



# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Mayor Sam Liccardo

**SUBJECT: FREE USE APPROVAL FOR  
INNOVATION AND IMPACT  
SYMPOSIUM**

**DATE:** February 12, 2018

Approved

Date

2/12/18

## RECOMMENDATION:

Adopt a resolution authorizing "Free Use" for private, ticketed events and activities held at City Hall for the Innovation and Impact Symposium on Thursday, May 31st, 2018 co-hosted by the City of San Jose Mayor's Office and Prospect Silicon Valley.

## OUTCOME

The City of San Jose's Mayor's office and Prospect Silicon Valley will be granted free use of City Hall facilities (City Hall Rotunda, Plaza Areas (East, West, South Plaza), Committee meeting rooms, Council Chambers, and parking in the City Hall Garage and 4th Street Garage) for the 2018 Innovation and Impact Symposium.

## BACKGROUND

In June 2016, the City adopted the Schedule of Fees Resolution No. 77829 for City Hall Facility and Plaza Use. Presently, the resolution allows the City Council, Redevelopment Agency Board, Redevelopment Agency, and City departments to have "Free Use" of the facilities for those events that 1) qualify as official city business; 2) are free and open to the public; 3) occur on a Sunday through Friday; and 4) are booked 30 days in advance. Resolution No. 77829 does not apply to free use requests for private, ticketed events that are not free and open to the public and as such City Council approval would be required to authorize free use for the Innovation and Impact Symposium on May 31, 2018.

Prospect Silicon Valley (ProspectSV) in conjunction with the Mayor's Office seeks approval for free use of City Hall facilities to hold its annual Innovation and Impact Symposium on May 31, 2018. The Symposium is co-hosted by the Mayor's office and directly aligns with top City priorities and policies around its Smart City vision, technology and innovation, transportation, and sustainability. The Symposium focuses on the convergence and interdependence of emerging technologies in mobility, energy and the built environment for smarter, sustainable

communities. The Symposium brings together 250+ of the region's leaders from the startup, corporate, public and research communities to examine the opportunities and challenges in delivering urbantech solutions for maximum impact.

The Symposium demonstrates that the emerging technologies of today will be the foundation for the Smart Cities of tomorrow. It is crucial to have an open dialogue to establish working relationships that cultivate the implementation of these "urbantech" technologies. Initiatives such as demonstration projects and public-private partnerships will collectively benefit all parties. The Symposium will demonstrate the important role of smart cities in shaping our sustainable future. This Symposium will showcase the City of San Jose's smart city vision and demonstrate how the City is leading the way on becoming America's most innovative city.

This event convenes key thought leaders from the public and private sectors to explore smart city initiatives across the Bay Area. The Innovation and Impact Symposium builds on the history of the Connected and Charged Symposium, which has served as Silicon Valley's premiere forum for connected transportation, mobility and electrification from 2011-2016. Previous keynote speakers have included Gavin Newsom, Steve Westly, and Geoffrey Moore.

This Symposium will showcase the City of San Jose's smart city vision and demonstrate how the City is leading the way on becoming America's most innovative city.

## ANALYSIS

Approval for this event's free use designation is required because this is a private and ticketed event. The Symposium will charge a \$400 admission fee to attendees with proceeds for the event going to non-profit City partner, Prospect SV. ProspectSV uses this revenue to advance their demonstration work related to energy, transportation, sustainability, and numerous other public-minded initiatives that align with multiple City priorities.

Free use is being requested because of the public benefit this Innovation Symposium will bring to the City of San Jose. This Symposium will greatly advance the City's efforts at advancing a Council-approved goal: becoming the most innovative city in America by 2020. This Symposium will provide an unparalleled platform for the City of San Jose to demonstrate innovative work it has been doing in transportation and sustainability fields as well as other instrumental Smart City related workstreams. Further, this event will give the City an invaluable opportunity to develop important working partnerships with industry leaders in transportation, energy, and other emerging technology sectors.

Prospect Silicon Valley is a 501(c)(3) nonprofit based in San Jose that works to advance the field of urbantech by developing a network to solve the significant challenges and pressures our cities face; helping the public sector, startups and corporations build and prove new solutions for the essential foundation of our cities — transportation & mobility, energy & buildings. Prospect Silicon Valley has been working closely with the City of San José to launch pilots for Autonomous

Vehicle (AV) technologies. ProspectSV worked with the City of San Jose last year to help the City release a Request for Information (RFI) inviting companies to submit ideas on AV concepts. The goal of the initiative is to explore how the City can integrate AVs into its multi-modal transportation network and leverage AVs as a solution to its transportation challenges. The Innovation Symposium will highlight this work and other innovative initiatives underway.

### **EVALUATION AND FOLLOW UP**

The primary metrics for this event include the number of attendees, amount of exposure the City gets for its Smart City work, and future partnerships to advance its innovation and technology agenda.

### **PUBLIC OUTREACH**

Upon approval of the event, public outreach will be conducted by Prospect Silicon Valley to notify stakeholders and the community about the event's occurrence. This memorandum has been posted on the City's website as part of the February 27, 2018 City Council Meeting Agenda.

### **COORDINATION**

This memorandum has been coordinated with the Office of the City Attorney and Public Works/Event Services.

### **COMMISSION RECOMMENDATION/INPUT**

This item does not require commission input.

### **COST AND FUNDING SOURCE**

The total cost of the event is \$17,748, of which \$3,758 will be paid by ProspectSV. The breakdown of non-free use expenses are below. The remaining \$13,990 will be charged to the Department of Public Works/Event Services' budget. In addition, estimated loss of parking revenue at the City Hall garage and 4th Street garage is \$4,000 (200 cars x 8 hours of use, for a maximum of \$20 for the day). Each year the Mayor's Office is allotted 5 free uses for events qualifying for free use. Approval of this action would go towards one of the Mayor's Office free uses.

#### *Chambers:*

Audio/Visual, Personnel: \$677

#### *Rotunda:*

Event Captain (5:30am-1:00pm): \$165

Event Captain (12:30pm-8:30pm): \$176

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CH First Alarm Security: \$702  
Audio/Visual, Personnel: \$761

*Committee Rooms:*  
Audio/Visual Personnel: \$677

*Overtime:*  
Facility staff overtime: \$600  
Total: \$3,758

**CEQA**

Statutorily Exempt, File No. PP17-005, Adjustment to Fees, Rates & Fares without changes to or expansion of services, CEQA Guidelines Section 15273 – Rates, Tolls, Fares, and Charges.

For questions, please contact Shireen Santosham, Chief Innovation Officer for the San Jose Mayor's Office of Technology & Innovation.