



CITY OF MILPITAS

Economic Development and Trade Commission

DRAFT REGULAR MEETING MINUTES

4:30 PM

Monday, August 12, 2024

Auditorium

Milpitas Library

160 N. Main Street, Milpitas

CALL TO ORDER

Chairperson Norwood called the meeting to order at 4:33 PM.

PLEDGE OF ALLEGIANCE

Chairperson Norwood led the pledge of allegiance.

ROLL CALL

Economic Development Coordinator Thomas called the roll.

PRESENT: Chair Person Chris Norwood, Vice-Chair Daryani, Commissioners Lynne Rice, Bimulkamar Bhagvat and Larry Ciardella.

Alternate #1 Conrad Schapira, Alternate #2 Michael Nguyen

Student Commissioner Vasista Ramachandrani

City Council Liaison: Mayor Carmen Montano

Staff: Alex Andrade, Michael Thomas, Margaret Tamisiea, Natkarn Sandoval

ABSENT: Casey McNeil and Jacob Sanchez

SEATING OF ALTERNATES

Alternate Member No. 1: Conrad Shapira was seated in place of Commissioner McNeil

Alternate Member No. 2: Michael Nguyen was seated in place of Commissioner Sanchez

APPROVAL OF AGENDA

Commissioner McNeil arrived at 4:35 PM

Recommended Action: Approve August 12, 2024 regular meeting agenda of the Economic Development & Trade Commission as submitted.

Mover/Second: Rice/Daryani

Motion carried by a vote of: AYES: 7 NOES: 0

Ayes: Norwood, Daryani, Rice, Bhagvat, Ciardella, Schapira and Nguyen

Noes: None **Abstentions:** None

APPROVAL OF MINUTES

Recommended Action: Approve June 10, 2024 regular meeting minutes of the Economic Development & Trade Commission as submitted.

Mover/Second: Rice/Schapira

Motion carried by a vote of: AYES: 6 NOES: 0

Ayes: Daryani, Rice, Bhagvat, Ciardella, Schapira and Nguyen

Noes: None **Abstentions:** Norwood

PUBLIC FORUM

No public comment was submitted.

ANNOUNCEMENTS

Commissioner Rice announced that the Great Mall is hosting its annual family event “Touch-a-Truck” on Saturday, August 24 from 12:00 to 3:00 PM. The Great Mall will celebrate its 30th anniversary on Saturday, September 21 from 10:00 AM to 7:00 PM with a ribbon cutting event at 10:15 AM

Chairperson Norwood asked how the Commission and the City promote the Great Mall’s 30th anniversary event. Director Andrade said the event can be promoted in newsletters and flyers to local chambers of commerce and regional economic development organizations via the City’s Constant account and social media platforms.

Commissioner Ciardella requested a report on Planning Department application review and decision timelines at a future EDTC meeting.

The Milpitas Chamber of Commerce is hosting its monthly mixer event at the Chamber’s office located at 828 N. Hillview Drive on August 15 from 4:00 to 6:00 PM.

Commissioner Cairdella thanked the City for filling potholes on Main Street.

Chairperson Norwood announced the first day of school for Milpitas Unified School District is August 15. Mr. Norwood reminded motorists to drive safely in and around school zones. Mr. Norwood mentioned MUSD’s desire to develop safe bicycle routes to MUSD campus sites in partnership with the City. The Innovation Campus Phase II ribbon cutting event is scheduled for Friday, September 20 from 4:30 to 5:30 PM.

Mayor Montano announced that at its regular meeting on August 6, the City Council unanimously approved to place the ¼-cent sales tax on the November 5, 2024 general election ballot. This action would reauthorize the current ¼-cent sales tax if approved on a majority of submitted ballots.

Commissioner Sanchez joined the meeting at 4:50 PM.

Director Andrade shared a budget request flyer regarding the City seeking \$2.4 million for traffic signalization and street light improvements as part of the City’s Main Street revitalization project.

BUSINESS ITEM

9a. Main Street Revitalization

Recommended Action: Receive update and provide feedback to staff.

Chairperson Norwood introduced this item and Director Andrade provided introductory comments and explained the “Crossroads” and “Main Street” focus areas of the Gateway Main Street Specific Plan before Economic Development staff led commissioners on a walking tour of prospective, current and future projects at the following locations along N. Main Street:

1. 230 N. Main Street (Southeast corner of Weller Lane & N. Main Street)
2. 82 & 86 N. Main Street
3. 70 N. Main Street
4. Public parking lot under Calaveras Boulevard overpass

After the tour and discussion, the Commission took the recommended action.

Mover/Seconders: Rice/Schapira

Motion carried by a vote of: AYES: 7 NOES: 0

Ayes: Norwood, Daryani, Rice, Bhagvat, Ciardella, Schapira and Nguyen

Noes: None **Abstentions:** None

ADJOURNMENT

Motion to adjourn meeting at 6:03 PM

Mover/Seconders: Daryani/Rice

Motion carried by a vote of: AYES: 7 NOES: 0

Ayes: Norwood, Daryani, Rice, Bhagvat, Ciardella, Schapira and Nguyen

Noes: None **Abstentions:** None

MEMORANDUM

Office of Economic Development



DATE: September 9, 2024

TO: Economic Development and Trade Commission

FROM: Michael Thomas, Economic Development Coordinator

VIA: Alex Andrade, Director of Economic Development

SUBJECT: **Item 9a: Measure J – Milpitas Public Services Reauthorization Measure**

BACKGROUND

On August 5, the Milpitas City Council unanimously placed Measure J – the City of Milpitas Public Services Reauthorization Measure – on the November 5, 2024 ballot. If reauthorized, Measure J does not raise tax rates, but continues the existing voter-approved 1/4-cent sales tax for eight years, to maintain Milpitas' local services and quality of life. More information about Measure J is available at milpitas.gov/measurej.

Voters originally approved the 1/4-cent sales tax known as Measure F by a majority of ballots cast (60.4%) during the November 3, 2020 general election. Measure F is in effect April 1, 2021 to April 1, 2029. Measure F has provided approximately \$7 million per year toward maintaining public safety and community services. More information about Measure F is available in the [City's 2024-25 Budget](#).

ATTACHMENT

Measure J Slide Deck

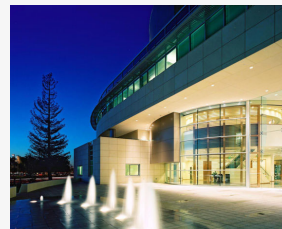
Information About Measure J and Milpitas' Municipal Election



1

The Status of Existing Voter-Approved Funding

- In 2020, Milpitas voters approved the City of Milpitas Public Services Measure to fund local services and goods.
- This voter-approved funding provides **\$7 million a year in locally controlled funding** that is necessary to maintaining the high quality of life you expect and deserve.
- However, this funding is set to expire soon.
- If no action is taken, the City will lose this local funding and may need to reduce and cut services, affecting our quality of life, ability to attract and retain local businesses, and achieve long term fiscal stability.



2

What is Measure J?

- On August 5th, the Milpitas City Council unanimously placed Measure J – the City of Milpitas Public Services Reauthorization Measure – on the Municipal Election Ballot.
- Measure J was placed on the ballot after several months of input from residents, community members, and business leaders on local services and priorities – *thank you for your feedback!*
- If reauthorized, Measure J does not raise tax rates but continues the existing ¼-cent sales tax Milpitas voters previously approved in 2020 for another 8 years.
- Measure J, if reauthorized, would continue providing locally controlled funding that can be used to provide funding to maintain Milpitas' local services and quality of life.

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MCO

Measure J and Local Street Repair



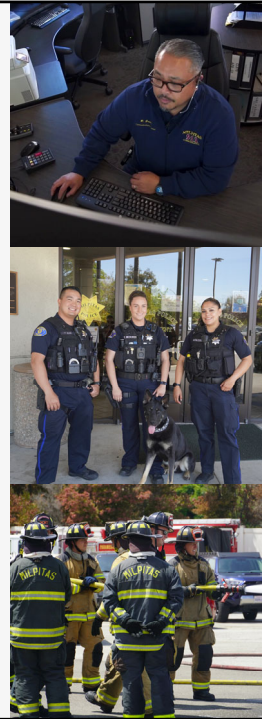
- If reauthorized, Measure J could provide funding to allow the City to continue investing in repairing streets, potholes, and cracked sidewalks.
- In 2023, Milpitas Public Works received 1,259 service requests for various maintenance issues including potholes, street striping and signage, and sidewalk repairs.
- The City of Milpitas has a backlog of repair projects and is currently repairing over 200 sidewalk locations and paving more roads, such as Great Mall Parkway.

4

Measure J and Public Safety

Since approval by voters in 2020, in addition to street infrastructure repairs, local funding has been used to support public safety services, including:

- Maintaining neighborhood patrols
- On-duty officers
- Rapid 911 emergency response times



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Measure J and Public Safety

2023 Public Safety Statistics:

- Milpitas Police officers received 68,422 calls for service (1% increase from 2022) and maintained a 2 minute and 51 second response time to emergency calls for service.
- Milpitas Fire Fighters responded to 6,712 total calls for service. This was an increase of 700 incidents compared to 2022.
- There were 4,553 calls for 911 medical emergencies, requiring ambulance response.



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Measure J and Community Priorities

Measure J was placed on the ballot after several months of input from Milpitas residents and was developed to address local priorities identified by the community in a Spring 2024 survey and subsequent community outreach, such as:

- Maintaining 911 emergency response services
- Repairing streets and fixing potholes
- Maintaining police protection and tracking/investigating crime
- Addressing homeless encampments
- Maintaining fire protection services
- Maintaining neighborhood parks/public infrastructure



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Milpitas' Fiscal Accountability

- Measure J continues the City's long-standing commitment to fiscal accountability and transparency.
- All City funds are subject to annual financial audits and full public disclosure of all spending.
- By law, all funds generated by Measure J are locally controlled, cannot be taken by Sacramento, and are required to be spent to benefit Milpitas residents.
- Measure J would not apply to prescription medication or food purchased as groceries.

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MCO

Official Measure J Ballot Question

City of Milpitas Public Services Reauthorization Measure. To maintain fiscal stability and essential City services, including 911 emergency response, police and fire protection; repairing streets/fixing potholes; tracking/investigating crime; addressing homeless encampments/affordable housing needs; natural disaster/emergency preparation; maintaining neighborhood parks/public infrastructure, shall the measure continuing the existing voter-approved ¼-cent sales tax be adopted, providing approximately \$7,000,000 annually for eight additional years, requiring independent audits, public disclosure, and all funds controlled locally?

Yes

No

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Milpitas' Municipal Election

- Milpitas voters will also have the opportunity to vote for City Elected Offices, including:
 - **Mayor of Milpitas** (elected for a 2-year term)
 - **Two At-Large City** Councilmembers (elected for 4-year terms)
- Also appearing on Milpitas voter's ballot is an additional local measure:
 - The Milpitas Unified School District: Local Control Parcel Tax Measure Q, to provide funding for Milpitas' local schools.



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Election Information and Resources

- Election Day is November 5, 2024.
- The last day to register to vote is October 21, 2024.

To check your voter
registration status or
register to vote:

www.registertovote.ca.gov/

For more information on
Measure J visit:

www.Milpitas.gov/MeasureJ

For more information on
Milpitas' Municipal Election:

www.milpitas.gov/1281/2024-Election

If you have questions about
voting or your Vote by Mail
ballot, call County elections:

(866) 430-8683

THE CITY DOES NOT ADVOCATE A YES OR NO VOTE ON ANY LOCAL MEASURES.

THIS PRESENTATION IS PROVIDED FOR INFORMATIONAL PURPOSES ONLY.

MEMORANDUM

Office of Economic Development



DATE: September 9, 2024
TO: Economic Development and Trade Commission
FROM: Michael Thomas, Economic Development Coordinator
VIA: Alex Andrade, Director of Economic Development
SUBJECT: Item 9b – Manufacturing Day 2024

BACKGROUND

Each year in October since 2017, The City of Milpitas in collaboration with Milpitas Unified School District (MUSD) and local manufacturing businesses host [Manufacturing Day](#) (MFG Day) to inform and educate local high school-aged students about the manufacturing industry. Manufacturing Day is an initiative of the Manufacturing Institute to inspire and build the future manufacturing workforce and generate awareness about the manufacturing industry. While Manufacturing Day occurs on October 4 this year, educational institutions, manufacturers and community partners around the country host events throughout October. Manufacturing Day in Milpitas is scheduled for Friday, October 4. The City Council-adopted [Economic Development Strategy](#) calls for annual participation in and funding assistance for Manufacturing Day (EDS Action 17.1)

Manufacturing Day events in Milpitas traditionally include facility tours, product and process demonstrations, and Q&A sessions between manufacturing employees and students. During the COVID-19 pandemic, virtual events like panel discussions among manufacturing industry representatives, educational leaders, workforce development representatives and community partners occurred in lieu of in-person events from 2020 to 2022 due to gathering restrictions and emergency declarations. With such temporary measures rescinded, City and MUSD staff successfully resumed the in-person event last year at KLA and Flex.

DISCUSSION

City and MUSD staff are marking preparations with this year's site hosts Becton, Dickinson Biosciences and Corsair for this year's event. [BD Biosciences](#) is a leading global biotechnology company developing innovative technology, services and solutions to advance clinical therapy and processes. [Corsair](#) is a leading global developer and manufacturer of high-performance gear and technology for gamers, content creators, and PC enthusiasts.

This event will be a private and invite-only event due to facility capacity limits and enhancing student enrichment. For reference, 110 students, city and school district officials and community members participated during last year's event. This year's capacity limit is 100 people. The goal of this event is to make MFG Day relatable to high school-aged students by discussing career path, employment opportunities, job training and requirements. While event programming is in progress, activities include product building and demonstrations, use of equipment and products, and tours.

MEMORANDUM

Office of Economic Development



Other event elements include catered box lunches for students and guests, and event-branded t-shirts for students. Draft event details are as follows:

Date: Friday, October 4

Time: 9:00 AM to 2:30 PM

Audience: Milpitas High School, Middle College & Calaveras Hills students

Student Count: 70 students

Other Attendees: MUSD administrators, teachers and staff, City elected/appointed officials, administrators and staff

Draft Event Schedule

Becton Dickinson Biosciences 155 N. McCarthy Blvd. 9:00 AM to 11:45 AM	Corsair Gaming 115 N. McCarthy Blvd. 11:50 AM to 2:30 PM
9:00 AM: Arrival & Check-in 9:20 AM: Welcome & Event Overview 9:30 AM: Event Programming 11:30 AM: Closing Remarks 11:40 AM: Photo-Op 11:45 AM: Depart for Corsair Gaming	11:50 AM: Arrival & Check-in 12:00 PM: Lunch 12:20 PM: Welcome & Event Overview 12:30 PM: Group Activity and Tours 2:10 PM: Closing Remarks 2:20 PM: Photo-Op 2:25 PM: Return to Bus 2:30 PM: Depart for Campus

RECOMMENDATION

Receive a status update regarding planning and preparation for the eighth annual Manufacturing Day event, and provide suggestions on event preparation.

Milpitas City Council Meeting



Item # 9b: Manufacturing Day 2024

September 9, 2024

City of Milpitas

455 E. Calaveras Blvd., Milpitas, CA 95035
 www.milpitas.gov  408-586-3000

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Background

- ▶ Purpose and History
- ▶ Nexus to City Policy



MFG
DAY



MANUFACTURING
Institute

2

2

Event Partners & Preparations



BD



CORSAIR



MILPITAS
UNIFIED SCHOOL DISTRICT

3

3

Draft Event Schedule



Becton Dickinson Biosciences

155 N. McCarthy Blvd.

9:00 AM to 11:45 AM

9:00 AM: Arrival & Check-in
9:20 AM: Welcome & Event Overview
9:30 AM: Event Programming
11:30 AM: Closing Remarks
11:40 AM: Photo-Op
11:45 AM: Depart for Corsair Gaming

Corsair

115 N. McCarthy Blvd.

11:50 AM to 2:30 PM

11:50 AM: Arrival & Check-in
12:00 PM: Lunch
12:20 PM: Welcome & Event Overview
12:30 PM: Group Activity and Tours
2:10 PM: Closing Remarks
2:20 PM: Photo-Op
2:25 PM: Return to Bus
2:30 PM: Depart for Campus

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4



Student T-Shirts



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Recommendation

- 🔑 Receive Report and provide suggestions on event preparation



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MEMORANDUM

Office of Economic Development



DATE: September 9, 2024

TO: Economic Development and Trade Commission

FROM: Michael Thomas, Economic Development Coordinator

VIA: Alex Andrade, Director of Economic Development

SUBJECT: **Item 9c: Economic Indicators**

BACKGROUND

The Department of Recreation and Community Services manages the City's Milpitas Youth Force (MYF) summer internship program for high school-aged students. Interns are placed in part-time summer jobs with participating employers including the City of Milpitas from June 17 to August 2. Interns are paid minimum wage up to 15 hours of work per week. Milpitas' current minimum wage is \$17.70 per hour.

The Office of Economic Development's MYF intern Arnav Pahuja prepared a report of economic indicators that includes demographic data, and revenue and workforce trends to help inform the Commission and staff of Milpitas' economic health. Data sources include the City of Milpitas, NOVAworks and the U.S. Census Bureau. Intern Pahuja will present a slide deck summarizing this information at the Commission's regular meeting on September 9, 2024. The nexus of this item is the Commission Work Plan action item to promote a diversified workforce and facilitate opportunities with Milpitas Unified School District to engage high school students.

Economic Development and Trade Commission



Item # 9c 2024 Economic Indicators Office of Economic Development

September 9, 2024

City of Milpitas

455 E. Calaveras Blvd., Milpitas, CA 95035
 www.ci.milpitas.ca.gov  408-586-3000

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Office of Milpitas Economic Development



Mission Statement

Provide services and resources to businesses and developers to attract, retain, and expand business and employment opportunities and economic diversification.

What We Do

Economic Development Division strategizes, manages, and directs programs and activities such as business retention, expansion and attraction, workforce development marketing and branding, and real estate and development.



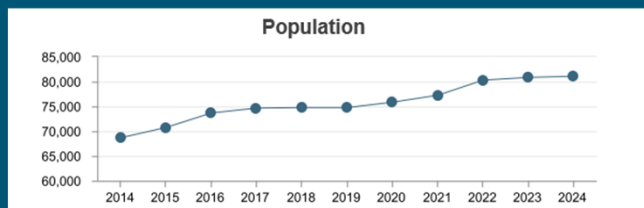
3 Source: Office of Economic Development

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Milpitas at a Glance



- Land Area: 13.5 square miles
- Population is 81,773
- Daytime Population approximately 98,000
- 64% of residents own their homes
- 37 City Parks and one Dog Park



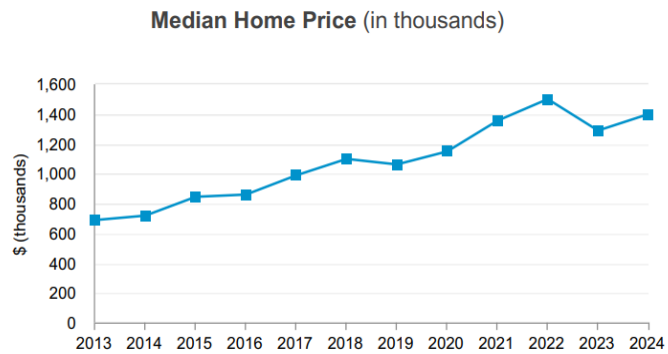
4 Source: City of Milpitas Economic Development

4

Community Demographics



- Average household size: 3.3 people
- Median household income: \$169,460
- Nearly 64% of residents own their homes
- Median home price: \$1,400,000
- Median Rent \$2,981



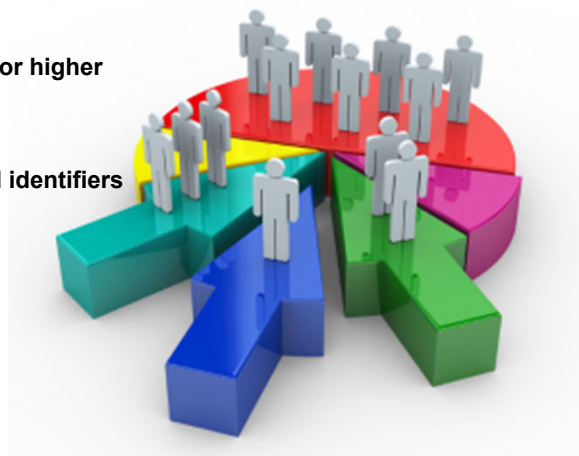
5 Sources: Census Bureau American Community Survey

5

Community Demographics



- 90% of residents age 25+ graduated high school
- 61% of residents age 25+ have a bachelors degree or higher
- 53.7% of residents are foreign born
- Asian, White, Hispanic/Latino comprise most racial identifiers
- 94.8% have an internet subscription



6 Source: US Census Bureau (ACS 2022 estimate)

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Revenue Trends

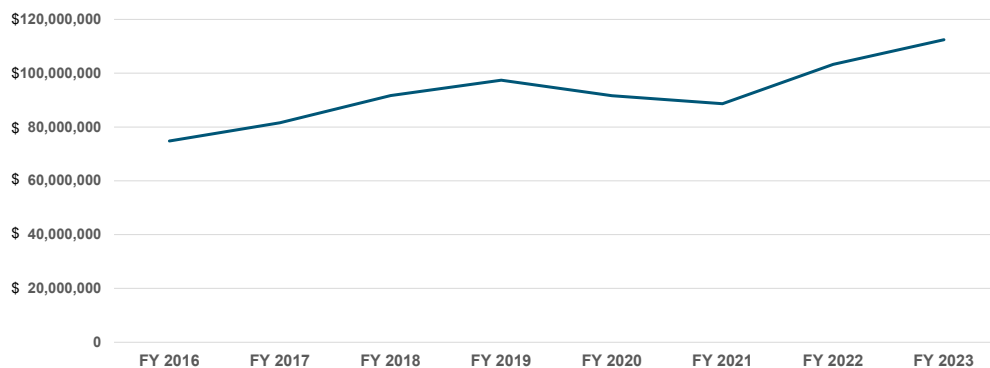


Source: City of Milpitas Finance Department

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FY 2016-2023 City Revenue Trends

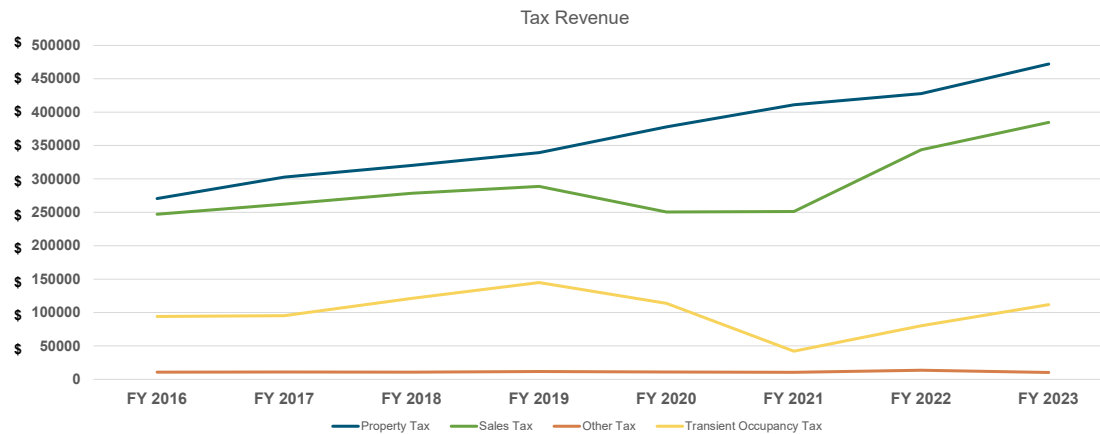


Revenue Types: Property, Sales Taxes, TOT, & Other Taxes, Fees and Fines.

8 Source: City of Milpitas Finance Department

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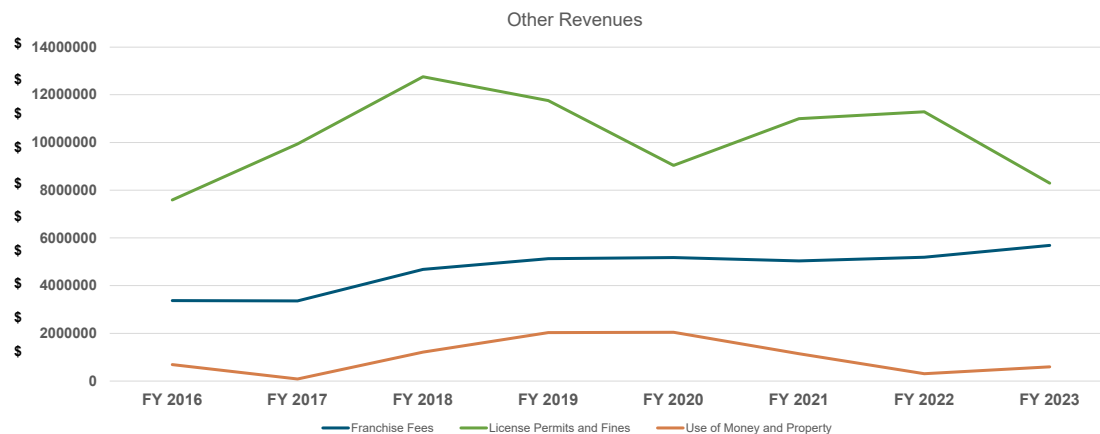
FY 2016-2023 City Revenue Trends cont.



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FY 2016-2024 City Revenue Trends cont.



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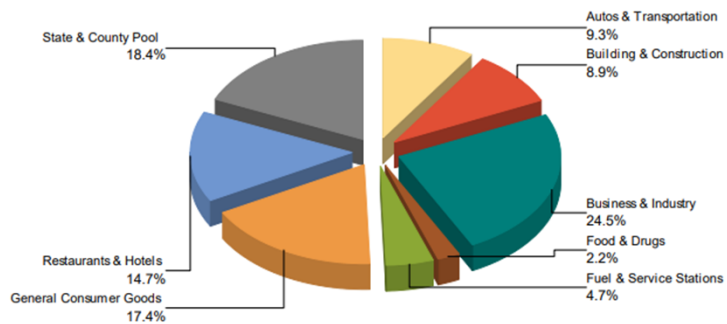
Top 25 Sales Tax Producers & Business Sectors



TOP 25 PRODUCERS

Arco	KLA Tencor
Best Buy	KZ Kitchen Cabinet & Stone
Burlington	Lennox Industries
Cisco Systems	Marshall's
Coach	Milpitas Materials Company
Consolidated Electrical Distributors	Teledyne Lecroy
Cymer	Uniqlo
Envision Honda of Milpitas	United Rentals
Envision Toyota of Milpitas	Veeco Process Equipment Inc
Flextronics	Walmart Supercenter
Floor & Decor	Zollner Electronics
Home Depot	
Hoya Corporation Usa	
Jacklin Shell	

City of Milpitas



11 Source: HdL Confirm state and county pool

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City Revenue Trends Recap



- Revenue has an upward trend, but still recovering from COVID impacts
- Measure F Sales Tax is a significant source of revenue: \$6 to 7 Million Annually
- Sales Tax Revenues decline around FY 2020 and FY 2021, but have increased since
- Property Tax Revenues are the largest and consistent revenue source
- Transient Occupancy Tax Revenue still recovering to pre-COVID levels



12 Source: City of Milpitas Finance Department

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Workforce Trends



Source: City of Milpitas Finance Department

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Top Employers



Company	Employee Count	Sector
Cisco	3,051	Information Technology
KLA	2,544	Product Manufacturing
Western Digital	1,240	Manufacturing
BD Biosciences	1,000	Bio Sciences
Amazon	957	Commerce & Business Services
Flex LTD	957	Product Manufacturing
MUSD	950	Education
TDK Headway	740	Electronic Manufacturing
Renesas Electronics	391	Semiconductor / Manufacturing

14 Source: City of Milpitas Finance Department & MUSD

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Milpitas Workforce Trends-Annual Avg.



Year	Labor Force	Employed	Unemployed	Rate of Unemployment
2019 (Pre-Pandemic)	45,200	44,000	1,200	2.70%
2020	40,600	37,300	3,300	8.20%
2021	39,900	37,700	2,200	5.40%
2022	40,500	39,400	1,100	2.80%
2023	40,900	39,300	1,600	3.90%
2024 (June)	40,200	38,500	1,700	4.30%

15 Source: Labor Market Information – Include July 2024 data

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Workforce Statistics June 2024



Area	Labor Force	Employed	Unemployed	Unemployment Rate
Milpitas	40,200	38,500	1,700	4.3%
Santa Clara County	1,023,700	982,100	41,700	4.1%
California	19,290,600	18,265,300	1,025,300	5.3%
United States	168,009,000	161,200,000	6,800,000	4.1%

16 Source: EDD Labor Market Information

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Workforce Trends Recap



- The Unemployment rate reflects fluctuations in labor force & number of employed residents
- The unemployment rate decreased significantly in 2021-2022 but currently above pre-pandemic levels.
- The largest business sector in Milpitas is manufacturing: 13,946 jobs.
- Milpitas has a variety of occupations, with software, web developers, programmers, and testers being the most dominant.

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Source: Source: Novaworks Labor Market Information & City of Milpitas Economic Development

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City of Milpitas

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