

Administration

Budget Unit	Program	2020 Proposed Budget
City Manager		\$ 3,384,104
100-12-120	City Manager	\$ 1,261,257
100-12-122	Sustainability	\$ 555,663
100-12-126	Public Affairs	\$ 669,107
100-12-632	Community Outreach and Neighborhood Watch	\$ 174,348
100-12-633	Disaster Preparedness	\$ 393,149
100-12-705	Economic Development	\$ 330,580
City Clerk		\$ 546,887
100-13-130	City Clerk	\$ 503,685
100-13-132	Duplicating and Mail Services	\$ 42,945
100-13-133	Elections	\$ 257
City Manager Discretionary		\$ 486,353
100-14-123	City Manager Contingency	\$ 486,353
City Attorney		\$ 2,094,534
100-15-141	City Attorney	\$ 2,094,534
Total		\$ 6,511,878

Department Overview

Budget at a Glance

	2020 Proposed Budget
Total Revenues	\$ 1,175,800
Total Expenditures	\$ 6,511,878
Fund Balance	\$ -
General Fund Costs	\$ 5,336,078
% Funded by General Fund	81.9%
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Total Staffing	14.15 FTE

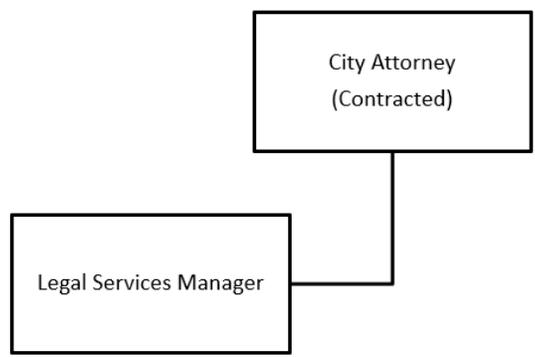
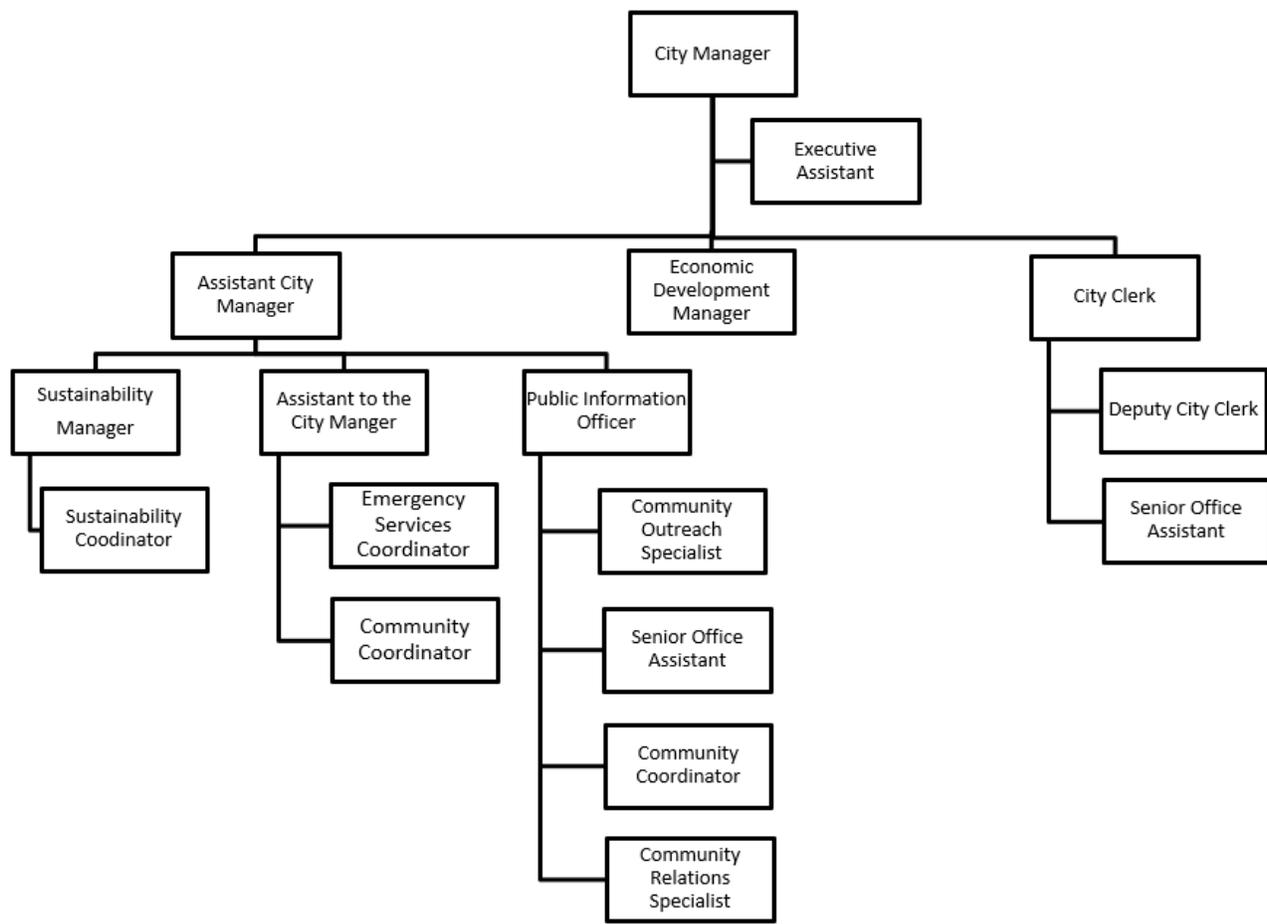
Organization

Timm Borden, Interim City Manager

Vacant, Assistant City Manager

Heather Minner, City Attorney (Contract)

Grace Schmidt, City Clerk



Performance Measures

City Clerk

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.

Measure	FY 2017 Jul-Jun	FY 2018 Jul-Jun	FY 2019 Jul-Dec	Ongoing Target
City Council minutes for regular 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	100%	100%	100%	100%
Public Record Act requests responded to by the Statutory deadline date	100%	100%	95%	100%

Public Affairs

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.

Measure	FY 2017 Jul-Jun	FY 2018 Jul-Jun	FY 2019 Jul-Dec	Ongoing Target
Social media engagement: total number of followers including City Hall Nextdoor, Facebook, Twitter, and Instagram accounts	19,250	23,655	25,233	10% annual increase
Social media engagement: average number of engagements (reactions, comments, shares, and clicks ¹) per post on City Hall Facebook account	39.6	87.9	53.6	10% annual increase
Cupertino 311: Average response time to customers organization-wide (in days) ² :	N/A	Average Close Time 7.3 days	Average Close Time 4.6 days	Average Close Time 5 days

¹ Clicks have now been added to the engagement metric, which will bump up the average number.

² The performance measure for Access Cupertino: Average response time to customers organization-wide was revised as Access Cupertino was replaced by Cupertino 311 in September 2017. The Cupertino 311 Application is administered through the IT Department, but each individual department is responsible for responding to its own requests. Response times are organized by request category.

Sustainability

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.

Measure	FY 2017 Jul-Jun	FY 2018 Jul-Jun	FY 2019 Jul-Dec	Ongoing Target
% community-wide emissions reduced from baseline of 307,288 MT CO2e/yr ¹	2015 inventory: 13.1% decrease in emissions from baseline (294,281 MT CO2e/yr)			15% reduction by 2020 (261,195 MT CO2e/yr)
Initiate and implement all Climate Action Plan near-term measures:				
x% initiated	100%	100%	100%	100%
x% complete or ongoing	45%	55%	70%	100%
% municipal operations emissions reduced from baseline of 1,865 MT CO2e/yr	2015 inventory: 22.8% reduction in emissions from baseline: 1,440 MTCO2e			15% reduction by 2020

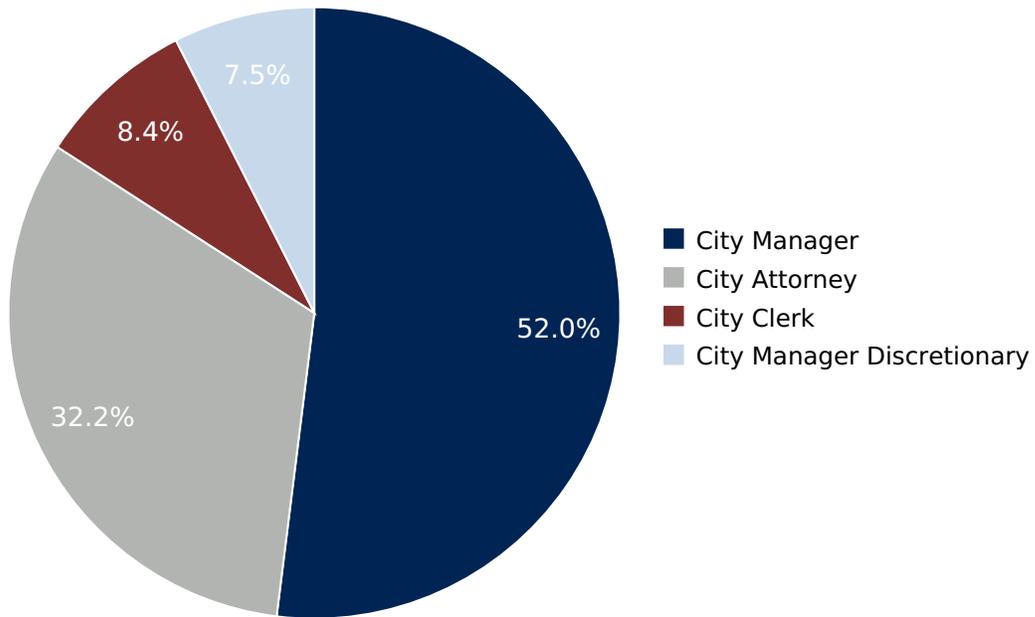
¹ Cupertino's GHG inventories are conducted roughly every 3-5 years. The next one is scheduled for Spring 2019.

Proposed Budget

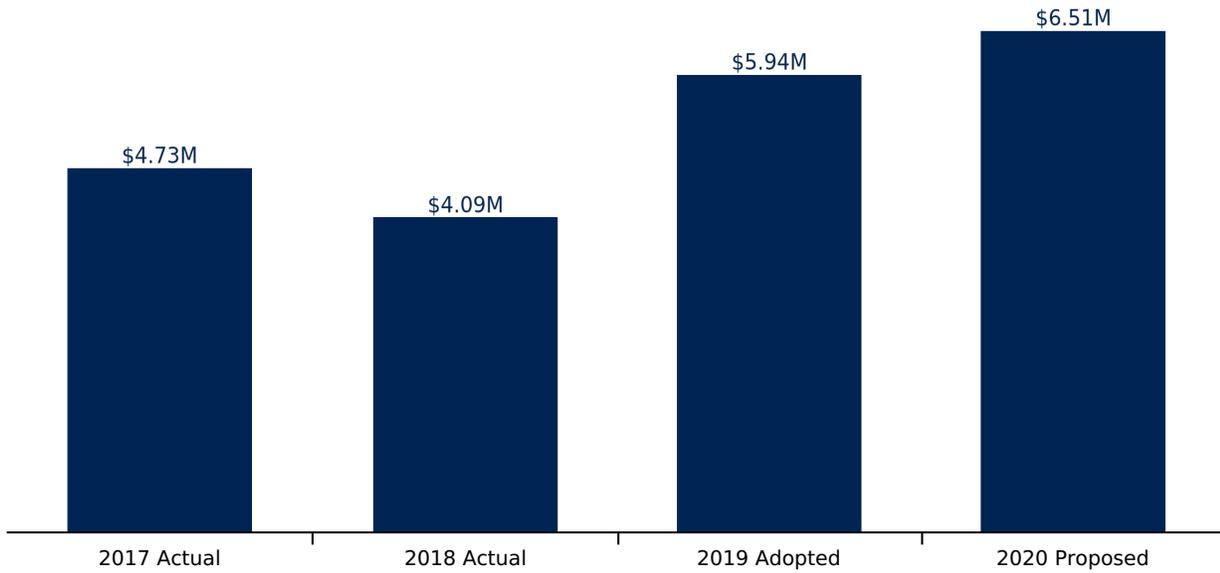
It is recommended that City Council approve a budget of \$6,511,878 for the Administration department. This represents an increase of \$572,090 (9.6%) from the FY 2019 Adopted Budget.

The increase is primarily due to an increase in contract cost due to the City Outsourcing the City Attorney function in fiscal year 2018-19. This increase is offset by decreases in full time salary and benefit costs due to the elimination of four attorney positions.

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 for two prior fiscal years, the Adopted Budget for the prior fiscal year, and the Proposed Budget for the current fiscal year:

Category	2017 Actual	2018 Actual	2019 Adopted Budget	2020 Proposed Budget
Revenues				
Intergovernmental Revenue	\$ -	\$ -	\$ -	\$ 27,592
Charges for Services	\$ 3,367,273	\$ 813,509	\$ 712,070	\$ 1,127,708
Miscellaneous Revenue	\$ 53,958	\$ 40,418	\$ 500	\$ 20,500
Total Revenues	\$ 3,421,231	\$ 853,927	\$ 712,570	\$ 1,175,800
Expenditures				
Employee Compensation	\$ 1,712,430	\$ 1,944,122	\$ 2,301,666	\$ 1,876,732
Employee Benefits	\$ 614,505	\$ 780,889	\$ 940,051	\$ 739,163
Materials	\$ 273,459	\$ 280,122	\$ 327,766	\$ 405,089
Contract Services	\$ 1,121,823	\$ 642,397	\$ 1,021,775	\$ 2,385,409
Cost Allocation	\$ 979,665	\$ 376,097	\$ 422,346	\$ 469,747
Special Projects	\$ 25,242	\$ 65,510	\$ 264,470	\$ 125,000
Contingencies	\$ 1,186	\$ 911	\$ 661,714	\$ 510,738
Total Expenditures	\$ 4,728,310	\$ 4,090,048	\$ 5,939,788	\$ 6,511,878
Fund Balance	\$ -	\$ -	\$ -	\$ -
General Fund Costs	\$ 1,307,081	\$ 3,236,119	\$ 5,227,218	\$ 5,336,078

City Manager

Budget Unit 100-12-120

General Fund - City Manager - City Manager

Budget at a Glance

	2020 Proposed Budget
Total Revenues	\$ 429,117
Total Expenditures	\$ 1,261,257
Fund Balance	\$ -
General Fund Costs	\$ 832,140
% Funded by General Fund	66.0%
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Total Staffing	3.90 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. The City Manager oversees Sustainability and Public Affairs.

Service Objectives

- Accomplish the City Council's 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 \$1,261,257 for the City Manager program. This represents an increase of \$268,139 (27.0%) from the FY 2019 Adopted Budget.

This increase is primarily due to changes in staff responsibilities that have resulted in a reallocation of City Manager's Office staff that were previously spread across various programs to be fully allocated in this City Manager program. This budget also proposes funding for City Work Program approved items on tobacco related policies that will be entirely offset by grant funding from Santa Clara County and funding for a contract lobbyist to assist in ensuring the City's interests are heard at the State.

Revenues and Expenditures

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

Category	2017 Actual	2018 Actual	2019 Adopted Budget	2020 Proposed Budget
Revenues				
Intergovernmental Revenue	\$ -	\$ -	\$ -	\$ 27,592
Charges for Services	\$ 1,027,154	\$ 319,144	\$ 332,342	\$ 401,525
Miscellaneous Revenue	\$ -	\$ 770	\$ -	\$ -
Total Revenues	\$ 1,027,154	\$ 319,914	\$ 332,342	\$ 429,117
Expenditures				
Employee Compensation	\$ 590,452	\$ 620,086	\$ 626,760	\$ 758,600
Employee Benefits	\$ 209,668	\$ 234,891	\$ 247,959	\$ 286,460
Materials	\$ 44,281	\$ 42,119	\$ 45,580	\$ 77,045
Contract Services	\$ 32,772	\$ 15,569	\$ 14,540	\$ 95,792
Cost Allocation	\$ 397,676	\$ 31,937	\$ 55,273	\$ 40,423
Contingencies	\$ 868	\$ 911	\$ 3,006	\$ 2,937
Total Expenditures	\$ 1,275,717	\$ 945,513	\$ 993,118	\$ 1,261,257
Fund Balance	\$ -	\$ -	\$ -	\$ -
General Fund Costs	\$ 248,564	\$ 625,599	\$ 660,776	\$ 832,140

Staffing

Total current authorized positions - 3.72 FTE

Staff time is being reallocated to better reflect actual time spent in this program.

Total recommended positions - 3.90 FTE

Sustainability

Budget Unit 100-12-122

General Fund - City Manager - Sustainability

Budget at a Glance

	2020 Proposed Budget
Total Revenues	\$ 13,000
Total Expenditures	\$ 555,663
Fund Balance	\$ -
General Fund Costs	\$ 542,663
% Funded by General Fund	97.7%
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Total Staffing	1.40 FTE

Program Overview

The Sustainability Division works to bring environmental awareness across departments and engage staff, students, residents, and businesses in building public good through activities that reduce greenhouse gas emissions, help to mitigate financial and regulatory risk, provide utility cost assurances, conserve 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 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 burgeoning 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.
- Work with schools to expand successful municipal programs into educational institutions through effective partnerships that empower students as environmental leaders.

Proposed Budget

It is recommended that City Council approve a budget of \$555,663 for the Sustainability program. This represents a decrease of \$332,603 (-37.4%) from the FY 2019 Adopted Budget.

This increase is due to slight increase in salaries , benefits and cost allocation. Staff is not proposing any new special projects this fiscal year, as they focus on implementation of last year's special projects including the City's Climate Action Plan (CAP).

Revenues and Expenditures

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

Category	2017 Actual	2018 Actual	2019 Adopted Budget	2020 Proposed Budget
Revenues				
Charges for Services	\$ 103,442	\$ -	\$ -	\$ -
Miscellaneous Revenue	\$ 53,658	\$ 39,648	\$ -	\$ 13,000
Total Revenues	\$ 157,100	\$ 39,648	\$ -	\$ 13,000
Expenditures				
Employee Compensation	\$ 151,981	\$ 163,835	\$ 210,120	\$ 172,185
Employee Benefits	\$ 66,474	\$ 80,863	\$ 89,005	\$ 82,848
Materials	\$ 27,475	\$ 28,837	\$ 36,225	\$ 36,182
Contract Services	\$ 77,637	\$ 161,313	\$ 147,000	\$ 138,850
Cost Allocation	\$ 125,220	\$ 191,006	\$ 155,255	\$ 116,846
Special Projects	\$ 25,242	\$ 65,510	\$ 241,500	\$ -
Contingencies	\$ -	\$ -	\$ 9,161	\$ 8,752
Total Expenditures	\$ 474,029	\$ 691,364	\$ 888,266	\$ 555,663
Fund Balance	\$ -	\$ -	\$ -	\$ -
General Fund Costs	\$ 316,929	\$ 651,715	\$ 888,266	\$ 542,663

Staffing

Total current authorized positions - 1.45 FTE

Staff time is being reallocated to better reflect actual time spent in other City programs.

Total recommended positions - 1.40 FTE

Public Affairs

Budget Unit 100-12-126

General Fund - City Manager - Public Affairs

Budget at a Glance

	2020 Proposed Budget
Total Revenues	\$ 268,373
Total Expenditures	\$ 669,107
Fund Balance	\$ -
General Fund Costs	\$ 400,734
% Funded by General Fund	59.9%
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Total Staffing	2.65 FTE

Program Overview

The Public Affairs program is responsible for community outreach to ensure that residents have access to timely, useful, and important information. The Public Affairs program 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. Public Affairs 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 \$669,107 for the Public Affairs program. This represents an increase of \$119,205 (21.7%) from the FY 2019 Adopted Budget.

The increase is primarily the addition of one full-time front desk staff that was added to Public Affairs at First Quarter and special projects that were approved as part of the City Work Program. These special projects are described in the following section.

Special Projects

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

Special Project	Appropriation	Revenue	Funding Source	Description
Public Relations Project	\$50,000	\$50,000	General Fund	Contract with an outside firm to create public relations materials and campaigns to address misinformation concerning Cupertino and enhance its reputation. The campaigns would include, but not be limited to, the City's efforts in entitling affordable housing in Cupertino.

Revenues and Expenditures

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

Category	2017 Actual	2018 Actual	2019 Adopted Budget	2020 Proposed Budget
Revenues				
Charges for Services	\$ 97,618	\$ 150,385	\$ 121,818	\$ 260,873
Miscellaneous Revenue	\$ -	\$ -	\$ 500	\$ 7,500
Total Revenues	\$ 97,618	\$ 150,385	\$ 122,318	\$ 268,373
Expenditures				
Employee Compensation	\$ 164,032	\$ 196,961	\$ 226,234	\$ 256,668
Employee Benefits	\$ 64,581	\$ 83,865	\$ 96,034	\$ 110,723
Materials	\$ 92,562	\$ 100,954	\$ 122,874	\$ 118,790
Contract Services	\$ 68,566	\$ 26,983	\$ 26,000	\$ 96,710
Cost Allocation	\$ 56,787	\$ 60,307	\$ 70,741	\$ 28,441
Special Projects	\$ -	\$ -	\$ -	\$ 50,000
Contingencies	\$ -	\$ -	\$ 8,019	\$ 7,775
Total Expenditures	\$ 446,528	\$ 469,070	\$ 549,902	\$ 669,107
Fund Balance	\$ -	\$ -	\$ -	\$ -
General Fund Costs	\$ 348,910	\$ 318,685	\$ 427,584	\$ 400,734

Staffing

Total current authorized positions - 3.15 FTE

Staff time is being reallocated to better reflect actual time spent in this program.

Total recommended positions - 2.65 FTE

Community Outreach and Neighborhood Watch

Budget Unit 100-12-632

General Fund - City Manager - Community Outreach and Neighborhood Watch

Budget at a Glance

	2020 Proposed Budget
Total Revenues	\$ -
Total Expenditures	\$ 174,348
Fund Balance	\$ -
General Fund Costs	\$ 174,348
% Funded by General Fund	100.0%
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Total Staffing	0.75 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 \$174,348 for the Community Outreach and Neighborhood Watch program.

Due to a reorganization, the Community Outreach and Neighborhood Watch program has been moved into the City Manager's Office. This restructuring will ensure a stronger working relationship with other divisions within the City Manager's Office, particularly Public Affairs.

Special Projects

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

Title	Objective	Budget
Neighborhood Engagement	Increase membership in, and engagement with, neighborhood groups and members. Provide support for Council members who want to conduct town hall/office hour meetings with residents.	\$2,000

Revenues and Expenditures

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

Category	2017 Actual	2018 Actual	2019 Adopted Budget	2020 Proposed Budget
Revenues				
Total Revenues	\$ -	\$ -	\$ -	\$ -
Expenditures				
Employee Compensation	\$ -	\$ -	\$ -	\$ 89,316
Employee Benefits	\$ -	\$ -	\$ -	\$ 29,200
Materials	\$ -	\$ -	\$ -	\$ 10,943
Contract Services	\$ -	\$ -	\$ -	\$ 1,789
Cost Allocation	\$ -	\$ -	\$ -	\$ 43,100
Total Expenditures	\$ -	\$ -	\$ -	\$ 174,348
Fund Balance	\$ -	\$ -	\$ -	\$ -
General Fund Costs	\$ -	\$ -	\$ -	\$ 174,348

Staffing

Total current authorized positions - 0.75 FTE

There are no changes to the current level of staffing.

Total recommended positions - 0.75 FTE

Disaster Preparedness

Budget Unit 100-12-633

General Fund - City Manager - Disaster Preparedness

Budget at a Glance

	2020 Proposed Budget
Total Revenues	\$ -
Total Expenditures	\$ 393,149
Fund Balance	\$ -
General Fund Costs	\$ 393,149
% Funded by General Fund	100.0%
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Total Staffing	0.95 FTE

Program Overview

The mission of the Office of Emergency Services 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 Services.
- Maintain the City's Emergency Operations Center (EOC) in a perpetual state of operational readiness.
- Support Citizen Corps, Cupertino Amateur Radio Emergency Service (CARES), Medical Reserve Corps (MRC), and Community Emergency Response Team (CERT).
- 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 \$393,149 for the Disaster Preparedness program.

This budget includes funding for disaster preparedness training's and exercises as well as the maintenance of emergency equipment such as fire extinguishers and AEDs. An increase is reflected in Employee Compensation due to part time employee costs that were inadvertently missed as part of last years budget and increased Contract Services as the Disaster Preparedness program is planning on contracting out the creation of the City's Continuity of Operations Plan at a cost of \$75,000.

Special Projects

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

Special Project	Appropriation	Revenue	Funding Source	Description
Continuity of Operations Contract	\$75,000	\$75,000	General Fund	Continuity of Operations Contract
Total	\$75,000			

Revenues and Expenditures

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

Category	2017 Actual	2018 Actual	2019 Adopted Budget	2020 Proposed Budget
Revenues				
Total Revenues	\$ -	\$ -	\$ -	\$ -
Expenditures				
Employee Compensation	\$ -	\$ -	\$ -	\$ 127,596
Employee Benefits	\$ -	\$ -	\$ -	\$ 39,525
Materials	\$ -	\$ -	\$ -	\$ 38,835
Contract Services	\$ -	\$ -	\$ -	\$ 6,000
Cost Allocation	\$ -	\$ -	\$ -	\$ 106,193
Special Projects	\$ -	\$ -	\$ -	\$ 75,000
Total Expenditures	\$ -	\$ -	\$ -	\$ 393,149
Fund Balance	\$ -	\$ -	\$ -	\$ -
General Fund Costs	\$ -	\$ -	\$ -	\$ 393,149

Staffing

Total current authorized positions - 1.00 FTE

Public Safety Commission is now being managed by the Emergency Services Coordinator and 0.05 of their time is allocated in the Public Safety Commission budget.

Total recommended positions - 0.95 FTE

Economic Development

Budget Unit 100-12-705

General Fund - City Manager - Economic Development

Budget at a Glance

	2020 Proposed Budget
Total Revenues	\$ -
Total Expenditures	\$ 330,580
Fund Balance	\$ -
General Fund Costs	\$ 330,580
% Funded by General Fund	100.0%
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Total Staffing	1.00 FTE

Program Overview

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 \$330,580 for the Economic Development program.

The increase in the Economic Development budget is due to the addition of a \$50,000 annual contract with Buxton (a customer analytics vendor), which will provide essential data and targeted reports to assist with business recruitment and retention. Deliverables would include, but not limited to, the following:

- Develop profile of residents, daytime population and visitors, leveraging mobile analytics and transactional (purchasing) data.
- Understand current retail and restaurant economic conditions.
- Profile new mover population and provide predictive projections.
- Develop and qualify a list of potential retailers and restaurants matching Cupertino's community profile.

- Assemble individualized marketing packages for up to 20 targeted retailers.
- Up to 100 monthly subscriptions for use of Buxton's Local Store Marketing (LSM) program which allows individual small business owners and franchisees to execute marketing campaigns via mobile devices free of charge.

Also contributing to the increase in the Economic Development budget is the increase in membership dues and subscription services (e.g., SVEDA dues and CoStar subscription); increase meeting expenses (special event/luncheon ticket costs); as well as an increase budget to accommodate higher attendance at business meetings, events, and workshops.

Added to Council's 2019-2020 work program is exploring the viability of establishing a small business development center and Cupertino Visitors Center. These will likely entail research and development of operations and a marketing strategy.

Revenues and Expenditures

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

Category	2017 Actual	2018 Actual	2019 Adopted Budget	2020 Proposed Budget
Revenues				
Total Revenues	\$ -	\$ -	\$ -	\$ -
Expenditures				
Employee Compensation	\$ -	\$ -	\$ -	\$ 79,716
Employee Benefits	\$ -	\$ -	\$ -	\$ 23,632
Materials	\$ -	\$ -	\$ -	\$ 53,085
Contract Services	\$ -	\$ -	\$ -	\$ 141,988
Cost Allocation	\$ -	\$ -	\$ -	\$ 32,159
Total Expenditures	\$ -	\$ -	\$ -	\$ 330,580
Fund Balance	\$ -	\$ -	\$ -	\$ -
General Fund Costs	\$ -	\$ -	\$ -	\$ 330,580

Staffing

Total current authorized positions - 1.00 FTE

There are no changes to the current level of staffing.

Total recommended positions - 1.00 FTE

City Clerk

Budget Unit 100-13-130

General Fund - City Clerk - City Clerk

Budget at a Glance

	2020 Proposed Budget
Total Revenues	\$ 65,544
Total Expenditures	\$ 503,685
Fund Balance	\$ -
General Fund Costs	\$ 438,141
% Funded by General Fund	87.0%
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Total Staffing	2.50 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; 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 \$503,685 for the City Clerk program. This represents a decrease of \$99,513 (-16.5%) from the FY 2019 Adopted Budget.

The decrease is primarily due to the reduction of part time staff costs due to the reallocation of full time to this program.

Revenues and Expenditures

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

Category	2017 Actual	2018 Actual	2019 Adopted Budget	2020 Proposed Budget
Revenues				
Charges for Services	\$ 453,952	\$ 80,948	\$ 63,559	\$ 65,544
Miscellaneous Revenue	\$ 300	\$ -	\$ -	\$ -
Total Revenues	\$ 454,252	\$ 80,948	\$ 63,559	\$ 65,544
Expenditures				
Employee Compensation	\$ 312,309	\$ 316,102	\$ 342,977	\$ 292,467
Employee Benefits	\$ 121,263	\$ 125,429	\$ 125,997	\$ 116,739
Materials	\$ 30,527	\$ 25,342	\$ 25,441	\$ 23,894
Contract Services	\$ 34,434	\$ 37,394	\$ 57,531	\$ 33,380
Cost Allocation	\$ 237,115	\$ 53,590	\$ 47,103	\$ 34,341
Contingencies	\$ -	\$ -	\$ 4,149	\$ 2,864
Total Expenditures	\$ 735,648	\$ 557,857	\$ 603,198	\$ 503,685
Fund Balance	\$ -	\$ -	\$ -	\$ -
General Fund Costs	\$ 281,396	\$ 476,909	\$ 539,639	\$ 438,141

Staffing

Total current authorized positions - 2.40 FTE

Staff time is being reallocated to better reflect actual time spent in this program.

Total recommended positions - 2.50 FTE

Duplicating and Mail Services

Budget Unit 100-13-132

General Fund - City Clerk - Duplicating and Mail Services

Budget at a Glance

	2020 Proposed Budget
Total Revenues	\$ -
Total Expenditures	\$ 42,945
Fund Balance	\$ -
General Fund Costs	\$ 42,945
% Funded by General Fund	100.0%
<hr/>	
Total Staffing	0.00 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, envelope, and postage Citywide and maintain postage and folder-inserter machines.

Proposed Budget

It is recommended that City Council approve a budget of \$42,945 for the Duplicating and Mail Services program. This represents a decrease of \$55,966 (-56.6%) from the FY 2019 Adopted Budget.

This decrease is primarily due to centralizing mail services for satellite facilities and reallocation of mail service responsibilities to the City Clerk program. In addition, the purchase of a postage and folder-inserter machine brought down maintenance of equipment cost.

Revenues and Expenditures

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

Category	2017 Actual	2018 Actual	2019 Adopted Budget	2020 Proposed Budget
Revenues				
Total Revenues	\$ -	\$ -	\$ -	\$ -
Expenditures				
Employee Compensation	\$ 16,156	\$ 19,907	\$ 22,941	\$ -
Employee Benefits	\$ 442	\$ 7,219	\$ 12,417	\$ -
Materials	\$ 38,930	\$ 37,376	\$ 33,000	\$ 35,000
Contract Services	\$ 13,866	\$ 13,781	\$ 5,630	\$ 5,900
Cost Allocation	\$ -	\$ -	\$ 21	\$ -
Special Projects	\$ -	\$ -	\$ 22,970	\$ -
Contingencies	\$ -	\$ -	\$ 1,932	\$ 2,045
Total Expenditures	\$ 69,394	\$ 78,283	\$ 98,911	\$ 42,945
Fund Balance	\$ -	\$ -	\$ -	\$ -
General Fund Costs	\$ 69,394	\$ 78,282	\$ 98,911	\$ 42,945

Staffing

Total current authorized positions - 0.00 FTE

There is no staffing associated with this program.

Total recommended positions - 0.00 FTE

Elections

Budget Unit 100-13-133

General Fund - City Clerk - Elections

Budget at a Glance

	2020 Proposed Budget
Total Revenues	\$ -
Total Expenditures	\$ 257
Fund Balance	\$ -
General Fund Costs	\$ 257
% Funded by General Fund	100.0%
<hr/>	
Total Staffing	0.00 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 \$257 for the Elections program. This represents a decrease of \$82,483 (-99.7%) from the FY 2019 Adopted Budget.

This decrease is primarily due to there being no regular election for Council seats as that occurs in even-numbered years.

Revenues and Expenditures

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

Category	2017 Actual	2018 Actual	2019 Adopted Budget	2020 Proposed Budget
Revenues				
Total Revenues	\$ -	\$ -	\$ -	\$ -
Expenditures				
Materials	\$ 6,484	\$ 254	\$ 5,100	\$ 245
Contract Services	\$ 307,736	\$ -	\$ 73,700	\$ -
Cost Allocation	\$ -	\$ 188	\$ -	\$ -
Contingencies	\$ -	\$ -	\$ 3,940	\$ 12
Total Expenditures	\$ 314,220	\$ 442	\$ 82,740	\$ 257
Fund Balance	\$ -	\$ -	\$ -	\$ -
General Fund Costs	\$ 314,220	\$ 442	\$ 82,740	\$ 257

Staffing

Total current authorized positions - 0.00 FTE

There is no staffing associated with this program.

Total recommended positions - 0.00 FTE

City Manager Contingency

Budget Unit 100-14-123

General Fund - City Manager Discretionary - City Manager Contingency

Budget at a Glance

	2020 Proposed Budget
Total Revenues	\$ -
Total Expenditures	\$ 486,353
Fund Balance	\$ -
General Fund Costs	\$ 486,353
% Funded by General Fund	100.0%
<hr/>	
Total Staffing	0.00 FTE

Program Overview

The City Manager Contingency fund was established to meet citywide unexpected expenses that may occur during the year. In FY 2014, an Appropriations for Contingency expenditure category was added to each General Fund department to serve as a contingency for any unexpected expenditures that might occur. This category is 5% of each program's budgeted materials and contract services. A second level of contingency was also established for unexpected expenditures that may occur over the 5% contingency. For all programs within the General Fund, 5% of the total budgeted materials and contract services were placed in this program. This brings total Appropriations for Contingencies for the General Fund to 10% of total budgeted materials and contract services. This percentage is consistent with best practices adopted by the Governmental Accounting Standards Board (GASB) which recommended 5-15% contingency. Any unspent contingency funds will go to fund balance at the end of the year.

Proposed Budget

It is recommended that City Council approve a budget of \$486,353 for the City Manager Contingency program. This represents a decrease of \$107,308 (-18.1%) from the FY 2019 Adopted Budget.

Revenues and Expenditures

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

Category	2017 Actual	2018 Actual	2019 Adopted Budget	2020 Proposed Budget
Revenues				
Total Revenues	\$ -	\$ -	\$ -	\$ -
Expenditures				
Cost Allocation	\$ -	\$ 821	\$ -	\$ -
Contingencies	\$ -	\$ -	\$ 593,661	\$ 486,353
Total Expenditures	\$ -	\$ 821	\$ 593,661	\$ 486,353
Fund Balance	\$ -	\$ -	\$ -	\$ -
General Fund Costs	\$ -	\$ 821	\$ 593,661	\$ 486,353

Staffing

Total current authorized positions - 0.00 FTE

There is no staffing associated with this program.

Total recommended positions - 0.00 FTE

City Attorney

Budget Unit 100-15-141

General Fund - City Attorney - City Attorney

Budget at a Glance

	2020 Proposed Budget
Total Revenues	\$ 399,766
Total Expenditures	\$ 2,094,534
Fund Balance	\$ -
General Fund Costs	\$ 1,694,768
% Funded by General Fund	80.9%
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Total Staffing	1.00 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, 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, employment practices, 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, among other things.

Proposed Budget

It is recommended that City Council approve a budget of \$2,094,534 for the City Attorney program. This represents a decrease of \$35,458 (-1.7%) from the FY 2019 Adopted Budget.

This budget is relatively unchanged from last fiscal year. The outsourcing of City Attorney services resulted in reduced costs in employee salaries and benefits due to the elimination of all but one position. This is offset by an increase in contract City Attorney services and anticipated demand for legal services in Fiscal Year 2019-20.

The following table shows contract attorney services for the fiscal year.

Legal Service	Appropriation
General City Attorney Services	\$1,200,000
Specialized Attorney Services	\$165,000
Litigation and Related Services	\$500,000
Total	\$1,865,000

Revenues and Expenditures

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

Category	2017 Actual	2018 Actual	2019 Adopted Budget	2020 Proposed Budget
Revenues				
Charges for Services	\$ 1,685,107	\$ 263,032	\$ 194,351	\$ 399,766
Total Revenues	\$ 1,685,107	\$ 263,032	\$ 194,351	\$ 399,766
Expenditures				
Employee Compensation	\$ 477,500	\$ 627,231	\$ 872,634	\$ 100,184
Employee Benefits	\$ 152,077	\$ 248,622	\$ 368,639	\$ 50,036
Materials	\$ 33,200	\$ 45,240	\$ 59,546	\$ 11,070
Contract Services	\$ 586,812	\$ 387,357	\$ 697,374	\$ 1,865,000
Cost Allocation	\$ 162,867	\$ 38,248	\$ 93,953	\$ 68,244
Contingencies	\$ 318	\$ -	\$ 37,846	\$ -
Total Expenditures	\$ 1,412,774	\$ 1,346,698	\$ 2,129,992	\$ 2,094,534
Fund Balance	\$ -	\$ -	\$ -	\$ -
General Fund Costs	\$ (272,332)	\$ 1,083,666	\$ 1,935,641	\$ 1,694,768

Staffing

Total current authorized positions - 1.00 FTE

In FY 2019, outsourcing City Attorney services resulted in the elimination of 4 FTE positions.

Total recommended positions - 1.00 FTE