Sunnyvale City Council members have received the proposed City budget from City Manager Gary Luebbers. The $265.9 million budget proposal calls for an increase of 55 percent, or $91.1 million, over the current Fiscal Year 2010/11 budget. “There is reason for cautious optimism,” said Luebbers in his budget transmittal letter to Council. “In the ensuing year [since last year’s precipitous drop in revenues], the recovery has taken hold with the high-tech sector leading the way. As the Heart of the Silicon Valley, Sunnyvale has reaped the benefits with strong growth in sales tax revenues and development activity.”

A backbone to the City’s improving financial outlook has been Luebbers’ efforts to change the City’s way of doing business. “I have focused on streamlining the organization to operate effectively in this new normal economic environment,” he explained.

Luebbers’ letter points out two significant challenges. While there are several strong components on which to build the budget, a significant challenge persists, keeping the goal of a truly balanced budget out of reach any time soon,” he said. “And what is particularly disconcerting, this proposed budget may not have adequately addressed future costs of personnel.” Personnel costs account for 79 percent of all General Fund revenues, up from 62 percent 10 years ago.

The City has traditionally relied on its Budget Stabilization Fund to equalize the ups and downs of budget income and expenses. This is different than the City’s contingency reserve fund, which is only in place for emergency use. The FY 2011/12 budget marks the fourth straight year in which the General Fund has projected a deficit. While the Budget Stabilization Fund will in fact stabilize the budget again this year, the Fund is not meant as an ongoing funding source. Rather than funding downturns, it is projected to decrease from $355 million at the end of this current fiscal year, to $285.5 million in FY 2011/12 and down to $185.6 million in 2021.

“Simply put,” said Luebbers, “the fund cannot be counted on as it has in the past as a stabilizer or even as a long-term funding source without balancing the budget through expenditure reduction that creates the optimum cost/revenue balance.” In working toward that balance, Luebbers’ budget proposal includes four key strategies: increasing organizational efficiencies; contracting out, revenue enhance-ment and addressing personnel costs with bargaining units.

Proposed FY 2011/12 Budget Components

The key components to the proposed FY 2011/12 budget include:

- General Fund, $129.7 million, comprising 48 percent of the budget;
- Solid Waste Management Fund, $32.8 million, comprising 12 percent of the budget;
- Water Supply and Distribution Fund, $32.5 million at 12 percent of the budget;
- Wastewater Management Fund at $26.5 million at 10 percent of the budget;
- Community Recreation, $121.1 million at 5 percent of the budget;
- Employment Development, $97.9 million at 4 percent of the budget; and
- other categories at $22.8 million, comprising 9 percent of the budget.

The increases in the City’s annual budget are primarily due to increased costs in contracted salaries and benefits, as well as the increasing cost of purchased water.

The General Fund, which makes up nearly half the Citywide total budget, supports many of the most visible and essential City services, such as police, fire, road maintenance, libraries, parks, land-use planning and legal and financial management. The proposed FY 2011/12 budget for the General Fund consists of:

- Public Safety, $73.8 million, 58 percent of Fund;

See Proposed Budget, page 4

SPOTLIGHT ON COMMUNITY DEVELOPMENT

Sunnyvale is a small city with massive economic potential.

Building 9 adds a 190,000 square foot space and the Palo Alto Medical Foundation continues construction of their new facility on Old San Francisco Road. Currently under review are new projects at the Juniper Networks campus, Moffett Towers and retail developments on Tasman Drive, Lawrence Station Road, Morse Avenue, Duane Avenue and east Sunnyvale. Businesses are also expanding as Network Appliance tenant occupancies, Capella redevelopment at the former Town and Country site, single-family homes at the Corn Palace site, construction on the Northrup Grumman campus, and a new restaurant and nightclub on historic Murphy Avenue.

One-Stop Permit Center staff provide technical support to homeowners, contractors and design professionals on the latest code regulations, such as the new California Green Building Code. Customers are welcome to stop by the One-Stop Permit Center, Monday through Friday from 8 a.m. – 5 p.m. at 456 W. Olive Ave. For more information, visit OneStop.sunnyvale.ca.gov.

On May 12, the Financial Times published a report naming the City of Sunnyvale as the top small city with the best economic potential of all cities in the Americas. The announcement came as no surprise to the City, which has an international reputation for customer service and a streamlined permit process.

To underscore the findings of the report, the Community Development Department has been busy with a number of major projects under construction or recently completed, including senior housing on Fair Oaks and new apartment

The Recycling ReNews Newsletter can now be found inside the Quarterly Report.
The 2011 State of the City event begins at 11 a.m. and is free and open to the public. Washington Park is located at
by City departments. The event features a $5 barbecue lunch, live music, face painting, two bounce houses and information booths
staffed by City departments.

The 2011 State of the City event begins at 11 a.m. and is free and open to the public. Washington Park is located at 840 W. Washington Ave. Washington Park is served by VTA lines 32 and 53. For additional information about the State of the City celebration, call (408) 730-7599, TDD (408) 730-7501 or visit StateoftheCity.inSunnyvale.com.

The General Plan is a docu-
ment that guides the long-term
physical development of the City. It describes the City's development goals and establishes policy regard-
ing long-term land use, housing, transportation, environmental, economic and social goals and poli-
cies. It serves as the foundation for
decision making on development
and public infrastructure.

Traditionally, Sunnyvale’s
General Plan has been divided into
separate documents that address individual aspects of City services and future plans. However, the
multitude of different documents,
updated at different times, has
made it difficult for the public, staff and decision makers to use the
General Plan. After considerable

efforts from a City Council-appointed advisory
committee, staff has prepared a
draft consolidated document that is now available online at
GeneralPlan.inSunnyvale.com.

This document is concise with
fewer pages that are easier to use
with web-friendly, hyperlinks and
searchable text. Go online now and
tell us what you think!

Pursuant to requirements by
City Ordinance, this document
will be held by the Planning
Commission July 12, and by the
Sunnyvale City Council July 26.
Both meetings, at 7 p.m., will be
held in the City Council Chambers,
City Hall, 456 W. Olive Ave.

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City Hall, 456 W. Olive Ave.

Celebration of the State of the City on July 4

The community is invited to enjoy a day of music, food and fun at the 2011 State of the City Celebration, Monday, July 4, at Washington Park. In addition to the annual State of the City address, awards for outstanding members of our community will be presented, including Educator of the Year, High School Senior of the Year, Community Volunteer of the Year, Outstanding Contribution to the Arts, Outstanding Environmental Achievement and Distinguished Resident of the Year. The Mayor will also present the 2011 Mayor’s Awards of Excellence.

The event features a $5 barbecue lunch, live music, face painting, two bounce houses and information booths staffed by City departments.

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Maintaining an online social media presence is increasingly important for job seekers, according to the NOVA Workforce Boards’ landmark study of social media trends within regional businesses.

NOVA, the department within the City of Sunnyvale dedicated to providing workforce development services throughout northern Santa Clara County, funded this study to identify how social media is impacting recruitment and hiring within cutting-edge Silicon Valley.

The study, conducted jointly by BW Research Partnership and Green LMI, found that more than half of all companies interviewed have adopted the use of social media for business purposes. While the greatest share of companies reported using social media primarily for external communications, more than one-quarter use it for recruiting or evaluating potential employees.

Impact on Job Seekers

Analysis of the findings from more than 300 medium and large companies within San Mateo, Santa Clara and southern Alameda counties resulted in six detailed recommendations to job seekers for how to maximize use of social media in their job-search efforts.

“Navigating the labor market is more complex than ever,” explained NOVA Director Kris Stadelman, “especially since the recession provided us with many qualified applicants for every job opening.”

As the authors state, “there is likely no downside to job seekers having an online presence on social and professional networking sites, assuming they maintain a professional appearance and demeanor.” A lack of a presence, however, could potentially prevent a job candidate from being discovered or ultimately hired by those companies utilizing the technology.

Stadelman agrees. “Job seekers need to use every tool at their disposal, including social media, to compete for today’s opportunities and tomorrow’s successful employers.”

International Relevance

The report was presented at Stanford University’s conference on Social Media and the Globalization of Business May 25. Rafiq Dossani, conference coordinator and senior research scholar at Stanford’s Shorenstein Asia-Pacific Research Center (http://aparc.stanford.edu/), plans to use the findings from NOVA’s report and from data developed by Stanford researchers to discuss how social media promotes the globalization of ideas in the workplace.

“The findings indicate that professional development, innovation, and project ideation and management are some of the key benefits of social media,” explains Dossani.

The full report, Social Media Trends with Silicon Valley Employers, is available on NOVA’s website at www.novaworks.org.

FOR ALL CITY SERVICES, TDD ACCESS (408) 730-7501
Family Place in Library Space

If you haven't brought your preschooler to visit the Library recently, you will be pleasantly surprised at the new toys and parenting materials available. The children's area of the Library has been renovated thanks to a federal Library Services and Technology Act (LSTA) grant awarded to the City. You may also be surprised to learn that the Sunnyvale Public Library is now part of a nationwide group of Family Place libraries, where librarians have received special training in the importance of cognitive skills development in early literacy through play. Family Place provides opportunities for our youngest customers to experience this type of learning along with listening to stories with their parents.

In addition, community agencies are working with Library staff to arrange for parents and children to learn from professionals on subjects such as: nutrition, art and music, speech therapy and literacy. The Family Place will feature five weekly workshops which will be repeated throughout the year. At each workshop, the role of parents as the first teachers of their children is emphasized, as well as early intervention, teaching strategies for healthy child development and early literacy. Call Children’s Services to find out when the next Family Place series begins and how to participate (408) 730-7292.

MYSTERIOUS SUNNYVALE

Mysterious Sunnyvale is a celebration of California mystery authors and their books that began in May and will continue through July at the Sunnyvale Public Library. On Thursday, July 12 at 7 p.m., Sunnyvale Public Library’s Mystery Book Group will discuss Devil in a Blue Dress by Walter Mosley.

Tuesday, July 26 at 7 p.m., author Laurie King will talk in person at the Library, about writing, publishing and promoting her books. This event is free to the public but tickets are required and can be picked up at the Library’s website at www.sunnyvalelibrary.org.

PROPOSED BUDGET, continued from page 1

- Public Works, $20.4 million, 16 percent of Fund;
- Finance, $8.1 million, 6 percent of Fund;
- Library and Community Services, $8.4 million, 6 percent of Fund;
- Community Development, $5.4 million, 4 percent of Fund;
- other departments, $57 million, 7 percent of Fund; and
- other expenses, $59 million, 3 percent of Fund.

Sunnyvale City Council held a budget workshop June 2. A public hearing on the proposed budget was scheduled as part of Council’s regular June 14 Council meeting with adoption of the budget scheduled for June 28. Budget documents are available online by visiting www.sunnyvalelibrary.org.

FY 2011/12 Budget At-a-Glance

- FY 2011/12 General Fund Revenues: $131 million
- FY 2011/12 General Fund Expenditures/Additional Reserves: $135.5 million
- FY 2011/12 General Fund Deficit: $6.5 million
- Consecutive Years of General Fund Deficits: Previous three years
- Largest General Fund Revenue Source: Property Tax $42 million (35 percent of total)
- Personnel Costs as percentage of General Fund Operations: 82% ($104 million)
- Increase in Salaries and Benefits over FY 2010/11: 6% ($6 million)
- FY 2011/12 Projects Budget: $31 million / 20-year Projects Budget Total: $704 million
- FY 2010/11 Budget Stabilization Fund Balance: $55 million
- FY 2020/21 Budget Stabilization Fund Balance: $1.6 million

- General Fund Contingency Reserves Increases from $23 million in 2010 to $33 million in 2021
- FY 2011/12 General Fund Support for Recreation Activities: $4.8 million
- Positions Eliminated/Proven since FY 2009/10: 54
- Increase in CalPERS Pension Rates over next Three Years: 45% (Misc) 32% (Safety)
- Increase in City-paid Pension Costs over last 10 years: 250% (Misc) 400% (Safety)
- Increase in Medical Premiums in January 2011: 10%
- Increase in Medical Premiums (Estimated) for January 2012: 10%
- City Population Gain in Last 10 Years: 6%; Full-time City Employee Staffing Decrease 8% (922 to 845) in Same Period
- Full-time City Staffing Currently at Lowest Level Since 1991
A number of new Below Market Rate (BMR) homes are available for sale now, and additional homes will be completed throughout the next year in two local developments (see below). Prospective buyers who live or work in Sunnyvale may receive email notification wherever new BMR homes are available for sale by signing up on the City’s new BMR interest list. To sign up, use the form provided online at Housing.InSunnyvale.com or at the City’s One-Stop Permit Center. Staff will notify everyone on the interest list when new or resale BMR homes become available for sale and will provide details about the application process in the notices. For more information, please contact the Housing Division at (408) 730-7250, TDD (408) 730-7501, email housing@ci.sunnyvale.ca.us or attend an upcoming Home Buyer Workshops. To sign up for a workshop, or for more information, contact the Housing Division at (408) 730-7250, TDD (408) 730-7501, or email housing@ci.sunnyvale.ca.us. Visit Housing.InSunnyvale.com for updates, program changes, and other details.

 Below Market Rate Homes Available Now

T here is a significant correlation between high levels of involvement in the arts and performance on nearly every measure of standardized testing, according to a report of a federal research project involving 45,000 secondary school students. This and other studies have found that engagement in the arts – especially visual art such as drawing – develops skills in spatial reasoning, creation of mental processes in the abstract, and visualization of the images that words represent as the abstract, and visualization of the images that words represent. This exposure to the arts helps develop fine-motor skills as prerequisites for writing, as well as patience, sustained attention, and self-regulation or control of impulsivity.

The Euphrat Art Museum of De Anza College knows this better than any organization: art develops the whole brain and the whole child.

Euphrat has provided this type of brain development for the last twenty years to students in Sunnyvale’s elementary and middle schools. The Arts & Schools Program in Sunnyvale annually provides an after-school art program to 800 at risk and other students, in addition to teaching tours of Euphrat exhibitions and Euphrat/De Anza College Art Days, school assemblies, and collaborations for public art projects and exhibits of student work at schools and community venues.

The after-school program is conducted by professional artists with many years of teaching experience. The curriculum takes into account state educational standards and guidelines, and incorporates discipline-based materials related to art history, art criticism, and a variety of cultural perspectives. Students develop projects that are inspired by artworks they observe and discuss on field trips to Euphrat exhibitions.

Euphrat provides teaching tours of major exhibitions during school art classes. While students are on the De Anza campus, they also participate in hands-on activities, visits to art and dance classes, and viewing of public art designed by students. This exposure to the arts provides Sunnyvale students with encouragement to go to college and pursue their interests.

Students have displayed their work at the Sunnyvale Creative Arts Center in conjunction with Hands on the Arts, which provides public recognition for students as they grow in self esteem through their art. Collaborative art projects that address community themes, from recycling and environmental issues to civic and cultural topics, are included in the program. Class projects were created for Fair Housing Month in response to a contest co-sponsored by Project Sentinel, and one was chosen to illustrate the cover of Sunnyvale’s 2005 – 2010 Consolidated Plan.
Sunnyvale Golf Course Adds Continuous Cart Paths

More than four miles of new golf cart pathways were recently installed at the Sunnyvale Golf Course. Constructed over the course of three months, these eight-foot-wide concrete roads will allow golfers to play all year round, even during periods of inclement weather. In prior years, restrictions were often placed on golf play as a result of wet weather and the accumulation of standing water on the course. Continuous cart paths will also improve overall course conditions, as wear and tear on turf surfaces will be reduced. Sunnyvale Golf Course continues to be one of the busiest public facilities in the Bay Area, with more than 75,000 rounds played last year. Sunnyvale is also one of the few municipal courses to fund operations solely from golf related revenues. It is estimated that golf fees from year-round play utilizing Sunnyvale’s new pathways will increase by $75,000 to $100,000 annually. These additional funds will help to ensure the continued self-sufficiency of the course.

City Staff Team Responds Quickly to the Increase in Graffiti

Like many cities, Sunnyvale has been experiencing an increase in graffiti on both public and private property. The Departments of Public Safety, Community Services and Public Works are collaborating to locate, track and quickly remove the graffiti. Graffiti remains a priority for City staff as it undermines the City’s character and can increase gang violence. Historically, increases in gang-related graffiti have been correlated to increases in other gang related activity such as assaults. Public Safety aggressively pursues gang members by using the statewide gang database and implementing operational plans which increase the number of gang enforcement officers assigned to areas experiencing graffiti. This effort has resulted in numerous citations and arrests. City staff look for and quickly remove graffiti from public property such as street signs and park buildings. Staff also proactively looks for graffiti and requires private property owners to remove it quickly. Studies show that when graffiti is removed quickly, the same locations are far less likely to be tagged again in the near future.

If You Have Graffiti on Your Property

If you discover graffiti on your property, file a police report by calling the Department of Public Safety non-emergency number at (408) 750-7400. Once Public Safety has completed an incident report, you should then remove the graffiti promptly to reduce the chance of reoccurrence. The City requires graffiti be removed from private property within 72 hours, or one week if it is the first incident on the property.

Free Graffiti Removal Kits

The City now offers free graffiti removal kits to residents and small business owners whose properties have been tagged. Each kit includes a bucket, rag, goggles, mask, gloves, sponge and can of solvent. To inquire about the kits, call (408) 730-7610 or email sp@ci.sunnyvale.ca.us.

If You See Graffiti in Sunnyvale

Contact the Graffiti Hotline at (408) 750-7680, use the online reporting form at Graffiti.inSunnyvale.com, or email sp@ci.sunnyvale.ca.us. You may also make an anonymous report by sending a message to SVTIP@tipnow.org. If you see graffiti taggers in action, report it immediately by calling 9–1–1.

Challenge Team Sunnyvale

Challenge Team Sunnyvale is a community group that meets each month to discuss the challenges facing youth and families in our community. Leaders from the private and public sector, educational, judicial, health care and faith-based groups look for creative and compassionate methods to bring positive influences into the lives of youth, and guide them away from the damaging influences of gangs and drugs.

The Challenge Team supports activities designed for youth at risk and families, along with other projects involving elementary, middle and high school aged youth from local public and private schools in Sunnyvale. Challenge Team programs and projects include the Sunnyvale Youth Mentoring Initiative; Sunnyvale Boxing Club; Sunnyvale Wrestling Club; and Kick, Lead, Dream Soccer Camp.

For more information about the Sunnyvale Challenge Team, visit ChallengeTeam.inSunnyvale.com.
Sunnyvale Works! has been named an Outstanding Achievement in Innovations Award recipient by the Alliance for Innovation. The national award recognizes the City's success in reinventing its processes for the benefit of the community.

The award states, “Sunnyvale, Calif., was selected for what began as an ambitious plan launched during one of the worst economic recessions we have seen. The goal was to undertake $60 million in capital improvements programs at an unheard-of rate. Sunnyvale Works! required the City to rethink its processes related to capital works projects, finding new ways to expedite procedures, better utilize staff and accelerate what it takes to get a project under construction. The end result changed the way the City of Sunnyvale does business, becoming more agile, breaking down internal departmental barriers and adopting methods that have permitted the City to expand projects to more than $80 million, without increasing costs to the City.”

City Manager Gary Luebbers said the award comes at the right time. “It’s very rewarding for the City to receive the Innovations Award for Sunnyvale Works! The Alliance is dedicated to finding and reflecting the best practices in government. Sunnyvale Works! empow- ered us to innovate and encouraged us to rethink and redesign how the City conducts business. As the Sunnyvale Works! program is now drawing to a close, the lessons we have learned are being incorporated into the City’s daily operations, creating a legacy that will continue far into the future.”

The Alliance for Innovation is a network of local government professionals seeking innovation and governmental excellence. Membership consists of 300 innovative organizations in 54 states and two Canadian Provinces that are dedicated to making an impact on the communities they serve. A national selection committee consisting of U.S. city and county managers, Arizona State University facility and Alliance staff, carefully reviewed the 40 applications for innovation, creativity, performance outcomes and the overall success of the programs before making the award to Sunnyvale.

For more information about the Alliance, visit transformgov.org. For more information on Sunnyvale Works!, visit SunnyvaleWorks.inSunnyvale.com.

The Alliance awards were presented at their annual conference in June in Clearwater, Florida. An Alliance representative is scheduled to attend the July 26 City Council meeting to present the award to Sunnyvale. For more information about the Alliance, visit transformgov.org. For more information on Sunnyvale Works!, visit SunnyvaleWorks.inSunnyvale.com.

Soccer Camp Teaches Teamwork, Integrity, Leadership

The Kick, Lead, and Dream Soccer (KLDS) Camp is a collaborative venture between MVPAL (Mountain View Police Activities League) and Challenge Team Sunnyvale, that brings police, teens and at-risk youth together to help develop on and off field skills.

The camp runs this year from July 5 – 15, 1 p.m. – 4 p.m. at Cherry Chase Elementary School, 4348 Heatherstone Way, on weekdays only. The camp will feature drills, scrimmages, motivational speakers and the chance for high school students to reach out to at-risk youth.

The two-week experience brings together professional soccer stars, Police officers from Sunnyvale and Mountain View along with community volunteers, act as coaches with at-risk youth on the playing field to develop both soccer and life skills.

The campers are third through eighth grade boys and girls from Sunnyvale and Mountain View Public Safety Chief, Mountain View Police Chief and other community leaders. The primary celebration will focus on the fact that this initiative is a true example of how a community can collaborate to create a positive and constructive environment for vulnerable children.

If you have questions or comments about the camp, contact Sunnyvale Public Safety Officer Bradley Militano at (408) 730-7142 or email bmilitano@ci.sunnyvale.ca.us.

Did You Know?

The 1993 Guinness Book of World Records recognized California Coastal Cleanup Day as the world’s largest beach cleanup.

On September 25, 2010, more than 82,000 volunteers cleaned up 1.2 million pounds of debris from beaches and inland waterways throughout California.

Take part in California Coastal Cleanup Day. Join together with others and take action in an effort to clean up the environment and protect our Bay and the ocean. Our local clean-up event will focus on Sunnyvale’s West Channel waterway and a portion of the Guadalupe Slough which flow into San Francisco Bay. Registration begins at 8:30 a.m. and clean-up activities will take place from 9 a.m. until noon. Gloves, pick-up sticks, safety vests, trash bags will be distributed. Volunteers are encouraged to bring their own reusable water bottles for use during the event. For more details or to sign up to participate in Sunnyvale’s California Coastal Clean-up Day, call Environmental Outreach at (408) 730-7717.
Want to properly dispose of that old mercury fever thermometer that might be stored in the back of your medicine cabinet or that bathroom vanity drawer? Or maybe you have unneeded prescription and over-the-counter medications and would like to get rid of them in an environmentally safe way? If so, a mercury fever thermometer exchange and Med-drop-off Event will be held on Wednesday, September 21 at the Sunnyvale Senior Center from 11 a.m. until 1:30 p.m.

The first 100 residents who bring in their mercury fever thermometers will receive a free, non-mercury-containing fever thermometer in exchange (limited to one new thermometer per household). To avoid breakage and contamination, mercury fever thermometers MUST be contained in an unbreakable and closed container, such as its original case, a plastic toothbrush holder or a soda/water bottle with a screw-on cap. As a second measure of protection, the closed container must be placed in a sealable plastic bag (zip-lock type is fine). Other mercury-containing products such as thermostats, fluorescent lamps, or switches will not be accepted at this event. Those wastes can be taken to household hazardous waste events. For more information on the thermometer exchange, call Environmental Outreach at (408) 730-7717, TDD (408) 730-7501. This program does not collect sharps or illegal narcotics. For more information on the disposal of these items or the Medication Drop-off Event, call the Department of Public Safety at (408) 730-7100.

The Sunnyvale City Council directed staff to develop land use policy regarding the sale of firearms in the City. Currently, firearm sales are treated the same as any other retail sale, and businesses that sell them are allowed in commercial areas. Council ranked this study issue very highly during this year’s study issue workshop. The study will look at options in permitting firearm sales, which may include requiring specific permit types, reviewing the areas the sale can occur, and providing standards related to their location. Council also directed staff to review the standards for firearm sales for home businesses. Currently, there are no restrictions specifically for firearm sales from the home, although the code prohibits the sale of any merchandise or product directly from the home, regardless of the product. This study will review this policy as well. The Planning Commission and City Council will consider the issue in September. If you have questions or comments visit FirearmSales.inSunnyvale.com or email FirearmSales@ci.sunnyvale.ca.us.

The Department of Public Safety would like you and your neighbors to have a fun and safe summer by leaving the fireworks to the professionals, who are trained to handle explosives with proper care. Remember, possessing, using, manufacturing, selling and handling fireworks and explosives of any kind are strictly prohibited in the City of Sunnyvale.
the natural outgrowth of Sunnyvale Works! As the city adopts the model of operating efficiency well into the future.

And speaking of Sunnyvale Works! I was very pleased to learn the Alliance for Innovation has honored the City with an Outstanding Achievement in Innovations Award. This national award recognizes the City’s success in reinventing its processes for the benefit of the community.

The lessons we learned during the invention and conduct of Sunnyvale Works! provided us with much of the basis for my reorganization. Sunnyvale Works! encouraged us to work as a unified team, unshackled by traditional internal barriers. The unmitigated success of the program showed us that a more efficient City could be realized through an intelligent restructuring of staff responsibilities to better use our staff. We are far from done in our efforts to economize. As the City tightens its fiscal belt, we are now working with a staff of 845, the smallest we have had since 1995, and down from 1,021 in 2003. We still have to bring our costs down to be sustainable. Even with the smaller staff, employee-related costs still take the lion’s share of the budget. The administration has been working cooperatively and successfully with employee bargaining units to reduce these long-term costs, just as we continue to seek out all other operating efficiencies that can improve our bottom line. In order to improve Sunnyvale’s financial stability, there have been and will continue to be reductions in staffing, however, our employees have continued to remain committed and dedicated. In every case, when a heavier workload has been assigned to one of our staff members, in every case it was assumed in a most professional manner. I’m proud of their effort.

A telltale characteristic of any successful organization is identifying its weaknesses and seeking to resolve them. We embrace this philosophy and are strongly committed to constant improvement. We are working through this, and we have a plan.

Next time, in the Quarterly Report fall edition: The FY 2011/12 budget is done – here’s where we stand!
The next two Shredding Events take place July 30 and September 30 at the SMCART Station, 301 Canal Road, from 8 a.m. to noon. Residents of Palo Alto, Mountain View and Sunnyvale are eligible to dispose of confidential personal documents at no charge. Please have your proof of residency handy as you enter the event area. For more information, contact the Recycling Program at (408) 730-7262 or visit Recycling.inSunnyvale.com, under Events.

Shredding Events — Personal Document Shredding

If you want to dispose of outgrown clothing and shoes, toys, electronics, books, furniture, plants and other used household items, hosting a garage sale is an excellent way to benefit yourself and others in the community. The Citywide Garage Sale Day will be held on September 17, from 9 a.m. to 4 p.m. The City will advertise all registered garage sales in the Sunnyvale Sun on Friday, September 16, complete with a map and a short list of items. Register your Citywide Garage Sale Day will be held on September 17, from 9 a.m. to 1 p.m. at 164 Carl Road, no appointment is needed for Sunnyvale residents. Participants need to follow simple steps to keep lines moving and ensure everyone’s safety:

- Have your proof of Sunnyvale residency ready
- Remain in your vehicle to avoid exposure to hazardous materials
- Place HHW in boxes or bags in your trunk and remove personal items so they don’t get mistaken for HHW and taken out
- Containers cannot be returned
- Expired or unused pharmaceuticals are accepted at these events. Sunnyvale residents may also dispose of medications at any Sunnyvale fire station.

To learn more about recycling, visit Recycling.inSunnyvale.com.

Citywide Garage Sale Day Moves to September 17
Reuse is Better Than Refuse

If you want to dispose of outgrown clothing and shoes, toys, electronics, books, furniture, plants and other used household items, hosting a garage sale is an excellent way to benefit yourself and others in the community. The Citywide Garage Sale Day will be held on September 17, from 9 a.m. to 4 p.m. The City will advertise all registered garage sales in the Sunnyvale Sun on Friday, September 16, complete with a map and a short list of items. Register your garage sale online at Recycling.inSunnyvale.com, August 1 through August 31, or call (408) 730-7262 and we’ll register for you.
SUNNYVALE CITY BUILDINGS: GO GREEN ... AGAIN!

Several City facilities are in the process of getting recertified through the Santa Clara County Green Business Program. Recertification occurs every three years and is a bit tougher the second time around because the environmental standards are higher.

Alternatives to single-use bottled water and foam cups and plates are now required for certification. Fortunately, in 2008 the City made the decision to prohibit the purchase of bottled water with public money. Recently, the City also banned City bottled water with public money.

For many years, the Bay Trail had a significant gap, but on September 20, 2010, the trail segment was finally opened. Composed of many smaller trails, the Bay Trail runs intermittently along the edge of the San Francisco and San Pablo Bays, providing easy access to recreational opportunities for outdoor enthusiasts, such as hikers, joggers, bicyclists and skaters. The plans for the trail are to cover about 500 miles of open space around the Bay Area, and nearly 300 of those miles have already been completed.

The only difficult decision is whether to take the trail north to Mountain View and see the vistas of the Dumbarton and San Mateo Bridges, or head south to the historic Alviso Marina. Either way, there are unparalleled views of the South Bay that many long-time residents have never seen. The salt marshes are a bird sanctuary and offer wonderful opportunities to view herons, terns, egrets and countless ducks and pelicans. To reach the Sunnyvale Baylands, the shortest access is at the Sunnyvale Water Pollution Control Plant on Borregas Ave. and Carl Road. This trailhead has a restroom, water fountain and plenty of free parking, so plan a trip on the Bay Trail this summer and enjoy this vast, local treasure.

For more information check Recycling.InSunnyvale.com under Events.

The Bay Trail Connected

The San Francisco Bay Trail is a unique area that offers more than 20 miles of walking or jogging without the worry of vehicles. The close proximity to the Bay and distance to any busy street insures the only sounds heard are birds chirping or your own breath as you make your way along the picturesque paths.

Since the opening of the trail, there has been friendly camaraderie—competitive runners, weekend joggers, birdwatchers, families on bicycles and a “good morning” smile with greetings as people pass by. Yet, one of the hardest things to believe while in the quiet serenity of the Bay Trail is that in less than 10 minutes, you can finish your hike with spirits, tea or coffee in the downtown bustle of Murphy Avenue.

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For more information check Recycling.InSunnyvale.com under Events.

The Last Resort for Unwanted Stuff — Extra Dumping Weekends

If it doesn’t sell at a garage sale and isn’t worth donating, disposing of that last bit of unwanted stuff can be accomplished during Extra Dumping Weekends. This event is for residents only and held over two consecutive weekends in October.

- October 1 and 2, 8 and 9, 8:30 a.m. to 4:30 p.m.
- SMaRT Station, 301 Carl Road
- Maximum one-ton load capacity for vehicles and trailers must be no larger than seven feet by 10 feet
- Residents must provide proof of residency with a driver’s license or license plus a current utility or service bill bearing a Sunnyvale address.
- No hazardous waste please. Bring this material to the monthly hazardous waste event held October 15, at 164 Carl Road, from 8 a.m. to 1 p.m.

For more information check Recycling.InSunnyvale.com under Events.

Take a Tour of the Water Pollution Control Plant

The final community tour of Sunnyvale’s Water Pollution Control Plant for 2011 is scheduled for September 11 at 1 p.m.

If you’d like to learn where your wastewater goes after it flows down the drains from your home or business, how it is cleaned and what happens to it after treatment, consider joining us for this free community tour.

During the 90-minute tour, visitors will learn about environmental issues, the various stages of wastewater treatment, how the design of the plant uses alternative fuel sources to produce electricity and conserve energy, and how Sunnyvale promotes water conservation by producing and using recycled water for landscape irrigation at corporate business parks and city facilities.

For more information about the tour or to reserve a spot, call the Environmental Outreach section at (408) 730-7717, TDD (408) 730-7501 or email wpcp@ci.sunnyvale.ca.us.

Sunnyvale Trips for Seniors 50+

Gold Country, Sep. 21 – 23, 2011. Highlights are: Columbia State Historic Gold Rush Town, a Cavern tour, Angels Camp & Carriage House Museum, Jamestown’s 1897 Railtown Historic Park and roundhouse, and so much more. We stay at Murphys Inn & Suites, and will dine at several historic restaurants.


Florida, Feb 28 – Mar 7, 2012. Visit EPCOT, Ft. Meyers, the Everglades, Marco Island, Key West, Key Largo and Miami. Tour the Kennedy Space Center, Thomas Edison’s house and Henry Ford’s winter home, South Beach, Little Havana, and Villa Vizcaya.

Great Lakes and Mackinac Island, May 2 – 11, 2012. A few highlights – visit Frankenmuth, a “Bavarian” town and the Dutch community of Holland during the Tulip Festival, tour the Wright Brothers’ workshop and the Henry Ford’s Living Museum “Greenfield Village,” visit the President Ford’s Library and Museum, and Tallaske, Frank Lloyd Wright’s home. All trips are escorted and depart from the Senior Center. Extended trips also include a professional tour director, roundtrip transportation, free parking, gratuities for listed services, motorcoach driver, tour director, baggage handling and trip cancellation insurance. Please pick up a flyer at Sunnyvale Senior Center, or visit our website seniors.inSunnyvale.com (select trips) to get the details on all the day and extended trips.

Sunnyvale Quarterly Report

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