

# Administration

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# Department Overview

## Budget Units

| Budget Unit                       | Program                                   | 2023 Proposed Budget |
|-----------------------------------|---|----------------------|
| <b>City Manager</b>               |   | <b>\$ 5,450,600</b>  |
| 100-12-120                        | City Manager                              | \$ 1,637,369         |
| 100-12-122                        | Sustainability                            | \$ 763,464           |
| 100-12-126                        | Office of Communications                  | \$ 977,517           |
| 100-12-305                        | Multimedia                                | \$ 438,792           |
| 100-12-307                        | Public Access Support                     | \$ 79,249            |
| 100-12-632                        | Community Outreach and Neighborhood Watch | \$ 213,823           |
| 100-12-633                        | Office of Emergency Management            | \$ 706,493           |
| 100-12-705                        | Economic Development                      | \$ 633,893           |
| <b>City Clerk</b>                 |   | <b>\$ 909,333</b>    |
| 100-13-130                        | City Clerk                                | \$ 719,419           |
| 100-13-132                        | Duplicating and Mail Services             | \$ 49,075            |
| 100-13-133                        | Elections                                 | \$ 140,839           |
| <b>City Manager Discretionary</b> |   | <b>\$ 75,000</b>     |
| 100-14-123                        | City Manager Contingency                  | \$ 75,000            |
| <b>City Attorney</b>              |   | <b>\$ 1,574,133</b>  |
| 100-15-141                        | City Attorney                             | \$ 1,574,133         |
| <b>Total</b>                      |   | <b>\$ 8,009,066</b>  |

## Budget at a Glance

| 2023 Proposed Budget     |              |
|--------------------------|--------------|
| Total Revenues           | \$ 1,469,823 |
| Total Expenditures       | \$ 8,009,066 |
| Fund Balance             | \$ -         |
| General Fund Costs       | \$ 6,529,243 |
| % Funded by General Fund | 81.5%        |
| Total Staffing           | 22.3 FTE     |

## Organization

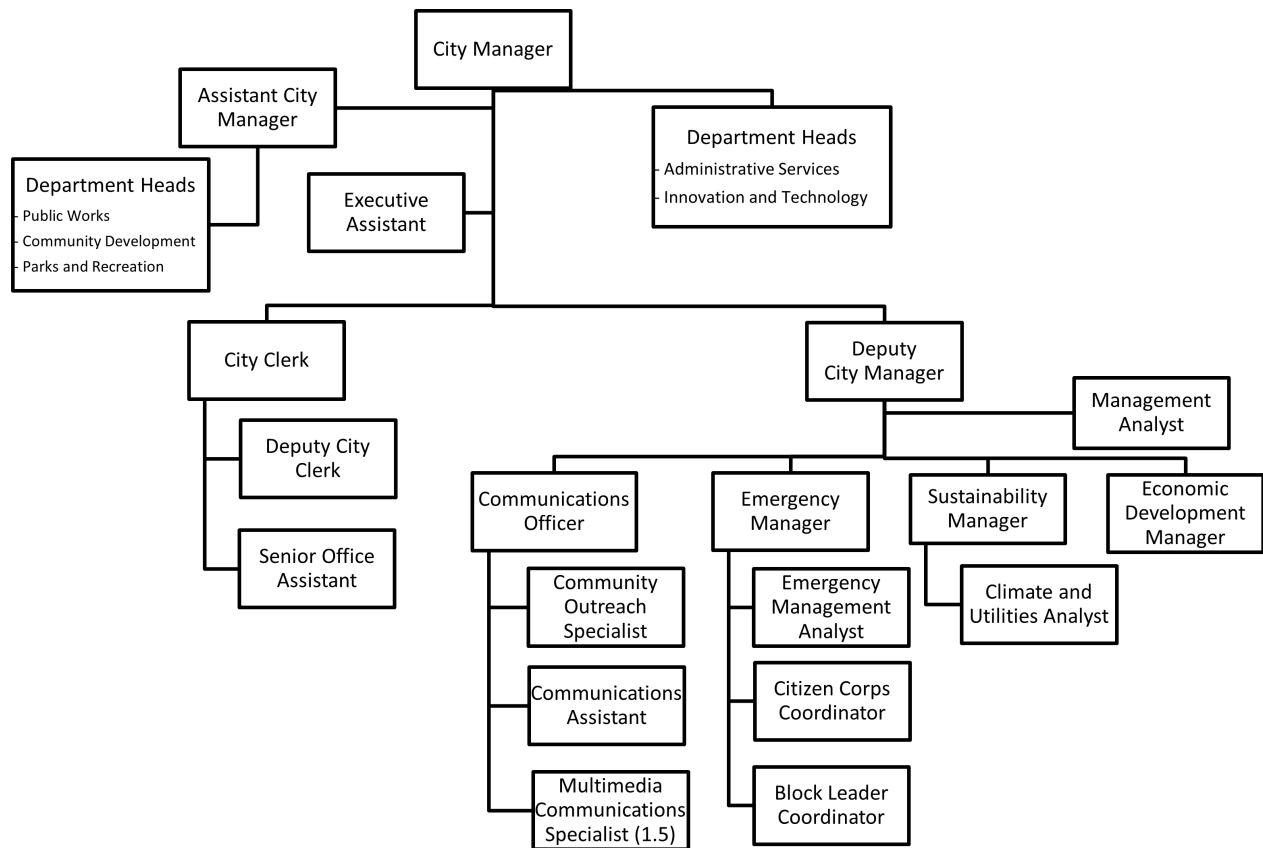
**Jim Throop**, City Manager

**Dianne Thompson**, Assistant City Manager

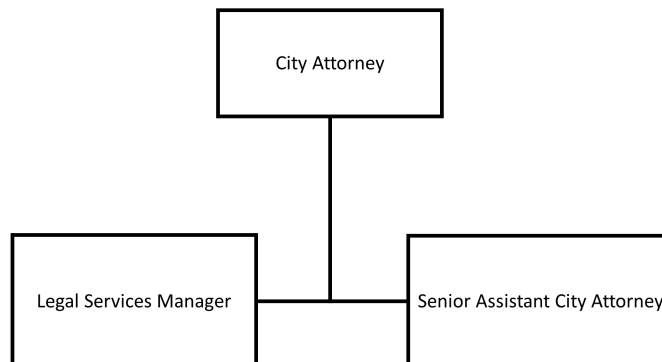
**Christopher Jensen**, City Attorney

**Kirsten Squarcia**, City Clerk

## City Manager's Office



## City Attorney's Office



## Performance Measures

### City Clerk Division

Goal: Streamline information processing for Council, staff, and community members for compliance with State requirements and facilitate independent and transparent access to public information.

Benefit: All can fully participate in local government to achieve the community & organizational goals.

| Performance Measure   | FY 2020<br>July-June | FY 2021<br>July-June | FY 2022<br>July-Dec | Ongoing<br>Target |
|---|----------------------|----------------------|---------------------|-------------------|
| City Council minutes for meetings presented for Council approval by the following regular meeting   | 100%                 | 100%                 | 100%                | 100%              |
| Adopted City Council resolutions and ordinances processed and scanned to Laserfiche within a week of Clerk's office receipt of final, signed document | 60%                  | 80%                  | 80%                 | 100%              |
| Public Record Act requests responded to by the Statutory deadline date  | 100%                 | 100%                 | 100%                | 100%              |

### Office of Communications

Goal: Promote and increase interest and participation in City services, programs, initiatives, and projects while building community pride and positive identification with the City among its residents.

Benefit: Residents have access to timely, engaging, and important information.

| Performance Measure   | FY 2020<br>July-June | FY 2021<br>July-June | FY 2022<br>July-Dec | Ongoing<br>Target         |
|---|----------------------|----------------------|---------------------|---------------------------|
| Social media engagement: total number of followers including City Hall Nextdoor, Facebook, Twitter, and Instagram accounts              | 31,906               | 35,177               | 37,367              | 10% annual increase       |
| Social media engagement: average number of engagements (reactions, comments, shares, and clicks) per post on City Hall Facebook account | 72.3                 | 66.5                 | 85.1                | 10% annual increase       |
| Cupertino 311: Average response time to customers organization-wide (in days):  | 2.8 Days             | 3.5 Days             | 3.3 Days            | Average Close Time 5 Days |

### Sustainability Division

Goal: Implement Cupertino's Climate Action Plan and General Plan Sustainability Element to achieve quantifiable emissions reductions, conserve finite resources, and achieve utility cost avoidance and savings

across municipal operations and community partners.

Benefit: Cupertino is a healthy, resilient, environmentally-vibrant city for current and future residents to live, work, learn and play.

| Performance Measure  | FY 2020<br>July-June  | FY 2021<br>July-June | FY 2022<br>July-Dec | Ongoing<br>Target                                       |
|--|---|----------------------|---------------------|---|
| % community-wide emissions reduced from baseline of 307,288 MT CO <sub>2</sub> e/yr <sup>1</sup> | 2018 inventory: 24% decrease in emissions from baseline (258,659 MT CO <sub>2</sub> e/yr) |                      |                     | 15% reduction by 2020 (261,195 MT CO <sub>2</sub> e/yr) |
| Initiate and implement all Climate Action Plan near-term measures:                               |   |                      |                     |   |
| % initiated  | 100%  | 100%                 | 100%                | 100%  |
| % complete or ongoing  | 79%   | 79%                  | 79%                 | 100%  |
| % municipal operations emissions reduced from baseline of 1,865 MT CO <sub>2</sub> e/yr          | 2018 inventory: 66% reduction in emissions from baseline: 642 MT CO <sub>2</sub> e        |                      |                     | 15% reduction by 2020                                   |

<sup>1</sup> Cupertino's GHG inventories are conducted roughly every 3-5 years.

### Economic Development Division

Goal: To actively pursue opportunities in the areas of business attraction, retention, and expansion as a means of promoting economic vitality, and strengthening the City's sales tax base to support Cupertino's excellent quality of life for its residents, businesses, and daytime population.

Benefit: Cupertino's economy and sales tax revenue base are diversified to further enhance the City's financial stability and its ability to provide quality amenities to the community.

| Performance Measure  | FY 2020<br>July-June | FY 2021<br>July-June | FY 2022<br>July-Dec | Ongoing<br>Target |
|--|----------------------|----------------------|---------------------|-------------------|
| Maintain Economic Development Business Connect Subscribers | 2,000                | 2,500                | 2,500               | 2,800             |
| Economic Development Business Workshops & Events           | 11                   | 3*                   | 2                   | 12 per year       |

\*limited due to COVID

### Multimedia Division

Multimedia Division has been moved under the Innovation & Technology Department.

## Workload Indicators

### City Clerk Division

| Workload Indicator  | FY 2020<br>July-June | FY 2021<br>July-June | FY 2022<br>July-Dec |
|---|----------------------|----------------------|---------------------|
| City Council minutes for regular meetings presented for Council approval by the following regular meeting   | 22/22                | 15/15                | 25/25               |
| Adopted City Council resolutions and ordinances processed and scanned to Laserfiche within a week of Clerk's office receipt of final, signed document | 182/272; 12/18       | 148/185; 10/12       | 45/56; 7/9          |
| Public Record Act requests responded to by the Statutory deadline date  | 104/104              | 94/94                | 139/139             |

### Office of Communications

| Workload Indicator  | FY 2020<br>July-June | FY 2021<br>July-June | FY 2022<br>July-Dec |
|---|----------------------|----------------------|---------------------|
| Social Media Engagement: Post per year (Facebook, Nextdoor, Twitter, Instagram)   | 1,182                | 1,634                | 595                 |
| Number of Projects Created on Engage Cupertino  | N/A                  | N/A                  | 6                   |
| Number of Community Information and Outreach Program products provided (newsletters, press releases, website news postings) | 373                  | 248                  | 105                 |



## Sustainability Division

| Workload Indicator   | FY 2020<br>July-June | FY 2021<br>July-June | FY 2022<br>July-Dec |
|--|----------------------|----------------------|---------------------|
| Number of local businesses visited/reached out to as part of GreenBiz program outreach (est)   | 36                   | 6                    | 7                   |
| Events related to increasing awareness of reducing greenhouse gas emissions in the community (staff organized or staff tabled) (est) | 10                   | 7                    | 15                  |
| Sustainability related metrics tracked and/or analyzed (est)   | 90                   | 90                   | 90                  |
| Climate Action Plan action steps initiated or implemented (est)  | 64                   | 94                   | 99                  |

## Economic Development Division

| Workload Indicator  | FY 2020<br>July-June | FY 2021<br>July-June | FY 2022<br>July-Dec |
|---|----------------------|----------------------|---------------------|
| Meetings with large groups/organizations; appointments with brokers, prospective business owners, business owners and operators, City staff, etc.                         | 78*                  | 68*                  | 19                  |
| Special events, including small business workshops and seminars, ICSC conferences and events, ribbon cuttings and grand openings, and Small Business Saturday Celebration | N/A                  | N/A                  | 3                   |
| Presentations to local organizations and visiting delegations.  | N/A                  | N/A                  | 0                   |
| Respond to call and email inquires  | N/A                  | N/A                  | 20                  |

\* This is an estimate based on the best information available

## Multimedia Division

Multimedia Division has been moved under the Innovation & Technology Department.

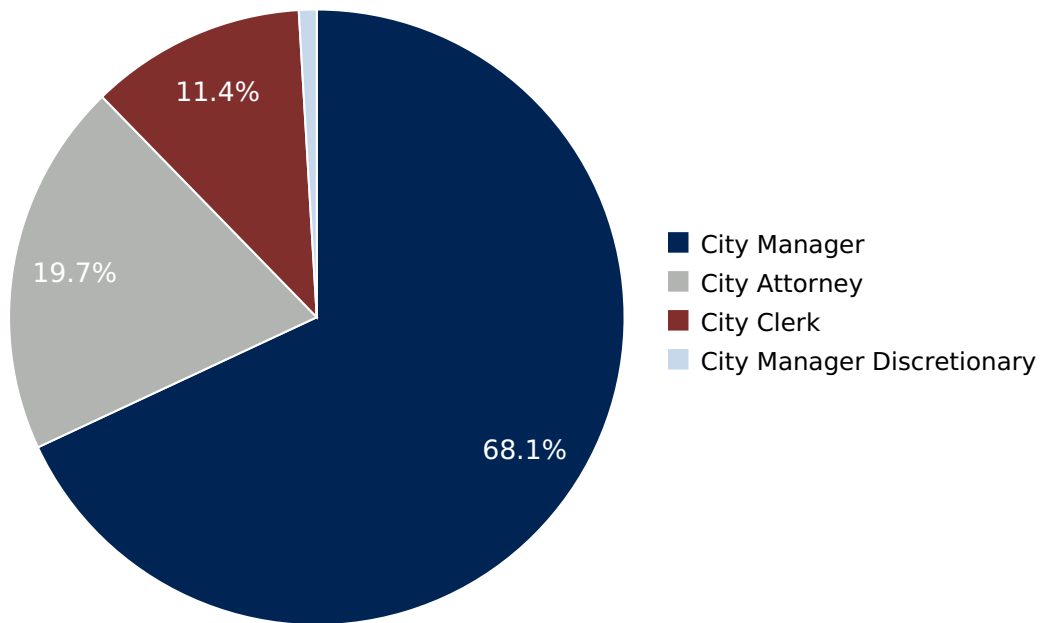
## Proposed Budget

It is recommended that City Council approve a budget of \$8,009,066 for the Administration department. This represents an increase of \$379,437 (5.0%) from the FY 2021-22 Adopted Budget.

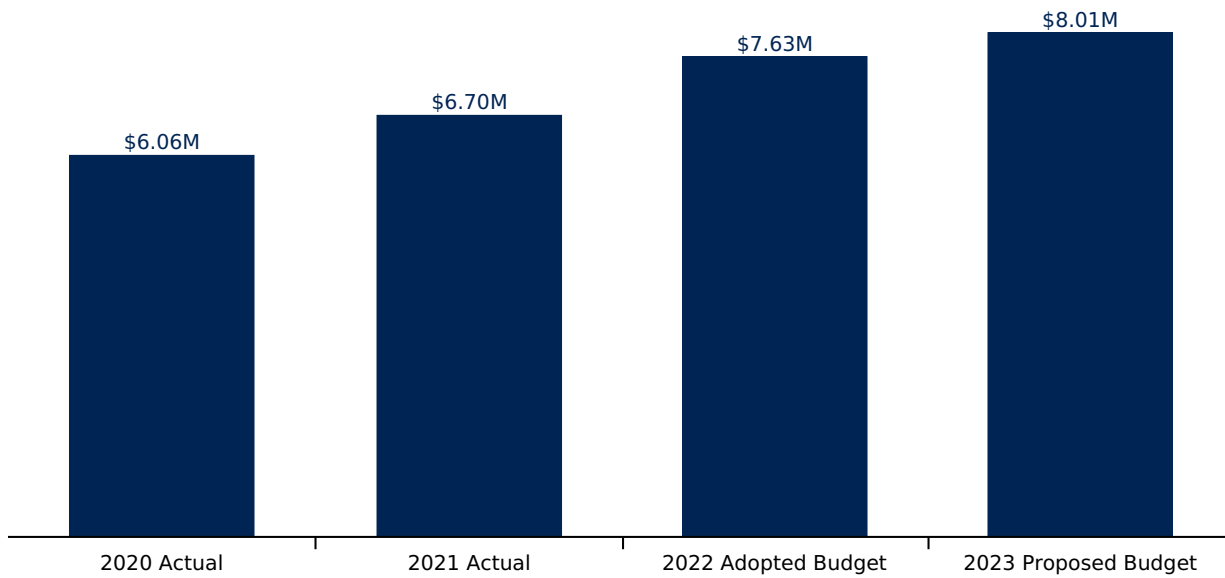
The increase in compensation and benefits is due to requests for a Limited-Term Communications Analyst and an Administrative Assistant, as well as insourcing of the City Attorney's Office. The transition from outsourced to in-house attorneys has increased compensation and benefits and decreased contract services.

The increase from FY 2019-20 actuals to FY 2022-23 is primarily due to compensation and benefits and special projects that vary from year to year. Compensation and benefits increased due to the addition of new positions, the transfer of programs from other City departments to the City Manager's Office, and the insourcing of the City Attorney's Office. Special Projects increased because new special projects were added in FY 2022-23. For Materials, actuals were lower in FY 2019-20 and FY 2020-21 because conference and training budgets were not completely expended due to the pandemic.

## Proposed Expenditures by Division



## Department Expenditure History



## Revenues and Expenditures

The following table details revenues, expenditures, changes in fund balance and General Fund costs by category. It includes actuals for two prior fiscal years, the Adopted Budget for the prior fiscal year, and the Proposed Budget for the current fiscal year.

| Category                  | 2020 Actual         | 2021 Actual         | 2022 Adopted Budget | 2023 Proposed Budget |
|---------------------------|---------------------|---------------------|---------------------|----------------------|
| <b>Revenues</b>           |                     |                     |                     |                      |
| Intergovernmental Revenue | \$ 33,209           | \$ 45,516           | \$ -                | \$ -                 |
| Charges for Services      | \$ 1,137,815        | \$ 1,399,287        | \$ 1,739,136        | \$ 1,469,823         |
| Miscellaneous Revenue     | \$ 14,494           | \$ 19,634           | \$ -                | \$ -                 |
| <b>Total Revenues</b>     | <b>\$ 1,185,518</b> | <b>\$ 1,464,437</b> | <b>\$ 1,739,136</b> | <b>\$ 1,469,823</b>  |
| <b>Expenditures</b>       |                     |                     |                     |                      |
| Employee Compensation     | \$ 1,860,354        | \$ 2,606,217        | \$ 2,944,170        | \$ 3,697,318         |
| Employee Benefits         | \$ 699,664          | \$ 1,061,161        | \$ 1,288,316        | \$ 1,601,824         |
| Materials                 | \$ 297,319          | \$ 327,504          | \$ 425,135          | \$ 535,812           |
| Contract Services         | \$ 2,702,604        | \$ 1,973,653        | \$ 2,237,070        | \$ 1,362,790         |
| Cost Allocation           | \$ 469,747          | \$ 481,712          | \$ 513,713          | \$ 468,859           |
| Special Projects          | \$ 31,841           | \$ 247,344          | \$ 120,900          | \$ 220,000           |
| Contingencies             | \$ -                | \$ -                | \$ 100,325          | \$ 122,463           |
| <b>Total Expenditures</b> | <b>\$ 6,061,529</b> | <b>\$ 6,697,591</b> | <b>\$ 7,629,629</b> | <b>\$ 8,009,066</b>  |
| <b>Fund Balance</b>       | <b>\$ -</b>         | <b>\$ -</b>         | <b>\$ -</b>         | <b>\$ -</b>          |
| <b>General Fund Costs</b> | <b>\$ 4,876,011</b> | <b>\$ 5,233,153</b> | <b>\$ 5,890,493</b> | <b>\$ 6,529,243</b>  |

## Staffing

The following table lists full-time equivalents (FTE) by position. It includes actuals for two prior fiscal years, the Adopted Budget for the prior fiscal year, and the Proposed Budget for the current fiscal year.

| <b>Position Title</b>               | <b>2020<br/>Actual</b> | <b>2021<br/>Actual</b> | <b>2022 Adopted<br/>Budget</b> | <b>2023 Proposed<br/>Budget</b> |
|-------------------------------------|------------------------|------------------------|--------------------------------|---------------------------------|
| ADMINISTRATIVE ASSISTANT            | 0                      | 0                      | 0                              | 1.00                            |
| ASSISTANT CITY MANAGER              | 1.00                   | 1.00                   | 1.00                           | 1.00                            |
| ASSIST TO THE CITY MNGR             | 1.00                   | 1.00                   | 1.00                           | 0                               |
| CITY ATTORNEY                       | 0                      | 0                      | 0                              | 1.00                            |
| CITY CLERK                          | 1.00                   | 1.00                   | 1.00                           | 1.00                            |
| CITY MANAGER                        | 1.00                   | 1.00                   | 1.00                           | 1.00                            |
| COMMUNICATIONS ANALYST              | 0                      | 0                      | 0                              | 1.00                            |
| COMMUNITY OUTREACH SPECIALIST       | 1.20                   | 1.20                   | 1.20                           | 0.90                            |
| COMMUNITY RELATIONS COORD           | 0.75                   | 0.75                   | 0.75                           | 1.00                            |
| DEPUTY CITY CLERK                   | 1.00                   | 1.00                   | 1.00                           | 1.00                            |
| DEPUTY CITY MANAGER                 | 0                      | 0                      | 0                              | 1.00                            |
| ECONOMIC DEVELOPMENT<br>MANAGER     | 1.00                   | 0                      | 0                              | 1.00                            |
| EMERGENCY SERVICES<br>COORDINATOR   | 1.00                   | 0.95                   | 0.95                           | 0.95                            |
| ENVIRONMENTAL PROGRAMS<br>ASSISTANT | 0                      | 0.35                   | 0.35                           | 0.35                            |
| EXEC ASST TO THE CITY COUNCIL       | 0.50                   | 0.50                   | 0.50                           | 0.50                            |
| LEGAL SERVICES MANAGER              | 1.00                   | 1.00                   | 1.00                           | 1.00                            |
| MANAGEMENT ANALYST                  | 0.70                   | 1.70                   | 2.70                           | 2.70                            |
| MULTIMEDIA COMMUNICATIONS<br>SPEC   | 0                      | 3.00                   | 3.00                           | 1.50                            |
| PUBLIC INFORMATION OFFICER          | 0.75                   | 0.85                   | 0.85                           | 0.85                            |
| SENIOR ASSISTANT CITY ATTORNEY      | 0                      | 0                      | 0                              | 1.00                            |
| SR OFFICE ASSISTANT                 | 1.60                   | 1.80                   | 1.80                           | 1.80                            |
| SUSTAINABILITY MANAGER              | 0.70                   | 0.75                   | 0.75                           | 0.75                            |
| <b>Total</b>                        | <b>14.20</b>           | <b>17.85</b>           | <b>18.85</b>                   | <b>22.30</b>                    |

# City Manager

Budget Unit 100-12-120

General Fund - City Manager - City Manager

## Budget at a Glance

| 2023 Proposed Budget     |              |
|--------------------------|--------------|
| Total Revenues           | \$ 631,098   |
| Total Expenditures       | \$ 1,637,369 |
| Fund Balance             | \$ -         |
| General Fund Costs       | \$ 1,006,271 |
| % Funded by General Fund | 61.5%        |
| Total Staffing           | 4.9 FTE      |

## Program Overview

The City Manager is responsible to the City Council for the effective and efficient operation of the City. Under the direction of the City Council as a whole, the City Manager carries out the City's goals and objectives.

## Service Objectives

- Accomplish the Council-approved City Work Program.
- Manage City operations.
- Ensure all laws and ordinances of the City are duly enforced and that all franchises, permits, licenses, and privileges granted by the City are faithfully performed and observed.
- Advise the City Council on policy, and the financial conditions and needs of the City.
- Investigate all complaints concerning the operation of the City.
- Prepare reports and initiate recommendations as may be desirable or as requested by the City Council.
- Ensure that the City's policies and procedures provide a foundation for a secure financial position.

## Proposed Budget

It is recommended that City Council approve a budget of \$1,637,369 for the City Manager program. This represents an increase of \$115,548 (7.6%) from the FY 2021-22 Adopted Budget.

This increase is primarily due to the addition of a Legislative Strategy consultant.

## Revenues and Expenditures

The following table details revenues, expenditures, changes in fund balance and General Fund costs by category. It includes actuals for two prior fiscal years, the Adopted Budget for the prior fiscal year, and the Proposed Budget for the current fiscal year.

| Category                  | 2020 Actual         | 2021 Actual         | 2022 Adopted Budget | 2023 Proposed Budget |
|---------------------------|---------------------|---------------------|---------------------|----------------------|
| <b>Revenues</b>           |                     |                     |                     |                      |
| Intergovernmental Revenue | \$ 33,209           | \$ 36,716           | \$ -                | \$ -                 |
| Charges for Services      | \$ 401,525          | \$ 452,422          | \$ 637,444          | \$ 631,098           |
| <b>Total Revenues</b>     | <b>\$ 434,734</b>   | <b>\$ 489,138</b>   | <b>\$ 637,444</b>   | <b>\$ 631,098</b>    |
| <b>Expenditures</b>       |                     |                     |                     |                      |
| Employee Compensation     | \$ 760,394          | \$ 885,438          | \$ 964,238          | \$ 1,032,843         |
| Employee Benefits         | \$ 269,702          | \$ 310,212          | \$ 402,900          | \$ 414,431           |
| Materials                 | \$ 37,468           | \$ 14,328           | \$ 49,338           | \$ 53,887            |
| Contract Services         | \$ 91,435           | \$ 137,342          | \$ 101,572          | \$ 131,572           |
| Cost Allocation           | \$ 40,423           | \$ -                | \$ -                | \$ -                 |
| Special Projects          | \$ -                | \$ 17,432           | \$ -                | \$ -                 |
| Contingencies             | \$ -                | \$ -                | \$ 3,773            | \$ 4,636             |
| <b>Total Expenditures</b> | <b>\$ 1,199,422</b> | <b>\$ 1,364,752</b> | <b>\$ 1,521,821</b> | <b>\$ 1,637,369</b>  |
| <b>Fund Balance</b>       | <b>\$ -</b>         | <b>\$ -</b>         | <b>\$ -</b>         | <b>\$ -</b>          |
| <b>General Fund Costs</b> | <b>\$ 764,687</b>   | <b>\$ 875,614</b>   | <b>\$ 884,377</b>   | <b>\$ 1,006,271</b>  |

## Staffing

The following table lists full-time equivalents (FTE) by position. It includes actuals for two prior fiscal years, the Adopted Budget for the prior fiscal year, and the Proposed Budget for the current fiscal year.

| Position Title                | 2020 Actual | 2021 Actual | 2022 Adopted Budget | 2023 Proposed Budget |
|-------------------------------|-------------|-------------|---------------------|----------------------|
| ASSISTANT CITY MANAGER        | 1.00        | 1.00        | 1.00                | 1.00                 |
| ASSIST TO THE CITY MNGR       | 1.00        | 1.00        | 1.00                | 0                    |
| CITY MANAGER                  | 1.00        | 1.00        | 1.00                | 1.00                 |
| DEPUTY CITY MANAGER           | 0           | 0           | 0                   | 1.00                 |
| EXEC ASST TO THE CITY COUNCIL | 0           | 0.50        | 0.50                | 0.50                 |
| MANAGEMENT ANALYST            | 0           | 1.00        | 1.00                | 1.00                 |
| SR OFFICE ASSISTANT           | 0.40        | 0.40        | 0.40                | 0.40                 |
| <b>Total</b>                  | <b>3.40</b> | <b>4.90</b> | <b>4.90</b>         | <b>4.90</b>          |

The Assistant to the City Manager position was reclassified to Deputy City Manager.

# Sustainability

Budget Unit 100-12-122

General Fund - City Manager - Sustainability

## Budget at a Glance

| 2023 Proposed Budget     |            |
|--------------------------|------------|
| Total Revenues           | \$ -       |
| Total Expenditures       | \$ 763,464 |
| Fund Balance             | \$ -       |
| General Fund Costs       | \$ 763,464 |
| % Funded by General Fund | 100.0%     |
| Total Staffing           | 1.8 FTE    |

## Program Overview

The Sustainability Division works to implement the City's Climate Action Plan, provides subject matter expertise and coordinates across departments in building public good through activities that reduce greenhouse gas emissions, conserves scarce resources, prioritize public health and prepare for the impacts of climate change. In this capacity, the program teams with regional partners and adjacent jurisdictions, and seeks grant funding to develop collective approaches to implement the City's ambitious Climate Action Plan.

## Service Objectives

- Collect and analyze relevant data to demonstrate municipal compliance with current and increasing state and federal regulations.
- Serve as a technical resource on sustainability initiatives by preparing staff reports, developing local policies and ordinances, coordinating educational events, and making presentations to Council, City departments, and applicable outside organizations.
- Coordinate municipal and community-wide greenhouse gas emissions inventories, develop emissions targets, execute a community-wide climate action plan, and track progress to achieve emissions reductions over time.
- Expand existing compliance-focused environmental services to offer innovative energy, water, and resource conservation programs that effectively engage employees and community members.
- Evaluate existing departmental programs and benchmark environmental achievements on an ongoing basis.
- Research tools and best practices for efficient utility management and conservation and adapt these to the City's organizational culture, operations, and budgets.
- Manage or perform resource audits, identify energy conservation and renewable energy generation opportunities, calculate feasibility and develop projects that are cost-effective and conserve resources.
- Develop effective partnerships that empower students and community members as environmental leaders.



## Proposed Budget

It is recommended that City Council approve a budget of \$763,464 for the Sustainability program. This represents a decrease of \$102,956 (-11.9%) from the FY 2021-22 Adopted Budget.

The decrease is due to a large special project, the update to the Climate Action Plan, completing in FY 2021-22.

The decrease in Cost Allocation is due to decreased City Attorney costs and fewer Human Resources recruitments for Sustainability in FY 2020-21.

## Special Projects

The following table shows the special projects for the fiscal year.

| Special Project                                   | Appropriations  | Revenue         | Funding Source | Description  |
|---|-----------------|-----------------|----------------|--|
| Climate Action Plan<br>Vision Summary<br>Document | \$10,000        | \$10,000        | General Fund   | Graphic design and editing support for a public-facing, "user-friendly" vision and executive summary document for the newly adopted Climate Action Plan Update |
| <b>Total</b>                                      | <b>\$10,000</b> | <b>\$10,000</b> |                |  |

## Revenues and Expenditures

The following table details revenues, expenditures, changes in fund balance and General Fund costs by category. It includes actuals for two prior fiscal years, the Adopted Budget for the prior fiscal year, and the Proposed Budget for the current fiscal year.

| Category                  | 2020 Actual       | 2021 Actual       | 2022 Adopted Budget | 2023 Proposed Budget |
|---------------------------|-------------------|-------------------|---------------------|----------------------|
| <b>Revenues</b>           |                   |                   |                     |                      |
| Miscellaneous Revenue     | \$ 14,494         | \$ 1,450          | \$ -                | \$ -                 |
| <b>Total Revenues</b>     | <b>\$ 14,494</b>  | <b>\$ 1,450</b>   | <b>\$ -</b>         | <b>\$ -</b>          |
| <b>Expenditures</b>       |                   |                   |                     |                      |
| Employee Compensation     | \$ 161,002        | \$ 221,141        | \$ 273,730          | \$ 291,223           |
| Employee Benefits         | \$ 80,086         | \$ 112,596        | \$ 131,482          | \$ 137,241           |
| Materials                 | \$ 10,204         | \$ 7,581          | \$ 29,955           | \$ 34,755            |
| Contract Services         | \$ 60,747         | \$ 48,853         | \$ 94,379           | \$ 104,379           |
| Cost Allocation           | \$ 116,846        | \$ 208,182        | \$ 249,106          | \$ 182,388           |
| Special Projects          | \$ 20,174         | \$ 63,299         | \$ 84,400           | \$ 10,000            |
| Contingencies             | \$ -              | \$ -              | \$ 3,368            | \$ 3,478             |
| <b>Total Expenditures</b> | <b>\$ 449,059</b> | <b>\$ 661,652</b> | <b>\$ 866,420</b>   | <b>\$ 763,464</b>    |
| <b>Fund Balance</b>       | <b>\$ -</b>       | <b>\$ -</b>       | <b>\$ -</b>         | <b>\$ -</b>          |
| <b>General Fund Costs</b> | <b>\$ 434,564</b> | <b>\$ 660,201</b> | <b>\$ 866,420</b>   | <b>\$ 763,464</b>    |

## Staffing

The following table lists full-time equivalents (FTE) by position. It includes actuals for two prior fiscal years, the Adopted Budget for the prior fiscal year, and the Proposed Budget for the current fiscal year.

| Position Title                   | 2020 Actual | 2021 Actual | 2022 Adopted Budget | 2023 Proposed Budget |
|----------------------------------|-------------|-------------|---------------------|----------------------|
| ENVIRONMENTAL PROGRAMS ASSISTANT | 0           | 0.35        | 0.35                | 0.35                 |
| MANAGEMENT ANALYST               | 0.70        | 0.70        | 0.70                | 0.70                 |
| SUSTAINABILITY MANAGER           | 0.70        | 0.75        | 0.75                | 0.75                 |
| <b>Total</b>                     | <b>1.40</b> | <b>1.80</b> | <b>1.80</b>         | <b>1.80</b>          |

There are no changes to the current level of staffing.

# Office of Communications

Budget Unit 100-12-126

General Fund - City Manager - Office of Communications

## Budget at a Glance

| 2023 Proposed Budget     |            |
|--------------------------|------------|
| Total Revenues           | \$ -       |
| Total Expenditures       | \$ 977,517 |
| Fund Balance             | \$ -       |
| General Fund Costs       | \$ 977,517 |
| % Funded by General Fund | 100.0%     |
| Total Staffing           | 3.7 FTE    |

## Program Overview

The Office of Communications is responsible for community outreach to ensure that residents have access to timely, useful, and important information. The Office of Communications oversees and maintains many of the City's lines of communication with residents, including the City's website, social media accounts, monthly newsletter, videos, event tabling, flyers, and press releases. The Office of Communications also acts as a liaison between various City departments and the community when it comes to communicating information about projects and events.

## Service Objectives

- Serve as the communications link between the City of Cupertino and residents
- Ensure that the community has easy access to important, useful, and timely information through various forms of media including print, online, and video
- Build community pride and positive identification with the City among residents
- Increase interest and participation in City services, projects, and activities
- Promote City Council and departmental goals, initiatives, programs, and services
- Assist in creating better internal and external communication
- Enhance the City's relationship with the news media

## Proposed Budget

It is recommended that City Council approve a budget of \$977,517 for the Office of Communications program. This represents an increase of \$268,562 (37.9%) from the FY 2021-22 Adopted Budget.

The increase in budget is primarily due to the addition of the community survey that was typically done every other year and the addition of a three-year Limited-Term Communications Analyst to support strategic outreach throughout the City. There is also additional funding for increased marketing and outreach.

## Revenues and Expenditures

The following table details revenues, expenditures, changes in fund balance and General Fund costs by category. It includes actuals for two prior fiscal years, the Adopted Budget for the prior fiscal year, and the Proposed Budget for the current fiscal year.

| Category                  | 2020 Actual       | 2021 Actual       | 2022 Adopted Budget | 2023 Proposed Budget |
|---------------------------|-------------------|-------------------|---------------------|----------------------|
| <b>Revenues</b>           |                   |                   |                     |                      |
| Charges for Services      | \$ 260,873        | \$ -              | \$ -                | \$ -                 |
| <b>Total Revenues</b>     | <b>\$ 260,873</b> | <b>\$ -</b>       | <b>\$ -</b>         | <b>\$ -</b>          |
| <b>Expenditures</b>       |                   |                   |                     |                      |
| Employee Compensation     | \$ 266,759        | \$ 318,479        | \$ 347,178          | \$ 449,061           |
| Employee Benefits         | \$ 103,636        | \$ 135,743        | \$ 160,426          | \$ 212,471           |
| Materials                 | \$ 97,245         | \$ 137,495        | \$ 154,755          | \$ 187,478           |
| Contract Services         | \$ 34,762         | \$ 18,827         | \$ 39,856           | \$ 120,800           |
| Cost Allocation           | \$ 28,441         | \$ -              | \$ -                | \$ -                 |
| Contingencies             | \$ -              | \$ -              | \$ 6,740            | \$ 7,707             |
| <b>Total Expenditures</b> | <b>\$ 530,843</b> | <b>\$ 610,544</b> | <b>\$ 708,955</b>   | <b>\$ 977,517</b>    |
| <b>Fund Balance</b>       | <b>\$ -</b>       | <b>\$ -</b>       | <b>\$ -</b>         | <b>\$ -</b>          |
| <b>General Fund Costs</b> | <b>\$ 269,970</b> | <b>\$ 610,544</b> | <b>\$ 708,955</b>   | <b>\$ 977,517</b>    |

## Staffing

The following table lists full-time equivalents (FTE) by position. It includes actuals for two prior fiscal years, the Adopted Budget for the prior fiscal year, and the Proposed Budget for the current fiscal year.

| Position Title                | 2020 Actual | 2021 Actual | 2022 Adopted Budget | 2023 Proposed Budget |
|-------------------------------|-------------|-------------|---------------------|----------------------|
| COMMUNICATIONS ANALYST        | 0           | 0           | 0                   | 1.00                 |
| COMMUNITY OUTREACH SPECIALIST | 1.20        | 1.20        | 1.20                | 0.90                 |
| PUBLIC INFORMATION OFFICER    | 0.75        | 0.85        | 0.85                | 0.85                 |
| SR OFFICE ASSISTANT           | 0.70        | 0.90        | 0.90                | 0.90                 |
| <b>Total</b>                  | <b>2.65</b> | <b>2.95</b> | <b>2.95</b>         | <b>3.65</b>          |

Staffing includes the addition of one three-year Limited-Term Communications Analyst to support strategic communications throughout the City.

# Multimedia

Budget Unit 100-12-305

General Fund - City Manager - Multimedia

## Budget at a Glance

|                          | 2023 Proposed Budget |
|--------------------------|----------------------|
| Total Revenues           | \$ 354,821           |
| Total Expenditures       | \$ 438,792           |
| Fund Balance             | \$ -                 |
| General Fund Costs       | \$ 73,971            |
| % Funded by General Fund | 16.9%                |
| Total Staffing           | 1.5 FTE              |

## Program Overview

In FY 2020-21, this program transferred from Innovation Technology to the City Manager's Office. Historical data can be found under Budget Unit 100-31-305. The primary goal of the Multimedia Division is to increase public awareness, interest, understanding, and participation in the issues, programs, and services presented by the City of Cupertino. The staff promotes City services and programs through its 24/7 government access channel, radio station, digital signage network, City website, and numerous online video platforms. In addition, the video staff provides multimedia production services and technical support for all City departments. Multimedia staff also oversees the design, maintenance, and engineering of the City's broadcast and audiovisual systems.

## Service Objectives

Multimedia staff works together to manage and maintain the following city services:

- City Channel, the government access television channel which provides 24/7 information to Cupertino residents, includes full coverage of city meetings, community events, town hall forums, press conferences, election coverage, and local speaker series, as well as educational programming and state government affairs programming
- Webcasting and video on demand services for live streaming city meetings, events, and other programs of interest
- Radio Cupertino for emergency and community information for public service announcements, traffic alerts, and weather forecasts
- Digital signage to promote city programs and events via electronic displays in city facilities
- Multimedia production services and maintenance of city video equipment

## Proposed Budget

It is recommended that City Council approve a budget of \$438,792 for the Multimedia program. This represents a decrease of \$477,555 (-52.1%) from the FY 2021-22 Adopted Budget.

The decrease is due to transferring 1.5 positions and a portion of materials and contracts to the Video program in Innovation Technology.

## Special Projects

The following table shows the special projects for the fiscal year.

| Special Project        | Appropriation   | Revenue         | Funding Source | Description                |
|------------------------|-----------------|-----------------|----------------|----------------------------|
| Field Lighting Package | \$10,000        | \$10,000        | General Fund   | Lighting Equipment Upgrade |
| <b>Total</b>           | <b>\$10,000</b> | <b>\$10,000</b> |                |                            |

## Revenues and Expenditures

The following table details revenues, expenditures, changes in fund balance and General Fund costs by category. It includes actuals for two prior fiscal years, the Adopted Budget for the prior fiscal year, and the Proposed Budget for the current fiscal year.

| Category                  | 2020 Actual | 2021 Actual       | 2022 Adopted Budget | 2023 Proposed Budget |
|---------------------------|-------------|-------------------|---------------------|----------------------|
| <b>Revenues</b>           |             |                   |                     |                      |
| Intergovernmental Revenue | \$ -        | \$ 8,800          | \$ -                | \$ -                 |
| Charges for Services      | \$ -        | \$ 293,110        | \$ 414,196          | \$ 354,821           |
| <b>Total Revenues</b>     | <b>\$ -</b> | <b>\$ 301,910</b> | <b>\$ 414,196</b>   | <b>\$ 354,821</b>    |
| <b>Expenditures</b>       |             |                   |                     |                      |
| Employee Compensation     | \$ -        | \$ 465,372        | \$ 500,123          | \$ 303,932           |
| Employee Benefits         | \$ -        | \$ 196,887        | \$ 215,203          | \$ 101,391           |
| Materials                 | \$ -        | \$ 60,650         | \$ 60,521           | \$ 1,406             |
| Contract Services         | \$ -        | \$ 74,066         | \$ 110,597          | \$ 21,491            |
| Special Projects          | \$ -        | \$ 104,963        | \$ 25,000           | \$ 10,000            |
| Contingencies             | \$ -        | \$ -              | \$ 4,903            | \$ 572               |
| <b>Total Expenditures</b> | <b>\$ -</b> | <b>\$ 901,938</b> | <b>\$ 916,347</b>   | <b>\$ 438,792</b>    |
| <b>Fund Balance</b>       | <b>\$ -</b> | <b>\$ -</b>       | <b>\$ -</b>         | <b>\$ -</b>          |
| <b>General Fund Costs</b> | <b>\$ -</b> | <b>\$ 600,027</b> | <b>\$ 502,151</b>   | <b>\$ 73,971</b>     |

## Staffing

The following table lists full-time equivalents (FTE) by position. It includes actuals for two prior fiscal years, the Adopted Budget for the prior fiscal year, and the Proposed Budget for the current fiscal year.

| <b>Position Title</b>             | <b>2020<br/>Actual</b> | <b>2021<br/>Actual</b> | <b>2022 Adopted<br/>Budget</b> | <b>2023 Proposed<br/>Budget</b> |
|-----------------------------------|------------------------|------------------------|--------------------------------|---------------------------------|
| MULTIMEDIA COMMUNICATIONS<br>SPEC | 0                      | 3.00                   | 3.00                           | 1.50                            |
| <b>Total</b>                      | <b>0</b>               | <b>3.00</b>            | <b>3.00</b>                    | <b>1.50</b>                     |

There are changes to the current level of staffing, as a portion of Multimedia/Video is transferring to Innovation Technology.

# Public Access Support

Budget Unit 100-12-307

General Fund - City Manager - Public Access Support

## Budget at a Glance

|                          | 2023 Proposed Budget |
|--------------------------|----------------------|
| Total Revenues           | \$ -                 |
| Total Expenditures       | \$ 79,249            |
| Fund Balance             | \$ -                 |
| General Fund Costs       | \$ 79,249            |
| % Funded by General Fund | 100.0%               |
| Total Staffing           | FTE                  |

## Program Overview

The City assists in the funding of the KMVT Community Access Television Program.

## Service Objectives

- Encourage Cupertino-based individuals and groups to use the community television production facilities for the purpose of expressing their interests, concerns, and ideas in a socially responsible manner.
- Provide professional training in hands-on video production by providing access to television equipment, computers, and software that would be otherwise out of reach of the average person.
- Provide workshops on all aspects of television production--including how to run a video camera, photography, editing, visual effects, social media, podcasting, and video blogging.
- Assist individuals and community groups to develop and produce programs for broadcast on the community access channel.

## Proposed Budget

It is recommended that City Council approve a budget of \$79,249 for the Public Access Support program. This represents a decrease of \$282 (-0.4%) from the FY 2021-22 Adopted Budget.

This budget is relatively unchanged from last fiscal year.

## Revenues and Expenditures

The following table details revenues, expenditures, changes in fund balance and General Fund costs by category. It includes actuals for two prior fiscal years, the Adopted Budget for the prior fiscal year, and the Proposed Budget for the current fiscal year.



| Category                  | 2020 Actual | 2021 Actual | 2022 Adopted Budget | 2023 Proposed Budget |
|---------------------------|-------------|-------------|---------------------|----------------------|
| <b>Revenues</b>           |             |             |                     |                      |
| <b>Total Revenues</b>     | \$ -        | \$ -        | \$ -                | \$ -                 |
| <b>Expenditures</b>       |             |             |                     |                      |
| Contract Services         | \$ -        | \$ 70,961   | \$ 75,120           | \$ 75,120            |
| Cost Allocation           | \$ -        | \$ 3,022    | \$ 2,533            | \$ 2,251             |
| Contingencies             | \$ -        | \$ -        | \$ 1,878            | \$ 1,878             |
| <b>Total Expenditures</b> | \$ -        | \$ 73,983   | \$ 79,531           | \$ 79,249            |
| <b>Fund Balance</b>       | \$ -        | \$ -        | \$ -                | \$ -                 |
| <b>General Fund Costs</b> | \$ -        | \$ 73,983   | \$ 79,531           | \$ 79,249            |

## Staffing

There is no staffing associated with this program.

# Community Outreach and Neighborhood Watch

Budget Unit 100-12-632

General Fund - City Manager - Community Outreach and Neighborhood Watch

## Budget at a Glance

| 2023 Proposed Budget     |            |
|--------------------------|------------|
| Total Revenues           | \$ -       |
| Total Expenditures       | \$ 213,823 |
| Fund Balance             | \$ -       |
| General Fund Costs       | \$ 213,823 |
| % Funded by General Fund | 100.0%     |
| Total Staffing           | 1.0 FTE    |

## Program Overview

Community Outreach programs facilitate communication and enhance cultural understanding in Cupertino neighborhoods. Block Leaders are instrumental in building connected communities, delivering timely and pertinent information to neighbors, and providing input to the City. Neighborhood Watch enhances public safety by providing crime prevention information to local businesses and residents. The program promotes an active relationship between the community and the Sheriff's Office.

## Service Objectives

- Aid in the development, implementation, and coordination of City programs and community-building activities designed to bring Cupertino neighborhoods together.
- Coordinate and disseminate useful and important information to Cupertino residents through regular meetings and communications that build relationships and strengthen neighborhoods.
- Facilitate collaboration with Emergency Preparedness and Neighborhood Watch programs.
- Train residents to connect and organize neighbors and neighborhoods.
- Get Block Leaders involved in the Parks and Recreation System Master Plan.
- Create and implement Neighborhood Watch meetings and groups.
- Disseminate important City news and safety information.
- Organize and conduct annual National Night Out initiative.

## Proposed Budget

It is recommended that City Council approve a budget of \$213,823 for the Community Outreach and Neighborhood Watch program. This represents an increase of \$41,931 (24.4%) from the FY 2021-22 Adopted Budget.

The increase in compensation and benefits is due to the addition of 0.25 FTE. The Community Relations Coordinator increased from 0.75 FTE to 1 FTE in FY 2021-22.

## Revenues and Expenditures

The following table details revenues, expenditures, changes in fund balance and General Fund costs by category. It includes actuals for two prior fiscal years, the Adopted Budget for the prior fiscal year, and the Proposed Budget for the current fiscal year.

| Category                  | 2020 Actual       | 2021 Actual       | 2022 Adopted Budget | 2023 Proposed Budget |
|---------------------------|-------------------|-------------------|---------------------|----------------------|
| <b>Revenues</b>           |                   |                   |                     |                      |
| <b>Total Revenues</b>     | \$ -              | \$ -              | \$ -                | \$ -                 |
| <b>Expenditures</b>       |                   |                   |                     |                      |
| Employee Compensation     | \$ 104,593        | \$ 83,627         | \$ 55,908           | \$ 92,579            |
| Employee Benefits         | \$ 37,535         | \$ 38,468         | \$ 34,044           | \$ 47,518            |
| Materials                 | \$ 3,346          | \$ 5,971          | \$ 11,386           | \$ 14,818            |
| Cost Allocation           | \$ 43,100         | \$ 56,874         | \$ 68,769           | \$ 58,538            |
| Special Projects          | \$ -              | \$ -              | \$ 1,500            | \$ -                 |
| Contingencies             | \$ -              | \$ -              | \$ 285              | \$ 370               |
| <b>Total Expenditures</b> | <b>\$ 188,574</b> | <b>\$ 184,940</b> | <b>\$ 171,892</b>   | <b>\$ 213,823</b>    |
| <b>Fund Balance</b>       | <b>\$ -</b>       | <b>\$ -</b>       | <b>\$ -</b>         | <b>\$ -</b>          |
| <b>General Fund Costs</b> | <b>\$ 188,574</b> | <b>\$ 184,940</b> | <b>\$ 171,892</b>   | <b>\$ 213,823</b>    |

## Staffing

The following table lists full-time equivalents (FTE) by position. It includes actuals for two prior fiscal years, the Adopted Budget for the prior fiscal year, and the Proposed Budget for the current fiscal year.

| Position Title            | 2020 Actual | 2021 Actual | 2022 Adopted Budget | 2023 Proposed Budget |
|---------------------------|-------------|-------------|---------------------|----------------------|
| COMMUNITY RELATIONS COORD | 0.75        | 0.75        | 0.75                | 1.00                 |
| <b>Total</b>              | <b>0.75</b> | <b>0.75</b> | <b>0.75</b>         | <b>1.00</b>          |

The Community Relations Coordinator increased from 0.75 FTE to 1 FTE in FY 2021-22.

# Office of Emergency Management

Budget Unit 100-12-633

General Fund - City Manager - Office of Emergency Management

## Budget at a Glance

| 2023 Proposed Budget     |            |
|--------------------------|------------|
| Total Revenues           | \$ -       |
| Total Expenditures       | \$ 706,493 |
| Fund Balance             | \$ -       |
| General Fund Costs       | \$ 706,493 |
| % Funded by General Fund | 100.0%     |
| Total Staffing           | 2.0 FTE    |

## Program Overview

The mission of the Office of Emergency Management is to lead and direct the City in prevention, preparation, mitigation, response, and recovery from all emergencies, hazards, incidents, and events.

## Service Objectives

- Develop and implement the goals and objectives of Cupertino's Office of Emergency Management.
- Maintain the City's Emergency Operations Center (EOC) in a perpetual state of operational readiness.
- Support Citizen Corps including the Block Leader Program, Neighborhood Watch, Community Emergency Response Team (CERT), Cupertino Amateur Radio Emergency Service (CARES), and Medical Reserve Corps (MRC).
- Prepare, test, and revise emergency response and recovery policies, plans, and procedures in compliance with the California Emergency Services Act, the Standardized Emergency Management System (SEMS), and the National Incident Management System (NIMS).
- Coordinate training of City staff in personal preparedness, SEMS/NIMS, and EOC functions.
- Maintain effective liaison with local, state, and national emergency management organizations and/or allied disaster preparedness and response agencies.

## Proposed Budget

It is recommended that City Council approve a budget of \$706,493 for the Office of Emergency Management program. This represents an increase of \$11,759 (1.7%) from the FY 2021-22 Adopted Budget.

This budget is relatively unchanged from the FY 2021-22 budget. The increase in Contract Services is due to additional EOC training and the continuation of the personal preparedness program, which was a special project in FY 2021-22.

## Revenues and Expenditures

The following table details revenues, expenditures, changes in fund balance and General Fund costs by category. It includes actuals for two prior fiscal years, the Adopted Budget for the prior fiscal year, and the Proposed Budget for the current fiscal year.

| Category                  | 2020 Actual       | 2021 Actual       | 2022 Adopted Budget | 2023 Proposed Budget |
|---------------------------|-------------------|-------------------|---------------------|----------------------|
| <b>Revenues</b>           |                   |                   |                     |                      |
| <b>Total Revenues</b>     | \$ -              | \$ -              | \$ -                | \$ -                 |
| <b>Expenditures</b>       |                   |                   |                     |                      |
| Employee Compensation     | \$ 126,289        | \$ 171,115        | \$ 305,225          | \$ 302,775           |
| Employee Benefits         | \$ 37,900         | \$ 72,593         | \$ 139,281          | \$ 148,923           |
| Materials                 | \$ 27,158         | \$ 11,595         | \$ 42,799           | \$ 61,108            |
| Contract Services         | \$ 320            | \$ -              | \$ 7,139            | \$ 14,200            |
| Cost Allocation           | \$ 106,193        | \$ 128,820        | \$ 188,792          | \$ 177,604           |
| Special Projects          | \$ -              | \$ 61,650         | \$ 10,000           | \$ -                 |
| Contingencies             | \$ -              | \$ -              | \$ 1,498            | \$ 1,883             |
| <b>Total Expenditures</b> | <b>\$ 297,860</b> | <b>\$ 445,773</b> | <b>\$ 694,734</b>   | <b>\$ 706,493</b>    |
| <b>Fund Balance</b>       | <b>\$ -</b>       | <b>\$ -</b>       | <b>\$ -</b>         | <b>\$ -</b>          |
| <b>General Fund Costs</b> | <b>\$ 297,860</b> | <b>\$ 445,773</b> | <b>\$ 694,734</b>   | <b>\$ 706,493</b>    |

## Staffing

The following table lists full-time equivalents (FTE) by position. It includes actuals for two prior fiscal years, the Adopted Budget for the prior fiscal year, and the Proposed Budget for the current fiscal year.

| Position Title                 | 2020 Actual | 2021 Actual | 2022 Adopted Budget | 2023 Proposed Budget |
|--------------------------------|-------------|-------------|---------------------|----------------------|
| EMERGENCY SERVICES COORDINATOR | 1.00        | 0.95        | 0.95                | 0.95                 |
| MANAGEMENT ANALYST             | 0           | 0           | 1.00                | 1.00                 |
| <b>Total</b>                   | <b>1.00</b> | <b>0.95</b> | <b>1.95</b>         | <b>1.95</b>          |

There are no changes to the current level of staffing.

# Economic Development

Budget Unit 100-12-705

General Fund - City Manager - Economic Development

## Budget at a Glance

|                          | 2023 Proposed Budget |
|--------------------------|----------------------|
| Total Revenues           | \$ -                 |
| Total Expenditures       | \$ 633,893           |
| Fund Balance             | \$ -                 |
| General Fund Costs       | \$ 633,893           |
| % Funded by General Fund | 100.0%               |
| Total Staffing           | 1.0 FTE              |

## Program Overview

In FY 2021-22, this program was transferred to the City Manager's Office. Historical data can be found in Budget Unit 100-71-705 in Community Development. The Economic Development program specifically targets business retention, expansion, and attraction with a focus on small business development, in order to support the City's financial stability.

## Service Objectives

- Provide assistance and support to businesses to enable job creation, new business formation, private investment, and industry evolution.
- Conduct outreach to existing small businesses to create strong working relationships.
- Collaborate with internal city team members to keep the needs of businesses in the forefront when reviewing applications and projects.
- Partner with local business associations, agencies, and organizations to create a strong and cohesive network offering business support and assistance.
- Provide the public with current data and information easily accessible online or in printed format. Assist with policy formation to align with business and community goals.

## Proposed Budget

It is recommended that City Council approve a budget of \$633,893 for the Economic Development program.

The increase in compensation and benefits is due to the transfer of the Economic Development Manager from the Community Development to Administration. The Economic Development Manager, which was previously a part-time position, also became a full-time position in FY 2021-22. Special projects are requested for a Fuse Corps Fellow and Economic Development Strategy Outreach.

## Special Projects

The following table shows the special projects for the fiscal year.

| Special Project                        | Appropriation    | Revenue          | Funding Source | Description   |
|--|------------------|------------------|----------------|---|
| Economic Development Fuse Fellow       | \$180,000        | \$180,000        | General Fund   | Hire Fuse Corps Fellow to assist with the implementation of the updated economic development strategy   |
| Economic Development Strategy Outreach | \$20,000         | \$20,000         | General Fund   | Support outreach and engagement with stakeholders to share the draft strategy and secure feedback to develop and design key messages around recommendations |
| <b>Total</b>                           | <b>\$200,000</b> | <b>\$200,000</b> |                |   |

## Revenues and Expenditures

The following table details revenues, expenditures, changes in fund balance and General Fund costs by category. It includes actuals for two prior fiscal years, the Adopted Budget for the prior fiscal year, and the Proposed Budget for the current fiscal year.

| Category                  | 2020 Actual       | 2021 Actual       | 2022 Adopted Budget | 2023 Proposed Budget |
|---------------------------|-------------------|-------------------|---------------------|----------------------|
| <b>Revenues</b>           |                   |                   |                     |                      |
| <b>Total Revenues</b>     | <b>\$ -</b>       | <b>\$ -</b>       | <b>\$ -</b>         | <b>\$ -</b>          |
| <b>Expenditures</b>       |                   |                   |                     |                      |
| Employee Compensation     | \$ 40,726         | \$ -              | \$ -                | \$ 180,045           |
| Employee Benefits         | \$ 14,011         | \$ 1,221          | \$ -                | \$ 76,832            |
| Materials                 | \$ 42,055         | \$ 33,890         | \$ -                | \$ 69,629            |
| Contract Services         | \$ 213,350        | \$ 149,994        | \$ -                | \$ 62,308            |
| Cost Allocation           | \$ 32,159         | \$ 50,406         | \$ -                | \$ 41,781            |
| Special Projects          | \$ 11,667         | \$ -              | \$ -                | \$ 200,000           |
| Contingencies             | \$ -              | \$ -              | \$ -                | \$ 3,298             |
| <b>Total Expenditures</b> | <b>\$ 353,968</b> | <b>\$ 235,511</b> | <b>\$ -</b>         | <b>\$ 633,893</b>    |
| <b>Fund Balance</b>       | <b>\$ -</b>       | <b>\$ -</b>       | <b>\$ -</b>         | <b>\$ -</b>          |
| <b>General Fund Costs</b> | <b>\$ 353,968</b> | <b>\$ 235,511</b> | <b>\$ -</b>         | <b>\$ 633,893</b>    |

## Staffing

The following table lists full-time equivalents (FTE) by position. It includes actuals for two prior fiscal years, the Adopted Budget for the prior fiscal year, and the Proposed Budget for the current fiscal year.

| <b>Position Title</b>           | <b>2020<br/>Actual</b> | <b>2021<br/>Actual</b> | <b>2022 Adopted<br/>Budget</b> | <b>2023 Proposed<br/>Budget</b> |
|---------------------------------|------------------------|------------------------|--------------------------------|---------------------------------|
| ECONOMIC DEVELOPMENT<br>MANAGER | 1.00                   | 0                      | 0                              | 1.00                            |
| <b>Total</b>                    | <b>1.00</b>            | <b>0</b>               | <b>0</b>                       | <b>1.00</b>                     |

In FY 2021-22, the Economic Development Manager position was transferred from the Community Development Department to the Administration Department.



# City Clerk

Budget Unit 100-13-130

General Fund - City Clerk - City Clerk

## Budget at a Glance

| 2023 Proposed Budget     |            |
|--------------------------|------------|
| Total Revenues           | \$ 121,651 |
| Total Expenditures       | \$ 719,419 |
| Fund Balance             | \$ -       |
| General Fund Costs       | \$ 597,768 |
| % Funded by General Fund | 83.1%      |
| Total Staffing           | 3.5 FTE    |

## Program Overview

The City Clerk's office responsibilities include administrative duties associated with the City Council's agenda and actions; publishing legal notices; posting notice of all commission vacancies; processing codification of City's Municipal Code; records management; compliance with Public Records Act requests; manages official elections; and provides partial mail service for all City Departments.

## Service Objectives

- Ensure compliance with the Brown Act open meetings requirements, Maddy Act Commission vacancy requirements and the Public Records Act, to accurately process documents and maintain a records management system that facilitates timely access to information, including digital access to City records.
- Provide complete, accurate and timely information to the public, staff and City Council.
- Respond to internal routing requests within two working days; respond to internal requests requiring archival research within five working days.
- Respond to Public Record Act requests within the time specified by State law.
- Provide a digital City Council packet to members of the City Council and staff for use on mobile devices.
- Process and sort routine incoming and outgoing mail and packages daily for each department.

## Proposed Budget

It is recommended that City Council approve a budget of \$719,419 for the City Clerk program. This represents an increase of \$116,086 (19.2%) from the FY 2021-22 Adopted Budget.

The increase in compensation and benefits is due to a request to add an Administrative Assistant. The Administrative Assistant will provide a variety of support to the City Clerk's Division, including preparing meeting agendas, processing Public Records Act requests, campaign finance forms, ethics certificates, lobbyist registration applications, and general records management. The staff time needed for these functions has increased over the past years.

## Revenues and Expenditures

The following table details revenues, expenditures, changes in fund balance and General Fund costs by category. It includes actuals for two prior fiscal years, the Adopted Budget for the prior fiscal year, and the Proposed Budget for the current fiscal year.

| Category                  | 2020 Actual       | 2021 Actual       | 2022 Adopted Budget | 2023 Proposed Budget |
|---------------------------|-------------------|-------------------|---------------------|----------------------|
| <b>Revenues</b>           |                   |                   |                     |                      |
| Charges for Services      | \$ 65,544         | \$ 91,584         | \$ 144,551          | \$ 121,651           |
| <b>Total Revenues</b>     | <b>\$ 65,544</b>  | <b>\$ 91,584</b>  | <b>\$ 144,551</b>   | <b>\$ 121,651</b>    |
| <b>Expenditures</b>       |                   |                   |                     |                      |
| Employee Compensation     | \$ 294,834        | \$ 351,929        | \$ 384,695          | \$ 434,265           |
| Employee Benefits         | \$ 107,721        | \$ 139,725        | \$ 143,987          | \$ 198,878           |
| Materials                 | \$ 37,326         | \$ 35,000         | \$ 35,382           | \$ 46,172            |
| Contract Services         | \$ 44,336         | \$ 27,822         | \$ 37,448           | \$ 38,000            |
| Cost Allocation           | \$ 34,341         | \$ -              | \$ -                | \$ -                 |
| Contingencies             | \$ -              | \$ -              | \$ 1,821            | \$ 2,104             |
| <b>Total Expenditures</b> | <b>\$ 518,558</b> | <b>\$ 554,476</b> | <b>\$ 603,333</b>   | <b>\$ 719,419</b>    |
| <b>Fund Balance</b>       | <b>\$ -</b>       | <b>\$ -</b>       | <b>\$ -</b>         | <b>\$ -</b>          |
| <b>General Fund Costs</b> | <b>\$ 453,015</b> | <b>\$ 462,893</b> | <b>\$ 458,782</b>   | <b>\$ 597,768</b>    |

## Staffing

The following table lists full-time equivalents (FTE) by position. It includes actuals for two prior fiscal years, the Adopted Budget for the prior fiscal year, and the Proposed Budget for the current fiscal year.

| Position Title                | 2020 Actual | 2021 Actual | 2022 Adopted Budget | 2023 Proposed Budget |
|-------------------------------|-------------|-------------|---------------------|----------------------|
| ADMINISTRATIVE ASSISTANT      | 0           | 0           | 0                   | 1.00                 |
| CITY CLERK                    | 1.00        | 1.00        | 1.00                | 1.00                 |
| DEPUTY CITY CLERK             | 1.00        | 1.00        | 1.00                | 1.00                 |
| EXEC ASST TO THE CITY COUNCIL | 0.50        | 0           | 0                   | 0                    |
| SR OFFICE ASSISTANT           | 0.50        | 0.50        | 0.50                | 0.50                 |
| <b>Total</b>                  | <b>3.00</b> | <b>2.50</b> | <b>2.50</b>         | <b>3.50</b>          |

Staffing is increasing due to the addition of an Administrative Assistant. The Administrative Assistant will provide a variety of support to the City Clerk's Division, including preparing meeting agendas, processing Public Records Act requests, campaign finance forms, ethics certificates, lobbyist registration applications, and general records management. The staff time needed for these functions has increased over the past years.

# Duplicating and Mail Services

Budget Unit 100-13-132

General Fund - City Clerk - Duplicating and Mail Services

## Budget at a Glance

|                          | 2023 Proposed Budget |
|--------------------------|----------------------|
| Total Revenues           | \$ -                 |
| Total Expenditures       | \$ 49,075            |
| Fund Balance             | \$ -                 |
| General Fund Costs       | \$ 49,075            |
| % Funded by General Fund | 100.0%               |
| Total Staffing           | FTE                  |

## Program Overview

The Duplicating and Mail budget provides paper, envelope, and postage supplies Citywide, and is responsible for the maintenance costs of the postage and folder-inserter machines.

## Service Objectives

- Supply paper, envelopes, and postage Citywide and maintain postage and folder-inserter machines.

## Proposed Budget

It is recommended that City Council approve a budget of \$49,075 for the Duplicating and Mail Services program. This represents an increase of \$1,281 (2.7%) from the FY 2021-22 Adopted Budget.

This budget is relatively unchanged from last fiscal year. The costs for paper, envelopes, and postage increased by CPI.

## Revenues and Expenditures

The following table details revenues, expenditures, changes in fund balance and General Fund costs by category. It includes actuals for two prior fiscal years, the Adopted Budget for the prior fiscal year, and the Proposed Budget for the current fiscal year.

| Category                  | 2020 Actual      | 2021 Actual      | 2022 Adopted Budget | 2023 Proposed Budget |
|---------------------------|------------------|------------------|---------------------|----------------------|
| <b>Revenues</b>           |                  |                  |                     |                      |
| <b>Total Revenues</b>     | \$ -             | \$ -             | \$ -                | \$ -                 |
| <b>Expenditures</b>       |                  |                  |                     |                      |
| Employee Benefits         | \$ 216           | \$ -             | \$ -                | \$ -                 |
| Materials                 | \$ 30,750        | \$ 18,551        | \$ 36,410           | \$ 37,794            |
| Contract Services         | \$ 6,065         | \$ 5,271         | \$ 5,959            | \$ 6,500             |
| Cost Allocation           | \$ -             | \$ 32,813        | \$ 4,366            | \$ 3,674             |
| Contingencies             | \$ -             | \$ -             | \$ 1,059            | \$ 1,107             |
| <b>Total Expenditures</b> | <b>\$ 37,031</b> | <b>\$ 56,635</b> | <b>\$ 47,794</b>    | <b>\$ 49,075</b>     |
| <b>Fund Balance</b>       | <b>\$ -</b>      | <b>\$ -</b>      | <b>\$ -</b>         | <b>\$ -</b>          |
| <b>General Fund Costs</b> | <b>\$ 37,032</b> | <b>\$ 56,635</b> | <b>\$ 47,794</b>    | <b>\$ 49,075</b>     |

## Staffing

There is no staffing associated with this program.

# Elections

Budget Unit 100-13-133

General Fund - City Clerk - Elections

## Budget at a Glance

| 2023 Proposed Budget     |            |
|--------------------------|------------|
| Total Revenues           | \$ -       |
| Total Expenditures       | \$ 140,839 |
| Fund Balance             | \$ -       |
| General Fund Costs       | \$ 140,839 |
| % Funded by General Fund | 100.0%     |
| Total Staffing           | FTE        |

## Program Overview

The City Clerk's office administers the legislative process including management of local elections and filings of Fair Political Practices Commission documents.

## Service Objectives

- Administer elections and Fair Political Practices Commission filings in compliance with State law.
- Conduct a local election in even-numbered years and ballot measure elections as necessary, in compliance with the California Elections Code.
- Facilitate timely filing of required and voluntary documentation from candidates and election committees, including Nomination Papers, Candidate Statements of Qualification, Campaign Financial Disclosure Statements, and Statements of Economic Interest, as well as candidate biographies and photographs.
- Make election-related information available to the public and news media in a timely manner.

## Proposed Budget

It is recommended that City Council approve a budget of \$140,839 for the Elections program. This represents an increase of \$140,692 (95708.8%) from the FY 2021-22 Adopted Budget.

The increase is due to increased costs for the Santa Clara County Election in November 2022, which occurs every 2 years. Materials costs are for election services and materials, including legal notices. Contract services costs are for consolidation with the County Registrar of Voters. The increase in Cost Allocation is due to increased activities in FY 2020-21 as it was an election year.

## Revenues and Expenditures

The following table details revenues, expenditures, changes in fund balance and General Fund costs by category. It includes actuals for two prior fiscal years, the Adopted Budget for the prior fiscal year, and the Proposed Budget for the current fiscal year.

| Category                  | 2020 Actual  | 2021 Actual       | 2022 Adopted Budget | 2023 Proposed Budget |
|---------------------------|--------------|-------------------|---------------------|----------------------|
| <b>Revenues</b>           |              |                   |                     |                      |
| Miscellaneous Revenue     | \$ -         | \$ 14,300         | \$ -                | \$ -                 |
| <b>Total Revenues</b>     | <b>\$ -</b>  | <b>\$ 14,300</b>  | <b>\$ -</b>         | <b>\$ -</b>          |
| <b>Expenditures</b>       |              |                   |                     |                      |
| Materials                 | \$ 58        | \$ 600            | \$ -                | \$ 4,845             |
| Contract Services         | \$ -         | \$ 113,261        | \$ -                | \$ 130,000           |
| Cost Allocation           | \$ -         | \$ 1,595          | \$ 147              | \$ 2,623             |
| Contingencies             | \$ -         | \$ -              | \$ -                | \$ 3,371             |
| <b>Total Expenditures</b> | <b>\$ 58</b> | <b>\$ 115,456</b> | <b>\$ 147</b>       | <b>\$ 140,839</b>    |
| <b>Fund Balance</b>       | <b>\$ -</b>  | <b>\$ -</b>       | <b>\$ -</b>         | <b>\$ -</b>          |
| <b>General Fund Costs</b> | <b>\$ 58</b> | <b>\$ 101,156</b> | <b>\$ 147</b>       | <b>\$ 140,839</b>    |

## Staffing

There is no staffing associated with this program.

# City Manager Contingency

Budget Unit 100-14-123

General Fund - City Manager Discretionary - City Manager Contingency

## Budget at a Glance

|                          | 2023 Proposed Budget |
|--------------------------|----------------------|
| Total Revenues           | \$ -                 |
| Total Expenditures       | \$ 75,000            |
| Fund Balance             | \$ -                 |
| General Fund Costs       | \$ 75,000            |
| % Funded by General Fund | 100.0%               |
| Total Staffing           | FTE                  |

## Program Overview

The City Manager Contingency program was established to meet citywide unexpected expenses that may occur during the year. In FY 2013-14, a Contingencies expenditure category was added to each program to serve as a contingency for any unexpected expenditures that might occur during the year. In FY 2020-21, program contingencies were reduced from 5% of budgeted materials and contract services to 2.5%. The City Manager Contingency is a second level of contingency established for unexpected expenditures that may occur over the program contingency. In FY 2020-21, City Manager contingencies were also reduced from 5% of budgeted General Fund materials and contract services to 2.5%. In FY 2021-22, City Manager contingencies were further reduced to \$75,000, bringing total contingencies for the General Fund to approximately 2.5% of budgeted materials and contract services. This percentage is below best practices adopted by the Governmental Accounting Standards Board (GASB) of 5-15% contingency. Program contingency budgets may be used to cover unanticipated program expenses at the department's discretion, while the use of the City Manager Contingency will require City Manager approval. Staff reports any use of the City Manager Contingency to City Council as part of the quarterly financial report.

## Proposed Budget

It is recommended that City Council approve a budget of \$75,000 for the City Manager Contingency program. This budget is unchanged from the prior year.

## Revenues and Expenditures

The following table details revenues, expenditures, changes in fund balance and General Fund costs by category. It includes actuals for two prior fiscal years, the Adopted Budget for the prior fiscal year, and the Proposed Budget for the current fiscal year.

| Category                  | 2020 Actual | 2021 Actual | 2022 Adopted Budget | 2023 Proposed Budget |
|---------------------------|-------------|-------------|---------------------|----------------------|
| <b>Revenues</b>           |             |             |                     |                      |
| <b>Total Revenues</b>     | \$ -        | \$ -        | \$ -                | \$ -                 |
| <b>Expenditures</b>       |             |             |                     |                      |
| Materials                 | \$ 743      | \$ -        | \$ -                | \$ -                 |
| Contingencies             | \$ -        | \$ -        | \$ 75,000           | \$ 75,000            |
| <b>Total Expenditures</b> | \$ 743      | \$ -        | \$ 75,000           | \$ 75,000            |
| <b>Fund Balance</b>       | \$ -        | \$ -        | \$ -                | \$ -                 |
| <b>General Fund Costs</b> | \$ 743      | \$ -        | \$ 75,000           | \$ 75,000            |

## Staffing

There is no staffing associated with this program.



# City Attorney

Budget Unit 100-15-141

General Fund - City Attorney - City Attorney

## Budget at a Glance

| 2023 Proposed Budget     |              |
|--------------------------|--------------|
| Total Revenues           | \$ 362,253   |
| Total Expenditures       | \$ 1,574,133 |
| Fund Balance             | \$ -         |
| General Fund Costs       | \$ 1,211,880 |
| % Funded by General Fund | 77.0%        |
| Total Staffing           | 3.0 FTE      |

## Program Overview

The City Attorney is appointed by the City Council to manage the legal affairs of the City, including the operation of the City Attorney's Office. The City Attorney's Office provides all legal services that are needed to support the City Council, City Commissions and Committees, City Manager, department directors, and City staff.

## Service Objectives

The mission of the City Attorney's Office is to protect and defend the City by all legal and ethical means and to provide the municipal corporation with high-quality legal service and advice. These legal services include the following:

- Prosecute and defend the City in any legal action such as civil matters involving personal injury or property damage, code enforcement, or any administrative action arising out of City business.
- Manage all liability claims filed against the City including investigation and disposition.
- Attend City Council, Planning Commission, and other public meetings as requested.
- Prepare and review proposed legislation including ordinances and resolutions.
- Draft and/or review contracts, agreements, and other legal documents.
- Conduct legal research and analysis, and prepare legal memoranda.
- Provide legal support for special projects.

## Proposed Budget

It is recommended that City Council approve a budget of \$1,574,133 for the City Attorney program. This represents a decrease of \$369,522 (-19.0%) from the FY 2021-22 Adopted Budget.

The decrease is due to the change from an outsourced City Attorney's Office to two in-house attorneys. The decrease in Cost Allocation Plan revenues is because of a decrease in City Attorney expenses in FY 2021-22. The Cost Allocation Plan provides revenue for the City Attorney's Office from other programs that use City Attorney services.

## Revenues and Expenditures

The following table details revenues, expenditures, changes in fund balance and General Fund costs by category. It includes actuals for two prior fiscal years, the Adopted Budget for the prior fiscal year, and the Proposed Budget for the current fiscal year.

| Category                  | 2020 Actual         | 2021 Actual         | 2022 Adopted Budget | 2023 Proposed Budget |
|---------------------------|---------------------|---------------------|---------------------|----------------------|
| <b>Revenues</b>           |                     |                     |                     |                      |
| Charges for Services      | \$ 409,873          | \$ 562,171          | \$ 542,945          | \$ 362,253           |
| Miscellaneous Revenue     | \$ -                | \$ 3,884            | \$ -                | \$ -                 |
| <b>Total Revenues</b>     | <b>\$ 409,873</b>   | <b>\$ 566,055</b>   | <b>\$ 542,945</b>   | <b>\$ 362,253</b>    |
| <b>Expenditures</b>       |                     |                     |                     |                      |
| Employee Compensation     | \$ 105,757          | \$ 109,116          | \$ 113,073          | \$ 610,595           |
| Employee Benefits         | \$ 48,857           | \$ 53,716           | \$ 60,993           | \$ 264,139           |
| Materials                 | \$ 10,966           | \$ 1,843            | \$ 4,589            | \$ 23,920            |
| Contract Services         | \$ 2,251,589        | \$ 1,327,256        | \$ 1,765,000        | \$ 658,420           |
| Cost Allocation           | \$ 68,244           | \$ -                | \$ -                | \$ -                 |
| Contingencies             | \$ -                | \$ -                | \$ -                | \$ 17,059            |
| <b>Total Expenditures</b> | <b>\$ 2,485,413</b> | <b>\$ 1,491,931</b> | <b>\$ 1,943,655</b> | <b>\$ 1,574,133</b>  |
| <b>Fund Balance</b>       | <b>\$ -</b>         | <b>\$ -</b>         | <b>\$ -</b>         | <b>\$ -</b>          |
| <b>General Fund Costs</b> | <b>\$ 2,075,540</b> | <b>\$ 925,876</b>   | <b>\$ 1,400,710</b> | <b>\$ 1,211,880</b>  |

## Staffing

The following table lists full-time equivalents (FTE) by position. It includes actuals for two prior fiscal years, the Adopted Budget for the prior fiscal year, and the Proposed Budget for the current fiscal year.

| Position Title                 | 2020 Actual | 2021 Actual | 2022 Adopted Budget | 2023 Proposed Budget |
|--------------------------------|-------------|-------------|---------------------|----------------------|
| CITY ATTORNEY                  | 0           | 0           | 0                   | 1.00                 |
| LEGAL SERVICES MANAGER         | 1.00        | 1.00        | 1.00                | 1.00                 |
| SENIOR ASSISTANT CITY ATTORNEY | 0           | 0           | 0                   | 1.00                 |
| <b>Total</b>                   | <b>1.00</b> | <b>1.00</b> | <b>1.00</b>         | <b>3.00</b>          |

In FY 2021-22, the City transitioned from an outsourced City Attorney's Office to an in-house City Attorney and Senior Assistant City Attorney.