

PLANO CITY COUNCIL

WILL CONVENE INTO EXECUTIVE SESSION AT 6:00 P.M. ON DECEMBER 10, 2012, 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 contribute to the quality of life in our community.

EXECUTIVE SESSION

- | | | | |
|------|---|-----------|---------|
| I. | Legal Advice
Respond to questions and receive legal advice on agenda items | Wetherbee | 5 min. |
| II. | Litigation
The State of Texas v. Jay Sandon Cooper | Mims | 5 min. |
| III. | 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. | Bane | 10 min. |

PRELIMINARY OPEN MEETING

- | | | | |
|------|---|------------|---------|
| I. | Consideration and action resulting from Executive Session discussion | Council | 5 min. |
| II. | Personnel
Tax Increment Financing Reinvestment Zone No. 2 Board - Chair and Interim Member | Council | 5 min. |
| III. | DART Report | Wilkins | 10 min. |
| IV. | Discussion and Direction re Town Hall and Meet and Greet Meetings | Vail-Grube | 10 min. |

V.	Discussion and Direction re Downtown Parking Signage	Mata	10 min.
VI.	Discussion and Direction re Farmers Market Ordinances	Collins	15 min.
VII.	Council items for discussion/action on future agendas	Council	5 min.
VIII.	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 Avenue L, with specially marked parking spaces nearby. Access and special parking are also available on the north side of building. The Council Chamber 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.

MEMO

DATE: December 6, 2012

TO: Honorable Mayor and City Council
City Manager Glasscock
City Secretary Zucco

FROM: Alice Snyder, Assistant City Secretary

RE: Personnel
Executive and Worksession Meetings

The following appointments will be considered at the December 10, 2012 Council Meeting.

<u>Executive Session</u>	<u>Worksession Meeting</u> -Tax Increment Financing Reinvestment Zone No. 2 Board –Chair and Interim Member
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DART Presentation To Plano City Council

Faye Wilkins, DART Board Member

December 10, 2012



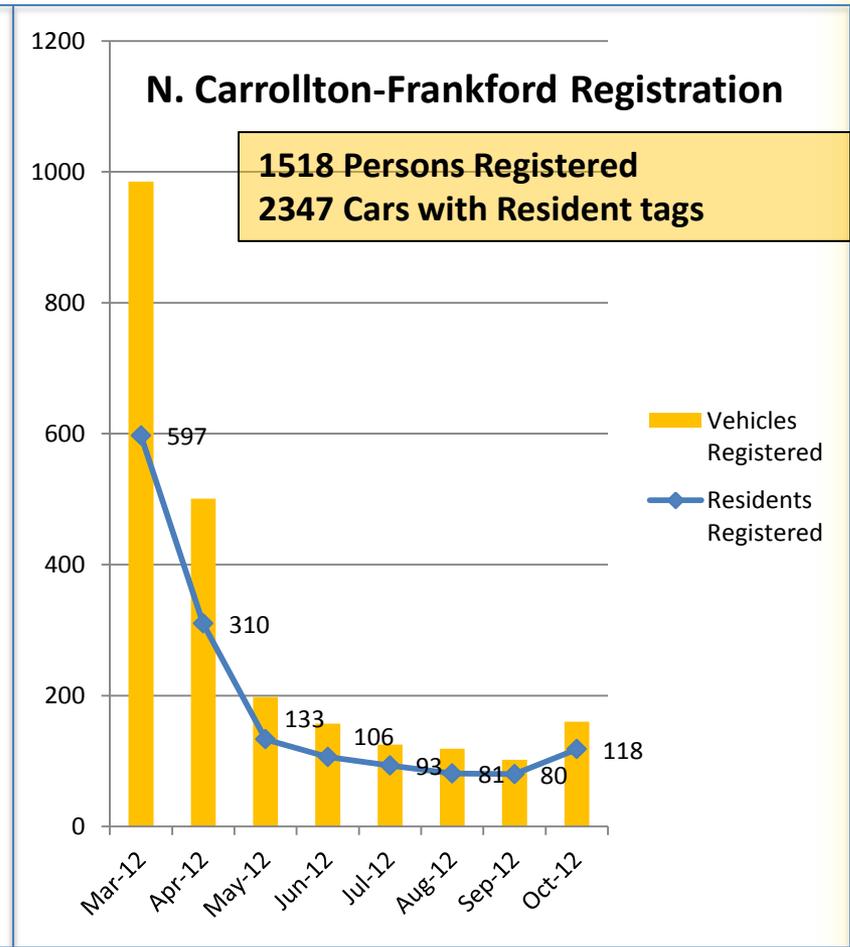
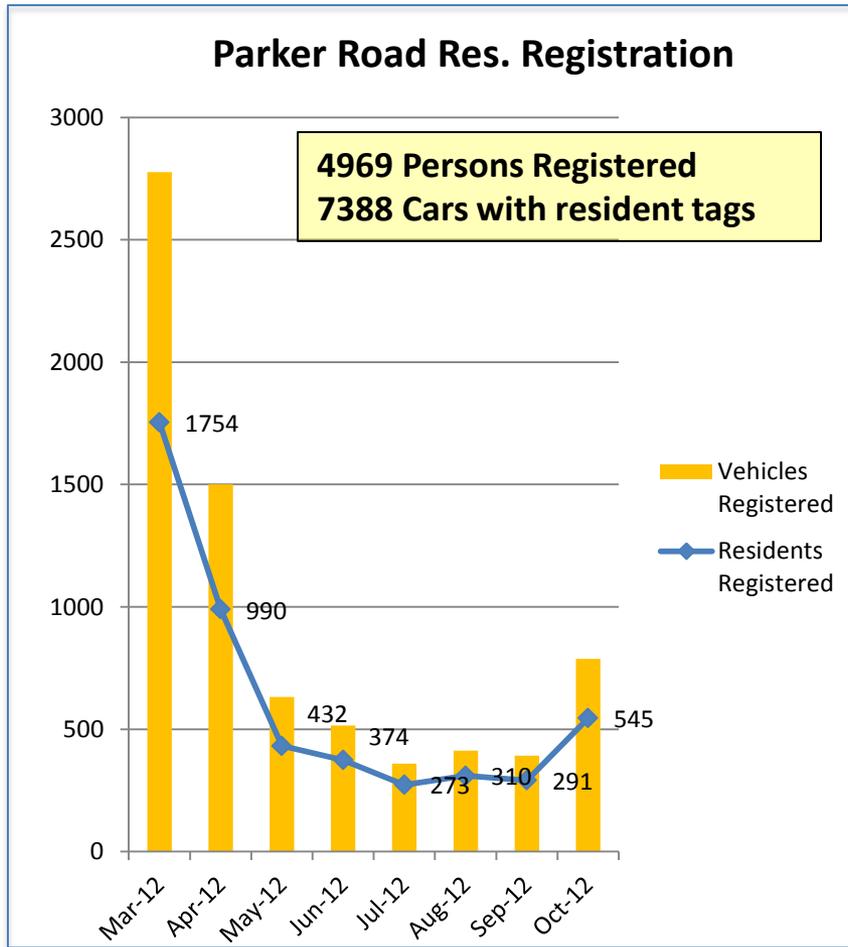
Agenda

- Paid Parking
- Northwest Plano Bus – Legacy Routes
- New Airport Shuttle Routes
- All Station Visual Message Boards

Background of Paid Parking Demonstration

- Stations With Non-Resident Paid Parking
 - Parker Road Station on the Red Line
 - North Carrollton-Frankford Station on the Green Line
 - Northwest Plano Park & Ride – Express bus lot
 - Belt Line Station on the Orange Line in Irving
- Daily Paid Parking Pricing
 - For residents of DART service area --- Free
 - For non-residents daily parking --- \$2.00 per day

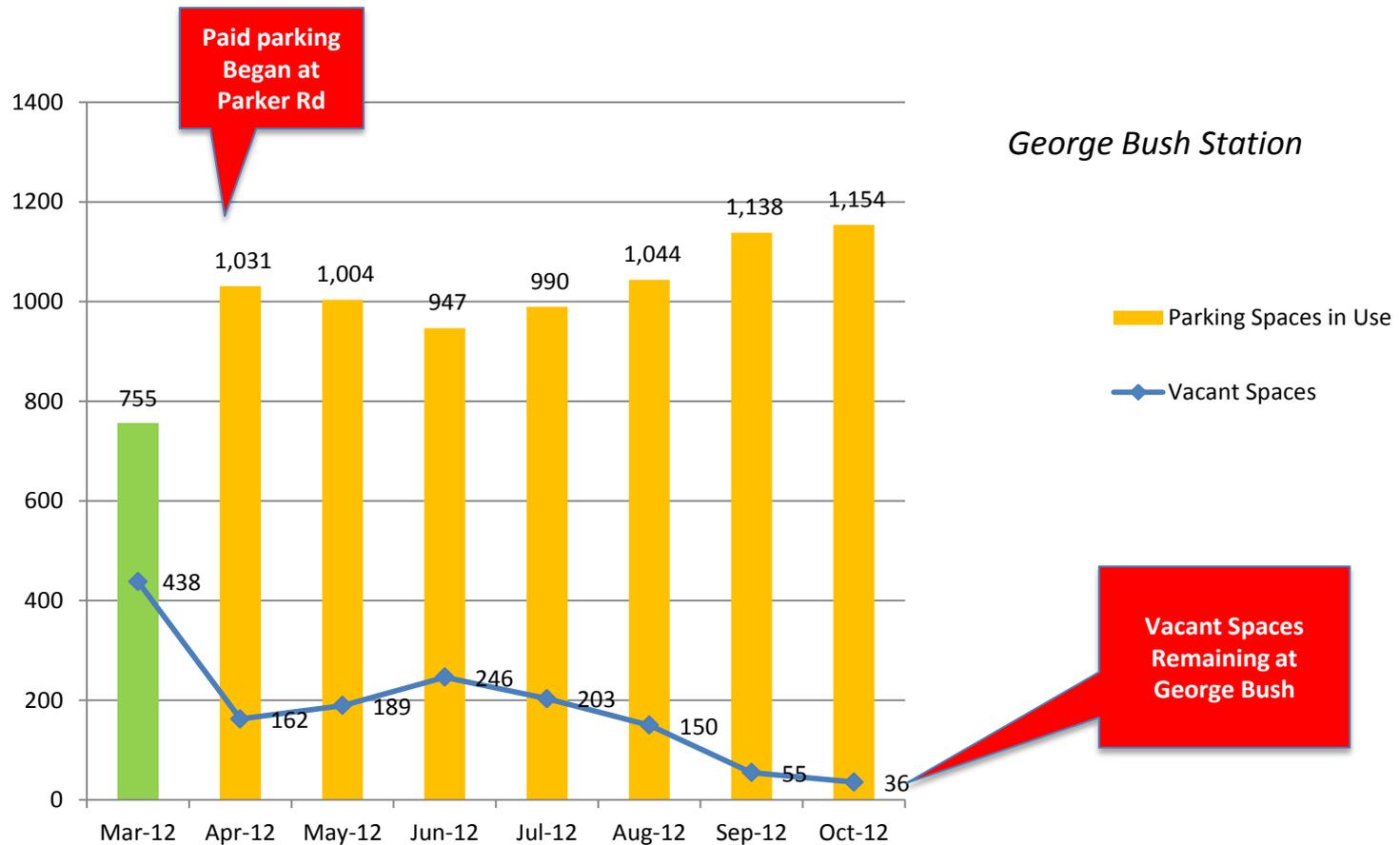
Approximately 6600 DART residents registered nearly 10,000 cars for free parking



393 Non Residents Stopped Parking at Parker Road after the paid parking program was initiated



Nearly 400 Vehicles From Parker Road Shifted to George Bush after the paid parking program began



Lessons Learned After Seven Months

- Over 40 % of the non resident vehicles using Parker Road Station have shifted to George Bush Station. Minimal vacant space remains at Bush.
- Nearly 50 % of non residents parking at N. Carrollton-Frankford moved to Trinity Mills Station. No vacant space remains Trinity Mills.
- Parking revenue exceeded costs in September and October, but total revenue is not sufficient to offset the entire paid parking program start up costs at this point. Platinum has implemented steps to reduce program costs.
- DART will evaluate expansion of the demonstration program to George Bush and Trinity Mills to obtain additional revenue. Any decision to expand the program is a DART Board decision and depends upon the results of the evaluation.
- Registering residents with a residential tag is costly to implement, but has been quick and effective for residents based upon our survey.

Northwest Plano Park & Ride Bus Expansion



Legacy Area Service Expansion

- **Effective July 30, 2012**
- **New Bus Routes Include:**
 - **Two Legacy Circulators**
 - **Bi-Directional Dallas Exp.**
 - **Local Bus Service to Addison**
 - **Bus service to 2 Rail Stations**

Legacy area routes up 25 % in weekday ridership since July 30, 2012

	Weekday Ave.	Weekday Ave.	Weekday Ave	Weekday
Route	Before July 30	After July 30	Change in Boardings	% Change
183	1,348	1,585	237	18%
208/210	540	857	857	59%
346/348	No Serve Before	162	162	
347	599	805	206	34%
451	1350	1673	323	24%
452	918	849	-69	-8%
Total	4,755	5,931	1,716	25%

Ridership up over 1700 boardings per weekday which is a 25 % increase

New Bus Service to DFW and Love Field

- On Dec. 3rd DART Began New Dedicated Airport Bus Service from DART Rail Stations
 - Route 500 from Orange Line to Terminal A
 - Route 500 from CentrePort Station on the TRE to Terminal A
 - Route 524 from Inwood-Love Field Station served by both Orange and Green Line to Love Field Airport.



Effective December 3, 2012

Airport Bus Service Levels:

- Frequent, matching schedules for both routes to TRE, Orange Line and Green Line
- 5am-Midnight daily
- No Sunday service to CentrePort

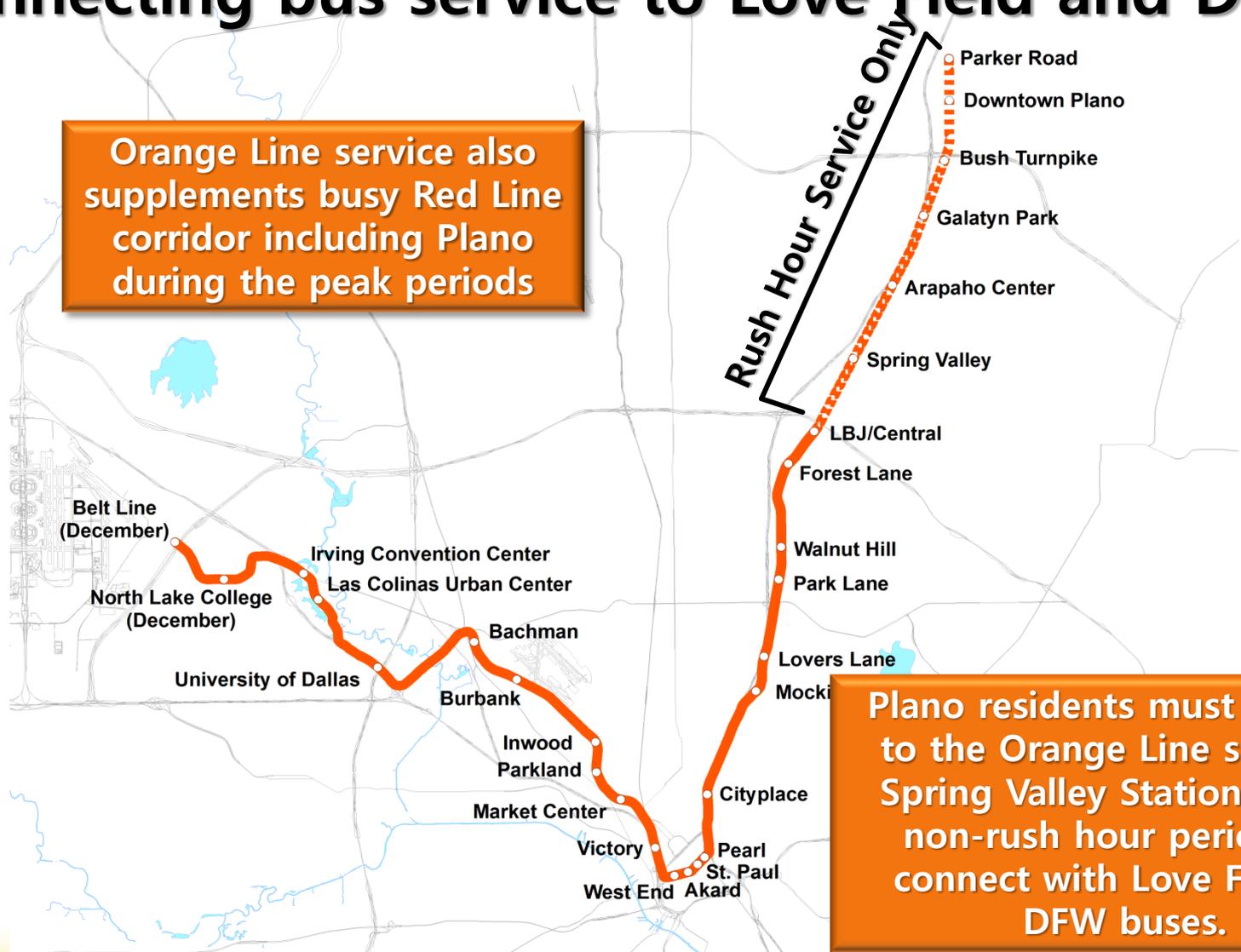
SERVICE FREQUENCY

Period	Frequency
Weekday peak	15
Midday, Weekday early evening	20
Late evening, Weekend morning	30

Orange Line From Plano to Irving

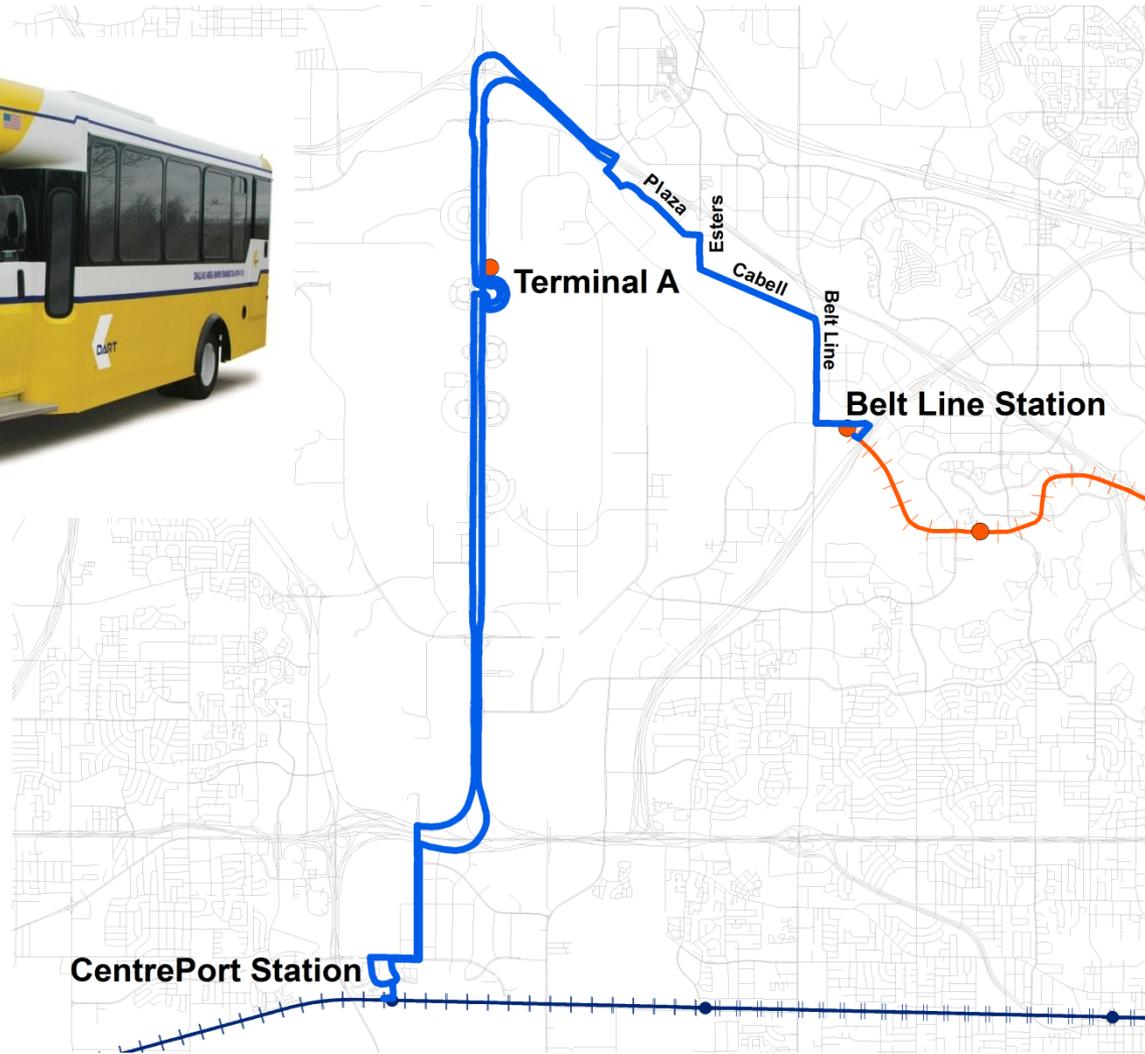
Connecting bus service to Love Field and DFW

Orange Line service also supplements busy Red Line corridor including Plano during the peak periods



Plano residents must transfer to the Orange Line south of Spring Valley Station during non-rush hour periods to connect with Love Field or DFW buses.

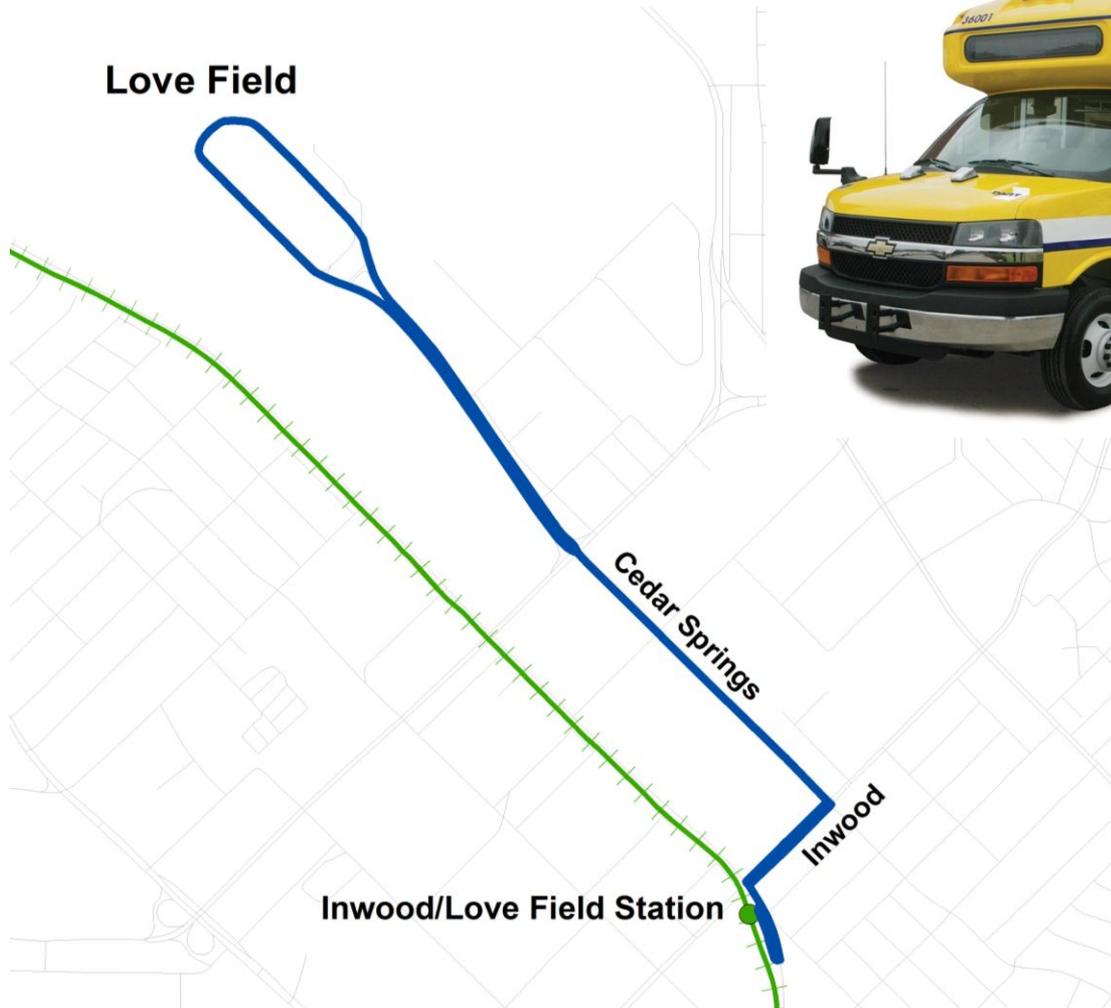
Route 500 Shuttle



Terminal A stop near Gate A9
(Temporary location Gate A17 until February)



Love Field: Route 524 Shuttle



Status of DART Visual Message Boards Installation



- Signs have been installed at all DART LRT Stations including Plano Stations.
- Ad hoc audio and visual announcements
- Automatic real time arrival announcements
- Automatic train car length announcements

Questions



214.979.1111
www.DART.org



December 10, 2012

TO: Bruce Glasscock, City Manager

FR: Mary Vail-Grube, Assistant to the City Manager

RE: Telephone Town Hall and Meet & Greet – Community Outreach

On November 13, the first Plano Town Hall took place from 7 to 8 p.m. hosted live in the Council Chambers at the Municipal Center. It was broadcast live on PTN. Over 39,000 registered voters in Plano were contacted by telephone through the Telephone Town Hall Meeting, Inc., corporation that the City contracted with to manage the telephone call-in portion of the meeting process.

We had 10 members of the public attend in person. Here are statistics related to the phone callers with whom we connected.

Statistics on Calls

Total calls made from registered voter records
39928

Total answering machine answers
11,849

Total answered but opted out – answered but hung up in less than 1 minute
6071

Total answered and opted into call for at least 1 minute
5258

Acceptance rate (this is low but TTH finds that this increases each time as people become familiar)
66 percent

Average acceptance duration (time they stayed online after joining meeting)
5.71 minutes -

Peak number of callers online at one time about 15 minutes into the meeting
a little over 1100

Total number who called in using toll free number we provided
36

Total in speaker queue for duration of the meeting.
45

Total number who spoke
18

Total number in queue who left voicemail messages with their questions that we responded to the next day
14

*** Several of those callers said how much they liked the format and thanked the Mayor and Council for their service*

Total calls answered, contacts made regardless of length they stayed on call
11329

Views "on demand" on PTN after the Town Hall
Approximately 250

Cost of session
\$5,655.04

We paid an additional \$750 to have the Telephone Town Hall moderator on site for this first meeting. We may not need to incur that expense as we become more comfortable with subsequent meetings.

The bulk of the fee is related to the 39,000 calls and number of minutes (832) = \$3624
Database of 39,928 numbers = \$1,197.84

We currently have a one year agreement with Telephone Town Hall, Inc. not to exceed \$12,000.



To: Bruce D. Glasscock, City Manager
From: Selso Mata, Chief Building Official
CC: Frank Turner, Deputy City Manager
Date: December 6, 2012
Re: **Downtown Parking - Signage**

Downtown Plano is experiencing several new uses in existing buildings with restaurants and renewed activity.

As development expands and continues, traffic increases along with the need to find a parking space. Through the years a variety of signage has been installed to help direct the public to accessible lots. Unfortunately different sign types, sizes, shapes, non-illuminated poles and inconsistent applications of signage have added to the difficulty of finding available parking.

A remedy to direct the public in a uniform and predictable way finding method is proposed utilizing a universal "P" parking sign type throughout the downtown area. Many cities regionally and throughout the nation recognize this symbol.

With Council approval, staff recommends use of consistent parking signage replacing existing signs with the Universal "P" parking designation.

Discussion/Action Items for Future Council Agendas

December 18 (Tuesday)

December 24 & 25 – Winter/Christmas Holidays

January 1 – New Year's Day

January 14

- **Zoning Case 2012-30** - Request to amend Section 1.600 (Definitions) of Article 1 (General Regulations), Subsection 2.502 (Schedule of Permitted Uses) of Section 2.500 (Permitted Uses) of Article 2 (Zoning Districts and Uses), and Subsection 3.109 (Farmers' Market) of Section 3.100 (Supplementary Regulations for Principal Permitted Uses and Specific Uses) of Article 3 (Supplementary Regulations), and related sections of the Zoning Ordinance regarding farmers' markets.
- **Zoning Cases 2012-32-40**– Requests to rescind the following specific use permits for private clubs. A combined public hearing will be held.
 - **ZC 2012-32** – SUP #6 for a Private Club on 0.1± acres located 190± feet west of US 75 on the north side of Lexington Drive.
 - **ZC 2012-33** – SUP #13 for a Private club on 7.0± acres located southeast of the intersection of Country Club Drive and Aliso Road.
 - **ZC 2012-34** – SUP #21 for a Private Club on 1.0± acres located 350± feet east of Preston Road on the south side of Park Boulevard.
 - **ZC2012-35** – SUP #107 for a Private Club on 260.8± acres located at the northwest corner of US 75 and Chase Oaks Boulevard.
 - **ZC 2012-36** – SUP #269 for a Private Club on 2.0± acres located at the northeast corner of Preston Road and Old Shepard Place.
 - **ZC 2012-37** – SUP 295 for a Private Club on 206.9± acres located on the north side of Ridgeview Drive, 1,000+ feet west of Custer Road
 - **ZC 2012-38** – SUP 374 for a Private Club on 0.1± acre located 80± feet west of K Avenue, 50+ feet north of 22nd Street
 - **ZC 2012-39** – SUP #415 for a Private Club on 0.1± acres located 175± feet east of Dallas North Tollway, 1,000±feet north of Park Boulevard.
 - **ZC2012-40** – SUP 459 for a Private Club on 0.3± acres located 570± feet east of Coit Road, 200± feet south of Mapleshade Lane.

January 21 – Martin Luther King Day

12-04-12 - - 1:30 pm

January 28

- Comprehensive Monthly Financial Report

February 1-3– TML Elected Officials Conference – Austin

February 7 – Meet & Greet Your City Council and City Staff – Harrington Library -- 6-8 pm

February 11

February 22 – HOA President's Breakfast – Sockwell Center – 7:30 am

February 25

March 6 (Wednesday)

March 9-13 - NLC, Washington D.C.

March 11-15 – PISD Spring Break

March 25

April 8

April 13 – Plano Police Department Award Ceremony – Fairview Corral Barn – 6 pm

April 22

- Comprehensive Monthly Financial Report

May 11 – Election Day**May 13****May 20**

- Canvass

May 27 – Memorial Day**May 28 (Tuesday)**

- Comprehensive Monthly Financial Report