



























Mayor Chao Top 10 List						
#	Title	Description	Lead Department	Council Goal	Est budget	Est staff hours
Proposed Items						
1	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 and Recreation	Quality of Life	\$\$\$	
2	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%)	City Attorney's Office/ Administrative Services	Sustainability and Fiscal Strategy	\$\$	
3	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 reduce the scope to under \$40M to only essential elements	Public Works	Sustainability and Fiscal Strategy	\$\$	
4	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.	CDD/ Public Works	Transportation	\$\$	
5	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.	City Attorney's Office/CDD/Public Works/ CMO	Sustainability and Fiscal Strategy	\$\$	
6	Urban Forest Plan to improve foliage coverage	Develop/Implement an urban forest plan to improve the foliage coverage of public spaces. - There are trees that use less water, but provide larger foliage coverage, for public spaces - Protect mature trees in parks and sidewalks, rather than cutting down a whole row of trees. - Protect mature trees in private commercial areas NOTE: To expand the current work program item on the Tree List.	Public Works	Sustainability and Fiscal Strategy	\$\$	





Budget Estimates		Staffing Estimates	
\$	Under \$60k	Small (1-300hrs)	
\$\$	\$61k-500k	Medium (301-	
\$\$\$	\$500k+	Large (1000hrs+)	




Mayor Chao Top 10 List						
#	Title	Description	Lead Department	Council Goal	Est budget	Est staff hours
7	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	Sustainability and Fiscal Strategy	\$\$	
8	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 waivers of existing standards, such as parking reduction, building height, setback, retail space reduction, and impact fees. NOTE: For city-wide general plan amendment, notification through the newspaper has been insufficient.	Community Development	Public Engagement and Transparency	\$	
9	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.	Community Development	Quality of Life	\$	
10	Commission Enhancement	- Reinstate Economic Development Committee - Reinstate Legislative Review Committee - Reinstate Environment Review Subcommittee under Planning Commission - Restore and improve the responsibility of Audit Committee to include more oversight authorities - Extend Planning Commission to cover transportation related issues, including lane reduction.	CAO/ City Manager's Office/	Public Engagement and Transparency	\$	
Items to Remove						
1	Recycled Water Feasibility Study	Develop Recycled Water Feasibility Study. Include Blackberry Farm focus and extension of recycled water from SCVWD.	Public Works	Sustainability and Fiscal Strategy	\$\$	

Budget Estimates		Staffing Estimates	
\$	Under \$60k	Small (1-300hrs)	
\$\$	\$61k-500k	Medium (301-	
\$\$\$	\$500k+	Large (1000hrs+)	











Vice Mayor Moore Top 10 List						
#	Title	Description	Lead Department	Council Goal	Est budget	Est staff hours
Proposed Items						
1	Work Program Discussion	Review Work Program History, key takeaways, best practices, mission and vision, goal categories, staff suggestions for process improvement and workload management.	City Manager's Office	Sustainability and Fiscal Strategy	\$	
2	Support for the Unhoused 2.0	Continue this work program item. Determine best practices for limited budget smaller cities to support the unhoused. Review RV practices in surrounding cities. Review transitional housing outcomes in surrounding cities.	Community Development	Quality of Life	\$	
3	Public Safety 2.0	Current Work program has license plate readers and strengthening of the block leader program. This would expand to include 1) fire safety public education (staff has this underway paired with SCCFD and County Weed abatement) 2) night time public safety of pedestrians and bicyclists: "We're Bright at Night" type of campaign which can involve Bike/Ped Commission/SR2S/Fall Bike Fest and more, possibly grants are available and 3) add another round of earthquake preparedness public service announcements. 4) updates on the CA home insurance crisis may also be provided to see how Sacramento is working on it and consider support for efforts. 5) Add at least one Public Safety forum from Sheriffs and FD on a topic of choice (the cybersecurity forum was very informative, for example).	City Manager's Office	Quality of Life	\$\$\$	
4	Green Up Cupertino	1) Review and consider an update to the Green Business Certification program and consider a relaunch of it. And/or: 2) Coordinate Caltrans/VTA I-280 clean ups like the De Anza exit events with public volunteer opportunities (aim for two per year).	Public Works/CMO	Sustainability and Fiscal Strategy	\$\$	
5	Tree List 2.0	Continue the tree list update and add to begin planting any missing parkway trees along SCB and De Anza Blvd. and adding trees to turf (grass) areas of parks with the goal of planting 100 or more trees on city property annually and creating one tree grove (mini forest like the redwood grove by the Library) in an underutilized area in a park. Hold at least one tree planting event the public can participate in. Provide some education regarding the importance of trees for our environment (carbon sequestration).	Public Works	Sustainability and Fiscal Strategy	\$\$	
6	City Water Conservation/ Turf Conversion	Analyze city's water use and determine where reductions and improvements may be made holistically. Address CUSD water usage from Field Use Agreement in the analysis. Provide more publicly available information regarding artificial turf/plastics in the environment. Convert city owned turf areas to climate appropriate/native plantings with goal of converting 1 acre of non-functional turf to California pollinator supporting plantings/trees.	Public Works	Sustainability and Fiscal Strategy	\$\$\$	




Budget Estimates		Staffing Estimates	
\$	Under \$60k	Small (1-300hrs)	
\$\$	\$61k-500k	Medium (301-	
\$\$\$	\$500k+	Large (1000hrs+)	

Vice Mayor Moore Top 10 List						
#	Title	Description	Lead Department	Council Goal	Est budget	Est staff hours
7	City Properties 2.0	Stockmeir, Torre, City Hall and other properties need maintenance and plans for the future.	Public Works	Quality of Life	\$\$	
8	Bus Stop Inventory	Determine what stops need upgrades (shade/seating/safety lighting). Coordinate with VTA for improvements.	Public Works	Transportation	\$	
9	SV Hopper 2.0	Determine fiscal sustainability of the program post-grant funding. Provide at least 2 updates on ridership/costs annually.	Public Works	Transportation	\$	
10	Environmental hazards	Add Geotracker and DTSC sites to the GIS mapping layers in the city to improve public awareness.	Information & Technology	Public Engagement and Transparency	\$	
Items to Remove						
None						







Budget Estimates		Staffing Estimates	
\$	Under \$60k	Small (1-300hrs)	
\$\$	\$61k-500k	Medium (301-	
\$\$\$	\$500k+	Large (1000hrs+)	




Councilmember Mohan Top 10 List











#	Title	Description	Lead Department	Council Goal	Est budget	Est staff hours
Proposed Items						
1	Business Revitalization	Explore options to support small businesses, fill empty storefronts, and encourage entry of new forms of retail to promote revitalization	City Manager's Office	Sustainability and Fiscal Strategy	\$\$	
2	Expedite and/or streamline building permit and inspection permit processes	This is needed to remove gridlock in construction, repairs and remodeling. When processes get cumbersome, they get circumvented. Delays impact property tax and permitting fees revenues	Community Development	Sustainability and Fiscal Strategy	\$\$	
3	City Hall Seismic Safety Issues	Determine options to deal with City Hall seismic safety: pros and cons of retrofit, remodel, lease temporary facility, purchase a new building	Public Works/CMO	Sustainability and Fiscal Strategy	\$	
4	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	Public Works	Quality of Life	\$\$	
5	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.	City Manager's Office	Public Engagement and Transparency	\$	
6	Update City's Impact fees	Update governing policies and guidelines for all impact fees	City Attorney's Office	Sustainability and Fiscal Strategy	\$\$	
7	General Plan Community Meetings	Consider community meetings for any development or project that requires a GP amendment.	Community Development	Public Engagement and Transparency	\$	
8	Blackberry Farms Pool and Picnic Area - CEQA Review	Consider eliminating the 100-day restricted operation of Blackberry Farms picnic area facilities, including Swimmy Pools. Current restrictions have a negative impact on the City budget by limiting fee-use activities year round.	Parks and Rec/Public Works	Quality of Life	\$\$	
9	Lehigh Quarry	Continue to monitor quarry activities and present bi-annual updates to Council. Collaboration with County and neighboring cities is encouraged.	Community Development/CMO	Public Engagement and Transparency	\$	
10	Ad Hoc Senior Commission	Establish an ad-hoc senior commission to create channels of communication between the senior population, senior center, senior living facilities - and address concerns re: housing, transportation, medical facilities.	Parks and Recreation/CAO	Quality of Life	\$	




Budget Estimates		Staffing Estimates	
\$	Under \$60k	Small (1-300hrs)	
\$\$	\$61k-500k	Medium (301-	
\$\$\$	\$500k+	Large (1000hrs+)	











Councilmember Mohan Top 10 List



#	Title	Description	Lead Department	Council Goal	Est budget	Est staff hours
Items to Remove						
1	City Treasurer Review	Review of City Treasurer Resolution including appointment, function, and process for ratifying accounts payable, as well as City Treasurer position in org chart	Administrative Services	Sustainability and Fiscal Strategy	\$	
2	Financial, Investment, and Cashflow Policy Review	Review the City's financial policy and best practices. An item to discuss the investment policy and quarterly treasurers report where we also invite the entire audit committee to attend. Establish a cashflow management policy.	Admin Services	Sustainability and Fiscal Strategy	\$	
3	General Plan Notifications	Consider increasing radius notifications from 300 feet to 500 feet and adding notifications to affected neighborhoods for general plan amendments and rezoning ordinances	Community Development	Public Engagement and Transparency	\$	
4	Heart of the City (HOC) Specific Plan update	1. Build on Housing Element goals to facilitate housing production in transit-oriented locations 2. Tailor permissible uses to revitalize local public-facing commercial uses (retail/restaurant/entertainment/professional office, etc.)	Community Development	Housing	\$\$\$	
5	Public Engagement Strategy	Research and develop a standardized city-wide process for public engagement.	City Manager's Office	Public Engagement and Transparency	\$\$	
6	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	Quality of Life	\$	

Budget Estimates		Staffing Estimates	
\$	Under \$60k	Small (1-300hrs)	
\$\$	\$61k-500k	Medium (301-	
\$\$\$	\$500k+	Large (1000hrs+)	

Councilmember Fruen Top 10 List						
#	Title	Description	Lead Department	Council Goal	Est budget	Est staff hours
Proposed Items						
1	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	Sustainability and Fiscal Strategy	\$\$	
2	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.	City Manager's Office	Quality of Life	\$\$	
3	Active Transportation Plan	Continue the existing CWP item.	Public Works	Transportation	\$\$	
4	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.	CDD/CMO	Public Engagement and Transparency	\$\$	
5	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	Quality of Life	\$\$	
6	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.	Community Development	Quality of Life	\$	
7	Heart of the City Specific Plan Update	Continue the existing CWP item.	Community Development	Quality of Life	\$\$\$	
8	Bicycle Facilities	Continue the existing CWP item.	Public Works	Transportation	\$	
Items to Remove						
1	Tree list CDD and Tree List PW	Should be consolidated into proposed item No. 1 above (Urban Forest 10-yr plan)	Public Works/ Community Development	Sustainability and Fiscal Strategy	\$\$	
2	Public Engagement Strategy and General Plan Notifications	Should be consolidated into proposed item No. 4 above consolidating public engagement efforts and focusing on specific planning-related matters with particular reference to lessons learned from the 6th RHNA Cycle Housing Element revision.	City Manager's Office/ Community Development	Public Engagement and Transparency	\$\$	

Budget Estimates		Staffing Estimates	
\$	Under \$60k	Small (1-300hrs)	
\$\$	\$61k-500k	Medium (301-	
\$\$\$	\$500k+	Large (1000hrs+)	

Councilmember Wang Top 10 List						
#	Title	Description	Lead Department	Council Goal	Est budget	Est staff hours
Proposed Items						
1	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.	City Manager's Office	Sustainability and Fiscal Strategy	\$\$	
2	Economic Development	Restore economic development committee, explore grant writer position, attract startups and companies in the tech ecosystem.	City Manager's Office	Sustainability and Fiscal Strategy	\$\$	
3	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.	City Manager's Office/ Parks and Rec	Sustainability and Fiscal Strategy	\$	
4	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	Community Development	Quality of Life	\$	
5	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.	Public Works	Quality of Life	\$\$	
6	Memorial Park Renovation	Reduce plan or place in phases, consider revenue models such as concessions and services in the mix for the park.	Parks and Recreation/Public Works	Quality of Life	\$	
7	City Hall Retrofit and EOC Readiness Plan	Implement the previously approved 2022 Council plan with EOC migration.	Public Works	Sustainability and Fiscal Strategy	\$	
8	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.	City Manager's Office	Quality of Life	\$	
9	License Plate Readers	Deploy city-owned license plate readers and implement policies to allow neighborhood-owned ones.	City Manager's Office	Quality of Life	\$\$	
10	5G Ordinance	Update 5G Ordinance	Public Works	Quality of Life	\$	
Items to Remove						
None						

Budget Estimates		Staffing Estimates	
\$	Under \$60k	Small (1-300hrs)	
\$\$	\$61k-500k	Medium (301-	
\$\$\$	\$500k+	Large (1000hrs+)	