Economic Development for Retail and Small Businesses (Page 1 of 2)

Fiscal Strategy

1.1 Streamline permitting process for small businesses
1.2 Retention and recruitment of retail and small businesses: Explore options to support small businesses/startups, fill empty storefronts, and encourage entry of new forms of retail to promote revitalization
• Explore more themed events like restaurant week, and other festivals to bring vitality to Cupertino businesses
• Improve placemaking in the city and the city's revenue stream

Details

Estimated Budget	Allocated Budget	Budget Expended / Encumbered	Budget Remaining	Last Updated	Lead Department
$200,000.00	$200,000.00	$1,440.31	$198,559.69	11/10/2025	City Manager's Office

Updates

#	Task	Status	Task Start	Task End	Update	% Completed
1.1	Research	In Progress	7/1/2025	3/31/2026	1.1 Staff held individual meetings with County Fire and the Cupertino Sanitary District, external agencies involved in the permitting approval process, to discuss permitting for small businesses. Staff also engaged with businesses across different stages of the permitting process to better understand their overall experiences with internal and external permitting process. 1.2 Staff reviewed and analyzed data sources that can be utilized in the development of the Economic Development Data Dashboard.	5.00
1.2	Execution Phase	In Progress	7/1/2025	7/1/2026	1.2 As part of the City's ongoing Shop Local program, staff implemented two new initiatives: Dine Out for the 4th in July and Restaurant Week in October. As part of Restaurant Week's business support efforts, staff, in partnership with the Cupertino Chamber of Commerce, hosted a technical assistance workshop in October to help businesses learn strategies for attracting and retaining customers, further strengthening community engagement and program visibility. More information can be found on the Economic Development webpage. 1.2 Staff completed a full upload of active business license data to the Business Directory database and added new resource providers to the Business Resource Directory. Currently, the Business Directory features more than 1,300 businesses, and the Resource Directory includes over 40 resource providers.	30.00

Fiscal Strategy

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Details

Estimated Budget	Allocated Budget	Budget Expended / Encumbered	Budget Remaining	Last Updated	Lead Department
$200,000.00	$200,000.00	$1,440.31	$198,559.69	11/10/2025	City Manager's Office

Updates

#	Task	Status	Task Start	Task End	Update	% Completed
1.3	Outreach	In Progress	7/1/2025	7/1/2026	1.2 For the Dine Out and Restaurant Week initiatives, staff conducted targeted business outreach through door-to-door visits, phone calls and emails. Staff developed promotional videos and promoted the programs across the City's social media channels. The Chamber also helped with outreach efforts by encouraging participation. For increased visibility, a "Dine Local. Dine in Cupertino." banner was installed on Stevens Creek Boulevard and participating businesses received branded posters and window clings to display at their storefronts. Yard signs promoting the campaign were placed in the public right-of-way throughout the city. Additionally, staff distributed postcards at community events to encourage community participation. Local media coverage also helped raise awareness and promote community participation.	30.00
1.4	Closing Processes	Future	7/1/2026	7/1/2026	Project will be complete upon the conclusion of the execution phase.	0.00

Fiscal Strategy

1.3 Create a small business council, provide regulatory support.
1.4 Restore the Economic Development Committee

Details

Estimated Budget	Allocated Budget	Budget Expended / Encumbered	Budget Remaining	Last Updated	Lead Department
$0.00	$0.00	$0.00	$0.00	11/10/2025	City Manager's Office

Updates

#	Task	Status	Task Start	Task End	Update	% Completed
1.1	Planning Phase	Complete	7/1/2025	8/31/2025	The City Council reinstated the EDC through Ordinance 25-2273, which was approved following a first reading on July 1, 2025, and a second reading on July 15, 2025. The ordinance took effect 30 days later, on August 14, 2025.	100.00
1.2	Outreach	Complete	7/1/2025	10/7/2025	The application period for the EDC closed on September 2, 2025. The City Council conducted interviews on September 15, 2025, and appointed five members representing the following industries: Hospitality/Tourism, Technology, Commercial Real Estate, Education, and Retail/Small Business. On October 7, 2025, the City Council designated a primary and alternate representative from the City Council to the EDC. Information on the EDC and the new appointees can be found on the EDC webpage.	100.00
1.3	Design Phase	In Progress	9/15/2025	11/30/2025	A press release announcing the reinstatement of the EDC was issued on September 19, 2025. During the week of September 22, staff facilitated onboarding and orientation activities, which included administration of the oath of office, orientation, establishment of City email accounts, creation of the Committee’s webpage, and completion of other administrative setup tasks.	95.00

Fiscal Strategy

1.3 Create a small business council, provide regulatory support.
1.4 Restore the Economic Development Committee

Details

Estimated Budget	Allocated Budget	Budget Expended / Encumbered	Budget Remaining	Last Updated	Lead Department
$0.00	$0.00	$0.00	$0.00	11/10/2025	City Manager's Office

Updates

#	Task	Status	Task Start	Task End	Update	% Completed
1.4	Execution Phase	Future	11/15/2025	12/31/2025	The EDC will host its first quarterly meeting before the end of calendar year 2025, with regular quarterly meetings to continue thereafter.	0.00
1.5	Closing Processes	Future	1/1/2026	6/30/2026	This project will close out once a subcommittee within the EDC is established. This subcommittee will focus on providing regulatory support through the formation of a Small Business Council.	0.00

Grants Analyst

Fiscal Strategy

Explore a Grants Analyst Position

Details

Estimated Budget	Allocated Budget	Budget Expended / Encumbered	Budget Remaining	Last Updated	Lead Department
$0.00	$0.00	$0.00	$0.00	11/10/2025	Administrative Services

Updates

#	Task	Status	Task Start	Task End	Update	% Completed
1.1	Planning Phase	Complete	7/1/2025	7/31/2025	Contacted current list of qualified candidates on the MA list to determine interest. Held selection interviews with qualified candidates and performed reference checks of top candidate.	100.00
1.2	Execution Phase	Complete	8/1/2025	10/31/2025	Did not pursue offer to candidate. Staff pivoted to open recruitment approach for broader candidate outreach; finalized preparation for position posting. Position was posted 9/3 with interviews concluded by the middle of October.	100.00
1.3	Closing Processes	In Progress	10/20/2025	12/31/2025	Reference checks and final offer presented to candidate. Start date anticipated in December.	50.00

Permit Streamlining and Simplification for Small Home Upgrades

Quality of Life

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. 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.

Details

Estimated Budget	Allocated Budget	Budget Expended / Encumbered	Budget Remaining	Last Updated	Lead Department
$250,000.00	$250,000.00	$0.00	$250,000.00	11/10/2025	Community Development

Updates

#	Task	Status	Task Start	Task End	Update	% Completed
1.1	Research	In Progress	7/1/2025	12/31/2025	Exploration of industry standards and regional practice	50.00
1.2	Planning Phase	In Progress	1/3/2025	2/20/2026	Compare with existing process and methods/paths to update; identify potential cost of software update and/or materials	50.00
1.3	Procurement Phase	Future	2/20/2026	3/31/2026	If software update and/or new materials are necessary, begin purchasing process.	0.00
1.4	Execution Phase	Future	4/1/2026	5/29/2026	Update procedures and process and any public handouts, update city website.	0.00
1.5	Closing Processes	Future	6/1/2026	6/30/2026	Project will be completed once updates have been made.	0.00

Financial, Investment, and Cashflow Policy Review

Fiscal Strategy

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.

Details

Estimated Budget	Allocated Budget	Budget Expended / Encumbered	Budget Remaining	Last Updated	Lead Department
$25,000.00	$25,000.00	$0.00	$25,000.00	11/10/2025	Administrative Services

Updates

#	Task	Status	Task Start	Task End	Update	% Completed
1.1	Research	Complete	7/1/2025	9/30/2025	1. Investment Policy (IP): Researched other agencies. Additional research still needed for refinement of policy and quarterly report 2. Cash Flow Policy (CFP): Researched other agencies and have begun developing a policy and cash flow model.	100.00
1.2	Planning Phase	Complete	7/1/2025	9/30/2025	1. IP: Start drafting policy 2. CFP: Draft policy has been created but still being refined before ASD and CM review. Cash flow model is complete and in test.	100.00
1.3	Execution Phase	In Progress	10/1/2025	6/30/2026	1. IP: complete policy 2. CFP: complete policy	50.00

Defensible Impact Fee Nexus Study for Traffic Impact Fee, Retail Impact Fee, BMR Impact Fee, and Parkland Impact Fee

Fiscal Strategy

Conduct nexus studies to review a range of impact fees, such as Traffic Impact Fee, Retail Impact Fee, BMR Impact Fee, and Parkland Impact Fee, and other means of offsetting conversion of commercial land uses to residential to ensure the impact fees are defensible against legal challenges.

Details

Estimated Budget	Allocated Budget	Budget Expended / Encumbered	Budget Remaining	Last Updated	Lead Department
$1,000,000.00	$1,000,000.00	$0.00	$1,000,000.00	11/10/2025	City Attorney's Office

Updates

#	Task	Status	Task Start	Task End	Update	% Completed
1.1	Research	In Progress	10/1/2025	11/30/2026	Research impact fees in other cities and legal parameters for each fee. This item was intended to start in year 2 but staff have already begun preliminary discussions.	20.00
1.2	Planning Phase	Future	11/30/2026	1/31/2027	Present options and findings to Council and determine next steps.	0.00
1.3	Execution Phase	Future	1/31/2027	5/31/2027	Implement fees as applicable pending Council direction.	0.00
1.4	Closing Processes	Future	5/31/2027	6/30/2027	Project will be completed once updates are made.	0.00

Water Conservation Policies

Environmental Sustainability

1) Reduce irrigation while increasing pollinator supporting vegetation (turf conversion).
2) Optimize irrigation systems including CUSD use agreement sites.

Details

Estimated Budget	Allocated Budget	Budget Expended / Encumbered	Budget Remaining	Last Updated	Lead Department
$250,000.00	$250,000.00	$0.00	$250,000.00	11/10/2025	Public Works

Updates

#	Task	Status	Task Start	Task End	Update	% Completed
1.1	Research	In Progress	7/1/2025	11/12/2025	1) Locate areas of unprogrammed turf that would facilitate pollinator vegetation. 2) Prepare for pilot study to verify appropriate water usage.	70.00
1.2	Procurement Phase	Future	11/12/2025	12/31/2025	1) Procure consultant to prepare drawings for turf conversion.	0.00
1.3	Planning Phase	In Progress	10/1/2025	7/31/2026	2) Initiate irrigation pilot study to verify appropriate water usage.	25.00
1.4	Design Phase	Future	1/1/2026	5/31/2026	1) Prepare plans for turf conversion. Coordinate effort with Sustainability Commission.	0.00
1.5	Execution Phase	Future	5/31/2026	7/31/2026	1) Convert turf to pollinator vegetation.	0.00
1.6	Closing Processes	Future	7/31/2026	9/30/2026	2) Evaluate pilot irrigation program and establish next steps as necessary.	0.00

Enhance Senior Services

Quality of Life

6.1 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.
6.2 Utilizing the survey results conducted in 2022 and 2023 to meet the needs of Cupertino seniors
6.3 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

Details

Estimated Budget	Allocated Budget	Budget Expended / Encumbered	Budget Remaining	Last Updated	Lead Department
$65,000.00	$65,000.00	$951.18	$64,048.82	11/10/2025	Parks & Recreation

Updates

#	Task	Status	Task Start	Task End	Update	% Completed
1.1	Research	In Progress	7/1/2025	12/31/2025	Work with SASCC to provide the gap and feasibility analysis and bring together a working group	10.00
1.2	Outreach	In Progress	7/1/2025	12/31/2025	Enhance marketing efforts for Senior Center and programs	50.00
1.3	Planning Phase	In Progress	7/1/2025	12/31/2025	Explore potential external agencies to provide services to enhance Senior Services	50.00
1.4	Execution Phase	Future	1/1/2026	2/28/2026	Analyze SASCC gap and feasibility analysis results	0.00
1.5	Closing Processes	Future	3/1/2026	6/30/2026	Share results with the appropriate departments and implement what is feasible	0.00

City Properties: Planning for Optimal Use

Quality of Life

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. Include the McClellan Barn and the house at the entrance of Blackberry Farm.

Details

Estimated Budget	Allocated Budget	Budget Expended / Encumbered	Budget Remaining	Last Updated	Lead Department
$200,000.00	$200,000.00	$0.00	$200,000.00	11/10/2025	Public Works

Updates

#	Task	Status	Task Start	Task End	Update	% Completed
1.1	Research	In Progress	7/1/2025	12/31/2025	Staff to look into various concepts for city properties. Discussions on CUSD/Finch have occurred during closed sessions since September 2025.	25.00
1.2	Design Phase	Future	1/1/2026	4/30/2026	Produce memo with options and develop scope for report.	0.00
1.3	Execution Phase	Future	5/1/2026	5/31/2026	Present study to Council.	0.00
1.4	Closing Processes	Future	6/1/2026	6/30/2026	Project complete once Council receives study.	0.00

5G Ordinance

Quality of Life

Update 5G Ordinance

Details

Estimated Budget	Allocated Budget	Budget Expended / Encumbered	Budget Remaining	Last Updated	Lead Department
$0.00	$0.00	$0.00	$0.00	11/10/2025	Public Works

Updates

#	Task	Status	Task Start	Task End	Update	% Completed
1.2	Research	✓ Complete	7/1/2022	9/30/2022	Researched 5G ordinance regulations in other cities.	100.00
1.3	Execution Phase	✓ Complete	4/1/2023	10/21/2025	Staff is finalizing a muni code update based on input from City Council. This update will govern the installation of wireless small cell facilities within the Public Right of Way. This was adopted at the October 21, 2025 City Council meeting.	100.00
1.4	Closing Processes	✓ Complete	9/30/2025	11/30/2025	This ordinance will go into effect on November 20.	100.00

Emergency Operations Readiness

Quality of Life

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.

Details

Estimated Budget	Allocated Budget	Budget Expended / Encumbered	Budget Remaining	Last Updated	Lead Department
$40,000.00	$40,000.00	$0.00	$40,000.00	11/10/2025	City Manager's Office

Updates

#	Task	Status	Task Start	Task End	Update	% Completed
1.1	Research	In Progress	7/1/2025	3/31/2026	Emergency policies are currently being reviewed in order to assess need for updates.	50.00
1.2	Planning Phase	In Progress	7/1/2025	2/28/2026	Staff is developing a plan for the EOC activation and the recruitment for a new Emergency Manager.	60.00
1.3	Execution Phase	In Progress	9/1/2025	3/1/2026	Updates will be made as necessary to the Emergency policies. EOC activation will commence in December.	60.00
1.4	Closing Processes	Future	3/1/2026	6/30/2026	Project will be completed upon completion of EOC activation, Emergency Manager recruitment, and potential policy updates.	0.00

Urban Forest Program

Environmental Sustainability

Create an Urban Forest Master Plan that includes an updated and expanded tree list which will increase the number of trees, enhance the City's tree canopy, and promote landscaping throughout the City.

Details

Estimated Budget	Allocated Budget	Budget Expended / Encumbered	Budget Remaining	Last Updated	Lead Department
$250,000.00	$250,000.00	$0.00	$250,000.00	11/10/2025	Public Works

Updates

#	Task	Status	Task Start	Task End	Update	% Completed
1.1	Research	In Progress	7/1/2025	11/30/2025	Prepare RFP Documents for Advertising	60.00
1.2	Procurement Phase	Future	11/30/2025	1/31/2026	Advertise project, select consultant, execute contract.	0.00
1.3	Outreach	Future	2/1/2026	9/30/2026	Prepare document and solicit public input.	0.00
1.4	Closing Processes	Future	10/1/2026	11/30/2026	Accept final plan.	0.00

Add Notifications for SB 330 & Other Projects During the Application & Approval Process

Public Engagement & Transparency

1. Consider a community meeting requirement for any major project application, especially those requiring a general plan amendment, as some other cities have adopted.
2. 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.
3. Improve notification methods for SB 330 preliminary applications, streamlined projects, not requiring planning/council approval and other projects

Details

Estimated Budget	Allocated Budget	Budget Expended / Encumbered	Budget Remaining	Last Updated	Lead Department
$10,000.00	$10,000.00	$0.00	$10,000.00	11/10/2025	Community Development

Updates

#	Task	Status	Task Start	Task End	Update	% Completed
1.1	Research	In Progress	7/1/2025	11/28/2025	Explore industry standards, regional practices, and legal parameters.	50.00
1.2	Design Phase	In Progress	12/1/2025	3/27/2026	Consider updates and potential PC/CC review.	25.00
1.3	Execution Phase	Future	3/30/2026	4/30/2026	Finalize updates to documents, website, CMC.	0.00
1.4	Closing Processes	Future	5/1/2026	5/30/2026	Project will be completed once updates are finalized.	0.00

Unhoused Policies

Quality of Life

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.

Details

Estimated Budget	Allocated Budget	Budget Expended / Encumbered	Budget Remaining	Last Updated	Lead Department
$100,000.00	$100,000.00	$0.00	$100,000.00	11/10/2025	Community Development

Updates

#	Task	Status	Task Start	Task End	Update	% Completed
1.2	Research	In Progress	10/1/2024	11/30/2025	The City of Cupertino has joined with other West Valley Cities to jointly study opportunities to address issues faced by the unhoused and will execute a group contract with GoodCity to conduct the study. The Needs Analysis portion of the study is complete and the feasibility portion is nearing completion.	75.00
1.3	Procurement Phase	Complete	10/1/2024	4/2/2025	The City Manager was authorized to sign a Memorandum of Understanding to execute the agreement to join the West Valley Cities joint feasibility study during the April 2, 2025 City Council meeting.	100.00
1.4	Execution Phase	Complete	6/30/2025	11/30/2025	On July 15, 2025, policies on oversized parking and RVs were considered by the City Council. An ordinance was presented for first reading on Sep 3, 2025 and adopted on Sep 16, 2025. Outreach to RV residents will be coordinated with WVCS and Sheriff's Office prior to enaction on Oct 16, 2025.	100.00
1.5	Closing Processes	In Progress	11/30/2025	6/30/2026	Upon completion, the results of the feasibility study will be presented to the City Council for a study session. The City Council will also consider other policies related to RVs and encampment policies will be considered by Council on November 4, 2025	25.00

City Hall Retrofit and City Hall Annex Renovation including the EOC

Quality of Life

Implement the previously approved 2022 Council plan with EOC migration
1) City Hall Annex Renovation (including the EOC)
2) City Hall Retrofit

Details

Estimated Budget	Allocated Budget	Budget Expended / Encumbered	Budget Remaining	Last Updated	Lead Department
$0.00	$0.00	$0.00	$0.00	11/10/2025	Public Works

Updates

#	Task	Status	Task Start	Task End	Update	% Completed
1.1	Design Phase	In Progress	7/1/2025	6/30/2026	Dialog Consulting to complete design drawings for City Hall Annex and future EOC.	50.00
1.2	Planning Phase	In Progress	7/1/2025	11/18/2025	Hold City Hall Study Session for City Hall Retrofit discussion	20.00
1.3	Procurement Phase	Future	7/1/2026	11/30/2026	1) Procure contractor for City Hall Annex Renovation. 2) Prepare RFP documents for design of City Hall Retrofit, procure consultant, execute contract.	0.00
1.4	Design Phase	Future	2/16/2026	2/15/2027	Prepare Design Drawing for City Hall Retrofit Project	0.00
1.5	Execution Phase	Future	10/1/2026	7/1/2027	Renovation for City Hall Annex will begin in fall 2026. Construction of retrofit improvements will begin in early 2027.	0.00
1.6	Closing Processes	Future	7/1/2027	5/1/2029	The completion of the City Hall annex is scheduled for mid-2027. Retrofit improvements are tentatively scheduled for completion summer 2029.	0.00

Preserve existing and develop new BMR/ELI Housing (Page 1 of 2)

Housing

Explore opportunities to preserve existing expiring BMR housing. Develop ELI (Extremely Low Income) and BMR housing units for Developmentally Disabled individuals (IDD) on City-owned property as well as the County-owned sites.

Details

Estimated Budget	Allocated Budget	Budget Expended / Encumbered	Budget Remaining	Last Updated	Lead Department
$238,000.00	$238,000.00	$12,208.62	$225,791.38	11/10/2025	Community Development

Updates

#	Task	Status	Task Start	Task End	Update	% Completed
1.2	Research	Complete	7/1/2019	10/30/2019	Researched need for ELI developmentally disabled housing and moderate income housing and determined possible City locations.	100.00
1.3	Planning Phase	Complete	7/1/2021	8/16/2022	Scoped affordable housing project with non-profits/developers and worked with Public Works to determine feasibility of project on City sites. Had Council study session March 15. RFP was released in August .	100.00
1.4	Procurement Phase	Complete	2/9/2021	4/15/2025	Two responses to the NOFA were received in Feb 2025 for the Mary Ave and Wolf Rd projects. On Mar 27, 2025 the Housing Commission recommended providing funding assistance to both projects. On April 15, Council approved funding for both projects.	100.00
1.5	Design Phase	Complete	12/19/2024	9/30/2025	Staff studied opportunities for preserving expiring BMR housing and presented options. Preserving BMRs through acquisition was found to be infeasible with current BMR funds. BMR Anti-Displacement policy: priority replacement on the waitlist passed on June 15, 2025. Mary Ave Villas submitted development application and study session was held in July.	100.00

Preserve existing and develop new BMR/ELI Housing (Page 2 of 2)

Housing

Explore opportunities to preserve existing expiring BMR housing. Develop ELI (Extremely Low Income) and BMR housing units for Developmentally Disabled individuals (IDD) on City-owned property as well as the County-owned sites.

Details

Estimated Budget	Allocated Budget	Budget Expended / Encumbered	Budget Remaining	Last Updated	Lead Department
$238,000.00	$238,000.00	$12,208.62	$225,791.38	11/10/2025	Community Development

Updates

#	Task	Status	Task Start	Task End	Update	% Completed
1.6	Execution Phase	In Progress	1/31/2023	12/30/2025	Council selected developer through approval of an ENA for the Mary Avenue Site in February. Developer to continue community outreach efforts and submit application. City Council has authorized $4 million in funding for the development. Loan documents, BMR agreements, and land lease are currently being drafted. Application has been deemed complete and is currently under review for compliance.	75.00
1.7	Closing Processes	In Progress	9/30/2025	2/20/2026	Execution of loan, BMR agreement, and land lease expected to be complete in October 2025. Final step includes entering into Disposition and Development Agreement by 2025. Will present final DDA to Council in early 2026. Construction will commence.	25.00

Residential and Mixed Use Residential Design Standards FY 23

Quality of Life

Create objective design standards for residential projects, including ensuring adequate buffers from neighborhood low-density residential development

Details

Estimated Budget	Allocated Budget	Budget Expended / Encumbered	Budget Remaining	Last Updated	Lead Department
$240,000.00	$240,000.00	$55,917.75	$184,082.25	11/10/2025	Community Development

Updates

#	Task	Status	Task Start	Task End	Update	% Completed
1.2	Procurement Phase	Complete	10/9/2020	4/30/2024	RFP sent out in Oct 2020. Proposals evaluated and RRM Design Group was selected for this project, but was put on hold in October 2023. RRM Design Group contract terminated in late 2023. Council approved a new agreement with Placeworks in April 2024.	100.00
1.3	Outreach	In Progress	12/1/2024	12/31/2025	A community meeting was held on 2/10/2025 in hybrid format to discuss why we need objective standards, how they are different from subjective standards and how the community can continue to engage on this subject. Over 20 participants were in attendance.	80.00
1.4	Design Phase	In Progress	7/31/2025	12/30/2025	Prepare and review draft documents internally.	50.00
1.5	Execution Phase	In Progress	10/1/2025	2/28/2026	Project review and approval by Planning Commission and City Council.	25.00
1.6	Closing Processes	Future	3/31/2026	3/31/2026	Complete project, publish final documents on website etc.	0.00

Speed Limit Lowering (AB 43)

Transportation

Lower speed limits where feasible pursuant to state adopted Assembly Bill 43.

Details

Estimated Budget	Allocated Budget	Budget Expended / Encumbered	Budget Remaining	Last Updated	Lead Department
$0.00	$0.00	$0.00	$0.00	11/10/2025	Public Works

Updates

#	Task	Status	Task Start	Task End	Update	% Completed
1.1	Planning Phase	Complete	7/1/2024	7/1/2024	Staff completed studies on designated corridors with potentially high concentration of bikes and peds due to recent bike or ped related improvements (Blaney, Bubb, Mary, Prospect, McClellan).	100.00
1.2	Execution Phase	Complete	7/1/2024	12/31/2024	Staff made adjustment of posted speed limits in the field for initial streets listed above.	100.00
1.3	Closing Processes	In Progress	1/1/2025	6/30/2026	Municipal Code Amendments to be adopted upon completion of a proposed City-wide study, which is included as a Q1 budget proposal to collect additional data.	30.00

Sign Ordinance

Quality of Life

Update Sign Ordinance.

Details

Estimated Budget	Allocated Budget	Budget Expended / Encumbered	Budget Remaining	Last Updated	Lead Department
$25,000.00	$25,000.00	$0.00	$25,000.00	11/10/2025	Community Development

Updates

#	Task	Status	Task Start	Task End	Update	% Completed
1.1	Research	Future	1/1/2026	2/28/2026	In collaboration with CAO, staff will do research to determine what needs to be changed	0.00
1.2	Procurement Phase	Future	3/1/2026	4/15/2026	Staff will prepare an RFP for services and based on responses may need to request budget amendment from Council to complete scope of work.	0.00
1.3	Design Phase	Future	5/15/2026	6/15/2026	Staff will refine contract and scope of work with selected consultant.	0.00
1.4	Outreach	Future	7/1/2026	7/31/2026	Outreach to the public, including the business community.	0.00
1.5	Design Phase	Future	8/1/2026	8/31/2026	Staff will work with consultant to determine what changes may be proposed.	0.00
1.6	Execution Phase	Future	9/1/2026	11/30/2026	Staff will work with consultant to draft Ordinances and bring for Council consideration at a public hearing.	0.00
1.7	Closing Processes	Future	12/1/2026	1/31/2027	Ordinance may be updated upon Council direction.	0.00

Active Transportation Plan

Transportation

This item is a consolidation of existing and new transportation efforts aiming to further goals outlined in the City's Vision Zero Initiative, including:
1) Review and update the bike plan
2) Review and update the pedestrian plan
3) Review current Complete Streets Policy and propose adjustments to create a better interface between all modes of transportation

Details

Estimated Budget	Allocated Budget	Budget Expended / Encumbered	Budget Remaining	Last Updated	Lead Department
$330,000.00	$330,000.00	$307,960.76	$22,039.24	11/10/2025	Public Works

Updates

#	Task	Status	Task Start	Task End	Update	% Completed
1.1	Procurement Phase	Complete	7/1/2024	12/31/2024	Agreement executed December 2024.	100.00
1.2	Execution Phase	In Progress	1/1/2025	5/31/2026	Phase 1 is complete. Project recommendations are being developed and Phase 2 outreach is underway. An update has been presented to the Bike Ped and Planning Commissions. An update was also provided at the 11/4/25 City Council meeting.	70.00
1.3	Closing Processes	Future	6/1/2026	6/30/2026	City Council adoption of plan expected June 2026.	0.00

Bicycle Facilities FY 23

Transportation

Increase the inventory of bicycle facilities and amenities, such as bike racks, citywide.

Details

Estimated Budget	Allocated Budget	Budget Expended / Encumbered	Budget Remaining	Last Updated	Lead Department
$50,000.00	$50,000.00	$0.00	$50,000.00	11/10/2025	Public Works

Updates

#	Task	Status	Task Start	Task End	Update	% Completed
1.2	Research	Complete	10/5/2022	2/15/2023	Staff completed research on bike rack and installation requirements	100.00
1.3	Outreach	Complete	10/19/2022	4/16/2025	Staff gathered feedback and recommendations from commissions	100.00
1.4	Planning Phase	Complete	9/4/2023	4/30/2025	BPC Subcommittee and Rotary finalized locations for bike racks at parks.	100.00
1.5	Execution Phase	In Progress	5/1/2025	6/30/2026	Decorative bike racks purchased by Rotary have been installed. U-shape racks to be purchased and installed imminently. Locations for U-shape rack installations being investigated.	50.00
1.6	Closing Processes	Future	6/30/2026	6/30/2026	Project will be complete once bike racks are installed.	0.00

Art in Public and Private Areas

Quality of Life

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.

Details

Estimated Budget	Allocated Budget	Budget Expended / Encumbered	Budget Remaining	Last Updated	Lead Department
$0.00	$0.00	$0.00	$0.00	11/10/2025	Community Development

Updates

#	Task	Status	Task Start	Task End	Update	% Completed
1.1	Research	Complete	1/30/2024	8/30/2024	CIP and CDD staff completed the research phase by examining multiple Bay Area jurisdictions.	100.00
1.2	Outreach	Complete	9/1/2024	5/31/2025	Study session held at the 9/23/24 Arts and Culture Commission. Staff will return in early 2025 with modifications to the existing policy and Municipal Code for the Commission's review. Staff will engage with SVCREATES to review Commission recommendation.	100.00
1.3	Execution Phase	In Progress	5/19/2025	2/28/2026	Arts and Culture Commission finalizing recommendations in Spring 2025. Afterwards, this will be brought to the City Council for a First and Second Reading. Last revision approved by ACC on July 28, 2025. Planning Commission reviewed on September 23, 2025. CC conducted a study session on October 21, 2025.	75.00
1.4	Closing Processes	Future	2/28/2026	3/30/2026	Muni Code will be updated based on Council direction.	0.00

Electrification Study

Environmental Sustainability

Conduct public outreach, policy research, and coordinate with regional efforts to develop policy options for electrification of Cupertino's buildings in light of recent legal rulings inhibiting certain electrification efforts.

Details

Estimated Budget	Allocated Budget	Budget Expended / Encumbered	Budget Remaining	Last Updated	Lead Department
$50,000.00	$50,000.00	$38,699.70	$11,300.30	11/10/2025	Public Works

Updates

#	Task	Status	Task Start	Task End	Update	% Completed
1.2	Research	Complete	1/31/2024	6/1/2025	Staff has completed research and coordination with neighboring jurisdictions about policy options for new buildings. Policy options for existing buildings are currently being assessed in partnership with regional jurisdictions and contractors.	100.00
1.3	Outreach	Complete	8/1/2024	7/31/2025	Workshops and stakeholder calls with local businesses on existing building policies have been completed. Residential outreach campaign and survey in progress with support from a contractor.	100.00
1.4	Execution Phase	Complete	5/1/2024	4/30/2025	Due to recent legal rulings, a Reach Code replacement for new building electrification was approved by Council in September 2024. The code became effective in April 2025, following CEC an CBSC approval.	100.00
1.5	Planning Phase	In Progress	3/1/2025	11/30/2025	Draft policy options for existing buildings electrification will be developed based on feedback from community and regional approach.	97.00