

ATTACHMENT A



Mayor Chao Top 10 City Work Program Project List

Please use this form to add items from Attachment B or propose new items and select the appropriate Council Goal. Please indicate on pg. 2 the items that you wish to remove from Attachment B.
Please return the form by email to TinaK@Cupertino.gov by noon on February 10, 2025.

	Project Title	Description	Goal
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	Public Engagement & Transparency
			Transportation
			Housing
			✓ Sustainability & Fiscal Strategy
			✓ 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%)	Public Engagement & Transparency
			Transportation
			Housing
			✓ Sustainability & Fiscal Strategy
			Quality of Life
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 Engagement & Transparency
			Transportation
			Housing
			✓ Sustainability & Fiscal Strategy
			✓ Quality of Life
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.	Public Engagement & Transparency
			✓ Transportation
			Housing
			Sustainability & Fiscal Strategy
			✓ Quality of Life
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.	Public Engagement & Transparency
			Transportation
			✓ Housing
			✓ Sustainability & Fiscal Strategy
			✓ Quality of Life
6.	Financial, Investment, and Cashflow Policy Review	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.	Public Engagement & Transparency
			Transportation
			Housing
			Sustainability & Fiscal Strategy
			✓ Quality of Life
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	✓ Public Engagement & Transparency
			Transportation
			Housing
			✓ Sustainability & Fiscal Strategy
			Quality of Life
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 concessions/waivers of existing standards, such as parking reduction, building height, setback, retail space reduction, and/or impact fees. - For city-wide general plan amendment, such as multiple sites for the Housing Element, consider comparable notification methods as single sites, rather than only through the newspaper, which has been insufficient	✓ Public Engagement & Transparency
			Transportation
			✓ Housing
			Sustainability & Fiscal Strategy
			Quality of Life
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.	✓ Public Engagement & Transparency
			Transportation
			Housing
			Sustainability & Fiscal Strategy
			✓ Quality of Life
10.	Transparency for Commission Meetings	Restore Hybrid Commission Meetings with both virtual and in-person public comments - with minimal staff support. Include presentations, design docs in the agenda packet so that attendees who missed the meeting have access to them, such as the design docs for bike path projects.	✓ Public Engagement & Transparency
			Transportation
			Housing
			Sustainability & Fiscal Strategy
			Quality of Life

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- Recycled Water Feasibility Study



Councilmember Fruen Top 10 City Work Program Project List

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Project Title	Description	Goal				
		Public Engagement & Transparency	Transportation	Housing	Sustainability & Fiscal Strategy	Quality of Life
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.					
		✓				
		✓				
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.					
		✓				
		✓				
3. Active Transportation Plan	Continue the existing CWP item.	✓				
		✓				
		✓				
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.	✓				
		✓				
5. Commercial Diversification Plan	Develop a plan and implementation strategy to diversify the range and types of medium-sized businesses operating in the city.					
		✓				
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.					
		✓				
		✓				
7. Heart of the City Specific Plan Update	Revise the Heart of the City Specific Plan and relevant neighboring planning areas to focus residential growth on major corridors to better support commercial activity, and an increased tax base as well as the creation of "third spaces" for community building, while bringing homes, amenities, and jobs closer together to reduce vehicle miles traveled and improve the attractiveness of active transportation options.	✓				
		✓				
		✓				
		✓				
		✓				
8. Bicycle Facilities	Continue existing CWP item.					
		✓				
		✓				
9. Independence Day Celebration Enhancement	Identify and pursue low-hazard alternatives to the traditional fireworks presentation if no safe venue for traditional fireworks in Cupertino can be found.					
		✓				
10.						

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Attachment B Item Nos. 11 and 12 could be consolidated into Proposed Item No. 1 above (Urban Forest 10-Year Plan).

See also 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.



Councilmember Mohan Top 10 City Work Program Project List

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	Project Title	Description	Goal
1.	Business Revitalization	Explore options to support small businesses, fill empty storefronts, and encourage entry of new forms of retail to promote revitalization	Public Engagement & Transparency
			Transportation
			Housing
			✓ Sustainability & Fiscal Strategy
			✓ Quality of Life
2.	Expedite and/or streamline building permit and inspection permit processes	Remove gridlock in construction, repairs and remodeling by streamlining permitting process. When processes get cumbersome, they get circumvented. Delays impact property tax and permitting fees revenues	Public Engagement & Transparency
			Transportation
			Housing
			✓ Sustainability & Fiscal Strategy
			Quality of Life
3.	City Hall Seismic Safety Issues	Determine cost and feasibility options to deal with City Hall seismic safety: pros and cons of retrofit, remodel, lease temporary facility, purchase a new building. Include plans for Stocklmeir and Torre.	Public Engagement & Transparency
			Transportation
			Housing
			✓ Sustainability & Fiscal Strategy
			Quality of Life
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 the city	Public Engagement & Transparency
			Transportation
			Housing
			Sustainability & Fiscal Strategy
			✓ 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. Minimal City involvement.	✓ Public Engagement & Transparency
			Transportation
			Housing
			Sustainability & Fiscal Strategy
			Quality of Life
6.	Update City's Impact fees	Update governing policies and guidelines for all impact fees.	✓ Public Engagement & Transparency
			Transportation
			Housing
			Sustainability & Fiscal Strategy
			Quality of Life
7.	General Plan Community Meetings	Consider community meetings for any development or project that requires a GP amendment.	✓ Public Engagement & Transparency
			Transportation
			Housing
			Sustainability & Fiscal Strategy
			Quality of Life
8.	Blackberry Farms Pool and Picnic Area - Open all year	Eliminate the 100 day restricted operation of BB Farms picnic area facilities and swimming pool - and open all year. Current restrictions deprive city of fee revenues, and deprive public access to public facilities.	Public Engagement & Transparency
			Transportation
			Housing
			Sustainability & Fiscal Strategy
			✓ Quality of Life
9.	Lehigh Quarry	Continue to monitor quarry activities and present bi-annual updates to Council. Continued collaboration with County and neighboring cities is recommended.	✓ Public Engagement & Transparency
			Transportation
			Housing
			Sustainability & Fiscal Strategy
			Quality of Life
10.	Ad Hoc Senior Commission	Establish an ad-hoc senior commission/ committee/working group to create channels of communication between the senior population, senior center, senior living facilities - and address concerns re: housing, transportation, medical facilities.	Public Engagement & Transparency
			Transportation
			Housing
			Sustainability & Fiscal Strategy
			✓ Quality of Life

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Recommended for Removal

1. City Treasurer review
2. Investment Policy
3. General Plan notifications - from 300 to 500 feet
4. Public Engagement Strategy
5. Art in Public Places



Vice Mayor Moore Top 10 City Work Program Project List

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	Project Title	Description	Goal
1.	Work Program Process	Review Work Program History, budget considerations and timing, key takeaways, best practices, mission and vision, goal categories, staff suggestions for process improvement and workload management. Include CIP projects which are in process and their costs.	✓ Public Engagement & Transparency
			Transportation
			Housing
			✓ Sustainability & Fiscal Strategy
			Quality of Life
2.	Unhoused Policies	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.	✓ Public Engagement & Transparency
			Transportation
			✓ Housing
			✓ Sustainability & Fiscal Strategy
			✓ Quality of Life
3.	City Properties: Planning for optimal use	Revisit City Hall/Torre Annex Planning RE Seismic/EOC. Future planning strategies for Stockmeir house/garages, Blech House, Blue Pheasant. Goal of judicial use of city-owned properties. Investigate potential purchase of CUSD Finch/Phil property.	✓ Public Engagement & Transparency
			Transportation
			Housing
			✓ Sustainability & Fiscal Strategy
			✓ Quality of Life
4.	Bus Stop Inventory	Inventory city bus stops and coordinate with VTA for improvements to seating, shading, and security	Public Engagement & Transparency
			✓ Transportation
			Housing
			Sustainability & Fiscal Strategy
			✓ Quality of Life
5.	SV Hopper Feasibility	Determine a future funding source for this grant-funded program. Provide two ridership and financial updates per year.	Public Engagement & Transparency
			✓ Transportation
			Housing
			✓ Sustainability & Fiscal Strategy
			✓ Quality of Life
6.	Tree Planting	Increase tree canopy on city-owned properties with climate appropriate, preferably suitably CA native trees with volunteer tree-planting opportunities as feasible.	✓ Public Engagement & Transparency
			Transportation
			Housing
			✓ Sustainability & Fiscal Strategy
			✓ Quality of Life
7.	Night time safety awareness	Coordinate public education and potential (private and/or public) grants for night time safety for bikes/peds/pets (Fall Bike Fest, SR2S, festivals)	✓ Public Engagement & Transparency
			✓ Transportation
			Housing
			Sustainability & Fiscal Strategy
			✓ Quality of Life
8.	Water Conservation Policies	Reduce irrigation while increasing pollinator supporting vegetation (turf conversion). Optimize irrigation systems including CUSD use agreement sites.	✓ Public Engagement & Transparency
			Transportation
			Housing
			✓ Sustainability & Fiscal Strategy
			Quality of Life
9.	Environmental Hazards	Add Geotracker and DTSC sites to the GIS mapping layers in the city to improve public awareness.	✓ Public Engagement & Transparency
			Transportation
			Housing
			Sustainability & Fiscal Strategy
			✓ Quality of Life
10.	Impact Fees	Evaluate and realign impact fees.	Public Engagement & Transparency
			Transportation
			Housing
			✓ Sustainability & Fiscal Strategy
			Quality of Life

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- Recycled Water Feasibility Study Develop Recycled Water Feasibility Study. Include Blackberry Farm focus and extension of recycled water from SCVWD.
- Heart of the City (HOC) Specific Plan update
 - o 1. Build on Housing Element goals to facilitate housing production in transit-oriented locations
 - o 2. Tailor permissible uses to revitalize local public-facing commercial uses (retail/restaurant/entertainment/professional office, etc.)

ATTACHMENT A

Councilmember Wang Top 10 Submission Form

#	Name	Description	Department	Category	Goal	Status	Start	Finish	%Complete	Milestone in Progress	FY
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	Ensure readiness and playbook during emergencies	Proposed					FY25
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	Develop tax base and drive revenues	Proposed					FY25
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	Sustainability and Fiscal Strategy	Develop tax base and drive revenues	Proposed					FY25
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 upgrades	Community Development	Quality of Life	Reduce costs and time for SFH remodels and development	Proposed					FY25
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	Reduce transit times for residents and improve safety	Proposed					FY25
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	Quality of Life	Ensure timely construction and cost effective implementation	Proposed					FY25
7	City Hall Retrofit and EOC Readiness Plan	Implement the previously approved 2022 Council plan with EOC migration	Public Works	Sustainability and Fiscal Strategy	Protect city employees and ensure emergency readiness	Proposed					FY25
8	Public Safety - Block Leader and Neighborhood Watch		City Manager's Office	Quality of Life	Reduce crime	In Progress	7/1/2022	6/30/2025	95	Execution Phase	FY25
9	License Plate Readers		City Manager's Office	Quality of Life		In Progress	7/1/2022	6/30/2025	77	Procurement	FY24
10	5G Ordinance		Public Works	Quality of Life		In Progress	7/1/2022	4/30/2025	88	Planning Phase	FY23