CC 2/2/19

1. Park Master Plan Completion (RCS/PW)
   Take Community, Commissions, and City Council feedback, conduct CEQA review, and bring plan back for adoption.

2. Review General Plan/Zoning Ordinance (CDD)
   Update with Objective Standards as necessary in Vallco and Heart of the City Specific Plans, the North De Anza, South De Anza, South Sunnyvale Saratoga and Monta Vista Conceptual Plans, and in the residential, commercial, and industrial zones of the zoning ordinance.

3. Commissions and Committees (Mergers? New?) (City Clerk and Liaison Departments)
   There has been some discussions regarding new commissions, such as for Traffic and Transit, and making other committees more robust, such as with the Legislative Action Committee.

4. Community Engagement (Public Affairs)
   Work with Block Leaders, Neighborhood Watch, and neighborhood associations and groups to be neighborhood representatives and stakeholders in city relations. Increase membership and engagement to attain these goals.

5. City webpages for high profile projects or issues (Public Affairs)
   Ensure that information is present in a thorough, fact-based, and a timely & consistent format that allows residents to receive project or issue updates automatically.

6. Develop funding strategy for implementation of major projects identified as priorities in completed master plans (Admin Services)
   Review options for funding major projects such as those included in the Civic Center Master Plan, the Citywide Parks and Recreation System Master Plan, or the Service Center Master Plan.

7. Modernize Business Tax and Analyze potential revenue measures – Chao (Admin Services)
   Review opportunities for gross receipt tax, head tax, or development in lieu fees for building and infrastructure

8. Assess current athletic use policy, scheduling process and fees schedule (RCS)
   Review field use policy, including Sunday reservation feasibility, outreach process, scheduling, and program costs and fees.

9. Teen Engagement (CMO)
   Expand Teen Commission or develop subcommittees or task forces with support and leadership from community volunteers, perhaps senior citizens. Topics could include teen mental health or apprenticeship and internship programs.

10. Mental Health Initiative for all ages (Chao) (CMO)

    Provide programs and events to focus on mental health for teens, seniors and people in between.

11. Implement Zonar – 3 Dimensional Zoning Modeling (IT/CDD, Planning)

    Provide software and training to allow for the three dimensional modeling of zoning and design characteristics such as setbacks and building planes.

12. Develop Cupertino Marketing Program (Public Affairs)

    Provide consistent and broad marketing of City programs to increase resident engagement and Cupertino branding. Public Relations Campaigns to enhance Cupertino image for residents and region.

13. Councilmember Webpages and Outreach (IT/Public Affairs)

    Provide updated and consistent webpages to provide committee assignments and calendars. Explore ideas such as meet Councilmember at parks, walk with a Councilmember

14. Green Building Code Local Amendments (CDD, Building)

    Direct staff to look into the possible adoption of Green Building Codes more stringent than State standard Title 24.

15. Participate in Regional Electrification Building Reach Code Effort (CDD)

    Direct staff to actively participate in the regional effort to examine building electrification reach codes along with other cities in Silicon Valley Clean Energy and Peninsula Clean Energy (San Mateo County).

16. Climate Adaptation Plan (CMO, Sustainability)

    Direct staff to create a "Resilient Cupertino Plan" that incorporates the vulnerability/hazards assessments with an action plan, taking into consideration future climate projections related to the hazards within the City (wildfire, drought, earthquake, flooding etc.).

17. Climate Action Plan 2.0 (CMO, Sustainability)

    Direct staff to begin planning for what is next beyond the current scope and timeframe of the existing CAP.

18. Proactive Legislative Support – (CMO)

    Conduct Request for Qualifications and enter into agreement with legislative lobbying firm to proactively provide Council with analysis and lobbying support. Work with West Valley cities to potentially share lobbyist contract services. Work with regional and state organizations to promote local control.

19. Public Safety Support – Chao (CMO)

Provide recommendations to residents and businesses on video camera surveillance, review current city surveillance video cameras. Also review providing references or recommendations on other anti-crime best practice.

20. Traffic Calming and Enforcement – Scharf (PW)
    Installation of traffic calming infrastructure, especially around schools. More red light running and intersection blocking enforcement.

21. Establish Code of Ethics – (CMO)
    Work with commissions to replace the Code of Ethics that were rescinded in January, 2019.

22. Engage with Philanthropic Organizations to find a way to build ELI housing units for Developmentally Disabled. – Scharf (CDD)

23. Engage with HFH to build ownership housing at 10301 Byrne Avenue – Scharf (CDD)
    Look at possibility of building 608 townhomes, 100% for-sale, 100% affordable.

24. Event Support – Scharf (CMO)
    Budget funds to support Cupertino Tournament of Bands, specifically having the City bear the cost of sheriff's deputies that is now paid for by the event.

25. Work with nearby similar cities to analyze financial impacts of CASA Compact – Sinks (Admin)

26. Review policies on relationships with Council, Commissioners, and staff with various local non-profit organizations – Chao (CMO)
    Policy should include process for approving meeting room space and other City resources.

27. Develop Resident Advisor Program – Willey (CMO)
    Each councilmember appoint steering committee member who construct scope of Resident Advisors, and then city-wide postcard goes out soliciting interest. 9 members selected randomly by zone and serve for a year.

28. Council additions to straw man list