



CITY OF CUPERTINO

AGENDA

TEEN COMMISSION

This will be a teleconference meeting without a physical location.

Wednesday, September 14, 2022

6:00 PM

TELECONFERENCE / PUBLIC PARTICIPATION INFORMATION TO HELP STOP THE SPREAD OF COVID-19

In accordance with Government Code 54953(e), this will be a teleconference meeting without a physical location to help stop the spread of COVID-19.

Members of the public wishing comment on an item on the agenda may do so in the following ways:

1) E-mail comments by 5:00 p.m. on Wednesday, September 14 to the Commission at teencommission@cupertino.org. These e-mail comments will be received by the commission members before the meeting and posted to the City's website after the meeting.

2) E-mail comments during the times for public comment during the meeting to the Commission at teencommission@cupertino.org. The staff liaison will read the emails into the record, and display any attachments on the screen, for up to 3 minutes (subject to the Chair's discretion to shorten time for public comments). Members of the public that wish to share a document must email teencommission@cupertino.org prior to speaking.

3) Teleconferencing Instructions

Members of the public may observe the teleconference meeting or provide oral public comments as follows:

Oral public comments will be accepted during the teleconference meeting. Comments may be made during "oral communications" for matters not on the agenda, and during the public comment period for each agenda item.

To address the Commission, click on the link below to register in advance and access the meeting:

Online

Please click the link below to join the webinar:

https://cityofcupertino.zoom.us/webinar/register/WN_MM_EL-9UQbK5P6mnmB_Mlw

Phone

Dial 669-900-6833 and enter Webinar ID: 973 0249 7556

(Type *9 to raise hand to speak)

Unregistered participants will be called on by the last four digits of their phone number.

Or an H.323/SIP room system:

H.323:

162.255.37.11 (US West)

162.255.36.11 (US East)

213.19.144.110 (Amsterdam Netherlands)

213.244.140.110 (Germany)

103.122.166.55 (Australia Sydney)

103.122.167.55 (Australia Melbourne)

69.174.57.160 (Canada Toronto)

65.39.152.160 (Canada Vancouver)

Meeting ID: 973 0249 7556

SIP: 97302497556@zoomcrc.com

After registering, you will receive a confirmation email containing information about joining the webinar.

Please read the following instructions carefully:

1. You can directly download the teleconference software or connect to the meeting in your internet browser. If you are using your browser, make sure you are using a current and up-to-date browser: Chrome 30+, Firefox 27+, Microsoft Edge 12+, Safari 7+. Certain functionality may be disabled in older browsers, including Internet Explorer.
2. You will be asked to enter an email address and a name, followed by an email with instructions on how to connect to the meeting. Your email address will not be disclosed to the public. If you wish to make an oral public comment but do not wish to provide your name, you may enter "Cupertino Resident" or similar designation.
3. When the Chair calls for the item on which you wish to speak, click on "raise hand." Speakers will be notified shortly before they are called to speak.
4. When called, please limit your remarks to the time allotted and the specific agenda topic.

In compliance with the Americans with Disabilities Act (ADA), anyone who is planning to attend this teleconference meeting who is visually or hearing impaired or has any disability

that needs special assistance should call the City Clerk's Office at 408-777-3223, at least 48 hours in advance of the meeting to arrange for assistance. In addition, upon request, in advance, by a person with a disability, meeting agendas and writings distributed for the meeting that are public records will be made available in the appropriate alternative format.

CALL TO ORDER

ROLL CALL

CEREMONIAL MATTERS AND PRESENTATIONS

1. Subject: Swearing-in Ceremony for Incoming 2022-2024 Teen Commissioners
Recommended Action: Swear in the four incoming Teen Commissioners for the 2022-2024 Teen Commission term.
2. Subject: Teen Commission Orientation
Recommended Action: Receive Teen Commission orientation from City Clerk.
[A - Commissioner's Handbook 2021](#)
3. Subject: Community Outreach Presentation
Recommended Action: Receive Community Outreach Presentation.
[A - City of Cupertino Brand Guidelines](#)
[B - Cupertino Style Guide 2020](#)
[C - Social Media Policy 2020](#)

APPROVAL OF MINUTES

4. Subject: August 10, 2022 Teen Commission Meeting Minutes
Recommended Action: Review and approve the minutes for the August 10, 2022 Teen Commission meeting.
[A - Draft Minutes](#)

POSTPONEMENTS

ORAL COMMUNICATIONS

This portion of the meeting is reserved for persons wishing to address the Commission on any matter within the jurisdiction of the Commission and not on the agenda. Speakers are limited to three (3) minutes. In most cases, State law will prohibit the Commission from making any decisions with respect to a matter not on the agenda.

WRITTEN COMMUNICATIONS

OLD BUSINESS

NEW BUSINESS

5. Subject: Memorial Park Specific Plan Presentation
 Recommended Action: Receive a presentation on Memorial Park Specific Plan from Gates Associates and provide feedback.
6. Subject: 2022-2023 Chair and Vice Chair Selection
 Recommended Action: Select a Chair and Vice Chair for the 2022-2023 Teen Commission term.

STAFF AND COMMISSION REPORTS

7. Subject: Monthly Update Reports
 Recommended Action: Receive monthly update reports from City Staff and Teen Commissioners.

COMMISSIONER ATTENDANCE AT UPCOMING MEETINGS AND EVENTS**FUTURE AGENDA SETTING****ADJOURNMENT**

In compliance with the Americans with Disabilities Act (ADA), anyone who is planning to attend this meeting who is visually or hearing impaired or has any disability that needs special assistance should call the City Clerk's Office at 408-777-3223, at least 48 hours in advance of the meeting to arrange for assistance. In addition, upon request, in advance, by a person with a disability, meeting agendas and writings distributed for the meeting that are public records will be made available in the appropriate alternative format.

Any writings or documents provided to a majority of the members after publication of the agenda will be made available for public inspection. Please contact the City Clerk's Office in City Hall located at 10300 Torre Avenue, Cupertino, California 95014, during normal business hours.

IMPORTANT NOTICE: Please be advised that pursuant to Cupertino Municipal Code section 2.08.100 written communications sent to the Cupertino City Council, Commissioners or City staff concerning a matter on the agenda are included as supplemental material to the agenda item. These written communications are accessible to the public through the City's website and kept in packet archives. Do not include any personal or private information in written communications to the City that you do not wish to make public, as written communications are considered public records and will be made publicly available on the City website.

Members of the public are entitled to address the members concerning any item that is described in the notice or agenda for this meeting, before or during consideration of that item. If you wish to address the

members on any other item not on the agenda, you may do so during the public comment.



CITY OF CUPERTINO

Agenda Item

22-11433

Agenda Date: 9/14/2022
Agenda #: 1.

Subject: Swearing-in Ceremony for Incoming 2022-2024 Teen Commissioners

Swear in the four incoming Teen Commissioners for the 2022-2024 Teen Commission term.



CITY OF CUPERTINO

Agenda Item

22-11434

Agenda Date: 9/14/2022
Agenda #: 2.

Subject: Teen Commission Orientation

Receive Teen Commission orientation from City Clerk.

COMMISSIONER'S HANDBOOK



CUPERTINO

2021

WELCOME AND ORIENTATION

Welcome and thank you for your willingness to serve as a member of a City of Cupertino Commission. Advisory bodies play an important role in City governance by assisting the City Council in addressing specific issues in detail and facilitating community decision-making.

The City of Cupertino has a number of advisory bodies, each with distinct responsibilities. As a new advisory body member, you should familiarize yourself with the documents governing your particular body including City ordinances, City Council resolutions, relevant element(s) of the General Plan, and other documents, all available from your staff liaison. Reviewing these documents will help you get a sense of your responsibilities.

This Handbook is designed to serve as a reference for the basic protocols that apply generally to all City advisory bodies. Orientation is necessarily an active process. As a new member you may want to meet with the Chair of your advisory body to get a better sense of your role and the business of the body, as well as with the staff liaison assigned to the body. Along with familiarizing yourself with your advisory body's foundational documents, you may want to review agendas and minutes from recent meetings to see what current issues have been under consideration, as well as the City Work Program to familiarize yourself with current goals.

Learning your role and developing an effective voice takes time and familiarity. We hope this Handbook will assist you towards a satisfying and productive experience. Your participation is deeply appreciated by the City Council, by city staff, and by your community. The vitality and strength of our community results from the willingness of people like you to serve.



Darcy Paul Mayor
City of Cupertino

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THE STRUCTURE OF GOVERNMENT

A. FORM OF GOVERNMENT

The City of Cupertino operates as a general law city with a City Council-City Manager form of government where the City Council sets policy and the City Manager manages the implementation and administration of those policies.

B. CITY COUNCIL

The City Council is the governing legislative body of the City, consisting of five members elected in odd numbered years to staggered four-year terms. These councilmembers then elect the mayor and vice mayor to one-year terms. It sets goals and priorities and establishes policies. The Mayor is the presiding officer of the Council, and the official spokesperson and representative of the City.

C. CITY MANAGER AND STAFF

City Manager

The City Manager has complete responsibility and authority for the administration of the City's government. This individual is appointed by and serves at the pleasure of the Council and is the appointing authority for the City, selecting the department heads and other employees. The City Manager coordinates and directs the services of the City staff, and commissioners should not attempt to direct or prioritize work for departments or individual staff.

City Clerk

The City Clerk plays an important role for advisory bodies. The City Clerk accepts and maintains applications, processes appointments, updates membership rosters, bylaws, informational booklets, and yearly attendance records. The City Clerk is the filing officer for Statements of Economic Interests, and any other required filing as identified by the City Council and the State.

Staff

When assigned by the City Manager, staff assist and act in a technical advisory capacity to the commissions. It is not expected that every staff recommendation will be followed; however, because of the staff's technical knowledge, full consideration should be given to their recommendation. Staff are at liberty to make their recommendation to the City Council through the City Manager, even though the commission may have taken a different position. However, in these cases, the commission recommendation will be made clear to the City Council.

Staff Liaison

A staff liaison is assigned to each commission. Their main duties include facilitating meetings, preparing agendas, advising commissioners, and writing

meeting minutes. Commissioners should reach out to their liaison if they have any questions regarding matters of the commission or if they would like to contact other staff regarding official business.

D. COMMISSIONS

The primary purpose of the City's commissions is to serve as advisory bodies to Council by weighing public input and rendering recommendations to the City Council. There are times when the advisory body's recommendation will not be sustained or will be modified by the City Council. It is important to recognize this not as a rejection of the integrity of the recommendation, but as an inevitable part of the process of community decision-making. The Council has appointed commissioners as advisors to them. This underlying philosophy makes it improper for an individual commissioner, acting in their official capacity, to try to persuade the Council into the acceptance of a recommendation other than that voted by the majority of the commission. The role of a commission is to assist the City Council in the formation of policy, having been created for the purpose of advising. The scope of work, purpose, and other primary functions for each commission can be found in the City [Municipal Code Chapter 2](#).

Chair and Vice Chair

Each year, every commission will elect from its membership a Chairperson (Chair) and a vice Chairperson (Vice Chair) who serve at the pleasure of the commission for a one-year term. The Vice Chair acts in this capacity when the Chair is not available.

The Chair should:

- Maintain order of the meeting, ensure respect for all opinions, protect commissioners, staff, and the public from personal attacks.
- Keep discussion focused on the issue at hand.
- Solicit opinions from commissioners. Encourage evaluation of new, tentative, or incomplete ideas. Discourage overly dominant commissioners from having disproportionate control over the discussion.
- Attempt to reach decisions expeditiously on action items. At those times when action would be premature, guide discussion toward a timeline or framework for responsible action.
- Set meeting rules early and make sure everyone abides by them without exception.
- Set an acceptable time limit for public testimony (generally three minutes per individual and 10 minutes per group) and stick to it. At the Chair's discretion, the public can interact with the members of the commission beyond the public-comment time limit in order to facilitate better communication of the agenda topic.
- Provide periodic written updates, approved by the full body, to Council regarding the status of their activities at least every six months.

COMMISSION MEMBERSHIP

A. QUORUM AND ATTENDANCE

A quorum consists of a majority of the members of the commission. A quorum is required to conduct business at any meeting whether it is a regular, adjourned, or special meeting. While it is expected that members be present at all meetings, the Chair should be notified if a member knows in advance that he/she will be absent. A member shall be considered removed from an advisory body under the following conditions:

- A member misses more than three consecutive meetings
- A member misses more than 25% of the advisory body's meetings in a calendar year ([Resolution 10-048](#))

B. VACANCIES

Vacancies are filled by appointment by the Council. Appointments made in the middle of a term are for the unexpired portion of that term. Council-appointed Alternates will automatically fill a vacancy.

C. RESIGNATIONS AND REMOVALS

If a member is unable to continue serving because of health, business requirements or personal reasons, a letter of resignation should be submitted to the City Council.

The position of any member is automatically vacated when the member ceases to meet the qualifications for office, when Council accepts the member's resignation, or when the Council so declares.

MEETINGS

A. REGULAR MEETINGS

Commissions are required to hold regular meetings open to the public as provided by the enabling ordinance. The agenda for this meeting must be posted at least 72 hours prior to the meeting.

B. ADJOURNED MEETINGS

If the business to be considered at a regular meeting cannot be completed, the commission then may designate a time and date for an adjourned meeting.

C. SPECIAL MEETINGS

A special meeting may be called by the Chair or a majority of the members with coordination with the staff liaison.

D. SUBCOMMITTEES

The Chair may appoint special subcommittees of less than a quorum of the commission who then may meet at their convenience to carry out the purpose of the subcommittee. If the subcommittee has a continuing subject matter or a regularly scheduled meeting time, it may qualify as a [Brown Act](#) committee and public notice provisions will apply.

E. AGENDAS

Each commission has a staff liaison responsible for preparing agendas in consultation with the Chair. If a commissioner or staff member intends to bring up an item for discussion or action, the item must be included on the agenda in accordance with the Brown Act. For each meeting, a date should be scheduled for the Chair and staff liaison to set the agenda. Commissioners can propose agenda items within the purpose of the commission to the staff liaison prior to the agenda setting date.

Future Agenda Setting

The staff liaison will maintain a list of future agenda items that the commission plans to discuss. The Chair, the staff liaison, or any two commissioners can add an agenda item within their purpose to the future agenda item list and it will be scheduled at the discretion of the Chair and staff liaison. To provide commissioners an opportunity to discuss whether to add an item to the future agenda item list, each regularly-scheduled agenda will include a "Future Agenda Setting" item. Once an item is added to the future agenda item list, it cannot be removed until it is discussed for removal at a regularly scheduled meeting during the item for "Future Agenda Setting." In addition, the item will not be removed if the Chair or at least two commissioners wish for the item to remain on the future agenda item list.

Staff Updates and Commissioner Activity Report

Each regularly scheduled agenda will also include a "Staff Updates and Commissioner Activity Report" item for staff to report on updates and the members to report any activities they have taken part in related to the commission since the prior regularly scheduled meeting.

F. PREPARATION FOR MEETINGS

- Thoroughly review the agenda packet, including agenda reports, and any other materials *before* the meeting. Check if you may have a conflict of interest with any of the items due to property or monetary interests. If it is unclear, the commissioner

can explain the situation to the staff liaison who can seek legal counsel from the City Attorney. For more information on conflicts of interest, please review [the Fair Political Practices Commission \(FPPC\) Conflicts of Interest Rules](#).

- Understand what action you are being called upon to take for each particular agenda item.
- Contact the Chair or your staff liaison before the meeting to clarify questions about the agenda or request further information.
- Understand the responsibilities of your commission. As a member of an advisory body you will be asked to provide recommendations to the City Council about specific issues. Keep in mind that your appointment does not empower you to supervise or direct City staff.

G. MINUTES

The approved minutes are placed on file by the City Clerk for public access. Commissions should strive to keep summary minutes as opposed to action minutes. If automatic transcription is made available to supplement official minutes, action minutes may be sufficient.

H. PROCEDURE

Commissions follow the guidelines on parliamentary procedure contained in [Rosenberg's Rules of Order](#) (Rules). These Rules outline how motions are made and the basic format for an agenda item discussion.

I. DECORUM AT MEETINGS

- Discourage outward signs of agreement or disagreement from the audience such as cheering or clapping. Such demonstrations can intimidate those wishing to express alternate views and delay the meeting. Also see Conduct of Members in the [Cupertino Ethics Policy](#).
- Limit your own comments to the issues before the commission. Avoid the appearance of straying from the subject or "grandstanding".

J. BASIS FOR YOUR DECISION

Commission decisions should be based principally on the information presented to you in the open public meeting process. If you collect pertinent information outside of the public process through a meeting with stake holders or site visits, you should share that information with your fellow commissioners in the public meeting. This sharing of information will ensure that other commissioners and members of the public have a better understanding of the rationale for your decision.

Commissioners are free to meet or refuse to meet with residents, resident groups,

developers or prospective contractors or any persons outside of the public meeting process concerning issues before the commission. If you meet with any individuals outside of the public meeting you should disclose the content of that meeting in the public meeting to again ensure that everybody is aware of the facts and have similar information upon which to base their decision; this disclosure is required for quasi-judicial matters¹.

All governmental procedures and process must follow due process and allow an affected party a right to be heard, and to present controverting fact or testimony on the question of right in the matter involved. Unfair determinations, such as bias, predetermination, refusal to hear, etc., may invalidate actions.

Keep an open mind. An objective, balanced, and receptive approach will help you assess the facets of a given issue and evaluate new ideas. When receiving written and oral public testimony it will be necessary to discern between fact and opinion, as well as between those concerns which are relevant and those which are secondary to the issue at hand. Keeping an open mind will make it easier for you to understand all sides of an issue before you make a judgment or take a position.

CITY WORK PROGRAM

The City Council approves an annual City Work Program to guide the work of the City. Prior to the first draft of the City Work Program each year, staff will reach out to the commissions to ask for recommendations of items to add. These recommendations will be provided to the City Council for consideration, but ultimately the City Council will determine the final items on the City Work Program. Commissions support City Work Program items within their scope by reviewing the items and making recommendations to City Council. Since the City Council sets the City Work Program to guide the priority efforts in the City, commission agendas should be aligned accordingly. By August 15, each commission should provide an annual report of all of the topics the commission has addressed in the prior year.

COMMUNICATIONS

A. STAYING INFORMED

Commissioners should sign up for City email notifications to stay informed of various community events and public meetings. Council encourages commissioners to attend at least two community meetings or meetings of other commissions each year.

The City uses social media outlets, surveys, email notifications, the Scene, and the City website to perform outreach for City business. For appropriate conduct on social media,

¹ More information on quasi-judicial proceedings can be found in the Imposed Restraints document in the [Commission Resources folder](#).

see the City's [Social Media Policy](#). For questions about City outreach, speak with your staff liaison.

B. USE OF CITY EMAIL

All newly appointed City commissioners will be assigned a mandatory City email address after reviewing and signing the [Technology Use Policy](#).

As noted under the Brown Act, care should be taken with regard to emails. Never select "Reply All" to an email to all commissioners or forward an email sent to you by one commissioner to another commissioner since that would constitute a quorum. All questions and concerns should be directed to the Chair and staff liaison.

All City emails are subject to the Public Records Act and you should use your City email only to conduct City business as a commissioner. Please do not forward or reply to a City email from your personal email address. Once your term on the commission is over, your City email will be terminated.

RESOURCES

Commissioners should familiarize themselves with the following resources:

City policies relating to ethics, social media, commissions, diversity, and technology, as well as the City organizational chart, a Rosenberg's Rules of Order cheat sheet, and guidance on imposed restraints, can be found online in the [Commission Resources folder](#).

League of California Cities

[Rosenberg's Rules of Order, Brown Act, Public Records Act, and other resources](#)

Institute for Local Government

[Parliamentary Procedure Simplified](#)

[Ethics and Transparency](#)



CITY OF CUPERTINO

Agenda Item

22-11480

Agenda Date: 9/14/2022
Agenda #: 3.

Subject: Community Outreach Presentation

Receive Community Outreach Presentation.



City Seal

The Cupertino City seal should be used on all official documents, such as staff reports, memos, letterhead and press releases.



City Logo

The city logo should be a consistent mark throughout all marketing and outreach communications, serving as a cornerstone for recognition and branding.



Clear Space

The logo should always be surrounded by a minimum area of clear space (1x). This space isolates the logo from any competing graphic elements like other logos or body copy.



Alternate Configuration



Reversed Logo

Use the reversed out white version of the logo on dark backgrounds.

Typography



Century Gothic should be used for:

- headlines
- subheadings
- shorter running text



Palatino Linotype should be used for:

- body text (particularly longer continuing bodies of text)











Minimum Size

To ensure legibility, the logo should never be smaller than 1 inch tall.

Color Palette

The primary color palette should be the dominant color used in a design. The secondary color palette should be used at a lower ratio than Cupertino Blue. The accent color palette may be used in conjunction with the primary and secondary color palettes as needed.

	Primary		Secondary		Accent				
									
PANTONE	655 C		421 C	7624 C	657 C	144 C	2411 C	7403 C	424 C
CMYK	100, 79, 12, 59		13, 8, 11, 26	0, 97, 87, 60	22, 6, 0, 0	0, 51, 100, 0	72, 2, 100, 76	1, 11, 58, 2	30, 20, 19, 58
RGB	0, 37, 84		178, 180, 178	128, 47, 45	200, 216, 235	237, 139, 0	28, 66, 32	238, 212, 132	112, 115, 114
HEX	#002554		#B2B4B2	#802F2D	#C8D8EB	#ED8B00	#1C4220	#EED484	#707372



Do Not: Reverse other images in the logo to white.



Do Not: Change the colors of the logo or elements of the logo.



Do Not: Change the size or position of the logo elements.



Do Not: Tip or rotate the logo.



Do: Use the reversed out white version of the logo in vector format (.Ai, .EPS, or .PDF) for embroidery or die-cut purposes.

In the reversed version of the logo only “Cupertino” reverses to white.



Do: Use the reversed out white version of the logo. When working on a 1-color print job, it is preferable that Cupertino Blue (PMS 655) be used. If this is not possible, the background of the logo may be printed in 100% of the color of the piece.



Do Not: Remove, isolate, or reshape elements from the logo.



Do Not: Stretch or compress the logo.

Tip: Holding down the Shift key while dragging from the corner will scale the logo proportionally in most programs.



CITY OF CUPERTINO STYLE GUIDE

Grammar
Spelling
Punctuation

2020 Edition

Questions or comments? Email communications@cupertino.org

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Introduction

Welcome to the first edition of the Cupertino Style Guide. The purpose of this document is to establish consistent grammar, punctuation, and spelling usage in communications, publications, and documents prepared by the City of Cupertino. It is intended for use by all City staff involved in the preparation of documents, including writers, support staff, and managers.

When should you use these guidelines? When you are composing official communications on behalf of the City, including emails, staff reports, letters, memos, press releases, social media posts, and more. There are items that can be excluded from some of these guidelines due to space constraints, such as postcards, flyers, spreadsheets, charts, graphs, and others.

As a first effort, this Style Guide is likely to have gaps in the material it includes, or it will identify areas where there are differences of opinion. It is important that employees contribute their questions, comments, and suggestions to improve the next edition of this guide by emailing communications@cupertino.org. Some differences will come from the American English versus British English spelling of words. The Cupertino Style Guide identifies the American English versions to be correct.

This document will be updated yearly and republished every March 4, also known as National Grammar Day.

Additional Resources:

merriam-webster.com

grammarly.com

The Elements of Style

-William Strunk, Jr. and E.B. White

The Book on Writing

-Paula LaRocque

On Writing Well

-William Zinsser

Clear and Effective Writing

The principles for writing clear and effective documents and publications are not complex or magical. They come down to some basic concepts. Here is a brief summary of the elements of writing so that we can communicate well with each other and the public.

1. Know Your Audience

In other words, “Who am I writing for?” Before you begin writing, make sure you know your purpose and your audience. Is the document meant for City Council, staff, residents, business owners, or a specific neighborhood? Knowing your audience will help guide your writing and ensure good planning and a clear message. Without good planning, the writing of the material usually requires more time to complete and revise, which will likely render your document less effective.

2. Use the Active Voice

Government documents are plagued with the use of the passive voice. Authors of staff reports and memos tend to back into their message and end up burying the important information at the end. The passive voice also uses more words than necessary. Instead, use the active voice which is more direct and dynamic. The best way to hold a reader’s attention is by being specific, brief, and concrete. Documents and publications have a far better chance of communicating and achieving their purpose with clear writing, good organization, and valuable information working together. Read more about the [active voice](#).

3. Avoid Jargon

Use words that would be suitable for explaining the issue to the average reader. Don’t talk down to your audience but remember they don’t have the familiarity with the subject that you do. Jargon, acronyms, and long and complex words often confuse and obscure the point. Remember that good communication is part of the City’s efforts toward transparency. But transparency without simplicity is not transparency. The use of plain, straightforward, jargon-free language will be more likely to meet the needs of these diverse audiences successfully.

4. Watch Your Tone

Voice and tone go hand in hand. Your tone should always be professional, and alternate between friendly and approachable depending on what you are writing. Clear, simple, and professional writing is always the best approach. Learn more about [tone](#).

5. Do Your Research

The value of the City’s documents is based on their accuracy and completeness. Check your data and references, and don’t make assumptions. Factual errors, including misspelled names, wrong telephone numbers, and incorrect dates and figures, diminish the level of confidence the reader has in the document and the City’s efforts in general.

6. Proofread and Rewrite

This is the fundamental rule for good writing. Read your drafts carefully, aloud if possible, and don't hesitate to revise them. Professional writers rewrite their material mercilessly. To assure that you have adequate time to review and revise your writing, make sure your preparation schedule deliberately includes it. It always takes more time to correct mistakes, repair clumsy writing, and recover from their effects after the fact than it does to catch them early and fix them. Some brief [self-editing tips](#).

7. Take Responsibility

Whether or not your name will appear on the material you write, take responsibility as if it will be there. Take pride in the authorship of quality material.

“When something can be read without great effort,
great effort has gone into its writing.”

-Enrique Jardiel Poncela

Inclusive Language

The City understands the importance of language that is inclusive, accessible, and respectful.

See the AP Stylebook and [18F Inclusive Language](#) for more specifics, including how to reference nationality, race, ethnicity, mental illness, and more.

Ability and Disability

Only reference a person's disability when it is relevant to what you're writing. If you must mention it, always emphasize the person before the disability. When writing about a person with disabilities, don't use the words *suffer*, *victim*, or *handicapped*.

Correct

She has a disability.
people with autism
wheelchair user

Incorrect

She is disabled.
autistic people
wheelchair-bound

Age

Avoid referring to someone's age unless it's relevant to what you're writing about (for example, when referring to benefits that are available to people of certain ages).

Gender-neutral

Use neutral terms instead of gendered alternatives:

Correct

councilmember
firefighter
people, humanity
to staff, to run, to operate
workforce, employees

Incorrect

councilwoman, councilman
fireman
mankind
to man
manpower

Gender and Sexuality

Use *different sex* instead of *opposite sex* as this recognizes gender as a spectrum, not binary.

Use *spouse* or *partner* instead of *husband* or *wife*.

Use *parent* instead of *mother* or *father*.

They and *theirs* may be used as singular pronouns.

Correct

Residents should take out
their garbage.

Incorrect

A resident should take out
his or her garbage.

Punctuation and Symbols

Punctuation is just as important as the words you choose to use. Punctuation changes the pace of reading, offers sentence variety, and most importantly, clarifies meaning.

Ampersand (&)

Use only when part of a formal name: *AT&T*, *Ben & Jerry's*. Not a replacement for “and.”

Exclamation Point (!)

Use sparingly. Overuse defeats the purpose of using them and could make a reader feel like you are yelling at them. Remember, watch your tone.

Hyphen (-)

The fewer hyphens the better. Hyphens are joiners. Use them to avoid ambiguity or to form a single idea from two or more words: *self-driving car*, *four-year-old child*, *small-business owner*.

Hyphens should not be used to replace “to” or “through” in times, dates, and years.

Oxford Comma, Serial Comma

The last comma in a list, which goes before conjunctions such as “and” or “or.” Always use.

Correct

I love my parents, Beyoncé, and Michael Bublé.

Incorrect

I love my parents, Beyoncé and Michael Bublé.
(Reads as if you are the child of two pop stars.)

Period (.)

Use one space after a period. Period.

Semicolon (;)

Best to avoid it. Use a period instead.

Slash (/)

Should never be used as a replacement for “and” or “or.”

Quotation Marks (“ ”)

The period and comma always go within the quotation marks. The dash, semicolon, colon, question mark, and exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence: *Did the dog bark every time he heard Jim say “I’m bringing dinner”?*

Correct

“I love Cupertino,” she said.
“I love Cupertino.”

Incorrect

“I love Cupertino, she said.”
“I love Cupertino”.

Spelling and Grammar

a, an

Use the article **a** before consonant sounds: *a historic event, a one-year term* (sounds as if it begins with a “w”), *a united stand* (sounds like “you”).

Use the article **an** before vowel sounds: *an energy crisis, an honorable person* (the “h” is silent), *an NBA record, an 1890s celebration*.

acronym, initialism

Always spell out the name of an agency or organization on first reference. The name can be shortened on second reference.

First reference	Second Reference
Silicon Valley Clean Energy	SVCE
Association of Bay Area Governments	ABAG
Valley Transportation Authority	VTA

addresses

Always spell out with or without a number: *10300 Torre Avenue, McClellan Road, Stevens Creek Boulevard*. Lowercase and spell out when used with more than one street name: *Torre and Rodrigues avenues*.

Always use figures for an address number: *9 Morningside Circle*. Spell out and capitalize **First** through **Ninth** when used as street names. Use figures with two letters for **10th** and above: *7 Fifth Avenue, 100 21st Street*.

adopt, approve, enact, pass

Amendments, ordinances, resolutions, and rules are **adopted** or **approved**. Bills are **passed**. Laws are **enacted**.

a.m., p.m.

Lowercase, with periods, and space after the number. Avoid redundant: *10 a.m. this morning*. Note: when ending a sentence with **a.m.** or **p.m.**, the period following the “m” also signifies the end of the sentence.

Spell out “to” or “through” when mentioning a timeframe in a sentence: *8 a.m. to 9:30 a.m.* Use **noon** to indicate 12 p.m. Use **midnight** to indicate 12 a.m.

among, between

Between introduces two items, and **among** introduces more than two: *The funds were divided among the three projects. Project responsibilities will be split between two employees.*

biannual, biennial

Biannual means twice a year and is a synonym for the word semiannual. **Biennial** means every two years. **Semiannual** may be more clear than **biannual** in some contexts.

bimonthly

Every two months: *My bimonthly magazine subscription gives me six issues a year.*

Semimonthly means twice a month: *Items of Interest is published semimonthly in the first and third weeks of the month.*

biweekly

Every two weeks: *We are paid biweekly, 26 times a year.*

cancel, canceled, canceling, cancellation

The forms of **cancel** in American English are typically *canceled* and *canceling*. *Cancellation* is the usual spelling in American and British English.

city, city of

Capitalize **city** as part of a proper name: *City of Cupertino, New York City.*

Lowercase elsewhere: *a California city.*

Capitalize **city** on second reference to the City of Cupertino: *The City has 200 employees.*

Always capitalize Cupertino. Use **City of Cupertino** and **the City** in reference to the government agency. Never use in reference to the community or geographic city: *Cupertino has excellent schools.*

city council

Capitalize when part of a proper name, or specifically referring to the City of Cupertino: *The Cupertino City Council.* Capitalize on second reference when referring to the Cupertino City Council: *The City Council voted unanimously.*

Retain capitalization if the reference is to a specific council but the context does not require the city name. Lowercase in other uses: *the council, a city council.* Lowercase for plural references: *the Cupertino, Saratoga, and Sunnyvale city councils.*

city hall

Capitalize with the name of a city, or without the name of a city if the reference is specific: *Cupertino City Hall, City Hall.* Lowercase plural uses: *the Cupertino and Santa Clara city halls.* Lowercase generic uses: *You can't fight city hall.*

citywide, countywide

One word. Use lowercase when referring to the larger Cupertino community: *A citywide trend in unemployment rates has emerged.* Use uppercase when referring to the City of Cupertino: *The Cupertino City Council approved a new Citywide policy.*

citizen, resident

A **citizen** is a person who has acquired the full civil rights of a nation or community. To avoid confusion, use **resident**, not **citizen**, in reference to people who live in cities.

commission

Capitalize as a proper name: *Planning Commission*. Lowercase plural uses: *The Parks and Recreation and Library commissions*.

committee

Do not abbreviate. Capitalize when part of a formal name: *Audit Committee*.

councilmember, commissioner

One word. Upper case when used as a title: *Councilmember Catherine Cupertino*. Lowercase when used collectively: *Cupertino councilmembers are elected every four years*.

county

Capitalize when an integral part of a proper name: *Santa Clara County, Alameda County*. Capitalize the full names of county governmental units: *the Santa Clara County Board of Supervisors, the Alameda County Department of Social Services*.

Retain capitalization for the name of a county body if the proper noun is not needed in the context. Lowercase the word county if it is used to distinguish an agency from state or federal counterparts: *the Board of Supervisors, the county Board of Supervisors, the Department of Social Services, the county Department of Social Services*. Lowercase the board, the department, etc. whenever they stand alone.

dates

Spell out all months. Do not use “th,” “nd,” “st,” or “rd” after a date, e.g., 10th, 22nd.

December 2020 was a cold month.

January 4, 2020 was the coldest day of the year.

July, August, and September make up the first quarter of the fiscal year.

days of the week

Capitalize days of the week and do not abbreviate: *The Cupertino City Council meeting will be held on Tuesday, November 3, 2020.*

department, division, office

Capitalize when part of a proper name: *The Community Development Department, the GIS Division, the City Clerk’s Office*.

Retain capitalization on second reference to the same department: *The Public Works Department was called out to a fallen tree in the road. The Department responded quickly.*

director

Capitalize when used as a formal title before a name: *Carl Cupertino, Director of Administrative Services*. Uppercase on second reference when referring to a specific person: *the Director*. Do not capitalize in job descriptions, generic usage, or informal designations: *the directors on the committee*.

email

One word. Lowercase with no hyphen.

fiscal year

Spell out for first reference: *It is set for Fiscal Year 2020-2021*. Use of initials acceptable for second reference: *FY 20-21*.

full time, full-time, part time, part-time

Hyphenate when used as an adjective phrase: *He was a part-time employee. He works full time*.

general plan, general fund

Capitalize only when accompanied by city name or referring to specific title or item: *The Cupertino General Plan was recently updated. The City's General Fund is threatened by the recession*.

Lowercase for generic use: *The general funds of cities support basic services. The state requires every city to have a general plan*.

internet, intranet

Lowercase.

mayor, vice mayor

Upper case when used as a title: *Mayor Carla Cupertino, Vice Mayor Cooper Cupertino*.

Uppercase on second reference when referring to a specific person: *the Mayor*. Lowercase when used in general terms: *The West Valley mayors sent a letter to the state*.

numbers

Spell out numbers under 10. Use digits for 10 and above. Spell out at the beginning of a sentence.

The child turned five years old yesterday. Thirty-five people attended the meeting. The street was flooded with 11 inches of water.

over

It generally refers to spatial relationships: *The plane flew over the city*.

Avoid using with numerals: *The City paid more than \$5,000 for the contract service*.

percent, percentage

Use the % sign when paired with a numeral (with no space): 4.7%, 0.3%. Spell out the percent when used at the beginning of a sentence but try to avoid this construction. Use **percentage** when not paired with a number: *The percentage of people disagreeing is small.*

seasons

Use lowercase for spring, summer, fall, winter and derivatives such as springtime unless part of a formal name: *Summer Winds Nursery, Winter Olympics.*

setup, set up

Setup (one word) is a noun: *It can take a while to learn the setup of the office's filing system.*

Set up (two words) is a verb: *The Infrastructure Division will set up the new employee's computer.* **Set-up** is not a recognized word in American English and should not be used.

staff

Lowercase and singular: *Staff is meeting to set its agenda.* In external documents, avoid using **staff** and instead use **City of Cupertino** or a program name: *The IT Department is overseeing updates to the phone system.*

web addresses

Web addresses should not include “www” if the link will work without it (always check to be sure). Always lowercase. Avoid using long and obscure web addresses.

Correct

For more information, visit
cupertino.org/lehigh

To view upcoming meetings,
visit cupertino.org/calendar

Incorrect

For more information, visit
www.cupertino.org/lehigh


To view upcoming meetings,
visit cupertino.org/visitors/calendar-of-
events

webpage, website

One word. Lowercase.

years

When a phrase refers to a month and day within the current year, do not include the year: *The meeting is scheduled for October 6.*

 <p style="text-align: center;">City of Cupertino Social Media Policy</p>	
Effective Date: 5/12/2020	Attachments:
Related Policies & Notes: Prior versions: 2012	Responsible Department: City Manager's Office

1. Purpose

This Social Media Policy establishes guidelines for the creation and operation of Social Media Accounts by the City of Cupertino ("City") to ensure that the public has access to timely, useful, and important information. The intended purpose of these City Social Media Accounts is to disseminate information regarding the City's mission, meetings, current issues, programs, projects, services, and events.

2. Definitions

"City Social Media Account" means an account on Social Media authorized by the City as described in this policy.

"Elected/Appointed City Officials" means City Councilmembers and people appointed by the Council to serve on an advisory body (e.g., commission, committee, task force).

"Post" means the addition of information of any kind (e.g., text, links, photos, videos) to Social Media.

"Public Comment" means a Post made in connection with a City Social Media Account by anyone other than an authorized member of City Staff.

"Social Media" means publicly accessible technologies used to publish and/or share information using the Internet. Examples of Social Media include: Facebook, blogs, OpenGov, YouTube, Twitter, LinkedIn, Instagram, and Nextdoor.

"Staff" means the City Manager and all subordinate employees of the City under his or her jurisdiction, whether directly or through department directors.

3. Staff Authority

City Staff shall operate City Social Media Accounts and Post items on behalf of the City to Social Media only as authorized by the City Manager or his/her designee(s), including the

Communications Officer. The City Manager or his/her designee(s) will maintain a list of all authorized City Social Media Accounts, including the log-in information and the staff/department(s) authorized to Post to those accounts.

4. Elected/Appointed City Officials

Elected/Appointed City officials will not Post items on behalf of the City to Social Media. If Elected/Appointed City officials have their own Social Media accounts, the City recognizes that they may elect, in their individual capacity, to Post items relevant to City business. In such situations, the City's existing rules and practices provide that Elected/Appointed City Officials shall make clear that they are speaking for themselves, not for the City or for their elected/appointed body. Elected/Appointed City Officials shall individually ensure they comply with all applicable laws (e.g., free speech laws, the Brown Act, public records laws, Municipal Code, etc.). For example, Elected/Appointed City Officials should be careful not to use Social Media (e.g., "post" "like" "share" "retweet") in a manner that could constitute an improper serial meeting or otherwise violate the Brown Act.

5. General Guidelines

City Staff shall follow these general guidelines when Posting items to Social Media and/or operating the City's Social Media Accounts:

- 5.1 The City's official website (cupertino.org) will remain the City's primary means of digital communication. Whenever possible, Posts on City Social Media Accounts should contain hyperlinks directing users back to the City's official website for in-depth information, forms, documents or online services necessary to conduct business with the City.
- 5.2 Limit Posts to dissemination of information about the City (e.g., City-sponsored or City-endorsed programs, services, and events). Content may include information, photographs, videos, and hyperlinks.
- 5.3 Make clear when a Social Media Account is operated by the City. City Social Media Accounts should include the name of the City and/or its official logo.
- 5.4 Ensure this Social Media Policy is displayed on all City Social Media Accounts or made available by hyperlink.
- 5.5 Posts will supplement, not replace, legally required notices and standard methods of communication.
- 5.6 Posts must contain information that is freely available to the public and cannot be confidential as defined by any City policy or state or federal law.
- 5.7 Posts may not contain any personal information, except for the names of employees whose job duties include being available for contact by the public.
- 5.8 Posts must be professional, respectful, and factual.
- 5.9 Ensure all necessary permissions have been obtained for Post (e.g., photos).
- 5.10 Ensure Posts reflect the views of the City. All content is subject to oversight by the City's Communications Office.
- 5.11 Regularly visit and maintain all authorized City Social Media Accounts.
- 5.12 Promptly close any City Social Media Accounts that are no longer needed/active.
- 5.13 Comply with usage rules and regulations required by third party providers of City Social

Media Accounts, including privacy policies.

- 5.14 Post during normal business hours. After-hours or weekend Posts shall only be made with approval of the City's Communications Officer or his/her designee.
- 5.15 Comply with all applicable City policies pertaining to communications and the use of the internet by employees, including email content.

6. Content Guidelines for Public Comments

The City's Social Media Accounts are considered limited public forums moderated by City Staff. Public Comments containing any of the following inappropriate forms of content shall not be permitted in connection with a City Social Media Account and are subject to removal and/or restriction by the City:

- 6.1 Content unrelated to the City
- 6.2 Violent and/or pornographic content
- 6.3 Content promoting discrimination on the basis of race, creed, color, age, religion, sexual orientation, gender, or national origin
- 6.4 Profane language or content
- 6.5 Solicitations of commerce, including but not limited to advertising of any business or product for sale
- 6.6 Violations of any law and/or promotion of illegal activity
- 6.7 Content compromising public safety or security
- 6.8 Content supporting or opposing any political candidate or campaign, including ballot measures
- 6.9 Content that violates a legal ownership interest of any other party.

City Staff shall obtain authorization from the City's Communications Officer, who will consult with the City Manager and City Attorney as appropriate, before removing and/or restricting Public Comment based on these guidelines. Any Public Comment removed based on these guidelines shall be retained in a manner consistent with the City's document retention policy.

Any Public Comment posted to a City Social Media Account is the opinion of the commenter. The presence of that content in connection with a City Social Media Account shall in no way imply City endorsement of, or agreement with, the content.

7. No Liability/Guarantee

The City operates its Social Media Accounts as a public service to provide information about the City. The City assumes no liability for any inaccuracies its Social Media Accounts may contain and does not guarantee its Social Media Accounts will be uninterrupted, permanent, or error-free. All users of Social Media should review and understand all applicable privacy and other policies, including those established by third parties. City Social Media Accounts may contain content, including but not limited to advertisements or hyperlinks, over which the City has no control. The City does not endorse any hyperlink or advertisement placed on City Social Media Accounts by anyone other than the City.

8. Records

City Social Media Accounts are subject to the California Public Records Act. Any content maintained on a City Social Media Account that is related to City business, including Posts, Public Comment, and information about subscribers/followers, may be considered a public record and subject to public disclosure.

9. Policy Revisions & Reserved Rights

This policy may be revised by the City Manager at any time. The City reserves the right to terminate any City Social Media Account at any time without notice. The City also reserves the right to implement or remove any functionality of its City Social Media Accounts.

City Manager's signature: _____



Date: 5/12/2020



CITY OF CUPERTINO

Agenda Item

22-11436

Agenda Date: 9/14/2022
Agenda #: 4.

Subject: August 10, 2022 Teen Commission Meeting Minutes

Review and approve the minutes for the August 10, 2022 Teen Commission meeting.



[DRAFT] MINUTES
CUPERTINO TEEN COMMISSION
Wednesday, August 10, 2022

REGULAR TEEN COMMISSION MEETING

CALL TO ORDER

At 6:03 p.m. Chair Zhang called the Teen Commission meeting to order. This was a teleconference meeting with no physical location.

ROLL CALL

Present: Ding, Naqvi, Qin, Luu, Tarra, Kasamsetty, Zhang, Leung. Absent: Halambi. Staff: Daniel Mestizo. All commissioners teleconferenced for the meeting.

CEREMONIAL MATTERS & PRESENTATIONS

APPROVAL OF MINUTES

1. Subject: Meeting Minutes for the June 8, 2022 Teen Commission Meeting
Recommended Action: Review and approve minutes for the June 8, 2022 Teen Commission meeting.

Commissioner Tarra motions to approve minutes with amended changes. Commissioner Ding seconds motion. The motion carries unanimously. Commissioner Halambi absent for vote.

WRITTEN/ORAL COMMUNICATIONS

OLD BUSINESS

NEW BUSINESS

2. Subject: Santa Clara County Children's Outdoor Bill of Rights
Recommended Action: Receive a presentation from Santa Clara County on the Children's Outdoor Bill of Rights initiative and provide feedback.

Santa Clara County (SCC) staff visited the Teen Commission to share the recently adopted Children's Outdoor Bill of Rights. The Children's Outdoor Bill of Rights and its tenants helps to address green space inequities and to encourage children of all ages, within Santa Clara County, to go outside. SCC is asking each city in SCC to adopt the Children's Outdoor Bill of Rights and identify two to three actions over the next 18 months to ensure access for all children to engage in the Bill of Rights' tenets.

Teen Commissioners asked questions and provided feedback to SCC staff. Commissioners expressed interest in revisiting the topic and implementation of the Children's Outdoor Bill of Rights at a future meeting.

3. Subject: New Term Transition

Recommended Action: Receive update on the 2022-2023 Teen Commission term.

Staff informed the Teen Commission of a transition in Staff Liaison for the 2022-2023 term and beyond. Recreation Manager Sonya Lee will be the new Staff Liaison for the Teen Commission. Staff thanked the Teen Commission for their collaboration. Commissioners thanked staff for their guidance and welcomed Staff Liaison Lee.

STAFF & COMMISSION REPORTS

4. Subject: Update Reports

Recommended Action: Receive update reports from City staff and Teen Commissioners.

Staff Updates

- Staff shared the following updates:
 - Summer Movie Series will be held on Fridays from August 5 to August 26.

Commissioner Updates

- Commissioners provided recaps on Mayor Meeting attendances.

FUTURE AGENDA SETTING

The following items were requested to be added to future agendas: **Children's Outdoor Bill of Rights.**

ADJOURNMENT

At 6:50 p.m., Chair Zhang adjourned the meeting.

Daniel Mestizo, Staff Liaison



CITY OF CUPERTINO

Agenda Item

22-11437

Agenda Date: 9/14/2022
Agenda #: 5.

Subject: Memorial Park Specific Plan Presentation

Receive a presentation on Memorial Park Specific Plan from Gates Associates and provide feedback.



CITY OF CUPERTINO

Agenda Item

22-11435

Agenda Date: 9/14/2022
Agenda #: 6.

Subject: 2022-2023 Chair and Vice Chair Selection

Select a Chair and Vice Chair for the 2022-2023 Teen Commission term.



CITY OF CUPERTINO

Agenda Item

22-11438

Agenda Date: 9/14/2022
Agenda #: 7.

Subject: Monthly Update Reports

Receive monthly update reports from City Staff and Teen Commissioners.