



CITY MANAGER'S OFFICE

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CITY COUNCIL STAFF REPORT

Staff Meeting: April 2, 2019

Subject

Approve the City Work Program for FY 2019-20.

Recommended Action

Approve the City Work Program for FY 2019-20.

Discussion

Staff presented a draft City Work Program for FY 2019-20 at a Study Session on March 19, 2019, including updates on past Work Program items. The proposed FY 2019-20 City Work Program (Attachment A) incorporates direction provided by Council regarding several Work Program items. The following items were included or adjusted based on comments from individual Councilmembers at the March 19th Study Session but have yet to be considered by the full Council.

Items Added

- **Legislative Updates on Accessory Dwelling Units** – Update the Cupertino Municipal Code to be consistent with state regulations.
- **Dark Sky Policy and Bird Safe Design Guidelines** – Create dark sky policy and bird safe design guidelines for the protection of public health and wellbeing and the facilitation of habitat friendly developments.
- **Arts & Cultural Festival and Programs** – Ensure Arts & Cultural Programs are featured in the Neighborhood Events Program each summer.
- **Development Approval Process and Transparency** – Develop procedures for mandated streamlined project approvals.
- **Study Sessions on Vallco** – Updates on status of projects. Provide input on the site.
- **Marketing Project** – (This item was separated out from “Public Relations and Marketing Project.”) Investigate a potential "Cupertino Store" with City-branded items and work with Fine Arts Commission on possible artistic giveaways.

- **Public Relations Project** – (This item was separated out from “Public Relations and Marketing Project.”) Contract with an outside firm to create public relations materials and campaigns to address misinformation concerning Cupertino and enhance its reputation. The campaigns would include, but not be limited to, the City's efforts in entitling affordable housing in Cupertino. At the Study Session, there was also a request to include a way for the Mayor to contact and congratulate other elected officials in peer jurisdictions. Since this initiative is expected to require minimal resources, it will be incorporated into ongoing operations and not be included as a Work Program item.
- **Comparative studies that compare standards for mixed use developments and high-density residential guidelines with other cities** – Evaluate existing Cupertino standards for consistency with industry standards and best practices.

Items Updated

- **Heart of the City** – Included language for transit corridors in the City per Planning Commission's recommended item 11.
- **Teen Engagement** – Added the development of internship opportunities.
- **Review and Update General Plan** – Updated with phases to move up timeline.
- **Housing Strategies** – In Project Objective, added, “including housing for the developmentally disabled, as well as those with moderate, low, very low, and extremely low income.”
- **Homelessness** – Added a goal to identify strategies and resources to assist the homeless with an emphasis on food pantries.
- **ELI Housing for Developmentally Disabled and Engage with Nonprofit to Build Ownership Housing** were combined.
- **Review Current Commissions** – Added \$3,000 in estimated budget for an annual meeting with commissions from other agencies. This budget assumes that each commission would have such a meeting.
- **Consider New Commissions** – Outreach process was eliminated per Council direction allowing the timeline to move up. Economic development was added as a potential topic per the Planning Commission's recommended Work Program item 12.
- **Neighborhood Engagement** – Revised to include town hall/office hour meetings with residents. It is not recommended to include a Resident Advisor Program in this item. Please see Attachment C for a description of potential community engagement activities that have been discussed and recommendations on moving forward.
- **Small Business Development Center and Cupertino Visitor's Center** – Updated to include the exploration of a Visitor's Center.

Status Changes and Timelines

- **Library Room Addition** – Status changed from “On Hold” to “In Progress.”
- **Support the Creation of a Film Society** – Status changed from “On Hold” to “Cancelled.”
- **Incentives to Build ADUs** – Moved up timeline.

It is important to note that while this Work Program would not start until July 2019, many of the estimated schedules are dependent on filling key positions within the City. Staff plans to bring a status update on the Work Program in January 2020 in anticipation of the Priority Setting Session that will occur in the following month.

Fiscal Impact

The fiscal impact of proposed projects and assignments in the City Work Program will be brought forward as part of the FY 2019-20 Proposed Budget in May.

Prepared by: Katy Nomura, Senior Management Analyst

Approved for Submission by: Timm Borden, Interim City Manager

Attachments:

- A. Proposed FY 2019-20 City Work Program
- B. FY 2018-19 City Work Program Items Completed or Cancelled
- C. Community Engagement Work Program Memo