

Council Candidate Orientation

September 29, 2022



**CITY OF
CUPERTINO**

Presentation Roadmap

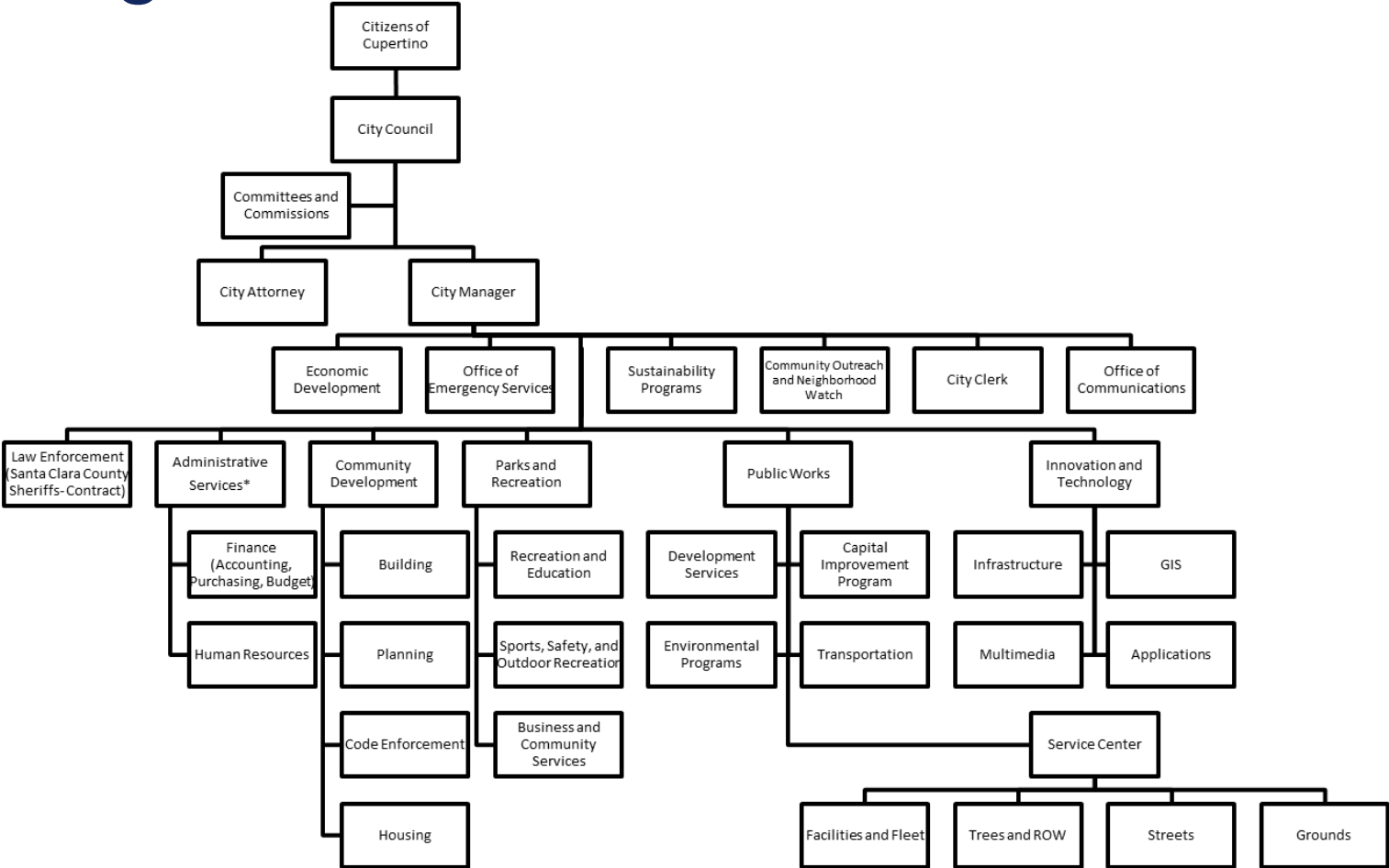
- Organizational Structure
- Council-Manager Form of Government
- City Governance
- City Work Program Update
- Elections
- City Department Overviews and Projects
- Questions

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City of Cupertino Mission Statement

The Mission of the City of Cupertino is to provide exceptional service, encourage all members of the community to take responsibility for one another, and support the values of education, innovation and collaboration.

City Organization

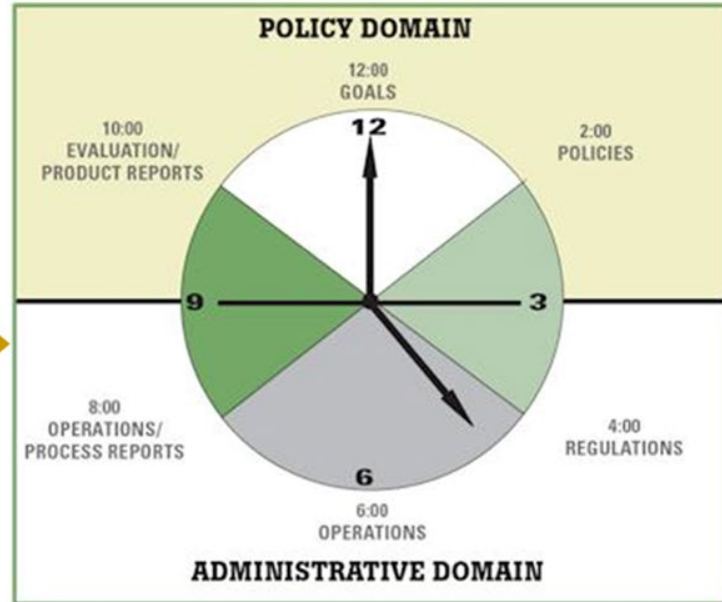


Council-Manager Form of Government

- City Council sets policy and vision.
- City Manager implements policy and directs administrative operations and staff.
- City staff has three primary roles:
 1. Develop policy alternatives/make professional recommendations
 2. Implement Council direction
 3. Support day-to-day operations

Council-Manager Form of Government

The Basics:
Roles of
Council and
Staff are
Different



Institute for Local Government



City Code Chapter 2.17

City Council Staff Relationships

- The City Code contains the provisions to address and clarify the relationship between the City Council, individual Councilmembers, and city staff:
- City Council as a body provides direction to staff
- Individual City Councilmembers have right to access information
- City Manager/staff responsible for executing Council direction and protected from undue influence

General Law City

- Charter cities adopt a charter or constitution, as the basis and authority for all future actions (does not contradict pre-emptive state law).
- General law cities adhere to the provisions and requirements established as general law by the state for cities.
- Cupertino is a general law city, as are about 80 percent of the cities in California.

City Work Program (CWP)

- The CWP is adopted annually and guides some of the major efforts of the City for the upcoming fiscal year
- Projects tied to City Council adopted goals:
 - Housing
 - Public Engagement
 - Sustainability and Fiscal Strategy
 - Transportation
 - Quality of Life
- The FY 22-23 CWP was adopted on May 17, 2022 and can be viewed at cupertino.org/cityworkprogram

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Protocol During Campaign

- Communicate via the City Clerk's Office or the City Manager's Office
- Substantive inquiries and responses will be shared with all candidates
- Candidates are ultimately responsible for following all campaign laws
- Using City resources and/or staff work time for campaign activities is prohibited



Elections

- General municipal election for the election of Councilmembers by voters on Tuesday, November 8, 2022
- Offices of Mayor and Vice Mayor are filled annually by election of the Councilmembers
- Election results, swearing-in ceremony, and election of Mayor and Vice Mayor by Council on Thursday, December 8, 2022

City Departments

Overview and Key Projects



CUPERTINO



City Manager's Office Overview

- Strategic planning, Council goal-setting and reporting
- Council agenda management and support for policy development
- Leadership of City operations, organizational effectiveness, cross-departmental projects and execution of Council policy
- City budget development
- Communications, marketing, outreach and community building
- Intergovernmental relations and legislative advocacy
- Sustainability planning, project management and community engagement
- Economic Development
- Emergency Services

City Manager's Office

Key Projects

- Integrated Plan for Community Engagement
- Electrification Study
- Climate Action Plan Implementation
- Safe Gun Storage Ordinance
- License Plate Readers
- Regulating Diversified Retail Use
- Online Cupertino Store
- Public Safety Planning and Coordination
- Volunteer Program Coordination
- Citywide Strategic Planning Process
- Legislative Strategy Support
- Small Business Resource Hub
- Economic Development Committee



City Attorney's Office Overview

- Advise City Council, City Manager, commissions, and staff on legal requirements and risks of proposed actions
- Review and/or draft resolutions, ordinances, and other documents
- Assist in negotiating and drafting contracts and other agreements
- Defend and initiate lawsuits as advised by City Council

Santa Clara County Sheriff's Office

Cupertino/Sheriff's Office Partnership

The Sheriff's Office has provided full-service law enforcement services to the City of Cupertino since the City's incorporation in 1955.

Services we provide include, but not limited to:

- School Resource Officers
- Crime Analyst
- Residential Security Assessments
- Security checks while on vacation
- Community Presentations
- Neighborhood Watch Support
- Targeted Traffic Enforcement
- Covert Operations
- 24/7 Patrol
- Investigations
- Community Centered Approach

Office of the Sheriff

- Keep Cupertino safe, lowering crime and working in collaboration and support with the community
- Approach every interaction with respect, engagement, professionalism and utilizing Procedural Justice practices
- Promote roadway safety through proactive education and direct enforcement
- Enhance safety, reduce criminal victimization, and strengthen the community by working with neighborhoods, schools, small businesses, and corporations to prevent crime
- Recruit, retain, develop and empower employees that represent the diversity of the community

Law Enforcement Cost Comparison FY21/22

City	Population	Police Budget	Average Cost Per Citizen
LOS ALTOS HILLS	8,489	\$2,395,556	\$282
SARATOGA	31,051	\$6,841,990	\$220
CUPERTINO	60,381	\$15,485,487	\$256
MONTE SERENO	3,479	\$1,067,085	\$307
MORGAN HILL	45,483	\$16,860,145	\$371
SAN JOSE	1,013,240	\$487,042,420	\$481
MILPITAS	80,273	\$28,005,667	\$349
GILROY	59,520	\$23,614,706	\$397
MOUNTAIN VIEW	82,376	\$45,518,725	\$553
LOS GATOS	33,529	\$17,239,483	\$514
SANTA CLARA	127,647	\$80,454,471	\$630
LOS ALTOS	31,625	\$13,662,657	\$432
PALO ALTO	68,572	\$43,115,000	\$629
CAMPBELL	43,959	\$19,434,298	\$442

Innovation and Technology Overview

- Applications: Enterprise & Mobile Apps (e.g., Finance, Permitting, Plan Review, P&R)
- GIS: Georeferenced Applications (e.g., 311, Asset Management, Dashboards & Storymaps)
- Infrastructure: Cybersecurity, PC, Network (Wired/Wireless), & Helpdesk
- Multimedia: TV, Radio, and Web Video Production
- Admin: Strategic Plans, Governance, Policy & Technical Direction

Innovation and Technology

Key Projects

Recently Completed Projects:

- Fiber and Wireless Master Plan
- Work Program Dashboard
- Zendesk for Community Development
- Traffic Operations Center Network Rebuild
- Digital Workflow Automation
- Business License Move to Accela
- Teen Commission Application management
- Gridics Zoning Code Public Platform
- Noise & Pollution Monitoring (Envirosuite)
- Quinlan Cupertino Room: AV Upgrade

Innovation and Technology

Key Projects

Cybersecurity Education for the Public	Business Process Automation
ERP Needs Assessment	Tech Refresh Server/Storage
McClellan Ranch Augmented Reality	Video Capture Expansion
Wi-Fi Expansion in Public Parks	Enterprise Data Warehouse Analysis & Development
Website Redesign	CIP Application
Zen Desk for Parks and Rec	Laserfiche Roadmap Implementation

Parks and Recreation Overview

Department Divisions

- Administration
- Community Events and Facilities
- Youth and Teen Recreation
- Outdoor Recreation
- Senior Wellness and Recreation
- Sports, Fitness and Recreation

Commissions

- Parks and Recreation
- Library
- Arts and Culture
- Teen

Boards

- Youth Activity
- Senior Advisory

Parks and Recreation Events

- Big Bunny 5K
- <hack> Cupertino
- Spelling Bee
- Volunteer Fair
- Summer Concerts
- Movies in the Park
- Summer Events
- Shakespeare in the Park
- Fourth of July Celebration
- Cupertino Campout
- Bobateeno
- Pooch Plunge
- Harvest Festival
- Monster Mash
- Tree Lighting
- Breakfast with Santa
- Signing Santa
- Santa's Visits
- Community Festivals

and many more!

Parks and Recreation Programmed and Rentable Spaces

Facilities

- Quinlan Community Center
- Cupertino Senior Center
- Cupertino Sports Center
- Community Hall
- McClellan Ranch Preserve
- Blackberry Farm Pools and Picnic Area
- Blackberry Farm Golf Course
- Cupertino Teen Center
- Cupertino Sports Center
- Monta Vista Recreation Center
- Portal, Creekside, and Wilson Park Buildings

Outdoor Rentable Spaces

- Linda Vista, Memorial, Portal, and Creekside Picnic Areas
- McClellan Ranch Preserve Community Gardens
- Youth Sports Group Athletic Field Rentals

Parks and Recreation

Key Projects

Recently completed projects

- Dog Off Leash Area at Jollyman Park
- Field Use Policy Update
- Poet Laureate Recruitment for 2023-2025
- Community Funding Fiscal Year 2022-2023

Active Projects

- Senior Strategy
- Strategic Plan Implementation (Park Amenity Improvements)
- Cupertino Historical Society Agreement

Future Projects

- Artwork at the Library/Exhibits/Poetry and Art Day
- Dog Off Leash Area (DOLA) – Two New Trials
- Identify Locations for Satellite Gardens
- Intergenerational Engagement

Administrative Services

Overview

- Administration Division: Oversees and coordinates the Human Resources/Risk Management, Finance, Budget, Purchasing and Treasury divisions as well as community outreach and education regarding City's finances. Staff support is provided to the Fiscal Strategic and Audit Committees.
- Finance Division: Oversees all financial accounting, budgeting, purchasing and treasury functions for the City. Accurate and timely maintenance of all City financial records, including financial reporting, business license revenue collection, banking and investments, disbursement of all funds, and payroll processing.
- Human Resources Division: Administration of human resources, risk management/workers compensation, employee benefits, and labor relation programs including personnel selection, classification, compensation, equal employment opportunity, labor negotiations, employee relations, employee training and development, and retirement.

Administrative Services

Key Projects

- Manage pilot hybrid grant administration program
- Enhance features in OpenGov (the City's interactive financial portal), to increase financial transparency for internal and external stakeholders
- Coordinate RFP for External Auditors and Potential Tax Measures
- Lead, plan, and strategize potential impacts of California Department of Tax and Administration (CDTFA) Audit
- Manage the new internal audit program, currently in year two of the program
- Manage the external audit process to close out financial reporting related to fiscal year 2021
- Manage and coordinate Citywide Fee Study (RFP pending)
- Collaborate with IT Department on selection of successor Enterprise Resource Planning software



Public Works Overview

- Capital Improvements
- Development Services
- Transportation
- Environmental Programs
- Facilities and Fleet
- Grounds
- Streets and Storm Drains
- Trees and Right-of-Way



Public Works

Key Projects & Accomplishments

Capital Improvement Program

- Park Capital Improvements
- Sidewalks and Bike Lanes
- Blackberry Farm Golf Course

Transportation

- Pavement Condition Index (PCI)
- Intersection Safety
- VIA Shuttle Expansion

Public Works

Key Projects & Accomplishments

Environmental Programs

- Single-Use Plastics Ordinance
- New Solid Waste and Disposal Agreements

Facilities

- Preventive Maintenance & Capital Improvement

Grounds

- SMART Irrigation Controllers

Street and Storm Drain

- Replacing old street light poles

Tree and Right of Way

- Median renovations



Community Development Overview

- Planning Division: administer regulations on land use, zoning, and development
- Building Division: enforce building and government codes, conduct plan review and field inspections, and manage the permit center
- Housing Division: administer and monitor the City's affordable housing program
- Code Enforcement Division: conformance to building and zoning laws

Planning

Key Projects

Recently approved, building permit not yet submitted:

- Foothill Market (Canyon Crossing)
- Bateh Brothers (Alan Brothers)
- De Anza Hotel
- Hamptons Redevelopment
- Cupertino Village Hotel

Planning

Key Projects

Under Review:

- Housing Element Update
- Sign Ordinance update
- Mixed Use Design Guidelines
- Marina Plaza
- 19191 Vallco Parkway
- Mirage – Apple Park artwork

Building Key Projects

- Adoption of 2022 California codes
- Permit Tracking System updates - Accela
- Electronic Plan Review System updates ProjectDox
- Streamline EV Charging Station permitting process
- Under Review and construction: the Forum, Westport and Public Storage
- Re-open Permit Center to public

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Housing

Key Projects

- Consider options to develop Extremely-Low Income & BMR housing units for Developmentally Disabled individuals on City-owned property (Mary Avenue & County-owned Outback Steakhouse location)
- Homeless Jobs Program
- Support for the Unhoused
- Housing Program for De Anza College Students

Questions



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