

Teen Commission Meeting
October 8, 2025
Presentations

Item #2
Community Outreach and
Marketing

Parks and Recreation Department Marketing and Communications

October 8, 2025



**CITY OF
CUPERTINO**

Branton Curt

Marketing and Public Communication

Recreation Schedule



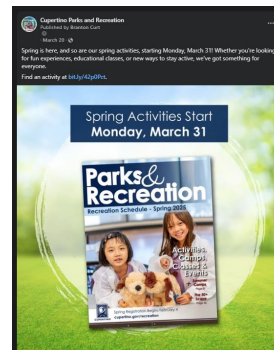
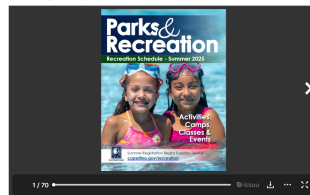
Register for programs and activities at reg4rec.org.

Summer Recreation Schedule

Registration Begins

- Resident: Tuesday, April 8 at 8 a.m.
- Non-resident: Tuesday, April 15 at 8 a.m.

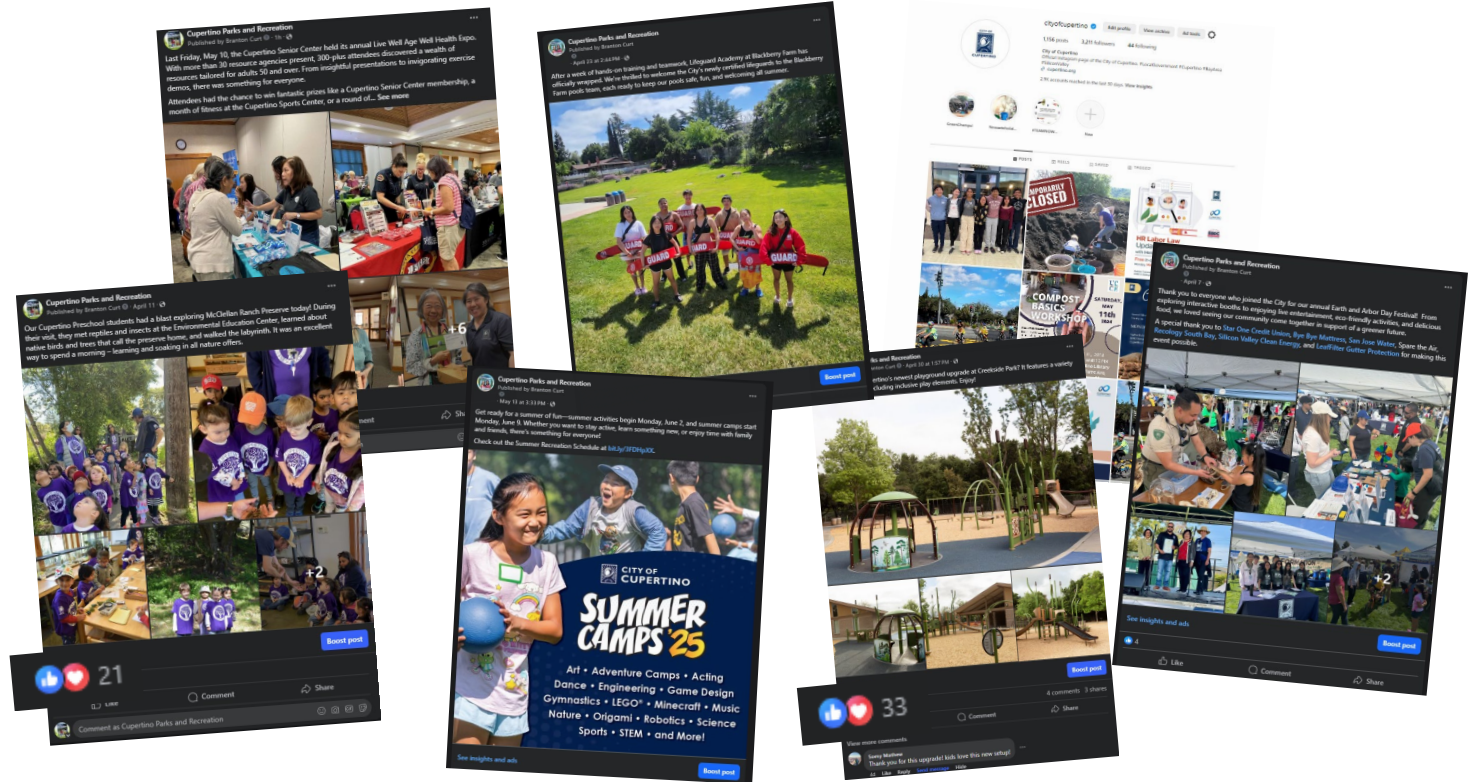
Activities Begin Monday, June 2




Display Marketing




Social Media




Email Marketing and Outreach

**CITY OF CUPERTINO**


**Parks & Recreation**

June Monthly Newsletter

**Summer Recreation Schedule**


The City of Cupertino Parks and Recreation Summer Recreation Schedule has arrived! Offering a variety of activities, classes, and programs for all ages.

[Summer Recreation Schedule](#)

**Summer Camps**

The summer camps start Monday, June 11, from 9 a.m. to 3 p.m. Whether your child is new to the area or a local resident, we will have fun and exciting activities for everyone.


[Find a Camp](#)

**Summer Concert Series**

Thursday, June 12 to August 15, 6:00 to 8:00 p.m. Municipal Center Amphitheater

Join a summer of live music in the park. Cupertino's Summer Concert Series features a variety of live performances of local and national acts. Enjoy the music and the view of our beautiful downtown area.


[Concert Series](#)

**Disco at Dusk - International Night**

Thursday, June 16, 6:00 to 8:00 p.m. Cupertino Community Center

Join us for "Disco at Dusk - International Night" on Thursday, June 16. The event will feature live music, dancing, and a variety of international food and drinks. Join us for a night of fun and celebration.


[Register](#)


**Jollyman Park All-Inclusive Playground Ribbon Cutting**

Friday, June 18, 10 a.m. to 12 p.m. Jollyman Park


The City is proud to be the opening of the newly constructed All-Inclusive Playground at Jollyman Park. The playground is a wonderful space for children of all ages and abilities, providing recreation and social interaction for people of all ages and abilities.

[Learn More](#)

**CITY OF CUPERTINO**


**Cupertino Senior Center**


May Senior Center Newsletter

**Activity Calendar**

May

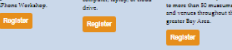
[See the May Activity Calendar](#)

**Resources**

**Caregiver Support Group**

Tuesday, May 21, 10 a.m. to 12:30 p.m.

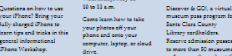
Join other families and family caregivers to learn about resources, share experiences and enjoy a social activity. Led by the Cupertino-Highway 105 Senior Center, a Santa Clara County resource center for seniors.

**iPhone Workshop**

Tuesday, May 21, 9:30 a.m. to 11:30 a.m.

Questions are fun to ask! Please bring your fully charged iPhone to learn tips and tricks on the general iPhone. This is a hands-on workshop.

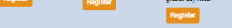
[Register](#)

**Photo Offloading Workshop**

Wednesday, May 22, 10 a.m. to 11 a.m.

Come learn how to take your photos and store them on your phone and share your experiences. Learn how to use your photos and share your experiences.


[Register](#)


**Discover & Go Workshop**


Wednesday, May 22, 10 a.m. to 11 a.m.

Discover & Go is a virtual museum program for the Cupertino Community Center. It is a virtual museum program for the Cupertino Community Center. It is a virtual museum program for the Cupertino Community Center.

[Register](#)

**CITY OF CUPERTINO**

**The Summer Recreation Schedule Has Arrived!**


**Parks & Recreation Summer Recreation Schedule**

The Summer Recreation Schedule has arrived, offering a variety of activities, classes, and programs for all ages. Whether you're looking to stay active, learn something new, or enjoy time with family and friends, there's something for everyone!

Important Dates


Recreation registration begins today, Tuesday, April 2. Recreation registration begins today, Tuesday, April 2. Recreation registration begins today, Tuesday, April 2.

[Explore the Summer Schedule](#)

**Cupertino Summer Camps**

Join your child's best summer starts here! From outdoor adventures to creative arts, sports, and more—Cupertino's Summer Camps have something for every explorer, dreamer, and adventurer.

[Find a Summer Camp](#)

**Summer Swim Lessons**

Cupertino Parks and Recreation summer swim lessons run from June 12 to August 1. Don't miss your chance to sign up for the Water Introduction, Private, and Semi-Private lessons at Redwood Park Pool.

[Explore Swim Lessons](#)

**CITY OF CUPERTINO**

**EARTH ARBOR DAY FESTIVAL**

Saturday, April 5, 11 a.m. to 3 p.m. Library Field, 10400 Torre Avenue

**Earth Arbor Day Festival**

Join us for the Earth Arbor Day Festival on Saturday, April 5, from 11 a.m. to 3 p.m. at Library Field. The festival will feature a variety of activities, including tree planting, educational booths, and live entertainment.

Volunteers Wanted


Volunteers help bring the community together to be for a better world. We need your help to make this a successful day for everyone.


[Sign up to volunteer today!](#)

Calling All Vendors


Whether you're a business or organization, we'd love to have you at the festival. Contact us to learn more about the opportunities available.

[Learn More](#)

**CITY OF CUPERTINO**

**BIG BUNNY 5K**

New Date! Saturday, March 8, 8 a.m. to 10 a.m. Cupertino Civic Center, 10350 Torre Avenue, Cupertino, CA

**Big Bunny 5K**

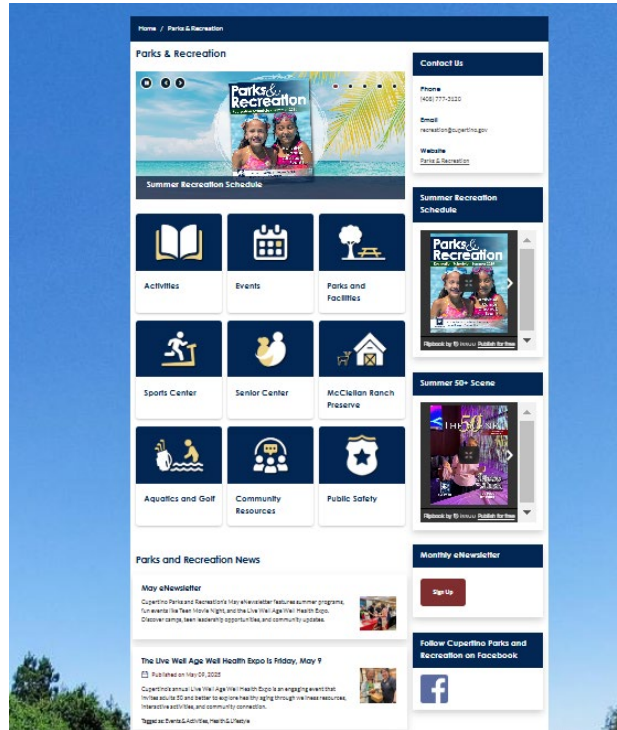
Join us for the Big Bunny 5K on Saturday, March 8, from 8 a.m. to 10 a.m. at the Cupertino Civic Center. The race will feature a variety of activities, including a fun run, a walk, and a bike ride.

5K 8:30 a.m. \$50K / \$55NR

Kids Fun Run 9:30 a.m. \$30K / \$35NR

[Register](#)

cupertino.gov/recreation



Repeat Customers



“ Happy customers become our most
potent marketing allies ”

Feedback



Communication Guidelines and Policies

Brand Guidelines



**CITY OF
CUPERTINO**

City Identity System at a Glance



City Seal

The Cupertino City seal should be used on all official documents, such as staff reports, memos, letterhead and press releases.



City Logo

The city logo should be a consistent mark throughout all marketing and outreach communications, serving as a cornerstone for recognition and branding.



Alternate Configuration



Reversed Logo

Use the reversed out white version of the logo on dark backgrounds.



Clear Space

The logo should always be surrounded by a minimum area of clear space (1x). This space isolates the logo from any competing graphic elements like other logos or body copy.



Minimum Size

To ensure legibility, the logo should never be smaller than 1 inch tall.

Typography

Cc

Century Gothic

Century Gothic should be used for:

- headlines
- subheadings
- shorter running text

Cc

Palatino Linotype

Palatino Linotype should be used for:

- body text (particularly longer continuing bodies of text)

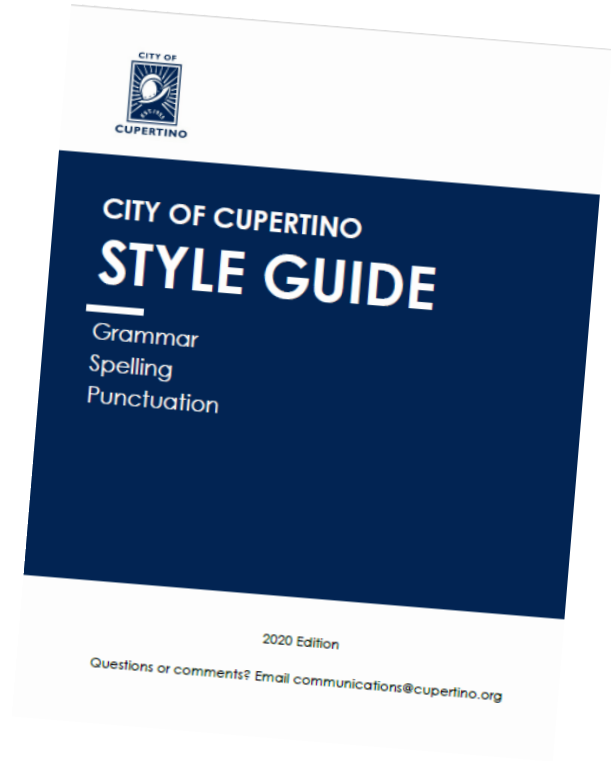
Color Palette

The primary color palette should be the dominant color used in a design. The secondary color palette should be used at a lower ratio than Cupertino Blue. The accent color palette may be used in conjunction with the primary and secondary color palettes as needed.

| | Primary | Secondary | Accent | | | | | |
|---------|-----------------|---------------|---------------|---------------|---------------|----------------|---------------|----------------|
| PANTONE | 655 C | 421 C | 7624 C | 657 C | 144 C | 2411 C | 7403 C | 424 C |
| CMYK | 100, 79, 12, 59 | 13, 8, 11, 26 | 0, 97, 87, 60 | 22, 4, 0, 0 | 0, 51, 100, 0 | 72, 2, 100, 76 | 1, 11, 58, 2 | 30, 20, 19, 58 |
| RGB | 0, 37, 84 | 178, 180, 178 | 128, 47, 45 | 200, 216, 235 | 237, 139, 0 | 28, 64, 32 | 238, 212, 132 | 112, 115, 114 |
| HEX | #002554 | #82B482 | #802F2D | #C8D6E8 | #ED8800 | #1C4220 | #EED484 | #707372 |

City Style Guide

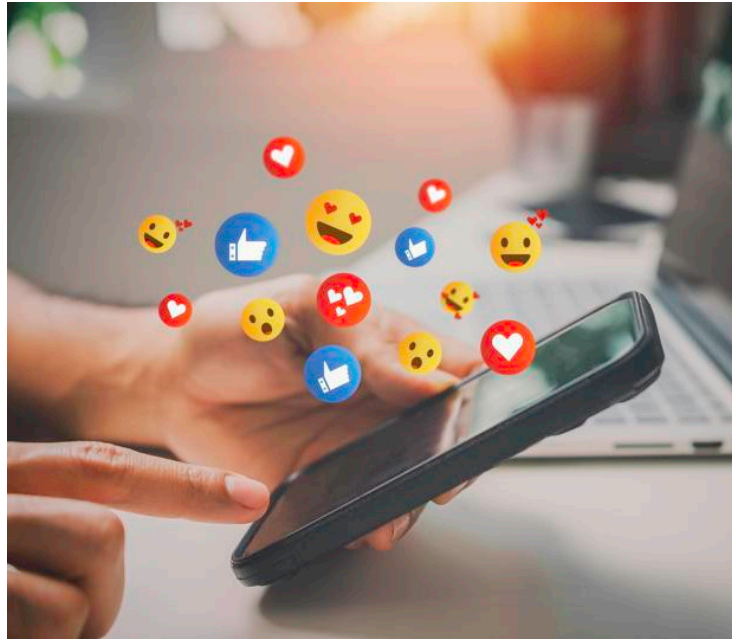
- Grammar
- Punctuation
- Spelling
- Gives the City one voice



When should you use these guidelines?



Social Media Policy



City of Cupertino Social Media Platforms

- Instagram
- Facebook
- X
- Youtube
- Nextdoor
- Yelp



Parks and Recreation Department Marketing and Communications

Thank you



CUPERTINO

Teen Commission Meeting
October 8, 2025
Presentations

Item #3
Cybersecurity

Commission Presentation

Cybersecurity Awareness 2025



CUPERTINO

Agenda

- Importance of good Cyber Hygiene
- Stats from FBI and FTC
- Common Scams
- Tips
- City Event
- Questions

Cyber Hygiene

- Strong passwords, 12+ characters, use passphrases
- Set up MFA/2FA on your accounts
- Keep your devices up to date, including IoT (Internet of Things): smart fridges, doorbells, security cameras, phones, tables, computers, routers, etc.
- Look out for phishing emails and scams
- Keep antivirus and anti-malware software updates
- Install software only from trusted sites

2024 Crime Types

10

FEDERAL BUREAU OF INVESTIGATION

2024 CRIME TYPES *continued*

| BY COMPLAINT LOSS | | | |
|---------------------------|-----------------|-------------------------------------|---------------|
| Crime Type | Loss | Crime Type | Loss |
| Investment | \$6,570,639,864 | Extortion | \$143,185,736 |
| Business Email Compromise | \$2,770,151,146 | Lottery/Sweepstakes/ Inheritance | \$102,212,250 |
| Tech Support | \$1,464,755,976 | Advanced Fee | \$102,074,512 |
| Personal Data Breach | \$1,453,296,303 | Phishing/Spoofing | \$70,013,036 |
| Non-Payment/Non-Delivery | \$785,436,888 | SIM Swap | \$25,983,946 |
| Confidence/Romance | \$672,009,052 | Overpayment | \$21,452,521 |
| Government Impersonation | \$405,624,084 | Ransomware * | \$12,473,156 |
| Data Breach | \$364,855,818 | Harassment/Stalking | \$10,611,223 |
| Other | \$280,278,325 | Botnet | \$8,860,202 |
| Employment | \$264,223,271 | IPR/Copyright and Counterfeit | \$8,715,512 |
| Credit Card/Check Fraud | \$199,889,841 | Threats of Violence | \$1,842,186 |
| Identity Theft | \$174,354,745 | Malware | \$1,365,945 |
| Real Estate | \$173,586,820 | Crimes Against Children | \$519,424 |
| Descriptor** | | | |
| Cryptocurrency | \$9,322,335,911 | | |

Source: FBI IC3 2024 report (Internet Crime Complaint Center)

Stats



SOURCE: FTC.GOV

Common Scams

Fake jobs

- Interviews via text or WhatsApp
- Requiring you to buy computer equipment from a website
- Asking you for bank details upfront or to pay a fee
- Offer sounds too good to be true

Real companies don't interview via text message



Overpayment scam

- When selling an item online, the buyer overpays via a stolen check, cash app or wire transfer and asks you send a refund for the excess amount

Don't send money back, let the bank or app handle it



Common Scams

Wrong Number

- Someone sends what seems to be a harmless message to you
- Tries to strike up a conversation and build a relationship
- Typically ends up being an investment fraud with crypto

Do not respond to these texts



Blackmail email

- E-mail claims to have installed a malware on your computer and has compromising videos of you
- Demands payment or they will release it to your friends/family

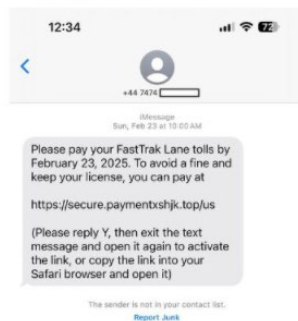
Ignore these emails and block



Text Scams

HAVE YOU SEEN THESE TEXTS?

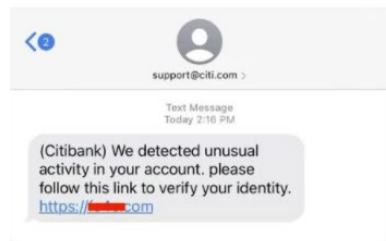
TOLL SCAM



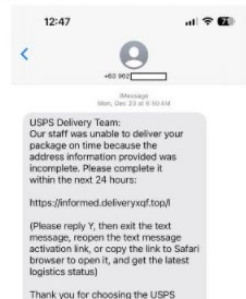
WRONG NUMBER



FAKE FRAUD ALERT



FAKE DELIVERY



Romance Scams

**'BRAD PITT' SCAMMED
VICTIM OUT OF
800,000 EUROS**



Top signs of a scam:

- Webcam is broken, can't video chat
- Makes plans to meet up in person but then cancels last minute
- Claims to need money for emergencies/hospital bills/travel
- Isolates you from friends/family
- Questionable pictures: AI or photoshop

Top tips on what you can do today

1. If your online account has an option to set up 2FA/MFA, do it! Don't wait until a data breach.
2. Stop sharing passwords (Netflix, Hulu, etc.)
3. If something sounds too good to be true, it's probably a scam. Never trust, always verify.
4. Limit what information you post on social media.
5. Be educated on all the common scams, follow r/Scams, research YouTube, follow security blogs.
6. Help educate your parents, grandparents, and family members.
7. If any of your passwords are too simple, change them today.

Cybersecurity Event – 10/9 Thursday 6 pm



CITY OF
CUPERTINO

CYBERSECURITY PUBLIC AWARENESS EVENT

Anyone can fall victim to cybercrimes. Join the City's panel presentation where cybersecurity experts will inform and educate you to avoid becoming a victim. After the presentation, attendees can ask questions during the Q&A. Due to the importance of this topic, this presentation will be recorded and made available on the City's website. Learn more at cupertino.gov/cybersecurityevent

CYBERSECURITY PANEL



BALARAM DONTI
Panel Moderator
TICC Commissioner



RAMESH GUPTA
CEO & Co-founder of
Identra.ai



DON HESTER
Cybersecurity Advisor, CISA,
Dept. of Homeland Security



ILAIY ELANGOVAN
Head of Cyber Security
Development at Visa



PRAVATI LALL
CEO & Founder of
SmartHeritance



TRUPTI SHIRALKAR
Advisory Board Member
Backlash Security

EVENT INFORMATION



Thursday, October 9



6 - 8 P.M.



Cupertino Community Hall,
10350 Torre Avenue



THIS EVENT IS PRESENTED BY THE CITY OF CUPERTINO'S
TECHNOLOGY, INFORMATION, AND COMMUNICATIONS COMMISSION.

Questions?

