

PRC Meeting
January 7, 2021
Presentations

Item #1
Presentation on Holiday Programs

Update on Holiday Programs

January 7, 2021



**CITY OF
CUPERTINO**

1

Shine Bright Cupertino

Driving tour of
holiday lights in the
Cupertino
Community



2

Season's Greetings

Cupertino Senior Center worked with local youth and Starbucks to write and mail holiday cards



3

Deck the Doors

Holiday door decorating contest with 14 entries



First

Second

Third

4

Holidays in Hawai'i

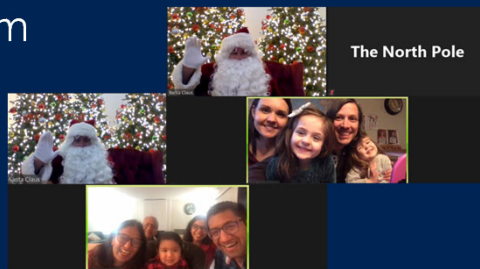
The Senior
Center's Lei Nani
Hula dancers
and Pilo
Ho'okani band



5

Zoom with Santa

Santa was able to
visit homes live from
the North Pole via
Zoom



6

The Santa Stop

Santa joined us outside Quinlan for a drive-through, safely greeting the community



PRC Meeting
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Item #3
Project Evaluation Criteria and Process

Project Evaluation Criteria and Process

January 7, 2021



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Agenda

- Overview and Examples
- Suggested Topics
- Recommended Action
- Questions and Discussion

2



Overview and Examples

- Lack of standardization
 - Community Grant Funding Evaluations
 - Park Amenity Improvements Evaluations
- Different methods used to submit data
- Data submitted in different formats
- Data submitted after set deadlines


3



Suggested Topics

- Establishing due dates
- Methods for submitting evaluations
- Transparency of submitting data
- Guidelines for extensions

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Suggested Topic

Establishing due dates

- Considering staff time needed to process the data received
- Deadline to be within regular work hours
- Confirmation of receipt of evaluation

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Suggested Topic

Methods for submitting evaluations

- Email
- Shared Folder
- Brown Act
- Commissioner Handbook
- Technology Use Policy

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Community Funding Evaluations

- New Application
- Commissioners will submit evaluations through an application portal
- Exception to other methods for submitting evaluations

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Suggested Topics

Transparency of submitting data

- Time stamp data submitted
- Publishing data in commission agenda as an attachment

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Suggested Topics

Guidelines for extensions

- Will extensions be allowed
- Who will grant them
(Director/Chair/Commission)
- How will extensions be communicated
(via email or in public meeting)
- Qualifications for an extension
(Emergency situations)

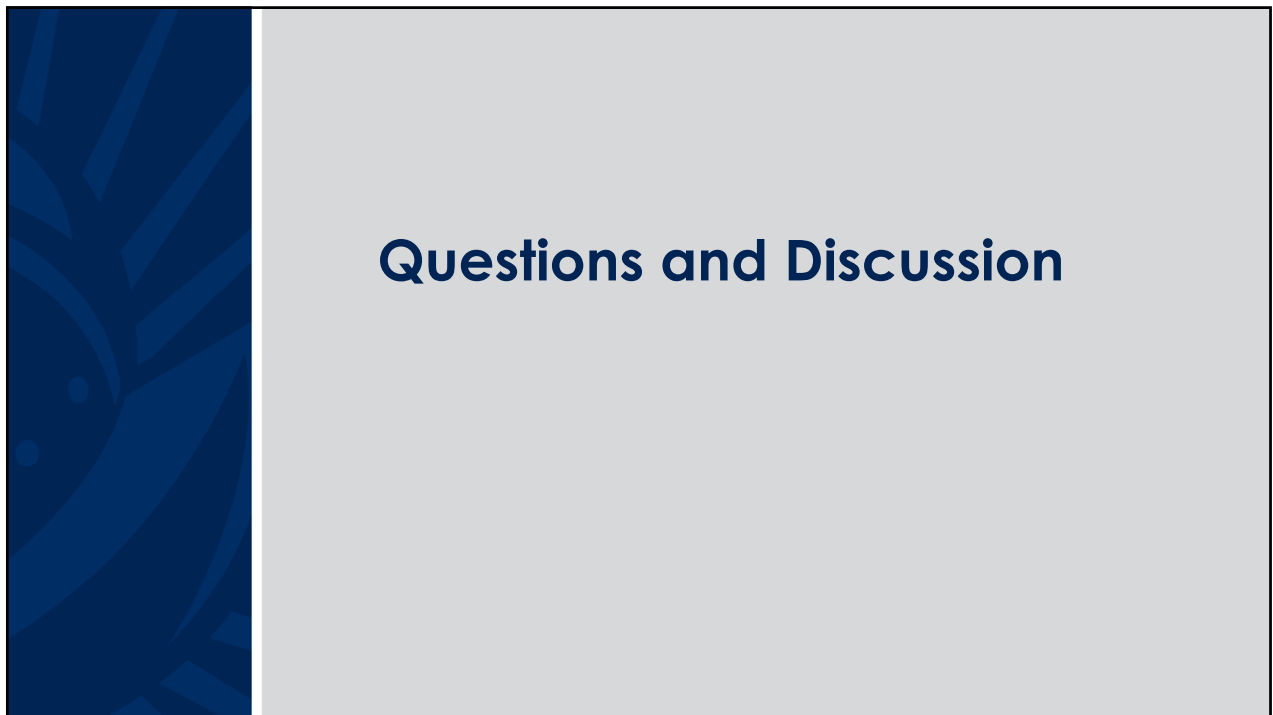
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Recommended Action

Staff recommends that the commissioners discuss and establish a process and criteria for project evaluations, to be reviewed and adopted at an upcoming meeting.

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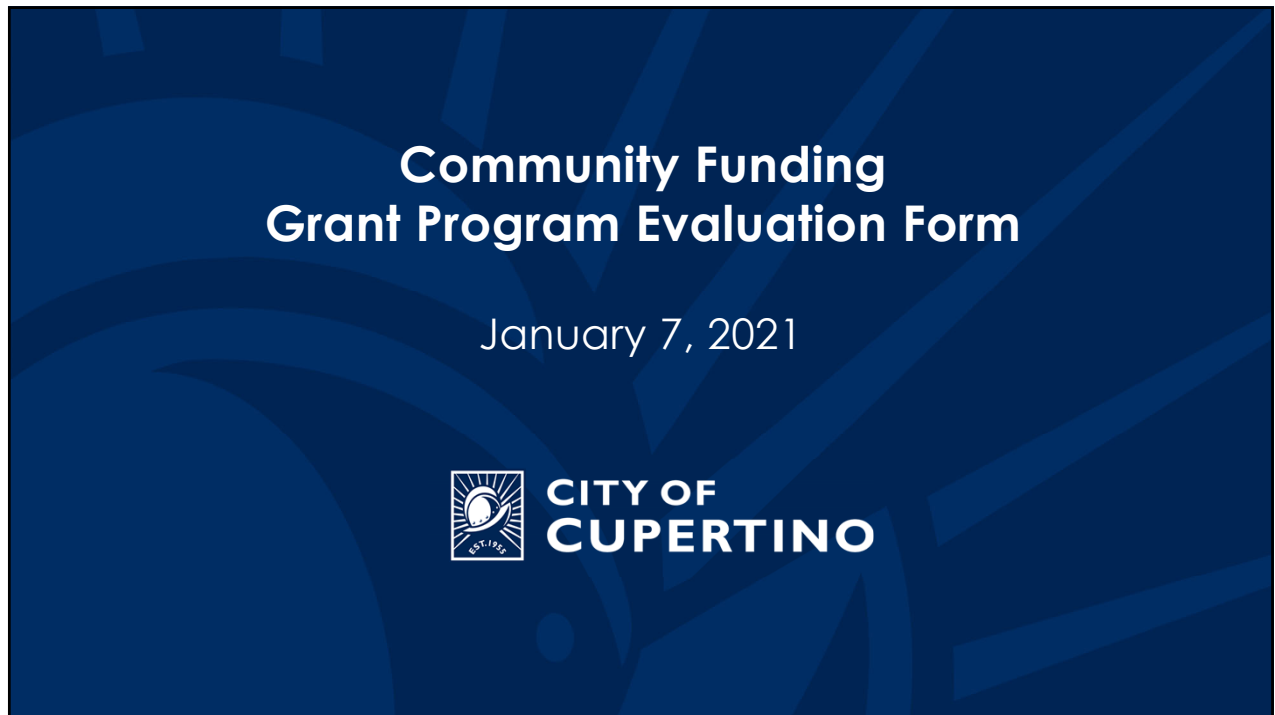


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Item #4

Community Funding Grant Program Evaluation Form



1

Prior Evaluation Form

Community Funding Program FY2021- Evaluation Criteria Rating Sheet

Applicant:
Program/Project/Event:
Total Program/ Project Event Budget:
Amount requested in current FY:
If applicable, amount provided in prior FY adopted budget:

Criteria	Maximum Points	Points Given*	Notes
Impact on and benefit to the Cupertino community • # of total residents served • # of Cupertino participants served • Anticipated cost per Cupertino participant	20		
Community need for the program/project/event • Demonstrated community impact • Is the program/project/event available to the entire community?	20		
Alignment with City priorities • Smart City • Financial Sustainability • Public Engagement and Transparency • Community Livability and Sustainable Infrastructure • Operational Efficiency • Public and Private Partnerships – COVID Response Preparedness	15		
Uniqueness of the program/project/event • Unduplicated service • Level of collaboration if a duplicated service	15		
Qualifications and experience of the organization and its staff	5		
Reasonable cost • How will the organization use the grant funds?	10		
Demonstrated effort to secure funding from other sources • Non-City funding sources • Alternative forms of funding	10		
Application Impact • Past Performance and Program Efficacies • Originality	5		
Total possible points	100	0	

*Higher number
= higher rating

2

Proposed Evaluation Form

Community Funding Grant Evaluation Sheet

Organization:		Program/Project/Event:	
Total Budget		Past performance (prior year grant recipients only)	Yes or No
Amount Requested		Met qualifications:	
Funding from prior year (if applicable)		<small>*Higher numbers equal a higher rating.</small>	

Evaluation Criteria	Max Points	Points Awarded*	Notes
Impact on and benefit to the Cupertino Community - Total number of participants - Number of Cupertino participants served - Anticipated cost per Cupertino Resident - Availability of the event to the Cupertino Community	20		
Community Need for the program/project/event - Demonstrated community impact	20		
Alignment with City Mission and Values - Exceptional Service - Education - Innovation - Collaboration	20		
Uniqueness of the program/project/event - Unduplicated service/originality - Level of collaboration if a duplicated service	15		
Reasonable Cost - How will the organization use the grant funds	10		
Demonstrated effort to secure funding from other sources - Non-City funding sources or - Established partnerships with other organizations	10		
Qualifications/experience of the organization/members	5		
Total Points	100		

This form will be filled out in the community funding portal

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Evaluation Form

Current:

Past performance (*prior year grant recipients only*)
Worth 5 points

Recommended:

Past performance (*prior year grant recipients only*)
Met qualifications: Yes or No

4

Evaluation Form

Evaluation Criteria	Current max points	Proposed max points
Impact on and benefit to the Cupertino Community	20	20
Community Need for the program/project/event	20	20
Alignment with City Mission and Values	15	20
Uniqueness of the program/project/event	15	15
Reasonable cost	10	10
Demonstrated effort to secure funding from other sources	10	10
Qualifications/Experience of the organization/members	5	5
Past performance	5	N/A

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Questions?

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Item #5

Update on the Parks and Recreation Strategic Plan Park
Amenity Improvement Project and Selection of Meeting
Dates and Times to Review Evaluations and Provide
Feedback Regarding Prioritization



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Background

- Intended to address short-term opportunities for improvement identified in Master Plan
- Commissioners, Parks and Recreation staff, and Public Works staff participated in amenity prioritization ratings for potential improvements to parks

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Prioritization Process

- 16 parks and 2 special use sites reviewed
- Evaluation data compiled
- Meetings held to refine and prioritize feedback
- Prioritization collated with estimated pricing information

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Example Park Prioritization

- Linda Vista Park
 - Ratings
 - Amenity Mapping
 - Pricing Estimates

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Example Park Prioritization

Amenity	Average Rating
Pickleball Striping	1
Hydration Stations	5
Garbage Cans/Recycling Bins	4
Benches/Picnic Tables	4
Shade (trees/structures)	4
Outdoor Table Tennis	1
Exercise Equipment	1
Mile Markers	2
Rubber Play Surface	1

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Example Park Prioritization

Backstop	BBQ	Park Name Sign
Batting Cage	Bench	Paver
Bridge	Bike Rack	Portable Backstop
Dugout	Bleachers	Sink
Gazebo	Drinking Fountain	Table
Playground	Informational Box	
Pump Shed	Memorial Plaque	
Storage Shed	Mutt Mitts Dispenser	
	Waste Container	

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LINDA VISTA PARK	Average Rating	Recommendation	Quantity (# applicable)	Price
Pickleball Striping	1			
Hydration Stations	5	Add 1 at upper playground and 1 at lower walk-in picnic area (playground is higher priority)	2	\$ 9,000
Garbage Cans/ Recycling Bins	4	Add 2 (one duo) by upper playground	1	\$ 2,000
Benches/ Picnic Tables	4	Add 3 near upper playground	3	\$ 5,400
Shade (trees/structures)	4	Request structure as CIP for picnic area	-	\$ -
Outdoor Table Tennis	1			
Exercise Equipment	1			
Mile Markers	2	Address separately from strategic plan due to low cost	-	\$ -
Rubber Play Surface	1			
TOTAL				\$ 16,400

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Recommended Action

- Review and discuss amenity prioritizations over the course of three meetings
- Select meeting date and time for special meeting in January
 - Wednesday, January 20, 6 p.m.
 - Thursday, January 28, 6 p.m.

PRC Meeting
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Item #7

Commission Proposals for the Fiscal Year 2021-22 City
Work Program

Commission Proposals for the FY 2020-21 City Work Program

January 7, 2021



1

Agenda

- City Work Program Process
- Proposal Guidance
- Extended Work Program Items
- Municipal Code
- Proposal Form
- Questions and Discussion

2



City Work Program Process

- Commissions submit proposals
- Department Heads and City Manager review proposals
- Proposed City Work Program brought to City Council
 - Items submitted by Commissions will be attached
- City Council adopts City Work Program
- Commissions are notified of any adopted items within their purview

3



Proposal Guidance

- Within the purview of the Commission
- Timeline of 12 months or less
- Consider staff resources, budget, and routine business of the Commission
- Top 3 proposals, with no more than 5

4

Extended Work Program Items

- Items in progress from previous FY work programs will be extended and do not need to be considered for the next FY proposals
- FY 2019-20 Work Program
 - Use of Athletic Fields in Parks
- FY 2020-21 Work Program
 - BBF Golf Course
 - DOLAs
 - Rancho Rinconada
 - Parks and Recreation Strategic Plan

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Municipal Code

2.36.080 Powers and Functions.

The powers and functions of the City Park and Recreation Commission shall be as follows:

- A. To hold hearings on matters pertaining to planning and development of parks, cultural activities, historical resources, recreation, community services (including, but not limited to schools and senior services), and capital expenditures related to community activities and facilities;
- B. To conduct such other hearings as are necessary and in accordance with its own rules and regulations;
- C. To report its decisions and recommendations in writing to the City Council;
- D. To consider, formulate and propose programs, activities, resources, plans and development designed to provide for, regulate and direct the future growth and development of community activities, parks and a recreation system in order to secure to the City and its inhabitants better service;
- E. To make investigations and reports for future acquisition of park sites;
- F. To make, in its advisory capacity, any and all recommendations to the City Council relating to the above matters, including the extension of the parks, recreation system and community activities to outlying areas of the City;
- G. In cooperation with the Director of Recreation and Community Services, the Commission will consider, review, and evaluate parks, recreation programs, and community activities;
- H. To consider, formulate, and propose cultural activities and historical preservation for the City and its residents.

(Ord. 18-2180, § 2 (part), 2018; Ord. 15-2127, § 3, 2015; Ord. 739, (part), 1976; Ord. 497, § 1, 1971; Ord. 303, § 8.1, 1965)

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Proposal Form

- Project/Task
- Project Objective
- Driven by mandate, law or Council priority/direction?
- Estimated Completion Date
- Measurement Criteria

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Recommended Action

- Provide a list of proposed items for the Fiscal Year 2021-22 City Work Program

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Item #8
Monthly Update Reports

Director's Update

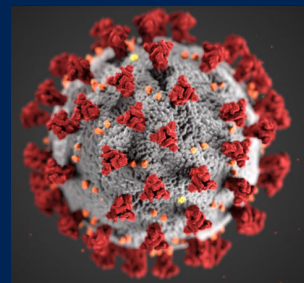
January 7, 2021



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COVID Updates

- January 20 – Free COVID testing
 - Cupertino Senior Center
 - 9:30 a.m. to 3:45 p.m.
 - By appointment
 - sccfreetest.org



2

COVID Updates

- Stay Home Order and Purple Tier
 - All indoor programs and activities have been canceled
 - Playgrounds and picnic sites open
 - Organized youth sports suspended until Stay at Home Order is lifted
 - Fields still open for single household use

3

COVID Updates - Programs

Activities/Programs	Participation Numbers
Sports Center Tennis Courts	1410 Average Participants per Week
Blackberry Farm Golf Course	745 Average Participants per Week
Free Virtual Exercise Classes	271 Average Attendees per Week*
Fee-Based Virtual Exercise Classes	85 Currently Enrolled*
Lifetime Classes/Camps/Private Lessons/etc.	315 Currently Enrolled

4

General Updates

- Senior Center Median Improvements



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General Updates

- Sign installed at scenic circle gate



6

Non-profit Support Website

NON-PROFIT SUPPORT OPPORTUNITIES

Font Size:

Fiscal Year 2020 to 2021 Community Festival Fee Waivers

Event Organizers interested in holding a festival at Memorial Park should first review the City's Memorial Park Festival Policy, current Events Calendar, and the Special Events Information & Application. More information can be found on the [Festival Information](#) page.

Festival	Date	Festival Producer	Estimated Total Funding
Kids 'N Fun Festival	August 8, 2020	Taiwanese Cultural and Sports Association	\$18,904*
Night Market Fall Festival	August 22, 2020 September 12, 2020	Chamber of Commerce Cupertino Rotary	\$15,999* \$16,931*
Diwali Veteran's Day	October 17, 2020 November 11, 2020	Cupertino Chamber of Commerce Cupertino Veteran's Memorial	\$16,602* \$3,138*
Holi Cherry Blossom Festival	March 28, 2021 April 24-25, 2021	Cupertino Chamber of Commerce Toyokawa Sister City	\$6,021 \$33,865
World Journal Festival Konark Dance & Music Festival	Date TBD Date TBD	World Journal/Cupertino Chinese School Cupertino Bhubaneswar Sister City	\$15,229 \$7,257
Relay for Life Tourament of Bands CEE5 SK	June 9, 2021 Date TBD September 26, 2020	American Cancer Society Cupertino Touraments of Bands Cupertino Educational Endowment	\$2,308 \$7,800 \$7,400
Heroes Run	November 7, 2020	Foundation VMC Foundation	\$5,880

* Event was canceled due to COVID-19

**Total includes funds approved for festivals that were canceled due to COVID

Fiscal Year 2020 to 2021 Community Funding Grant Program

Through the Community Funding Grant Program, the City of Cupertino provides funding to local non-profit organizations in the areas of social services, fine arts, and other programs for the Cupertino community. More information can be found on the [Community Funding Grant Program](#) page.

Non-Profit	Total Funding
Breathe CA	\$4,000
West Valley Community Services	\$20,000
Euphrat Museum of Art	\$10,000
Elevate the Future	\$3,000
Cupertino Rotary Club	\$12,000
Friends of Deer Hollow Farm	\$15,000
Santa Clara Audubon Society	\$7,500
Chinese American Coalition for Compassionate Cares	\$6,000
Bhubaneswar Sizer City	\$7,500
Silicon Valley Jewish Film Festival	\$5,000
TOTAL	\$90,000

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General Updates

- Community Funding Grant Program
 - Applications available, due February 1
 - Access the application portal through the community funding webpage



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General Updates

- Online Tennis Court Reservations
 - Tennis court reservations at the Sports Center are now online
 - Reg4rec.org
 - Demo will be provided at the February Commission meeting

9

General Updates

Teen Programming

- Drafting Cupertino's Future
 - 7th and 8th grade Cupertino residents
 - Civic engagement essay contest



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