

CC 05-19-2022

Item No. 16

Community Funding Grant  
Program

Presentation

# Community Funding Grant Program

City Council

May 19, 2022



CUPERTINO



# Agenda

- Background
- Evaluation Process
- Eligibility
- Requested Funding
- Parks and Recreation Commission Recommendation
- Additional Available Funds Recommendation
- Fiscal Impact
- Recommended Action

# Background

- Application Period
  - January to February 1
- 21 applications received
  - 10 new organizations
  - 11 returning organizations
- Applications reviewed for completeness
- All applicants invited to attend March 3 Parks and Recreation Commission meeting

# Evaluation Process

- Parks and Recreation Commission April 7 Meeting
  - Reviewed and evaluated applications
  - Determined eligibility
  - Completed evaluation form
  - Provided totals for each organization
  - Determined recommendation to Council

# Eligibility

- Initial review of 21 submitted applications
  - 20 met eligibility requirements
  - 1 pending eligibility, needing further consideration
- All applications were considered in the eligibility process
- Final eligibility determined by Commission
  - 17 applicants eligible
  - 4 applicants ineligible

# Requesting Funding

Organization	Amount Requested
Women SV	\$20,000
Fremont Union School District	\$20,000
Cupertino Union School District	\$20,000
Cupertino Educational Endowment Foundation	\$20,000
Cupertino Bhubaneswar Sister City Initiative	\$15,000
Euphrat Museum of Art – DeAnza College	\$15,000
Chinese American Coalition for Compassionate Care	\$13,000
Rotary Club of Cupertino	\$12,000
West Valley Community Services	\$10,000
Buddhist Tzu Chi Medical Foundation	\$8,300
Senior Services – Heart of the Valley	\$6,160.46
American Cancer Society – Relay for Life	\$6,000
Youngzine	\$6,000
Tian Hong Foundation	\$4,500
Breathe California of the Bay Area	\$4,000
Palisadoes Foundation	\$3,750
Omniware Networks	\$2,000
<b>Requested</b>	<b>TOTAL \$185,710.46</b>

## Parks and Recreation Commission Recommendation

Organization	Project	Recommended Funding Amount
West Valley Community Services	Gift of Hope 2022	\$10,000
Women SV	Tech Support for Domestic Abuse Survivors	\$20,000
Senior Services – Heart of the Valley	COVID car kit	\$6,160.46
Fremont Union School District	Care Solace Partnership for Mental Health Services	\$20,000
American Cancer Society – Relay for Life	Relay for Life Event	\$6,000
Omniware Networks	Peace Love Unity Youth Art Contest Exhibition	\$2,000
Buddhist Tzu Chi Medical Foundation	Healthy Cupertino Health Fair	\$8,300
Breathe California of the Bay Area	Seniors Breathe Easy	\$4,000
Cupertino Union School District	CUSD Summer Bridge	\$20,000
<b>TOTAL</b>		<b>\$96,460.46</b>



## Parks and Recreation Commission Recommendation

Organization	FY 17-18	FY 18-19	FY 19-20	FY20-21	FY 21-22	Total Funding Received
Friends of Deer Hollow Farm	\$15,000	\$15,000	\$15,000	\$15,000	\$7,000	\$67,000
Cupertino Rotary	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$60,000
Euphrat Museum of Art	\$10,000	\$10,000	\$10,000	\$10,000	\$15,000	\$55,000
Cupertino Historical Society	\$15,000	\$15,000	\$20,000	\$20,000	\$20,000	\$90,000
Iranian Federated Women's Club	\$400	\$400	-	-	-	\$800
Bay Area Chrysanthemum Show	-	-	\$1,300	-	-	\$1,300
Cupertino Symphonic Band	-	-	\$2,000	-	-	\$2,000
Santa Clara Valley Audubon Society	-	-	\$10,000	\$7,500	\$8,500	\$26,000
Cupertino DeAnza Lion's Charities	-	-	\$10,000	-	-	\$10,000
Heart of the Valley	-	-	\$7,000	-	-	\$7,000
West Valley Community Services	-	-	\$20,000	\$20,000	\$10,000	\$50,000
Breathe CA	-	-	\$2,500	\$4,000	-	\$6,500
Elevate the Future	-	-	-	\$3,000	-	\$3,000
Chinese American Coalition for Compassionate Care	-	-	-	\$6,000	\$12,000	18,000
Bhubaneswar Sister City	-	-	-	\$7,500	-	\$7,500
Silicon Valley Jewish Film Festival	-	-	-	\$5,000	-	\$5,000
Cupertino Library Foundation	-	-	-	-	\$15,000	\$15,000
Buddhist Tzu Chi Medical Foundation	-	-	-	-	\$7,400	\$7,400
Valkyrie Robotics	-	-	-	-	\$3,000	\$3,000
Tian Hong Foundation	-	-	-	-	\$3,000	\$3,000
Monta Vista High School Music Boosters	-	-	-	-	\$3,000	\$3,000
<b>Total</b>	<b>\$52,400</b>	<b>\$52,400</b>	<b>\$109,800</b>	<b>\$110,000</b>	<b>\$115,900</b>	<b>\$440,500</b>

- Suggested funding range of \$70,000 to \$90,000

## Additional Available Funds Recommendation

Organization	Project	Amount Requested
Youngzine	Summer Youth Climate Steward Program	\$6,000
Tian Hong Foundation	2022 Art Contest	\$4,500
Chinese American Coalition for Compassionate Care	Mindfully Facing Greif and Loss and Starting the Conversation	\$13,000
Rotary Club of Cupertino	Silicon Valley Fall Fest	\$12,000
Cupertino Bhubaneswar Sister City Initiative	City Event/Festival for Exchange and Immersion	\$15,000
Euphrat Museum of Art – DeAnza College	Art Exhibits and Events	\$15,000
Palisadoes Foundation	Calico Challenge SF	\$3,750
Cupertino Educational Endowment Foundation	Expansion of Teacher Grant Program	\$20,000
TOTAL		\$89,250

## Fiscal Impact

If Council approves the **Parks and Recreation Commission's recommended funding amount of \$96,460.46**, final funding amounts for the Community Funding Program will be included in the Recommended Final Budget for FY 2022-23.

## **Recommended Action**

Consider the recommendation from the Parks and Recreation Commission to approve funds in the amount of \$96,460.46 for the Fiscal Year 2022-2023 Community Funding Grant Program. Determine and approve final funding amounts for the Community Funding Program, to be included in the Recommended Budget for Fiscal Year 2022-2023; and provide direction to staff.

# Community Funding Grant Program

City Council

May 19, 2022



CUPERTINO

CC 05-19-2022

Item No. 17

FY 2022-23 Fee Schedule  
Update

Presentation

# FY 2022-23 Fee Schedule Update

May 19, 2022



# Agenda

- What is a Fee?
- Fees for City Services
- Fee Development
- New Fees
- Fiscal Impact
- Recommendation



# What is a Fee?

## User Fee

A fee or rate charged to an individual or group that receives a *private benefit* from services provided by the City.

# Fees for City Services

Fee Schedule	Description
Schedule A - General Fees	Miscellaneous fees not associated with one department(abatement fees, false alarms, PRA request, etc.)
Schedule B - Engineering Fees	Public Works – Engineering: Design and Inspection Services
Schedule C - Planning Fees	Community Development – Planning: Current, Mid, and Long-Term Planning
Schedule D - Building Fees	Community Development – Building: General Building, Construction Plan Check, and Building Code Enforcement
Schedule E - Parks & Recreation Fees	Parks & Recreation Services Fees are market driven

# Fee Development



Consumer Price  
Index (CPI)

5.2%



Construction Cost  
Index (CCI)

9.8%



Labor Cost

1.0%



# Fee Development

Fiscal Year	Schedule A – General Fees	Schedule B – Engineering Fees	Schedule C – Planning Fees	Schedule D – Building Fees
2022-23 (proposed)	5.2% CPI	9.8% CCI 1.0% Labor	5.2% CPI 1.0% Labor	1.0% Labor
2021-22	1.6% CPI	2.5% CCI 5.7% Labor	1.6% CPI 5.7% Labor	5.7% Labor
2020-21	2.9% CPI	6.3% CCI 17.3% Labor	17.3% Labor	17.3% Labor
2019-20	3.5% CPI	1.0% CCI 4.0% Labor	4.0% Labor	4.0% Labor
2018-19	3.6% CPI	3.5% CCI 4.1% Labor	4.1% Labor	4.1% Labor
2017-18	3.4% CPI	11.2% Labor	11.2% Labor	11.2% Labor
2016-17	Varied and comprehensive changes due to Fee Study.			

# New Fees



# Schedule A – General Fees

## Animal Establishment Permit

- Private Kennel: \$317.70
- Pet Shop: \$317.70
- Grooming Business: \$317.70
- Horse Establishment: \$317.70

# Schedule B – Engineering Fees

No new fees

## Park Land Dedication In-Lieu Fees and Transportation Impact Fees

- The Public Works Department is continuing to evaluate fees for FY 2022-23
- Recommend increases be deferred to allow for further review of potential fee increases

# Schedule C – Planning Fees

No new fees



# Schedule D – Building Fees

## Antenna/Telecom Facility

- Cellular/Mobile Phone, alterations to existing facility: \$446

# Schedule E – Parks & Recreation Fees

## Quinlan Community Center

- Craft Room

## Monta Vista Recreation Center/Creekside Park Building/Wilson Park Building

- Monta Vista Kitchen and Room 5

## **Schedule E – Parks & Recreation Fees (Cont.)**

### **Senior Center**

- \$7 Flex Pass replaced with Drop-In Rate

### **Outdoor Facilities**

- Field Attendant fee from \$17 to \$18
- Picnic area rental fees for Creekside Park:  
\$80 for residents, \$109 for non-residents

## **Schedule E – Parks & Recreation Fees (Cont.)**

### **Sports Field Fees**

- Increasing to 100% of recommendation

### **Park Special Events Permits**

- Civic Center Plaza: \$1,000 per event day

# Fiscal Impact

Fee Schedule	Additional Revenue	Factor and Basis
Schedule A – General Fees	\$4,872	5.2% CPI
Schedule B – Engineering Fees	\$17,628	9.8% CCI, 1.0% Labor
Schedule C – Planning Fees	\$9,536	5.2% CPI, 1.0% Labor
Schedule D – Building Fees	\$42,626	1.0% Labor
Schedule E – Parks & Recreation Fees	General Fund: \$18,000, Enterprise Funds: \$158,000	Primarily market driven

# Recommendation

Adopt Resolution No. 22-049 approving FY 2022-23  
Fee Schedules A, B, C, D, and E effective July 18,  
2022.



CC 05-19-2022

Item No. 18

Economic Development  
Committee First Reading  
Ordinance

Presentation

# Economic Development Committee

May 19, 2022



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# Background

- Economic Development Committee (EDC) has met informally.
- Council requested staff to amend the Muni Code to codify the EDC as part of the City Work Program.
- At the February 15, 2022 meeting, Council provided direction to staff:
  - Membership comprised of two members of the City Council and three members from the community representing retail, hospitality, and the technology industry.



## **EDC Historical Purpose**

Discuss items of importance pertinent to local businesses and to provide feedback to staff on business-related City initiatives or projects.

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# Proposed EDC Purpose

Provide expertise and guidance on policy related to economic development, and actively promote Cupertino as a location of choice for current and prospective businesses by:

1. Making recommendations to City Council on a broad range of strategic matters broadly applicable to the City's economic development goals;
2. Serving as an ambassador to shed a positive light on the City by sharing economic development resources and information to prospective businesses and stakeholders, thus positioning the City as a location of choice; and
3. Encouraging public/private partnerships to further the City's economic development goals by identifying potential resources.

# Proposed EDC Membership

Five (5) members including elected officials and industry sector representatives:

1. City Councilmember
2. City Councilmember
3. Technology Sector Representative
4. Retail/Small Business Representative
5. Hospitality/Tourism Sector Representative

## Recommendation

1. Conduct the first reading of Ordinance No. 22-2240  
“An Ordinance of the City Council of the City of  
Cupertino Adding Chapter 2.96 of Title 2  
(Administration and Personnel) to Codify the  
Economic Development Committee”.
2. Find that the proposed actions are exempt from  
CEQA.

Questions?



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