

CC 2-19-2026

#6

Legislative Affairs

Presentation

City Of Cupertino

Legislative Review Committee & 2026 Legislative Platform

City Council Meeting
February 19, 2026



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Background

2018: Resolution No. 18-010 - established a Legislative Advocacy Policy, which formalized the Legislative Review Committee (LRC) and the Legislative Platform

2023: Resolution No. 23-026 - dissolved the LRC to streamline the legislative process and consider positions as a full council.

2025: Council established ad-hoc legislative subcommittee.

December 16, 2025: Council approved the subcommittee's recommendation to adopt a new Legislative Platform for 2026 and reestablish the LRC.

2026 Legislative Platform

- Outlines City priorities
- Allows LRC to take positions
- Any position inconsistent with platform must come to full Council

Updates include:

- Climate: Added support for remediation of emerging groundwater contaminants
- Housing: Reaffirms local control and opposition to unfunded mandates
- Public Safety: Supports funding Prop 36, EOC retrofits, and monitors wildfire and insurance issues
- Transportation: Supports micro-transit, monitors agency fiscal health
- Technology & Economic Dev: Monitors AI and digital governance; adds sales tax monitoring and retail preservation

Legislative Review Committee



- Create a standing, Brown-Acted, committee
- Support timely and coordinated legislative engagement
- **Proposed membership**
 - Vice Mayor Liang Chao
 - Councilmember R “Ray” Wang
 - Mayor Kitty Moore as alternate



Next Steps:
Begin working with Lobbyist and execute LRC meetings

Questions?



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#7

Potential November
2026 Revenue Ballot
Measure

Presentation

City of Cupertino

Revenue Enhancement Opportunities Report



CUPERTINO

February 2026

HdL[®] ECON Solutions



Executive Summary

HdL evaluated five potential revenue enhancement opportunities:

- Vacancy Tax
- Transactions and Use Tax
- Parcel Tax
- Business License Tax
- Business License Tax for Ride Share Services



Evaluation of Revenue Enhancement Opportunities

Description of Tax

Implementation Process

Pros and Cons

Potential Revenue Estimate



Voter Approval Requirements

Taxes can be approved for general or special use of funds

General Use of Funds

- Require 2/3 majority approval by City Council
- Require simple majority (50 + 1) for voter approval of measure
- Transactions and Use Taxes always require 2/3 City Council approval

Special Use of Funds

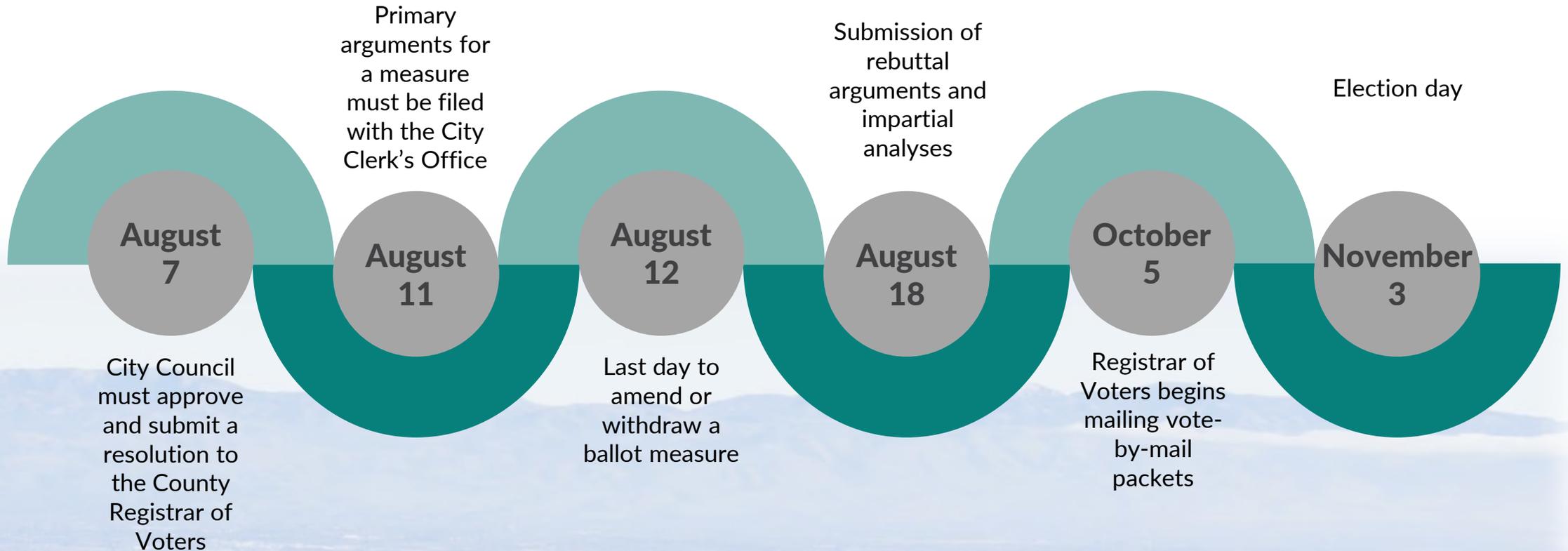
- Require simple majority (50 + 1) approval by City Council
- Require 2/3 majority (66 + 1) for voter approval of measure
- Parcel Taxes can only be used for specific purposes





Ballot Measure Timeline

In 2026, proposed ballot measures must follow the timeline below:



Vacancy Tax

- Tax on unoccupied properties and undeveloped land
- No current tax in Cupertino
- Tax in Berkeley, Oakland, and San Francisco
- Pending court decision on legality of San Francisco vacancy tax on multi-family units
- Oakland model could generate \$846 thousand - \$1.4 million in annual revenue

Transactions and Use Tax

- Destination based sales tax
- No current tax in Cupertino
- Campbell (1%), Los Gatos (0.125%), Milpitas (0.25%), and San Jose (0.25%)
- Tax of 0.25% could generate \$5.4 million in annual revenue
- 28.8% of a Cupertino TUT would be paid by non-residents



Active TUTs in Cupertino

Cupertino can impose a TUT of up to 0.25% without state legislation

Tax District	State Base Sales and Use Tax	Santa Clara County Transit District	Santa Clara County Valley Transportation Authority	Santa Clara VTA BART Operating and Maintenance TUT	Santa Clara County Retail TUT	Silicon Valley Transportation Solutions Tax	2020 Peninsula Corridor Joint Powers Board Retail TUT	Measure A Santa Clara County Sales Tax Increase	Public Transit Revenue Measure District
Sales Tax Add On Rate	7.25%	0.5%	0.5%	0.125%	0.125%	0.5%	0.125%	0.625%	0.5%
Contribution to 2% Cap	-	0.5%	0.5%	0.125%	0.125%	0.5%	Exempt	Exempt	Exempt
Effective Date	-	10-1-1976	4-1-2006	7-1-2012	4-1-2013	4-1-2017	7-1-2021	4-1-2026	2026 Ballot Measure

Total sales tax rate of 9.75% in Cupertino starting April 1, 2026

Potential sales tax rate of 10.25% in 2027

Parcel Tax

- Flat tax on parcels by uniform application (e.g. land use or building square footage)
- Must be for a specific purpose
- No current tax in Cupertino
- San Jose charges \$29.84 per single-family home for library operations
- Revenue depends on the nexus of fee to service (\$435 thousand – \$20.5 million)

Business License Tax

- Tax on businesses to support services provided to the business community
- Cupertino charges tax on floor area
- Cupertino proposed an employment tax in 2018 that was not approved by Council
- Adoption of a gross-receipts model could generate \$3.1 million in revenue
- Adoption of an employee model could generate \$2 - \$10.2 million in revenue

Ride Share Services Tax

- Business license tax on ride share services (transportation network companies)
- No current tax in Cupertino
- Ride share contractors are already subject to business license taxes
- Tax in San Francisco on service providers
- Tax is based on the gross receipts of rides that start in the city for the portion of the trip within the city



Conclusion

Considerations when placing a tax measure on the ballot should include:

Administrative Ease

Effort to set up and monitor collection and audit of the tax

Equity

Impact of the tax on residents and businesses in the community

Revenue Potential

Potential increase in annual tax revenue

Administrative Costs

Resources required for monitoring and compliance with the tax

Questions?

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#9

Active Transportation Plan

Presentation

City Of Cupertino

Active Transportation Plan

City Council Meeting
February 19, 2026



CUPERTINO

Agenda

Project Description

Phase 2 Outreach

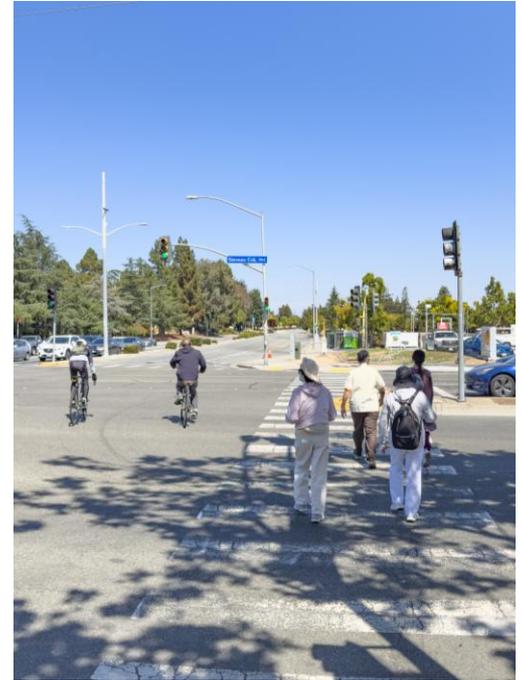
- What we heard

Updates and Changes

- Revised prioritization criteria and ranked projects list
- Transportation technology corridors

Proposed New Project Guidelines

- Project impact assessment memo
- Project effectiveness memo



Project Background

April 4, 2023: The City Council approved the FY 23/24 City Work Program (CWP), including the ATP as an item "to be considered" in the FY 24/25 City Work Program.

April 3, 2024: The City Council approved the FY 24/25 CWP, including the ATP as an approved item.

June 26, 2024: The City Council adopted Resolution 24-063, requesting that the Metropolitan Transportation Commission allocate FY 24/25 TDA3 funding for the development of an Active Transportation Plan.

December 3, 2024: The City Council approved a contract with Alta Planning + Design, Inc. for the development of an ATP.

What is an Active Transportation Plan?

The ATP aims to make it easier for people to walk and bike in Cupertino.

- Identify gaps in the pedestrian and bicycle networks.
- Perform community outreach and different data analysis techniques to develop network recommendations that are data-driven and based on community input.
- Develop network recommendations for pedestrian and bicycle projects, while also balancing the needs of motorized vehicles.

Project Schedule



Commission and Council Feedback

The ATP was presented to the Bicycle Pedestrian Commission, Planning Commission, and City Council following Phase 1.

- Bicycle Pedestrian Commission – August 20, 2025
- Planning Commission – September 9, 2025
- City Council – November 4, 2025

Staff received comments at each of these meetings and this presentation explains how staff addressed those comments.



MARCH-JUNE 2025

What We Heard During Phase 1 Outreach

Reach
1,347 People Reached and
2,261 Public Comments
received via:
12 Outreach Events
Interactive Webmap
Online Survey
Emails
All rights were installed across the city providing the plan and public engagement opportunities

The Highest Ranking Plan Goals Are:



- Infrastructure that would encourage people to walk or bike more in Cupertino:
1 Traffic calming 2 Better street lighting
3 Protected intersections



Key Themes and Results

- Goals for Connected Networks**
Participants expressed interest in the City's network goals, particularly in the context of the current active transportation plan. They want to see more connections between different modes of transportation.
- Safety and Accessibility Lead the Way**
Safety and accessibility were the most frequently mentioned themes, reflecting the high ranking of these goals in the survey.
- Focus on Pedestrian Improvements**
Many residents want to see the City focus on pedestrian safety and accessibility, particularly in the context of the current active transportation plan.
- Full-Community Engagement**
Participants want to see the City engage more fully with the community, particularly in the context of the current active transportation plan.
- Don't Just Build, Maintain**
Participants want to see the City focus on maintaining existing infrastructure, particularly in the context of the current active transportation plan.
- Concern About Tradeoffs**
Many residents are concerned about the impacts on parking and traffic from transportation projects, as well as potential tradeoffs between different goals.
- Track Progress**
Residents expressed a desire for the City to have a comprehensive monitor the effectiveness of new projects, tracking changes in safety, utilization, and other metrics of success.

Preferred Network Recommendations

What we Heard in Phase 2

Network Recommendations Process

Description

- Community feedback helped validate the technical analysis, and together, these two sources, along with state and federal design guidance documents, were referenced to develop draft network recommendations.



Network Recommendations

Following Local, State, and Federal Guidance and Standards

- The Caltrans Design Information Bulletin #94, FHWA Bikeway Selection Guide, and other design manuals served as references to ensure consistency with state and federal design guidance.



Shared-Use Path



Separated Bikeway



Buffered Bike Lane



Bike Lane



Neighborhood Bike Route

Network Recommendations

Categories

- Intersection projects were grouped into typologies to allow for greater flexibility with future project delivery.

Group A—Crossing Improvements



Advanced Stop/Yield Bar



In-Street Crossing Sign



High-Visibility Crosswalk



Visibility Improvements

Group B—Geometric Changes



Median Refuge Islands



Curb Extensions



Curb Ramp

Group C—Traffic Control Improvements



Leading Pedestrian Interval



Rectangular Rapid Flashing Beacon

Phase 2 Community Feedback

Summary of Engagement

- 8 pop-up events, 2 community workshops, and 3 public hearings



Pedestrian Network Recommendations

Summary of Input

- Strong support for shared-use paths
- Intersection projects at major intersections along:
 - Stelling Rd
 - De Anza Blvd
 - Stevens Creek Blvd
 - Bollinger Rd
 - Blaney Ave



Bicycle Network Recommendations

Summary of Input

- Shared-use, off-street paths remain popular
- Upgrade bike lanes on major roads:
 - Stevens Creek Blvd
 - Homestead Rd
 - Blaney Ave
 - Bollinger Rd
- Focus on projects that improve safety for students
- Support for new traffic calming neighborhood routes that would connect destinations, especially schools



Preferred Network Recommendations

The community's preferred pedestrian projects were:

- Tamien Innu
- Lawrence Mitty Trail
- Blaney Ave & Stevens Creek Blvd
 - *Typology A, B, C Intersection*
- Union Pacific Trail
- Pacifica Dr & Torre Ave
 - *Typology A Intersection*

The community's preferred bicycle projects were:

- Stevens Creek Blvd
 - *Separated Bike Lanes*
- Blaney Ave
 - *Buffered Bike Lanes*
- Homestead Rd
 - *Buffered/ Separated Bike Lanes*
- Bollinger Rd
 - *Buffered Bike Lanes*
- Stelling Rd
 - *Buffered/ Separated Bike Lanes*



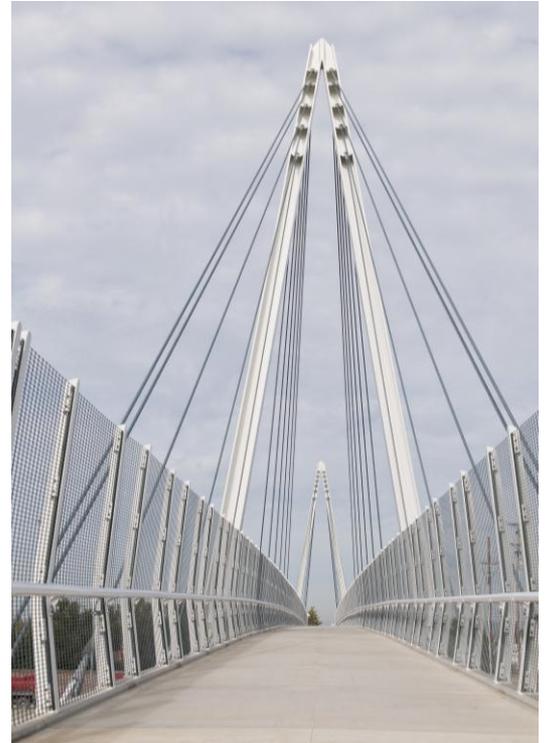
Updated Criteria

Revisions and New Scoring

Council and Commission Comments

Areas of Consensus

- Safety should be prioritized, especially near schools and on the Vision Zero HIN
- Scoring criteria should emphasize objective, data-based measures
- Technology solutions need greater emphasis



New Bicycle Network Criteria

Revisions:

- Greater consideration to projects either on or near the HIN
- More points and precision for school scoring
- New arterial impacts
- Added destinations for seniors
- Removed Fairness criterion
- Added Cost-Effectiveness as a criterion

Goal	Criteria	Metric (Source)	Max Score
Safety	<i>Collision History</i>	Roadway is on or near the High Injury Network (HIN)	20
	<i>Stress Level</i>	Max score from bicycle level of traffic stress analysis	10
Access	<i>School Proximity</i>	Project is located along a SR2S suggested route to school	20
	<i>High Frequency Transit Proximity</i>	Presence of major transit stops	5
	<i>Parks & Other Destination Proximity</i>	Presence of parks, the library, senior center/facilities and shopping centers along the roadway	5
Sustainability	<i>Active Trip Potential</i>	Roadway has high bicycle or e-bike trip potential	5
		Roadway is within a high SAST gap score area	5
Balance	<i>Roadway Impact</i>	Potential need for lane reduction or parking removal	10
		Potential need for lane reduction or parking removal on a City arterial	10
Cost Effectiveness	Fiscal Responsibility	Project cost	10

New Pedestrian Network Criteria

Revisions:

- Greater consideration to projects either on or near the HIN
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	<i>Parks & Other Destination Proximity</i>	Presence of parks, the library, senior center/facilities and shopping centers along the roadway	5
Sustainability	<i>Active Trip Potential</i>	Roadway has high bicycle or e-bike trip potential	5
		Roadway is within a high SAST gap score area	5
Cost Effectiveness	Fiscal Responsibility	Project cost	10

New Sidewalk Network Criteria

Revisions:

- Greater consideration to projects either on or near the HIN
- More points and precision for school scoring
- Added destinations for seniors
- Removed Fairness criterion
- Added Cost-Effectiveness as a criterion

Goal	Criteria	Metric (Source)	Max Score
Safety	<i>Collision History</i>	Roadway is on or near the High Injury Network (HIN)	20
	<i>Stress Level</i>	Max score from bicycle level of traffic stress analysis	10
Access	<i>School Proximity</i>	Project is located along a SR2S suggested route to school	20
	<i>High Frequency Transit Proximity</i>	Presence of major transit stops	5
	<i>Parks & Other Destination Proximity</i>	Presence of parks, the library, senior center/facilities and shopping centers along the roadway	5
Sustainability	<i>Active Trip Potential</i>	Roadway has high bicycle or e-bike trip potential	5
		Roadway is within a high SAST gap score area	5
Cost Effectiveness	Fiscal Responsibility	Project cost	10

New Transportation Technology Corridors

A New Project Category:

- The Council and community requested that transportation technologies be given greater consideration.
- Corridors created by analyzing collision history, reviewing pedestrian intersection recommendations, and assessing the City's ability to control and implement projects.

Goal	Criteria	Metric (Source)	Max Score
Safety	Collision History	The corridor includes an intersection identified as a VZAP High Injury Network Intersection	10
	Collision History	# of collisions with a cause of "unsafe speed" per mile (according to Cupertino Vision Zero Dashboard Data)	10
	Collision History	# of collisions with a cause of "traffic signals and signs" per mile (according to Cupertino Vision Zero Dashboard Data)	10
	Level of Traffic Stress	Average PLTS for the corridor	10
Access	<i>School Proximity</i>	% of corridor length on Suggested Route to School	20
	<i>Parks & Other Destination Proximity</i>	Presence of parks, the library, senior center/facilities and shopping centers along the roadway	10
Sustainability	<i>Active Trip Potential</i>	Average bicycle/e-bike short-trip share intersecting the corridor	10
	<i>SAST Gap Score</i>	% of corridor length within high SAST gap-score areas	10



Draft Project List

Scored Projects Using Updated Criteria

Scoring Network Projects

Takeaways:

- Top Projects:
 - School-related
 - Vision Zero-related
 - Low cost
- Scoring also prioritizes implementable projects with fewer tradeoffs and less delivery complexity.

Project Type
Pedestrian
Bicycle
Shared Use
Technology

	Project Type	Description	Location	Cross St	Cross St	Score
1	Pedestrian	A (Signage & Striping)		De Anza Blvd	Lazaneo Dr	90
2	Pedestrian	C (Signal Controls & Changes)		De Anza Blvd	Rodriguez Ave	89
3	Pedestrian	A (Signage and Striping)		Stelling Rd	Pepper Tree Ln	88
4	Pedestrian	C (Signal Controls & Changes)		De Anza Blvd	Mariani Ave	83
5	Bicycle	Neighborhood Route	Forest Ave	Blaney Ave	De Anza Blvd	81
6	Bicycle	Neighborhood Route	Tantau Ave	Bollinger Rd	Stevens Creek Blvd	80
7	Shared Use	Trail	Tamien Innu	Vallco Pkwy	Don Burnett Bridge	80
8	Bicycle	Neighborhood Route		- De Anza Blvd to Stelling Rd via Rodriguez Ave, Terry Way, Shelly Dr, Bonny Dr, and Pepper Tree Ln. - De Anza Blvd to McClellan Rd via Rodriguez Ave, Terry Way, Shelly Dr, and Westacres Dr		77
9	Pedestrian	A, B		Blaney Ave	Rodriguez Ave	75
10	Pedestrian	C (Signal Controls & Changes)		Miller Ave	Calle De Barcelona	75
11	Pedestrian	A		Miller Ave	Phil Ln	75
12	Pedestrian	A, B		Stevens Creek Blvd	Cupertino Rd	75
13	Shared Use	Trail	UPRR	Prospect Rd	Stevens Creek Blvd	74
14	Pedestrian	A, B		McClellan Rd	Clubhouse Ln	74
15	Pedestrian	A, B, C		Stevens Creek Blvd	Blaney Ave	74
16	Pedestrian	A, B		Flora Vista Ave	Greenleaf Dr	74
17	Bicycle	Bike Lane	Mariani Ave	Bandley Dr	De Anza Blvd	73
18	Shared Use	Grade Separated	McClellan Rd Undercrossing	Linda Vista Trail	Stevens Creek Trail	73
19	Bicycle	Separated Bikeway	Finch Ave	Phil Ln	Stevens Creek Blvd	72
20	Shared Use	Trail	Varian Park Path	Varian Way	Amelia Ct	72
21	Pedestrian	A (Signage and Striping)		Stelling Rd	Gardena Dr	71
22	Technology	Transportation Technology Corridor	Stevens Creek Blvd	Miller Ave/Wolfe Rd	Foothill Blvd	71
23	Pedestrian	A, B		Bubb Rd	Columbus Ave	71
24	Bicycle	Neighborhood Route		- Stevens Creek Blvd to Foothill Blvd via Carmen Rd, Crescent Rd, Varian Path, Ainsworth Dr, Hartman Dr, Chase Dr, and Starling Dr		71
25	Pedestrian	A		September Dr	McClellan Rd	70



Proposed New Guidelines

Project Impact Assessment and Effectiveness

Project Impact Assessment Guidelines

Why?

- Based on Council, Commission, and community requests for project-specific comprehensive traffic operations analysis.

What?

- Present the preliminary engineering phase (30% design) to Council to determine whether the project should undergo a detailed analysis tailored to its specific impacts.



Project
Initiation



30% Design



Impacts
Learned



Design & Impacts
Presented to
Council



Project
Specific
Analysis



Council
Reviews
Results

Project Effectiveness Guidelines

Why?

- Council, Commission, community, and staff's desire to collect more data on bicycle and pedestrian volumes, both generally and for pre- and post-construction analysis.

What?

- A successful project will be one in which more people use the facility while the collision rate remains the same or decreases. This will be referred to as the Safety Plus Mode Shift (SPMS) rate, which aligns with Vision Zero and Climate Action Plan objectives.



Project
Initiation



Design



Data
Collection



Construction



Data
Collection



Determine
Effectiveness



Next Steps

Document Development & Public Review

What Comes Next

Prepare Draft Report

- Compile the different elements of the Plan and address any comments from Council and Commissions.
- Organize the elements and prepare a Draft Plan document for public review, which will be open for 1 month.

June 2026

- The Draft Plan will be brought to the City Council for adoption consideration.



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