



# RECOMMENDED BUDGET AND RESOURCE ALLOCATION PLAN FISCAL YEAR 2011/2012 TWENTY-YEAR FINANCIAL PLAN

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VOLUME I: Summary & Operating Budget

**Budget  
Supplements**

## FY 2011/2012 Budget Supplements

Budget Supp. No.	Description	Fund	One- Time	On- Going	20-Year Impact	City Manager's Recommendation
1.	Establish a Budget for Implementation of the First Phase of the Guided Neighborhood Bike Routes Project	Capital Projects Fund	X		\$40,000	No
2.	Expand Care Management Program at the Senior Center	General Fund		X	\$997,443 - \$1,508,690*	No
3.	Junior Achievement K-12 Education Program	General Fund	X		\$5,000	No
4.	Outside Group Funding Request from Silicon Valley Leadership for Leadership Sunnyvale Program	General Fund	X		\$6,000	Yes
5.	Community Event Grant Funding	General Fund	X		\$10,000	Yes
6.	Funding for Neighborhood Grant Program	General Fund	X		\$6,125	Yes
7.	Consideration of Funding for 2011 Priority Study Issues	General Fund	X		\$855,000	No
8.	Consider Making the Pet Parade a City Event	General Fund	X		\$30,500	No

*\*Adjusted for inflation (2% from FY 2011/12 – FY 2020/21 and 3% from FY 2021/22 – 2030/31), based on annual costs of \$39,090/year to \$59,090/year*

## **BUDGET SUPPLEMENT NO: 1**

**June 2, 2011**

**SUBJECT: Establish a Budget for Implementation of the First Phase of the Guided Neighborhood Bike Routes Project**

### **BUDGET SUPPLEMENT REQUEST SUMMARY**

A budget issue has been brought forward to consider \$40,000 in funding for a guided neighborhood bike routes project in the 2011/12 budget.

### **BACKGROUND**

The City Council in October, 2010 approved a guided bike route concept map and an unfunded, revenue dependent project to provide a network of signed, guided bike routes throughout the City. Council also approved a second phase project to construct associated physical improvements at select locations on the bike route network. This budget supplement request is for the first phase of the project only.

### **EXISTING POLICY**

Land Use and Transportation Element C3.5, Maximize the provision of bicycle and pedestrian facilities.

### **DISCUSSION**

Council considered a 2010 study issue to identify a network of streets more lightly traveled by vehicular traffic that can serve as bicycle routes for riders less comfortable riding on streets with heavy traffic. These routes can be identified using signs consistent with Federal and State design standards for local bike route networks.

The BPAC and staff identified and field checked a network of 16 potential routes. The network is a rough grid of streets traversing the entire City. The route concept was to provide alternative ways of traveling on major streets. The guided route network is intended to supplement, not replace, the bike facilities on major streets. Creation of a guided bike route network provides encouragement and opportunity for potential riders who otherwise might be intimidated by traveling on heavily traveled streets. It can also encourage recreational or destination riding. Guide signs with route numbering augmented by destination placard signs, would be placed at key points on each route. Signage would be done consistent with Federal and State standards.

### **SERVICE LEVEL IMPACT**

Completion of this project would increase maintenance activities of the associated signs.

**FISCAL IMPACT**

The project cost is estimated at \$40,000. No funding source has been identified, so funds for this project would need to come by reducing resources or projects in other areas of the budget.

**ALTERNATIVES**

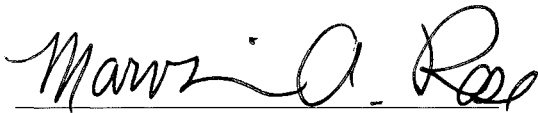
Determine a source of City funds for a guided bicycle route signing project and identify resources or projects to be de-funded in order to provide project funding.

Maintain the guided bike routes project as a revenue dependent project and pursue outside funding for the project.

**STAFF RECOMMENDATION**

Staff recommends that the guided bike routes project be maintained as a revenue dependent project. This is consistent with other planned bicycle improvement projects, and there is no mandate for construction of this project. Discretionary resources are not available at this time to fund this project.


Reviewed by:



Marvin Rose, Director, Department of Public Works

Prepared by: Jack Witthaus, Transportation and Traffic Manager

Reviewed by:

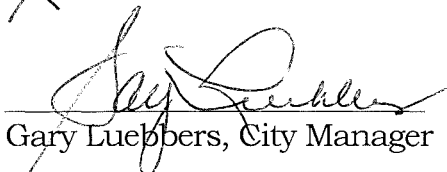


Grace K. Leung, Director, Department of Finance

**City Manager's Recommendation**

Approve Budget Supplement for funding

Do Not Approve Budget Supplement for funding



Gary Luebbers, City Manager

## BUDGET SUPPLEMENT NO: 2

May 6, 2011

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

### **BUDGET SUPPLEMENT REQUEST SUMMARY**

At their meeting on January 28, 2011, City Council approved a Budget Issue to consider allocation of additional resources to support a full-time care management program for Sunnyvale seniors. Approval of this Budget Supplement would expand the existing quarter-time care management program in the Recreation Division budget to a full time level of service.

Care management, also known as case management, assists seniors requiring specialized care and their families in identifying care and service needs to enable them to remain in their homes. For those seniors who do not have family close by to assist them, the Care Manager becomes their advocate by connecting the client to services and resources that are available from non-profits and privately funded organizations.

A full time Care Manager can directly assist an average of 60 individuals as well as respond to requests for information from the public, conduct community outreach and provide educational programs to assist seniors who require specialized care and services.

Along with managing case loads, the Care Manager serves as a resource contact for the community. In any given year, the Sunnyvale Care Manager has had the following types of contact with the community:

- Community Contact: Requests to meet with the Care Manager by either phone or in person;
- Phone Calls: Inquiries/Information and Referral calls returned and received;
- Office Visits: Onsite and drop in visits by public;
- Emails: responses to requests for information, development of resources and referrals, communication regarding individual clients.

Staff does not recommend approval of this Budget Supplement at this time. While there is a demonstrated need for the Care Management Program, an increased service level would require additional funding of \$59,090 for the full-time Care Manager and an additional \$21,240 for clerical support; or a total of \$80,350 for the full package. There is also a one-time expenditure of \$5,000 if clerical support is approved for the acquisition of an office set-up, computer and phone. This estimate reflects the amount of "new" dollars required and does not assume receipt of Council on Aging Silicon Valley (COA) grant funding. However, the COA Executive Director recently stated that the funding stream for support of Care Management programs is stable at this time and under current guidelines, a full-time care management program would qualify for a \$20,000 grant from the COA.

It should be noted that the FY10/11 budget reflects funding resources at the level of a half-time Care Manager, although City Council has only authorized spending at the quarter-time level. The surplus funds have not been expended, so fewer “new” dollars are thus required to pay for a full-time Care Manager.

Regardless, an increase in the service level will result in increased costs that will not be offset by revenue. A corresponding reduction in General Fund or Community Recreation Fund programs and services, or resources from some other source as determined by City Council would be required to offset the increased service level.

## **BACKGROUND**

In January 2006, a Budget Issue Summary was considered to provide funding for a full-time care management program in Sunnyvale after the program operated by the non-profit organization Sunnyvale Community Services (SCS) was eliminated. At that time, Council approved a budget supplement to fund a pilot half-time program in FY 2006/2007. The budget was partially offset by a one-time grant of \$20,000 from the Council of Aging Silicon Valley (COA).

In FY 2007/2008, City Council considered a Budget Supplement to fund the half-time program on an on-going basis. Instead, City Council decided to reduce the program by 50%, reducing the service level to that of a one quarter-time Care Manager. By contracting with the COA, staff has been able to leverage the allocated City funds to cover the cost of 13 hours per week of care management services rather than 10 hours per week. The COA again made an exception to their funding criteria and agreed to pay for an additional seven hours per week so a half-time (20 hours per week) care management program could be maintained at the Sunnyvale Senior Center. This arrangement continues to date. If at some point the COA or City decides to discontinue the agreement, the care management program would revert back to ten hours per week.

From FY 2006/2007 to FY 2009/2010, the Care Management Program served 208 Sunnyvale seniors and their families. In addition, the Care Manager responded to numerous requests for information from the public and conducted community outreach and educational programs to assist seniors requiring specialized care and services to enable them to remain in their homes.

## **EXISTING POLICY**

### **Socio Economic Sub-Element**

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

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

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

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

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

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

**Fiscal Sub-Element**

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

**DISCUSSION**

This Budget Supplement contemplates a service level increase to provide a full-time care management program at the Sunnyvale Senior Center. This would require the creation of a full-time Care Manager, and ideally, provide administrative support for the care management program. Staff has included clerical/administrative information in this report as an “add alternate” to the full-time Care Manager. The “add alternate” would provide funds for clerical and administrative support that would allow the Care Manager to function more effectively and efficiently.

**Care Manager / Care Management Service Level**

According to Council on Aging Silicon Valley (COA), a full-time Care Manager can successfully manage 60 case loads per year. A “case” is defined as a completed “case file” (the required support and assistance for one individual). Managing a case load involves handling extremely confidential data in a sensitive environment involving very personal matters. The severity of the situation will determine if the Care Manager will assign a “case file” and develop strategies and solutions to the matters presented (not all community contact develop into a “case file”). Elements of a case file generally include: navigating the health care and financial system, reviewing home environments, coordinating a multi disciplinary approach towards assisting the senior in maintaining as much of their independence as possible. For some individuals this means coordinating home health care services, dealing with family neglect



and abuse, dealing with creditors to help seniors who have been defrauded, assisting seniors with managing their medications and health care costs, assisting seniors with managing their finances (living in Silicon Valley on a Social Security Monthly Average of \$845) and helping families by connecting them with resources to help their aging parent. The Care Manager will often visit with the clients in their homes because they are unable to transport themselves to the Sunnyvale Senior Center. Time to handle these case loads vary according to the severity of the situation the seniors face. Due to the nature of these challenges, COA recommends an annual case load level of 60 clients. This figure is based on efficiency, avoiding burnout amongst care managers, and to allow adequate time to effectively manage the case load. An experienced Care Manager with deep connections in a community and strong skills to navigate the bureaucracy involved with care management may be able to manage more cases.

Along with managing case loads, the Care Manager serves as a resource contact for the community and responds to hundreds of requests for information, referral and/or support via meetings, by phone or by mail (postal service or email).

The following chart provides details about the Care Manager's activities from July 1, 2010 to September 30, 2010:

<b>Specific Activities</b>	<b>Data as of 9/10</b>
<p><b>Seniors Served</b>                      Provide case management services for 45 Sunnyvale seniors, not previously served by the Council on Aging – includes preparation of individualized care plans, coordination of services, authorization of payment for services and purchase of services for clients, as well as, periodic client contact to determine the quality and effectiveness of the services provided.</p>	<p>18 new clients (Approx. 38 clients in existing case load)</p>
<p><b>Client Contacts</b>                      Contacts with clients by phone, meeting or email</p> <ul style="list-style-type: none"> <li>• Phone calls (Clients and non-clients)</li> <li>• Office visits (Clients and non-clients)</li> <li>• Home visits (Clients)</li> <li>• Email/fax communications (Clients and non-clients)</li> </ul>	<ul style="list-style-type: none"> <li>• 670 phone calls received or placed by Care Manager</li> <li>• 54 office visits to Care Manager</li> <li>• 39 home visits made by Care Manager</li> <li>• 185 email or fax communications made by Care Manager</li> </ul>

Administrative and Clerical Support (Add Alternate)

Beginning in FY 2009/2010, a vacant regular part-time Office Assistant position was eliminated from the Recreation Division budget as a cost savings strategy. The position had been assigned to the Senior Center front counter. The remaining Senior Center front counter staff cannot absorb the increased community contact and phone calls that are anticipated should the care management service level increase to full-time. Currently, the front desk staff at the Senior Center field some of the basic information and referral (I & R) calls allowing the Care Manager to focus on clients. If City Council is interested in improving the efficiency and capacity of the Care Manager position, allocating resources for additional clerical/front counter staff would accomplish this goal. If not, then the Care Manager would be responsible for providing general information, responding to referral calls and completing routine administrative tasks.

A casual clerical support position of 900 hours could provide the following to the Care Manager:

1. Coordinate and maintain I & R data (resources change constantly and the Care Manager's time would be used more efficiently if her information is current);
2. Administrative Tasks – Prioritize calls and messages left for Care Manager; assist Care Manager with follow up calls to case load clients (assisting clients with calling community resources, i.e. calls to the doctor);
3. Handle client's files with confidential information including assisting with connecting personal client info to lawyers or insurance representatives (volunteers cannot handle these files)

**SERVICE LEVEL IMPACT**

If funded, this budget supplement will provide an on-going service level increase in the Community Recreation Fund to provide a full-time Care Manager to serve a minimum of 60 individuals each year. The program would be conducted in partnership with the Council on Aging Silicon Valley, a non-profit that receives funding from the Federal and State governments, Medi-cal, the United Way and a number of private foundations. The Care Management Program would continue to be housed at the Sunnyvale Senior Center and a care manager would be hired or the COA would provide a qualified staff person to conduct comprehensive assessments, care planning, service authorization and arrangements, and case monitoring of approximately 60 clients annually. Additionally, hundreds of seniors and their friends and family members would also receive limited assistance through information and referrals.

## **FISCAL IMPACT**

Approval of Budget Supplement No. 2 will expand the care management position to full-time at a cost of approximately \$118,458. The Care Manager position is budgeted at the Administrative Analyst level, which is comparable to the market wages for a professional Care Manager. An additional \$3,000 is required to cover IT computer replacement rates on the existing computer, and to cover the cost of the phone, office supplies and mileage reimbursement expenses, bringing the total cost of a full-time Care Manager to \$121,458. Based on the current allocated budget for Care Management, the service level expansion will result in a net increase to the General Fund of approximately \$59,090. The approximate cost is \$1,700 per care management case although several hundred individuals also receive assistance through information and referral contacts.

The COA's standard practice is to fund \$10,000 of a part-time, 20-hour per week Care Manager and \$20,000 of a full-time, 40-hour per week Care Manager. The City could expect a grant of \$20,000 to fund the full-time Care Management Program as it is proposed in this report; although annual funding from the COA is not guaranteed. If Council on Aging Silicon Valley continues to provide \$20,000 annually in grant funds for agencies providing full-time care management services the net increase to the City would be reduced to \$39,090.

### **Administrative and Clerical Support (Add Alternate)**

\$25,126 will cover the cost of a casual clerical position (\$22,626 in staffing and \$2,500 to cover IT computer replacement rates on a new computer, and the cost of a phone, office supplies and mileage as necessary). This position would provide increased clerical / front counter support for the Care Manager by handling phone contacts and scheduling appointments.

An additional one time only cost of \$5,000 would be required for a new computer work station at the Senior Center.

## **ALTERNATIVES**

1. Approve funding to support a full-time Care Management Program at the Sunnyvale Senior Center consisting of increased annual General Fund contribution to the Community Recreation Fund of \$59,090. This does not assume successful receipt of a grant of \$20,000 from the COA, since funding is not guaranteed.
2. Approve funding to support a full-time Care Management Program at the Sunnyvale Senior Center consisting of increased annual General Fund contribution to the Community Recreation Fund of \$59,090 contingent upon receipt of a \$20,000 grant from the COA to bring the City's new costs down to \$39,090.

3. Approve funding to support 900 hours of casual clerical support to the Care Management Program consisting of increased annual General Fund contribution to the Community Recreation Fund of \$25,126 and a one-time allocation of no more than \$5,000 for a new work station.
4. Do not approve Budget Supplement No. 2, and continue the Care Management Program at its current one quarter-time level funding.
5. Other direction as provided by Council .

### **STAFF RECOMMENDATION**

Staff Recommends Alternative 4.

According to a report from COA, from July 2009 to March 2010, the Sunnyvale Care Management program handled 73 Case Loads (28 more than the recommended 45 case loads for PT Care Manager) with the following age breakdown:

- 12% (9) of total served are 60-69 years of age;
  - o 29% (21) of total served are 70-79 years of age;
  - o 40% (29) of total served are 80-89 years of age;
  - o 19% (14) of total served are 90 or above.

Based on these age breakdowns, 15.4% of Sunnyvale's total population of 136,352 (US Census – American Community Survey 2006-2008) fall into the age categories served by the Sunnyvale Care Management Program (60 years and older). Of that 15.4%, 3% are ages 80 and up – that age range currently represents 59% (43) of the total care management cases in Sunnyvale.

The amount of traffic the Care Manager experiences (the number of community contacts) and the fact that the half time Care Manager position is managing more than the recommended 60 case loads per year (for a full-time Care Manager) would suggest that there is ample need for this service in this community.

While expanding the current services of the Care Management program to a full-time program would be of benefit to the Sunnyvale Community, it also requires additional funding. This could come from a corresponding reduction in General Fund or Community Recreation Fund programs and services, or some other source determined by City Council. Staff recommends deferring expansion of the Care Management Program until the City's current fiscal condition improves.

Reviewed by:



Robert Walker, Assistant City Manager

Prepared by: Gerard Manuel, Recreation Supervisor and Nancy Bolgard Steward,  
Superintendent of Recreation

Reviewed by:

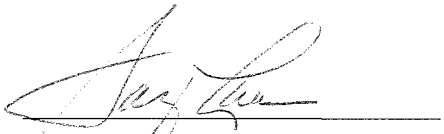


Grace K. Leung, Director, Department of Finance

**City Manager's Recommendation**

Approve Budget Supplement for funding

Do Not Approve Budget Supplement for funding



Gary Luebbers, City Manager

## **BUDGET SUPPLEMENT NO: 3**

**June 2, 2011**

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

### **BUDGET SUPPLEMENT REQUEST SUMMARY**

Junior Achievement of Northern California (JA), a nonprofit community based organization, is seeking \$5,000 in funding to support Project \$AVE (Success, Achieve, Value, Educate). The overall goal of Project \$AVE is to impact K-12<sup>th</sup> grade students with JA programs that will prepare the next generation of workers with entrepreneurship, financial literacy, and 21<sup>st</sup> century skills.

Volunteer role models teach the programs during the school day, sharing experiences and exposing students to a cross-section of careers. JA's classroom programs are offered at each grade level enhancing the regular school curriculum with business, economic education and workforce readiness programming including problem solving, teamwork and critical thinking. Staff does not support this budget supplement request.

### **BACKGROUND**

Junior Achievement's Project \$AVE will utilize research-based curriculum which revolves around the theme that excellence in school leads to success in the real world. All programs emphasize these school-to-career ideas while teaching real-life concepts, such as money management, career preparation and global competition.

JA's request to the City of Sunnyvale for \$5,000 will be directly used to fund 217 Sunnyvale students while supporting JA's goal to serve 1,650 disadvantaged students in Sunnyvale during the 2011-2012 school year.

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 who have low to moderate incomes, their request is being submitted as a budget supplement for consideration.

### **EXISTING POLICY**

Socio-Economic Sub-Element Policy 5.1F.1c - Develop program alternatives to address the unique needs of special populations, such as youth, seniors, the disabled, welfare recipients and others.

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 Project \$AVE fits with Activity 527100 (Coordinate Education Programs) in Program 527 (Youth & Family Resources). Both JA's program and this activity aim to provide direct education to youth on topics and issues not discussed within the education curriculum delivered through the schools. Activity 527100 also encompasses education programs for parents and/or adults in the community.

Examples of education programs offered in Activity 527100:

- Bilingual Story Time – a weekly program for parents and young children to encourage early literacy and foster the love of reading.
- Career Day at Sunnyvale & Columbia Middle Schools – offered in partnership with schools and community partners whereby students interact and learn directly from colleges & universities, NOVA, and local businesses about the importance of education and a successful future.
- Project Cares – classroom presentations from Bill Wilson Center to middle school students to inform them of community resources students can directly access if they are ever unsafe, homeless, or in need of services and have nowhere else to turn.
- Winter Camp – a 4-day camp offered in partnership with Columbia Middle School during school's winter break whereby 60 students receive additional academic support in the morning from teachers and are transported off-site each afternoon to participate in one of three enrichment activities that connects higher education and future careers.
- Peer Support Presentations – in partnership with Fremont High School whereby high school students, usually graduates of Columbia Middle School, return to Columbia Middle School to talk with 8<sup>th</sup> graders about attending high school; what a peer support model is; the importance of having positive peers who support and encourage you in a high school environment of thousands of students on campus; and get 8<sup>th</sup> graders excited about attending Fremont High School next year.
- English as a Second Language (ESL) – in partnership with Adult Education, ESL classes are offered to adults 2 evenings per week on the Columbia MS campus.
- Financial Literacy – workshops on basic money management skills have been offered to youth and adults with various partners.
- Parent Education Workshops – in partnership with various partners, offer parenting skills workshops to parents/guardians to strengthen their ability to support their children.

JA's program leverages resources and aims to serve a total of 1,650 students in Sunnyvale. Their service model leverages resources by training and using volunteers to deliver their education program in multiple schools in Sunnyvale.

For FY 2011/12, Activity 527100 does not have monies budgeted to absorb JA's request of \$5,000. There are 240 staff hours and \$5,406 for professional services budgeted to coordinate an estimated six education programs for both youth and adults. Staff plans to partner with community organizations and other partners so education programs will be offered as an in-kind service to the City or at a reduced rate, paid for through the \$5,406 budgeted.

### **SERVICE LEVEL IMPACT**

JA proposes to serve 1,650 students in various classes in elementary, middle and high schools in Sunnyvale.

### **FISCAL IMPACT**

If JA is funded as a one-time cost to provide the program for FY 2011/12, the budget impact will be \$5,000 for the year.

### **ALTERNATIVES**

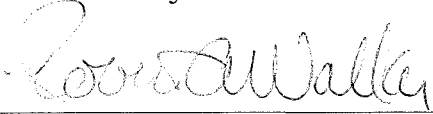
1. Fund JA Program as a one-time cost of \$5,000 to provide the program in FY 2011/12.
2. Fund JA Program at a level reduced from what was proposed by JA.
3. Do not fund JA Program.

### **STAFF RECOMMENDATION**

Staff recommends against funding. JA provides a positive service to students in Sunnyvale and has been able to leverage City funding in the past to secure additional funding. However, staff would not recommend a reduction in existing City services to fund JA's services, and if staff were provided \$5,000 with which to increase its services to youth and families, staff would recommend placing those resources elsewhere (counseling services or mentoring services for at-risk youth).

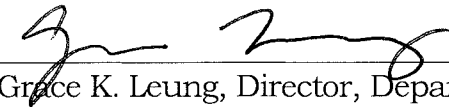


Reviewed by:



Robert A. Walker, Assistant City Manager  
Prepared by: Angela Chan, Youth and Family Resources Manager

Reviewed by:

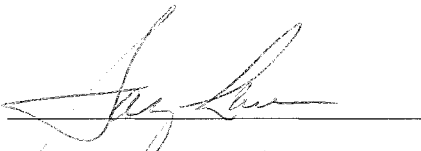


Grace K. Leung, Director, Department of Finance

**City Manager's Recommendation**

Approve Budget Supplement for funding

Do Not Approve Budget Supplement for funding



Gary Luebbers, City Manager

## BUDGET SUPPLEMENT NO: 4

June 2, 2011

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

#### **BUDGET SUPPLEMENT REQUEST SUMMARY**

Silicon Valley Leadership (SVL), an independent, nonprofit 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 stakeholders 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>
2010/11	\$6,000	18
2009/10	\$6,000	18
2008/09	\$8,000	22
2007/08	\$8,000	23
2006/07	\$8,323	19
2005/06	\$10,000	15
2004/05	\$7,000	22
2003/04	\$5,000	21

Historically, the City has also entered into a separate agreement supporting SVL for Leadership Sunnyvale. The separate agreement has provided in-kind services totaling \$2,850, which include the use of City facilities and City staff presentations during leadership classes, and a commitment to enroll City staff members in Leadership Sunnyvale (in FY 2010/11 two staff were enrolled at a combined tuition rate of \$1,600). The FY 2010/11 agreement became effective on July 1, 2010, and will expire June 30, 2011 and was approved by Council via RTC 10-253, *Agreements Between the City of Sunnyvale and Silicon Valley Leadership to Provide Leadership Sunnyvale 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 – Encourage community involvement in the development and implementation of City and community activities, programs and services.

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

The Relationships with Outside Groups (RWOG) 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 RWOG policy are those that:

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

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

#### **DISCUSSION**

SVL requests \$6,000 in Outside Group Funding support for FY 2011/12 to support Leadership Sunnyvale, 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 18 Sunnyvale stakeholders in FY 2011/12.

In previous years, SVL has met their contract obligations with one problematic exception – their funding reimbursement requests were submitted at the end of the fiscal year, instead of quarterly, as stated in the contract. This was a concern for staff, as quarterly reimbursements provide a method for tracking contract progress and accountability. However, a new executive director joined SVL in October 2010 and staff has already received an SVL reimbursement request for the first two quarters of FY 2010/11. Staff is optimistic that SVL will continue with the quarterly reimbursement requests.

Financially, SVL funding reached a significant low point in FY 2009/10. With total revenues of \$94,439 and total expenses of \$112,948, the organization drew the \$18,509 difference from its reserve fund, leaving the fund at \$10,793

by year's end. The financial information provided by SVL goes back five years, and shows FY 2009/10 as a year of significantly lower income across all revenue types. While this financial snapshot does not foretell the future of the organization, it certainly reflects the impact of the current economy.

In addition to this request, consistent with past years, an in-kind services and enrollment commitment agreement may be presented to Council in late summer 2011 (for in-kind services estimated at \$2,850 and tuition fees estimated at \$1,600).

### **SERVICE LEVEL IMPACT**

Since FY2003/04, the City has provided General Fund support for Leadership Sunnyvale in accordance with the City's Outside Group Funding program. SVL's leadership training activities are consistent with the City of Sunnyvale's Community 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**

This Budget Supplement would earmark \$6,000 for SVL to continue Leadership Sunnyvale in FY 2011/12. This budget supplement would be identified in the General Fund for reimbursement to SVL for services provided.

### **ALTERNATIVES**

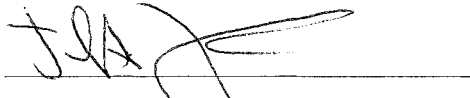
1. Approve the SVL funding request for \$6,000 of Outside Group Funding for FY 2011/12.
2. Do not approve the SVL funding request for \$6,000 of Outside Group Funding for FY 2011/12.
3. Approve a reduced funding amount of Outside Group Funding for SVL for FY 2011/12.
4. Other direction as provided by Council.

### **STAFF RECOMMENDATION**

Staff recommends Alternative 1: Approve the SVL funding request for \$6,000 of Outside Group Funding for FY 2011/12.

SVL leverages the City's Outside Group Funding support to provide leadership training that the City does not provide. Additionally, the Leadership Sunnyvale program benefits the community and City government by preparing Sunnyvale stakeholders to engage in the local democratic process. Approving this funding request will continue that support for another year.

Prepared by:



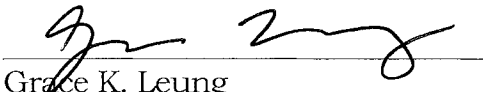
John Pilger, Communications Officer

Reviewed by:



Robert Walker  
Assistant City Manager

Reviewed by:




Grace K. Leung  
Director of Finance

**City Manager's Recommendation**

Approve Budget Supplement for funding

Do Not Approve Budget Supplement for funding



Gary M. Luebbers  
City Manager

## **BUDGET SUPPLEMENT NO: 5**

**June 2, 2011**

**SUBJECT: Community Event Grant Funding**

### **BUDGET SUPPLEMENT REQUEST SUMMARY**

This supplement would provide one-time FY 2011/12 funding to support 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 July 28, 2009, with RTC 09-194 and on February 15, 2011, during the Council Discussion with the Community Event Grant Distribution Subcommittee (Agenda Item#6).

### **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, with Council approval of \$25,000 for community event grant support. The funding supported events taking place within Sunnyvale, which were free and open to the public and had attendance of 500 people or more. The Community Event Grant Program was discontinued during the 2003 budget reductions.

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

- FY 2008/09 \$25,635;
- FY 2009/10 \$20,000
- FY 2010/11 \$12,250

The FY 2010/11 awards were for eight events from four organizations, as follows:

Applicant	Event(s)	Grant Award
India Community Center	<i>Sevathon</i>	\$500
Lakewood Village Neighborhood Association (LVNA)	<i>LVNA Holiday Parade</i>	\$500
Pakistani American Culture Center (PACC)	<i>Pakistan Independence Day &amp; Basant Kite Festival</i>	\$1,000
Sunnyvale Downtown Association (SDA)	<i>Summer Series Music &amp; Market, Jazz &amp; Beyond, Howl'oween Pet Parade &amp; Faire, Christmas Tree Lighting</i>	\$10,250
		\$12,250 Total

*Note: All events listed in the table have occurred and corresponding grant funds have been distributed, with the exception of the Basant Kite Festival, which is scheduled for May 15, 2011.*

## **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.

#### **Socio-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 tradition of supporting special events; with both Council and staff working to support community-building initiatives. Should funds be approved, community event funding applications will be considered via a competitive application process facilitated by Council's new Community Events Grant Distribution Subcommittee. The subcommittee will bring its funding recommendation back to the full Council for approval. Administrative tasks, including: marketing the program, receiving applications, notifying grant awardees and processing reimbursements will be performed by Community Resources Division staff in the Office of the City Manager.

### **SERVICE LEVEL IMPACT**

Council approval of this supplement funds this program for FY 2011/12 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, preparing application packets for subcommittee review, notifying applicants of grant awards and processing reimbursement requests.

### **FISCAL IMPACT**

This supplement proposes \$10,000 in total grant funding for FY 2011/12 only. Associated administration costs are absorbed in the Office of the City Manager. The community event grant program is brought to Council annually. This annual process enables Council to allocate funding for the upcoming year's budget based on the current economic and financial environment. This year's proposal is a reflection of the current economy and consistent with the necessity to reduce expenditures City-wide.

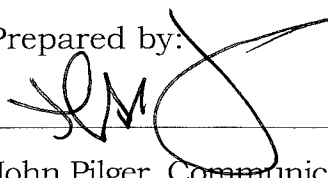
### **ALTERNATIVES**

1. Approve the budget supplement request for \$10,000 to fund City-wide community events, to be reviewed on an annual basis.
2. Approve a budget supplement for a different amount to fund City-wide community events.
3. Do not approve a budget supplement to fund City-wide community events.

### **STAFF RECOMMENDATION**

Staff recommends #1, in light of current economy and City's financial environment.

Prepared by:



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John Pilger, Communications Officer

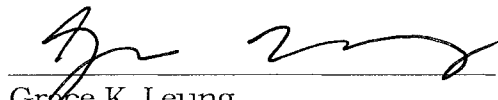


Reviewed by:



Robert Walker, Assistant City Manager

Reviewed by:



Grace K. Leung  
Director of Finance

**City Manager's Recommendation**

Approve Budget Supplement for funding

Do Not Approve Budget Supplement for funding



Gary M. Luebbers  
City Manager

## **BUDGET SUPPLEMENT NO: 6**

**June 2, 2011**

**SUBJECT: Funding for Neighborhood Grant Program**

### **BUDGET SUPPLEMENT REQUEST SUMMARY**

This supplement proposes \$6,125 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. The purpose of the program is to provide money for neighborhood projects and events, thereby strengthening a sense of community.

### **BACKGROUND**

In August 2005, Council approved a City-sponsored neighborhood grant program which provides City grants to groups of residents or neighborhood associations. The program goals are to: 1) build community, 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.

To date, the program has funded more than 50 neighborhood events and projects, each focusing on one 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.

From 2006 until 2009, the NGP was budgeted for and awarded \$10,000 annually to Sunnyvale neighborhood associations for community building activities. In FY 2010/11, the NGP budget was reduced by Council to \$6,125. Through a competitive review process, city staff evaluated applications totaling \$8,890, and awarded the budgeted amount of \$6,125. The maximum grant award limit has been set at \$1,000 since the program began.

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.

Examples of the types of neighborhood activities that may be funded include:

- Services to develop (not maintain) an association website;
- 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;
- Startup costs for neighborhood association fundraising events/activities;
- Welcoming signage at entrance to neighborhood denoting neighborhood's name;
- Neighborhood beautification project (i.e. landscaping, planting of trees, etc.).

Below is a snapshot of funding allocation for FY 2010/11:

<b>Group/Neigh Assoc (NA)</b>	<b>Project(s)</b>	<b>Requested</b>	<b>Awarded</b>
Charles Street 100 NA	Anniversary Block Party	\$ 60	\$ 60
Cherryhill NA	Clean & Green Project	1000	825
Cumberland South NA	4th of July Parade/Party	420	420
Lakewood Village NA	Newsletter production	1000	795
Northumberland Dr	Block Party	520	250
Old Orchard	Block Party/Disaster Prep	1000	250
Plaza del Rey	National Night Out	1000	825
San Miguel NA	Annual Holiday Potluck	1000	850
SNAIL NA	Newsletter Production	1000	850
Stevens Creek NA	Neighborhood Outreach	890	700
Sunnyarts NA	Community-building	1000	300
<b>Total Applications = 11</b>		<b>\$ 8,890</b>	<b>\$ 6,125</b>

### **EXISTING POLICY**

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

**Policy B.3** - Promote the importance and benefits of community involvement.

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**

The grant program receives an average of 12 applications per year, and allocates funds during a competitive application review process. Over the years, projects have included: neighborhood beautification projects, parades, block parties, newsletter production, “National Night Out” against crime activities and a 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. Following the Council approved framework, all aspects of this program including marketing the program, receiving and evaluating applications, awarding funds, and processing reimbursements are performed by Community Resources Division staff in the Office of the City Manager.

### **SERVICE LEVEL IMPACT**

Council approval of this supplement funds this program for FY 2011/12 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. All neighborhood groups are eligible to apply.

### **FISCAL IMPACT**

This supplement proposes \$6,125 in total grant funding with a maximum individual grant of \$1,000. Associated administration costs are absorbed in the Community Resources division, in the Office of the City Manager. The neighborhood grant program is brought to Council annually as a budget supplement. This process enables Council to allocate funding for the upcoming year’s budget based on the current economic and financial environment.

### **ALTERNATIVES**

1. Approve the budget supplement request for \$6,125 to continue funding for the Neighborhood Grant Program, with individual grant awards not to exceed \$1,000.
2. Do not approve the budget supplement request for \$6,125 and discontinue funding the Neighborhood Grant Program.
3. Other action as directed by Council.

### **STAFF RECOMMENDATION**

Staff recommends Alternative No. 1: Approve the budget supplement request for \$6,125 to continue funding for the Neighborhood Grant Program, with

individual grant awards not to exceed \$1,000. Each project and event funded by this program has the potential to positively impact hundreds of residents. For a relatively small financial investment, the City promotes community-building at the neighborhood level.

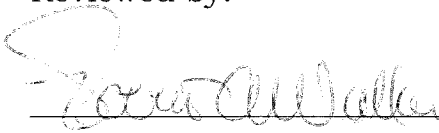
Prepared by:



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John Pilger, Communications Officer

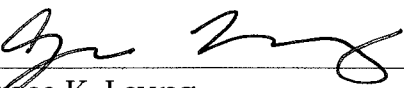
Reviewed by:



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Robert Walker, Assistant City Manager

Reviewed by:



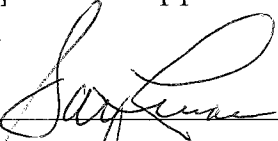
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Grace K. Leung  
Director of Finance

**City Manager's Recommendation**

Approve Budget Supplement for funding

Do Not Approve Budget Supplement for funding



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Gary M. Luebbers  
City Manager

## **BUDGET SUPPLEMENT NO: 7**

**June 2, 2011**

**SUBJECT: Consideration of Funding for 2011 Priority Study Issues**

### **BUDGET SUPPLEMENT REQUEST SUMMARY**

When Council adopted the 2011 Tentative Council Meeting Agenda Calendar, Council deferred taking action on four 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 2011/2012 recommended budget. Therefore, these four issues are being presented for consideration as a budget supplement. The four issues are: Preparation of Peery Park Specific Plan, Toolkit for Commercial/Residential Mixed Use Development, Reliable Electrical Power Options, and Ban the Use of Expanded Polystyrene (EPS) Food Containers. Due to the financial challenges described in the recommended budget, staff does not recommend funding these study issues at this time.

### **BACKGROUND**

On February 15, 2011, Council adopted the 2011 Tentative Council Meeting Agenda Calendar and deferred taking action on four priority study issues that require additional funding. The four study issues are described in the Report to Council (RTC 11-039). This report is included with this supplement (Attachment A). Also included are the study issue papers for each issue (Attachments B-E).

### **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 2011/2012 Recommended Budget describes, the budget is continuing to recover from the recent recession. However, significant pressure remains on local government agencies, as there are many competing priorities for City resources. Many projects and initiatives that were deferred during the recession are now competing for funding, and this budget still includes service reductions and a continued drawdown of the budget stabilization fund. In this environment, funding for additional items, such as these four 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:

- Preparation of Peery Park Specific Plan: \$300,000
- Toolkit for Commercial/Residential Mixed Use Development: \$350,000
- Reliable Electrical Power Options: \$165,000
- Ban the Use of Expanded Polystyrene (EPS) Food Containers: \$40,000

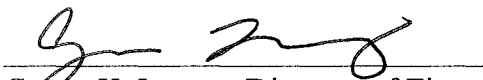
**ALTERNATIVES**

1. Approve Study Issue CDD 08-11C: Preparation of Peery Park Specific Plan. This alternative required identification of a funding source.
2. Approve Study Issue CDD 10-06: Toolkit for Commercial/Residential Mixed Use Development. This alternative requires identification of a funding source.
3. Approve Study Issue DPW 10-09: Reliable Electrical Power Options. This alternative requires identification of a funding source.
4. Approve Study Issue DPW 11-01: Ban the Use of Expanded Polystyrene (EPS) Food Containers. This alternative requires identification of a funding source.
5. Do not approve Budget Supplement No. 7.
6. Other direction as provided by Council.

**STAFF RECOMMENDATION**

Staff recommends alternative number five, do not approve Budget Supplement No. 7 due to the current fiscal environment.

Reviewed by:



Grace K. Leung, Director of Finance

Prepared by: Drew Corbett, Budget Manager

**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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**Council Meeting: February 15, 2011****SUBJECT: Adoption of 2011 Tentative Council Meeting Agenda Calendar****BACKGROUND**

On January 28, 2011, the Council held its annual Study/Budget Issues Workshop. Council reviewed proposed study issues by department, and assigned a priority ranking to each of the issues not dropped or deferred.

**EXISTING POLICY**

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

**DISCUSSION**

Since the January 28 workshop, staff has assessed its ability to undertake the priority issues, taking into consideration departmental workloads and available resources. The *Study Issues Priorities List by Department*, Attachment A, shows the Council ranking for each new issue, and indicates the department's intended start date and Council presentation date for "above-the-line" study issues.

This year, all ranked study issues are scheduled for completion and there are no "below the line" issues. The proposed Council presentation dates, and dates for proposed study sessions, are noted on the *2011 Tentative Council Meeting Agenda Council (TCMAC)*, Attachment B. 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 *2011 TCMAC* notes routine and mandatory items, study sessions, state and national conferences, holidays, and special events or meetings. Dates when Council meetings are not scheduled are also noted. Similar to previous years, placeholders have been inserted for Planning items such as permits, development applications, and appeals. Additional items, including study sessions and other special meetings may be added to the calendar as more information becomes known about the complexity of certain issues, or as new items arise.

Every effort will be made to keep study issues on track to meet the approved Calendar; however, scheduled dates are tentative. To assist Councilmembers 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 Council agenda meeting packets.

### Studies Revised at the Workshop

The following study issues were reviewed by Council at the Study/Budget Issues Workshop and, after Council discussion, resulted in staff action to amend, clarify or expand the scope of the studies. Changes are noted below.

#### *CDD 10-06 Toolkit for Commercial/Residential Mixed Use*

Staff confirmed for Council that the cost of the study will be between \$25,000 and \$50,000 – not \$350,000 as noted in the study issue paper. (Completion of this issue is contingent upon securing grant funds.)

#### *CDD 11-04 Location and Operation of Stand-alone Firearm Sales Businesses*

Based on Council action, staff expanded the scope of this study to include a review of large sporting goods stores in the City that sell a wide variety of products, including firearms, as well as home-based sales of firearms.

#### *CDD 11-07 Amend Sign Code to Address Business Identification*

Based on Council discussion, staff revised the title of this study issue to “Comprehensive Sign Code Revisions”.

#### *DCS 11-01 Revisit City Policy Governing the Community Recreation Fund*

One Councilmember requested that this study include an option that would provide for the full cost-recovery of recreational services (i.e., no support from the General Fund). While the level of General Fund support to the Community Recreation Fund will not be the focus of this study, options that would improve the Council's ability to make decisions in this regard will be. In other words, this study will provide Council better tools with which to make budgetary decisions, including the ability to approve a full-cost recovery recreation program should it desire to do so. The level of General Fund support to the Community Recreation Fund, however, will be determined by Council when it approves the annual budget.

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

Based on Council action, staff amended the study to include City-initiated discussions between senior staff and the Moffett Park Business and Transportation Association to seek funding for this study. This action makes this study issue “revenue dependant”. Therefore, other than seeking outside funding, the study will not commence until funding is secured.

### Study Issues without Designated Council Presentation Dates

The *Study Issues Priorities List by Department* (Attachment A) also notes final Council presentation dates for continuing study issues. Note that some have been noted as “to be determined” due to external factors or the need for additional City funding (CDD 08-11C). The reason for the “TBD” designation is provided below.

*CDD 08-11C Preparation of Peery Park Specific Plan* is currently on hold because the funding anticipated to complete the study (estimated at \$300,000) has been

allocated to fund the environmental impact report for the Land Use and Transportation element update.

*CDD 09-12C BMR In-lieu Fee Requirements Modification* is currently postponed pending resolution of changing case law related to Below Market Rate (BMR) programs and in-lieu fees.

*DPW 09-14C Joint Powers Authority Approach to Countywide Recycling & Waste Reduction Programs and Services* is in progress and dependent on the development and adoption of a Memorandum of Understanding among the 16 Santa Clara County jurisdictions. The MOU will better identify and define the role and responsibilities of stakeholders in the service delivery system and create a clearer, more effective, and more agreeable governance structure for countywide solid waste programs and planning.

*DPW 09-20C Consider any code revisions that would be necessary to allow for the filtering of "gray water" and the reuse of the filtered gray water for household purposes* is delayed due to the recent inactivity of the County workgroup. It appears that the workgroup will return to its efforts to develop a model ordinance within the next six months.

### **FISCAL IMPACT**

The four study issues noted below require additional funding, and consistent with last year's practice, will be considered within the context of the City's overall fiscal situation.

- *CDD 08-11C Preparation of Peery Park Specific Plan*
- *CDD 10-06 Toolkit for Commercial/ Residential Mixed Use Development*
- *DPW 10-09 Reliable Electrical Power Options.*
- *DPW 11-01 Ban the Use of Expanded Polystyrene (EPS) Food Containers*

### **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) Council approves the 2011 *Tentative Council Meeting Agenda Calendar* as submitted (Attachment B).
- 2) Council modifies the 2011 *Tentative Council Meeting Agenda Calendar*, and adopts as modified.
- 3) Other direction as approved by Council.

**RECOMMENDATION**

Staff recommends Alternative No. 1):

Council approves the 2011 *Tentative Council Meeting Agenda Calendar* as submitted (Attachment B).

Reviewed by:

Robert Walker, Assistant City Manager

Prepared by: Yvette Blackford, Intergovernmental Relations Officer

Reviewed by:

Grace Leung, Director of Finance

Prepared by: Drew Corbett, Budget Manager

Approved by:

Gary M. Luebbers

City Manager

**Attachments**

- A. Study Issues Priorities List by Department
- B. 2011 Tentative Council Meeting Agenda Calendar

**All Departments****New - Above the line**

Start Date	Council Date	Council Rank	Number	Title	Study Session Date	Lead Manager
02/11	05/12	1	CDD 10-06	Toolkit for Commercial/Residential Mixed Use Development *		Ryan, Trudi 730-7435
04/11	10/12	2	CDD 11-07	Comprehensive Sign Code Revisions		Ryan, Trudi 730-7435
04/11	11/11	3	CDD 11-01	Requiring Electric Car Chargers in New Residential Developments		Fatapour, Ali 730-7432
04/11	09/11	4	CDD 11-04	Location and Operation of Firearm Sales Businesses		Ryan, Trudi 730-7435
01/11	04/11	1	DCS 11-01	Revisit City Policy Governing the Community Recreation Fund	04/11	Walker, Robert 730-7458
02/11	08/11	1	FIN 11-02	Update Fiscal Sub-element Policy Related to Budget Stabilization Fund	07/11	Corbett, Drew 730-7603
01/11	09/11	2	FIN 11-01	Utility Bill Assistance for Low Income, Fixed Income, Senior, and Disabled Utility Customers		Kirby, Tim 730-2712
02/11	05/11	1	DPW 11-06	Closing Murphy Avenue to Automobile Traffic		Witthaus, Jack 730-7330
02/11	02/12	2	DPW 10-09	Reliable Electrical Power Options *		Rogge, Mark 730-7426
10/11	09/12	3	DPW 11-01	Ban the Use of Expanded Polystyrene (EPS) Food Containers *		Bowers, Mark 730-7421
03/11	12/11	4	DPW 09-02	Update/Review Corner Vision Triangle Municipal Code Ordinance		Witthaus, Jack 730-7330
03/11	08/11	5	DPW 11-10	Fair Oaks Avenue/Route 237 Parking Facility Study		Witthaus, Jack 730-7330

**New - Below the line**

(None)

**Continuing**

Planned Completion Date	Status	Number	Title	Lead Manager
TBD in 2011	Above the line	CDD 08-11C	Preparation of Peery Park Specific Plan *	Ryan, Trudi 730-7435
TBD in 2011	Above the line	CDD 09-12C	BMR In Lieu Fee Requirements Modification	Ise, Suzanne 730-7698
06/11	Above the line	OCA 09-01C	Consideration of Directly-Elected Mayor	Kahn, David 730-7460
07/11	Above the line	OCM 10-04C	Civic Center Buildings: Renovate, Replace, or Relocate?	Campbell, Coryn 730-7475
05/11	Above the line	DPS 10-01C	Photo Red Light Enforcement	Pang, Dayton 730-7139
TBD in 2011	Above the line	DPW 09-14C	Joint Powers Authority (JPA) Approach to Countywide Recycling & Waste Reduction Programs and Services	Bowers, Mark 730-7421
TBD in 2011	Above the line	DPW 09-20C	Consider any code revisions that would be necessary to allow for the filtering of "gray water" and the reuse of the filtered gray water for household purposes.	Gervin, Lorrie 730-7268

**TENTATIVE COUNCIL MEETING AGENDA CALENDAR – 2011**

DRAFT

Revised 02/09/2011

**FEBRUARY 2011**

**Date Time Department**

February 22	<b>NO COUNCIL MEETING SCHEDULED</b> (Follows Presidents' Day holiday)	
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**MARCH 2011**

**Date Time Department**

March 1	6:15 p.m.	<b>SPECIAL REDEVELOPMENT AGENCY MEETING – CLOSED SESSION</b> Closed Session pursuant to Government Code Section 54956.9(c) Conference With Legal Counsel - Anticipated Litigation - One potential case	OCA
	6:45 p.m.	<b>SPECIAL COUNCIL MEETING – CLOSED SESSION</b> Closed Session pursuant to Government Code Section 54956.9(c) Conference With Legal Counsel - Anticipated Litigation - One potential case	OCA
	7 p.m.	<b>COUNCIL MEETING</b>  <del><b>SPECIAL ORDER OF THE DAY</b>—Boards and Commissions Oath of Office (as necessary) (Rescheduled to March 8, 2011)</del>  Board and Commission Appointments Staff Contact: Lisa Natusch, (408) 730-7595 (Rescheduled from February 15, 2011)  <del>Approval, by Resolution, of the Tier 2 Drought Implementation Plan Between the Agencies of the Bay Area Water Supply and Conservation Agency (BAWSCA), Required by the 2009 Water Supply Agreement (WSA) With the San Francisco Public Utility Commission (SFPUC) Staff Contact: Jim Craig, (408) 730-7558 (Moved to Consent Calendar)</del>	OCM  OCM  DPW
	Following Council Meeting	<b>ONIZUKA LOCAL REDEVELOPMENT AUTHORITY MEETING</b>  Discussion and possible action on Public Benefit Conveyance Options for the Onizuka Air Force Station Staff Contact: Shaunn Mendrin, (408) 730-7429	CDD



**TENTATIVE COUNCIL MEETING AGENDA CALENDAR – 2011**

DRAFT

Revised 02/09/2011

**MARCH 2011**

March 8	6:15 p.m.	<b>SPECIAL COUNCIL MEETING – STUDY SESSION</b> Review of Proposed Cost of Service Adjustments to Water Rates Staff Contact: Grace Leung, (408) 730-7398	FIN
	7 p.m.	<b>COUNCIL MEETING</b>  <b>SPECIAL ORDER OF THE DAY – Boards and Commissions</b> Oath of Office <i>(Rescheduled from March 1, 2011)</i>	OCM
March 15		<b>NO COUNCIL MEETING SCHEDULED</b> (National League of Cities Congressional Cities Conference March 12-16 2011)	
March 22		<b>NO COUNCIL MEETING SCHEDULED</b> <i>(Rescheduled to March 29)</i>	
March 29	6 p.m.	<b>SPECIAL COUNCIL MEETING – CLOSED SESSION</b> Closed Session pursuant to Government Code Section 54957 Public Employee Performance Evaluations Titles: City Attorney, City Manager Staff Contact: Teri Silva, (408) 730-7495	HR
	7 p.m.	<b>COUNCIL MEETING</b> <i>(Rescheduled from March 22)</i>  Update on Potential for Utility Users Tax Ballot Measure Staff Contact: Brice McQueen – (408) 730-7284  2010-7456 and 2010-7738 – Taylor Morrison CA LLC: Application for related proposals on a 7.3-acre site located at 1044 East Duane Avenue (near Lawrence Expwy.) in an M- S/ITR/R-4/PD (Industrial and Service/Industrial to Residential/High Density Residential/Planned Development) Zoning District. (APN: 205-23-001): General Plan Amendment from ITRHI (Industrial to Residential High Density) to ITRMED (Industrial to Residential Medium Density); Rezone from M- S/ITR/R-4/PD (Industrial and Service/Industrial to Residential/High Density Residential/Planned Development) to M-S/ITR/R-3/PD (Industrial and Service/Industrial to Residential/Medium Density Residential/Planned Development); Special Development Permit to allow development of the site with 132 townhome-style condominiums; Vesting Tentative Map to allow 132 condominium units and 34 common lots. Staff Contact: Mariya Hodge, (408) 730-7659	FIN  CDD

**TENTATIVE COUNCIL MEETING AGENDA CALENDAR – 2011**

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Revised 02/09/2011

**APRIL 2011**

Date	Time		Department
April 5	6 p.m.	<b>SPECIAL COUNCIL MEETING – STUDY SESSION</b> Revisit City Policy Governing the Community Recreation Fund (Study Issue) Staff Contact: Robert Walker (408) 730-7458	DCS
	7 p.m.	<b>COUNCIL MEETING</b>	
<b>April 12 NO COUNCIL MEETING SCHEDULED</b>			
<b>April 19 NO COUNCIL MEETING SCHEDULED</b> (Spring Recess April 18-22)			
April 26	6 p.m.	<b>SPECIAL COUNCIL MEETING</b> (as necessary) Board and Commission Interviews – Summer Recruitment Staff Contact: Lisa Natusch, (408) 730-7595	OCM
	7 p.m.	<b>COUNCIL MEETING</b> Revisit City Policy Governing the Community Recreation Fund (Study Issue) Staff Contact: Robert Walker (408) 730-7458	DCS

**TENTATIVE COUNCIL MEETING AGENDA CALENDAR – 2011**

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Revised 02/09/2011

**MAY 2011**

Date Time Department

May 3		<b>NO COUNCIL MEETING SCHEDULED</b>	
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May 10	6 p.m.	<b>SPECIAL COUNCIL MEETING</b> (as necessary)  Board and Commission Interviews – Summer Recruitment Staff Contact: Lisa Natusch, (408) 730-7595	OCM
	7 p.m.	<b>COUNCIL MEETING</b>  Positions on Potential State Ballot Measures for the June 2011 Election (as necessary) Staff Contact: Yvette Blackford, (408) 730-7536	OCM
		Closing Murphy Avenue to Automobile Traffic (Study Issue) Staff Contact: Jack Witthaus, (408) 730-7330	DPW

May 17		<b>NO COUNCIL MEETING SCHEDULED</b>	
	5 p.m.	<del><b>SPECIAL COUNCIL MEETING – CLOSED SESSION</b></del> <i>(Rescheduled from May 24)</i> <i>(Rescheduled back to May 24)</i>	
	5 p.m.	<del><b>SPECIAL COUNCIL MEETING – CLOSED SESSION</b></del> Public Employee Performance Evaluation – City Manager, Pursuant to Government Code 54957 Staff Contact: Teri Silva, (408) 730-7495	HRD
	6 p.m.	<del><b>SPECIAL COUNCIL MEETING – CLOSED SESSION</b></del> Public Employee Performance Evaluation – City Attorney, Pursuant to Government Code 54957 Staff Contact: Teri Silva, (408) 730-7495	HRD
	7 p.m.	<del><b>COUNCIL MEETING</b></del>  Board and Commission Appointments Staff Contact: Lisa Natusch, (408) 730-7595	OCM
	Following Council Meeting	<del><b>FINANCING AUTHORITY MEETING</b></del> (as-needed)  Staff Contact: Tim Kirby, (408) 730-2712	

May 18-20,  
2011

(League of California Cities' Legislative Action Days, May 18-20,  
2011, Sacramento)

**TENTATIVE COUNCIL MEETING AGENDA CALENDAR – 2011**

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Revised 02/09/2011

**MAY 2011**

May 24	<b>NO COUNCIL MEETING SCHEDULED</b>	
5 p.m.	<b>SPECIAL COUNCIL MEETING – CLOSED SESSION</b> Public Employee Performance Evaluation – City Manager, Pursuant to Government Code 54957 Staff Contact: Teri Silva, (408) 730-7495	HRD
6 p.m.	<b>SPECIAL COUNCIL MEETING – CLOSED SESSION</b> Public Employee Performance Evaluation – City Attorney, Pursuant to Government Code 54957 Staff Contact: Teri Silva, (408) 730-7495	HRD
7 p.m.	<b>COUNCIL MEETING</b> Board and Commission Appointments Staff Contact: Lisa Natusch, (408) 730-7595	OCM
	Photo Red Light Enforcement (Study Issue) Staff Contact: Dayton Pang, (408) 730-7139	DPS
Following Council Meeting	<b>FINANCING AUTHORITY MEETING</b> (as needed)  Staff Contact: Tim Kirby, (408) 730-2712	

May 26 Thursday	8:30 a.m.	<b>SPECIAL COUNCIL MEETING – BUDGET WORKSHOP</b>  Review of the Recommended FY 2011/2012 Budget and Twenty-Year Financial Plan Staff Contact: Drew Corbett, (408) 730-7603 (Rescheduled to June 2)	FIN
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May 31	<b>NO COUNCIL MEETING SCHEDULED</b> (Follows Memorial Day Holiday)	
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**TENTATIVE COUNCIL MEETING AGENDA CALENDAR – 2011**

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**JULY 2011**

Date	Time	MAYOR'S STATE OF THE CITY EVENT	Department
July 4 Monday			
July 5		<b>NO COUNCIL MEETING SCHEDULED</b> (Follows 4 <sup>th</sup> of July holiday)	
July 12		<b>NO COUNCIL MEETING SCHEDULED</b> (Summer Recess July 5-15, 2011)	
July 19	6 p.m.	<b>SPECIAL COUNCIL MEETING – STUDY SESSION</b> Update Fiscal Sub-element Policy Related to Budget Stabilization Fund (Study Issue) Staff Contact: Drew Corbett, (408) 730-7603	FIN
	7 p.m.	<b>COUNCIL MEETING</b>	
July 26	7 p.m.	<b>COUNCIL MEETING</b>  Civic Center Buildings: Renovate, Replace or Relocate? (Study Issue) Staff Contact: Coryn Campbell, (408) 730-7475	OCM

**TENTATIVE COUNCIL MEETING AGENDA CALENDAR – 2011**

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**AUGUST 2011**

Date	Time		Department
August 2		<b>NO COUNCIL MEETING SCHEDULED</b> (National Night Out)	
August 9	6 p.m.	<b>SPECIAL COUNCIL MEETING</b> (as necessary)	
		Board and Commission Interviews (as necessary) Staff Contact: Lisa Natusch, (408) 730-7595	OCM
	7 p.m.	<b>COUNCIL MEETING</b>	
August 16		<b>NO COUNCIL MEETING SCHEDULED</b>	
August 23	7 p.m.	<b>COUNCIL MEETING</b>	
		Board and Commission Appointments (as necessary) Staff Contact: Lisa Natusch, (408) 730-7595	OCM
		Update Fiscal Sub-element Policy Related to Budget Stabilization Fund (Study Issue) Staff Contact: Drew Corbett, (408) 730-7603	FIN
		Fair Oaks Avenue/Route 237 Parking Facility Study (Study Issue) Staff Contact: Jack Witthaus, (408) 730-7330	DPW
August 30		<b>NO COUNCIL MEETING SCHEDULED</b>	

**TENTATIVE COUNCIL MEETING AGENDA CALENDAR – 2011**

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**SEPTEMBER 2011**

Date	Time	Department
September 6	<b>NO COUNCIL MEETING SCHEDULED</b> (Follows Labor Day Holiday)	
September 13	7 p.m.	<b>COUNCIL MEETING</b>  <b>SPECIAL ORDER OF THE DAY – Boards and Commissions</b> OCM Oath of Office (as necessary)  2011 League of California Cities Resolutions (as necessary) OCM Staff Contact: Yvette Blackford, (408)730-7536  League of California Cities Peninsula Division Election of Officers OCM Staff Contact: Yvette Blackford, (408) 730-7536
September 20	7 p.m.	<b>COUNCIL MEETING</b>  Utility Bill Assistance for Low Income, Fixed Income, Senior, and Disability Utility Customers (Study Issue) FIN Staff Contact: Tim Kirby, (408) 730-2712
September 21-23		LEAGUE OF CALIFORNIA CITIES ANNUAL CONFERENCE & EXPOSITION – San Francisco
September 27	7 p.m.	<b>COUNCIL MEETING</b>  Location and Operation of Firearm Sales Businesses (Study Issue) CDD Staff Contact: Trudi Ryan, (408) 730-7435



**TENTATIVE COUNCIL MEETING AGENDA CALENDAR – 2011**

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**OCTOBER 2011**

Date	Time	COUNCIL MEETING	Department
October 4	7 p.m.	Positions on State Ballot Measures for the November 8, 2011 Election (as necessary) Staff Contact: Yvette Blackford, (408) 730-7536	OCM
October 11		NO COUNCIL MEETING SCHEDULED	
October 18	7 p.m.	COUNCIL MEETING	
October 25		NO COUNCIL MEETING SCHEDULED	

**TENTATIVE COUNCIL MEETING AGENDA CALENDAR – 2011**

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**NOVEMBER 2011**

Date	Time	SPECIAL COUNCIL MEETING (as necessary)	Department
November 1	6 p.m.	Board and Commission Interviews (as necessary) Staff Contact: Lisa Natusch, (408) 730-7595	OCM
	7 p.m.	<b>COUNCIL MEETING</b>	
		2011 National League of Cities Resolutions (as necessary) Staff Contact: Yvette Blackford, (408) 730-7474	OCM
November 8		<b>NO COUNCIL MEETING SCHEDULED</b> <b>(Sunnyvale Municipal Election Date)</b> (National League of Cities Congress of Cities - Nov. 8-12, 2011, Phoenix)	
November 15	6 p.m.	<b>COUNCIL STUDY SESSION</b> Discussion of Council 2012 Intergovernmental Relations Assignments Staff Contact: Yvette Blackford, (408) 730-7536	OCM
	7 p.m.	<b>COUNCIL MEETING</b> Board and Commission Appointments (as necessary) Staff Contact: Lisa Natusch, (408) 730-7595	OCM
		Requiring Electric Car Chargers in New Residential Developments (Study Issue) Staff Contact: Ali Fatapour, (408) 730-7432	CDD
November 22		<b>NO COUNCIL MEETING SCHEDULED</b>	
Nov. 24-25 Thurs. & Fri.		<b>HOLIDAY - THANKSGIVING OBSERVANCE</b> <b>CITY OFFICES CLOSED</b>	
November 29	7 p.m.	<b>COUNCIL MEETING</b>	

**TENTATIVE COUNCIL MEETING AGENDA CALENDAR – 2011**

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**DECEMBER 2011**

Date	Time		Department
December 6	5 p.m.	<b>SPECIAL COUNCIL MEETING – Closed Session</b> Public Employee Performance Evaluation – City Attorney Pursuant to Government Code 54957 Staff Contact: Teri Silva, (408) 730-7495	HRD
	6 p.m.	Public Employee Performance Evaluation – City Manager Pursuant to Government Code 54957 Staff Contact: Teri Silva, (408) 730-7495	HRD
	7 p.m.	<b>COUNCIL MEETING</b>  <b>SPECIAL ORDER OF THE DAY – Boards and Commissions</b> Oath of Office (as necessary)  Update/Review Corner Vision Triangle Municipal Code Ordinance (Study Issue) Staff Contact: Jack Witthaus, (408) 730-7330	OCM   DPW
December 13	7 p.m.	<b>COUNCIL MEETING</b>  FY 2010/2011 Budgetary Year-End Financial Report and Comprehensive Annual Financial Report (CAFR) Staff Contact: Drew Corbett, (408) 730-7603	FIN
December 20	<b>NO COUNCIL MEETING SCHEDULED</b>		
December 23 Friday	<b>CHRISTMAS HOLIDAY OBSERVANCE</b> <b>CITY OFFICES CLOSED</b>		
December 26 Monday	<b>CHRISTMAS HOLIDAY OBSERVANCE</b> <b>CITY OFFICES CLOSED</b>		
December 27	<b>NO COUNCIL MEETING SCHEDULED</b> (follows Monday holiday)		

**TENTATIVE COUNCIL MEETING AGENDA CALENDAR – 2011**

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**JANUARY 2012**

Date

Time

Department

January 3 2012		<b>NO COUNCIL MEETING SCHEDULED</b> (follows New Year's Day holiday)	
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January 10 2012	7 PM	<b>COUNCIL MEETING</b>	
		Certification of 2011 Election Results - Council Seats 4, 5, 6, 7 Staff Contact: Kathleen Franco Simmons, (408) 730-7474	OCM
		<b>SPECIAL ORDER OF THE DAY</b> – Recognition of Outgoing Councilmember(s)	
		<b>SPECIAL ORDER OF THE DAY</b> – Ceremonial Oath of Office for Council-Elect	
		Selection of Mayor for 2012 – 2013 Staff Contact: Kathleen Franco Simmons, (730) 730-7474	OCM
		Selection of Vice Mayor for 2012 Staff Contact: Kathleen Franco Simmons, (730) 730-7474	OCM
		Annual Public Hearing – Potential Council Study Issues and Budget Issues for Calendar Year 2012 Staff Contact: Yvette Blackford, (408) 730-7536	OCM
		2012 City Council Intergovernmental (IGR) Assignments and Conference Delegates Staff Contact: Yvette Blackford, (408) 730-7536	OCM
		2012 Seating Arrangements for City Council Staff Contact: Kathleen Franco Simmons, (408) 730-7474	OCM

January 17 2012		<b>NO COUNCIL MEETING SCHEDULED</b> (Follows Martin Luther King, Jr. Day holiday)	
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**TENTATIVE COUNCIL MEETING AGENDA CALENDAR – 2011**

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Revised 02/09/2011

**JANUARY 2012**

January 24 2012		<b>NO COUNCIL MEETING SCHEDULED</b>	
	7 PM	<b>COUNCIL MEETING</b> <i>(Rescheduled to January 31, 2012)</i>	
		<b>SPECIAL ORDER OF THE DAY</b> – Recognition of Outgoing Mayor	OCM
		<b>SPECIAL ORDER OF THE DAY</b> – Recognition of Outgoing Vice Mayor	OCM
		<b>SPECIAL ORDER OF THE DAY</b> – Ceremonial Oath of Office for Mayor and Vice Mayor	OCM

January 31 2012	7 PM	<b>COUNCIL MEETING</b>	
		<b>SPECIAL ORDER OF THE DAY</b> – Recognition of Outgoing Mayor <i>(Rescheduled from January 24, 2012)</i>	OCM
		<b>SPECIAL ORDER OF THE DAY</b> – Recognition of Outgoing Vice Mayor <i>(Rescheduled from January 24, 2012)</i>	OCM
		<b>SPECIAL ORDER OF THE DAY</b> – Ceremonial Oath of Office for Mayor and Vice Mayor <i>(Rescheduled from January 24, 2012)</i>	OCM

**TENTATIVE COUNCIL MEETING AGENDA CALENDAR – 2011**

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Revised 02/09/2011

**FEBRUARY 2012**

**Date                      Time                      Department**

February 3 2012 Friday	8:30 am	<b>SPECIAL COUNCIL MEETING</b> <b>Study Issues/Budget Issues Workshop</b> Staff Contact: Robert Walker, (408) 730-7458	
		Fiscal Outlook Presentation	OCM
		Overview of Study Issues/Budget Issues Workshop Process	OCM
		Study Issues: Review, Discussion and Priority Setting by Department	All Depts.
		Budget Issues Process Overview and Review of Budget Issues	FIN
		Review of Proposed Draft 2012 Tentative Council Meeting Agenda Calendar	OCM
		Summary and Review of Study Issue Rankings	OCM

February 7 2012	6 p.m.	<b>SPECIAL COUNCIL MEETING (as necessary)</b>  Board and Commission Interviews (as necessary) Staff Contact: Lisa Natusch, (408) 730-7595	OCM
	7 p.m.	<b>COUNCIL MEETING</b>  2012 Priority Issues and Legislative Advocacy Positions Staff Contact: Yvette Blackford, (408) 730-7536	OCM
		Reliable Electrical Power Options (Study Issue, Pending Budgetary Approval) Staff Contact: Mark Rogge, (408) 730-7426	DPW

February 14 2012		<b>NO COUNCIL MEETING SCHEDULED</b>	
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February 20, 2012  
Monday                      **HOLIDAY – PRESIDENTS’ DAY OBSERVANCE**  
**CITY OFFICES CLOSED**

February 21 2012		<b>NO COUNCIL MEETING SCHEDULED</b> (Follows Presidents’ Day holiday)	
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**TENTATIVE COUNCIL MEETING AGENDA CALENDAR – 2011**

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Revised 02/09/2011

**FEBRUARY 2012**

February 28 2012	7 p.m.	<b>COUNCIL MEETING</b>	
		Board and Commission Appointments (as necessary) Staff Contact: Lisa Natusch, (408) 730-7595	OCM

**TENTATIVELY SCHEDULED ITEMS IN 2011**

<b>Date</b>		<b>Dept.</b>
TBD	Preparation of Peery Park Specific Plan (Study Issue) Staff Contact: Trudi Ryan, (408) 730-7435 (Pending Budgetary Approval)	CDD
TBD	BMR In Lieu Fee Requirements Modification (Study Issue) Staff Contact: Suzanne Ise, (408) 730-7698	CDD
TBD	Joint Powers Authority (JPA) Approach to Countywide Recycling & Waste Reduction Programs and Services Staff Contact: Coryn Campbell, (408) 730-7475	OCM
TBD	Consider any code revisions that would be necessary to allow for the filtering of "gray water" and the reuse of the filtered gray water for household purposes Staff Contact: Lorrie Gervin, (408) 730-7268	DPW

**TO BE SCHEDULED IN 2012**

<b>Date</b>		<b>Dept.</b>
Feb. 7, 2012	Reliable Electrical Power Options (Study Issue) Staff Contact: Mark Rogge, (408) 730-7426	DPW
May 29, 2012	Toolkit for Commercial/Residential Mixed Use Development Staff Contact: Trudi Ryan, (408) 730-7435	CDD
Sept. 18, 2012	Ban the Use of Expanded Polystyrene (EPS) Food Containers (Study Issue) Staff Contact: Mark Bowers, (408) 730-7421 (Pending Budgetary Approval)	DPW
Oct. 30, 2012	Comprehensive Sign Code Revisions Staff Contact: Trudi Ryan, (408) 730-7435	CDD

**PLEASE NOTE:**

**This Tentative Council Meeting Agenda Calendar lists Public Hearings/General Business Items - Consent Calendar Items are NOT included.**

**Notation for an item that is rescheduled will remain on the calendar for thirty days before it is removed from the calendar.**

## Attachment B

## 2008 Council Study Issue

**CDD-11 Preparation of Peery Park Specific Plan**

**Lead Department** Community Development

**History**                    **1 year ago** Below the line                    **2 years ago** None

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

Peery Park is one of Sunnyvale's older industrial neighborhoods and is located in a prime location that is served by two major freeways as well as Central Expressway. In addition, it is located near the proposed new NASA Ames Research Center (which hopes to focus on the convergence of bio-technology, information technology and nano-technology) and the cluster of research and development facilities in the adjacent area of Mountain View. As a result of the advantages mentioned above, it could be beneficial to the City to focus reinvestment in the area which could result in increased revenues through increased property tax as well as sales and use taxes.

For the City of Sunnyvale to be competitive in the Silicon Valley economy, we must continue to develop new Class A office buildings. The reinvestment to Class A type office buildings is dependent on allowing a higher FAR. Class A office buildings are most likely to be built when allowable Floor Area Ratios (FAR) are at least 50%

The Peery Park study would be in two phases. The first step would be to evaluate the infrastructure (transportation, water, sewer, etc.) and determine what types of improvements may be needed for various levels of development. This information would be presented to the Planning Commission and City Council. The Council could determine that further study is not needed, or direct staff to proceed with the second phase of preparation of appropriate environmental review and documentation and a Specific Plan. This study would look at the type of industrial development in Peery Park (primarily Class B and C) and examine the opportunity to recycle and upgrade the older buildings to Class A structures. Techniques such as higher FARs (such as in the Futures Industrial Sites) and a Development Reserve (as in the Moffett Park Specific Plan) would be evaluated. Other techniques that may encourage reinvestment in the Peery Park area will also be explored. Brokers and property owners who work in the Peery Park area have indicated that in-place zoning and streamlined project reviews are key items for facilitating reinvestment.

This item fell below the line and ranked 18 for 2007.

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

**LAND USE AND TRANSPORTATION ELEMENT**

**GOAL N1:** Preserve and enhance the quality character of Sunnyvale's industrial, commercial and residential neighborhoods by promoting land use patterns and related transportation opportunities that are supportive of neighborhood concept.

*Policy N1.2.1:* Integrate new development and redevelopment into existing



Attachment B

neighborhoods.

*Policy N1.2.3:* Develop specific area plans to guide change in neighborhoods that need special attention.

*Policy N1.8:* Cluster high intensity industrial uses in areas with easy access to transportation corridors.

Action Statement N1.8.1: Require high quality site, landscaping, and building design for higher intensity industrial development.

**3. Origin of issue**

**Council Member(s)** Spitaleri, Swegles

**4. Staff effort required to conduct study**

**5. Multiple Year Project?** Yes **Planned Completion Year**

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

<b>Does Council need to approve a work plan?</b>	No
<b>Does this issue require review by a Board/Commission?</b>	Yes
<b>If so, which?</b>	Planning Commission
<b>Is a Council Study Session anticipated?</b>	Yes

**7. Briefly explain cost of study, including consultant hours, impacted budget program, required budget modifications, etc. and amounts if known.**

**8. Briefly explain potential fiscal impact of implementing study results (consider capital and operating costs, as well as potential revenue).**

The City has not imposed a fee for recovery of costs for EIR and Specific Plan preparation in prior Specific Plan efforts, however, these costs can be passed along to the property owners through project review fees during implementation of a Specific Plan.

**9. Staff Recommendation**

**Staff Recommendation** None

**If 'For Study' or 'Against Study', explain**

**Reviewed by**

**Approved by**

Attachment B

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**Department Director**

**Date**

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**City Manager**

**Date**

**THIS PAGE NOT USED**

## Proposed 2010 Council Study Issue

**CDD 10-06 Toolkit for Commercial/Residential Mixed Use Development**

<b>Lead Department</b>	Community Development
<b>Element or Sub-element</b>	Land Use and Transportation
<b>New or Previous</b>	New
<b>Status</b> Pending	<b>History</b> 1 year ago None      2 years ago None

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

In recent years, staff has reviewed development projects and received requests for more information on the potential for mixed-use developments at key transit locations around the city. In November 2008, the Council adopted the Mixed-use Combining District (MU) under Title 19 to address mixed-use projects located in medium and high-density residential zones. However, mixed-use development standards are yet to be developed for non-residential zoned sites.

The study would result in Mixed-Use Development criteria that would provide guidance to the decision-makers, staff and the development community on what would be considered appropriate for these types of developments. Examples of criteria would be site specific density analyses, massing and height studies, analysis of constraints to future development under current zoning standards, selection of parking standards in areas served by transit, market feasibility analyses, site and architectural design analyses for mixed-use, open space solutions, site planning coordination for vehicle, pedestrian and bicycle use, and access to transit. Possible locations to be considered are those with close proximity to transit, such as Downtown and the El Camino Real corridor.

The study would include an analysis of various Transit Oriented Development standards and principles, and review of Smart Growth and green building objectives. The study could be coordinated with the update of the Land Use and Transportation Element Update and Climate Action Plan. Included would be analysis of appropriate commercial development square footage for mixed use, especially along El Camino Real. It would also help the City meet future regional goals related to SB 375.

The analysis may also help with proposing development guidelines and standards to ease the concern over administrative review of multi-family projects, which is a proposed action in the Housing and Community Revitalization Sub-element.

**2. How does this relate to the General Plan or existing City Policy?****LAND USE AND TRANSPORTATION ELEMENT**

**Goal R1:** Protect and sustain a high quality of life in Sunnyvale by participating in coordinated land use and transportation planning in the region.

*Policy R1.3: Promote integrated and coordinated local land use and transportation planning.*

Attachment C

Promote integrated and coordinated local land use and transportation planning.

*Policy R1.10:* Support land use planning that complements the regional transportation system.

Action Statement R1.10.2: Support alternative transportation services, such as light rail, buses and commuter rail through appropriate land use planning.

Action Statement R1.10.3: Encourage mixed uses near transit centers.

**3. Origin of issue**

- Council Member(s)**
- General Plan**
- City Staff**                      Staff
- Public**
- Board or Commission** none

**4. Multiple Year Project?** Yes    **Planned Completion Year** 2010

**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?**

Planning Commission

**Is a Council Study Session anticipated?**                      Yes

**What is the public participation process?**

Newspaper and web notices to the general public, direct notice to commercial property owners and neighborhood associations. Noticed public outreach meetings and hearings with the Planning Commission and City Council.

**6. Cost of Study**

**Operating Budget Program covering costs**

242- Land Use Planning

**Project Budget covering costs**

**Budget modification \$ amount needed for study**

**Explain below what the additional funding will be used for**

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

**Capital expenditure range**    \$500 - \$50K

**Operating expenditure range**    None

**New revenues/savings range**    None

**Explain impact briefly**

Due to the extensive nature of the study it is desirable to supplement the operating budget with technical assistance for design services. Staff proposes that this supplemental support

Attachment C

could occur with grant funding, such as through ABAG's Technical Assistance Program (TAP) or other grant sources. Estimated cost would be between \$25,000-50,000.

**8. Staff Recommendation**

**Staff Recommendation For Study**

**If 'For Study' or 'Against Study', explain**

There is greater interest in commercial/residential mixed use, and recent State law changes related to transit-oriented development (SB 375 Greenhouse Gas Emissions Reduction) will only increase the interest. The recent City mixed-use regulations allow commercial uses as part of residential projects, but do not address mixed use projects in commercial zones. A good example of when these types of guidelines will be useful is in considering possible mixed use projects along El Camino Real, especially at nodes and auto dealer properties. This study issue would provide policy and design guidance for future developments located in Priority Development Areas.

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

Managers	Role	Manager	Hours			
Lead	Ryan, Trudi		Mgr CY1:	50	Mgr CY2:	0
			Staff CY1:	350	Staff CY2:	0
Support	Fatapour, Ali		Mgr CY1:	5	Mgr CY2:	0
			Staff CY1:	10	Staff CY2:	0
Support	Ise, Suzanne		Mgr CY1:	20	Mgr CY2:	0
			Staff CY1:	40	Staff CY2:	0
Interdep	Berry, Kathryn		Mgr CY1:	20	Mgr CY2:	0
			Staff CY1:	0	Staff CY2:	0
Interdep	Verceles, Connie		Mgr CY1:	20	Mgr CY2:	0
			Staff CY1:	0	Staff CY2:	0
Interdep	Witthaus, Jack		Mgr CY1:	20	Mgr CY2:	0
			Staff CY1:	40	Staff CY2:	0
<b>Total Hours CY1:</b>			<b>575</b>			
<b>Total Hours CY2:</b>			<b>0</b>			

**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

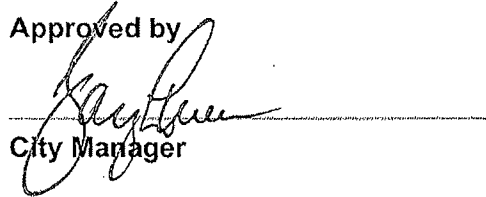


Department Director

11/10/09

Date

Approved by



City Manager

11/10/09

Date

**Addendum**

**A. Board / Commission Recommendation**

Issue Created Too Late for B/C Ranking

<b>Board or Commission</b>	<b>Rank Rank 1 year ago</b>	<b>Rank Rank 2 years ago</b>
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	1 of 7	

**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**



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## Proposed 2010 Council Study Issue

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

Lead Department                      Public Works  
 Element or Sub-element            Community Vision Element  
 New or Previous                      New  
 Status Pending                      History 1 year ago None            2 years ago 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	Mgr CY2:	80
		Staff CY1:	160	Staff CY2:	160
Interdep	Berry, Kathryn	Mgr CY1:	40	Mgr CY2:	40
		Staff CY1:	0	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

Marzi A. Roe

Department Director

12/16/09

Date

Approved by

Greg Linn  
City Manager

12/17/09

Date

**Addendum**

**A. Board / Commission Recommendation**

Issue Created Too Late for B/C Ranking

<b>Board or Commission</b>	<b>Rank</b>	<b>Rank</b>
	<b>Rank</b>	<b>Rank</b>
	<b>1 year ago</b>	<b>2 years ago</b>
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		
<b>Board or Commission ranking comments</b>		

**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**

## 2011 Council Study Issue

## DPW 11-01 Ban the Use of Expanded Polystyrene (EPS) Food Containers

**Lead Department** Public Works

**History**                    **1 year ago** None            **2 years ago** None

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

At the January 29, 2010 Study Issues and Budget Issues Workshop, Councilmember Chu sponsored a study issue to ban the use of Styrofoam (more correctly called "expanded polystyrene," or EPS) containers in the City. Councilmember Griffith co-sponsored the study issue.

EPS cups, plates and takeout containers are commonly used in local food service establishments. Due to its low density, EPS is easily carried into the environment by the wind as litter or at locations where refuse is stored and collected. Of special concern is EPS that makes its way directly, or by way of storm water systems, into creeks and channels that lead into San Francisco Bay and the Pacific Ocean.

A number of coastal cities, including most in Santa Cruz and San Mateo counties, have banned the use of EPS food containers. This study would identify in more detail:

- issues surrounding EPS use
- EPS-related actions taken by other jurisdictions
- Council's options with regard to banning EPS
- potential pros or cons of an EPS ban
- whether it is better to simply ban EPS and let market forces decide what material types replace EPS, or if an EPS ban should attempt to predict various potential future alternatives to landfill disposal and specify replacement materials (e.g. compostable paper, "compostable" plastics, "biodegradable" plastics, recyclable plastics) that are compatible with those potential future alternatives
- necessary CEQA processes and potential costs

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

#### **Muni Code**

Enacted in 1990, Section 8.18.010 states the City's intent to reduce the amount of chlorofluorocarbon (CFC)-processed EPS food packaging products purchased and used within and by the city and people of Sunnyvale, in order to reduce, to the greatest extent possible, the health hazards created by the release of CFCs into the atmosphere. Around the time this ordinance was passed, the blowing agents used to produce EPS were changed to eliminate use of ozone-damaging CFCs.

#### **Zero Waste Policy**

(see Section 8)

**Solid Waste Sub-element Policy 3.2B.1.** Reduce generation of solid waste by providing

source reduction programs and promoting source reduction behavior.

**Surface Runoff Sub-element Policy A.3.** Ensure that Best Management Practices are implemented to reduce the discharge of pollutants in storm water to the maximum extent practicable.

**LAP 3.0 (1)** Support incentives to limit all types of pollution at their source. (see Section 8) Reduce generation of solid waste by providing source reduction programs and promoting source reduction behavior. Ensure that Best Management Practices are implemented to reduce the discharge of pollutants in storm water to the maximum extent practicable. Support incentives to limit all types of pollution at their source.

**3. Origin of issue**

**Council Member(s)** Chu, Griffith

**4. Staff effort required to conduct study** Major

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

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

<b>Does Council need to approve a work plan?</b>	No
<b>Does this issue require review by a Board/Commission?</b>	Yes
<b>If so, which?</b>	Sustainability Commission
<b>Is a Council Study Session anticipated?</b>	No

**7. Briefly explain cost of study, including consultant hours, impacted budget program, required budget modifications, etc. and amounts if known.**

Study will require a significant amount of work by the Solid Waste and Environmental Divisions (stormwater) to research actions taken by other jurisdictions, develop draft ordinance language and conduct community outreach. The CEQA Initial Study may require consultant assistance at a cost estimated at \$40,000 for preparation of a Negative Declaration.

**8. Briefly explain potential fiscal impact of implementing study results (consider capital and operating costs, as well as potential revenue).**

Depending on the content of the ordinance adopted, staff time may be required to enforce the ordinance, respond to public complaints about non-compliant stores, etc. A ban may result in small savings in the cost of litter cleanup performed by City staff.

**9. Staff Recommendation**

**Staff Recommendation** None

**If 'For Study' or 'Against Study', explain**

Existing City policies imply that a ban on use of expanded polystyrene food and beverage (EPS) containers would be an operational issue.

However, given the level of controversy and community interest on the topic of an EPS ban, staff recommends that this topic be addressed as a Study Issue.

Reviewed by

Mawri A. Rao

Department Director

11/11/2010

Date

Approved by

[Signature]

City Manager

11/24/10

Date



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## BUDGET SUPPLEMENT NO: 8

June 2, 2011

**SUBJECT: Consider Making the Pet Parade a City Event**

### **BUDGET SUPPLEMENT REQUEST SUMMARY**

A Pet Parade has been conducted annually by the Sunnyvale Downtown Association (SDA) since FY 2008/09, with the City participating as a co-sponsor. Each year, SDA has submitted to the City a special event application to conduct the event and each year it has submitted a separate grant application requesting financial support for the event from the City. This supplement considers making the *Howl'oween Pet Parade and Faire* (Pet Parade) an official City event, to be conducted by the City rather than SDA, at an estimated cost of \$30,500.

### **BACKGROUND**

In 2008, then-Mayor Spitaleri spearheaded efforts to create the Pet Parade as a new community event in Sunnyvale. He worked closely with the Sunnyvale Downtown Association (SDA) to organize the event, which has been held annually since October 2008. Each year, the City of Sunnyvale has contributed financially in the form of fee waivers. In addition, SDA applied for and received a Community Event Grant from the City each time the event was held.

Table 1: City's financial contribution as a percentage of total event expenses

	City Contributions		Total Event Expenses <sup>2</sup>	Percent received from City
	Grant	Fee Waiver <sup>1</sup>		
2008 Pet Parade	\$ 3,495	\$ 6,159	<b>\$ 19,576</b>	49%
2009 Pet Parade <sup>3</sup>	\$ 2,000	\$ 6,159	<b>\$ 16,045</b>	51%
2010 Pet Parade <sup>4</sup>	\$ 3,025	\$ 3,306	<b>\$ 13,339</b>	47%

<sup>1</sup>As a co-sponsor of the event, the terms "in-kind services" and "fee waiver" are used synonymously to indicate the value of City services not charged to the event organizer.

<sup>2</sup>The data listed in the Event Expenses column was generated by SDA, not by City of Sunnyvale.

<sup>3</sup>In RTC 09-209, the fee waiver amount for the 2009 event was never actually determined, but given a "not-to-exceed" value of \$7,000 and estimated to be the same as the 2008 event.

<sup>4</sup>For the 2010 Pet Parade, the fee waiver amount was re-evaluated and reduced significantly, primarily due to the elimination of Public Safety staff overtime in the calculation. Public Safety staff time was handled by on-duty officers and not included in the fee waiver calculation.

The event expenses listed in Table 1 above do not include time required to plan and coordinate the event. As a community event, the Pet Parade was planned and coordinated by both SDA staff and event volunteers.

**EXISTING POLICY**

**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.

**DISCUSSION**

The issue before Council is a proposal to turn the Pet Parade into a City event. The City currently organizes four events of community-wide interest: Health and Safety Fair, Hands on the Arts, State of The City and July 4 Celebration (the latter event combined with State of The City in some years). Although City staff have not previously organized a Pet Parade, financial data from previously-held Pet Parades provided by SDA in grant paperwork, as well as City staff time budgeted for other City events, were analyzed to develop a reasonable cost estimate for a City-owned Pet Parade.

Based on the information in Table 2 below, SDA has averaged approximately \$16,000 in direct or in-kind expenses for each of the three past events. This figure includes the value of in-kind services provided by the City (fee waivers), equipment rentals and advertising costs. SDA also received community event grant monies from the City to offset their expenses for all three Pet Parades. As the table below reflects, the City expects a \$14,500 direct expense budget to produce a Pet Parade of similar scope to that produced by SDA.

Table 2: Breakdown of Pet Parade event expenses

<b>Event Expenses</b>	<b>SDA 2008</b>	<b>SDA 2009</b>	<b>SDA 2010</b>	<b>City Event</b>
City Services	\$ 6,159	\$ 6,159	\$ 3,519	\$ 0
County Services	60	25	305	60
Entertainment	396	250	1,250	1,000
Equip. Rentals	1,892	0	800	6,000
Marketing/Ads	9,325	8,226	6,532	3,000
Day-of-Event Staff	1,200	Volunteers	250	3,500
Insurance	432	600	659	500
Supplies	112	785	24	440
<b>Total</b>	<b>\$ 19,576</b>	<b>\$ 16,045</b>	<b>\$ 13,339</b>	<b>\$ 14,500</b>

*Note: Expenses listed under SDA columns are generated from actual SDA budget data. Expenses listed under the column "City Event" are estimates. Day-of-Event Staff for a City event would include any staff hired on an overtime basis to work the day of the event in a set-up, clean-up, security or traffic control role (e.g. facilities staff working at State of The City event or public safety officers controlling crowds or traffic).*

SDA spent a significant portion of their budget advertising and promoting the event to generate attendance. Although the City would likely spend less on advertising, similar attendance levels would be expected through traditional City methods of event promotion, as well as the community interest already generated by the Pet Parade returning as an annual event.

Not included in SDA's event expenses are costs for staff time to plan and coordinate the event, as well as recruit and manage volunteers, all of which must be considered in the budget for a City event. Even though the City was not involved in the planning and coordinating of previous Pet Parades, the measure of staff time and related costs can be estimated using other City events as a benchmark. Staff estimates the number of work hours needed for this event at 250, which translates into a \$16,000 budget allocation.

If the Pet Parade were to become a City event, decisions regarding all aspects of the event, including, but not limited to: venue, date of the event, sponsorships and vendors, would be based on service objectives and operational needs.

The SDA's Executive Director has recently expressed a willingness to continue organizing and operating the Pet Parade, provided the organization receives financial support for the event from the City. Financial support could be in the form of a Community Event Grant.

### **SERVICE LEVEL IMPACT**

Council approval of this supplement would fund this program for FY 2011/12 only. Renewal would be considered by Council annually.

### **FISCAL IMPACT**

This supplement proposes \$30,500, which includes an estimate of both direct expenses (\$14,500) and staff time (\$16,000) to plan and coordinate the event. The City may offset some of the direct expenses through event sponsorships and vendor booth fees, but those potential revenues are not guaranteed and cannot be estimated at this time.

### **ALTERNATIVES**

1. Support Sunnyvale Downtown Association's continued operation of the Pet Parade and consider funding it through the Community Event Grant Program.
2. Approve the budget supplement request for \$30,500 and make the Pet Parade a City event. Council to identify a corresponding reduction elsewhere in the budget for funding.

3. Approve a budget supplement request for \$14,500 to cover direct expenses and make the Pet Parade a City event. Council to identify a corresponding reduction elsewhere in the budget for funding. Direct the City Manager to allocate necessary staff support (estimated 250 hours) by reducing hours spent on other activities by the Community Resources Program Coordinator (see Attachment A for specific list).
4. Do not approve the budget supplement and do not make the Pet Parade a City event.
5. Other action as directed by Council.

**STAFF RECOMMENDATION**

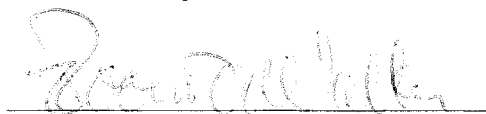
Staff recommends Alternative 1: Support Sunnyvale Downtown Association's continued operation of the Pet Parade and consider funding it through the Community Event Grant Program. SDA's Executive Director has recently expressed a willingness to continue organizing and operating the Pet Parade, provided the organization receives financial support for the event from the City. Staff does not recommend the City take on the added responsibility of another special event, since funding of this nature is difficult during a time of economic hardship and significant reductions in City services. Rather, staff recommends Council consider this event in the context of all other special events conducted by outside agencies.

Prepared by:



John Pilger, Communications Officer

Reviewed by:



Robert Walker, Assistant City Manager

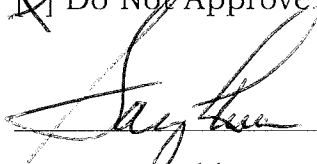
Reviewed by:

  
\_\_\_\_\_  
Grace K. Leung  
Director of Finance

**City Manager's Recommendation**

Approve Budget Supplement for funding

Do Not Approve Budget Supplement for funding

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

**Attachments**

A. Community Resources Program Coordinator Activities List

**Community Resources Program Coordinator Activities List**

Alternative 3 of the budget supplement provides Council with an option to approve the Pet Parade as a City event by reducing the amount of hours spent on other activities for which the Community Resources Program Coordinator is the staff lead. Below is a list of options to recover the number of staff hours needed for the Pet Parade:

1. **Eliminate** neighborhood association program and support (but keep Neighborhood Grant Program, if *Budget Supplement No: 6* is approved by Council). This item will eliminate the Neighborhood Association Registry, support for Neighborhood Association quarterly meetings; and miscellaneous staff support for neighborhood associations. This will not impact Department of Public Safety Neighborhood Resource Officer support.
2. **Eliminate** Advisory Committee on Accessibility (ACA), Human Relations and Cultural Diversity Advisory Committee (HRCDAC) and Community Liaison Service;
3. **Reduce** the State of The City event;
4. **Reduce** the current centralized Special Event Permitting process; or
5. **Reduce** staff support for the expected 2012 City Centennial Celebration.