



# ADOPTED BUDGET AND RESOURCE ALLOCATION PLAN

*Fiscal Year 2010/2011  
Twenty-Year Financial Plan*

- City Manager's Letter of Transmittal
- Budget Overview and Summary
- Spending Limit
- Financial Plans
- Revenues
- Community Condition Indicators

**Budget  
Supplements**

## FY 2010/2011 Budget Supplements

Budget Supp. No.	Description	Fund	One- Time	On- Going	20-Year Impact	City Manager's Recommendation
1.	Reinstate Orchard Gardens Park Expansion Project	Park Dedication Fund		X	n/a	Yes
2.	Leadership Sunnyvale Program	General Fund	X		\$6,000	Yes
3.	Community Event Grant Funding	General Fund	X		\$12,250	Yes
4.	Preparation of Council Meeting Minutes	General Fund		X	(\$417,190)	Yes
5.	Funding for Neighborhood Grant Program	General Fund	X		\$6,125	Yes
6.	Junior Achievement K-12 Education Program	General Fund	X		\$3,075	Yes
7.	Cost Effective Records Maintenance Upgrades	General Fund	X	X	(\$2,246,909)	Yes
8.	Revenue Enhancement Pilot Program	General Fund	X		(\$250,000)	Yes
9.	Consideration of Funding for 2010 Priority Study Issues	General Fund	X		\$430,000	No

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## **BUDGET SUPPLEMENT NO: 1**

**May 20, 2010**

**SUBJECT: Reinstatement Orchard Gardens Park Expansion Project**

### **BUDGET SUPPLEMENT REQUEST SUMMARY**

In July 2009, the Council authorized the City Manager to sell the housing lots the City owns adjacent to Orchard Gardens Park and to use the proceeds for other park development projects elsewhere in the City. At that time, estimated revenue from the sale of these properties was included in the long range capital improvement plan for Park Dedication Funds.

This budget supplement responds to Council direction to reverse that direction and reinstate the capital project to expand Orchard Gardens Park sometime in the future.

### **BACKGROUND**

On July 14, 2009, in response to recommendations in the Parks of the Future Study, City Council approved an alternative authorizing the City Manager to sell park properties, consisting of three housing lots adjacent to Orchard Gardens Park, at a future time at the City Manager's discretion when the market improves; and directed the City Manager to inform Council annually through the budget process the status of properties and that the matter was required to come back before the Council.

On January 5, 2010, the Vice Mayor requested that this matter be brought back to Council for reconsideration as a budget issue.

On January 29, 2010, the Council approved the budget issue to refer this matter to the City Manager for consideration in the FY 2010/11 Recommended Budget.

On March 9, 2010, City Council again considered this topic and approved the motion to revoke authorization to sell the land and hold on to the property as the status quo until Council can look at the budget issues and expand Orchard Gardens Park.

### **EXISTING POLICY**

From the Open Space and Recreation Sub-Element:

A.11. Support the acquisition of existing open space within the City limits as long as financially feasible.

2.2.D.9. Give priority to acquiring/developing open space and recreational amenities and programs where similar amenities and programs do not already exist.

2.2.D.10. Give priority to acquiring/developing open space and recreational amenities where the current number of households within specified distances relying on the open space or recreational amenity is greater.

2.2.D.11. Give priority to acquiring/developing open space and recreational amenities where the projected number of households within specified distances which will be relying on the open space or recreational amenity is greater.

2.2.D.12. Give priority to acquiring/developing open space and recreational amenities and programs where the needs are greatest and/or which will meet the greatest needs.

From City Council Policy 2.2.2 Sale of Surplus Land: With regard to the sale of surplus land, the City Council finds that it is in the best interest of the City of Sunnyvale that proceeds from the sale of surplus City property be used to acquire open space land and declares that it is the policy of this Council to use the net proceeds from the sale of surplus City property for the purchase or other acquisition of open space land.

City Council Policy from Parks of the Future Study (RTC # 09-183): Amend the City's General Plan to utilize Design and Development Guidelines for all park types within the City's open space system; approved July 14, 2009.

### **DISCUSSION**

Since the City Council has already approved a motion to retain these properties to be developed in the future to expand Orchard Gardens Park, this budget supplement only proposes to reinstate Project No. 808351 - Orchard Gardens Park Expansion as an unfunded project in the FY 2010/11 Recommended Budget to be considered for funding as part of the FY 2011/12 capital budget review process, when all other capital improvement projects are prioritized and evaluated for funding.

### **SERVICE LEVEL IMPACT**

Approval of the budget supplement to reinstate the capital project to expand Orchard Gardens Park will not have a significant impact on current service levels until the project is scheduled to be funded and construction is underway.

### **FISCAL IMPACT**

The decision to reinstate Project No. 808351 - Orchard Gardens Park Expansion will have no immediate fiscal impact. Revenues from the sale of these properties and the properties adjacent to Murphy Park, which had been incorporated in the FY 2009/10 Adopted Budget, have been removed from the FY 2010/11 Recommended Budget, and the rental income received from the houses has been

re-incorporated into the long-term financial plan for the Park Dedication Fund. This was done as the result of recent Council direction regarding these properties and was incorporated into the overall update of all revenues and expenditures for that fund.

During next fiscal year's capital projects budget process, the Orchard Gardens Park Expansion project will be reviewed and prioritized against other projects funded by the Park Dedication Fund. If recommended for approval, the fiscal impact will be incorporated into the Park Dedication Fund's long-term plan. The fiscal impact of this project will include the loss of the net rental revenue for the homes the City owns near the park in the amount of approximately \$45,000 per year, the capital costs to remove the houses and landscape the park, and the on-going operating costs to maintain the expanded park. The latter two costs will be identified in more detail during the project evaluation process next fiscal year.

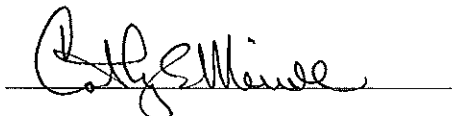
**ALTERNATIVES**

1. Approve this Budget Supplement to reinstate Project No. 808351 - Orchard Gardens Expansion as an unfunded project in the FY 10/11 budget to be considered for funding as part of the FY 11/12 capital budget review process, when all other capital improvement projects are prioritized and evaluated for funding.
2. Other action as determined by Council.

**STAFF RECOMMENDATION**

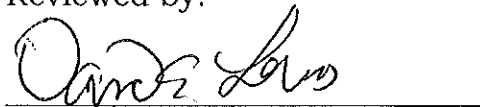
Staff recommends approval of Alternative No. 1.

Prepared by:



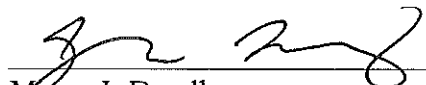
Cathy E. Merrill  
Assistant to Director of Community Services

Reviewed by:



David A. Lewis, Director  
Department of Community Services


Reviewed by:

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

**City Manager's Recommendation**

Approve Budget Supplement for funding

Do Not Approve Budget Supplement for funding

  
\_\_\_\_\_  
Gary Luebbers  
City Manager

Attachment A: CIP # 808351 - Orchard Gardens Expansion



## Project Information Sheet

**Project: 808351 Orchard Gardens Park Expansion**

Origination Year: 2002-03	Type: Parks	Fund: 385 Capital Projects
Planned Completion Year: 2014-15	Category: Capital	Sub-Fund: 100 General Fund Assets
Department: Community Services	Project Manager: Hira Raina	Project Coordinator: Curtis Black

**Project Description / Scope / Purpose**

The expansion of Orchard Gardens Park will include the razing of three City owned homes adjacent to the park on Garner drive. This area will be replaced with landscaping and park structures and fixtures. Design and construction costs are budgeted in FY 2023/24 and ongoing operating cost of approximately \$13,000 is required annually.

The City has purchased all adjacent parcels necessary for the expansion of Orchard Gardens Park.

**Project Evaluation and Analysis**

The expansion would provide for more park open space for this neighborhood, and likely reduce vandalism to the existing park building by creating more visibility into the park's interior from the street. The alternatives to funding this project include maintaining the current rental properties for income or selling the three parcels for one-time revenue.

**Fiscal Impact**

The City currently receives rental income from the three houses that will be razed. Completion of this project will be preceded by the elimination of the rentals and associated revenues. This project represents an enhancement of existing open space, as opposed to the maintenance of existing infrastructure.

This project is currently unfunded.

**Project Financial Summary**

Financial Data	Prior Actual	Current 2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	Y11-Y20 Total	Project Life Total
<b>Project Costs</b>	0	0	0	0	0	0	0	0	0	0	0	0	525,203	525,203
<b>Revenues</b>														
<b>Total</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Transfers-In</b>														
<b>Total</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Operating Costs</b>	0	0	0	0	0	0	0	0	0	0	0	0	114,259	114,259

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**BUDGET SUPPLEMENT NO: 2**

**May 20, 2010**

**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 \$6,000 to SVL, which has received supplemental funding from the City's General Fund through the Outside Group Funding Program since FY 2003/04.

**BACKGROUND**

The City's financial support for SVL and the number of Sunnyvale's residents and/or staff 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 SVL Participants</b>
FY 2009/10	\$6,000	18
FY 2008/09	\$8,000	22
FY 2007/08	\$8,000	23
FY2006/07	\$8,323	19
FY2005/06	\$10,000	15
FY2004/05	\$7,000	22
FY2003/04	\$5,000	21

A separate agreement 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, 2009, and expires June 30, 2010 with RTC 09-236, *Agreement Between the City of Sunnyvale and Silicon Valley Leadership to Provide Leadership Training Program.*

**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.

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

The Relationships with Outside Groups (RWOOG) Council Policy provides a consistent approach, via a Special Agreement, for non-CDBG-eligible groups to seek City funding support. Groups eligible for supplemental support via the RWOOG 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 RWOOG policy does not specify funding criteria or cite a funding source.

#### **DISCUSSION**

SVL requests \$6,000 in funding support for FY 2010/11 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.” Leadership Sunnyvale anticipates providing service to at least 15, but no more than 30 Sunnyvale residents and/or City staff in FY 2010/11. SVL 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.

#### **SERVICE LEVEL IMPACT**

Since FY 2003/04, 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 Engagement 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. General Fund support for SVL leverages City resources for leadership training in the Sunnyvale community.

## **FISCAL IMPACT**

Approval of Budget Supplement No. 2 would earmark \$6,000 for SVL to continue Leadership Sunnyvale in FY 2010/11. The budget supplement of \$6,000 would be identified in the General Fund for reimbursement to SVL for services provided. Given the City's ongoing relationship with Leadership Sunnyvale, the \$6,000 General Fund contribution was considered within the context of the overall budget development process, and therefore, providing this funding will not require additional funding cuts in other areas.

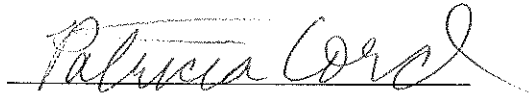
## **ALTERNATIVES**

1. Approve the SVL funding request for \$6,000 of Outside Group Funding for FY 2010/11.
2. Do not approve the SVL funding request for \$6,000 of Outside Group Funding for FY 2010/11.
3. Approve a reduced funding amount of \$5,000 of Outside Group Funding for SVL for FY 2010/11.
4. Other direction as provided by Council.

## **STAFF RECOMMENDATION**

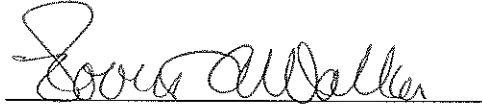
Staff recommends alternative number one; approve the SVL funding request for \$6,000 of Outside Group Funding for FY 2010/11. This amount is consistent with the amount authorized by Council for FY 2009/10, when SVL funding was reduced by 25% from \$8,000 to \$6,000. SVL has seen a 40% decrease in funding from the City since FY 2005/06. Staff recommends that SVL continues to receive in-kind support services as outlined in the *Agreement Between the City of Sunnyvale and SVL*. In-kind support includes 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 City supports efforts by SVL to develop the leadership potential that exists within the Sunnyvale community in order to generate an expanding base of future leaders to effectively deal with a wide range of civic issues.

Prepared by:



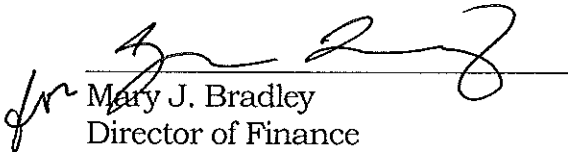
Patricia Lord, Community Resources Manager

Reviewed by:



Robert Walker, Assistant 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



Gary M. Luebbers  
City Manager

**May 20, 2010**

**SUBJECT: Community Event Grant Funding**

**BUDGET SUPPLEMENT REQUEST SUMMARY**

This supplement would provide one-time FY 2010/2011 funding in the amount of \$20,000 to support Citywide community-initiated special events through one-time grants. Should such funding be approved, general guidelines for acting on specific requests for financial support of community events would be implemented in accordance with Council policy established on September 25, 2001 with RTC 01-329.

**BACKGROUND**

Special events such as parades, fairs, 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 foster a channel for economic prosperity.

The Community Event Grant Program was launched in FY 2001/02. 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*, established the funding process and guidelines.

On March 26, 2002, staff presented recommendations to Council with 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. The following year, on April 29, 2003 with RTC #03-152, Council approved funding for four community events at a total cost of \$21,850. The Community Event Grant Program was discontinued during the 2003 budget reductions.

The program was re-introduced to the Sunnyvale Community in FY 2008/09. On June 3, 2008, RTC 08-176, Council approved Budget Supplement #3, *Community Event Grant Funding Support*, to provide one-time FY 2008/09 funding in the amount of \$30,000 to support Citywide community-initiated special events.

The following year, on June 23, 2009 City Council authorized \$20,000 for Budget Supplement No. 8: *Community Event Grant Funding Support*. On July 28, 2009, RTC 09-194, Council approved a total of \$20,000 in grant funding for six organizations to support Citywide community-initiated special events during FY 2009/10. In addition, Council approved revisions to grant funding eligibility and evaluation criteria guidelines.

## **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 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 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 special event application process to ensure safe and successful 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.

The 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 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, funding is reviewed annually and has been funded with an annual budget of \$10,000 for the past four years.
- 2008: Council approved \$25,635 in grant funding for FY 2008/09 to support community events.
- 2009: Council approved \$20,000 in grant funding for FY 2009/10 to support community events. Council approved clarification revisions to grant funding eligibility and evaluation criteria guidelines. Staff received and reviewed a total of ten community event grant funding applications from six organizations. The following grants were awarded in FY 2009/10, as summarized below:

Applicant	Event(s)	Grant Award
American Cancer Society	<i>Relay for Life</i>	\$1,000
Art of Living Foundation	<i>Care for Children Art Faire</i>	\$1,000
Juvenile Diabetes Research Foundation	<i>Walk to Cure Diabetes</i>	\$1,000
Pakistani American Culture Center (PACC)	<i>Pakistan Independence Day &amp; Basant Kite Festival</i>	\$1,500
Sunnyvale Chamber of Commerce	<i>Sunnyvale Art &amp; Wine Festival</i>	\$6,000
Sunnyvale Downtown Association (SDA)	<i>Summer Series Music &amp; Market, Jazz &amp; Beyond, Howl'oween Pet Parade &amp; Faire, Christmas Tree Lighting</i>	\$9,500
		\$20,000 Total

Sunnyvale has a long tradition of supporting special events; Council and staff have worked to support all types of community-building initiatives. 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 funds be approved, community event funding applications will be considered via a competitive application process consistent with Council-approved guidelines.

### **SERVICE LEVEL IMPACT**

Council approval of this supplement funds this program for FY 2010/11 only. Renewal is considered by Council annually. The Community Event Grant Program leverages resources to facilitate a service level the City could not provide on its own. Approval of this budget supplement will result in an increased level of service to the community by providing opportunities for financial support to conduct Citywide special events. To support this program, staff activities include: creating promotional materials for applications, coordinating an evaluation and selection process, preparing a Report to Council for determination of award recipients, and managing the distribution of funds.

### **FISCAL IMPACT**

Each year, the General Fund appropriates up to \$100,000 for funding CDBG-related outside groups. For FY 2010/2011, the amount of required General Fund support for these groups is approximately \$78,500, leaving approximately \$21,450 available for allocation to other outside groups. As a part of the FY 2010/2011 budget process, three funding requests were submitted that, given the City's current fiscal environment, would not have been recommended for funding. However, because the CDBG-related outside groups did not require the full \$100,000 allocation, each of the three groups can receive a pro rata share of the approximately \$21,450 available without negatively impacting the General Fund. As such, the amount of funding available for the Community Event Grant Program is \$12,250, which partially funds the \$20,000 originally requested.


### **ALTERNATIVES**

1. Approve the budget supplement request for \$12,250 to provide funds to support Citywide community events, to be reviewed on an annual basis.
2. Approve the budget supplement request for \$20,000 to provide funds to support Citywide community events, to be reviewed on an annual basis.
3. Do not approve the budget supplement request and do not provide funds to support Citywide community events.
4. Other direction as provided by Council.

**STAFF RECOMMENDATION**

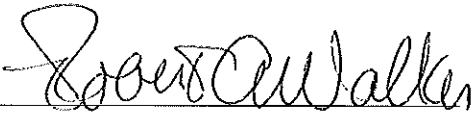
Staff recommends alternative number one: Approve the budget supplement request for \$12,250 to provide funds to support Citywide community events, to be reviewed on an annual basis. Although the program has been funded at a higher amount in past years, approving the amount of \$12,250 will support Citywide community events without an impact to the General Fund for FY 2010/11.

Prepared by:

  
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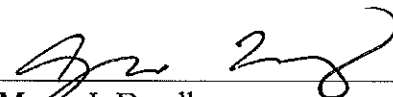
Coryn Campbell, Assistant to the City Manager

Reviewed by:

  
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Robert Walker, Assistant City Manager

Reviewed by:

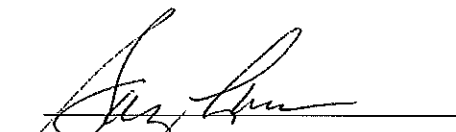
*for*   
\_\_\_\_\_

Mary J. Bradley  
Director of Finance

**City Manager's Recommendation**

Approve Budget Supplement for funding

Do Not Approve Budget Supplement for funding

  
\_\_\_\_\_

Gary M. Luebbbers  
City Manager

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**May 20, 2010**

**SUBJECT: Preparation of Council Meeting Minutes**

**BUDGET SUPPLEMENT REQUEST SUMMARY**

This *negative* budget supplement reflects the 388 staff hours that the City could “save” by transitioning from detailed minutes to action minutes for City Council meetings. In FY2010/11 these hours would be reallocated to active implementation of the City’s recently adopted records retention schedule, and in both FY2010/11 and FY2011/12 make up for staff time that will need to be diverted to records-management and election-related activities. Given the need to increase productivity in the face of the economic challenges, many local cities have implemented webcasting to provide public access to detailed meeting activities, and then successfully transitioned to action minutes to provide a public record of formal Council action. Action minutes meet the requirements of both the government code and City Charter.

**BACKGROUND**

The Office of the City Clerk prepares minutes for all City Council, Redevelopment Agency, BRAC Local Redevelopment Agency, and Financing Authority and Redevelopment Agency meetings. Draft minutes are reviewed and formally adopted by the City Council. Once adopted, the minutes are an official record of meeting action and may be subpoenaed for court purposes. Currently, Council minutes include significant detail of discussion leading to Council action. The City Clerk produces the minutes, generally in time for review at the next Council meeting.

The Sunnyvale City Council conducts approximately 24 regular meetings per year. Additionally, there are two scheduled all-day workshops related to study and budget issues annually, and additional Local Redevelopment Agency, Financing Authority and Redevelopment Agency meetings.

*Overview of City Clerk’s Office*

In addition to preparing Council minutes, the City Clerk’s Office oversees many other aspects of City Council business and public access including, but not limited to:

- Maintaining public records
- processing and responding to public records requests
- preparing Clerk-related Reports to Council
- preparing Council agendas
- compiling and distributing the Council agenda and related agenda materials,
- managing Board and Commission recruitments, and Board and Commission policies
- ensuring compliance with FPPC 700 filings for City Council, staff, and candidates in City elections.

- o managing City election related activities.

### **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...”

**California Public Records Act under Government Code #6250**, the recording of public meetings is required.

**Sunnyvale City Charter, Article VI, Section 613**, affirms that minutes shall include “a description of the items of the agenda acted upon in sufficient detail to inform the public of the nature of the action taken, the vote on such items and the names of the members of the Council voting for or against each item. Absences, together with abstentions and the reasons therefore shall also be published.”

### **DISCUSSION**

Council minutes are given the highest priority in the Office of the City Clerk, and whenever possible are included in the next Council agenda packet.

There are four types of minutes used by local agencies:

Action – Action minutes reflect only the “action taken” by the Council and not the individual dialogue of each discussion item. Official Council meeting minutes must record the action taken by Council and action minutes meet this requirement. Action minutes do not involve subjectivity on the part of the transcriber.

Verbatim – Every word spoke is recorded as done with legal proceedings. Verbatim minutes are a detailed method of preparing minutes, which does not involve subjectivity on the part of the transcriber. Sunnyvale had explored verbatim minutes, but found that they are even more costly than summary minutes to produce, and that transcript discussion is also significantly more difficult for the reader to navigate and digest.

Summary – Summary minutes include each agenda item with a summarized discussion. Summary minutes are subjective and differ from one city to another in that they may contain a lot of verbiage, or they may resemble action minutes with some lengthy discussion included. Summary minutes rely on interpretation by the transcriber of what is being said and what they view as important dialogue.

Detailed or Detailed Summary - Detailed minutes are similar to summary minutes in that they include summarized discussion held on each agenda item. Detailed minutes paraphrase extensive discussion between Council, staff, consultants, applicants, and the public. Detailed minutes are also subjective and rely on interpretation by the preparer to encapsulate pertinent information

of importance to the speaker. Sunnyvale has produced "detailed" or "detailed summary" minutes for many years.

*Webcasting*

Two years ago, Sunnyvale invested in the Granicus webcasting system to ensure easy public access to an accurate and detailed record of each Council meeting. Using personal computers, community members may view the meetings in real time, or can view the webcasts of past meetings at their convenience.

*Sunnyvale's Current Meeting Minutes Practice*

The Office of the City Clerk prepares detailed summary minutes of all Council meetings. In addition to detailed summary of Council discussion, minutes include public comment. Like Council discussion, speaker comments may range from a sentence to several paragraphs. Preparation of detailed summary minutes requires staff to watch or listen to the meeting; type the summarized discussion; edit, review and proofread the document; and process the minutes for posting to the web. Copies are also prepared for the Council Meeting Agenda binder packet. Consistent with other cities' experience, detailed summary minutes average 4-6 hours of staff time per hour of meeting time (depending on the complexity of the discussion). An average four-hour meeting requires approximately 16-24 hours of staff time -- in addition to related meeting support activities and the Clerk's attendance at the Council meeting.

*Survey of Surrounding Cities*

For reference, the table below shows the various types of minutes used by 17 cities in the South Bay that responded to a recent statewide survey. Of the 106 cities that responded statewide, less than 6% use detailed minutes.

<b>Type of Minutes</b>	<b>Cities</b>	<b># of cities</b>
Action Minutes	Campbell, Cupertino, Fremont, Gilroy, Menlo Park, Newark, San Jose, Saratoga	8
Action/Summary Combination Minutes	Los Altos, Los Gatos, Monte Sereno	3
Summary Minutes	Milpitas, Santa Clara, Palo Alto	3
Detailed Minutes	Sunnyvale, Morgan Hill, Mountain View*	3

\* Currently considering moving to Action Minutes

**SERVICE LEVEL IMPACT**

Approving this supplement would result in the production of Action Minutes for Council meetings. The Granicus webcast would continue to ensure easy public access to an accurate and detailed record of each Council meeting.

**FISCAL IMPACT**

Annual costs to provide detailed summary Council meeting minutes in FY2010/11 are estimated at \$42,255 or 556 staff hours. Transitioning to action minutes would reduce the estimated annual costs to \$14,062 or 168 staff hours. This "savings" of 388 staff hours would be reallocated, within the City Clerk's Office, to active implementation of the recently adopted records retention schedule (which will result in reduced storage costs citywide) and, in both FY2010/11 and FY2011/12, make up for staff time that will be diverted to election-related activities. The City Clerk's budget would be reduced by 388 staff hours beginning in FY2012/13.

**ALTERNATIVES**

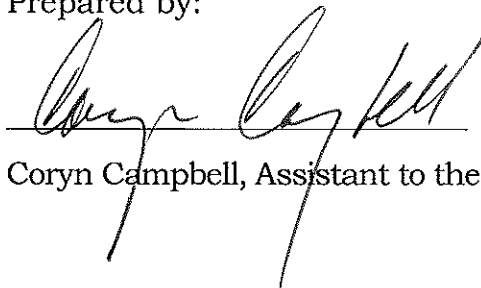
1. Approve implementing action minutes; reallocate the 388 saved staff hours to other City Clerk activities.
2. Do not approve implementing action minutes.
3. Other action as directed by Council.

**STAFF RECOMMENDATION**

Staff recommends Alternative #1: Approve implementing action minutes; reallocate the 388 saved staff hours to other City Clerk activities.

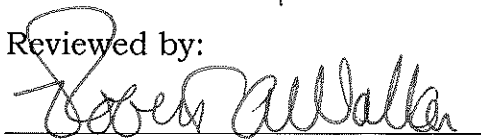
Action minutes meet the requirements of both the government code and City charter. Webcasting provides on-demand access to the detailed activities and discussion at current and past Council meetings. The use of action minutes and paperless agendas is increasing among cities. Action minutes reflect Council action and allow staff hours to be utilized in other important Council-related support activities.

Prepared by:



Coryn Campbell, Assistant to the City Manager

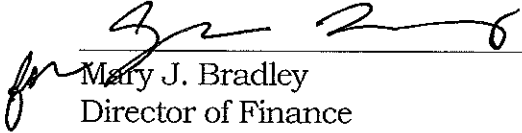
Reviewed by:



Robert Walker, Assistant City Manager




Reviewed by:

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

**City Manager's Recommendation**

Approve Budget Supplement

Do Not Approve Budget Supplement

  
\_\_\_\_\_  
Gary M. Luebbers  
City Manager

**THIS PAGE NOT USED**

## **BUDGET SUPPLEMENT NO: 5**

**May 20, 2010**

**SUBJECT: Funding for Neighborhood Grant Program**

### **BUDGET SUPPLEMENT REQUEST SUMMARY**

This supplement proposes \$10,000 in available grant funds with individual grants not to exceed \$1,000. The Neighborhood Grant Program (NGP) was launched in fall 2006 and has been administered by the Community Resources division in the Office of the City Manager. For the past four years, the NGP has distributed \$10,000 annually to Sunnyvale neighborhood associations for community building activities. The purpose of the program is to provide money for neighborhood projects and events, thereby strengthening a sense of community.

### **BACKGROUND**

In August 2005 staff presented a Study Issue to Council, RTC #05-244, *Feasibility of a Neighborhood Grant Program in Sunnyvale*. This Study Issue explored the feasibility of a City-sponsored neighborhood grant program which would provide City grants to groups of residents or neighborhood associations. The Study Issue specified that the goals of the grant program are to: 1) build community engagement in Sunnyvale, 2) develop residents' sense of pride and ownership in their neighborhoods, and 3) develop collaborative partnerships between Sunnyvale's neighborhoods and City Hall, with an overall aim of strengthening Sunnyvale's neighborhood associations. Further, funded projects should be in one or more of four areas: improving communication and participation within a neighborhood; building bridges between different cultural groups; improving the physical condition of the neighborhood, or enhancing neighborhood pride and identity.

Council has approved a \$10,000 budget annually over the past four years, with a maximum award of \$1,000 to each applying group or association.

### **EXISTING POLICY**

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

**Policy B.3** - Promote the importance and benefits of community involvement, particularly in areas that may directly affect the lives of residents.

Action Strategy B.3c – Identify and build on opportunities for partnerships between the City and community members which can leverage resources to meet community needs.

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

## **DISCUSSION**

Neighborhood associations play an important role in building community in Sunnyvale. Sunnyvale's neighborhood associations are a cost-effective means of linking City Hall to its residents, fostering community pride and neighborhood attractiveness, and building bridges between cultures. Neighborhood grant programs have been cited by many cities as an effective way of building community partnerships and civic engagement. Grant programs leverage resources within the community, empowering residents to work toward improving the quality of life within their neighborhoods, and at the same time building a stronger sense of community. Grant programs can also be effective means of cultivating self-sustaining neighborhood associations.

Consistent with Council direction in August 2005, staff developed and implemented a framework for an expanded neighborhood grant program. Examples of the types of neighborhood activities that may be funded include:

- Services to develop (not maintain) an association web site;
- Flyers to advertise a meeting or event;
- Refreshments/materials for a block party, potluck activity celebrating the diversity of the neighborhood, National Night Out event, etc.;
- Neighborhood cleanup projects (pay for extra dumpsters, trash bags, etc.);
- Neighborhood Watch materials (extra signs, decals, publications, etc.);
- Prizes for neighborhood event/contest;
- Emergency preparedness materials for the neighborhood;
- Registration fees for annual United Neighborhoods of Santa Clara County conference or other neighborhood leadership conferences;
- Start-up costs for neighborhood association fundraising event/activities;
- Welcoming signage at entrance to neighborhood denoting neighborhood's name;
- Neighborhood beautification project (i.e. landscaping, planting of trees, etc.).

In its first year, the Neighborhood Grant Program received and approved five applications, distributing approximately \$4,500 of the \$10,000 available. In its second year, FY 2007/08, the program received 14 applications and approved 13 grants, allocating \$10,000. In its fourth year, FY 2008/09, the program again received 14 applications and approved 14 grants, allocating \$10,000. Currently, for FY 2009/10, the program received 14 applications and approved 14 grants, again allocating a total of \$10,000 in grant awards. Over the years, projects have included: neighborhood beautification projects, parades, block parties, newsletter production, "National Night Out" against crime activities, and crafts fair. Interest in this program continues to grow as neighborhood

association officers discuss potential projects during quarterly neighborhood association meetings and with residents in their neighborhoods.

### **SERVICE LEVEL IMPACT**

Council approval of this supplement funds this program for FY 2010/11 only. Renewal is considered by Council annually. This is a reimbursable grant program, and all projects must be completed by the end of the fiscal year. Newly forming associations, as well as existing neighborhoods associations are eligible to apply.

### **FISCAL IMPACT**

Each year, the General Fund appropriates up to \$100,000 for funding CDBG-related outside groups. For FY 2010/2011, the amount of required General Fund support for these groups is approximately \$78,500, leaving approximately \$21,450 available for allocation to other outside groups. As a part of the FY 2010/2011 budget process, three funding requests were submitted that, given the City's current fiscal environment, would not have been recommended for funding. However, because the CDBG-related outside groups did not require the full \$100,000 allocation, each of the three groups can receive a pro rata share of the approximately \$21,450 available without negatively impacting the General Fund. As such, the amount of funding available for the Neighborhood Grant Program is \$6,125, which partially funds the \$10,000 originally requested.

### **ALTERNATIVES**


1. Approve the budget supplement for \$6,125 to continue funding for the Neighborhood Grant Program, with individual grant awards not to exceed \$1,000.
2. Approve the budget supplement for \$10,000 (equal to the amount funded in FY 2009/10) to continue funding for the Neighborhood Grant Program, with individual grant awards not to exceed \$1,000.
3. Do not approve the budget supplement and discontinue funding the Neighborhood Grant Program.
4. Other action as directed by Council.

### **STAFF RECOMMENDATION**

Staff recommends Alternative No. 1: Approve the budget supplement for \$6,125 to continue funding for the Neighborhood Grant Program, with individual grant awards not to exceed \$1,000. This will continue support of the Neighborhood Grant Program with no fiscal impact to the General Fund. Although the amount funded will be less than that funded in prior years, it is still sufficient

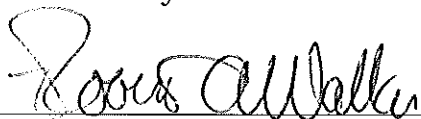
to support neighborhood projects and events for the purpose of community building.

Prepared by:

  
\_\_\_\_\_


Coryn Campbell, Assistant to the City Manager

Reviewed by:

  
\_\_\_\_\_

Robert Walker, Assistant 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

  
\_\_\_\_\_

Gary M. Luebbers  
City Manager

**May 20, 2010**

**SUBJECT: Junior Achievement K-12 Education Program**

**BUDGET SUPPLEMENT REQUEST SUMMARY**

Junior Achievement of Silicon Valley and Monterey Bay (JA), a nonprofit community based organization, is seeking \$5,000 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 supports funding this budget supplement request at a reduced level than JA proposed.

**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 70 role models from business and the community will annually teach over 1,160 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 527100 (Coordinate Education Programs) in Program 527 (Youth & Family Services). 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, teen dating violence prevention, career day event at the middle schools, workshop on transiting to high school from middle school, conflict resolution skills, etc.

JA's program leverages resources by serving an estimated 1,160 students with \$5,000. Their service model leverages resources by training and using volunteers to deliver their education program in about 50 classes in multiple schools in Sunnyvale.

### **SERVICE LEVEL IMPACT**

JA proposes to serve 1,160 students in 50 classes throughout various elementary, middle, and high schools in Sunnyvale.

### **FISCAL IMPACT**

Each year, the General Fund appropriates up to \$100,000 for funding CDBG-related outside groups. For FY 2010/2011, the amount of required General Fund support for these groups is approximately \$78,500, leaving approximately \$21,450 available for allocation to other outside groups. As a part of the FY 2010/2011 budget process, three funding requests were submitted that, given the City's current fiscal environment, would not have been recommended for funding. However, because the CDBG-related outside groups did not require the full \$100,000 allocation, each of the three groups can receive a pro rata share of the approximately \$21,450 available without negatively impacting the General Fund. As such, the amount of funding available for the Junior Achievement is \$3,075, which partially funds the \$5,000 originally requested.

### **ALTERNATIVES**

1. Fund JA Program as a one-time cost of \$3,075 to provide education programs in FY 2010/11.
2. Fund JA Program at their request level of \$5,000.
3. Fund JA Program at a different level than the two proposed above.
4. Do not fund JA Program.



**STAFF RECOMMENDATION**

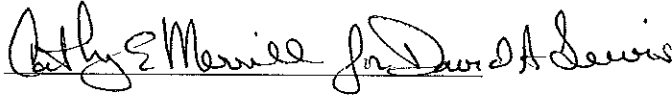
Staff recommends funding JA at a reduced level of \$3,075 to support their education programs which provide an important link between education and the world of work through a sequential K-12 curriculum.

Prepared by:



Angela Chan  
Youth and Family Resources Manager

Reviewed by:



David A. Lewis  
Director of Community Services

Reviewed by:

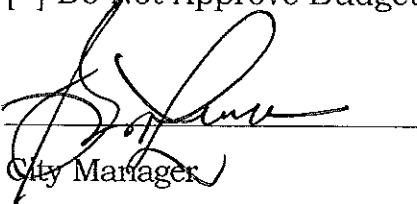


Mary J. Bradley  
Director of Finance

**City Manager's Recommendation**

Approve Budget Supplement for funding

Do Not Approve Budget Supplement for funding



City Manager

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**May 20, 2010**

**SUBJECT: Cost Effective Records Maintenance Upgrades**

**BUDGET SUPPLEMENT REQUEST SUMMARY**

This supplement would replace a currently approved Electronic Records Management System Project (Attachment A) with a less costly project. That broad-based project funded the purchase, implementation and ongoing maintenance of a citywide electronic records management system to manage the lifecycle of City records from creation through disposal and destruction. The proposed replacement project, much narrower in scope, funds the proactive implementation of the recently adopted Records Retention and Destruction Schedule, including expenses associated with both the disposal of outdated City records and with transitioning archival and active records to more cost-effective storage. This project would also fund one-time expenses associated with transitioning some City records to electronic storage. This strategy will allow staff to return to Council at a later date with a more specific and reliable cost estimate for future electronic storage needs.

**BACKGROUND**

The FY 2008/09 City Budget included Project #827700, Electronic Records Management System, which funded an extensive records management program and was a "best guess" estimate based on a consultant assessment. Total estimated project expenses included a one-time cost of \$730,000 for hardware, software and vendor fees, and annual maintenance and support fees of \$68,544. The consultant assessment process included interviews with key City staff, review of City department records, retention schedules and current records management practices, and a comparison of current City practices to Local Government Records Management Guidelines.

**EXISTING POLICY**

**Legislative/Management Sub Element, Policy 7.31.4** Maintain a cost-effective and efficient records management system that meets legal requirements, assures adequate retrieval capabilities, and provides for appropriate security.

**Records Retention and Destruction Schedule**, adopted by Council Resolution on February 23, 2010

**DISCUSSION**

Proactive implementation of the City's recently approved Records Retention and Destruction Schedule could result in a significant reduction in the City's stored records. The earlier Electronic Records Management System project was quite costly and it became less clear whether the benefits accruing from records that are more accessible would result in the actual savings needed to outweigh the

system's one-time and annual costs. This concern became particularly important given the current protracted economic downturn.

Given that increasing uncertainty, staff is proposing the current budget supplement to more appropriately address the City's near-term records review and storage needs (3-5 years), and better position the City to assess more accurately its future records management needs – after implementation of the Records Retention and Destruction Schedule. This project, much narrower in scope, funds the proactive implementation of the recently adopted Records Retention and Destruction Schedule, including expenses associated with both the disposal of outdated City records and with transitioning archival and active records to more cost-effective storage. This project would also fund one-time expenses associated with transitioning some City records to electronic storage.

### **SERVICE LEVEL IMPACT**

The review and disposal of outdated City records will reduce the City's reliance on offsite storage, reduce ongoing operating costs and increase the accessibility of stored records.

Transitioning some appropriate paper files and or paper-based processes to electronic media will also enable the City to pilot electronic storage for operations. Piloting electronic storage will enable staff to assess more realistically the potential costs and savings, as well as the operational impact, of electronic files on service delivery and on internal business systems.

### **FISCAL IMPACT**

Costs for this project are one-time costs totaling approximately \$100,000. This includes the costs associated with transitioning records to a new storage facility and the one-time expenses associated with transitioning some of the City's paper records to an electronic format to enable electronic storage. Expenses associated with this could include costs associated with such items as the purchase of scanners or server capacity, laptop computers (for in-field data entry), software associated with electronic data transfer, staff training, and the costs of temporary staff to handle project coordination and/or to scan and organize documents.

**This project replaces the Electronic Records Management System project, and represents a one-time cost reduction of \$630,000 as well as \$68,544 in annual operating costs.** Additional savings (estimated at approximately \$8,000 - \$15,000 annually from reduced offsite paper storage charges) may also be realized in future years. These cost reductions are anticipated after paper files are disposed of, and after files requiring retention are transitioned to more appropriate and cost-effective storage.

**ALTERNATIVES**

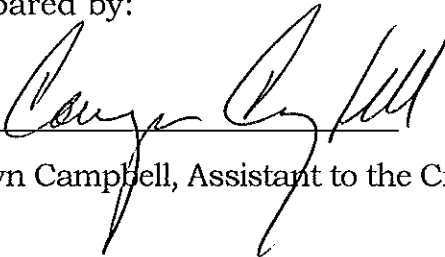
1. Council defunds Capital Improvement Project #827700 in the amount of \$730,000 and ongoing operating costs of \$68,544, and approves funds in the amount of \$100,000 for proactive implementation of the Records Retention and Destruction Schedule, including expenses associated with disposal of records and transitioning archived and active records to more appropriate storage media.
2. Council does not defund Capital Improvement Project #827700 in the amount of \$730,000 and ongoing operating costs of \$68,544, and does not approve funds in the amount of \$100,000 for proactive implementation of the Records Retention and Destruction Schedule, including expenses associated with disposal of records and transitioning archived and active records to more appropriate storage media.
3. Other direction as identified by Council.

**STAFF RECOMMENDATION**

Staff Recommends Alternative #1: Council defunds Capital Improvement Project #827700 in the amount of \$730,000 and ongoing operating costs of \$68,544, and approves funds in the amount of \$100,000 for proactive implementation of the Records Retention and Destruction Schedule, including expenses associated with disposal of records and transitioning archived and active records to more appropriate storage media.

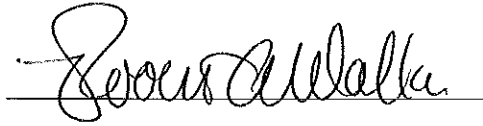
Proactive review of stored City records would result in the disposal of outdated records and would reduce the City's reliance on offsite storage as well as result in more accurate and accessible stored files. Piloting electronic file storage would enable the City to more realistically assess the potential benefits, costs and savings, as well as the operational impact, of electronic file storage on service delivery and on internal business systems.

Prepared by:




Coryn Campbell, Assistant to the City Manager

Reviewed by:



Robert Walker, Assistant City Manager

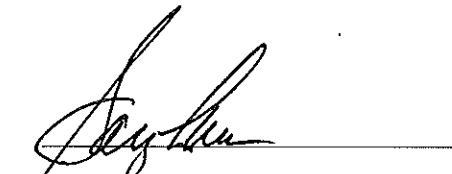
Reviewed by:

*for*   
Mary J. Bradley  
Director of Finance

**City Manager's Recommendation**

Approve Budget Supplement for funding

Do Not Approve Budget Supplement for funding

  
Gary Luebbers  
City Manager

Project Information Sheet

Project: 827700 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**

	Prior Actual	Project Costs	Revenues	Transfers In	Operating Costs
2007-08	0	0	0	0	0
2008-09	0	730,000	0	0	0
2009-10	0	0	0	0	68,544
2010-11	0	0	0	0	69,915
2011-12	0	0	0	0	71,313
2012-13	0	0	0	0	72,739
2013-14	0	0	0	0	74,194
2014-15	0	0	0	0	75,678
2015-16	0	0	0	0	77,192
2016-17	0	0	0	0	78,736
2017-18	0	0	0	0	80,310
2018-19	0	0	0	0	82,720
2019-20	0	0	0	0	85,201
2020-21	0	0	0	0	87,757
2021-22	0	0	0	0	90,390
2022-23	0	0	0	0	93,102
2023-24	0	0	0	0	95,895
2024-25	0	0	0	0	98,771
2025-26	0	0	0	0	101,735
2026-27	0	0	0	0	104,787
2027-28	0	0	0	0	107,930
20 Year Total		730,000	0	0	1,616,909
Grand Total		730,000	0	0	1,616,909

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## BUDGET SUPPLEMENT NO: 8

May 20, 2010

**SUBJECT: Revenue Enhancement Pilot Program**

### **BUDGET SUPPLEMENT REQUEST SUMMARY**

The Department of Finance requests a budget supplement for FY 2010/2011 to fund a revenue enhancement pilot program that includes adding staff resources to the business license tax audits and fully implementing alarm permit fees. Staffing these functions is expected to result in a net increase of approximately \$250,000 in revenue to the General Fund in FY 2010/2011, after taking into account the cost of the additional staffing required to generate the increased revenue. The Department proposes that the program be evaluated at the end of FY 2010/2011 to determine the level of success achieved and if the pilot program should be continued.

### **BACKGROUND**

Similar to most municipalities, Sunnyvale imposes a tax on business conducted within the city limits. Originally adopted by ordinance as a general tax in 1968, the City's business license tax is based on the number of employees or the number of rental units, whichever is larger.

A measure on the November 2005 ballot was approved that increased the business license tax from its then current level of \$10 for every five employees or rental units to \$30 for one, \$50 for two to five, and \$50 for each additional group of five employees or rental units, up to a maximum of \$9,500 for employees and \$4,250 for rentals.

With the increase in the tax rate, it became important for the City to implement audits. Prior to the rate increase, it may not have been cost effective for the City to pursue a \$20 business license because staff time would have cost more than an audit and subsequent follow-up it would have generated. For that reason, staff's time was focused in other areas where the return on investment was greater. However, that scenario is no longer true. A business license now generates at least \$91 for a sole proprietorship (\$30 for one employee + \$61 application processing fee) and up to \$9,500 for a business with 190 or more employees.

The Alarm Permit Fee was established in FY 2007/2008; however, resource issues have not permitted the program to be fully implemented. With an estimated 5,000 residential and commercial alarm users in the City, significant time is required to establish an inventory of residents and business that have alarm systems that are not permitted. It is currently estimated that there are nearly 4,000 alarm users that do not have the necessary permit. For each non-permitted alarm user, the City loses \$35 (residential) or \$70 (commercial).

## **EXISTING POLICY**

### **7.1.1 Fiscal – Long Range Goals & Policies**

Goal XI. To maintain a diversified and stable revenue base that generates the resources necessary to sustain essential City services over the Long Term Financial Plan.

## **DISCUSSION**

The City's Treasury Division estimates that focusing efforts on pursuing and auditing the business license tax, as well as fully implementing the alarm permit fees, will result in approximately \$3 of revenue collected for every \$1 spent. For this reason, the Treasury Division of the Finance Department requests a one-year pilot program to fully resource these two areas. Currently, existing staff are dedicating as much time as possible to these tasks; however, given the other responsibilities within the Treasury Division, revenue opportunities are being missed. Despite this, the audits that have been conducted have generated over \$420,000 in ongoing revenues to the General Fund. In order to fully resource these activities, an additional full-time position is needed. This budget supplement proposes adding this additional position for FY 2010/2011 and then evaluating the results of the pilot program at the end of the fiscal year to determine if the program brings in enough revenue to warrant becoming permanent.

## **SERVICE LEVEL IMPACT**

Adding one additional temporary position would allow for full-scale business license tax auditing to be accomplished, as well as the alarm permit program to be fully implemented. A full-scale effort in both of these areas is estimated to generate approximately \$250,000 in additional net revenue to the City.

## **FISCAL IMPACT**

Approval of Budget Supplement No. 8 would result in a net increase to General Fund revenues of approximately \$250,000 in FY 2010/2011, after taking into account the cost of one additional temporary position required to conduct the audit activity and fully implement the alarm permit fees.

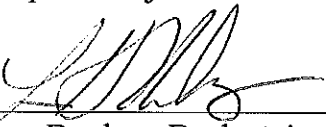
## **ALTERNATIVES**

1. Approve Budget Supplement No. 8 to fund one additional position for FY 2010/2011, which is expected to generate approximately \$250,000 in net revenue for the General Fund.
2. Do not approve Budget Supplement No. 8 to fund one additional position for FY 2010/2011.
3. Other direction as provided by Council.

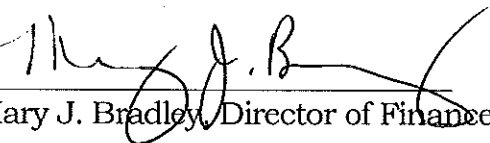
**STAFF RECOMMENDATION**

Staff recommends alternative number one, approve Budget Supplement No. 8 to fund one additional position for FY 2010/2011, which is expected to generate approximately \$250,000 in net revenue for the General Fund.

Prepared by:

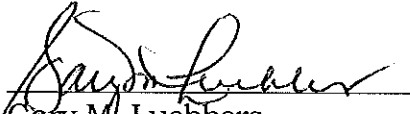
  
\_\_\_\_\_  
Ann Durkes, Budget Analyst

Reviewed by:

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

**City Manager's Recommendation**

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

  
\_\_\_\_\_  
Gary M. Luebbers  
City Manager

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## BUDGET SUPPLEMENT NO: 9

May 20, 2010

**SUBJECT: Consideration of Funding for 2010 Priority Study Issues**

### **BUDGET SUPPLEMENT REQUEST SUMMARY**

When Council adopted the 2010 Tentative Council Meeting Agenda Calendar, Council deferred taking action on three priority study issues that require additional funding. Because of the City's current fiscal situation, these issues were to be considered with the City Manager's FY 2010/2011 recommended budget. Therefore, these three issues are being presented for consideration as a budget supplement. The three issues are: Explore opportunities to develop a community theatre based in downtown Sunnyvale, Reliable electrical power options, and Comprehensive school traffic study. Due to the financial challenges described in the recommended budget, staff does not recommend funding these study issues at this time.

### **BACKGROUND**

On February 23, 2010, Council adopted the 2010 Tentative Council Meeting Agenda Calendar and deferred taking action on three priority study issues that require additional funding. The three study issues are described in the Report to Council (RTC 10-053). This report is included with this supplement (Attachment A). Also included are the study issue papers for each issue (Attachments B-D).

### **EXISTING POLICY**

#### **7.1A.1 Development of the Budget and Resource Allocation Plan**

A.1.14 Final actions on study items with significant financial impacts should be withheld until they can be made in the full context of the annual budget process.

### **DISCUSSION**

As the City Manager's Message in the FY 2010/2011 recommended budget describes, the budget continues to address the impacts of the worst recession since the Great Depression. The budget includes service reductions, position eliminations, and significant drawdown of the budget stabilization reserve. With the utilization of reserves, the budget is not structurally balanced. The recommended budget includes a plan for achieving long term financial stability. In this environment, funding for additional items, such as these three study issues, can only come at the cost of reducing another service or project.

### **SERVICE LEVEL IMPACT**

Funding any or all of these issues will impact service level because another service or project would need to be reduced in order to fund these studies. Specific impact would depend on what is reduced.

**FISCAL IMPACT**

The cost of each study issue is as follows:

- Explore opportunities to develop a community theatre based in downtown Sunnyvale: \$165,000
- Reliable electrical power options: \$100,000
- Comprehensive school traffic study: \$165,000

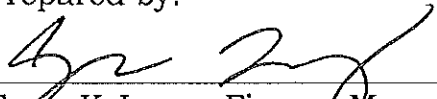
**ALTERNATIVES**

1. Approve Study Issue DCS 09-01: Explore opportunities to develop a community theatre based in downtown Sunnyvale. This alternative requires identification of a funding source.
2. Approve Study Issue DPW 10-09: Reliable electrical power options. This alternative requires identification of a funding source.
3. Approve Study Issue DPW 09-01: Comprehensive School Traffic Study. This alternative requires identification of a funding source.
4. Do not approve Budget Supplement No. 9.
5. Other direction as provided by Council.

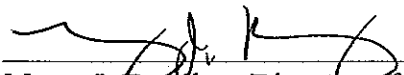
**STAFF RECOMMENDATION**

Staff recommends alternative number four, do not approve Budget Supplement No. 9 due to the current fiscal environment.

Prepared by:

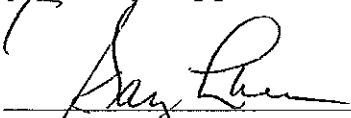
  
\_\_\_\_\_  
Grace K. Leung, Finance Manager

Reviewed by:

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

**City Manager's Recommendation**

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

  
\_\_\_\_\_  
Gary M. Luebbers  
City Manager



**Council Meeting: February 23, 2010**

**SUBJECT: Adoption of 2010 Tentative Council Meeting Agenda Calendar**

**REPORT IN BRIEF**

The City's Planning and Management System (PAMS) calls for an annual Tentative Council Meeting Agenda Calendar (TCMAC), which schedules Council meeting dates, and dates for presentations of study issues ranked by Council at its workshop in January. Staff has prepared a draft *2010 TCMAC* (Attachment A) for Council review. The calendar shows specific study items, mandatory and routine items, as well as other noteworthy items, events and cancelled meetings.

Three of Council's priority study issues require additional funding. Given the City's current fiscal situation, staff is recommending deferral of these issues until Council receives the city manager's FY 2010/2011 recommended budget in May 2010. This will allow Council to consider the importance of pursuing these issues in the context of all other fiscal impacts and priorities (see Fiscal Impact section for more detail).

**BACKGROUND**

PAMS includes a process whereby the City Council reviews various proposals for study at an annual workshop in January and establishes an annual calendar which reflects the Council's priority issues from the workshop. On January 29, 2010, the Council held its annual study issues and budget issues workshop. By Department, Council assigned a priority to each of the study issues not dropped or deferred. Staff has since assessed its ability to undertake the priority issues, taking into consideration ongoing departmental workloads (Attachment B - *Study Issues Priority List by Department*). The TCMAC (Attachment A) includes those priority Council study issues staff believes can be addressed during 2010.

**EXISTING POLICY**

**Council Policy 7.3A.1:** Utilize the Calendar as the City's principal short range planning tool

**DISCUSSION**

The *2010 Tentative Council Meeting Agenda Calendar* (Attachment A) contains study issues, routine and mandatory items, Council meetings, study sessions, state and national conferences, holidays, and special events or meetings. Dates

when no meetings are scheduled are also noted. Mandatory items, such as the annual report regarding development impact fees, are also listed on the Calendar; these items require staff time and are considered when determining the amount of staff time available for new and continuing study issues.

Similar to previous years, placeholders have been inserted for Planning items such as permits, development applications, and appeals. Whenever possible, staff has not scheduled study issues during meetings with Planning items in order to help facilitate and manage the meetings.

Additional study sessions and other special meetings may be needed after more information is known about the complexity of certain issues or as new items arise. If there are study issues not scheduled for study sessions that Council believes should be, or scheduled study sessions that are unnecessary, Council should so indicate at this time.

The *Study Issues Priorities List by Department* (Attachment B) identifies continuing and new study issues by department. The issues are presented in three sections – Above the Line, Below the Line and Continuing. The *Priorities List* shows the Council ranking for each new issue and indicates the department's intended start date and final council presentation date for each above-the-line study issue. Each department was asked to establish a cutoff point below which new issues receiving a lower priority would not be addressed due to workload demands and other factors. Those items falling "below the line" are considered deferred and will automatically be brought back to Council for consideration at the January 2011 Study Issues/Budget Issues Workshop. The proposed Council presentation dates for "above the line" study issues are scheduled on the *2010 TCMAC* (Attachment A).

Every effort will be made to keep study issues on track to meet the approved Calendar; however, scheduled dates are tentative. To assist Council members in responding to inquiries or concerns from constituents, staff will continue to advise Council of revisions to the Calendar. The Calendar is maintained and updated weekly on the City's website and is included in the Council agenda meeting packets.

#### **Revised 2010 Study Issue Papers**

Council action at the workshop included the combination of issues. As a result, the Department of Public Works has combined the *School Transportation Demand Management Opportunities* paper with the *School Zone Traffic Controls and Enforcement* paper. The revised Study Issue Paper is titled *DPW 09-01 Comprehensive School Traffic Study* and is attached for Council reference (Attachment C). In addition, the Office of the City Attorney has combined the *Consider Moving From Odd-Year Elections to Even-Year Elections* paper with the *Publicly Funded Campaign Financing* paper. The revised Study Issue Paper is



titled *OCA 10-01 Publicly Funded Campaign Financing and Consider Moving From Odd-Year Elections to Even-Year Elections* and is attached for Council reference (Attachment D).

### **FISCAL IMPACT**

Three of the priority study issues require additional funding. If these issues are approved, appropriations would be necessary. In the past, a budget modification has been approved for any study issues requiring an appropriation to complete. Given the City's current fiscal situation, staff is recommending taking a different approach to these types of study issues this year. Instead of modifying the current budget to fund these studies, which would require offsetting cuts in other areas, staff is recommending delaying pursuit of any of these studies until the costs of the studies and the corresponding cuts can be incorporated into the FY 2010/2011 Recommended Budget. This would require taking them out of the Council-assigned priority order, as these issues would not be able to begin until after the budget has been adopted. The benefit of this, however, is that Council can weigh the benefit of these costs against the other priorities within the context of the Recommended Budget. The three studies requiring extra funding that would be impacted by this change in process are described below.

#### *DCS 09-01 Explore Opportunities to Develop a Community Theatre Based in Downtown Sunnyvale*

This study issue would explore the feasibility of developing a multi-purpose performing arts/cinematic theatre in downtown Sunnyvale. The study would require a needs assessment for a new theatre, including the projected financial impact (capital and operating), anticipated market, and basic nature and design of a new facility. The needs assessment would also identify potential sites for such a facility, including both publicly and privately owned properties, and discuss benefits and constraints of those sites. The study would also explore financing models and partnership opportunities for Council's consideration should it decide to further pursue any of the options. Additional funding is necessary to pay for the consulting services that will be required to conduct a needs assessment and market analysis for a new theatre, including the projected financial impact (capital and operating), anticipated market, and basic nature and design of a new facility; identify potential sites for such a facility, including both publicly and privately owned properties and discuss benefits and constraints of those sites; and, explore financing models and partnership opportunities for Council's consideration should it decide to further pursue any of the options. The cost of this study is \$165,000.

#### *DPW 10-09 Reliable Electrical Power Options.*

This study issue would explore options to provide a better, more reliable power system in the City of Sunnyvale. Some options to explore would include whether the City may provide its own power system; whether the City can

purchase and wheel power through existing distribution systems, what role the City can play in getting the local power distribution system improved; and other options that will further or satisfy the goals of providing reliable, cost-effective power. This study is estimated to cost \$100,000 for legal fees and power expert consultant fees.

*DPW 09-01 Comprehensive School Traffic Study.*

This study would comprehensively investigate and evaluate school traffic in Sunnyvale from both an operational and programmatic perspective. Three primary areas will be assessed: Transportation Demand Management (TDM), traffic controls, and traffic enforcement. Travel patterns and vehicle and pedestrian conditions at schools, including mode choice, alternative transportation resources, pedestrian patterns, location of pedestrian facilities (especially crosswalks), driving behaviors (especially speeding, right of way compliance and illegal turns), and speed controls will be assessed. The study requires data collection, observation, mapping, analysis, alternatives development, reporting, professional engineering and Transportation Demand Management (TDM) expertise, and facilitated public outreach. The cost of this study includes 1000 consultant hours and is expected to cost \$165,000.

**PUBLIC CONTACT**

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, Community Center and Department of Public Safety; and by making the agenda and report available at the Sunnyvale Public Library, the Office of the City Clerk and on the City's Web site.

**ALTERNATIVES**

- 1) 2010 *Tentative Council Meeting Agenda Calendar*
  - a) Council approves the calendar as submitted (Attachment A)
  - b) Council modifies the calendar, and adopts as modified
- 2) Study issues requiring funding
  - a) Council approves deferral of study issues requiring funding until the costs and corresponding expenditure cuts are incorporated into the FY 2010/2011 Recommended Budget.
  - b) Council directs staff to prepare a budget modification to fund the study issues requiring funding in FY 2009/2010, as well as identify the corresponding expenditure cuts.
- 3) Other direction as approved by Council

**RECOMMENDATION**

Staff recommends Alternatives No. 1a and 2a:

- 1) 2010 *Tentative Council Meeting Agenda Calendar*
  - a) Council approves the calendar as submitted (Attachment A)

- 2) Study issues requiring funding
  - a) Council approves deferral of study issues requiring funding until the costs and corresponding expenditure cuts are incorporated into the FY 2010/2011 Recommended Budget.

Reviewed by:

Robert Walker, Assistant City Manager

Prepared by: Yvette Blackford, Intergovernmental Relations Officer

Reviewed by:

Mary Bradley, Director of Finance

Prepared by: Drew Corbett, Budget Analyst

Approved by:

Gary M. Luebbers

City Manager

**Attachments**

- A. 2010 Tentative Council Meeting Agenda Calendar
- B. Study Issues Priorities List by Department
- C. *DPW 09-01 Comprehensive School Traffic Study*
- D. *OCA 10-01 Publicly Funded Campaign Financing and Consider Moving From Odd-Year Elections to Even-Year Elections*

## Proposed 2010 Council Study Issue

## DCS 09-01 Explore Opportunities to Develop a Community Theatre Based in Downtown Sunnyvale

Lead Department	Community Services
Element or Sub-element	Community Vision Framework and Arts Sub-Element
New or Previous	Previous
Status	Pending      History 1 year ago    Deferred      2 years ago    Below the line

### 1. What are the key elements of the issue? What precipitated it?

The key elements of this study will explore the feasibility of developing a multi-purpose performing arts/cinematic theatre in downtown Sunnyvale. This study would conduct a needs assessment for a new theatre, including the projected financial impact (capital and operating), anticipated market, and basic nature and design of a new facility. The needs assessment would also identify potential sites for such a facility, including both publicly and privately owned properties, and discuss benefits and constraints of those sites. The study would also explore financing models and partnership opportunities for Council's consideration should it decide to further pursue any of the options. Over 20 years ago, the Sunnyvale City Council advanced a proposal to construct a Performing Arts Center in downtown Sunnyvale. Extensive research and development of planning alternatives for a downtown theatre facility were investigated in the mid-1980's. In the early 1990's, plans and specifications were developed for a new Performing Arts Center to be constructed on City-owned property that is now occupied by Plaza del Sol and a portion of the Mozart development. In 1993, the City Council decided to cancel the theatre development in response to actions taken by the State Legislature that curtailed City revenues by approximately \$7.0 million annually. Due to the redevelopment of Sunnyvale's downtown that is currently underway, it is, perhaps, most timely to reconsider whether a theatre downtown would benefit the community.

### 2. How does this relate to the General Plan or existing City Policy?

#### From the Community Vision Goals:

VII: Outstanding Recreation, Arts, and Culture: To provide outstanding recreation programs, library services, and visual and performing arts to meet the interests and needs of the diverse population.

IX: Dynamic Downtown: To create and support a strong and attractive traditional downtown which serves as the community's central market place, common gathering place, and symbolic center.

#### From the Arts Sub-Element:

Policy A.1. Maximize City, school, private industry, social service, and arts-related resources through collaborative development and implementation of arts programs, services and facilities with a strong focus on customer service.

A.1.e. Explore partnership opportunities with private business and industry to enrich the Arts in the business environment as well as in the broader community.

Policy A.2. Encourage active citizen involvement in development and provision of arts programs, facilities, and services.

Policy A.3. Encourage a supportive environment that is receptive to the Arts and welcomes the presence of Art, resident performing arts companies, art services, performances, artists and performers in the community.

Policy A.4. Further a sense of community identity through the promotion of the Arts.

**3. Origin of issue**

Council Member(s) Anthony Spitaleri  
General Plan  
City Staff  
Public  
Board or Commission none

**4. Multiple Year Project? Yes Planned Completion Year 2011**

**5. Expected participation involved in the study issue process?**

Does Council need to approve a work plan? No  
Does this issue require review by a Board/Commission? Yes  
If so, which?  
Arts Commission, Planning Commission  
Is a Council Study Session anticipated? Yes  
What is the public participation process?  
Public Hearings through Arts Commission, Planning Commission,  
and City Council meetings.

**6. Cost of Study**

Operating Budget Program covering costs  
Project Budget covering costs  
Budget modification \$ amount needed for study  
\$165,000.00

**Explain below what the additional funding will be used for**  
The additional funding will be used to pay for the consulting services that will be required to conduct a needs assessment and market analysis for a new theatre, including the projected financial impact (capital and operating), anticipated market, and basic nature and design of a new facility; identify potential sites for such a facility, including both publicly and privately owned properties and discuss benefits and constraints of those sites; and, explore financing models and partnership opportunities for Council's consideration should it decide to further pursue any of the options.

**7. Potential fiscal impact to implement recommendations in the Study approved by Council**

Capital expenditure range \$501K or more  
Operating expenditure range \$501K or more  
New revenues/savings range \$101K - \$500K

**Explain impact briefly**  
Capital and operating costs could vary considerably depending on the site chosen, the amount of renovation or construction work required to create a viable performing arts theatre and the terms of an agreement with an operator for the proposed new facility should a decision be made not to have the City manage the facility. It is likely that options will be identified as a result of this study that will require additional, substantial funding for capital and special projects, as well as operating costs in future years.

**8. Staff Recommendation**

Staff Recommendation Defer  
If 'For Study' or 'Against Study', explain

9. Estimated consultant hours for completion of the study issue

1000

Managers

Role	Manager	Hours	
Lead	Steward, Nancy	Mgr CY1: 250	Mgr CY2: 125
		Staff CY1: 50	Staff CY2: 25
Support	Moglen, Diane	Mgr CY1: 100	Mgr CY2: 50
		Staff CY1: 0	Staff CY2: 0
Interdep	Ryan, Trudi	Mgr CY1: 30	Mgr CY2: 15
		Staff CY1: 50	Staff CY2: 25

Total Hours CY1: 480

Total Hours CY2: 240

Note: If staff's recommendation is 'For Study' or 'Against Study', the Director should note the relative importance of this Study to other major projects that the Department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by

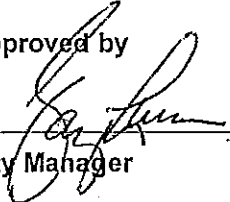
  
\_\_\_\_\_

Department Director

9-21-09

Date

Approved by

  
\_\_\_\_\_

City Manager

9-21-09

Date

### Addendum

#### A. Board / Commission Recommendation

Issue Created Too Late for B/C Ranking

Board or Commission	Rank	Rank 1 year ago	Rank 2 years ago
Arts Commission			Defer
Bicycle and Pedestrian Advisory Committee			
Board of Building Code Appeals			
Board of Library Trustees			
Child Care Advisory Board			
Heritage Preservation Commission			
Housing and Human Services Commission			
Parks and Recreation Commission			
Personnel Board			
Planning Commission			

**Board or Commission ranking comments**

On October 29, 2008, the Arts Commission voted 3-0 (Estrada and Carney absent) to recommend that Council defer this study issue for 2009. Commissioners stated they would like to see a downtown theatre for the performing arts but felt this study could be deferred without a serious negative impact to the City.

#### B. Council

**Council Rank** (no rank yet)  
**Start Date** (blank)  
**Work Plan Review Date** (blank)  
**Study Session Date** (blank)  
**RTC Date** (blank)  
**Actual Complete Date** (blank)  
**Staff Contact**

Proposed 2010 Council Study Issue

**DPW 10-09 Reliable Electrical Power Options**

<b>Lead Department</b>	Public Works
<b>Element or Sub-element</b>	Community Vision Element
<b>New or Previous</b>	New
<b>Status Pending</b>	<b>History 1 year ago</b> None <b>2 years ago</b> None

**1. What are the key elements of the issue? What precipitated it?**

This study issue was proposed by Vice Mayor Moylan and supported by Councilmember Hamilton at the December 8, 2009 study session on the City's Economic Development Program. A major factor in locating businesses within Sunnyvale or relocating out of Sunnyvale is the availability of reliable electrical power, or lack thereof. Businesses have raised concerns about frequent power outages and general reliability of the PG&E utility, affecting thier operations. PG&E has indicated that the poor condition and or inadequacy of the local distribution system is a cause of power failures.

This study issue would consider options to provide a better, more reliable power system in the City of Sunnyvale. Some options to explore are: whether the City may provide its own power system; whether the City can purchase and wheel power through existing distribution systems, what role the City can play in getting the local power distribution system improved; and other options that will further or satisfy the goals of providing reliable, cost-effective power.

**2. How does this relate to the General Plan or existing City Policy?**

**X. ROBUST ECONOMY:** To retain, attract and support strong and innovative businesses, which provide quality jobs for the city's workforce, tax revenue to support public services, and a positive reputation for Sunnyvale as a center of creativity and productivity.

Sunnyvale sits in the very center of the Silicon Valley, world renowned for its innovative and entrepreneurial spirit. The businesses which have grown up in the community bring wealth to its residents and cutting edge products to the world market. But the competition for such businesses, among the cities of the region and among similar regions throughout the world, is intense. To maintain its position of predominance, Sunnyvale must continue to provide opportunities for strong and innovative businesses, both large and small, including start-up companies and headquarters of large successful companies, to locate in the city; and it must strengthen its reputation as a business friendly community.

**3. Origin of issue**

**Council Member(s)** Vice Mayor Moylan, Councilmember Hamilton  
**General Plan**  
**City Staff**  
**Public**  
**Board or Commission** none

**4. Multiple Year Project? Yes Planned Completion Year 2012**

**5. Expected participation involved in the study issue process?**

**Does Council need to approve a work plan?** No



Does this issue require review by a Board/Commission? No  
 If so, which?  
 none

Is a Council Study Session anticipated? No

What is the public participation process?  
 A roundtable discussion with businesses, meet with PG&E representatives, and a hearing with the California Public Utilities Commission may be necessary at the appropriate time, depending upon input from legal council.

**6. Cost of Study**

Operating Budget Program covering costs  
 Project Budget covering costs  
 portion to 827090 Construction of New WPCP  
 Budget modification \$ amount needed for study  
 \$100,000.00  
 Explain below what the additional funding will be used for  
 Legal fees and power expert consultant fees.

**7. Potential fiscal impact to implement recommendations in the Study approved by Council**

Capital expenditure range \$101K - \$500K  
 Operating expenditure range \$101K - \$500K  
 New revenues/savings range None  
 Explain impact briefly

**8. Staff Recommendation**

Staff Recommendation None  
 If 'For Study' or 'Against Study', explain

As directed by Council in 2001, staff looked into this issue of a long term energy solution as part of research efforts on Energy Strategies for Sunnyvale. Staff found that a power plant, or "peaker plant" (smaller capacity plant) was not feasible in Sunnyvale. The August 7, 2001 Information Only RTC (#01-288) presented to the City Council with the outcome of the findings is attached for information purposes.

**9. Estimated consultant hours for completion of the study issue**

2080

**Managers**

Role	Manager	Hours	
Lead	Rogge, Mark	Mgr CY1:	80
		Staff CY1:	160
Interdep	Berry, Kathryn	Mgr CY1:	40
		Staff CY1:	0
		Mgr CY2:	80
		Staff CY2:	160
		Mgr CY2:	40
		Staff CY2:	0

Total Hours CY1: 280  
 Total Hours CY2: 280

Note: If staff's recommendation is 'For Study' or 'Against Study', the Director should

note the relative importance of this Study to other major projects that the Department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by

Mariz A. Roe

Department Director

12/16/09

Date

Approved by

[Signature]  
City Manager

12/17/09

Date

### Addendum

**A. Board / Commission Recommendation**

Issue Created Too Late for B/C Ranking

Board or Commission	Rank Rank	Rank 1 year ago	Rank 2 years ago
Arts Commission			
Bicycle and Pedestrian Advisory Committee			
Board of Building Code Appeals			
Board of Library Trustees			
Child Care Advisory Board			
Heritage Preservation Commission			
Housing and Human Services Commission			
Parks and Recreation Commission			
Personnel Board			
Planning Commission			

**Board or Commission ranking comments**

**B. Council**

**Council Rank** (no rank yet)  
**Start Date** (blank)  
**Work Plan Review Date** (blank)  
**Study Session Date** (blank)  
**RTC Date** (blank)  
**Actual Complete Date** (blank)  
**Staff Contact**

## Proposed 2010 Council Study Issue

**DPW 09-01 Comprehensive School Traffic Study (Combined SI's  
School TDM Opportunities & School Zone Traffic Controls and  
Enforcement and Retitled)**

<b>Lead Department</b>	Public Works
<b>Element or Sub-element</b>	Land Use and Transportation Element
<b>New or Previous</b>	Previous
<b>Status</b>	Pending      History   1 year ago   Below the line      2 years ago   Below the line

**1. What are the key elements of the issue? What precipitated it?**

This issue would comprehensively investigate and evaluate school traffic in Sunnyvale from both an operational and programmatic perspective. Three primary areas will be assessed: Transportation Demand Management (TDM), traffic controls, and traffic enforcement. Travel patterns and vehicle and pedestrian conditions at schools, including mode choice, alternative transportation resources, pedestrian patterns, location of pedestrian facilities (especially crosswalks), driving behaviors (especially speeding, right of way compliance and illegal turns), and speed controls will be assessed. For TDM, the study would look at appropriate levels of resources for the City to invest in encouraging effective TDM for schools within the City. The study would look at interfaces between school district and City operations, and opportunities for the City to invoke regulations or encourage TDM to school commuters. The outcome of the TDM evaluation would be recommendations for policy, actions, and resources for a transportation demand management program targeted at City schools. For traffic controls and enforcement, the study would identify whether a set of actions exists beyond current traffic controls and enforcement resources to improve school zone traffic flow and enhance pedestrian safety. This study would include a review of the applicability of CVC 22358.4 provisions regarding lowering of speed limits in school areas. The purpose of the study is to consider concerns that school area loading and unloading is chaotic in many areas and that a high proportion of parents drive their children to school. TDM, additional controls and/or enforcement may improve efficiency and safety.

As per Council action at the January 29, 2010 Study Issues Workshop, this study is the result of merging DPW 09-01, School Transportation Demand Management Opportunities, and DPW 10-08 School Zone Traffic Controls and Enforcement.

**2. How does this relate to the General Plan or existing City Policy?**

Land Use and Transportation Element Goal C3, Attain a transportation system that is effective, safe, pleasant and convenient.

**3. Origin of issue**

**Council Member(s)**    Hamilton, Howe  
**General Plan**  
**City Staff**  
**Public**  
**Board or Commission** Bicycle and Pedestrian Advisory Committee

**4. Multiple Year Project? Yes    Planned Completion Year 2011**

**5. Expected participation involved in the study issue process?**

Does Council need to approve a work plan? No  
 Does this issue require review by a Board/Commission? Yes  
 If so, which?  
 Bicycle and Pedestrian Advisory Committee  
 Is a Council Study Session anticipated? No  
 What is the public participation process?  
 Outreach meetings with parents and school administrators. BPAC  
 public hearing, and Council public hearing

**6. Cost of Study**

Operating Budget Program covering costs  
 115 Transportation and Traffic  
 Project Budget covering costs  
 Budget modification \$ amount needed for study  
 \$165,000.00  
 Explain below what the additional funding will be used for  
 Data collection, observation, mapping, analysis, alternatives development, reporting,  
 professional engineering and Transportation Demand Management (TDM) expertise, facilitated  
 public outreach.

**7. Potential fiscal impact to implement recommendations in the Study approved by Council**

Capital expenditure range \$101K - \$500K  
 Operating expenditure range \$101K - \$500K  
 New revenues/savings range None

Explain impact briefly  
 Should a TDM program be adopted, this could involve capital improvements to direct traffic or  
 improve alternative transportation routes to schools. An ongoing program involving elements  
 such as ridematching, walking school buses, or bike safety courses would require resources to  
 manage the program, provide educational and promotional materials, etc. This study could also  
 result in recommendations for new traffic controls at schools Citywide. This could represent a  
 capital investment of considerable scope. The study could also result in recommendations for  
 additional traffic enforcement or crossing guard resources, which can have a significant  
 operating cost.

**8. Staff Recommendation**

Staff Recommendation Defer  
 If 'For Study' or 'Against Study', explain  
 There are currently no funds available for conducting this study issue, which would  
 include hiring of engineering, TDM and/or public outreach consultants to assist with the  
 work.

**9. Estimated consultant hours for completion of the study issue**

1000

Managers	Role	Manager	Hours
	Lead	Withhaus, Jack	Mgr CY1: 40 Mgr CY2: 60 Staff CY1: 75 Staff CY2: 125

ATTACHMENT C

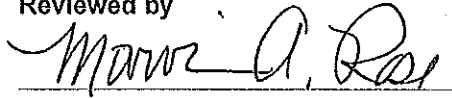
Interdep Carrion, Christopher	Mgr CY1:	20	Mgr CY2:	20
	Staff CY1:	0	Staff CY2:	0
Interdep Fitzgerald, Kelly	Mgr CY1:	20	Mgr CY2:	40
	Staff CY1:	20	Staff CY2:	40
Interdep Moretto, Douglas	Mgr CY1:	20	Mgr CY2:	20
	Staff CY1:	0	Staff CY2:	0

Total Hours CY1: 195

Total Hours CY2: 305

Note: If staff's recommendation is 'For Study' or 'Against Study', the Director should note the relative importance of this Study to other major projects that the Department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by

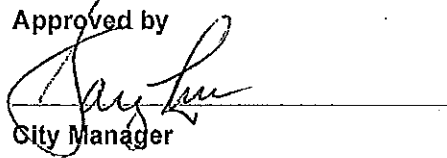


Department Director

2/4/10

Date

Approved by



City Manager

2/9/10

Date

**Addendum**

**A. Board / Commission Recommendation**

Issue Created Too Late for B/C Ranking

Board or Commission	Rank	Rank 1 year ago	Rank 2 years ago
Arts Commission			
Bicycle and Pedestrian Advisory Committee	2	6	6
Board of Building Code Appeals			
Board of Library Trustees			
Child Care Advisory Board			
Heritage Preservation Commission			
Housing and Human Services Commission			
Parks and Recreation Commission			
Personnel Board			
Planning Commission			
<b>Board or Commission ranking comments</b>			

**B. Council**

**Council Rank**                    3  
**Start Date**                        (blank)  
**Work Plan Review Date** (blank)  
**Study Session Date**            (blank)  
**RTC Date**                         (blank)  
**Actual Complete Date** (blank)  
**Staff Contact**

**THIS PAGE NOT USED**