

QUARTERLY REPORT



CITY OF SUNNYVALE

FALL 2011

FOUR COUNCIL SEATS AND TWO CITY CHARTER AMENDMENTS TO BE DECIDED IN NOVEMBER ELECTIONS

On November 8, Sunnyvale voters will vote to fill four City Council seats and decide two proposed charter amendment ballot measures.

Don't miss out on this important election!

How to Register

Residents may register to vote by going to Elections.inSunnyvale.com and clicking on *Register to Vote* under the *Quick Links* menu on the right side of the page.

The candidates who have been qualified for the ballot are:

Seat 4	Dave Whittum		
Seat 5	Bo Chang	Pat Meyering	
Seat 6	Steve Hoffman	Jack Walker	Jim Davis
Seat 7	Fred Fowler	Tara Martin-Milius	Maria Pan

The last day to register to vote in this election is **October 24**.

Council Seats

Sunnyvale Council members run for a specific seat, but are elected and serve at-large. Council members serve four-year terms with a limit of two consecutive terms. City Council seats up for election this year are Seat 4, Seat 5, Seat 6 and Seat 7. Nine candidates have qualified for the ballot in the November election.

The two Charter amendment ballot measure questions are:

Measure A

Shall Charter Sections 600, 601, 602, and 605 be amended to change the current Council-appointed Mayor to a directly-elected Mayor for a four-year term; to provide an

eight-year lifetime term limit for a directly-elected Mayor; and to provide that service as Mayor is not counted toward Council term limits and a person can serve a combined total of 16 years as Mayor and Council member in a 20-year period?

Measure B

In order to reduce future Council compensation increases, shall Charter Section 603 be amended to delete the current automatic 5 percent annual increase in Council compensation, to set the 2012 Council compensation at \$2,088.64 per month and mayoral compensation at \$2,784.86 per month, and to provide for annual cost of living adjustments tied to the Consumer Price Index – not to exceed 5 percent or result in a decrease?

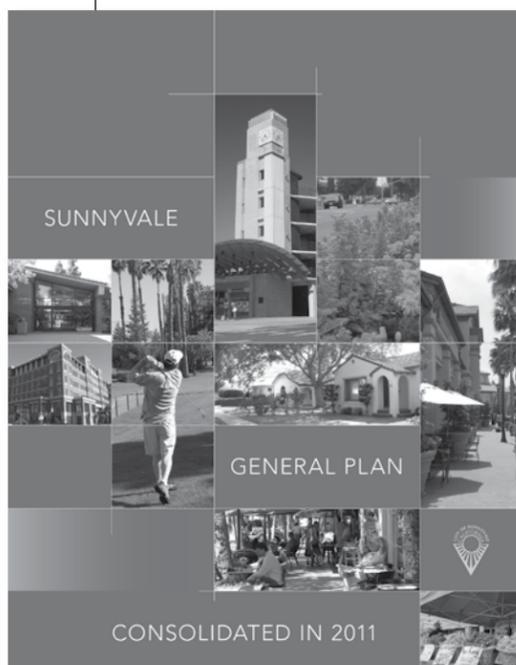
For more information on the November election, visit Elections.inSunnyvale.com.

E-Filing System for Public Access to Candidate Campaign Statements

Sunnyvale elections are nearing. As part of the City's commitment to transparency, the City of Sunnyvale uses NetFile, an online campaign disclosure system that allows the public to view campaign disclosure filings of candidates' campaign committees and the various required public disclosures. NetFile is available by visiting CandidateStatements.inSunnyvale.com.

For more information, contact the Office of the City Clerk at (408) 730-7483, TDD (408) 730-7501.

THE NEWLY-CONSOLIDATED GENERAL PLAN



The City has recently completed an 18-month effort to streamline and consolidate the City's General Plan. This improved General Plan has been refocused on the physical development of the City, with a concise narrative, simplified implementation and multiple online features such as searchable text and hyperlinks. City Council adopted the newly-consolidated plan at their July 26 meeting.

The General Plan provides both basic information about our community and goals and policies to help us achieve our desired future in both Citywide and citizen-focused contexts. Citywide, the General Plan provides demographic information, including

population, housing, transportation and public works improvements that describe the City's residents and businesses as well as the future changes that will affect them. Land use plans, growth areas and projections and future infrastructure improvements are also described. On an individual level, the General Plan can provide information specific to a resident or business, such as general types of uses that are permitted in and near a home or business, long-range plans and changes that may affect a neighborhood or business area and actions the City will take to retain and improve the quality of life in Sunnyvale.

Visit GeneralPlan.inSunnyvale.com to take a look at the plan that directs Sunnyvale's future.



**CITY OF SUNNYVALE
Fall 2011**

Sunnyvale City Council

Melinda Hamilton, Mayor
Jim Griffith, Vice Mayor
Otto Lee
Christopher R. Moylan
Anthony (Tony) Spitaleri
David Whittum

City Manager

Gary Luebbers

Assistant City Manager
Robert Walker

Assistant to the City Manager
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Thank you for your feedback!
Quarterly Report is online at
QuarterlyReport.inSunnyvale.com

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THE BRIEFING — NOTES FROM YOUR CITY MANAGER

We are now a quarter of the way into the fiscal year and I am closing in on three years as your City Manager; time does fly. Our Fiscal Year 2011/12 budget is now in place, but the process was arduous as our resources dwindled while our mission remained constant. Our City departments will soon start the process of planning next year's budget, and we will continue to search out every efficiency, implement best practices, and be quick to seize every opportunity to just get better at what we do and how we do it.

One of the consequences the City's reductions could have is an impact on how our residents feel about the City as a place to live and to work. But through the relentless effort of a committed City Council and a passionate work force, we avoided the inevitable. I think it is time to talk about how you, our residents, view the community and how we are doing as a city.

It is important that we remain responsive to our community. We work very hard to engage our community in all that we do, though sometimes it is challenging to get feedback on our performance. To that end, we commission a professional poll every two years to take the community's pulse and report back on how the City is doing. The organization that conducts our surveys provides this same service to hundreds of cities across the nation.

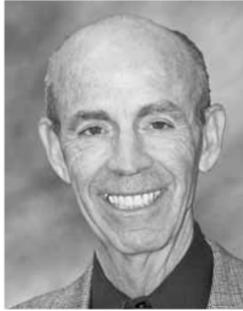
We have just received our 2011 poll data, and I would like to share some of the results I find particularly interesting. You can read the results for yourself, along with the results from past surveys, by visiting our website at *Survey.inSunnyvale.com*.

A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in the City of Sunnyvale and believed the City was a good place to live. The overall quality of life in the City of Sunnyvale was rated as "excellent" or "good" by 86 percent of respondents. A majority reported they plan on staying in the City of Sunnyvale for the next five years.

A variety of characteristics of the community were evaluated by those participating in the study. The two characteristics receiving the most favorable ratings were the openness and acceptance of the community towards people of diverse backgrounds and the overall image or reputation of Sunnyvale. The two characteristics receiving the least positive ratings were the availability of affordable quality child care and the availability of affordable quality housing. These results are consistent with responses from previous surveys.

One of the key questions asked residents' opinion of whether job growth was too slow or too fast.



*City Manager
Gary Luebbers*

Echoing what has been happening with the economy, those rating growth as "too slow" climbed from less than half the respondents in 2007, to two-thirds in this most recent survey. Business retention and attraction of new businesses to Sunnyvale have been my priority, and we have actually been very successful. Within the last year or so we have added more than 10,000 jobs in the City, and with new high-tech businesses such as Google, Motorola Mobility, Microsoft and HP planning moves to Sunnyvale, we expect to add several thousand more jobs in the very near future.

Our community survey is conducted by the National Research Center, an organization that provides surveys to hundreds of cities nationwide. One of the key values in using their service is that our survey data can be compared to the more than 200 communities who comprise their benchmark data.

When compared to the benchmark cities, Sunnyvale's residents are much more likely to feel Sunnyvale is a good place to live and to recommend living in Sunnyvale to someone who asks. Again, comparing results against the benchmarks, you rated Sunnyvale's value of services for the taxes paid to Sunnyvale much above the average, and the same for the overall direction that Sunnyvale is taking. As City Manager, that's heartening to read, especially in light of our significant reduction in staffing in the past three years, dropping from 883 to 823 fulltime employees. All of the City's employees are committed to maintaining our very special quality of life. And with fewer staff available, it truly takes a commitment from all of them. But we know it's not the end of the story; there is still a lot of work to be done.

The survey, which we conduct every other year, provides a statistically-valid, detailed picture of how you view our city, our services and our quality of life. Take the time to look over the survey; see if you agree, and talk to us. One of the more disappointing statistics in the survey is that our residents have a lesser amount of volunteering and involvement in government than many other cities. I would like to see that change, because it is through our community members' involvement that we can continue to be responsive to the needs and desires of our residents. ☺

Serve Your Community: Columbia Neighborhood Center Seeks New Advisory Committee Member

The Columbia Neighborhood Center (CNC), a family resource center in Sunnyvale, is recruiting a new member for its Community Advisory Committee (CAC). Applicants should reside or do business in Sunnyvale and have an interest in the north Sunnyvale area.

CNC's goal is to support and empower youth and families so the children of the community will develop the life skills necessary to be successful in school and beyond. CNC provides this support through health, education, social and recreation services.

CAC members help evaluate the Center's services, identify community needs, assist with community projects, and serve as community representatives of the CNC. There are five committee meetings during the year on weekday evenings, with additional opportunities to volunteer at CNC events throughout the year. The time commitment for a committee member is approximately 15 hours per year, and each term on the CAC is for one year. All members are City of Sunnyvale volunteers, and this is an excellent opportunity for residents to serve their community.

The CAC provides an opportunity for each member to contribute according to their skills and interests, whether it's bringing the perspective of large and small businesses to the committee, or providing expertise on programs that can benefit the local community. A previous member stated, "I feel that my time on the Committee has been well spent. I have had a chance to learn about how the CNC works, and I have participated in several short-duration tasks that were aimed at benefiting the Center and the community."

The Columbia Neighborhood Center invites those who are interested to submit an application by November 10. For more information and an application form, call (408) 523-8150, TDD (408) 730-7501 or visit *CNC.inSunnyvale.com* and look under *Upcoming Events*.

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

NEW PARENT AND CAREGIVER WORKSHOP FIVE KEYS TO RAISING A HEALTHY, HAPPY EATER

The City of Sunnyvale, in partnership with the Santa Clara Family Health Plan and Sunnyvale School District, has announced a new workshop for parents and caregivers of preschool to school-age children entitled “Five Keys to Raising a Healthy, Happy Eater.”

This new parent and child caregiver workshop will discuss strategies to tackle common mealtime problems that can lead

to poor child health and obesity. Taught by a registered dietician, this class helps participants instill good eating habits in children that may last a lifetime. Other topics covered in the workshop include: how to encourage children to make healthier meal and snack choices; how to handle situations when children aren't eating enough; how to successfully get a child to sit and eat at the table; and what to do when the pediatrician recommends weight loss and dietary changes.

Free to parents and child care providers, the workshop will be held Friday, November 4, from 8:30 a.m. – 10:30 a.m. at Ellis Elementary School, 550 E. Olive Ave. Space is limited and registration is required. Light refreshments and child care will be provided. For more information or to register, please call (408) 523-8150, TDD (408) 730-7501, or email ChildCareResources@ci.sunnyvale.ca.us.

EVENINGS OF CULTURAL ARTS CELEBRATES HOLLYWOOD

In the Golden Age of Hollywood, singing starlets like Judy Garland, Doris Day and Shirley Jones sent audiences home from a night at the movies humming unforgettable songs. Jazz singer Laura Ellis, a fan of classic films herself, sings the tunes that made America fall in love with favorite leading ladies in her new show “Cinema Sweethearts.” Her silky-voiced performance of classics like “Que

Sera Sera” and “Til There Was You” sparkles with fun celebrity trivia and movie clips on the big screen. Accompanying Ellis is veteran film and TV arranger, as well as accomplished pianist, John Rodby at the grand piano. This world-premiere show starts right here in Sunnyvale on Saturday, October 15. Her glamorous recollection is sure to make you “Get Happy!”

Shows in the 2011–12 season are:

- | | |
|---------|--|
| Oct. 15 | Laura Ellis, Cinema Sweethearts |
| Nov. 26 | Joni Morris and the After Midnight Band's Portrait of Patsy Cline |
| Dec. 10 | Laurie Lewis and Tom Rozum's Winter's Grace |
| Jan. 14 | Patrick Ball, Lisa Lynne and Aryeh Frankfurter, Legends of the Celtic Harp |
| Feb. 12 | Le Jazz Hot |
| Mar. 24 | San Jose Taiko |
| Apr. 14 | Likha Pilipino Folk Ensemble |

All performances are Saturdays at 8 p.m. at Sunnyvale Theatre, located at the Community Center, 550 E. Remington Drive.

Season and individual tickets are now on sale. For tickets, call the Box Office at (408) 733-6611 or visit us online at Arts.inSunnyvale.com.

Supporting Young Bilinguals Workshop for Families and Child Care Providers

The City of Sunnyvale, in partnership with UC Davis Center for Excellence in Child Development, will offer an exciting new workshop for family child care providers. Participants can receive continuing education units for attending.

In “Supporting Young Bilinguals,” participants can learn about the advantages and truths related to bilingual children, as well as the different ways children may become bilingual. There are many assumptions and controversies around the abilities of knowing multiple languages at an early age and this workshop will address some of the myths surrounding bilingual development.

The free workshop will be held Saturday, October 8, from 10 a.m. – 3:30 p.m. at the Sunnyvale Community Center, 550 E. Remington Drive. Space is limited and registration is required. For more information or to register, please contact the City's Youth and Family Resources (YFR) staff at (408) 523-8150, TDD (408) 730-7501, or email ChildCareResources@ci.sunnyvale.ca.us. To find out more about YFR services, please visit ChildCare.inSunnyvale.com.

Firefighter Pancake Breakfast To Benefit Burn Victims

Saturday, Oct. 8, 2011 • 8 a.m. – 11 a.m.

Fire Station 2, Arques Avenue at Wolfe Road

- Meet officers, engine rides, tower tours
- Includes: pancakes, sausage, juice, milk and coffee
- Suggested donation: \$6 for adults, \$4 for kids 10 and younger

Proceeds benefit the Alisa Ann Ruch Burn Foundation. For more information, call (408) 730-7140.



SPECIAL EVENTS PERMITS MAKE THE PARTY GO SMOOTHLY

Planning a large-scale public or private event in Sunnyvale? Does the event involve street closures or impact parking in the surrounding area? If so, contact the City. Depending on the nature of the event, a permit or approvals may be

required to ensure a well-planned, safe event.

Just in time for the holiday season, the City of Sunnyvale has created a simplified process to help. Sunnyvale's special event application allows the City to gather important event details and identify the permits, fees and approvals or City

resources required for the event.

Plan ahead and submit your applications at least 60 days prior to the event date. Get all the details and download an application at EventApplication.inSunnyvale.com. For more information, please call Community Resources at (408) 730-7599, TDD (408) 730-7501.

NOVA PARTNERS WITH SOLARTECH AND FOOTHILL COLLEGE TO PROVIDE FREE TRAINING

NOVA Workforce Board, in partnership with SolarTech and Foothill-De Anza Community College District, is sponsoring a new course designed to meet the demands of the clean energy job market. Unemployed individuals with backgrounds in engineering, the physical sciences, architecture or commercial building – such as project management or HVAC systems – may be eligible for this training at no cost.

The NOVA collaborative offers the class as part of a workforce

training grant received from the State of California to serve the workforce of Silicon Valley. Statewide, California invested \$19 million to train workers for jobs in a wide range of clean and green industries. *Energy Efficiency in Building Systems* is an exciting course designed to build skills for current market demand and to help unemployed individuals return to work in the green-energy field.

The training will be offered in October and again next January. It will give participants a working knowledge of energy-related systems in buildings, including: HVAC,

lighting, building-control systems and integration of solar technologies. The course will emphasize competency in working with metrics, performing data analysis and preparing a financial case for investment in energy-efficient solutions.

Visit www.novaworks.org/JobSeekerServices/EEBS.aspx to complete a self-assessment and learn about next steps. Information about the state grant funding this workforce program is available at www.novaworks.org/SpecialProjects/GreenInnovations.aspx. ☀

CIVIL WAR SESQUICENTENNIAL ACTIVITIES AT SUNNYVALE LIBRARY

Did abolitionist John Brown's family have a Santa Clara Valley connection? While it has been 150 years since the 1861 beginning of the American Civil War, time has not diminished interest in its causes and effects. Sunnyvale Public Library has invited Dr. Libra Hilde, a Harvard-educated Civil War expert and professor at San Jose State University, to talk about facets of the Civil War and lead discussions.

Hilde's first presentation will

be "Overview and Causes of the American Civil War" on Wednesday, October 12. The Civil War lecture and discussion series at Sunnyvale Public Library will run through March 2012.

Each Wednesday-evening 90-minute session will be held in the Library's Program Room beginning at 7 p.m. Hilde's presentations continue on November 16 (Civil War Combat – Why Fight?), December 7 (Western Theatre and Native Americans), January 11, 2012 (Emancipation and Soldiers' Experiences) and February 8 (How the Civil War

Changed the U.S. and Memories of War). On March 7, historian Jean Libby will relate stories about abolitionist John Brown's family in Santa Clara Valley and their continuing efforts to help former slaves. Libby and historian John W. Templeton will also discuss other local connections to the Civil War.

Call the Library at (408) 730-7300, TDD (408) 730-7501, or visit the Library's website at SunnyvaleLibrary.org for more upcoming Civil War Sesquicentennial events. ☀

Centennial Celebration

Save the Date! Join the 100th anniversary celebration of Sunnyvale's incorporation next August 25 and 26. Plans for the full weekend of celebration include a parade, historical bike tours, a scavenger hunt around the City, music and dance throughout the century, a 1912 general store, a blacksmith, agricultural and electronic tools demonstrations, and the Mayor's annual State of the City address.

California's New Statewide Carbon Monoxide Detector Requirements

Make sure your family is protected from a silent killer — carbon monoxide, which claims hundreds of people in their own homes each year. Effective July 1, 2011, the Carbon Monoxide Poisoning Prevention Act (Senate Bill – SB 183 and the CA 2010 Residential Code, Section 315) requires all single-family homes with an attached garage or a fossil fuel source to have CO alarms installed. Owners of multi-family leased or rental dwellings, such as apartment buildings, have until January 1, 2013, to comply with the law.

For more information about the law, including a listing of approved CO devices, visit FirePrevention.inSunnyvale.com.

Stop the FOG Monster It's Choking our Sewers and Waterways

Underneath your home and Sunnyvale streets, an oozing menace lurks. It is equal part fats, oils and grease (FOG). FOG can cause pollution of our waterways, choke sewers and cause monstrous plumbing problems.

Just as greasy food blocks arteries in the body, FOG blocks drains and sewers. When grease is poured down drains or garbage disposals, it can solidify and stick to the insides of sewer pipes. Over time, pipes decrease in diameter with the buildup of FOG. This can cause sewer backups into houses or onto streets. Running water – hot or cold or with soap – doesn't help. FOG will cool and harden in the sewer line. Sometimes FOG is obvious, for example, in cooking oil, lard, butter and margarine, shortening, bacon grease and meat fat trimmings. Other times, it is less apparent, as in sauces and salad dressings. Don't pour cooking oil, grease or greasy food down the drain or garbage disposal.

What should you do with fats, oils and grease? Follow these simple tips to control the FOG Monster:

- Use strainers in sinks to catch food particles and scrape leftover food waste into the garbage or compost container, not the garbage disposal.
- Pour cooking oil — free of water, soap and food scraps — into a clean, sealable container.
- To dispose of cooking oil, take cooking oil or tallow to the SMaRT Station® for recycling or mix oil with absorbent material such as cat litter and put the resulting "solid" into the garbage.

Call Environmental Outreach at (408) 730-7717, TDD (408) 730-7501, for more information about how to prevent fats, oils and grease from damaging the sanitary sewer collection system and the environment. You may also receive a free pan scraper just for helping to keep the FOG Monster out of the drain.

LAST 2011 EXTRA DUMPING WEEKENDS

Sunnyvale residents can take advantage of the last Extra Dumping Weekends for the year on October 1 – 2 and 8 – 9 from 8:30 a.m. to 4:30 p.m. at the SMaRT Station®. On these days, residents can dispose of extra trash, dirt, sod and construction or demolition materials that are not collected at the curb. Once the materials are dumped, some of

it can be recycled – but not all. To help divert waste from the landfill, residents are encouraged to separate recyclable materials from trash prior to dumping it.

For residents who cannot make the special weekends, another option for single-family residents with extra trash is to schedule an on-call collection appointment to avoid hauling materials to the SMaRT Station. See the *Getting Rid of*

Extra Trash article in the enclosed *ReNews* for more information.

To avoid littering the roadways, please remember to tie down and cover your trash loads with a tarp. Call (408) 730-7262, TDD (408) 730-7501, or visit Recycle.inSunnyvale.com for more information on proper recycling separation, future events, and on-call collection. ☀

FEED THE HUNGRY, NOT THE LANDFILL

Did you know more than 18,400 tons of food is thrown away in Sunnyvale each year? This food waste makes up 26 percent of the City's garbage and is the most frequently-disposed item at the landfill. At the same time, food banks are reporting that one in six Americans – many of whom are hard-working adults, children and senior citizens – face hunger on a daily basis.

Here are three ideas on how to help fight hunger, while keeping food out of landfills:

1. Harvest your bounty.

Many Sunnyvale yards are blessed with trees that produce

more fruit than a family can eat or readily give away to neighbors and friends. Instead of tossing the excess fruit, why not contact Village Harvest, a nonprofit, food-harvesting organization? Volunteers will harvest the fruit from your trees and pass it on to food banks. Last year, Village Harvest donated more than 84 tons of fruit from Bay Area trees to feed the hungry. Contact Village Harvest at (888) FRUIT-411 or www.VillageHarvest.org.

2. Pick a peck.

Second Harvest Food Bank accepts fresh fruit and vegetables grown in home gardens. Be sure to pack the produce in cardboard boxes, crates or other sturdy

containers to prevent bruising. Fresh food donations should have enough shelf life to remain in good condition for at least three to five days. Call (408) 266-8866 or visit www.shfb.org/contact for more information.

3. You can do it.

If you have unexpired canned goods that you no longer want, you may also donate them to the hungry. Sunnyvale Community Services, located at 725 Kifer Road, is a nonprofit organization dedicated to fighting hunger and homelessness directly in Sunnyvale. Visit them online at www.svcommunityservices.org for information on how to donate. ☀

HORIZON 2035 COMMITTEE ON TRACK FOR DRAFT CITY CLIMATE INITIATIVES

In June 2010, the Horizon 2035 Committee started work on City policy development for the Land Use and Transportation Element (LUTE) of the General Plan and on the City's first Climate Action Plan (CAP). After a year of education and work, the Committee has completed its review of draft policies and measures for both documents.

City staff is now using the policies to prepare the draft LUTE which

will explain where the City is today and where it will be as it nears the year 2035. As part of the next step, a consulting firm with expertise in developing greenhouse gas (GHG) reduction plans (like Sunnyvale's proposed CAP) is now quantifying the Horizon 2035

Committee's recommended GHG reduction measures to see if they will meet state-mandated reduction goals. After that, a study session is planned for late fall 2011 to review the draft with City Council, Planning Commission, Bicycle and Pedestrian Advisory Commission and Sustainability Commission. An

environmental impact report (EIR) will also be prepared for the

public along with public outreach meetings in early 2012.

Public hearings to consider the adoption of the LUTE and CAP are anticipated for early summer 2012.

For more information about Horizon 2035, visit Horizon2035.inSunnyvale.com. ☀



Sunnyvale Plastic Bag Ban Update

Each year, an estimated 19 billion single-use plastic carryout bags are given out in California – 75 million of those are in Sunnyvale alone. While fewer than 5 percent are recycled, light-weight single-use plastic bags still clog recycling equipment. The rest litter the streets or float into local waterways leading to the Bay. Last fall, the City held community meetings to get input from businesses and residents about banning these single-use plastic bags. By November 2010, Sunnyvale's City Council voted for the development of an ordinance to ban these bags and require covered businesses to charge 15 cents for recycled-content paper bags.

Since then, City staff has been working on the ordinance and review of potential environmental impacts, which were included as part of the Environmental Impact Report (EIR) process. The City held three more community meetings to discuss the study, and a draft EIR was released to the public in August 2011.

Council is scheduled to meet December 6 to review adoption of the ordinance. For a copy of the EIR, or for more information and updates on the issue, visit Recycling.inSunnyvale.com.

NEWS FROM OUR HOUSING TO YOUR HOME

Is home buying the right option in this market? Are homes too expensive in the area? City of Sunnyvale residents and those who work in Sunnyvale have help at their fingertips through the City at no cost. Attend a presentation to learn how the City can help house-hunters become homeowners. The presentations are open to anyone interested in learning more about assistance available to lower-to-moderate-income, first-time buyers in Sunnyvale. Programs include Below-Market-Rate homes and first-time home buyer loans. Presentations also explain other programs for prospective buyers, such as

those offered by the Housing Trust of Santa Clara County, other public agencies and private lenders.

Visit Housing.inSunnyvale.com for the dates of upcoming presentations.

Sign Up for the Below Market Rate (BMR) Home Ownership Program Interest List

The City is currently gathering names of interested lower-to-moderate-income buyers (see maximum income table below) in anticipation of a number of new BMR homes being completed in several town-home developments in Sunnyvale. Prospective buyers who live or work in Sunnyvale may sign up online at BMRInterestList.inSunnyvale.com. Once on the list, Housing Division staff will contact those interested to submit eligibility applications for BMR homes available for purchase.

Additional Housing Resources

The City of Sunnyvale supports fair housing rights. Know your rights with housing-related legal and mediation services in Sunnyvale. Housing discrimination is prohibited by both federal and state law. If you suspect you have been discriminated against in your efforts to obtain or maintain housing, you should contact the appropriate authorities or agencies for help. The following agencies may be able to assist you with investigation of your situation and enforcement of fair housing laws at no cost to you:

Asian Law Alliance
www.asianlawalliance.org
(408) 287-9710

Project Sentinel
www.housing.org
(888) FAIR-HOUSING

Bay Area Legal Aid
www.baylegal.org
(408) 850-7066

SALA (Senior Adult Legal Services)
www.sala.org
(408) 295-5991

Discrimination complaints may be filed directly with the following public agencies responsible for enforcing fair housing laws:

U.S. Department of Housing and Urban Development
www.hud.gov

San Francisco Regional Office
(415) 489-6526 or (415) 489-6536

California Department of Fair Employment and Housing
www.dfeh.ca.gov
(800) 233-3212 (within California)
(510) 622-2945 (outside California)

For Tenant-Landlord Dispute Resolutions Services and Eviction Prevention:

Bay Area Legal Aid (for low-income residential tenants only)
www.baylegal.org
(800) 551-5554

For Community Mediation Services (Conflict Resolution): the County of Santa Clara District Attorney's Office assists parties with conflicts such as those between neighbors, homeowners' associations, businesses, and/or other various parties. Conflicts need not necessarily be related to housing issues.

Community Mediation Services
County Dispute Resolution Program
www.sccgov.org/portal/site/drps/
(408) 792-2327 or (408) 792-2300

For Homebuyer Education and Foreclosure Help

Project Sentinel
www.housing.org
TOLL Free (888) 331-3332

More resources for tenants, landlords, homeowners, home buyers and residents may be found at Housing.inSunnyvale.com. ☎

REMINDER: Time to Update the Home Owner's Association Lists

Do you live in a townhome or condominium with a Homeowners Association (HOA)? The City is updating its HOA contact list in order to be able to inform all Sunnyvale HOAs of important notifications, especially in the case of emergencies or other public safety issues.

Please take a few minutes to provide the City with updated contact information (name, phone, mailing address and e-mail address) for your HOA, including: Homeowners Association, current officers and management company and property manager (if applicable)

For your convenience, fill-out a form online by visiting HOA.inSunnyvale.com. Or, simply email this information to HOA@ci.sunnyvale.ca.us. Once registered, don't forget to notify the City of any updates or changes to keep your HOA's contact information current. For questions or comments, call Community Resources at (408) 730-7599 or email HOA@ci.sunnyvale.ca.us.

2011 Moderate Income Limits (MAXIMUM Annual Gross Household Income)

Number of Persons In Household							
1	2	3	4	5	6	7	8
\$87,000	\$99,450	\$111,850	\$124,300	\$134,250	\$144,200	\$154,150	\$164,100

Upcoming Below-Market-Rate Housing Developments			
Development	Bedroom Size	Type	Sales Prices
Fusion 592 Santa Rosalia Drive www.fusionsunnyvale.com	2	Townhouse	\$344,195 – \$363,572
	3	Townhouse	\$430,315
	4	Townhouse	\$468,253
Encinal Development 1170 Morse Avenue www.classiccommunities.net	2	Townhouse	\$371,534 – \$424,743
	3	Townhouse	\$389,307

HELP US KEEP OUR CREEKS AND THE BAY CLEAN

The City of Sunnyvale prohibits the discharge of anything other than rainwater to storm drains because this water flows directly to local waterways and the Bay without treatment. Be on the lookout for potential sources of pollution to storm drains: disposal of any waste directly in a storm drain such as muddy water, oil or pool and spa discharges; concrete or

other materials from a residential or construction area flowing towards a storm drain; uncovered construction materials stored too close to the street, gutter or storm drain; and anyone hosing down dirty pavement, or construction and paint tools into the street, gutter or storm drain.

Report Spills or Dumping

To report non-emergency discharges or dumping of non-

hazardous materials in storm drains, call (408) 730-7270, TDD (408) 730-7501, from 7 a.m. – 4 p.m. Monday through Friday. After hours, call (408) 730-7181, or email WPCCP@ci.sunnyvale.ca.us.

For emergency reports of hazardous spills or dumping into storm drains, call 9-1-1 or (408) 736-6244 or email SVTIP@tipnow.org. ☎

SEVEN SEAS PARK ON MORSE AVENUE SETS SAIL

On June 7, City Council approved a conceptual design and name for a neighborhood park on Morse Avenue – “Seven Seas Park.” The City originally purchased the land for a new park in 1990, which was formerly Fair Oaks Industrial Park. The new park will serve this growing north Sunnyvale neighborhood that has seen significant population growth thanks to an increase in new housing developments.

Since the park site has industrial buildings, built over a former orchard, an environmental assessment was conducted. Part of the overall project includes careful removal of building materials that may contain asbestos, prior to demolition of the buildings. The City is working with a state regulatory agency to remove the upper layer of soil to mitigate impacts from the past use of the site as an orchard. Topsoil will be replaced, as necessary, for park construction. Park construction will only proceed after the state oversight agency approves it for non-restricted use.

Plotting Our Course. The City completed and circulated documents for public review to comply with the California Environmental Quality Act. Plans for demolition and removal of buildings were

prepared and put out to bid. The park design, already underway, will be ready for bidding as soon as the site is cleared for park construction.

Parks ahoy! Traditionally, parks in Sunnyvale have been created with a design theme. Some of the themes in Sunnyvale parks include Polynesian (Las Palmas Park) and prehistoric (Raynor Park). The proposed conceptual design for this new park has an ocean theme to represent natural and man-made elements associated with oceans and seas. The design includes an imaginary port with blue play-area surfacing to represent the seas, and coves complete with docks, sea creatures and rock outcroppings. The ocean theme garnered the most support among residents who attended outreach meetings. Other themes proposed by SSA Landscape Architects, the firm hired to design the park, included an orchard theme and an eco-friendly theme.

The ocean theme design supports the City’s green initiatives and uses some of the same amenities as the eco-friendly theme, the theme with the second most community votes. Design of the park will be low-maintenance and environmentally-friendly. It will present the park with drought-tolerant plants, bike racks, solar power usage and recycled or re-used construction materials.

Not just a raft, but a cruise liner. SSA Landscape Architects has designed Seven Seas Park to offer amenities for a diverse population. Per City Council guidelines adopted in 2009, Seven Seas Park will have the following: tot lot playground for children ages two to five; playground for ages six to 12; picnic tables; perimeter pathway; trees; open turf area; sports field; off-street parking and a restroom. Active recreation resources may include a small dog run, tennis court and half-court basketball. The park elements on the conceptual plan may be modified or even removed from the final design due to a variety of factors, including estimated construction or maintenance costs, and spacing of features throughout the site.

Prepare to embark. Now that the conceptual design for the new Seven Seas Park has been approved, work on the detailed construction plans are underway. Demolition of the buildings is tentatively scheduled to begin in winter 2011 and will last approximately six months. The City hopes to begin park construction in spring 2013 and finish a little more than a year later, giving residents of the Morse Avenue neighborhood a new park by summer 2014. ☀

Join Sunnyvale on World Water Monitoring Day

**Saturday, October 29
10 am – noon**

Activities will include:

- water quality monitoring of Stevens Creek
- observations of aquatic life
- crafts
- Enviroscape demonstrations

For updates as plans for the event develop, call Environmental Outreach at (408) 730-7717, TDD (408) 730-7501, or check our website at WPCP.inSunnyvale.com and click *Events* on the left-hand side.



NEWS FROM THE LINKS

Golf Reservations Now Online — Reservations to play at the Sunnyvale Golf Course and the Sunken Gardens Golf Course may now be made conveniently online at Golf.inSunnyvale.com. Weekday reservations may be placed as early as one week in advance, beginning at 6:30 a.m. Weekend and holiday reservations may be scheduled as early as the Monday prior to expected play.

New Super-Twilight Rates Now Available — The cost for late afternoon golfing at the Sunnyvale Golf Course is an even better bargain with the introduction of Super-Twilight rates. These new discount fees, \$16 on weekdays and \$20 on weekends, are up to \$10 off of standard Twilight rates. Super-Twilight golf play is now available seven days per week, approximately two to three hours before darkness. Phone the golf shop at (408) 738-3666 for the current Super-Twilight starting time, which will vary based on the time of sunset.

New Parent/Junior Golf Clinics Begin in November — Sign up one adult (17 or older) with one junior golfer (8-16 years old), for Sunnyvale’s new weekend golf clin-

ics. Each two-day, weekend clinic offers 90 minutes of driving range instruction on Saturday followed by nine holes of golf with a pro on Sunday. Cost is \$50 per twosome and includes range balls, rounds of golf and instruction from PGA golf professionals. Clubs are available at no additional cost. Instructors tailor classes to each student’s ability, so participating in multiple clinics improves long-term game skills. Sign-ups begin October 15 and clinics run from November 19 to February 25. For additional information, call the Sunken Gardens Golf Course at (408) 739-6588.

Continuous Cart Path Project Completed at Sunnyvale Golf Course — Golf carts are now available to rent year-round at the Sunnyvale Golf Course. With the newly-completed construction of a nearly five-mile-long cart path, wet and rainy conditions will no longer prevent the use of golf carts on the course. Cart rentals are \$13.50 per person shared, \$10 per person shared twilight, or \$17 per single rider.

Golf Course Ambassadors Needed — Greet golfers, organize groups on the first tee, track those pesky lost balls, educate players on local rules and improve the pace-

of-play. The Ambassador program focuses on providing golf players with outstanding customer service while improving their overall golf experience. Interested candidates may select the *Volunteer Ambassador Recruitment* link on Sunnyvale’s golf webpage, Golf.inSunnyvale.com, or call the Sunnyvale Golf Course at (408) 736-5547. ☀



EBOOKS AT THE LIBRARY

Although eBooks are growing in popularity, the many different formats and types of eReaders available can be confusing. Turn to the Library for help. Each month, the Library offers a free class, *eBooks Made Easier* to introduce the Library's free eBook collections and compare some of the most popular reading devices on the market today. To get the date and time of the next

class, visit the Library's website, SunnyvaleLibrary.org, and check the online calendar for the next class.

If you can't make the class, click on *eBooks* on the website to see the Library's holdings. The Library offers books from eight different providers, including popular fiction titles from Overdrive, Project Gutenberg eBooks, technical eBooks from Safari, and eBooks for children provided by Bookflix and Tumblebooks. Each provider has

a different interface and rules for borrowing and downloading – so be sure to read the instructions before you begin.

Will eBooks replace traditional print books? That's hard to say, but as always, the Library is committed to providing materials in various formats so that you can choose the one that best suits your needs. Visit our website or stop by soon and take advantage of our free eBooks and print books. ☀

Calling All Artists!

If you are an artist, photographer or collector looking for a place to show your work or collection, the City of Sunnyvale has a venue for you. Sunnyvale Public Library can offer display space for small paintings and photographs. There is also a small display case for collectibles. All submitted works will be subject to a review process prior to acceptance. The Library typically exhibits art displays and collections for two months. For more information, contact Susan Denniston at (408) 730-7332, TDD (408) 730-7501, or email sdenniston@ci.sunnyvale.ca.us.

Pocket Guide to City of Sunnyvale Resources Now Available

The 2011 City of Sunnyvale community resource guide to frequently requested services is now available. This pocket guide contains valuable information regarding local services, resources and agencies such as child care, food and housing, counseling and health care.

To request a pocket guide in English or Spanish, call Youth and Family Resources at (408) 523-8150, TDD (408) 730-7501.

Even a Goose in Chartreuse Loves Dr. Seuss

Grab a kid and grab a moose.

Find a Zax.
Put Dave in charmeuse.

Watch out!
The Grinch is on the loose,

When you play along with Dr. Seuss.

Duffy Hudson will serve his dish

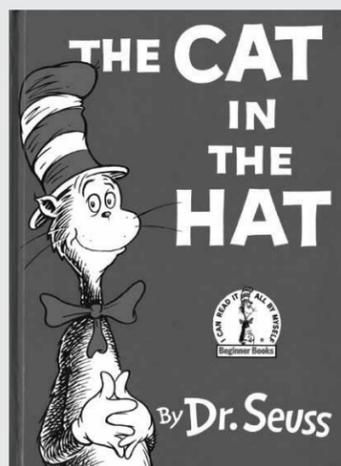
From Horton's who and Red-fish, Blue-fish.

A Fox in Socks or a Cat might teach

A stubborn tale of a star-bellied Sneetch.

On October 4 Green Eggs and Ham

Come to the Library at 4 p.m.



ONCE UPON A MIDNIGHT DREARY

“Deep into that darkness peering” Edgar Allan Poe’s scary stories are sure to leave you “wondering, fearing ...” Just in time for Halloween, Broadway and film entertainer Duffy Hudson will channel American poet Edgar Allan Poe (1809-1849) and his tales of the macabre at Sunnyvale Public Library. Hudson will fill his audience with Poe’s fantastic terrors on October 4 at 7 p.m. to return “Nevermore.” ☀



HOMEWORK HELP

Sunnyvale Library will again offer free homework help to students who are in third- through eighth-grade. The Library has assembled a group of smart and patient high school volunteers who will work with children on homework assignments or listen to them practice reading.

Homework sessions are offered on Mondays and Wednesdays from 4 p.m. – 6 p.m. Just think: before dinnertime, your student could be finished with homework for the entire night or working on some extra credit. Visit SunnyvaleLibrary.org or call (408) 730-7300, TDD (408) 730-7501 for more details. ☀



CITY OF SUNNYVALE FISCAL YEAR 2011/12 ADOPTED BUDGET SUMMARY

BUDGET OVERVIEW

Despite encouraging economic news and recovery for many of the City's major revenue sources that exceeded expectations in Fiscal Year 2010/11, the fiscal climate remains a significant challenge. The FY 2011/12 Adopted Budget marks the fourth consecutive year of deficit spending in the General Fund, as expenditures continue to exceed revenues. Even with recovery considered in our 20-year plan, the City still must contend with an ongoing structural deficit that remains due to expenditures that outpace revenue growth, despite the cuts made to City service levels.

Further, the City has significant infrastructure renovation and rehabilitation needs that remain unfunded. The FY 2011/12 Adopted Budget does allocate \$28 million over the next 20 years to address the City's deteriorating roads; however, no additional funds have been set aside for anything other than the City's basic and essential infrastructure needs. With significant other infrastructure needs already identified, including replacement or rehabilitation of the City's aging administrative facilities, the lack of dedicated infrastructure funding remains a significant vulnerability.

In April 2011, a broad reorganization was implemented to streamline the way the City conducts business and to adapt to its new fiscal reality. The most significant changes were: the division of Public Works into two departments, the Department of Public Works and the Environmental Services Department; the incorporation of golf and parks activities into the newly formed Department of Public Works; and the inclusion of recreation operations into the Library, forming the new Library and Community Services Department.

As FY 2011/12 unfolds and we look toward the future, the City will continue to closely examine its operations and organization in an effort to improve the methods of service delivery, striving to maximize efficiency and cost-effectiveness. Along with considerations such as contracting out City services, revenue enhancement options and addressing personnel costs with the employee bargaining units, these efforts will provide the context for the development of the FY 2012/13 operating budget. The extent to which the City is successful in lowering its cost base and/or increasing its revenue base will go a long way to determining if it can fully address its structural deficit, which is essential for long-term fiscal viability.

REVENUES

Funding Sources

The majority of the money that supports City services and projects comes from either fees paid by users of services or taxes. User fees are the single largest source of City revenue, contributing about half of the total estimated revenues in FY 2011/12. User fees include payments for water, sewer and garbage utilities, as well as for recreation services. Water, sewer and garbage services are supported entirely by user fees.

Taxes are the next largest source of City revenue, representing approximately 38 percent of the total. The majority of City tax revenue comes from sales and property taxes, with the City receiving one cent of the 8.25 cent sales tax charged per dollar on sales in Sunnyvale, and approximately 16 cents per dollar of property tax assessed against property within the City. These tax sources are affected by changes in the economy, the real estate market and legislative actions. The effects of the economic recovery resulted in an upward adjustment for FY 2010/11 projections on sales tax, transient occupancy tax, and utility users tax. FY 2011/12 projections for these revenue sources contain modest increases to reflect continued economic recovery. Because property tax lags behind the economic cycle, the impact of the recession and the resulting decline in assessed property valuations – particularly those related to commercial properties – only began to be felt in FY 2010/11. Projections for property tax revenues in FY 2011/12 reflect flat revenues before growth begins again in FY 2012/13.

Approximately 3 percent of the City's funds for FY 2011/12 will come from federal, state and local agencies. The City also receives funds from various other sources, including bond proceeds and interest on its investments. These other sources account for six percent of total revenue, the majority of which are from \$11 million in revenue bonds to the Water and Wastewater Funds for various infrastructure projects. The City is also expected to utilize approximately \$13.5 million in reserves from various funds to cover its spending commitments.

EXPENDITURES

Operating Budget

Each year, the funds used to provide services for Sunnyvale are appropriated into a spending plan called the Operating Budget. This plan is revised every other year to take into account changes in inflation, community conditions, and the amount and types of services necessary to maintain the City's standard of excellence. In FY 2011/12, approximately 83 percent of the Adopted Budget is programmed in the Operating Budget. Of that total, 84 percent will go toward providing

services that ensure Sunnyvale's residents and businesses enjoy well-maintained streets, quality utility services, clean parks, first-rate library and community services, and a safe, secure community. In addition, 3 percent will be spent on community development, which includes land-use planning and construction permitting. Another 4 percent will be used for NOVA Workforce Services. The City of Sunnyvale serves as the administrative entity for the North Valley Job Training Consortium (NOVA), which is fully-funded by federal, state and other outside funding sources. The remainder of the Operating Budget will be spent to provide and support other City services.

Projects Budget

In FY 2011/12, approximately 14 percent of the budget will be invested in projects. Just as businesses set aside money for improving facilities and replacing aging equipment, the City plans ahead for long-term maintenance, renovation, and major additions. These efforts are funded through the City's Projects Budget. Through the Projects Budget, the City proactively addresses long-term needs by identifying project costs, future operating costs and any outside funding sources. Thus, the City already has determined how it will pay for many of its long-term renovation and replacement needs, particularly those that are funded from dedicated sources such as grants or mitigation fees. However, as noted previously, many infrastructure needs, particularly those related to the City's administrative facilities, remain unfunded due to the structural deficit.

Some of the major projects included in the FY 2011/12 Adopted Budget include the initial stages of replacement of the Water Pollution Control Plant, the replacement of the Calabazas Creek Bridge at Old Mt. View-Alviso Road, repair of the Fair Oaks Bridge, improvements to the Mathilda Avenue Bridge and construction of Seven Seas Park.

Other Expenditures

The City's debt is about 3 percent of its overall expenditures. Just as individuals may borrow money for a house or car, the City occasionally borrows funds to finance major improvements. The majority of the City's debt service is currently for funds borrowed to improve the City's water and wastewater (sewer) facilities. The debt service payments are financed by fees paid by users of the particular service.



For More Information

More information about Sunnyvale's FY 2011/12 Adopted Budget is available at Budget.inSunnyvale.com.

Questions and Comments

Please contact:

City of Sunnyvale
Department of Finance
650 West Olive Ave.
P.O. Box 3707
Sunnyvale, CA 94088-3707
or
call (408) 730-7380
TDD (408) 730-7501

CITY OF SUNNYVALE FISCAL YEAR 2011/12 ADOPTED BUDGET SUMMARY

Total Estimated Revenues

USER FEES (48%)	\$125,814,322
Garbage Fees	35,431,205
Water Fees.....	32,588,259
Sewer Fees	24,252,763
Recreation Service Fees	7,140,465
Other Fees and Services.....	6,503,406
Franchise Fees	6,398,220
Permits and Licenses	5,643,631
Rents and Concessions.....	4,021,645
Park Dedication Fees	2,646,270
Fines and Forfeitures	1,188,458
TAXES (38%)	\$101,473,674
Property Tax.....	51,284,580
Sales Tax	29,345,375
Utility Users Tax.....	6,947,373
Transient Occupancy Tax	6,689,607
Gas Tax.....	3,671,761
Other Taxes.....	3,534,978
INTERGOVERNMENTAL (3%)	\$7,757,064
Workforce Investment Act Grant.....	3,285,402
Federal Grants	1,461,681
Community Development Block Grant.....	1,118,139
State Grants	904,488
HOME Grant	670,399
Other Agencies Contributions	316,955
OTHER (6%)	\$16,285,105
Bond Proceeds.....	10,887,780
Other Revenues	2,520,178
Interest Income.....	1,629,315
SMaRT Station® Revenues	1,247,832
USE OF RESERVES (5%)	\$13,487,985
TOTAL ESTIMATED REVENUES	\$264,818,150

(Excludes Internal Service Fund revenues)

Total Appropriations

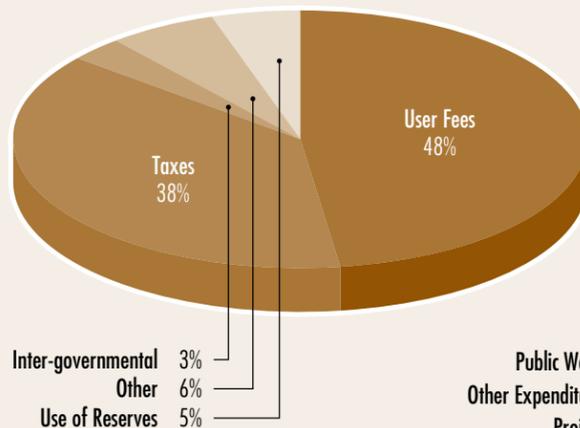
OPERATING BUDGET (83%):

City Manager's Office	\$4,326,483
City Attorney's Office.....	\$1,852,184
Community Development Department	\$6,513,244
Building Safety	2,629,308
Planning	2,272,896
Housing and CDBG Program.....	1,216,064
Community Development Department Management	394,976
NOVA Workforce Services Department	\$9,658,808
Finance Department	\$8,130,603
Finance Operations.....	6,030,712
Utility Billing.....	2,099,891

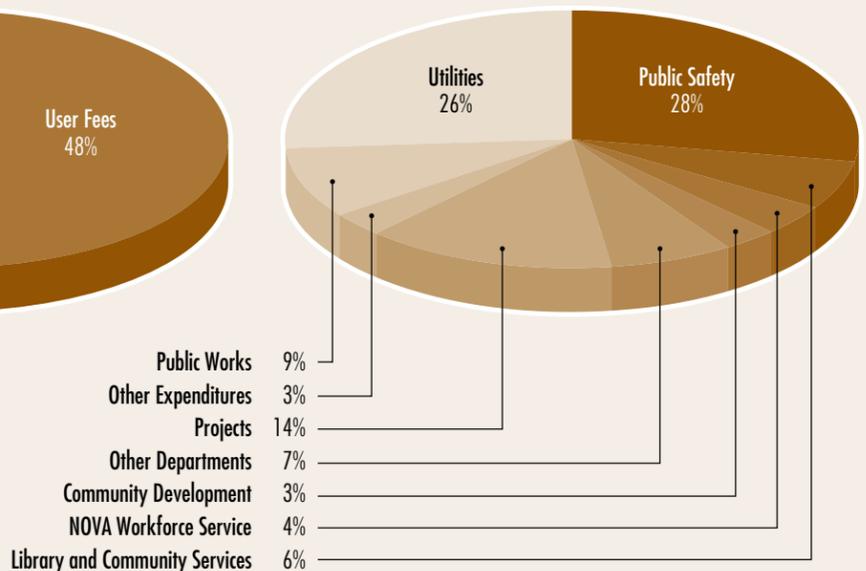
Total Appropriations, continued

Human Resources Department	\$3,419,907
Library and Community Services Department	\$17,297,367
Arts and Recreation Programs and Operation of Recreation Facilities.....	8,275,612
Library	7,525,169
Youth, Family and Child Care Resources	1,018,118
Community Services Department Management.....	478,467
Public Safety Department	\$73,177,396
Fire Services	27,043,214
Police Services	24,664,714
Public Safety Administrative Services.....	6,582,998
Investigation Services	4,869,438
Community Safety Services.....	3,424,169
Communication Services	2,963,021
Records Management and Property Services	1,917,242
Personnel and Training Services	1,712,600
Public Works Department	\$23,969,776
Neighborhood Parks and Open Space Management.....	8,184,296
Pavement, Traffic Signs and Markings, Street Sweeping, and Roadside Easement	4,845,721
Golf Course Operations	3,741,051
Transportation and Traffic Services	2,106,581
Street Tree Services	1,232,902
Land Development - Engineering Services.....	1,055,630
Street Lights	968,231
Concrete Maintenance	886,077
Public Works Administration	748,974
Capital Project Maintenance	133,734
Downtown Parking Lot Maintenance.....	66,579
Utilities Department	\$69,928,463
Solid Waste Management	29,692,767
Water Resources	25,854,396
Wastewater Management	12,234,681
Sanitary Sewer Collection System.....	1,754,222
Storm Water Collection System.....	392,397
Project Operating Budget	\$56,908
TOTAL OPERATING BUDGET	\$218,331,138
PROJECTS BUDGET (14%):	\$37,653,948
Infrastructure Projects.....	20,770,574
Capital Projects	8,339,203
Lease Payments.....	4,168,809
Special Projects.....	2,169,074
Project Administration.....	1,886,446
Outside Group Funding.....	319,842
OTHER EXPENDITURES (3%):	\$8,833,063
Debt	8,371,192
General Equipment.....	461,872
TOTAL ADOPTED FY 2011/2012 BUDGET	\$264,818,150

SUNNYVALE REVENUE SOURCES
FY 2011/12 BUDGET – \$264,818,150



SUNNYVALE EXPENDITURES
FY 2011/12 BUDGET – \$264,818,150



WORKFORCE STUDY PREDICTS 15% INCREASE IN TECHNOLOGY JOBS

The City of Sunnyvale's NOVA Workforce Services Department recently released a high-profile study on the viability of the region's technology sector. The study predicts a 15 percent increase in hiring over the next two years within the technology industry cluster in Silicon Valley.

While the study focused solely on the information and communications technologies (ICT) sector – consisting of all companies involved with computer hardware, software, semiconductors, networking, telecommunications and the Internet – the current news of hiring supports broader signs of economic recovery, at least within the Valley.

According to the study, 60 percent of the region's ICT companies anticipate having more full- and part-time employees one year from now, with an estimated 11 percent increase in software engineers, 12 percent growth in quality

assurance staff and 20 percent increase in field applications engineering positions.

Not all of the news is positive, however, as the study identifies a talent gap within the ICT industries that will affect job-seekers and employers alike. This gap results from a shortage of individuals with the cutting-edge skills that are in demand, even while mid-skill jobs are being eliminated, outsourced

WORKFORCE DEVELOPMENT

NOVA's director, summarized the findings: "The good news is that we're going to continue to grow in terms of ideas and employment. The downside is that companies are trying to shed the jobs in the middle and focus on the jobs at the top." Stadelman emphasized that retraining and updating skills are key to leveraging these opportunities for individuals seeking employment.

The authors of the study suggest policy changes to ensure that

Silicon Valley maintains its international competitive edge, including strengthening K-12 education, and identifying ways to increase the number of individuals graduating from higher education with degrees in science, technology, engineering and mathematics.

The study was commissioned by a collaborative of four workforce investment boards serving San Mateo, Santa Clara and Santa Cruz counties. It was conducted by a partnership of BW Research Partnership and Center for the Continuing Study of the California Economy. The study summarizes eight months of research, including resume panels with 27 corporate hiring representatives, 53 executive-level interviews, and in-depth surveys of more than 250 companies representing a diverse cross section of regional ICT employers.

Visit <http://novaworks.org/LaborMarketInfo/Reports/InformationTechnologyStudy.aspx> to read more about the study. ☺

Energy Improvements Illuminate Sunnyvale Streets

Sunnyvale's largest energy efficiency project ever is underway. In November 2010, the City awarded a \$1.42 million contract to Team Econolite to replace high-pressure sodium street lights with new LED (light-emitting diode) street lights. The project, funded almost entirely through Federal Energy Efficiency Block Grant funds, will see 2,400 of the City's more than 6,000 streetlights converted to LEDs. Because the project is grant-funded, Sunnyvale's cost savings will be immediate, which means upon completion, the City will save approximately \$151,000 in annual energy costs and more than \$3 million over a 20-year period.

LIBRARY'S INNOVATIVE CUSTOMER EXPERIENCE LEADS TO RECORD CIRCULATION

During the 2010/11 fiscal year, 732,621 visitors came to the Sunnyvale Library and checked out more than 2.5 million books, DVDs, CDs and other library materials. It was 145,009 more materials than the previous year. As a matter of fact, this was the largest number of items ever circulated by the Library in a one-year period.

This increase is likely due in part to the Library's automatic checkout system. Self-check by Library customers accounted for 92 percent of all transactions, allowing staff to focus on more complicated customer service transactions. Other efficiency improvements include: shelving of all materials within 24 hours of their return; no backlog of materials waiting to be checked in after weekends and holidays; shorter lines at the Customer Service desk; and returned materials are more quickly removed from customer accounts.

In March 2010, the Library made changes to automate processes for

checkout and return of materials so materials could be back on shelves and into customers' hands more quickly. Library staff and volunteers tagged all library materials with radio frequency identification (RFID) tags and six new RFID self-check machines were purchased by the Friends of the Sunnyvale Library. The RFID self-check machines allow customers to check out their own materials, renew materials and pay fines. Behind the scene, a 21-bin automated materials handling (AMH) system reads the RFID tags, checks in and sorts library materials by shelf location. The AMH system also issues a receipt acknowledging that the item has been returned and removed from the borrower's record.

Now, Library staff can station themselves near the self-check out machines in order to answer questions and assist customers as they check out materials or need to locate new ones. In addition, staff place reserved books on open shelving for easy customer access. ☺

Fire Truck Rides To Benefit Needy Children

Sunday, December 4, 2011
10 A.M. – 1 P.M.

130 East El Camino Real (Toys 'R' Us Parking Lot)

The Sunnyvale Department of Public Safety (DPS) is hosting its third annual "Rides for Toys" Sunday, December 4. During this free event, each child who donates a new, unwrapped toy will be given a ride on a Sunnyvale fire engine.

Parents will have a chance to discuss fire safety with DPS personnel. Firefighters will present the donated toys to Sunnyvale Community Services, a nonprofit organization supporting those in need in our community.



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QUARTERLY
REPORT
Fall 2011

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Fall 2011



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SUNNYVALE CA 94088-3707

www.sunnyvale.ca.gov

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