

# Quarterly Report



CITY OF SUNNYVALE

CENTENNIAL EDITION 2012

## Sunnyvale Returns to the Past for its 100th Birthday

**T**he Sunnyvale Centennial Celebration will be a two-day event from the Saturday, August 25 kick-off parade, starting at Fremont High School, to the ending of festivities at 5 p.m. on Sunday, August 26. Organized by the Sunnyvale Historical Society and Museum Association and the Sunnyvale Chamber of Commerce, this free celebration also includes

centennial-themed contests, music, food, historic games, scavenger hunts and old-fashioned family fun.

From its humble beginnings as a railroad stop in 1860, an orchard village in the 1890s and, finally, incorporation in 1912, *The Heart of Silicon Valley* will be honoring its roots in August with old-timey, historically-themed games and contests, such as scarecrow decorating, whisker-growing, scavenger hunts, bike

tours, hayrides, a Murphy Party covered wagon, marble shooting and horseshoes. There will also be a 1912 General Store, blacksmith, gold panning and other historically-themed activities at the Heritage Park Site at 570 E. Remington Drive.

To join a contest (scarecrow, whiskers or scavenger hunt), participate in the parade, volunteer or get more information, visit [Sunnyvale100.com](http://Sunnyvale100.com) or call the Heritage Museum at (408) 749-0220. ☀

### Inside This Issue

**Sunnyvale Residents Transitioning to Life without Single-Use Plastic Bags**

**Important dates:**  
 July 14, August 11, September 8  
 December 22  
 August 25



Photos used with permission from the Sunnyvale Heritage Museum

## The City Manager on the City Budget

**W**e start the new fiscal year with a new budget that will continue to bring our expenses in line with our revenues to maintain Sunnyvale's high quality of life. Council approved the new budget at the same time Quarterly Report went to press. The following is an excerpt from the City Manager's Budget Letter of Transmittal to Council, which provides insight into the new budget.

As I look ahead to a new fiscal year, it is with confidence and optimism. We have made steady progress building a solid financial foundation. Last year, with the adoption of the FY 2011/12 Budget, the City Council made significant strides in addressing the long-term structural deficit. I presented two sets of recommended cost savings as part of the recommended FY 2011/12 Budget and Council adopted both sets, resulting in savings of approximately

\$2.1 million annually. Additionally, the recommended FY 2011/12 Budget contained aggressive personnel cost containment assumptions, including two-tier retirement systems, wage freezes and adjustments to salary surveys. With the approval of the FY 2011/12 Budget, considerable progress was made in resetting the expenditure base.

Recent revenue results are also having a positive impact on the City's financial condition. Silicon Valley — and Sunnyvale, in particular — has reaped the benefits of high-tech recovery through increased sales tax revenue and development activity. In fact, development activity is poised to end FY 2011/12 at or near record-high levels. Growth has been so strong that the long-term revenue base has been adjusted upward for sales tax, development-related revenue and transient occupancy tax in the recommended FY 2012/13 Budget.

On the expenditure side,

budgetary pressures felt in neighboring cities have impacted salary survey results, leading to smaller salary increases than budgeted for FY 2010/11 and FY 2011/12. Salary surveys are the basis for wage adjustments for the Public Safety Officers Association (PSOA) and the Communication Officers Association (COA). Because of the size of the PSOA wage base, adjustments to the budgeted salary increases have a significant impact on the City's General Fund expenditures. Savings are immediate and long term, provided the survey results do not come in higher than budgeted in future years. Due to continued financial constraints in surrounding jurisdictions, the budgeted salary increases for PSOA have been adjusted downward for the next two years. In total, the survey results and adjustments for the next two years reduced budgeted expenditures by \$62 million for the

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**CITY OF SUNNYVALE**  
Centennial Edition 2012

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**Assistant City Manager**

Robert Walker

**Assistant to the City Manager**

Coryn Campbell

**Communications Officer**

John Pilger, APR

**Editor**

Shonda Ranson

**Design**

Studio eM, Los Altos

If you have any questions or comments about this publication or the information in it, please contact:

Office of the City Manager  
City of Sunnyvale  
P.O. Box 3707  
Sunnyvale, CA 94088-3707  
(408) 730-7535  
TDD (408) 730-7501

email:  
quarterlyreport@ci.sunnyvale.ca.us

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## HISTORICAL HIGHLIGHT

# Miss Ida Trubscheneck

**U**pon incorporation, local resident Ida Trubscheneck was elected as the first City Clerk — a position she held continuously for the next 44 years. Affectionately called “Miss Ida” by all, she became a strong influence in City government. She was known to “forget” the City checkbook under her bed when she did not approve of payments authorized by

the trustees. She was beloved by all, including the all-male trustees, as a shining example of progressive Sunnyvale’s early endorsement of women in government.

In 1924, Edwina Benner, a native Sunnyvale resident, became the first female Mayor in Sunnyvale. This also made her the first female mayor in the state of California. She served two terms as Mayor and served on the City Council for more than 28 years. 🌻



Ida Trubscheneck.

Photo used with permission from the Sunnyvale Heritage Museum

## HISTORICAL HIGHLIGHT

# Martin Murphy, Jr.

**M**urphy, the first non-Ohlone, non-Mexican resident of Sunnyvale, set the tone for entrepreneurship and innovation in the area. Arriving here in 1849 as part of the first successful wagon train to cross the Sierras, Murphy allowed his land to be used for the first completed railroad line in California in 1864. He also sponsored the first institutions for higher learning for

both women and men, built the first wood-framed house in the valley, was first to import farm machinery, plant wheat and grapes and became the largest private land-owner in the state by 1884.

Innovation was the norm for the next 150 years as Sunnyvale and its residents became world famous for agricultural inventions and crops, new patents, high-tech growth, development in missiles and even radio stations. 🌻

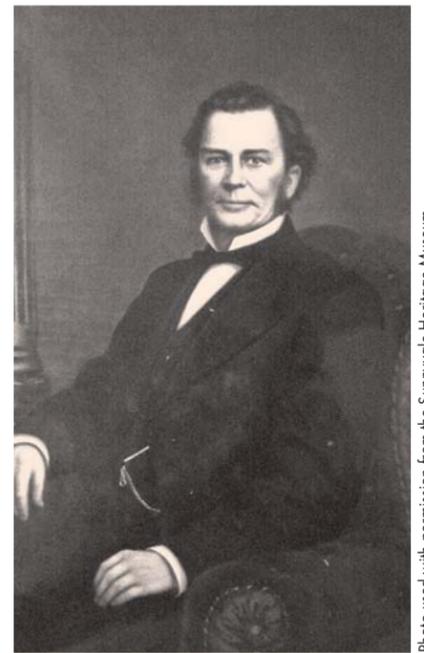


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## City Budget Briefing, continued from page 1

20-year financial plan.

### A Balanced Budget over the Long Term

The Council actions resetting the expenditure base for the FY 2011/12 Budget and the better-than-anticipated actual results for both revenues and expenditures have resulted in a notable achievement: General Fund revenues and expenditures have come into balance for the short and long term. Using the current forecast, the General Fund’s Budget Stabilization Fund reserve ends with approximately \$9.7 million in the last year of the 20-year financial plan, and between \$36 million to \$49 million over the first 10 years. These reserve levels are after providing additional funding to restore several services, including reinstating a seven-year tree-trimming cycle, reducing the sidewalk repairs backlog, the rehabilitation and maintenance of the City’s facilities and \$100,000 annually for unanticipated needs that may occur during the year.

Although there are caveats and vulnerabilities underlying this balanced state, I do not want to minimize this considerable accomplishment resulting from several years of hard work and the commitment of Council and employees. These efforts have not

gone unrecognized as affirmed by Standard & Poor’s “Issuer Credit Rating” of AAA for the City — the highest rating possible. The rating reflects their view of the City’s very strong financial position and strong management policies and practices. Standard & Poor’s also gave the City a stable outlook, noting the City’s strong management practices will result in a balanced budget and maintenance of reserves in the future.

### Setting the Financial Foundation

The foundation for resetting the expenditure base began when I arrived during the depths of the global recession 3½ years ago. It was clear the long-term structural deficit did not spring up overnight or result from a single factor and that the solution would take time and come through various forms. A good illustration of this is an effort I began upon my arrival to look critically at how services were provided and realign the organization across the City to take advantage of efficiencies that adapt to our changing fiscal realities. This multi-year effort provided the opportunities for cost savings proposals adopted as part of the FY 2010/11 and FY 2011/12 Budgets. In both years, the cost savings were developed with a strategic focus

and organizational efficiencies, resulting in a minimal service-level impact to the community.

### A Sustainable Plan for Retiree Medical Costs

Another piece of the foundation is the funding plan for retiree medical costs. With rising medical costs and a growing number of retirees, the funding of retiree medical costs over the long term is a big fiscal concern. In the past, the City, like the majority of other governmental entities, paid retiree medical costs as they came due and did not set aside funds as the benefit was earned. This resulted in an unfunded liability. To address this and create a sustainable, long-term plan for retiree medical costs, the City began funding a retiree medical trust fund in FY 2010/11 with an initial one-time contribution of \$32.6 million. We are now making annual contributions to the trust until the liability is fully satisfied. Under current actuarial assumptions, it is anticipated this will occur in FY 2030/31. At that time, a portion of the ongoing costs will be offset by the interest earnings on the trust funds, reducing the annual amount that the City needs to contribute going

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# CENTENNIAL CELEBRATION SCHEDULE OF EVENTS

All events to take place at the Heritage Park Museum at 570 E. Remington Dr.

## SATURDAY, AUGUST 25

**9 a.m.**  
Walking Tours of Historical Murphy Street

**10 a.m.**  
Parade starts at Fremont High School

**Noon**  
Parade ends at Heritage Park

**Noon to 5 p.m.**  
Events, exhibits, music, hayrides at Heritage Park

**1 p.m.**  
Parade awards, announcements

**3 p.m.**  
Whiskers Contest Awards

**5 p.m.**  
Walking Tours of Historical Murphy Avenue

**5 p.m.**  
Downtown Centennial Dinner Specials

## SUNDAY, AUGUST 26

**10 a.m. to 11 a.m.**  
Historical Scavenger Hunt

**8:30 a.m. to 11 a.m.**  
Historical Bike Tour

**11 a.m. to 12:30 p.m.**  
State of the City Address/awards

**12:30 p.m. to 5 p.m.**  
Events, exhibits, music, hayrides at Heritage Park

**2 p.m.**  
Scavenger hunt awards, announcements

**2:15 p.m.**  
Costume and Scarecrow Contest Awards

**5 p.m.**  
Festivities end

## CENTENNIAL CELEBRATION EVENTS

Horse drawn hayrides around the orchard  
Murphy Party covered wagon  
Historical Bike tours  
Historical Scavenger hunts  
Agricultural & electronic tool demonstrations  
Interactive timeline  
Blacksmith demonstrations  
Lace making & yarn spinning demos  
History in Art Show  
Authentic 1912 model railroad of Sunnyvale  
Commemorative Stamp Covers  
1912 General Store  
Orchard Tours  
Horseshoes and shooting marbles in the orchard  
Live on-the-air broadcast, interviews and film  
Historical Character Scarecrow contest  
Period costume show  
Authentic Sunnyvale Jail  
Vintage displays and collections  
100 Years of Girl Scouts  
Apricot and Cherry tastings

**Children's activities**  
Gold panning  
Acorn pounding  
Shooting marbles  
Historical ring toss  
3-legged races

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forward. As a result, this funding plan provides another layer in the foundation for long-term fiscal sustainability. The initial \$32.6 million contribution came from one-time savings due to better-than-expected results in the General and Employee Benefits Funds. Therefore, as one-time, unanticipated funds materialize in the future, I will recommend additional contributions to this trust.

As these layers of the financial foundation illustrate, actions and solutions are interrelated and built upon each other so that the end result is flexible and longer-lasting for future uncertainties.

### But Our Work is Not Done

Paying close attention to the budget and making decisions with full realization of the long-term impacts will be the key to addressing uncertainties and vulnerabilities that can quickly throw the long-term financial plan out of balance.

### Revenue Volatility

As noted earlier, the sustainable revenue base in the General Fund has been adjusted upward for sales tax, development-related revenue and transient occupancy tax. A potential vulnerability is high volatility levels for sales tax and development-related revenues. We have experienced year-to-year variances as high as 54 percent

from these revenue sources, making long-term revenue projections challenging. This recommended budget reflects the recent recovery and anticipated activity in the next few years with moderate growth thereafter. Unfortunately, the revenue volatility is largely out of our control; therefore, it is critical that with our vulnerability to these cycles, we are diligent in monitoring and react accordingly to make adjustments to our long-term plan.

### State Budget Actions – RDA Loss

In December 2011, the worst-case scenario was realized when the California State Supreme Court ruled that the dissolution of redevelopment agencies (RDAs) was constitutional, and a voluntary payment program to continue RDAs was not. With that, \$6 million annually in loan repayments to the General Fund, \$134 million over the 20-year plan, is in jeopardy. RDAs were legally dissolved on February 1, 2012, and the City elected to be the Successor Agency, overseeing the wind down of the RDA. With the lack of clarity in the dissolution legislation, there are several clean-up bills that the state legislature is considering. Two of the bills would allow one of the General Fund loans to be repaid, recovering approximately \$40 million of the \$134 million budgeted. Because the outcome

of these bills is not known at this time, we have budgeted for the loss of most of these loan repayments in this recommended budget. Reimbursements for debt service payments and loan repayments through January 31, 2012, which have been approved by the Oversight Board of the Successor Agency, have been retained. In addition, the City will receive additional property tax revenue from the redistribution of the former property tax increment, resulting in a net loss of \$91 million to be absorbed into this 20-year financial plan.

As part of the City's multi-year efforts to tackle the long-term structural deficit, we had previously identified the loss of this revenue stream when the RDA project area was scheduled to end in FY 2027/28. Although the progress we have made in laying down a financial foundation allows us to absorb this loss much earlier, the loss is still significant and changes our ability to budget optimal levels of services to the community. It is a sad commentary that the state's inability to balance its budget continues to harm and hinder our community. Should there be a positive result from current legislation, I will present a plan to absorb that revenue into our 20-year plan in the context of enhanced services and capital

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## Now Open: Mathilda Bridge Ramp

The City of Sunnyvale has opened a new ramp from the Mathilda Avenue Bridge to Evelyn Avenue. The new ramp solves a number of traffic issues and brings Sunnyvale's largest *Sunnyvale Works!* project a major step closer to completion.

The \$25 million dollar project, created a new, more safely-designed ramp. The new ramp provides for a longer deceleration lane, which then arcs gracefully down to Evelyn Avenue. Now, for the first time, motorists can make a choice to proceed either eastbound or westbound on Evelyn Avenue, improving access to downtown

and the Caltrain station. The bridge also received improved curbs, barriers, sidewalks and pedestrian ramps that meet all accessibility requirements. Construction was largely funded by county, state and federal grants.

The project followed several measures designed to reduce construction impacts. Birds nesting beneath the bridge were protected until they had fledged their young and vacated their nests. Foundation piles were driven into pre-drilled holes with sound-reducing shrouds

to reduce the duration and level of construction noise. New parking lots added more downtown parking options and opened just in time for the Arts & Wine Festival. Decorative streetlights, wall treatments and landscaping were employed to address community aesthetic standards. Although these measures took more time to resolve, the final project provides increased safety and creates an attractive improvement on the major roadway linking El Camino Real, the City's Downtown and the Moffett Park areas. 🌟

## DPS Makes Fifth AED Save of 2012

For the fifth time this year, quick-responding Department of Public Safety (DPS) officers have saved a life using field-deployed automatic external defibrillators (AEDs). In addition to spotting the critical life-saving equipment in public buildings, DPS patrol cars and fire apparatus are all equipped with highly-portable defibrillators.

On Sunday, May 29, patrol and fire units responded to assist a 56-year-old male who had complained of chest pain to his family and suddenly collapsed. The family quickly – and appropriately – initiated CPR and called 9-1-1. DPS dispatchers provided telephone instructions to the family on how to care for the patient while dispatching police and fire crews to the scene.

Four patrol officers quickly arrived on scene and continued CPR while applying an AED. They evaluated the patient's cardiac rhythm and four shocks were applied to treat the abnormal heart beat.

The rapid application of CPR by the family, and the quick arrival of Sunnyvale officers who then applied an AED, resulted in bringing the patient back to consciousness. While being transported to the hospital, two more shocks were delivered by the paramedics.

This coordinated response from family members and public safety personnel resulted in getting the patient to an emergency care facility where further lifesaving measures could be administered. Members of the Sunnyvale DPS are cross-trained as police officers, firefighters and emergency medical technicians. This rescue marked the fifth save of 2012 by DPS emergency responders using AEDs.

## Sunnyvale Public Library is Now Part of Foundation Center's National Network

Sunnyvale Public Library has been selected as the only Foundation Center resource for grant information in Santa Clara County. Affiliated with the Foundation Center in New York City, the Library is part of more than 450 Cooperating Collections around the world. As a Cooperating Collection, Library customers have access to exclusive content, such as the Foundation Directory Online, Foundation Grants to Individuals Online and Philanthropy In/Sight, which is an interactive mapping tool that reveals patterns of giving and funding relationships. There is also a core collection of Foundation Center directories and publications. In total, Library patrons now have access to nearly \$4,000 worth of databases and print directories. Additionally, the Library is offering educational classes and workshops on the basics of grant seeking and will serve as host for free Foundation Center webinars.

To learn more about Cooperating Collections and the Library's Foundation Center status, visit [SunnyvaleLibrary.org](http://SunnyvaleLibrary.org) or call (408) 730-7300, TDD (408) 730-7501.

## Path to Citizenship Launches Free Monthly Legal Clinics at CNC

Beginning in July, Columbia Neighborhood Center (CNC) and the South Asian Bar Association of Northern California (SABA-NC) will partner to offer free two-hour legal clinics on the second Saturday of each month from 10 a.m. until noon. During these clinics, volunteer attorneys provide 20-30 minute legal consultations to answer questions on various legal matters. This is a first-come, first-served program by signing in at the CNC lobby, located at 785 Morse Ave., during clinic hours.

To launch this new program, SABA-NC will conduct the free legal seminar, "Family Based Immigration and the Path to U.S. Citizenship" on Saturday, July 14, from 9 a.m. until 10:30 a.m. A special legal clinic will also be offered at 10 a.m. until noon on the same day.

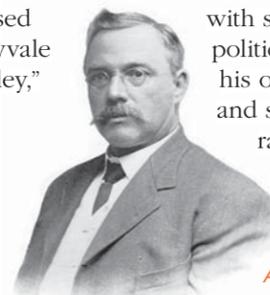
For more information, call CNC at (408) 730-7800. To R.S.V.P. for the seminar or to get more information about the legal clinics, email [probono@southasianbar.org](mailto:probono@southasianbar.org) and visit [CNC.inSunnyvale.com](http://CNC.inSunnyvale.com).

## HISTORICAL HIGHLIGHT Bessey, Father & Son Entrepreneurs

Arthur E. Bessey, arriving in Sunnyvale in 1907, quickly became a leader after developing an innovative patent for incubating eggs using steam. The new incubator was used nationwide, making Sunnyvale the "egg capitol of the valley," but made extraordinary headlines when Bessey donated one to a local Sunnyvale family to save the life of a premature

newborn in 1912. The baby spent three months in the warm environment of the egg brooder and survived to become a nurse and grandmother.

Bessey's son went on to become a pioneer radio operator with significant technical and political talents. He developed his own powerful radio tubes and started Sunnyvale's first radio station, KJJ in 1922, the 23rd broadcast station licensed in the United States. 🌟



A. E. Bessey



Farmer's Market Truck. Photos used with permission from the Sunnyvale Heritage Museum

# Store Owners Express Optimism about June 20 Bag Ordinance

**R**ichard Yee, owner of Lake Vista Liquors in Lakewood Village, called the City in April about the single-use plastic carryout bag ban that went into effect June 20. He was concerned that customers were going to be upset and felt it wasn't fair to hit them with a charge if they weren't aware of the new ordinance. Lake Vista Liquors was the first of more than 100 stores that City staff planned to visit to help ease Sunnyvale's transition to reusable bags.

The ordinance will go into effect in two phases, larger stores will have started on June 20 and all other retail stores in Sunnyvale on March 20, 2013. The ordinance includes a ban on single-use plastic carryout bags and a charge for paper bags. All stores in Phase 1 of the ordinance received a kit that included posters, cashier tents and colorful signs for window displays.

Despite his concerns, Yee stated that overall, "I am for the ban. Many customers often come in asking for paper and plastic bags which can get expensive. I also realize plastic is abused. I see them flying all over the place and have heard about the plastic islands in the ocean."

The 76 Station at the corner of El Camino Real and Bernardo Avenue purchased bright red reusable bags in anticipation of the new ordinance as giveaways for their customers. Part-time clerk Ram Dahal noted that after the San Jose bag ban took effect in January, he began seeing an increased number of customers bringing their own bags.

Cranberry Hill Mercantile, which will not be affected until Phase 2 of the ordinance, expressed unease due to the many small items they carry and worried that items would be broken or lost. Protective bags, such as ones used for produce, meat and greeting cards are not subject to the ban as long as they do not have handles, so City staff determined that the store could continue to use the small product bags to keep special merchandise safe. Staff also explained that there is no mandatory 10¢ charge for protective bags, as there would be for paper carryout bags with handles.

Most of the large stores such as Orchard Supply Hardware, Ross, Target, Trader Joe's, Safeway, Lucky and Macy's have experience with single-use plastic carryout bag bans in other cities and expressed confidence that implementation in Sunnyvale would be accomplished smoothly overall. Sunnyvale is the fourth jurisdiction in Santa Clara

County to ban single-use plastic carryout bags, following Palo Alto, San Jose and the County of Santa Clara. The cities of Mountain View, Los Altos, Cupertino and Milpitas have also begun the environmental review process needed to adopt an ordinance. For additional information, visit [BringYourBags.inSunnyvale.com](http://BringYourBags.inSunnyvale.com), or email [BringYourBags@ci.sunnyvale.ca.us](mailto:BringYourBags@ci.sunnyvale.ca.us) to request a free Retailer Toolkit. ☀

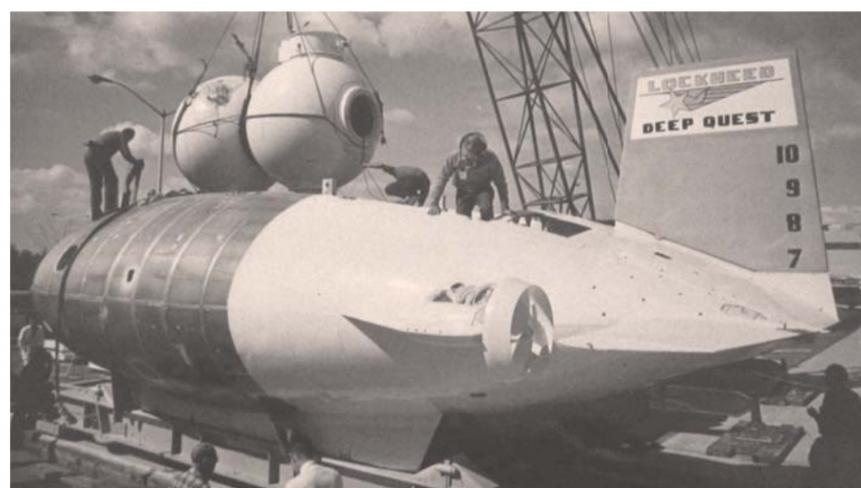


Lake Vista Liquor owner, Richard Yee, showing off part of his Retailer Toolkit provided by the City. Photo by Sandy Jensen

## HISTORICAL HIGHLIGHT Lockheed Aircraft and High-Tech

**A**rriving in the mid-1950s, Lockheed Aircraft is both credited and blamed for the dramatic change of the face of Sunnyvale. As workers arrived, orchards and farms were demolished to make room for housing. As the largest employer in the City for several decades, Lockheed made national news regularly for its research and development in *Deep Sea Quest* research, ERIS and Trident missiles, Space Station and other military innovations.

Additional companies soon followed when the high tech industry was in its beginnings, such as Amdahl, Atari and Maxim. The entrepreneurial gates were opened and Silicon Valley became a household word. Names like Wozniack and Bushnell, native Sunnyvale residents, became headliners for their talents and developments in the industry. Education became a stronger need and in 2006, Sunnyvale claimed its first Nobel Prize winner: Andrew Fire. ☀



Photos used with permission from the Sunnyvale Heritage Museum

## City Council Bans Smoking in All City Parks

Effective May 3, 2012, City Council passed a ban on smoking in all City parks, including all public recreation areas, with the exception of golf courses. The Council also authorized the City Manager to designate City property as non-smoking, after careful evaluation and recommendation from staff. After a two hour discussion and comments from 21 members of the public, the Council decided against a ban on smoking in outdoor dining areas. To read Sunnyvale Municipal Code 9.28 – Regulation of Smoking, visit [MuniCode.inSunnyvale.com](http://MuniCode.inSunnyvale.com).

## Lawyers in the Library Continues

Library customers with legal questions about patents, trademarks and copyrights, can now sign up for free legal counseling at the Library. Intellectual property attorneys, who specialize in the area of patents, trademarks and copyrights, are volunteering their time on the last Tuesday of every month from 6:30 p.m. to 8:30 p.m. Stop by the Information Desk to sign up for a 20-minute counseling session with volunteer lawyers. All counseling sessions will take place upstairs at the Library.

To find out more about Lawyers in the Library and other Library programs, visit [SunnyvaleLibrary.org](http://SunnyvaleLibrary.org) or call (408) 730-7300, option 5, TDD (408) 730-7501.

# Brazil Delegation Learns Best Practices from Sunnyvale Waste and Recycling

**B**razilian experts in municipal solid waste, wastewater and alternative energy toured the SMaRT® Station and Water Pollution Control Plant (WPCP) on April 5 as part of a two-week tour of U.S. waste handling and recycling facilities in Missouri and California. The six-person delegation included representatives of the Brazilian National Bank's urban and social infrastructure group Banco Nacional de Desenvolvimento Economico e Social (BNDES). BNDES provides financing for

municipal infrastructure projects that protect public health and the environment.

Members of the group were particularly interested in two things. First, they wanted to see how the Power Generation Facility (PGF) blends landfill gas, WPCP digester gas and utility natural gas to produce the electricity that powers WPCP operations. Second, they were interested in how the SMaRT Station uses a combination of mechanical and human sorting to divert municipal solid waste (MSW) from landfill disposal.

Robert Rockett, Senior WPCP Operator, provided a tour of the

PGF and WPCP. Rockett later emailed the visitors a statistical summary of that day's WPCP operations, including gallons of waste water entering and leaving the plant, amounts of energy provided by each of the three gas sources and the amount of electricity produced, consumed on site and exported to PG&E's grid. Mark Bowers, Solid Waste Programs Division Manager, led the group on a tour of the SMaRT Station and provided a financial and statistical data summary of the SMaRT Station's operations.

Since it began operating in 1994, the SMaRT Station has seen a steady stream of visitors from around the globe, all interested in seeing the facility's innovative use of technology to extract recyclables from garbage. The City has hosted official delegations from Canada, Egypt, South Africa, Italy, Spain, Great Britain, Georgia, Finland, Poland, Thailand, Japan, Hong Kong, Australia, New Zealand and, now, Brazil.

The visit was part of a Brazilian government project to obtain an up-to-date understanding of current and emerging practices in solid waste collection, recycling, composting, landfill management, waste incineration, gas recovery and energy generation. Observations made during visits to Sunnyvale and other U.S. MSW facilities will be used to develop a better approach for MSW in Brazil. 🌍



Brazilian delegation on break. Photo by Sandy Jensen

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infrastructure management, while addressing unfunded liabilities.

### Personnel Cost Assumptions Must Hold

The most crucial elements on the expenditure side are the personnel cost assumptions that have carried over in this recommended budget. The adopted FY 2011/12 Budget assumed all miscellaneous bargaining units would agree to no salary increases for two years, contribute an additional 2 percent toward pension costs and implement a lower-tier retirement formula for new hires. To date, all bargaining units except the Sunnyvale Employees Association (SEA) have agreed to these concessions. SEA is the largest bargaining unit, and their approval is necessary to move forward on a two-tier retirement system. If SEA does not agree to these concessions, an additional \$10 million to \$51 million would need to be added back into the General Fund 20-year financial plan.

The personnel cost assumptions

also anticipate adjustments to the public safety salary survey. The historical average salary increases have been 4.6 percent. We have budgeted between 3 percent and 4 percent over the 20-year financial plan after the current contract ends in 2015. As noted earlier, survey results have produced lower than budgeted increases for FY 2010/11 and FY 2011/12. Without adjustments to the salary survey formula, historical data indicates a strong likelihood that salary increases for public safety sworn personnel will be greater than the historical average of 4.6 percent in the near future. This could have a serious impact on the City's balanced state. Even adjusting the current salary assumptions to the historical average would require a total of \$194 million over 20 years because of the compounding effect of a rapidly increasing salary base.

More than any single factor in this budget, a decision to change a salary assumption has far-reaching and long-term implications. With personnel costs taking

up 82 percent of General Fund operations, a salary change has the largest impact on operations immediately and over the long term with the compounding effect. The compounding also extends to other areas. For example, because pensions are based on salaries, an increase in salaries impacts the cost of pensions.

### Future Retirement Costs Continue to Contain Uncertainties

Retirement costs represent another vulnerability that can impact the City's long-term financial condition. With all of the current public and media scrutiny on public retirement plans and pension reform, one might well overlook the steps Sunnyvale has taken to address rising pension costs to move toward a sustainable model. A lower retirement formula has been implemented for new public safety hires, the majority of the other bargaining units have

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# Lifetime Tennis Offers Expanded Lesson Programming

Sunnyvale's new tennis provider, Lifetime Tennis, has recently rolled out the 2012 instruction schedule. Their highly experienced and professional staff is ready to teach patrons the basics or how take the game to the next level. Programs for all ages and abilities are available at the 16-court center, which is part of the

City's 24-acre Las Palmas Park, 850 Russett Drive. Additional classes are also taught at several neighborhood park sites throughout Sunnyvale. For a complete schedule, program descriptions and to register online, visit [LifetimeTennis.com](http://LifetimeTennis.com) and click on the *Sunnyvale* button. For additional information, call the Sunnyvale Tennis Center Pro Shop at (408) 735-7285, TDD (408) 730-7501. 🌟



Photo provided by the City.

## HISTORICAL HIGHLIGHT Henry Wanderer

National Air Mail Week was proclaimed by President Roosevelt on May 15, 1938. Being a progressive city, Sunnyvale also inaugurated airmail service that day. Local electrical engineer and proud owner of the first electrified private residence in Sunnyvale, Henry Wanderer volunteered his

own bi-plane, carrying the mail out of Sunnyvale to San Francisco for the commemorative postmark. The mail delivery was successful, but Wanderer crashed his plane near Warm Springs on the return trip that afternoon. He laid there with a broken back for 27 hours before being found and rescued. After three months of recovery, he was once again in his plane making airmail deliveries for Sunnyvale. 🌟



Photo used with permission from the Sunnyvale Heritage Museum

## More Dates Added to Popular WPCP Tour

After much public interest and reaching tour capacity on the first two events held this year, staff has added additional tours for this summer. The final community tours for 2012 are scheduled for July 14, August 4 and September 8 at 9 a.m. at the Water Pollution Control Plant, located at 1444 Borregas Ave.

For more information about the tour or to reserve a spot, call (408) 730-7717, TDD (408) 730-7501 or send an e-mail to [wpcp@ci.sunnyvale.ca.us](mailto:wpcp@ci.sunnyvale.ca.us).

## DPS is Model for Emergency Services

For some six decades, the Sunnyvale Department of Public Safety (DPS) has operated as a consolidated services agency, that is, the one department is responsible for police, fire and emergency medical services (EMS) within Sunnyvale. While the vast majority of cities separate the three services, possibly combining fire and EMS, DPS has proven to be a highly sustainable and cost-effective approach to providing vital services.

When DPS Chief Frank Grgurina attended an International Association of Police Chiefs conference in Chicago, he attended a "Policing in the 21st Century" course which was designed to stimulate discussion amongst law enforcement executives regarding policing in a downward economy. The course was well attended with several hundred police executives present. Law enforcement layoffs, staff reductions and overall reduced budgets were common themes across the nation.

The discussion ended up centering on the public safety model of policing, with law enforcement leadership discussing the pros and cons of traditional versus combined models.

Three months later, Chief Grgurina was invited to attend a Michigan State University (MSU) focus group summit on public safety consolidation. Representatives from Kalamazoo, Mich., the only other city of a size comparable to Sunnyvale with a DPS model, were present, along with representatives from Michigan, Minnesota, Oregon, South Carolina and Texas, representing eight cities (including Sunnyvale), came together to discuss all aspects of staffing, operations and funding of DPS models.

MSU is preparing a comprehensive report on public safety consolidation based, in part, on the input of the focus group. Grgurina reports that throughout the working session, he "was contacted by various members of the panel who shared that they had modeled their program after Sunnyvale DPS. In fact, it was apparent that most everyone in the room was familiar with Sunnyvale DPS and that DPS had a very good reputation across the nation." At the end of the day, the question was asked, "What should we tell people who assert that the public safety model cannot be done?" Grgurina simply responded, "Send those people to Sunnyvale."

Following his return to Sunnyvale, Grgurina was contacted by a member of the MSU research team, who informed him that Sunnyvale DPS would be highlighted in an upcoming article, which also may include a site visit by the research team. Sunnyvale's national reputation continues to be validated by law enforcement peers and researchers as being a highly-effective model for delivery of City services.

## News from the Links

**Golf Leagues.** Space is currently available at Sunnyvale Golf Course for afternoon and evening golf leagues. Golf is a great way to connect with friends, or team-build with colleagues. Form a group and take advantage of our “Super Twilight” discount fees. For more information on leagues, contact Mark Petersen, (408) 738-0813.

**Free Replays Replayed.** Sunken Gardens Golf Course is continuing the popular Free Replays program.



*Fred Orrock, Sunnyvale*

Fred Orrock has been playing golf in Sunnyvale for 19 years.

“The friendliness of the golf shop staff, as well as that of other players” is what keeps him coming back. “If you don’t have a good time here, it’s your own fault.”

Pay one 9-hole fee at \$15 on weekdays or \$19 on weekends, and play a second round that day for free. Reservations can be made for the first round only, and replays will be provided on a space-available basis.

**Kids Always Play Free.** Take advantage of our “Kids Play Free” promotion. Junior golfers, 16 and younger, can play golf at either of Sunnyvale’s two courses for free when accompanied by a paying adult any day of the week.

**Learn from the Pros.** Golfers can learn the basics of play or



*Reiko Gehrke, Sunnyvale*

Reiko Gehrke has been playing golf in Sunnyvale for 23 years.

Sunken Gardens Golf Course has “excellent course maintenance. It is so nice. The course is very well taken care of.”

improve their game from one of the experienced PGA and LPGA golf professionals. Instruction programs are offered for all ages and abilities. For information on private lessons, or for class or camp sign-up dates, call Jerry Thormann at the Sunken Gardens Golf Shop at (408) 739-6588, TDD (408) 730-7501.

**Reserve a tee online.** Reservations for play at Sunnyvale and Sunken Gardens Golf Courses can now be made online at [Golf.inSunnyvale.com](http://Golf.inSunnyvale.com) by selecting the *Reserve a Tee Time Now!* button on the right side of the webpage. 🌟



*Vern Miller, San Jose*

Vern Miller has been playing golf in Sunnyvale for three years.

Sunken Gardens Golf Course “has the proper length to fit my game.”

## New Library Tech Tool Scratches the Surface of Teen Imagination

Now available in the Teen Area of the Library, the new intuitive tech tool “Microsoft Surface” was purchased with a grant from Library Services and Technology Act (LSTA) through the state. The Microsoft Surface platform is a 40 inch table-sized computer that responds to touch and supports more than 50 simultaneous inputs with a 360-degree interface. Students may learn and explore with the installed educational pack, which covers a plethora of topics, such as spelling, math concepts, circuit design and even building molecules. Additionally, Microsoft Surface allows customers to collaborate and share documents, photos and presentations.

To find out more about the Microsoft Surface and other Library programs, visit [SunnyvaleLibrary.org](http://SunnyvaleLibrary.org) or call (408) 730-7300, option 5, TDD (408) 730-7501.



## Sexy Car Washes Only Happen in the Movies

### LOOKING GOOD IS PROTECTING THE BAY

**S**ummer movies and rock videos depict a scantily-clad blonde in a bikini top and cut-off shorts washing the car, but there’s an ugly side, too. When washing a vehicle on a paved driveway or street, the wash water flows into storm drains, which flow straight into local creeks and the Bay. Unlike water from inside the home that flows through sanitary sewers to the Sunnyvale Water Pollution Control Plant (WPCP), water that enters storm drains is not cleaned, filtered or treated to remove pollutants. In addition, water from washing cars not only contains dirt, soap, oil and grease, but also metals like copper, nickel and zinc. These materials can be toxic to fish, birds and other wildlife that live in our area.

#### Some Tantalizing Tips

**Watch someone else do it.** Using a commercial car wash is the best way to protect local creeks and bay from pollution. Commercial car wash businesses drain wash water to local wastewater treatment facilities that remove pollutants. They also conserve and use less water overall with recycled water.



#### Rags aren’t just for wearing.

If opting to wash a vehicle at home, wash it on a grassy area, gravel driveway or any unpaved surface where soapy water will not run into a street or storm drain. Use rags to wipe brake dust off of wheels before washing and use a nozzle on the hose to conserve water. Avoid using soap and other chemicals, such as spray-on cleaners – even biodegradable soap can be toxic to wildlife. When done, pour the bucket of wash water onto landscaping or down the sink.

**More ways to look good.** To learn more ways to prevent water pollution when washing a vehicle or to receive a Watershed Watch Discount Card for discounted car washes, call the City of Sunnyvale’s Environmental Outreach at (408) 730-7717, TDD (408) 730-7501 or send an email to [wpcp@ci.sunnyvale.ca.us](mailto:wpcp@ci.sunnyvale.ca.us). 🌟

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agreed to a second tier for non-safety new hires, and the majority of bargaining units have agreed to additional employee contributions for their pension costs. In addition, with the City's long-range planning model, we have endeavored to ensure our retirement plans are prudently funded and the contribution rate volatility is minimized over the long term.

To this end, the City has contributed more to CalPERS than required over the past several years, based on rates developed with our consulting actuary designed to pay down our unfunded actuarial liability over a fixed period. This has served us well, particularly this year. The CalPERS Board recently adopted a lower rate of return for their investment earnings, from 7.75 percent to 7.5 percent. This will cause employer contribution rates to increase beginning FY 2013/14.

Because CalPERS investments performed better than expected for the last two years and we have been funding our plans at a higher rate than required, the impact of the investment rate change will be absorbed within our current long-term funding plan. This is absolutely indicative of our success in developing a realistic and stable funding plan.

Still, the funding plan is based on what we know now and reasonable projections based on complex data analysis, but there are several uncertainties that can impact this plan. Although the CalPERS board reduced the rate of return to 7.5 percent, the chief actuary's recommendation was 7.25 percent. This indicates the likelihood that investment returns will not hit the current target in any given year and when it does not, greater employer

rate volatility will result. The chief actuary has also stated that mortality factors and funding schedules for unfunded liabilities are currently being reviewed. The chief actuary indicates that adjustments in these areas will increase employers' costs. With these uncertainties ahead, I feel it is prudent to continue our current methodology and budget to fund more than the CalPERS required rate. For FY 2012/13, it will mean we contribute \$3.9 million more than required. This provides a cushion to deal with rate increases in the future, and gives us a more realistic assessment of what the City will pay in retirement benefits.

We must also continue to examine pension costs and benefits with our bargaining units at every opportunity. We

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## CITY OF SUNNYVALE PHONE NUMBERS

Keep this card near your phone to help you reach the correct department for City of Sunnyvale services. For additional listings of Sunnyvale services, consult the local telephone directory.

### Emergency

Police/Fire/Medical ..... 911

Non-Emergency Police and Fire ..... (408) 730-7100

General Information ..... (408) 730-7500

TDD Access ..... (408) 730-7501

Sunnyvale Website..... [Sunnyvale.ca.gov](http://Sunnyvale.ca.gov)

City Attorney ..... (408) 730-7464

### City Clerk

Boards and Commissions/  
Municipal Elections.....(408) 730-7483

City Manager's Office ..... (408) 730-7480

Communications – KSUN-15/ Quarterly Report..... (408) 730-7535

Economic Development .....(408) 730-7607

### Community Development

Housing Division (BMR/Low-interest Loans).....(408) 730-7250

One-Stop – Building/Planning/Permits.....(408) 730-7444

### Finance

Business Licenses.....(408) 730-7620

Purchasing.....(408) 730-7406

Utility Billing .....(408) 730-7400

Service Requests/ Utility Billing Questions.....(408) 730-7400

On-line Utility Bill Payment..... [PayMyBill.inSunnyvale.com](http://PayMyBill.inSunnyvale.com)

### Hotlines

Abandoned Vehicle Hotline..... (408) 730-7706

Downtown Redevelopment Hotline .....(408) 737-4900

Graffiti/Shopping Cart Hotline ..... (408) 730-7680

Sewer/Water Problems (24-Hour Hotline).....(408) 730-7400

Storm Drain Spills/Illegal Discharge .....(408) 730-7270

Human Resources ..... (408) 730-7490

Volunteer Resources..... (408) 730-7533

Jobs with the City.....(408) 730-7492

Information Technology Department ..... (408) 730-7540

Comcast Subscriber Service Complaints .....(408) 737-4999

### Library and Community Services

Child Care Resources ..... (408) 730-7800

Columbia Neighborhood Center..... (408) 730-7800

Community Center..... (408) 730-7350

Community Liaison..... (408) 730-7599

Community Resources..... (408) 730-7599

Event Applications/Special Event Permits..... (408) 730-7599

Facility Reservations (Buildings)..... (408) 730-7335

Sunnyvale Tennis Center.....(408) 735-7285

Library Main Number..... (408) 730-7300

Library Website ..... [SunnyvaleLibrary.org](http://SunnyvaleLibrary.org)

Neighborhood Associations..... (408) 730-7599

Picnic Reservations .....(408) 730-7751

Recreation Program Registration.....(408) 730-7341

Senior Center ..... (408) 730-7360

Theater Box Office.....(408) 733-6611

Mayor/City Council Office.....(408) 730-7473

### NOVA Workforce Services

CONNECT Job Seeker Center .....(408) 774-2365

NOVA Workforce Board.....(408) 730-7232

NOVA Youth Employment Program ..... (408) 730-7640

NOVA Website..... [NovaWorks.org](http://NovaWorks.org)

### Public Safety

Alarm Program (Commercial and Residential)..... (408) 730-7117

Animal Control .....(408) 730-7178

Crime Prevention .....(408) 730-7140

Emergency Preparedness/SNAP .....(408) 730-7190

Fire Prevention .....(408) 730-7212

Neighborhood Preservation  
(Code Enforcement).....(408) 730-7610

Non-Emergency Police and Fire .....(408) 730-7100

Recycling Theft

Active/In Progress.....911

After The Fact.....(408) 730-7180

Public Works .....(408) 730-7415

Parks, Street Trees and Boulevard/  
Landscape Maintenance..... (408) 730-7506

Sidewalk/Curbs..... (408) 730-7415

Street Lights/Potholes/Sweeping/  
Debris..... (408) 730-7415

Sunken Gardens Golf Course ..... (408) 739-6588

Sunnyvale Golf Course..... (408) 738-3666

Traffic Signals ..... (408) 730-7415

Turf/Athletic Field Closure Hotline ..... (408) 730-7585

### Environmental Services – Water / Sewer / Garbage / Recycling

Utility Billing Questions / Service Requests .....(408) 730-7400

Environmental Services..... (408) 730-7900

Sewer/Water/Storm Problems .....(408) 730-7400

Water Quality/Pressure/Leak Questions.....(408) 730-7400

Garbage and Recycling Questions and Complaints

Specialty Solid Waste and Recycling ..... (408) 565-9900

Recycling/Household Hazardous Waste.....(408) 730-7262

Recycling Website ..... [Recycling.inSunnyvale.com](http://Recycling.inSunnyvale.com)

SMArT Station® ..... (408) 752-8530

### Non-City Numbers

Cupertino Union School District ..... (408) 252-3000

Department of Motor Vehicles (DMV) .....(800) 777-0133

Fremont Union High School District ..... (408) 522-2200

Marriage Licenses  
(Santa Clara County Clerk).....(408) 299-2481

PG&E Customer Service..... (800) 743-5000

Project Sentinel Tenant/  
Landlord Mediation..... (408) 720-9888

Santa Clara Unified School District..... (408) 423-2000

Social Security Administration..... (800) 772-1213

Sunnyvale Chamber of Commerce ..... (408) 736-4971

Sunnyvale Community Services ..... (408) 738-4321

Sunnyvale School District..... (408) 522-8200

Superior Court – Sunnyvale ..... (408) 481-3500

Traffic Court – Santa Clara ..... (408) 556-3000

Voter Registration..... (408) 299-VOTE

# City Budget Briefing, continued from page 9

have made a good start, but it is imperative the City continue to work toward employees paying the full employee contribution as set by CalPERS. This is one of the points of the Governor's Twelve Point Pension Reform proposal introduced in October 2011 and endorsed by the City Council in 2012. While the outcome of the reform proposal is not known at this time, the City needs to continue to act on pension reform and any ideas that will move us toward a sustainable model.

## Optimal Service Levels – Not There Yet

The other area of vulnerability on the expenditure side is service levels. While we have done everything we can to minimize the impact on service levels, there has been deterioration in certain areas dating back to FY 2003/04. These areas include: staffing level

reductions, including going from 1,021 full-time employees in 2003 to 918 in 2007 and now 822 in 2012; decline of the pavement condition index (PCI) and growth in the sidewalk repair backlog; elimination of the tree trimming cycle; and funding to rehabilitate and maintain the City's facilities. I am pleased to say that several of these areas are being addressed. In the adopted FY 2011/12 Budget, funds were added to bring the PCI from 75 to 80 over the next several years and then maintain that level. In this recommended budget, a new revenue source from an additional fee on vehicle registrations has allowed me to restore a seven-year tree trimming cycle and increase funding for sidewalk repairs.

The recommended FY 2012/13 Budget also includes funding for an increase in Library materials acquisition and to extend hours

on Thursday nights. A \$60,000 increase in materials acquisition will address the Library's most significant service delivery shortfall.

Finally, this recommended budget sets aside \$1.5 million annually for City infrastructure needs. This is not the City's first attempt to develop a long-term financial plan to fund infrastructure needs. Past attempts were not successful. Only by maintaining a disciplined approach to long-term planning will it succeed this time around.

While considerable progress has been made in reaching an optimal level of services provided by the City, we are not quite there. Decisions on additional services or increased service levels must be considered for long-term sustainability and balance within the constraints of our revenue base.

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## InSunnyvale.com Addresses Listing

Sunnyvale has introduced a series of Web addresses to make information easier to find. All addresses begin with addresses from the list below and end in [inSunnyvale.com](http://inSunnyvale.com). For example, to reach the City's information on council meetings, simply enter [CouncilMeetings.inSunnyvale.com](http://CouncilMeetings.inSunnyvale.com) into your Web browser.

<a href="#">Accessibility</a> .....	ADA/disability issues	<a href="#">Help</a> .....	Problem-solving resource for City-related issues
<a href="#">ActivityGuide</a> .....	Register for classes and programs	<a href="#">Images</a> .....	Library database of current and historic photographs
<a href="#">AffordableHousing</a> .....	Affordable housing; below market rate (BMR) programs	<a href="#">Hotlines</a> .....	Hotline and crisis telephone numbers
<a href="#">AnimalControl</a> .....	Pet licensing, feral cats, other animal issues	<a href="#">Jobs</a> .....	Work for the City of Sunnyvale; job listings and information
<a href="#">Arts</a> .....	Sunnyvale Performing Arts Center	<a href="#">KSUN</a> .....	Sunnyvale's government television station program schedule
<a href="#">Bags</a> .....	Information on Single Use Plastic Bags	<a href="#">Library</a> .....	Sunnyvale Public Library portal
<a href="#">Biking</a> .....	Bicycling information and route maps	<a href="#">MunicipalCode</a> .....	Sunnyvale Municipal Code
<a href="#">BlockParty</a> .....	Information about holding a block party	<a href="#">Neighborhoods</a> .....	Neighborhood association services
<a href="#">BoardsAndCommissions</a> .....	Board and commission information and application	<a href="#">NewResidentGuide</a> .....	Community and regional information
<a href="#">Budget</a> .....	City budget	<a href="#">News</a> .....	Recent Sunnyvale news releases
<a href="#">CampaignEthics</a> .....	Campaign Ethics Guide publication	<a href="#">OneStop</a> .....	Online building and planning permits
<a href="#">CampInfo</a> .....	Summer camp information	<a href="#">Onizuka</a> .....	Reuse planning for the Onizuka Air Force Station site
<a href="#">ChallengeTeam</a> .....	Challenge Team information, events and resources	<a href="#">Parks</a> .....	Park information and map of locations
<a href="#">Charter</a> .....	Sunnyvale City Charter	<a href="#">Patents</a> .....	Sunnyvale Public Library patent and trademark services
<a href="#">Childcare</a> .....	Childcare resources	<a href="#">PayMyBill</a> .....	View and pay utility bills
<a href="#">ChoiceCollect</a> .....	ChoiceCollect trash collection information	<a href="#">Permits</a> .....	Online building and planning permits
<a href="#">CityCouncil</a> .....	Sunnyvale City Council	<a href="#">Presentation</a> .....	Making a presentation at a City Council meeting
<a href="#">CityManager</a> .....	Office of the City Manager	<a href="#">Preschool</a> .....	Super Safari preschool program information and links
<a href="#">CityManagersBlog</a> .....	City Manager's bi-weekly update	<a href="#">ProposedBudget</a> .....	Proposed budget and fees (posted prior to Council adoption)
<a href="#">CNC</a> .....	Columbia Neighborhood Center	<a href="#">PublicRecordsAct</a> .....	Access Public Records
<a href="#">CodeEnforcement</a> .....	To report Municipal Code violations	<a href="#">QuarterlyReport</a> .....	Quarterly Report City newsletter
<a href="#">CommercialProperties</a> .....	Searchable available commercial properties directory	<a href="#">RecoveryAct</a> .....	Summary of City applications for Stimulus Grant Funding
<a href="#">CommunityLiaison</a> .....	Problem-solving resource for City-related problems	<a href="#">Recreation</a> .....	Department of Library and Community Services
<a href="#">CouncilMeetings</a> .....	Calendar of Council meetings with links to agendas, meeting minutes and reports to Council	<a href="#">Recycling</a> .....	Recycling and garbage collection information
<a href="#">CouncilPolicy</a> .....	Sunnyvale City Council Policy Manual	<a href="#">SafeWays</a> .....	School walking and bicycling maps
<a href="#">CrimePrevention</a> .....	Crime prevention services and resources	<a href="#">Shredding</a> .....	Information on Sunnyvale's paper shredding events
<a href="#">CrimeStats</a> .....	Crime statistics and interactive incident location map	<a href="#">Seniors</a> .....	Sunnyvale Senior Center program and service information
<a href="#">Downtown</a> .....	Information and links related to the Town Center redevelopment project and other downtown projects	<a href="#">Shop</a> .....	Find shopping centers, auto dealers, hotels and other shopping resources
<a href="#">DPS</a> .....	Department of Public Safety (police, fire and EMS services)	<a href="#">SMaRT</a> .....	Sunnyvale Materials and Recycling Transfer Station
<a href="#">DPW</a> .....	Department of Public Works	<a href="#">SNAP</a> .....	Sunnyvale Neighbors Actively Prepare program
<a href="#">EconDev</a> .....	Information and resources for business	<a href="#">Streets</a> .....	Schedule of upcoming street maintenance projects
<a href="#">EventApplication</a> .....	Apply to hold a community event	<a href="#">StudyIssues</a> .....	City Council study issues explanation and issues list
<a href="#">Events</a> .....	Upcoming community events calendar	<a href="#">SunnyvaleWorks</a> .....	Information about Sunnyvale's accelerated public works stimulus program
<a href="#">Facebook</a> .....	Social Media	<a href="#">Theater</a> .....	California Theatre Center
<a href="#">Fees</a> .....	Sunnyvale's master fee schedule	<a href="#">Tennis</a> .....	Tennis facilities and programs
<a href="#">FirePrevention</a> .....	Fire prevention services and related links	<a href="#">Trees</a> .....	Information about protected trees, City trees and tree-removal permits
<a href="#">GeneralPlan</a> .....	Sunnyvale's General Plan	<a href="#">Twitter</a> .....	Social media
<a href="#">Golf</a> .....	Golf reservations	<a href="#">UtilityBilling</a> .....	City utilities information and rate structure
<a href="#">Graffiti</a> .....	Report graffiti	<a href="#">Volunteering</a> .....	Volunteer with the City of Sunnyvale
<a href="#">Green</a> .....	Environment sustainability information and resources	<a href="#">Vote</a> .....	Voter registration information
<a href="#">GooglePlus</a> .....	Social Media	<a href="#">WaterConservation</a> .....	Water conservation information and tips
		<a href="#">YellowPages</a> .....	Yahoo! Local yellow pages directory for Sunnyvale
		<a href="#">Webcast</a> .....	Watch live and archived City Council and Planning Commission meetings
		<a href="#">WPCP</a> .....	Sunnyvale's Water Pollution Control Plant
		<a href="#">ZoningCode</a> .....	Zoning information

# Sunnyvale Multi-Family Property Owners Ramp Up Recycling

Currently, more than 750 multi-family complexes have on-site recycling carts provided by the City as part of their regular garbage services, yet recycling volumes and participation remain relatively low. In January, the state of California introduced legislation (AB 341) which mandates recycling for multi-family complexes to reduce greenhouse gas emissions from storing and transporting the refuse. Unfortunately, multi-family

property owners have special challenges, such as lack of space for recycling carts, keeping clean recycling areas that are convenient for tenants to use and tenant education due to turnover. To help with AB 341 compliance, the City is providing educational tools tailored to their particular needs, including posters and signage in multiple languages.

Assistant Property Manager for The Meadows, Kevin Hoyle, has already contacted the City to revamp their current recycling program

and complement their other green initiatives. Hoyle asserts, “Residents are attracted to the community because of its green initiatives,” and he anticipates, “a more robust recycling program once educational tools are in place.”

Property owners, managers and residents may find recycling information at *Recycling in Sunnyvale.com*, under *Multi-family Recycling Services*, or call the City Recycling Program at (408) 730-7262. 🌱

## City Budget Briefing, continued from page 10

To that end, I am always looking at strategically increasing service levels by optimizing what we have and operating more efficiently. A recent example of this is the Library’s “Book a Librarian” program. This new service allows the public to reserve one-on-one time with a librarian. Library staff has found that patrons require less general reference assistance and more individualized help for highly complex research or very basic but intensive help for those with extremely limited technology experience. In response, staff has been redeployed to provide this additional service without increasing resources. This is just one example of what is occurring throughout the City daily on both a small and large scale.

### A Strategic Approach to Providing Optimal Public Safety Services

A large scale example is the work we have been doing with public safety services. For the FY 2010/11 Budget, as part of the cost-savings plan, five sworn positions were eliminated in the areas of emergency preparedness, emergency medical services and recruitment and training. These positions were selected because they did not directly affect emergency or non-emergency response and did not jeopardize service delivery to the public. This reduced the total number of budgeted sworn personnel from 210 to 205.

As we continued to address the structural deficit and work to reset our expenditure base for the FY 2011/12 Budget, I knew we had to take a fresh look at our service delivery model. Through staff efforts, a model was developed to eliminate 10 sworn positions through attrition over two fiscal years and replace each one with a civilian Community Service Officer (CSO). These specially-trained CSOs will perform duties not requiring a sworn officer. While the total number of sworn personnel will be reduced from 205 to 195, the 10 additional CSOs allows us to provide continued service at

a significantly reduced cost. The transition to the new approach is challenging; I commend our Public Safety staff, at all levels of the department, for their commitment and efforts in making this transition work. This is a Citywide effort as other departments, notably Human Resources, assist in these efforts.

The transition is currently underway and the recommended FY 2012/13 Budget reflects the full fiscal impact as planned. The Public Safety management staff is working in collaboration with PSOA to determine the specific details of how roles and responsibilities will be reassigned between sworn and civilian personnel. As those details are finalized, next steps are to begin hiring and training the new CSOs and integrating them into the department.

As these examples illustrate, increasing service levels does not necessarily require additional resources. Therefore, while I know the current staffing levels are not optimal, my goal is to not increase numbers to the 2003 level of 1,021 full-time employees, and in fact, we are currently not far off the mark in setting the correct staffing levels. The necessary increases are not across the board, but rather oriented to specific functions. Technological advances, changing community needs and revenue constraints demand that we think strategically about how we add and deploy resources. This has been the framework over the last several years and will continue to be the mindset as we work to achieve the right level of services. It is also part of the solution in reaching a balanced and sustainable budgetary state. Even more vital, this mindset is what will help us maintain it.

### Conclusion

We have reached a milestone with this truly balanced 20-year financial plan; however, the foundation has been laid (as outlined in previous sections) but is still subject to many vulnerabilities and uncertainties that lie ahead. So let’s get back to work. Frankly, if the City is successful in obtaining

the concessions we requested from the two largest bargaining units, we will be in a much better situation financially than pre-recession years.

Over the last three budget cycles, we identified and began addressing the long-term structural deficit. Through an improving economy and our multi-layer approach to building a financial foundation, I am able to propose a balanced budget over the short and long term. And this was accomplished while moving closer to optimal service levels. It’s been sometime since we’ve been able to achieve that standing.

Yet, even with all of our accomplishments and progress, there is still more to do — especially in this new, fast-changing, post-recession world. As we continue to work to set the City’s financial foundation, our greatest adversaries are the Silicon Valley economy, the volatility of our major revenue sources and the natural tendency to become complacent when absent the pressure to improve our methods of service delivery. To ride out the inevitable up and down cycles, we need to stay committed to our long-term approach. It is critical that we actively maintain our focus on our financial business model.

Finally, my dependence on — and confidence in — the City staff of Sunnyvale has never been stronger. Their commitment to the delivery of quality service to our residents as illustrated by their voluntary compensation concessions and their energy in executing organizational restructuring is essential to maintaining Sunnyvale’s very special and high quality of life. 🌱

**FOR ALL CITY  
SERVICES,  
TDD ACCESS  
(408) 730-7501**

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CITY OF SUNNYVALE  
P.O. Box 3707  
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