



City Council Questions and Answers

City Council Questions and Answers for Thursday, September 25, 2014

These questions and answers are related to the
Austin City Council meeting that will convene at 10:00 AM on
Thursday, September 25, 2014 at Travis County Administration Building
700 Lavaca Street, Commissioners Courtroom, 1st Floor, Austin, TX 78701



Mayor Lee Leffingwell
Mayor Pro Tem Sheryl Cole
Council Member Chris Riley, Place 1
Council Member Mike Martinez, Place 2
Council Member Kathie Tovo, Place 3
Council Member Laura Morrison, Place 4
Council Member William Spelman, Place 5

The City Council Questions and Answers Report was derived from a need to provide City Council Members an opportunity to solicit clarifying information from City Departments as it relates to requests for council action. After a City Council Regular Meeting agenda has been published, Council Members will have the opportunity to ask questions of departments via the City Manager's Agenda Office. This process continues until 5:00 p.m. the Tuesday before the Council meeting. The final report is distributed at noon to City Council the Wednesday before the council meeting.

QUESTIONS FROM COUNCIL

1. Agenda Item # 9 - Authorize the negotiation and execution of a cost participation agreement with Desta Three Partnership, Ltd. for the City to reimburse the developer for an amount not to exceed \$211,895.00 for costs associated with the design and construction of an oversized water main and appurtenances related to Service Extension Request No. 3455.
 - a. QUESTION: What is the status of the referenced SER 3455? COUNCIL MEMBER MORRISON
 - b. ANSWER: SER 3455 has been submitted for a tract located in the City's corporate limits and therefore, the City is obligated to provide service. Austin Water has requested the applicant to oversize the water main in order to serve additional properties within the South Pressure Zone in accordance with the City's long range planning goals for this area. However, City Council could decide not to approve the oversizing requirement. This would not affect the proposed development. The developer would just build the infrastructure that they need to meet their own demands. As such, the City is requesting City Council approval to cost participate in this construction project only to the extent of the City's proportionate share. It was recommended by the Water and Wastewater Commission.
2. Agenda Item # 10 - Approve Service Extension Request No. 3406 for water service to a 25.5 acre tract at 11900 Buckner Road located within the Drinking Water Protection Zone, the City's Limited Purpose jurisdiction, and Austin Water Utility's service area.
 - a. QUESTION: 1) These SERs were postponed from our last meeting, with the request that staff perform additional analysis on the environmental impacts. When will that analysis be available and will it be placed in the agenda backup? 2) In addition, during discussion of this issue on August 28, it was noted that in general, the Environmental Officer's recommendation on proposed SERs is not provided to Council. AWU staff noted that if it was Council's desire, the Environmental Officer's recommendations on proposed SERs could be included in the backup when brought forward to Council. Is a Council resolution necessary to implement this? 3) Are there any other types of proposals brought forward for Council action where a recommendation has been made by the Environmental Officer but that recommendation is not included in the backup on the Council agenda item? COUNCIL MEMBER MORRISON

Morrison CO 2: Council Member Mike Martinez)

- a. QUESTION: How will this change current practice? COUNCIL MEMBER SPELMAN
 - b. ANSWER: This item is being withdrawn by the sponsor.
8. Agenda Item # 141 - Conduct a public hearing and consider an ordinance amending City Code Chapter 25-6 to allow metered parking spaces to be counted towards the minimum off-street parking required for non-residential uses.
- a. QUESTION: On March 18, 2014 the Planning Commission's Codes and Ordinances Subcommittee recommended the proposed code amendment with direction to look at existing off-street requirements for businesses and compare to on-street substitutions to see if there is a parking deficit; and examine different areas where residential is adjacent to commercial corridors (eg South Congress, Burnet, 6th/Chicon) to assess impacts of the proposed change. 1) Please provide results of the analysis performed under this direction from the PC C&O Subcommittee. 2) Please provide clarification as to if or how staff would practically manage metered parking spaces cumulatively in an area. COUNCIL MEMBER MORRISON
 - b. ANSWER: See attachment

END OF REPORT - ATTACHMENTS TO FOLLOW

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Council Question and Answer

Related To	Item # 18	Meeting Date	September 25, 2014
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Additional Answer Information

QUESTION: ACVB revenues are expected to increase from FY14 to FY15 by ~\$2M, reflecting a ~15% increase, at least in part because of ACVB’s effective efforts. Please provide an overview of how these increased funds will be allocated and on what programs will they be focused? What are the related increases in expected outcomes?
COUNCIL MEMBER MORRISON

ANSWER:

Answers provided by the **AUSTIN CONVENTION AND VISITORS BUREAU**

Explanations for the major increases to ACVB’s FY 2014/2015 budget are as follows –

Media Placement/Production - \$616,751

Being outspent by our direct competition by 2-1, ACVB’s media placement historically remains underfunded and continues to put us at a competitive disadvantage. However, we are excited to have more resources to invest in this area to engage new audiences, resulting in a 20% total budget increase from FY 2013/2014.

The ultimate goal is drive visitors to Austin; however, additional goals for our media spending are:

- Increase in unique web visits from 1.2 million to 1.32 million
- Increase in unique mobile site visits from 240,000 to 360,000
- Increase in Austin Visitor Guide fulfillment from 60,000 to 65,000
- Increase in Virtual Views of the Austin Visitor Guide from 50,000 to 60,000
- Increase in Virtual Views of the Austin Meeting Planner Guide from 2,300 to 2,500
- Increase in leisure e-newsletter opt-ins from 15,000 to 20,000
- Increase in social media followers on Facebook by 75% and Twitter (@ VisitAustinTX) by 50%
- Increase in social media referrals to key areas of the site-- including leisure enews and visitor guide requests-- by 30%
- Increase in Austin Insider Blog traffic by 50%

Convention Commitments - \$346,400

As the magnitude and type of conventions in Austin change, we are faced with an increasingly competitive environment that requires a greater financial commitment from ACVB. This year, convention commitments increased by 377%, driven by National League of Cities, Destination Marketing Association International and Experient E4. Commitments for events can include costs for transportation, banners, registration and live music.

Rent/Lease Agreements - \$334,376

After 10 years with one of the best lease agreements in downtown Austin, our lease is expiring in April, 2015. Based on current market rates, we expect our rent expenses to almost double – for FY 2014/2015 we have budgeted for a 71% increase.

Salaries - \$146,827

A 3% salary increase has been budgeted for all staff.

Industry Relations - \$142,250

As Austin continues to grow, it is critical to enhance Austin's position as a world-class destination. We will continue our strategic partnership with PCMA and will also participate in the PCMA Leadership Summit and in Marriott Masters. Two of the key goals for this program are to find unique ways to further engage local businesses in the hospitality, meetings/conventions and tourism industry and to increase the exposure of Austin to leaders in the meetings and convention industry.

The PCMA partnership has resulted in growth in attendance for conventions and conferences and an increase in overall hotel room nights. We fully expect to continue to see growth in those areas with this renewed partnership.

Health Insurance - \$120,437

In what has become an annual struggle, our insurance rates were quoted to increase by 26% to maintain our current level of coverage.

Future Sponsorship Accrual - \$100,000

In preparing for commitments to be covered in future years, we are budgeting a 36% increase in this area.

Depreciation - \$84,000

An 88% increase in depreciation is driven by the investment in our new Visitors Center.

Information Technology - \$41,119

Technology is a dynamic, ever changing field and we find ourselves struggling to stay current with our infrastructure and systems. A 43% increase allows us to continue to ensure that staff are working on systems that allow them to operate as efficiently as possible



Council Question and Answer

Related To	Items # 67 and # 68	Meeting Date	September 25, 2014
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Additional Answer Information

QUESTION: 1) What exactly are the things we're buying with these items? 2) The list of potential items is industry language that doesn't really explain what these items are to anyone outside the industry. Please provide additional information. **COUNCIL MEMBER SPELMAN**

ANSWER:

Item 67: DIR □ Technology Services:

Expanded examples of technology services to be acquired through the DIR Contract during FY15 include:

1. Austin Energy Reporting Services for the Customer Care and Billing (CC&B) System. This is a three-phase project that will enhance the visibility and utilization of information stored in CC&B. This extensive report library will be most efficiently and cost effectively created by highly qualified contractor staff.
2. AWU Contract IT Services for Utility Software Systems. From time to time, AWU needs additional short-term IT staff resources to assist with the development, maintenance, upgrade and/or support of various AWU systems, ranging from software packages to automated training programs. Contracting these short-term requirements out is the most effective way to accomplish this short term, specialized work.
3. CTM Staff Augmentation for Extract / Transform / Load (ETL) Project. The City is adopting new technology that will allow for advanced movement and usage of data between systems. This project, in which data is drawn from one system (EXTRACT) , reformatted (TRANSFORMED), and then inserted into a target system (LOAD) has City-wide utility. It is most efficient for the City to contract for these services.

Item 68: DIR □ Software:

Expanded examples of software to be acquired through the DIR Contract during FY15 include:

1. CTM Software (ETL, Security Information Management, ESB). These software-based initiatives will assist the City in better using – and re-using – data. The Extract / Transform / Load (ETL) project involves moving information, under software control, from one system to another where possible, rather than having duplicated data, in different formats, in two different systems. The Enterprise Service Bus (ESB) project will provide for a software based “pipeline” to inter-connect multiple city data sources.
2. Maximo Implementation for Public Safety Departments. Several years ago, Austin Energy led the way in adopting Maximo, an enterprise resource management program. The City is continuing with additional installations of the Maximo software. As an example, EMS will be provided with an enhanced inventory management system for drugs and materials in central inventory and on the individual ambulances.
3. Maximo Support and Maintenance. The expenses of annual license costs for the various Maximo installations citywide, both for software, and for help desk services provided by the IBM/Maximo team are included in this RCA.



Council Question and Answer

Related To	Item # 71	Meeting Date	September 25, 2014
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Additional Answer Information

QUESTION: What are the concrete objectives of this item in plain terms? COUNCIL MEMBER SPELMAN

ANSWER:

A. The concrete objectives for applying the EcoDistricts framework to the Seaholm Redevelopment are:

- Establish metrics and measure sustainability results and benefits, develop lessons learned including barriers to neighborhood scale sustainability
- Capture additional sustainability opportunities within the neighborhood, such as establishing a community garden or rooftop agriculture, local and healthy food restaurants, electric vehicle recharging infrastructure network, commute trip reduction partnerships with major tenants, etc.
- Expand the District boundary to leverage additional partners, such as 360 Condominiums, Ballet Austin, YMCA, etc.
- Educate District residents and tenants about sustainability and leverage behavior change to achieve increased benefits
- Achieve a fully realized model for a Compact Connected neighborhood that includes health, mobility, conservation, and ecosystem services

B. The tangible deliverables for participation in the EcoDistricts Target Cities program are:

- Training
 - 1) A series of five workshops held in Austin with the local team, and facilitated by EcoDistricts staff.
 - 2) Access to monthly webinars with other Target Cities participants. (24 webinars)
 - 3) Access to a Peer workshop held at the annual EcoDistricts summit. (Two workshops over 2 years)
- Tools & Resources
 - 1) Access to a library of case studies on exemplary district scale sustainability.
 - 2) Templates to project analysis, governance, etc.
 - 3) A series of four EcoDistricts Toolkits for each project phase.
- Technical Support
 - 1) Assistance with the development of a governance structure for the Seaholm EcoDistrict.
 - 2) Assistance with the development of a Memorandum of Understanding between the City of Austin and participants in the Seaholm EcoDistrict.
 - 3) Assistance with the development of a business plan and a funding plan.
 - 4) Ongoing as-needed technical support.
- Marketing
 - 1) Public recognition of the project with brand designation and access to utilization of the EcoDistricts brand.
 - 2) Inclusion of the project in marketing campaigns.
 - 3) Recognition of the project on the EcoDistricts website and as part of the Clinton Global Initiative Commitment Makers.



Council Question and Answer

Related To	Item # 141	Meeting Date	September 25, 2014
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Additional Answer Information

QUESTION: On March 18, 2014 the Planning Commission’s Codes and Ordinances Subcommittee recommended the proposed code amendment with direction to look at existing off-street requirements for businesses and compare to on-street substitutions to see if there is a parking deficit; and examine different areas where residential is adjacent to commercial corridors (eg South Congress, Burnet, 6th/Chicon) to assess impacts of the proposed change. 1) Please provide results of the analysis performed under this direction from the PC C&O Subcommittee. 2) Please provide clarification as to if or how staff would practically manage metered parking spaces cumulatively in an area.
COUNCIL MEMBER MORRISON

ANSWER 1):

Staff reviewed the existing required and provided off-street parking requirements for the three areas mentioned above. Parking surveys were also conducted for weekdays and weekends in these areas to assess the current on-street parking utilization. Here are key findings:

	Off-Street Parking (Provided/Required)	Maximum On-Street Parking Utilization
South Congress / Johanna St	62%	41% (Saturday morning)
Burnet Rd / Clay Ave	96%	51% (Thursday mid-day)
6 th St / Chicon	98%	64% (Thursday evening)

Staff used google maps where no site plans were available to calculate the required parking for the commercial areas. The three case studies show that there is under-utilization of current available on-street parking.

ANSWER 2):

Staff would not be managing metered parking spaces cumulatively from site plan review perspective. The goal here would be to promote continuous and frequent turnover in a given time period for numerous users throughout the day for the benefit of businesses. Parking reduction for use of metered on-street spaces would still be subject to a cumulative reduction of 40% of the required off-street parking.