Council Candidate Orientation

September 27, 2024

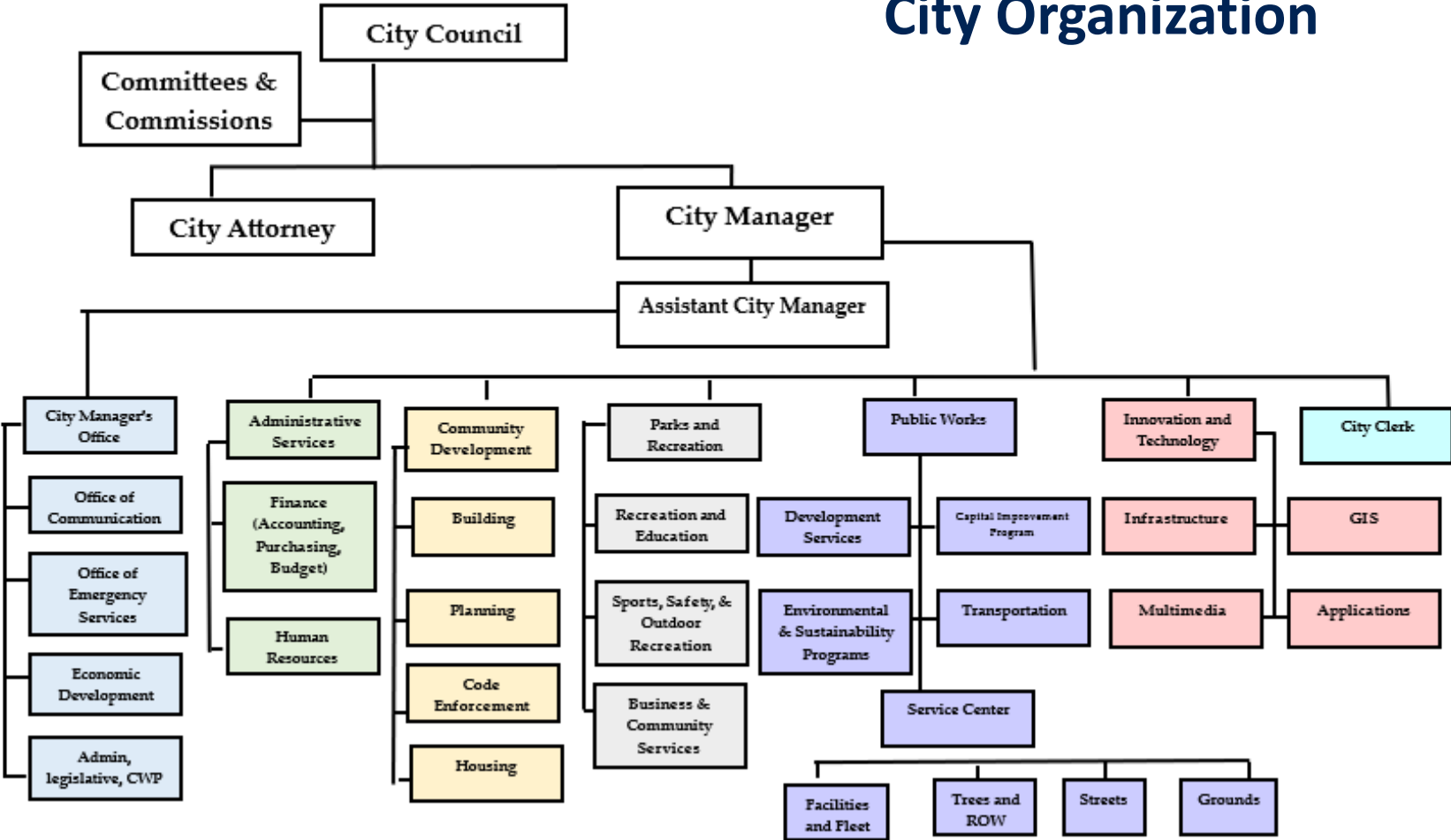**CITY OF CUPERTINO**

EST. 1955

Presentation Roadmap

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

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.
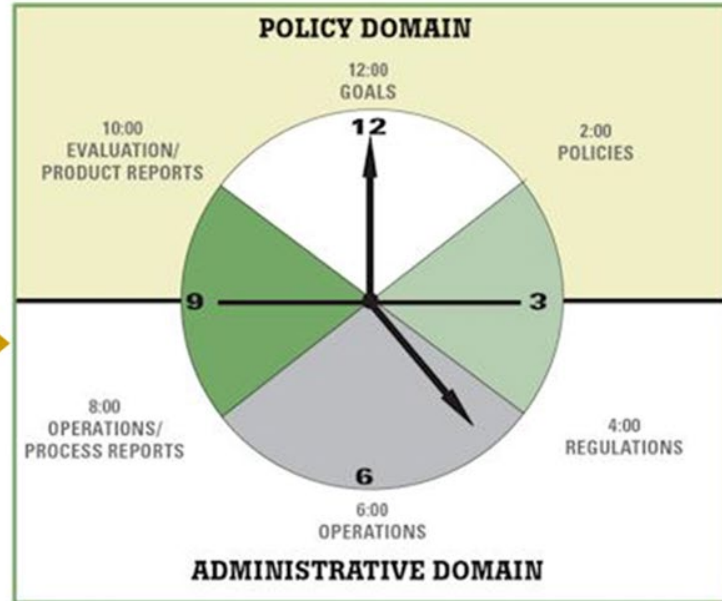
City Organization

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

POLICY DOMAIN

12:00 GOALS

10:00 EVALUATION/ PRODUCT REPORTS

2:00 POLICIES

8:00 OPERATIONS/ PROCESS REPORTS

4:00 REGULATIONS

6:00 OPERATIONS

ADMINISTRATIVE DOMAIN

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 guides some of the major efforts of the City for the upcoming fiscal year
- The CWP is adopted every two-years and revisited annually
- City Council adopted goals:
    - Public Engagement and Transparency
    - Housing
    - Transportation
    - Quality of Life
    - Sustainability and Fiscal Strategy
- The FY 23-25 CWP adopted in 2023, revisited in April 2024
- CWP can be viewed at cupertino.org/cityworkprogram

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 5, 2024

- 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 12, 2024

City Manager's Office
Overview

Department Divisions

- Leadership of City Operations

- Strategic Planning

- City Clerk

- Citywide Communications

- Economic Development

- Emergency Services

Commission
Public Safety Commission

City Manager's Office
Key Projects

- Council Goal Setting & Strategic Planning

- Council Support

- Legislative Strategy Support

- Cupertino Community Service Awards (CREST)

- Unhoused Policy Development

- Business Outreach

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 subject to general direction of 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 provided:

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

Santa Clara County Sheriff's Office

- Keep Cupertino safe, lowering crime and working in collaboration and support with the community

- Approach every interaction with respect, engagement, and professionalism 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

Innovation and Technology
Overview

<u>Department Divisions</u>

- Applications

- GIS

- Infrastructure

- Multimedia

- Administration

<u>Commission</u>

- Technology, Information, and Communications

Innovation and Technology
Key Projects

2025 – 2028 IT Strategic Plan

- Infrastructure Upgrades
- Cybersecurity Enhancements
- Digital Transformation
- Data & AI Innovation
- Community-Focused Solutions

Parks and Recreation
Overview

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

Commissions
- Parks and Recreation
- Library
- Teen

Boards
- Youth Activity
- Senior Advisory

Volunteer Opportunities
- Senior Center
- Leaders in Training (LIT)
- Recreation Event (REV)

Parks and Recreation
Key Projects & Events

Key Projects

- Distinguished, Emerging, and Youth Artist Awards
- Community Funding Program
- Poet Laureate Handbook Updates and Recruitment

Events

- Spelling Bee
- Big Bunny 5K
- Hack Cupertino
- Summer Concert Series
- Independence Day
- Cupertino Campout
- Movies in the Park
- Senior Center Open House
- Pooch Plunge

- Golf Tournaments
- Hidden Treasures
- Pizza and Politics
- Monster Mash
- Tree Lighting
- Breakfast with Santa
- Signing Santa
- Santa Visits
- Community Festivals

Administrative Services
Overview

Department Divisions

- Administration
- Budget
- Finance
- Human Resources
- Purchasing

Committee

- Audit

Administrative Services
Key Projects

- Manage and preparation of annual budgets

- Lead, plan, and strategize potential impacts of California Department of Tax and Administration (CDTFA) Audit

- Manage the internal audit program

- Manage the external audit process to close out financial reporting related to fiscal year 2024

- Develop solicitation templates, processes, and guidance to ensure standardization in procurement process

Public Works
Overview

Department Divisions

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

Commissions

- Bicycle/Pedestrian
- Sustainability

Public Works
Key Projects

- Memorial Park and Lawrence Mitty Specific Plans completed
- Blackberry Farm Pool re-plastering completed
- Regnart Road Repairs Phase 1 project completed
- Jollyman Park AIPG project is underway
- Vision Zero Action Plan
- SV Hopper Shuttle Expansion - $8.5M grant & expanded into Santa Clara
- Active Transportation Plan (in development)
- Lease of Municipal Water System

Community Development
Overview

Department Divisions

- Planning
- Building
- Housing
- Code Enforcement

Commissions

- Planning, Housing, Arts and Culture

Community Development
Key Projects

- Housing Element implementation and review of residential development projects

- The Rise/Vallco redevelopment

- Objective Design Standards for mixed-use and multi-family development

- Mary Avenue affordable housing project

Questions

CITY OF CUPERTINO