

CC 03-01-2023

#1

Council Goals

FY 2023-2025

Presentation

City of Cupertino City Council Priority Setting and Work Program Workshop

March 1, 2023

4:00 p.m. to 8:00 p.m.
Cupertino Community Hall

Dave Sykes | Facilitator
Mary Locey | Recorder



Management
Partners



Welcome from Mayor Hung Wei



Mayor
Hung Wei



Vice Mayor
Sheila Mohan



Councilmember
Liang Chao



Councilmember
J.R. Fruen



Councilmember
Kitty Moore

Public Comments



Comments from City Manager Pamela Wu



Important for staff to understand the Council's priorities as a body

Creates the best opportunity for success in achieving results and fostering a productive work environment

Today's Objectives



Celebrate recent accomplishments



Establish Council priorities for FYs 2023-25



Strengthen teamwork among Council and with staff



Today's Agenda



Set the context for priority setting



Review the five overarching goals and workplan



Celebrate accomplishments



Discuss and reach consensus on Council priorities



Discuss staying on course with priorities



Wrap up and next steps

Ground Rules



Assume good intent



Listen to understand

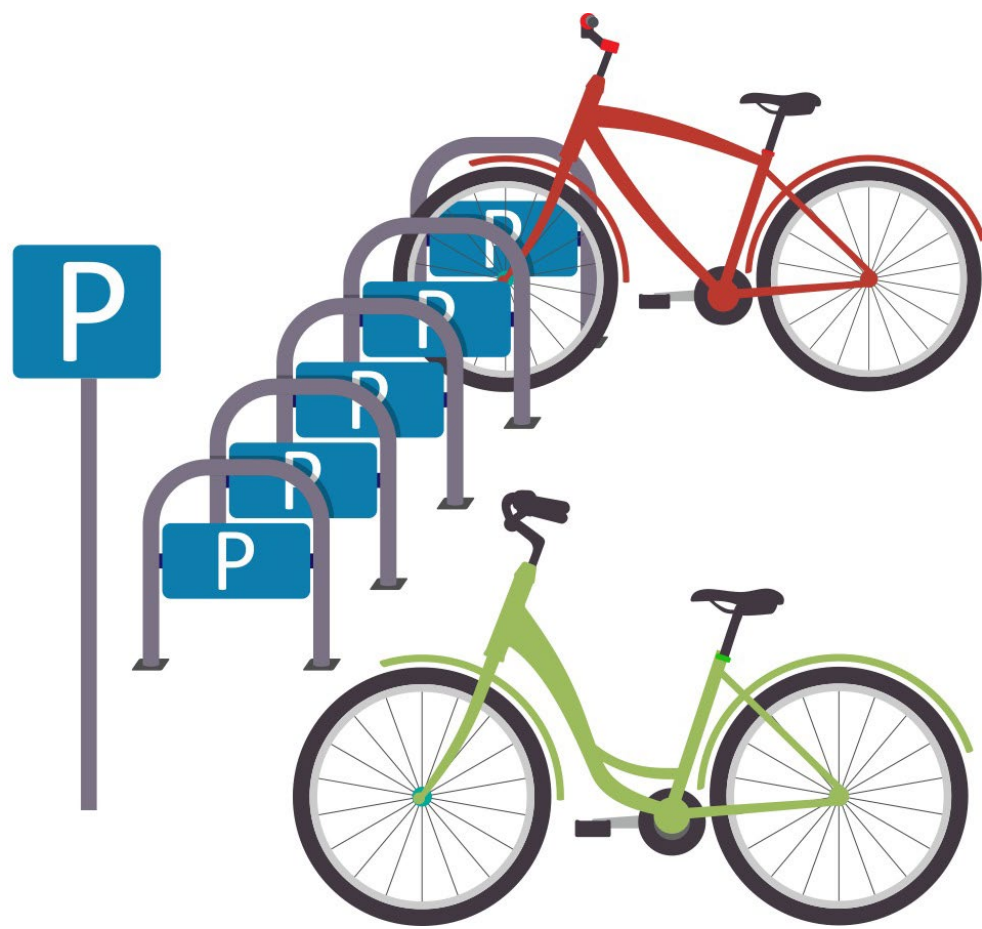


Seek consensus



Focus on creating a positive path for all

Bike Rack



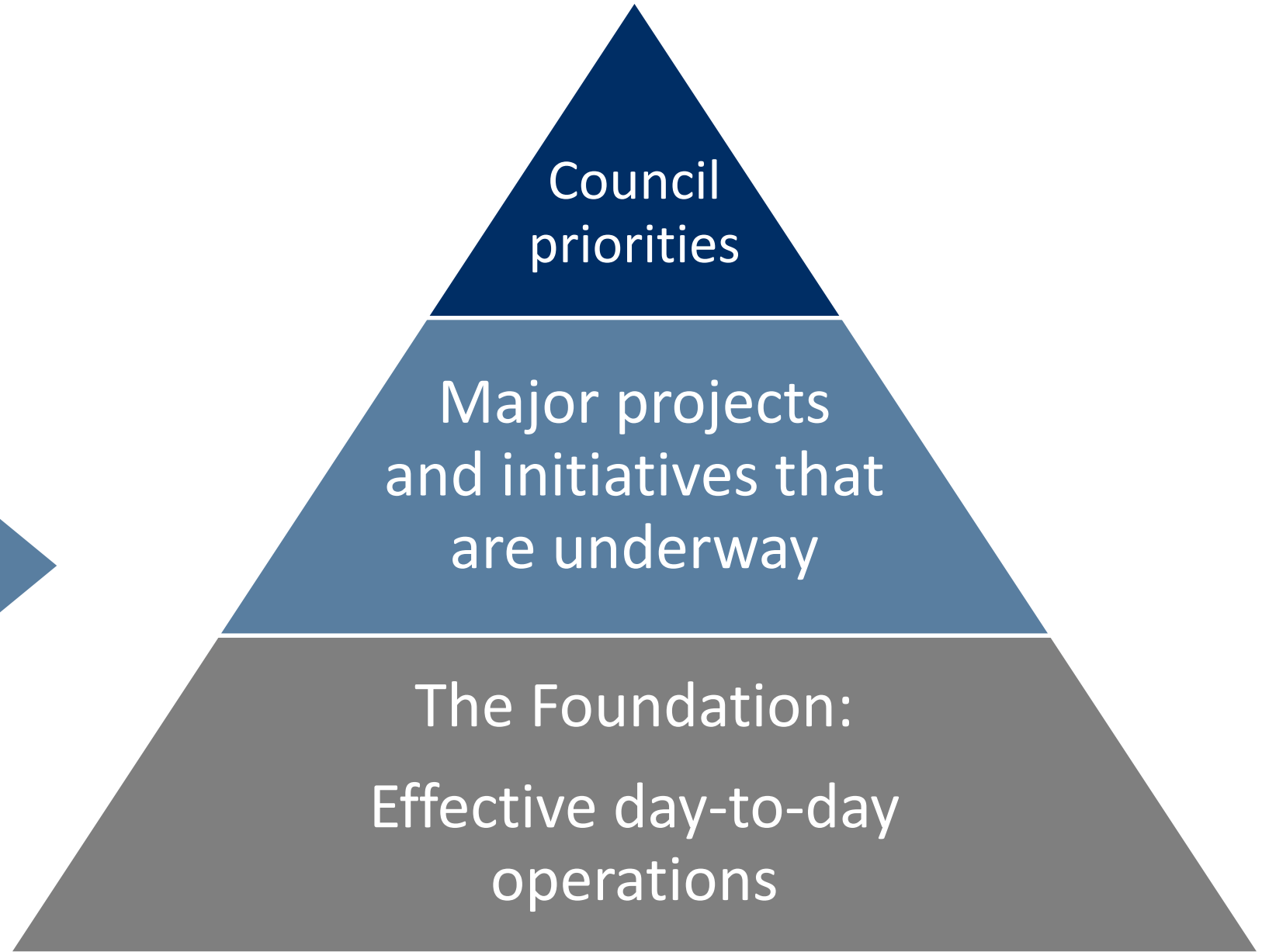
Time
Management Tool

Items to discuss
at a later time

Mission Statement

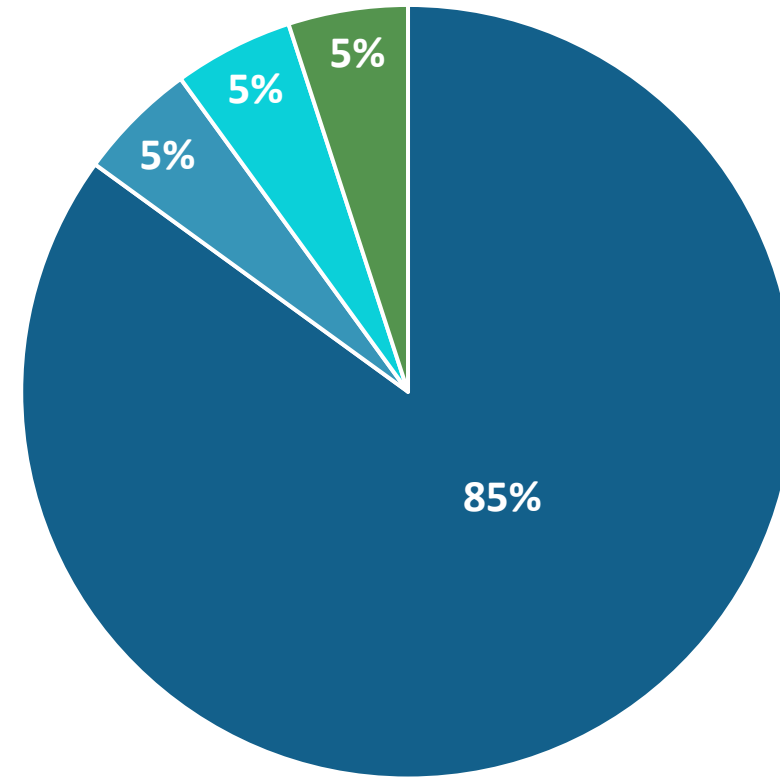
The mission of the City of Cupertino is to **provide exceptional service**, encourage all members of the community to **take responsibility for one another**, and support the values of **education, innovation and collaboration.**

Context for Priorities



How Management Staff Allocate Their Time

Management Staff's Time

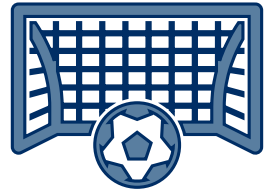


- Day-to-day management of municipal services
- Unforeseen challenges
- New initiatives
- Strategic improvements and training

Priority Setting Discussion



- Review and celebrate **accomplishments**
- **Discuss** the workplan and five overarching goals
- **Discuss** priorities
- **Rank** top priority items for the year
- **Consensus** about the outcome
- Next steps
 - Staff to develop **work plan** and **align the budget** to accomplish the priorities



Priority Setting

We can't do everything



But we can do some things very well

Successful City Governments

- ✓ Respect the **ongoing work** of City departments since the **day-to-day operations** must be well managed and take time
- ✓ Have a **collaborative, trusting relationship** between the City Council and staff
- ✓ Set a **few focused priorities** and have a work plan to achieve those

Work Program Items Near Completion in FY 2022-23

- 5G Ordinance
- Artwork at the Library
 - Exhibits, Poetry, and Art Day
- Bicycle Facilities
- Cupertino Store Implementation
- Cybersecurity Public Education
- Dogs Off Leash Area (DOLA) Pilot Program
- Homeless Jobs Program
- Intergenerational Engagement
- Senior Strategy
- Shuttle Bus Pilot Program



Existing City Work Program



City Work Program Second Quarter FY 22-23

Project Status

All

Project Department

All

Commission / Committee

All

Project Category

All

FY

All

Projects

45

Allocated Budget

\$19.27M

Budget Expended / Encumbered

\$2.49M

Budget Remaining

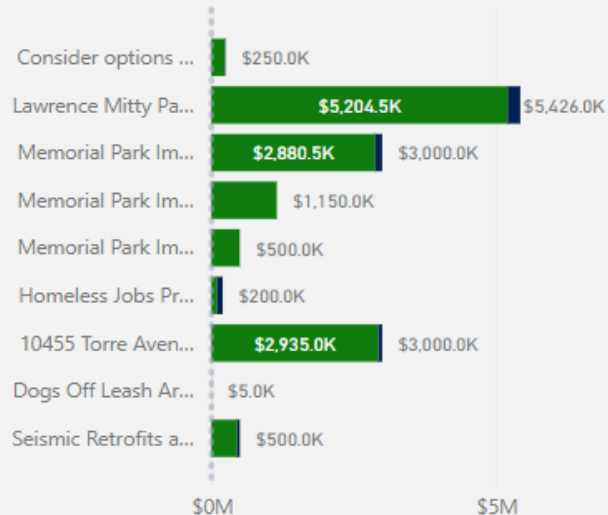
\$16.78M

Budget Estimated

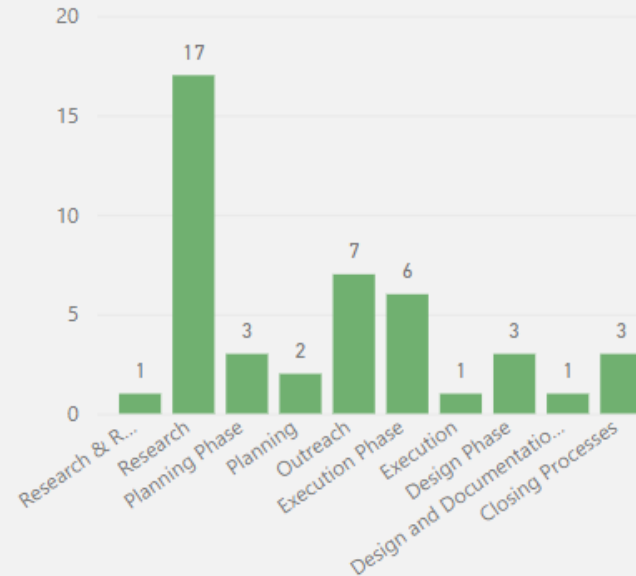
\$19.42M

Budget Remaining by Project

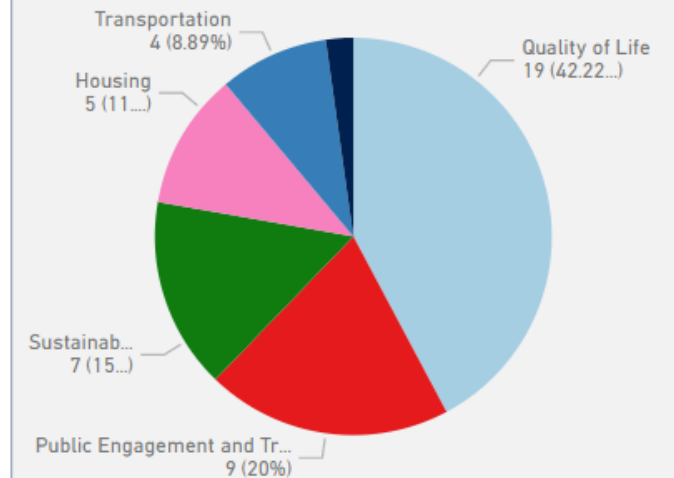
● Budget Remaining ● Budget Expended



#Projects by Progress



#Projects by Project Category



Definition of the Work Program

- Establishes Council's priorities for the next two fiscal years (FY 2023-24 and FY 2024-25)
- Provides guidance on high-priority efforts that the Council would like to be undertaken
- Establishes priorities in a collaborative manner,
- Items take significant staff effort and one or even two years to complete
 - Generally, 90% of staff time is dedicated to normal operations and serving the community
- Weighs Work Program items with workload to see meaningful results over the two-year timeframe
- Does not include elements of other programs

How Do Other Plans Factor In?

General
Plan

Climate Action
Plan

Housing
Element

Parks Master
Plan

Bicycle Master Plan
and Pedestrian
Master Plan

Others

Five Overarching Goals

Established
February 2020

Public
Engagement and
Transparency

Transportation

Housing

Sustainability
and Fiscal
Strategy

Quality of Life

Discussion of Workplan

- Existing Work Program consists of 45 items
- Staff proposed refinements to the Work Program
 - Remove completed items or items contained in the CIP, and items that fall under day-to-day operations
 - Result is 19 items
- Each Councilmember was invited to indicate their top five items for the next two fiscal years
 - Could be from the list of 19 or new items
- Result is 22 potential priorities for discussion; to be narrowed to a smaller, more feasible set through rank voting

Potential Priorities for Discussion

Council Goal	Projects Selected by Councilmembers
Public Engagement and Transparency	<ul style="list-style-type: none"> • City Policy Review, all policies • Commission Governance Reform Package • Council Governance Reform Package • Senior (2) and Youth Engagement • The Rise, construction related engagement with stakeholders
Transportation	<ul style="list-style-type: none"> • New Bicycle-Pedestrian Plan • Vision Zero (3)
Housing	<ul style="list-style-type: none"> • Homelessness Jobs Project and Transitional Housing • Preserve Existing and Develop New BMR/ELI Housing • RHNA Related General Plan Update and Rezoning
Sustainability and Fiscal Strategy	<ul style="list-style-type: none"> • Analyze Potential Revenue Resources • Budget Audit • Fiscal Procedures and Policies Handbook • Study Session on City-Owned Properties (2)
Quality of Life	<ul style="list-style-type: none"> • Dog Off-Leash Area Programs • Infrastructure Assessment • Public Safety in Residential and Commercial Areas • Privacy Screening and Balconies Code • Revise and Update Heart of the City Special Area • Student Internship Program • Support the Unhoused

Rank Voting to Prioritize Work Program

Objective is to create a set of priorities that are



Achievable



Aligned with existing
work plans

Dinner Break



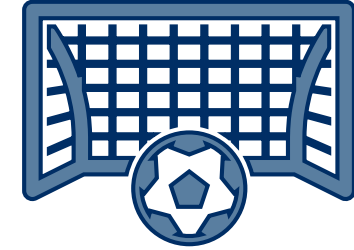
Priorities Ranking Results

- *Results to be tabulated during workshop break and inserted here*

Staying on Track with Priorities



Regular progress reporting



Hold off new Council initiatives until next goal setting cycle

Best Practice Criteria for Adding Initiatives and Projects Mid-Cycle

Emergency
(natural disaster, pandemic, civil unrest)

New outside funding
opportunity that is time sensitive

New multi-agency opportunity that cannot be delayed

Community safety issue that must be addressed in near term

Changes in **laws or mandates**

Otherwise wait until next priority-setting process

- What **comes off** the plate if something goes on?
- What are the **consequences** of shifting direction mid-cycle?

Commitments from Staff



Align **programs, projects and activities** to further Council priorities consistent with budget, staffing, and workloads



Build Council direction into **budget and work plans**



Report on **progress** periodically

Wrap Up and Next Steps

Facilitators will
prepare a
**workshop
report**

City Manager
will return to
Council for
adoption of the
Work Program

City Manager
and staff will
**operationalize
the priorities**

Closing
comments



Thank you!

Dave Sykes | Facilitator
Mary Locey | Recorder