

CC 03-03-2025

Item No. 1

FY 2025-2027 City Work
Program Prioritization and
Goal Setting Workshop

Written Communications

From: [Srividya Sundaresan](#)
To: [City Council](#); [Pamela Wu](#); [City Clerk](#); [Chad Mosley](#); [David Stillman](#); [Rachelle Sander](#); [Kristina Alfaro](#); [Benjamin Fu](#)
Date: Friday, February 28, 2025 12:33:31 PM

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear City Clerk,

Please include the following letter in the written communications for the next city council meeting. Thanks!

[Writing on behalf of myself as a Cupertino resident.]

Dear Mayor Chao and City Council Members,

I'm writing to ask the Council to avoid raising taxes on residents or hotels (TOT). The problem isn't that we need more money—it's that we need to spend better. Please don't approve the CWP item that looks into adding new taxes.

I also think it's important that the Council keeps the current residents in mind when deciding on CWP items, especially since only 10% of staff time is available for CWP tasks. We should focus on things that really matter for:

The people living here now (not future residents, visitors, or students at De Anza).

The financial health of the city.

Cupertino's long-term success and reputation.

With that said, I hope you can make the following Planning Commission items a top priority:

Impact Fee Study – We need this done soon so developers don't get away with avoiding fees, like what happened with The Rise. Without a solid fee study, we risk having to waive fees in the future, costing the city money.

Streamline Single-Family Home Permits – Many homeowners are having a tough time with permits and inspections, while developers get fast approvals. It's not fair that residents face so many challenges with city permits. Please simplify this process for the people living here.

Better Notification and Outreach for Development Projects – One of the biggest complaints from residents is that they're not kept in the loop about new projects, like housing developments and Builder's Remedy applications. Many voters were frustrated by this issue in the last election. Please prioritize better communication with residents.

Beyond the planning items, here are some other CWP items I believe deserve attention:

Urban Forest Expansion – Adding more trees to Cupertino would be a big win for our future. It's good for the environment, raises property values, and makes the city a nicer place to live. Please make this a priority.

Memorial Park Plan – We don't need to spend \$80 million on redoing Memorial Park, especially if it means cutting down 65% of the trees. The park is fine the way it is. Let's stop this project.

Regarding City Hall, we don't need a new project. Let's just retrofit the current building and get started on that as soon as possible.

Also, I don't think we need more funding for Neighborhood Watch or Block Leaders. These programs aren't doing much to improve public safety.

Thank you for keeping residents at the forefront of your decisions. I hope you'll vote based on what helps the community the most, not on personal interests.

Thanks for your time and consideration.

Sincerely,
Srividya Sundaresan
Cupertino resident

From: [Ravi Kiran Singh Sapaharam](#)
To: [City Council](#); [Pamela Wu](#); [City Clerk](#); [Chad Mosley](#); [David Stillman](#); [Rachelle Sander](#); [Kristina Alfaro](#); [Benjamin Fu](#)
Subject: Resident Concerns - City Council Meeting
Date: Friday, February 28, 2025 10:29:16 AM

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Dear City Clerk,

Please include below in the written communications for the next City Council meeting. Thank you.

Dear Mayor Chao and City Council Members,

I urge the Council to:

- Prioritize resident needs: Focus CWP efforts on current residents, city finances, and long-term success.
- Oppose new taxes: Avoid tax increases on residents or hotels.
- **Retrofit City Hall: Avoid a new building.**
- Refocus safety spending: Increase patrols, traffic enforcement, and technology, rather than Neighborhood Watch funding.
- Focus CWP on:
 - Impact Fee Study
 - Streamlining home permits
 - Improved project notifications
 - Heart of the City Plan update
 - Urban forest expansion
 - Retaining Memorial Park as is
 - Extending Blackberry Farm access
 - Traffic improvements
- Remove business development from CWP: Form an economic development committee.

Please prioritize resident interests over personal interests.

Thank you.

Sincerely,
Ravi Kiran Singh
Cupertino Resident

From: [Santosh Rao](#)
To: [City Council](#); [City Clerk](#); [Pamela Wu](#); [Benjamin Fu](#); [Rachelle Sander](#); [Chad Mosley](#); [Kristina Alfaro](#); [Luke Connolly](#)
Subject: CWP priorities.
Date: Friday, February 28, 2025 9:58:40 AM

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Dear City Clerk,

Please include the below in written communications for the upcoming city council meeting.
Thank you.

[Writing on behalf of myself only as a Cupertino resident.]

Dear Mayor Chao and Cupertino City Council Members,

I strongly urge the Council to refrain from exploring any increase in taxes on residents or hotels (TOT). Cupertino does not have a revenue problem—it has a spending problem. Rather than imposing additional taxes, we must focus on responsible fiscal management and spending reductions. I urge you to reject the CWP item exploring additional tax policies.

Additionally, I encourage the Council to evaluate CWP items through the lens of resident priorities. Given that only 10% of staff bandwidth is allocated to CWP work—beyond operational responsibilities—it is critical that these efforts are prioritized for maximum impact and relevance to:

1. **Current** residents (not future residents, transient populations, or daytime visitors like De Anza students).
2. **The city's fiscal health.**
3. **Cupertino's long-term legacy.**

With that in mind, I urge the Council to prioritize the following **Planning Commission** items:

1. **Impact Fee Study** – This is essential to complete as soon as possible to prevent future fee waivers for developers. Without a defensible nexus fee study, projects like The Rise will set a precedent for waiving impact fees, costing the city millions.
2. **Streamlining Single-Family Home (SFH) Permits** – I hear weekly from residents struggling with excessive delays, complex requirements, and inconsistent final inspections. Meanwhile, commercial developers receive ministerial approvals with little scrutiny. Subjecting homeowners to bureaucratic hurdles while streamlining approvals for developers is unacceptable. We must simplify and expedite the SFH permitting process for residents.
3. **Notification & Outreach Policy for Development Projects** – One of the most widespread concerns across Cupertino is the lack of resident awareness regarding Housing Element sites, Builder's Remedy projects, and application amendments. The recent election demonstrated that voter frustration on this issue is significant. The

Council must act urgently to establish clear and consistent notification and outreach policies to prevent further surprises for residents.

4. **Heart of the City Specific Plan Update** – Cupertino’s specific plans, written in the 1970s and 1980s, are outdated and in need of revision. We must strengthen policies to preserve retail, protect streetscapes, incorporate more prescriptive language, align with objective design standards, and ensure that specific plans provide meaningful guidance for development applications.

Beyond planning-related matters, I urge the Council to prioritize the following **CWP items**:

1. **Urban Forest Expansion** – Investing in our urban forest is one of the most impactful long-term improvements Cupertino can make. A greener city enhances property values, improves environmental sustainability, and elevates residents' quality of life. I urge the Council to make this a top priority.
2. **Memorial Park Plan** – This project should be defunded and halted. Memorial Park is in good condition and does not require an \$80 million redesign, especially when the plan proposes removing 65% of the trees. There is no justification for this level of expenditure.
3. **Extending Blackberry Farm’s Year-Round Use** – Blackberry Farm is a treasured community asset, yet its use is arbitrarily restricted to just 100 days a year. Expanding access year-round would significantly enhance residents' quality of life. This will require an EIR update, but it is well worth the effort.
4. **Traffic Congestion and Roadway Improvements** – Cupertino must focus on streamlining major thoroughfares to ease automotive traffic. This includes:
 - Upgrading adaptive traffic signals.
 - Removing unnecessary right-turn restrictions, which contribute to congestion.
 - Reassessing intersection modifications at Wolfe and halting the recently approved changes.For too long, traffic policies have prioritized theoretical safety measures without real-world effectiveness. Physical barriers, such as concrete cinder blocks, do little to enhance safety at reasonable speeds. Additionally, certain intersection changes have led to riskier driving behaviors, such as abrupt turns and lane changes. A data-driven approach to improving traffic flow is necessary.

With only 10% of staff bandwidth dedicated to CWP items, it is imperative that we prioritize initiatives that deliver the greatest benefit to residents.

Regarding City Hall:

The city does not need a CWP item for City Hall. Funding should be directed toward retrofitting the existing building, and this work should begin immediately.

On Neighborhood Watch & Block Leader Funding:

Additional funding is unnecessary. As a block leader who regularly attends meetings, I can attest that these programs provide little tangible benefit to public safety. Instead, funds should be allocated to:

Expanding West Valley Patrols.

- Increasing traffic enforcement and neighborhood patrols.
- Installing more license plate readers, red-light cameras, and speed monitoring systems.

Economic Development Items:

These should be delegated to an economic development committee rather than occupying CWP bandwidth.

I appreciate the Council's commitment to serving residents and making decisions based on what will have the most meaningful impact on the community. I urge you to prioritize projects that directly benefit residents, rather than advancing individual passions or interests.

Thank you for considering my feedback.

Thanks,
San Rao (Cupertino resident and voter)

From: [Ram Sripathi](#)
To: [City Council](#); [City Clerk](#); [Chad Mosley](#); [David Stillman](#); [Pamela Wu](#); [Kristina Alfaro](#)
Subject: Urgent Request to Defund Wasteful CIP Spending and Prioritize Fiscal Responsibility
Date: Thursday, February 27, 2025 10:44:49 PM

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

[Writing only on behalf of myself as a Cupertino resident]

Dear City Clerk,

Please include my mail in written communications for the upcoming city council meeting.

Dear Mayor Chao and Council Members,

I am writing as a Cupertino resident and voter to express deep concern over the city's escalating CIP expenditures, particularly on bike lane projects such as ATP, vision zero, 2016 ongoing bike plan, consultant contracts, and non-essential initiatives.

Mayor Chao's excellent State of the City presentation on February 26, 2025, highlighted the dramatic rise in CIP spending, yet residents have seen little return. The 2016 Bike Plan's green bars contrast sharply with the reasonable CIP spending in years before 2016—concrete cinder block bike lanes that no neighboring cities (San Jose, Sunnyvale, Milpitas, Fremont, Los Altos, Saratoga) seem to require. Why does Cupertino need such costly, unnecessary infrastructure?

Immediate Actions Needed:

DEFUND the Active Transportation Plan (ATP) and Vision Zero. These initiatives have ballooned costs with no measurable benefit. Reducing speed limits does nothing without enforcement—what we need is traffic enforcement at 30-35 mph, not lower limits that go unenforced.

Targeted Speed Reductions Where It Matters. The one exception is Foothill Boulevard, where the 40 mph limit sees actual speeds of 50-55 mph—this is where speed reduction is necessary. Elsewhere, the focus should be on enforcing existing limits rather than arbitrarily lowering them.

Cancel Wasteful Consultant Contracts. Immediately terminate contracts related to:

Vision Zero and ATP

Recycled Water Treatment Plant

Public-Private Partnerships

City Office Purchase

Budget Reporting "Improvements" (The finance team's existing format is effective—no need for costly changes.)

Solar Panel Projects (If Inflation Reduction Act (IRA) funding is canceled, it's time to cut losses and cancel these contracts.)

Full Review of Active Contracts. Council must agendaize a full list of active consultant contracts, including approved amounts, funds spent, and remaining balances, with the intent to identify and cancel unnecessary spending.

Bridge Repair, Not Bike Underpasses. Every infrastructure project seems to morph into another wasteful bike lane expansion. Bridge repair should mean just that—repairing the bridge—not a new bike underpass. We need a moratorium on further spending in this area.

Reallocate Funds to Resident Priorities. Redirect savings toward traffic enforcement and increased neighborhood

patrols, which directly benefit residents' safety and quality of life.

Some of you ran on fiscal responsibility—but we have yet to see it in action. It's time to deliver on your promises by cutting unnecessary spending and prioritizing what truly matters: core services, infrastructure, and public safety. March and April agendas must be deliberate, not reactive, with a clear focus on reducing costs and restoring essential services.

Cupertino residents deserve better. Please act now.

Sincerely,
Ram sripathi
Cupertino Resident and Voter

From: [Ravi Kiran Singh Sapaharam](#)
To: [City Clerk](#); [City Council](#); [City Council](#); [Chad Mosley](#); [David Stillman](#); [Pamela Wu](#); [Kristina Alfaro](#)
Subject: Request to Defund Wasteful CIP Spending
Date: Thursday, February 27, 2025 11:18:26 AM

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

City Clerk

Please include this in written communications for the next city council meeting.

Dear Mayor Chao and Council Members,

As a Cupertino resident and voter, I'm alarmed by the rising CIP costs—especially on bike lane projects like ATP, Vision Zero, and the 2016 Bike Plan—highlighted in Mayor Chao's February 26, 2025, State of the City address. These expensive initiatives (e.g., concrete bike lanes, consultant contracts) show little benefit compared to pre-2016 spending. Neighboring cities like San Jose and Sunnyvale don't need these—why does Cupertino?

Immediate Actions Needed:

- **Defund ATP and Vision Zero:** Costly with no results. Lower speed limits are useless without enforcement—focus on 30-35 mph traffic enforcement instead.
- **Targeted Speed Reduction:** Reduce Foothill Boulevard's 40 mph limit (where speeds hit 50-55 mph), not everywhere.
- **Cancel Consultant Contracts:** End spending on Vision Zero, ATP, Recycled Water, Public-Private Partnerships, City Office Purchase, Budget Reporting "Improvements," and Solar Panels (cut if IRA funding is gone).
- **Review Contracts:** Agendaize a full list of active contracts—approve amounts, funds spent, balances—and cancel waste.
- **Focus on Bridges, Not Bike Lanes:** Repair bridges without adding bike underpasses. Pause this spending.
- **Reallocate Funds:** Use savings for traffic enforcement and neighborhood patrols—real priorities for residents.

You ran on a commitment to fiscal responsibility, and I know you care deeply about our city's future. I respectfully urge you to reflect that promise by trimming unnecessary spending and prioritizing core services and safety in the March and April agendas, rather than less essential projects. Cupertino's residents would greatly appreciate your leadership on this—please consider acting soon.

Regards
Ravi Kiran Singh
Cupertino resident and voter

From: [Yuvaraj Athur Raghuvir](#)
To: [City Council](#); [City Clerk](#); [Chad Mosley](#); [David Stillman](#); [Pamela Wu](#); [Kristina Alfaro](#)
Subject: Urgent Request to Defund Wasteful CIP Spending and Prioritize Fiscal Responsibility
Date: Thursday, February 27, 2025 6:21:02 AM

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

[Writing only on behalf of myself as a Cupertino Resident]

Dear City Clerk,

Please include my mail in written communications for the upcoming city council meeting.

Subject: Urgent Request to Defund Wasteful CIP Spending and Prioritize Fiscal Responsibility

Dear Mayor Chao and Council Members,

I am writing as a Cupertino resident and voter to express deep concern over the city's escalating CIP expenditures, particularly on bike lane projects such as ATP, vision zero, 2016 ongoing bike plan, consultant contracts, and non-essential initiatives.

Mayor Chao's excellent State of the City presentation on February 26, 2025, highlighted the dramatic rise in CIP spending, yet residents have seen little return. The 2016 Bike Plan's green bars contrast sharply with the reasonable CIP spending in years before 2016—concrete cinder block bike lanes that no neighboring cities (San Jose, Sunnyvale, Milpitas, Fremont, Los Altos, Saratoga) seem to require. Why does Cupertino need such initiatives that are not emergency response friendly?

Immediate Actions Needed:

DEFUND the Active Transportation Plan (ATP) and Vision Zero. These initiatives have ballooned costs with no measurable benefit. Reducing speed limits does nothing without enforcement—what we need is traffic enforcement at 30-35 mph, not lower limits that go unenforced.

Targeted Speed Reductions Where It Matters. The one exception is Foothill Boulevard, where the 40 mph limit sees actual speeds of 50-55 mph—this is where speed reduction is necessary. Elsewhere, the focus should be on enforcing existing limits rather than arbitrarily lowering them.

Cancel Wasteful Consultant Contracts. Immediately terminate contracts related to:

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Recycled Water Treatment Plant

Public-Private Partnerships

City Office Purchase

Budget Reporting “Improvements” (The finance team's existing format is effective—no need for costly changes.)

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Bridge Repair, Not Bike Underpasses. Every infrastructure project seems to morph into another wasteful bike lane expansion. Bridge repair should mean just that—repairing the bridge—not a new bike underpass. We need a moratorium on further spending in this area.

Reallocate Funds to Resident Priorities. Redirect savings toward traffic enforcement and increased neighborhood patrols, which directly benefit residents' safety and quality of life.

Some of you ran on fiscal responsibility—but we have yet to see it in action. It's time to deliver on your promises by cutting unnecessary spending and prioritizing what truly matters: core services, infrastructure, and public safety. March and April agendas must be deliberate, not reactive, with a clear focus on reducing costs and restoring essential services.

Cupertino residents deserve better. Please act now.

Sincerely,
Yuva Athur
Cupertino Resident and Voter

From: [Snehal Panchal](#)
To: [City Council](#); [City Clerk](#); [Chad Mosley](#); [David Stillman](#); [Pamela Wu](#); [Kristina Alfaro](#)
Cc: [Snehal Panchal](#)
Subject: Urgent Request to Defund Wasteful CIP Spending and Prioritize Fiscal Responsibility
Date: Wednesday, February 26, 2025 11:13:08 PM

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[Writing only on behalf of myself as a Cupertino resident]

Dear City Clerk,

Please include my mail in written communications for the upcoming city council meeting.

Subject: Urgent Request to Defund Wasteful CIP Spending and Prioritize Fiscal Responsibility

Dear Mayor Chao and Council Members,

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Mayor Chao's excellent State of the City presentation on February 26, 2025, highlighted the dramatic rise in CIP spending, yet residents have seen little return. The 2016 Bike Plan's green bars contrast sharply with the reasonable CIP spending in years before 2016—concrete cinder block bike lanes that no neighboring cities (San Jose, Sunnyvale, Milpitas, Fremont, Los Altos, Saratoga) seem to require. Why does Cupertino need such costly, unnecessary infrastructure?

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Cupertino residents deserve better. Please act now.

Sincerely,
Snehal Panchal
Cupertino Resident

From: [Roberta](#)
To: [City Council](#); [City Clerk](#); [Cupertino City Manager's Office](#)
Subject: City Work Plan and Leadership Academy
Date: Wednesday, February 26, 2025 11:37:25 AM

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear Council Members,

At your FY 2025-2027 City Work Program Prioritization and Goal Setting Workshop I urge you to prioritize the adoption of Leadership Academy, formerly Leadership Cupertino.

This program will serve the community by finding and developing leaders for the City of Cupertino and community organizations through education, communication, collaboration, and experience.

The Leadership Academy will provide participants with the basic tools and information to become a member of a city board or commission, a local elected official, a member of a community board or organization and an informed citizen.

Your inclusion of this program in your work plan will significantly benefit the city.

Sincerely,

Roberta Hollimon
11155 La Paloma Drive
Cupertino, CA 95014
408-253-6078

From: [Nancy Chang](#)
To: [City Council](#); [City Clerk](#); [Pamela Wu](#); [Luke Connolly](#); [Piu Ghosh \(she/her\)](#); [Emi Suqiama](#); [City of Cupertino Planning Commission](#)
Subject: 3/3 CWP and 3/4 City Council Meeting: Address High fire zone issue, community meeting, and additional notifications
Date: Monday, March 3, 2025 2:00:26 PM

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hello City of Cupertino,

There is a Cupertino City Council workshop today 3/3 at 5pm on City Work Program (CWP) prioritization. One of the CWP items is public noticing and engagement. I would like to offer input to prioritize public noticing.

Linda Vista, Evulich Ct. and part of Columbus are in Very High fire zone. Santa Teresa and Columbus area are in High fire zone. Fire safety is a very serious issue that the City of Cupertino address and take action. High density construction will create a very dangerous situation. If you look at the fire destruction drone clips in Pacific Palisades from highway 1 to inland areas, the landscape is very similar to open space in Linda Vista area toward Bubb road.

Please address during the CWP meeting today and 3/4 upcoming city council meeting the following:

1. Please address the high fire zone issue as described above given the housing projects.
2. Please consider increasing the notification radius to 1,000 feet about major projects.
3. Please also consider a community meeting requirement for any major projects applications, especially those requiring a general plan amendment as some other cities have adopted already.
4. Please also consider additional notification requirements for any project application seeking concessions/waivers of existing standards such as building height.

Thank you

Nancy Wu
Resident of Cupertino

From: [Tracy K](#)
To: [City Council](#); [City Clerk](#); [Pamela Wu](#)
Subject: City Work Program Meeting Written Comments
Date: Monday, March 3, 2025 12:10:10 PM

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear Cupertino City Council and Staff,

During today's Council Goals and Work Program meeting, please prioritize the following much-needed City Work Program initiatives:

1. City Hall Seismic Retrofit & EOC: The staff time and research was already done years ago to make our City Hall safer for workers and our city safer for residents. Please get this completed.

2. Memorial Park Renovation: The plan should never have been anywhere near \$80M. Please prioritize paring back the plan to a fraction of the cost to make basic and needed upgrades to the playground and restrooms. There are a lot of unnecessary costs in the original plan, such as uprooting and replanting of trees, that could be eliminated. A renovated park will draw more foot traffic to the heart of our city and have a beneficial effect on local surrounding businesses.

3. Small business/retail/economic development strategy: This appears on most Councilmembers' top ten lists in different forms. As an example of what this could include, the City of Palo Alto worked on a Retail Zoning Strategy study which sought to address their similar challenges with retail.

4. Impact fee evaluation/Nexus study: This is an important initiative to ensure the city does not lose tens of millions in fee concessions to developer(s).

5. Streamline single family home permitting process: This is a win-win. Residents get their homes remodeled more quickly, and property values also increase more quickly, helping the city.

6. Financial, investment, and cash management policy review: Better cash/investment management can help the city close its structural deficit more quickly than relying solely on development and/or sales tax revenue to increase.

Things I also support but they do not seem like work program items:

- Restoring hybrid commission meetings/increasing transparency
- Tree planting: Does this need to be an official city work program item? Shouldn't this just fall into ongoing operating costs/budget?

I have confidence the Council will arrive at a plan with significant potential to help bring the city forward.

Thank you for your service,

Tracy Kosolcharoen

CC 03-03-2025

#1

Middle Ranking
Sheet from
Workshop 3.3.25

Written Communications

List of Priorities - For Ranking

#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
13	City Properties / EOC	KM	City Properties: Planning for Optimal Use (Formerly City Properties 2.0)	Revisit City Hall/Torre Annex Planning RE- Seismic/EOC. Future planning strategies for Stockmeir house/garages, Blech House, Blue Pheasant. Goal of judicial use of city-owned properties. Investigate potential purchase of CUSD Finch/Phil property.	Quality of Life	Public Works/City Manager's Office	\$\$	Medium	Public Works	4
14	Emergency Preparedness	RW	Emergency Operations Readiness	Review fire, earthquake tornado, active shooter, Tsunami, hazardous transport accident policies; and ensure EOC is active and functioning with a permanent position not consultant running the program.	Sustainability and Fiscal Strategy	City Manager's Office/SC County Sheriff's Office	\$\$	Medium	City Manager's Office	2
15	Environmental / Trees	SM	Urban Forest Program	Expand tree list review in current CWP to include specifics to develop an urban forest plan to increase trees, landscaping and greenery in all parts of the city	Quality of Life	Public Works/CDD	\$\$	Medium	Public Works	2
16	5G	RW	5G Ordinance	Update 5G Ordinance	Quality of Life	Public Works/City Attorney's Office	\$	Small	Public Works	2
18	Unhoused	KM	Unhoused Policies (Formerly Support for the Unhoused 2.0)	Continue this work program item. Determine best practices for limited budget smaller cities to manage the unhoused. Review RV practices in surrounding cities for impacts and potential adoption. Review transitional housing outcomes in surrounding cities. Policies to include nimble contingency plans.	Quality of Life	CDD/Public Works/City Attorney's Office/City Manager's Office	\$	Large	Community Development	2
22	Public Engagement	JF	Public Engagement Strategy and Policies in Support of Planning Initiatives	Consolidate existing CWP (Attachment B Item 10) and proposed CWP public engagement-related items (Attachment B Items 4 and 5) to establish more focused policies governing public outreach and engagement with respect to General Plan amendments and rezonings with special consideration to lessons learned from the 6th RHNA Cycle Housing Element revision.	Public Engagement and Transparency	CDD/City Manager's Office	\$\$	Large	Community Development	2
17	Permitting	RW	SFH permitting review process.	Improve turnaround times. Set SLA's for staff and outsourced reviewers, customer service KPI's, templates to reduce back and forth, internal staff expertise to reduce consulting expenses. Simplify permitting for small home upgrades.	Quality of Life	CDD/City Attorney's Office	\$	Medium	Community Development	1

List of Priorities - For Ranking

#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
20	Public Engagement	SM	Leadership Academy	Re-establish leadership program in collaboration with neighboring cities and non-profits - to educate the public on public policy issues, and encourage new participation in city's civic life.	Public Engagement and Transparency	City Manager's Office	\$	Small	City Manager's Office	1
21	Public Engagement	LC	Enhance Notification Methods for Development Projects and General Plan Amendments	<p>* Consider a community meeting requirement for any major project application, especially those requiring a general plan amendment, as some other cities have adopted.</p> <p>* Consider increasing notification radius from 300 feet to 500 feet (or even 1000 feet for major projects) for any project application, especially those requiring a general plan amendment.</p> <p>* Consider additional notification requirements for any project application seeking concessions/waivers of existing standards, such as parking reduction, building height, setback, retail space reduction, and/or impact fees.</p> <p>For city-wide general plan amendment, such as multiple sites for the Housing Element, consider comparable notification methods as single sites, rather than only through the newspaper, which has been insufficient.</p>	Public Engagement and Transparency	CDD/City Manager's Office/City Attorney's Office	\$	Medium	Community Development	1
23	Transportation	LC	Adopt LOS and improve TDM Accountability	Adopt LOS (Level of Service), in addition to VMT (Vehicle Miles Traveled), in any traffic assessment, since LOS is still a better measure of traffic impact. Adopt requirements to ensure accountability of TDM (Traffic Demand Management) system since TDM often does not mitigate traffic impact as intended.	Transportation	CDD/Public Works/City Attorney's Office	\$\$	Large	Community Development	1
24	Transportation	RW	Major thoroughfare congestion study and road improvements.	Study De Anza, Stevens Creek, Stelling, Wolfe, Homestead, and Bollinger, Road improvement options include adaptive traffic signals, no turns on red near schools during school hours, street paving, and traffic enforcement of bikers, cars, and pedestrians.	Quality of Life	Public Works	\$\$	Large	Public Works	1

List of Priorities - For Ranking

#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
26	Environmental / Trees	JF	Urban Forest 10-Year Plan	Develop a plan and implementation strategy to increase the tree canopy in Cupertino to achieve at least 30% coverage in every city neighborhood by 2035 using climate-resilient species.	Sustainability and Fiscal Strategy	Public Works/CDD	\$\$	Medium	Public Works	1
27	Impact Fees	KM	Impact Fees	Evaluate and realign impact fees.	Sustainability and Fiscal Strategy	CDD/City Attorney's Office/Public Works	\$\$\$	Large	Community Development	1
28	Parks	LC	Reduce the Scope of Memorial Park Plan to under \$40M	The Memorial Park Plan like other plans tend to include too many features in one park, which the city cannot afford to accommodate. We should reduce the scope to under \$40M to only essential elements	Sustainability and Fiscal Strategy	Parks & Recreation/Public Works	\$\$	Medium	Parks & Recreation	1
29	Transportation	JF	Active Transportation Plan	Continue the existing CWP item.	Transportation	Public Works	\$\$	Medium	Public Works	1
31	Public Engagement	LC	Enhance Art In-Lieu Fee policy for better engagement	Each development project has to dedicate art in-lieu fee, but the selection process does not engage the public to benefit the city as a whole. Explore policies adopted in other cities for better public engagement. NOTE: To expand the current work program item "Art in Public and Private Areas": Revisit Municipal Code standards for art in public and private development, including the standards in the Municipal Code and developing an Art-in-lieu fee policy.	Quality of Life	CDD/City Manager's Office/City Attorney's Office/Public Works/Administrative Services	\$	Medium	Community Development	1
35	Public Engagement	SM	General Plan Community Meetings	Consider community meetings for any development or project that requires a GP amendment.	Public Engagement and Transparency	CDD/City Manager's Office	\$	Medium	Community Development	1
19	City Work Program	KM	Work Program Process	Review Work Program History, budget considerations and timing, key takeaways, best practices, mission and vision, goal categories, staff suggestions for process improvement and workload management. Include CIP projects which are in process and their costs.	Sustainability and Fiscal Strategy	City Manager's Office/ALL DEPT	\$	Medium	City Manager's Office	0
25	Economic Development	JF	Commercial Diversification Plan	Develop a plan and implementation strategy to diversify the range and types of medium-sized businesses operating in the city.	Quality of Life	City Manager's Office	\$\$	Medium	City Manager's Office	0

List of Priorities - For Ranking

#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
30	4th of July	JF	Independence Day Celebration Enhancement	Identify and pursue low-hazard alternatives to the traditional fireworks presentation if no safe venue for traditional fireworks in Cupertino can be found.	Quality of Life	Parks & Recreation	\$\$	Large	Parks & Recreation	0
32	Public Engagement	LC	Transparency for Commisison Meetings	Restore Hybrid Commission Meetings with both virtual and in-person public comments - with minimal staff support. Include presentations, design docs in the agenda packet so that attendees who missed the meeting have access to them, such as the design docs for bike path projects.	Public Engagement and Transparency	I&T/ALL DEPTS	\$	Large	Innovation & Technology	0
33	Senior Services	SM	Ad Hoc Senior Commission	Establish an ad-hoc senior commission/committee/working group to create channels of communication between the senior population, senior center, senior living facilities - and address concerns re: housing, transportation, medical facilities.	Quality of Life	Parks & Recreation/City Manager's Office/City Attorney's Office	\$	Large	Parks & Recreation	0
34	Transportation	KM	Night time safety awareness	Coordinate public education and potential (private and/or public) grants for night time safety for bikes/peds/pets (Fall Bike Fest, SR2S, festivals)	Quality of Life	Public Works/SC County Sheriff's Office	\$	Medium	Public Works	0

CC 03-03-2025

#1

Final Ranking
Sheet from
Workshop 3.3.25

Written Communications

List of Priorities - For Ranking

#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
1	Economic Development	RW	Economic Development	Restore economic development committee, explore grant writer position, attract startups and companies in the tech ecosystem.	Sustainability and Fiscal Strategy	City Attorney's Office/City Manager's Office	\$\$	Small	City Attorney's Office	27
2	Economic Development	SM	Business Revitalization	Explore options to support small businesses, fill empty storefronts, and encourage entry of new forms of retail to promote revitalization	Sustainability and Fiscal Strategy	City Manager's Office	\$\$	Medium	City Manager's Office	27
3	Permitting	JF	Permit Streamlining and Simplification for Small Home Upgrades	Develop a suite of improvements to (1) improve access to, and (2) speed the processing of permits for small home upgrades so as to enhance compliance and improve overall efficiency.	Quality of Life	CDD	\$	Medium	Community Development	27
4	Financial Policies	LC	Financial, Investment, and Cashflow Policy Review (TBD item)	Review and assess the City's investment policy and best practices with an analysis of quarterly treasurers report. Establish a cashflow management policy with the goal to reduce the total percentage in cash from 20% to 2% and to reduce the total percentage in cash and cash-equivalent to at most 10%, on par with other cities.	Sustainability and Fiscal Strategy	Administrative Services	\$\$	Medium	Administrative Services	24
5	Heart of the City	JR	Heart of the City Specific Plan Update	Revise the Heart of the City Specific Plan and relevant neighboring planning areas to focus residential growth on major corridors to better support commercial activity, and an increased tax base as well as the creation of "third spaces" for community building, while bringing homes, amenities, and jobs closer together to reduce vehicle miles traveled and improve the attractiveness of active transportation options.	Quality of Life	CDD	\$\$\$	Large	Community Development	24
6	Impact Fees	SM	Update City's Impact fees	Update governing policies and guidelines for all impact fees	Sustainability and Fiscal Strategy	CDD/City Attorney's Office/Public Works	\$\$\$	Large	Community Development	21

List of Priorities - For Ranking

#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
7	Impact Fees	LC	Defensible Impact Fee Nexus Study for Traffic Impact Fee, Retail Impact Fee, BMR Impact Fee	With almost every infill project approval and revision, we are losing almost all retail with almost zero parking. New units tend to provide more town homes, rather than much needed smaller starter units or senior flats. With potential challenges to waive impact fees and design standards, a defensible Nexus study is necessary to protect the city in order to collect impact fees since California Constitution does not allow unfunded mandates levied on cities.	Sustainability and Fiscal Strategy	CDD/City Attorney's Office/Public Works	\$\$	Large	Community Development	21
8	Environmental / Sustainability	KM	Water Conservation Policies (replaces city water conservation/ turf conversion)	Reduce irrigation while increasing pollinator supporting vegetation (turf conversion). Optimize irrigation systems including CUSD use agreement sites.	Sustainability and Fiscal Strategy	Public Works	\$\$	Medium	Public Works	18
9	Economic Development	JF	Small Business Revitalization Plan	Develop a plan and implementation strategy to support (1) new small business establishment; (2) preservation of existing small businesses in order to improve placemaking in the city and the city's revenue stream.	Quality of Life	City Manager's Office	\$\$	Medium	City Manager's Office	17
10	Parks	SM	Blackberry Farms Pool and Picnic Area - CEQA Review	Eliminate the 100 day restricted operation of BB Farms picnic area facilities and swimming pool - and open all year. Current restrictions deprive city of fee revenues, and deprive public access to public facilities.	Quality of Life	Parks & Recreation/City Attorney's Office/Public Works/CDD	\$\$\$	Large	Parks & Recreation	17

List of Priorities - For Ranking

#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
11	Senior Services	LC	Enhance Senior Services	<p>Due to the high cost of senior centers, many seniors have to "age in place", but do still need services typically provided in senior centers, in addition to common home maintenance.-</p> <p>- Utilizing the survey results conducted in 2022 and 2023 to meet the needs of Cupertino seniors</p> <p>- Consider consultant services similar to Palo Alto or Saratoga Senior Center to enhance services, while reducing cost to the city.</p> <p>NOTE: Cupertino Age-Friendly could make a presentation on the result of 2023 survey, in collaboration with the city staff.</p> <p>NOTE: Successful Aging Solutions & Community Consulting (SASCC), who runs the Saratoga Senior Center could provide a free gap analysis and feasibility analysis</p>	Quality of Life	Parks & Recreation	\$\$	Large	Parks & Recreation	17
12	Economic Development	RW	Small Business Revitalization Ordinance	Streamline permitting process, explore more themed events like restaurant week and bobatino, attract more festivals, create a small business council, provide regulatory support.	Sustainability and Fiscal Strategy	CDD/City Manager's Office/Parks & Recreation	\$\$	Large	Community Development	15
13	City Properties / EOC	KM	City Properties: Planning for Optimal Use (Formerly City Properties 2.0)	Revisit City Hall/Torre Annex Planning RE Seismic/EOC. Future planning strategies for Stockmeir house/garages, Blech House, Blue	Quality of Life	Public Works/City Manager's Office	\$\$	Medium	Public Works	14
14	Emergency Preparedness	RW	Emergency Operations Readiness	Review fire, earthquake tornado, active shooter, Tsunami, hazardous transport accident policies; and ensure EOC is active and functioning with a	Sustainability and Fiscal Strategy	City Manager's Office/SC County Sheriff's Office	\$\$	Medium	City Manager's Office	14
15	Environmental / Trees	SM	Urban Forest Program	Expand tree list review in current CWP to include specifics to develop an urban forest plan to increase trees, landscaping and greenery in all parts of the city	Quality of Life	Public Works/CDD	\$\$	Medium	Public Works	14
16	5G	RW	5G Ordinance	Update 5G Ordinance	Quality of Life	Public Works/City Attorney's Office	\$	Small	Public Works	12

List of Priorities - For Ranking

#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
17	Permitting	RW	SFH permitting review process.	Improve turnaround times. Set SLA's for staff and outsourced reviewers, customer service KPI's, templates to reduce back and forth, internal staff expertise to reduce consulting expenses. Simplify permitting for small home upgrades.	Quality of Life	CDD/City Attorney's Office	\$	Medium	Community Development	12
18	Unhoused	KM	Unhoused Policies (Formerly Support for the Unhoused 2.0)	Continue this work program item. Determine best practices for limited budget smaller cities to manage the unhoused. Review RV practices in surrounding cities for impacts and potential adoption. Review	Quality of Life	CDD/Public Works/City Attorney's Office/City Manager's Office	\$	Large	Community Development	12
19	City Work Program	KM	Work Program Process	Review Work Program History, budget considerations and timing, key takeaways, best practices, mission and vision, goal categories, staff suggestions for process improvement and workload management.	Sustainability and Fiscal Strategy	City Manager's Office/ALL DEPT	\$	Medium	City Manager's Office	11
20	Public Engagement	SM	Leadership Academy	Re-establish leadership program in collaboration with neighboring cities and non-profits - to educate the public on public policy issues, and encourage new participation in city's civic life.	Public Engagement and Transparency	City Manager's Office	\$	Small	City Manager's Office	11
21	Public Engagement	LC	Enhance Notification Methods for Development Projects and General Plan Amendments	* Consider a community meeting requirement for any major project application, especially those requiring a general plan amendment, as some other cities have adopted. * Consider increasing notification radius from 300 feet to 500 feet (or even 1000 feet for major projects) for any project application, especially those requiring a general plan amendment.	Public Engagement and Transparency	CDD/City Manager's Office/City Attorney's Office	\$	Medium	Community Development	11
22	Public Engagement	JF	Public Engagement Strategy and Policies in Support of Planning Initiatives	Consolidate existing CWP (Attachment B Item 10) and proposed CWP public engagement-related items (Attachment B Items 4 and 5) to establish more focused policies governing public outreach and engagement with respect to General Plan amendments and rezonings with special consideration to lessons learned from the 6th RHNA Cycle Housing Element revision.	Public Engagement and Transparency	CDD/City Manager's Office	\$\$	Large	Community Development	11

List of Priorities - For Ranking

#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
23	Transportation	LC	Adopt LOS and improve TDM Accountability	Adopt LOS (Level of Service), in addition to VMT (Vehicle Miles Traveled), in any traffic assessment, since LOS is still a better measure of traffic impact.	Transportation	CDD/Public Works/City Attorney's Office	\$\$	Large	Community Development	11
24	Transportation	RW	Major thoroughfare congestion study and road improvements.	Study De Anza, Stevens Creek, Stelling, Wolfe, Homestead, and Bollinger, Road improvement options include adaptive traffic signals, no turns on	Quality of Life	Public Works	\$\$	Large	Public Works	11
25	Economic Development	JF	Commercial Diversification Plan	Develop a plan and implementation strategy to diversify the range and types of medium-sized businesses operating in the city.	Quality of Life	City Manager's Office	\$\$	Medium	City Manager's Office	10
26	Environmental / Trees	JF	Urban Forest 10-Year Plan	Develop a plan and implementation strategy to increase the tree canopy in Cupertino to achieve at least 30% coverage in every city neighborhood by 2035 using climate-resilient species.	Sustainability and Fiscal Strategy	Public Works/CDD	\$\$	Medium	Public Works	10
27	Impact Fees	KM	Impact Fees	Evaluate and realign impact fees.	Sustainability and Fiscal Strategy	CDD/City Attorney's Office/Public Works	\$\$\$	Large	Community Development	10
28	Parks	LC	Reduce the Scope of Memorial Park Plan to under \$40M	The Memorial Park Plan like other plans tend to include too many features in one park, which the city cannot afford to accommodate. We should reduce	Sustainability and Fiscal Strategy	Parks & Recreation/Public Works	\$\$	Medium	Parks & Recreation	10

List of Priorities - For Ranking

#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
29	Transportation	JF	Active Transportation Plan	Continue the existing CWP item.	Transportation	Public Works	\$\$	Medium	Public Works	10
30	4th of July	JF	Independence Day Celebration Enhancement	Identify and pursue low-hazard alternatives to the traditional fireworks presentation if no safe venue for traditional fireworks in Cupertino can be found.	Quality of Life	Parks & Recreation	\$\$	Large	Parks & Recreation	9
31	Public Engagement	LC	Enhance Art In-Lieu Fee policy for better engagement	Each development project has to dedicate art in-lieu fee, but the selection process does not engage the public to benefit the city as a whole. Explore policies adopted in other cities for better public engagement. NOTE: To expand the current work program item "Art	Quality of Life	CDD/City Manager's Office/City Attorney's Office/Public Works/Administrative Services	\$	Medium	Community Development	9
32	Public Engagement	LC	Transparency for Commisison Meetings	Restore Hybrid Commission Meetings with both virtual and in-person public comments - with minimal staff support. Include presentations, design docs in the agenda	Public Engagement and Transparency	I&T/ALL DEPTS	\$	Large	Innovation & Technology	8
33	Senior Services	SM	Ad Hoc Senior Commission	Establish an ad-hoc senior commission/committee/working group to create channels of communication between the senior population, senior center, senior living facilities - and address	Quality of Life	Parks & Recreation/City Manager's Office/City Attorney's Office	\$	Large	Parks & Recreation	8

List of Priorities - For Ranking

#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
34	Transportation	KM	Night time safety awareness	Coordinate public education and potential (private and/or public) grants for night time safety for bikes/peds/pets (Fall Bike Fest, SR2S, festivals)	Quality of Life	Public Works/SC County Sheriff's Office	\$	Medium	Public Works	8
35	Public Engagement	SM	General Plan Community Meetings	Consider community meetings for any development or project that requires a GP amendment.	Public Engagement and Transparency	CDD/City Manager's Office	\$	Medium	Community Development	7
36	Transportation	KM	SV Hopper Feasibility	Determine a future funding source for this grant-funded program. Provide two ridership and financial updates per year. (reworded, but the same)	Transportation	Public Works	\$	Small	Public Works	6

List of Priorities - For Ranking

#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
37	Environmental / Trees	KM	Tree Planting (replaces Tee List 2.0)	Increase tree canopy on city-owned properties with climate appropriate, preferably suitably CA native trees with volunteer tree-planting opportunities as feasible.	Sustainability and Fiscal Strategy	Public Works	\$\$\$	Large	Public Works	5
38	Environmental / Sustainability	KM	Environmental hazards	Add Geotracker and DTSC sites to the GIS mapping layers in the city to improve public awareness.	Public Engagement and Transparency	I&T/CDD	\$	Small	Innovation & Technology	5
39	Emergency Preparedness	RW	Public Safety - Block Leader and Neighborhood Watch	Strengthen Block Leader/Neighborhood Watch programs to ensure the leaders are active and expand the coverage of active neighborhoods.	Quality of Life	City Manager's Office	\$	Small	City Manager's Office	4
40	Transportation	JF	Bicycle Facilities	Continue the existing CWP item.	Transportation	Public Works/Parks & Recreation	\$	Medium	Public Works	4
41	Transportation	KM	Bus Stop Inventory	Inventory city bus stops and coordinate with VTA for improvements to seating, shading, and security (reworded, but the same)	Transportation	Public Works	\$	Small	Public Works	4
42	Quarry	SM	Lehigh Quarry	Continue to monitor quarry activities and present bi-annual updates to Council. Continued collaboration with County and neighboring cities is recommended.	Public Engagement and Transparency	CDD/City Manager's Office/City Attorney's Office	\$\$	Medium	Community Development	2
43	Emergency Preparedness	RW	License Plate Readers	Deploy city-owned license plate readers and implement policies to allow neighborhood-owned ones.	Quality of Life	City Manager's Office	\$\$	Small	City Manager's Office	1
44	Parks	RW	Memorial Park Renovation	Reduce plan or place in phases, consider revenue models such as concessions and services in the mix for the park.	Quality of Life	Parks & Recreation/Public Works	\$\$	Medium	Parks & Recreation	1

List of Priorities - For Ranking

#	Topic	Proposed By Council Member	Councilmember Submitted Title	Councilmember Proposed Project Description	Council Goal	Lead Department	Est budget	Est staff hours	Lead Department(s)	Total Ranking
45	Economic Development	LC	Strategies to Enhance Sales Tax Revenue	Develop strategies to improve sales tax revenue, including, but not limited to: - With each infill redevelopment, provide transparency on the retail space and loss in retail categories and sales tax revenue - Find out what businesses generate B2B taxes in Cupertino and in other cities - Attract businesses that generate sales taxes to Cupertino - Explore potential incentives to attract them to Cupertino, such as tax breaks or fee waivers	Sustainability and Fiscal Strategy	City Manager's Office/CDD/Administrative Services/City Attorney's Office	\$\$	Large	City Manager's Office	0
46	Emergency Preparedness	SM	City Hall Seismic Safety Issues	Determine cost and feasibility options to deal with City Hall seismic safety: pros and cons of retrofit, remodel, lease temporary facility, purchase a new building. Include plans for Stockmeir and Torre.	Sustainability and Fiscal Strategy	Public Works/City Manager's Office	\$\$	Medium	Public Works	0
47	Emergency Preparedness	RW	City Hall Retrofit and EOC Readiness Plan	Implement the previously approved 2022 Council plan with EOC migration.	Sustainability and Fiscal Strategy	Public Works/City Manager's Office	\$	Small	Public Works	0
48	Permitting	SM	Expedite and/or streamline building permit and inspection permit processes	Remove gridlock in construction, repairs and remodeling by streamlining permitting process. When processes get cumbersome, they get circumvented. Delays impact property tax and permitting fees revenues	Sustainability and Fiscal Strategy	CDD	\$\$	Large	Community Development	0
49	Taxes / Revenue	LC	Tax Measures on the 2026 Ballot	- Real Estate Transfer Tax (similar to Mountain View, San Jose and other cities) for large transactions - to capture profits made as a result of upzoning - Head tax (similar to Mountain View and other cities) for large employers or renegotiate tax sharing agreements - Sales tax (to be collected only if the county takes away the remaining 0.25%)	Sustainability and Fiscal Strategy	City Attorney's Office/Administrative Services/City Manager's Office	\$\$\$	Large	City Attorney's Office	0

From: [S B](#)
To: [City Council](#); [Pamela Wu](#); [Chad Mosley](#); [David Stillman](#); [Rachelle Sander](#); [Kristina Alfaro](#); [Benjamin Fu](#)
Cc: [City Clerk](#)
Subject: CWP and the residents priorities
Date: Monday, March 3, 2025 5:12:56 PM

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Please include this as part of written communications for the Meeting on March 4th 2025.

Also Im writing this email o behalf of myself as a concerned resident of the city.

To the mayor and City Council members,

I'm writing to urge the Council to reconsider any proposal to raise taxes on residents or hotels. Our issue is not a lack of funds, but rather the need for more efficient, rather than wasteful spending. Please do not approve any CWP item that proposes introducing new taxes. It is also crucial that the Council prioritize the needs of current residents when considering CWP items, especially given that only a small percentage of staff time is allocated to CWP tasks. We should focus on issues that truly matter to the city residents, are fiscally responsible and ensure Cupertino remains competitive and resilient in the face of future challenges.

By concentrating on the priorities below, we can ensure a more sustainable and equitable future for Cupertino.

Development in Cupertino: Priorities and Concerns for the Community

Study on impact Fees: The lack of impact fees can have significant negative consequences for a city. When developers are not required to contribute financially to the infrastructure and services they affect, the burden falls on existing residents. Without these fees, the city struggles to address the increased demand on public services, such as schools, roads, water systems, and emergency services. This can lead to overcrowded schools, traffic congestion, deteriorating infrastructure, and higher maintenance costs. In the long run, the absence of impact fees may force the city to divert funds from other essential services or raise taxes on residents to cover the costs, placing an unfair burden on the community. Proper impact fees ensure that developers contribute fairly to the infrastructure their projects rely on, helping to maintain the quality of life for current residents and supporting sustainable growth. It is crucial that an Impact fees study be completed promptly to prevent developers from bypassing fees, as was the case with The Rise. Without a thorough fee study, we risk being forced to waive fees in the future, which would ultimately incur unnecessary costs for the city.

Streamline the process for residents: I urge the city to streamline the process and simplify the permit requirements for single-family homes, whether it's a simple remodel or a complete rebuild. It is crucial that homeowners, - current residents, are not burdened by lengthy delays or complicated procedures. Developers should not be prioritized over residents who are

seeking to improve or maintain their homes. A more efficient permitting process will ensure that current residents are supported while maintaining the quality of life in our community.

Revisit heart of City plans: The Heart of the City plans are removing much-needed retail spaces and replacing them with 3-4 story developments that not only detract from the city's aesthetic but also fail to deliver the affordable housing that developers claim to be addressing. We need to revisit these plans and ensure that we consider the pipeline projects already in place to meet our HCD requirements, which were set at just 4,588 units.

Urban Forest Plan: With all the development happening within the city, we are cutting down trees and negatively impacting the environment. It's essential that we prioritize maintaining an urban forest within Cupertino, including in Memorial Park, where the current \$80M plan proposes further tree removal.

Cost-Saving Initiatives for Cupertino: Prioritizing Efficiency and Sustainability:

2022 City Hall improvements: Regarding City Hall, we don't need a new project. Let's retrofit the current building based on the plan created in 2022, as it was an optimal solution in terms of safety and cost.

Revisit Memorial Park Plan The proposed \$80M plan for Memorial Park is excessive and represents a significant waste of taxpayer money. It is unclear where the funding for this multi-year project will come from, and the lack of transparency raises concerns about its financial feasibility. Given the uncertainty surrounding the funding sources and the high cost, this plan needs to be revisited and carefully reconsidered before proceeding.

Do Not Extend Blackberry Farm Access Year-Round – Blackberry Farm is a valuable resource for residents, that is currently only open 100 days a year for a reason. This limitation was based on the understanding that the pool remains unused during the winter months, and keeping it open year-round would incur additional costs for the city. Rather than reopening this pool year-round, we should explore the possibility of utilizing the De Anza pool. What would it take to ensure that Cupertino residents have year-round access to this facility?

Enhancing Traffic and Public Safety in Cupertino: Priorities for a Safer Community

Public Safety: We need more patrols throughout Cupertino, and it's crucial to install license plate readers as soon as possible. Additionally, we should implement red light cameras. Once these measures are in place, we can consider allocating more funds for neighborhood watches and block leaders in the next cycle.

Traffic Improvements: While biking and walking are important modes of transportation, they should not be the sole solutions for ensuring safe routes to school and promoting sustainability. We need a more balanced approach that includes improving traffic infrastructure, such as better traffic signals, fewer right-turn restrictions, and a review of recent intersection changes. Given the fire safety concerns highlighted in the Mercury News' regional fire map, it is crucial that we prioritize fire safety over the construction of bike lanes,

which are largely unused for most of the day. Bike lanes should not be the priority when they primarily serve enthusiasts who may only use them once or twice a day. Instead, we should explore more comprehensive and practical solutions for traffic and public safety. For example, the cement blocks on McClellan Avenue pose a significant issue in the event of an emergency, particularly during wildfire evacuations. The current one-lane setup severely limits the ability to evacuate the west side of Cupertino efficiently. By removing the cement blocks, McClellan could be expanded to two eastbound lanes, allowing emergency vehicles to travel westbound. The road is wide enough to accommodate three lanes, improving emergency access and evacuation routes. Additionally, implementing school buses for city schools would reduce traffic congestion, or during school traffic hours, we could consider making certain streets one-way to improve traffic flow. We need to think more creatively about safe routes to schools, moving beyond reliance on cement blocks or bollards around town which are quite expensive and haven't proved to be any safer.. Increased patrolling during school hours would also help ensure safer, more disciplined traffic. By focusing on these broader strategies, we can better address both public and traffic safety needs while ensuring sustainable solutions for our community.

Establishing an Economic Development Committee: Shaping Cupertino's Future

Establishing an Economic Development Committee in Cupertino is essential to fostering the city's long-term growth and sustainability. This committee would bring together diverse perspectives from local businesses, residents, and city officials to identify opportunities for economic growth, improve the business climate, and address challenges such as job creation, housing affordability, and sustainable development. By having a dedicated group focused on strategic economic planning, the city can ensure that development projects align with the needs of the community, support small businesses, and attract investment that enhances Cupertino's financial health and quality of life. Moreover, an Economic Development Committee can help the city navigate the complexities of a rapidly changing economy and ensure that Cupertino remains competitive and resilient in the face of future challenges.

Regards
Sashi