

PLANO CITY COUNCIL

WILL CONVENE INTO EXECUTIVE SESSION AT 5:00 P.M. ON JANUARY 12, 2015, FOLLOWED BY THE PRELIMINARY OPEN MEETING IN THE PLANO MUNICIPAL BUILDING, 1520 K AVENUE, IN COMPLIANCE WITH VERNON'S TEXAS CODES ANNOTATED, GOVERNMENT CODE CHAPTER 551 (OPEN MEETINGS ACT), AS FOLLOWS:

Mission Statement: The City of Plano is a regional and national leader, providing outstanding services and facilities through cooperative efforts that engage our citizens and that contribute to the quality of life in our community.

EXECUTIVE SESSION

- | | | | |
|------|---|----------------|---------|
| I. | Legal Advice
a) Respond to questions and receive legal advice on agenda items
b) Texas Government Code Sections 552.002(a)(3) and 552.002(a-2) and Texas Local Government Code Sections 201.003(8), 201.005, and 201.009(a)
c) Texas Election Code Section 255.003 | Mims | 20 min. |
| II. | Economic Development
Discuss a financial offer or other incentive to a business prospect to locate, stay, or expand in Plano and consider any commercial and financial information from the business prospect | Glasscock/Bane | 10 min. |
| III. | Real Estate
a) Downtown Plano
b) Legacy Area | Turner | 15 min. |

PRELIMINARY OPEN MEETING

- | | | | |
|------|--|---------|---------|
| I. | Consideration and action resulting from Executive Session discussion | Council | 5 min. |
| II. | DART Report | Wageman | 15 min. |
| III. | Economic Development Departmental Briefing | Bane | 15 min. |

- | | | | |
|-----|---|---------|--------|
| IV. | Council items for discussion/action on future agendas | Council | 5 min. |
| V. | Consent and Regular Agendas | Council | 5 min. |

In accordance with the provisions of the Open Meetings Act, during Preliminary Open Meetings, agenda items will be discussed and votes may be taken where appropriate.

Municipal Center is wheelchair accessible. A sloped curb entry is available at the main entrance facing Municipal/L Avenue, with specially marked parking spaces nearby. Access and special parking are also available on the north side of building. The Senator Florence Shapiro Council Chambers is accessible by elevator to the lower level. Requests for sign interpreters or special services must be received forty-eight (48) hours prior to the meeting time by calling the City Secretary at 972-941-7120.



Briefing to the Plano City Council
Paul N. Wageman
City of Plano Appointee to the
DART Board of Directors

January 12, 2015



Discussion Items

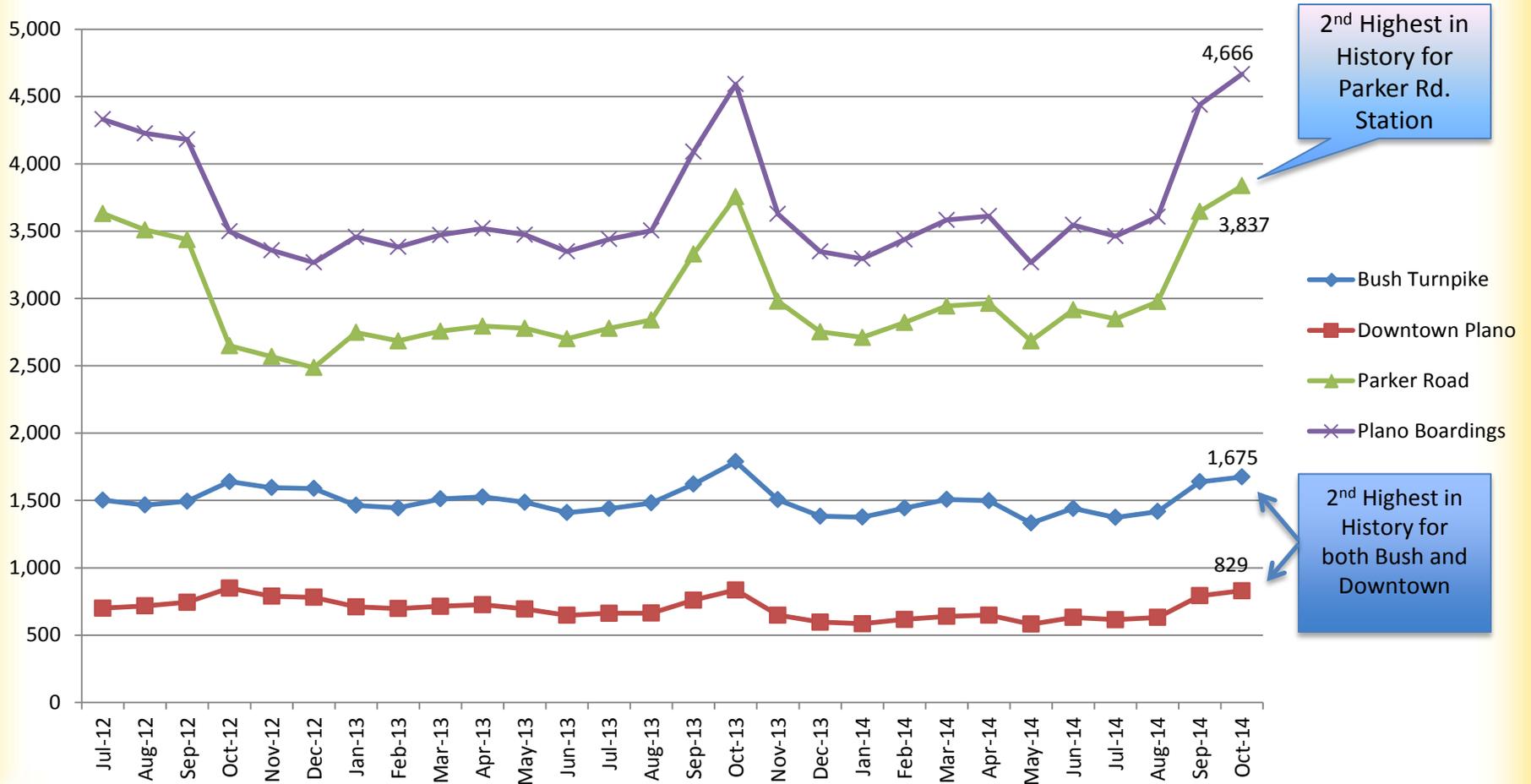
- DART and Plano Area Ridership
- Parking and Parker Road
- Status of Signal Equipment Relocation at 15th Street in Plano
- Interrelated Core Capacity Projects
 - D2 Phase 1
 - Platform Extensions
- Status of Cotton Belt Corridor
- Non - Service Area City Admission and Contracting Policies

October 2014 System Ridership

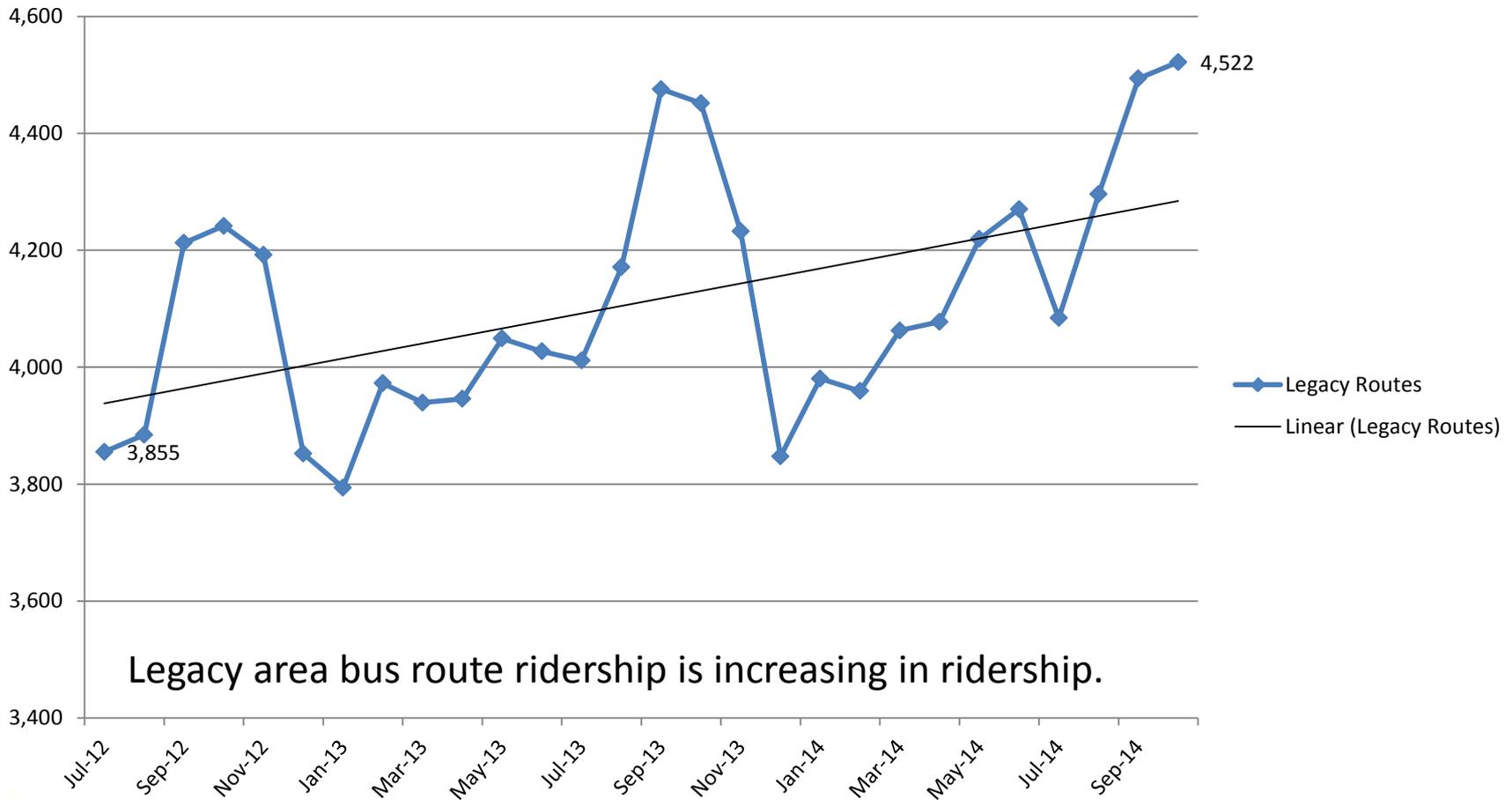
	OCTOBER			FY 2015 Year to Date		
	FY 2014	FY 2015	Change	FY 2014	FY 2015	Change
Bus	3,490,150	3,664,245	5.0%	3,490,150	3,664,245	5.0%
LRT	3,192,293	3,335,077	4.5%	3,192,293	3,335,077	4.5%
TRE	231,639	244,971	5.8%	231,639	244,971	5.8%
Subtotal	6,914,082	7,244,293	4.8%	6,914,082	7,244,293	4.8%
Paratransit	68,689	71,858	4.6%	68,689	71,858	4.6%
Vanpool*	83,812	70,752	-15.6%	83,812	70,752	-15.6%
Spec.Event	1,052	1,992	89.4%	1,052	1,992	89.4%
Total	7,067,635	7,388,895	4.5%	7,067,635	7,388,895	4.5%

*Vanpool is down due to the transition of a new van provider. Van pool usage is anticipated to show increasing usage.

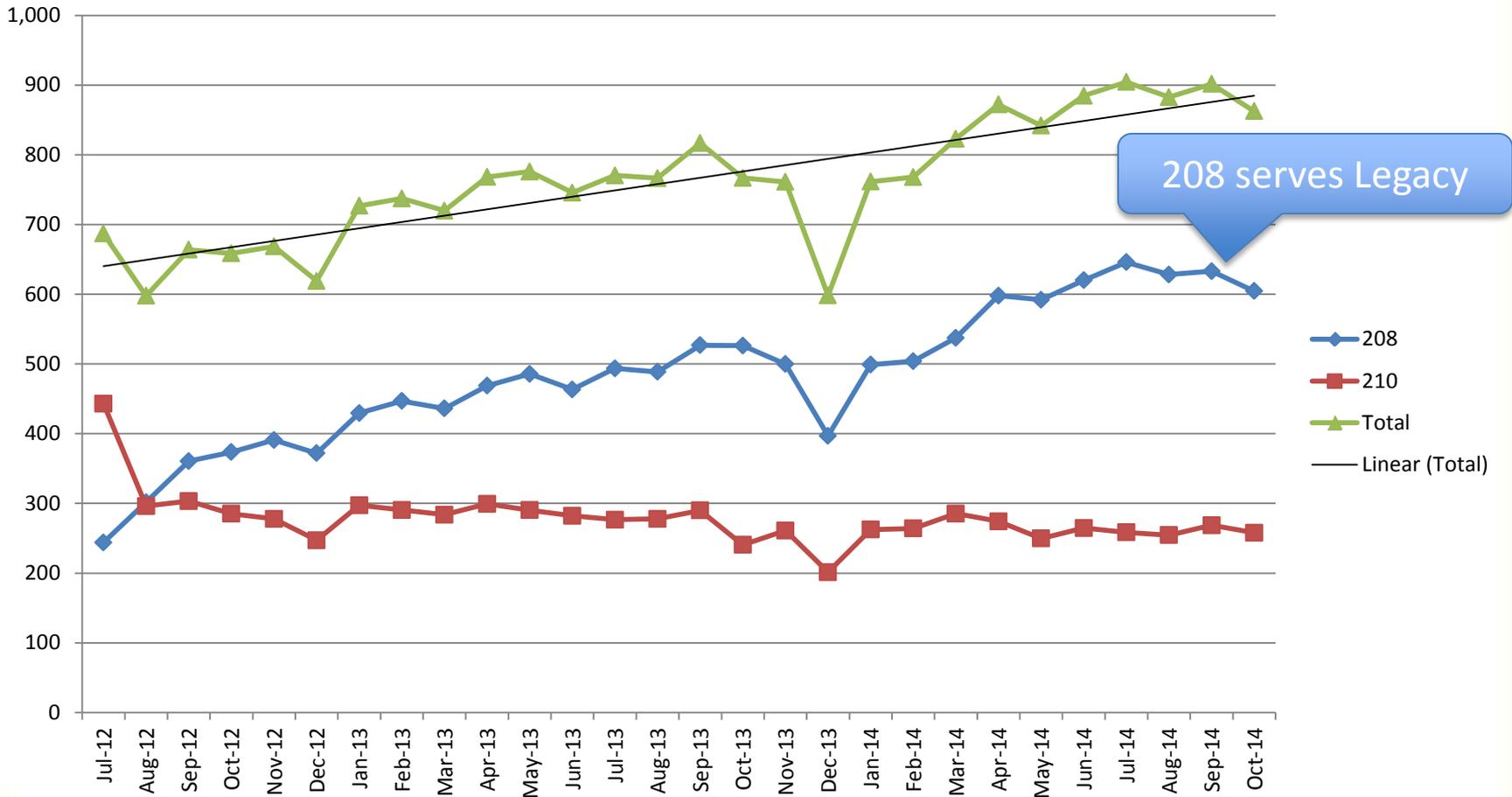
Trend of Weekday Plano Area LRT Boardings



Legacy Area Weekday Bus Ridership Since 2012 Restructuring



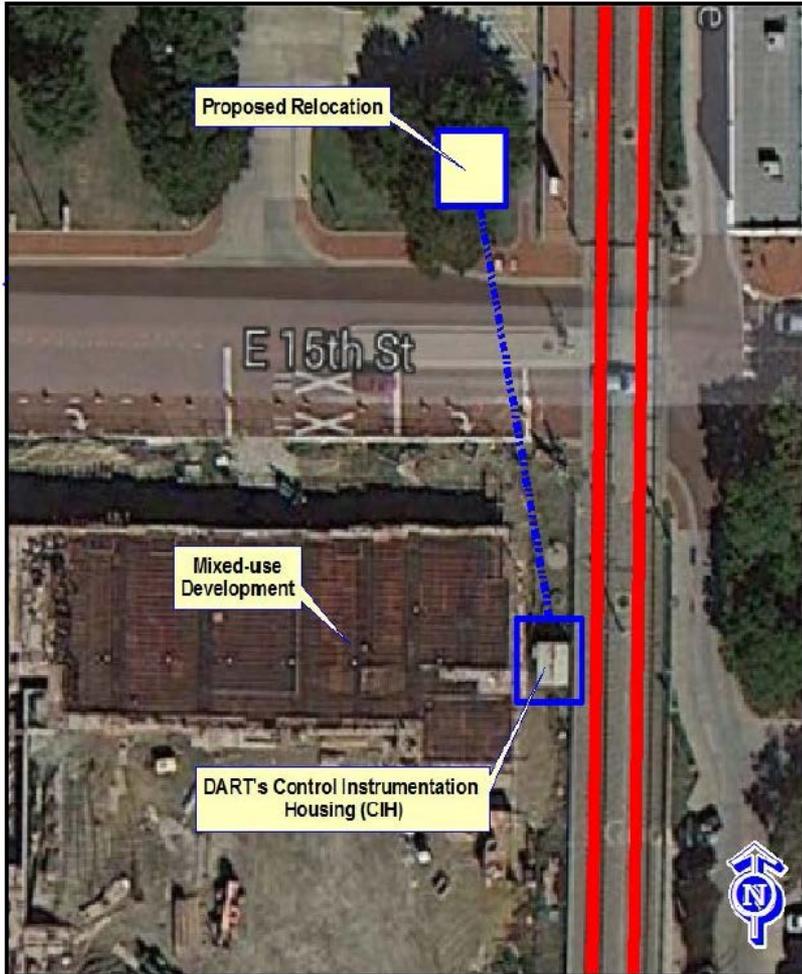
Weekday Plano Express Ridership



Status of Parker Road Parking Capacity

- Parker Road has about 2,100 parking spaces.
- 300 spaces remain available on a daily basis in the lot reserved for service area residents.
- Up to 200 spaces remain available in lots open to the general public on a daily basis.

Relocation of Signal Equipment at 15th Street in Plano: Status and Anticipated Timeline



Activity	Status
DART-Plano Compensation Agreement to Share Cost	Anticipated January 28
<ul style="list-style-type: none"> • Anticipated Plano Share – Paid by Plano’s DART LAP Funds • Anticipated DART Share 	\$460,250 \$460,250
Design Phase	Complete
Construction Bid Phase	In Progress
Construction NTP	January 2015
Project Completion	May 2015

Core Capacity -- Interrelated Projects

1 Platform Extensions

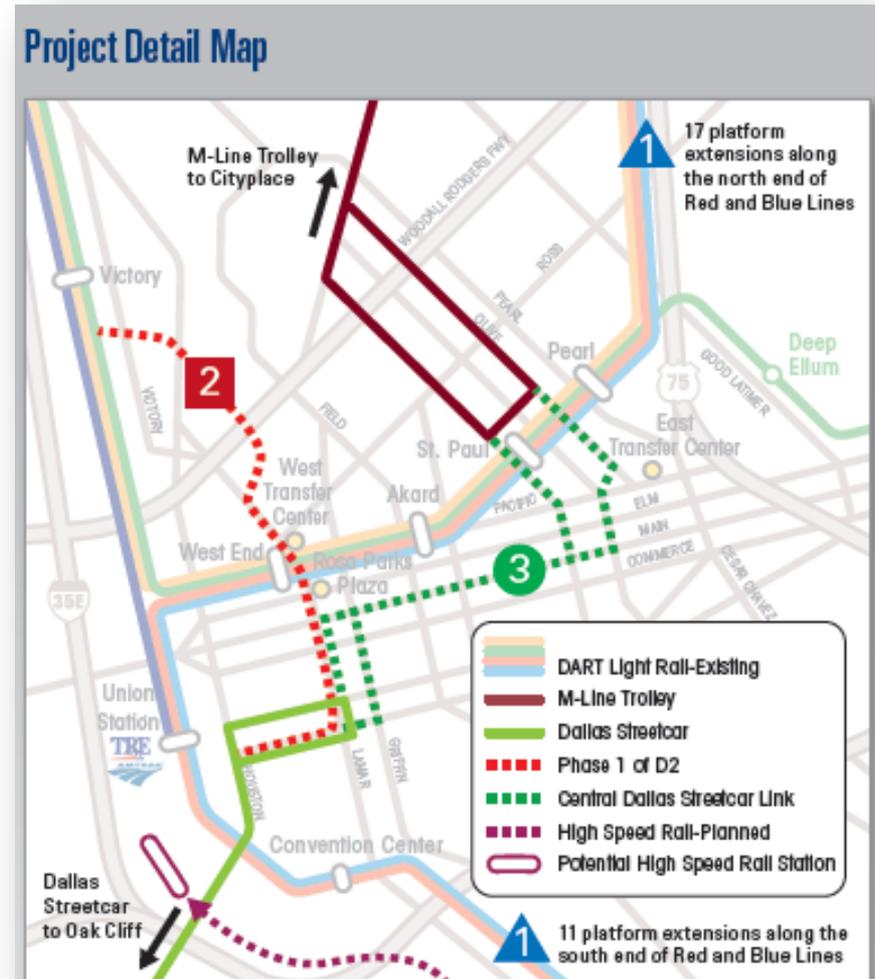
- 28 LRT Stations

2 Light Rail (Phase 1 of D2)

- Victory Station to Union Station

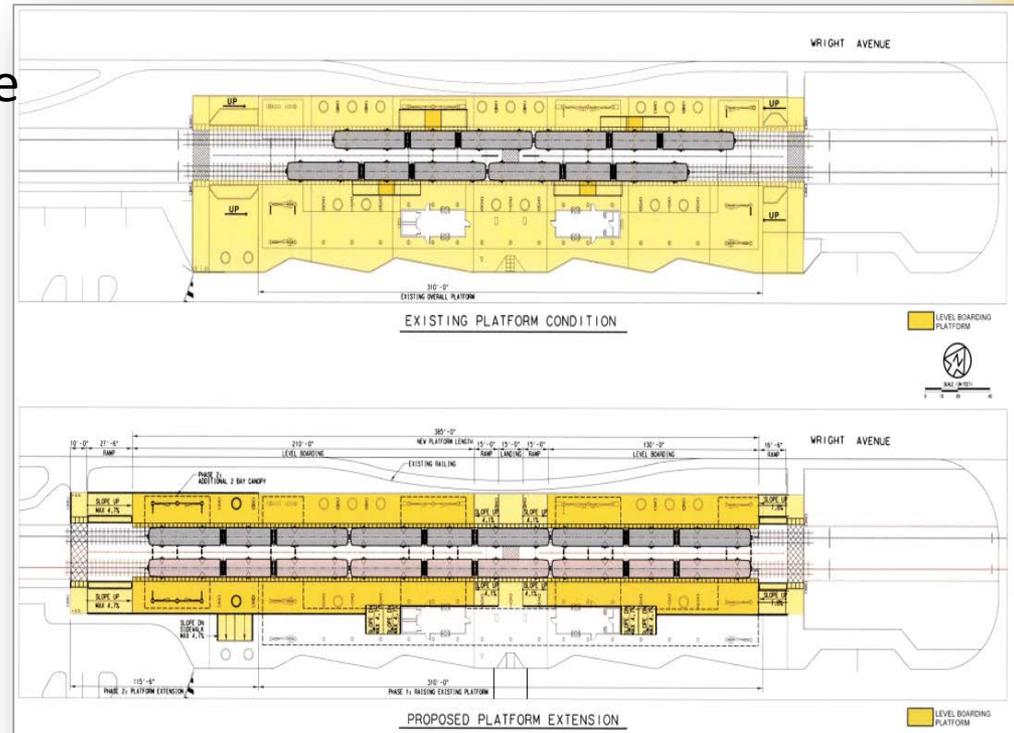
3 Streetcar (Central Dallas Streetcar Link):

- Omni Hotel to St. Paul LRT Station



1 Platform Extension Project

- Red/Blue – 28 Stations
- Design directives are complete
- Allows flexibility to use 3-car train during peak or special events
- Delays immediacy for phase II of D-2 project
- Concurrent level boarding improves accessibility and prepares platforms for future rail fleet replacement



Platform Extension Funding

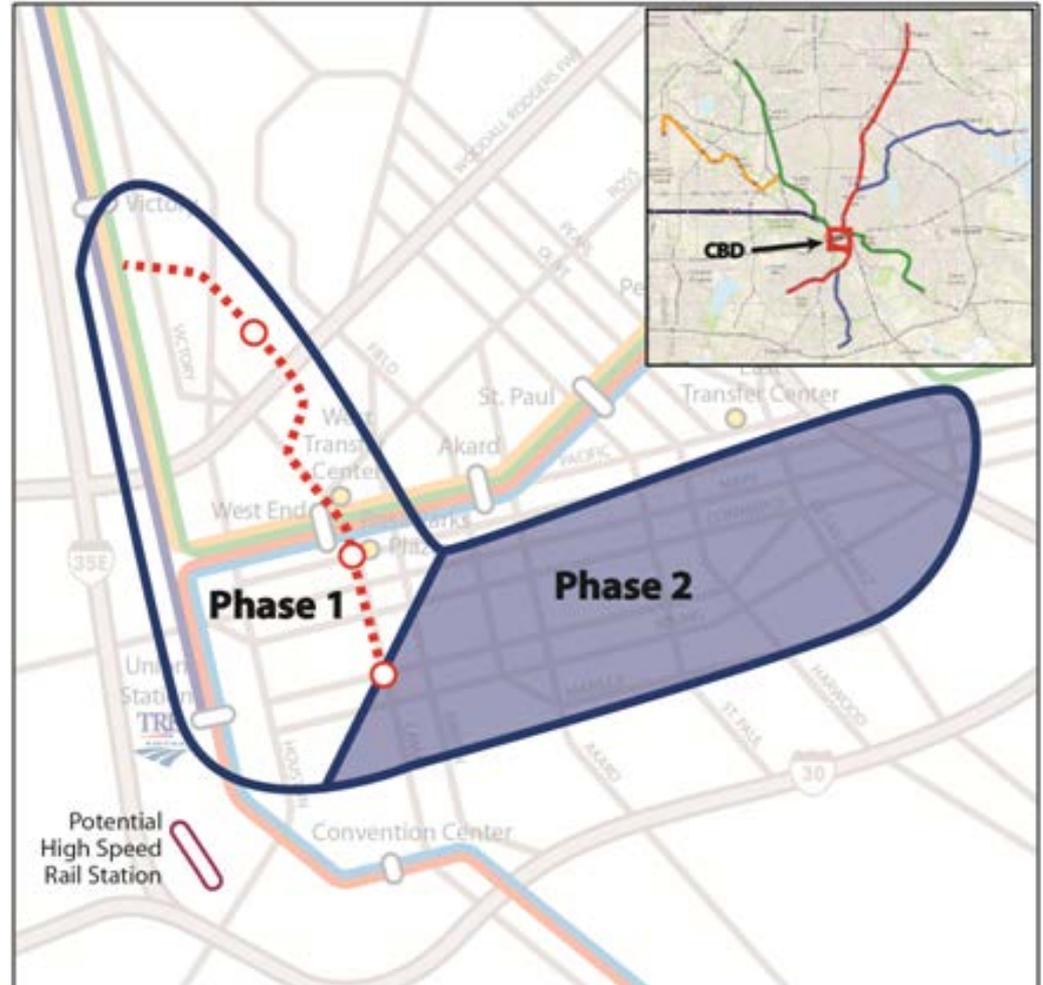
- Project cost estimated at \$184.4M
- FTA letter granting DART's request to enter Project Development received Dec 11, 2014
- Texas Transportation Commission (TTC) approved Unified Transportation Program (UTP) with \$60M of Texas Mobility Funds
- Surface Transportation Technical Committee (STTC, NCTCOG) approved Transportation Improvement Program (TIP) modifications including \$60M TMF
- Regional Transportation Council (RTC, NCTCOG) approval Jan 2015

1 Platform Extensions Timeline

Milestone	Date
Project Development	2015
Engineering (Final Design)	2016
Construction	2017
Completion	2018

D2 Phase I Project

- Jan. 2015 – Request FTA Approval to Move to Project Development for Phase I
- Early 2015 – Selection of Locally Preferred Alternative for both Phase I and II



Status of Cotton Belt Project

- **5% Engineering for a rail design was completed in April 2014**
- **Development of 1% design for a BRT option will soon be underway for Cotton Belt Corridor**
 - **Also for DART-owned rail corridor between Plano and McKinney**
- **January 23 – Regional Leader Tour to Los Angeles to see LA BRT Facilities and Operation**

Current Policy III.07

Contracting by Non-Service Area Cities

- To incentivize eventual membership, Policy III.07 was modified in March 2013 to permit contracting.
- Policy allows contracting with non-service area cities with the following stipulations:
 - Maximum contract term of 48 months without a successful election to join DART.
 - Policy requires a service plan within 36 months.
 - Requires an access fee under certain conditions.
 - Requires payment of all operating and capital costs.

Proposed Revisions of Policy III.07

- Policy III.07 as currently approved has not stopped a movement of non-DART cities to contract for transit from other transit districts ---due in part to the 4 year election requirement in Policy III.07.
- The proposed revisions being considered authorize contracting for all services other than light rail without the requirement for an election.
 - Requires service plan within five years.
 - Contracts up to \$5 million require a per passenger access fee for higher volume services.
 - Contracts above \$5 million require a 10 % fee above annual costs to support the DART system.
 - Requires payment of full operating and capital costs.

Policy Discussion Timeline

- Board has required the consideration of feedback from both:
 - DART Cities
 - Non-DART Cities
- Policy III.07 is a topic for 2015 Board retreat
 - January 29 – 31, 2015

Questions



214.979.1111
www.DART.org

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WHY ECONOMIC DEVELOPMENT?

- ❖ **Create job opportunities to provide access to wealth through economic growth**
- ❖ **Diversify the economic base to cushion against economic shock**
- ❖ **Increase tax base to provide services to citizens**



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MESSAGES ASSOCIATED WITH PLANO

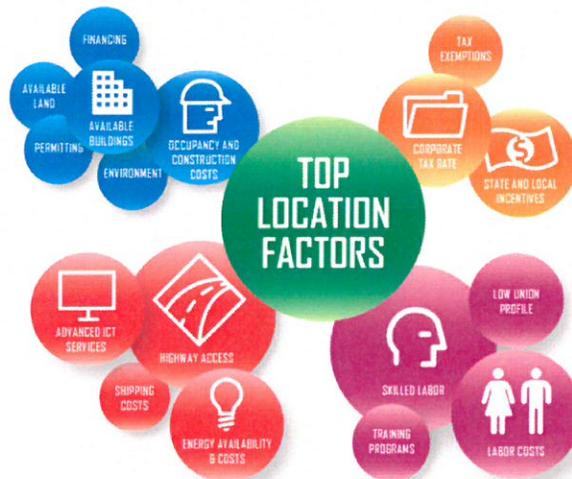
- ❖ **Educated workforce**
“Smart People”
- ❖ **World-class business parks**
“Smart Place”
- ❖ **Top city for working families**
- ❖ **Low business costs**
- ❖ **Business-friendly city**



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LOCATION FACTORS



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TYPICAL SITE SELECTION PROCESS

PHASE	Community Filtering	Desktop Site Selection Analysis	On-Site Community Due Diligence	Economic Incentive Negotiations	Real Estate Negotiations
	1 	2 	3 	4 	
KEY STEPS	<ul style="list-style-type: none"> • Strategy formation • Business drivers • Project timeline • Criteria weighting • Employee profile • Job creation • Logistics needs • Infrastructure needs • Capital investment • Geographic preference • Facility specifications 	<ul style="list-style-type: none"> • Demographic analysis • Workforce analysis • Saturation analysis • Logistics evaluation • Infrastructure assessment • Wage survey • Real estate research • Economic incentive research • Operating cost analysis • Decision matrix 	<ul style="list-style-type: none"> • State and local ED agencies • Community leaders • Workforce commission • Existing employers • Recruitment agencies • Real estate options • Infrastructure providers • Economic incentives 	<ul style="list-style-type: none"> • Tax abatements • Chapter 380 grants • Employee training grants • Real estate grants • Utility rebates • Infrastructure grants • Sales and use tax rebates • Special tax districts • Tax credits 	<ul style="list-style-type: none"> • Acquisitions • Dispositions • Sale lease-backs • Build-to-suits • Lease renewals • Lease restructuring • Subleases
RESULT	Filter Geographic Search Area	Evaluate 8-10 Candidate Communities	Identify 2 – 3 Finalist Communities	Secure Economic Incentives	Secure Real Estate

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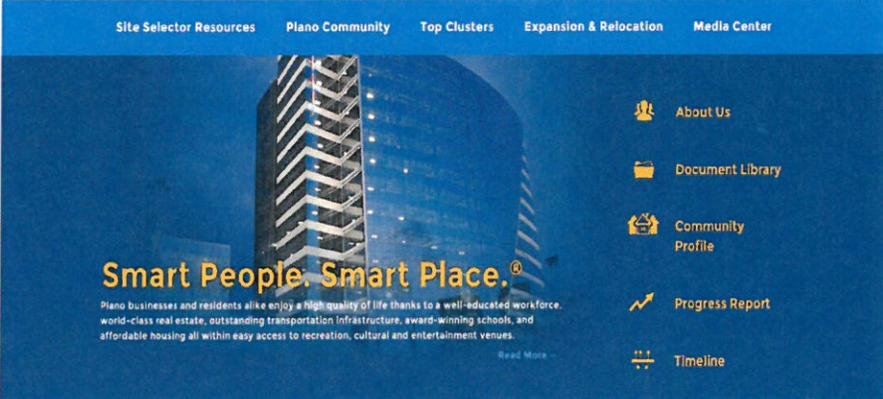
planotexas.org



972-208-8300

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Plano Community
Top Clusters
Expansion & Relocation
Media Center



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 [Progress Report](#)

 [Timeline](#)

Plano businesses and residents alike enjoy a high quality of life thanks to a well-educated workforce, world-class real estate, outstanding transportation infrastructure, award-winning schools, and affordable housing all within easy access to recreation, cultural and entertainment venues. [Read More](#)

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INDUSTRY TARGETS & RELOCATIONS

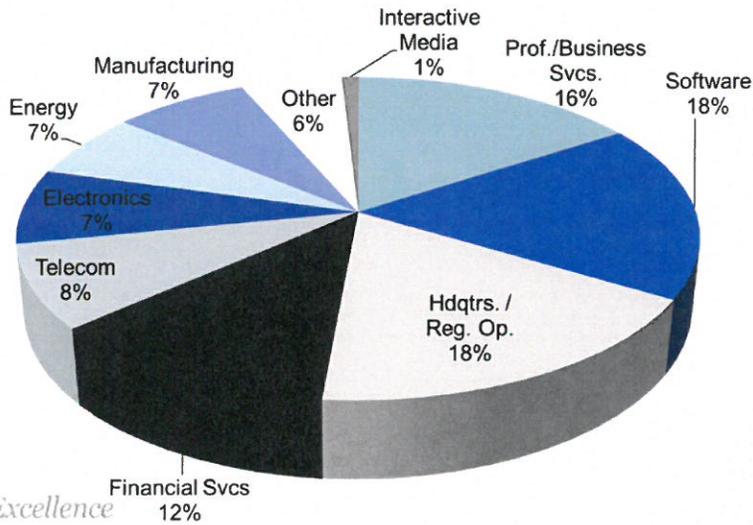
Industry Targets	Industry Relocations within the last 8 years
Information Technology	19% (Software/IT/Digital Media)
Headquarters/Regional Operations	18%
Professional & Business Services	16%
Financial Services	12%
Telecom	8%
Manufacturing	7%
Electronics	7%



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RELOCATION / EXPANSION 10/06 – YTD



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2014 ANNOUNCEMENTS

Relocations

Toyota Motor North America

- ❖ 1.78 M SF in Legacy
- ❖ 4Q16
- ❖ 3,650 – 4,100 Employees



FedEx Office & Print Services

- ❖ 265,000+ SF in Legacy
- ❖ 1,200 Employees



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2014 ANNOUNCEMENTS

Relocations

Hilti North America

- ❖ 56,000 SF in Legacy Tower
- ❖ 175 Employees



Mitel

- ❖ 52,800 SF in Granite Park IV
- ❖ 170 Employees



Greatbatch

- ❖ 52,000 SF in Granite Park V
- ❖ 175 Employees



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2014 ANNOUNCEMENTS

Expansions/Retentions

Heartland Payment Systems

- ❖ 81,000 SF in Granite Park IV
- ❖ 375 Employees



Hospitality

Renaissance Hotel

- ❖ 270,000 SF in Legacy West
- ❖ 300 keys; 26,000 SF meeting space
- ❖ 150 Employees



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LARGEST PROJECTS OF 2014 (Calendar Year)

Projects that have relocated to Plano or announced plans to do so – above 50,000 SF

Company	Square Feet	Jobs
Toyota Motor North America	1,780,000 +	4,100
FedEx Office & Print Services	265,000	1,200
Renaissance Hotel	270,000	150
AMS-TAOS USA	50,500	80
Heartland Payment Systems	81,000	375
Hilti North America	56,000	175
Mitel	52,800	170
Greatbatch	52,000	170
TOTAL	2,607,300 + SF	6,420

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INCENTIVES

Local Incentives

- ▶ Cash Grants
- ▶ Tax Abatement
- ▶ Freeport Exemption
- ▶ Tax Increment Finance (TIF)

State Incentives

- ▶ Texas Enterprise Fund (TEF)
- ▶ Emerging Technology Fund (ETF)
- ▶ Texas Enterprise Zone Program
- ▶ Skills Development Training Grants

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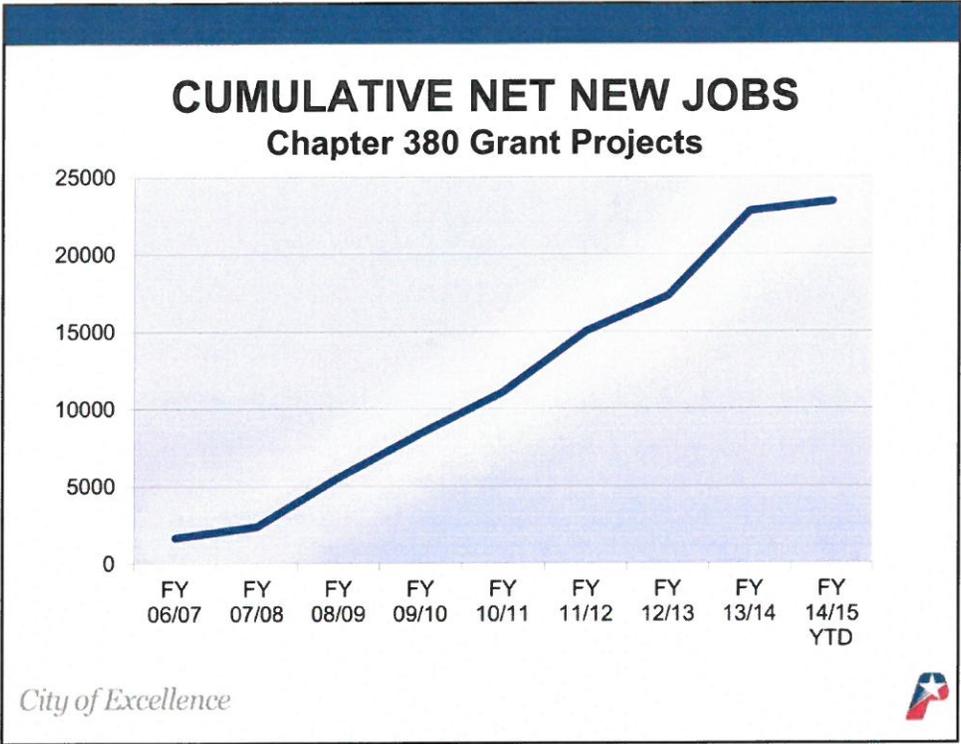


CHAPTER 380 AGREEMENTS APPROVED YTD

# Projects	Fiscal Year	TOTAL NET JOBS	Median Annual Salary*	TOTAL IMPROVEMENTS	NET AGMT. OBLIGATION
5	FY 14/15 YTD	629	\$83,519	\$77,850,000	\$4,641,250
5	FY 13/14	5,459	\$89,987	\$404,500,000	\$8,921,400
11	FY 12/13	2,291	\$71,091	\$53,781,856	\$2,195,959
11	FY 11/12	3,934	\$81,098	\$159,765,000	\$9,527,366
18	FY 10/11	2,700	\$76,667	\$247,078,000	\$2,369,773
16	FY 09/10	2,864	\$81,183	\$73,462,700	\$5,020,638
21	FY 08/09	3,172	\$65,934	\$139,528,000	\$2,834,900
14	FY 07/08	669	\$75,758	\$55,024,350	\$2,785,074
7	FY 06/07	1,703	\$77,553	\$76,572,000	\$1,560,404
108	PROGRAM APPROVED TOTAL FY 06/07 - YTD	23,421	\$79,241	\$1,287,561,906	\$39,856,764

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LOCATION SUMMARY

Project Location	# of Approved Projects	Percentage of Projects
Legacy	43	40%
Granite Park	9	8%
North Dallas Tollway	8	7%
Hwy 190 Corridor	3	3%
Intl. Bus. Park	6	6%
Southeast Plano	10	9%
RT District	20	19%
Other	9	8%
TOTAL	108	100%

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OTHER INCENTIVE STATISTICS

Project Category	Total Number
“Small Business” Incentive Agreements (less than 100 employees)	45

Project Category	Total Number
Attraction	63
Retention/Expansion	45

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CHALLENGES

- ❖ **Maintaining Plano’s reputation as a “major business center”**
- ❖ **Business investment with an uncertain global economy**
- ❖ **Competition from neighbors and abroad**
- ❖ **Growth and expansion of Plano businesses**

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OPPORTUNITIES

- ❖ Organic business growth
- ❖ Redevelopment/infill development
- ❖ Emerging industries
- ❖ Increase awareness
- ❖ Recruit from high cost & regulated markets

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HP Enterprise Services



FLEXTRONICS

intuit

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CONTACT US

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972-208-8300

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2015 - Discussion/Action Items for Future Council Agendas

January 19 – Martin Luther King Day

January 21-23 – US Conference of Mayors – Washington, DC

January 26

- Comprehensive Monthly Financial Report – December 2014
- Chapter 26 Hearing – Bluebonnet Trail (6464 Custer Road)

January 30 – HOA President's Breakfast –7:30 am

February 9

February 12-14 – TML Elected Officials Conference – San Marcos, TX

February 17 – Joint Meet and Greet with Plano Chamber of Commerce

February 19 – State of the City – 6:00 p.m.

February 23

March 7-11 – National League of Cities, Washington, D.C.

March 9-13 – PISD Spring Break

March 17 (Tuesday)

March 23

- Presentation of the FY2014-15 Status Report and Three-Year Financial Forecast

March 27 – HOA President’s Breakfast –7:30 am

March TBD – Plano Fire-Rescue Awards Ceremony

April 13

- DART Report

April 16 – TEDx Plano – 4:00 p.m.

April 18 - Police Annual Awards Banquet – 6:00 p.m.

April 23 – Town Hall Meeting – Municipal Center – 7-8 pm

April 25 – Love Where You Live

April 27

- Comprehensive Monthly Financial Report – March 2015

April 27 – May 5 – Early Voting

May 9 – Election 7:00 am – 7:00 pm

May 11

May 14– Plano Police Memorial Service – 10:00 am

May 16 – Plano Fire-Rescue Appreciation Picnic – Noon, Heritage Farmstead

May 20 – Canvass Election Results

May 25 – Memorial Day