



Consolidated Revised Top 10 List - ALL Councilmembers

Overlapping Projects: Fourth of July

#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Est budget	Est staff hours	Lead Department(s)
1	JF	Independence Day Celebration Enhancement	Identify and pursue low-hazard alternatives to the traditional fireworks presentation if no safe venue for traditional fireworks in Cupertino can be found.	Quality of Life	\$\$		Parks and Recreation


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Overlapping Projects: 5G

#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Est budget	Est staff hours	Lead Department(s)
1	RW	5G Ordinance	Update 5G Ordinance	Quality of Life	\$		Public Works/City Attorney's Office







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Overlapping Projects: City Work Program

#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Est budget	Est staff hours	Lead Department(s)
1	KM	Work Program Process	Review Work Program History, budget considerations and timing, key takeaways, best practices, mission and vision, goal categories, staff suggestions for process improvement and workload management. Include CIP projects which are in process and their costs.	Sustainability and Fiscal Strategy	\$		City Manager's Office/ALL DEPT


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Overlapping Projects: Economic Development

#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Est budget	Est staff hours	Lead Department(s)
1	SM	Business Revitalization	Explore options to support small businesses, fill empty storefronts, and encourage entry of new forms of retail to promote revitalization	Sustainability and Fiscal Strategy	\$\$		City Manager's Office
2	JF	Small Business Revitalization Plan	Develop a plan and implementation strategy to support (1) new small business establishment; (2) preservation of existing small businesses in order to improve placemaking in the city and the city's revenue stream.	Quality of Life	\$\$		City Manager's Office
3	JF	Commercial Diversification Plan	Develop a plan and implementation strategy to diversify the range and types of medium-sized businesses operating in the city.	Quality of Life	\$\$		City Manager's Office
4	LC	Strategies to Enhance Sales Tax Revenue	Develop strategies to improve sales tax revenue, including, but not limited to: - With each infill redevelopment, provide transparency on the retail space and loss in retail categories and sales tax revenue - Find out what businesses generate B2B taxes in Cupertino and in other cities - Attract businesses that generate sales taxes to Cupertino - Explore potential incentives to attract them to Cupertino, such as tax breaks or fee waivers	Sustainability and Fiscal Strategy	\$\$		City Manager's Office/Community Development Department/Administrative Services Department/City Attorney's Office
5	RW	Economic Development	Restore economic development committee, explore grant writer position, attract startups and companies in the tech ecosystem.	Sustainability and Fiscal Strategy	\$\$		City Attorney's Office/City Manager's Office
6	RW	Small Business Revitalization Ordinance	Streamline permitting process, explore more themed events like restaurant week and bobatino, attract more festivals, create a small business council, provide regulatory support.	Sustainability and Fiscal Strategy	\$\$		Community Development Department/City Manager's Office/Parks & Recreation






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Overlapping Projects: City Properties/EOC

#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Est budget	Est staff hours	Lead Department(s)
1	KM	City Properties: Planning for Optimal Use (Formerly City Properties 2.0)	Revisit City Hall/Torre Annex Planning RE Seismic/EOC. Future planning strategies for Stocklmeir house/garages, Blech House, Blue Pheasant. Goal of judicial use of city-owned properties. Investigate potential purchase of CUSD Finch/Phil property.	Quality of Life	\$\$		Public Works/City Manager's Office




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Overlapping Projects: Emergency Preparedness

#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Est budget	Est staff hours	Lead Department(s)
1	SM	City Hall Seismic Safety Issues	Determine cost and feasibility options to deal with City Hall seismic safety: pros and cons of retrofit, remodel, lease temporary facility, purchase a new building. Include plans for Stocklmeir and Torre.	Sustainability and Fiscal Strategy	\$\$		Public Works/City Manager's Office
2	RW	Emergency Operations Readiness	Review fire, earthquake tornado, active shooter, Tsunami, hazardous transport accident policies; and ensure EOC is active and functioning with a permanent position not consultant running the program.	Sustainability and Fiscal Strategy	\$\$		City Manager's Office/Sheriff'S Office
3	RW	City Hall Retrofit and EOC Readiness Plan	Implement the previously approved 2022 Council plan with EOC migration.	Sustainability and Fiscal Strategy	\$		Public Works/City Manager's Office
4	RW	Public Safety - Block Leader and Neighborhood Watch	Strengthen Block Leader/Neighborhood Watch programs to ensure the leaders are active and expand the coverage of active neighborhoods.	Quality of Life	\$		City Manager's Office
5	RW	License Plate Readers	Deploy city-owned license plate readers and implement policies to allow neighborhood-owned ones.	Quality of Life	\$\$		City Manager's Office



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Overlapping Projects: Environmental/Trees

#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Est budget	Est staff hours	Lead Department(s)
1	SM	Urban Forest Program	Expand tree list review in current CWP to include specifics to develop an urban forest plan to increase trees, landscaping and greenery in all parts of the city	Quality of Life	\$\$		Public Works/Community Development Department
2	KM	Tree Planting (replaces Tee List 2.0)	Increase tree canopy on city-owned properties with climate appropriate, preferably suitably CA native trees with volunteer tree-planting opportunities as feasible.	Sustainability and Fiscal Strategy	\$\$\$		Public Works
3	JF	Urban Forest 10-Year Plan	Develop a plan and implementation strategy to increase the tree canopy in Cupertino to achieve at least 30% coverage in every city neighborhood by 2035 using climate-resilient species.	Sustainability and Fiscal Strategy	\$\$		Public Works/Community Development Department


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Overlapping Projects: Environmental/Sustainability

#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Est budget	Est staff hours	Lead Department(s)
1	KM	Water Conservation Policies (replaces city water conservation/turf conversion)	Reduce irrigation while increasing pollinator supporting vegetation (turf conversion). Optimize irrigation systems including CUSD use agreement sites.	Sustainability and Fiscal Strategy	\$\$		Public Works
2	KM	Environmental hazards	Add Geotracker and DTSC sites to the GIS mapping layers in the city to improve public awareness.	Public Engagement and Transparency	\$		Information & Technology/Community Development Department


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Overlapping Projects: Financial Policies

#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Est budget	Est staff hours	Lead Department(s)
1	LC	Financial, Investment, and Cashflow Policy Review (TBD item)	Review and assess the City's investment policy and best practices with an analysis of quarterly treasurers report. Establish a cashflow management policy with the goal to reduce the total percentage in cash from 20% to 2% and to reduce the total percentage in cash and cash-equivalent to at most 10%, on par with other cities.	Sustainability and Fiscal Strategy	\$\$		Administrative Services Department




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Overlapping Projects: Heart of the City

#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Est budget	Est staff hours	Lead Department(s)
1	JR	Heart of the City Specific Plan Update	Revise the Heart of the City Specific Plan and relevant neighboring planning areas to focus residential growth on major corridors to better support commercial activity, and an increased tax base as well as the creation of "third spaces" for community building, while bringing homes, amenities, and jobs closer together to reduce vehicle miles traveled and improve the attractiveness of active transportation options.	Quality of Life	\$\$\$		Community Development Department




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Overlapping Projects: Impact Fees

#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Est budget	Est staff hours	Lead Department(s)
1	SM	Update City's Impact fees	Update governing policies and guidelines for all impact fees	Sustainability and Fiscal Strategy	\$\$\$		Community Development Department/City Attorney's Office/Public Works
2	KM	Impact Fees	Evaluate and realign impact fees.	Sustainability and Fiscal Strategy	\$\$\$		Community Development Department/City Attorney's Office/Public Works
3	LC	Defensible Impact Fee Nexus Study for Traffic Impact Fee, Retail Impact Fee, BMR Impact Fee	With almost every infill project approval and revision, we are losing almost all retail with almost zero parking. New units tend to provide more town homes, rather than much needed smaller starter units or senior flats. With potential challenges to waive impact fees and design standards, a defensible Nexus study is necessary to protect the city in order to collect impact fees since California Constitution does not allow unfunded mandates levied on cities.	Sustainability and Fiscal Strategy	\$\$		Community Development Department/City Attorney's Office/Public Works




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Overlapping Projects: Parks

#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Est budget	Est staff hours	Lead Department(s)
1	SM	Blackberry Farms Pool and Picnic Area - CEQA Review	Eliminate the 100 day restricted operation of BB Farms picnic area facilities and swimming pool - and open all year. Current restrictions deprive city of fee revenues, and deprive public access to public facilities.	Quality of Life	\$\$\$		Parks & Recreation/ Public Works/City Attorney's Office/Community Development Department
2	LC	Reduce the Scope of Memorial Park Plan to under \$40M	The Memorial Park Plan like other plans tend to include too many features in one park, which the city cannot afford to accommodate. We should reduce the scope to under \$40M to only essential elements	Sustainability and Fiscal Strategy	\$\$		Parks & Recreation/ Public Works
3	RW	Memorial Park Renovation	Reduce plan or place in phases, consider revenue models such as concessions and services in the mix for the park.	Quality of Life	\$\$		Parks & Recreation/ Public Works





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Overlapping Projects: Permitting

#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Est budget	Est staff hours	Lead Department(s)
1	JF	Permit Streamlining and Simplification for Small Home Upgrades	Develop a suite of improvements to (1) improve access to, and (2) speed the processing of permits for small home upgrades so as to enhance compliance and improve overall efficiency.	Quality of Life	\$		Community Development Department
2	SM	Expedite and/or streamline building permit and inspection permit processes	Remove gridlock in construction, repairs and remodeling by streamlining permitting process. When processes get cumbersome, they get circumvented. Delays impact property tax and permitting fees revenues	Sustainability and Fiscal Strategy	\$\$		Community Development Department
3	RW	SFH permitting review process.	Improve turnaround times. Set SLA's for staff and outsourced reviewers, customer service KPI's, templates to reduce back and forth, internal staff expertise to reduce consulting expenses. Simplify permitting for small home upgrades.	Quality of Life	\$		Community Development Department/ City Attorney's Office



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Overlapping Projects: Public Engagement

#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Est budget	Est staff hours	Lead Department(s)
1	SM	Leadership Academy	Re-establish leadership program in collaboration with neighboring cities and non-profits - to educate the public on public policy issues, and encourage new participation in city's civic life.	Public Engagement and Transparency	\$		City Manager's Office
2	SM	General Plan Community Meetings	Consider community meetings for any development or project that requires a GP amendment.	Public Engagement and Transparency	\$		Community Development/City Manager's Office
3	LC	Enhance Notification Methods for Development Projects and General Plan Amendments	<p>* Consider a community meeting requirement for any major project application, especially those requiring a general plan amendment, as some other cities have adopted.</p> <p>* Consider increasing notification radius from 300 feet to 500 feet (or even 1000 feet for major projects) for any project application, especially those requiring a general plan amendment.</p> <p>* Consider additional notification requirements for any project application seeking concessions/waivers of existing standards, such as parking reduction, building height, setback, retail space reduction, and/or impact fees.</p> <p>For city-wide general plan amendment, such as multiple sites for the Housing Element, consider comparable notification methods as single sites, rather than only through the newspaper, which has been insufficient.</p>	Public Engagement and Transparency	\$		Community Development/City Manager's Office/City Attorney's Office
4	LC	Enhance Art In-Lieu Fee policy for better engagement	<p>Each development project has to dedicate art in-lieu fee, but the selection process does not engage the public to benefit the city as a whole. Explore policies adopted in other cities for better public engagement.</p> <p>NOTE: To expand the current work program item "Art in Public and Private Areas": Revisit Municipal Code standards for art in public and private development, including the standards in the Municipal Code and developing an Art-in-lieu fee policy.</p>	Quality of Life	\$		Community Development/ City Attorney's Office/ City Manager's Office/Public Works/ Adminstrative Services


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Overlapping Projects: Public Engagement

#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Est budget	Est staff hours	Lead Department(s)
5	LC	Transparency for Commisison Meetings	Restore Hybrid Commission Meetings with both virtual and in-person public comments - with minimal staff support. Include presentations, design docs in the agenda packet so that attendees who missed the meeting have access to them, such as the design docs for bike path projects.	Public Engagement and Transparency	\$		Innovation and Technology/City Manager's Office/ City Attorney's Office/City Clerk's Office/All Departments
6	JF	Public Engagement Strategy and Policies in Support of Planning Initiatives	Consolidate existing CWP (Attachment B Item 10) and proposed CWP public engagement-related items (Attachment B Items 4 and 5) to establish more focused policies governing public outreach and engagement with respect to General Plan amendments and rezonings with special consideration to lessons learned from the 6th RHNA Cycle Housing Element revision.	Public Engagement and Transparency	\$\$		Community Development/City Manager's Office



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Overlapping Projects: Quarry

#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Est budget	Est staff hours	Lead Department(s)
1	SM	Lehigh Quarry	Continue to monitor quarry activities and present bi-annual updates to Council. Continued collaboration with County and neighboring cities is recommended.	Public Engagement and Transparency	\$\$		Community Development/City Manager's Office/City Attorney's Office


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Overlapping Projects: Senior Services

#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Est budget	Est staff hours	Lead Department(s)
1	SM	Ad Hoc Senior Commission	Establish an ad-hoc senior commission/ committee/working group to create channels of communication between the senior population, senior center, senior living facilities - and address concerns re: housing, transportation, medical facilities.	Quality of Life	\$		Parks & Recreation/City Attorney's Office/City Manager's Office
2	LC	Enhance Senior Services	Due to the high cost of senior centers, many seniors have to "age in place", but do still need services typically provided in senior centers, in addition to common home maintenance.- - Utilizing the survey results conducted in 2022 and 2023 to meet the needs of Cupertino seniors - Consider consultant services similar to Palo Alto or Saratoga Senior Center to enhance services, while reducing cost to the city. NOTE: Cupertino Age-Friendly could make a presentation on the result of 2023 survey, in collaboration with the city staff. NOTE: Successful Aging Solutions & Community Consulting (SASCC), who runs the Saratoga Senior Center could provide a free gap analysis and feasibility analysis	Quality of Life	\$\$		Parks & Recreation








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Overlapping Projects: Taxes/Revenue

#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Est budget	Est staff hours	Lead Department(s)
1	LC	Tax Measures on the 2026 Ballot	- Real Estate Transfer Tax (similar to Mountain View, San Jose and other cities) for large transactions to capture profits made as a result of upzoning - Head tax (similar to Mountain View and other cities) for large employers or renegotiate tax sharing agreements - Sales tax (to be collected only if the county takes away the remaining 0.25%)	Sustainability and Fiscal Strategy	\$\$\$		City Attorney's Office/ Administrative Services/City Manager's Office


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Overlapping Projects: Transportation

#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Est budget	Est staff hours	Lead Department(s)
1	JF	Bicycle Facilities	Continue the existing CWP item.	Transportation	\$		Public Works/Parks & Recreation
2	KM	Night time safety awareness	Coordinate public education and potential (private and/or public) grants for night time safety for bikes/peds/pets (Fall Bike Fest, SR2S, festivals)	Quality of Life	\$		Public Works/SC County Sheriff's Office
3	KM	SV Hopper Feasibility	Determine a future funding source for this grant-funded program. Provide two ridership and financial updates per year. (reworded, but the same)	Transportation	\$		Public Works
4	KM	Bus Stop Inventory	Inventory city bus stops and coordinate with VTA for improvements to seating, shading, and security (reworded, but the same)	Transportation	\$		Public Works
5	JF	Active Transportation Plan	Continue the existing CWP item.	Transportation	\$\$		Public Works
6	LC	Adopt LOS and improve TDM Accountability	Adopt LOS (Level of Service), in addition to VMT (Vehicle Miles Traveled), in any traffic assessment, since LOS is still a better measure of traffic impact. Adopt requirements to ensure accountability of TDM (Traffic Demand Management) system since TDM often does not mitigate traffic impact as intended.	Transportation	\$\$		Community Development/Public Works/City Attorney's Office
7	RW	Major thoroughfare congestion study and road improvements.	Study De Anza, Stevens Creek, Stelling, Wolfe, Homestead, and Bollinger, Road improvement options include adaptive traffic signals, no turns on red near schools during school hours, street paving, and traffic enforcement of bikers, cars, and pedestrians.	Quality of Life	\$\$		Public Works

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Overlapping Projects: Unhoused

#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Est budget	Est staff hours	Lead Department(s)
1	KM	Unhoused Policies (Formerly Support for the Unhoused 2.0)	Continue this work program item. Determine best practices for limited budget smaller cities to manage the unhoused. Review RV practices in surrounding cities for impacts and potential adoption. Review transitional housing outcomes in surrounding cities. Policies to include nimble contingency plans.	Quality of Life	\$		Community Development/Public Works/City Attorney's Office/City Manager's Office