

CC 10-04-2022

#8

Economic Development
Division Update

Presentation

Economic Development Division Update

Cupertino City Council
October 4, 2022



CUPERTINO

Division Overview

City Manager's Office – 1 FTE

- Outreach and Marketing
- Understand Business Needs
- Partnerships
- Regional Perspective
- Cross Department Collaboration
- Permit Facilitation

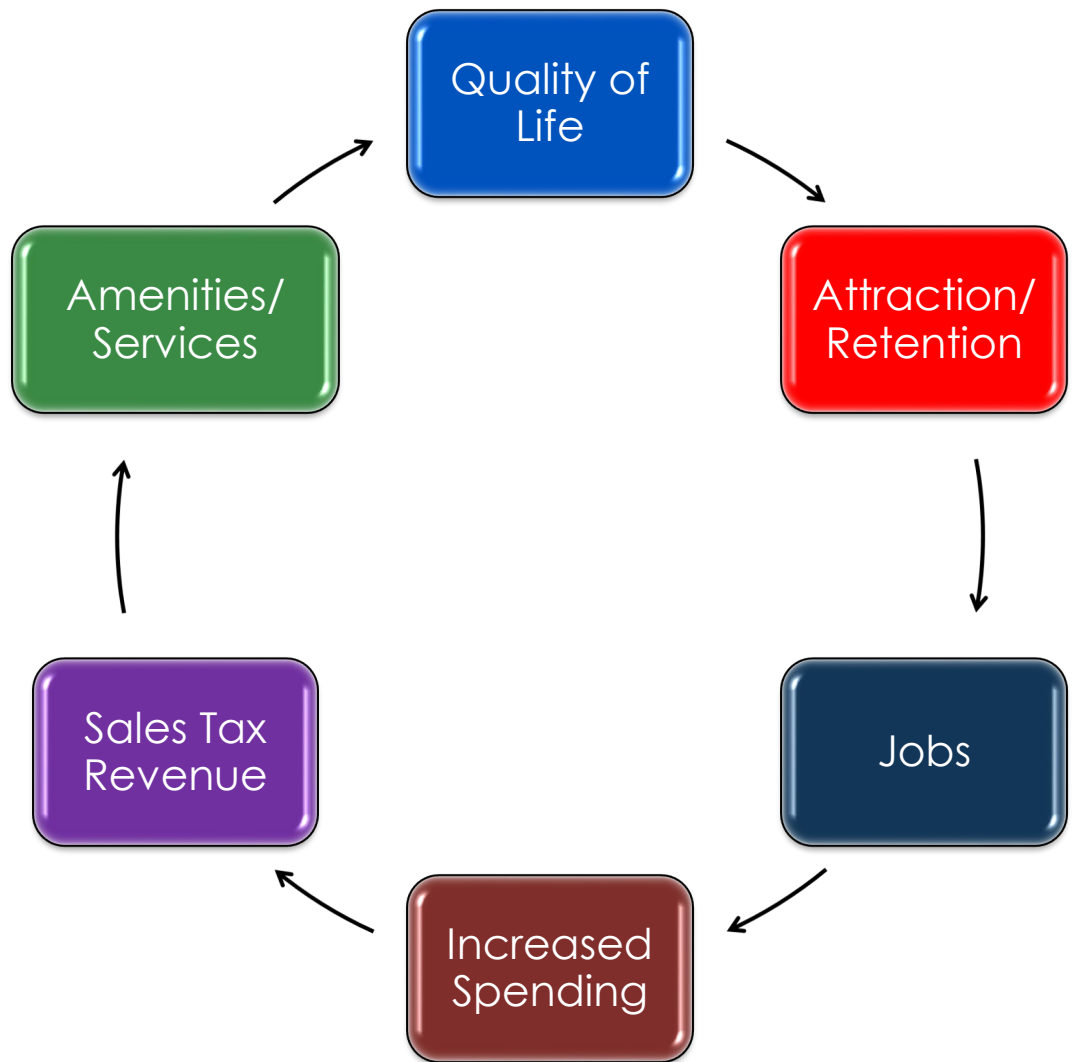


- Champion for Local Businesses
- Marketing Arm for the City
- Public/Private Sector
Facilitation

“Vitality and Vibrancy”



Importance of Economic Development



Recent Accomplishments / Upcoming Initiatives

- Cupertino Business Outreach Program - CBOP
- Business Connect e-Newsletter
- Small Business Support
- Economic Development Research Survey
- Cupertino Store
- Study Session for Regulating Diversified Retail Use
- Economic Development Committee



CBOP



Business Visit to Water Efficient Gardens

Newsletter (Re)Launched

4,000
subscribers

Record Low Unemployment Rate

According to an analysis by Joint Venture Silicon Valley's Institute for Regional Studies, the unemployment rate in the Silicon Valley region has dipped to 1.8% in May, representing the lowest rate of unemployment in three decades. Silicon Valley employers increased their workforce by just over 1,100 employees between mid-April and mid-May, while the labor force declined by approximately 2,700 individuals in the same time frame. The total labor force in the region is nearly 45,000 individuals below the February 2020 level. To read the full analysis, please click [here](#).



Single-Use Plastic Ordinance



Can your business live without single-use disposable plastics? The City of Cupertino has drafted an ordinance that will reduce the use of single-use disposable plastic food service ware (such as cold drink cups, utensils, and containers) by restaurants and other food facilities. Attend the City Council meeting on August 16, 2022 at 6:45PM and fill out a speaker card to express your viewpoint. Participants can also attend via Zoom by registering in advance or calling in and speaking to the item during public comments. Opinions can also be shared by emailing comments to citycouncil@cupertino.org by 4:30 p.m. on August 16. Let your opinion be heard!

For more information about the draft ordinance and to see other ways to share your opinions, please click [here](#).

Small Business Support



NIRVANA SOUL



LOCAL KITCHENS

21666

21666



Economic Development Market Research Survey

**WE WANT
YOUR FEEDBACK**



Cupertino Store

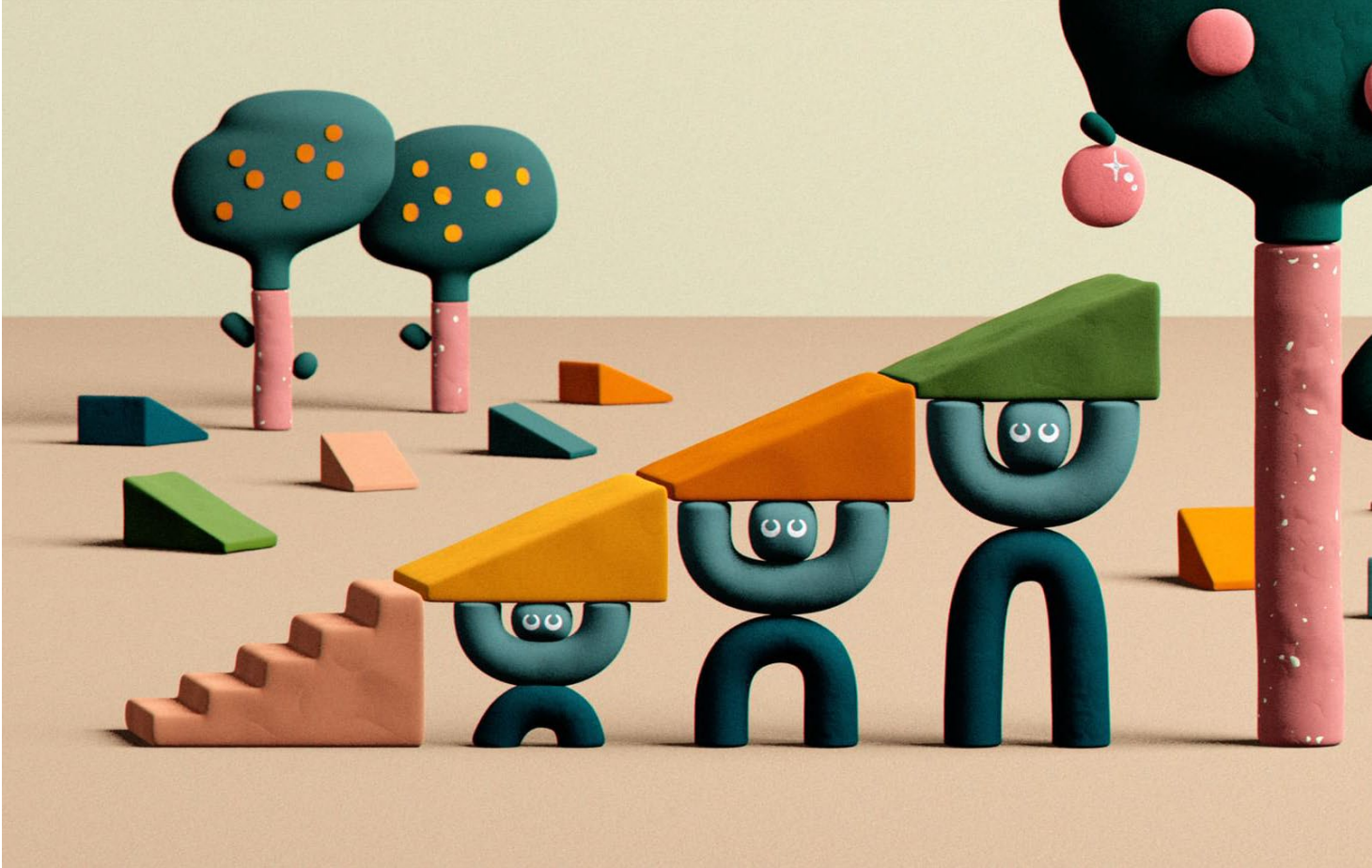
COMING 2022!



Online Shopping

Small Business Startup Space Technology Hub

Launching
Nov. 2022!



**“Diversified
Retail Use”**



Economic Development Committee



Next Steps

July 2022: EDC codified

- **October 2022:** Recruitment Open; Outreach begins
- **November 2022:** Applications Due on 11/10/22
- **Late November 2022:** Council interviews and selects members
- **Early 2023:** First EDC meeting

Marketing & Advertising Channels

- Cupertino Courier
- Business Connect Newsletter
- World Journal
- Social Media
- Cupertino Scene
- City & Economic Development Website
- LinkedIn
- Commercial Real Estate for Women (CREW)
- Silicon Valley Economic Development Alliance (SVEDA)
- Nextdoor
- Chamber of Commerce
- Cupertino Rotary
- CERT graduates
- Neighborhood Block Leaders
- Leadership 95014 graduates
- Past Commissioners
- Notice posted at City Hall, Quinlan Community Center, the Senior Center, and the Library.

Thank you for your support!



CUPERTINO

CC 10-04-2022

#14

Cupertino Historical
Society Agreement

Presentation

Cupertino Historical Society Agreement

Cupertino City Council

October 4, 2022



CUPERTINO

Agenda

- Background
- Historical Funding
- Council Subcommittee
- Council Consideration – Grant Funding and License Agreement
- Fiscal Impact



Background

- On July 6, 1992 original tenant agreement
 - Renewed in 1994 and 1996
- 2015-2021 Cupertino Historical Society awarded Community Funding Grants/Budget line item funding



Historical Funding

- Community Funding Grant Program:
 - 2015 - \$10,000
 - 2016 - \$15,000
 - 2017 - \$15,000
 - 2018 - \$15,000
 - 2019 - \$20,000 (individual budget line item)
 - 2020 - \$20,000 (individual budget line item)
 - 2021 - \$20,000 (one time allocation)



Council Subcommittee

- On June 4, 2021, Council Subcommittee formed
 - Councilmember Moore
 - Councilmember Wei
- March 8, 2022 subcommittee meeting and request for:
 - Comparative Analysis of other SCC Historical Societies
 - Historical Funding Report
 - Proposed use of future funding
 - Clarification on budget-line item versus Community Funding process



Update to Council

- On June 21, 2022, Council received update on the research requested by subcommittee and directed staff to
 - Bring back an annual agreement for facility use of the Quinlan Museum space and meeting spaces in Quinlan
 - Bring back an agreement or MOU to clarify services that Historical Society will provide and processes to ensure transparency
 - Potential annual budget amount: \$20,000 - \$40,000
 - Consideration of other items outlined by Council



Council Consideration

- City of Cupertino Grant Funding and License Agreement (Attachment D)
 - Includes Exhibit A – License Area
 - Includes Exhibit B – Grant Project
- Agreement has been reviewed and agreed to by the Historical Society



Agreement Details

- Term is set for three years
 - A possible two-year extension with a total of five years
- Will receive funding in the amount of \$40,000 in each of the first three years
 - If agreement terms are met in the first three years, the agreement would be extended up to two more years, with each year awarding \$40,000 in funding



Additional Contract Terms

- Semi-annual update and annual report to the Parks and Recreation Commission
 - Including Cupertino Historical Society's annual work plan
- Position on the Cupertino Historical Society's Advisory Council designated for a Council member
- Commitment to engage in fundraising opportunities



Additional Terms

- City's ability to provide staff oversight and direction would be limited
- Historical Society is permitted to apply for a Community Funding Grant under the terms of the Community Funding Grant Policy.



Fiscal Impact

- Amendment in the budget for the current FY 2022-23
- If \$40,000 funding is approved:
 - Historical Society Budget - Staff will add \$20,000 to the Historical Society budget and transfer \$20,000 from the contract line item in Community Funding budget
 - The new budget will appear in the FY23-24 budget and include a budget narrative describing use of these funds

Cupertino Historical Society Agreement

Cupertino City Council

October 4, 2022



CUPERTINO

CC 10-04-2022

#15

Climate Victory Gardens
Pilot Program

Presentation

Climate Victory Gardens Pilot Program

Progress Update 2022



**CITY OF
CUPERTINO**

Rina Horie, Sustainability Program Intern, III
Andre Duurvoort, Sustainability Manager
City Manager's Office / Sustainability Division

Overview

The Climate Victory Gardens Pilot Program Presentation will focus on the following topics:

- Background
- Process
- Cost
- Progress Update
- Challenges
- Recommendations

Background



Climate Victory Gardens Objectives

- Create a program to help residents choose water-wise turf conversion (concierge service)
- Leverage rebates from Valley Water



One Million Sq. Ft. of Turf Converted

In the Fiscal Year 2021-22, Valley Water converted over one million square feet of turf through our landscape rebate program.



Water Use Dropped 25% in the Last 5 Years

Water use was 148 gallons per person per day in 2017 and 111 gallons per person per day in 2022.



22 Water Conservation Programs Underway

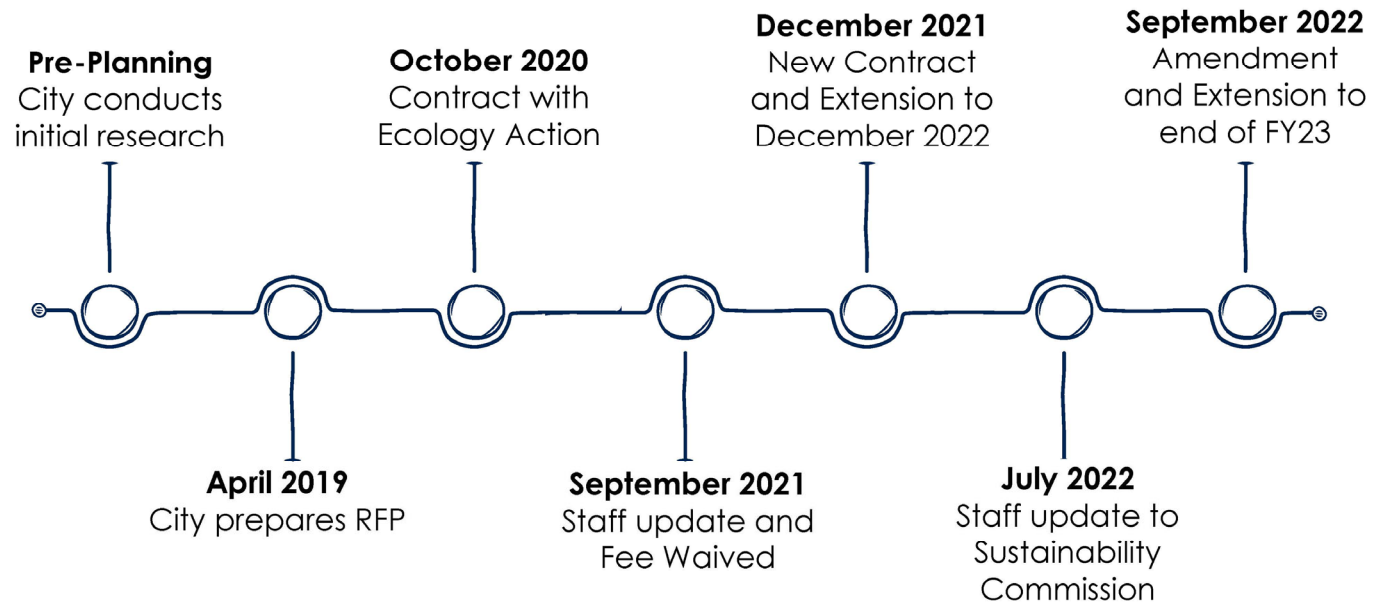
Valley Water offers 16 programs for outdoor conservation and 6 programs for indoor conservation, for residents, businesses, and farms.



On Track for Long-Term Water Savings

Valley Water is on track to save 99,000 acre-feet per year by 2030 compared to 1992 and 109,000 acre-feet by 2040.

Climate Victory Gardens Timeline



2021: 18 projects completed; 25,356 total landscape converted area

2022: 10 projects in progress; 9,739 total landscape converted area

Process



Eligibility Criteria:

- Home, multifamily property, nonprofit
- Front/side turf yard visible to the general public in the City of Cupertino
- Minimum 500 square feet

The screenshot shows a web browser window displaying the login page for the City of Cupertino's Climate Victory Gardens Application. The page features the City of Cupertino logo and a navigation menu with options like 'I WANT TO...', 'RESIDENTS', 'BUSINESS', 'VISITORS', 'ONLINE SERVICES', and 'OUR CITY'. The main content area is titled 'Climate Victory Gardens Application' and includes a welcome message, a 'Log In' button, a 'Sign Up' button, and a login form with fields for 'Email' (Login ID) and 'Password'. Below the form is a 'Login' button and a link for 'Forgot your Password?'. The page also contains a list of program benefits and contact information for more details.

City of Cupertino, CA | Climate V x +
apps.cupertino.org/sustainability/Login.aspx
Cupertino 311 Records Jobs FAQs Calendar e-Notification Translate

CITY OF CUPERTINO

I WANT TO... RESIDENTS BUSINESS VISITORS ONLINE SERVICES OUR CITY

Climate Victory Gardens Application

Welcome to Cupertino's Climate Victory Garden program!

Do you live in Cupertino? Do you want to convert your front lawn into a beautiful low-maintenance garden that conserves water and promotes biodiversity? If you've already converted your lawn, how about keeping your garden green and hydrated by adding a rain garden or irrigating with rainwater or laundry graywater? If the answer is yes, the City of Cupertino and Ecology Action are here to help!

Create a new member login today then a member from our team will contact you to gather more information and get your started on your journey.

The Climate Victory Garden Program provides:

- A planting and irrigation plan to replace your lawn with an attractive, low-water use Climate Victory Garden;
- Affordable pricing for a basic Climate Victory Garden package installed by a qualified contractor, or hands-on assistance from Ecology Action staff to complete your own project;
- Technical design assistance for infiltrating rainwater and graywater in your garden;
- Rebates to offset the cost of your project

For more detailed information visit Cupertino.org/climategarden or contact us with specific questions.

Log In Sign Up

Email Login ID

Password Password

Login Forgot your Password?

Home I Want to Residents Businesses Visitors Online Services Our City Contact Us Site Map
Cupertino City Hall, 10300 Torre Avenue, Cupertino, CA 95014-3202 | 408.777.3200 | Fax: 408.777.3366
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Workflow: Direct Install

Property Owner

- Pays cost share
- Signs up for turnkey service
- Contract directly with other vendors for any extras like hardscape



Ecology Action

- Selects contractor
- Pays contractor set fee per ft²
- Coordinates between property owner and contractor
- Provides all designs
- Rebate application



Cupertino City

- Pay program administrator for services
- Provide workflow management system and reporting to Council

Workflow: Self Install

Property Owner

- Pays cost share (\$2/sf)
- Commits to perform specific tasks themselves
- Customer buys materials

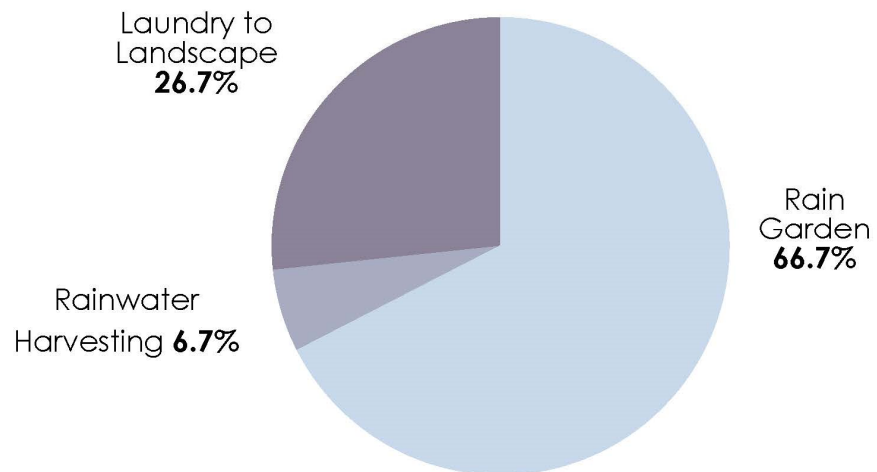
Ecology Action

- Provides landscape design and support
- Coordinates delivery of mulch and plants
- In-person support throughout the project
- Rebate application

Cupertino City

- Pay program administrator for services
- Provide workflow management system and reporting to Council

Additional Project Installation Elements



Rain Garden: \$2.00/sq. ft. (up to \$600) rebate

Laundry to Landscape: \$200-\$400 rebate

Rainwater Harvesting: up to \$70 rebate

Cupertino Resident Project Example

1,042 ft² turf area converted



Project A, Before



Project A, After

Progress Update



Target Goals and Progress

Pilot Program Goals	Total in Progress & Completed	Completed to Date
Up to 55 Landscape consultation site visits	48	44
30 gardens designed	35	29
45,000 ft ² of turf converted	35,095 ft ²	30,972 ft ²

Site Visits: To educate residents about possibilities for sustainable landscape transformation

Designs: Customized designs for single-family, multi-family, and non-residential sites

Turf Conversion: Climate-adapted landscapes that increase biodiversity, sequester carbon, and reduce stormwater runoff

2022 Climate Victory ...
cyndie perez

31 views
Published on September 8
[SHARE](#)

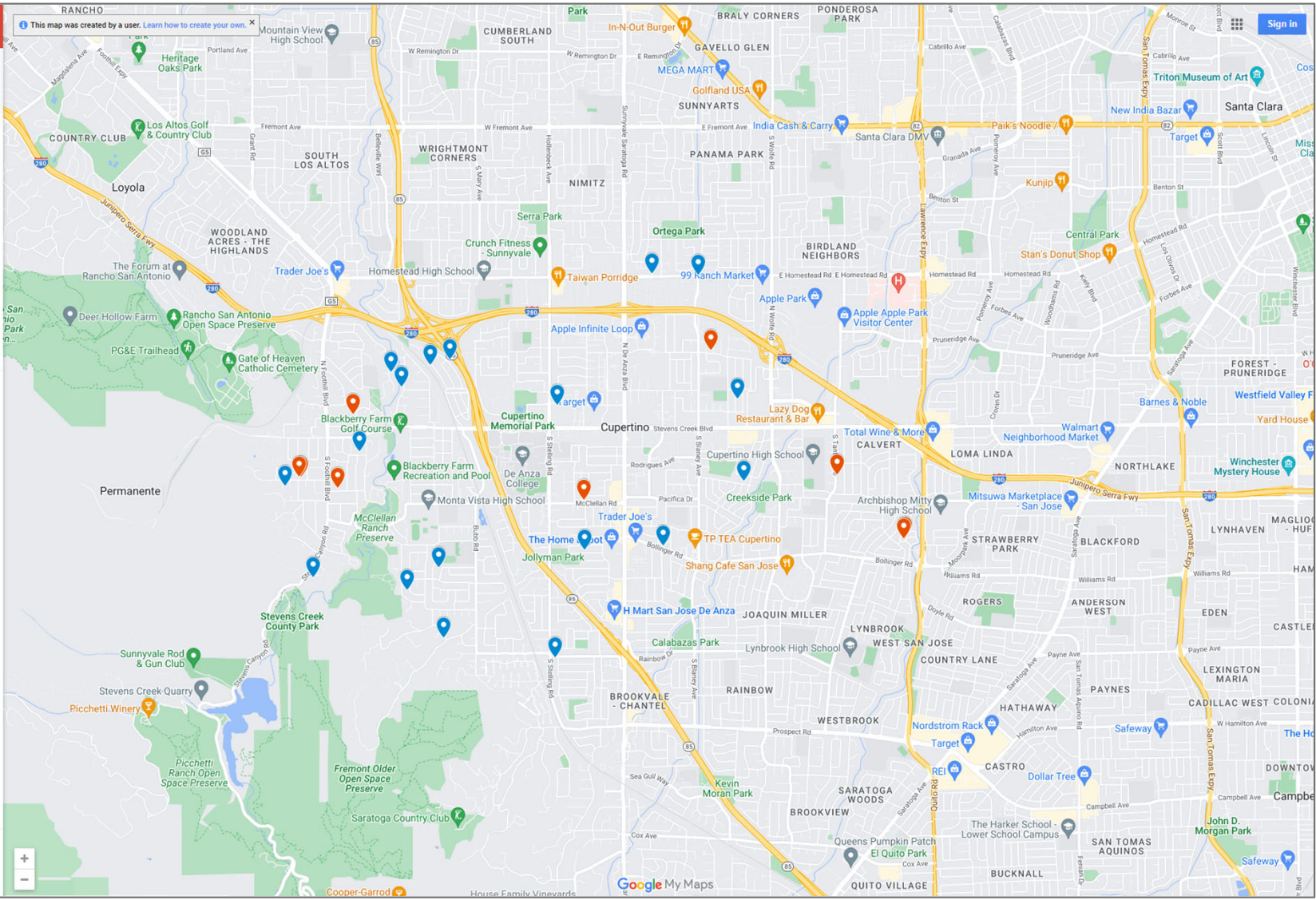
2022 Climate Victory Gardens

- 10091 Hillcrest Rd
- 10320 S Tantau Ave
- 10486 Westacres Dr
- 10491 Cypress Dr
- 18467 Edminton Dr
- 18477 Edminton Dr
- 22431 Palm Ave
- 22677 Voss Ave
- 22687 Voss Ave

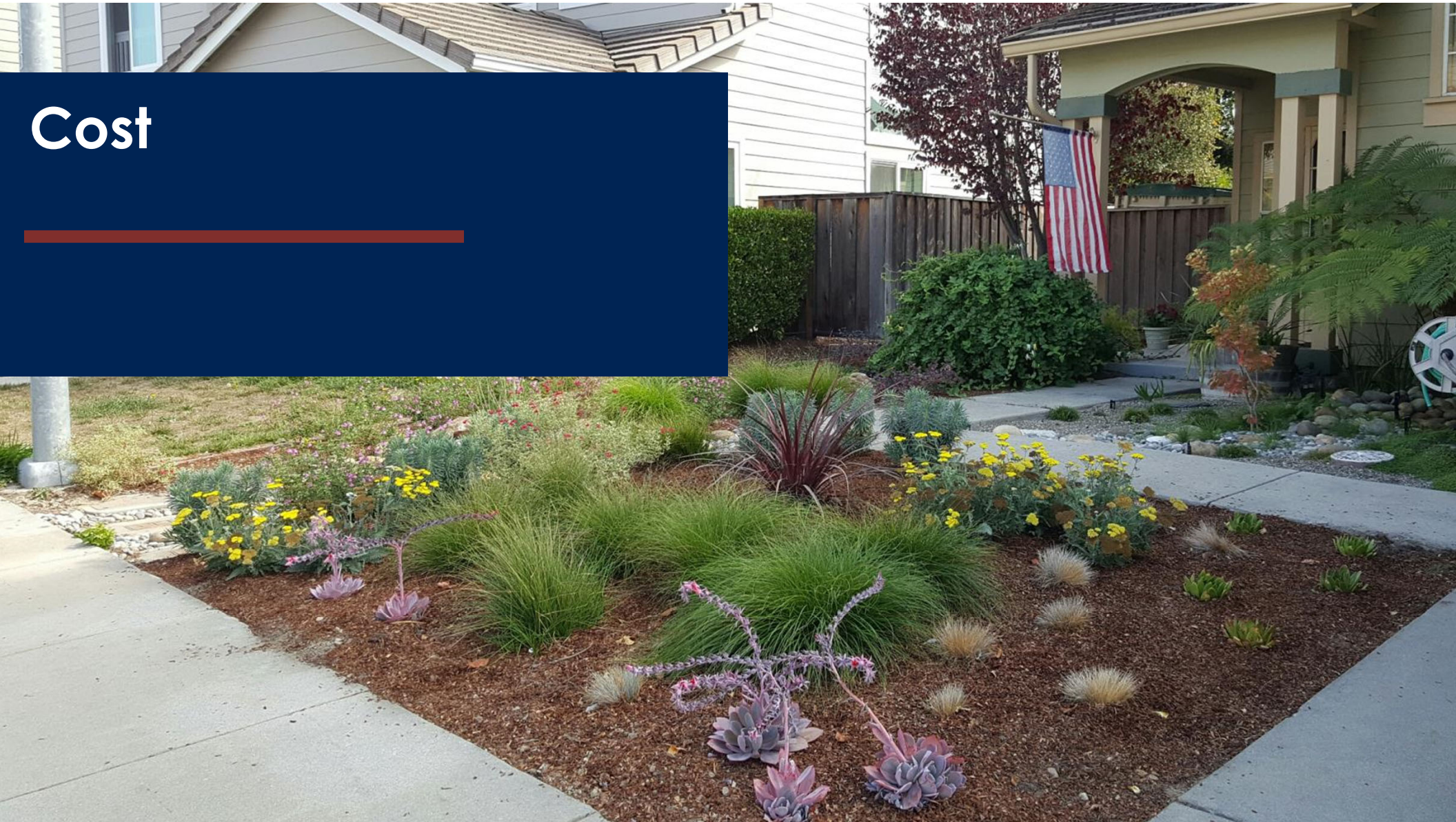
2021 Completed Projects

All items

- 22600 Ricardo Rd
- 10470 Stokes Ave
- 10221 Phar Lap Dr
- 21682 Lindy Ln
- 10396 Amistad Ct
- 11105 La Paloma Dr
- 10380 Creston Dr
- 22289 Janice Ave
- 20948 Alves Dr
- 20237 Bollinger Rd
- 7545 Dumas Dr
- 10184 Colby Ave
- Northpoint HOA_Blue Jay & Homestead
- Northpoint HOA_Homestead & Blaney
- 10959 Maria Rosa Way
- 1259 Aster Ln
- 19689 La Mar Dr
- 10465 Dempster Ave



Cost

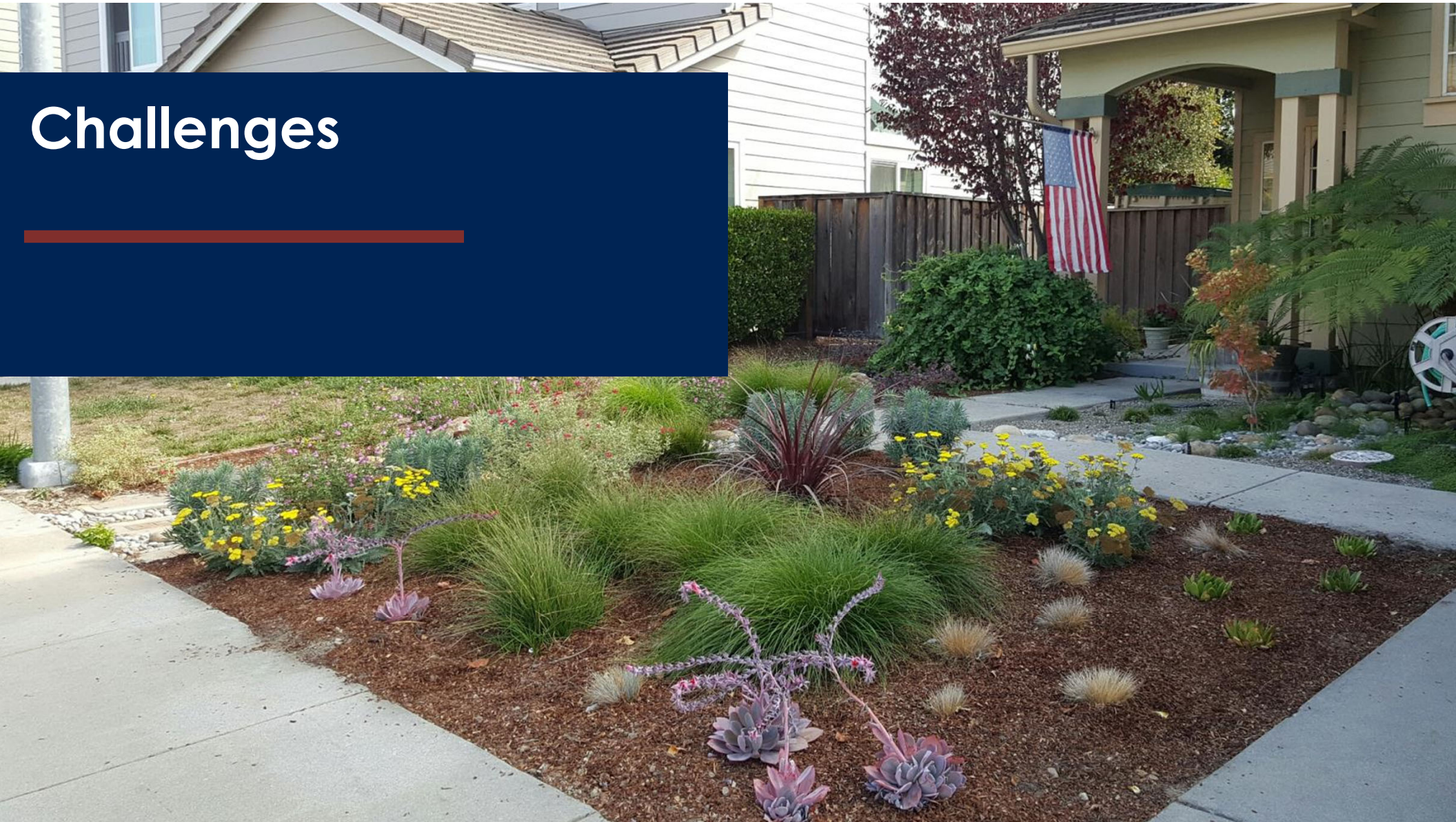


Cost to the City

Category Label	Project Size (Sq. Ft.)	Total # of Sites	Total Sq. Ft. Converted	Water Savings (Gallons per Year)	Cost per gallon saved*
A	0-500	2	2,000	55,881	\$3.13
B	501-800	4	5,564	155,462	\$1.13
C	801-1000	2	3,692	103,157	\$1.70
D	1001-1500	3	6,534	182,564	\$0.96
E	1501-2000	2	6,428	179,602	\$0.97

**this is the program administration cost only. Cupertino also provides a cost-share to the VW landscape rebate program.*

Challenges



Challenges and Responses to Victory Gardens

Challenges	Response
<ul style="list-style-type: none">• Contractor Availability	✓ Increased customer payment commitment
<ul style="list-style-type: none">• Uneven amount of staff time	✓ Selective intake to the pilot
<ul style="list-style-type: none">• Drop-outs are costly	✓ Consider adding a deposit payment requirement
<ul style="list-style-type: none">• Planning/review fees for some larger sites	✓ Asked City Council to waive planning fees
<ul style="list-style-type: none">• Cost to serve small sites is high	✓ Consider focusing on commercial/institutional sites

Recommendations



Recommendations

Recommended Next Steps

Provide feedback to staff and:

- (1) Continue to share these findings with neighboring jurisdictions, Valley Water, and to develop further partnerships with landscape supply companies, designers, and installers through the life of the pilot program, and
- (2) Focus on large and institutional sites based on the evidence provided by the cost effectiveness table (Table 3), and
- (3) Explore partnerships for training and workforce development to ensure that the customer, the City, and contractor can move projects forward in a timely manner, and
- (4) Bring back a permanent program for City Council's consideration before the pilot program expires in 2023.

CC 10-04-2022

#16

Electric Vehicle Charging
Stations Permit
Streamlining

Presentation

Electric Vehicle Charging Stations Permit Streamlining

Building Division

Sustainability Division



CUPERTINO

State Law AB 1236 & AB 970 Requirements

1. Streamlining Ordinance for Expedited EVCS Permit Process
2. Permitting Checklists Online for L2 & DCFC
3. Administrative Approval of EVCS
4. Approval Limited to Health & Safety Review
5. Electronic Signatures Accepted
6. EVCS Not Subject to Association Approval
7. One Complete Deficiency Notice if Application is Incomplete

Scoring Criteria:

1. Streamlining Ordinance for Expedited EVCS Permit Process

“Ordinance creating an expedited, streamlined permitting process for electric vehicle charging stations (EVCS) including level 2 and direct current fast chargers (DCFC) has been adopted.”

Scoring Criteria:

2. Permitting Checklists Online for L2 & DCFC

“Checklist of all requirements needed for expedited review posted on city [or county] website.”

Scoring Criteria:

3. Administrative Approval of EVCS

“EVCS projects that meet expedited checklist are administratively approved through building or similar non-discretionary permit.”

Complete if:

“The streamlining ordinance states that permit applications that meet checklist requirements will be approved through non-discretionary permit (or similar).”

Scoring Criteria:

4. Permit Application Review Limited to Health & Safety

“EVCS project review limited to health and safety requirements found under local, state, and federal law.”

Complete if:

“The streamlining ordinance states that no discretionary use permit is required and permit approval will be limited to health and safety review.”

Scoring Criteria:

5. Electronic Signatures Accepted

“Authority Having Jurisdiction (AHJ) accepts electronic signatures on permit applications.*

*If a city [or county] determines it is unable to accept electronic signatures on all forms, the permit streamlining ordinance shall state the reasons.”

Complete if:

“Electronic signatures accepted on City [or County] website (usually specified in the ordinance).”

Scoring Criteria:

6. EVCS Not Subject to Association Approval

“EVCS permit approval not subject to approval of an association (as defined in Section 4080 of the Civil Code).”

Complete if:

“The streamlining ordinance states that EVCS permits do not require association approval.”

Scoring Criteria:

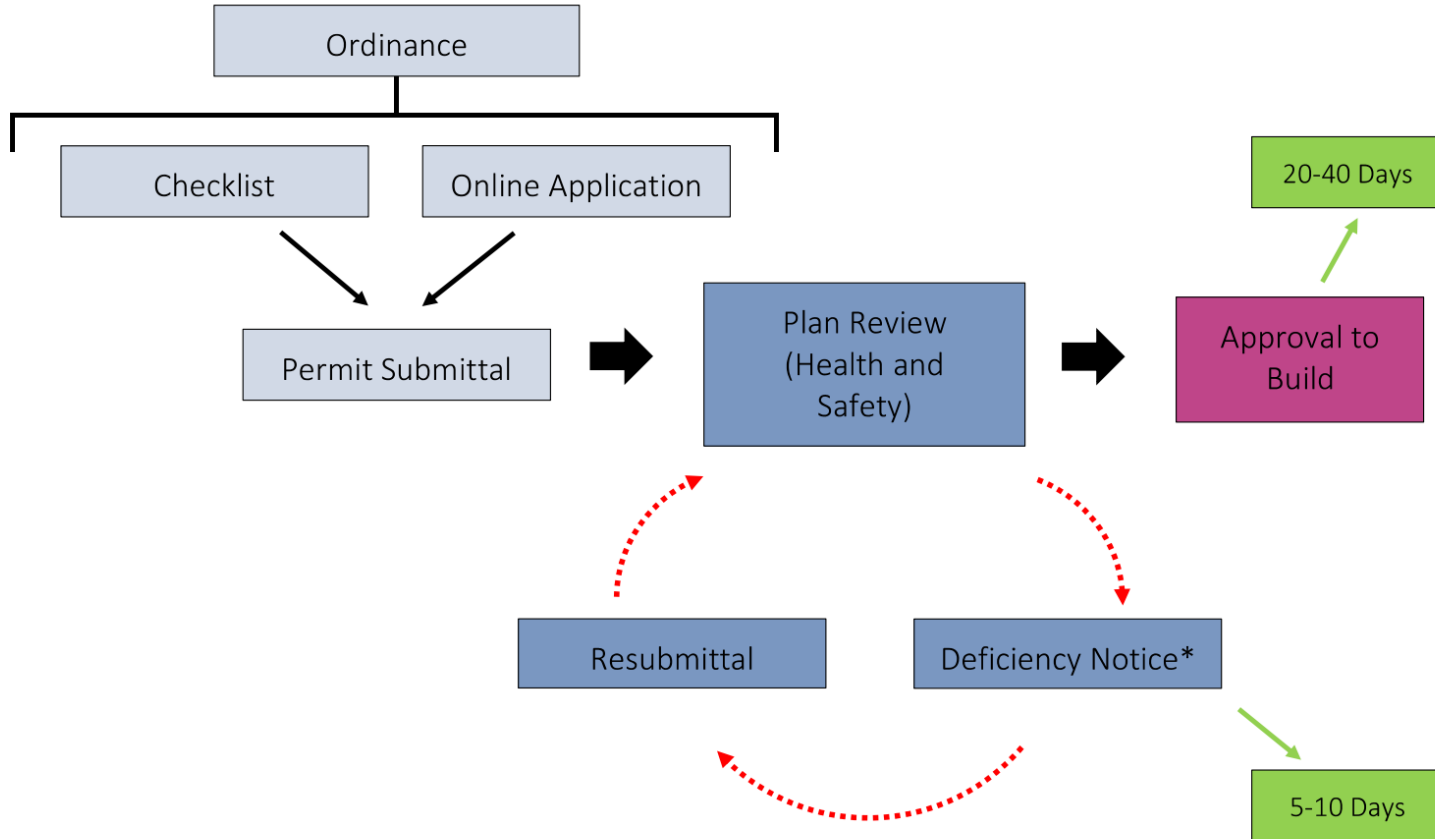
7. One Complete Deficiency Notice if Application is Incomplete

“AHJ commits to issuing one complete written correction notice detailing all deficiencies in an incomplete application and any additional information needed to be eligible for expedited permit issuance.”

Complete if:

“The streamlining ordinance dictates that a written correction notices must detail all deficiencies.”

EVCS Permit Process and Timeline



* The deficiency notice should include one complete set of comments.

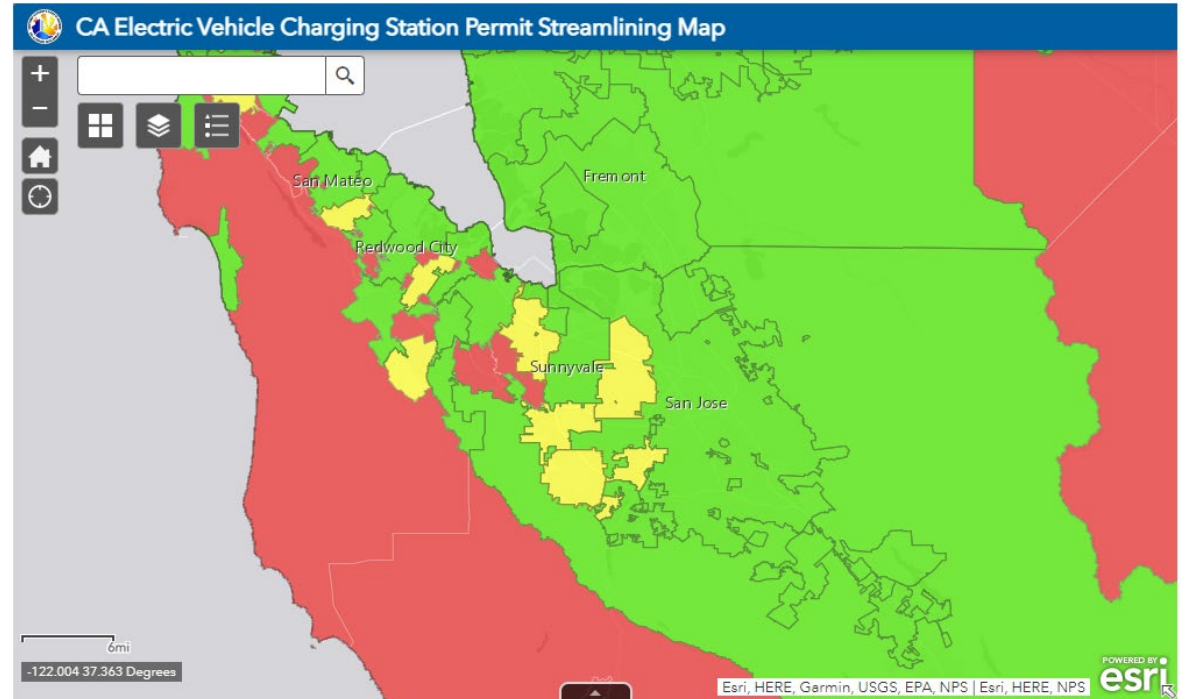
Plug-in Electric Vehicle Charging Station Readiness

Cupertino is listed as
"Streamlining in Progress"

Green = Streamlined

Yellow = In Progress

Red = Not Streamlined



<https://business.ca.gov/industries/zero-emission-vehicles/plug-in-readiness/>

Recommended Action

Introduce for first reading an ordinance amending Cupertino Municipal Code Chapter 16.28 establishing an expedited, streamlined permitting process for electric vehicle charging stations in compliance with AB 1236.