

**CITY OF SUNNYVALE  
BUDGET SUPPLEMENTS  
ESTIMATED REVENUES AND EXPENDITURES BY FUND  
JULY 1, 2008 TO JUNE 30, 2018**

	City Manager Recommended	PROPOSED 2008/2009	PROPOSED 2009/2010	PLAN 2010/2011	PLAN 2011/2012	PLAN 2012/2013	PLAN 2013/2014	PLAN 2014/2015	PLAN 2015/2016	PLAN 2016/2017	PLAN 2017/2018	FY 2008/2009 TO FY 2017/2018 TOTAL
<b><u>GENERAL FUND</u></b>												
#1 Environmental Sustainability	Yes											
Project Budget Costs		74,933	68,933	0	0	0	0	0	0	0	0	143,866
Operating Budget Costs/(Savings)		0	0	67,556	68,907	70,284	71,691	73,124	74,587	76,079	77,601	579,829
Subtotal #1		74,933	68,933	67,556	68,907	70,284	71,691	73,124	74,587	76,079	77,601	723,695
#2 Online Posting of FPCC Forms	Yes											
Operating Budget Costs/(Savings)		18,500	18,500	18,500	18,500	18,870	19,247	19,632	20,025	20,425	20,834	193,034
#3 Community Event Funding Support	Yes											
Operating Budget Costs/(Savings)		30,000	0	0	0	0	0	0	0	0	0	30,000
#4 Building and Planning Fee Incentives for Solar Panels and Green Buildings	No											
Revenue Reduction		30,000	30,900	31,827	32,782	33,765	34,778	35,822	36,896	38,003	39,143	343,916
#5 Automated Materials Handling System for Returned Library	Yes											
Project Budget Costs		928,723	0	0	0	0	0	0	0	0	0	928,723
Operating Budget Costs/(Savings)		0	5,574	(156,563)	(159,695)	(162,889)	(166,146)	(169,469)	(172,859)	(176,316)	(179,842)	(1,338,205)
Subtotal #5		928,723	5,574	(156,563)	(159,695)	(162,889)	(166,146)	(169,469)	(172,859)	(176,316)	(179,842)	(409,482)
#6 Elimination of the Library's Reserve Fee	Yes											
Revenue Reduction		12,000	12,360	12,731	13,113	13,506	13,911	14,329	14,758	15,201	15,657	137,567
#7 Care Management Program at the Sunnyvale Senior Center	Yes											
Revenue Offset		(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(100,000)
Operating Budget Costs/(Savings)		73,753	75,966	78,245	80,592	83,010	85,500	88,065	90,707	93,428	96,231	845,497
Subtotal #7		63,753	65,966	68,245	70,592	73,010	75,500	78,065	80,707	83,428	86,231	745,497
#8 Funding for Additional Law Enforcement Efforts	No											
Project Budget Costs		25,000	25,000	0	0	0	0	0	0	0	0	50,000
#10 Greenhouse Gas Emissions Reduction Project	Yes											
Project Budget Costs		48,296	0	0	0	0	0	0	0	3,515	0	51,811
Revenue Offset		(614)	0	0	0	0	0	0	0	0	0	(614)
Subtotal #10		47,682	0	0	0	0	0	0	0	3,515	0	51,197
#12 Landscape/Sidewalk Improvement, South Side of Hendy Avenue from Taafe Street to Sunnyvale Avenue	No											
Operating Budget Costs/(Savings)		0	3,162	3,225	3,290	3,356	3,423	3,491	3,561	3,632	3,709	30,848
#14 Complete Sidewalk Repairs and Install Curb Ramps	No											
Operating Budget Costs/(Savings)		640,079	652,881	665,938	679,257	692,842	706,699	720,833	735,250	749,955	764,954	7,008,686

**CITY OF SUNNYVALE  
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JULY 1, 2018 TO JUNE 30, 2028**

City Manager Recommended	PLAN 2018/2019	PLAN 2019/2020	PLAN 2020/2021	PLAN 2021/2022	PLAN 2022/2023	PLAN 2023/2024	PLAN 2024/2025	PLAN 2025/2026	PLAN 2026/2027	PLAN 2027/2028	FY 2018/2019	FY 2008/2009
											TO FY 2027/2028	TO FY 2027/2028
											TOTAL	TOTAL
<b>GENERAL FUND</b>												
#1 Environmental Sustainability	Yes											
Project Budget Costs	0	0	0	0	0	0	0	0	0	0	0	143,866
Operating Budget Costs/(Savings)	79,928	82,328	84,797	87,341	89,960	92,661	95,440	98,304	101,252	104,289	916,300	1,496,129
Subtotal #1	79,928	82,328	84,797	87,341	89,960	92,661	95,440	98,304	101,252	104,289	916,300	1,639,995
#2 Online Posting of FPCC Forms	Yes											
Operating Budget Costs/(Savings)	21,459	22,103	22,766	23,449	24,152	24,877	25,623	26,392	27,184	27,999	246,004	439,038
#3 Community Event Funding Support	Yes											
Operating Budget Costs/(Savings)	0	0	0	0	0	0	0	0	0	0	0	30,000
#4 Building and Planning Fee Incentives for Solar Panels and Green Buildings	No											
Revenue Reduction	40,709	42,337	44,031	45,792	47,624	49,529	51,510	53,570	55,713	57,941	488,756	832,672
#5 Automated Materials Handling System for Returned Library	Yes											
Project Budget Costs	0	0	0	0	0	0	0	0	0	0	0	928,723
Operating Budget Costs/(Savings)	(185,237)	(190,795)	(196,518)	(202,414)	(208,487)	(214,741)	(221,183)	(227,819)	(234,654)	(241,693)	(2,123,541)	(3,461,746)
Subtotal #5	(185,237)	(190,795)	(196,518)	(202,414)	(208,487)	(214,741)	(221,183)	(227,819)	(234,654)	(241,693)	(2,123,541)	(2,533,023)
#6 Elimination of the Library's Reserve Fee	Yes											
Revenue Reduction	16,284	16,935	17,612	18,317	19,049	19,811	20,604	21,428	22,285	23,177	195,502	333,069
#7 Care Management Program at the Sunnyvale Senior Center	Yes											
Revenue Offset	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(100,000)	(200,000)
Operating Budget Costs/(Savings)	100,080	104,083	108,247	112,577	117,080	121,763	126,633	131,699	136,967	142,445	1,201,574	2,047,071
Subtotal #7	90,080	94,083	98,247	102,577	107,080	111,763	116,633	121,699	126,967	132,445	1,101,574	1,847,071
#8 Funding for Additional Law Enforcement Efforts	No											
Project Budget Costs	0	0	0	0	0	0	0	0	0	0	0	50,000
#10 Greenhouse Gas Emissions Reduction Project	Yes											
Project Budget Costs	44,314	0	0	0	0	0	4,409	0	0	0	48,723	100,534
Revenue Offset	0	0	0	0	0	0	0	0	0	0	0	(614)
Subtotal #10	44,314	0	0	0	0	0	4,409	0	0	0	48,723	99,920
#12 Landscape/Sidewalk Improvement, South Side of Hendy Avenue from Taafe Street to Sunnyvale Avenue	No											
Operating Budget Costs/(Savings)	3,816	3,930	4,048	4,170	4,295	4,424	4,556	4,693	4,834	4,979	43,745	74,594
#14 Complete Sidewalk Repairs and Install Curb Ramps	No											
Operating Budget Costs/(Savings)	787,902	811,539	835,886	860,962	886,791	913,395	940,797	969,020	998,091	1,028,034	9,032,416	16,041,103





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<b><u>GAS TAX FUND</u></b>												
#11 Mathilda/Caltrain Bridge Parking Lot Access Project Budget Costs	Yes	50,000	0	0	0	0	0	0	0	0	0	50,000
#12 Landscape/Sidewalk Improvement, South Side of Hendy Avenue from Taafe Street to Sunnyvale Avenue Project Budget Costs	No	150,000	0	0	0	0	0	0	0	0	0	150,000
#13 Comprehensive Bridge and Levee Report Project Budget Costs	Yes	150,000	0	0	0	0	0	0	0	0	0	150,000
TOTAL CITY MANAGER RECOMMENDED - GAS TAX FUND		200,000	0	0	0	0	0	0	0	0	0	200,000
<b><u>GENERAL SERVICES FUND</u></b>												
#10 Greenhouse Gas Emissions Reduction Project Operating Budget Costs/(Savings)	Yes	(14,006)	(14,191)	(14,389)	(14,586)	(14,784)	(14,985)	(15,189)	(15,395)	(15,605)	(15,817)	(148,947)
<b><u>WASTEWATER MANAGEMENT FUND</u></b>												
#10 Greenhouse Gas Emissions Reduction Projects Water Pollution Control Plant Lighting Retrofit Project Budget Costs	Yes	24,680	0	0	0	0	0	0	0	0	0	24,680
Operating Budget Costs/(Savings)		(12,516)	(12,686)	(12,859)	(13,034)	(13,211)	(13,390)	(13,573)	(13,757)	(13,944)	(14,134)	(133,104)
Revenue Offset		(10,652)	0	0	0	0	0	0	0	0	0	(10,652)
Subtotal #10		1,512	(12,686)	(12,859)	(13,034)	(13,211)	(13,390)	(13,573)	(13,757)	(13,944)	(14,134)	(119,076)
#13 Comprehensive Bridge and Levee Report Project Budget Costs	Yes	50,000	0	0	0	0	0	0	0	0	0	50,000
TOTAL CITY MANAGER RECOMMENDED - WASTEWATER FUND		51,512	(12,686)	(12,859)	(13,034)	(13,211)	(13,390)	(13,573)	(13,757)	(13,944)	(14,134)	(69,076)
<b>CITY MANAGER RECOMMENDED SUPPLEMENTS INCREASE BY FUND SUMMARY</b>												
General Fund		1,920,959	247,466	88,201	90,781	93,814	96,940	100,157	103,472	110,402	110,406	2,962,597
Capital Projects Fund		0	0	0	0	0	0	0	0	0	0	0
Gas Tax Fund		200,000	0	0	0	0	0	0	0	0	0	200,000
General Services Fund		(14,006)	(14,191)	(14,389)	(14,586)	(14,784)	(14,985)	(15,189)	(15,395)	(15,605)	(15,817)	(148,947)
Wastewater Management Fund		51,512	(12,686)	(12,859)	(13,034)	(13,211)	(13,390)	(13,573)	(13,757)	(13,944)	(14,134)	(69,076)
TOTAL INCREASE BY FUND		2,158,465	220,589	60,953	63,161	65,819	68,565	71,395	74,320	80,853	80,455	2,944,574

**CITY OF SUNNYVALE  
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JULY 1, 2018 TO JUNE 30, 2028**

	City Manager Recommended	PLAN 2018/2019	PLAN 2019/2020	PLAN 2020/2021	PLAN 2021/2022	PLAN 2022/2023	PLAN 2023/2024	PLAN 2024/2025	PLAN 2025/2026	PLAN 2026/2027	PLAN 2027/2028	FY 2018/2019	FY 2008/2009
												TO FY 2027/2028	TO FY 2027/2028
												TOTAL	TOTAL
<b><u>GAS TAX FUND</u></b>													
#11 Mathilda/Caltrain Bridge Parking Lot Access Project Budget Costs	Yes	0	0	0	0	0	0	0	0	0	0	0	50,000
#12 Landscape/Sidewalk Improvement, South Side of Hendy Avenue from Taafe Street to Sunnyvale Avenue Project Budget Costs	No	0	0	0	0	0	0	0	0	0	0	0	150,000
#13 Comprehensive Bridge and Levee Report Project Budget Costs	Yes	0	0	0	0	0	0	0	0	0	0	0	150,000
<b>TOTAL CITY MANAGER RECOMMENDED - GAS TAX FUND</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>200,000</b>
<b><u>GENERAL SERVICES FUND</u></b>													
#10 Greenhouse Gas Emissions Reduction Project Operating Budget Costs/(Savings)	Yes	(16,032)	(16,251)	(16,472)	(16,695)	(17,123)	(17,153)	(17,385)	(17,623)	(17,863)	(18,105)	(170,702)	(319,649)
<b><u>WASTEWATER MANAGEMENT FUND</u></b>													
#10 Greenhouse Gas Emissions Reduction Projects Water Pollution Control Plant Lighting Retrofit Project Budget Costs	Yes	0	0	0	0	0	0	0	0	0	0	0	24,680
Operating Budget Costs/(Savings)		(14,326)	(14,521)	(14,718)	(14,919)	(15,122)	(15,327)	(15,536)	(15,747)	(15,961)	(16,178)	(152,355)	(285,459)
Revenue Offset		0	0	0	0	0	0	0	0	0	0	0	(10,652)
Subtotal #10		(14,326)	(14,521)	(14,718)	(14,919)	(15,122)	(15,327)	(15,536)	(15,747)	(15,961)	(16,178)	(152,355)	(271,431)
#13 Comprehensive Bridge and Levee Report Project Budget Costs	Yes	0	0	0	0	0	0	0	0	0	0	0	50,000
<b>TOTAL CITY MANAGER RECOMMENDED - WASTEWATER FUND</b>		<b>(14,326)</b>	<b>(14,521)</b>	<b>(14,718)</b>	<b>(14,919)</b>	<b>(15,122)</b>	<b>(15,327)</b>	<b>(15,536)</b>	<b>(15,747)</b>	<b>(15,961)</b>	<b>(16,178)</b>	<b>(152,355)</b>	<b>(221,431)</b>
<b>CITY MANAGER RECOMMENDED SUPPLEMENTS</b>													
<b>INCREASE BY FUND SUMMARY</b>													
General Fund		159,545	120,253	125,475	130,907	136,552	142,430	152,949	154,896	161,503	168,377	1,452,887	4,415,484
Capital Projects Fund		0	0	0	0	0	0	0	0	0	0	0	0
Gas Tax Fund		0	0	0	0	0	0	0	0	0	0	0	200,000
General Services Fund		(16,032)	(16,251)	(16,472)	(16,695)	(17,123)	(17,153)	(17,385)	(17,623)	(17,863)	(18,105)	(170,702)	(319,649)
Wastewater Management Fund		(14,326)	(14,521)	(14,718)	(14,919)	(15,122)	(15,327)	(15,536)	(15,747)	(15,961)	(16,178)	(152,355)	(221,431)
<b>TOTAL INCREASE BY FUND</b>		<b>129,187</b>	<b>89,481</b>	<b>94,285</b>	<b>99,293</b>	<b>104,307</b>	<b>109,950</b>	<b>120,028</b>	<b>121,526</b>	<b>127,679</b>	<b>134,094</b>	<b>1,129,830</b>	<b>4,074,404</b>

**SUBJECT: Environmental Sustainability****BUDGET SUPPLEMENT REQUEST SUMMARY**

This supplement is to plan and coordinate environmental sustainability activities Citywide, including development of an operating budget structure to conform to the City's planning and management system. Two options for funding and associated activity levels are proposed. Proposed activities include updating policies and practices to conform with environmental sustainability best practices, accessing grant funding opportunities, developing a strategic plan to guide the City's sustainability activities, developing appropriate metrics and targets to measure progress, developing a "community footprint" to gauge greenhouse gas emissions, conducting community outreach, and participating in regional leadership and recognition opportunities.

**BACKGROUND**

In addition to a long track record of energy conservation and sustainability policies, City Council has recently taken additional and ambitious actions regarding environmental sustainability. In fall of 2007 Council set a City target for green house gas (GHG) emissions reductions, pledging to reduce emissions to 20% below 1990 levels by 2010. Council also authorized the Mayor to sign the U.S. Mayor's Climate Protection Agreement, and directed that the City become a reporting member of the California Climate Action Registry. These efforts reflect the community vision ratified by Council in May 2007. The vision, developed at a community workshop in October 2006, encourages Sunnyvale toward "regional leadership" in environmental sustainability. Staff work has also supported this leadership direction, and has included completing several study issues on GHG emissions and other environmentally related sustainability issues.

Additionally, in September 2007 staff presented Council with a citywide environmental sustainability framework that identified the City's current goals, programs, services and policies addressing sustainability. Consistent with the path forward noted at the study session, staff presented a budget issue paper at the Council Study and Budget Issues Workshop in January of this year titled, *Coordinate Environmental Sustainability Efforts Citywide*. At the workshop Council directed that staff include citywide coordination of environmental activities in the City Manager's proposed FY08-09 budget for Council consideration.

**EXISTING POLICY**

**Goal 7.3A Assess community conditions and make appropriate changes to long-range, mid-range and short-range plans.**

**2007 Sunnyvale Community Vision for Environmental Sustainability**

- **A regional leader in environmental sustainability** advocating to reduce dependence on non-renewable resources by providing greater transportation options, reducing waste, protecting our natural resources, and promoting alternative energy usage and research. We take environmental preservation and protection seriously and consider how each action will affect Sunnyvale for years to come.
- Promote environmental sustainability and remediation in the planning and development of the city, in the design and operation of public and private buildings, in the transportation system, in the use of potable water, and in the recycling of waste.

**Policy 3.7.2 Reduction of Carbon Dioxide Emissions from City Operations** The City of Sunnyvale adopts a goal of 20 percent CO<sub>2</sub> emissions reduction from 1990 levels by 2010 for City operations.

**Policy 3.7.1, Goal 3.7A Air Quality Sub-Element** Improve Sunnyvale's air quality and reduce the exposure of its citizens to air pollutants.

**Policy 3.2.1, Goal 3.2D** Dispose of solid waste generated within the City in an environmentally sound, dependable, and cost-effective manner.

**Policy 2.2.1 - 2.2.A.2 Open Space** Adopt management, maintenance and development practices that minimize negative impacts to the natural environment, such as supporting and enforcing the Integrated Pest Management; and landscaping in ways which minimize the need for water.

**Policy 1.1.9** Encourage sustainable development throughout the City of Sunnyvale, to provide education and information to the community, and to serve as an acknowledgement by the City Council of the importance of sustainable development.

**DISCUSSION**

Sunnyvale has long been an active leader in environmental sustainability efforts. Recent scientific data on climate change and global warming, and the seriousness of its consequences, are resulting in augmenting actions at all levels of government and throughout the community. These efforts are focused on ensuring that environmental sustainability activities are prioritized, effective, coordinated citywide, and visible to stakeholders. As the City's Environmental Sustainability Framework suggests, a variety of City departments have significant impacts on environmental issues. Additionally, achieving the goals identified in recently adopted Council policy will require a high level of interdepartmental planning and collaboration.



This supplement identifies the resources needed to plan, coordinate, evaluate, and track environmental activities and impacts citywide. Since the proposed work is new to the City, this budget supplement is in the form of a special project that will both implement citywide coordination and culminate in the development of a service delivery program in the City's operating budget. The service delivery program will include an operating budget structure that clarifies service level expectations, and identifies program activities and performance measures within the context of the City's Planning and Management System.

Two funding options, and associated activity levels are presented below. The activities associated with the second option, which requires a higher level of funding, are in **bold**. The options are not exclusive; instead, the second option includes and supplements the activities identified in Option I.

#### Option I

1. conduct best practice research
2. coordinate sustainability activities City-wide
3. review City policy in process of being updated to include language appropriate to addressing current environmental issues
4. access grant funding opportunities
5. participate in regional planning and sustainability efforts
6. identify and implement appropriate metrics and targets to measure environmental impact of City activities
7. monitor and advocate for legislation that both addresses environmental issues and meets City advocacy objectives
8. conduct outreach and leverage community resources to support community-wide sustainability efforts
9. develop a formal City program and operating budget structure for ongoing Citywide environmental sustainability.

#### Option II

All the activities identified in Option I *and*

- 10. proactively review City policies and develop new policy to update and clarify the City's goals and objectives in the context of current environmental issues**
- 11. plan and implement internal efforts to affect organizational culture change**

**12. develop a "community footprint" for greenhouse gas emissions**

**13. seek regional recognition and leadership opportunities**

**14. develop a strategic plan to guide the City's environmental sustainability efforts**

### **SERVICE LEVEL IMPACT**

If either option is approved, a project would be included in the City Manager's FY2008/09 recommended budget. For either option, the project's activities are listed in this report, and include development of an operating program structure for the City's FY2010/11 budget (identifying service levels, activities, measures, and products). The new City activities would focus on coordinating environmental sustainability citywide; the proposed project would be managed through the Office of the City Manager.

### **FISCAL IMPACT**

This report provides two separate options as noted in the Discussion section of this report. The fiscal impact of each is noted below:

#### Option I

Option I plans to fund a half-time staff person with the first two year's cost in the projects budget and beginning FY 2010/2011 in the operating budget. The project budget impact is \$74,933 in FY2008/09, and \$68,933 in FY2009/10. The project culminates in the development of a service delivery plan in the City's operating budget with an annual impact to the operating budget of \$67,556 beginning in FY2010/11. The twenty year impact to the operating budget is estimated to be \$1,496,129.

#### Option II

Option II plans to fund a full-time staff person with the first two year's cost in the projects budget and beginning FY 2010/2011 in the operating budget. The project budget impact is \$152,105 in FY2008/09, and \$156,105 in FY2009/10. The project culminates in the development of a service delivery plan in the City's operating budget with an annual impact to the operating budget of \$121,835 beginning in FY2010/11. The twenty year impact to the operating budget is \$2,698,228.

### **ALTERNATIVES**

1. Council directs City Manager to include Option I in the City Manager's recommended budget for Council consideration for the FY2008/09 budget.

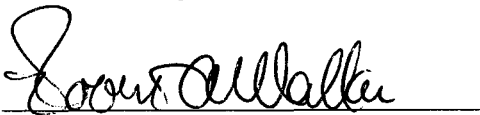
2. Council directs City Manager to include Option II in the City Manager's recommended budget for Council consideration for the FY2008/09 budget.
3. Council directs staff not to include Option I or Option II in the City Manager's recommended budget for Council consideration for the FY2008/09 budget.
4. Other action as identified by Council.

**STAFF RECOMMENDATION**

Staff recommends Alternative 1, Council directs City Manager to include Option I in the City Manager's recommended budget for Council consideration for the FY2008/09 budget.

Option I, which provides for a half-time Environmental Coordinator, begins the City's process of building and implementing a formal structure for coordinating environmental sustainability activities Citywide. This limited funding approach will enable the City to craft a well-planned approach to sustainability that is itself sustainable and based on best practices and research. Option I culminates in development of a formal City program and operating budget structure for ongoing Citywide environmental sustainability for implementation in FY10/11.

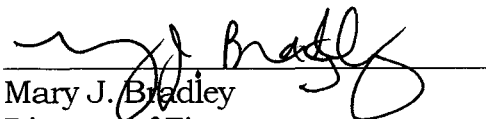
Reviewed by:



Robert Walker, Assistant City Manager

Prepared by Coryn Campbell, Assistant to the City Manager

Reviewed by:

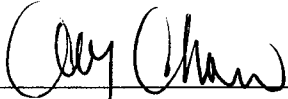


Mary J. Bradley  
Director of Finance

**City Manager's Recommendation**

Approve Budget Supplement for funding

Do Not Approve Budget Supplement for funding



\_\_\_\_\_  
City Manager

**Attachments**

*Attachment A: Project Information Sheet, Environmental Sustainability, Option 1*

*Attachment B: Project Information Sheet, Environmental Sustainability, Option 2*

## Project Information Sheet

**Project: 900528 Environmental Sustainability - Option 1**

Category:	Special	Type:	Gov. & Comm. Engagement	Department:	Office of the City Manager
Origination Year:	2008-09	Fund:	35 City General Fund	Project Manager:	Robert Walker
Planned Completion Year :	2010-11	Sub-Fund:	100 General	Project Coordinator:	Coryn Campbell
Funding Sources:	General Fund				

**Project Description/Scope/Purpose**

This two-year project will plan, coordinate, evaluate and track the City's environmental sustainability activities and impacts city-wide. In addition to planning, coordinating and tracking activities, project activities include: best practice research, reviewing updates to City policies to reflect sustainability goals, access grant funding opportunities, participate in regional planning for sustainability, identify metrics and targets, and leverage community resources to support community outreach. The project will include developing an activity structure for the City's operating budget beginning in FY 2010/2011.

**Project Evaluation & Analysis**

This project is a limited-cost approach that effectively supports Council policy and direction regarding the impact of the City's activities on the environment. It supports the City's progress in sustainability activities by providing a half-time position to identify, coordinate, support planning efforts, and track cost savings that can accrue from sustainability activities. The project leverages external grant resources, implements policies, and educates staff to support sustainability in all City business.

**Fiscal Impact**

This project funds a half-time staff position with the first two year's cost in the projects budget and beginning FY 2010/2011 in the operating budget. The project budget impact is \$74,933 in FY 2008/2009, and \$68,933 in FY 2009/2010. The project culminates in the development of a service delivery plan in the City's operating budget with an annual impact to the operating budget of \$67,556 beginning in FY 2010/2011. The twenty year impact to the operating budget is estimated to be \$1,496,129.

**Project Financial Summary**

	Project Costs	Revenues	Transfers In	Operating Costs
Prior Actual	0	0	0	0
2007-08	0	0	0	0
2008-09	74,933	0	0	0
2009-10	68,933	0	0	0
2010-11	0	0	0	67,556
2011-12	0	0	0	68,907
2012-13	0	0	0	70,284
2013-14	0	0	0	71,691
2014-15	0	0	0	73,124
2015-16	0	0	0	74,587
2016-17	0	0	0	76,079
2017-18	0	0	0	77,601
2018-19	0	0	0	79,928
2019-20	0	0	0	82,328
2020-21	0	0	0	84,797
2021-22	0	0	0	87,341
2022-23	0	0	0	89,960
2023-24	0	0	0	92,661
2024-25	0	0	0	95,440
2025-26	0	0	0	98,304
2026-27	0	0	0	101,252
2027-28	0	0	0	104,289
20 Year Total	143,866	0	0	1,496,129
Grand Total	143,866	0	0	1,496,129

## Project Information Sheet

### Project: 900529 Environmental Sustainability - Option 2

Category:	Special	Type:	Gov. & Comm. Engagement	Department:	Office of the City Manager
Origination Year:	2008-09	Fund:	35 City General Fund	Project Manager:	Robert Walker
Planned Completion Year :	2010-11	Sub-Fund:	100 General	Project Coordinator:	Coryn Campbell
Funding Sources: General Fund					

#### Project Description/Scope/Purpose

This project will plan, coordinate, evaluate and track the City's environmental sustainability activities and impacts city-wide. In addition to planning, coordinating and tracking activities, project activities also include: best practice research, reviewing and updating City policies to reflect sustainability goals, accessing grant funding opportunities, participating in regional planning for sustainability, developing a community footprint of GHG emissions, and developing a City-wide strategic plan. The project will also develop a sustainability service deliver program for the City's operating budget beginning in FY 2010/2011. The operating budget structure will include service level expectations, program activities and performance measures.

#### Project Evaluation & Analysis

This project more aggressively funds City-wide sustainability coordination, supporting Council policy and direction. This project provides a full-time position that includes evaluating community-wide greenhouse gas emissions and the development of a strategic plan. These activities are in addition to the core activities of identifying, coordinating, supporting planning efforts, and tracking cost savings that can accrue from sustainability activities. This more aggressive project leverages external grant resources; reviews, drafts and implements policies; and educates staff and the community in supporting sustainability efforts.

#### Fiscal Impact

This project funds a full-time staff person with the first two year's cost in the projects budget and beginning FY 2010/2011 in the operating budget. The project budget impact is \$152,105 in FY 2008/2009, and \$156,105 in FY 2009/2010. The project culminates in the development of a service delivery plan in the City's operating budget with an annual impact to the operating budget of \$121,835 beginning in FY 2010/2011. The twenty year impact to the operating budget is \$2,698,228.

#### Project Financial Summary

	Project Costs	Revenues	Transfers In	Operating Costs
Prior Actual	0	0	0	0
2007-08	0	0	0	0
2008-09	152,105	0	0	0
2009-10	156,105	0	0	0
2010-11	0	0	0	121,835
2011-12	0	0	0	124,273
2012-13	0	0	0	126,756
2013-14	0	0	0	129,293
2014-15	0	0	0	131,878
2015-16	0	0	0	134,516
2016-17	0	0	0	137,207
2017-18	0	0	0	139,952
2018-19	0	0	0	144,149
2019-20	0	0	0	148,475
2020-21	0	0	0	152,929
2021-22	0	0	0	157,517
2022-23	0	0	0	162,241
2023-24	0	0	0	167,110
2024-25	0	0	0	172,123
2025-26	0	0	0	177,287
2026-27	0	0	0	182,605
2027-28	0	0	0	188,082
20 Year Total	308,210	0	0	2,698,228
Grand Total	308,210	0	0	2,698,228

**SUBJECT: Online Posting of Fair Political Practice Commission (FPPC) Forms (460, 700, 410, 496, 497)**

**BUDGET SUPPLEMENT REQUEST SUMMARY**

This project will utilize the services of NetFile to develop and maintain systems that permit the City of Sunnyvale to 1) file Fair Political Practices Commission (FPPC) Disclosure forms 460, 496, 497 and 700 in electronic format, to be available (in redacted form) for public viewing online along with a searchable database, 2) maintain a database of the FPPC Campaign Disclosure Forms to track both paper and electronic filings and generate correspondence to filers, including filing deadline and amendment letters and 3) provide the ability to access un-redacted filings through a secure kiosk mode that the public can view online in the Office of the City Clerk.

**BACKGROUND**

Councilmembers have expressed their desire to have Fair Political Practices Commission (FPPC) forms available on the Internet.

FPPC Forms 460, 496, 497 and 700 garner the most interest from the public and electronic filing would benefit filers and the public in ease of use and accessibility.

City Clerk staff researched options for filing and posting these documents online including the use of an outside vendor or the development of an in-house system for filing and submission of the forms.

Staff research concluded that while the option exists for in-house development of an electronic filing system, the vendor solution is comprehensive and can be implemented quickly (2 weeks to 2 months depending on the amount of information to be imported).

**EXISTING POLICY**

Currently no City policy exists for the posting of FPPC Disclosure Forms on the Internet. However, providing information to voters about candidates is supported by City Policies 7.3.B.5b - Provide voters with information about election procedures and candidates; 7.3.I.1b - Enhance City staff and citizen self-directed access to information by providing and maintaining a variety of communications resources; 7.3.I.2b - Provide, manage and maintain the City's computing resources to provide citizens with access to timely and relevant information; 7.3.I.4c - Develop, provide, manage and maintain records management systems consistent with changing technology, such that technology can be leveraged to enhance the accessibility, cost-effectiveness, and efficiency of records management services; and 7.3.I.5 - Assure that information resources, databases, and public records developed or maintained by the City are recognized as valuable and sensitive public assets, and are

managed appropriately and affirmatively for the benefit of the organization and the community.

## **DISCUSSION**

Staff researched options for posting FPPC Disclosure forms on the internet, including vendor solutions as well as in-house development options. Staff found NetFile to be the only vendor specializing in campaign disclosure and statements of economic interest software. Two systems are recommended, one for filing FPPC Form 700 and one for filing FPPC Forms 460, 496 and 497.

This vendor solution provides users the ability to file and submit FPPC forms electronically. Users are provided their own access via ID and password (for an adjustable period) to log in, enter data, then print and copy their reports. The secure site validates submitted filings and notifies the Filer that the filing was accepted or declined and explains why the filing was declined. Once accepted the forms are immediately available for viewing on-line.

If the disclosure form was not filed electronically, the site will notify a searcher that the document is available for viewing in the office of the City Clerk. The system also allows tracking of Filers and all FPPC Campaign Disclosure forms in a database.

Cost savings for the electronic system over paper filing include elimination of review of hand written filings, elimination of duplicate paper storage costs (as more filers use the system savings will increase), elimination of photocopying of documents for the press and elimination of retrieval requests by the public. The system will also improve tracking of non-filers and late filers. These electronic systems are environmentally friendly and can replace paper filings.

The NetFile systems would be hosted on NetFile servers and require the City's IT department to place links on the City's homepage. No other services of IT are required.

## **SERVICE LEVEL IMPACT**

Implementation of these systems will provide the public and filers with immediate access to file, submit and view campaign disclosures and statements of economic interest information. Fair Political Practices Commission (FPPC) forms are filed during specified periods and have specified deadlines for submission. Handling, processing and review of FPPC filings require significant staff time on an ongoing basis. These systems will reduce staff time needed to handle and review online filings only. The City Clerk's Office will continue to handle any paper filings and public requests to view filed forms. Staff will also continue to provide filers with reminders of filing deadlines and provide FPPC forms when requested.

The implementation of these systems will provide another option for timely filing and submission of FPPC forms and allow staff to direct resources to other



areas of operations. The systems will also support the City of Sunnyvale's commitment to green business practices.

**FISCAL IMPACT**

The costs for the system for FPPC 700 filings is \$6,000, (quarterly cost for 250-350 filers, \$1,500) and the cost for the system for 460, 496 & 497 filings is \$12,500 (\$3,125 quarterly) for a total of \$18,500 per year. These costs are estimated to remain the same year 1-4 and then costs should be inflated to reflect annual cost of living adjustments for years 5-20.

**ALTERNATIVES**

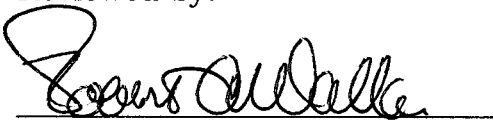
1. Fund two NetFile systems for the electronic filing of FPPC Forms 700, 460, 496 and 497 in the total amount of \$18,500 per year (\$6,000 for FPPC 700 filings and \$12,500 for 460,496, 497 filings.
2. Do not fund the two systems for the electronic filing of FPPC Forms 700, 460, 496 and 497.
3. Council directs other action it deems appropriate.

**STAFF RECOMMENDATION**

Staff recommends Alternate 1: Fund two NetFile systems for the electronic filing of FPPC Forms 700, 460, 496 and 497 in the total amount of \$18,500 per year (\$6,000 for FPPC 700 filings and \$12,500 for 460,496, 497 filings).

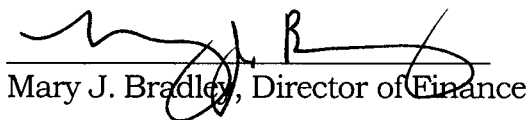
The implementation of these systems will satisfy Council's desire for ease of public access to statements of economic interests and campaign disclosure information.

Reviewed by:



Robert Walker, Assistant City Manager  
Prepared by Gail Borkowski, City Clerk

Reviewed by:



Mary J. Bradley, Director of Finance

**City Manager's Recommendation**

Approve Budget Supplement for funding

Do Not Approve Budget Supplement for funding

  
\_\_\_\_\_  
City Manager

**SUBJECT: Community Event Funding Support**

**BUDGET SUPPLEMENT REQUEST SUMMARY**

This budget supplement request for \$30,000 would provide funds to support citywide community-initiated special events. Should such funding be approved, general guidelines for acting on specific requests for financial support of community events would be implemented in accordance with a Council policy established on September 25, 2001 with RTC 01-329.

**BACKGROUND**

Special events such as parades, fairs, carnivals, block parties, festivals, public dances, shows and concerts are an important part of a healthy and vibrant community. Special events provide opportunities to celebrate the City's diversity, heritage and uniqueness, allowing community members the occasion to interact and strengthen a sense of community and neighborhood identity, and foster an additional channel for economic prosperity.

In September 2000, staff presented a Study Issue Report to Council No. 00-315, *Consideration of Ways to Promote Non-City Sponsored Cultural Events*. The focus of the study was primarily one-time events planned and carried out by individual groups. While staff's intent during the study issue was to consider low- or no-cost alternatives for promoting special events, one avenue of event promotion included City funding for special events. Staff was directed to establish a policy for funding special events, and establish an annual funding process for considering requests for event assistance.

In June 2001, the City Manager submitted, and Council approved, a recommended annual budget of \$25,000 for community event grant support. On September 25, 2001, RTC 01-329, *Consideration of Ways to Promote Non-City Sponsored Community Events*, As approved by Council, this established the funding process and guidelines, including: eligibility criteria, evaluation process, evaluation criteria, and criteria for administration of funds. (See Attachment A: RTC 01-329, *Consideration of Ways to Promote Non-City Sponsored Community Events*, September 25, 2001).

In addition to administration of the community event grant funding program, staff was directed to establish a point of central coordination for all community event permits and work with an interdepartmental team to prepare materials to consolidate and refine the City's existing community event permit procedures.

The community event grant funding program was launched in FY 2001/02. To assure that all applications for City funding received due consideration and to ensure Council was provided with the information needed to make its funding decisions, the evaluation process stipulated the recommendations of the review team would be forwarded to the city manager. The city manager reviewed the

recommendations of the review team and then recommended to Council which events should be funded and at what level.

On March 26, 2002, staff presented their recommendations to Council, RTC #02-098. A total of 13 applications were submitted with funding requests totaling \$101,605. At that time, Council directed staff to approve funding for six organizations for a total of \$14,960. Council directed that the remaining funding be carried over to the 2003 Community Events Grant Program budget.

On April 29, 2003, with RTC #03-152, staff presented a list to Council of recommendations for the 2003 community event grant funding applications. A total of seven applications were submitted with funding requests totaling \$40,973. Council directed staff to approve funding for four community events for a total of \$21,850.

An issue arose in determining whether athletic competitions and leagues might be considered community events. Staff determined that they did not, citing a lack of wide community appeal, especially among community members not already involved in the leagues. As a consequence, Council supported staff's recommendation to not approve those applications that sought funding for leagues and tournaments.

During the 2003 budget reductions, the Community Event Grant Program was eliminated.

In December 2004, Council identified *Explore Community Support for Community Events*, as the Office of the City Manager's (OCM) highest ranking 2005 study issue. The issue was initiated by the city manager in response to Council's continued interest in developing Sunnyvale's sense of community.

On March 26, 2006, RTC #06-090 *Explore Community Support for Community Events (Study Issue)* was presented. Council approved policy on special events which:

1. Consolidates and clarifies the City's special event policies;
2. Encourages private sponsorship of events in alignment with Council policy from organizations inside and outside the community;
3. Identifies the manner in which the City supports events conducted by other organizations;
4. Enables private sector support for City-owned events through the increased use of sponsorships;
5. Encourages the City to explore participating in the formation of community associations, or other nonprofit entities, to support or manage community events.

Recently, at the January 25, 2008, Study Issues Workshop, Council reviewed OCM Item 10, *Consider Providing Financial Support to Sunnyvale Downtown*

*Association for "SunFest" Special Event.* The Executive Director of the Sunnyvale Downtown Association requested the City "consider an economic development budget issue allocation of \$196,000.00 for 2008" to be used for downtown projects and events. The proposed *SunFest* study issue prompted this budget supplement request to provide funds, through the dormant community event grant program, to support citywide community-initiated special events.

### **EXISTING POLICY**

Many policies, goals and action strategies in the Arts, Heritage Preservation, Recreation and Open Space, Community Design and Community Engagement Sub-elements lend policy support to the City in fostering community events.

#### **Council Policy 7.2.18** Special Events

#### **Community Engagement Sub-element**

**Policy C.2** – Encourage celebrations which help to create a strong, positive community identity and recognize cultural diversity.

#### **Social Economic Sub-element**

**Policy 5.1B3** – Monitor the effect of City policies on business development and consider the effects of the overall health of business within the City.

### **DISCUSSION**

Sunnyvale has a long-standing practice and commitment to community events. In recent years constrained City budgets have challenged event financing, resulting in a fiscally conservative approach to community events.

Over the years, Sunnyvale's City Council has had a continuing conversation about community special events. A review of the City's General Plan and Council reports on special events over the years yields the following themes:

- Citywide special events play an important role in the balanced delivery of leisure and cultural services;
- The City is committed to assuming a leadership role in the funding, planning and implementing of Citywide special events;
- Community service organizations serve as a valuable resource in planning, organizing and implementing special events;
- Since the FY 2003/04 budget crisis, event costs have needed to be constrained;
- The City's role and involvement should be clearly defined for each special event.

These themes are consistent with the following actions the City has taken to control event costs while facilitating the process for organizations seeking to hold events:

- 2001: Council directed staff to develop a grant funding program for special events, and allowed other organizations to use the City's banner spaces, if available, to promote their events. The banner program continues in place today.
- 2004: Staff streamlined the event application process with the introduction of a "One Stop" Community Events Coordinator and a comprehensive, online event application form.
- 2005: Council approved a neighborhood grant program which can be used by neighborhood groups for community-building activities and projects. The program was launched in 2006 and continues in place today with a total annual budget of \$10,000.

The City provides resources to assist community event organizers with advance planning to ensure a safe and well-organized event. The Office of the City Manager coordinates the community event application process as the central contact point for community event organizers. Many City departments, including Parks and Recreation, Public Works, Public Safety and Community Development commit staff time and resources to assisting event organizers with obtaining the necessary permits and conditions of approval for their events.

Sunnyvale has a long tradition of supporting special events; Council and staff have worked to support all types of community-building events. However, given recent budget cuts, the City has been forced to re-examine its ability to support events at the same levels as in the past.

Should funding be approved, community event funding requests will be considered on an annual basis via a competitive application process consistent with the Council-approved guidelines.

### **SERVICE LEVEL IMPACT**

Approval of this budget supplement will result in an increased level of service to the community by providing opportunities for financial support to conduct city-wide special events. Based on the Administration of the Neighborhood Grant Program, approximately 100 hours of staff time would be required to provide a Special Event Grant Program. Staff time would be needed to develop and manage the grant program. Activities would include: create promotional materials for applications of the grant program, coordinate an evaluation and selection process, prepare a Report to Council for councils' determination of award recipients, and oversee the distribution of funds. The cost per hour for a

Seasonal Professional is currently budgeted at \$43.65 per hour. The budget supplement funding request would be based on \$4,365 for staff time and \$25,635 for grant funding, both for one year.

Should this budget supplement be approved, it is estimated that an additional ten requests for assistance would be received in FY 2008/2009, as identified on the attached Budget Supplement Form.

### **FISCAL IMPACT**

Approximately 200 hours of staff time have been budgeted in the Office of the City Manager to administer the community events applications and special event permits. An estimated 100 hours of staff time would be needed to administer the Special Event Grant Funding Program. Depending on the number of grant requests and review time involved, additional resources may be required in the future if the estimated 100 hours are inadequate.

Resources will also be needed for printing and postage associated with outreach materials and administering the grant application process. These resources are available through existing budgets but may need to be increased in the future depending on the level of demand for such services.

In addition to the potential impact on current budgeted hours in order to provide a new program, the impact of \$30,000 over the long-term financial plan would exceed \$750,000.

### **ALTERNATIVES**

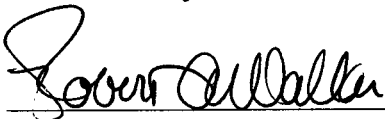
1. Approve the budget supplement request for \$30,000 to provide funds to support city-wide community events, to be reviewed on an annual basis.
2. Approve the budget supplement request for \$30,000 to provide funds to support city-wide community events as part of the long-term financial plan anticipated to exceed \$750,000 in the 20-year Resource Allocation Plan (RAP).
3. Do not approve the budget supplement request for \$30,000 that would provide funds to support city-wide community events.
4. Other direction as provided by Council.

### **STAFF RECOMMENDATION**

Staff recommends alternative number one; to approve the budget supplement request for \$30,000 to provide funds to support city-wide community events, to be reviewed on an annual basis. The budget supplement funding request would be based on \$4,365 for staff time and \$25,635 for grant funding, both for one

year, in order to consider an additional ten requests for assistance. In face of limited resources for community-based organizations, staff endorses providing funds to foster events and a sense of community pride in Sunnyvale. The long-term financial impact of the special event grant program exceeds \$600,000. On the other hand, if the program were to be implemented in the short term, to be reviewed on an annual basis, then community event organizers may have much needed assistance during an economic downturn. The community event grant program was initiated in 2001, but not sustained more than two years, due to budget constraints. If Council were to fund this program, expectations would be raised for continued financial support for community-initiated special events in future years. The City of Sunnyvale encourages celebrations which help to create a strong, positive community identity and recognize cultural diversity. Staff time and City resources are expended in processing community event applications and working with event organizers to ensure safe and well-organized, successful events.

Reviewed by:



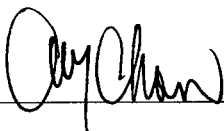
Robert Walker, Assistant City Manager  
Patricia Lord, Community Resources Manager

Reviewed by:

\_\_\_\_\_  
Mary J. Bradley, Director of Finance

**City Manager's Recommendation**

- Approve Budget Supplement for funding  
 Do Not Approve Budget Supplement for funding



\_\_\_\_\_  
Amy Chan  
City Manager



**Attachments**

- A. RTC 01-329, *Consideration of Ways to Promote Non-City Sponsored Community Events*, September 25, 2001
- B. Budget Supplement Form

Previous Council Item  
List of Council Meetings

Next Council Item  
List of Reports to Council

Corresponding Agenda  
Sunnyvale Home Page

**September 25, 2001**

**SUBJECT: Consideration of Ways to Promote Non-City Sponsored Community Events**

**EXECUTIVE SUMMARY**

This study focuses on the following objective:

*How can the City facilitate non-City sponsored community events in Sunnyvale, so that a proactive, welcoming process exists for assisting groups that wish to hold all types of events, including those traditionally deemed to be "cultural" in nature?*

On September 26, 2000 staff presented a Report to Council (No. 00-315, attached) outlining how the City can take more proactive steps in promoting community events as opportunities to celebrate the City's diversity, heritage, and uniqueness. In June 2001, the City Manager submitted, and City Council approved, a recommended annual budget of \$25,000 for community event grant support.

This report establishes the following:

- a. A recommended process and guidelines for acting on requests for community event support;
- b. A standardized policy for funding community events, including an annual process for considering requests for event assistance;
- c. A recommended policy to allow appropriate signage at the two City locations, with criteria for banners to be limited to displaying the name of the sponsoring organization, name of event, location, date, time, contact phone number, and web site. Staff has expanded the scope to include consideration of banners on street poles or alternative sites.

In addition, staff was directed to establish a point of central coordination for all community event permits and work with an interdepartmental team to prepare materials to consolidate and refine the City's existing community event permit procedures.

**Fiscal Impact**

Roughly 100 hours of staff time have been budgeted in the Office of the City Manager for the Deputy Communications Officer to serve as the community events coordinator and administer the community events grant program. If this level of staffing is insufficient, program adjustments or budget modifications may be needed later. Staff notes that the Milpitas grant program "Cultural Arts Support Program" requires about 500 hours of staff time to administer.

Resources will also be needed for printing and postage associated with outreach materials and the grant application process. These resources are available through existing budgets but may need to be increased in the future depending on the level of demand for such services.

Council's decision about the treatment of in-kind services will have fiscal impacts on the City and organizations sponsoring events. If Council decides to continue providing in-kind services, and if the number of community events increases, then additional resources might be needed to cover the in-kind services. On the other hand, if Council decides to charge on a fee-for-service basis, then services that were formerly provided on an in-kind basis would be covered through this new revenue stream. Staff estimates that the dollar value of in-kind services provided by the City currently ranges from approximately \$60,000 to \$90,000 per year. This amount will increase in the future due to the staff time associated with reviewing grant proposals, administering the grant program, and providing centralized coordination assistance (unless a fee is charged for these services).

If Council elects to install banner hardware on a limited number of additional street poles or designated locations, the City will incur costs for hardware and installation unless such costs will be borne by outside groups using the hardware. For example, the estimated cost to install hardware for single banners on ten street poles is \$1,579. The City would also need to identify existing staff resources or provide additional resources to administer such a program.

### **Public Contact**

Public contact was made through posting the Council agenda on the City's official notice bulletin board, posting the agenda and report on the City's web page, publishing the Council agenda in the San Jose Mercury News, and making the report available in the Library and the City Clerk's Office. Availability of this Report to Council and an invitation to attend the Council meeting were sent to all Boards & Commissions.

### **Recommendation**

#### Process and Guidelines for Acting on Requests for Community Event Support

Approve staff's recommended process for acting on requests for community event support, as outlined in this report. Staff makes no recommendation regarding treatment of in-kind services.

#### Community Event Funding Support

\$25,000 of special event funding support has been incorporated into the fiscal year 2001/2002 budget. Staff recommends no change to this amount for this fiscal year. Approve the recommended funding process and guidelines outlined in this report.

#### Signage for Non-City Sponsored Community Events

Approve the recommended policy outlined in this report for banners at Wolfe and El Camino and the Community Center. Regarding banners on street poles, expand the two existing street pole banner programs (the downtown program along Mathilda Ave. and vicinity and the El Camino program) to allow for public service messages sponsored by public agencies, as long as the message is consistent with existing policy. Also, install banner hardware on a limited number of additional street poles or designated locations to allow for public service messages sponsored by public agencies and promotion of community events. Any costs generated by the creation of additional banner capacity would be borne by organizations sponsoring the public service messages and community events, not the City. Approve the suggested street pole banner requirements set forth in this report.

## **Attachments**

- A. [Attachment A refers to a previous RTC from September 2000. To view this attachment click on the following text. Then to return to this Report to Council select the BACK button on your browser.]  
Proposed Council Study Issue for Calendar Year 2000, No. OCM-9, "Consider Ways to Promote Non-City Sponsored Cultural Events," November 11, 1999.
- B. Attachment B refers to a previous RTC from September 2000. To view this attachment click on the following text. Then to return to this Report to Council select the BACK button on your browser.)  
Report to Council No. 00-315, Consideration of Ways to Promote Non-City Sponsored Cultural Events – Study Issue, September 26, 2000.
- C. [Attachment C refers to previous minutes from September 2000. To view this attachment click on the following text. Then to return to this Report to Council select the BACK button on your browser.]  
City Council Meeting Minutes of September 26, 2000 regarding RTC 00-315, Consideration of Ways to Promote Non-City Sponsored Cultural Events – Study Issue.
- D. Estimated Value of In-Kind Services Provided by City for Community Events.
- E. Community Event Funding – Comparison of Neighboring Communities.

## **BACKGROUND**

During the City Council's 1999 review of the feasibility of developing a special event to celebrate the City's cultural diversity (Report to Council No. 99-250), Councilmembers asked questions about the City's ability to "assist outside groups desiring to conduct their own cultural celebrations." Council approved the further study of these questions and placed the proposed issue, "Consider Ways to Promote Non-City Sponsored Cultural Events," on the study issue calendar. The Office of the City Manager conducted this study in 2000 with an interdepartmental task force composed of liaisons from the departments of Office of the City Attorney, Community Development, Library, Parks and Recreation, Public Safety, and Public Works.

While Council's initial question focused on the promotion of "cultural events," upon beginning the study, staff quickly realized that this topic begs a larger issue of how the City promotes "community events" in general, since any improved process for holding so-called cultural events would also benefit those wishing to hold other types of events in the City.

More importantly, because there are so many meanings and interpretations of "cultural" and because staff foresaw the problems inherent in the debate of whether an event was cultural or not, the consensus of the task force was that it was appropriate to subsume "cultural event" under the broader terminology of "community event."

"Community event" is a more inclusive term and provides a workable definition for both staff and the public. Furthermore, the issues facing "cultural" groups are no different than those facing other groups wishing to hold a citywide event. Thus the key issue of this study became:

*How can the City facilitate the process of groups holding non-City sponsored community events in Sunnyvale, so that a proactive, welcoming process would exist for assisting groups that wish to hold all types of events, including those traditionally deemed to be "cultural" in nature?*

On September 26, 2000 staff presented a Report to Council (No. 00-315, attached) outlining how the City can take more proactive steps in promoting community events as opportunities to celebrate the City's diversity, heritage, and uniqueness. As outlined in the City Council meeting minutes (attached), the Council voted for the following:

- a. staff to come back to Council with a recommended amount to be budgeted annually for special events;

- b. direct the City Manager to include his recommendation regarding whether or not to fund this project in his Recommended Budget Resource Allocation Plan to Council for Fiscal Year 2001/2002 in spring of 2001;
- c. direct staff to return to Council by spring 2001 with a recommended Council policy that includes a process and guidelines for acting on requests for community event support; and
- d. staff to come back with a recommended policy to Council to allow appropriate signage at the two City locations, with criteria for banners to be limited to displaying the name of the sponsoring organization, name of event, location, date, time, contact phone number, and web site.

In addition, staff was directed to establish a point of central coordination for all community event permits and work with an interdepartmental team to prepare materials to consolidate and refine the City's existing community event permit procedures.

### **EXISTING POLICY**

Many policies, goals, and action statements in the sub-elements for Arts, Heritage Preservation, Recreation, Community Design, and Community Participation lend policy support to the City in fostering diversity.

In 1995, the Council specifically added the Community Participation Sub-Element to show the commitment to a "proactive program" for community involvement.

Specifically, the General Plan sub-element contains the following:

7.2E.2 - Encourage celebrations of community and projects which focus on the character, diversity and quality of Sunnyvale.

The Community Participation Sub-element also has a section on "Community Events" which states:

"The City is especially interested in increasing its facilitation role to help community members plan and hold special events which provide vitality and identity to the community. Using this approach, the City can leverage its ability to celebrate Sunnyvale and strengthen the community's role in producing events and activities."

With respect to existing policy about civic event signs, Chapter 19.44 section 020, "Types of signs and related regulations," sub-item (13) "Civic Event Sign" states the following:

"Civic event sign" is defined as a temporary sign promoting a community, patriotic, or other event of general public interest taking place within the city. Civic event signs are exempt from regulation provided that such sign is located:

- a. On property owned by the City provided that the event is sponsored or co-sponsored by the City;
- b. On private property, on the site of the event advertised, with the consent of the owner or operator; or
- c. On private property other than the site of the event being advertised, provided that the event is sponsored or co-sponsored by the City, and provided that there is no more than one such sign per event per property.

### **DISCUSSION**

A cross-departmental team led by the Office of the City Manager worked together to implement

the Council directives following the September 26, 2000 Council meeting. The team consisted of representatives from Public Safety, Parks & Recreation, Community Development, Public Works, the Library, and the Office of the City Attorney.

### **Process and Guidelines for Acting on Requests for Community Event Support**

#### Process for Seeking Community Event Approval

Staff recommends the following process for acting on requests for community event support. A specific City staff person will be designated as the initial point of contact for members of the public or organizations intending to hold a community event in the City of Sunnyvale. The designated "community events coordinator" will help guide organizations through the various components of holding a community event in accordance with requisite permit, review, and approval procedures.

Specific staff liaisons will be designated in various departments to assist the community events coordinator in determining permit and other requirements and facilitating permit acquisition and event approval.

Organizations sponsoring events that meet one or more of the following criteria must submit a Community Event Application.

#### Criteria for Submitting a Community Event Application:

- a. Event might require permits or other City assistance or services.
- b. Sponsoring organization(s) is requesting grant funding from the City for the community event.
- c. Sponsoring organization(s) is requesting banner space at City banner locations to promote the event.
- d. Other circumstance deemed by the community events coordinator as warranting an application, such as a large event that is projected to draw a sizable crowd.

Applications must be submitted by the designated timeline and will be reviewed for completeness. The community events coordinator, in conjunction with department liaisons as necessary, will determine what kind of City assistance and/or permits are needed and facilitate acquisition of relevant permits, assistance, and approval.

#### Treatment of In-Kind Services

Staff is requesting Council direction on treatment of in-kind services provided by City staff on behalf of community events held by outside organizations. The City currently provides a number of such services at no cost. See attachment, "Estimated Value of In-Kind Services Provided by the City for Community Events", for the estimated value of in-kind support given to various events hosted entirely or in part by outside individuals/organizations in recent years.

City services in support of community events include traffic control, security, crowd control, fire safety, site inspection, cone and barricade supply, refuse collection, recycling, street cleaning, and a wide range of other services. While a few of these services are sometimes provided on a fee-for-service basis, generally such services are provided at no cost. The estimated value of in-kind services is summarized as follows:

Est. In-Kind Subsidy (excludes value of billed services):

\$25,693	Vice President Al Gore's Visit	(9/00)	
\$15,712	Chamber of Commerce Art & Wine Festival	(6/00)	(An additional \$9,535 of security and crowd control costs were billed and paid.)
\$14,135	Various Block Parties, Incl. National Night Out	(7/00-10/00)	(approximately 15 block parties)
\$10,277	Health & Safety Fair	(4/01)	
\$8,983	Wednesday Night Music & Market	(July & August / 00)	(Approx. \$1,123 of in-kind services per occurrence. An additional \$5,663 in costs were billed and paid for public safety vehicles for the 2000 summer series.)
\$2,630	Chamber of Commerce Business Expo	(4/00)	
\$2,576	Sunnyvale's 2000	(1/00)	
\$2,355	Avon Breast Cancer 3-Day Walk	(7/00)	
\$2,045	Lakewood Village Parade	(12/00)	
\$1,359	Special Olympics Torch Run	(5/00)	
\$600	Cricket Website Launch	(est. 10/00)	
\$518	Harvest Festival	(10/00)	
\$513	Christmas Tree Lighting	(12/00)	
\$265	Thai Festival	(5/98)	
\$149	School Walk-a-Thon	(3/01)	

Currently there is a fair amount of inconsistency in determining which events receive City services on an in-kind basis versus on a fee-for-service basis. Policy guidelines would help to eliminate these inconsistencies.

On one hand, the City may wish to continue subsidizing such services in order to help promote community vitality and identity. On the other hand, if the volume of community events increases in the future (which might result from the City's streamlined process and/or grant program), insufficient resources might impede service delivery.

In determining treatment of in-kind services, another issue is whether or not to continue providing in-kind services or other financial assistance to events which are fundraisers. The City has historically provided in-kind assistance to some fundraisers, such as the Chamber of Commerce's annual Art & Wine Festival and the Avon 3-Day Breast Cancer Walk. Fundraisers can be popular community events, and in-kind subsidies can help the City achieve its goal of "...help[ing] community members plan and hold special events which provide vitality and identity to the community" (Community Participation Sub-element [7.2, updated in 1995], Community Events section). However, the City may not wish to subsidize events that leverage City in-kind support to raise funds for a particular organization, mission, or objective that may or may not be consistent with the City's policy position.

Another issue to consider is the extent to which in-kind support or other financial assistance should

be given to collaborative events in which the City is a partner. Examples of collaborative events held in the past include the Health and Safety Fair (held by the Department of Public Safety, the Columbia Neighborhood Center, and the Rotary Club – future Health & Safety Fairs may not involve collaboration with outside groups) and the Harvest Festival (held by the City, the Chamber of Commerce, and downtown merchants). By default, if the City is a partner, some amount of City resources will be expended on the event. The issue is to what extent should additional City services, such as additional staff time for various services, be provided on an in-kind basis.

Neighboring cities vary in their approach to in-kind services for community events. Mountain View subsidizes certain events that were historically subsidized before their special events policy was established. Their policy states that "City service subsidies for previously sponsored special events will remain at the level provided during the 1997 calendar year or one-half of the City's total event cost, whichever is less. New events will not be subsidized by the City."

The City of San Jose leaves it to the discretion of the different City departments as to whether or not to provide in-kind services. The City also requires that organizations applying for special event grant funding must list in their application City services that the event has received in the past or projected in-kind services associated with the event.

Milpitas, which awards monetary grants through a "Cultural Arts Support Program", also provides a set package of in-kind services to grant recipients. According to a City representative, the value of the in-kind services far exceeds the \$2,000 value of the grant. Such services include usage of the community center, sound system, lighting, building attendant, some photocopying and postage associated with flyers or other literature, banner placement, media relations, and other services.

Alternatives regarding treatment of in-kind services include the following:

- a. Continue providing City services that historically have been delivered at no cost, and continue to charge for those services which have been billed.
- b. Charge a fee on a cost-recovery basis for all services rendered.
- c. Continue to provide in-kind services at no cost for certain events or categories of services, with others provided on a fee-for-service basis.
- d. Leave it to the discretion of the City Manager to decide whether to provide services on an in-kind basis or on a cost-recovery basis.
- e. Establish a maximum amount of in-kind services that can be provided to each event, with possible exceptions or special provisions if the City is a collaborative partner.
- f. Make special provisions for events that are fundraisers. For example, the City might wish to decide on a case-by-case basis whether or not to provide in-kind services to events that are fundraisers. Fundraisers can be popular events that help provide vitality and identity to the community. However, the City may or may not wish to subsidize events that leverage City in-kind support to raise funds for a particular organization, mission, or objective that may not be consistent with the City's policy positions.

## **Community Event Funding Support**

### Recommended Funding Amount

Council directed staff to recommend an amount to be budgeted annually for community events. Consistent with this recommendation, the City Manager incorporated \$25,000 of special event funding support in his Recommended Budget Resource Allocation Plan to Council for Fiscal Year 2001/2002, which Council approved on June 19, 2001.



### Recommended Funding Process & Guidelines

Staff recommends the following process and general guidelines for funding community events.

Community event funding requests will be considered on an annual basis via a competitive application process. Upon Council approval, staff will prepare an application form and promotional materials, and will begin to market the program via the Quarterly Report, mailings to groups that have held events in the past, and other means.

All groups desiring grant funding for their community event must submit a complete grant funding application by specific due dates. Public notice of the availability of requests and the specified dates will be provided in ample time for applications to be prepared.

All applicants desiring a grant from the City for a community event will be required to comply with the application procedure and time schedule. All applications must meet the following eligibility criteria:

#### Eligibility Criteria

1. The group has completed the application process, and the application has been determined to be accurate and complete.
2. Admission to the event is free and open to the public. (For clarification, if the event is targeted to a particular neighborhood, but it is open to anyone, this is considered open to the public.)
3. The event must be held within City limits.
4. The grant recipient will attempt to expend all grant funding within City limits.
5. Grants will not be given to individuals.
6. Applicants must be able to submit a budget proposal, including an estimate of City services required.
7. Applicants must identify whether or not the event is a fundraiser. The application review team will decide on a case-by-case basis whether or not to allow funds to be granted to events that are fundraisers. Fundraisers can be popular events that help provide vitality and identity to the community. However, the City may or may not wish to subsidize events that leverage City in-kind support to raise funds for a particular organization, mission, or objective that may not be consistent with the City's policy positions.
8. Organizations must be non-profit or not-for-profit.
9. The applicant must agree to use the funds for the event only.
10. The applicant must agree to submit an evaluation form after the event. The evaluation form is a quality-control mechanism to determine whether goals were met, such as attendance, and the actual amount of funding spent.
11. The applicant must obtain required permits, clearances, insurance, and event authorization in a timely manner.
12. Organizations must acknowledge the support of the City of Sunnyvale where appropriate.
13. The applicant must identify other co-sponsors of the event. All co-sponsors must be approved by the City. This criterion enables the City to consider the extent to which the organizations or their missions are consistent with the City's policy positions.
14. Funds will not be granted for a religious purpose, including for the promotion of any sect, church, creed, or sectarian organization, nor to conduct any religious service or ceremony. Funds can be granted to religious organizations as long as the funds are not used for a religious purpose. This eligibility criterion, which is consistent with criteria utilized by the cities of San Jose and Milpitas, is an attempt to preserve separation of church and state while still allowing religious organizations to be eligible for grant funds.

15. Community events that are a collaborative effort between the City and outside groups are eligible to apply for grant funding. However, grant funds can only be used to defray expenses incurred by the outside group(s) rather than the City. This criterion would avoid penalizing groups for partnering with the City by enabling them to apply for grant funding only for their portion of budgeted expenses.

### Evaluation Process

To assure that all applications for City funding receive due consideration and to ensure Council is provided with the information it needs to make its funding decisions, staff recommends that the following evaluation process should be applied to requests received:

- I. Applications not received by the due date will be rejected. Applicants submitting applications that are materially incomplete will have five (5) working days from notification by staff to correct any deficiencies or their applications will not receive further evaluation.
- II. An interdepartmental team of City staff, designated as the "Community Events Grant Review Committee", will review and evaluate grant proposals.
- III. Staff will determine proposal eligibility based on guidelines provided in the adopted policy statement. Proposals not qualifying will not be recommended for funding and will not receive further evaluation.
- IV. Grant amounts will be determined on an individual basis. The review team will recommend a grant amount, which may be more or less than the amount requested.
- V. The recommendations of the review team will be forwarded to the City Manager. The City Manager will review the recommendations of the review team and recommend to Council which events should be funded and at what level.

### Evaluation Criteria

Staff recommends that grant applications should be subject to the following evaluation criteria. Staff will apply these criteria uniformly to all applications reviewed.

- a. The event enhances the ability of the City to achieve its policy goals of "encouraging celebrations of community and [events] which focus on the character, diversity and quality of Sunnyvale" and "special events which provide vitality and identity to the community."
- b. The City will give preference to events of a citywide nature expected, or demonstrating an ability, to draw a crowd of at least 500.
- c. The sponsoring organization(s) must meet the eligibility standards to receive funding.
- d. The sponsoring organization(s) must demonstrate the ability to produce a well-planned, safe event.
- e. The sponsoring organization(s) must demonstrate strong financial management and effective management controls, including cost-effectiveness.
- f. The review team will consider the financial and budgetary capabilities of the sponsoring organization(s), the extent to which City funds will be leveraged with other funding sources, and the need for City funding.

### Other Requirements

Grant funds must be expended within 90 days after the event is held or within two years of the date funds are granted (i.e., the date that grant award letters are sent to organizations), whichever comes first.

### Administering Funds

Grant funds will be administered in the following fashion. The organization sponsoring the community event will bill the City on an ongoing basis for reimbursement of expenses incurred, up to the grant amount.

### **Signage for Non-City Sponsored Community Events**

Staff was directed to come back to Council with a recommended policy to allow appropriate signage at two City locations, with criteria for banners to be limited to displaying the name of the sponsoring organization, name of event, location, date, time, contact phone number, and web site.

Since a policy is being established for banner space at two City locations (the intersection of Wolfe and El Camino Real as well as the Community Center), staff believes this is a good opportunity to consider policies for promoting community events and public service announcements at other locales as well. Thus, staff has expanded the scope to include consideration of banners on street poles to promote community events and public campaigns.

### Sites

Two sites in the City are currently used for horizontal banners promoting City-supported community events: (1) the corner of Wolfe and El Camino Real, which is used to promote Parks and Recreation Department sponsored citywide special events, and other City-sponsored or co-sponsored events; two banners 3' or 4' tall and 30' or 40' long can be posted here, and both "slots" are filled the vast majority of the time; and (2) the front of the Community Center on Remington Avenue, which is primarily used for events being held at the Community Center site.

In addition, there are 100 street poles that can accommodate 145 vertical 30"x94" banners near the downtown along El Camino Real and Mathilda Avenues and vicinity. Specifically, the light poles accommodate 64 banners along El Camino and 81 banners on Mathilda Avenue and the downtown vicinity.

### Recommended Policy for Banners at Wolfe & El Camino and the Community Center

In September 2000 when Council approved the consideration of ways to promote non-City sponsored community events, Council also directed staff to return to Council with a recommended policy to allow appropriate signage at the two City locations, with criteria for banners to be limited to displaying the name of the sponsoring organization, name of event, location, date, time, contact phone number, and web site. Staff is returning with the following recommended policy regarding use of banner space at City locations.

The following recommended banner policy would apply to all organizations other than the City and for all community events except for those sponsored entirely by the City of Sunnyvale. Staff recommends that events in which the City is a substantial partner (i.e., the City is providing at least 50 percent of the budgeted costs through financial and/or in-kind support) have equal priority for banner space as events sponsored entirely by the City and are thus also exempt from the following banner policy.

1. The banner may be used only to promote a community event.
2. Admission to the event must be free and open to the public, and the event must be expected to draw at least 500 attendees.
3. Any organization wishing to utilize banner space at the City's banner locations must submit a community event application in accordance with the requirements set forth above. Any organization that does not submit a community event application or whose event is not

granted approval is not eligible to post banners at the City's banner locations.

4. Pending the community event application review and approval, the organization may request banner placement by submitting a banner application. A master log of banner requests will be maintained to track the date requested, organization, event, desired placement dates, and status of community event application. Priority will be given to requests in the following order:
  - a. Community events sponsored entirely by the City of Sunnyvale or in which the City is a substantial partner. (The City is a "substantial partner" if the City is providing at least 50 percent of the budgeted costs through financial and/or in-kind support.)
  - b. All other community events.

The City will make a reasonable effort to request banner space in a timely manner so other organizations have ample notice of space availability.

5. Banners will be posted for no longer than two consecutive weeks per year.
6. Organizations will be charged a fee for banner placement on a cost-recovery basis. The current fee for hanging a banner is \$200. This fee covers the cost of two Parks Division employees for one hour to hang the banner and one hour to take it down, with additional charges for overtime labor. Such fee is subject to change. Additional fees may be imposed for staff costs associated with scheduling the banner placements, collecting the display fees, and other associated costs.
7. Banner content is limited to displaying the name of the sponsoring organization, name of event, location, date, time, contact phone number, and web site. While a web site is optional, a phone number is mandatory to help guide the public to the appropriate organization rather than the City.
8. Banners posted at the Community Center can only be used to promote events that occur at that site.
9. Staff recommends the following limitations on quantity and size of banners in order to optimize the ability of passers-by to read the posted information. Smaller size and a greater number of banners would be more difficult to read and could clutter the sites, diminishing the ability of passers-by to absorb information. Further, adding more banners could leave inadequate clearance to the ground, subjecting the banner to vandalism.
  - a. Only one 30 or 40-foot banner or two 20-foot banners can be posted at any given time at the Community Center banner site.
  - b. At a given time, any combination of the following banners can be posted at the banner site at the intersection of Wolfe and El Camino:
    - i. Up to two 30 or 40-foot banners
    - ii. One 30 or 40-foot banner and one or two 20-foot banners
    - iii. Up to four 20-foot banners
10. Banners must meet the following specifications:
  - a. Banner must be 3 or 4 feet tall and 20, 30, or 40 feet long.
  - b. Banner should have holes with metal grommets on the top and bottom. Holes should be three feet apart.
  - c. Banner must have several airholes for wind passage.
  - d. Approximately 20 feet of rope must be provided with the banner. If possible, rope will be returned with the banner.
  - e. Banner must be delivered to the Community Center at least one week in advance of the date

that it is to be posted.

- f. A fact sheet describing the event must be submitted so staff can answer questions from the public.

### Recommended Policy for Banners on Street Poles

#### *Existing Policy*

On October 1, 1991 City Council approved a holiday decorations program for the downtown and downtown gateway areas (RTC 91-456 "Holiday Decorations"). The holiday decorations program was envisioned as a first step in the downtown identity program intended to create a strong downtown identity, economy, and environment. Among the key objectives of the program were:

- Highlight downtown and gateways into downtown.
- Strong theme content for promotional purposes.
- Traffic builder to bring people into the downtown area.

The holiday decorations program was envisioned as a foundation for later expansion that could occur as downtown development progressed. According to the RTC, the hardware that would be installed for holiday banners could be used to announce other downtown projects throughout the year such as the Chamber of Commerce Art and Wine Festival, City events, and other seasonal themes and activities. However, practice has been to use the banners strictly to promote the downtown area (which is the expectation of the downtown businesses) rather than specific events that occur there.

The holiday decorations program included fifty double banners that were installed at 25 locations at major intersections along Mathilda and Sunnyvale Avenues between Washington and El Camino Real, and also on Washington, Iowa, and Evelyn Avenues. Banners were also located on three street light poles in the parking areas just to the east and west of Murphy Avenue.

On October 31, 1995 Council expanded the downtown banner program to year-round and established a separate banner program along El Camino Real (RTC 95-415 "Banner Program for El Camino Real"). The purpose of the year-round downtown banner program was to highlight the area and promote a unique environment in the downtown. The RTC stated that with the successful redevelopment of Murphy Avenue, promotion of the Farmers' Market and Art and Wine Festival through a year-round program would be advantageous. The number of downtown banners was expanded to 81.

The El Camino Real banner program and the downtown banner program were intended to accomplish two different goals. Downtown banners create identity, a sense of place, and a friendly, welcoming environment. The four goals of the El Camino Real banner program are as follows:

- Identify the El Camino Real corridor in Sunnyvale
- Create a more aesthetically attractive streetscape and reduce visual clutter
- Implement adopted plans and policies related to El Camino Real
- Promote El Camino Real as a shopping destination and increase sales

As part of the El Camino Real banner program, 64 banners were installed on 32 median light

standards in the public right-of-way along El Camino. The City is responsible for implementing and administering the program. The City owns and operates the light standards within the median of El Camino Real. However, since El Camino is a State Highway operated under the purview of Caltrans, a \$280 encroachment permit is required for all proposed activities in the state highway right-of-way, including each time a set of banners is "changed out" with a new set.

The El Camino banner program does not emphasize a specific product or service, nor does it address the unique retail display needs of the auto dealerships and/or other specific businesses. It also does not tie to or leverage a private banner program.

#### *Celebrate Sunnyvale's 2000*

The Celebrate Sunnyvale 2000 was a group of "civic-minded citizens who (came) together to celebrate the new millennium and the new century." The group requested the City's support in a number of ways, including approval to display Celebrate Sunnyvale 2000 banners on the City's street poles.

On October 19, 1999, City Council may have potentially set a precedent by approving the display of Celebrate Sunnyvale 2000 banners for a period of the year 2000 as part of the normal banner rotation. Further, Council required that the banner design be approved by the Director of Community Development and that no additional expenditures be incurred by the City.

#### *Discussion*

Council may wish to consider to what extent the banners on street poles along El Camino Real, Mathilda, and the downtown vicinity should be used to promote community events and/or promotional campaigns. In evaluating this idea, consideration should be given to the existing purposes of the two street pole banner programs (i.e., the downtown program and the El Camino Real program) and whether they should be expanded to include other community events and campaigns. Consideration should also be given to the level of investment the City has already incurred to create banners for these locations. Specifically, the City has spent approximately \$60,000 (excluding costs for hardware and labor for installation and removal) to create a series of banners for the downtown and El Camino sites, designed to be rotated on a quarterly basis.

#### *Street Pole Banner Programs in Other Cities*

The City of San Jose has established a temporary banner program to communicate information regarding public events, events at public facilities, or City information of general interest to the community. Banners are limited to the following types of events:

- Non-political
- No private or commercial advertising
- City endorsed, or
- Of general interest to the public

The program accommodates vertical banners to be hung only on City Light Standards outfitted with banner side-arms. There is no minimum number of banners, up to 400 available locations. The location of banners is subject to approval by staff. If installed by a private contractor, proper insurance is required.

Applicants must submit a completed application at least 90 days prior to the requested

installation date. All banner applications are approved on a first come, first served basis. Banner applicants can apply for banner spaces up to one year prior to the installation date. Applicants who have had banners hung in the previous year may apply up to two years prior to the installation date.

Banners must be temporary (less than 30 days), may be installed 14 days prior to the activity, and must be removed following the event without delay. Banners are installed on a cost-recovery basis to cover expenses associated with installation and removal.

The City of Los Angeles has a program to allow banners on street poles. Such banners are subject to approval of a banner permit application. The date(s) of the event must appear on the banner. No permits are issued for banners on streets where adjoining land use is primarily residential. Priority for approval of requested banner locations is determined by the date of receipt of the permit application. The rules and regulations for banners do not apply to seasonal decorations (Nov. 15 – Jan. 2).

Los Angeles' street pole banner program allows banners announcing events involving subject matter of interest to a significant portion of city residents and that are one of the following:

- a. Events sponsored by the City of Los Angeles;
- b. Community events that promote civic pride in a local community or the city as a whole, and which are not a purely commercial enterprise and where the proceeds, if any, will directly benefit either a charitable or non-profit organization.
- c. Charitable events where proceeds, if any, will directly benefit a charitable organization that maintains a 501(c)(3) charitable status.
- d. Non-profit events that are sponsored by an organization that is incorporated or otherwise organized as a non-profit organization and where the proceeds, if any, will directly benefit either a charitable or non-profit organization.

Los Angeles' street pole banner program also allows the following types of banners:

- e. Messages that are of a general civic nature, contain public service announcements, or which contain wording recognizing the existence of the diverse neighborhoods throughout the City of Los Angeles. These requests must come from a City department, City entity, non-profit or charitable entity, Council approved Business Improvement District, or Regional Economic Development Collaborative.

The City of Cupertino prohibits banners from being hung on any street light poles.

In addition to the street pole banner programs described above, several neighboring cities have policies and programs in place for banners that are not on street poles but instead are landscape (i.e., horizontal) in orientation.

### *Issues*

There are a number of potential legal issues the Council may wish to consider as it determines a policy for street pole banners. The issues are as follows:

1. Legal complications associated with allowing public service announcements on street pole banners but disallowing other types of announcements.
2. Concerns about the inability to regulate the content of banners on streets.
3. Potential legal difficulty of defending the constitutionality of restrictions on commercial

speech.

These issues are explored further, below.

*Legal complications associated with allowing public service announcements on street pole banners but disallowing other types of announcements.*

There may be legal complications with allowing public service types of announcements on some street poles but excluding other types of notices. There have been a number of legal cases which have clearly said that all "non-commercial" speech must be treated the same way, and that having select exemptions for certain types of non-commercial speech is not content-neutral and hence not permissible. A recent case involving Menlo Park held that an exemption for "governmental speech" may be invalid under both the First and Fourteenth Amendments.

*Concerns about the inability to regulate the content of banners on streets.*

If the City Council elects to expand the existing street pole banners beyond their current scope, the City will have very little ability to regulate the content of banners. Streets have long been considered a public forum in which just about anything is permissible when it comes to speech.

*Potential legal difficulty of defending the constitutionality of restrictions on commercial speech.*

Another issue to consider is to what extent commercial organizations should be eligible to use the City's banner spaces, whether at the intersection of Wolfe and El Camino and the Community Center, on existing street poles, or on any new street pole banners that might be installed. Further, should banners be allowed if they promote a commercial purpose or an event that is being held for a commercial purpose? Staff makes no recommendation regarding restrictions on commercial speech.

Several events commonly held in Sunnyvale are commercial in nature. The Chamber of Commerce's annual Art & Wine Festival is a fundraiser for an organization that promotes business interests. Similarly, the Chamber of Commerce Business Expo, the Wednesday Night Music and Market series, and the Harvest Festival all promote commercial interests to some extent.

The City could address this issue by simply limiting banner space to only "non-commercial activities." However, there may be legal difficulty associated with limiting banner space to only "non-commercial activities" due to the complexity of defining what constitutes commercial versus non-commercial activities.

In considering whether or not commercial organizations should be allowed to use banner space, the U.S. Supreme Court has laid out a four-part test for determining the constitutionality of restrictions on commercial speech. In considering whether a restriction is valid, a court will ask the following:

- a. Does the commercial speech concern lawful activity and is it not misleading?
- b. Does the regulation seek to implement a substantial governmental interest?
- c. Does the regulation directly advance that interest?
- d. Does the regulation reach no further than necessary to achieve the given objective?

Each instance must be analyzed on its facts. Assuming the first question can be answered in the affirmative, the City has the burden of establishing that each of the other three elements is met. If any one of the elements cannot be met, the regulation will be struck down as unconstitutional.



The City of San Jose specifically prohibits private or commercial advertising on their banner locations. Further the City has set forth specific guidelines for identifying event organizers or banner sponsors on vertical public information banners. Under these guidelines, an event organizer, event sponsor, or banner sponsor may be named on a public information banner under the following circumstances:

- a. The name is necessary to identify the event, e.g., the name of the organization or sponsor is part of the name of the event (Mercury News 10K), or, in the case of a performance event, the organizer or sponsor is the performing entity (Swan Lake performed by the San Jose/Cleveland Ballet).
- b. Either (i.) one event organizer logo (no larger than 36 square inches to be located near the bottom of the banner) or (ii) the name of the event organizer (with letters no larger than three inches in height) may be included on the banner. The logo must be the event organizer's official organization logo (e.g., official corporate logo), not simply a graphic related to the organization or its products.
- c. Additionally, each banner may also identify the logo or name of either one event sponsor or one banner sponsor, subject to the limitations listed in subsection (b) above (no larger than 36 square inches). If there are multiple event sponsors and/or banner sponsors, each sponsor can be identified on banners as long as only one sponsor is identified on each banner.

Moreover, if an event was titled "Sybase Open Sponsored by PacBell," the banners could only include "Sybase Open" as the event name, because "Sponsored by PacBell" would not be necessary to identify the event. If desired, PacBell could be considered an event sponsor and thereby qualify for the 36 square inches sponsorship on the banners as outlined in subsection (b) above.

Except for the straightforward identification set forth in the above guidelines, banners may not otherwise reflect event organizers, event sponsors or banner sponsors. The banner design may not include advertising themes or graphics related to the organizer or to a sponsor. As an example, if Camel Cigarettes were an event sponsor, the banners could not include graphics of Joe Camel.

The City of Livermore allows street banners to be strung across a city street at two permitted locations. Their program only allows banners that advertise non-commercial civic activities. Any person associated with the civic event or nonprofit organization can make a reservation for banner space.

The City of Palo Alto does not allow posting of banners by anything but City sponsored events and non-profit organizations, and excludes commercial events from posting banners.

The City of Mountain View guidelines specify that only banners which publicize cultural, recreational, social, or other special events of interest to the local community are allowed. For the Castro Street location, the event must occur downtown.

In the City of Los Angeles, banners are allowed for events that serve a civic and public interest with a for-profit company name or sponsorship logo as long as a minimum of 80% of the banner contains the public event message and not more than 20% of the banner contains the sponsorship logo or company name.

#### *Banner Requirements*

If the existing street pole banner programs are expanded, as outlined in Alternatives 2, 3, or 4

below, staff recommends the following requirements and specifications for street pole banners requested by outside groups, including other government agencies.

- a. Banners must be 30 inches wide and 94 inches tall.
- b. Banners must have 4-inch reinforced pockets at the top and bottom, and must have grommets as per requirements to be compatible with hardware.
- c. Banners must be delivered to Sierra Installation at least 5 business days in advance of the date that they are to be posted, along with a site map showing locations where they are to be hung.
- d. A fact sheet describing the event must be submitted so staff can answer questions from the public.
- e. All banners, rather than simply a few banners, must be changed out each time new banners are installed. This requirement would pertain to each banner program separately (i.e., the El Camino Real banner program, the downtown banner program along Mathilda Avenue and vicinity, and any other new site where street pole banner hardware might be installed.) This guideline ensures conveyance of a consistent message and theme for each banner program and avoids clutter that could dilute the impact of the banner programs.
- f. The cost for banner installation and removal, necessary permits, and other associated costs must be borne by the sponsoring organization.
- g. Banners sponsored by outside groups, including other government agencies, can be up for a maximum of two consecutive weeks per year.
- h. Banner content is limited to displaying the name of the sponsoring organization, name of event, location, date, time, contact phone number, and web site. While a web site is optional, a phone number is mandatory to help guide the public to the appropriate organization rather than the City. If the banner is a public service message, the message must be consistent with the City's established policies.
- i. Outside groups wishing to install street pole banners must obtain necessary encroachment permits or other approvals as necessary, pay relevant fees and costs including installation and take-down, and fulfill other requirements outlined in these guidelines, and submit proof to the City that these requirements have been fulfilled.

### *Alternatives*

Following are the alternatives regarding the policy for banners on street poles.

Alternative #1: Limit the banner program to the original goals of the existing street pole banner programs (i.e., the downtown banners along Mathilda Avenue and the banners along El Camino Real).

This alternative would essentially result in no change to the existing banner programs on El Camino Real and Mathilda Avenue. No other community events or public service messages can be used on these poles.

Under this alternative, both of these banner programs would continue to be administered by the Community Development Department's Economic Development Division. The practice has been to use the banners only to promote the downtown and El Camino retail and business areas, without opening up the program to other groups or for other purposes.

Alternative #2: Expand the two street pole banner programs to allow for public service messages sponsored by public agencies, as long as the message is consistent with existing City policy.

In this alternative, banners would also be allowed for general public promotional campaigns aimed at benefiting the whole community, such as Spare the Air Days, or other City events such as the State of the City or the International Street Faire. While these campaigns are not specifically linked to the downtown or El Camino, they can help to create a friendly, welcoming environment, enhance aesthetics, disseminate public service messages sponsored by public agencies, or bring the community together to celebrate an occasion.

Alternative #3: Expand the two street pole banner programs to allow for promotion of community events regardless of whether or not the banners support the original program goals. Any additional costs generated by this scenario would be borne by organizations sponsoring the community events, not the City.

Since the two banner locations at the intersection of Wolfe and El Camino and the Community Center are rarely vacant, this alternative would provide an additional mechanism for organizations to promote community events. However, this alternative is likely to be cost-prohibitive for most sponsoring organizations, as the creation and installation of such banners can cost more than \$17,000 for all 145 banners. In contrast, each 4'x40' banner located at the other two banner sites (at the intersection of Wolfe and El Camino and the Community Center) costs approximately \$1,275 to create and install.

Alternative #4: Install banner hardware on a limited number of additional street poles or designated locations to allow for public service messages sponsored by public agencies and promotion of community events. Any additional costs generated by this scenario would be borne by organizations sponsoring the public service messages and community events, not the City.

According to a representative from Sierra Display, the company that manufactures and installs the banners on our City's street poles, the original street pole banner locations were selected because they were deemed to be the most traveled sites in the City. Not only were other sites less traveled, but trees can block banners in some locations. Nonetheless, the representative believes there may be a few other Sunnyvale locations that could be used for installing banners on street poles, such as on Lawrence Expressway, Wolfe Road, Fair Oaks Avenue, or other major thoroughfares. The suitability of such sites would need to be investigated to determine the necessity of approvals from various agencies, applicability of various sign ordinances, necessary permits, and so forth.

The cost to install banner hardware on additional street poles is \$149 per single banner and \$244 for a set of double banners. To illustrate the feasibility of this option, consider a hypothetical example whereby single banners are installed on ten light poles (a minimum of 10 banners must be manufactured at a time).

Hardware Estimated Cost:

\$1,490 Hardware & installation of 10 single banners (\$149 each)

+ \$89 Tax

\$1,579 Total estimated hardware cost (excludes freight)

Banner Estimated Cost (pricing is subject to final art):

\$540 Custom 2-color design printed on 10 banners (\$54 each)

\$648 Screens & film, 2-ink color (fixed cost)

\$200 Put up banners (\$20 each)

\$200 Take down banners (\$20 each)

\$95 Tax

\$1,683 Total estimated banner cost (excludes freight)

(Note: Banners are subject to an additional \$280 for a Caltrans permit if the street pole banners are placed on a state highway, such as El Camino Real.)

The banner cost under this scenario (\$1,683) is roughly comparable to the cost (about \$1,275) of creating and installing a 4'x40' banner at either of the existing two banner locations at the intersection of Wolfe and El Camino and the Community Center. Further, this alternative would preserve the downtown and El Camino banner program goals while still allowing the promotion of community events and public service messages sponsored by public agencies.

The potential disadvantage of this alternative is that it would create yet a third set of street pole banners in the City, potentially leading to signage "overload", clutter, or lack of a central, unifying theme. However, this potential drawback could be mitigated by selecting a site that is not near the existing sites, or by installing banner posts for horizontal banners (like the existing banner site at Wolfe & El Camino) instead of street pole banners.

Alternative #5: If the existing street pole banner programs are expanded, as outlined in Alternatives 2, 3, or 4, above, approve the suggested street pole banner requirements set forth in this report.

Alternative #6: If the existing street pole banner programs are expanded, as outlined in Alternatives 2, 3, or 4, above, do not approve the suggested street pole banner requirements set forth in this report, or approve modified requirements.

### Alternative Sites

Staff discussed the possibility of investigating expanded banner capacity within the City. For example, the City could investigate the feasibility of building a taller banner structure at the existing Wolfe & El Camino site in order to accommodate a third banner while still allowing sufficient clearance to the ground. The City could also research the possibility of building additional banner sites or investigating other types of signage, such as signage on additional street poles (discussed earlier in this report) or hanging signs above streets. Council may wish to direct staff to return to Council after this community event policy has been implemented for a period of time and report on status and recommend changes as needed.

### **Fiscal Impact**

Roughly 100 hours of staff time have been budgeted in the Office of the City Manager for the Deputy Communications Officer to serve as the community events coordinator and administer the community events grant program. If this level of staffing is insufficient, program adjustments or budget modifications may be needed later. Staff notes that the Milpitas grant program "Cultural Arts Support Program" requires about 500 hours of staff time to administer.

Council has already approved the City Manager's \$25,000 recommended budget for the 2001/2002 community events grant cycle. Staff time will be needed from various departments to serve on the grant application review committee, for which fiscal year 2001/2002 has been absorbed into the workload of existing staff through the non-routine process. Depending on the number of grant requests and review time involved, additional resources may be required in the future if existing staff resources are inadequate.

Resources will also be needed for printing and postage associated with outreach materials and the grant application process. These resources are available through existing budgets but may need to be increased in the future depending on the level of demand for such services.

Council's decision about the treatment of in-kind services will have fiscal impacts on the City and organizations sponsoring events. If Council decides to continue providing in-kind services, and if the number of community events increases, then additional resources might be needed to cover the in-kind services. On the other hand, if Council decides to charge on a fee-for-service basis, then services that were formerly provided on an in-kind basis would be covered through this new revenue stream. Staff estimates that the dollar value of in-kind services provided by the City currently ranges from approximately \$60,000 to \$90,000 per year. This amount will increase in the future due to the staff time associated with reviewing grant proposals, administering the grant program, and providing centralized coordination assistance (unless a fee is charged for these services).

If Council elects to install banner hardware on a limited number of additional street poles or designated locations, the City will incur costs for hardware and installation unless such costs will be borne by outside groups using the hardware. For example, the estimated cost to install hardware for single banners on ten street poles is \$1,579. The City would also need to identify existing staff resources or provide additional resources to administer such a program.

## **PUBLIC CONTACT**

Public contact was made through posting the Council agenda on the City's official notice bulletin board, posting the agenda and report on the City's web page, publishing the Council agenda in the San Jose Mercury News, and making the report available in the Library and the City Clerk's Office. Availability of this Report to Council and an invitation to attend the Council meeting were sent to all Boards & Commissions.

## **ALTERNATIVES**

Recommended alternatives are in italics.

### **Process and Guidelines for Acting on Requests for Community Event Support**

1. *Approve staff's recommended process for acting on requests for community event support, as outlined in this report.*
2. Approve staff's recommended process for acting on requests for community event support, with modifications.
3. Do not approve staff's recommended process for acting on requests for community event support.

### **Treatment of In-Kind Services**

1. Continue providing City services that historically have been delivered at no cost, and continue to charge for those services which have been billed.
2. Charge a fee on a cost-recovery basis for all services rendered.

3. Continue to provide in-kind services at no cost for certain events or categories of services, with others provided on a fee-for-service basis.
4. Leave it to the discretion of the City Manager to decide whether to provide services on an in-kind basis or on a cost-recovery basis.
5. Establish a maximum amount of in-kind services that can be provided to each event, with possible exceptions or special provisions if the City is a collaborative partner.
6. Make special provisions for events that are fundraisers. For example, the City might wish to decide on a case-by-case basis whether or not to provide in-kind services to events that are fundraisers. Fundraisers can be popular events that help provide vitality and identity to the community. However, the City may or may not wish to subsidize events that leverage City in-kind support to raise funds for a particular organization, mission, or objective that may not be consistent with the City's policy positions.

### **Community Event Funding Support**

#### A. Budget Amount

1. *Do not change the annual budgeted amount of \$25,000 for community event funding support for FY 2001/2002.*
2. Change the amount budgeted for community event funding support for FY 2001/2002 from \$25,000 to some other amount.
3. Revisit the \$25,000 annual budgeted amount in the future.

#### B. Funding Process and Guidelines

1. *Approve the recommended funding process and guidelines.*
2. Approve the recommended funding process and guidelines, with modifications.
3. Do not approve the recommended funding process and guidelines.

### **Signage for Non-City Sponsored Community Events**

#### C. Policy for Banners at Wolfe & El Camino and the Community Center

1. *Approve the recommended policy for banners at Wolfe & El Camino and the Community Center.*
2. Approve the recommended policy for banners at Wolfe & El Camino and the Community Center, with modifications.
3. Do not approve the recommended policy for banners at Wolfe & El Camino and the Community Center.

#### D. Policy for Banners on Street Poles

1. Limit the banner program to the original goals of the existing street pole banner programs (i.e., the downtown banners along Mathilda Avenue and the banners along El Camino Real).
2. *Expand the two street pole banner programs to allow for public service messages sponsored by public agencies, as long as the message is consistent with existing City policy.*
3. Expand the two street pole banner programs to allow for promotion of community events regardless of whether or not the banners support the original program goals. Any additional costs generated by this scenario would be borne by organizations sponsoring the community events, not the City.

4. *Install banner hardware on a limited number of additional street poles or designated locations to allow for public service messages sponsored by public agencies and promotion of community events. Any additional costs generated by this scenario would be borne by organizations sponsoring the public service messages and community events, not the City.*
5. *If the existing street pole banner programs are expanded, as outlined in Alternatives 2, 3, or 4, above, approve the suggested street pole banner requirements set forth in this report.*
6. *If the existing street pole banner programs are expanded, as outlined in Alternatives 2, 3, or 4, above, do not approve the suggested street pole banner requirements set forth in this report, or approve modified requirements.*

## **RECOMMENDATION**

### **Process and Guidelines for Acting on Requests for Community Event Support**

Staff recommends Alternative #1.

#### Treatment of In-Kind Services

Staff makes no recommendation regarding treatment of in-kind services.

### **Community Event Funding Support**

#### Budget Amount

Staff recommends Alternative #1.

#### Funding Process and Guidelines

Staff recommends Alternative #1.

### **Signage for Non-City Sponsored Community Events**

#### Policy for Banners at Wolfe & El Camino and the Community Center

Staff recommends Alternative #1.

#### Policy for Banners on Street Poles

Staff recommends Alternatives #2, #4, and #5.

Prepared by:  
Linda Bagneschi  
Communications Officer

Reviewed by:  
Amy Chan  
Assistant City Manager

Approved by:  
Robert S. LaSala

**City Manager**

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[Next Council Item](#)

[List of Reports to Council](#)

[Corresponding Agenda](#)

[Sunnyvale Home Page](#)



**BUDGET SUPPLEMENT FORM****Fiscal Year 2008/2009**BUDGET SUPPLEMENT # : **Special Event Funding**

TOTAL PROPOSED COSTS (Savings):	\$30,000.00
TOTAL PROPOSED REVENUES:	\$0.00
NET FISCAL IMPACT :	\$30,000.00

20-YEAR IMPACT:	\$763,595.85
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**DESCRIPTION OF THE TYPE OF RESOURCES AND THE PURPOSE FOR WHICH THEY ARE BEING REQUESTED**

This budget supplement request for \$30,000 would provide funds to support city-wide community-initiated special events. Should such funding be approved, general guidelines for acting on specific requests for financial support of community events would be implemented in accordance with a standardized Council policy established on September 25, 2001 with Report to Council #01-329.

**CURRENT****PROPOSED**

<b>Program #725: Community Building, Civic Engagement and Volunteering</b>	
<b>STATEMENT</b>	<b>STATEMENT</b>
Develop, maintain and grow community partnerships and resources in Sunnyvale, by: Providing information and support to neighborhood associations, community organizations, and the general public; Enhancing cultural understanding, facilitating the civic involvement of Sunnyvale's multi-cultural population, Supporting volunteerism in Sunnyvale and the larger community, Encouraging community	No proposed changes.



**May 23, 2008**

**SUBJECT: Budget Supplement for Building and Planning Fee Incentives for Solar Panels and Green Buildings**

**BUDGET SUPPLEMENT REQUEST SUMMARY**

On December 11, 2007, Council adopted reduced fees for planning and building permits for solar panel installations on single family homes of no more than \$299. At the January 25, 2008 Study Issues Workshop, Council approved a budget supplement not to exceed \$30,000 (in reduced fee revenue) for this and other green building incentives. Community Development staff will be presenting a study to the City Council in the near future to explore expanding incentives and other possible measures to promote sustainable construction and green building practices. It may be desirable to defer offering additional incentives until this study issue is reviewed by the City Council; therefore, staff recommends against approving this budget supplement.

**BACKGROUND**

The demand for solar panel installations has increased significantly in the past several months. As the use of solar panels continues to be encouraged the number of permits issued may continue to increase. During calendar 2007, a total of 47 building permits were issued to install solar panels in single family homes. In contrast, 39 permits have already been issued between January and March of this year. At the current pace it is estimated that 156 permits will be issued by calendar year-end. Council's previous action to provide an incentive as a tool to encourage more solar installations by reducing associated permit fees represents a savings of approximately \$200 per installation, which was estimated to result in a revenue loss of \$25,000 per year, depending on demand.

**EXISTING POLICY**

The following City policies are related to the use of solar technology and green building:

**City Visioning Process**

The City of Sunnyvale conducted a community feedback process in October 2006 as part of a visioning phase of the General Plan update. The process resulted in the City establishing the following Community Values Statement:

*Sunnyvale is an attractive, safe, **environmentally sensitive** community which takes pride in the diversity of its people, the **innovation of its businesses** and the responsiveness of its government.*

The visioning process also resulted in a sustainability policy:

*“A regional leader in environmental sustainability ...advocating to reduce dependence on non-renewable resources by providing greater transportation options, reducing waste, protecting our natural resources, and promoting alternative energy usage and research. We take environmental preservation and protection seriously and consider how each action will affect Sunnyvale for future generations.”*

### **Sustainable Development and Green Buildings Policy**

Adopted in 2004, this policy includes the requirement that all new City facilities over 10,000 square feet shall include consideration of Leadership in Energy and Environmental Design (LEED) certification by Council prior to the planning or design of the project. This policy also encourages developers to incorporate green practices.

### **Council Policy – 3.5.1 Energy**

Adopted in 2000, the City of Sunnyvale’s Energy Policy states:

*“... preservation of natural resources through the use of energy efficient activities is of great importance to the citizens and businesses of Sunnyvale.”*

The policy statement includes:

- Minimize energy consumption in City operations,
- Promote the development of alternative energy resources and support the enhancement of existing technologies,
- Utilize alternative energy sources at the Sunnyvale Water Pollution Control Plant,
- Support installation of cost-effective energy efficiency measures in municipally-owned buildings and facilities,
- Support efforts to provide affordable, reliable, diverse, safe, and environmentally acceptable power to the citizens and businesses of Sunnyvale.

### **Legislative Advocacy Positions**

3.7 Air Quality #10: “Support efforts to improve regulation of greenhouse gases” (adopted 2003).

3.7 Air Quality #12: “Support the development of implementation regulations for the California Global Warming Solutions Act of 2006 (AB 32) to reduce greenhouse gas emissions by 2020. Encourage the Secretary for Environmental Protection and the California Air Resources Board to work in partnership with all sectors of the community to ensure that the implementation regulations do

not have a negative, long-term impact on the resources and services provided by the City of Sunnyvale or the California economy” (adopted 2007).

### ***Sunnyvale Municipal Code (SMC) Requirements***

The SMC contains multiple references to solar, including:

- Provision for the use of solar energy systems and active and passive solar collectors for the purpose of providing energy (SMC 19.56).
- Require preservation of large trees through Tree Protection Ordinance (SMC 19.98, adopted 1991).
- Require installation of solar water heaters for new residential buildings, when deemed cost effective (adopted 1986).
- Require landscaping and shading for parking lots (SMC 19.38.070.d).

### ***Sustainability Study Issue***

Community Development staff will be presenting a study to the City Council in the near future to explore expanding the incentives and requirements for LEED certification of private development projects. The study issue will also examine other possible measures to promote sustainable construction and green building practices. These measures could include additional incentives to encourage installation of solar panel systems and other energy efficient technologies. It may be desirable to defer offering additional incentives until this study issue is reviewed by the City Council with direction provided to staff on the preferred measures.

## **DISCUSSION**

On December 11, 2007, in accordance with the City’s many policies related to encouraging green buildings, as part of the Citywide Solar Plan Study Issue, Council adopted reduced permitting fees for solar panel installations on single family homes. Effective January 1, 2008, the total fees will not exceed \$299. The Citywide Solar Plan Study Issue estimated that the revenue loss would be approximately \$25,000 annually, depending on demand.

The demand for solar panel installations has increased significantly in the past several months. During 2007, a total of 47 building permits were issued to install solar panels in single family homes; through March of the current year, 39 permits have already been issued. Additionally, a permit is currently under review for a 1-megawatt photovoltaic panel system to be installed at Applied Materials (the permit fees for this project are not limited by recently reduced fee amounts because it is not a single family home).

If the number of permits issued for photovoltaic systems on single family homes continues, the total incentive could reach \$30,000 by the end of calendar 2008, possibly sooner. As the use of solar panels continues to be encouraged through rebates (by the local utility and state/federal tax benefits),

increased public education and awareness, and an increased number of installers, the number of permits issued will likely continue to increase.

### **SERVICE LEVEL IMPACT**

The service level of permit reviews and inspections will not be affected by this budget supplement. Regardless of the fees collected for solar permits, staff is required to follow the permitting and inspection process identified in the Municipal Code and building codes.

### **FISCAL IMPACT**

The fiscal impact of this budget supplement represents a \$30,000 reduction in fee revenue collected for planning and building fees associated with residential solar installations.

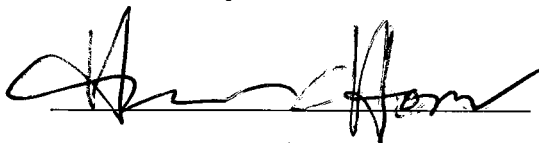
### **ALTERNATIVES**

1. Council approve Budget Supplement No. 4 to provide \$30,000 in building and planning fee incentives for solar panels and green buildings.
2. Council does not approve Budget Supplement No. 4.

### **STAFF RECOMMENDATION**

Staff recommends Alternative 2: do not approve Budget Supplement No. 4. The previous action taken by Council to reduce the fees for photovoltaic installations has been implemented and was approved without a budget supplement. Staff is currently preparing a study issue on sustainable development for Council consideration, where additional incentives will be researched, analyzed, and discussed. It may be desirable to defer this budget supplement until this study issue is reviewed by Council.

Reviewed by:



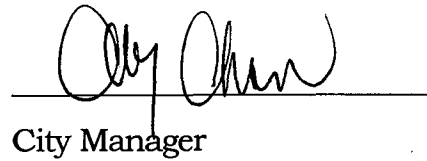
Hanson Hom, Director, Community Development Department  
Reviewed by: Ali Fatapour, Chief Building Official  
Prepared by: Diana Perkins, Plan Checker

Reviewed by:

  
\_\_\_\_\_  
Mary J. Bradley  
Director of Finance

**City Manager's Recommendation**

- Approve Budget Supplement for funding
- Do Not Approve Budget Supplement for funding

  
\_\_\_\_\_  
City Manager

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**May 23, 2008**

**SUBJECT: Cost/Benefit of Implementing an RFID/Automated Materials Handling System for Returned Library Materials**

**BUDGET SUPPLEMENT REQUEST SUMMARY**

This request from the Library is for a Budget Supplement of \$928,723 to purchase and install an automated materials handling system, which uses RFID (Radio Frequency Identification) technology or barcode technology for the following reasons. The automated materials handling system will:

- Speed up the process of checking in materials and improve accuracy of patron records in the Library's integrated system
- Provide assurance to patrons that their records are cleared immediately
- Decrease the cost of checking in materials and provide staff some relief from a potential source of repetitive motion injuries
- Optimize the staff hours by relieving staff of routine, repetitive tasks, so that staff members may be available to perform direct customer service-related duties
- Optimize existing space and alleviate the overcrowded conditions in the Circulation backroom
- Cut the time in half to return high demand materials and other items back to the shelves, making them available for other library users faster
- Reduce the need for additional staff to check in materials as use of the Library and circulation of materials continue to grow.
- Cost \$928,723 to install the system and will realize a savings in salaries of \$3,461,746 from FY 2010/2011 through 2027/2028; total net savings to the City is \$2,533,023.

The anticipated cost to purchase and install a library automated materials handling system is approximately \$930,000. Whether it is an RFID materials handling system, or a barcode materials handling system, either type could work for Sunnyvale and could be available at a similar price. Staff has not determined yet which of the two would provide the greatest benefit for Sunnyvale Public Library.

The total operating budget savings from implementing an automated materials handling system would be \$3,461,746 through FY 2027/2028. However, if a system is not implemented, the Library would soon need to add staff, which would require approximately \$62,000 more per year, for a cumulative increase in operating costs of \$1,550,000 through FY 2027/2028.

Staff recommends Alternative 1: Approve Budget Supplement 5 for \$928,723 to implement an automated materials handling system for the Library, which will result in a savings in salaries of \$3,461,746 starting from FY 2010/2011 through FY 2027/2028.

## **BACKGROUND**

Use of self-checkout and automated materials handling systems to process returned library materials has taken hold in libraries in recent years in order to optimize staff, improve efficiency of operations, save staffing costs related to routine, repetitive tasks, and offer additional self-service options to library users.

At their January 7, 2008 meeting, the Library Board of Trustees voted unanimously to request a Study Issue for a cost/benefit analysis of an RFID/automated materials handling system for the Library. At the January 25, 2008 Council Study and Budget Issue Workshop, Council prioritized an automated materials handling system as a budget issue for the Library.

In FY 2006/2007, circulation of library materials rose to approximately 2,248,000, an increase of 18%. There are signs this year that the Library will achieve the same level of circulation, or higher. As a result, the backroom sometimes is inundated with materials, particularly on holidays and weekends, creating a backlog that cannot be handled in a reasonable time due to limitations related to staffing and space. Such conditions pose a threat to the accuracy of patrons' records and limit the amount of materials available for library users. Attachment A provides an example of how the backroom looks after some of the busier weekends and holidays. Since the beginning of 2008, the Library has regularly experienced an upsurge in visitors on the weekends, topping over 5,000 each weekend. Using the manual system, staff will not be able to keep up with the current level, or continued growth while providing good customer service in updating patron records and getting materials returned to the shelves. Additional staff would be needed. However, there is hardly any room for more materials or more people and funds are limited.

There are two types of technology used in automated materials handling, RFID and barcode. For the most part, the materials handling systems are the same, except for the types of readers/scanners which will read either RFID or barcodes. Mountain View Public Library has recently remodeled their library and installed an RFID based automated materials handling system. Both the Santa Clara County Library system and the San José Public Library system have recent installations of barcode based automated materials handling systems in their branches. Santa Clara's City library installed an RFID system when the new library was opened several years ago.

Sunnyvale Library users also check out a considerable amount of materials (approximately 1,300,000 items per year) at other libraries, and some have informed Sunnyvale staff of the differences in the timeliness of updating

records upon return of their materials. Sunnyvale's manual system falls short in comparison, as it is much slower. It is inconvenient for library users too, as there are limits to the amounts of certain types of materials the patron may checkout. Even though the patron may have recently returned materials, because they have not been checked in, the patron will not be able to obtain more of these types of items without staff intervention.

Sunnyvale delayed considering implementation of an automated materials handling system in the past because of the Library of the Future project. A new library facility most likely would have included such a system, making it possible to accommodate higher circulation of library materials without having to add as many staff as would have been required for a manual system. However, as Measure B fell short of the 2/3 majority needed to fund construction of a new library, efforts to build a new library or to significantly expand the existing library, may be delayed for a number of years. Without immediate plans for facility improvements, and due to the efficiencies and potential cost savings, this is an optimum time for the City to consider a materials handling system for the Library.

### **EXISTING POLICY**

This study issue is consistent with the General Plan's Library Sub-element goals, policies and action statements related to library users' access to materials and improving efficiencies through technology, as shown below:

#### **Library Sub-element**

##### Finding and Using Materials and Information:

- Goal 6.2B Provide Library services to help the community find and use the materials and information they need
- Policy 6.2B.2 Organize and present materials so library users can find what they need

##### Action Statement:

- 6.2B.2f Provide for fast and accurate reshelving of materials to their proper location for maximum convenience to users

##### Technology:

- Goal 6.2E Use new technology to optimize the development and delivery of library services
- Policy 6.2E.2 Evaluate new technologies to improve the delivery of library services

##### Action Statements:

- 6.2E.2a Integrate new technologies that meet customer needs in order to be more effective and efficient in delivering services
- 6.2E.2b Continuously develop infrastructure technology-based library services

## **DISCUSSION**

Staff has done some preliminary reviews of systems and cost analyses of four leading automated materials handling systems. Some of the systems use the RFID technology, while others use the barcode technology. Staff has found that either type of automated materials handling system could be effective in providing benefits and addressing issues of efficiency for processing returned library materials. In addition, an automated materials handling system of either type could free staff from routine tasks, which could save money, and/or allow staff to be redeployed to provide other services.

In talking with staff members at other libraries, there has been high praise for the efficiencies of the automated materials handling systems. New and remodeled libraries have opened with the same or less staff as a result of the efficiencies provided by the automated materials handling systems. Some library experts have expressed the opinion that a facility should reach a level of at least 1,000,000 circulations per year to justify installation of a system. Sunnyvale easily achieves that level within five months of the year.

Cost estimates provided to Sunnyvale by automated materials handling system vendors are preliminary, as the vendors would need more information from the Library to do detailed proposals should the City decide to move forward with a system for the Library. However, the estimates were conservative and consistent. They provide a good idea of potential costs, approximately \$930,000 for the system along with ancillary costs. Vendors have indicated though that if the Euro continues to escalate against the dollar, there could be an impact to costs.

Both types of automated materials handling systems, RFID and barcode, have benefits and drawbacks which would need to be explored more carefully to determine which type would best suit Sunnyvale. The Library currently uses barcodes so an automated materials handling system that uses barcode technology could be easier to implement, and it could be done within a shorter amount of time. However, RFID systems are reported to be faster systems, and they provide additional inventory control features. Staff will take these considerations into account, along with potential cost savings and other factors, when evaluating the proposed systems, if this request is approved. All of the systems are reported to be portable, so if Sunnyvale opens a new main library in the future, it is anticipated that the system could be moved and expanded, if needed.

Either a barcode system, or an RFID system would present costs savings for checking in materials. 6,100 hours of Library Specialist III time could be saved annually, or redeployed to other tasks. On developing the 20-year cost proposal for the system, staff has included estimates for the on-going maintenance of the system, additional hours for Facilities Division staff to assist with minor upkeep of the system, and reductions in staff time, among other

considerations. The operating budget savings through FY 2027/2028 would be \$3,461,746.

Staff recommends Alternative 1: Approve Budget Supplement 5 for \$928,723 to implement an Automated Materials Handling System for the Library because such a system would provide efficiencies in processing returned materials, offer additional self-service convenience options to patrons, and provide savings in staffing costs of \$3,461,746 starting from FY 2010/2011 through FY 2027/2028.

### **SERVICE LEVEL IMPACT**

Implementing an RFID/automated materials handling system at the Sunnyvale Public Library could improve service levels to the public and improve efficiencies in the operations in the circulation backroom, specifically by replacing a manual check in system with an automated system.

- Accuracy levels would improve, reflecting materials returned to the library on patrons' records sooner than with a manual system
- Library users would have additional options in self-service, allowing them to check in materials themselves, providing them with a receipt, and confirming that their items were returned on a specific date/time
- Time needed for checking in materials would be reduced thereby speeding up the delivery of materials from customer drop-off back to the bookshelves, potentially cutting the time in half and making high demand materials and other items more readily available for use by people seeking those materials
- Staff workload checking materials in and sorting them for shelving would decrease, which could make more staff available for other customer service needs, or it could save the City money in staffing costs
- Fewer new staff members would be needed to accommodate additional growth in the future, thus requiring less increase in operating costs

### **FISCAL IMPACT**

The cost of an automated materials handling system, whether using RFID technology or barcode technology, would be approximately \$930,000. Taking into account ancillary costs, and savings in staff hours against an increase in ongoing operational (maintenance) costs, there could be a net operating budget savings of approximately \$157,000 per year starting in FY 2010/2011, or \$3,461,746 by FY 2027/2028, as shown on the attached Project Information Sheet.

**ALTERNATIVES**

1. Approve Budget Supplement 5 for \$928,723 to implement an Automated Materials Handling system for the Library, which will result in a savings in salaries of \$3,461,746 starting from FY 2010/2011 through FY 2027/2028.
2. Do not approve Budget Supplement 5 to implement an Automated Materials Handling system for the Library at this time
3. Other action as determined by Council

**STAFF RECOMMENDATION**

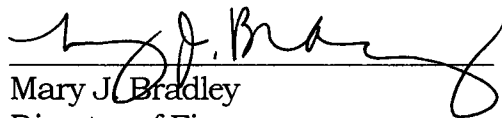
Staff recommends Alternative 1: Approve Budget Supplement 5 for \$928,723 to implement an Automated Materials Handling System for the Library because such a system would provide efficiencies in processing returned materials, offer additional self-service convenience options to patrons, and provide savings in staffing costs.

Prepared by:



Deborah L. Barrow  
Director of Libraries

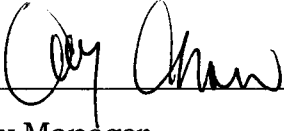
Reviewed by:



Mary J. Bradley  
Director of Finance

**City Manager's Recommendation**

- Approve Budget Supplement for funding  
 Do Not Approve Budget Supplement for funding



\_\_\_\_\_  
City Manager

Attachment A: Photos of the Sunnyvale Public Library's Circulation Backroom  
Attachment B: Project Information Sheet

**Attachments A and B**





## Project Information Sheet

**Project: 900527 RFID/Library Automated Materials Handling System**

Category:	Capital	Type:	Library	Department:	Libraries
Origination Year:	2008-09	Fund:	35 City General Fund	Project Manager:	Deborah Barrow
Planned Completion Year :	2008-09	Sub-Fund:	100 General	Project Coordinator:	Marsha Pollak
Funding Sources: General Fund					

**Project Description/Scope/Purpose**

Install an automated materials handling system, new security gates and self-check machines in the Circulation Desk and Circulation Staff Workroom in order to more efficiently check-in and sort returned materials.

**Project Evaluation & Analysis**

If implemented, this project will increase efficiency by providing more accurate and faster check-in of materials while using less staff time.

**Fiscal Impact**

The project would cost \$928,723. The Library would experience a savings of approximately \$157,000 per year for a total of \$3,461,746 through FY 2007/2008.

**Project Financial Summary**

	Project Costs	Revenues	Transfers In	Operating Costs
Prior Actual	0	0	0	0
2007-08	0	0	0	0
2008-09	928,723	0	0	0
2009-10	0	0	0	5,574
2010-11	0	0	0	-156,563
2011-12	0	0	0	-159,695
2012-13	0	0	0	-162,889
2013-14	0	0	0	-166,146
2014-15	0	0	0	-169,469
2015-16	0	0	0	-172,859
2016-17	0	0	0	-176,316
2017-18	0	0	0	-179,842
2018-19	0	0	0	-185,237
2019-20	0	0	0	-190,795
2020-21	0	0	0	-196,518
2021-22	0	0	0	-202,414
2022-23	0	0	0	-208,487
2023-24	0	0	0	-214,741
2024-25	0	0	0	-221,183
2025-26	0	0	0	-227,819
2026-27	0	0	0	-234,654
2027-28	0	0	0	-241,693
20 Year Total	928,723	0	0	-3,461,746
Grand Total	928,723	0	0	-3,461,746

**SUBJECT: Elimination of the Library's Reserve Fee**

**BUDGET SUPPLEMENT REQUEST SUMMARY**

The Sunnyvale Public Library charges \$0.50 for a patron to place an item on reserve. Over the past two years, members of the public have expressed to the Board of the Library Trustees and Library staff a desire to eliminate the Library's reserve fee. The loss of revenue to the City would be approximately \$12,000 per year. Staff recommends elimination of the reserve fee because 1) it would allow placement of reserves to be consistent with all other public libraries in Silicon Valley; 2) it would allow placement of reserves to be consistent with the Library's own Link+ service which allows placement of reserves on member library's materials free of charge; 3) it would potentially result in greater convenience to patrons by allowing them to pick up reserved materials on their own and check out materials using the self-check machines; and 4) there is minimal fiscal impact associated with the elimination of the fee.

**BACKGROUND**

This budget issue was generated by the Board of Library Trustees. They have heard comments from the public and have discussed this concern on multiple occasions over the last two years. The Board voted unanimously at their meeting on January 7, 2008, to recommend that the Council consider elimination of the reserves fee as a budget issue, and that the Library not be required to find replacement for the amount of revenue that potentially would be lost through elimination of the fee, approximately \$12,000 per year. At their March 3, 2008 meeting, the Board of Library Trustees reiterated support for elimination of the fee.

**EXISTING POLICY**

The General Plan's Library Sub-element states the following:

- Goal 6.2B Provide Library services to help the community find and use the materials and information they need
- Policy 6.2B. Ensure lending procedures that are convenient to Library users
- Goal 6.2D Maintain Library facilities and materials that are easily obtainable and appropriate based on changing community needs
- Policy 6.2.D1 Provide access to the Library and materials

## **DISCUSSION**

The Sunnyvale Public Library charges \$0.50 for a patron to place an item on reserve. When the item returns from being checked out, staff puts it aside in order to give it to the patron who placed the request. Patrons pay the \$0.50 fee when they come to the library to pick up the reserved item. Sunnyvale's is the only public library in the Silicon Valley area that charges a fee to receive a reserved item. This has been a source of discussion by and discontentment for library users. In some cases, library users have stated that they place their reserves through other libraries instead of Sunnyvale because of the fee.

Sunnyvale belongs to a consortium of libraries that, through a system called Link+, offers delivery of items that are available from member libraries. The placement of a request for items through Link+, at Sunnyvale and elsewhere, is free of charge to the patron making the request. In many cases, the Link+ option delivers an item more quickly than a reserve would from Sunnyvale waiting to be returned. However, if there are no items available at other member libraries, the only alternative to obtaining the item from Sunnyvale is to place the item on reserve/pay the \$0.50 fee, or place an item on reserve at another library for free. Patrons may place requests for reserves through the libraries' various online catalogs and do not have to appear at the libraries in order to place reserve requests. Link+ requests also are placed through the online catalogs and do not require that the patron be at a library to submit the request.

Sunnyvale Library users continue to expect free access to materials, as experienced at other area libraries. Elimination of the reserves fee will accommodate that need and prevent users from looking for ways to work around the Sunnyvale system and its fee structure. Elimination of the reserves fee potentially could result in greater convenience for library patrons to use the self-checkout computers when they have reserves. Users would not be forced to pick up the reserves from staff, thus requiring staff services to checkout these materials.

## **SERVICE LEVEL IMPACT**

Elimination of the reserves fee potentially would result in the following changes in service levels:

- Eliminate a barrier to patrons obtaining the materials that they need.
- Increase reserve requests for materials at Sunnyvale.
- Provide an opportunity for staff to consider placing reserves on open shelves for patrons to pick up on their own. This could reduce demand at the checkout desk while expanding the use of the self-checkout machines, and it could increase convenience for the public in obtaining and checking out the materials they need.

**FISCAL IMPACT**

The elimination of the reserves fee would result in a loss of approximately \$12,000 per year to the City's General Fund, Object Level 2105 – Miscellaneous Library Charges.

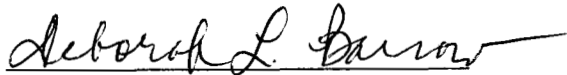
**ALTERNATIVES**

1. Approve the elimination of the Library's reserve fee.
2. Do not approve the elimination of the Library's reserve fee.
3. Other action as determined by Council.

**STAFF RECOMMENDATION**

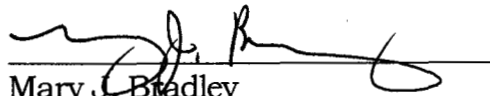
Staff recommends Alternative #1.

Reviewed by:



Deborah L. Barrow, Director of Libraries  
Prepared by Steve Sloan, Administrative Librarian

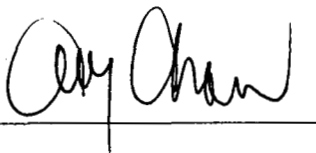
Reviewed by:



Mary J. Bradley  
Director of Finance

**City Manager's Recommendation**

- Approve Budget Supplement for funding  
 Do Not Approve Budget Supplement for funding



City Manager

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**May 23, 2008**

**SUBJECT: Care Management Program at the Sunnyvale Senior Center**

**BUDGET SUPPLEMENT REQUEST SUMMARY**

The purpose of this Budget Supplement is to request resources to support a permanent case management program for Sunnyvale seniors, continuing the program initiated in FY 2006/2007 with support from the Council on Aging Silicon Valley. The COA is a non-profit that receives funding from the Federal and State governments, Medi-cal, the United Way and a number of private foundations. Care management, also known as case management, assists seniors and their families in identifying care and service needs. This type of program arranges for and monitors the delivery of appropriate social and medical services, which may range from health and psychosocial assessments, care planning, service arrangement and care monitoring. One of the primary goals of a care management program is to link individuals with services that will allow them to maintain their independence and continue to live in their home if it is safe to do so.

\$73,753 will cover the cost of a regular part-time Care Manager (or a contractor provided through the Council on Aging Silicon Valley), office space, mileage reimbursement for home visits, IT computer/phone rental rates for the Care Manager, and part-time clerical hours at the Senior Center front counter to provide support to the Care Manager and to address increased call volume resulting from the program.

The COA's standard funding practice is to provide \$10,000 in support of a part-time, 20-hour a week Care Manager and \$20,000 for a full-time, 40-hour a week Care Manager. If Council approves this Budget Supplement, the City could expect a grant of \$10,000 to fund the half-time Care Management Program as it is proposed in this report. This would bring the net cost to the City down to \$63,753.

**BACKGROUND**

A Budget Issue Summary Form was prepared in January 2006 proposing that the City consider the funding of a full-time care management program in Sunnyvale. (Please refer to Attachment A.) The care management program would provide staff support for Sunnyvale seniors to arrange for, and monitor the delivery of appropriate social and medical services from health and psychosocial assessments, care planning and monitoring. This program had previously been operated by Sunnyvale Community Services (SCS); however, in 2003 the SCS Board of Directors prioritized the agency's programs and services and determined that while care management was considered beneficial to the 80 to 100 seniors

served by the full-time program each year, the service was considered a lower priority when compared to the other services offered by the agency. As a result Council directed staff to prepare a Budget Supplement to fund a half-time program in FY 2006/2007, which was later approved as a pilot program. The Care Management program was very successful and served 44 Sunnyvale seniors and their families in the first year. In addition, the Care Manager responded to numerous requests for information from the public and conducted community outreach and educational programs to assist seniors requiring specialized care and services to enable them to remain in their homes. The COA provided a one-time grant of \$20,000 for the half-time pilot program. The COA grant brought the net cost to the City to \$31,675.

A Budget Supplement to continue a half-time time care management program was considered by Council in the context of the Outside Group Funding program in FY 2007/2008. At that time, Council reduced funding to the program by 50%, which reduced the Care Manager's hours for the year from 20, to an average of ten to thirteen hours per week. The number of clients that would be served by a one quarter-time Care Manager would be no more than 20 to 25 individualized care management plans and leave minimal time for assisting other seniors in the community who could benefit from referral and basic assistance.

The Council on Aging Silicon Valley again made an exception to their funding criteria and later agreed to pay for an additional seven hours per week for the Care Manager, so that a half-time Care Management program could be maintained at the Sunnyvale Senior Center in FY 2007/2008.

Funding for an on-going Care Management Program at the Sunnyvale Senior Center was presented to City Council during the Budget Issue Workshop on January 25, 2008 and, the City Council requested that this program be brought back to them for action when they consider the FY 2008/2009 Recommended Budget.

## **EXISTING POLICY**

### **Open Space and Recreation Sub-Element Policies:**

Programming B.5 – Develop and implement programs in order to meet the developmental needs and social needs of specific targeted populations (e.g. youth, teens, seniors, disabled).

Programming B.6 – Leverage available resources by pursuing co-funded and/or cooperative agreements for provision and maintenance of programs, facilities and services, in order to maximize benefits to the community.



Access E.4 – Utilize the Senior Center for senior programming and services exclusively between 8 a.m. and 6 p.m. Mondays through Fridays unless special permission is granted by the Director of Parks and Recreation.

**Fiscal Sub-Element**

Policy 1.2a.2 – Any increase in service levels by City Council not covered by an increase in revenues will result in a corresponding increase to the General Fund subsidy.

**Socio Economic Sub-Element**

Policy 5.1H.3 – Encourage the provision of services for older adults in Sunnyvale.

Policy 5.1.H.10 and 11 – Encourage the adequate provision of health care/social services to Sunnyvale residents.

**DISCUSSION**

While there are many resources available within Sunnyvale and the neighboring region that support and provide assistance to vulnerable seniors, navigating the maze of social, health, legal and mental services is sometimes an overwhelming task for these individuals. The Care Management Program / Care Manager provides an invaluable resource to frail and vulnerable seniors by preparing individualized plans for care and services; identifying and coordinating services, purchase of services, and authorizing payment for services provided to the client. The Care Manager also follows up periodically with the client to determine the quality and effectiveness of the services provided and to ensure that their needs are being met adequately. One of the primary goals of care management is to link individuals with services that will allow them to maintain their independence and continue to live in their home if it is safe to do so. Particularly for those seniors who do not have family close by to assist them, the Care Manager becomes their advocate by connecting the client to services and resources that are available from non-profits and privately funded organizations.

The care management program includes:

- **Comprehensive Assessment:** To collect information about a client with multiple needs (social, environmental, physical and/or mental) and determine the necessary supportive or other appropriate services to meet those needs.
- **Care Planning:** To write an individualized plan of care and services under a case management system based on a comprehensive assessment of the client's condition and/or resources.

- **Service Authorization and Arrangement:** To obtain services according to an individualized care plan by coordinating existing services, authorization for payment of services, and purchase of services.
- **Case Monitoring:** To determine quality and effectiveness of services provided to a client according to an individualized care plan; to maintain periodic client contact to determine if change has occurred; and to take appropriate action as necessary.

In addition the Care Manager will provide the following types of services:

- Response to calls and emails from DPS to contact frail and vulnerable seniors they encounter in the community who may have mental health issues or need medical attention.
- Response to calls and emails from long distance care-givers (usually out of town relatives) trying to link with services in the community to assist the vulnerable family member.
- Link recently released frail and elderly hospital patients with services and referrals that will help them continue to live in their homes.
- Identify new resources and potential services/referrals that may benefit Sunnyvale's vulnerable senior population.

Like many communities nationwide, Sunnyvale's population is growing older. The median age in the City in 1990 was 32.3, and by 2000 it was 34.3. In 2005, 18.6 percent of Sunnyvale's total population was comprised of seniors age 55 and older. The number of older adults is likely to increase over the next decade as the population ages and this is likely to result in increased demands for services for older adults. Older adults are living longer than previous generations and it will be important during the next decade for the City to continue to focus services for this age group.

The most basic question contained in this Budget Supplement is whether or not the Council believes that the Care Management Program at the Sunnyvale Senior Center is vital to resident seniors and whether Council will fund the program on an annual basis. Funding the program one year at a time makes it difficult to attract and retain qualified staff. Funding the program on a less than half-time basis as was done in FY07/08 did not provide adequate resources for maintaining an efficient and viable program. These issues were taken into consideration as staff developed the recommendation to fund a Care Management Program on a half-time basis.

The following chart details about the Care Manager's activities from July 1, 2007 to December 31, 2007:

<b>Specific Activities</b>	<b>Data as of 12/07</b>
<p><b>Seniors Served</b>                      Provide case management services for 44 Sunnyvale seniors, not previously served by the Council on Aging – includes preparation of individualized care plans, coordination of services, authorization of payment for services and purchase of services for clients, as well as, periodic client contact to determine the quality and effectiveness of the services provided.</p>	<p>18 new clients (38 clients in existing case load)</p>
<p><b>Client Contacts</b>                      Contacts with clients by phone, meeting or email</p> <ul style="list-style-type: none"> <li>• Phone calls (Clients and non-clients)</li> <li>• Office visits (Clients and non-clients)</li> <li>• Home visits (Clients)</li> <li>• Email/fax communications (Clients and non-clients)</li> </ul>	<ul style="list-style-type: none"> <li>• 1,520 phone calls field or placed by Care Manager</li> <li>• 68 office visits to Care Manager</li> <li>• 66 home visits made by Care Manager</li> <li>• 147 email or fax communications made by Care Manager</li> </ul>

**SERVICE LEVEL IMPACT**

If funded, this budget supplement will provide an on-going service level increase in the Community Recreation Fund to provide a half-time Care Manager to serve a minimum of 45 individuals each year. The program would be conducted in partnership with the Council on Aging Silicon Valley, a non-profit that receives funding from the Federal and State governments, Medi-cal, the United Way and a number of private foundations. The Care Management Program would continue to be housed at the Sunnyvale Senior Center and a part-time care manager would be hired or the COA would provide a qualified staff person to conduct comprehensive assessments, care planning, service authorization and arrangements, and case monitoring of approximately 45 clients annually.

**FISCAL IMPACT**

Approval of Budget Supplement No. 7 will establish a half-time case management program in Sunnyvale at a cost of approximately \$73,753, which consists of General Fund subsidy to the Community Recreation Fund of \$63,753 and a grant of \$10,000 from the COA. If the City cannot secure the grant funding from the COA, the General Fund would make up the difference.

\$73,753 will fund a regular part-time position at the Administrative Analyst level at a cost of about \$55,953, which is comparable to the market wages for a professional Care Manager. Currently, the City is able to contract with the COA for a Care Manager at the slightly lower rate of \$55,400. \$13,874 will cover the cost of a regular part-time Office Assistant to provide increased clerical / front counter support by handling phone contacts and scheduling appointments. An additional \$3,926 is required to cover IT computer replacement rates, phone, office supplies and mileage for home visits. (Please refer to Attachment B for details.)

The COA's standard practice is to fund \$10,000 of a part-time, 20-hour a week Care Manager and \$20,000 of a full-time, 40-hour a week Care Manager. The City could expect a grant of \$10,000 to fund the half-time Care Management Program as it is proposed in this report; although annual funding from the COA is not guaranteed. A grant from the COA would bring the net cost to the City down to approximately \$63,753.

### **ALTERNATIVES**

1. Approve Budget Supplement No. 7 to provide funding to support a half-time Care Management Program at the Sunnyvale Senior Center consisting of General Fund contribution to the Community Recreation Fund of \$63,753 and a grant of \$10,000 from the COA. If the City cannot secure the grant funding from the COA, the General Fund would make up the difference.
2. Do not approve Budget Supplement No. 7, and discontinue the Care Management Program at the Senior Center effective June 30, 2007.
3. City Council takes some other course of action not included in this report.

### **STAFF RECOMMENDATION**

Staff Recommends Alternative 1.

The Care Management Program at the Sunnyvale Senior Center provides an invaluable service to vulnerable seniors in the community and their families. Along with support for navigating the maze of social, health, legal and mental services, the Care Manager advocates for the services that will allow seniors to maintain their independence and continue to live in their homes as long as it is safe to do so. The Care Manager also conducts community outreach and educational programs, including referral support to the Department of Public Safety.

The Care Management Program's positive impact in Sunnyvale is limited to its current resources. For the program to continue to be successful and contribute to creating and strengthening community, resources are required on an on-going basis to maintain these services to the Sunnyvale community.

Reviewed by:

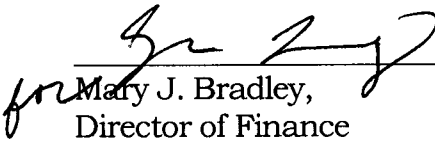


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David A. Lewis, Director of Parks and Recreation

Prepared by Nancy Bolgard Steward, Superintendent of Recreation

Reviewed by:



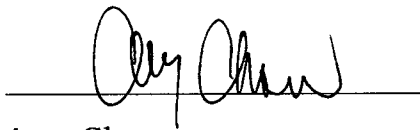
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Mary J. Bradley,  
Director of Finance

**City Manager's Recommendation**

Approve Budget Supplement for funding

Do Not Approve Budget Supplement for funding



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Amy Chan  
City Manager

Attachment A: 2008 Budget Issue Paper

Attachment B: Budget Supplement Form for Care Management Program

**BUDGET ISSUE SUMMARY FORM**

**Budget Issue Title:** Care Management Program at the Sunnyvale Senior Center

**Department:** Parks and Recreation

**1. Issue Summary (briefly describe the budget issue):** While there are many resources available within Sunnyvale and the neighboring region that support and provide assistance to vulnerable seniors, navigating the maze of social, health, legal and mental services is sometimes an overwhelming task for these individuals. The Care Management Program / Care Manager provides an invaluable resource to frail and vulnerable seniors by preparing individualized plans for care and services; identifying and coordinating services, authorizing payment for service and purchase of services by the client. The Care Manager also follows up periodically with the client to determine the quality and effectiveness of the services provided and to ensure that their needs are being met adequately. One of the primary goals of care management is to link individuals with services that will allow them to maintain their independence and continue to live in their home if it is safe to do so. Particularly for those seniors who do not have family close by to assist them, the Care Manager becomes their advocate by connecting the client to services and resources that are available from non-profits and privately funded organizations.

A Budget Issue Summary Form was prepared in January 2006 proposing that the City consider the funding of a full-time care management program in Sunnyvale. This program had previously been operated by Sunnyvale Community Services (SCS); however, in 2003 the SCS Board of Directors prioritized the agency's programs and services. While case management was considered beneficial to those 80 to 100 seniors served by the full-time program each year, the service was considered to be a lower priority than food distribution and financial assistance to families facing eviction, utility disconnections and untreated medical problems. As a result, Council directed staff to prepare a Budget Supplement to fund a ½ time program in FY2006/2007. The pilot program in FY06/07 was very successful and served 44 Sunnyvale seniors and their families by identifying care and service needs. The Care Manager arranged for and monitored the delivery of appropriate social and medical services, which ranged from health and psychosocial assessments, care planning, service arrangement and care monitoring. In addition, the Care Manager responded to numerous requests for information from the public and conducted community outreach and educational programs to assist seniors requiring specialized care and services to enable them to remain in their homes. Due to a special agreement with the Council on Aging Silicon Valley (COA) this service was provided at a net cost of \$31,675 to the City. The COA provided an additional \$20,000 to supplement the City's pilot program. A Budget Supplement to continue a ½ time care management program was considered by Council in the context of the Outside Group Funding program in FY2007/2008. At that time, Council reduced funding

to the program by 50%, which reduced the Care Manager's hours for the year to an average of ten to thirteen hours per week. The number of clients that would be served by a ¼ Care Manager would be no more than 20 to 25 individualized care management plans at most. This would leave minimal time for assisting other seniors in the community who may not need a full individualized care management plan, but would benefit from referral and basic assistance. The Council on Aging Silicon Valley agreed to fund an additional seven hours per week, so that a ½ time Care Management program could be maintained. The number of clients that will be served with individualized care management plans in FY 07/08 is 45. In addition the Care Manager will provide the following types of services as well:

- Respond to calls and emails from DPS to contact frail and vulnerable seniors they encounter in the community who may have mental health issues or need medical attention.
- Responding to calls and emails from long distance care-givers (usually out of town relatives) trying to link with services in the community to assist the vulnerable family member.
- Link recently released frail and elderly hospital patients with services and referrals that will help them continue to live in their homes.
- Identify new resources and potential services/referrals that may benefit Sunnyvale's vulnerable senior population.

The COA's standard practice is to fund \$10,000 of a part-time, 20-hour a week Care Manager and \$20,000 of a full-time, 40-hour a week Care Manager. It is important to note that a contribution from the COA is not guaranteed in future years unless the City funds a minimum of a ½ time care management program.

The most basic question contained in this Budget Issue is whether or not the Council believes that the Care Management Program at the Sunnyvale Senior Center is vital to resident seniors and whether Council will fund the program on an annual basis. Funding the program one year at a time makes it difficult to attract and retain qualified staff. Additionally, the program is not an outside agency requesting funds from the City; rather, it is a City program that is eligible for funding from another agency. (In this case the Council on Aging Silicon Valley.)

**2. Is the budget issue a: PROJECT OPERATING X**

**3. If the issue is operating, specify the change in service level(s) that would result (from what, to what). If the issue is a project, write N/A.**

This Budget Issue contemplates an on-going service level increase in the Community Recreation Fund. An average of 45 individuals would be served by the program and require 1,092 staff hours for assessment, care planning, arranging services and monitoring clients. Additional clerical / front counter

support may also be required to handle phone contacts and schedule appointments. Staff estimates the cost to implement a ½ time Care Management Program would be \$55,400 for a regular part-time Care Manager and additional \$5,000 to cover IT computer replacement rates, phone, office supplies and mileage. Ideally, an additional 520 hours in clerical/front counter support would be included at an estimated cost of \$12,800.

**4. Note the issue's relationship to the appropriate general plan goal, policy, and/or action statement. (Briefly explain significant needs and expected benefits, noting possible outcome from postponement.)**

**Open Space and Recreation Sub-Element Policies:**

Programming B.5 – Develop and implement programs in order to meet the developmental needs and social needs of specific targeted populations (e.g. youth, teens, seniors, disabled).

Programming B.6 – Leverage available resources by pursuing co-funded and/or cooperative agreements for provision and maintenance of programs, facilities and services, in order to maximize benefits to the community.

Access E.4 – Utilize the Senior Center for senior programming and services exclusively between 8 a.m. and 6 p.m. Mondays through Fridays unless special permission is granted by the Director of Parks and Recreation.

**Fiscal Sub-Element**

Policy 1.2a.2 – Any increase in service levels by City Council not covered by an increase in revenues will result in a corresponding increase to the General Fund subsidy.

**Socio Economic Sub-Element**

Policy 5.1H.3 – Encourage the provision of services for older adults in Sunnyvale.

Policy 5.1.H.10 and 11 – Encourage the adequate provision of health care/social services to Sunnyvale residents.

**Needs and Expected Benefits**

Like many communities nationwide, Sunnyvale's population is growing older. The median age in the City in 1990 was 32.3, and by 2000 it was 34.3. In 2005, 18.6 percent of Sunnyvale's total population was comprised of seniors age 55 and older. The number of older adults is likely to increase over the next decade as the population ages and this is likely to result in increased demands for services for older adults. Older adults are living longer than previous generations and it will be important during the next decade for the City to continue to focus services for this age group.



The role of the Care Manager is to assist vulnerable, frail and often times, very ill seniors in obtaining those services that will be of the most benefit to them and allow them to remain in their own homes as long as possible. While there are numerous agencies throughout Santa Clara County that provide care management services, the services of these agencies are consistently in demand and demand will only increase as the local population continues to grow older. Providing a Care Management Program at the Sunnyvale Senior Center makes these services more accessible to Sunnyvale seniors and their families.

**5. Origin of issue:** City Manager

**6. Projected cost (list rough annual cost of budget item):**

Operating Issue     \$ 73,171 (Annual Operating Costs)  
  
Capital/Project     \$ \_\_\_\_\_(Project Cost)  
                              \$ \_\_\_\_\_(Associated Annual Operating Costs)

Continued support from the Council on Aging Silicon Valley cannot be guaranteed, so the estimated operating cost is based on a half-time care management program with the Care Manager being a regular part-time City employee and without a contribution from the COA offsetting a portion of the costs. If the COA were to agree to continue to provide the Care Manager for the Sunnyvale program and contribute \$10,000 towards the program than the cost would be significantly reduced. In either case, the City would continue to provide office/counseling space, a computer, phone service and a secure filing area. Should the City fund the half-time program the COA's standard contribution would reduce the City's operating costs to a net of \$63,171. However, funding from the COA is not guaranteed in perpetuity.

**7. Staff Evaluation of Proposed Budget Issue**

The Care Management Program at the Sunnyvale Senior Center provides an invaluable service to vulnerable seniors in the community and their families.

Along with support for navigating the maze of social, health, legal and mental services, the Care Manager advocates for the services that will allow seniors to maintain their independence and continue to live in their homes as long as it is safe to do so. The Care Manager also conducts community outreach and educational programs, including referral support to the Department of Public Safety.

The Care Management Program's positive impact in Sunnyvale is limited to its current resources. For the program to continue to be successful and contribute to creating and strengthening community, additional resources are needed to

continue the program on an annual basis and maintain these services to the Sunnyvale Community.

**8. Staff Recommendation**

Refer Budget Issue for Consideration in Recommended Budget   X  

Defer Budget Issue to FY 2008/2009 \_\_\_\_\_

Drop the Budget Issue \_\_\_\_\_

The Parks and Recreation Commission reviewed the budget issue summary at their meeting on October 10, 2007, and unanimously recommended (5-0) that Council consider the Budget Issue "Care Management Program at the Sunnyvale Senior Center" and also consider adding a minimum age eligibility requirement of 65 years for the care management service, with the provision that the minimum age eligibility requirement can be flexible.

Reviewed by:

  
\_\_\_\_\_  
David A. Lewis, Director of Parks and Recreation

Reviewed by:

\_\_\_\_\_  
Amy Chan, City Manager

**BUDGET SUPPLEMENT FORM**  
**Fiscal Year 2008/2009**

Attachment B

BUDGET SUPPLEMENT # : **Care Management Program at the Sunnyvale Senior Center**

TOTAL PROPOSED COSTS (Savings):	\$73,753.04
TOTAL PROPOSED REVENUES:	\$10,000.00
NET FISCAL IMPACT :	\$63,753.04

20-YEAR IMPACT:	\$1,840,082.23
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**DESCRIPTION OF THE TYPE OF RESOURCES AND THE PURPOSE FOR WHICH THEY ARE BEING REQUESTED**

An on-going case management program for Sunnyvale seniors by contracting with the Council on Aging Silicon Valley for a half-time case manager, 417 hours of clerical support, mileage, office supplies and rentals for existing phone/computer. It is anticipated that the Council on Aging Silicon Valley will contribute \$10,000 annually towards the cost of a half-time care manager; however, this is by no means a guarantee of future funding. The original measure and budget for care management was based on having a full-time case manager. The measures have been adjusted to reflect a half-time schedule.

**CURRENT**

**PROPOSED**

<b>PROGRAM 646: Arts and Recreation Programs and Operation of Recreation Facilities</b>	
<b>STATEMENT</b>	<b>STATEMENT</b>
Provide cost effective arts and recreation programs, facilities and services that result in high customer satisfaction and participation due to quality, cost and availability of options, by: Providing case management for Sunnyvale seniors including asse	No Change

**BUDGET SUPPLEMENT FORM**

Attachment B

**Fiscal Year 2008/2009**

CURRENT				PROPOSED			
<b>PROGRAM MEASURES</b>							
<b>MEASURE</b>		<b>TARGET</b>		<b>MEASURE</b>		<b>TARGET</b>	
P16 The number of Sunnyvale citizens served by the Case Management Program. Important - A Senior Served		60		P16 The number of Sunnyvale citizens served by the Case Management Program. Important - A Senior Served		45	
<b>SERVICE DELIVERY PLAN 646-04 Senior Recreation Classes, Activities, Services and Registration</b>							
<b>STATEMENT</b>				<b>STATEMENT</b>			
Support the needs of older adults for recreation and arts services by providing:  Case management for Sunnyvale seniors including assessment of core and service needs, and arranging for and monitoring services.				No Change			
<b>ACTIVITIES/PRODUCTS</b>							
<b>ACTIVITY#</b>	<b>TITLE</b>	<b>PRODUCT</b>	<b>PRODUCTS</b>	<b>ACTIVITY#</b>	<b>TITLE</b>	<b>PRODUCT</b>	<b>PRODUCTS</b>
646205	Title	A Client Served	60	646205	Case Mngmt for Srs.	A Client Served	45

**BUDGET SUPPLEMENT FORM**

Attachment B

**Fiscal Year 2008/2009**

**ACTIVITY DETAIL  
COST, HOURS AND PRODUCTS**

**SERVICE DELIVERY PLAN 646-04 Senior Recreation Classes, Activities, Services and Registration**

**PERSONNEL**

ACTIVITY #	JOB CODE	CLASSIFICATION	WORK HOURS	PRODUCTS	COSTS
646205	8102	Part Time Office Assistant	417.00		\$13,874.00
646205	8601	Part Time Administrative Analyst (Care Manager)	1,144.00	45	\$55,953.04
<b>TOTALS</b>			1,561.00	45	\$69,827.04

Verify

**PURCHASED GOODS AND SERVICES**

ACTIVITY #	OBJ LEVEL 3	OBJ LEVEL 4	DESCRIPTION	COSTS
646205	6507		Computer Services Rental	\$1,463.00
646205	6512		Phone Rental	\$1,463.00
646205	5357		Office Supplies	\$500.00
646205	6060	1	Mileage	\$500.00
<b>TOTALS</b>				\$3,926.00

**EXPENDITURE TOTAL**

\$73,753.04
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**REVENUES**

**BUDGET SUPPLEMENT FORM**

Attachment B

**Fiscal Year 2008/2009**

ACTIVITY #	OBJ LEVEL 3	OBJ LEVEL 4	DESCRIPTION	REVENUE
646205	NEW		Funding from Council on Aging Silicon Valley	\$10,000.00
			<b>REVENUE TOTAL</b>	<b>\$10,000.00</b>

## BUDGET SUPPLEMENT NO: 8

May 23, 2008

**SUBJECT:** Funding for Additional Law Enforcement Efforts

### **BUDGET SUPPLEMENT REQUEST SUMMARY**

On January 25, 2008, Council suggested that DPS be allocated an additional \$50,000 to be placed in a project to specifically address the traffic concerns of the citizens of Sunnyvale. It was suggested that these additional funds be directed to the Traffic Safety and Enforcement Unit for increased efforts in traffic education and enforcement, specifically for Driving under the Influence (DUI) enforcement. Given current traffic enforcement efforts with existing staffing levels staff recommends not funding this special project.

### **BACKGROUND**

The City of Sunnyvale has placed significant importance on the maintenance of the safe and orderly flow of pedestrian, bicycle and vehicular traffic in the community. This is routinely ranked as one of the most important issues by the members of our community. Several departments within the city work collaboratively to ensure that our roadways are safe. The responsibility of educating the public about roadway safety and enforcing the corresponding laws and ordinances is primarily handled by DPS. Traffic enforcement is a responsibility of all Patrol personnel and enhanced efforts in education and enforcement are provided by one (1) Public Safety Lieutenant and three (3) Public Safety Officers assigned to the Traffic Safety and Enforcement Unit.

The enhanced efforts done primarily by the Traffic Safety and Enforcement Unit include special enforcement campaigns such as "Stop on Red", "Click it or Ticket", and "Avoid the 13", as well as high profile enforcement in identified areas such as the El Camino Real corridor, near our numerous parks and schools and in highly traveled neighborhoods. Most of these efforts have been funded by Grant monies awarded by the National Traffic Safety Administration and the Office of Traffic Safety through various grant and mini-grant campaigns. During the past three Fiscal Years, DPS has received \$318,000 in grant funding to support enhanced traffic safety efforts.

### **EXISTING POLICY**

**Policy 4.1A.5** Facilitate the safe movement of pedestrians, bicyclists and vehicles.

#### **Action Statements**

**4.1A.5a.** Provide traffic enforcement to deter traffic violations.

- 4.1A.5b.** Provide traffic enforcement in congested areas during commute hours to enhance the safe flow of traffic.
- 4.1A.5c.** Provide vehicle and pedestrian accident analysis to determine common locations and causes so as to properly plan selective enforcement.
- 4.1A.5d.** Provide bicyclist accident analysis to determine common locations and causes so as to properly plan selective enforcement.
- 4.1A.5e.** Participate in citywide bicycle plan.
- 4.1A.5f.** Maintain liaison with the Traffic Engineering Department in studying and solving traffic problems.
- 4.1A.5g.** Participate in activities that enhance the successful detection, apprehension, rehabilitation and prevention of persons driving under the influence of alcohol/drugs.
- 4.1A.5h.** Participate in prevention and enforcement activities directed at minimizing personal injury in traffic collisions.
- 4.1A.5i.** Maintain liaison with schools and Traffic Engineering Department to determine locations where crossing guards are required during the school year. Hire, train and deploy crossing guards

## **DISCUSSION**

DPS staff currently uses data collected in the Records Management System (RMS) and Crossroads System to track and analyze collision and citation information. Additionally, staff analyzes data from the State Wide Integrated Traffic Reporting System (SWITRS) and OTS. This data gives officers a snapshot into what areas of the community are in need of education and enforcement operations.

Analyses of 2006 OTS collision rankings show that Sunnyvale has an excellent composite ranking for all collisions (40 out of 50, with 50 out of 50 being the highest ranking possible) of cities with populations from 100,001 to 250,000. (See Attachment A)

Currently, DPS has measures specific to Traffic Safety and Enforcement that we are meeting or exceeding with our existing resources such as; in FY 06/07, 61% of the traffic citations issued by the Traffic Safety and Enforcement Unit,



were issued for hazard violations on residential collector roads, arterial roads, expressways, and state routes within the City of Sunnyvale. The goal was 60%. In addition, specialized traffic enforcement was initiated resulting from community complaints within three (3) business days 96 % of the time, the goal was 95% of the time and the total number of complaints was 287 vs. a budget of 120.

Grant funding has proven to be a successful way to fund these special enforcement campaigns through payment of overtime expenses and the purchase of specific equipment. Staff remains committed to pursuing the grant funding to support our specialized enforcement efforts and all indications are that the funding sources will continue to direct support to us provided the budget is available. It is essential that consideration is given to maintaining the balance between current workload and service delivery with grant funded overtime for special events and special projects so the department does not over commit the existing staff.

### **SERVICE LEVEL IMPACT**

Staff is not proposing a change to the existing service level.

### **FISCAL IMPACT**

The Fiscal Impact of this Budget Supplement will be \$25,000 in project funds for FY 08/09 and \$25,000 in project funds for FY 09/10, for a total supplement of \$50,000.

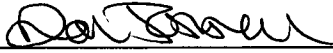
### **ALTERNATIVES**

1. Authorize DPS to accept \$50,000 in supplemental funding. If the supplement is authorized, it will be accepted and monies will be appropriated to a special project for implementation of a Sunnyvale Traffic Education/Enforcement Project.
2. Do not authorize DPS to accept \$50,000 in special project funding.

### **STAFF RECOMMENDATION**

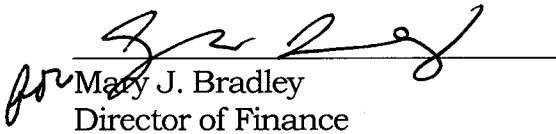
Staff recommends Alternative No. 2; do not authorize DPS to accept \$50,000 in supplemental funding for additional traffic safety enforcement. Staff feels that sufficient funding sources exist at this time to maintain current service levels and meet the challenges of specialized enforcement campaigns without over committing existing staff.

Reviewed by:



Don Johnson  
Director, Public Safety  
Prepared by Doug Moretto, Captain, Public Safety

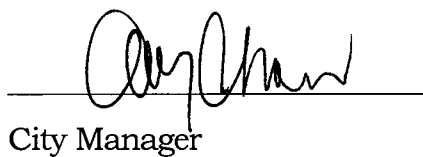
Reviewed by:



Mary J. Bradley  
Director of Finance

**City Manager's Recommendation**

- Approve Budget Supplement for funding  
 Do Not Approve Budget Supplement for funding



City Manager

**Attachments**

Attachment A, "Office of Traffic Safety Ranking Explanation"  
Attachment B - Project Information Sheet

Attachment A

**Office of Traffic Safety Ranking Explanation**

Population Group	Collisions and Victims Rankings	DUI Arrest Rankings
A = over 250,000	13 cities ranked	13 cities ranked
B = 100,001 to 250,000	50 cities ranked	50 cities ranked
C = 50,001 to 100,000	103 cities ranked	101 cities ranked
D = 25,001 to 50,000	97 cities ranked	97 cities ranked

For victim and collision rankings, a Population Group Ranking of "1/103" would be assigned to the city with the highest number of victims/collisions per 1,000 residents in population group C, while a ranking of "103/103" would be assigned to the city with the lowest number of victims/collisions per 1,000 residents in population group C.

For DUI arrest rankings, a population group rank of 1/50 would be assigned to the city with the lowest DUI arrest rate in population group B, while a population group rank of 50/50 would be assigned to the city with the highest DUI arrest rate in population group B.

**Example:** Anytown

- Population 75,000 (Group C)
- Victims Killed and Injured in Alcohol Involved Collisions
- Population group ranking 9/103

The city of Anytown ranked 9 of 103 cities for victims killed and injured in alcohol involved collisions within their population group (50,001 to 100,000). This means Anytown has the 9th highest rate of victims killed and injured in alcohol involved collisions in population category "C".

## Project Information Sheet

**Project: 900559 Additional Traffic Education and Enforcement Efforts**

Category:	Special	Type:	Public Safety	Department:	Public Safety
Origination Year:	2007-08	Fund:	35 City General Fund	Project Manager:	Douglas Moretto
Planned Completion Year :	2009-10	Sub-Fund:	100 General	Project Coordinator:	Donald Discher
Funding Sources: General Fund					

**Project Description/Scope/Purpose**

This project provides the resources for the Traffic Safety and Enforcement Unit within the Department of Public Safety to implement special operations designed to enhance pedestrian, bicyclist and vehicular traffic safety in the community. These operations will consist of, but are not limited to, two DUI Checkpoints/FY, pedestrian safety campaign, operation Safe Passage on El Camino Real and additional community outreach efforts.

**Project Evaluation & Analysis**

Personnel hours and corresponding project administration documents will be used for the purposes of implementing these enhanced pedestrian, bicyclist and vehicular traffic safety efforts.

**Fiscal Impact**

This project is funded through a budget supplement requested by City Council.

**Project Financial Summary**

	Project Costs	Revenues	Transfers In	Operating Costs
Prior Actual	0	0	0	0
2007-08	0	0	0	0
2008-09	25,000	0	0	0
2009-10	25,000	0	0	0
2010-11	0	0	0	0
2011-12	0	0	0	0
2012-13	0	0	0	0
2013-14	0	0	0	0
2014-15	0	0	0	0
2015-16	0	0	0	0
2016-17	0	0	0	0
2017-18	0	0	0	0
2018-19	0	0	0	0
2019-20	0	0	0	0
2020-21	0	0	0	0
2021-22	0	0	0	0
2022-23	0	0	0	0
2023-24	0	0	0	0
2024-25	0	0	0	0
2025-26	0	0	0	0
2026-27	0	0	0	0
2027-28	0	0	0	0
20 Year Total	50,000	0	0	0
Grand Total	50,000	0	0	0

**SUBJECT: Marketing Campaign to Encourage Bicycling**

**BUDGET SUPPLEMENT REQUEST SUMMARY**

The Bicycle and Pedestrian Advisory Commission recommends implementing a marketing campaign to encourage citizens to bicycle. The estimated cost of a comprehensive marketing campaign is \$85,000.

**BACKGROUND**

The Bicycle and Pedestrian Advisory Commission recommends as part of the 2008 Study and Budget Issues process the approval of a project to promote bicycling as an alternative form of transportation for a variety of purposes. A marketing campaign would involve marketing material preparation and distribution, special events, and outreach. Costs are for retaining a public relations firm to develop a theme and artwork, place six to eight print ads in local papers, develop point-of-sale collateral materials, produce window posters, bumper stickers, create a speaker's kit for public outreach, identify and work with appropriate media, produce photography, and conduct a special event.

**EXISTING POLICY**

C3.5 Support a variety of transportation modes. This project would encourage residents and Sunnyvale workers to consider bicycling more often as a means to improve the environment, reduce traffic congestion, and improve personal health. It would encourage the use of the City's bicycle facilities.

**DISCUSSION**

This project provides balanced efforts to encourage bicycling. The City devotes resources to engineering and enforcement, and has unfunded engineering needs (such as bikeway capital projects), but education efforts such as the proposed campaign receive less priority than engineering and enforcement.

**SERVICE LEVEL IMPACT**

This campaign would be overseen by the Department of Public Works Division of Transportation and Traffic as part of its efforts to promote bicycling. Oversight of this campaign would be considered an operating program priority, but would not require additional staff resources to provide oversight to a consultant. Oversight would not displace current bicycling-related services in the Division of Transportation and Traffic operating program, but rather would be a priority service for the given year.

### **FISCAL IMPACT**

The estimated cost of a comprehensive marketing campaign per the scope outlined above would be \$85,000. While this project is eligible for Traffic Mitigation Funding, these funds are committed to other infrastructure projects. Should the Council desire to proceed with this project, the General Fund would have to cover associated costs.

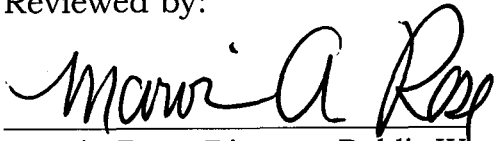
### **ALTERNATIVES**

The proposed budget is based on an assumption of level of effort; a campaign could be conducted with less resources, with the result of reaching fewer people. Also, a campaign could be conducted with existing staff resources from the Office of the City Manager Communications Division, but this would require reduction or elimination of other Communications Division activities.

### **STAFF RECOMMENDATION**

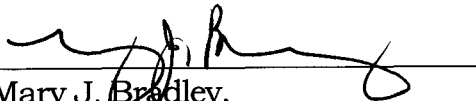
Staff recommends that the project not be considered for inclusion in the FY 2008/2009 recommended budget. Staff is uncertain that this investment would provide a measurable return.

Reviewed by:



Marvin Rose, Director, Public Works  
Prepared by Jack Witthaus, Transportation and Traffic Manager


Reviewed by:



Mary J. Bradley,  
Director of Finance

**City Manager's Recommendation**

- Approve Budget Supplement for funding  
 Do Not Approve Budget Supplement for funding



City Manager

Attachment B - Project Information Sheet

## Project Information Sheet

### Project: 900530 Marketing Campaign to Encourage Bicycling

Category:	Special	Type:	Traffic & Transportation	Department:	Public Works
Origination Year:	2008-09	Fund:	35 City General Fund	Project Manager:	Jack Witthaus
Planned Completion Year :	2009-10	Sub-Fund:	100 General	Project Coordinator:	Jack Witthaus
Funding Sources: General Fund					

#### Project Description/Scope/Purpose

This campaign would promote bicycling as an alternative form of transportation for a variety of purposes. Campaign would involve marketing material preparation and distribution, special events, and outreach. Costs are for retaining a public relations firm to develop a theme and artwork, place six to eight print ads in local papers, develop point-of-sale collateral materials, produce window posters, bumper stickers, create a speaker's kit for public outreach, identify and work with appropriate media, produce photography, and conduct a special event.

#### Project Evaluation & Analysis

The City conducts various promotional programs. Many of these programs are conducted or coordinated through the Communications Division of the Office of the City Manager. This campaign would be overseen by the Department of Public Works Division of Transportation and Traffic as part of its efforts to promote bicycling. If approved, this would be considered an operating program priority, but would not require additional staff resources. It would not displace current bicycling-related services, but rather would become a priority service for that given year.

#### Fiscal Impact

The proposed budget is based on an assumption of level of effort; a campaign could be conducted with fewer resources, with the result of reaching fewer people. Also, a campaign would be conducted with existing staff resources from the Office of the City Manager Communications Division, but his would require a reduction or elimination of other Communications Division activities. The campaign would be funded from the General Fund.

#### Project Financial Summary

	Project Costs	Revenues	Transfers In	Operating Costs
Prior Actual	0	0	0	0
2007-08	0	0	0	0
2008-09	85,000	0	0	0
2009-10	0	0	0	0
2010-11	0	0	0	0
2011-12	0	0	0	0
2012-13	0	0	0	0
2013-14	0	0	0	0
2014-15	0	0	0	0
2015-16	0	0	0	0
2016-17	0	0	0	0
2017-18	0	0	0	0
2018-19	0	0	0	0
2019-20	0	0	0	0
2020-21	0	0	0	0
2021-22	0	0	0	0
2022-23	0	0	0	0
2023-24	0	0	0	0
2024-25	0	0	0	0
2025-26	0	0	0	0
2026-27	0	0	0	0
2027-28	0	0	0	0
20 Year Total	85,000	0	0	0
Grand Total	85,000	0	0	0



**SUBJECT: Greenhouse Gas Emissions Reduction Projects**

**BUDGET SUPPLEMENT REQUEST SUMMARY**

The City of Sunnyvale has set a goal (Report to Council #07-301) of reducing Carbon Dioxide (CO<sub>2</sub>) emissions from City operations 20 percent below 1990 levels by 2010 through the implementation of twenty projects that make changes to City operations or infrastructure.

One project was dropped and replaced by a related, already funded project with better resulting CO<sub>2</sub> emissions reductions. Four of the twenty projects have or will be implemented. Regarding the remaining fifteen projects, this budget supplement recommends that:

- Six projects be postponed for further evaluation
- Two projects be deleted as they do not require supplemental funding and can be absorbed into the existing budget
- Six related projects are combined into a single project and funded by the General Fund
- One project is funded by the Wastewater Enterprise Fund.

The total twenty year cost of the recommendations (not including the projects absorbed into the existing budget) is \$125,214 and cost savings are \$605,108.

**BACKGROUND**

On September 11, 2007, the City Council adopted a goal of reducing CO<sub>2</sub> emissions from City operations to 20 percent below 1990 levels by 2010 and directed staff to return with project-specific plans and budget proposals for implementing the projects necessary to meet that goal. The Report to Council recommended the implementation of twenty projects in order to meet that goal.

Three small projects are considered “just do its” and do not require supplemental funding. They are the installation of vending misers to turn off vending machines when not in use (much like motion sensors on lights), reduction in the number of lights in use at the Water Pollution Control Plant (delamping), and a policy of increasing the overall fuel efficiency of Sunnyvale’s fleet by two miles per gallon. In December, an additional project which switched the city to the use of 20 percent biodiesel in our diesel purchases was implemented. One project, window screens at all fire stations, was dropped due to an existing capital improvement project – Public Safety building, Rehabilitation #818150. This project, scheduled for completion in FY 2009/10, includes the installation of double-paned windows

at all fire stations and will result in an even larger reduction in CO<sub>2</sub> emissions than the window screen project would have achieved. This left fifteen projects for further evaluation as part of this supplement.

## **EXISTING POLICY**

### **1.0 Transportation and Land Use**

Policy C.3.4 Maintain roadways and traffic control devices in good operating condition

### **3.7 Air Quality**

Policy C.4 Reduce Emissions from City of Sunnyvale fleet vehicles

#### **Action Statement**

*C.4b.* The City will evaluate the development and implementation of a program to introduce and expand the use of alternative, cleaner fuels in its fleet of vehicles.

### **7.1 Fiscal**

Policy C.3.3 Improvements should be designed with the following goals: to maximize energy efficiency, require minimal maintenance, create an efficient physical relationship for those working in the facility, provide adequate capacity for the projected useful life, and to have the ability to accommodate future expansion with minimum remodeling costs

#### **Community Vision Element**

III. ENVIRONMENTAL SUSTAINABILITY: To promote environmental sustainability and remediation in the planning and development of the city, in the design and operation of public and private buildings, in the transportation system, in the use of potable water, and in the recycling of waste.

## **DISCUSSION**

In order to move forward with the City action toward the reduction goal, the remaining fifteen projects have been evaluated. Staff is recommending that six of the remaining projects be postponed. They are a building optimization study, replacement of conventional streetlights with light-emitting diode streetlights (three separate projects), the installation of photovoltaic systems on City facilities and hot water pipe insulation. These projects are high-cost and/or require payback periods longer than the 20 year budget period. While these are potentially good projects, they should be postponed pending the funding of a Sustainability Coordinator who could further evaluate their merit in light of competing City environmental initiatives.

Two projects are recommended to be deleted as they do not require supplemental funding. The first, the project to replace sedans with hybrids, will be accounted for in the Fleet Equipment General Services Fund. The second, a Water Pollution Control Plant (WPCP) process optimization project, is already being addressed by the WPCP strategic Infrastructure Plan Project. A third project, the WPCP lighting retrofit, is recommended for funding but kept separate to account for it in the Wastewater Management Fund. Finally, staff is recommending that the six remaining projects be funded and consolidated into one single project as they are all facilities related efforts.

The attached budget worksheets provide cost and operational cost savings information on the budget impacts associated with the recommended projects. Each project has a different amount of CO<sub>2</sub> emissions reductions associated with its implementation. Together, the projects would reduce the greenhouse gas emissions associated with the City operations and would help the City to move towards its goal of achieving a 20 percent reduction in CO<sub>2</sub> emissions (using a 1990 baseline year) by 2010.

KEMA, the consultant that prepared the City's baseline inventory, prepared each project under the supervision of Solid Waste Division staff. Solid Waste Division staff also coordinated with staff in various divisions (Building Maintenance, Environmental, Field Services, Fleet and Transportation and Traffic) to establish appropriate project costs and associated cost savings estimates.

A twenty year summary of the costs, cost savings, and cost per pound of CO<sub>2</sub> emissions reductions for both the recommended projects and those projects recommended for postponement or that are included in the existing budget is also attached. Together, the recommended efforts would reduce the City's CO<sub>2</sub> emissions by over 67,000 lbs. per year. Taken alone, these projects would likely not allow the City to meet its voluntary emissions reduction goal by 2010. However, additional, cost-effective options are continually being evaluated by staff and new opportunities may arise over the course of the next few years.

In addition, if Council funds a Sustainability Coordinator position, this person could ensure that the City takes a holistic and strategic approach in setting environmental priorities, including those around reducing the CO<sub>2</sub> emissions resulting from City operations.

### **SERVICE LEVEL IMPACT**

This supplement will have no impact on existing Council adopted service levels. However the implementation of the recommendations will impact the City's CO<sub>2</sub> emissions in a positive way.

**FISCAL IMPACT**

Total costs are \$72,976 in FY 2008/09. Over the City's twenty year budget, total costs are \$125,214 (to be reduced by energy efficiency rebates of \$11,266) and cost savings total \$605,108. Funding for these projects would come from the sources indicated below. As these projects are relatively small, the future year costs and savings will be incorporated into the appropriate FY 2009/10 operating budgets.

**Funding needs and sources for projects are:**

<b>Funding Source</b>	<b>Project Cost FY 2008/2009</b>	<b>Project Cost 20-year Budget</b>	<b>Operating Cost (Savings) 20-year Budget*</b>
General Fund	\$48,296	\$100,534	(\$319,649)
Wastewater Management Fund	\$24,680	\$24,680	(\$285,459)
<b>Total</b>	<b>\$72,976</b>	<b>\$125,214</b>	<b>(\$605,108)</b>

\*does not include fleet replacement project, which will be absorbed by the Fleet Equipment Replacement General Services Fund, or the WPCP Process Optimization, covered by the WPCP Strategic Infrastructure Plan Project.

Details on the project-specific costs are attached.

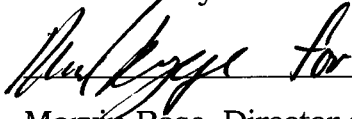
**ALTERNATIVES**

1. Fund all of the recommendations identified in this report.
2. Fund only selected projects.
3. Do not fund any of the recommendations.

**STAFF RECOMMENDATION**

Staff recommends Alternative 1 to fund two capital projects to continue to move the City forward toward a 20 percent reduction in greenhouse gas emissions, and postpone six other projects pending further review and evaluation.

Reviewed by:

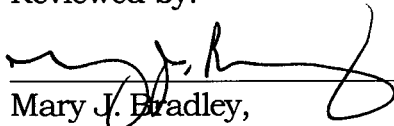


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Marvin Rose, Director of Public Works

Prepared by: Mark Bowers, Solid Waste Program Manager

Reviewed by:



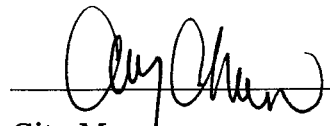
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Mary J. Bradley,  
Director of Finance

**City Manager's Recommendation**

Approve Budget Supplement for funding

Do Not Approve Budget Supplement for funding



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City Manager

**Attachments:**

- A. Project Information Sheets
- B. Greenhouse Gas Emissions Project Summary

## Project Information Sheet

### Project: 900552 WPCP Lighting Retrofit (Greenhouse Gas Reduction)

Category:	Infrastructure	Type:	Wastewater	Department:	Public Works
Origination Year:	2007-08	Fund:	465 Wastewater Management Fund	Project Manager:	Mark Bowers
Planned Completion Year :	2008-09	Sub-Fund:	300 Wastewater Infrastructure Subfund	Project Coordinator:	Dan Hammons
Funding Sources: Wasterwater Management Fund					

#### Project Description/Scope/Purpose

This project includes the replacement of existing T-12 light fixtures at the Water Pollution Control Plant with T-8 light fixtures and replacing other miscellaneous lights and exit signs with energy-efficient alternatives.

Replacement details for fixtures, including material and labor costs, rebates, energy savings and location from "Lighting Audit Report for the City of Sunnyvale WPCP" provided by Energy Solutions 6/19/2007.

T-8s have lamp lifetime of 24,000 hours compared to 15,000 for T-12, defers lamp maintenance (currently approximately 100 hr/yr) for three years. Ballast lifetime is 15 years. (California Energy Commission Database for Energy Efficient Resources 2005)

Electricity costs/savings uses the Compound Annual Growth Rate calculated for 2008-2016 from California Energy Commission Electricity Price Forecast (Other category, nominal dollars).

#### Project Evaluation & Analysis

This project would reduce greenhouse gas emissions by the equivalent of 4,179 lbs. of CO2 per year at a net savings of \$3.25 per pound and will reduce costs by \$285,459 over 20 years. In cost-effectiveness, it ranks 1st out of the 15 Greenhouse Gas Emissions Reduction projects.

#### Fiscal Impact

This project is funded by the Wastewater Management Fund. It will decrease costs by \$285,459 over the 20 year budget period. The impact will be reflected in waste water rates.

#### Project Financial Summary

	Project Costs	Revenues	Transfers In	Operating Costs
Prior Actual	0	0	0	0
2007-08	0	0	0	0
2008-09	24,680	10,652	0	-12,516
2009-10	0	0	0	-12,686
2010-11	0	0	0	-12,859
2011-12	0	0	0	-13,034
2012-13	0	0	0	-13,211
2013-14	0	0	0	-13,390
2014-15	0	0	0	-13,573
2015-16	0	0	0	-13,757
2016-17	0	0	0	-13,944
2017-18	0	0	0	-14,134
2018-19	0	0	0	-14,326
2019-20	0	0	0	-14,521
2020-21	0	0	0	-14,718
2021-22	0	0	0	-14,919
2022-23	0	0	0	-15,122
2023-24	0	0	0	-15,327
2024-25	0	0	0	-15,536
2025-26	0	0	0	-15,747
2026-27	0	0	0	-15,961
2027-28	0	0	0	-16,178
20 Year Total	24,680	10,652	0	-285,459
Grand Total	24,680	10,652	0	-285,459

## Project Information Sheet

**Project: 900560 Lighting and HVAC Retrofits for Energy Efficiency**

Category:	Special	Type:	Administrative Facilities	Department:	Public Works
Origination Year:	2007-08	Fund:	35 City General Fund	Project Manager:	Mark Bowers
Planned Completion Year :	2008-09	Sub-Fund:	100 General	Project Coordinator:	Tony Perez
Funding Sources: General Fund					

**Project Description/Scope/Purpose**

This project implements the goals set on September 11, 2007 by the City Council to reduce carbon dioxide emissions from City operations to 20% below 1990 levels by 2010. The project includes the installation of Variable Frequency Drives on Heating, Ventilation and Air Conditioning systems on City Hall, the Library, and the City Hall Annex, replacement of six metal halide fixtures at the Corporation Yard with high bay 4-foot 4 lamp fixtures, replacement of one T12 8 foot fixture with a T8 four foot fixture at the corporation yard, replacement of six metal halide fixtures with T5 lights and fixtures at the Community Center, and installation of occupancy sensors in fire stations 1-6.

**Project Evaluation & Analysis**

Variable Frequency Drives have an estimated useful life of 10 years as do the proposed light fixtures. Through these improvements, this project will reduce greenhouse gas emissions by the equivalent of 38,789 lbs of CO2 per year.

**Fiscal Impact**

After an initial investment of \$48,296 and ongoing replacement costs of 52,283, this project will reduce costs by \$319,649 over 20 years. This initial cost is funded by the general fund. Ongoing costs and savings will be incorporated into the appropriate operating budgets after the initial construction is complete.

**Project Financial Summary**

	Project Costs	Revenues	Transfers In	Operating Costs
Prior Actual	0	0	0	0
2007-08	0	0	0	0
2008-09	48,296	614	0	-14,006
2009-10	0	0	0	-14,191
2010-11	0	0	0	-14,389
2011-12	0	0	0	-14,586
2012-13	0	0	0	-14,784
2013-14	0	0	0	-14,985
2014-15	0	0	0	-15,189
2015-16	0	0	0	-15,395
2016-17	3,515	0	0	-15,605
2017-18	0	0	0	-15,817
2018-19	44,314	0	0	-16,032
2019-20	0	0	0	-16,251
2020-21	0	0	0	-16,472
2021-22	0	0	0	-16,695
2022-23	0	0	0	-17,123
2023-24	0	0	0	-17,153
2024-25	4,409	0	0	-17,385
2025-26	0	0	0	-17,623
2026-27	0	0	0	-17,863
2027-28	0	0	0	-18,105
20 Year Total	100,534	614	0	-319,649
Grand Total	100,534	614	0	-319,649

**Greenhouse Gas Emissions Reduction Project  
Includes City purchase of photovoltaic systems**

(Cost/Savings figures shown for 20 yr. budget cycle -  
FY 2008-2009 through FY 2026-2027)

	<b>Target</b>	<b>Project**</b>	<b>Annual CO2 Benefit (lbs.)</b>	<b>Project Costs</b>	<b>Operating Costs (Savings)</b>	<b>Cost/lb. of CO2</b>
<b>Recommended</b>						
1*	WPCP****	Lighting retrofit: Replace T-12s with T-8s	4,179	\$24,680	(\$285,459)	-\$3.12
	11 City Facilities	Lighting and HVAC Retrofits for Energy Efficiency	38,789	\$100,534	(\$319,649)	-\$0.28
<b>Postponed or Included in Existing Budget</b>						
4	10 facilities	Building optimization (includes low or no cost measures identified from an audit and targeted functional testing of equipment)	95,659	\$81,000	(\$543,152)	-\$0.24
7	Fleet	Replace 4 existing sedans with hybrids	7,949	\$39,600	(\$48,819)	-\$0.06
9	Street Light	Replace 150W high pressure sodium (HPS) street lights with 75W light-emitting diodes (LEDs)	151,540	\$837,850	(\$901,739)	-\$0.02
10	WPCP	Process optimization (includes efficiency opportunities related to pumps, compressed air systems, premium motors, reducing the need for pumping related to the auxiliary water system and examining how controls are set up)	196,591	\$15,000	\$0	\$0.00
11	13 facilities****	Install photovoltaic systems (City-owned)***	359,798	\$3,094,000	(\$3,064,155)	\$0.00
13	Street Light	Replace 200W HPS street lights with 125W LEDs	681,931	\$4,266,250	(\$4,058,119)	\$0.02
14	FS 1-6	Insulate water heater pipes	1,257	\$12,000	(\$3,994)	\$0.32
15	Street Light	Replace 70W HPS street lights with 48W LEDs	200,033	\$3,274,650	(\$1,441,847)	\$0.46
<b>TOTAL (w/ PV owned)</b>			<b>1,737,726</b>	<b>\$11,745,564</b>	<b>(\$10,666,933)</b>	

**Alternative Project to #12 (not recommended)**

16	13 facilities	Install photovoltaic systems (power purchase agreement)	359,798	0	\$1,061,076	\$0.15
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\*Projects are ranked (numbered) in order of lowest cost per pound of carbon dioxide (CO2) emissions reduced. Annual CO2 emission reductions/shortest payback period per the "City of Sunnyvale Climate Action Plan - City Operations" prepared by a City consultant (KEMA). This plan was referenced in RTC#07-301 and presented at the Sept. 11, 2007 City Council meeting.

\*\*HVAC - Heating Ventilation and Air Conditioning, VFD - Variable

Frequency Drive, AHU - Air Handling Unit, VAV - Variable Air Volume, HPS - High Pressure

Sodium, LED - Light Emitting Diode

\*\*\*Cost includes rebate based on data obtained as of October 16, 2007; this amount will reduce over time under California Solar Initiative.

\*\*\*\*Operating costs (savings) figure includes rebate as revenue



## **BUDGET SUPPLEMENT NO: 11**

**May 23, 2008**

**SUBJECT: Mathilda/Caltrain Bridge Parking Lot Access**

### **BUDGET SUPPLEMENT REQUEST SUMMARY**

This project would construct a driveway from Angel Avenue to a City-owned parking lot underneath the north side of the Mathilda Avenue/Caltrain overhead bridge. Estimated cost is \$50,000.

### **BACKGROUND**

The City Council directed this project to be considered as a budget issue for FY 2008/2009 at its September 11, 2007 meeting. This project was suggested by staff as a means to address parking supply concerns in the Heritage District neighborhood bounded by Sunnyvale Avenue, California Avenue, Mathilda Avenue and the Caltrain right of way.

### **EXISTING POLICY**

Land Use and Transportation Element

C3. Attain a transportation system that is effective, safe, pleasant and convenient.

### **DISCUSSION**

During an outreach effort associated with the Hendy Avenue/Caltrain walkway, some residents indicated that they believe commuters using Caltrain are parking in the neighborhood and impacting the public parking supply for residents of the area. This project would seek to address the issue by providing access from the neighborhood to a City-owned parking lot underneath the Mathilda Avenue Bridge over the Caltrain tracks.

### **SERVICE LEVEL IMPACT**

None.

### **FISCAL IMPACT**

The estimated cost to construct a driveway access to the parking lot is \$50,000. This work would be completed by contract. This project is eligible for funding with Gas Tax Funds. There will be no additional operating costs as a result of this project.

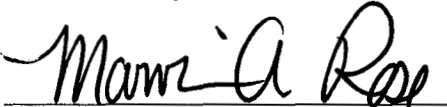
### **ALTERNATIVES**

1. Approve Budget Supplement No. 11 and direct staff to pursue construction of a driveway to access the City-owned parking lot from the Heritage District neighborhood.
2. Do not approve Budget Supplement No. 11 and forego construction of a driveway to access the City-owned parking lot from the Heritage District neighborhood.

**STAFF RECOMMENDATION**

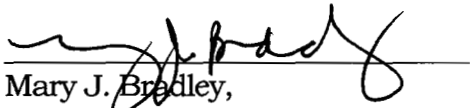
Staff recommends the project be considered for inclusion in the FY 2008/2009 recommended budget, subject to available funds. Construction of this driveway will provide convenient access to an underutilized parking lot. For a minimal cost, the City will be able to improve parking conditions in an area that realizes significant parking demand.

Reviewed by:



Marvin Rose, Director, Public Works  
Prepared by Jack Witthaus, Transportation and Traffic Manager

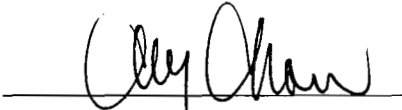
Reviewed by:



Mary J. Bradley,  
Director of Finance

**City Manager's Recommendation**

- Approve Budget Supplement for funding
- Do Not Approve Budget Supplement for funding



City Manager

## Project Information Sheet

**Project: 900531 Mathilda Avenue Caltrain Overpass Parking Access**

Category:	Capital	Type:	Traffic & Transportation	Department:	Public Works
Origination Year:	2008-09	Fund:	280 Gas Tax Street Improvement	Project Manager:	Hira Raina
Planned Completion Year :	2009-10	Sub-Fund:	n.a.	Project Coordinator:	Jack Witthaus
Funding Sources: Gas Tax					

**Project Description/Scope/Purpose**

Construct by contract a vehicle access from Angel Avenue to the City-owned parking lot underneath the north approach of the Mathilda/Caltrain Bridge.

**Project Evaluation & Analysis**

Project would improve access to an underutilized parking area and would potentially relieve parking demand from non-residents parking in the Heritage District north neighborhood.

**Fiscal Impact**

This project will be funded by the Gas Tax Fund.

**Project Financial Summary**

	Project Costs	Revenues	Transfers In	Operating Costs
Prior Actual	0	0	0	0
2007-08	0	0	0	0
2008-09	50,000	0	0	0
2009-10	0	0	0	0
2010-11	0	0	0	0
2011-12	0	0	0	0
2012-13	0	0	0	0
2013-14	0	0	0	0
2014-15	0	0	0	0
2015-16	0	0	0	0
2016-17	0	0	0	0
2017-18	0	0	0	0
2018-19	0	0	0	0
2019-20	0	0	0	0
2020-21	0	0	0	0
2021-22	0	0	0	0
2022-23	0	0	0	0
2023-24	0	0	0	0
2024-25	0	0	0	0
2025-26	0	0	0	0
2026-27	0	0	0	0
2027-28	0	0	0	0
20 Year Total	50,000	0	0	0
Grand Total	50,000	0	0	0

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**SUBJECT: Landscape/Sidewalk Improvement, South Side of Hendy Avenue from Taaffe Street to Sunnyvale Avenue**

**BUDGET SUPPLEMENT REQUEST SUMMARY**

This project would construct landscaping and/or a sidewalk on the south side of Hendy Avenue from Taaffe Street to Sunnyvale Avenue, where currently none exists. The estimated capital cost is \$150,000. Operating costs of \$3,162 would be incurred annually following construction.

**BACKGROUND**

The City Council directed this project to be considered as a budget issue for FY 2008/2009 at its September 11, 2007 meeting. The project was requested by residents of the area during an outreach meeting on the Hendy Avenue/Caltrain station walkway.

**EXISTING POLICY**

Land Use and Transportation Element

C3.5 Support a variety of transportation modes. This project would provide a new facility for pedestrians.

N1.4 Preserve and enhance the high quality character of residential neighborhoods. Landscaping a currently unlandscaped public space that is across the street from a residential neighborhood would enhance the neighborhood.

**DISCUSSION**

The project would enhance an unimproved area that is behind the southern curb of Hendy Avenue. This area is within the City right-of-way and lies alongside the Caltrain right-of-way. Many areas of the City do not have improved sidewalks, but residents in this area requested that this improvement be made a priority. Residents believe that the amount of pedestrian traffic generated by the Caltrain station and downtown makes provision of a sidewalk in this area a priority.

**SERVICE LEVEL IMPACT**

Construction of this project would increase the service level for maintenance costs of \$ 3,162 annually.

**FISCAL IMPACT**

Estimated construction cost is \$150,000. Ongoing operating costs subsequent to construction are estimated to be \$3,162 per year. The project is eligible to

be funded with Gas Tax Funds. The additional operating costs would be a responsibility of the General Fund and would be funded in Program 217 - Concrete Maintenance.

**ALTERNATIVES**

1. Approve Budget Supplement No. 12 and improve the area behind the south curb of Hendy Avenue between Taafe Street and Sunnyvale Avenue.
2. Do not approve the Budget Supplement No. 12 and forego improvement of the area behind the south curb of Hendy Avenue between Taafe Street and Sunnyvale Avenue.

**STAFF RECOMMENDATION**

Staff recommends Alternative 2, that the project not be considered for inclusion in the FY 2008/2009 recommended budget. Staff does not believe that this area features conditions that warrant a higher priority for sidewalk construction than the many other areas of the City that currently do not have sidewalks. Access to and from the neighborhood to the Caltrain station and downtown is provided by sidewalks on the north side of Hendy Avenue, and an additional sidewalk is not necessary.

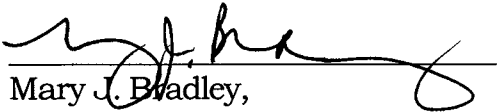
Reviewed by:



Marvin Rose, Director, Public Works

Prepared by Jack Witthaus, Transportation and Traffic Manager

Reviewed by:

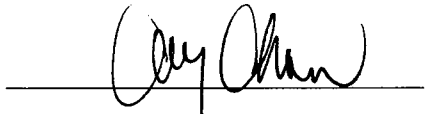


Mary J. Bradley,  
Director of Finance

**City Manager's Recommendation**

Approve Budget Supplement for funding

Do Not Approve Budget Supplement for funding



City Manager

Attachment B - Project Information Sheet

## Project Information Sheet

**Project: 900532 Landscape/Sidewalk on Hendy Avenue from Taaffe to Sunnyvale**

Category:	Capital	Type:	Downtown	Department:	Public Works
Origination Year:	2008-09	Fund:	280 Gas Tax Street Improvement	Project Manager:	Hira Raina
Planned Completion Year :	2009-10	Sub-Fund:	n.a.	Project Coordinator:	Jack Witthaus
Funding Sources: Gas Tax					

**Project Description/Scope/Purpose**

Construction of landscaping and/or sidewalk on the south side of Hendy Avenue from Taaffe Street to Sunnyvale Avenue, where currently none exists.

**Project Evaluation & Analysis**

Landscaping a currently unimproved public space that is across the street from a residential neighborhood would enhance the neighborhood. This project would provide a new facility for pedestrians.

**Fiscal Impact**

This project would include \$150,000 in new capital expenditures funded by the Gas Tax Fund and \$3,162 in ongoing landscape/concrete maintenance expenditures from the General Fund.

**Project Financial Summary**

	Project Costs	Revenues	Transfers In	Operating Costs
Prior Actual	0	0	0	0
2007-08	0	0	0	0
2008-09	150,000	0	0	0
2009-10	0	0	0	3,162
2010-11	0	0	0	3,225
2011-12	0	0	0	3,290
2012-13	0	0	0	3,356
2013-14	0	0	0	3,423
2014-15	0	0	0	3,491
2015-16	0	0	0	3,561
2016-17	0	0	0	3,632
2017-18	0	0	0	3,705
2018-19	0	0	0	3,816
2019-20	0	0	0	3,930
2020-21	0	0	0	4,048
2021-22	0	0	0	4,170
2022-23	0	0	0	4,295
2023-24	0	0	0	4,424
2024-25	0	0	0	4,556
2025-26	0	0	0	4,693
2026-27	0	0	0	4,834
2027-28	0	0	0	4,979
<b>20 Year Total</b>	<b>150,000</b>	<b>0</b>	<b>0</b>	<b>74,590</b>
<b>Grand Total</b>	<b>150,000</b>	<b>0</b>	<b>0</b>	<b>74,590</b>



**SUBJECT: Comprehensive Bridge and Levee Report - CIP**

**BUDGET SUPPLEMENT REQUEST SUMMARY**

This new capital project would include inspection, evaluation, and reporting on each of the approximately 100 bridges, several miles of levees, and appurtenant works in Sunnyvale. Reports of findings would be created, including a complete database of the bridges, levees and associated items that affect 100-year flood protection. Also included would be relevant information such as; maintenance agreements, ownership, responsibilities, current status, and a schedule for infrastructure repair and replacement for each item. The status report would include key risks, if any, along with scopes and estimated costs of mitigation.

**BACKGROUND**

The current condition and maintenance responsibility of bridges and levees in Sunnyvale is shared with several other agencies. Caltrans conducts biennial inspections of vehicular bridges affecting their routes. The City's Capital Improvement Program currently includes several projects that respond to the findings of such reports. The Santa Clara Valley Water District (SCVWD) is generally responsible for flood protection and levees, and also has identified capital projects to make improvements recommended in their ongoing reviews. The exact ownership, jurisdiction, and responsibility for maintenance for some of the facilities may not be clear. Bridges and culverts not on the Caltrans inspection program do not currently receive detailed inspection, unless signs of wear are noticeable. While most levees are under SCVWD control, certain elements and facilities that may affect flood protection are under City or another agency's control.

**EXISTING POLICY**

Element 1.0 Land Use & Transportation, Goal C3.4 Maintain roadways and traffic control devices in good operating condition.

Element 3 Environmental Management, Sub-Element 3.4 Surface Runoff,

Goal C.2 Prevent flooding to protect life and property

**DISCUSSION**

The reports will both confirm and delineate roles between the various agencies responsible for these critical infrastructure elements that are vital to the health and safety of the community. The report thereby becomes a tool to support appropriate on-going maintenance as well as any needed repairs or improvements. The report proactively considers all bridges and levees, whether

or not already on programs established by Caltrans, the County, and/or the SCVWD, to identify and eliminate gaps, if any, in current programs.

Based on the results shown in the reports, staff would work with responsible parties to see that they are performing the required maintenance and associated duties. Where bridges or levees are the City's responsibility they would be included in normal preventative maintenance schedules, or future capital improvement projects would be recommended as necessary to perform any work beyond routine maintenance.

### **SERVICE LEVEL IMPACT**

No service level impact.

### **FISCAL IMPACT**

The total cost of this project would be \$200,000 which includes approximately \$150,000 for independent structural review on bridges, not recently inspected by Caltrans, plus acquisition of data, field review, mapping, and for creating a database for all bridges. It would also include approximately \$50,000 for coordination with SCVWD, aggregating information on non-SCVWD levees with limited geotechnical review, review of facilities affecting storm protection, plus acquisition of data, field review, mapping, and database for all levees and related works.

This project would be funded by Gas Tax funds (\$150,000) and Wastewater Management Fund (\$50,000). There is no impact on the operating budget. However the information from the study may recommend new capital projects and recommend revisions to existing maintenance programs to include facilities under our control that may not already be included in current maintenance programs and to exclude facilities that are in other agencies' control.

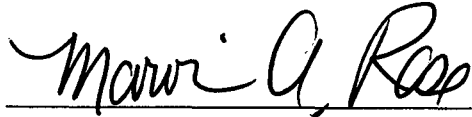
### **ALTERNATIVES**

1. Create a project to evaluate bridges and levees in the City with a budget of \$200,000.
2. Create a project to evaluate only bridges with a budget of \$150,000.
3. Create a project to evaluate only levees with a budget of \$50,000.
4. Do not create this project for the evaluation of bridges and levees, and rely on Caltrans' evaluation, which is limited to only certain bridges.

**STAFF RECOMMENDATION**

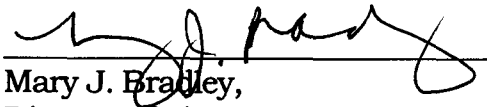
Staff recommends Alternative 1: create a project with a budget of \$200,000 to evaluate all the bridges and levees in the City. The evaluation performed with this project is necessary to ensure serviceability of the City's bridges and levees. This report will identify repairs needed to stop further deterioration and avoid hazardous conditions.

Reviewed by:



Marvin Rose, Director of Public Works  
Prepared by Mark Rogge, Assistant Director/City Engineer

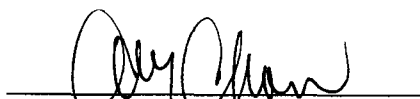
Reviewed by:



Mary J. Bradley,  
Director of Finance

**City Manager's Recommendation**

- Approve Budget Supplement for funding  
 Do Not Approve Budget Supplement for funding

  
City Manager

Attachment B - Project Information Sheet

## Project Information Sheet

**Project: 900540 Evaluation of Bridges and Levees**

Category:	Capital	Type:	Traffic & Transportation	Department:	Public Works
Origination Year:	2007-08	Fund:	280 Gas Tax Street Improvement	Project Manager:	Hira Raina
Planned Completion Year :	2009-10	Sub-Fund:	n.a.	Project Coordinator:	Mark Rogge
Funding Sources: Wastewater Management Fund Transfer, Gas Tax Fund					

**Project Description/Scope/Purpose**

This project would include inspection, evaluation, and reporting on each of the approximately 100 bridges, levees, and appurtenant works in Sunnyvale. Reports of findings would be created, including a complete database of the bridges, levees and associated items that affect 100-year flood protection. The report also would include information on: maintenance agreements, ownership, responsibilities, current status, and a schedule for infrastructure repair and replacement. The status report would include key risks, if any, along with scopes and estimated costs of mitigation.

**Project Evaluation & Analysis**

The evaluation performed with this project is necessary to ensure serviceability of our bridges and levees. This report will identify repairs needed to stop further deterioration and avoid hazardous conditions.

**Fiscal Impact**

This project is funded by the a transfer from the Wastewater Management Fund and the Gas Tax Fund. There is no fiscal impact on the operating budget.

**Project Financial Summary**

	Project Costs	Revenues	Transfers In	Operating Costs
Prior Actual	0	0	0	0
2007-08	0	0	0	0
2008-09	200,000	0	50,000	0
2009-10	0	0	0	0
2010-11	0	0	0	0
2011-12	0	0	0	0
2012-13	0	0	0	0
2013-14	0	0	0	0
2014-15	0	0	0	0
2015-16	0	0	0	0
2016-17	0	0	0	0
2017-18	0	0	0	0
2018-19	0	0	0	0
2019-20	0	0	0	0
2020-21	0	0	0	0
2021-22	0	0	0	0
2022-23	0	0	0	0
2023-24	0	0	0	0
2024-25	0	0	0	0
2025-26	0	0	0	0
2026-27	0	0	0	0
2027-28	0	0	0	0
20 Year Total	200,000	0	50,000	0
Grand Total	200,000	0	50,000	0

**May 23, 2008**

**SUBJECT: Complete Sidewalk Repairs and Install Curb Ramps**

**BUDGET SUPPLEMENT REQUEST SUMMARY**

This budget supplement addresses a budget issue referred to the City Manager regarding funding to address the backlog in sidewalk repairs and concrete replacements. The budget issue also requested consideration of funding for new sidewalks and curb ramps where they do not exist in the City.

Program 217 - Concrete Maintenance has a performance measure that sets the service level for concrete replacement to be within five years from discovery. The current funding level for concrete replacement provides only for approximately 45 percent of the work discovered each year. Consequently, a listing of deferred replacement sites has been increasing since 2005. As of July 1, 2007, there were over 1,200 sites on the deferred replacement list. With no change in budget or service level, the deferred sites will continue to grow, and the service level will continue to decrease. The current replacement service level is projected, at the current funding level, to become "not met" within two to three years.

This budget supplement considers five alternatives to deal with this approaching deficiency:

1. Increase funding to the Concrete Maintenance Program by an additional \$640,000 so that approximately 400 sites can be replaced per year. This would not eliminate the deferred replacement work list, but would prevent the list from continuing to increase.
2. Maintain the existing budget and reduce the service level to require concrete replacement within eight years, rather than the current five years.
3. Explore the potential for property owner participation in the repair costs or require commercial and industrial zoned properties to pay for their own repairs. The most common practice in surrounding communities is to make property owners responsible for all or a portion of concrete replacement.
4. Maintain the existing budget and service level while exploring alternative funding sources and evaluating and prioritizing the replacement work list over the next year.
5. Commit the City's second half of the State Proposition 1B Infrastructure Bond Funds allocation, estimated at \$2.1 million, to reduce the backlog.

Staff recommends Alternatives 4 and 5 because it will also allow time to monitor the bidding climate for concrete construction and give the City time to evaluate and prioritize the work list before applying the Prop 1B funds.

Installation of curb ramps in locations where they do not currently exist is funded annually at a constant amount \$100,000 in Community Development Block Grant (CDBG) funds. Installation of sidewalks at locations within the

City where they do not exist is not being recommended because the City currently has several strategies in place: requiring construction by a property owner developing or remodeling on the property, construction related to the Transportation Strategic Program, and potential follow-up to the findings of the recently completed Safety and Opportunities Study. In addition, it is critical to address the replacement of existing sidewalks and concrete before dealing with new sites.

## **BACKGROUND**

### **Concrete Replacement**

Before FY 2002/2003, concrete replacement was completed within one year of discovery. When concrete bids came in very high in FY 2002/2003, the budget was not sufficient to complete all of the scheduled concrete work found the previous year. At that time the service level was reduced from replacement of concrete within one year, to replacement within three years. Then, due to citywide revenue shortfalls in FY 2003/2004, City Council reduced concrete replacement funding by \$100,000 from the previous budget, and the replacement service level was changed again, this time from replacement of concrete within three fiscal years, to within the next five fiscal years from discovery.

In 2005, contracted concrete replacement costs rose by 45%, primarily due to the increase in material costs due to worldwide demand. The result was a significant reduction in the quantity of curb, gutter, and sidewalk that could be replaced each year with the available funding. Since FY 2005/2006 when a listing of deferred concrete replacement sites was created, the number of deferred concrete replacement sites has been rising. At the end of FY 2006/2007, there were over 1,200 sites on the deferred replacement listing. Current funding levels allow less than 50 percent of the sites discovered each year to be replaced, i.e. approximately 175 sites out of 400 sites discovered each year. The oldest sites are now approaching 48 months from discovery. At the current service and funding level, it is anticipated that the deferred replacement listing will have sites that exceed the five year replacement schedule by FY 2009/2010.

### **Curb Ramps**

The City budgets and expends \$100,000 per year in CDBG funds to install curb ramps for the disabled in locations throughout the City based upon criteria involving schools, civic activity, commercial locations, and requests from citizens. Installation of curb ramps is also required for any new property development, adjacent redevelopment, and for major street projects involving overlay or street reconstruction. These installations are funded by developers, or in the case of major street projects, by the budget for those projects. In addition, changing requirements have made such ramps more expensive to

install, with the result that only 30 to 35 ramps can be installed each year with the available funding. There are approximately 9,000 sites in the City that could be furnished with curb ramps to fully provide obstruction-free access. At the current level of funding, it would take over 200 years to provide ramps at all the locations that generally fit the description. A capital project to install ramps at all identifiable locations would be possible, but would still require a number of years to complete because of the volume of work required. To fund such an effort would require approximately \$3,000 per location, for a total cost estimated at twenty-seven million dollars (\$27,000,000).

### **Locations With No Sidewalks**

Locations where sidewalks do not exist are generally considered the responsibility of the adjacent property owner. Therefore, the City generally does not provide sidewalks in all locations within the City where they do not currently exist. Instead, the City requires that the property owner make such improvement at the time of any upgrade, remodel, or other improvement to the property.

The City has a Transportation Strategic Program (TSP) which provides developer fees to fund specific transportation projects. The Transportation Strategic Program includes a project to complete a sidewalk network in industrial zones of the City. Installation of sidewalks in industrial areas will reduce by a small amount the 9,000 sites that are in need of curb ramp installation.

The City also recently completed a Pedestrian Safety and Opportunities Study that identified missing sidewalks and ramps on the City's arterial and collector streets. Staff continues to pursue grant funding for these opportunities, and the work would be scheduled as the funds become available. An unfunded project has been included in the recommended FY 2008/2009 budget.

### **EXISTING POLICY**

#### **Land Use and Transportation Element**

Goal C 3 Attain a Transportation System that is Effective, Safe, Pleasant, and Convenient

Policy C 3.4 Maintain Roadways and traffic control devices in good operating condition

### **DISCUSSION**

There are five alternatives presented for consideration in dealing with this approaching deficiency:

1. Increase funding to the Concrete Maintenance Program by an additional \$640,000 so that approximately 400 sites can be replaced per year. Because approximately 400 sites are discovered each year, this would not eliminate the deferred replacement work list, but would prevent the list from continuing to increase. It should be noted that additional funding can be set at varying levels. To eliminate the entire July 2007 backlog of 1,200 sites is valued at approximately \$3.4 million. Increased funding of \$355,000 would repair approximately 300 sites annually compared to the current 175 sites.
2. Maintain the existing budget and reduce the service level to require concrete replacement within eight years, rather than the current five years. This would allow the deferred concrete maintenance to continue to increase at a rate of approximately 225 sites per year. Although this would delay the need for additional funding, the backlog of site would continue to grow along with the long term liability.
3. Explore the potential for property owner participation in the repair costs or require commercial and industrial zoned properties to pay for their own repairs. The most common practice in surrounding communities is to make property owners responsible for all or a portion of concrete replacement. For example, property owners in San Jose are responsible for all concrete replacement. On the other hand, Palo Alto fully funds concrete replacement, but is now considering cost-sharing with property owners. Because this is a significant change, this alternative would require extensive public outreach and buy in from those impacted.
4. Maintain the existing budget and service level while exploring alternative funding sources and evaluating and prioritizing the replacement work list over the next year. This alternative will also allow time to monitor the bidding climate for concrete construction. In a positive bidding climate, it is possible that more sites can be repaired than is currently estimated.
5. Commit the City's second half of the State Proposition 1B Infrastructure Bond Funds allocation, estimated at \$2.1 million, to reduce the backlog. As Council is aware, the City recently committed \$2.1 million of our Prop 1B funds to the Wolfe Road Bridge repair project. We anticipate an additional \$2.1 million in Prop 1B funds in FY 2010/2011 and these funds could be committed to reducing the backlog of concrete repair sites.

### **SERVICE LEVEL IMPACT**

The current service level for concrete replacement is completion within five years of discovery. At the current level of funding, this service level will reach



“not met” status within approximately two to three years, which means current sites discovered will not be replaced within the five year timeframe. The alternatives discussed above address the impact of maintaining or changing this service level.

There is no service level identified that would require a time frame for installation of curb ramps or missing sidewalk sections.

### **FISCAL IMPACT**

Alternative 1 has a substantial fiscal impact for the City. An annual increase of approximately \$640,000 results in over \$15 million over 20 years. While Alternative 2 does not have an immediate fiscal impact, increasing the time sites are in the backlog can be more costly to repair when they are addressed.

The total fiscal impact to Program 217 would depend upon the alternative chosen for concrete replacement and sidewalk repairs, as described above.

### **ALTERNATIVES**

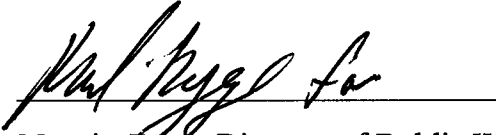
1. Increase funding to the Concrete Maintenance Program by an additional \$640,000 so that approximately 400 sites can be replaced per year. This would not eliminate the deferred replacement work list, but would prevent the list from continuing to increase.
2. Maintain the existing budget and reduce the service level to require concrete replacement within eight years, rather than the current five years.
3. Explore the potential for property owner participation in the repair costs or require commercial and industrial zoned properties to pay for their own repairs. The most common practice in surrounding communities is to make property owners responsible for all or a portion of concrete replacement.
4. Maintain the existing budget and service level while exploring alternative funding sources and evaluating and prioritizing the replacement work list over the next year.
5. Commit the City’s second half of the State Proposition 1B Infrastructure Bond Funds allocation, estimated at \$2.1 million, to reduce the backlog.

### **STAFF RECOMMENDATION**

Staff recommends Alternatives 4 and 5: Maintain the existing budget and service level while exploring alternative funding sources and evaluating and prioritizing the replacement work list over the next year and Commit the City’s second half of the State Proposition 1B Infrastructure Bond Funds allocation, estimated at \$2.1 million, to reduce the backlog. These alternatives will also allow time to monitor the bidding climate for concrete construction. In a

positive bidding climate, it is possible that more sites can be repaired than is currently estimated. The \$2.1 million in Proposition 1B Infrastructure Bond Funds will be applied to the backlog after the work list has been evaluated and prioritized.

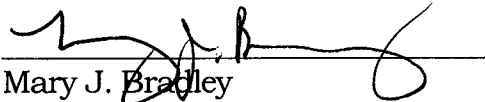
Reviewed by:



Marvin Rose, Director of Public Works

Prepared by James G. Craig, P.E., Field Services Superintendent  
and Leonard Dunn, Program Manager, Concrete Maintenance

Reviewed by:

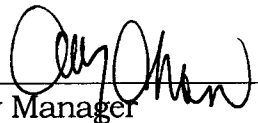


Mary J. Bradley  
Director of Finance

**City Manager's Recommendation**

Approve Budget Supplement for funding

Do Not Approve Budget Supplement for funding

  
\_\_\_\_\_  
City Manager

**May 23, 2008**

**SUBJECT: Outside Group Funding Request from Silicon Valley  
Leadership for Leadership Sunnyvale Program**

**BUDGET SUPPLEMENT REQUEST SUMMARY**

Silicon Valley Leadership (SVL), an independent, non-profit community based organization that provides leadership and public affairs training to Sunnyvale community members, has submitted an outside group funding request to continue providing its Leadership Sunnyvale program. Approval of this request would provide \$8,000 to SVL, which has received supplemental funding through the City's Outside Group Funding Program since FY 2003/04.

**BACKGROUND**

On April 11, 2006, Council approved a new funding process for evaluating City funding requests from organizations that do not qualify for Community Development Block Grant funding, which are defined as those that do not provide supportive services to a specific group of people, at least 51% of whom have low to moderate incomes. The new process stipulates that these funding requests be considered as part of the City's Special Projects Funding process, which is part of the City's Capital Budget process. Groups seeking funding support from the City will be processed by the department most appropriate to the group's services. Funding requests must be submitted annually.

Consistent with the procedural changes, in October 2006, SVL submitted a funding proposal requesting \$10,000 for FY 2007/08. (See *Attachment A, Leadership Sunnyvale Funding Proposal*). The Office of the City Manager submitted this request for Council consideration as part of the City's FY 2007/08 budget deliberations. Council authorized \$8,000 for SVL for FY 2007/08.

SVL is a community-based organization that provides leadership and public affairs training to Sunnyvale community members. Prior to 1999, the Sunnyvale Chamber of Commerce administered the Leadership and Education Foundation, which ran the Leadership Sunnyvale Program. In June 1999, Sunnyvale Leadership Development Institute (SLDI) was formed as an independent 501(c) 3 organization and took over administration of the Leadership Sunnyvale Program. In 2003, SLDI changed its name to Silicon Valley Leadership (SVL). The organization has received funding support from the City's General Fund for the Leadership Sunnyvale Program since FY 2003/04. The City's financial support for SVL and the number of Sunnyvale's citizens who have been served by the program are included in the following table:

<b>Fiscal Year</b>	<b>City Funding</b>	<b>Total Number of Sunnyvale Citizens Served</b>
FY 2007/08	\$8,000	23
FY2006/07	Request: \$8,323	19
FY2005/06	\$10,000	15
FY2004/05	\$7,000	22
FY2003/04	\$5,000	21

A separate two-year *Agreement Between the City of Sunnyvale and SVL* supports SVL for Leadership Sunnyvale through the use of City facilities valued at approximately \$5,000, City staff presentation support, and a commitment to enroll one City staff member in Leadership Sunnyvale at a tuition rate of \$1,600. The agreement became effective on July 1, 2006, and expires June 30, 2008. That agreement (See Attachment B) would be amended to include this \$8,000 funding request should Council approve this action.

SVL also has a separate, ongoing relationship with the City to jointly provide the *CitySkills* class. Through *CitySkills*, the City provides a core city service: educating community members about the City's services and decision-making processes. SVL provides the leadership training portions of *CitySkills*. Both components work together to enable effective participation in city government. *CitySkills* is a joint venture with SVL that can be terminated with 30-days written notice at any time by either party. The *CitySkills* joint venture is neither addressed by, nor included in this funding request.

### **EXISTING POLICY**

#### Community Engagement Sub-Element:

Goal 7.2B – Achieve a community in which all community members can be actively involved in shaping the quality of life and participate in local community and government activities.

Policy 7.2B.1 – Provide opportunities for and encourage community involvement in the development and implementation of City and community policies, activities, programs and services.

#### Socio-Economic Sub-Element

#### Council Policy 5.1.3 – Human Services

#### Council Policy 7.2.4 – Relationships with Outside Groups

City policy addresses outside group funding in several areas. The Socio-Economic Sub-Element deals with funding agencies that address the scope of human needs in the City as they relate to health and social welfare. The Human Services Policy is a direct result of this sub-element. Policy specifies the framework for meeting the human services needs of Sunnyvale residents. It also emphasizes funding for nonprofit agencies that meet identified human services needs through the use of federal Community Development Block Grant (CDBG) monies. Finally, the policy provides discretion for Council to provide supplemental funding for unmet human services needs when CDBG monies are insufficient.

The Relationships with Outside Groups (RWOG) Council Policy provides a consistent approach, via a Special Agreement, for all non-CDBG-eligible groups to seek City funding support. Groups eligible for supplemental support via the RWOG policy are those that:

*“... provide a community service, or promote an informed interest in the City’s objectives, services, facilities and programs for the benefit of its residents and businesses, and/or have [as their] purpose the raising of funds and provision of financial support for the City’s programs, and comply with the First Amendment, pertinent federal and state laws, as well as City ordinances.”*

The RWOG policy does not specify funding criteria or cite a funding source.

## **DISCUSSION**

SVL requests \$8,000 in funding support for FY 2008/09 to support Leadership Sunnyvale, which is “a nine-month intensive public affairs and leadership training program that allows participants to expand their perspective of issues affecting the community and to enhance the skills needed to become more effectively involved in civic and community-based affairs.” (See Attachment A.) The proposal states that Leadership Sunnyvale anticipates providing service to at least 15, but no more than 30 Sunnyvale residents in FY 2008/09.

Leadership Sunnyvale trains community members in leadership skills and effective civic engagement. The program seeks to develop an expanding base of knowledgeable citizens and civic leaders who are well-equipped to serve the City on boards and commissions, as well as effective participants and leaders of community organizations. A knowledgeable and engaged citizenry is a benefit to all communities and Sunnyvale is fortunate to have a community-based program providing this service. Leadership Sunnyvale’s focus is on providing leadership training. In contrast, *CitySkills* focuses on familiarizing community members with the City’s services, policies, resources, and procedures. Examples include how to use the Council agenda calendar,

learning the City's organizational structure, how to provide public input in City business, and the processes associated with study issues budgeting.

### **SERVICE LEVEL IMPACT**

Since FY2003/04, the City has provided General Fund support for Leadership Sunnyvale in accordance with the City's Outside Group Funding program. SVL's leadership training activities are consistent with the City of Sunnyvale's Community Participation Sub-Element, but are neither offered by the City nor incorporated into currently budgeted service levels. As a result, there would be no impact to currently budgeted service levels.

### **FISCAL IMPACT**

Competing for Outside Group Funding are a variety of groups providing social services, recreational services and supporting community engagement.

Approval of Budget Supplement No. 15 would earmark \$8,000 for SVL to continue Leadership Sunnyvale in FY 2008/09. The budget supplement of \$8,000 would be identified in the General Fund for reimbursement to SVL for services provided.

Should Council approve SVL's funding request, staff would amend the current agreement between the City and SVL to include the designated funding level for the FY2008/09 Leadership Sunnyvale Program.

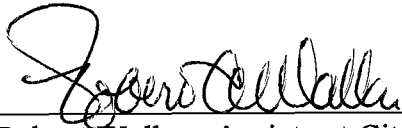
### **ALTERNATIVES**

1. Do not approve the SVL funding request for \$8,000.
2. Approve the SVL funding request for \$8,000 of Outside Group Funding for FY 2008/09.
3. Other direction as provided by Council.

### **STAFF RECOMMENDATION**

Staff recommends alternative number two; approve the SVL funding request for \$8,000 Outside Group Funding source set aside for FY 2008/09. This option supports efforts by SVL to develop the leadership potential that exists within the Sunnyvale community and generate an expanding base of knowledgeable citizens and future leaders to more effectively deal with a wide range of civic issues.

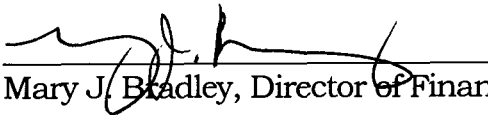
Reviewed by:



Robert Walker, Assistant City Manager

Prepared by Patricia Lord, Community Resources Manager

Reviewed by:



Mary J. Bradley, Director of Finance

**Attachments**

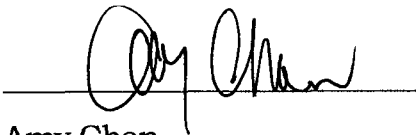
Attachment A: *Leadership Sunnyvale Funding Proposal*

Attachment B: *Agreement between the City of Sunnyvale and SVL*

**City Manager's Recommendation**

Approve Budget Supplement for funding

Do Not Approve Budget Supplement for funding



Amy Chan  
City Manager

## City of Sunnyvale

Application for Special Agreement for Outside Group Funding  
for FY2008-09 (July 1- June 30)

Organization: SVL (Leadership Sunnyvale)

Contact Person: Jim Telfer

Title: Executive Director

Mailing Address: P.O. Box 61435 Sunnyvale, CA  
94088

Telephone/Fax: 408-716-1837 Office 775-521-0417 Fax

Email: [exec@leadershipsunnyvale.org](mailto:exec@leadershipsunnyvale.org)

**Proposed Program/Services Information****1. Proposed Program and Services Description:**

Leadership Sunnyvale is a nine-month intensive public affairs and leadership training program that allows participants to expand their perspective of issues affecting the community and to enhance the skills needed to become more effectively involved in civic and community-based affairs.

Leadership Sunnyvale develops the leadership potential that exists within the Sunnyvale community and generates an expanding base of knowledgeable citizens and future leaders to more effectively deal with a wide range of civic issues.

**2. City of Sunnyvale General Plan Sub-Element Goal most appropriate to this service:**

**As stated in the** Sub-Element of the City of Sunnyvale General Plan. (7.2B.1g, 7.2B.1a 7.2B.1h)  
Leadership Sunnyvale fills the need to encourage the citizens of Sunnyvale to serve on boards and commissions. LS seek out people who are under represented on boards and commissions and thru scholarships train them to serve the city on boards and commissions.



**3. Explain why delivering this service addresses a community need, and how your organization is the most logical, cost-effective service provider.**

Leadership Sunnyvale develops the leadership potential that exists within the Sunnyvale community and generates an expanding base of knowledgeable citizens and future leaders to more effectively deal with a wide range of civic issues.

**4. How has your organization demonstrated the capability to effectively provide this program (i.e. track record of service delivery, audited financial statements, strong management team, etc.)?**

**The success of this program is evident with six of the current City Council members' graduates of Leadership Sunnyvale and four of the Planning Commissioners are also graduates. Many more serve the community on non-profit boards, commissions and advisory boards.**

Expected Outcomes and Benefits: A continuously expanding base of knowledgeable citizens and civic leaders who are effectively articulating their vision while increasingly achieving their objectives for the betterment of the community at large. These knowledgeable graduates will serve as informed participants of the community and may use their skills to serve Sunnyvale, either on City boards and commissions or as part of community organizations (religious, educational, charity, etc.).

**5. Performance Indicators:** List and describe the specific services to be provided and quantifiable outcomes for measuring performance of each service.

*Note: If program is funded, these outcomes will become the performance standards for quarterly reporting. At minimum, performance measures must include one productivity measure and one qualitative measure for each service provided*

Recruitment 18 Class Members for 2008-2009

Program Delivery Community Days 9

Program Delivery Saturday Leadership 9

Fundraising \$30,000

Public Affairs Seminars 72 hours

Leadership Skills Seminars 36 hours

**6. Explain how each outcome will be measured:**

Recruitment would be measured by the number of Students in the class  
 Class day would be measured by the number of them delivered and the attendances of class members.  
 Fundraising would be measured by the number of sponsors and success of special events.

**7. Number of Sunnyvale residents to be served: 18**

**8. Total amount requested from City of Sunnyvale: \$ \$8,000**

**9. If the proposed services are funded by the City in the upcoming year, how would services be funded in future years if City funding were unavailable?**

The tuition would be raised and scholarships would be cut.

**10. Note other current sources, and amounts, of agency funding:**

Income Dinner @ The Dump	\$14,000.00
Interest Inc	\$50.00
Corporation Match funds	\$2,700.00
Scholarship	\$9,700.00
Sponsorship	\$24,000.00
Tuition	\$28,000.00
Holiday Letter	\$3,500.00
<b>TOTAL INCOME</b>	<b>\$94,260.00</b>

**Additional Questions**

How often does your agency Board of Directors meet? \_\_\_\_\_ Annually \_\_\_\_\_ Quarterly  
\_\_\_\_XX\_\_\_\_ Monthly \_\_\_\_\_ Weekly \_\_\_\_\_ Other (list: \_\_\_\_\_)

How many people does your organization serve annually? 300

What percent are Sunnyvale residents? 50% +

Does your organization have a non-discrimination policy? YES

Does your organization comply with the Americans with Disabilities Act of 1990? YES

Federal Employer Number 77-0530856

Worker's Compensation Carrier NA \*\*

Policy Number \_\_\_\_\_

Effective date of policy: \_\_\_\_\_

Surety Bond / Insurance Carrier State Farm

Policy Number PS0000000655003

Effective date of policy April 10, 2008

Liability Insurance Carrier State Farm

Policy Number 97-Q2-4639-1

Effective date of policy Nov. 2007

Amount of Liability Coverage	\$ <u>2,000,000</u>
Property Damage (combined with liability)	\$ <u>1,000,000</u>
Combined Single Limit	\$ <u>2,000,000</u>

Has an independent audit been performed on the proposing organization's accounting procedures within the last two years? x Yes \_\_\_\_\_ No

If yes, please name the auditor and submit a copy of the latest audit: Sue English City of Sunnyvale Internal Auditor.

\*\* We do not have any employee's. Telfer & Associates manages SVL. SVL would have a Worker's Compensation policy if they would hire any employees.

\*\*\*\*\*

**APPLICATION ATTACHMENTS**

Attach the following to your completed application:

- a) Articles of Incorporation
- b) Agency By-laws
- c) Most recent agency audit
- d) Current list of Board of Directors, including occupation of each and number of years on the Board
- e) A letter from the Internal Revenue Service (IRS) stating that the organization is tax exempt under Section 501(c)(3) or 101(b) of the IRS Code. The IRS letter must contain the proper name and address of the organization, or a copy of the change notice which has been forwarded to them
  
- f) A letter from the State of California stating that the organization is tax exempt

**The complete application must be submitted by 5:00pm on March 31 to:**

Office of the City Manager, City of Sunnyvale, 456 W. Olive Avenue, P.O. Box 3707, Sunnyvale, CA 94088-3707, FAX 408 730-7699; c/o Michelle Zahraie

**AGREEMENT BETWEEN  
CITY OF SUNNYVALE AND SVL**

THIS AGREEMENT dated July 1, 2006 is by and between the CITY OF SUNNYVALE, a municipal corporation ("CITY"), and SVL ("GROUP").

WHEREAS the CITY desires to support independent organizations providing services beneficial to the Community; and

WHEREAS SVL wishes to provide non-profit services to benefit the CITY not otherwise offered or duplicated by the City of Sunnyvale; and

WHEREAS SVL wishes to use the City facilities and City staff for that purpose at no cost; and

WHEREAS SVL wishes to assist the CITY in providing Council-approved service delivery to the public in exchange for a reduced rate; and

WHEREAS, the parties desire to continue such arrangement up to June 30, 2008, under the terms and conditions specified in this Agreement,

NOW THEREFORE, in accordance with the CITY's Relationships with Outside Groups Policy, the CITY and SVL enter into this Agreement.

**1. Obligations of CITY**

CITY shall provide SVL facilities use as noted below, without any special cleaning or building preparations during the following dates and times in FY 2006/07:

Braly Park Building, 7:30 AM - 5 PM

- October 19, 2006

Public Safety Headquarters Training classroom, 8:30 AM - 12:30PM

- September 16, 2006
- October 21, 2006
- November 18, 2006
- December 9, 2006
- January 20, 2007
- February 17, 2007
- March 17, 2007
- April 21, 2007
- May 19, 2007 8:30 to 1:30 PM

Recreation Building, 6:00 - 7:30 PM, Alumni Board Meetings

- July 10, 2006 – Lounge Room
- August 8, 2006 – Lounge Room
- September 11, 2006 - Boardroom

- October 2, 2006 - Boardroom
- November 6, 2006 - Boardroom
- December 4, 2006- Boardroom
- January 8,2007- Boardroom
- February 5, 2007 - Boardroom
- March 5, 2007- Boardroom
- April 2, 2007- Boardroom
- May 7 2007- Boardroom
- June 4, 2007- Boardroom

Community Center/ Recreation Building, 6:00 - 7:30 PM – SVL Board Meetings  
All meetings below will take place in the Boardroom

- July 11, 2006
- August 8, 2006
- September 12, 2006
- October 10, 2006
- November 14, 2006
- December 12, 2006 .
- January 9, 2007
- February 15, 2007
- March 13, 2007
- April 10, 2007
- May 8, 2007
- June 12, 2007

As available, CITY shall provide SVL with appropriate staff for approximately 24 hours of presentations on City-related business. City to determine appropriate staff based on topic requested.

CITY shall provide one City staff member to attend *Leadership Sunnyvale* at a tuition rate of \$1,600.

## **2. Obligations of SVL**

GROUP shall provide proof of non-profit status and shall remain non-profit during the life of this Agreement.

GROUP shall maintain a Board of Directors of at least 51% Sunnyvale residents.

GROUP shall train a minimum of 18 Sunnyvale community members in the *Leadership Sunnyvale* program.

GROUP shall comply with all Federal, State and local laws.

GROUP shall comply with all CITY rental use policies.

GROUP shall leave the building in the same or better condition then it was found.

GROUP shall maintain insurance in accordance with Section 7 below.

GROUP shall provide the following services at no cost to the CITY:

GROUP (alumni, staff and/or board members) shall provide a minimum of fifty (50) volunteer hours per year to the City. The CITY shall determine volunteer activities.

GROUP shall limit its use of City facilities to the activities identified directly above.

GROUP shall train one City staff member at a cost of \$1,600.

### **3. Conflicts of Interest**

No officer or employee of CITY shall have any interest, direct or indirect, in this Agreement or in the proceeds thereof. During the term of this Agreement GROUP shall not accept employment or an obligation which is inconsistent or incompatible with GROUP's obligations under this Agreement.

### **4. Compliance with Laws**

GROUP shall not discriminate against any employee or applicant for employment because of race, religion, creed, color, gender, age (persons 40 years of age or older), disability, national origin or any other basis to the extent prohibited by federal, state or local law.

GROUP shall comply with all federal, state, county and city laws, statutes, ordinances, rules and regulations and the orders and decrees of any courts or administrative bodies or tribunals in any manner affecting performance of the Agreement.

### **5. Independent CONTRACTOR**

GROUP is acting as an independent contractor in furnishing any services or materials and performing work required by this Agreement and is not an agent, servant or employee of CITY. Nothing in this Agreement shall be interpreted or construed as creating or establishing the relationship of employer and employee between CITY and GROUP. GROUP is responsible for paying all required state and federal taxes.

### **6. Indemnity**

GROUP agrees to indemnify and hold harmless CITY, its officers and employees from any and all claims, demands, actions, causes of action, losses, damages, liabilities, known or unknown, and all costs and expenses, including

reasonable attorneys' fees in connection with any injury or damage to persons or property arising out of or in any way connected with the act, omission or negligence of GROUP, its officers, employees, agents, GROUP, subgroups or any officer, agent or employee thereof in relation to GROUP's performance under this Agreement.

## **7. Insurance**

GROUP shall, at its own cost, take out and maintain without interruption during the life of this Agreement in such form and with a company or companies satisfactory to the CITY policies of the following types of insurance:

a) Combined single limit coverage applying to bodily and personal injury liability, including liability for death, and property damage, or a combination thereof, in an amount not less than One Million Dollars (\$1,000,000) providing coverage on an "occurrence" basis and not an "accident" basis; provided, however, CITY shall be named as an additional insured in all insurance policies.

b) Worker's compensation insurance and employer's liability insurance for all employees of Licensee.

## **8. CITY Representative**

The Manager of Neighborhood and Community Services or such other person as may be designated by the City Manager, shall represent CITY as the City Manager's authorized representative in all matters pertaining to the services to be rendered under this Agreement. All requirements of CITY pertaining to the services and materials to be rendered under this Agreement shall be coordinated through the CITY representative.

## **9. GROUP Representative**

The President of the SVL Board of Directors shall represent GROUP in all matters pertaining to the services and materials to be rendered under this Agreement; all requirements of GROUP pertaining to the services or materials to be rendered under this Agreement shall be coordinated through the GROUP representative.

## **10. Notices**

All notices required by this Agreement shall be in writing and shall be personally delivered, sent by first class mail with postage prepaid, or by commercial courier, addressed as follows:

To CITY: City Manager  
CITY OF SUNNYVALE  
PO Box 3707



Sunnyvale, CA 94088-3707  
(408) 730-7480

To GROUP: President, SVL  
P.O. Box 61435  
Sunnyvale, CA 94008

Nothing in this provision shall be construed to prohibit communication by more expedient means, such as by telephone or facsimile transmission, to accomplish timely communication. However, to constitute effective notice, written confirmation or a telephone conversation or an original of a facsimile transmission must be sent by first class mail, by commercial carrier or hand-delivered. Each party may change the address by written notice in accordance with this paragraph. Notices delivered personally shall be deemed communicated as of actual receipt; mailed notices shall be deemed communicated as of three days after mailing, unless such date is a date on which there is no mail service. In that event, communication is deemed to occur on the next mail service day.

**11. Assignment**

Neither party shall assign or sublet any portion of this Agreement without the prior written consent of the other party.

**12. Duration of Agreement**

This Agreement shall continue from the date of execution for a period of two (2) years, unless otherwise terminated in accordance with Section 13 below.

**13. Termination**

If GROUP defaults in the performance of this Agreement or materially breaches any of its provisions, CITY at its option may terminate this Agreement by giving written notice to GROUP.

Without limitation to such rights or remedies as CITY shall otherwise have by law, either party shall have the right to terminate this Agreement for any reason upon ninety (90) days' written notice before the event to the other party.

**14. Entire Agreement; Amendment**

This writing constitutes the entire Agreement between the parties relating to the services to be performed or materials to be furnished hereunder. No modification of this Agreement shall be effective unless and until such modification is evidenced by writing signed by all parties.

**15. Miscellaneous**

Time shall be of the essence in this Agreement. Failure on the part of either party to enforce any provision of this Agreement shall not be construed as a waiver of the right to compel enforcement of such provision or any other provision. This Agreement shall be governed and construed in accordance with the laws the State of California.

IN WITNESS WHEREOF, the parties have executed this Agreement in duplicate.

ATTEST:

CITY CLERK

CITY OF SUNNYVALE ("CITY")

\_\_\_\_\_  
Deputy City Clerk

By \_\_\_\_\_  
City Manager

APPROVED AS TO FORM:

\_\_\_\_\_  
City Attorney

SVL

By \_\_\_\_\_  
Dick Smith, President

**SUBJECT: Council Meeting Minutes**

**BUDGET SUPPLEMENT REQUEST SUMMARY**

This budget supplement will fund the 300 hour position of Casual Clerical in the Office of the City Clerk to work primarily on the production of Council summary minutes.

**BACKGROUND**

Currently, Council is provided with summary minutes which include significant detail of the discussion leading to Council action. The Office of the City Clerk has been challenged to consistently produce summary minutes in a timely fashion (available for review at the next Council meeting) given the frequency, length and complexity of discussions of Council meetings.

The Sunnyvale City Council generally meets every Tuesday, with the exception of breaks and unless the meeting is canceled, or the Tuesday follows a Monday holiday, or the Tuesday falls during the week of the League of California Cities Action Days or National League of Cities conferences. On average there are 34 regular meetings per year. Additionally, there are two scheduled all-day workshops related to study and budget issues annually, Local Redevelopment Agency, Financing Authority and Redevelopment Agency meetings.

The Deputy City Clerk is assigned the task of preparing summary minutes each week which detail the discussion as well as the actions taken by Council. The Deputy City Clerk's other assigned duties include, but are not limited to, handling Boards and Commissions recruitment, applications and preparing related RTC's to Council, handling FPPC 700 filings for the City and handling election related FPPC filings for candidates. These particular tasks require ongoing attention and maintenance due to established legal timeline requirements and are impacted by the time spent preparing summary minutes. The Deputy City Clerk also serves as the Acting City Clerk when the City Clerk is out of the office or on extended leave.

**EXISTING POLICY**

The Sunnyvale City Charter states that "The City Clerk shall attend all meetings of the City Council and be responsible for the recording and maintaining of a full and true record of all proceedings of the City Council..."

There is no formal policy dictating when minutes shall be made available, however past practice has been that minutes are given the highest priority in the Office of the City Clerk with the expectation that they are produced whenever possible for inclusion in the next Council agenda packet.

A new Performance Measure detailing this expectation will be included in the City Manager's recommended budget for FY 2008/2009.

## **DISCUSSION**

### **The Challenge**

A review of Council minutes over the past 10 years shows Council meetings are longer, there is an increasing amount of detail in the minutes such that they are closer to verbatim than to summary minutes, and distribution of Council packets takes place a day earlier.

Preparation of summary minutes requires the clerk watch the video of the meeting, type the summarized discussion, then edit and review the document. The time required can average 4-6 hours per hour of meeting time depending on the complexity of the discussion and utilizes a significant amount of staff resources in the City Clerk's office. Additional time is spent on review by the City Clerk and Communications. For an average four hour meeting, this means 16-24 hour of staff time to compose the minutes.

Council has expressed its interest in receiving minutes at the next Council meeting. To this end, staff is proposing a new performance measure in its budget structure for FY 08/09 that targets this expectation. In an effort to meet that measure and provide Council with draft minutes as quickly as possible, the Deputy City Clerk spends the days following a Council meeting working exclusively on the minutes in order to have those minutes ready for inclusion in the next agenda packet.

Previously packets were distributed on Fridays which gave the Clerk's office 2.5 days to prepare summary minutes for inclusion in Council packets. Council packets are now distributed on the Thursday prior to a scheduled Council meeting, which effectively reduces the time to prepare minutes by a full work day.

If preparation of the Council minutes begins the Wednesday morning following a Council meeting, staff has on average 12 hours to compose the minutes and three hours for review, revision and insertion in the packets. Depending on the complexity of the discussion, anything longer than a three hour Council meeting presents a challenge to meeting the deadline.

Given the indispensable nature of minutes and Council's expectation regarding distribution in a timely manner, staff proposes an additional 300 hours for FY 2008/2009 to be used to fund one part-time Office Assistant in the Office of the City Clerk. The Office Assistant would work exclusively on the preparation of summary minutes. Funding this position would provide an additional resource to the City Clerk's office to support the continued effort to provide summary minutes in a timely manner for Council's approval.

These hours and related costs assume continued creation of summary minutes even with the implementation of webcasting. However, should the City transition to action minutes upon the implementation of webcasting, these resources will not be required.

**SERVICE LEVEL IMPACT**

Funding for these additional hours will impact Program 736 – Public Records and City Elections. A new activity 736420 – Preparation of Council Meeting Minutes has been created. This activity was previously included in activity 736400 – Preparation of Council-Related Documents and has been separated out due to the resources and time required.

The new performance target to have minutes return on the next Council agenda for approval presents challenges to City Clerk staff given the earlier date for packet delivery, length of Council meetings and time required to produce summary minutes.

Funding of these additional hours will assist staff in reaching the performance target of 100% for this activity.

**FISCAL IMPACT**

The addition of 300 Casual Clerical hours will have an annual fiscal impact of approximately \$7,368.

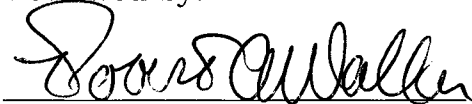
**ALTERNATIVES**

1. Fund an additional 300 hours in the Office of the City Clerk to be used for a Casual Clerical position.
2. Do not fund the additional 300 hours in the Office of the City Clerk.
3. Take other action Council deems appropriate.

**STAFF RECOMMENDATION**

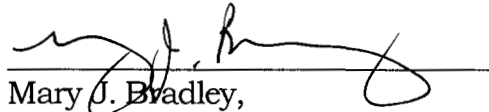
Staff recommends Alternative 1: Fund an additional 300 hours in the Office of the City Clerk to be used for a Casual Clerical position. Funding this position would provide an additional resource to the City Clerk's office to support the ongoing efforts to provide summary minutes in a timely manner for Council's approval.

Reviewed by:



Robert Walker, Assistant City Manager  
Prepared by Gail Borkowski, City Clerk

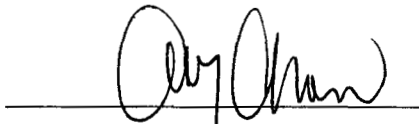
Reviewed by:



Mary J. Bradley,  
Director of Finance

**City Manager's Recommendation**

- Approve Budget Supplement for funding  
 Do Not Approve Budget Supplement for funding



City Manager

Attachment B - Project Information Sheet

**BUDGET SUPPLEMENT FORM**  
**Fiscal Year 2008/2009**

Attachment A

BUDGET SUPPLEMENT # :                      **TITLE Council Meeting Minutes - Fund Part Time Office Assistant Position in the Office of the City Clerk**

TOTAL PROPOSED COSTS (Savings):	\$7,368.00
TOTAL PROPOSED REVENUES:	\$0.00
NET FISCAL IMPACT :	\$7,368.00

20-YEAR IMPACT:	\$204,504.26
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**DESCRIPTION OF THE TYPE OF RESOURCES AND THE PURPOSE FOR WHICH THEY ARE BEING REQUESTED**  
Council Meeting Minutes - Funding for part-time Office Assistant in the Office of the City Clerk to prepare Council summary minutes.

**CURRENT**

**PROPOSED**

<b>PROGRAM 736 Public Records and City Elections</b>	
<b>STATEMENT</b>	<b>STATEMENT</b>
Ensure official City documents comply with California State Law and City Policy and ensure City elections comply with the State of California Election Code and City policy by accurately and efficiently:	No Change
-Preparing for and facilitating Council meetings in accordance with Brown Act and	

**BUDGET SUPPLEMENT FORM**  
**Fiscal Year 2008/2009**

Attachment A

CURRENT				PROPOSED			
<b>PROGRAM MEASURES</b>							
<b>MEASURE</b>		<b>TARGET</b>		<b>MEASURE</b>		<b>TARGET</b>	
None		100%		Council meeting minutes including Onizuka Local Redevelopment Agency, Redevelopment Agency and Financing Authority minutes are prepared in accordance with established one week deadline		100%	
<b>SERVICE DELIVERY PLAN 736.3</b>							
<b>STATEMENT</b>				<b>STATEMENT</b>			
Provide ongoing support of all regular and special Council meetings, by:  -Preparing Council meeting-related documents (consistent with Council policy, City Charter, and Brown Act) including agendas, agenda binders/packets, minutes, digests of actions and public notices, and				No Change			
<b>ACTIVITIES/PRODUCTS</b>							
<b>ACTIVITY#</b>	<b>TITLE</b>	<b>PRODUCT</b>	<b>PRODUCTS</b>	<b>ACTIVITY#</b>	<b>TITLE</b>	<b>PRODUCT</b>	<b>PRODUCTS</b>
#####	Title	Product Type	Products (#)	736420	Preparation of Council Meeting	Minutes Document Prepared	16



**BUDGET SUPPLEMENT FORM**

Attachment A

**Fiscal Year 2008/2009**

**ACTIVITY DETAIL  
COST, HOURS AND PRODUCTS**

**SERVICE DELIVERY PLAN 736.3**

**PERSONNEL**

ACTIVITY #	JOB CODE	CLASSIFICATION	WORK HOURS	PRODUCTS	COSTS
736420	9986	Casual Clerical	300.00	16	\$7,368.00
<b>TOTALS</b>			300.00	16	\$7,368.00

**PURCHASED GOODS AND SERVICES**

ACTIVITY #	OBJ LEVEL 3	OBJ LEVEL 4	DESCRIPTION	COSTS
#####	####	##	Object Level 3 Name / Object Level 4	\$0.00
<b>TOTALS</b>				\$0.00

**EXPENDITURE TOTAL** \$7,368.00

**REVENUES**

ACTIVITY #	OBJ LEVEL 3	OBJ LEVEL 4	DESCRIPTION	REVENUE
#####	####	##	Object Level 3 Name / Object Level 4	\$0.00
<b>REVENUE TOTAL</b>				\$0.00

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**SUBJECT: Purchase, Implementation and Maintenance of Electronic Records Management System**

**BUDGET SUPPLEMENT REQUEST SUMMARY**

This project will fund the purchase, implementation and ongoing maintenance of a city-wide Electronic Records Management System to support managing the life cycle of city records from creation, active use, inactive maintenance (storage) through disposal and destruction. Approval of the project as proposed will allow the City to electronically archive and retrieve current and future records. Older records, mainly at the City's offsite storage facility, will be incorporated as time and resources allow.

**BACKGROUND**

Section 903 of the City Charter establishes the powers and duties of the City Clerk, including significant responsibilities relative to the maintenance of official City records. In addition to the records specified in the City Charter (City Council proceedings, contracts and bonds, etc.), the City Clerk has been charged with overseeing the maintenance of all other City documents.

Council approved a contract in FY 2007/08 with RNR Consulting (RTC 07-329) to review records management practices of City departments. The project scope includes review and assessment of the existing document management program, preparation of a report that provides results of the assessment; recommended revisions to the City's current policies, practices and procedures; an implementation plan with a proposed timeline and estimated costs; and recommendations for hardware/software to modernize the City's records program and to reduce risk factors. Additionally, the contract includes assisting City staff in the development of an RFP for any document management software solution selected by the City and assisting in the evaluation of proposals received in response to the RFP.

RNR Consulting began the records management assessment project in November 2007. The assessment process included interviews with key City staff, review of City department records, retention schedules and current records management practices. RNR compared current City practices to Local Government Records Management guidelines, as suggested by the Archives and Museum Division of the State of California: Principles (2-2010), Inventory (2-2020), Appraisal and Scheduling (2-2030), Retention Schedule (2-2040) and Disposition of Records (2-2050).

**EXISTING POLICY**

Article V of the Sunnyvale Administrative Policy calls for the establishment of retention schedules for each department, establishment and maintenance of

central on-site storage of inactive records for each department, transfer of inactive records to off-site storage, orderly disposal of obsolete records, and maintaining and providing reports on retrieval, storage, transfer and disposition.

## **DISCUSSION**

The current volume of City documents and the variety of document media (hardcopy, electronic, imaged, etc.) make it critical that the City implement a more efficient and cost effective document management system that utilizes electronic archival and retrieval capabilities.

The records management assessment project is in its final stages and the draft report from RNR Consulting recommends the formal adoption of records retention schedules for each city department, evaluation of the documents stored off-site (Iron Mountain) for historical relevance, storage or destruction, implementation of consistent policies regarding document handling, storage and disposal and the purchase/implementation of an Electronic Records Management System (ERMS) for capture, storage, retrieval and archiving of city documents. The budgeted annual cost for handling, storage, and retrieval of records (for off-site storage) is \$ 65,419.

The draft report found that significant benefits could be realized from simplified access, storage and retrieval of City records, if obsolete and outdated off-site inventory is identified and purged. The remaining records could be organized into an easily accessible common repository in order to ensure the City's records integrity and to scale down on long-term records management costs.

The actual costs of the procurement, implementation and ongoing maintenance of an electronic document management system can only be estimated at this time pending a complete scoping of the project. Based upon initial research, the one-time system implementation cost should not exceed \$730,000. This would include software license fees, vendor implementation fees, application server hardware and storage, central and peripheral scanning devices for in-house imaging, training, and maintenance and support costs for the first year. Annual maintenance and support services thereafter are estimated at approximately \$69,000.

If a consultant is hired for the implementation phase, they would handle overall project and vendor contract management, be the primary contact for vendor resources as well as City officials, act as liaison between the software vendor and the City, verify vendor milestones, timelines, invoices/payments, provide regular updates to the City and pilot test and verify system acceptance for all required functionality prior to system roll out. The estimated cost for a consultant for the implementation phase is \$150,000 - \$200,000 over a 12-month period, though staff is not recommending this option. Rather, project management for implementation will be handled by the Information Technology Department with overall coordination provided by the Office of the City Clerk.

It is important to note that this project will prospectively address the City's current and future records management needs. Each department would be responsible for archiving documents using peripheral scanners. The City's older, offsite records, will be examined by staff for historical reference, archival or destruction on an ongoing basis as time and resources allow; two central scanners would be utilized for this purpose.

An option exists to contract with an outside vendor for document scanning services for the City's archived hardcopy records at an estimated cost of \$400,000 - \$500,000 for up to 1,000,000 images. However, this option is not being recommended at this time.

### **SERVICE LEVEL IMPACT**

If this project is funded, City departments will be able to employ current technology to archive, store and retrieve records during their active use and inactive maintenance (storage) cycles.

An Electronic Records Management System (ERMS) will support the City's commitment for timely responses to public requests for historic and current records and information.

### **FISCAL IMPACT**

Estimated one-time costs for the project to implement the Electronic Records Management System (ERMS) are approximately \$730,000. This would include software license fees, vendor implementation fees, application server hardware and storage, central and peripheral scanning devices for in-house imaging, training, and maintenance and support costs for the first year.

Ongoing maintenance and support costs are estimated at \$69,000 annually, beginning in FY 2009/2010. With the implementation of the system, the volume of storage at Iron Mountain will not be increased. While detailed numbers are not available at this time, staff anticipates a cost savings of up to 10% in off-site storage costs in the first year, as a result of this project (i.e., a reduction in the need for Iron Mountain storage and retrieval services). Additional savings will occur in future years through citywide efforts to retrieve and review documents currently in off-site storage.

If a vendor is contracted for document scanning services for older records, the estimated costs for up to 1,000,000 images would range from \$400,000-500,000.

### **ALTERNATIVES**

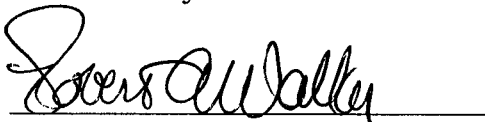
1. Council approves funding in the amount of \$730,000 for the purchase and implementation of an Electronic Records Management System (ERMS) for prospective records, and approves ongoing annual maintenance and support costs estimated at \$69,000.

2. Council approves funding in the amount of \$730,000 for the purchase and implementation of an Electronic Records Management System for prospective records, and approves ongoing annual maintenance and support costs estimated at \$69,000; approve costs for Document Scanning services for up to 1,000,000 documents for an amount not-to-exceed \$400,000; and approve costs of consultant to assist in implementation services in an amount not to exceed \$200,000 (one time cost over a maximum 12 month period).
3. Council approves funding in the amount of \$730,000 for the purchase and implementation of an Electronic Records Management System for prospective records, and approves ongoing annual maintenance and support costs estimated at \$69,000; approve costs for Document Scanning services for up to 1,000,000 documents for an amount not-to-exceed \$400,000; and designate City staff as project managers and liaisons for the project.
4. Council approves funding in the amount of \$730,000 for the purchase and implementation of an Electronic Records Management System for prospective records, and approves ongoing annual maintenance and support costs estimated at \$69,000; and approve costs of consultant to assist in implementation services in an amount not to exceed \$200,000 (one time cost over a maximum 12 month period).
5. Council does not approve purchase of an Electronic Records Management System and considers other alternatives.

**STAFF RECOMMENDATION**

Staff recommends Alternative 1: Council approves funding in the amount of \$730,000 for the purchase and implementation of an Electronic Records Management System (ERMS) for prospective records, and approves ongoing annual maintenance and support costs estimated at \$69,000 beginning in FY 2009/2010. This option provides support and expertise in the acquisition of the ERMS and provides support to City staff in effectively implementing and utilizing the new system.

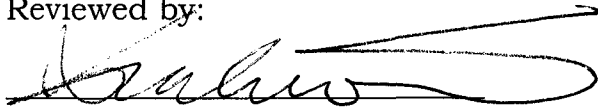
Reviewed by:



Robert Walker, Assistant City Manager

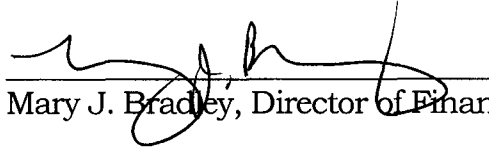
Prepared by Gail Borkowski, City Clerk

Reviewed by:



Cuong Nguyen, Director of Information Technology

Reviewed by:



Mary J. Bradley, Director of Finance

**City Manager's Recommendation**

- Approve Budget Supplement for funding
- Do Not Approve Budget Supplement for funding



City Manager

Attachment B - Project Information Sheet

## Project Information Sheet

**Project: 900541 Electronic Records Management System**

Category:	Special	Type:	Gov. & Comm. Engagement	Department:	Office of the City Manager
Origination Year:	2007-08	Fund:	35 City General Fund	Project Manager:	Cuong Nguyen
Planned Completion Year :	2008-09	Sub-Fund:	100 General	Project Coordinator:	Gail Borkowski
Funding Sources: General Fund					

**Project Description/Scope/Purpose**

This project will fund the purchase, implementation and ongoing maintenance of a city-wide Electronic Records Management System (ERMS) to prospectively support managing the life cycle of City records from creation, active use, inactive maintenance (storage) through disposal and destruction.

**Project Evaluation & Analysis**

Current volume of City documents and the variety of document media (hardcopy, electronic, imaged, etc.) make it critical that the City implement a more efficient and cost effective document management system. Costs are estimates and will be more specific after RFP process. City departments and Sunnyvale residents will benefit from more efficient and enhanced records management processes including storage, maintenance, archiving and retrieval of information.

**Fiscal Impact**

Electronic Records Management System (ERMS) implementation is estimated to be \$730,000, which includes hardware, software, vendor implementation fees, training and maintenance and support fees for FY 2008/2009. Annual maintenance and support fees are estimated to be \$68,544, beginning FY 2009/2010.

**Project Financial Summary**

	Project Costs	Revenues	Transfers In	Operating Costs
Prior Actual	0	0	0	0
2007-08	0	0	0	0
2008-09	730,000	0	0	0
2009-10	0	0	0	68,544
2010-11	0	0	0	69,915
2011-12	0	0	0	71,313
2012-13	0	0	0	72,739
2013-14	0	0	0	74,194
2014-15	0	0	0	75,678
2015-16	0	0	0	77,192
2016-17	0	0	0	78,736
2017-18	0	0	0	80,310
2018-19	0	0	0	82,720
2019-20	0	0	0	85,201
2020-21	0	0	0	87,757
2021-22	0	0	0	90,390
2022-23	0	0	0	93,102
2023-24	0	0	0	95,895
2024-25	0	0	0	98,771
2025-26	0	0	0	101,735
2026-27	0	0	0	104,787
2027-28	0	0	0	107,930
20 Year Total	730,000	0	0	1,616,909
Grand Total	730,000	0	0	1,616,909



## **BUDGET SUPPLEMENT NO: 18**

**May 23, 2008**

**SUBJECT: Junior Achievement of Silicon Valley and Monterey Bay Seeks \$10,740 for K-12 Work Readiness and Economics Education**

### **BUDGET SUPPLEMENT REQUEST SUMMARY**

Junior Achievement of Silicon Valley and Monterey Bay (JA), a nonprofit community based organization, is seeking \$10,740 in funding to support programs that link education and the world of work through a sequential K-12 curriculum. Volunteer role models teach the programs during the school day, sharing experiences and exposing students to a cross-section of careers. JA's Classroom programs are offered at each grade level enhancing the regular school curriculum with business, economic education and workforce readiness programming including problem solving, teamwork and critical thinking. Staff does not support this budget supplement request.

### **BACKGROUND**

Junior Achievement is the only program in existence with a comprehensive K-12 curriculum teaching young people about business, economics and workforce readiness through business and community volunteers helping in the classrooms on a continuous basis, with a defined curriculum. It is anticipated that over 150 role models from business and the community will annually teach nearly 2,300 Sunnyvale youth Junior Achievement curriculum, providing them essential skills for the world of work.

Since JA does not qualify to apply for Community Development Block Grant funding, which is defined as those organizations that provide supportive services to a specific group of people, at least 51% of whom have low to moderate incomes, their request is being submitted as a budget supplement for consideration.

### **EXISTING POLICY**

Community Development Strategy – Goal: Work with those agencies responsible for education and job training so as to better prepare our workforce for the future jobs of Silicon Valley.

Socio-Economic Sub-Element Policy 5.1H.8 – Encourage programs that assist at-risk youth in obtaining an education and learning job skills.

### **DISCUSSION**

JA's education program fits with Activity 526440 (Sponsor Training Sessions for Youth and Families on Relevant Youth and Family Issues) in Program 526

(Youth, Family & Child Care Resources). Both JA's program and this activity aim to provide direct education to youth on topics and issues not discussed within the education curriculum delivered through the schools. Examples of topics include: financial literacy to youth and/or parents, the connection between education and being competitive in today's labor market, building student's self-confidence, conflict resolution skills, etc.

JA's program leverages resources by serving an estimated 2,300 students with \$10,740. Their service model leverages resources by training and using volunteers to deliver their education program in over 86 classes in multiple schools in Sunnyvale.

For FY 08/09, Activity 526440 does not have monies budgeted to absorb JA's request of \$10,740. There are 170 staff hours and \$1,000 for professional services budgeted to serve an estimated 150 participants. Staff plans to partner with community organizations and other partners so workshops will be offered as an in-kind service to the City or at a reduced rate, paid for through the \$1,000 budgeted.

### **SERVICE LEVEL IMPACT**

A product in this activity is defined as a student who attends a workshop/training. JA proposes to serve 2,300 students in 86 classes throughout various elementary, middle, and high schools in Sunnyvale.

### **FISCAL IMPACT**

If JA is funded as a one-time cost to provide the program in FY 08/09, the budget impact will be \$10,740 for one year. If JA is funded as an on-going program, the 20-year budget impact total is \$298,097.

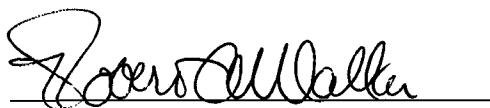
### **ALTERNATIVES**

1. Fund JA Program as an on-going service for \$10,740 each year for a total 20-year budget impact of \$298,097. For FY 08/09, JA proposes to serve 2,300 students. The number of students served in future program years may vary depending on various factors, including but not limited to: costs of JA staff to coordinate program, number of volunteers, number of students and classes served, etc.
2. Fund JA Program as a one-time cost of \$10,740 to provide the program in FY 08/09. JA proposes to serve 2,300 students in 86 classes throughout various elementary, middle, and high schools in Sunnyvale.
3. Fund JA Program at a level reduced from what was proposed by JA.
4. Do not fund JA Program.

**STAFF RECOMMENDATION**

Staff recommends against funding. JA provides a positive service to community youth, and has done a great job of leveraging City funding support in the past (more than 2,000 children served for approximately \$10,000). However, staff would not recommend a reduction in existing City services to fund JA's services, and were staff provided \$10,000 with which to increase its services to youth and families, it would recommend placing those resources elsewhere (counseling services or activities for at-risk youth).

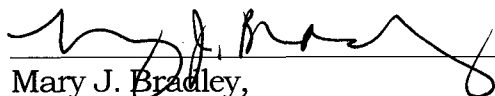
Reviewed by:



Robert Walker, Assistant City Manager

Prepared by Angela Chan, Youth & Family Resources Manager

Reviewed by:

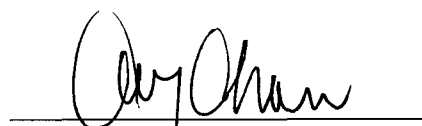


Mary J. Bradley,  
Director of Finance

**City Manager's Recommendation**

[ ] Approve Budget Supplement for funding

[ X ] Do Not Approve Budget Supplement for funding



City Manager

**BUDGET SUPPLEMENT FORM**

Attachment A

**Fiscal Year 2008/2009**

BUDGET SUPPLEMENT # :                      **TITLE: Junior Achievement of Silicon Valley and Monterey Bay for K-12 Work Readiness and Economics Education**

TOTAL PROPOSED COSTS (Savings):	\$10,740.00
TOTAL PROPOSED REVENUES:	\$0.00
NET FISCAL IMPACT :	\$10,740.00

20-YEAR IMPACT:	\$298,096.60
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**DESCRIPTION OF THE TYPE OF RESOURCES AND THE PURPOSE FOR WHICH THEY ARE BEING REQUESTED**

Junior Achievement of Silicon Valley and Monterey Bay (JA), a non-profit community based organization, is seeking \$10,740.00 in funding to support programs that link education and the world of work through K-12 curriculum.

**CURRENT**

**PROPOSED**

<b>PROGRAM 526 - Youth, Family and Child Care Resources Program</b>	
<b>STATEMENT</b>	<b>STATEMENT</b>
Ensure a high quality of life for youth and families, and address child care needs by facilitating affordable, available, high-quality child care and early education services for children through age 12; promote a family-friendly environment; and leverage community resources to support youth and families.	No Proposed Changes

**BUDGET SUPPLEMENT FORM**

Attachment A

**Fiscal Year 2008/2009**

<b>CURRENT</b>				<b>PROPOSED</b>			
<b>PROGRAM MEASURES</b>							
<b>MEASURE</b>		<b>TARGET</b>		<b>MEASURE</b>		<b>TARGET</b>	
Percent of participants rate Youth, Family and Child Care Resources sponsored events/trainings as "good" or "excellent" (ie. Health and Safety Fair, early childhood related trainings, etc.)		95%		No Proposed Changes		same	
<b>SERVICE DELIVERY PLAN 526 - 04</b>							
<b>STATEMENT</b>				<b>STATEMENT</b>			
Encourage youth and families' participation in the community by: Sponsoring training sessions for youth and families on relevant youth and family issues; Coordinating the annual Health and Safety Fair.				No Proposed Changes			
<b>ACTIVITIES/PRODUCTS</b>							
<b>ACTIVITY#</b>	<b>TITLE</b>	<b>PRODUCT</b>	<b>PRODUCTS</b>	<b>ACTIVITY#</b>	<b>TITLE</b>	<b>PRODUCT</b>	<b>PRODUCTS</b>
526440	Sponsor training sessions for youth	An Attendee	100	526440	Sponsor training sessions for youth	An Attendee	2,300

**BUDGET SUPPLEMENT FORM**

**Fiscal Year 2008/2009**

**ACTIVITY DETAIL  
COST, HOURS AND PRODUCTS**

**SERVICE DELIVERY PLAN 526 - 04**

Attachment A

**PERSONNEL**

ACTIVITY #	JOB CODE	CLASSIFICATION	WORK HOURS	PRODUCTS	COSTS
526440	N/A	Funding to JA	0.00	2,300	\$10,740.00
<b>TOTALS</b>			0.00	2300	\$10,740.00

Verify

**PURCHASED GOODS AND SERVICES**

ACTIVITY #	OBJ LEVEL 3	OBJ LEVEL 4	DESCRIPTION	COSTS
#####	####	##	Object Level 3 Name / Object Level 4	\$0.00
<b>TOTALS</b>				\$0.00

**EXPENDITURE TOTAL** \$10,740.00

**REVENUES**

ACTIVITY #	OBJ LEVEL 3	OBJ LEVEL 4	DESCRIPTION	REVENUE
#####	####	##	Object Level 3 Name / Object Level 4	\$0.00
<b>REVENUE TOTAL</b>				\$0.00

## **BUDGET SUPPLEMENT NO: 19**

**May 23, 2008**

**SUBJECT: Funding Request – Santa Clara Valley Blind Center**

### **BUDGET SUPPLEMENT REQUEST SUMMARY**

At the April 1, 2008 Council Meeting, representatives from the Santa Clara Valley Blind Center (SCVBC) requested Council consider a \$45,000 funding request to provide social services to residents of Sunnyvale.

Staff is recommending against approval of Budget Supplement No. 19 to the SCVBC in the amount of \$45,000. Council Policy - 5.1.3 Human Services Policy, updated in 2006, identifies the process through which outside groups can be funded; the methodology by which programs/services can be assessed; and an evaluation system that assures equity in the process of funding considerations by Council. Bypassing this process sets a precedent for agencies to request additional funds without following current Council Policy.

Residents seeking these types of services have additional options in the Bay Area. Agencies in Sunnyvale, Palo Alto and San Pablo offer a variety of services targeting this specific need at no or very low costs.

### **BACKGROUND**

The City of Sunnyvale has traditionally provided financial support to local human service agencies to meet public service needs in the community. The primary funding source has been Community Development Block Grant (CDBG), which is limited by federal regulations. In recent years the City's CDBG entitlement has been reduced, which has resulted in reductions to service agencies. To offset this reduction, Council has used General Funds to supplement funding to various public service agencies.

### **EXISTING POLICY**

#### **Council Policy - 5.1.3 Human Services Policy**

The Human Services Policy recognizes the need for Human Services and provides or supports services as deemed necessary in the community. These include but are not limited to emergency services, senior services, disabled services, youth services and advocacy services. The Policy identifies the process through which outside groups can be funded; the methodology by which programs/services can be assessed; and an evaluation system that assures equity in the process of funding considerations by Council.

### **DISCUSSION**

The City of Sunnyvale has traditionally provided financial support to local public service agencies to meet priority human service needs in the community. The primary funding source has been Community Development Block Grant (CDBG), which is limited by federal regulations. In recent years, the City's

CDBG entitlement has been reduced, which has resulted in Council having to make difficult choices among important public services competing for limited public resources.

In FY 07/08 the City received a funding request from the SCVBC totaling \$65,000; \$40,000 for a capital improvement project and \$25,000 to provide social services. Of the total request, Council approved \$40,000 for a capital improvement project and \$5,000 for public services.

In November 2007, staff met with SCVBC staff to discuss both funding requests. During that meeting, SCVBC staff requested additional time to review the various City documents surrounding the capital improvement project.

In February 2008, City staff sent a letter to the Executive Director of SCVBC requesting confirmation of the agencies interested in City funding for public services and their capital improvement project. On March 10, 2008, staff received a letter from SCVBC declining the award of both CDBG public service funds in the amount of \$5,000 and capital improvement funds in the amount \$40,000.

Staff is currently working with SCVBC to finalize the contract for public services, but pending issues surrounding the agreement for the capital improvement project needed to be resolved. Recently, the Executive Director of SCVBC has indicated to the Director of Community Development that the \$40,000 previously requested for a capital improvement project was secured by another city, but they need additional funding for social service assistance.

At the April 1, 2008 Council Meeting, a representative from the SCVBC requested Council consider a \$45,000 funding request to be used to provide social service assistance to the residents of Sunnyvale.

Residents seeking these types of services have additional options in the Bay Area. Agencies in Sunnyvale, Palo Alto and San Pablo offer a variety of services, including employment assistance, technology assessments, living skills, orientation and mobility skills, financial management training, adaptive technology and pre-vocational training as well as opportunities for recreation. Most services are provided at no or very low cost to the resident.



### **SERVICE LEVEL IMPACT**

The impact to existing service levels should be minimal. The administration of the public service contract can be included in the overall management of all public service agencies and the hours associated for the capital improvement portion can be absorbed in the rehabilitation program.

### **FISCAL IMPACT**

The amount of funding received by outside groups for human services from the CDBG grant is limited by federal regulation. The City's CDBG entitlement has been reduced over the last several years. The grant amount available in FY 08/09 for public services is \$206,043, 13.59% lower than last year's available funds. There are no excess CDBG funds available, so if approved, any additional assistance to the SCVBC would have to be allocated from the General Fund.

### **ALTERNATIVES**

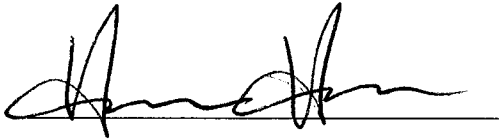
1. Do not approve the budget supplement to the SCVBC in the amount of \$45,000 and allow staff and the HHSC to recommend to Council the appropriate funding allocations to all public service agencies based on the current grant allocation and process
2. Approve the budget supplement to the SCVBC in the amount of \$45,000 or less from the General Fund.
3. Other action as determined by Council

### **STAFF RECOMMENDATION**

Staff recommends Alternative #1: Do not approve the budget supplement to the SCVBC in the amount of \$45,000 and allow staff and the HHSC to recommend to Council the appropriate funding allocations to all public service agencies based on the current grant allocation and process, thus ensuring a fair and consistent process and requiring that all agencies comply with the established Council Policy.

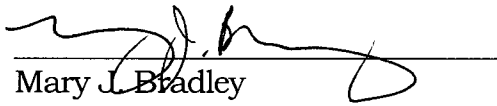
Council Policy - 5.1.3 Human Services Policy, updated in 2006, identifies the process through which outside groups can be funded; the methodology by which programs/services can be assessed; and an evaluation system that assures equity in the process of funding considerations by Council. Bypassing this process sets a precedent for agencies to request additional funds without following current Council Policy.

Reviewed by:



Hanson Hom, Community Development Director  
Prepared by Ernie DeFrenchi, Affordable Housing Manager

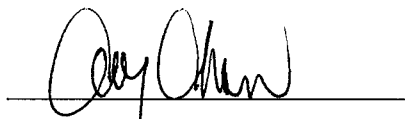
Reviewed by:



Mary J. Bradley  
Director of Finance

**City Manager's Recommendation**

- Approve Budget Supplement for funding  
 Do Not Approve Budget Supplement for funding



City Manager