

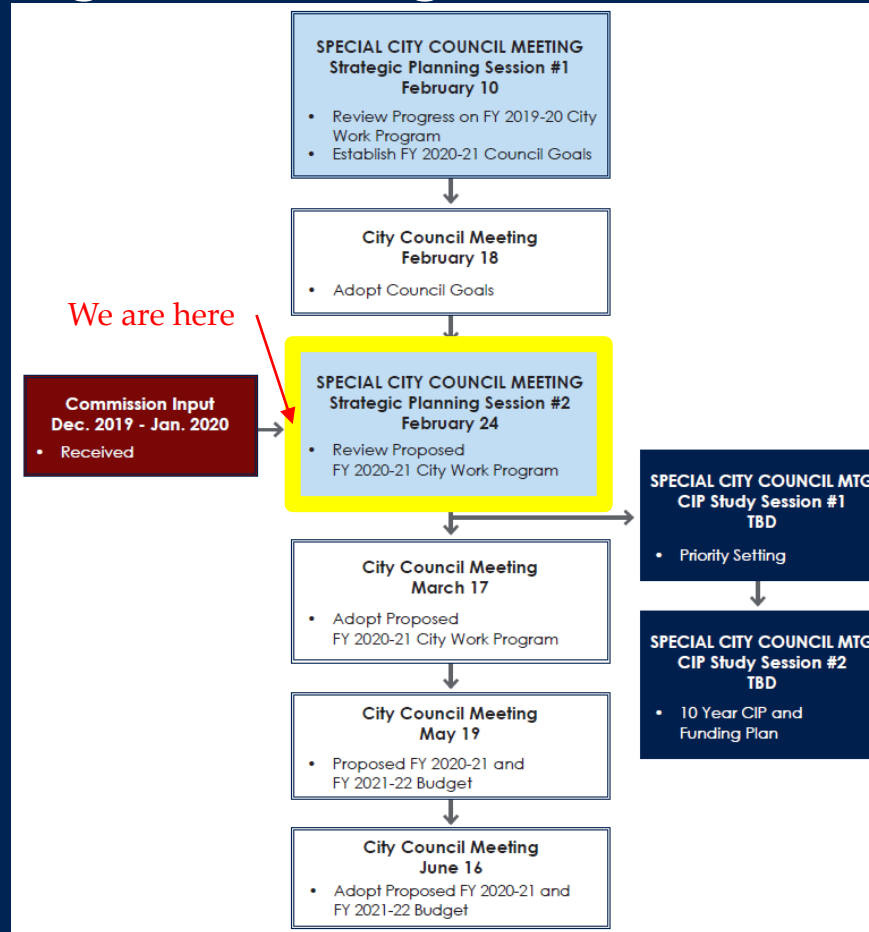
Strategic Planning Session #2

February 24, 2020



CUPERTINO

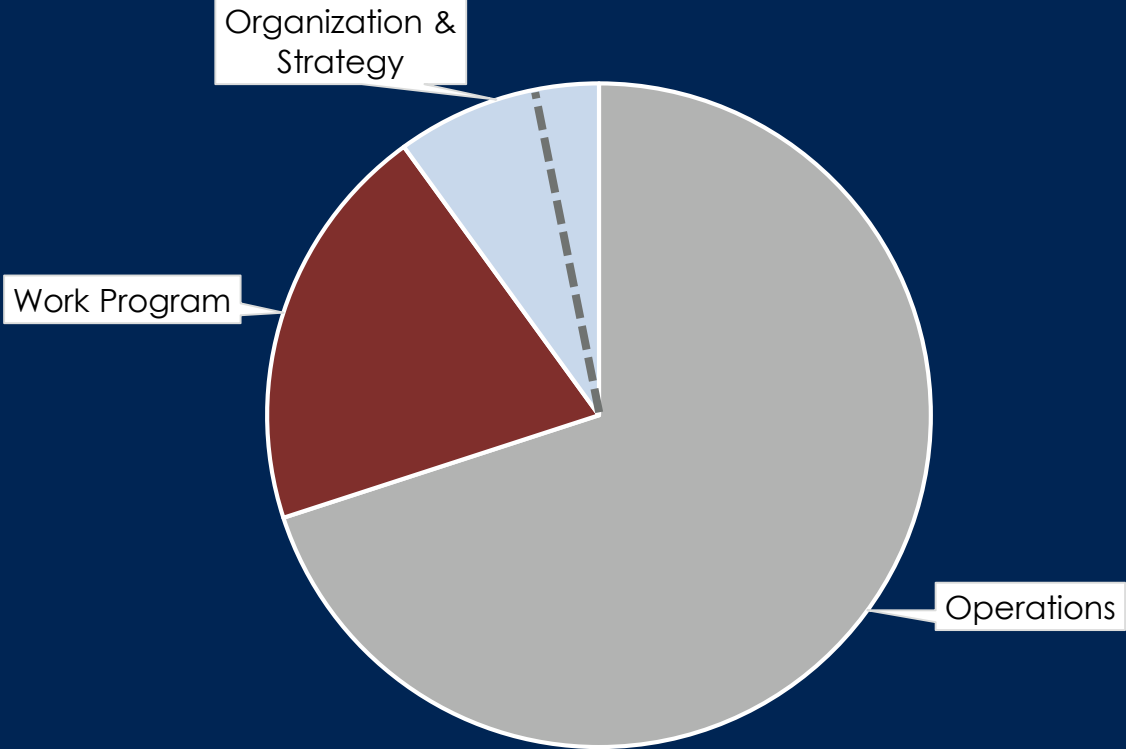
Strategic Planning Process



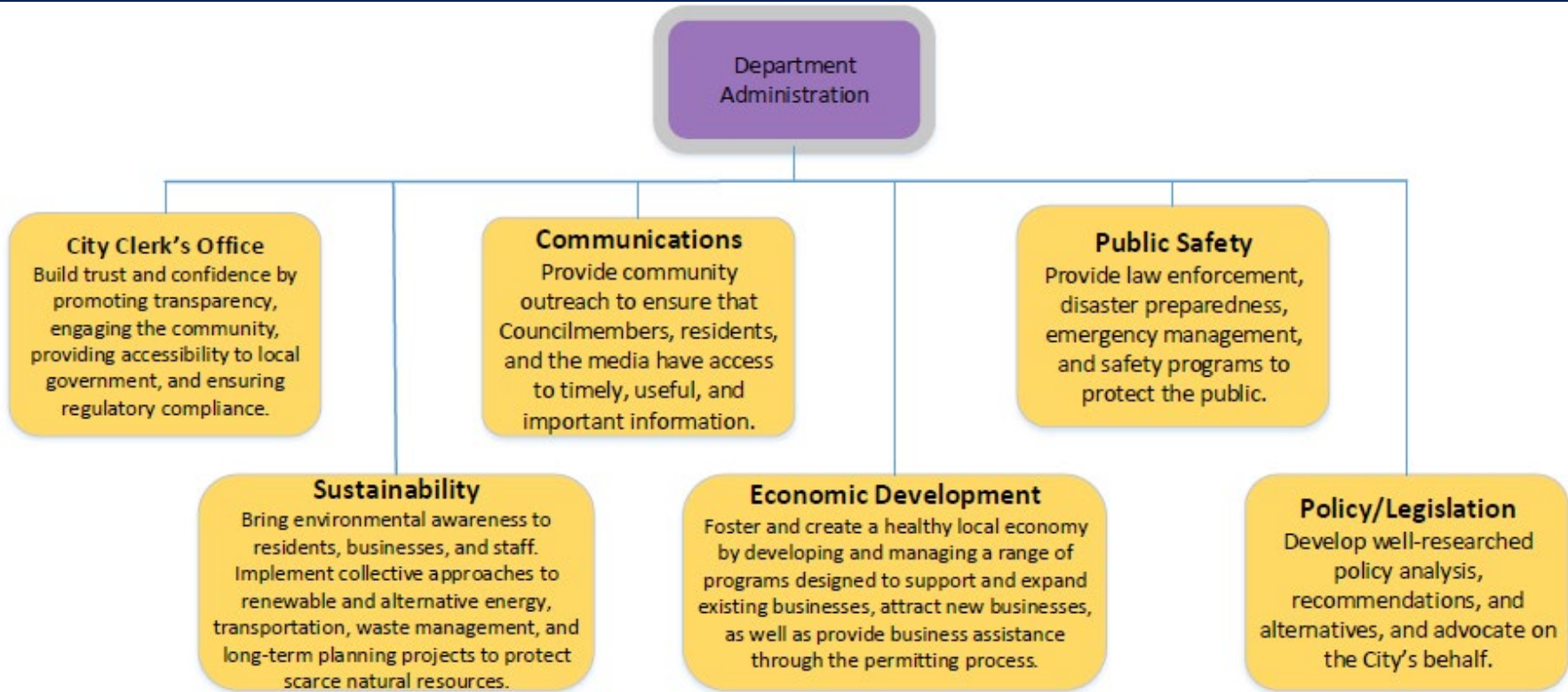
What is a City Work Program?

- Outlines significant projects or initiatives outside of the City's ongoing operations
- Includes project/initiative descriptions and timelines
- New projects/initiatives added throughout the year will affect the ability of staff to complete the City Work Program as approved by Council

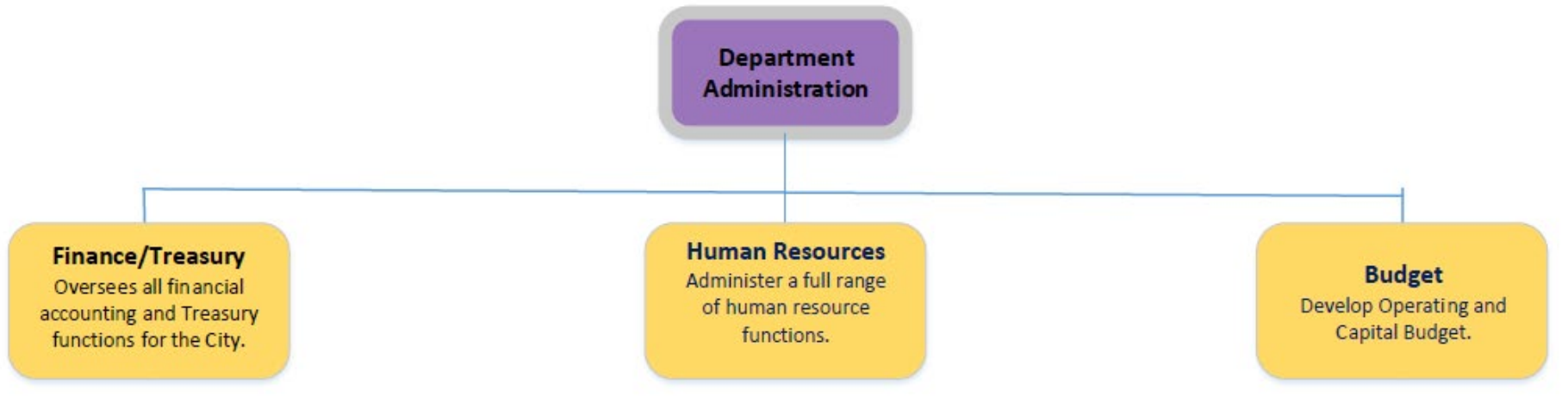
Conceptual Resource Utilization



City Manager's Office



Administrative Services



Parks and Recreation

Department
Administration

Business Services Division

Administer the Department's financial management and budget processes, policies and procedures, training, marketing, agreements and human resource actions.

Community Events & Facilities Division

Operate the Quinlan Community Center, rentals of City facilities/picnic areas and all community events. Oversee permits and support for large cultural festivals.

Senior Wellness & Recreation Division

Provide a welcoming and friendly Senior Center for everyone 50+, enhancing a healthy lifestyle through quality education, recreation, services, travel, socials, and volunteer opportunities.

Sports, Fitness & Recreation Division

Provide a variety of registered and drop-in recreational, enrichment, and fitness programs and events for youth, teens, and families. Oversee the Sports Center.

Outdoor Recreation Division

Oversee the entirety of the Steven's Creek Corridor (including McClellan, Blackberry Farm and Golf Course), athletic fields, softball, and swim lessons. Educate others on nature and wildlife preservation.

Public Works

Department
Administration

Environmental Programs

Protect our natural environment for current and future generations.

Permitting and Development

Timely review and permitting of privately completed improvements within the public right-of-way. Provide quality reviews, permitting and inspection on a defined schedule.

City Construction Projects - Capital Improvement Program

Deliver City-funded improvement to City land, parks, building and infrastructure.

Transportation and Mobility

Integrate transportation networks of walkways, sidewalks, bicycle routes, bus transit facilities, local streets, major roadways, and freeways into a system that supports the City's high quality of life.

Maintenance Services

Provide maintenance operations for major divisions of streets, grounds, trees, medians, facilities, and fleet. Also included are minor divisions of street signs and markings, storm drains, sidewalk, curb and gutters, overpasses and storm water, street sweeping, janitorial services, and the weekend furlough program.

Community Development

Department
Administration

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graph TD; DA[Department Administration] --- P[Planning]; DA --- HS[Housing Services]; DA --- CE[Code Enforcement]; DA --- B[Building];
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Planning

Shape the future of the City by implementing the vision for the General Plan and municipal code, promote exemplary design review through zoning, and develop appropriate land use policies.

Housing Services

Collaborate with federal, state and local agencies through development and implementation of specific and neighborhood plans and encouraging a broad range of housing.

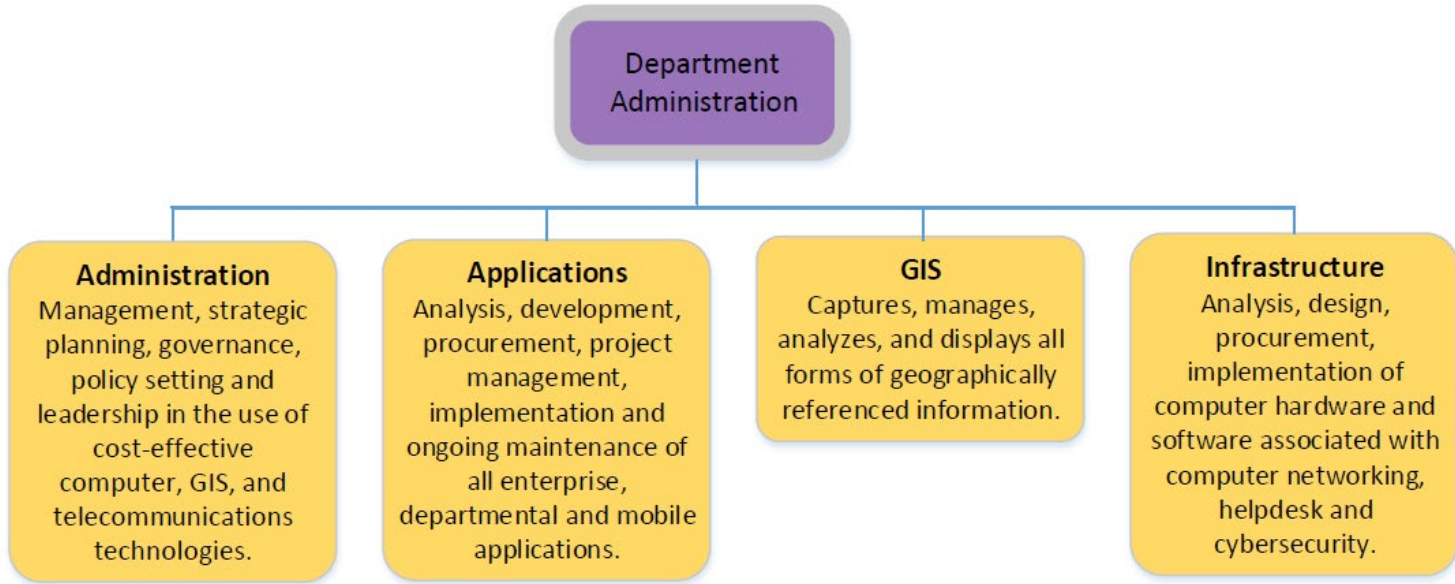
Code Enforcement

Protect the public's health, safety, welfare, and environment through the enforcement of various municipal code provisions.

Building

Enforce requirements for the California Building Codes to safeguard public health, safety and general welfare.

Innovation Technology



Commissions & Committees by Dept

- **City Manager's Office**
 - Sustainability Commission
 - Public Safety Commission
 - Legislative Review Committee
 - Economic Development Committee
 - Disaster Council
- **Administrative Services**
 - Audit Committee
 - Fiscal Strategic Plan Committee
- **Parks and Recreation**
 - Teen Commission
 - Parks & Recreation Commission
 - Library Commission
- **Public Works**
 - Bicycle Pedestrian Commission
- **Community Development**
 - Fine Arts Commission
 - Housing Commission
 - Planning Commission
 - Design Review Committee
 - Environmental Review Committee
 - Administrative Hearing Committee
- **Innovation Technology**
 - Technology, Information, and Communications Commission

Changes in Work Program Format

- Operational items have generally moved out of the work program.
- All services for public are operational.
- Prior column with estimated hours replaced with project size:
 - Small: 0 – 100 hours
 - Medium: 101 – 600 hours
 - Large: 601 – 2,000 hours
 - Extra Large: 2,000+ hours

Public Engagement and Transparency

Creating and maintaining key conversations and interactions with the Cupertino Community.

1. New City Seal/Logo
2. Commissioner Handbook Update
3. New Sister City Relationship
4. Pilot Online Store for City-Branded Items
5. Roadmap Project
6. Small Business Development Center (SBDC) and Cupertino Visitor's Center
7. Policies on Nonprofit Support
8. Leadership Program

Transportation

Providing access to an efficient, safe multi-modal transportation system for our community, and advocating for effective, equitable mass transit in the greater region.

1. Shuttle Bus Pilot Program Implementation
2. Regional Transformative Transit Project Initiatives

Improving Traffic Flow and Alleviating Congestion

3. Bollinger Road Safety Study
4. Pilot – Adaptive Traffic Signaling
5. Pilot – Multimodal Traffic Count

Housing

Contributing meaningfully and in a balanced manner to the housing inventory in support of our community needs, including affordable housing (from extremely low-income to moderate-income level housing) and addressing homelessness.

1. Housing Program for De Anza College Students
2. Lack of Hygiene Services (for the homeless)
3. Research Governor's \$1.4 billion pledge towards homelessness...
4. Review the City's Housing and Human Services Grant Funds
5. Plan out capital costs for future buildings to incorporate amenities for homeless individuals
6. Transportation to/from Service Providers

Housing (continued)

Contributing meaningfully and in a balanced manner to the housing inventory in support of our community needs, including affordable housing (from extremely low-income to moderate-income level housing) and addressing homelessness.

7. Study session for the impact and requirement for the next RHNA cycle
8. Housing Strategies
9. Engage with Philanthropic Organizations to...build ELI housing units...at 10301 Byrne Ave

Sustainability

Continuing Cupertino's commitment to building a sustainable and resilient community for future generations.

1. Investigate Alternatives to City Hall
2. Climate Action & Adaptation Plan Updates
3. Create Sustainable Procurement Program
4. Review Property Tax Share
5. Single-Use Plastics Ordinance
6. Pilot – Trash Collection Based on Volume
7. Pilot – Water Scheduling Based on Moisture Content
8. Municipal Water System
9. Public Infrastructure Financing Strategy...Modernize Business Tax...Analyze Potential Revenue Measures

Quality of Life

Furthering the health and well-being of all Cupertino community members.

Air Quality and Noise

1. Reducing Secondhand Smoke Exposure
2. Pilot – Noise Measurement
3. Study session on potential ordinance...on banning gas powered leaf blowers
4. Pilot – Pollution Monitoring

Public Safety

5. Emergency Services Continuity of Operations Plan

Quality of Life

Furthering the health and well-being of all Cupertino community members.

Recreation

6. Blackberry Farm Golf Course
7. Dogs Off Leash Areas
8. Teen Center Advocacy and Awareness
9. Teen Workshops
10. Host Library Commission Coffee Talk Meetings to Discuss Tri-Annual Library Patron Survey
11. Rancho Rinconada
12. Parks & Recreation Dept. Strategic Plan

Quality of Life

Furthering the health and well-being of all Cupertino community members.

Access to Goods and Services

13. Targeted Marketing Programs to Assist Small Businesses
14. Consider Policies and Code Amendments to Regulate Mobile Service Vendors

Other

15. Evaluate Conditional Uses
16. Evaluate the R1 Ordinance
17. Sign Ordinance Update
18. Review Environmental Review Committee
19. Residential and Mixed-Use Res. Design Standards
20. Art Festival
21. Art Talks
22. Art in Unexpected Places

Strategic Planning Process

