## CC 03-18-2025

#8

City-Wide Policy Inventory

Supplemental Report



#### ADMINISTRATIVE SERVICES DEPARTMENT

CITY HALL 10300 TORRE AVENUE • CUPERTINO, CA 95014-3255 TELEPHONE: (408) 777-3220 • FAX: (408) 777-3109 CUPERTINO.ORG

#### CITY COUNCIL STAFF REPORT SUPPLEMENTAL 1

Meeting: March 18, 2025

#### Agenda Item #8

#### **Subject**

Citywide Policy Inventory and Gap Analysis Final Report and City Council Policy Inventory

#### Recommended Action

- 1. Receive the Citywide Policy Inventory and Gap Analysis Report
- 2. Review the City Council Policy Inventory and authorize Moss Adams LLP ("Moss Adams") to include gap analysis as part of the FY 2025-26 Internal Audit Work Plan

#### **Background:**

Staff's responses to questions received from councilmembers are shown in italics.

Q1: May we please have links to the administrative policies in Item 8. (**Mayor Chao & Vice Mayor Moore**)

Staff Response: Historically very few, if any governments make their internal policies available. They may, like San Jose, have a few high-level policies online, but policies and procedures are specific to the business entity and not for public consumption. It may also bring to light city processes that could be used against it for phishing.

Moss Adams, the City's internal auditor has historically worked as the intermediary, reviewing and providing recommendation on administrative policies along with ensuring those recommendations are incorporated. This helps the city twofold, one it ensures people with subject matter expertise are reviewing the policies and ensuring we are up to date with best practices and two is it keeps the city safe from potential phishing attacks.

#### Attachments Provided with Original Staff Report:

- A Citywide Policy Inventory and Gap Analysis Report
- *B City Council Policy Inventory*

## CC 03-18-2025

#9

## Council Subcommittee Report

Desk Item



#### **CITY MANAGER'S OFFICE**

CITY HALL 10300 TORRE AVENUE • CUPERTINO, CA 95014-3255 TELEPHONE: (408) 777-3223 • FAX: (408) 777-3366 CUPERTINO.ORG

### CITY COUNCIL STAFF REPORT DESK ITEM

Meeting: March 18, 2025

#### Agenda Item #9

#### Subject

Receive City Council Subcommittee report on July 4th fireworks and provide Council direction for next steps

#### Recommended Action

Receive the City Council Subcommittee report on July 4th fireworks and provide Council direction for next steps

#### Background:

#### Staff's responses to questions received from councilmember are shown in italics.

Q1: I'm perplexed by the lack of any report from staff or the subcommittee itself for Item 9 regarding Independence Day fireworks. Can you elaborate on why there is no report? (Councilmember Fruen)

Staff Response: Mayor Chao requested the item to be added after the receipt of Councilmember Wang's email (Attachment A) on March 10. The email provided an update on the progress that Councilmember Wang and Vice Mayor Moore have been working on. Mayor Chao intends to consider a verbal report from either Councilmember Wang or the Vice Mayor and provide further direction.

Attachments Provided with Original Staff Report:

A – Update: Fourth of July Celebrations

From: R "Ray" Wang

To: <u>Liang Chao</u>; <u>Pamela Wu</u>

Cc: <u>Kitty Moore</u>

Subject: UPDATE: FOURTH OF JULY CELEBRATIONS

Date: Monday, March 10, 2025 6:05:04 PM

#### Dear Mayor and City Manager

Kitty and I have met and explored the options in the subcommittee. We've also met with Rachelle and the team on March 5th.

In general, there are two options:

#### Option 1: Hyde Middle School

In this scenario, we would continue the morning traditions of the Pancake Breakfast at Quinlan and other related festivities. We would coordinate with DeAnza for other celebrations on site around Lunch. Staff is unable to staff a Blackberry Farm event.. We would work with local businesses to encourage a fireworks night activities before the fireworks to encourage dining around the city.

PROs: The venue is a known quantity. Residents are used to this motion and know where to park and watch. This venue is most likely a venue that will continue on into the future. Public safety and Sheriff's have been through this process. Funding has already been allocated.

CONs: Staff finds this option to be more work. Staffing for an optional Blackberry Farm set of activities would be more difficult and not possible in 2025

OPEN ISSUES: We are talking to a number of the school board members about hosting this on Hyde. They have reached out to the Superintendent who is expecting a meeting between Kitty and me or the Mayor and Kitty to iron out the details. While there is Solar panel work going on site, we should discuss preventive measures should we choose the option.

#### **NEXT STEPS:**

- 1. Set up a meeting with Stacy and the 2 Council Members along with the City Manager to formally make the request
- 2. Coordinate with local authorities
- 3. Reach out to the Business Community to plan the dine with us campaign.

#### Option 2: Fireworks at the Rise

In this scenario, we would continue the morning traditions of the Pancake Breakfast at Quinlan and other related festivities. We would coordinate with DeAnza for other celebrations on site around Lunch. Staff is open to bringing back events at BlackBerry Farm.

We would work with local businesses to encourage a fireworks night activities before the fireworks to encourage dining around the city.

PROs: The venue allows for bigger shells and is a once in a lifetime opportunity. Staffing would be available for a Blackberry Farm set of activities. The City would have less work but would actively promote.

CONs: The Rise would have to "fund" the firworks.

OPEN ISSUES: We are talking with Reed Moulds at SandHill. We meet at 2pm Tuesday March 11th . Funding would come via sponsorships for the fireworks evening.

#### **NEXT STEPS:**

- 1. Set up a meeting with Reed Moulds and Kitty Moore and myself.
- 2. Work with Patrick Ahrens to find fundraising for the costs born by The Rise
- 3. Reach out to the Business Community to plan the dine with us campaign.
- 4. Work with The Rise to expedite Fire requirements

Hope this update helps.



## CC 03-18-2025

#10

## Fiscal Years 2025-2027 City Work Program

First Ranking

Desk Item



			Consolidated Revised Top 10 List - ALL Co	uncilmem	bers		
#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Ranking	Est budget	Est staff hours	Lead Department(s)
		Management of the second	4th of July				
1	JF		Identify and pursue low-hazard alternatives to the traditional fireworks presentation if no safe venue for traditional fireworks in Cupertino can be found.	4	\$\$	iii	Parks and Recreation
2	RW	5G Ordinance	Update 5G Ordinance		\$	i	Public Works/City Attorney's Office
			City Work Program			E STATE OF STR	
3	KM	_	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.		\$	ii	City Manager's Office/ALL DEPT
		BONNESS CONTRACTOR	Economic Development	经产品 安排,这	( New York State of the Control of t		2. 16 克尔克克斯斯斯斯斯斯斯斯斯斯斯斯斯斯斯斯斯斯斯斯斯斯斯斯斯斯斯斯斯斯斯斯斯斯
4	I SM	Business Revitalization	Explore options to support small businesses, fill empty storefronts, and encourage entry of new forms of retail to promote revitalization	10	\$\$	ŤŤ	City Manager's Office
5	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.	10	\$\$	11	City Manager's Office
6	JF		Develop a plan and implementation strategy to diversify the range and types of medium-sized businesses operating in the city.		\$\$	tt	City Manager's Office
7	1		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		\$\$	***	City Manager's Office/Community Development Department/ Administrative Services Department/ City Attorney's Office
8	RW	Economic Development	Restore economic development committee, explore grant writer position, attract startups and companies in the tech ecosystem.	,	\$\$	Ŷ	City Attorney's Office/City Manager's Office
9	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.		\$\$	111	Community Development Departmen/City Manager's Office/Parks & Recreation

			Consolidated Revised Top 10 List - ALL Co	uncilmem	bers		
#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Ranking	Est budget	Est staff hours	Lead Department(s)
	523243		City Properties/EOC		The Control of		
10	КМ	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.		\$\$	ŤŤ	Public Works/City Manager's Office
			Emergency Preparedness				
11	1	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.		\$\$	**	Public Works/City Manager's Office
12	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.		\$\$	tt	City Manager's Office/Sheriff'S Office
13	RW	City Hall Retrofit and EOC Readiness Plan	Implement the previously approved 2022 Council plan with EOC migration.		\$	Ť	Public Works/City Manager's Office
14	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.		\$	Ť	City Manager's Office
15	RW	License Plate Readers	Deploy city-owned license plate readers and implement policies to allow neighborhood-owned ones.		\$\$	İ	City Manager's Office
			Environmental/Trees				
16	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		\$\$	11	Public Works/Community Development Department
17	КМ	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.		\$\$\$	***	Public Works
18	JF		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.	6	\$\$	ŶŶ	Public Works/Community Development Department
			Environmental/Sustainability				
19	КМ		Reduce irrigation while increasing pollinator supporting vegetation (turf conversion). Optimize irrigation systems including CUSD use agreement sites.	4	\$\$	tt	Public Works
20	KM	Environmental hazards	Add Geotracker and DTSC sites to the GIS mapping layers in the city to improve public awareness.		\$	Ť	Information & Technology/ Community Development Department

			Consolidated Revised Top 10 List - ALL Co	uncilmen	nbers		
#.	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Ranking	Est budget	Est staff hours	Lead Department(s)
	W.C. Sci		Financial Policies				
21	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.		\$\$	**	Administrative Services Department
22	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 atractiveness of active	10	\$\$\$	***	Community Development Department
			transportation options.  Impact Fees				
23	SM	Update City's Impact fees	Update governing policies and guidelines for all impact fees	7	\$\$\$	iti	Community Development Department/City Attorney's Office/Public Works
24	КМ	Impact Fees	Evaluate and realign impact fees.		\$\$\$	†††	Community Development Department/City Attorney's Office/Public Works
25	1	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.		\$\$	***	Community Development Department/City Attorney's Office/Public Works
			Parks				
26	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.	7	\$\$\$	***	Parks & Recreation/ Public Works/City Attorney's Office/Community Development Department
27	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	4	\$\$	11	Parks & Recreation/ Public Works
28	RW	Memorial Park Renovation	Reduce plan or place in phases, consider revenue models such as concessions and services in the mix for the park.		\$\$	11	Parks & Recreation/ Public Works

			Consolidated Revised Top 10 List - ALL Co	uncilmem	bers		
#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Ranking	Est budget	Est staff hours	Lead Department(s)
			Permitting				医原则性管理性 医乳腺 医乳腺管 化多元素
29	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.	7	\$	**	Community Development Department
30	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		\$\$	iii	Community Development Department
31	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.		\$	**	Community Development Department/ City Attorney's Office
			Public Engagement	<b>产属产品类型基础</b>	<b>工程表表示基于</b>		
32	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.	7	\$	Ť	City Manager's Office
33	SM	General Plan Community Meetings	Consider community meetings for any development or project that requires a GP amendment.		\$	11	Community Development/City Manager's Office
34		Enhance Notification Methods for Development Projects and General Plan Amendments	* Consider a community meeting requirement for any major project application, especially those requiring a general plan amendment, as some other cities have adopted.  * 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.  * 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.  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.		\$	11	Community Development/City Manager's Office/City Attorney's Office

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#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Ranking	Est budget	Est staff hours	Lead Department(s)
			Public Engagement	种 为一次有效			
35	1		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.  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.		\$	**	Community Development/ City Attorney's Office/ City Manager's Office/Pubilc Works/ Adminstrative Services
36	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.		\$	***	Innovation and Technology/City Manager's Office/ City Attorney's Office/City Clerk's Office/All Departments
37	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.	7	\$\$	***	Community Development/City Manager's Office
			Quarry	700000000000000000000000000000000000000			
38	SM	Lehigh Quarry	Continue to monitor quarry activities and present bi-annual updates to Council. Continued collaboration with County and neighboring cities is recommended.		\$\$	tt	Community Development/City Manager's Office/City Attorney's Office
			Senior Services				
39	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.		\$	†††	Parks & Recreation/City Attorney's Office/City Manager's Ofice
40	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		\$\$	***	Parks & Recreation

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#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Ranking	Est budget	Est staff hours	Lead Department(s)
			Taxes/Revenue				
41	LC	Tax Measures on the 2026 Ballot	<ul> <li>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</li> <li>Head tax (similar to Mountain View and other cities) for large employers or renegotiate tax sharing agreements</li> <li>Sales tax (to be collected only if the county takes away the remaining 0.25%)</li> </ul>		\$\$\$	***	City Attorney's Office/ Administrative Services/City Manager's Office
		<b>有色色等的性型</b> 等等等的	Transportation		N. H. H. E. P.		图2015年代主体及英语主义的特殊的
42	JF	Bicycle Facilities	Continue the existing CWP item.	4	\$	ŶŶ	Public Works/Parks & Recreation
43	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)	1	\$	††	Public Works/SC County Sheriff's Office
44	КМ	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)		\$	Ŷ	Public Works
45	КМ	Bus Stop Inventory	Inventory city bus stops and coordinate with VTA for improvements to seating, shading, and security (reworded, but the same)	4	\$	Ť	Public Works
46	JF	Active Transportation Plan	Continue the existing CWP item.	13	\$\$	††	Public Works
47	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.		\$\$	***	Community Development/Public Works/City Attorney's Office
48	1	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.		\$\$	ttt	Public Works
			Unhoused				
49		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.	\	\$	ŤŤŤ	Community Development/Public Works/City Attorney's Office/City Manager's Office

Don't have to vote on City Hall-

Litty M. ATTACHMENT F

			Consolidated Revised Top 10 List - ALL Co	uncilmem	nbers		
#	Proposed By Counci Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Ranking	Est budget	Est staff hours	Lead Department(s)
4-5			4th of July				ATTENNEY OF THE PERSON OF THE
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.	4	\$\$	***	Parks and Recreation
2	RW	5G Ordinance	Update 5G Ordinance		\$	İ	Public Works/City Attorney's Office
			City Work Program				
3	КМ	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.	10	\$	ŤŤ	City Manager's Office/ALL DEPT
			Economic Development				
4	SM	Business Revitalization 4	Explore options to support small businesses, fill empty storefronts, and encourage entry of new forms of retail to promote revitalization		\$\$	tt	City Manager's Office
5	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.	=	\$\$	tt	City Manager's Office
6	JF	Commercial Diversification Plan	Develop a plan and implementation strategy to diversify the range and types of medium-sized businesses operating in the city.		\$\$	**	City Manager's Office
7	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		\$\$	***	City Manager's Office/Community Development Department/ Administrative Services Department City Attorney's Office
8	RW	Economic Development	Restore economic development committee, explore grant writer position, attract startups and companies in the tech ecosystem.	16	\$\$	Ŷ	City Attorney's Office/City Manager's Office
9	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.		\$\$	111	Community Development Departmen/City Manager's Office/Parks & Recreation

Public Engagement + Transparing.

Dransportation
Housing of Life
Ovality of Life
New Environmental Sustainability
Juical Strategy

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		<b>的</b> 类似的 (1) 数据	Emergency Preparedness				(1) (1) (1) (1) (1) (1) (1) (1) (1) (1)
11	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.		\$\$	tt	Public Works/City Manager's Office
12	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.	10	\$\$	**	City Manager's Office/Sheriff'S Office
13	RW	City Hall Retrofit and EOC Readiness Plan	Implement the previously approved 2022 Council plan with EOC migration.	•	\$	f	Public Works/City Manager's Office
14	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.		\$	Ť	City Manager's Office
15	RW	License Plate Readers	Deploy city-owned license plate readers and implement policies to allow neighborhood-owned ones.		\$\$	Ť	City Manager's Office
			Environmental/Trees				了一个。在"我们就是的ACCE的基础的人"。
16	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	4	\$\$	† †	Public Works/Community Development Department
17	KM		Increase tree canopy on city-owned properties with climate appropriate, preferably suitably CA native trees with volunteer tree-planting opportunities as feasible.		\$\$\$	<b>† †</b> †	Public Works
18	JF		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.		\$\$	11	Public Works/Community Development Department
			Environmental/Sustainability				
19	KM		Reduce irrigation while increasing pollinator supporting vegetation (turf conversion). Optimize irrigation systems including CUSD use agreement sites.	7	\$\$	**	Public Works
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			Financial Policies			E AL SESSEE	
21	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.	7	\$\$	††	Administrative Services Department
			Heart of the City			TO BE IN A SELECTION OF THE PERSON OF THE PE	
22	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 atractiveness of active transportation options.		\$\$\$	***	Community Development Department
			Impact Fees				
23	SM	Update City's Impact fees	Update governing policies and guidelines for all impact fees		\$\$\$	***	Community Development Department/City Attorney's Office/Public Works
24	КМ	Impact Fees	Evaluate and realign impact fees.	10	\$\$\$	111	Community Development Department/City Attorney's Office/Public Works
25		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.	l	\$\$	***	Community Development Department/City Attorney's Office/Public Works
	7.23 T.S.		Parks				
26	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.	saanaan magaan ka magaan ka magaa	\$\$\$	***	Parks & Recreation/ Public Works/City Attorner Office/Community Development Department
2		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		\$\$	**	Parks & Recreation/ Public Works
28	RW	Memorial Park Renovation	Reduce plan or place in phases, consider revenue models such as concessions and services in the mix for the park.		\$\$	11	Parks & Recreation/ Public Works

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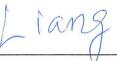
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				Consolidated Revised Top 10 List - ALL Co	uncilmeml	oers		
Approximation of the control of the	#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Ranking	Est budget	Est staff hours	Lead Department(s)
			<b>《美國學院》,第二十二十二十二十二十二十二十二十二十二十二十二十二十二十二十二十二十二十二十</b>	Permitting				<b>经验证的证据的证据</b>
	29	JF		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.		\$	**	Community Development Department
o SM	30	SM		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		\$\$	iii	Community Development Department
	31	RW		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.		\$	11	Community Development Department/ City Attorney's Office
				Public Engagement				
75m	32	SM		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.		\$	Ť	City Manager's Office
75 VA	33		General Plan Community Meetings	Consider community meetings for any development or project that requires a GP amendment.		\$	† †	Community Development/City Manager's Office
	34		General Plan Amendments	* Consider a community meeting requirement for any major project application, especially those requiring a general plan amendment, as some other cities have adopted.  * 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.  * 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.  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.	4	\$	11	Community Development/City Manager's Office/City Attorney's Office

			Consolidated Revised Top 10 List - ALL Co	uncilmem	bers		
#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Ranking	Est budget	Est staff hours	Lead Department(s)
			Public Engagement		The Assessment		
35	LC	Enhance Art In-Lieu Fee policy for better engagement	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.  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.	1	\$	**	Community Development/ City Attorney's Office/ City Manager's Office/Pubilc Works/ Adminstrative Services
36	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.	4	\$	***	Innovation and Technology/City Manager's Office/City Attorney's Office/City Clerk's Office/All Departments
37	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.		\$\$	***	Community Development/City Manager's Office
			Quarry				
38	SM	Lehigh Quarry	Continue to monitor quarry activities and present bi-annual updates to Council. Continued collaboration with County and neighboring cities is recommended.		\$\$	İİ	Community Development/City Manager's Office/City Attorney's Office
			Senior Services			上	
39	SM	Commission Coordinates	Establish an <u>ad-hoc senior commission/ committee/</u> working group to create channels of communication between the senior population, senior center, senior living facilities - and address concerns re: housing, transportation, medical facilities.		\$	†††	Parks & Recreation/City Attorney's Office/City Manager's Ofice
40	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	7	\$\$	***	Parks & Recreation

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			Consolidated Revised Top 10 List - ALL Co	ouncilmem	bers		
#	Proposed By Counci Member		Councilmember Proposed Project Description	Ranking	Est budget	Est staff hours	Lead Department(s)
		<b>计算机器 的复数形式的</b>	Taxes/Revenue				
41	LC -	Tax Measures on the 2026 Ballot	<ul> <li>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</li> <li>Head tax (similar to Mountain View and other cities) for large employers or renegotiate tax sharing agreements</li> <li>Sales tax (to be collected only if the county takes away the remaining 0.25%)</li> </ul>	,	\$\$\$	†††	City Attorney's Office/ Administrative Services/Cit Manager's Office
			Transportation				
1 42	JF	Bicycle Facilities	Continue the existing CWP item.	I.	\$	††	Public Works/Parks & Recreation
43	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)	7	\$	ŤŤ	Public Works/SC County Sheriff's Office
44	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)	24	\$	Ť	Public Works
45	KM	Bus Stop Inventory	Inventory city bus stops and coordinate with VTA for improvements to seating, shading, and security (reworded, but the same)	,	\$	Ť	Public Works
46	JF	Active Transportation Plan	Continue the existing CWP item.		\$\$	99	Public Works
47	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.		\$\$	iii	Community Development/Public Works/City Attorney's Office
48	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.	ä	\$\$	111	Public Works
	Zigida Zigida		Unhoused				
49	км	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.	10	\$	TŤŤ	Community Development/Public Works/City Attorney's Office/City Manager's Office



			Consolidated Revised Top 10 List - ALL Co	ouncilmem	oers		
#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Ranking	Est budget	Est staff hours	Lead Department(s)
			4th of July				
1	JF	The second secon	Identify and pursue low-hazard alternatives to the traditional fireworks presentation if no safe venue for traditional fireworks in Cupertino can be found.		\$\$	thi	Parks and Recreation
2	RW	5G Ordinance	Update 5G Ordinance	7 001	\$	À	Public Works/City Attorney's Office
			City Work Program				
3	KM	1 m	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.	op?	\$	Ť	City Manager's Office/ALL DEPT
		ENGAMENTE DE LA CONTRACTOR DE	Economic Development				
4	CVA	Business Revitalization	Explore options to support small businesses, fill empty storefronts, and encourage entry of new forms of retail to promote revitalization		\$\$	Ť	City Manager's Office
5	JF		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.		\$\$	tt	City Manager's Office
6	JF		Develop a plan and implementation strategy to diversify the range and types of medium-sized businesses operating in the city.	G.	\$\$	11	City Manager's Office
7	LC		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	16	\$\$	***	City Manager's Office/Community Development Department/ Administrative Services Department/ City Attorney's Office
8	RW	Economic Development	Restore economic development committee, explore grant writer position, attract startups and companies in the tech ecosystem.	X	\$\$	Ť	City Attorney's Office/City Manager's Office
9	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.	4	\$\$	ttt	Community Development Departmen/City Manager's Office/Parks & Recreation

			Consolidated Revised Top 10 List - ALL Co	ouncilmem	pers		
#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Ranking	Est budget	Est staff hours	Lead Department(s)
			City Properties/EOC				
10	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.	7	\$\$	ŤŤ	Public Works/City Manager's Office
<b>B</b>			Emergency Preparedness				
11		City Hall Śeismic Safety Issues	Determine cost and feasiblility 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.	Xcif	\$\$	**	Public Works/City Manager's Office
12	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.	Dop?	\$\$	**	City Manager's Office/Sheriff'S Office
13	RW	City Hall Retrofit and EOC Readiness Plan	Implement the previously approved 2022 Council plan with EOC migration.	Xcip	\$	Ŷ	Public Works/City Manager's Office
14	I 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.	× off?	\$	Ť	City Manager's Office
15	RW	License Plate Readers	Deploy city-owned license plate readers and implement policies to allow neighborhood-owned ones.	1 7 6/2	\$\$	Ť	City Manager's Office
			Environmental/Trees				Earlie (1994) Earlie (1994)
16	SM		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		\$\$	ŤŤ	Public Works/Community Development Department
17	1 1		Increase tree canopy on city-owned properties with climate appropriate, preferably suitably CA native trees with volunteer tree-planting opportunities as feasible.	<b>19</b> 4	\$\$\$		Public Works
18	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.	#	\$\$	••	Public Works/Community Development Department
	<b>1. 3.</b> 1. 1. 1.		Environmental/Sustainability		. 其何其似是		
19	KM		Reduce irrigation while increasing pollinator supporting vegetation (turf conversion). Optimize irrigation systems including CUSD use agreement sites.	7	\$\$	11	Public Works
20	KM	Environmental hazards	Add Geotracker and DTSC sites to the GIS mapping layers in the city to improve public awareness.	4	\$	Ť	Information & Technology/ Community Development Department

			Consolidated Revised Top 10 List - ALL Co	uncilmem	bers		
#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Ranking	Est budget	Est staff hours	Lead Department(s)
			Financial Policies				
21	LC		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.	16	\$\$	††	Administrative Services Department
22	JR		Heart of the City  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 atractiveness of active transportation options.	7	\$\$\$	***	Community Development Department
			Impact Fees				
23	SM	Update City's Impact fees	Update governing policies and guidelines for all impact fees		\$\$\$	TTT	Community Development Department/City Attorney's Office/Public Works
24	KM	Impact Fees	Evaluate and realign impact fees.		\$\$\$	111	Community Development Department/City Attorney's Office/Public Works
25	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.	10	\$\$	***	Community Development Department/City Attorney's Office/Public Works
	Carlo Sa		Parks				
26	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.		\$\$\$	***	Parks & Recreation/ Public Works/City Attorney's Office/Community Development Department
27	LC	1.51	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	91	\$\$	**	Parks & Recreation/ Public Works
28	RW	Memorial Park Renovation	Reduce plan or place in phases, consider revenue models such as concessions and services in the mix for the park.		\$\$	11	Parks & Recreation/ Public Works

			Consolidated Revised Top 10 List - ALL Co	uncilmem	bers		
#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Ranking	Est budget	Est staff hours	Lead Department(s)
			Permitting				
29	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.		\$	tt	Community Development Department
30	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		\$\$	ŤŤŤ	Community Development Department
31	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.	4	\$	ŤŤ	Community Development Department/ City Attorney's Office
		医多型状态 美国	Public Engagement				
32	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.		\$	Ť	City Manager's Office
33	SM	General Plan Community Meetings	Consider community meetings for any development or project that requires a GP amendment.		\$	11	Community Development/City Manager's Office
34	LC	Enhance Notification Methods for Development Projects and General Plan Amendments	* Consider a community meeting requirement for any major project application, especially those requiring a general plan amendment, as some other cities have adopted.  * 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.  * 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.  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.	7	\$	11	Community Development/City Manager's Office/City Attorney's Office

			Consolidated Revised Top 10 List - ALL Co	ouncilmem	bers		
#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Ranking	Est budget	Est staff hours	Lead Department(s)
			Public Engagement				
35	LC	better engagement	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.  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.	7	\$	ŤŤ	Community Development/ City Attorney's Office/ City Manager's Office/Pubilc Works/ Adminstrative Services
36	LC		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.	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	\$	***	Innovation and Technology/City Manager's Office/ City Attorney's Office/City Clerk's Office/All Departments
37	JF		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.		\$\$	***	Community Development/City Manager's Office
			Quarry				
38	SM	Lehigh Quarry	Continue to monitor quarry activities and present bi-annual updates to Council. Continued collaboration with County and neighboring cities is recommended.	~ op	\$\$	11	Community Development/City Manager's Office/City Attorney's Office
		Ad Hoc Senior	Senior Services Establish an ad-hoc senior commission/ committee/working group to create channels of			TAA	Parks & Recreation/City Attorney's Office/City
39	SM	Commission	communication between the senior population, senior center, senior living facilities - and address concerns re: housing, transportation, medical facilities.		\$	†††	Manager's Ofice
40	LC		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	16	\$\$	***	Parks & Recreation

			Consolidated Revised Top 10 List - ALL Co	ouncilmem	bers		
#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Ranking	Est budget	Est staff hours	Lead Department(s)
			Taxes/Revenue	建筑 法意识			
41	LC	Tax Measures on the 2026 Ballot	<ul> <li>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</li> <li>Head tax (similar to Mountain View and other cities) for large employers or renegotiate tax sharing agreements</li> </ul>		\$\$\$	***	City Attorney's Office/ Administrative Services/City Manager's Office
2000 AUT 1000 TAX TAX			- Sales tax (to be collected only if the county takes away the remaining 0.25%)				
			Transportation				
42	JF	Bicycle Facilities	Continue the existing CWP item.		\$	PP	Public Works/Parks & Recreation
43	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)		\$	Ť	Public Works/SC County Sheriff's Office
44	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)	# 1	\$	Ť	Public Works
45	KM	Bus Stop Inventory	Inventory city bus stops and coordinate with VTA for improvements to seating, shading, and security (reworded, but the same)	<i>y</i>	\$	Ť	Public Works
46	JF	Active Transportation Plan	Continue the existing CWP item.	13	\$\$	† †	Public Works
47	LC		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.	10	\$\$	ė ė	Community Development/Public Works/City Attorney's Office
48	RW	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.	/	\$\$	111	Public Works
			Unhoused				是在1000年上海中的第二人称为"1000"的"1000
49	KM	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.	1	\$	ŤŤ	Community Development/Public Works/City Attorney's Office/City Manager's Office

						ed Revised Top 10					
	#	By Coun Membe	uncil Councilmember Submitted To	Title		roposed Project Description		Ranking	Feeb	Est staff hours	Lead Department(s)
8	1	JF	Independence Day Celebration Enhancement	n Identify and purs	sue low-hazard alternatives to reworks in Cupertino can be for	4th of July the traditional fireworks present ound.	ntation if no safe venue	100	\$\$	111	Parks and Recreation
						5G			¢.		
	2	RW	5G Ordinance	Update 5G Ordina	ance				3	1	Public Works/City Attorney's Office
					City V	Vork Program					
193	,	KM	Work Program Process	mission and vision,	gram History, budget consider	erations and timing, key takeawa	ys, best practices, t and workload		\$	İİ	City Manager's Office/ALL DEPT
						ic Development					
4		SM R	Revitalization	forms of retail to pr	promote revitalization	l empty storefronts, and encour			\$\$	88	City Manager's Office
5		JF S		revenue stream.	isting small businesses in orde	er to improve placemaking in th	the city and the city's	3	\$\$	88	City Manager's Office
6		JF Cr		businesses operating	ng in the city.	diversify the range and types o			\$\$	11	City Manager's Office
	LC	0.000	evenue	<ul> <li>With each infill rede</li> <li>categories and sales to</li> <li>Find out what busin</li> <li>Attract businesses to</li> </ul>	development, provide transparts tax revenue inesses generate B2B taxes in that generate sales taxes to o	n Cupertino Cupertino Cupertino Cupertino Cupertino Cupertino, such as tax breaks of	d loss in retail		\$\$		City Manager's Office/Community Development/ Administrative Services Descrive Attorney's Office
							/ lee waivers				
	RW	Econ		Restore economic dev companies in the tech		lore grant writer position, attra	act startups and	8	\$\$	1	City Attorney's Office/City Manager's
	RW	Small I Ordina				emed events like restaurant we uncil, provide regulatory suppo		0	\$\$	***	Community Development Department Manager's Office/Parks & Recreation

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Consolidated Revised Top 13 thr - Att Countilineman

Pale	Proposed		Consolidated Revised Top 10 List - ALL Con	uncilmen	nbers	A Description	
#		Councilmember Submitted Title	Councilmember Proposed Project Description	Ranking	Est budget	Est staff hours	Lead Department(s)
10	KM	ACCOUNT OF THE PARTY OF THE PAR	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.		\$\$	ff	Public Works/City Manager's Office
11		City Hall Seismic Safety Issues	Determine cost and feasiblility 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.		\$\$	11	Public Works/City Manager's Office
12	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.		\$\$	11	City Manager's Office/Sheriff'S Office
13	RW	Readiness Plan	Implement the previously approved 2022 Council plan with EOC migration.		\$	•	Public Works/City Manager's Office
14	NV N	Neighborhood Watch	Strengthen Block Leader/Neighborhood Watch programs to ensure the leaders are active and expand the coverage of active neighborhoods.		\$	•	City Manager's Office
15	RW Li	icense Plate Readers	Deploy city-owned license plate readers and implement policies to allow neighborhood-owned ones.		\$\$	•	City Manager's Office
	772		Environmental/Trees				
1	Pro	ogram	crease trees, landscaping and greenery in all parts of the city		\$\$	11	Public Works/Community Development
	KM 2.0)		tive trees with volunteer tree-planting opportunities as feasible.		\$\$\$	***	Public Works
JF	Urban		relop a plan and implementation strategy to increase the tree canopy in Cupertino to achieve at t 30% coverage in every city neighborhood by 2035 using climate-resilient species.		\$\$	11	Public Works/Community Development Department
			Environmental/Sustainability				
КМ		s city water conservation/ irrigation	ce irrigation while increasing pollinator supporting vegetation (turf conversion). Optimize tion systems including CUSD use agreement sites.		\$\$		Public Works
M	Environme	ental hazards Add G	eotracker and DTSC sites to the GIS mapping layers in the city to improve public awareness.		\$	•	Information & Technology/ Community

			Consolidated Revised Top 10 List - ALL Cou	ncilmem	bers		ATTACHMENTF
#	Proposi By Cour Membe	cil Councilmember Submitted Title		Ranking	Est budget	Est staff hours	Lead Department(s)
			Financial Policies		\$\$	66	
21	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.				Administrative Services Department
22	JR	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 atractiveness of active transportation options.		\$\$\$	H	Community Development Department
			Impact Fees				THE RESIDENCE OF THE PARTY OF T
23	SM	Update City's Impact fees	Update governing policies and guidelines for all impact fees		\$\$\$	111	Community Development Department/City Attorney's Office/Public Works
24	KM	Impact Fees	Evaluate and realign impact fees.		\$\$\$	111	Community Development Department/City Attorney's Office/Public Works
5		Retail Impact Fee, BMR Impact Fee  de	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 refensible 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.	4	\$\$	***	Community Development Department/City Attorney's Office/Public Works
			Parks				
	SM	opi	minate the 100 day restricted operation of BB Farms picnic area facilities and swimming pool - and en all year. Current restrictions deprive city of fee revenues, and deprive public access to public ilities.		\$\$\$		Parks & Recreation/ Public Works/City Atto Office/Community Development Department
	LC Re		Memorial Park Plan like other plans tend to include too many features in one park, which the cannot afford to accommodate. We should reduce the scope to under \$40M to only essential nents	1	\$\$	**	Parks & Recreation/ Public Works
	RW Me	model D. J. o.	uce plan or place in phases, consider revenue models such as concessions and services in the mix the park.	1	ŚŚ		Parks & Recreation/ Public Works

			Consolidated Revised Top 10 List - ALL Co	uncilmen	bers		
#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Ranking	Est budget	Est staff hours	Lead Department(s)
			Permitting			<b>"</b> 会是"是数学是	
29	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.	10	\$	**	Community Development Department
30	SM		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		\$\$	999	Community Development Department
31	RW		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.	7	\$		Community Development Department/ City Attorney's Office
			Public Engagement				
32	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.		\$	İ	City Manager's Office
33	SM	General Plan Community Meetings	Consider community meetings for any development or project that requires a GP amendment.		\$	**	Community Development/City Manager's Office
34	291	Development Projects and General Plan Amendments	* Consider a community meeting requirement for any major project application, especially those requiring a general plan amendment, as some other cities have adopted.  * 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.  * 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.  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.		\$	IN THE RESERVE THE PROPERTY OF	Community Development/City Manager's Office/City Attorney's Office

2400000	Proposed By Council Member	Councilmember Submitted Title	Consolidated Revised Top 10 List - ALL Co  Councilmember Proposed Project Description	Ranking	Est budget	Est staff hours	Lead Department(s)
35		better engagement	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.  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.		\$		Community Development/ City Attorney's Office/ City Manager's Office/Pubilc Works/ Adminstrative Services
36		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.	10	\$		Innovation and Technology/City Manager's Office/City Attorney's Office/City Clerk's Office/All Departments
37	JF	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.		\$\$		Community Development/City Manager's Office
			Quarry				
38	SM		Continue to monitor quarry activities and present bi-annual updates to Council. Continued collaboration with County and neighboring cities is recommended.		\$\$	11	Community Development/City Manager's Office/City Attorney's Office
			Senior Services		Howard House		
39		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.		\$	111	Parks & Recreation/City Attorney's Office/City Manager's Ofice
10	LC		Oue to the high cost of senior centers, many seniors have to "age in place", but do still need services expically 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.  IOTE: Cupertino Age-Friendly could make a presentation on the result of 2023 survey, in collaboration with the city staff.		\$\$		Parks & Recreation
			OTE: Successful Aging Solutions & Community Consulting (SASCC), who runs the Saratoga Senior enter could provide a free gap analysis and feasibility analysis				

			Consolidated Revised Top 10 List - ALL Cou	uncilmen	nbers		Lead Department(s)
#		cil Councilmember Submitted Title		Ranking	Est budget	Est staff hours	
	Member		Taxes/Revenue				City Attorney's Office/ Administrative Services   City   Manager's Office
41	LC	Tax Measures on the 2026 Ballot	- Lubar cities) for large transactions -		\$\$\$		
			Transportation				Public Works/Parks & Recreation
42	JF	Bicycle Facilities	Continue the existing CWP item.		\$		Public Works/SC County Sheriff's Office
43	KM		Coordinate public education and potential (private and/or public) grants for night time safety for bikes/peds/pets (Fall Bike Fest, SR2S, festivals)		\$	11	Public Works
44	KM		Determine a future funding source for this grant-funded program. Provide two ridership and financial updates per year. (reworded, but the same)		\$	I	Public Works
45	KM	Bus Stop Inventory	Inventory city bus stops and coordinate with VTA for improvements to seating, shading, and security (reworded, but the same)		\$		Public Works
46	JF	Active Transportation Plan	Continue the existing CWP item.		\$\$		
47		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.		\$\$	***	Community Development/Public Works/City Attorney's Office
48		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.	2	\$\$	111	Public Works
			Unhoused				
49		Support for the Unhoused 2.0) m	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.		\$	TIT	Community Development/Public Works/City Attorney's Office/City Manager's Office



			Consolidated Revised Top 10 List - ALL Co	uncilmem	bers		
#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Ranking	Est budget	Est staff hours	Lead Department(s)
	9453		4th of July				SAME AND SAME
1	JF		Identify and pursue low-hazard alternatives to the traditional fireworks presentation if no safe venue for traditional fireworks in Cupertino can be found.	١	\$\$	***	Parks and Recreation
2	RW	5G Ordinance	Update 5G Ordinance	4	\$	•	Public Works/City Attorney's Office
	Company of		City Work Program			AT BELLEVIE	
3	КМ		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.	1	\$	ŤŤ	City Manager's Office/ALL DEPT
			Economic Development			<b>本表示法</b>	
4	SM		Explore options to support small businesses, fill empty storefronts, and encourage entry of new forms of retail to promote revitalization	90	\$\$	tt	City Manager's Office
5	JF	The state of the s	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.	7	\$\$	tt	City Manager's Office
6	JF		Develop a plan and implementation strategy to diversify the range and types of medium-sized businesses operating in the city.		\$\$	tt	City Manager's Office
7	LC		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		\$\$	111	City Manager's Office/Community Development Department/ Administrative Services Department/ City Attorney's Office
8	RW		Restore economic development committee, explore grant writer position, attract startups and companies in the tech ecosystem.	7	\$\$	Ť	City Attorney's Office/City Manager's Office
9	RW		Streamline permitting process, explore more themed events like restaurant week and bobatino, attract more festivals, create a small business council, provide regulatory support.	4 y	\$\$	111	Community Development Departmen/City Manager's Office/Parks & Recreation



Consolidated Revised Top 10 List - ALL Councilmembers							
#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Ranking	Est budget	Est staff hours	Lead Department(s)
			City Properties/EOC				<b>建筑建设,在1967年,</b>
10	KM		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.	7	\$\$	ŤŤ	Public Works/City Manager's Office
			Emergency Preparedness				
11	SM	180	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.		\$\$	**	Public Works/City Manager's Office
12	RW		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.	4	\$\$	ŤŤ	City Manager's Office/Sheriff'S Office
13	RW	City Hall Retrofit and EOC Readiness Plan	Implement the previously approved 2022 Council plan with EOC migration.		\$	Ŷ	Public Works/City Manager's Office
14	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.	4	\$	Ť	City Manager's Office
15	RW	License Plate Readers	Deploy city-owned license plate readers and implement policies to allow neighborhood-owned ones.		\$\$	ŧ	City Manager's Office
			Environmental/Trees				
16	SM		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	10	\$\$	**	Public Works/Community Development Department
17	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.		\$\$\$	**	Public Works
18	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.		\$\$	ŶŶ	Public Works/Community Development Department
		<b>网络大型工作工作</b>	Environmental/Sustainability				<b>计是数据的数据数据数据数据数据数据数据数据数据数据数据数据数据数据数据数据数据数据</b>
19	КМ		Reduce irrigation while increasing pollinator supporting vegetation (turf conversion). Optimize irrigation systems including CUSD use agreement sites.		\$\$	tt	Public Works
20	КМ	Environmental hazards	Add Geotracker and DTSC sites to the GIS mapping layers in the city to improve public awareness.		\$	Ť	Information & Technology/ Community Development Department

Consolidated Revised Top 10 List - ALL Councilmembers							
#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Ranking	Est budget	Est staff hours	Lead Department(s)
			Financial Policies	建铁矿温胶料	<b>国民的</b> 自身的特别		
21	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.		\$\$	**	Administrative Services Department
22	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 atractiveness of active transportation options.	7	\$\$\$	***	Community Development Department
			Impact Fees				
23	SM	Update City's Impact fees	Update governing policies and guidelines for all impact fees	10	\$\$\$	111	Community Development Department/City Attorney's Office/Public Works
24	КМ	Impact Fees	Evaluate and realign impact fees.		\$\$\$	ttt	Community Development Department/City Attorney's Office/Public Works
25	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.		\$\$	***	Community Development Department/City Attorney's Office/Public Works
	ERT YEAR		Parks				
26	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.	10	\$\$\$	111	Parks & Recreation/ Public Works/City Attorney's Office/Community Development Department
27	LC		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	1	\$\$	**	Parks & Recreation/ Public Works
28	RW	Memorial Park Renovation	Reduce plan or place in phases, consider revenue models such as concessions and services in the mix for the park.	<b>&amp;</b> 0	\$\$	11	Parks & Recreation/ Public Works

	Consolidated Revised Top 10 List - ALL Councilmembers							
#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Ranking	Est budget	Est staff hours	Lead Department(s)	
			Permitting				August 1997 and 1997 and 1997 and 1997 and 1997 and 1997 and 1997 and 1997 and 1997 and 1997 and 1997 and 1997	
29	JF		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.	10	\$	**	Community Development Department	
30	SM		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		\$\$	iti	Community Development Department	
31	RW		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.		\$	11	Community Development Department/ City Attorney's Office	
			Public Engagement		Beilin Beil			
32		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.	4	\$	1	City Manager's Office	
33	SM	General Plan Community Meetings	Consider community meetings for any development or project that requires a GP amendment.	A ()	\$	11	Community Development/City Manager's Office	
34			* Consider a community meeting requirement for any major project application, especially those requiring a general plan amendment, as some other cities have adopted.  * 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.  * 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.  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.		\$		Community Development/City Manager's Office/City Attorney's Office	

	Consolidated Revised Top 10 List - ALL Councilmembers								
#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Ranking	Est budget	Est staff hours	Lead Department(s)		
			Public Engagement	医手术 医髓	的现在分类的		<b>建筑地位,在1967年,</b>		
35	LC	Enhance Art In-Lieu Fee policy for better engagement	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.  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.	N.	\$	**	Community Development/ City Attorney's Office/ City Manager's Office/Pubilc Works/ Adminstrative Services		
36	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.		\$	***	Innovation and Technology/City Manager's Office/ City Attorney's Office/City Clerk's Office/All Departments		
37	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.		\$\$	***	Community Development/City Manager's Office		
in the second			Quarry						
38	SM	Lehigh Quarry	Continue to monitor quarry activities and present bi-annual updates to Council. Continued collaboration with County and neighboring cities is recommended.	١	\$\$	tt	Community Development/City Manager's Office/City Attorney's Office		
			Senior Services						
39	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.	7	\$	***	Parks & Recreation/City Attorney's Office/City Manager's Ofice		
40	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		\$\$	***	Parks & Recreation		

## ATTACHMENT F

		*	Consolidated Revised Top 10 List - ALL Co	uncilmem	bers		
#	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Ranking	Est budget	Est staff hours	Lead Department(s)
			Taxes/Revenue				
41	LC	Tax Measures on the 2026 Ballot	<ul> <li>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</li> <li>Head tax (similar to Mountain View and other cities) for large employers or renegotiate tax sharing agreements</li> <li>Sales tax (to be collected only if the county takes away the remaining 0.25%)</li> </ul>		\$\$\$	***	City Attorney's Office/ Administrative Services/City Manager's Office
			Transportation				14. 数据2. 16. 16. 14. 14. 15. 16. 16. 16. 16. 16. 16. 16. 16. 16. 16
42	JF	Bicycle Facilities	Continue the existing CWP item.		\$	11	Public Works/Parks & Recreation
43	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)		\$	11	Public Works/SC County Sheriff's Office
44	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)		\$	†	Public Works
45	KM	Bus Stop Inventory	Inventory city bus stops and coordinate with VTA for improvements to seating, shading, and security (reworded, but the same)		\$	Ť	Public Works
46	JF	Active Transportation Plan	Continue the existing CWP item.		\$\$	ŶŶ	Public Works
47	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.		\$\$	iii	Community Development/Public Works/City Attorney's Office
48			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.		\$\$	***	Public Works
			Unhoused				
49	1 1	*	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.		\$	ŤŤ	Community Development/Public Works/City Attorney's Office/City Manager's Office

## CC 03-18-2025

#10

## Fiscal Years 2025-2027 City Work Program

Second Ranking

Desk Item



	T V NV			List of Priorities - Fo	Ranking				2 1 A 1 A	
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
1	Economic Development	RW		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	\$\$	Small	City Attorney's Office	27
2	Economic Development	SM	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	\$\$	Medium	City Manager's Office	27
3	Permitting	JF	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	CDD	\$	Medium	Community Development	27
4	Financial Policies	LC	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 cashequivalent to at most 10%, on par with other cities.	Sustainability and Fiscal Strategy	Administrative Services	\$\$	Medium	Administrative Services	24
5	Heart of the City	JR	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 atractiveness of active transportation options.		CDD	\$\$\$	Large	Community Development	24
6	Impact Fees	SM	Update City's Impact fees	Update governing policies and guidelines for all impact fees	Sustainability and Fiscal Strategy	CDD/City Attorney's Office/Public Works	\$\$\$	Large	Community Development	21

				List of Priorities - Fo	r Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
7	Impact Fees	LC	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	CDD/City Attorney's Office/Public Works	\$\$	Large	Community Development	21
8	Environmental / Sustainability	KM	(replaces city water conservation/ turf conversion)	supporting vegetation (turf conversion). Optimize	Sustainability and Fiscal Strategy	Public Works	\$\$	Medium	Public Works	18
9	Economic Development	JF	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	\$\$	Medium	City Manager's Office	17
10	Parks	SM	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/City Attorney's Office/Public Works/CDD	\$\$\$	Large	Parks & Recreation	17

				List of Priorities - Fo	Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
11	Senior Services	LC		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	\$\$	Large	Parks & Recreation	17
12	Economic Development	: 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	CDD/City Manager's Office/Parks & Recreation	\$\$	Large	Community Development	15
13	City Properties / EOC	KM		Revisit City Hall/Torre Annex Planning RE Seismic/EOC. Future planning strategies for Stocklmeir house/garages, Blech House, Blue Pheasant. Goal of	Quality of Life	Public Works/City Manager's Office	\$\$	Medium	Public Works	14
14	Emergency Preparedness	RW	Emergency Operations Readiness	Review fire, earthquake tornado, active shooter, Tsunami, hazardous transport accident policies; and ensure EOC is active and functioning with a	Sustainability and Fiscal Strategy	City Manager's Office/SC County Sheriff's Office	\$\$	Medium	City Manager's Office	14
15	Environmental / Trees	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/CDD	\$\$	Medium	Public Works	14
16	5G	RW	5G Ordinance	Update 5G Ordinance	Quality of Life	Public Works/City Attorney's Office	\$	Small	Public Works	12

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				List of Priorities - Fo	r Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
17	Permitting	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	CDD/City Attorney's Office	\$	Medium	Community Development	1
18	Unhoused	KM	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	Quality of Life	CDD/Public Works/City Attorney's Office/City Manager's Office	\$	Large	Community Development	1
19	City Work Program	км	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	Sustainability and Fiscal Strategy	City Manager's Office/ALL DEPT	\$	Medium	City Manager's Office	1
20	Public Engagement	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	\$	Small	City Manager's Office	1
21	Public Engagement	rc		* Consider a community meeting requirement for any major project application, especially those requiring a general plan amendment, as some other cities have adopted.  * 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.	Public Engagement and Transparency	CDD/City Manager's Office/City Attorney's Office	\$	Medium	Community Development	1
22	Public Engagement	JF	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	CDD/City Manager's Office	\$\$	Large	Community Development	1
23	Transportation	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.	Transportation	CDD/Public Works/City Attorney's Office	\$\$	Large	Community Development	1

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				List of Priorities - Fo	Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
24	Transportation	RW		Study De Anza, Stevens Creek, Stelling, Wolfe, Homestead, and Bollinger, Road improvement options include adaptive traffic signals, no turns on	Quality of Life	Public Works	\$\$	Large	Public Works	11
25	Economic Development	JF		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	\$\$	Medium	City Manager's Office	10
26	Environmental / Trees	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/CDD	\$\$	Medium	Public Works	10
27	Impact Fees	км	Impact Fees	Evaluate and realign impact fees.	Sustainability and Fiscal Strategy	CDD/City Attorney's Office/Public Works	\$\$\$	-	Community Development	10
28	Parks	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	Sustainability and Fiscal Strategy	Parks & Recreation/Public Works	\$\$	Medium	Parks & Recreation	10
29	Transportation	JF	Active Transportation Plan	Continue the existing CWP item.	Transportation	Public Works	\$\$	Medium	Public Works	10

				List of Priorities - Fo	r Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
30	4th of July	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 & Recreation	\$\$	Large	Parks & Recreation	ę
31	Public Engagement	LC	for better engagement	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. NOTE: To expand the current work program item "Art	Quality of Life	CDD/City Manager's Office/City Attorney's Office/Public Works/Administrative Services	\$	Medium	Community Development	g
32	Public Engagement	LC	Meetings	Restore Hybrid Commission Meetings with both virtual and in-person public comments - with minimal staff support. Include presentations, design docs in the agenda	Public Engagement and Transparency	I&T/ALL DEPTS	\$	Large	Innovation & Technology	3
33	Senior Services			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	Quality of Life	Parks & Recreation/City Manager's Office/City Attorney's Office	\$	Large	Parks & Recreation	3
34	Transportation	KM		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	\$	Medium	Public Works	8

				List of Priorities - Fo	r Ranking			WAY JAM		
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
35	Public Engagement	SM	General Plan Community Meetings	Consider community meetings for any development or project that requires a GP amendment.	Public Engagement and Transparency	CDD/City Manager's Office	\$	Medium	Community Development	7
33	Public Engagement	SIVI								
36	Transportation	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	\$	Small	Public Works	6
37	Environmental / Trees	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	\$\$\$	Large	Public Works	5
38	Environmental / Sustainability	KM	Environmental hazards	Add Geotracker and DTSC sites to the GIS mapping layers in the city to improve public awareness.	Public Engagement and Transparency	I&T/CDD	\$	Small	Innovation & Technology	5
39	Emergency Preparedness	RW		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	\$	Small	City Manager's Office	4
40	Transportation	JF	Bicycle Facilities	Continue the existing CWP item.	Transportation	Public Works/Parks & Recreation	\$	Medium	Public Works	4
41	Transportation	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	\$	Small	Public Works	4
42	Quarry	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	CDD/City Manager's Office/City Attorney's Office	\$\$		Community Development	2

				List of Priorities - Fo	r Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
43	Emergency Preparedness	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	\$\$	Small	City Manager's Office	JH 4
44	Parks	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	\$\$	Medium	Parks & Recreation	
45	Economic Development	LC		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/CDD/Administra tive Services/City Attorney's Office	\$\$	Large	City Manager's Office	
46	Emergency Preparedness	SM	Safety Issues	Determine cost and feasiblility 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	\$\$	Medium	Public Works	
47	Emergency Preparedness	RW		Implement the previously approved 2022 Council plan with EOC migration.	Sustainability and Fiscal Strategy	Public Works/City Manager's Office	\$	Small	Public Works	
48	Permitting	SM	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	CDD	\$\$	Large	Community Development	

1444	List of Priorities - For Ranking										
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking	
49	Taxes / Revenue	1		San Jose and other cities) for large transactions - to	Sustainability and Fiscal Strategy	City Attorney's Office/Administrative Services/City Manager's Office	\$\$\$	Large	City Attorney's Office		

		P 15.		List of Priorities - For	r Ranking	HAT STEEL				
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
1	Economic Development	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	\$\$	Small	City Attorney's Office	27
2	Economic Development	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	\$\$	Medium	City Manager's Office	27
3	Permitting	JF	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	CDD	\$	Medium	Community Development	27
4	Financial Policies	LC	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 cashequivalent to at most 10%, on par with other cities.	Sustainability and Fiscal Strategy	Administrative Services	\$\$	Medium	Administrative Services	24
5	Heart of the City	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 atractiveness of active transportation options.	Quality of Life	CDD	\$\$\$	Large	Community Development	24
6	Impact Fees	SM	Update City's Impact fees	Update governing policies and guidelines for all impact fees	Sustainability and Fiscal Strategy	CDD/City Attorney's Office/Public Works	\$\$\$	Large	Community Development	21

				List of Priorities - Fo	Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
7	Impact Fees	LC	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	CDD/City Attorney's Office/Public Works	\$\$	Large	Community Development	21
8	Environmental / Sustainability	КМ	(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	\$\$	Medium	Public Works	18
9 (	Economic Development	) JF	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	\$\$	Medium	City Manager's Office	17
10	Parks	SM	Picnic Area - CEQA Review	EIR - Poten H	Quality of Life	Parks & Recreation/City Attorney's Office/Public Works/CDD	\$\$\$	Large	Parks & Recreation	17

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				List of Priorities - For	Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
11	Senior Services	LC		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	\$\$	Large	Parks & Recreation	17
12	Economic Development	RW	Ordinance	events like restaurant week and bobatino, attract	Sustainability and Fiscal Strategy	CDD/City Manager's Office/Parks & Recreation	\$\$	Large	Community Development	15
13	City Properties / EOC	KM	Optimal Use (Formerly City	Revisit City Hall/Torre Annex Planning RE Seismic/EOC. Future planning strategies for Stocklmeir house/garages, Blech House, Blue Pheasant. Goal of	Quality of Life	Public Works/City Manager's Office	\$\$	Medium	Public Works	14
14	Emergency Preparedness	RW	Emergency Operations Readiness	Review fire, earthquake tornado, active shooter, Tsunami, hazardous transport accident policies; and ensure EOC is active and functioning with a	Sustainability and Fiscal Strategy	City Manager's Office/SC County Sheriff's Office	\$\$	Medium	City Manager's Office	14
15	Environmental / Trees	SM		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/CDD	\$\$	Medium	Public Works	14
16	5G	RW	5G Ördinance	Coment WP / tem	Quality of Life	Public Works/City Attorney's Office	\$	Small	Public Works	12

				List of Priorities - Fo	r Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
17	Permitting	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	CDD/City Attorney's Office	\$	Medium	Community Development	1
18	Unhoused	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	Quality of Life	CDD/Public Works/City Attorney's Office/City Manager's Office	\$	Large	Community Development	
19	City Work Program	КM		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	Sustainability and Fiscal Strategy	City Manager's Office/ALL DEPT	\$	Medium	City Manager's Office	1
20	Public Engagement	SM	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	\$	Small	City Manager's Office	1
21	Public Engagement	ιc		* Consider a community meeting requirement for any major project application, especially those requiring a general plan amendment, as some other cities have adopted.  * 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.	Public Engagement and Transparency	CDD/City Manager's Office/City Attorney's Office	\$	Medium	Community Development	1
22	Public Engagement	JF	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	CDD/City Manager's Office	\$\$	Large	Community Development	1
23	Transportation	LС	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.	Transportation	CDD/Public Works/City Attorney's Office	\$\$	Large	Community Development	1

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**List of Priorities - For Ranking Proposed By Council Councilmember Submitted Title Councilmember Proposed Project Description** Council Goal **Lead Department** Lead Department(s) Topic Est budget Est staff hours **Total Ranking** Member Study De Anza, Stevens Creek, Stelling, Wolfe, Major thoroughfare congestion Quality of Life Public Works \$\$ Public Works Large Homestead, and Bollinger, Road improvement study and road improvements. 24 Transportation RW options include adaptive traffic signals, no turns on Quality of Life Commercial Diversification Plan Develop a plan and implementation strategy to City Manager's Office \$\$ Medium City Manager's Office diversify the range and types of medium-sized businesses operating in the city. Economic Development Urban Forest 10-Year Plan Develop a plan and implementation strategy to Sustainability Public Works/CDD \$\$ Medium Public Works increase the tree canopy in Cupertino to achieve at and Fiscal Strategy least 30% coverage in every city neighborhood by 2035 using climate-resilient species. Environmental / Trees Evaluate and realign impact fees. Sustainability CDD/City Attorney's 10 Impact Fees \$\$\$ Large Community and Fiscal Office/Public Works Development Strategy 27 KM ct Fees Reduce the Scope of Memorial The Memorial Park Plan like other plans tend to Sustainability Parks & \$\$ Medium Parks & Recreation 10 Park Plan to under \$40M include too many features in one park, which the city and Fiscal Recreation/Public 28 LC Parks cannot afford to accommodate. We should reduce the Strategy Works Active Transportation Plan Continue the existing CWP item. Transportation Public Works \$\$ Medium Public Works 10 29 Transportation

				List of Priorities - Fo	r Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
30	4th of July	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 & Recreation	\$\$	Large	Parks & Recreation	9
31	Public Engagement	ιc	for better engagement	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. NOTE: To expand the current work program item "Art	Quality of Life	CDD/City Manager's Office/City Attorney's Office/Public Works/Administrative Services	\$	Medium	Community Development	9
32	Public Engagement	LC	Meetings	Restore Hybrid Commission Meetings with both virtual and in-person public comments - with minimal staff support. Include presentations, design docs in the agenda	Public Engagement and Transparency	I&T/ALL DEPTS	\$	Large	Innovation & Technology	8
33	Senior Services	SM		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	Quality of Life	Parks & Recreation/City Manager's Office/City Attorney's Office	\$	Large	Parks & Recreation	8
34	Transportation	КМ	,	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	\$	Medium	Public Works	8

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				List of Priorities - Fo	r Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
			General Plan Community Meetings	Consider community meetings for any development or project that requires a GP amendment.	Public Engagement and Transparency	CDD/City Manager's Office	\$	Medium	Community Development	7
35	Public Engagement	SM								
36	Transportation	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  Great ap	Public Works	\$	Small	Public Works	6
37	Environmental / Trees	KM	Tree Planting (replaces Tree 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	\$\$\$	Large	Public Works	5
38	Environmental / Sustainability	KM	Environmental hazards	Add Geotracker and DTSC sites to the GIS mapping layers in the city to improve public awareness.	Public Engagement and Transparency	I&T/CDD	\$	Small	Innovation & Technology	5
39	Emergency Preparedness	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	\$	Small	City Manager's Office	4
40	Transportation	JF	Bicycle Facilities	Continue the existing CWP item.	Transportation	Public Works/Parks & Recreation	\$	Medium	Public Works	4
41	Transportation	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	\$	Small	Public Works	4
42	Quarry	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	CDD/City Manager's Office/City Attorney's Office	\$\$	Medium	Community Development	2

				List of Priorities - Fo	r Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
43	Emergency Preparedness	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	\$\$	Small	City Manager's Office	1
44	Parks	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	\$\$	Medium	Parks & Recreation	1
45	Economic Development	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/CDD/Administra tive Services/City Attorney's Office	\$\$	Large	City Manager's Office	
46	Emergency Preparedness	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	\$\$	Medium	Public Works	(
47	Emergency Preparedness	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	\$	Small	Public Works	C
48	Permitting	SM	Expedite and/or streamline building permit and inspection permit processes		Sustainability and Fiscal Strategy	CDD	\$\$	Large	Community Development	(

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			N. Barrie	List of Priorities - Fo	r Ranking	THE PARTY NAMED IN				No. 1
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
49	Taxes / Revenue	LC		- 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	\$\$\$	Large	City Attorney's Office	

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l location				List of Priorities - Fo	r Ranking	STALL STALL			VOM Spaling	
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
1	Economic Development	RW		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	\$\$	Small	City Attorney's Office	27
2	Economic Development	SM		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	\$\$	Medium	City Manager's Office	27
3	Permitting	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	CDD	\$	Medium	Community Development	27
4	Financial Policies	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 cashequivalent to at most 10%, on par with other cities.	Sustainability and Fiscal Strategy	Administrative Services	\$\$	Medium	Administrative Services	24
5	Heart of the City	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 atractiveness of active transportation options.		CDD	\$\$\$	Large	Community Development	24
6	Impact Fees	SM	Update City's Impact fees	Update governing policies and guidelines for all impact fees	Sustainability and Fiscal Strategy	CDD/City Attorney's Office/Public Works	\$\$\$	Large	Community Development	21

Sign Ordinance.

				List of Priorities - For	Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
7	n Impact Fees	LC	T .	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	CDD/City Attorney's Office/Public Works	\$\$	Large	Community Development	21
8	Environmental / Sustainability	KM	(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	\$\$	Medium	Public Works	18
9	Economic Development	JF	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	\$\$	Medium	City Manager's Office	17
10	Parks	SM	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/City Attorney's Office/Public Works/CDD	\$\$\$	Large	Parks & Recreation	17

				List of Priorities - Fo	r Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
11	Senior Services	LC		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	\$\$	Large	Parks & Recreation	17
12	Economic Development	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	CDD/City Manager's Office/Parks & Recreation	\$\$	Large	Community Development	15
13	City Properties / EOC_	км	City Properties: Planning for Optimal Use (Formerly City Properties 2.0)	Revisit <u>Gity</u> Hall/Torre Annex Planning RE-Seismic/EOC. Future planning strategies for Stocklmeir house/garages, Blech House, Blue Pheasant. Goal of	Quality of Life	Public Works/City Manager's Office	\$\$	Medium	Public Works	14
14	Emergency Preparedness	RW	Emergency Operations Readiness	Review fire, earthquake tornado, active shooter, Tsunami, hazardous transport accident policies; and ensure EOC is active and functioning with a	Sustainability and Fiscal Strategy	City Manager's Office/SC County Sheriff's Office	\$\$	Medium	City Manager's Office	14
15	Environmental / Trees	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/CDD	\$\$	Medium	Public Works	14
16	5G CIVP.	RW	5G Ordinance	Update 5G Ordinance	Quality of Life	Public Works/City Attorney's Office	\$	Small	Public Works	12

				List of Priorities - Fo	r Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
17	Permitting	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	CDD/City Attorney's Office	\$	Medium	Community Development	1;
18	Unhoused	KM		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	Quality of Life	CDD/Public Works/City Attorney's Office/City Manager's Office	\$	Large	Community Development	12
19	City Work Program	км		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	Sustainability and Fiscal Strategy	City Manager's Office/ALL DEPT	\$	Medium	City Manager's Office	1:
20	Public Engagement	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	\$	Small	City Manager's Office	1:
21	Public Engagement	ıc	Enhance Notification Methods for Development Projects and General Plan Amendments	* Consider a community meeting requirement for any major project application, especially those requiring a general plan amendment, as some other cities have adopted.  * 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.	Public Engagement and Transparency	CDD/City Manager's Office/City Attorney's Office	\$	Medium	Community Development	1:
22	Public Engagement	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	CDD/City Manager's Office	\$\$	Large	Community Development	1:
23 + 7	Transportation	rc	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.	Transportation	CDD/Public Works/City Attorney's Office	\$\$	Large	Community Development	1:

				List of Priorities - Fo	Ranking					Table
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
24	7 27 Transportation	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	Quality of Life	Public Works	\$\$	Large	Public Works	11
25	Economic Development	JF		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	\$\$	Medium	City Manager's Office	10
26	Environmental / Trees	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/CDD	\$\$	Medium	Public Works	10
			Impact Fees	Evaluate and realign impact fees.	Sustainability	CDD/City Attorney's	\$\$\$	Large	Community	10
27	Impact Fees	KM			and Fiscal Strategy	Office/Public Works			Development	
28	Parks	LC	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		Parks & Recreation/Public Works	77		Parks & Recreation	10
29	Transportation	JF	Active Transportation Plan	Continue the existing CWP item.	Transportation	Public Works	\$\$	Medium	Public Works	10
	CMP.									

				List of Priorities - Fo	r Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
30	4th of July	JF		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 & Recreation	\$\$	Large	Parks & Recreation	9
31	Public Engagement	ГС	for better engagement	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. NOTE: To expand the current work program item "Art	Quality of Life	CDD/City Manager's Office/City Attorney's Office/Public Works/Administrative Services	\$	Medium	Community Development	9
32	Public Engagement	ГС	Meetings	Restore Hybrid Commission Meetings with both virtual and in-person public comments - with minimal staff support. Include presentations, design docs in the agenda	Public Engagement and Transparency	I&T/ALL DEPTS	\$	Large	Innovation & Technology	8
33	Senior Services	SM	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	Quality of Life	Parks & Recreation/City Manager's Office/City Attorney's Office	\$	Large	Parks & Recreation	8
34	Transportation	км	,	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	\$	Medium	Public Works	8

				List of Priorities - Fo	r Ranking			Trails		11. All 12. 31. 11
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
35	Public Engagement	SM	General Plan Community Meetings	Consider community meetings for any development or project that requires a GP amendment.	Public Engagement and Transparency	CDD/City Manager's Office	\$	Medium	Community Development	
36	Transportation	км	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	\$	Small	Public Works	
37	Environmental / Trees	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	\$\$\$	Large	Public Works	
38	Environmental / Sustainability	KM	Environmental hazards	Add Geotracker and DTSC sites to the GIS mapping layers in the city to improve public awareness.	Public Engagement and Transparency	I&T/CDD	\$	Small	Innovation & Technology	
39	Emergency Preparedness	R <b>W</b>	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	\$	Small	City Manager's Office	
40	Transportation	JF	Bicycle Facilities	Continue the existing CWP item.	Transportation	Public Works/Parks & Recreation	\$	Medium	Public Works	
41	Transportation	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 <b>W</b> orks	\$	Small	Public Works	
42	Quarry	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	CDD/City Manager's Office/City Attorney's Office	\$\$	Medium	Community Development	

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#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
43	Emergency Preparedness	RW		Deploy city-owned license plate readers and implement policies to allow neighborhood-owned ones.	Quality of Life	City Manager's Office	\$\$	Small	City Manager's Office	
44	Parks	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	\$\$	Medium	Parks & Recreation	
45	Economic Development	LC		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/CDD/Administra tive Services/City Attorney's Office	\$\$	Large	City Manager's Office	
46	Emergency Preparedness	SM	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	\$\$	Medium	Public Works	
47	Emergency Preparedness	RW		Implement the previously approved 2022 Council plan with EOC migration.	Sustainability and Fiscal Strategy	Public Works/City Manager's Office	\$	Small	Public Works	
48	Permitting	SIM	streamline building permit and inspection	remodeling by streamlining permitting process. When	Sustainability and Fiscal Strategy	CDD	\$\$	Large	Community Development	

				List of Priorities - Fo	r Ranking				VENT ALL	
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
49	Taxes / Revenue	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	\$\$\$	Large	City Attorney's Office	



7				List of Priorities - For	r Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
1	Economic Development	RW		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	\$\$	Small	City Attorney's Office	27
2	Economic Development	SM	Rev <mark>italization</mark>	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	\$\$	Medium	City Manager's Office	27
3	Permitting	JF	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	CDD	\$	Medium	Community Development	27
4	Financial Policies	LC ±1	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 cashequivalent to at most 10%, on par with other cities.	Strategy	Administrative Services	\$\$	Medium	Administrative Services	24
5	Heart of the City	JR	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 atractiveness of active transportation options.	Quality of Life	CDD	\$\$\$	Large	Community Development	24
6	Impact Fees	SM	Update City's Impact fees	Update governing policies and guidelines for all impact fees	Sustainability and Fiscal Strategy	CDD/City Attorney's Office/Public Works	\$\$\$	Large	Community Development	21

				List of Priorities - For	r Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
7	Impact Fees	LC	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.		CDD/City Attorney's Office/Public Works	\$\$	Large	Community Development	21
8	Environmental / Sustainability	KM	(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	\$\$	Medium	Public Works	18
9	Economic Development	JF	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	\$\$	Medium	City Manager's Office	17
10	Parks	SM	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/City Attorney's Office/Public Works/CDD	\$\$\$	Large	Parks & Recreation	17

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#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
11	Senior Services	LС		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	\$\$	Large	Parks & Recreation	17
12	Economic Development	RW	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	CDD/City Manager's Office/Parks & Recreation	\$\$	Large	Community Development	15
13	City Properties / EOC	KM	Optimal Use (Formerly City	Revisit City Hall/Torre Annex Planning RE Seismic/EOC. Future planning strategies for Stocklmeir house/garages, Blech House, Blue Pheasant. Goal of	Quality of Life	Public Works/City Manager's Office	\$\$	Medium	Public Works	14
14	Emergency Preparedness	RW	Emergency Operations Readiness	Review fire, earthquake tornado, active shooter, Tsunami, hazardous transport accident policies; and ensure EOC is active and functioning with a	Sustainability and Fiscal Strategy	City Manager's Office/SC County Sheriff's Office	\$\$	Medium	City Manager's Office	14
15	Environmental / Trees	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/CDD	\$\$	Medium	Public Works	14
16	5G	RW	5G Ordinance	Update 5G Ordinance	Quality of Life	Public Works/City Attorney's Office	\$	Small	Public Works	12

				List of Priorities - Fo	r Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
17	Permitting	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	CDD/City Attorney's Office	\$	Medium	Community Development	12
18	Unhoused	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	Quality of Life	CDD/Public Works/City Attorney's Office/City Manager's Office	\$	Large	Community Development	12
19	City Work Program	км	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	Sustainability and Fiscal Strategy	City Manager's Office/ALL DEPT	\$	Medium	City Manager's Office	11
20	Public Engagement	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	\$	Small	City Manager's Office	11
21	Public Engagement	rc	Enhance Notification Methods for Development Projects and General Plan Amendments	* Consider a community meeting requirement for any major project application, especially those requiring a general plan amendment, as some other cities have adopted.  * 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.	Engagement and Transparency	CDD/City Manager's Office/City Attorney's Office	\$	Medium	Community Development	11
22	Public Engagement	JF	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	CDD/City Manager's Office	\$\$	Large	Community Development	11
23	Transportation	LC	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.	Transportation	CDD/Public Works/City Attorney's Office	\$\$	Large	Community Development	11

				List of Priorities - Fo	Ranking						
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking	
24	Transportation	RW	study and road improvements.	Study De Anza, Stevens Creek, Stelling, Wolfe, Homestead, and Bollinger, Road improvement options include adaptive traffic signals, no turns on	Quality of Life	Public Works	\$\$	Large	Public Works		11
25	Economic Development	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	\$\$	Medium	City Manager's Office		10
26	Environmental / Trees	JF		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/CDD	\$\$	Medium	Public Works		10
27	Impact Fees	KM	Impact Fees	Evaluate and realign impact fees.	Sustainability and Fiscal Strategy	CDD/City Attorney's Office/Public Works	\$\$\$	Large	Community Development		10
28	Parks	LC	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	Sustainability and Fiscal Strategy	Parks & Recreation/Public Works	\$\$	Medium	Parks & Recreation		10
29	Transportation	JF		Continue the existing CWP item.	Transportation	Public Works	\$\$	Medium	Public Works		10

				List of Priorities - Fo	r Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
30	4th of July	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 & Recreation	\$\$	Large	Parks & Recreation	(
31	Public Engagement	LC	for better engagement	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. NOTE: To expand the current work program item "Art	Quality of Life	CDD/City Manager's Office/City Attorney's Office/Public Works/Administrative Services	\$	Medium	Community Development	9
32	Public Engagement	ГС	Meetings	Restore Hybrid Commission Meetings with both virtual and in-person public comments - with minimal staff support. Include presentations, design docs in the agenda	Public Engagement and Transparency	I&T/ALL DEPTS	\$	Large	Innovation & Technology	\$
33	Senior Services	SM	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	Quality of Life	Parks & Recreation/City Manager's Office/City Attorney's Office	\$	Large	Parks & Recreation	\$
34	Transportation	КМ		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	\$	Medium	Public Works	

				List of Priorities - Fo	r Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
				Consider community meetings for any development or project that requires a GP amendment.	Public Engagement and Transparency	CDD/City Manager's Office	\$	Medium	Community Development	7
35	Public Engagement	SM								
36	Transportation	км		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	\$	Small	Public Works	6
37	Environmental / Trees	кМ		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	\$\$\$	Large	Public Works	5
38	Environmental / Sustainability	KM	Environmental hazards	Add Geotracker and DTSC sites to the GIS mapping layers in the city to improve public awareness.	Public Engagement and Transparency	I&T/CDD	\$	Small	Innovation & Technology	5
39	Emergency Preparedness	RW	· · · · · · · · · · · · · · · · · · ·	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	\$	Small	City Manager's Office	<u>.</u> 4
40	Transportation	JF	Bicycle Facilities	Continue the existing CWP item.	Transportation	Public Works/Parks & Recreation	\$	Medium	Public Works	4
41	Transportation	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	\$	Small	Public Works	4
42	Quarry	SM		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	CDD/City Manager's Office/City Attorney's Office	\$\$	Medium	Community Development	2

				List of Priorities - Fo	r Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
43	Emergency Preparedness	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	\$\$	Small	City Manager's Office	
44	Parks	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	\$\$	Medium	Parks & Recreation	
45	Economic Development	LC	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/CDD/Administra tive Services/City Attorney's Office	\$\$	Large	City Manager's Office	
46	Emergency Preparedness	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	\$\$	Medium	Public Works	
47	Emergency Preparedness	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	\$	Small	Public Works	
48	Permitting	SM	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	CDD	\$\$	Large	Community Development	

				List of Priorities - Fo	r Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
49	Taxes / Revenue	LC		- 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	\$\$\$	Large	City Attorney's Office	

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				List of Priorities - Fo	r Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
1	Economic Development	RW		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	\$\$	Small	City Attorney's Office	27
2	Economic Development	SM	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	\$\$	Medium	City Manager's Office	27
3	Permitting	JF	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	CDD	\$	Medium	Community Development	27
4	Financial Policies	LC	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 cashequivalent to at most 10%, on par with other cities.	Sustainability and Fiscal Strategy	Administrative Services	\$\$	Medium	Administrative Services	24
5	Heart of the City	JR	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 atractiveness of active transportation options.		CDD	\$\$\$	Large	Community Development	24
6	Impact Fees	SM	Update City's Impact fees	Update governing policies and guidelines for all impact fees	Sustainability and Fiscal Strategy	CDD/City Attorney's Office/Public Works	\$\$\$	Large	Community Development	21

				List of Priorities - For	Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
7	Impact Fees	LC	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	CDD/City Attorney's Office/Public Works	\$\$	Large	Community Development	21
8	Environmental / Sustainability	KM	(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	\$\$	Medium	Public Works	18
9	Economic Development	JF	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	\$\$	Medium	City Manager's Office	17
10	Parks	SM	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/City Attorney's Office/Public Works/CDD	\$\$\$	Large	Parks & Recreation	17

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	#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
	11	Senior Services	ГС	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	\$\$	Large	Parks & Recreation	1'
9	12	Economic Development	RW	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	CDD/City Manager's Office/Parks & Recreation	\$\$	Large	Community Development	19
	13	City Properties / EOC	KM	Optimal Use (Formerly City	Revisit City Hall/Torre Annex Planning RE Seismic/EOC. Future planning strategies for Stocklmeir house/garages, Blech House, Blue Pheasant. Goal of	Quality of Life	Public Works/City Manager's Office	\$\$	Medium	Public Works	14
۱	14	Emergency Preparedness	RW	Emergency Operations Readiness	Review fire, earthquake tornado, active shooter, Tsunami, hazardous transport accident policies; and ensure EOC is active and functioning with a	Sustainability and Fiscal Strategy	City Manager's Office/SC County Sheriff's Office	\$\$	Medium	City Manager's Office	1
4	15	Environmental / Trees	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/CDD	\$\$	Medium	Public Works	14
	16	5G	RW	5G Ordinance	Update 5G Ordinance	Quality of Life	Public Works/City Attorney's Office	\$	Small	Public Works	1:

				List of Priorities - Fo	r Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
17	Permitting	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	CDD/City Attorney's Office	\$	Medium	Community Development	12
18	Unhoused	КМ	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	Quality of Life	CDD/Public Works/City Attorney's Office/City Manager's Office	\$	Large	Community Development	12
19	City Work Program	KM		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	Sustainability and Fiscal Strategy	City Manager's Office/ALL DEPT	\$	Medium	City Manager's Office	11
20	Public Engagement	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	\$	Small	City Manager's Office	11
21	Public Engagement	LC		* Consider a community meeting requirement for any major project application, especially those requiring a general plan amendment, as some other cities have adopted.  * 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.	Engagement and Transparency	CDD/City Manager's Office/City Attorney's Office	\$	Medium	Community Development	11
22	Public Engagement	JF	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	CDD/City Manager's Office	\$\$	Large	Community Development	11
23	Transportation	LC	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.	Transportation	CDD/Public Works/City Attorney's Office	\$\$	Large	Community Development	11



				List of Priorities - Fo	Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
24	Transportation	RW	study and road improvements.	Study De Anza, Stevens Creek, Stelling, Wolfe, Homestead, and Bollinger, Road improvement options include adaptive traffic signals, no turns on	Quality of Life	Public Works	\$\$	Large	Public Works	11
25	Economic Development	JF		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	\$\$	Medium	City Manager's Office	10
26	Environmental / Trees	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/CDD	\$\$	Medium	Public Works	10
27	Impact Fees	KM	Impact Fees	Evaluate and realign impact fees.	Sustainability and Fiscal Strategy	CDD/City Attorney's Office/Public Works	\$\$\$		Community Development	10
28	Parks	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	Sustainability and Fiscal Strategy	Parks & Recreation/Public Works	77		Parks & Recreation	10
29	Transportation	JF	Active Transportation Plan	Continue the existing CWP item.	Transportation	Public Works	\$\$	Medium	Public Works	10



				List of Priorities - Fo	r Ranking						
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking	
30	4th of July	JF	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 & Recreation	\$\$	Large	Parks & Recreation	Ś	9
31	Public Engagement	rc	for better engagement	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. NOTE: To expand the current work program item "Art	Quality of Life	CDD/City Manager's Office/City Attorney's Office/Public Works/Administrative Services	\$	Medium	Community Development	G	<del>-</del>
32	Public Engagement	rc	Meetings	virtual and in-person public comments - with minimal staff support.	Public Engagement and Transparency	I&T/ALL DEPTS	\$	Large	Innovation & Technology	1	3
33	Senior Services	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	Quality of Life	Parks & Recreation/City Manager's Office/City Attorney's Office	\$	Large	Parks & Recreation	- {	3
34	Transportation	КМ		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	\$	Medium	Public Works		8

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#	Торіс	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
35	Public Engagement	SM	1	Consider community meetings for any development or project that requires a GP amendment.	Public Engagement and Transparency	CDD/City Manager's Office	\$	Medium	Community Development	
			SV Hopper Feasibility	Determine a future funding source for this grant-	Transportation	Public Works	Š	Small	Public Works	
36	Transportation	KM		funded program. Provide two ridership and financial updates per year. (reworded, but the same)	Transportation	rubiic Works	>	Siliali	rubite WOTKS	·
37	Environmental / Trees	KM	·	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	\$\$\$	Large	Public Works	
38	Environmental / Sustainability	км	Environmental hazards	Add Geotracker and DTSC sites to the GIS mapping layers in the city to improve public awareness.	Public Engagement and Transparency	I&T/CDD	\$	Small	Innovation & Technology	9
39	Emergency Preparedness	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	\$	Small	City Manager's Office	4
40	Transportation	JF	Bicycle Facilities	Continue the existing CWP item.	Transportation	Public Works/Parks & Recreation	\$	Medium	Public Works	4
41	Transportation	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	\$	Small	Public Works	4
42	Quarry	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	CDD/City Manager's Office/City Attorney's Office	\$\$	Medium	Community Development	2



				List of Priorities - Fo	r Ranking					
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
43	Emergency Preparedness	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	\$\$	Small	City Manager's Office	1
44	Parks	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	\$\$	Medium	Parks & Recreation	1
45	Economic Development	LC	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/CDD/Administra tive Services/City Attorney's Office	\$\$	Large	City Manager's Office	0
46	Emergency Preparedness	SM	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	\$\$	Medium	Public Works	0
47	Emergency Preparedness	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	\$	Small	Public Works	0
48	Permitting	SM	streamline building permit and inspection permit processes	remodeling by streamlining permitting process. When	Sustainability	CDD	\$\$	Large	Community Development	0

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	List of Priorities - For Ranking										
#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking	
49	Taxes / Revenue	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	\$\$\$	Large	City Attorney's Office		