

City Council Work Session Handouts

March 4, 2019

- I. Review and Discuss Donation from Ann and Charles Eisemann for the Eisemann Edge Endowment Fund
- II. Review and Discuss the Richardson Economic Development Partnership 2018 Report and 2019 Work Plan
- III. Review and Discuss Traffic Signal System Effectiveness Study
- IV. Review and Discuss the 2018-2019 First Quarter Financial Report



EISEMANN EDGE

AN INNOVATIVE ARTS AND TECHNOLOGY PROGRAM

City of Richardson
Eisemann Center

City Council Briefing – 3/4/19



Eisemann Edge is...

- Endowment fund challenge by Ann & Charles Eisemann. Our proposal led to...
- An opportunity to blend traditional art with emerging technology.
- Creating cutting edge performances, art installations, and innovative programming.
- A partnership between...
 - City of Richardson
 - Eisemann Center
 - School of Arts, Technology And Emerging Communication (ATEC) at University of Texas Dallas

Eisemann Edge is...

- Made possible through a generous donation from Ann and Charles Eisemann.
 - *Eisemann Edge* Endowment Fund
 - \$200,000 Sustaining Funds
 - \$ 25,000 First Year Start-up Programming Support
 - \$ 25,000 Second Year Start-up Programming Support
 - \$250,000 Total Support
 - By start of the third year, *Eisemann Edge* to be partially funded from interest earnings of the endowment, supplemented by other COR support and donors.

Eisemann Edge 2020

- Visual art exhibit featuring multiple projected images on the Forrest and Virginia Green Mezzanine Gallery wall.
- ATEC students & faculty working with Eisemann staff.
- Fall/Winter semesters
- Installation & Testing
- Unveiling on Friday, March 6, 2020
- Exhibit open to public through March 29, 2020



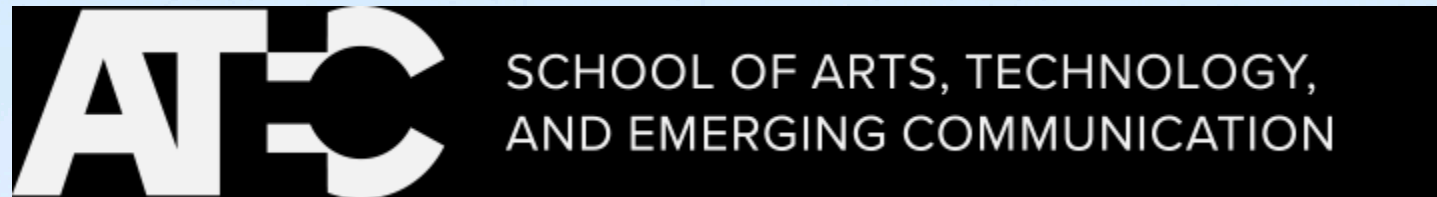
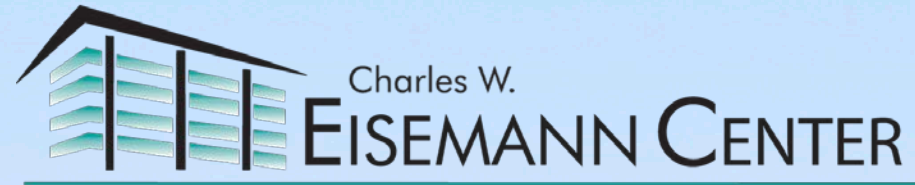
- In closing...

Eisemann Edge will...

- Give Richardson residents, students and the North Texas community an opportunity to explore the intersection of technology with the visual and the performing arts.
- Help build a strong partnership between the Eisemann Center and UT Dallas ATEC students providing opportunities for learning and experiencing new artistic offerings.
- Leverage a wide array of creative abilities using innovative technological platforms.
- Engage new audiences, enabling them to explore the arts and build on the Richardson community's distinctive high-tech heritage.

Eisemann Edge

A Multiple Year Partnership Between



Made possible by the
Ann & Charles *Eisemann Edge* Endowment Fund

Annual Presentation
to Richardson
City Council

REDP
2018 Review and
2019 Strategic Plans

March 4, 2019



RICHARDSON, TX

ECONOMIC DEVELOPMENT
PARTNERSHIP

HOME
TO THE
TELECOM
CORRIDOR®



RICHARDSON, TX

ECONOMIC DEVELOPMENT
PARTNERSHIP

2018 HIGHLIGHTS

2018 HIGHLIGHTS HEADLINES

COMMUNITY **IMPACT** NEWSPAPER

LOCAL. USEFUL. EVERYONE GETS IT.™

IMPACTS TRANSPORTATION GOVERNMENT BUSINESS DINING THINGS TO DO E-NEWSLETTER

Richardson office leasing totals tip into the millions at close of Q3



In 2015 the city struck a deal with RealPage, incentivizing the company to relocate its headquarters to Richardson. (Courtesy Realpage)

DALLASNEWS

Powered by City of Dallas Morning Star

BUSINESS REAL ESTATE AIRLINES RETAIL HEALTH CARE TECHNOLOGY ENERGY TOP 100 WORKPLACES



Goldman Sachs is bringing hundreds of workers to a new Richardson office and growing in downtown Dallas

Steve Brown, Real Estate Editor

DALLAS BUSINESS JOURNAL

INDUSTRIES & TOPICS NEWS LISTS & AWARDS PEOPLE & COMPANIES EVENTS MORE...

Commercial Real Estate

Global law firm plans 500 hires in new Richardson office



DALLASNEWS

Powered by City of Dallas Morning Star

BUSINESS REAL ESTATE AIRLINES RETAIL HEALTH CARE TECHNOLOGY ENERGY TOP 100 WORKPLACES



Richardson's Telecom Corridor lands some of North Texas' biggest office deals in 2018

Steve Brown, Real Estate Editor

DALLAS BUSINESS JOURNAL

INDUSTRIES & TOPICS NEWS LISTS & AWARDS PEOPLE & COMPANIES EVENTS MORE...

Commercial Real Estate

Steward Health Care lines up big leases in Richardson, downtown Dallas



DALLAS BUSINESS JOURNAL

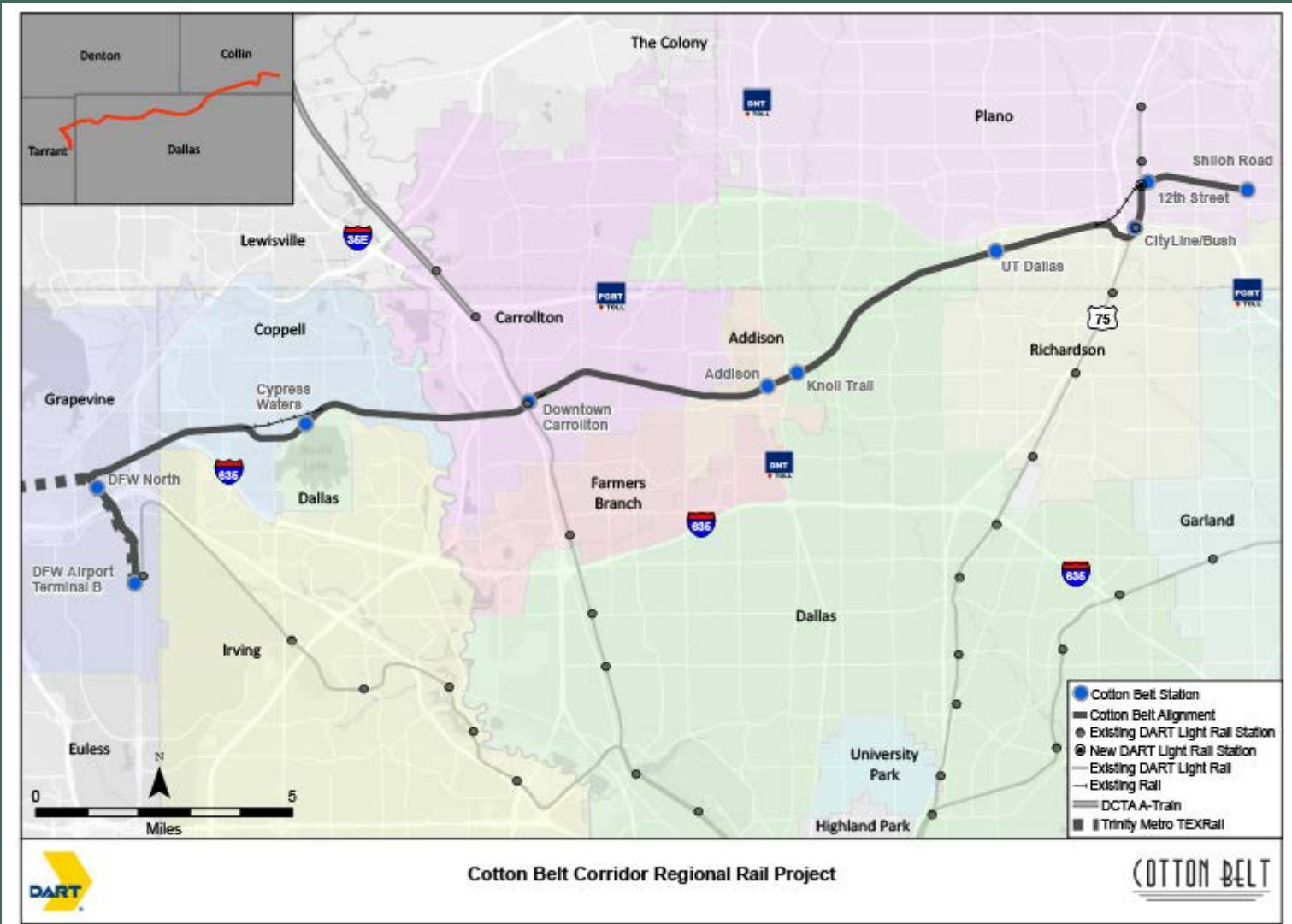
INDUSTRIES & TOPICS NEWS LISTS & AWARDS PEOPLE & COMPANIES EVENTS MORE...

Technology

Tech-services firm Infosys bringing innovation hub to DFW with plans to hire 500 in Texas

2018 HIGHLIGHTS

DART'S COTTON BELT LINE



Creating additional economic development opportunities when it opens in December, 2022



2018 HIGHLIGHTS

RELOCATIONS & EXPANSIONS

33 Relocations and Expansions resulting in 6,730 Richardson jobs (4,557 new and 1,873 retained jobs) and the occupancy of 2,533,752 SF office, flex and data center space.



1,400 new jobs



900 new jobs



1,000 new jobs



1,100 retained jobs

2018 HIGHLIGHTS RELOCATIONS & EXPANSIONS

...and a great start in 2019 !



500 new jobs



at&t

100 new jobs



5th Co-Working Space



1st Richardson M&A Firm

2018 HIGHLIGHTS ENTREPRENEURSHIP & SMALL BUSINESS

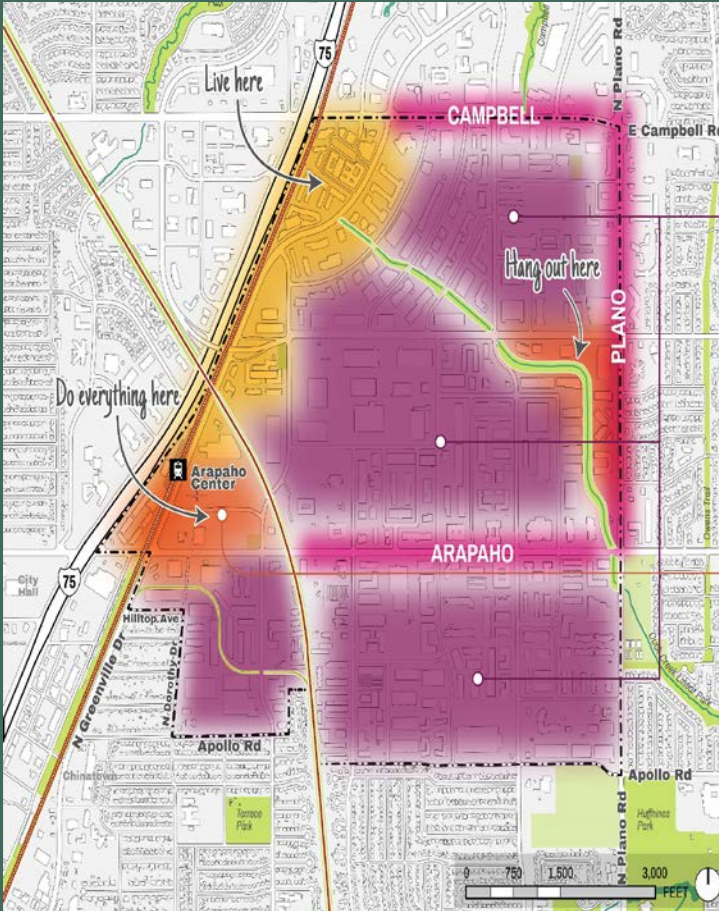
Signs of an innovation economy: Coworking venues The Drawing Board and Venture X added to DFW International Business Accelerator and Communion. Common Desk to occupy 31,500 SF at 3400@CityLine in 2019



2018 HIGHLIGHTS REDEVELOPMENT

East Arapaho/Collins

- Consultants study completed



Main Street

- City infrastructure and private investment leading the way to revitalization

2018 HIGHLIGHTS INTERNATIONAL

Led Japan's SME FDI interests in DFW, Hosted J-GoodTech event



Hosted, toured Tokyo Chamber of Commerce & Industry Delegation

2018 HIGHLIGHTS INTERNATIONAL

Hosted first Select USA
Conference in DFW



Nominated Charlie Chen for IEDC's
“Volunteer of the Year” – He won !



2018
STRATEGIES,
OUTCOMES AND
2019 PLANS

2018 STRATEGIES, OUTCOMES AND 2019 PLANS

BUSINESS RECRUITMENT

Year	2018	Previous 5-Year Average	2017	2016	2015	2014	2013
Projects	33	33	29	20	27	33	36
Jobs	6,430	5,554	2,744	2,002	6,415	5,333	11,278
Million SF Occ.	2.53	1.43	1.04	0.51	1.4	1.4	3.1

Source: REDP, Jan. 2019

2018 STRATEGIES, OUTCOMES AND 2019 PLANS

BUSINESS RECRUITMENT

Address	Vacant SF	Class	Owner
1125 E. Campbell (ATT)	205,820	A	Macfarlan Capital (Dallas)
2200 E. PGBT (Cisco)	176,831	A	Capital Commercial (Austin)
1301 E. Lookout (Samsung)	156,822	A	Grupo Hadad (Mexico City)
1300 E. Lookout (Commscope)	138,650	A	Beltway Comm. (Addison)
2323 NCX (Fossil)	136,091	A	KDC (Dallas)
1410 E. Renner (ATT)	122,300	B	BH Properties (Los Angeles)
2703 NCX (ATT)	93,705	B	Capital Commercial (Austin)
2220 Campbell Creek (UHC)	77,181	B	Foundry Commercial (Dallas)
2200 N. Greenville (ATT)	70,620	B	Capital Commercial (Austin)
2021 Lakeside (Avnet)	59,256	B	iStar Financial (New York City)
1219 Abrams (Various)	56,042	B	Henley Mgmt. Co. (Northbrook, IL)

Source: CoStar, Q1, 2019

1.3 million SF vacancy in these 11 buildings. Overall, Richardson has 25 Class A & B office buildings with 50,000 SF or more of vacant space comprising 2.5 million SF and giving Richardson a tremendous growth opportunity for 2019.

2018 STRATEGIES, OUTCOMES AND 2019 PLANS

BUSINESS RECRUITMENT

2018

- 2 Workshops for landlords; 2 appreciation lunches for tenant reps
- Presentations to brokerages – CBRE, ESRP, HS Miller, Lee and Robt. Lynn
- Work with Allies Dallas Regional Chamber and Governor's Office of EDT
- Maintain a high-level of responsiveness to prospect inquiries

2019

- Landlord 1-on-1 visitations; Tenant Rep Appreciation lunches
- Out of region recruitment with Gazelle AI
- DFW Marketing Team trips
- CREW sponsorship and networking
- Ally tours of Richardson

2018 STRATEGIES, OUTCOMES AND 2019 PLANS

BUSINESS RETENTION

2018

- 8 Mayor's Lunches with 13 companies
- 14 visitations
- Target companies with leases expiring in 36 months
- Lost Samsung, but gained Infosys and DXC

2019

- Continue Mayor's Lunch series
- Work expiring lease list
- Increase visitations with Gazelle AI program

2018 STRATEGIES, OUTCOMES AND 2019 PLANS

ENTREPRENEURSHIP AND SMALL BUSINESS

2018

- Executed 1 Economic Gardening project with Arkenstone
- Struggled to activate CEO and business Roundtables
- Connected small businesses to expanding and relocating companies referrals through 5 Growth & Mobility Luncheons
- Daily advice and referrals for call-in and walk-in small businesses

2019

- Continue all of 2018 except Roundtables
- Reactivating SCORE counseling service at Chamber
- Encouraging more coworking centers, especially in the East Arapaho District

2018 STRATEGIES, OUTCOMES AND 2019 PLANS REDEVELOPMENT AND TOD

2018

- Supported the efforts of City's consultants
- Maintained the East Arapaho Task Force
- Northside retail based on future TOD

2019

- Expand Task Force membership and spread the vision
- Develop the template for an East Arapaho business association
- City will go through rezoning process
- Address naming and branding for the District

2018 STRATEGIES, OUTCOMES AND 2019 PLANS

MARKETING & COMMUNICATIONS

2018

- Developed Industry Cluster Slicks
- Developed a new REDP folder
- Increased Twitter and Facebook following and website views

2019

- Develop updated ED and Lifestyle Aerials Map
- Develop a brochure for the Real Richardson campaign
- Implement a Digital Ambassadors Program with Real Richardson
- Write monthly CEO-interview blogs to post on Real Richardson website

2018 STRATEGIES, OUTCOMES AND 2019 PLANS INTERNATIONAL

2018

- Provided soft landing for Axionet Software (Sri Lanka) at DFW Innovation Center (Chen)
- Executed MOU with Britain's Tech UK
- Arranged 1st ever Select USA event in DFW at Eisemann Center

2019

- Organize trip to Japan to meet with current FDI prospects and work with partners to identify new Japanese FDI prospects
- Attend SelectUSA Investment Summit in Washington DC (June)
- Make fall trip to meet with UK partners and FDI prospects

2018 STRATEGIES, OUTCOMES AND 2019 PLANS

WORKFORCE DEVELOPMENT

2018

- Corporate support for Mayor's Summer Internship Program
- Corporate support (23 companies) for RISD iDream event
- Advised, supported \$523K, 200-employee State SDF training grant for consortium of Argo Data/GXA/Wilkins Group

2019

- Continue listed 3 programs
- Work with major construction and other trades-related firms to establish a skilled-trades academy resource

2018 STRATEGIES, OUTCOMES AND 2019 PLANS

RETAIL

2018

- Vacancy rates reached an historic low below the 6% level
- 10 centers targeted in 2008 for upgrades have been remodeled
- Newer retail activity has included more entertainment uses
- Outside retail contractor relationship was terminated

2019

- New era of retail for Richardson
- Tracking of Sears property
- Restaurant/food access increasingly important for office leasing
- A retail strategy/new zoning required for East Arapaho area
- Inquiry and prospect handling process reestablished

2018 STRATEGIES, OUTCOMES AND 2019 PLANS

RETAIL (VACANCY)



Source: CoStar, Q1, 2019

Vacancy ended 2018 at 4.6% on 7.3 MSF inventory

35TH ANNIVERSARY



RICHARDSON, TX

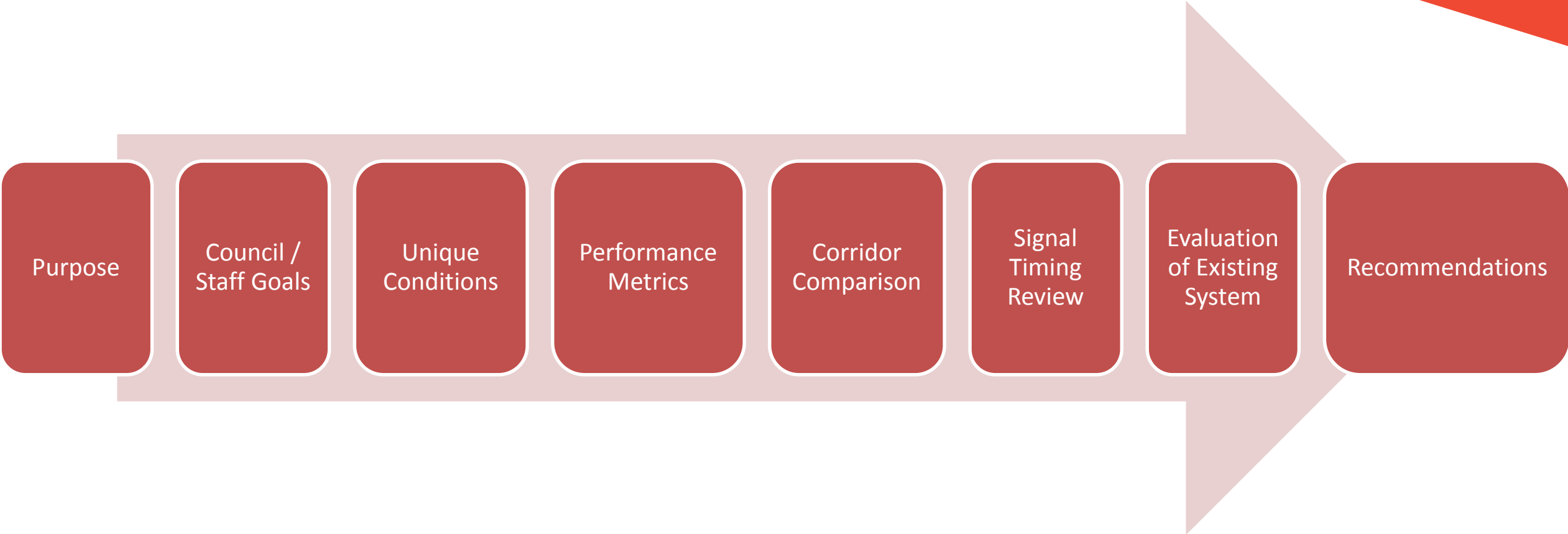
ECONOMIC DEVELOPMENT
PARTNERSHIP

THANKS FOR YOUR SUPPORT!

City of Richardson Traffic Signal System Effectiveness Evaluation

March 4, 2019

Outline



Strategy: Protect and strengthen stakeholder investments in the City

Tactic: Conduct a comprehensive evaluation of effectiveness of traffic signalization

Background



Richardson is in the process of upgrading its traffic operations system



2009 City-wide signal timing update – refinements in 2014 & 2017



NCTCOG Regional Signal Timing and Minor Improvements Program

FY 2018 – FY 2019

COR – Selected for \$1.2 M Traffic Signal Timing Project

- 20% Local Match of \$250,000
- Timing updates at 80 intersections
- Video Detection / Performance Measurement Equipment at 60 intersections

BRD Study – Valuable information and recommendations to assist NCTCOG project

Evaluate

- Effectiveness of existing system
 - Operations
 - Signal timing
 - Progression
- Current Infrastructure
- Preventative maintenance program

Assess

- Resources, staffing, and technology
- Plan for technology upgrades compared to industry

Safe travel for every person

Reduce stops on major corridors

Reduce travel and delay times on major corridors

Reduce cut-through traffic

Manage commuters

Increase reliability

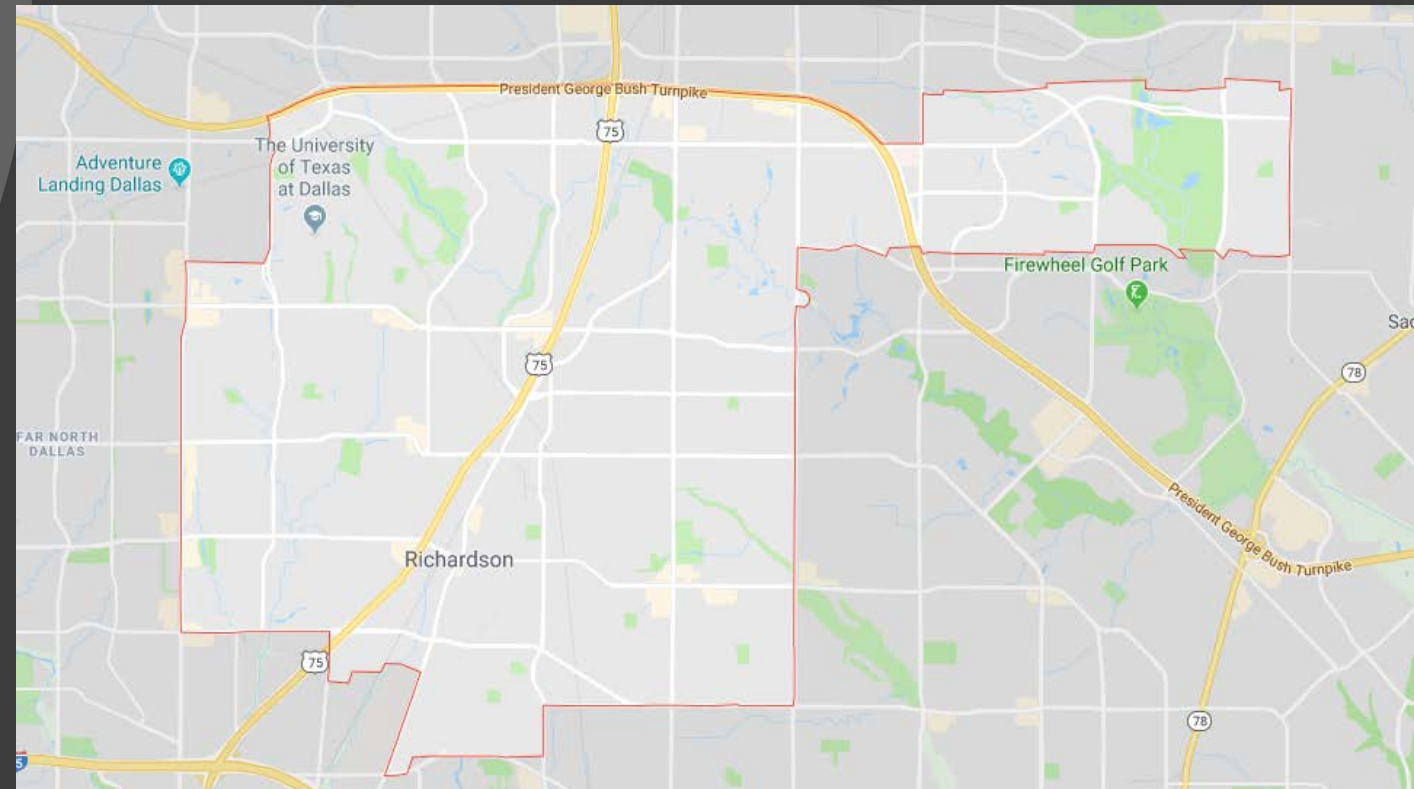
Pedestrian/
bicycle access

Unique Features

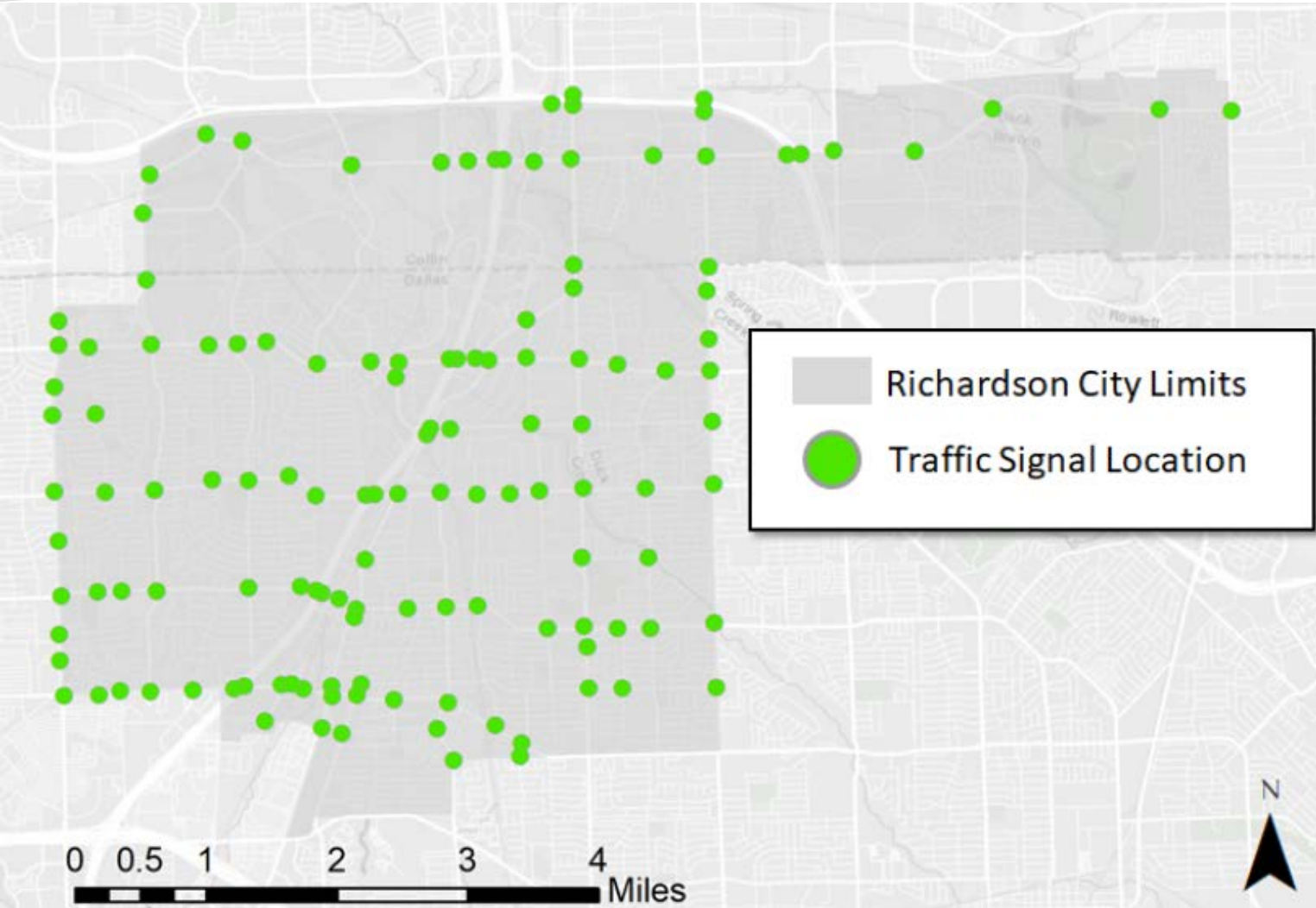
- US-75 is a barrier to east/west connectivity
- East-west corridors are only options through City
- Coit: only complete N/S corridor west of 75
- Volumes increasing – DotCom-era levels

Commute Traffic

- 2nd Largest Employment Center – DFW
- UTD is a major activity center
- More non-residents than residents
- Not a clear peak direction on every corridor



Study Area



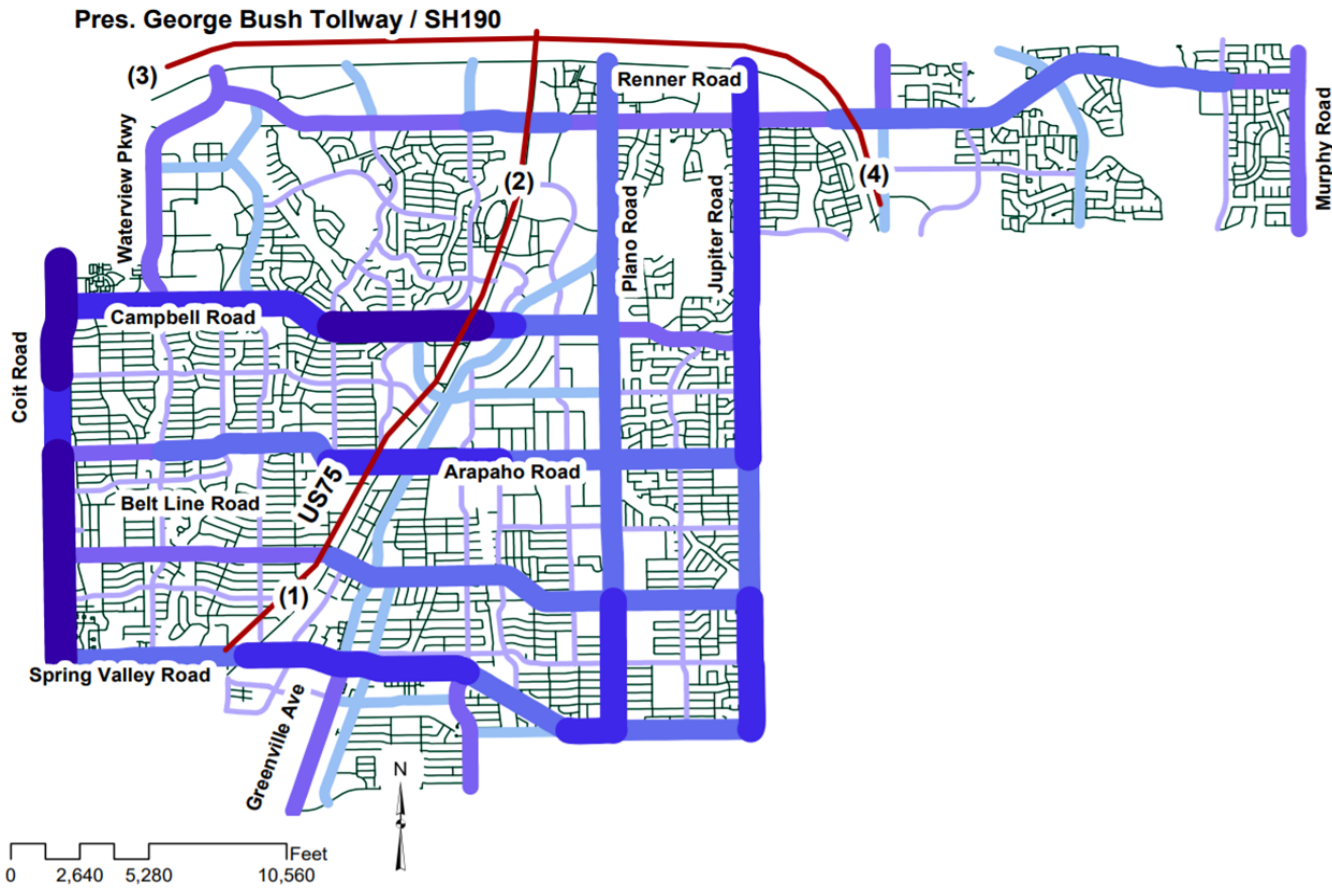
East-West Corridors

- Renner Road
- Campbell Road
- Arapaho Road
- Belt Line Road
- West Spring Valley / Centennial

North-South Corridors

- Coit Road
- Waterview Parkway
- Greenville Avenue
- Plano Road
- Jupiter Road

Corridor Volume Trends



East/West Volumes

1. Campbell Road
2. West Spring Valley Road
3. Arapaho Road
4. Belt Line Road
5. Renner Road

North/South Volumes

- Coit Road west of US-75
- Plano Road and Jupiter Road split east of US-75

Data Collection and Sources

Used INRIX Roadway Analytics Platform

Big Data

Data Collection

Tuesday-
Wednesday-
Thursday

3rd week of
April

2016
2017
2018

15-minute
increments

Travel Time / Speed Trends

Moderate peak
hour congestion

No systemic
congestion

Peak period
speeds compare
well to off-peak
periods

No geographic
pattern

Segment Speed Peak Period Trends



Speeds between successive major arterials are close to the speed limit

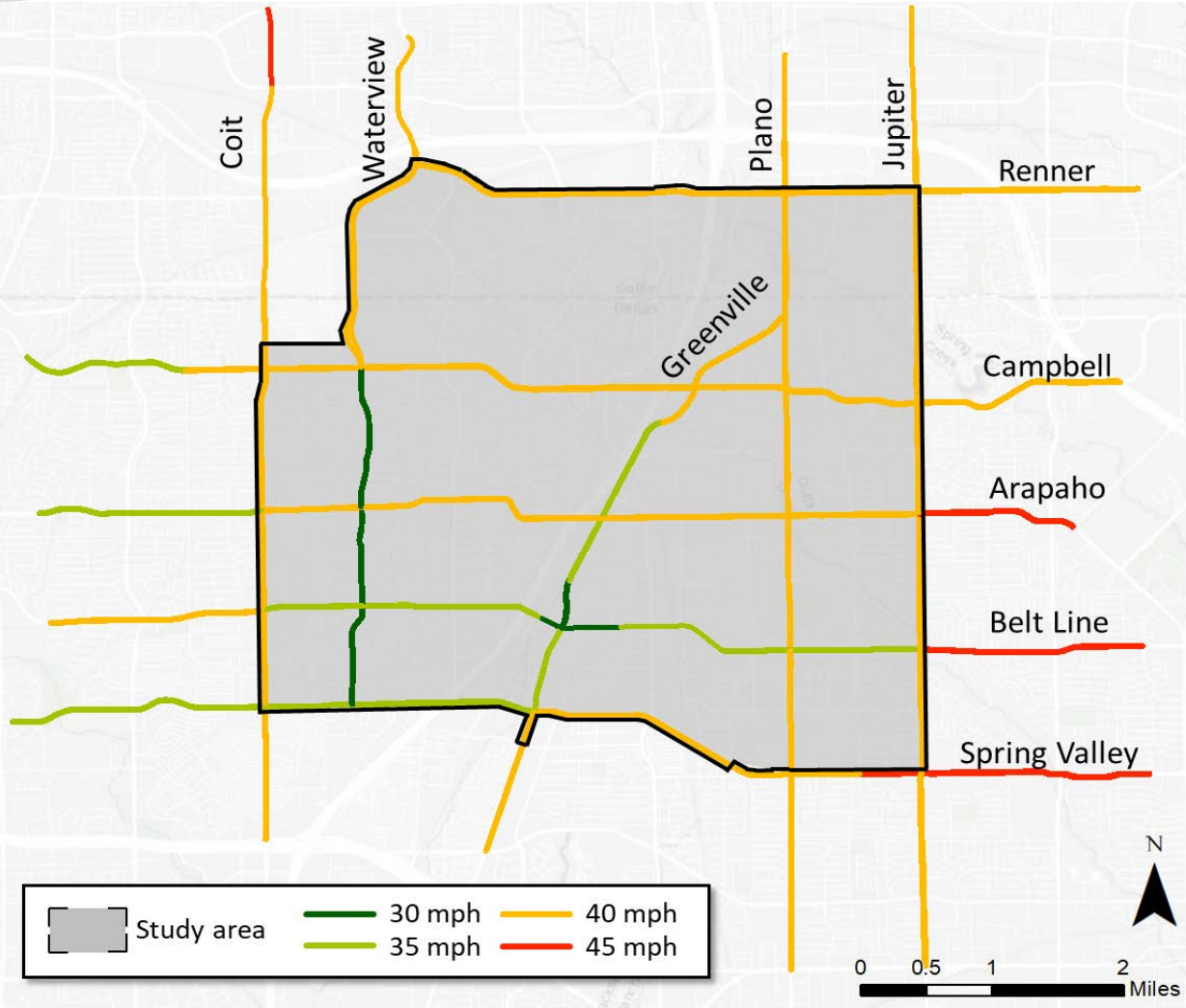


Slowdowns primarily occur at intersections with major streets



Individual characteristics of the roadway network affect travel times

Corridor Comparison Trends



Lower Speed Limits Throughout Richardson

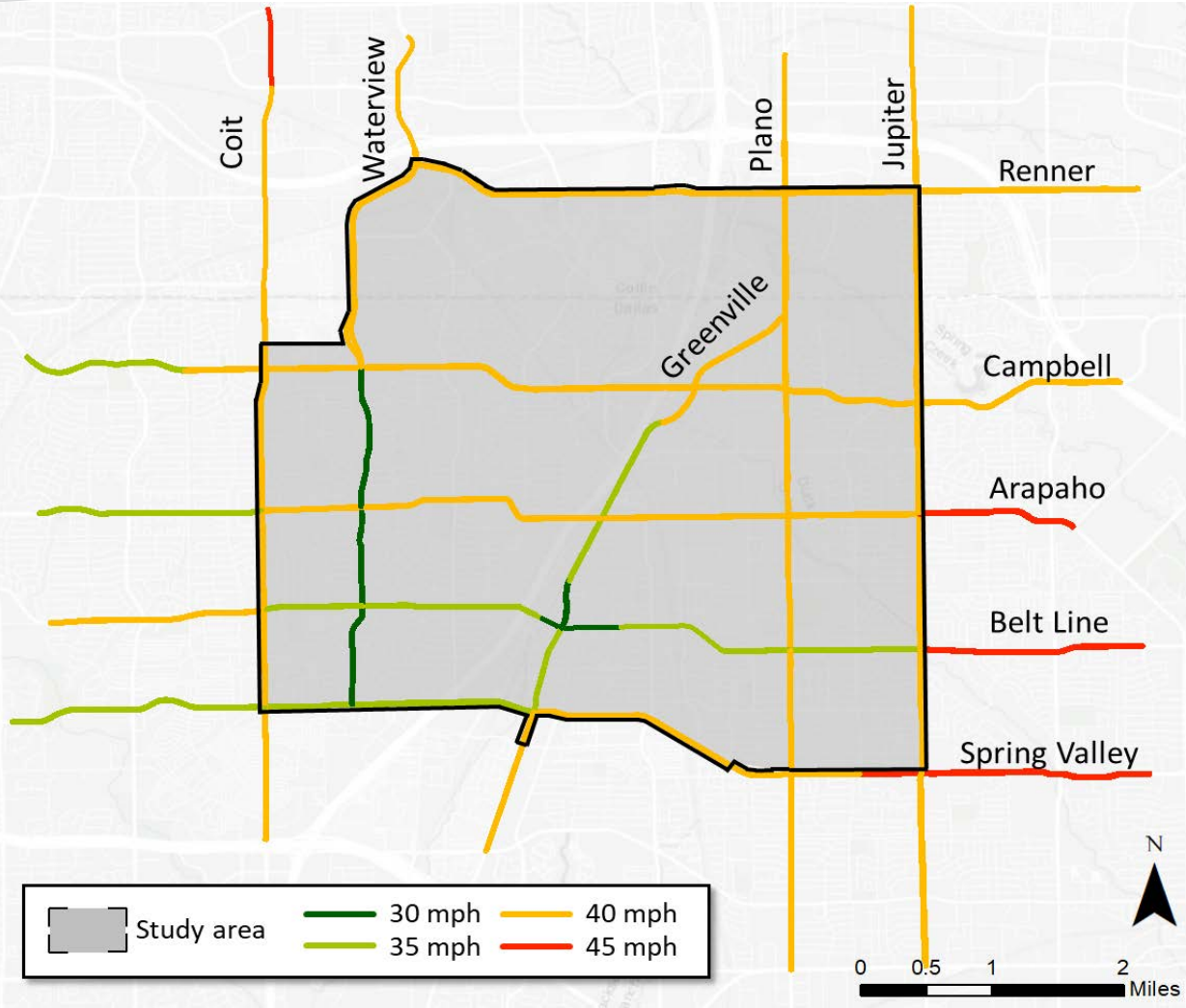
North-South Corridors

East-West Corridors

- Maintains speed limit
- Fewer signals
- Lower volumes

- Speed limit increases eastward
- More signals
- Higher volumes

East-West Comparison Trends



Volumes

- 16 percent higher within City

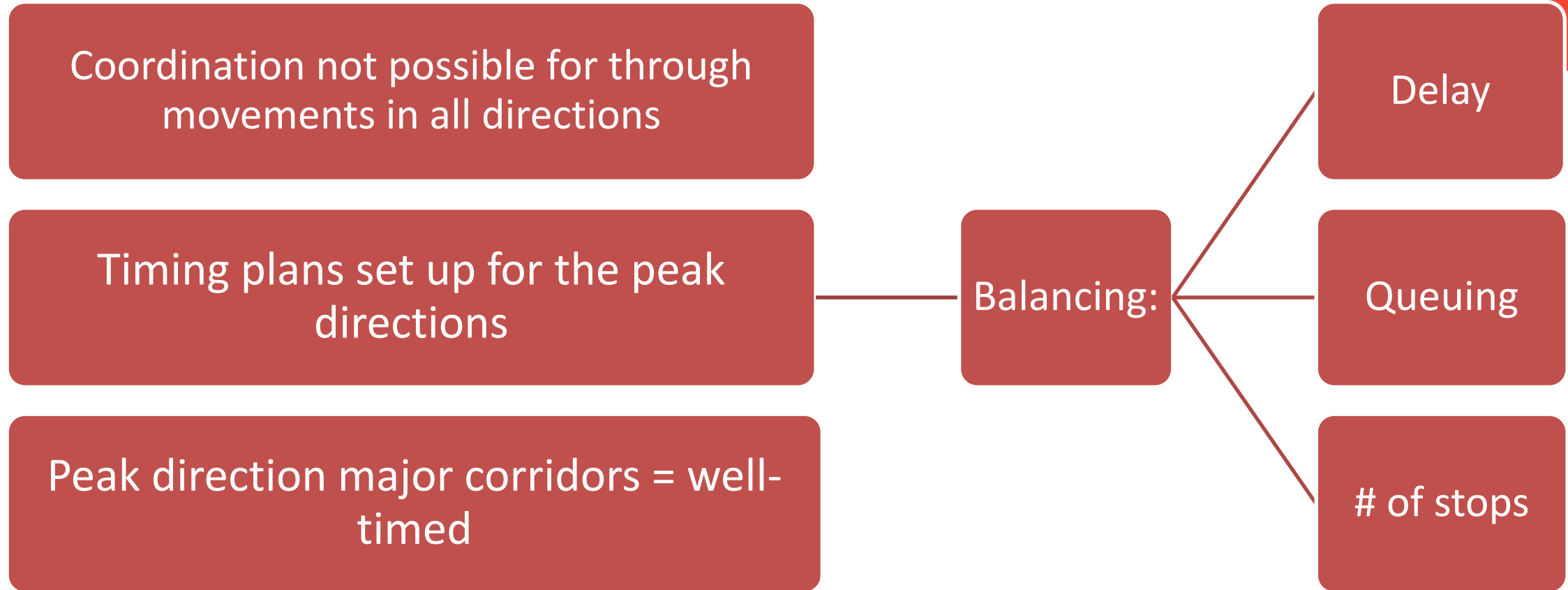
Signal Density

- 30 percent more signals

Speed Difference

- 5 to 20 percent lower

Signal Timing Review



Sufficient roadway capacity and signal timing progression

System Summary

Current Issues

- Aging communications network
- Central management system lacks:
 - Data recording
 - Analysis of signal system
 - Integration of 14 different applications
- Inability to conduct historical signal system analysis

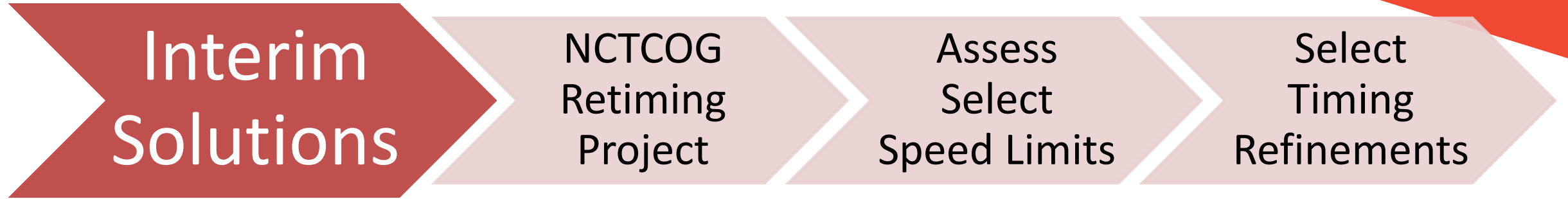
REACTIVE – B/B-

Desired Outcomes




- Automated reports for specific parameters that indicate problems
- Automate maintenance functions
- Compare operations over time
- More accurate/precise reports to City Council and residents
- More efficiently expend resources

PROACTIVE – A

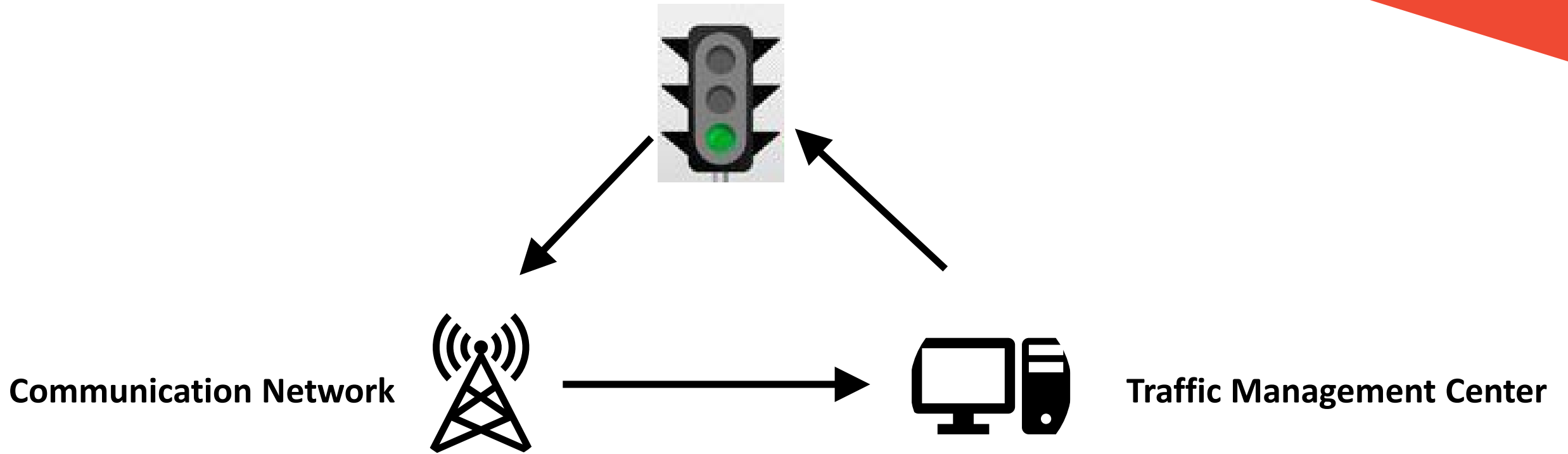
Recommendations



Long-Term Solutions

-  Update Detection
-  Update Communications
-  Update Central Management System

Signalized Intersections



Next Steps

New controllers and cabinets installed by FY 2020

NCTCOG signal timing project – FY 2019 / 2020

Video detection funded – 60 intersections FY 2020

Communications System: FY 2020 / 2021

Central Management System Software – FY 2021 / 2022

Questions & Direction

Mark Nelson

Director – Transportation & Mobility
City of Richardson

Dan Hennessey, P.E., PTOE

Director of Transportation
BIG RED DOG Engineering



First Quarter Report

March 4, 2019

City of Richardson
Budget Office



Overview

- Fund by Fund Review of the first quarter of Fiscal Year 2018-2019
 - General Fund
 - Water and Sewer Fund
 - Solid Waste Services Fund
 - Golf Fund
 - Hotel/Motel Tax Fund

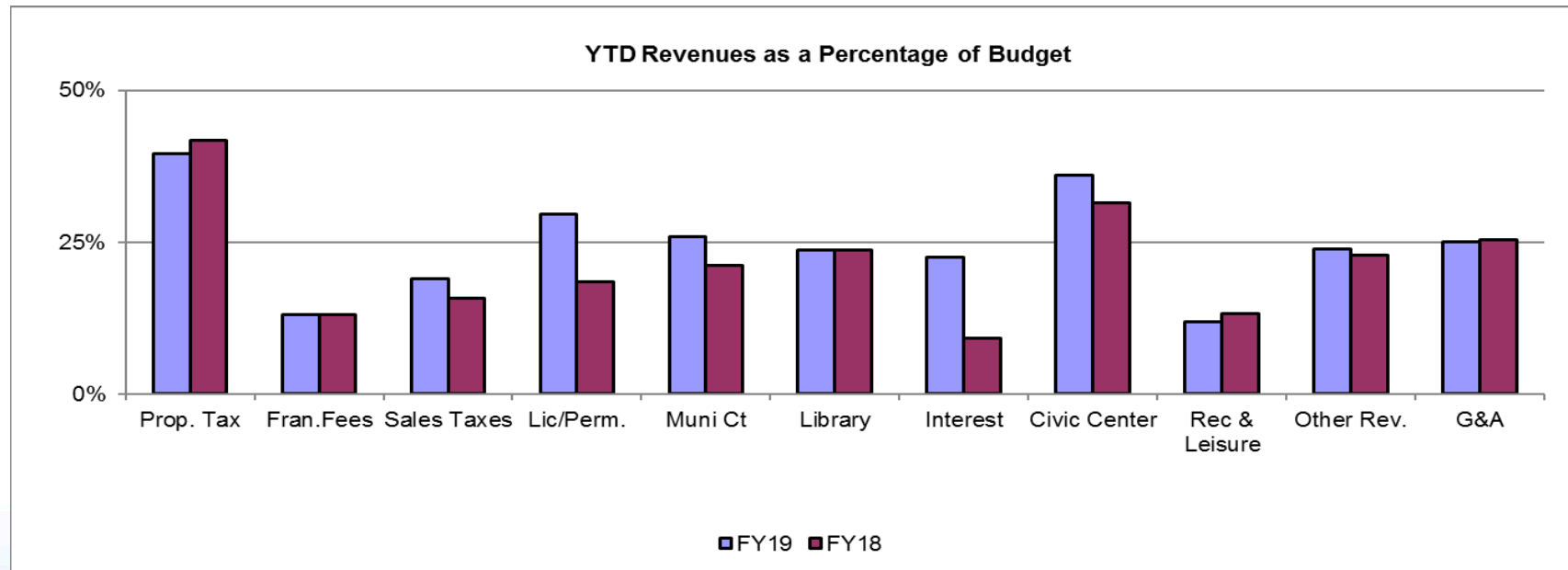


General Fund



Revenues

- Total revenues of \$38.1M, or 27.6% of the original budget compared to \$35.2M, or 26.8% of FY2017-18 YTD actual collections



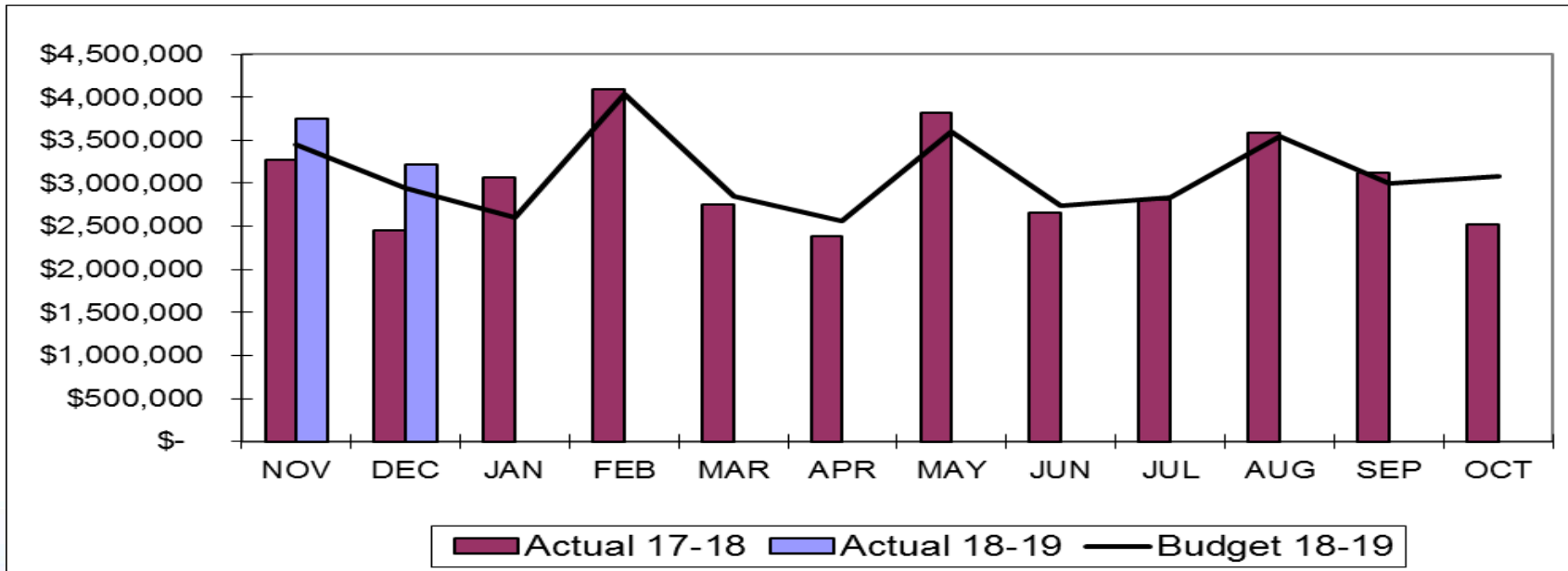
Property Tax

- Property Tax collections of \$22.9M are \$1.1M over last year's actual collections, with 39.5% collected this year compared to 41.8% last year
 - The increase is reflective of not only the growth in the tax base, but also the timing of receipt of the large tax remittances from the mortgage companies
- Property Taxes are not delinquent until February 1



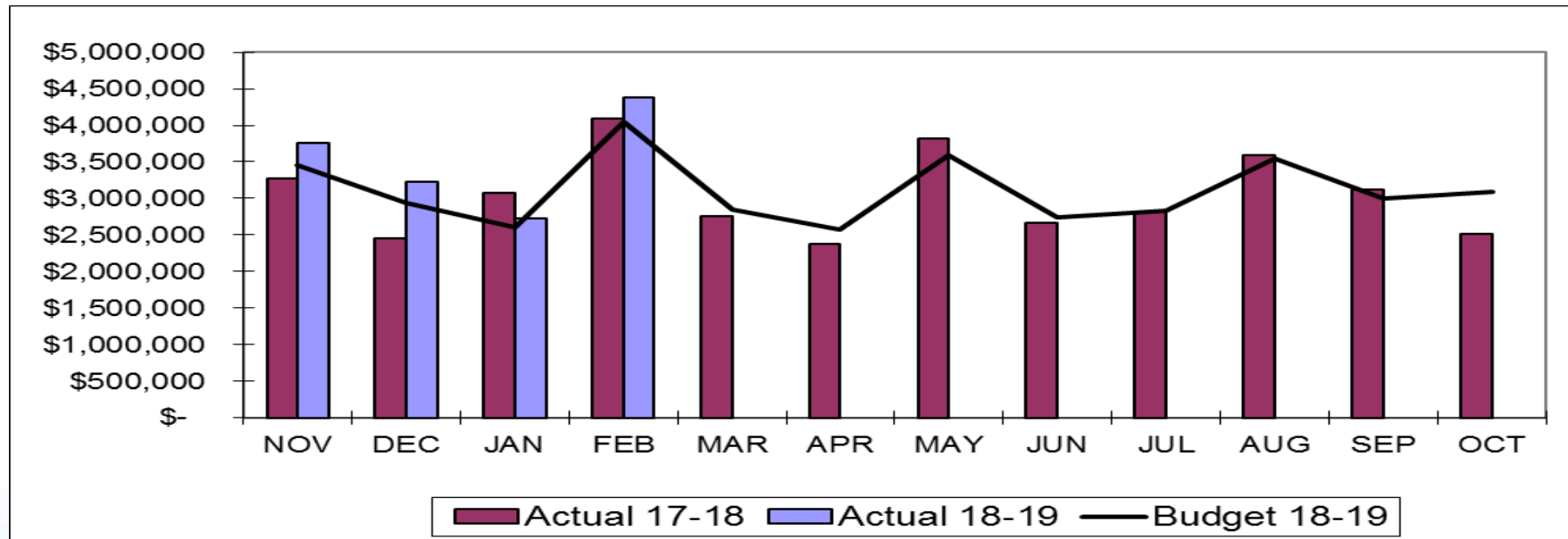
Sales Tax

- Sales and Other Business Tax collections of \$7.2M represent 18.9% of the budget, or \$1.3M over last year
- The First Quarter ends with Sales Tax \$1.3M over last years actual, \$588K over budget, and \$685K over last years “base-to-base” collections



Sales Tax

- Not part of this report, both the January and February 2019 remittances has been received
- After 4 months of collection, Fiscal Year 2018-2019 is \$1.2M over last years actual, \$1.0M above the original budget, and \$90K above “base-to-base”



Franchise Fees

- YTD Franchise Fees of \$2.3M represent 13.1% of the original budget, even with last years collections of \$2.2M or 13.0% last year
 - The 1st quarter payment of the electric franchise fee is not due for receipt until mid-February



License & Permits

- License and Permits of \$786K represent 29.6% of the budgeted \$2.7M compared to the \$533K or 18.4% of last years actual of \$2.9M
 - Current year includes a \$210K permit



Remaining Revenues

- Remaining revenue collections of \$4.9M represent 22.4% of the original budget compared to \$4.7M, or 21.6% last year



Expenditures

- YTD Expenditures for Fiscal Year 2018-2019 of \$37.1M represent 27.2% of the budgeted expenditures, compared to 24.2% last year.
 - Beginning this year the entirety of the Street and Alley Rehabilitation and Parks Maintenance funding transfers were made at the beginning of the year as opposed to monthly in previous years
- For the First Quarter, all categories are within expected spending parameters for the year



Water and Sewer Fund



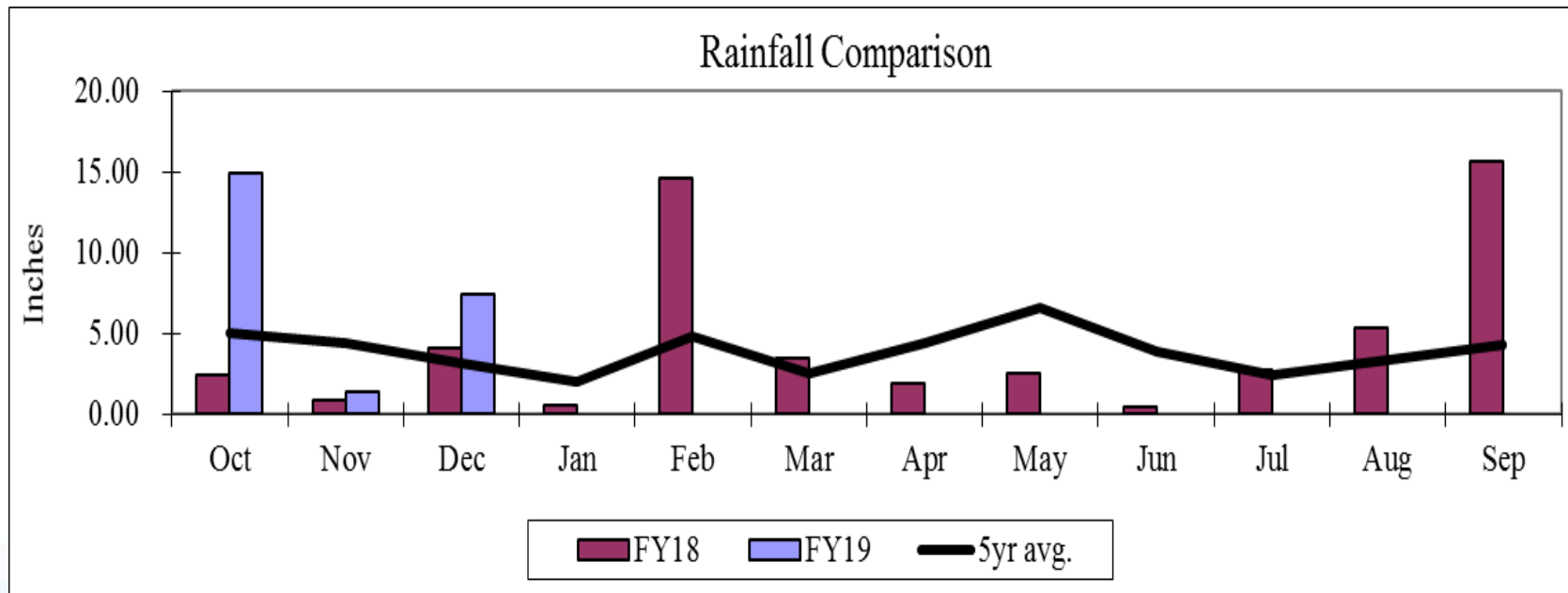
Revenues

- Revenues for the Water and Sewer Fund are \$18.3M, or 22.4% of the budget compared to \$19.4M, or 24.5% last year
- Water Sales of \$10.2M represent 20.4% of the budget compared to \$11.8M or 24.7% last year
- Sewer Sales of \$7.7M represent 25.7% of the budget compared to \$7.2M or 24.4% last year



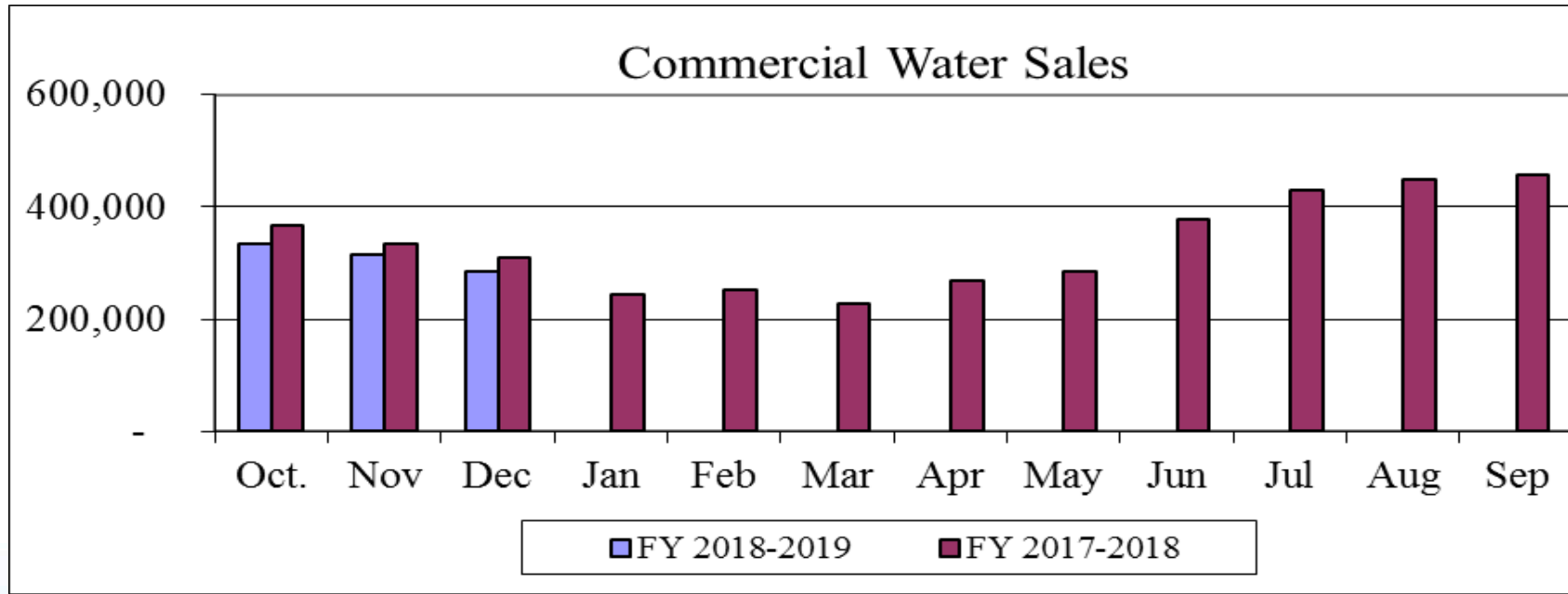
Rainfall

- The following graph compares rainfall YTD of 23.7" compared to last years 7.3" and the 5-year average 12.5"



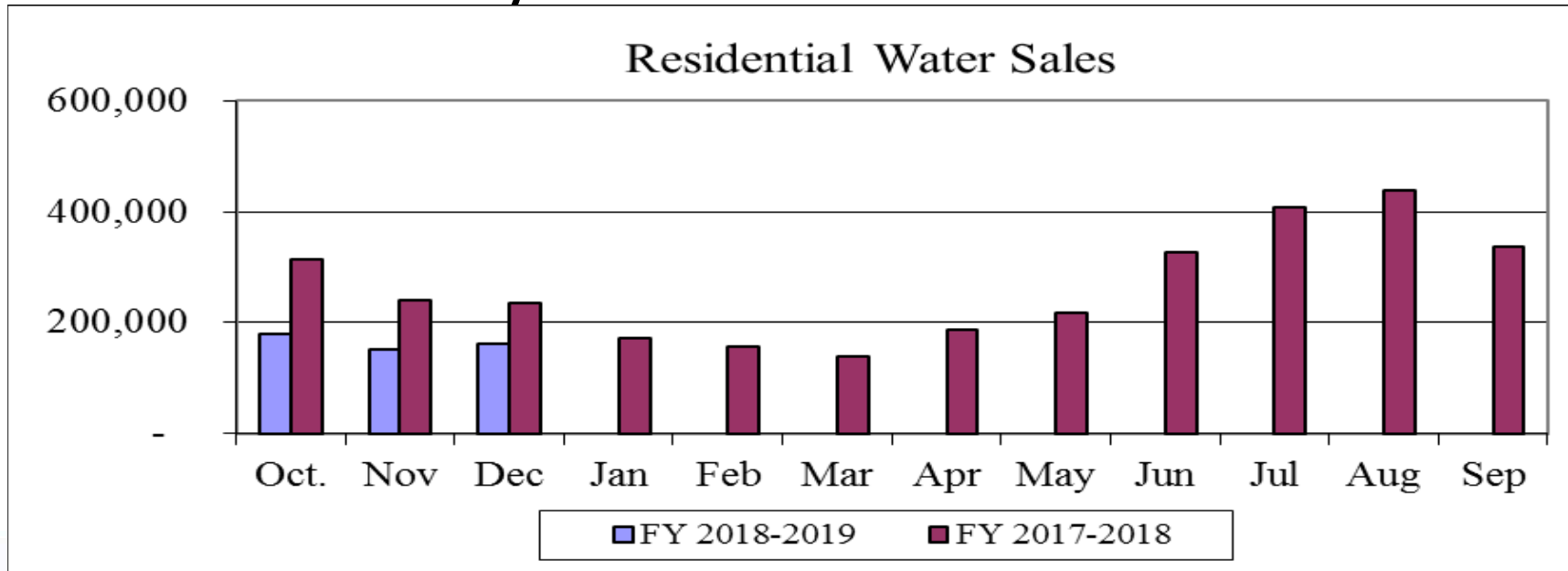
Water Sales

- The following table compares commercial usage, in 1,000 gallon increments, by month for both this year and last



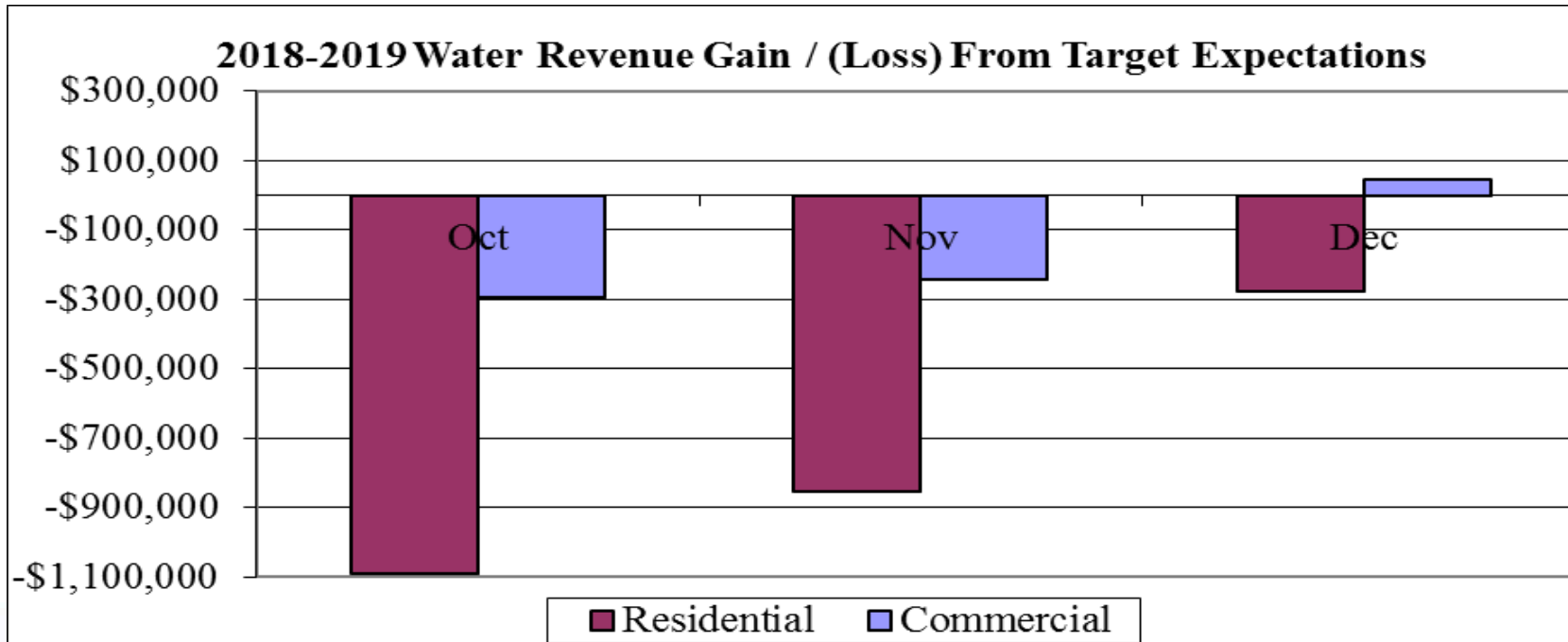
Water Sales

- The following table compares residential usage, in 1,000 gallon increments, by month for both this year and last



Water Sales

- When measured against expected revenue targets water sales are (\$2.7M) below budget



Revenues

- Remaining revenues of \$460K represent 26.9% of the budget compared to \$382K or 21.8% last year.

Expenditures

- Total Expenditures and Transfers for the Water and Sewer Fund of \$19.7M represent 24.2% of the budgeted \$81.6M compared to last years 24.6%
- YTD Maintenance expenditures are \$941K over last year and represent the increased costs from our wholesale service providers. This increase was planned and budgeted for
- All other expenditure categories are within established parameters for their category



Solid Waste Services



Revenues

- Total YTD revenues of \$3.7M represent 24.6% of the \$14.9M budgeted
- Residential collections of \$1.5M are \$2K over last year while commercial collection fees of \$2.0M are \$45K over the prior year
- The remaining revenue categories combine for \$156K, or 21% of the original budget.



Expenditures

- YTD expenditures are 27.7% or \$4.2M of the budget compared with 28.0% or \$4.1M at this time last year
- All expenditure categories are performing within established parameters

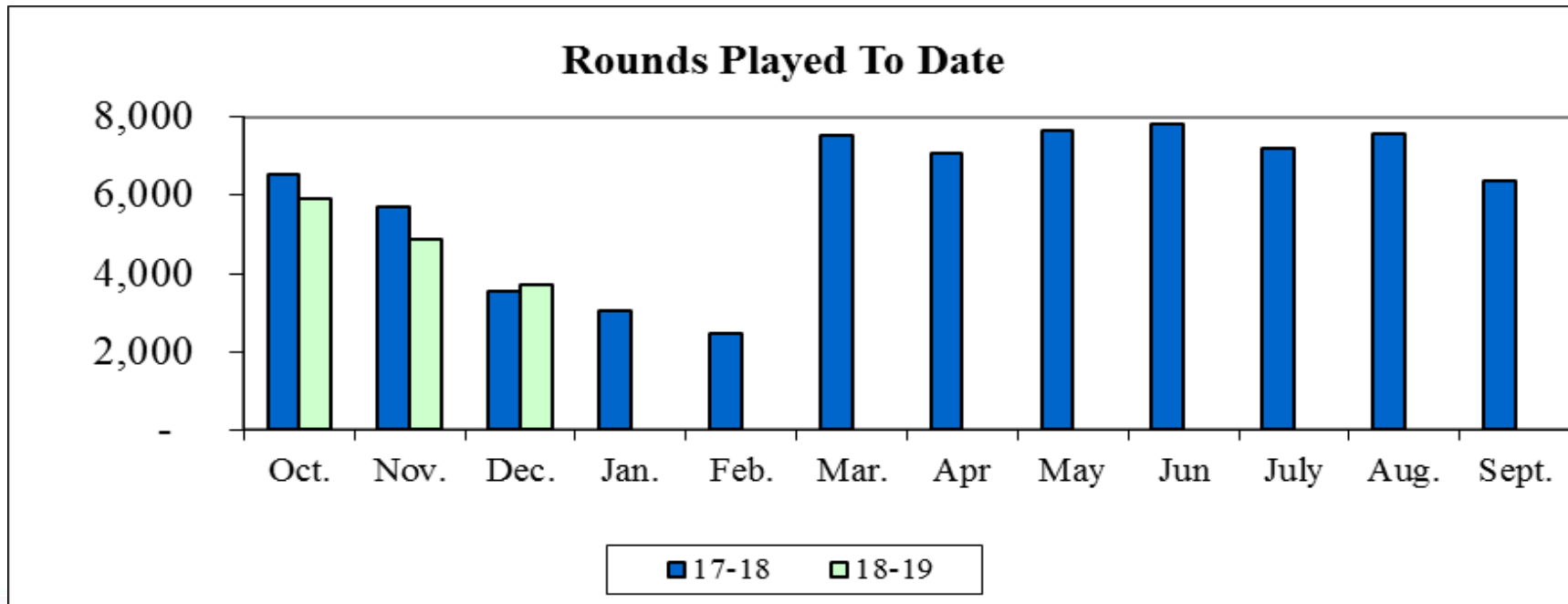


Golf Fund



Revenues

- Total Revenues of \$456K represent 19.3% of the budgeted \$2.4M.
- Rounds played of 14,489 are (1,290) below last year.



Revenues

- Green Fees of \$298K are (\$16K) below last year actuals and (\$37K) below FY19 budget targets for the year.
- Cart Fees of \$118K are (\$13K) below last year and (\$11K) below expected FY19 target.
- Remaining revenues of \$39K are \$19,600 over last year and includes \$15K insurance reimbursement for wind damage.



Expenditures

- Total Expenditures and Transfers of \$582K represent 25.2% of the budgeted \$2.3M
- All expenditure categories are within established first quarter parameters



Hotel/Motel Tax Fund



Revenues

- Total revenues of \$1.6M represent 22.2% of expected revenues
- Tax Revenues of \$690K are (\$80K) below last year's YTD actual collection of \$770K
- Eisemann Center Revenues of \$323K represent 26.9% of the original budget
- Eisemann Center Presents revenue of \$452K represents 38.2% of original budget
- Remaining revenues are performing as expected



Expenditures

- Total Expenditures and Transfers for the Hotel/Motel Tax Fund of \$1.8 M represent 25.7% of the budget
- All expenditures are performing as expected

