

Teen Commission Meeting  
October 9, 2024  
Presentations

Item #1  
October through  
December Events

# 2024 Holiday Programs

October 9, 2024



**CITY OF  
CUPERTINO**

# Monster Mash – October 26

Paid Event for  
children.

Crafts

Music

Trick or  
Treating



# Tree Lighting – December 6

Santa will be  
arriving from  
the North Pole  
with a little  
help from the  
Fire  
Department!



# Breakfast with Santa – December 7

Santa and the  
Cupertino Optimist Club  
will host families for a  
pancake breakfast!





# Santa Visits

December 13-15, 20-22

Santa and his elf  
will ride in the  
Santamobile to  
visit families in  
Cupertino!



# Signing Santa – December 14

This event gives the deaf and hard of hearing children an opportunity to sign with Santa!



# Holidays in Hawai'i

## December 4

Cupertino Senior Center

Aloha Nani Hula dancers  
celebrate the holidays  
with Hawaiian songs and  
dances.





# Holiday Birthday Bash Lunch

**December 11**

Cupertino Senior Center

Seniors wear their favorite holiday sweater and join in a holiday meal.



# Season's Greetings Cookie Box

**Pick Up Date: December 13**

Cupertino Senior Center

Each cookie box contains  
a variety of cookies and  
are carefully boxed,  
tagged and ready to give.



# Holiday Sing-along

## December 16

Cupertino Senior Center

Seniors sing holiday songs accompanied by Harmonikatz band.



# Winter Ball

**December 20**

Cupertino Senior Center

- It is going to be a ball at the Senior Center. Seniors will put on their formal wear and enjoy food, music, and dancing.



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Item #2  
Community Outreach

# Community Outreach

## Teen Commission

Wednesday, October 9



CUPERTINO

# Marketing and Public Outreach



# Communication Guidelines

- Brand Guidelines
- Style Guidelines
- Social Media Policy



# Brand Guidelines



## City Identity System at a Glance



### City Seal

The Cupertino City seal should be used on all official documents, such as staff reports, memos, letterhead and press releases.



### City Logo

The city logo should be a consistent mark throughout all marketing and outreach communications, serving as a cornerstone for recognition and branding.



### Alternate Configuration



### Reversed Logo

Use the reversed out white version of the logo on dark backgrounds.



### Clear Space

The logo should always be surrounded by a minimum area of clear space (1x). This space isolates the logo from any competing graphic elements like other logos or body copy.



### Minimum Size

To ensure legibility, the logo should never be smaller than 1 inch tall.

## Typography

Cc

Century Gothic

### Century Gothic should be used for:

- headlines
- subheadings
- shorter running text

Cc

Palatino Linotype

### Palatino Linotype should be used for:

- body text (particularly longer continuing bodies of text)

## Color Palette

The primary color palette should be the dominant color used in a design. The secondary color palette should be used at a lower ratio than Cupertino Blue. The accent color palette may be used in conjunction with the primary and secondary color palettes as needed.

### Primary



### Secondary



### Accent



	Primary	Secondary	Accent
PANTONE	655 C	421 C 7624 C	657 C 144 C 2411 C 7403 C 424 C
CMYK	100, 79, 12, 59	13, 8, 11, 26 0, 97, 87, 60	22, 4, 0, 0 0, 51, 100, 0 72, 2, 100, 76 1, 11, 58, 2 30, 20, 19, 58
RGB	0, 37, 84	178, 180, 178 128, 47, 45	200, 216, 235 237, 139, 0 28, 66, 32 238, 212, 132 112, 115, 114
HEX	#002554	#82B4E2 #802F2D	#C8D8E8 #ED8800 #1C4220 #EED484 #707372

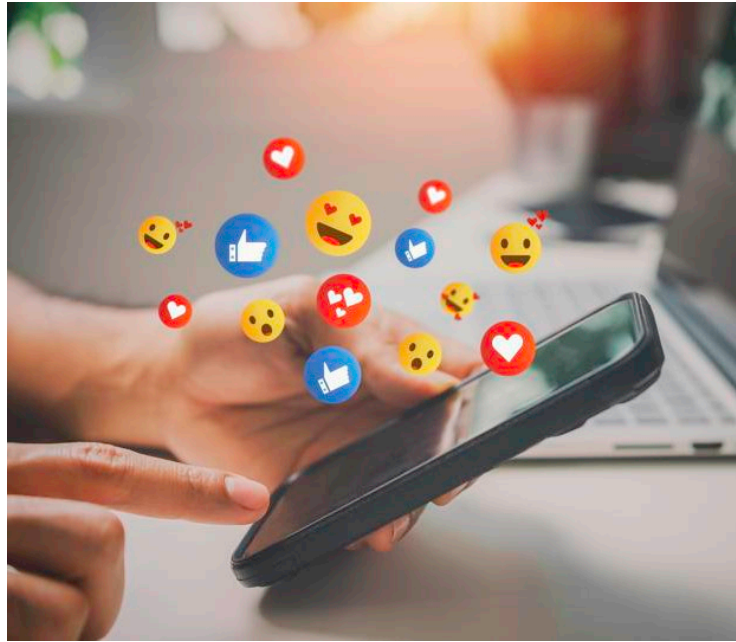
# City Style Guide

- This document is to establish consistent grammar, punctuation, and spelling usage in communications, publications
- This give the City one voice

# When should you use these guidelines?



# Social Media Policy





## City of Cupertino Social Media Platforms

- Instagram
- Facebook
- X
- Youtube
- Nextdoor
- Yelp



# Community Outreach



CUPERTINO

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Item #3  
Cybersecurity

# Commission Presentation

Cybersecurity Awareness 2024



CUPERTINO



A stylized, dark blue graphic of an eagle's head, facing left, is positioned on the far left side of the slide. The graphic is composed of geometric shapes and is partially obscured by the dark blue header bar.

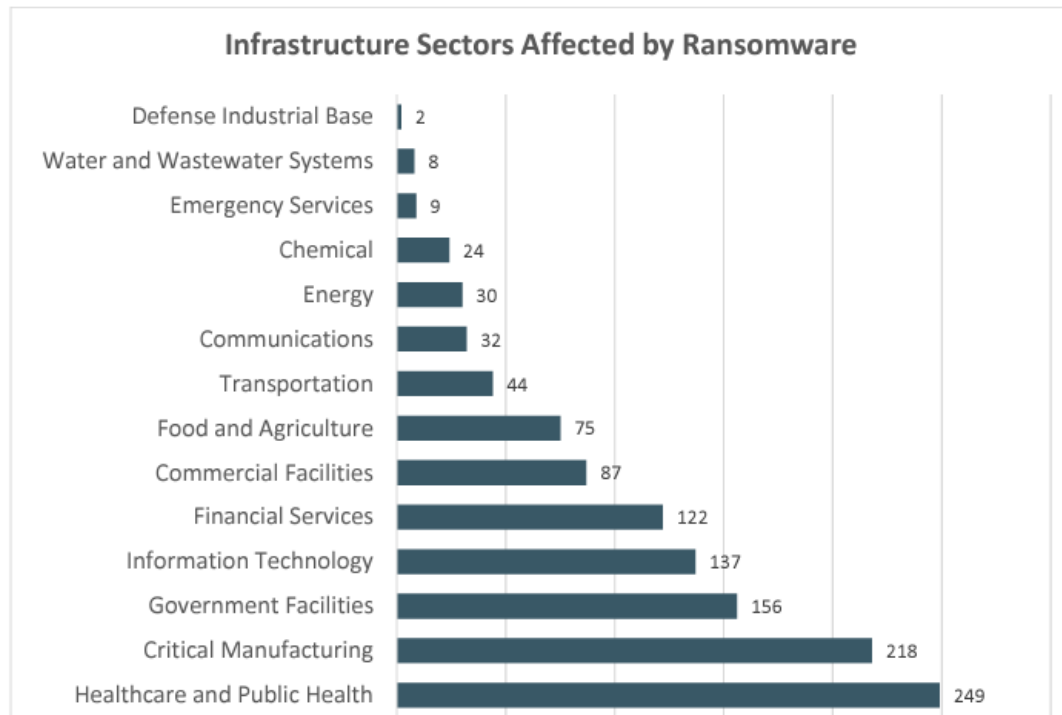
# Agenda

- Cyber Threat Landscape
- Ransomware/Phishing
- City's Cybersecurity Defense
- General security tips
- Resources
- Questions

# Cyber Threat Landscape



# Ransomware



Source: FBI IC3 2023 report (Internet Crime Compliant Center)

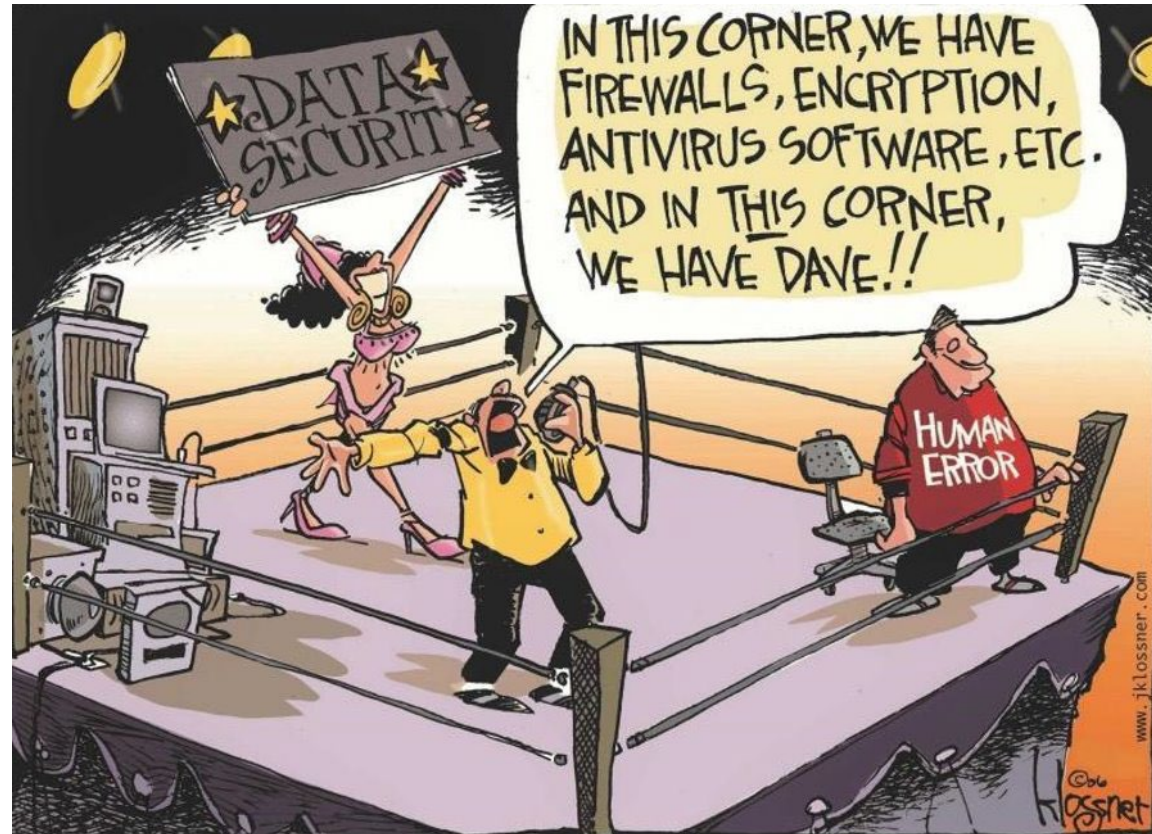
# Cyberattacks in local government

Recent successful cyberattacks (publicly reported)

- City of Oakley (Feb 2024)
- City of Pleasant Hill (Feb 2024)
- Solano County Library (April 2024)
- City of St. Helena (May 2024)
- Superior Court of Los Angeles County (July 2024)
- City of Pittsburg (August 2024)

Cyber attacks: Not a matter of if, but when...

# City's Cybersecurity Defense



# City's Cybersecurity Defense

Vulnerability scans, penetration tests, incident response plans, disaster recovery plans

Firewalls, antivirus, security services

MFA – Multi-factor authentication

- Something you know, something you have

Training & Notification

- Mandatory for anyone with a Cupertino e-mail
- Phishing Campaigns, remedial training
- Caution Banner – Outside of Cupertino

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

# Phishing email example


Sent from the “Mayor”, “Council Member”, etc.


Request



@gmail.com>

Gmail or non-Cupertino email

 If there are problems with how this message is displayed, click here to view it in a web browser.

 **CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

 **CAUTION banner for outside emails**

Could you please spare a minute to assist me in completing a task discreetly.

Red flags: “discreet, secret, don’t tell anyone, it’s a surprise”

Would be glad to receive your response through email because i’m presently in a meeting.

Best Regard



Don’t want you to verify in person or other means. Always verify in a different method if you are not sure



# General security tips

- Think before you click
- Report suspicious emails
- Strong passwords 12+ characters, use pass phrases
- Set up MFA/2FA with your banks and other services (if available)
- Keep your personal devices updated
- Use a passcode on your mobile devices.



# Resources and best practices

Cybersecurity & Infrastructure Security Agency (CISA)  
<https://www.cisa.gov/cybersecurity-training-exercises>

Center for Internet Security  
<https://www.cisecurity.org/>

Microsoft Cybersecurity Awareness  
<https://www.microsoft.com/en-us/security/business/cybersecurity-awareness>

# Questions?

