



January 25, 2008

**SUBJECT: Budget Issues for Consideration in the City Manager's
Recommended FY 2008/2009 Budget and Long Term
Financial Plan**

REPORT IN BRIEF

Budget issues are proposals to add a new service, eliminate a service or change the level of an existing City service. Budget issues can be proposed by the City Council, Boards and Commissions, or a member of the public. Those proposed by a member of the public need to be sponsored by staff, a majority of a Board or Commission, or a Councilmember in order to move forward. While budget issues can be proposed year-round, Council reviews and takes action on budget issues once a year as a part of the Study/Budget Issues Workshop. Prior to the Study/Budget Issues Workshop, a public hearing is held to allow for input to be provided on budget issues that have already been proposed, as well as to solicit and receive any additional budget issues.

Fifteen budget issues have been proposed for Council consideration. Council has previously referred three of these budget issues to the City Manager for consideration in the FY 2008/2009 Recommended Budget. The remaining twelve of these proposals have been evaluated by staff and include a recommendation to Council on the action to take with respect to each issue. A summary of each budget issue has been submitted as an attachment to this report (Attachments A – O).

At the Study/Budget Issues Workshop, Council will take action on all budget issues proposed to date. The actions will be to refer the budget issue to the City Manager for consideration in the FY 2008/2009 Recommended Budget, to drop the budget issue, or to defer it to next year's process. Referring the budget issue to the City Manager for consideration in the FY 2008/2009 Recommended Budget means that the budget issue will be considered as part of the overall budgetary review, but it does not necessarily mean that the proposal will be recommended for funding by the City Manager.

BACKGROUND

Budget issues are proposals to add a new service, eliminate a service or change the level of an existing City service. Budget issues can be proposed by the City Council, Boards and Commissions, or a member of the public. Those proposed by a member of the public need to be sponsored by staff, a majority of a Board or Commission, or a Council member in order to move forward.

EXISTING POLICY

7.1A.1.2 – A Fiscal Issues Workshop will be held each year prior to preparation of the City Manager's Recommended Budget to consider budget issues for the upcoming Resource Allocation Plan.

7.1A.1.12 – New or expanded services should support the priorities reflected in the General Plan.

7.1A.1.13 – All competing requests for City resources should be weighed within the formal annual budget process.

7.1A.2.2 – Major financial decisions should be made in the context of the Twenty-Year Long Term Financial Plan.

DISCUSSION

The purpose of today's workshop, as it relates to budget issues, is for Council to take action on twelve of the fifteen budget issues that have been proposed. Council's actions may include referring the budget issue to the City Manager for consideration in the FY 2008/2009 Recommended Budget, dropping the issue, or deferring the issue to next year's process.

As previously noted, three budget issues have already been referred for consideration in the FY 2008/2009 Recommended Budget. All three of these budget issues were referred by Council at the September 11, 2007 Council meeting (RTC 07-301 and RTC 07-303). The first issue relates to the Council-adopted goal of reducing carbon dioxide emissions 20% below 1990 levels by 2010 and the projects that have been identified to support that goal. The second of these relates to the proposed construction of vehicle access from Angel Avenue to the City-owned parking lot underneath the Mathilda/Caltrain bridge. The third issue proposes landscape and sidewalk improvements on Hendy Avenue between Taaffe Street and Sunnyvale Avenue. Further detail on each of these budget issues, including preliminary cost estimates, can be found in Attachments L through N.

Each of the remaining twelve budget issues requires Council action. Summary information, including a staff evaluation and recommendation, about each of these budget issues is included as Attachments A through K and Attachment

O. Attachments F and G include the two budget issues related to the Library that were initiated at the public hearing on January 8, 2008.

FISCAL IMPACT

Each Budget Issue Summary Form provides preliminary cost estimates. If Council takes action to refer a budget issue to the City Manager for review as part of the Recommended Budget, staff will prepare a Budget Supplement that includes a detailed analysis of the issue, potential adjustments to service levels, and funding options.

CONCLUSION

This report presents fifteen budget issues proposed for consideration in the FY 2008/2009 Recommended Budget. It is recommended that Council take action on twelve of the fifteen budget issues proposed in this report. Three of the fifteen budget issues have previously been referred by Council for consideration in the FY 2008/2009 Recommended Budget.

PUBLIC CONTACT

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

RECOMMENDATION

Staff recommends that Council take action on twelve of the fifteen budget issues presented at the Study Issues/Budget Issues Workshop on January 25, 2008. The actions include referring the budget issue to the City Manager for consideration in the FY 2008/2009 Recommended Budget, dropping the budget issue, or deferring it to next year's process.

Reviewed by:

Mary J. Bradley, Director of Finance
Prepared by: Drew Corbett, Budget Analyst

Approved by:

Amy Chan
City Manager

Attachments

- A. Coordinate Environmental Sustainability Efforts Citywide
- B. Care Management Program at the Sunnyvale Senior Center
- C. Bicycle Locker Maintenance
- D. Computerized, Online Bicycle Licenses
- E. Enforcement Campaign of Bicycle/Pedestrian Related Traffic Violations, Including a Pedestrian Right of Way Violation Sting
- F. Cost/Benefit Analysis for Implementing RFID System of Automated Returns/Library Materials Handling System
- G. Elimination of Library's Reserves Fee
- H. Marketing Campaign to Encourage Bicycling
- I. Connections from the John Christian Trail to Lakewood and Fairwood School Bike Parking Facilities
- J. Provision of Bike Racks at Major Community Events such as the Farmer's Market of 4th of July Celebration
- K. Bike to Work Day Budget
- L. Greenhouse Gas Emissions Reduction Project
- M. Mathilda/Caltrain Bridge Parking Lot Access
- N. Landscape/Sidewalk Improvement, South Side of Hendy Avenue from Taaffe Street to Sunnyvale Avenue
- O. Online Posting of Fair Political Practices (FPPC) Forms
- P. Budget Issues Decision Matrix

BUDGET ISSUE SUMMARY FORM

Budget Issue Title: Coordinate Environmental Sustainability Efforts Citywide

Department: Office of the City Manager

1. Issue Summary (briefly describe the budget issue):

In September 2007 staff presented Council with an environmental sustainability framework that identifies the broad goals and specific programs, services and policies the City currently has in place (or pending) to address Sunnyvale’s vision of regional leadership in sustainable practices.

However, sustainability efforts are limited by available resources. Consistent with the path forward noted at the September Council study session, this budget issue paper proposes to explore three funding options for sustainability coordination in the upcoming budget period (FY2008-09 through FY2009/10).

2. Is the budget issue a: PROJECT _____ OPERATING X

3. If the issue is operating, specify the change in service level(s) that would result (from what, to what). If the issue is a project, write N/A.

Achieving the goals identified in the General Plan and in recently adopted policy on environmental sustainability will require resources above and beyond those currently budgeted. This budget issue paper identifies three levels of resources, one of which is the status quo (i.e. no additional resources are required – this option is provided to indicate current level of service), and two proposed options which allocate resources above current funding levels.

The City has developed a Framework for Sustainability that identifies the City services, policies, and partnerships that must work together in order to achieve the City’s sustainability vision. The additional resources would be used to coordinate the services, policies and partnerships noted in the Framework. As the Framework suggests, achieving the City’s sustainability goals will require a high level of interdepartmental planning and collaboration. This is in contrast to traditional City endeavors which are typically substantially contained in, and under the control of, a single lead department.

The three levels of coordination support are broadly identified as follows:

Level I Status Quo – No changes to current budget.

This level continues current practices, with very limited coordination (50-100 hours from the Office of the City Manager).

ATTACHMENT A

Coordination focuses on (and is largely limited to):

1. Representing the City on the Silicon Valley Joint Venture Climate Protection Task Force
2. Routing environmental information received by the City Manager to the appropriate department(s)
3. Serving as the central answer point for inquiries from the public about the City's environmental efforts Citywide
4. Tracking the City's relevant services and policies.

Level II Limited increase in budget

Centralized coordination includes Level I activities and adds reviews/updates of City policies and practices, best practices research, strengthening internal staff communications, and reviewing/accessing grant funding opportunities. (200-400 hours from the Office of the City Manager)

Coordination focuses on (and is largely limited to):

1. Representing the City on the Silicon Valley Joint Venture Climate Protection Task Force
2. Routing environmental information received by the City Manager to the appropriate department(s)
3. Serving as the central answer point for inquiries from the public about the City's environmental efforts Citywide
4. Tracking the City's relevant services and policies
and

5. **Reviewing City policies that are in the process of being updated to include language appropriate to the City's goals and sustainability framework**
6. **Conducting surveys of City staff behaviors to identify potential energy savings**
7. **Enhancing internal communications to better educate staff citywide about the City's environmental practices and policies**
8. **Staying abreast of environmental best practices and regional collaboration efforts**
9. **Identifying sources of new (grant) funding or related assistance and applying for it as resources allow**

Level III Moderate increase in budget

Coordinate sustainability efforts Citywide that are broadly focused on City policies and practices, internal and external communications efforts, best practices, and regional leadership and recognition.

Coordination is broad based:

1. Representing the City on the Silicon Valley Joint Venture Climate Protection Task Force
2. Routing environmental information received by the City Manager to the appropriate department(s)

ATTACHMENT A

3. Serving as the central answer point for inquiries from the public about the City's environmental efforts Citywide
4. Tracking the City's relevant services and policies
5. Reviewing City policies that are in the process of being updated to include language appropriate to the City's goals and sustainability framework
6. Conducting surveys of City staff behaviors to identify potential energy savings
7. Enhancing internal communications to better educate staff citywide about the City's environmental practices and policies
8. Staying abreast of environmental best practices and regional collaboration efforts
9. Identifying sources of new (grant) funding or related assistance and applying for it as resources allow
and
- 10. Proactively reviewing current policies and developing new policy Citywide to update and clarify the City's goals and objectives in the context of current environmental issues**
- 11. Developing a citywide planning document to guide the City's environmental sustainability efforts**
- 12. Planning and implementing internal efforts to affect organizational culture change**
- 13. Seeking regional recognition; applying for environmental certification and awards for City efforts**
- 14. Conducting external outreach to address the larger issues of the community footprint.**

Note: This budget issue does not address the resources that would be required by City operational departments to achieve sustainability goals – these will be addressed as needed by individual department study issues and proposed operating budgets.

4. **Note the issue's relationship to the appropriate general plan goal, policy, and/or action statement. (Briefly explain significant needs and expected benefits, noting possible outcome from postponement.)**

2007 Sunnyvale Community Vision – Environmental Sustainability: To promote environmental sustainability and remediation in the planning and development of the city, in the design and operation of public and private buildings, in the transportation system, in the use of potable water, and in the recycling of waste.

Adopted policy from RTC 07-301

- Goal of 20% reduction in CO₂ emissions (from 1990 baseline year levels) from 15 City facilities, fleet, traffic lights and street lights by 2010.
- Signatory to U.S. Mayor's 2007 Climate Protection Agreement

Air Quality Sub-Element – Goal A: Improve Sunnyvale’s Air Quality and reduce the exposure of its citizens to air pollutants. (*Policy 3.7.1, Goal 3.7A*)

Facility Services Program, SDP 76907 -- Monitor utility usage in City buildings and implement comprehensive methods and products to conserve energy and building water resources.

Policy 3.2.1, Goal 3.2D -- Dispose of solid waste generated within the City in an environmentally sound, dependable, and cost-effective manner.

Council Policy 1.0.1, Goal C3 -- Attain a transportation system that is effective, safe, pleasant and convenient.

Council Policy 2.2.1 - 2.2.A.2 Open Space -- Adopt management, maintenance and development practices that minimize negative impacts to the natural environment, such as supporting and enforcing the Integrated Pest Management; and landscaping in ways which minimize the need for water.

Council Policy 1.1.9 -- Encourage sustainable development throughout the City of Sunnyvale, to provide education and information to the community, and to serve as an acknowledgement by the City Council of the importance of sustainable development

- 5. **Origin of issue:**
Council
Board and Commission
Staff XXXX

- 6. **Projected cost (list rough annual cost of budget item):**

Operating Issue	Annual Operating Costs
Option I	No budget impact
Option II	Estimated budget impact \$30,000 - \$100,000 annually.
Option III	Estimated budget impact \$100,000-\$200,000 annually
Capital/Project	\$ <u>NA</u> (Project Cost)
	\$ <u>NA</u> (Associated Annual Operating Costs)

- 7. **Staff Evaluation of Proposed Budget Issue**

Environmental sustainability practices have strong community support, contribute to the quality of life of Sunnyvale, and may result in long term cost savings from reduced energy use. Since coordination activities support departmental efforts, monitor City progress, and further cross-departmental projects, the City will benefit from a detailed review of potential costs and benefits. The analysis will inform decision making for the spring budget review.

8. Staff Recommendation

Refer Budget Issue for Consideration in Recommended Budget

Defer Budget Issue to FY 2008/2009

Drop the Budget Issue

Reviewed by:

Robert Walker, Assistant City Manager

Reviewed by:

Amy Chan, City Manager

BUDGET ISSUE SUMMARY FORM

Budget Issue Title: Care Management Program at the Sunnyvale Senior Center

Department: Parks and Recreation

- 1. Issue Summary (briefly describe the budget issue):** While there are many resources available within Sunnyvale and the neighboring region that support and provide assistance to vulnerable seniors, navigating the maze of social, health, legal and mental services is sometimes an overwhelming task for these individuals. The Care Management Program / Care Manager provides an invaluable resource to frail and vulnerable seniors by preparing individualized plans for care and services; identifying and coordinating services, authorizing payment for service and purchase of services by the client. The Care Manager also follows up periodically with the client to determine the quality and effectiveness of the services provided and to ensure that their needs are being met adequately. One of the primary goals of care management is to link individuals with services that will allow them to maintain their independence and continue to live in their home if it is safe to do so. Particularly 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 Budget Issue Summary Form was prepared in January 2006 proposing that the City consider the funding of a full-time care management program in Sunnyvale. This program had previously been operated by Sunnyvale Community Services (SCS); however, in 2003 the SCS Board of Directors prioritized the agency's programs and services. While case management was considered beneficial to those 80 to 100 seniors served by the full-time program each year, the service was considered to be a lower priority than food distribution and financial assistance to families facing eviction, utility disconnections and untreated medical problems. As a result, Council directed staff to prepare a Budget Supplement to fund a ½ time program in FY2006/2007. The pilot program in FY06/07 was very successful and served 44 Sunnyvale seniors and their families by identifying care and service needs. The Care Manager arranged for and monitored the delivery of appropriate social and medical services, which ranged from health and psychosocial assessments, care planning, service arrangement and care monitoring. 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. Due to a special agreement with the Council on Aging Silicon Valley (COA) this service was

ATTACHMENT B

provided at a net cost of \$31,675 to the City. The COA provided an additional \$20,000 to supplement the City's pilot program.

A Budget Supplement to continue a ½ time care management program was considered by Council in the context of the Outside Group Funding program in FY2007/2008. At that time, Council reduced funding to the program by 50%, which reduced the Care Manager's hours for the year to an average of ten to thirteen hours per week. The number of clients that would be served by a ¼ Care Manager would be no more than 20 to 25 individualized care management plans at most. This would leave minimal time for assisting other seniors in the community who may not need a full individualized care management plan, but would benefit from referral and basic assistance.

The Council on Aging Silicon Valley agreed to fund an additional seven hours per week, so that a ½ time Care Management program could be maintained. The number of clients that will be served with individualized care management plans in FY 07/08 is 45. In addition the Care Manager will provide the following types of services as well:

- Respond to calls and emails from DPS to contact frail and vulnerable seniors they encounter in the community who may have mental health issues or need medical attention.
- Responding to calls and emails from long distance care-givers (usually out of town relatives) trying to link with services in the community to assist the vulnerable family member.
- Link recently released frail and elderly hospital patients with services and referrals that will help them continue to live in their homes.
- Identify new resources and potential services/referrals that may benefit Sunnyvale's vulnerable senior population.

The COA's standard practice is to fund \$10,000 of a part-time, 20-hour a week Care Manager and \$20,000 of a full-time, 40-hour a week Care Manager. It is important to note that a contribution from the COA is not guaranteed in future years unless the City funds a minimum of a ½ time care management program.

The most basic question contained in this Budget Issue is whether or not the Council believes that the Care Management Program at the Sunnyvale Senior Center is vital to resident seniors and whether Council will fund the program on an annual basis. Funding the program one year at a time makes it difficult to attract and retain qualified staff. Additionally, the program is not an outside agency requesting funds from the City; rather, it is a City program that is eligible for funding from another agency. (In this case the Council on Aging Silicon Valley.)

2. Is the budget issue a: **PROJECT** _____ **OPERATING** **X**

3. **If the issue is operating, specify the change in service level(s) that would result (from what, to what). If the issue is a project, write N/A.**

This Budget Issue contemplates an on-going service level increase in the Community Recreation Fund. An average of 45 individuals would be served by the program and require 1,092 staff hours for assessment, care planning, arranging services and monitoring clients. Additional clerical / front counter support may also be required to handle phone contacts and schedule appointments. Staff estimates the cost to implement a ½ time Care Management Program would be \$55,400 for a regular part-time Care Manager and additional \$5,000 to cover IT computer replacement rates, phone, office supplies and mileage. Ideally, an additional 520 hours in clerical/front counter support would be included at an estimated cost of \$12,800.

4. **Note the issue's relationship to the appropriate general plan goal, policy, and/or action statement. (Briefly explain significant needs and expected benefits, noting possible outcome from postponement.)**

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.

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.

Needs and Expected Benefits

Like many communities nationwide, Sunnyvale's population is growing older. The median age in the City in 1990 was 32.3, and by 2000 it was 34.3. In

2005, 18.6 percent of Sunnyvale’s total population was comprised of seniors age 55 and older. The number of older adults is likely to increase over the next decade as the population ages and this is likely to result in increased demands for services for older adults. Older adults are living longer than previous generations and it will be important during the next decade for the City to continue to focus services for this age group.

The role of the Care Manager is to assist vulnerable, frail and often times, very ill seniors in obtaining those services that will be of the most benefit to them and allow them to remain in their own homes as long as possible. While there are numerous agencies throughout Santa Clara County that provide care management services, the services of these agencies are consistently in demand and demand will only increase as the local population continues to grow older. Providing a Care Management Program at the Sunnyvale Senior Center makes these services more accessible to Sunnyvale seniors and their families.

5. Origin of issue: City Manager

6. Projected cost (list rough annual cost of budget item):

Operating Issue \$ 73,171 (Annual Operating Costs)

Capital/Project \$ _____ (Project Cost)

\$ _____ (Associated Annual Operating Costs)

Continued support from the Council on Aging Silicon Valley cannot be guaranteed, so the estimated operating cost is based on a half-time care management program with the Care Manager being a regular part-time City employee and without a contribution from the COA offsetting a portion of the costs. If the COA were to agree to continue to provide the Care Manager for the Sunnyvale program and contribute \$10,000 towards the program than the cost would be significantly reduced. In either case, the City would continue to provide office/counseling space, a computer, phone service and a secure filing area. Should the City fund the half-time program the COA’s standard contribution would reduce the City’s operating costs to a net of \$63,171. However, funding from the COA is not guaranteed in perpetuity.

7. Staff Evaluation of Proposed Budget Issue

The Care Management Program at the Sunnyvale Senior Center provides an invaluable service to vulnerable seniors in the community and their families.

Along with support for navigating the maze of social, health, legal and mental services, the Care Manager advocates for the services that will allow seniors to maintain their independence and continue to live in their homes as long as it is safe to do so. The Care Manager also conducts community outreach and educational programs, including referral support to the Department of Public Safety.

The Care Management Program's positive impact in Sunnyvale is limited to its current resources. For the program to continue to be successful and contribute to creating and strengthening community, additional resources are needed to continue the program on an annual basis and maintain these services to the Sunnyvale Community.

8. Staff Recommendation

- Refer Budget Issue for Consideration in Recommended Budget
- Defer Budget Issue to FY 2008/2009
- Drop the Budget Issue

The Parks and Recreation Commission reviewed the budget issue summary at their meeting on October 10, 2007, and unanimously recommended (5-0) that Council consider the Budget Issue "Care Management Program at the Sunnyvale Senior Center" and also consider adding a minimum age eligibility requirement of 65 years for the care management service, with the provision that the minimum age eligibility requirement can be flexible.

Reviewed by:

David A. Lewis, Director of Parks and Recreation

Reviewed by:

Amy Chan, City Manager

BUDGET ISSUE SUMMARY FORM

Budget Issue Title: Bicycle Locker Maintenance

Department: Parks and Recreation

1. Issue Summary (briefly describe the budget issue):

Create a task for bicycle locker maintenance at City facilities, and provide resources.

2. Is the budget issue a: PROJECT _____ OPERATING X

3. If the issue is operating, specify the change in service objective(s) that would result (from what, to what). If the issue is a project, write N/A.

This would create a new service objective.

4. Note the issue's relationship to the appropriate general plan goal, policy, and/or action statement. (Briefly explain significant needs and expected benefits, noting possible outcome from postponement.)

C3.5, Support a variety of transportation modes. Bicycle locker maintenance has been done on a relatively ad hoc basis. Creation of a task would direct resources to maintenance and allow for monitoring of resources required and applied.

5. Origin of issue: Council _____ Councilmember _____

Board and Commission X Board/Commission: Bicycle and Pedestrian Advisory Commission

Staff _____ Department _____

6. Projected cost (list rough annual cost of budget item):

Operating Issue	\$ <u>2,500</u>	(Annual Operating Costs)
Capital/Project	\$ _____	(Project Cost)
	\$ _____	(Associated Annual Operating Costs)

Costs are for a Parks and Recreation Supervisor to inspect bike lockers at City facilities monthly and on demand, and affect repairs as necessary.

7. Staff Evaluation of Proposed Budget Issue

As noted in item 4 above, care for the bicycle lockers has been provided on an as-needed basis. However, that is likely due to the absence of maintenance staffing within the Traffic Division, the division that placed the units on City sites.

Over the past 12 – 14 years the units have required only occasional repair, the majority of which has been provided by Parks and Recreation staffs when requested by Traffic Division. Funds are not needed to allow management to periodically inspect the units. At no increase to costs, the units could be inspected by Senior Parks Leaders as they formally inspect Park Structures and Fixtures three times each year. Site staffs at locations with bicycle lockers could be directed to informally inspect the lockers on a more frequent basis.

As Parks Division staffs find units in need of repair they could submit work orders to the Parks Division Project Crew and effect repairs in a more timely fashion. Costs for repairs would be provided, as they have been in past years, with funds currently programmed in Program 265 Neighborhood Parks and Open Space Management.

8. Staff Recommendation

Refer Budget Issue for Consideration in Recommended Budget	_____
Defer Budget Issue to FY 2008/2009	_____
Drop the Budget Issue	<u> X </u>

Reviewed by:

David A. Lewis, Director of Parks and Recreation

Reviewed by:

Amy Chan, City Manager

BUDGET ISSUE SUMMARY FORM

Budget Issue Title: Computerized, Online Bicycle Licenses.

Department: Public Safety

1. Issue Summary (briefly describe the budget issue):

This project would implement a computerized system for the issuance of bicycle licenses and tracking of recovered, licensed bicycles.

2. Is the budget issue a: PROJECT X OPERATING _____

3. If the issue is operating, specify the change in service objective(s) that would result (from what, to what). If the issue is a project, write N/A.

N/A

4. Note the issue's relationship to the appropriate general plan goal, policy, and/or action statement. (Briefly explain significant needs and expected benefits, noting possible outcome from postponement.)

C3.5 Support a variety of transportation modes. This project would provide greater, more efficient access to bicycle licensing information. Currently, bicycle license information is kept in hard copy form only at the point of origin (City Fire Stations). If a licensed bicycle is recovered, it is difficult to locate the origin of the license and therefore the rightful owner of the bike. This is a deterrent to the return of lost or stolen property.

5. Origin of issue: Council _____ Councilmember _____

Board and Commission X Board/Commission: Bicycle and Pedestrian Advisory Commission

Staff _____ Department _____

6. Projected cost (list rough annual cost of budget item):

Operating Issue	\$ _____	(Annual Operating Costs)
Capital/Project	\$ <u>300,000</u>	(Project Cost)
	\$ <u>5,000</u>	(Associated Annual Operating Costs)

Project costs would be for development of software, procurement of hardware, and establishment of a communications medium between bicycle licensing locations and the Department of Public Safety headquarters. Operating costs would be for increased service levels to track and return lost/stolen property.

7. Staff Evaluation of Proposed Budget Issue

The Bicycle and Pedestrian Advisory Commission (BPAC) has proposed Public Safety implement a computerized system for issuing bicycle licenses and to track the recovery of licensed bicycles. The project suggests developing software, procuring hardware and establishing a communications medium between the fire stations and Public Safety Headquarters that would assist with increased service levels in tracking and returning lost or stolen bicycles to owners. The proposal is to fund this capital project with \$300,000 along with \$5,000 annually for operating costs.

Currently, the public can obtain bicycle licenses at the six fire stations. For a fee, staff completes the bicycle license information and places a license on the bicycle. The revenue generated and the licenses are then sent to the Public Safety Records Unit. Eventually, revenues are delivered to the Finance Department and the Records Unit enters the bicycle licenses into Public Safety's RMS system. Currently, Public Safety is up to date on all bicycle license entries. All information in RMS is retrievable by field and office personnel. In the last two fiscal years, Sunnyvale has averaged 106 stolen bicycles per year; this number includes new bicycles stolen from bike shops, bicycles stolen from residences, businesses, parks, and schools. If licensed bicycles are stolen or recovered, staff can either retrieve the license information from RMS to assist with completing the theft report, or can facilitate the return of recovered bicycles by obtaining the owner information/address.

Staff believes the current system in use addresses all service levels and issues listed in the Summary Report, and recommends dropping this budget issue.

8. Staff Recommendation

Refer Budget Issue for Consideration in Recommended Budget _____

Defer Budget Issue to FY 2008/2009 _____

Drop the Budget Issue

 X

Reviewed by:

Don Johnson, Director of Public Safety

Reviewed by:

Amy Chan, City Manager

BUDGET ISSUE SUMMARY FORM

Budget Issue Title:

Enforcement Campaign of Bicycle/Pedestrian Related Traffic Violations, Including a Pedestrian Right of Way Violation Sting.

Department: Public Safety

1. Issue Summary (briefly describe the budget issue):

This would provide resources for a limited time, focused on an enforcement campaign of bicycle related traffic violations, such as wrong way bicycle riding, jaywalking and motor vehicle right of way violations.

2. Is the budget issue a: PROJECT X OPERATING

3. If the issue is operating, specify the change in service objective(s) that would result (from what, to what). If the issue is a project, write N/A.

This would increase the level of service of traffic enforcement for a limited time.

4. Note the issue's relationship to the appropriate general plan goal, policy, and/or action statement. (Briefly explain significant needs and expected benefits, noting possible outcome from postponement.)

Law Enforcement Sub-Element A.5 - Facilitate the safe movement of pedestrians, bicycles and vehicles. An enforcement campaign would highlight pedestrian and bicycle safety issues to the motoring public, bicyclists and pedestrians.

5. Origin of issue: Council Councilmember

Board and Commission X Board/Commission: Bicycle and Pedestrian Advisory Commission

Staff Department

6. Projected cost (list rough annual cost of budget item):

Operating Issue	\$ _____	(Annual Operating Costs)
Capital/Project	\$ <u>50,000</u>	(Project Cost)
	\$ _____	(Associated Annual Operating Costs)

Funds would be for a one-time campaign, conducted on DPS overtime hours and including associated publicity materials.

7. Staff Evaluation of Proposed Budget Issue

The Bicycle and Pedestrian Advisory Commission (BPAC) has proposed Public Safety conduct a special enforcement campaign directed at bicycle/pedestrian related traffic violations, including a pedestrian right of way sting. The proposal suggests directing additional Public Safety resources toward this campaign for a limited time. The campaign would be funded by a \$50,000 capital project. These funds would pay for overtime staff hours, advertising and publicity.

Currently, Public Safety participates in numerous special enforcement campaigns such as Avoid the 13, Click-it or Ticket, Red Light Runners, and Safe Routes to School. In addition to these campaigns, staff already provides directed enforcement toward pedestrian violations along El Camino Real and near our schools. Nearly all special campaigns are staffed with overtime employees.

The challenge for Public Safety has been finding employees who are willing to work special enforcement campaigns on overtime; many times the available overtime positions for operations go unfilled. A primary reason officers currently opt not to work special campaign overtime, is the mandatory overtime shifts they are required to work in both the Patrol and Fire Divisions due to staffing shortages.

Staff would like to inform BPAC, that the Traffic Safety Unit and Patrol Division currently and aggressively enforce bicycle and pedestrian violations throughout the City when such violations are witnessed. Although these violations are not as prevalent as motor vehicle violations, officers do enforce the applicable California Vehicle Code by conducting enforcement/educational contacts.

While staff agrees that directed/special enforcement campaigns are beneficial for our community, staff does not believe the funds proposed for this particular campaign would be cost effective. While bicycle and pedestrian violations do occur, the fact is they are infrequent compared to other law violations. To allocate overtime officers only to address these violations will not be cost effective. Staff recommends continuing aggressive, targeted bicycle and pedestrian enforcement with Public Safety's current resources and dropping this budget issue.

8. Staff Recommendation

Refer Budget Issue for Consideration in Recommended Budget _____

Defer Budget Issue to FY 2008/2009 _____

Drop the Budget Issue _____ **X** _____

Reviewed:

Department Director ***Date***

APPROVED BY CITY MANAGER ***Date***

BUDGET ISSUE SUMMARY FORM

Budget Issue Title:

Enforcement Campaign of Bicycle/Pedestrian Related Traffic Violations, Including a Pedestrian Right of Way Violation Sting.

Department: Public Safety

1. Issue Summary (briefly describe the budget issue):

This would provide resources for a limited time, focused on an enforcement campaign of bicycle related traffic violations, such as wrong way bicycle riding, jaywalking and motor vehicle right of way violations.

2. Is the budget issue a: PROJECT X OPERATING _____

3. If the issue is operating, specify the change in service objective(s) that would result (from what, to what). If the issue is a project, write N/A.

This would increase the level of service of traffic enforcement for a limited time.

4. Note the issue's relationship to the appropriate general plan goal, policy, and/or action statement. (Briefly explain significant needs and expected benefits, noting possible outcome from postponement.)

Law Enforcement Sub-Element A.5 - Facilitate the safe movement of pedestrians, bicycles and vehicles. An enforcement campaign would highlight pedestrian and bicycle safety issues to the motoring public, bicyclists and pedestrians.

5. Origin of issue: Council _____ Councilmember _____

Board and Commission X Board/Commission: Bicycle and Pedestrian Advisory Commission

Staff _____ Department _____

6. Projected cost (list rough annual cost of budget item):

Operating Issue	\$ _____	(Annual Operating Costs)
Capital/Project	\$ <u>50,000</u>	(Project Cost)
	\$ _____	(Associated Annual Operating Costs)

Funds would be for a one-time campaign, conducted on DPS overtime hours and including associated publicity materials.

7. Staff Evaluation of Proposed Budget Issue

The Bicycle and Pedestrian Advisory Commission (BPAC) has proposed Public Safety conduct a special enforcement campaign directed at bicycle/pedestrian related traffic violations, including a pedestrian right of way sting. The proposal suggests directing additional Public Safety resources toward this campaign for a limited time. The campaign would be funded by a \$50,000 capital project. These funds would pay for overtime staff hours, advertising and publicity.

Currently, Public Safety participates in numerous special enforcement campaigns such as Avoid the 13, Click-it or Ticket, Red Light Runners, and Safe Routes to School. In addition to these campaigns, staff already provides directed enforcement toward pedestrian violations along El Camino Real and near our schools. Nearly all special campaigns are staffed with overtime employees.

The challenge for Public Safety has been finding employees who are willing to work special enforcement campaigns on overtime; many times the available overtime positions for operations go unfilled. A primary reason officers currently opt not to work special campaign overtime is the mandatory overtime shifts they are required to work in both the Patrol and Fire Divisions due to staffing shortages.

Staff would like to inform BPAC that the Traffic Safety Unit and Patrol Division currently and aggressively enforce bicycle and pedestrian violations throughout the City when such violations are witnessed. Although these violations are not as prevalent as motor vehicle violations, officers do enforce the applicable California Vehicle Code by conducting enforcement/educational contacts.

While staff agrees that directed/special enforcement campaigns are beneficial for our community, staff does not believe the funds proposed for this particular campaign would be cost effective. While bicycle and pedestrian violations do occur, the fact is they are infrequent compared to other law violations. To allocate overtime officers only to address these violations will not be cost effective. Staff recommends continuing aggressive, targeted bicycle and pedestrian enforcement with Public Safety's current resources and dropping this budget issue.

8. Staff Recommendation

Refer Budget Issue for Consideration in Recommended Budget _____

Defer Budget Issue to FY 2008/2009 _____

Drop the Budget Issue _____ **X** _____

Reviewed by:

Don Johnson, Director of Public Safety

Reviewed by:

Amy Chan, City Manager

BUDGET ISSUE SUMMARY FORM

Budget Issue Title: Cost/Benefit Analysis for Implementing an RFID System or Automated Returns/Library Materials Handling System

Department: Library

1. Issue Summary (briefly describe the budget issue):

Use of automated returns systems such as RFID (radio frequency identification) and other materials handling systems by the library community to control inventory and reduce staff workload has dramatically increased in recent years. Most public libraries in Santa Clara County have already, or are in the process of migrating to an automated returns/materials handling or an RFID system, the only notable exceptions being Palo Alto and Sunnyvale city libraries. Palo Alto has a CIP project on hold and the Auditor has recommended that their library system move forward with implementing a materials handling system as soon as possible.

Automated returns/library materials handling and RFID systems maximize efficiency by automatically checking out and checking in materials upon presentation by the library user, thus minimizing staff intervention. These systems decrease check in and check out times, increase the accuracy and effectiveness of inventory management, and improve customer service by decreasing the turnaround time of materials from customer return to reappearance on the library's shelves for other customers.

Sunnyvale delayed investigation of migrating to an automated returns/RFID system due to the Library of the Future Study. Transitioning to a new library facility would have included implementation of such a system to more efficiently accommodate higher levels of materials being checked out without having to add staff at the level required for a manual system. As Measure B fell short of the required 2/3 vote needed to fund construction of a new library, any efforts to build a new, or to significantly expand the existing library, may be delayed by a number of years. The lack of planned facility improvements suggests that the City may now want to consider investigating alternative means of improving the conditions in the Library's materials returns area and increasing workflow efficiencies.

2. Is the budget issue a: **PROJECT** X **OPERATING** X
3. **If the issue is operating, specify the change in service level(s) that would result (from what, to what). If the issue is a project, write N/A.**

Implementing an RFID/automated returns system at the Sunnyvale Public Library would improve service levels to the public and alter operations in circulation returns specifically by replacing a manual check in system with an automated system. It would reduce the time required and the workload of checking materials in and out. It would give library users better options in how they can check out or check in materials, increasing the convenience of self-service. There is the potential that the performance of the theft detection system would improve in accuracy as patrons leave the library, and that accuracy levels of recording the return of materials would increase as materials are checked in, as well. As circulation of materials increases at the Sunnyvale Library, fewer staff members would need to be added to accommodate the increase in comparison to what would be required for a manual system. The reduced time involved in checking in materials particularly, would speed the delivery of materials from customer drop-off to bookshelves, maximize the limited space available for returned materials, and better meet the increasing demand for materials and the high customer service-oriented expectations of Sunnyvale’s library users.

4. **Note the issue's relationship to the appropriate general plan goal, policy, and/or action statement. (Briefly explain significant needs and expected benefits, noting possible outcome from postponement.)**

This study issue is consistent with the General Plan’s Library Sub-element goals, policies and action statements related to library users’ access to materials and improving efficiencies through technology, as shown below:

Library Sub-element

Goal 6.2B Provide Library services to help the community find and use the materials and information they need

Policy 6.2B.2 Organize and present materials so library users can find what they need

Action Statement 6.2B.2f

Provide for fast and accurate reshelving of materials to their proper location for maximum convenience to users

Goal 6.2E Use new technology to optimize the development and delivery of library services

Policy 6.2E.2 Evaluate new technologies to improve the delivery of library services

Action Statement 6.2E.2a

Integrate new technologies that meet customer needs in order to be more effective and efficient in delivering services

Action Statement 6.2E.2b

Continuously develop infrastructure technology-based library services

Circulation has increased at Sunnyvale Public Library, 18% in FY 2006/2007 to 2.248 million items circulated, and there are signs that this upward trend is holding. However, there is no space to accommodate the staff needed to process these materials, nor is there room for the overflow of materials that are returned as the library continues to use manual check in methods. This situation leads to slower check in times, potentially higher levels of errors, and workflow inefficiencies in getting materials back to the shelves. There is higher risk of stress and injury to staff, as well.

Delays in the project heighten the possibility of check-in errors, workflow inefficiencies, erroneous theft detection system information, and the risk of injury to staff.

An automated returns system/RFID system for circulation check out and check in would require less manual labor and staff intervention, it would speed up check in of materials and their return to the shelves. It could improve accuracy at the theft detection/security gates and during the check in process, and offer more self-service options to the public for how they check out or check in materials.

5. Origin of issue: Library Board of Trustees

At their meeting on January 7, 2008, the Board of Library Trustees discussed and voted unanimously to recommend to Council a Study Issue related to the cost/benefit of using RFID as a tool for circulating and returning materials to the library. The Board saw this as a significant issue in light of the Library's discussion of its technology planning process and the description of conditions in the backroom circulation returns area. Subsequently, staff realized that this Study Issue request more appropriately would fall under the Budget Issue process since it is a recommendation for a cost/benefit analysis of an RFID/automated returns system.

6. Projected cost (list rough annual cost of budget item):

Operating Issue	\$ <u>Potential reduction in need for additional staff as circulation has increased and space is limited</u>	(Annual Operating Costs)
Capital/Project	\$ <u>250,000 to \$500,000</u> \$ <u>25,000 to 50,000</u>	(Project Cost) (<u>Associated Operating Costs may be offset somewhat by current system maintenance/operating costs</u>)

7. Staff Evaluation of Proposed Budget Issue

With the Library's increasing circulation and limited space to handle materials, a cost/benefit analysis for implementing an RFID system or Automated Returns/Library Materials Handling System is recommended for consideration. Potential benefits of a RFID/materials handling system would include: faster availability of returned materials for other patrons; a more accurate inventory control system; a reduction in repetitive stress injuries for staff; and a reduction in the need for additional staff as circulation of library materials increases.

8. Staff Recommendation

- Refer Budget Issue for Consideration in Recommended Budget
- Defer Budget Issue to FY 2008/2009
- Drop the Budget Issue

Reviewed by:

Deborah L. Barrow, Director of Libraries

Reviewed by:

Amy Chan, City Manager

BUDGET ISSUE SUMMARY FORM

Budget Issue Title: Elimination of the Library's Reserves Fee

Department: Library

1. Issue Summary (briefly describe the budget issue):

The Sunnyvale Library charges \$0.50 for a patron to place an item on reserve. When the item returns from being checked out, staff puts it aside in order to give it to the patron who placed the request. Patrons pay the \$0.50 fee when they come to the library to pick up the reserved item. Sunnyvale's is the only public library in the Silicon Valley area that charges a fee to receive a reserved item. This has been a source of discussion by and discontentment for library users. In some cases, library users have stated that they place their reserves through other libraries instead of Sunnyvale because of the fee.

Sunnyvale belongs to a consortium of libraries that, through a system called Link+, offers delivery of items that are available from member libraries. The placement of a request for items through Link+, at Sunnyvale and elsewhere, is free of charge to the patron making the request. In many cases, the Link+ option delivers an item more quickly than a reserve would from Sunnyvale waiting to be returned. However, if there are no items available at other member libraries, the only alternative to obtaining the item from Sunnyvale is to place the item on reserve/pay the \$0.50 fee, or place an item on reserve at another library for free. Patrons may place requests for reserves through the libraries' various online catalogs and do not have to appear at the libraries in order to place reserve requests. Link+ requests also are placed through the online catalogs and do not require that the patron be at a library to submit the request.

2. Is the budget issue a: PROJECT _____ OPERATING XX

3. If the issue is operating, specify the change in service level(s) that would result (from what, to what). If the issue is a project, write N/A.

Elimination of the reserves fee potentially would result in the following changes in service levels:

- 1) Eliminate a barrier to patrons obtaining the materials that they need.
- 2) Increase reserve requests for materials at Sunnyvale.
- 3) Provide an opportunity for staff to consider placing reserves on open shelves for patrons to pick up on their own. This could reduce demand at the checkout desk while expanding the use of the self-checkout machines, and it could increase convenience for the public in obtaining and checking out the materials they need.

4. Note the issue's relationship to the appropriate general plan goal, policy, and/or action statement. (Briefly explain significant needs and expected benefits, noting possible outcome from postponement.)

The General Plan's Library Sub-element states the following:

Goal 6.2B Provide Library services to help the community find and use the materials and information they need

Policy 6.2B. Ensure lending procedures that are convenient to Library users

Goal 6.2D Maintain Library facilities and materials that are easily obtainable and appropriate based on changing community needs

Policy 6.2.D1 Provide access to the Library and materials

Sunnyvale Library users continue to expect free access to materials, as experienced at other area libraries. Elimination of the reserves fee will accommodate that need and prevent users from looking for ways to work around the Sunnyvale system and its fee structure. Elimination of the reserves fee potentially could result in greater convenience for library patrons to use the self-checkout computers when they have reserves. Users would not be forced to pick up the reserves from staff, thus requiring staff services to checkout these materials.

Delay of the elimination of the reserves fee would continue a source of discontentment for Sunnyvale's library users and possibly encourage them to use the services of other libraries that offer reserves free.

5. Origin of issue: Board of Library Trustees

This budget issue was generated by the Board of Library Trustees. They have heard comments from the public and have discussed this concern on multiple occasions over the last two years. The Board voted unanimously at their meeting on January 7, 2008, to recommend that the Council consider elimination of the reserves fee as a budget issue, and that the Library not be required to find replacement for the amount of revenue that potentially would be lost through elimination of the fee, approximately \$12,000 per year.

6. Projected cost (list rough annual cost of budget item):

Operating Issue \$ 12,000 p/year loss of revenue (Annual Operating Costs)

Capital/Project \$ _____ (Project Cost)

 \$ _____ (Associated Annual Operating Costs)

7. Staff Evaluation of Proposed Budget Issue

Over the last two years, members of the public have expressed to the Board of Library Trustees and Library staff a desire to eliminate the Library's reserve fee. Elimination of the fee would allow placement of reserves which allows reserves to be consistent with all other public libraries in Silicon Valley as well as with the Library's own Link+ service which allows placement of reserves on member library's materials free of charge. It would also potentially result in greater convenience for library patrons by allowing them to pick up reserved materials on their own and check out materials using the self-check machines. There is minimal fiscal impact associated with the elimination of the reserve fee.

8. Staff Recommendation

Refer Budget Issue for Consideration in Recommended Budget X

Defer Budget Issue to FY 2008/2009 _____

Drop the Budget Issue _____

Reviewed by:

Deborah L. Barrow, Director of Libraries

Reviewed by:

Amy Chan, City Manager

BUDGET ISSUE SUMMARY FORM

Budget Issue Title: Elimination of the Library's Reserves Fee

Department: Library

1. Issue Summary (briefly describe the budget issue):

The Sunnyvale Library charges \$0.50 for a patron to place an item on reserve. When the item returns from being checked out, staff puts it aside in order to give it to the patron who placed the request. Patrons pay the \$0.50 fee when they come to the library to pick up the reserved item. Sunnyvale's is the only public library in the Silicon Valley area that charges a fee to receive a reserved item. This has been a source of discussion by and discontentment for library users. In some cases, library users have stated that they place their reserves through other libraries instead of Sunnyvale because of the fee.

Sunnyvale belongs to a consortium of libraries that, through a system called Link+, offers delivery of items that are available from member libraries. The placement of a request for items through Link+, at Sunnyvale and elsewhere, is free of charge to the patron making the request. In many cases, the Link+ option delivers an item more quickly than a reserve would from Sunnyvale waiting to be returned. However, if there are no items available at other member libraries, the only alternative to obtaining the item from Sunnyvale is to place the item on reserve/pay the \$0.50 fee, or place an item on reserve at another library for free. Patrons may place requests for reserves through the libraries' various online catalogs and do not have to appear at the libraries in order to place reserve requests. Link+ requests also are placed through the online catalogs and do not require that the patron be at a library to submit the request.

2. Is the budget issue a: PROJECT _____ OPERATING XX

3. If the issue is operating, specify the change in service level(s) that would result (from what, to what). If the issue is a project, write N/A.

Elimination of the reserves fee potentially would result in the following changes in service levels:

- 1) Eliminate a barrier to patrons obtaining the materials that they need.
- 2) Increase reserve requests for materials at Sunnyvale.
- 3) Provide an opportunity for staff to consider placing reserves on open shelves for patrons to pick up on their own. This could reduce demand at the checkout desk while expanding the use of the self-checkout machines, and it could increase convenience for the public in obtaining and checking out the materials they need.

4. **Note the issue's relationship to the appropriate general plan goal, policy, and/or action statement. (Briefly explain significant needs and expected benefits, noting possible outcome from postponement.)**

The General Plan's Library Sub-element states the following:

Goal 6.2B Provide Library services to help the community find and use the materials and information they need

Policy 6.2B. Ensure lending procedures that are convenient to Library users

Goal 6.2D Maintain Library facilities and materials that are easily obtainable and appropriate based on changing community needs

Policy 6.2.D1 Provide access to the Library and materials

Sunnyvale Library users continue to expect free access to materials, as experienced at other area libraries. Elimination of the reserves fee will accommodate that need and prevent users from looking for ways to work around the Sunnyvale system and its fee structure. Elimination of the reserves fee potentially could result in greater convenience for library patrons to use the self-checkout computers when they have reserves. Users would not be forced to pick up the reserves from staff, thus requiring staff services to checkout these materials.

Delay of the elimination of the reserves fee would continue a source of discontentment for Sunnyvale's library users and possibly encourage them to use the services of other libraries that offer reserves free.

5. **Origin of issue: Board of Library Trustees**

This budget issue was generated by the Board of Library Trustees. They have heard comments from the public and have discussed this concern on multiple occasions over the last two years. The Board voted unanimously at their meeting on January 7, 2008, to recommend that the Council consider elimination of the reserves fee as a budget issue, and that the Library not be required to find replacement for the amount of revenue that potentially would be lost through elimination of the fee, approximately \$12,000 per year.

6. Projected cost (list rough annual cost of budget item):

Operating Issue \$ 12,000 p/year loss of revenue (Annual Operating Costs)

Capital/Project \$ _____ (Project Cost)

 \$ _____ (Associated Annual Operating Costs)

7. Staff Evaluation of Proposed Budget Issue

Over the last two years, members of the public have expressed to the Board of Library Trustees and Library staff a desire to eliminate the Library's reserve fee. Elimination of the fee would allow placement of reserves which allows reserves to be consistent with all other public libraries in Silicon Valley as well as with the Library's own Link+ service which allows placement of reserves on member library's materials free of charge. It would also potentially result in greater convenience for library patrons by allowing them to pick up reserved materials on their own and check out materials using the self-check machines. There is minimal fiscal impact associated with the elimination of the reserve fee.

8. Staff Recommendation

Refer Budget Issue for Consideration in Recommended Budget X

Defer Budget Issue to FY 2008/2009 _____

Drop the Budget Issue _____

Reviewed by:

Deborah L. Barrow, Director of Libraries

Reviewed by:

Amy Chan, City Manager

BUDGET ISSUE SUMMARY FORM

Budget Issue Title: Marketing Campaign to Encourage Bicycling

Department: Department of Public Works

1. Issue Summary (briefly describe the budget issue):

Project to promote bicycling as an alternative form of transportation for a variety of purposes. Campaign would involve marketing material preparation and distribution, special events, and outreach.

2. Is the budget issue a: PROJECT X OPERATING _____

3. If the issue is operating, specify the change in service objective(s) that would result (from what, to what). If the issue is a project, write N/A.

N/A

4. Note the issue's relationship to the appropriate general plan goal, policy, and/or action statement. (Briefly explain significant needs and expected benefits, noting possible outcome from postponement.)

C3.5 Support a variety of transportation modes. This project would encourage residents and Sunnyvale workers to consider bicycling more often as a means to improve the environment, reduce traffic congestion, and improve personal health. It would encourage the use of the City's bicycle facilities.

5. Origin of issue: Council _____ Councilmember _____

Board and Commission X Board/Commission: Bicycle and Pedestrian Advisory Commission

Staff _____ Department _____

6. Projected cost (list rough annual cost of budget item):

Operating Issue \$ _____ (Annual Operating Costs)

Capital/Project \$ 85,000 (Project Cost)

 \$ _____ (Associated Annual Operating Costs)

Costs are for retaining a public relations firm to develop a theme and artwork, place six to eight print ads in local papers, develop point-of-sale collateral materials, produce window posters, probably bumper stickers as well, create a speaker's kit for public outreach, identify and work with appropriate media, produce photography, and conduct a special event.

7. Staff Evaluation of Proposed Budget Issue

The City conducts various promotional programs. Many of these programs are conducted or coordinated through the Communications Division of the Office of the City Manager. This campaign would be overseen by the Department of Public Works Division of Transportation and Traffic as part of its efforts to promote bicycling. If approved, this would be considered an operating program priority, but would not require additional staff resources. It would not displace current bicycling-related services, but rather would become a priority service for that given year. Staff would consider this project a reasonable priority, as it provides balance to efforts to encourage bicycling. The City devotes resources to engineering and enforcement, and has unfunded engineering needs (such as bikeway capital projects), but education efforts such as the proposed campaign receive less priority than engineering and enforcement. The proposed budget is based on an assumption of level of effort; a campaign could be conducted with fewer resources, with the result being that it may reach less people. Also, a campaign could be conducted with existing staff resources from the OCM Communications Division, but this would require reduction or elimination of other Communications Division activities.

8. Staff Recommendation

Refer Budget Issue for Consideration in Recommended Budget X

Defer Budget Issue to FY 2008/2009 _____

Drop the Budget Issue _____

ATTACHMENT H

Reviewed by:

Marvin Rose, Director of Public Works

Reviewed by:

Amy Chan, City Manager

BUDGET ISSUE SUMMARY FORM

Budget Issue Title:

Connections from the John Christian Trail to Lakewood and Fairwood School Bike Parking Facilities

Department: Public Works

1. Issue Summary (briefly describe the budget issue):

Construction of pathways to connect between the John Christian bicycle and pedestrian Trail to bicycle parking facilities at Lakewood and Fairwood elementary schools.

2. Is the budget issue a: PROJECT X OPERATING

3. If the issue is operating, specify the change in service objective(s) that would result (from what, to what). If the issue is a project, write N/A.

N/A

4. Note the issue's relationship to the appropriate general plan goal, policy, and/or action statement. (Briefly explain significant needs and expected benefits, noting possible outcome from postponement.)

C3.5, Support a variety of transportation modes. This project would support use of the John Christian Trail for bicycle commuting to school. The John Christian Trail runs immediately adjacent to these schools, but direct, paved, improved pathways do not exist between the trail and the schools. Providing these paths would provide a more direct, convenient route for school children to ride and walk their bikes to school on the trail.

5. Origin of issue: Council Councilmember

Board and Commission Board/Commission: Bicycle and Pedestrian Advisory Commission

Staff _____ **Department** _____

6. Projected cost (list rough annual cost of budget item):

Operating Issue	\$ _____	(Annual Operating Costs)
Capital/Project	\$ <u>100,000</u>	(Project Cost)
	\$ _____	(Associated Annual Operating Costs)

Costs are for excavation and asphalt/concrete work.

7. Staff Evaluation of Proposed Budget Issue

This proposal constitutes a new capital improvement project. As such, and because there is not any urgency associated with pursuing this project, it is most appropriately considered during a capital budget cycle. This will allow the project to be evaluated against all other City capital improvement needs. This project is a new proposal that is not contained in any City planning documents, therefore there is no basis for which to gauge support or merits of the project against other improvements of this type, or other improvements desired for this area.

8. Staff Recommendation

Refer Budget Issue for Consideration in Recommended Budget _____

Defer Budget Issue to FY 2008/2009 X

Drop the Budget Issue _____

Reviewed by:

Marvin Rose, Director of Public Works

Reviewed by:

Amy Chan, City Manager

BUDGET ISSUE SUMMARY FORM

Budget Issue Title:

Provision of Bike Racks at Major Community Events such as the Farmer's Market or the 4th of July Celebration

Department: Public Works

1. Issue Summary (briefly describe the budget issue):

Provide portable bike racks for use at community events, including ongoing set up and take down costs.

2. Is the budget issue a: PROJECT _____ OPERATING X

3. If the issue is operating, specify the change in service objective(s) that would result (from what, to what). If the issue is a project, write N/A.

This would be a new service objective. New services to place and remove bicycle racks would be necessary, as well as procurement and repair of bicycle racks.

4. Note the issue's relationship to the appropriate general plan goal, policy, and/or action statement. (Briefly explain significant needs and expected benefits, noting possible outcome from postponement.)

C3.5 Support a variety of transportation modes. This would support bicycling as a means to go to special events, by providing a secure place for bicyclists to store their bikes during the event.

5. Origin of issue: Council _____ Councilmember _____

Board and Commission X Board/Commission: Bicycle and Pedestrian Advisory Commission

Staff _____ Department _____

6. Projected cost (list rough annual cost of budget item):

Operating Issue	\$ <u>3,000</u>	(Annual Operating Costs)
Capital/Project	\$ _____	(Project Cost)
	\$ _____	(Associated Annual Operating Costs)

Costs are for a Public Works field crew to place bicycle racks at up to 6 community events per year.

7. Staff Evaluation of Proposed Budget Issue

Currently Public Works staff provides services to support various community events such as the 4th of July "State of the City," the summer Wednesday night Music, the Art and Wine Festival, and the Christmas Tree Lighting. Services include placement of traffic controls, garbage collection, and clean up of public rights of way. Most costs for these events are billed to the event sponsor. Placement of bicycle racks would represent a new service, and would require staff resources above what are currently available due to the need for trucking and potentially loading equipment. There are several other services that have had to be deferred or are severely backlogged that staff believes would be higher priorities than placement of bike racks, such as concrete repairs, curb ramp construction, tree trimming, and asphalt repairs. Staff is not aware of any requests from event sponsors for bike racks. While encouragement of bicycling is City policy and placement of bike racks supports bicycling, staff is not aware of a significant demand or problems associated with accommodating bicyclists at community events. Staff would recommend that the cost of providing bike racks be passed through to event sponsors, but for City sponsored events this would represent a new, ongoing operating cost that could not be absorbed by existing appropriations.

8. Staff Recommendation

Refer Budget Issue for Consideration in Recommended Budget	_____
Defer Budget Issue to FY 2008/2009	_____
Drop the Budget Issue	____X____

ATTACHMENT J

Reviewed by:

Marvin Rose, Director of Public Works

Reviewed by:

Amy Chan, City Manager

BUDGET ISSUE SUMMARY FORM

Budget Issue Title: Bike to Work Day Budget

Department: Public Works

1. Issue Summary (briefly describe the budget issue):

This issue would create a task for Bike to Work Day at a funding level of \$5,000.

2. Is the budget issue a: PROJECT OPERATING

3. If the issue is operating, specify the change in service objective(s) that would result (from what, to what). If the issue is a project, write N/A.

Bike to Work Day support activities are currently provided under a Program 115 operating task to Develop, Coordinate and Manage Bicycle/Pedestrian/Livable Communities Plans/Projects/Programs. There is no specific task for Bike to Work Day. Typically the City invests approximately \$ 1,000 on the event for staff time and materials. This would create a separate subtask for Bike to Work Day and budget the event costs at \$5,000.

4. Note the issue's relationship to the appropriate general plan goal, policy, and/or action statement. (Briefly explain significant needs and expected benefits, noting possible outcome from postponement.)

C3.5 Support a variety of transportation modes. This would expand the City's participation in the Bike to Work Day event, which encourages and supports bicycle commuting.

5. **Origin of issue:** Council _____ Councilmember _____

Board and Commission Board/Commission: Bicycle and Pedestrian Advisory Commission

Staff _____ Department _____

6. **Projected cost (list rough annual cost of budget item):**

Operating Issue \$ 5,000 (Annual Operating Costs)

Capital/Project \$ _____ (Project Cost)

\$ _____ (Associated Annual Operating Costs)

Increased budget would be for materials and advertising for the Bike to Work Day event. Typically the City does a modicum of advertising, and provides a limited amount of food and promotional materials for the event. This would expand the amount of advertising and materials for the event.

7. **Staff Evaluation of Proposed Budget Issue**

Bike to Work Day is promoted by the regional Metropolitan Transportation Commission, as well as various other local and regional bicycling organizations and some other cities and government agencies. Sunnyvale provides staff support and materials for the event currently. Increasing the expenditures to promote the event would involve a small additional amount of staff time to coordinate promotion activities, but it is envisioned that preparation of promotion materials would be outsourced. Promotion of bicycling as an alternative to single occupant automobiles is consistent with City and program objectives. It is not clear whether the proposed level of increased investment would effectively promote an increase in bicycling or participation in the event. Design and operation of the City's transportation system is the Transportation Division's primary priority, and bicyclists constitute a small portion of the system's overall users. The Division has had to defer or eliminate planning and analysis activities that affect a much greater proportion of users of the City's transportation system, so provision of those deferred services would be a higher priority than increased Bike to Work Day promotion. An alternative to coordination by the Transportation Division would be to make Bike to Work Day promotion a priority for the Communications Division of the Office of the City

Manager. This would require displacing other priorities for the Communications Division. From staff's perspective, it does not seem that the resources required or expended would significantly augment efforts already in place, and would not significantly increase participation in the event.

8. Staff Recommendation

Refer Budget Issue for Consideration in Recommended Budget _____

Defer Budget Issue to FY 2008/2009 _____

Drop the Budget Issue _____X_____

Reviewed by:

Marvin Rose, Director of Public Works

Reviewed by:

Amy Chan, City Manager

BUDGET ISSUE SUMMARY FORM

Budget Issue Title: Greenhouse Gas Emissions Reduction Projects

Department: Public Works

1. Issue Summary (briefly describe the budget issue):

On September 11, 2007, City Council adopted a goal of reducing carbon dioxide emissions 20% below 1990 levels by 2010 and implementing projects identified in the Report to Council (07-301) in order to meet that goal (pending budget process approval). This Budget Issues Summary encompasses the budget impacts associated with the seventeen projects that were approved for future consideration in the budget process (see attached). One of the attached spreadsheets shows the cost analysis with the photovoltaic (PV) systems purchased by the City and the other substitutes the use of PV systems through a power purchase agreement option. The attachments number and display the projects in order of projected payback time, which correlates with the cost-effectiveness of each project. Should Council wish to pursue some, but not all, of the projects, staff recommends working down from the top of the list to maximize the “bang for the buck” of greenhouse gas emissions reduction expenditures. More detailed analyses of costs and returns for the projects Council decides to implement will be used to prepare the budget. Three small projects—installation of vending misers, WPCP delamping, and Fleet policy of 2 mpg more—are considered “just do its” and do not require supplemental funding.

2. Is the budget issue a: **PROJECT** X **OPERATING**

3. If the issue is operating, specify the change in service level(s) that would result (from what, to what). If the issue is a project, write N/A.

N/A

4. Note the issue's relationship to the appropriate general plan goal, policy, and/or action statement. (Briefly explain significant needs and expected benefits, noting possible outcome from postponement.)

3.7 Air Quality

Policy C.4 Reduce Emissions from City of Sunnyvale fleet vehicles

Action Statements

C.4a. As a large employer, the City will provide leadership in the implementation of air quality programs such as the Trip Reduction Ordinance.

C.4b. The City will evaluate the development and implementation of a program to introduce and expand the use of alternative, cleaner fuels in its fleet of vehicles.

Community Vision Element

III. ENVIRONMENTAL SUSTAINABILITY: To promote environmental sustainability and remediation in the planning and development of the city, in the design and operation of public and private buildings, in the transportation system, in the use of potable water, and in the recycling of waste.

Each of the seventeen projects requires a different financial investment. The financial (in operational cost savings) and environmental benefits (in greenhouse gas emissions reductions) of the projects also vary depending on how much the project will reduce fuel, energy and/or natural gas use.

If these projects are postponed, it is unlikely that the City would meet its goal to reduce greenhouse gas emissions by 20% from 1990 levels by 2010. KEMA, a City consultant, anticipated that emissions from City operations would increase under a business as usual scenario. Even with the projects in place, meeting the City's voluntary emissions reduction goal is not guaranteed as the associated greenhouse gas emission reductions are estimates and some projects require a fair amount of time to implement. However, implementation of all of the projects will help the City to significantly reduce its greenhouse gas emissions from operations.

5. **Origin of issue:** Council X Councilmember Moylan
Board and Commission _____ Board/Commission _____
Staff _____ Department _____

6. **Projected cost (list rough annual cost of budget item):**

Operating Issue	\$ _____	(Annual Operating Costs)
Capital/Project	\$ <u> 9,839,846 </u>	(Project Cost)
	\$ <u> (6,773,005) </u>	(Associated Annual Operating Costs)

7. **Staff Evaluation of Proposed Budget Issue**
 N/A – Council has previously referred this issue for consideration in the FY 2008/2009 Recommended Budget.

8. **Staff Recommendation**
 N/A – Council has previously referred this issue for consideration in the FY 2008/2009 Recommended Budget.

Reviewed by:

Marvin Rose, Director of Public Works

Reviewed by:

Amy Chan, City Manager

Attachments:

Carbon Dioxide Emissions Reduction Projects – Version 1 (City-owned Solar)

Carbon Dioxide Emissions Reduction Projects – Version 2 (Power Purchase Agreement)

Carbon Dioxide Emissions Reduction Projects - Version 1 (City-owned Solar)

TIER 1 & 2 Includes City purchase of photovoltaic systems

(figures shown for 20 yr. budget cycle)

Target	Project**	CO2 Benefit	Project Costs	Operating Costs (Savings)		
1*	FS 1-6	Install occupancy sensors	18,965	\$9,000	(\$101,580)	
2	WPCP	Lighting retrofit: Replace T-12s with T-8s	4,179	\$14,028	(\$269,280)	includes rebate
3	WPCP	Process optimization (includes efficiency opportunities related to pumps, compressed air systems, premium motors, reducing the need for pumping related to the auxiliary water system and examining how controls are set up)	196,591	\$15,000	\$0	
4	City Hall Annex	Install variable frequency drive (VFD) on HVAC system	16,724	\$24,000	(\$89,586)	
5	10 facilities	Building optimization (includes low or no cost measures identified from an audit and targeted functional testing of equipment)	95,659	\$81,000	(\$512,369)	
6	Library	Install VFD on air handling unit (AHU)	11,149	\$24,000	(\$59,709)	
7	City Hall	Install VFD on AHU	4,181	\$24,000	(\$22,396)	
8	Street Light	Replace 150W high pressure sodium (HPS) street lights with 75W light-emitting diodes (LEDs)	151,540	\$765,200	\$797,874	
9	Fleet	Replace 4 existing sedans with hybrids	7,949	\$39,600	(\$44,796)	
10	Street Light	Replace 200W HPS street lights with 125W LEDs	681,931	\$3,928,350	(\$3,590,773)	
11	13 facilities	Install photovoltaic systems (City-owned)***	359,798	\$1,926,236	(\$1,789,294)	includes rebate
12	Community Ctr	Lighting retrofit: Replace T-8s with T-5s	1,608	\$7,500	(\$8,614)	
13	FS 1-6	Install sunscreens on windows	1,860	\$8,000	(\$9,966)	
14	Corp Yard	Lighting retrofit: Replace T-8s with T-5s	2,886	\$1,182	(\$19,461)	includes rebate
15	Street Light	Replace 70W HPS street lights with 48W LEDs	200,033	\$2,960,750	(\$1,129,576)	
16	FS 1-6	Insulate water heater pipes	1,257	\$12,000	(\$3,713)	
17	Fleet	Replace diesel with 20% biodiesel	263,453	\$0	\$80,234	
TOTAL (w/ PV owned)			2,019,763	\$9,839,846	(\$6,773,005)	

*Projects are ranked (numbered) in order of shortest payback period per the "City of Sunnyvale Climate Action Plan - City Operations" prepared by a City consultant (KEMA). This plan was referenced in RTC#07-301 and presented at the Sept. 11, 2007 City Council meeting.

**HVAC - Heating Ventilation and Air Conditioning, VFD – Variable Frequency Drive, AHU – Air Handling Unit, VAV – Variable Air Volume, HPS – High Pressure Sodium, LED – Light Emitting Diode

***Cost includes rebate based on data obtained as of October 16, 2007; this amount will reduce over time under California Solar Initiative.

Carbon Dioxide Emissions Reduction Projects - Version 2 (Power Purchase Agreement)

**Includes Power Purchase Agreement (PPA) option for photovoltaic systems - third-party
TIER 1 & 2 financing/installation/maintenance and the City contracts to purchase electricity at a specified rate.**

(figures shown for 20 yr. budget cycle)

	Target	Project**	CO2 Benefit	Project Costs	Operating Costs (Savings)
1*	FS 1-6	Install occupancy sensors	18,965	\$9,000	(\$101,580)
2	WPCP	Lighting retrofit: Replace T-12s with T-8s	4,179	\$14,028	(\$269,280)
3	WPCP	Process optimization (includes efficiency opportunities related to pumps, compressed air systems, premium motors, reducing the need for pumping related to the auxiliary water system and examining how controls are set up)	196,591	\$15,000	\$0
4	City Hall Annex	Install variable frequency drive (VFD) on HVAC system	16,724	\$24,000	(\$89,586)
5	10 facilities	Building optimization (includes low or no cost measures identified from an audit and targeted functional testing of equipment)	95,659	\$81,000	(\$512,369)
6	Library	Install VFD on air handling unit (AHU)	11,149	\$24,000	(\$59,709)
7	City Hall	Install VFD on AHU	4,181	\$24,000	(\$22,396)
8	Street Light	Replace 150W high pressure sodium (HPS) street lights with 75W light-emitting diodes (LEDs)	151,540	\$765,200	\$797,874
9	Fleet	Replace 4 existing sedans with hybrids	7,949	\$39,600	(\$44,796)
10	Street Light	Replace 200W HPS street lights with 125W LEDs	681,931	\$3,928,350	(\$3,590,773)
11	Community Ctr	Lighting retrofit: Replace T-8s with T-5s	1,608	\$7,500	(\$8,614)
12	FS 1-6	Install sunscreens on windows	1,860	\$8,000	(\$9,966)
13	Corp Yard	Lighting retrofit: Replace T-8s with T-5s	2,886	\$1,182	(\$19,461)
14	Street Light	Replace 70W HPS street lights with 48W LEDs	200,033	\$2,960,750	(\$1,129,576)
15	FS 1-6	Insulate water heater pipes	1,257	\$12,000	(\$3,713)
16	Fleet	Replace diesel with 20% biodiesel	263,453	\$0	\$80,234
17	13 facilities	Install photovoltaic systems (PPA)	359,798	\$0	\$948,509
	TOTAL (w/ PPA)		2,019,763	\$7,913,610	(\$4,035,202)

*Projects are ranked (numbered) in order of shortest payback period per the "City of Sunnyvale Climate Action Plan - City Operations" prepared by a City consultant (KEMA). This plan was referenced in RTC#07-301 and presented at the Sept. 11, 2007 City Council meeting.

**HVAC - Heating Ventilation and Air Conditioning, VFD – Variable Frequency Drive, AHU – Air Handling Unit, VAV – Variable Air Volume, HPS – High Pressure Sodium, LED – Light Emitting Diode

BUDGET ISSUE SUMMARY FORM

Budget Issue Title: Mathilda/Caltrain Bridge Parking Lot Access

Department: Public Works

1. Issue Summary (briefly describe the budget issue):

Construction of vehicle access from Angel Avenue to the City owned parking lot underneath the north approach of the Mathilda/Caltrain bridge.

2. Is the budget issue a: PROJECT X OPERATING

3. If the issue is operating, specify the change in service objective(s) that would result (from what, to what). If the issue is a project, write N/A.

N/A

4. Note the issue's relationship to the appropriate general plan goal, policy, and/or action statement. (Briefly explain significant needs and expected benefits, noting possible outcome from postponement.)

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

5. Origin of issue: Council X Approved for consideration as a potential capital improvement project at the 9/11/07 Council meeting (RTC 07-303).

6. Projected cost (list rough annual cost of budget item):

Operating Issue \$ _____ (Annual Operating Costs)

Capital/Project \$ 50,000 (Project Cost)

\$ _____ (Associated Annual Operating Costs)

7. Staff Evaluation of Proposed Budget Issue

N/A – Council has previously referred this issue for consideration in the FY 2008/2009 Recommended Budget.

8. Staff Recommendation

N/A – Council has previously referred this issue for consideration in the FY 2008/2009 Recommended Budget.

Reviewed by:

Marvin Rose, Director of Public Works

Reviewed by:

Amy Chan, City Manager

BUDGET ISSUE SUMMARY FORM

Budget Issue Title:

Landscape/Sidewalk Improvement, South Side of Hendy Avenue from Taaffe Street to Sunnyvale Avenue

Department: Public Works

1. Issue Summary (briefly describe the budget issue):

Construction of landscaping and/or sidewalk on the south side of Hendy Avenue from Taaffe Street to Sunnyvale Avenue, where currently none exists.

2. Is the budget issue a: PROJECT X OPERATING X

3. If the issue is operating, specify the change in service objective(s) that would result (from what, to what). If the issue is a project, write N/A.

Construction of the project would require increased landscape and/or concrete maintenance services.

4. Note the issue's relationship to the appropriate general plan goal, policy, and/or action statement. (Briefly explain significant needs and expected benefits, noting possible outcome from postponement.)

Land Use and Transportation Element

C3.5, Support a variety of transportation modes. This project would provide a new facility for pedestrians.

N1.4, Preserve and enhance the high quality character of residential neighborhoods. Landscaping a currently unlandscaped public space that is across the street from a residential neighborhood would enhance the neighborhood.

5. Origin of issue: Council X Approved for consideration as a 2008 budget issue at the 9/11/07 Council meeting (RTC 07-303).

6. Projected cost (list rough annual cost of budget item):

Operating Issue \$ _____ (Annual Operating Costs)
Capital/Project \$ 150,000 (Project Cost)
 \$ 3,100 (Associated Annual Operating Costs)

7. Staff Evaluation of Proposed Budget Issue

N/A – Council has previously referred this issue for consideration in the FY 2008/2009 Recommended Budget.

8. Staff Recommendation

N/A – Council has previously referred this issue for consideration in the FY 2008/2009 Recommended Budget.

Reviewed by:

Marvin Rose, Director of Public Works

Reviewed by:

Amy Chan, City Manager

BUDGET ISSUE SUMMARY FORM

Budget Issue Title: Online Posting of Fair Political Practice Commission (FPPC) Forms (460, 700, 410, 496, 497)

Department: OCM-City Clerk

1. Issue Summary (briefly describe the budget issue):

Councilmembers have expressed their desire to have Fair Political Practices Commission (FPPC) forms available on the Internet. There are a number of FPPC forms filed throughout the year by office holders, City employees, and candidates for Council seats.

The forms of greatest interest include FPPC Forms 460, 700, 496, 497, and 461. Availability on the Internet would allow greater ease of public access.

2. Is the budget issue a: PROJECT XX OPERATING XX

3. If the issue is operating, specify the change in service objective(s) that would result (from what, to what). If the issue is a project, write N/A.

Required FPPC filers would be able to file and submit forms online, instead of coming to the City Clerk's office. The forms would be available to the public faster than hard copy filing and review by City Clerk staff.

4. Note the issue's relationship to the appropriate general plan goal, policy, and/or action statement. (Briefly explain significant needs and expected benefits, noting possible outcome from postponement.)

Providing information to voters about candidates is supported by the following City policies:

POLICY B.5 Conduct elections in accordance with the Charter and state laws.

Action Statements

B.5a Consolidate elections whenever possible.

B.5b Provide voters with information about election procedures and candidates.

B.5c Provide Council candidates with information to inform them of current City issues.

B.5d Explore ways to increase voter turnout in local elections, such as mail ballots.

GOAL I : PROVIDE, MANAGE, AND SUPPORT INFORMATION TECHNOLOGY EQUIPMENT AND SERVICES FOR ALL CITY DEPARTMENTS IN THE AREAS OF COMMUNICATIONS, COMPUTING, ELECTRONIC OFFICE EQUIPMENT, RECORDS MANAGEMENT, PRINT AND COPY SERVICES, AND MAIL SERVICES IN RESPONSE TO CHANGING GOVERNMENTAL AND TECHNOLOGY TRENDS IN ORDER TO FACILITATE AND ENHANCE CITY OPERATIONS.

POLICY I.1 Provide and maintain cost-effective and efficient communications systems to assist City departments in providing valuable services to the City and its citizens and businesses.

Action Statements

I.1a Serve as regulator, service provider and facilitator of communications systems to ensure the availability of high quality services that are compliant with established standards.

I.1b Enhance City staff and citizen self-directed access to information by providing and maintaining a variety of communications resources.

I.1c Apply and utilize appropriate and cost-effective communications resources to support government operations and enhance the economic vitality of Sunnyvale.

POLICY I.2 Provide, manage and maintain the City's computing resources to facilitate sharing of information.

Action Statements

I.2a Provide, manage and maintain the City's internal computing infrastructure and associated hardware and software to promote consolidation, sharing and accessibility of relevant information.

I.2b Provide, manage and maintain the City's computing resources to provide citizens with access to timely and relevant information.

POLICY I.3 Provide and maintain appropriate electronic office equipment and services to maximize productivity of staff.

POLICY I.4 Maintain a cost-effective and efficient records management system that meets legal requirements, assures adequate retrieval capabilities, and provides for appropriate security.

Action Statements

1.4a Establish and promote compliance with records retention guidelines to ensure that records management resources are utilized efficiently.

1.4b Provide for the secure and confidential destruction of records.

1.4c Develop, provide, manage and maintain records management systems consistent with changing technology, such that technology can be leveraged to enhance the accessibility, cost-effectiveness, and efficiency of records management services.

POLICY I.5 Assure that information resources, databases, and public records developed or maintained by the City are recognized as valuable and sensitive public assets, and are managed appropriately and affirmatively for the benefit of the organization and the community.

5. Origin of issue: Council 1/8/08 Councilmember Whittum

Board and Commission N/A Board/Commission: N/A

Staff _____ **Department** _____

6. Projected cost (list rough annual cost of budget item):

Operating Issue \$10,000 - \$20,000 (Annual Operating Costs)

Capital/Project \$0 to \$48,000 (Project Cost)

Costs are dependent upon the decision to use an outside vendor or develop a system in-house.

Estimated costs for a vendor-based system would be \$20,000 annually. This figure is based on a demonstration provided by NetFile.

Estimated costs for an internal system are as follows:

ATTACHMENT P

Budget Issue	Drop	Defer	Refer to City Manager
A. Coordinate Environmental Sustainability Efforts Citywide			
B. Care Management Program at the Sunnyvale Senior Center			
C. Bicycle Locker Maintenance			
D. Computerized, Online Bicycle Licenses			
E. Enforcement Campaign of Bicycle/Pedestrian Traffic Violations			
F. Cost/Benefit Analysis for Implementing RFID System of Automated Returns/Library Materials Handling System			
G. Elimination of Library's Reserves Fee			
H. Marketing Campaign to Encourage Bicycling			
I. Connections from the John Christian Trail to the Lakewood and Fairwood School Bike Parking Facilities			
J. Provision of Bike Racks at Major Community Events			
K. Bike to Work Day Budget			
L. Greenhouse Gas Emissions Project			
M. Mathilda/Caltrain Bridge Parking Lot Access			
N. Landscape/Sidewalk Improvement, South Side of Hendy Avenue			
O. Online Posting of Fair Political Practices (FPPC) Forms			