GREAT IDEA!
Like Google
re "Shuttle" look at alternatives that appeal to Millennials
PUBLIC TRANSIT CRISIS STATEWIDE
HURRY!
TRANSPORTATION/TRANSIT
ACTIONS?
• M-2 SHUTTLE
• TRANSBAY SHUTTLE
AMENITIES
ACTIONS?
SAFETY
ACTIONS?
POLICY
ACTIONS?
IMAGE/MKTG
ACTIONS?
• LIFE SCI. CTR of EXCELLENCE
• SEE PACIFIC BIO CENTER
PRIORITIZING These CATEGORIES "dot voting"
PROCESS IMPROVEMENT
ACTIONS?
HMBP UMBRELLA
INFRASTRUCTURE
ACTIONS?
Next Step:
Meet in July to
① review Staff's work on these priorities.
② Get Feedback from us
③ Tackle at least 1-3. Come pre-prepared to describe a priority in more detail.
p.5