

Dear Citizens of Cupertino,

**(Live shot)**

It has been an honor and a privilege to be elected by my peers to serve as Mayor.

Before this year, I served five and half years on the planning commission and three years on the city council. So, I am excited to have this special opportunity.

*(Relax and breathe)*

As Mayor, it is my pleasure to serve with the other four council members. I would like to acknowledge: **[Show Picture – Santoro]** Vice Mayor Mark Santoro. (PAUSE)

**[Show Picture – Chang]** Councilmember Barry Chang (PAUSE) **[Show Picture –**

**Mahoney]** Councilmember and past Mayor Orrin Mahoney. (PAUSE) **[Show**

**Picture – Wang]** And councilmember and past Mayor Kris Wang. (PAUSE) **[Show**

**Picture - group photo]** Please join me in thanking them for their service.

(Applause)

As is the case with most of us, I must confess that my family comes first. So, the next order of business is to recognize my family: **[Show Picture - family photo**

**montage]**

My Wife: Helen Kwan and my two lovely daughters: Alison and Emily. Please help me to thank them for making everything possible. (Applause)

**(Live shot)** *(Relax and breathe and reset)*

Family is fundamentally important to me. Family represents the value and respect that my parents gave me, to strive to be successful in life, and the support to do so. However, family also represents one of the great secrets to our community, and our city's success. Ultimately, it is why people move to Cupertino. Quite simply, Cupertino is a great place to work, (PAUSE) play (PAUSE) and live (PAUSE).

We are a community of immigrants. Each of us took different paths to get here. The most common reason for people to move to Cupertino is for its excellent public schools, Cupertino Union School District, Fremont Union High School District, and the Foothill De Anza Community College District. Let's just have a quick round of applause for our school representatives who are here today (PAUSE).

As some of you may have guessed, I am also an immigrant. That's right; I was born far away in San Jose, and raised in Alum Rock. So, when I immigrated to Cupertino I didn't really have to move very far, and I came for a very different reason than most people. **[Show Pictures – Faye photo]** Now it just so happens, I was able to

find a house with a large yard in Cupertino for my dog Faye. That is how I discovered that Cupertino is a great place to live. For me, it started out as a yard for my dog. I know this is not an epic story, but I think it reveals an important part of Cupertino's success. Our community and our city council understand that quality of life means different things to different people. (PAUSE)

(Live shot)

Serving on the city council, I have come to appreciate that one of our most important accomplishments has been to keep the city's house in order. [Show

Picture – Revenue]

As you can see from this slide showing the city's revenue, property and sales taxes are the two most important sources of funds. I am pleased to say that we have been able to adapt to the recent economic challenges without sacrificing services.

[Show Picture –Expenditure] As you can see from our expenditures, public works continues to be the largest area of investment for the city. The city council continues to be aggressive about maintaining our streets, parks and buildings. Foregoing maintenance only means a larger bill for the taxpayers later. You will hear in the news about other cities unable to deal with the excessive costs of public safety. You can see that with Cupertino's contract with the Sheriff's Office,

we can manage costs, AND keep our community safe. Again, without sacrificing services. This is a service model we have used for many years. Now other cities are beginning to do the same thing.

(Live shot)

There is nothing especially remarkable about these figures. Except, in these difficult economic times, they are unusual. They are called “business cycles” for a reason. As a council, we do not have the luxury of being surprised by bad economic news. It is because of this stewardship of the taxpayer’s dollar that we look to providing continued excellent services to Cupertino.

(Live shot)

Anyone familiar with Cupertino will tell you, there's much more to our community than meets the eye. These 11 square miles of land has a reputation that spans the globe. Any other time people make that claim it is usually an exaggeration. But, all of us in this room know that this is true. Cupertino IS known around the world.

The number one reason for our amazing reputation is because this is a great place to work and to do business. (STOP)

[WORK VIDEO] (*Relax and breathe and reset*)

Our local economy is dynamic. We have seen changes. Not all of them good.

Last year an excellent corporate citizen announced its departure from our community. Hewlett-Packard will be deeply missed. However, with change has come opportunity.

As most of you already know, Apple now owns the HP campus in Cupertino. I can tell you now, when Apple is ready to build their new state-of-the-art second campus in the North Vallco area, the city will be ready to help. **[Show Picture-**

**Cupertino iphone, App photo]** We are pleased to have iPads, iPhones, iMacs, PowerBooks, and other innovations,(PAUSE)devices and services that we have not even imagined,(PAUSE) continue to be part of the way Apple and others do business in Cupertino.

We look forward to working together.

**(Live shot)**

We are fortunate that many other companies continue to do well in Cupertino. Cupertino is the proud home to more than a dozen corporate headquarters including, Ducati, Panasonic, Seagate, Amazon Kindle, and many more high-tech incubator companies.

As a result, Cupertino has a relatively low office vacancy rate. For its part, we will continue to do everything we can to make sure it stays that way.

In Cupertino, we take it for granted that when people go to work they are somehow redesigning or changing the way the we use our phones or mobile computing devices or digital storage or just about everything else. However, when we are not innovating in Cupertino, we LOVE to eat.

In Cupertino, we have a wide range of tastes and culinary interests. Let me show you a few of them. (STOP)

[Restaurant Photomontage]

Cupertino has over 160 different restaurants. From the most mundane to the most exotic, you can find it in Cupertino. And this is true for much more than just restaurants. [Show Pictures – Market images]

The overall shopping experience is as varied as any cuisine. From Vallco, Daiso, Lucky, Whole Foods, Ranch 99, Pasha's Market, Kumud Grocery, Marina Foods, Imahara Produce, and many more. Cupertino really is in so many ways a glimpse at the world. No matter what you may be shopping for, chances are some local merchant in Cupertino can help you. (PAUSE)

The best thing to go with food is fun. Cupertino is a great place to play. (STOP)

[PLAY VIDEO]

(Live shot)

When we play in Cupertino, it may be inside (PAUSE) or outside.

When Paula Davis isn't presiding over the Cupertino Chamber of Commerce, she spends her free time running some of the most consistently breathtaking range of entertainment in the San Francisco Bay Area at the De Anza College Flint Center.

Or, there is the performing arts center and planetarium at the College. The California Cricket Academy is a new addition to our local sports clubs. AYSO has become a legendary source of local soccer talent. Did I mention bowling? Homestead lanes and Bowlmor Lanes are the bowling alleys that I like to take my daughters, Emily and Alison to. Stop by, and you may find us at a birthday party or just having fun. (PAUSE)

I know people are going to the movies because our local AMC theaters are some of the busiest in Santa Clara County. And, when people are not inside, they are outside having fun.

Cupertino has 15 lovely parks, plus 11 school play fields available to the community. The school fields are the result of collaboration with Cupertino Union School District. I am pleased to have dedicated last weekend Cupertino's newest park, Franco Park, built in conjunction with Prometheus and now open to the public. Joey Franco, founder of PW Supermarket, has been an ikon in Santa Clara County.

We are proud to have restored the first part of the Stevens Creek Trail. That includes a refurbished Blackberry Farm with its pools, bocce ball courts, volleyball courts, picnic facilities, playground trails and golf course.

Our other excellent facilities include where we are right now, the Quinlan Center, also the Sports Center, Teen Center and Senior Center. It is Cupertino families that have made these facilities and programs key elements in maintaining and promoting a healthy and active community, for every age. These are programs that will continue to be promoted by our city council during the coming year.

It is for these, and many other reasons, that Cupertino is a great place to live.

(STOP)

[LIVE VIDEO]



I want to be sure to mention Cupertino's excellent government services. Our success is based on qualified city staff led by our:

[Show Picture – Dave] City Manager: Dave Knapp,

[Show Picture – Carol] Director of Administrative Services: Carol Atwood

[Show Picture – Mark ] Director of Parks and Recreation: Mark Linder

[Show Picture – Aarti] Director of Community Development: Aarti Shrivastava

[Show Picture – Timm] Director of Public Works: Timm Borden

[Show Picture – Carol] City Attorney: Carol Korade (PAUSE)

Other senior staff I would like to recognize are:

[Show Picture – Kim] City Clerk: Kimberly Smith

[Show Picture – Rick] Public and Environmental Affairs Director: Rick Kitson

[Show Picture – Waldvogel] Santa Clara County Fire, Retired Chief Ken Waldvogel

[Show Picture – Carl] Santa Clara County Sheriff's office: Recently retired Captain

Terry Calderon,

and we would like to welcome, Captain Carl Neusel to Cupertino.

There are many more names that I have missed, so please give a warm round of applause to our city staff. (PAUSE)

Cupertino is well known of its high level of volunteerism **[Show Pictures –**

**Volunteer Slides]** Be it the Cupertino Rotary Club, the Chamber of Commerce, West Valley Community Services, Quota International, Optimist Club, Kiwanis, Block Leaders, Cupertino Lions, City Commissioners & Committees, Senior Center Volunteers, Historical Society, Organization of Special Needs Families, The Friends of Library, school volunteers, Citizen Corp, and the Northwest YMCA. (PAUSE)

Cupertino is a great place to WORK, PLAY and LIVE. The fact is, most people are very proud to call Cupertino home.

**[Show Picture - Godbe Survey]**-- based on a 2010 survey, 95% of our residents are satisfied or very satisfied with the quality of life in Cupertino.

**[Show Picture – Forbes Award Photo]**-- In 2009, Forbes Magazine ranked Cupertino one of the top five places in the nation in which to “live well.”

**(Live shot)**

I want to assure our residents that all five council members care for, and protect the health, welfare, and safety of all our citizens. We listen and deliberate in a

manner so that all concerns are heard. It is important during my term as mayor, that we have respect, decorum and protocol at all city council meetings. To be successful, our government meetings must reflect the values of our community. I will endeavor to ensure that our colleagues, staff, commissioners and public are treated with the same respect and decorum that we treat our own families.

(PAUSE)

If it is the quality of life that defines Cupertino, then I believe there are projects and services that must be pursued in order to protect and promote that quality of life.

[LIBRARY VIDEO]- (Mayor will speak over video)

The first service that I believe defines our city and community is our outstanding library. This collaborative effort creates unparalleled public value. We have the highest circulation rate in the County of Santa Clara. It is fundamentally important that we fully support the library in a way that will allow it to be open as much as possible. Currently, there are some days of the week when the library is open only for a few hours. For me, this is a situation that the city council can and should change. The Cupertino library is the busiest educational institution in our city. It is

essential that we keep the library's doors open for as many people as possible.

(PAUSE)

Another important project is the Stevens Creek Trail. [\[Show Pictures – Stevens Creek Photos\]](#) I would like to work with the council to finish Phase Two of the trail that runs through the Stockmeir Property. Environmentally and historically, this is the center of our community. Our legacy as a community will be measured by our children as to how well we cared for what was rightfully theirs. Our city Council has made a phenomenal commitment over the past 40 years to restore this park. This month, the council directed staff to begin moving forward with this project, including creek restoration.

[\(Live shot\)](#)

More than just Cupertino's projects and programs, our community is defined by our stories and traditions; by what we share. These stories and traditions come from all over the world. The health of our community and families depends upon us honoring our immigrant backgrounds and to nurture our cultural roots. Cupertino has been an immigrant community from the very beginning. Yet, the nature of our community and its immigrants continues to change. [\[Show Pictures – Tokokawa & Hsinchu\]](#) To share in recognition of those families that have come

to Cupertino, I will be actively exploring opportunities to develop sister city relationships with India and with China. These are efforts that have been initiated by members of our community, and people have been talking about for several years. I hope that we can formalize arrangements with these important parts of the world. We don't know what cities yet, but let us just say, there is a world of opportunity.

In Cupertino, the greatest insights come by appreciating those who have come before. As part of Cupertino's sister city program, I am re-activating our city's first sister-city relationship initiated in 1963, with [\[Show Pictures – Cupertino Logo\]](#) CO-pertino, Italy. On and off throughout the years, we have had visitors from CO-pertino. There has been interest in doing more, but just not enough. I have already been in touch with the Mayor of CO-pertino, and he is excited to lend his support to this effort. I hope that with the help of our community, our Chamber of Commerce, Rotary club and many others, that we can reactivate this cherished part of our heritage.

To really appreciate heritage in Cupertino, all you really need to do is look around. Let's take a look at, "A Day in the Life of Cupertino." (STOP)

[\[Day in the Life Photo Montage\]](#)

(CONCLUSION)

Seeing this video right now reminds me how much fun I have been having in Cupertino [Show Picture – Me Photo]. Doing the state of the City would be no fun without the help of excellent Communication team. I want to give the heartfelt thanks to Nidhi, Pete, Rei, Robert, Rick and many others. They have spent many hours working on this presentation. Please give them a round of applause.

As we look at the remaining 11 months in 2011, let us all remember the very special part of the world that we live in together. By honoring our families, honoring our own roots, and by working together to protect and enhance our quality of life here in Cupertino, I have every confidence that this can be an excellent year for all of us.

Thank you for letting me serve as your Mayor and I am proud to call Cupertino my home and proud to be a “Q-pertinian.”