

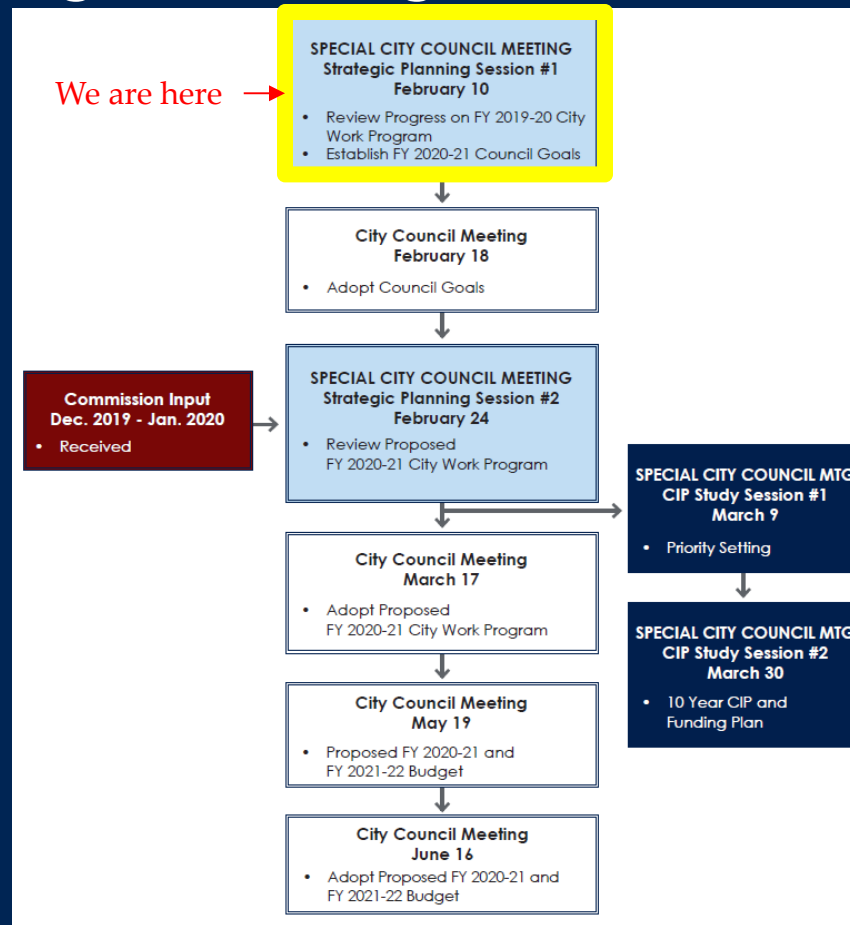
Strategic Planning Session #1

February 10, 2020



CUPERTINO

Strategic Planning Process



FY2019-20 City Work Program Progress Update

February 10, 2020

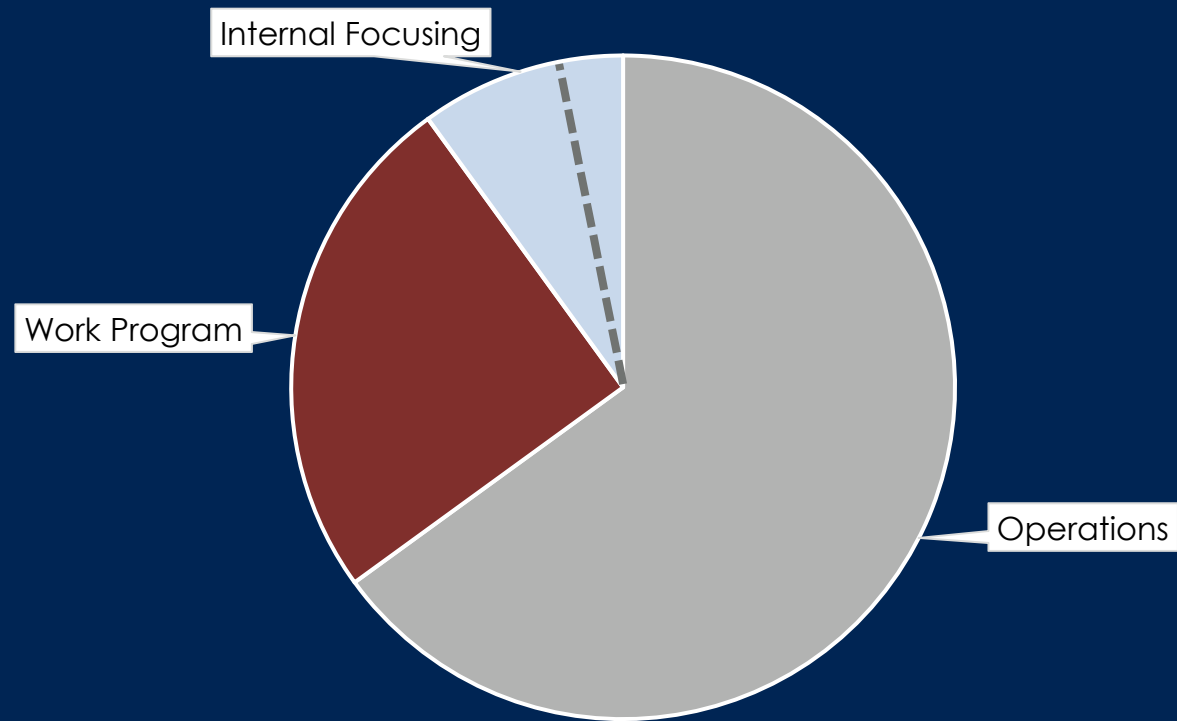


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What is a City Work Program?

- Outlines significant projects or initiatives outside of the City's ongoing operations
- Includes project/initiative descriptions and timelines
- New projects/initiatives added throughout the year will affect the ability of staff to complete the City Work Program as approved by Council

Conceptual Resource Utilization



Smart City

- **Completed**
 1. Wireless Upgrade – Public Space
- **In Progress** (Completion this FY)
 2. Wireless Master Plan
 3. Public Safety Surveillance Support
- **In Progress** (Multiyear Item)
 4. Municipal Water System
- **On Hold**
 5. 5G Smart City Public Private Partnership Agreement with Verizon

Community Livability

- **Completed**

1. Shuttle Bus Service Study
2. Development Approval Process & Transparency
3. Electrification Building Reach Code
4. Homelessness Report
5. Arts & Cultural Festival and Programs
6. Regnart Road – analysis of maintenance

Community Livability

- **In Progress** (Completion this FY)
 7. Incentives to Build ADUs
 8. Legislative Updates on ADUs
 9. Lawn Buster Drought Tolerant Planting Pilot
 10. Revise Tobacco Policies
 11. Develop Access to Water Policies
 12. Penalties for Violation of Conditions of Approval & Code Enforcement Best Practices
 13. Short-Term Rentals
 14. Lawrence Mitty

Community Livability

- **In Progress** (Completion this FY) Cont.
 15. Citywide Parks and Recreation System Master Plan
 16. Solid Waste Characterization Studies and Waste Audits
 17. Use of Athletic Fields
 18. Green Building Code Local Amendments
 19. Comparative studies...for mixed use developments and high density res. guidelines
 20. Dark Sky...Policy and Bird Safe Design

Community Livability

- **In Progress** (Multiyear Item)

21. Review and Update General Plan and Muni Code
22. Shuttle Bus Pilot Program Implementation
23. Community Garden Improvements *(will be removed as it is now included in the CIP)*
24. Library Community Room Addition *(will be removed as it is now included in the CIP)*
25. All-Inclusive Playground *(will be removed as it is now included in the CIP)*
26. Parks and Recreation Strategic Plan
27. Housing Strategies
28. Development Accountability
29. Engage w/ Philanthropic Org...to build ELI housing...at 10301 Byrne Ave
30. Regional Transformative Transit Projects Initiatives

Community Livability

- **On Hold**

31. Update the Municipal Code to Provide Parking Incentives for Electric Vehicles and Encourage Outdoor Seating in Restaurants
32. Heart of the City Plan
33. Performing Art Center

- **Ongoing** *(these items will not be included in future work programs as they will occur as part of ongoing operations)*

34. Teen Engagement
35. Traffic Calming and Enforcement
36. Study Sessions on Vallco

Financial Sustainability

- **Completed**
 1. Explore Storm Water Ballot Initiative
 2. Internal Audit Function
- **In Progress** (Completion this FY)
 3. BMR Linkage Fees Update
- **In Progress** (Multiyear Item)
 4. Consider Policies...to Implement...the Economic Development Strategic Plan (EDSP)
 5. Public Infrastructure Financing Strategy
- **Cancelled**
 6. Modernize Business Tax and Analyze Potential Revenue Measures



Public Engagement and Transparency

- **Completed**

1. Enhance Councilmember Webpages and Outreach

- **In Progress** (Completion this FY)

2. Review Current Commissions
3. Consider New Commissions and Committees
4. Neighborhood Engagement
5. Public Relations Project
6. Marketing Project
7. Volunteer Fair
8. Town Halls

Operational Efficiency

- **Completed**

1. Labor Negotiations
2. Disaster Recovery Plan
3. Roll Out of Open Gov Platform...
4. Cross Platform System Integration

- **In Progress** (Completion this FY)

5. Alternative Commute Pilot for Staff
6. Workforce Planning
7. Applications
8. Improve Process of Public Records Act Requests

Operational Efficiency

- **In Progress** (Completion this FY) Cont.
 9. Parks and Recreation Marketing Plan and Program Review
- **In Progress** (Multiyear Item)
 10. Integration of Work Program and Other... Documents to Develop 5 YR Business Plan...
 11. Emergency Services Continuity of Operations Plan (COOP)
- **On Hold**
 12. New City Hall Design
 13. Interim City Hall Design
- **Cancelled**
 14. Roll Out of Additional ERP Modules

Public and Private Partnerships

- **In Progress** (Completion this FY)
 1. Art in Unexpected Places
- **In Progress** (Multiyear Item)
 2. Library Lease
 3. Policies on Nonprofit Support
 4. Small Business Development Center and Cupertino Visitor's Center
- **Ongoing** *(these items will not be included in future work programs as they will occur as part of ongoing operations)*
 5. Strategic Partnerships with Nonprofits
 6. Proactive Legislative Support

Council Goal Setting

February 10, 2020



CUPERTINO



City Council Goals

- Overarching goals to guide the City's efforts in current and future years.



Proposed City Council Goals

- Public Engagement and Transparency
- Sustainability
- Affordable Housing
- Transportation
- Quality of Life



Public Engagement and Transparency

- Creating and maintaining key conversations and interactions with the Cupertino Community.



Sustainability

- Continuing Cupertino's commitment to building a sustainable and resilient community for future generations.



Affordable Housing

- Contributing meaningfully to the affordable housing inventory in support of our community needs, including addressing homelessness.



Transportation

- Providing access to an efficient, safe multi-modal transportation system for our community.



Quality of Life

- Furthering the health and well-being of all Cupertino community members.

Strategic Planning Process

