CALL FOR BOARD AND COMMISSION APPLICATIONS

The City of Sunnyvale is looking for volunteers to serve on Council-advisory boards and commissions. Board and commission members are appointed by the City Council; special requirements, qualifications or professional experience may be required. Recruitment is ongoing for openings on the Arts Commission and Personnel Board (employee-nominated seats).

For more information and to download an application, visit BoardsandCommissions.inSunnyvale.com. To request an application by mail or for more information, contact the Office of the City Clerk at (408) 730-7483, TDD (408) 730-7501, or via e-mail at cityclerk@ci.sunnyvale.ca.us.

Good News!

After careful consideration, the City of Sunnyvale has determined that there is sufficient budget to continue producing the Quarterly Report as a printed document for the time being.

QuArterly REPORT

CITY OF SUNNYVALE FALL 2010

WHAT’S ON THE HORIZON 25 YEARS FROM NOW?

HORIZON 2035 ADVISORY COMMITTEE: CONVERGENCE OF CLIMATE, LAND USE AND TRANSPORTATION

Horizon 2035 was created to guide two important City projects that will contribute to smart growth and a healthy community: the Land Use and Transportation Element (LUTE) and Climate Action Plan (CAP). This new committee has been meeting regularly since June to review land use planning and transportation issues, discuss climate change solutions, assist City staff in developing draft goals and policies that will be considered by City Council, guide new policies in accordance with the adopted Sunnyvale Community Vision and help create the City’s first Climate Action Plan.

All community members are encouraged to get involved and join in the discussions. Horizon 2035 assists with conducting community outreach and education on climate change, land use and transportation issues. For more information on the Horizon 2035 Advisory Committee and the upcoming outreach meetings, visit Horizon2035.inSunnyvale.com.

MEDICAL MARIJUANA DISPENSARY STUDY UNDERWAY IN SUNNYVALE

After several public outreach and informational meetings, the study regarding medical marijuana distribution facilities is getting closer to being considered by the Planning Commission and City Council. The public hearings have been set, at which time the decision will be made whether to allow them with conditions and restrictions, or to ban them from the City. The hearing schedule is as follows:

- Planning Commission: November 22
- City Council: December 7

The City is considering whether medical marijuana distribution facilities should be allowed in the City, and, if so, under what controls and restrictions. The City is looking for your view on this issue, and encourages you visit MedicalMarijuana.inSunnyvale.com website to get more information, and to complete a survey or send us an e-mail with your input.

20TH ANNUAL EVENINGS OF CULTURAL ARTS SEASON OPENS

Sunnyvale Theatre’s 20th Anniversary Evenings of Cultural Arts season opened September 11, with Grammy-nominated fingerstyle guitarist Alex de Grassi performing a live improvised score to Yasujiro Ozu’s 1934 black-and-white silent film classic, A Story of Floating Weeds. The evening was a rare treat for film buffs and acoustic music fans alike.

But if you missed this great show, you’re not out of luck. Other Evenings of Cultural Arts shows this season include:

- October 16 – Grammy-nominated Los Cenzontles performs modern Mexican roots music.
- November 27 – One of the nation’s top-ranked barbershop quartets, LoveNotes Quartet, whose members include Sunnyvale residents Brittany Gilmore and Caitlin Smith, performs traditional and contemporary pop arrangements.
- December 11 – Celtic harper and storyteller Patrick Ball performs his holiday show, The Christmas Rose.
- January 8 – Bluegrass festival favorites The Barefoot Nellies perform traditional songs, as well as country and rock classics.
- February 12 – Lavay Smith & Her Red Hot Skillet-Lickers Band perform jazz and blues of the Forties and Fifties.
- March 26 – Naser Musa Ensemble performs music from Arab world countries including Egypt, Iraq, Persia and Jordan.
- April 16 – Neo-cabaret sensation Vagabond Opera perform Paris hot jazz, klezmer, Balkan and classic opera in theatrical style.

Season ticket packages, discount ticket coupon books and individual tickets are on sale through the Sunnyvale Box Office at the Sunnyvale Theatre, reachable at (408) 733-6611. The box office is open Monday through Friday, 4:30 p.m. – 6:30 p.m., and two hours prior to performances. Tickets are also available online at Arts.inSunnyvale.com.
City Manager
Gary Liebbers
Assistant City Manager
Robert Walker
Assistant to the City Manager
Coryn Campbell
Communications Officer
John Pilger, APR
Editor
Adam Levermore
Design
Studio 4M, Los Altos

The Briefing
Notes from Your City Manager

more than a year and a half ago, I began an initiative with City staff to break with tradition and change how City business was conducted. I said the old model would not work in today’s new, leaner economic and business climate. City staff engaged to improve our methods. Largely behind the scenes, Sunnyvale has made tremendous strides, and I would like to share some examples with you. Historically in Sunnyvale as well as other cities, individual employees typically do the same job every day and their methods do not change much over time. The change in Sunnyvale has been based on not only finding new ways to accomplish tasks, but how can we use our staff resources. Instead of segregating departments from each other, there has been an emphasis on bringing staff together across departments to work on issues. In April 2009, Sunnyvale received wide acclaim for our Sunnyvale Works! program that created jobs while it leveraged grant funding. At the start, we initially planned Sunnyvale Works! to be a $60 million project, but it quickly mushroomed to more than $100 million. The increase was very beneficial to the City, as a combination of low bids and a large number of continuing grants allowed the City to complete projects months or years ahead of plan. But here’s the back story, as they say. Sunnyvale Works! could never have happened but for the new way staff began working. Departments, notably Public Works, Community Development, Finance, the Office of the City Manager and the City Attorney saw their directors apply additional color outside the lines. While these are concepts that government isn’t always comfortable with, we hope to make these concepts a way of life as we move toward shared service to our community. There will be more changes in the future as I continue to make interoperability moves to improve Sunnyvale’s efficiency. As I said, government has an extra impetus needed to get the job done. In a different arena, the Office of the City Manager is taking the lead on working with all the City departments on process improvement. It is not enough to apply temporary fixes to issues we identify as problems in our processes. If there is an issue in how the City approaches work, be it staffing, technology or any other tool or methodology, it is beneficial to determine if there is an opportunity to improve our ability to be successful. Known as ’process improvement,’ this initiative will ultimately save time and money as we identify these improvements and make them part of Citywide processes. Since I became city manager, budget has been a priority. While staff has diligently worked to reduce costs and this has been reflected in Council’s approved budget, we continue to seek innovative, productive methods to utilize staff resources for maximum impact. Many of the tools we have used, and are preparing to use, don’t have splashy names, but instead are simply better ways for City staff, regardless of department assignments, to work together more efficiently to continue to propel the City forward.

Lawrence Station Area Plan

A direction of the City Council, City staff is preparing a station area plan for the area near the Lawrence Station Caltrain stop. The plan for the Lawrence Station area will identify opportunities for mixed use development and more intensive office and residential uses to take advantage of the area’s proximity to public transit. The plan will also focus on improving access and circulation to and from the station, including pedestrian and bike access routes, as well as proposed sense-of-place improvements. The study area includes properties within a half-mile radius of Lawrence Caltrain Station within the jurisdictions of both the cities of Sunnyvale and Santa Clara; however, the focus of this study is on the development potential within Sunnyvale.

In 2009, the City was awarded a $50,000 grant from Valley Transportation Authority See “Lawrence Station”, page 11
Housing Program Updates

Facade Improvement Program

The Facade Improvement Program will provide eligible commercial property owners or business owners with a forgivable loan of between $5,000 and $25,000 dollars for facade improvements, up to 50 percent of the total cost of the facade improvements. Borrowers must provide a dollar-for-dollar match of the City funds for the facade projects. Eligible commercial properties or businesses are those located within the downtown Redevelopment Project Area or Community Development Block Grant-eligible neighborhoods. See a map of CDBG-eligible neighborhoods by visiting our website at CDBGMap.inSunnyvale.com.

Eligible facade improvements include exterior painting, non-structural facade work, such as window, door, or awning repair or replacement; exterior lighting and signage. If the borrower complies with the property maintenance and related loan terms for five years, the loan will be forgiven in full.

For more information, contact Housing Rehabilitation Specialist Richard Gutierrez at (408) 730-7459 or rgutierrez@ci.sunnyvale.ca.us.

Home Energy Efficiency Retrofit Grants

The Energy Efficiency Retrofit Grant Program provides eligible low-income Sunnyvale homeowners with a dollar-for-dollar matching grant of up to $5,000 for eligible energy efficiency retrofits and renewable energy devices, such as wind or solar devices, to reduce residents’ energy usage and costs.

Community Development Block Grant (CDBG) funds allocated by the U.S. Department of Housing and Urban Development (HUD) are used to fund this program, in accordance with the City’s 2010 HUD Action Plan, available on the City’s website at Housing.inSunnyvale.com. For more information, contact Housing Rehabilitation Specialist Richard Gutierrez at (408) 730-7459, or by e-mail to rgutierrez@ci.sunnyvale.ca.us.

Santa Clara County Energy Upgrade

The City of Sunnyvale is working with Santa Clara County and other local cities to create an energy efficiency program that supports homeowners, landlords and renters to make their dwellings more energy efficient through energy audits and retrofits.

For more information, please visit www.sccenergyupgrade.org.

Micro-Enterprise Assistance Program

CDBG funds administered by the City’s Housing division will help businesses in accordance with the City’s work orders. NOVA Workforce Services, in collaboration with agencies such as the SBAs (Small Business Administration) and SCORE (Service Corps of Retired Executives), is currently developing a program to provide training, tuition, and fees for education, and micro loans for entrepreneurs. This assistance will be available to Sunnyvale residents participating in NOVAs Pro-Match program.

For more information, contact Rhonda Pryor at (408) 730-7249.

First Time Home Buyer Program

Eligible low- and moderate-income homebuyers can qualify for a down payment assistance loan of up to $50,000 for the purchase of market-rate or below-market-rate homes in Sunnyvale. Applications are available online at FTHB.inSunnyvale.com.

For more information, contact Housing Programs Technician Rachel DelDorfo at (408) 730-7456 or e-mail rdeldorfo@ci.sunnyvale.ca.us.

Below-Market-Rate Homeownership Program

The City signed two below market rate development agreements with the receiver for Sunnyvale Town Center and the current owner of the Serrawood Townhome project. A total of 10 new BMR condominiums will be provided within the two projects pursuant to the new developer agreements. The developers plan to complete the homes within a few years, depending on local real estate market conditions. For more information about the BMR Homeownership Program, contact Housing Programs Technician Rachel DelDorfo at (408) 730-7456.

Below Market Rate Rental Program

Below market rate (BMR) rental housing units are currently provided at the Sunnyvale apartment house complexes below. Availability of vacant units varies by complex, and each property maintains their own waiting list for BMR rental units. Contact the property management directly for current BMR unit availability, to sign up on their BMR waiting list or for an application to rent. Phone numbers and addresses for their property management offices are provided below.

<table>
<thead>
<tr>
<th>Complex and Address</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cherry Orchard</td>
<td>(408) 737-7785</td>
</tr>
<tr>
<td>Copley Square</td>
<td>(650) 906-2630</td>
</tr>
<tr>
<td>979 Pico Palm Terrace</td>
<td>(510) 432-2653</td>
</tr>
<tr>
<td>Encinal Place</td>
<td>(408) 746-2000</td>
</tr>
<tr>
<td>Kensington Place</td>
<td>(408) 734-0330</td>
</tr>
<tr>
<td>Magnolia Lane</td>
<td>(408) 773-8448</td>
</tr>
<tr>
<td>Poplar Terrace</td>
<td>(408) 879-2900</td>
</tr>
<tr>
<td>Renaissance Apartments</td>
<td>(408) 736-1600</td>
</tr>
<tr>
<td>Tamarind Square</td>
<td>(408) 734-4480</td>
</tr>
<tr>
<td>Villa Del Sol</td>
<td>(408) 733-1222</td>
</tr>
</tbody>
</table>

Maximum BMR Rents

<table>
<thead>
<tr>
<th>Apartment Size</th>
<th>2010 Maximum Rent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Studio</td>
<td>$1,150</td>
</tr>
<tr>
<td>One Bedroom</td>
<td>$1,310</td>
</tr>
<tr>
<td>Two Bedroom</td>
<td>$1,475</td>
</tr>
<tr>
<td>Three Bedroom</td>
<td>$1,770</td>
</tr>
</tbody>
</table>

NEAT Wants Your Input

Do you have an ongoing concern in your neighborhood such as littering, vandalism, graffiti, noise or property maintenance? Not sure what to do? Contact NEAT, the Neighborhood Enhancement Action Team. NEAT builds strong community relationships to identify and solve neighborhood challenges. NEAT is made up of staff from several City departments and applies a problem-solving approach to address ongoing and future quality of life and work issues. NEAT empowers the community to take action and leverage available resources. Currently, NEAT is concentrating its work in two neighborhoods in the City – one in the Columbia neighborhood area and one near the Santa Clara border, and plans to expand in the future.

Contact NEAT by calling (408) 245-NEAT (6328), or visit NEAT.inSunnyvale.com. You can also make an anonymous report by sending a message to SVTIP@tipnow.org. Remember, if you see a crime in progress or have an emergency, call 911. If it is not an emergency, needs quick attention, call the Public Safety non-emergency number (408) 730-7110.
FREE SMALL-BUSINESS WORKSHOPS IN OCTOBER

The City of Sunnyvale, NOVA, Sunnyvale Chamber of Commerce and the US Small Business Administration will present a series of free small-business workshops in October.

Basic Small-Business Resources
Tuesday, October 19
2 p.m. – 4 p.m.
This class will introduce you to Internet resources that will help you to start, maintain and grow your small business. Topics covered will be: writing a business plan, finding company performance data, performing competitive analysis, finding funding, finding a mentor, and protecting and researching intellectual property of a business. No registration required for this session.

Effective Marketing with Snap, Crackle, and Pop
Thursday, October 21
1:30 p.m. – 4:30 p.m.
Learn the secrets marketing experts use for persuasive online and offline direct marketing. Web content, advertising, brochures and other communications tools that get results. Hit the bullseye, matching your objectives to communications tools, developing compelling copy, measuring program results, creating effective loyalty programs and stretching your marketing dollars in a sluggish economy.

Sole Proprietor Tax Seminar
Wednesday, October 21
5:30 p.m. – 8:30 p.m.
This workshop goes over rules on common business expenses and tax deductions, goes over self-employment taxes and provides basic tax knowledge for the sole proprietor and self-employed individual.

Presenter: James Houston, Enrolled Agent by the IRS
Workshops will be held at the Sunnyvale Public Library Program Room, located at 665 W. Olive Ave. For more information and to register for workshops, contact Sunnyvale’s Economic Development Division at (408) 730-7607, TDD (408) 730-7501, or e-mail econdev@ci.sunnyvale.ca.us. Registration closes October 15.

ADULT SOFTBALL LEAGUES CLOSE
OTHER OPTIONS STILL AVAILABLE

The City of Sunnyvale recently approved the budget for fiscal year 2010/11. Faced with an approximate $5 million structural imbalance in the City’s General Fund, the City Council considered a number of ideas to mitigate this deficit. Due to declining interest in softball over the years, registration fees have not covered the direct expenses to run this program for several years. In June, the City Council adopted a budget that incorporated a number of strategies to close the budget gap — including elimination of the City-operated Adult Softball Leagues.

The leagues closed after the completion of the 2010 summer season in August. The City of Sunnyvale program will be closed indefinitely. However, the City is working with Los Gatos Recreation — which has significant experience coordinating adult softball leagues — to develop a temporary agreement to continue to provide an adult softball league here in Sunnyvale. Contact Todd Badger with Los Gatos Recreation at (408) 207-4903 for more information about the upcoming fall program.

SUNNYVALE RETURNS TO SWEPPING STREETS EVERY OTHER WEEK

The City of Sunnyvale will continue to provide adult basketball and volleyball leagues and has excellent facilities for golf, tennis, and aquatics. Sunnyvale Recreation also offers a variety of sports and fitness classes. Information for these and other activities can be found on the Web at Recreation.inSunnyvale.com.

For additional information, please call Gary Brown in the Recreation Division at (408) 730-7544.

The increased schedule will help the City to clean the entire length of the curbside during a sweeping cycle. The sweeper can only operate when it is raining. Routes may result in only some of the streets being swept on that day. This will reduce the environmental impacts of collecting and discharging water by the sweeper’s vacuum action.

For more information, contact Public Works Field Services at (408) 730-7501. TDD (408) 730-7501.
HOW TO DISPOSE OF EXTRA TRASH, BULKY ITEMS AND ELECTRONICS

Extra Dumping
Weekends For Residents

Sunnyvale residents may dump their extra household trash at the Sunnyvale Smart Station® over two weekends in October. During this four-day special dumping event, normal dumping fees are waived. This is a popular event and may result in a waiting time for participants to unload.

Guidelines for dumping:
- Waste must be from a residence in Sunnyvale
- A Sunnyvale resident must be in each vehicle delivering waste
- Maximum one-ton load capacity for vehicles
- Electronics should be put in separate box for recycling

On-Call Collection
If you have extra household trash, bulky items like appliances or furniture, or broken or unusable electronics, you may schedule two special curbside collections of those items per year by calling Utilities Customer Service at (408) 750-7400. There is no additional charge for this service.

Extra Garbage Tags
If you have a party or event at your house and have extra garbage that doesn't fit into your cart, you'll need to purchase an extra garbage tag for $6 at a local grocery, the Smart Station®, or a City facility.

Library By the Numbers

It has been a busy year at the library!

- Number of visitors: 796,329
- Library books and other materials checked-out: 2,379,284
- Number of materials converted to RFID technology: 220,000
- Percentage increase in public computer use over previous year: 25 percent
- Average number of people accessing Library's Wi-Fi at any one time: 100

Homework Help at the Library

This fall, Sunnyvale Public Library will offer a new service to school-aged students by opening an after-school homework help center. The service will be available for third through eighth graders, two days each week from 4 p.m. to 6 p.m. The center will be staffed by teens and other volunteers who have been trained to help younger students, and assisted by the Library’s teen librarian and a volunteer coordinator. To help get this program up and running, the Library received a grant from the Rotary Club of Sunnyvale to purchase 1 laptop computer, and a grant from the Pacific Library Partnership for resource materials and supplies. For more information, call the Library at (408) 750-7500, TDD (408) 750-7501.
**History of the Sunnyvale City Logo**

Thirty-nine years after it was introduced, the Sunnyvale city logo may seem like the only symbol to have ever represented the City. Prior to 1971, however, the City logo (as shown below) symbolized Sunnyvale’s heritage as a community with an agricultural focus. The current City logo was approved by Council on May 19, 1971, after efforts for more than a year to develop a design that would represent a modern, sophisticated and forward-looking City. Five different local professional artists, along with several amateur artists and various members of City staff, submitted proposals in the course of the search. The approved logo portrayed a stylized version of a sun, with rays emanating downward in the V shape of a valley. Jeffery Bishop, a professional artist and son of a local Sunnyvale family, designed the City logo, which replaced the one selected in 1954 by Fremont High School students. Bishop’s design was simple, reflecting the modern design aesthetic of the era, and the clean, sleek “snow-cone” was easy to identify from afar even without being able to read the words. Nearly 60 years after Sunnyvale’s birth, its new logo reflected its growth and maturity and marked Sunnyvale’s advancement as a city of technology. ©

*Article written by Yoav Gepi, intern in Sunnyvale’s Communications Office.*

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**Special Interest Adult Classes**

**6 p.m. – 9 p.m.**

**Instructor:** Chef Cecelia Garza

**Location:** Orchard Pavilion Kitchen, Senior Center

**Fundamentals of Wine**

(21 years and older)

Don’t be intimidated by wine. Learn what appeals to your palate and how to articulate the style of wine you like best. Understand the basics of how wine is made, wine classifications, the difference amongst varietals, the five basic steps of wine tasting, how to create the perfect food pairings and how to serve different wines. Sample six international varietals. Class fees are nonrefundable and nontransferable.

**Thursday, October 7,**

$45 per resident, $50 per non-resident

6:30 p.m. – 8:30 p.m.

**Instructor:** Michele Snock, certified sommelier

**Location:** Sequoia Room, Senior Center

**Wine and Food Pairings for the Holidays**

(21 years and older)

The rule of “red wine with red meat, white wine with white meat” doesn’t always apply. Learn the basics of wine and food pairings and how to accentuate each element of the meal to make it memorable. Choose wines that will enhance all courses of the meal to make it memorable. The rule of “red wine with red meat, white wine with white meat” doesn’t always apply. Learn the basics of wine and food pairings and how to accentuate each element of the meal to make it memorable. Choose wines that will enhance all courses of the meal to make it memorable.

**Thursday, October 21,**

$49 per resident, $54 per non-resident

6:30 p.m. – 8:30 p.m.

**Instructor:** Michele Snock, certified sommelier

**Location:** Sequoia Room, Senior Center

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**SHREDDING EVENT RETURNS TO SUNNYVALE**

**Saturday, December 18, 2010**

8 a.m. to 11 a.m.

at the SMaRT Station

Residents of Sunnyvale, Mountain View, and Palo Alto can now bring personal documents to the SMaRT Station® for shredding at quarterly events. Each household may bring up to five banker boxes or bags of paper documents to shred.

- Residents will be required to provide proof of Sunnyvale residency; commercial and business customers will not be admitted to the events.
- Volunteers will provide assistance in off-loading boxes for residents.
- Paperclips, staples, spiral notebooks and rubber bands are acceptable, however, refrain from disposing of heavy binders or binder clips to prevent damage to shredding equipment.
- Restrict materials for shredding to personal, confidential documents.

All collected materials will be shredded on site and will be recycled into useful paper products. For more information, visit Recycling.inSunnyvale.com and click Events, or call (408) 730-7262, TDD (408) 730-7501.

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**EVERYTHING AT YOUR FINGERTIPS**

**CONNECT! JOB SEEKER CENTER**

- Access to job postings
- Job search workshops
- Career advisor appointments
- Resume critique
- Technology for job search
- Extensive career library
- Recruitment events
- ProMatch

420 S. Pastoria Avenue, Sunnyvale, CA 94086
Phone (408) 774-2365 • TTY (408) 774-5448
Upcoming Sunnyvale Senior Center Trips

All trips are escorted and depart from the Senior Center. Extended trips also include a professional tour director and round-trip transportation, free parking, gratuities for listed services (except on cruises) for motorcoach driver, tour director, baggage handling, and trip cancellation insurance for all trips outside of California. Extended trips also have a pre-trip meeting to receive travel documents and review the details of the trip. Pick up a flyer at Sunnyvale Senior Center, 550 E. Remington Drive, (408) 730-7360, or visit SunnyvaleSeniors.com (select trips) to get the details on all the day and extended trips we offer.

New York, New York
October 4 – 9
Features a five-night stay in midtown Manhattan, two Broadway shows, Metropolitan Opera tour, and more. Call (408) 730-7360 for space availability.

Great Britain and the Emerald Isle
October 19 – November 3
This 16-day itinerary, featuring London, Scotland and Ireland, was customized for the Sunnyvale Seniors and includes 22 meals, gratuities and trip cancellation insurance. Price is $6,325 per person, double occupancy, or $9,999 single occupancy. Make sure to see the insurance. Price is $6,325 per person, double occupancy, or $9,999 single occupancy.

Egypt and Jordan
Jan 27 – Feb 10, 2011
Featuring Egypt, Jordan and a three-night Nile river cruise. Some of the highlights are: Amman, Jerash the Pompeii of the East, the stone carved city of Petra; traveling the Kings Highway of prehistoric villages; Masada, the City of Mosaics; Mt. Nebo, Wadi Rum, the Dead Sea, Pyramids of Giza, ancient Memphis, with a 40-foot statue of Ramses II; and Sakkarra, the home of the oldest pyramid.

The tour also includes Abu Simbel, Aswan, Kom Ombo, the Temple of Horus at Edfu, Luxor's Valley of Kings and Queens, one of two UNESCO World Heritage sites we visit; and the Museum of Egyptian Antiquities in Cairo. This 15-day trip includes 22 meals, gratuities, and trip cancellation insurance. Price is $6,999 per person, double occupancy, or $7,999 single occupancy.

Alaska Cruisetour
May 23 – June 3, 2011
Featuring four-night hotel accommodations and seven nights aboard the Celebrity Millennium, highlights include: Fairbanks, El Dorado Gold Mine, Riverboat Discovery sternwheeler, Wilderness Express Dome Raftcar, Denali Discovery Tour, Anchorage, Hubbard Glacier, Skagway, Juneau, Icy Straight Point and Ketchikan. This 12-day trip includes 20 meals, and trip insurance. See flyer for prices per cabin category: inside, outside or balcony staterooms.

Learning Together
Serves Families in Sunnyvale

The City of Sunnyvale and FIRST 5 of Santa Clara County are teaming up to educate families on the importance of the first five years of a child’s life. The Learning Together Initiative (LTI) is a multi-layered program that provides information and classes on nutrition, kindergarten readiness, and early literacy to families. In partnership with schools, churches, daycare centers, and a satellite office at Caring Hearts Child Development Center on Fremont Avenue:

The LTI program is a collaboration between Community Health Awareness Council (CHAC) and JFCS/Parent’s Place. At Caring Hearts, community workers and volunteers will be available to register children for Medi-Cal, educate parents and caregivers about basic developmental milestones, and provide resources and referrals. Staff can also offer screening tools to give parents information about how a child is developing. Parents can take this information to their health care professional or day care provider to get support in specific areas, such as fine motor skills and communication.

FIRST 5 invests more than $30 million of Proposition 10 tobacco tax money each year in Santa Clara County to support critical issues such as children’s health insurance, advanced training for early childhood teachers, parenting skills and domestic violence workshops, mental health services for children, and their caregivers, and arts and early literacy programs.

Calligraphy Classes Teach Traditions of Hand Lettering

As e-mailing and texting take over everyday communication, legible — let alone lovely — handwriting is becoming a lost art. But Sunnyvale’s new calligraphy classes offer an opportunity to rediscover the practice of fancy hand lettering. The art of calligraphy is still practiced globally by scribes, artists and hobbyists writing in a variety of languages. Calligraphers hand-write personal letters, invitations, greeting cards, certificates, posters and announcements. Their art celebrates patience and attention to details, including the correct formation of characters, ordering of the various parts and harmony of proportions. Calligraphy also allows for creative expression, as artists strive to capture the spirit of the words and text and add unique embellishments.

If you’d like to try your hand at this fun art form, Sunnyvale’s beginning calligraphy class is the perfect class to get you started. Beginning and intermediate calligraphers who want to practice are also welcome.

Beginning Calligraphy — Ages 15 and older

Saturdays, September 25 – November 20
10 a.m. – noon
Sunnyvale Community Center
550 E. Remington Drive
Creative Arts Center – Paint Room
$76 ($81 for non-residents)
Calligraphy supplies are available for purchase in class for approximately $15.

Instruction provided by Calligrapher Marian Gault.

To register for the calligraphy class or for more information, call (408) 730-7350, TDD (408) 730-7351.

AlertSCC

AlertSCC is a free, easy and confidential way for anyone who lives or works in Santa Clara County to get emergency warnings sent directly to their cell phone, mobile device, e-mail or landline. It only takes a minute. Sign up today!
WPCP Wins National Award

The Sunnyvale Water Pollution Control Plant (WPCP) recently earned a Silver Peak Performance Award for 2009 from the National Association of Clean Water Agencies (NACWA).

The Silver Award recognizes member agencies for excellence in wastewater treatment efforts, as measured by compliance with National Pollutant Discharge Elimination System (NPDES) permits. The WPCP won for demonstrating outstanding compliance of discharge monitoring requirements by obtaining fewer than five NPDES violations over the course of the calendar year. Award recipients will be recognized in the August/September edition of the Clean Water Advocate, as well as on the NACWA website, www.nacwa.org.

Acterra’s Free Home Energy Audits Making an Impact

The energy we use at home accounts for about 21 percent of the U.S. contribution to global warming pollution. With grant funding from the City of Sunnyvale, Acterra’s Green@Home program offers free volunteer training and home energy audits to Sunnyvale residents. Since partnering with the City in the fall of 2008, Acterra has performed more than 82 home energy audits, or “HouseCalls,” in Sunnyvale.

During a HouseCall, trained volunteers carry out nine basic tasks, such as installing compact fluorescent lights bulbs or a retractable clothes line and adjusting water heater and refrigerator and freezer temperatures. The total estimated savings per household, if all devices and steps are implemented, is a reduction of 2,370 lbs of CO₂.

As a result of the Sunnyvale HouseCalls, annual CO₂ emissions have been reduced by an estimated 84,199 pounds of CO₂. That’s more than 1,000 pounds of CO₂ per household and an estimated annual savings as much as $201.

Save money and energy today. Contact Acterra at (650) 952-9876 ext. 350, or e-mail greenathome@acterra.org to become a trained volunteer in your neighborhood or to get a free home energy audit. For more information on the Green@Home Program, visit www.acterra.org/greenathome.

If You See Graffiti in Sunnyvale

Graffiti is a problem in almost every community around the country and, unfortunately, Sunnyvale is no exception. Neighborhood Preservation, a division of the Department of Public Safety, has new information and resources to assist residents and businesses prevent, report and remove graffiti on their properties and in their neighborhoods.

The new graffiti website, Graffiti.inSunnyvale.com, includes quick links to all sorts of information, such as techniques for removing graffiti from different types of surfaces; Web links and telephone numbers to report graffiti to public agencies and businesses; what to do if you suspect your child is a tagger; and the City’s free on-site graffiti prevention assessment program.

If You Have Graffiti on Your Property

File a police report by reporting the graffiti to the Department of Public Safety non-emergency number at (408) 730-7100. Ask Public Safety to complete an incident report, a common requirement of insurance companies. You should then remove the graffiti promptly to reduce the chances of reoccurrence. The City requires that graffiti be removed within 72 hours, or one week if it is the first incident.

have a question? text asksun to 66746

Try this new text message reference service from the Sunnyvale Public Library. Simply text asksun to 66746 on your mobile device to send and receive quick, simple answers from our reference librarians. The service is free, though standard text messaging rates may apply.

Display Space for Artists and Collectors Available at the Library

If you’re an artist, photographer or collector looking for a place to show your work or collection, The City of Sunnyvale has a venue for you. Display space for small paintings and photographs is now available at Sunnyvale Public Library. There is also a small display case for collectables. All work submitted will be subject to a review process prior to acceptance. Art displays and collections are exhibited for two months. For more information, contact Susan Denniston at (408) 730-7332, TDD (408) 730-7501 or e-mail sdenniston@ci.sunnyvale.ca.us.

New Website Helps Fight Graffiti in Sunnyvale

If you have graffiti on your property, file a police report by reporting the graffiti to the Department of Public Safety non-emergency number at (408) 730-7100. Ask Public Safety to complete an incident report, a common requirement of insurance companies. You should then remove the graffiti promptly to reduce the chances of reoccurrence. The City requires that graffiti be removed within 72 hours, or one week if it is the first incident.

Shop Sunnyvale for Your Fall and Winter Needs

The City has an online shopping center directory that lists all shops and services located inside Sunnyvale’s shopping centers. Shopping centers offer major retailers as well as boutiques that help you prepare for the coming winter months. You can access shopping center information at Shop.inSunnyvale.com.

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**Sunnyvale’s Approach To Budgeting**

The City of Sunnyvale’s unique way of budgeting is part of the City’s internationally-recognized Planning and Management System. The Sunnyvale budget looks ahead for many years, anticipating income and expenses over a long-term perspective. The budget includes a 20-year Resource Allocation Plan that is balanced to the twentieth year with all reserve requirements met. The budget is performance-based, structured programmatically around services provided with indicators to evaluate how well the City’s operations performed against stated objectives. In an effort to make the budget and budget document more accessible for Council and the residents of Sunnyvale, a restructure of all City programs was made for FY 2010/11.

As a result of this restructure, the budget document itself is now organized by department instead of by General Plan Element, and there are significantly fewer activities and indicators, focusing on the major units of service performed within programs. In this manner, the City strives to make the budget more simple, precise and meaningful.

**Budget Overview**

Despite signs indicating an improving economic outlook, the City of Sunnyvale continues to find itself needing to adjust to a new fiscal reality. The reality of diminished revenue performance and even higher costs has continued to impact the City’s fiscal stability. While the FY 2010/11 budget is technically balanced, significant draw-downs to our Budget Stabilization Fund over the next 11 years of the 20-year cycle and, as such, the current downturn is reflected in FY 2011/12 and FY 2012/13, when a wave of appeals on assessed valuations of commercial properties is expected to impact revenues. Approximately 8 percent of the City’s funds for FY 2010/11 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 12 percent of total revenues, the majority of which are from the issuance of $24.8 million in revenue bonds to the Water and Wastewater Funds for various infrastructure projects beginning in FY 2010/11.

**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, changes in community conditions, and changes in the amount and types of services necessary to maintain the City’s standard of excellence. In FY 2010/11, approximately 80 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, clean parks, first-rate library services and a safe, secure community. In addition, 2 percent will be spent for 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 2010/11, approximately 13 percent of the budget will be invested in projects. Just as businesses set aside money for improving facilities or replacing aging equipment, the City plans ahead for long-term maintenance, renovation and repair, improvements, 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. Some of the major projects included in the FY 2010/11 Adopted Budget are the Mathilda Avenue Railroad Overpass Improvements, Downtown Murphy Ave Streetscape Revitalization and the Morse Avenue Neighborhood Park Development.

**Other Expenditures**

The City’s debt is approximately 3.4 percent. Just as individuals may borrow money to improve a house or car, the City occasionally borrows funds to finance major improvements. For instance, the City is currently paying debt service for funds borrowed to improve the City’s wastewater (sewer) services. The debt service payments are financed by fees paid by users of the particular service.

**For More Information**

More information about Sunnyvale’s FY 2010/11 Adopted Budget is available at Budget.inSunnyvale.com.

**Questions/comments**

Please contact: City of Sunnyvale Department of Finance 650 West Olive Ave. P.O. Box 3707 Sunnyvale, CA 94086 or call (650) 792-7580, TDD (650) 730-7501
### City of Sunnyvale Fiscal Year 2010/11 Adopted Budget Summary

**Total Estimated Revenues**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>USER FEES (44%)</td>
<td>$114,246,891</td>
</tr>
<tr>
<td>Garbage Fees</td>
<td>$34,350,250</td>
</tr>
<tr>
<td>Water Fees</td>
<td>$26,053,872</td>
</tr>
<tr>
<td>Sewer Fees</td>
<td>$22,336,041</td>
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<tr>
<td>Recreation Service Fees</td>
<td>$7,522,896</td>
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<tr>
<td>Permits and Licenses</td>
<td>$4,075,683</td>
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<tr>
<td>Franchise Fees</td>
<td>$1,170,976</td>
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<tr>
<td>Other Fees and Services</td>
<td>$4,533,558</td>
</tr>
<tr>
<td>Rents and Concessions</td>
<td>$4,444,679</td>
</tr>
<tr>
<td>Park Dedication Fees</td>
<td>$2,651,892</td>
</tr>
<tr>
<td>Fees and Fines for Services</td>
<td>$1,205,234</td>
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<tr>
<td><strong>TAXES (28%)</strong></td>
<td>$59,418,165</td>
</tr>
<tr>
<td>Property Tax</td>
<td>$30,910,286</td>
</tr>
<tr>
<td>Sales Tax</td>
<td>$23,172,500</td>
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<tr>
<td>Rent Tax</td>
<td>$5,631,782</td>
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<tr>
<td>Utility Users Tax</td>
<td>$6,345,157</td>
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<tr>
<td>Other Taxes</td>
<td>$2,626,567</td>
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<tr>
<td>Gas Tax</td>
<td>$3,557,198</td>
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<tr>
<td>State Traffic Congestion Relief (Prop 42)</td>
<td>$2,071,675</td>
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<tr>
<td><strong>INTERGOVERNMENTAL (8%)</strong></td>
<td>$31,434,569</td>
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<tr>
<td>Federal Grants</td>
<td>$3,540,379</td>
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<tr>
<td>State Housing Grant</td>
<td>$6,000,000</td>
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<tr>
<td>Workforce Investment Act Grant</td>
<td>$8,000,000</td>
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<tr>
<td>Community Development Block Grant</td>
<td>$1,338,319</td>
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<tr>
<td>Other Agencies Contributions</td>
<td>$572,056</td>
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<tr>
<td>HOME Grant</td>
<td>$758,863</td>
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<tr>
<td>State Grants</td>
<td>$678,633</td>
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<tr>
<td><strong>OTHER (12%)</strong></td>
<td>$32,184,874</td>
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<tr>
<td>Bond Proceeds</td>
<td>$24,083,339</td>
</tr>
<tr>
<td>Interest Income</td>
<td>$3,089,167</td>
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<tr>
<td>Other Revenues</td>
<td>$3,267,057</td>
</tr>
<tr>
<td>Silicon Station Revenues</td>
<td>$1,753,051</td>
</tr>
<tr>
<td><strong>TOTAL ESTIMATED REVENUES</strong></td>
<td>$264,283,899</td>
</tr>
<tr>
<td>(Excludes Adopted Service Fund revenues)</td>
<td></td>
</tr>
</tbody>
</table>

**Total Appropriations**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPERATING BUDGET (80%)</td>
<td></td>
</tr>
<tr>
<td>City Manager’s Office</td>
<td>$3,909,208</td>
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<tr>
<td>City Attorney’s Office</td>
<td>$1,851,129</td>
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<tr>
<td>Community Development Department</td>
<td>$5,242,589</td>
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<tr>
<td>Building Safety</td>
<td>$2,178,682</td>
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<tr>
<td>Planning</td>
<td>$2,074,780</td>
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<tr>
<td>Housing and CDBG Program</td>
<td>$1,238,137</td>
</tr>
<tr>
<td>Community Development Department</td>
<td>$101,011</td>
</tr>
<tr>
<td>NOVA Workforce Services Department</td>
<td>$11,000,000</td>
</tr>
<tr>
<td>Finance Department</td>
<td>$57,952,688</td>
</tr>
<tr>
<td>Finance Operations</td>
<td>$3,979,707</td>
</tr>
<tr>
<td>Utility Billing</td>
<td>$2,072,901</td>
</tr>
<tr>
<td><strong>TOTAL ADOPTED FY 2010/2011 BUDGET</strong></td>
<td>$264,283,899</td>
</tr>
<tr>
<td>CONTRIBUTION TO RESERVES (3%)</td>
<td>$7,454,623</td>
</tr>
</tbody>
</table>

**City of Sunnyvale Revenue Sources**

- User Fees: 44%
- Taxes: 37%
- Inter-governmental: 8%
- Other: 12%

**City of Sunnyvale Expenditures**

- User Fees: 29%
- Public Works: 25%
- Public Safety: 27%
- Contributions to Reserves: 3%
- Other Expenditures: 12%
- Projects: 13%
- Other Departments: 8%
- Community Development: 5%
- Library: 2%
- NOVA Workforce Services: 6%
- Community Services: 8%
**PROTECTING CALIFORNIA’S WATERWAYS**

While it may not get the same kind of news coverage as a big oil spill, one of the main sources of water pollution in California is runoff.

Runoff is the flow of water from rain, irrigation or other sources that flows over land surface that is not absorbed into the ground.

Whether it’s water from roads, urban areas or industrial sites, it all flows from streets, yards, driveways, parks, gardens and just about everywhere into California’s waterways.

Runoff isn’t just clean water flowing over land surfaces; it can pick up pesticides, herbicides, fertilizers, automotive fluids and other contaminants along its way to a storm drain. From there it goes straight to the nearest creek or channel, and then to the Bay without being cleaned. The polluted runoff can kill microorganisms and aquatic life that form the base of the natural food web, beginning a ripple effect that ultimately hurts fish, wildlife and humans.

So, what can Sunnyvale residents do to protect their creeks, the Bay, and themselves?

- Minimize the use of fertilizers, pesticides, and herbicides. Adjust your sprinklers or irrigation systems to prevent over-watering, and prevent water from draining onto paved surfaces such as driveways and streets.
- Collect your pet’s waste and dispose of it in the garbage.
- Wash your car on an unpaved surface such as your lawn, not on the driveway. Or, better yet, take it to a commercial car wash where the wash water is recycled.
- Sweep your driveway instead of hosing it down and use dry absorbent materials (like kitty litter) to clean up spills.
- Keep garbage and trash in securely covered containers.
- Compost yard waste or place it in the proper container for curbside collection.
- Keep your street and rain gutters free of debris (especially with rain around the corner).
- Empty dirty water into the sink or toilet, not the street.
- Empty pool, spa and fountain water into your sewer drain, not in the storm drain.
- Do not dump anything into storm drains. Used motor oil, paints and other household hazardous waste should be disposed of at the SMART Station® or at a regular Hazardous Waste collection event. Call (408) 730-7262 for details.

For more information about what you can do to prevent pollution of our creeks and San Francisco Bay, call Environmental Outreach at (408) 730-7717, TDD (408) 730-7501.

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**COOKING OIL NOW COLLECTED AT THE SMART STATION® RECYCLING CENTER**

Not sure what to do with your used cooking oil you generate? It is important to dispose of it properly so it doesn’t create problems in the environment or at garbage processing or wastewater treatment facilities.

Now there is a convenient way to dispose of it: just bring it to the SMART Station Recycling Center located at 301 Carl Road, open 8 a.m. to 5 p.m., 7 days a week, where it is collected and processed into new products ranging from candles and soap to biodiesel fuel stock.

Cooking oil should not be poured down the drain where it can build up in pipes causing sewage backups at home, into streets and the storm drain system. Sewage overflows can pose health and environmental hazards, polluting local creeks and the San Francisco Bay. Small amounts of oil can be placed in tightly sealed, unbreakable containers in the trash (using kitty litter as an absorbent is recommended). It is not recommended to dispose of large amounts in trash as containers may leak, causing problems with garbage trucks and at the SMART Station.

Cooking oil must be from residential, not business use. Bring oil in plastic container with secure lid and give to the recycling center attendant. The container will not be returned. Containers are limited to 5-gallon capacity, with no more than 10 gallons per visit.

For more information, call (408) 730-7262, TDD (408) 730-7501 or visit Recycling.itsunnyvale.com.

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**KILL-A-WATT — CHECK IT OUT**

The Sunnyvale Public Library, with assistance from the City’s sustainability program, is now a resource for reducing home and business electricity use. The Library provides Kill-A-Watt power monitors that can be checked out for up to one week at a time from the Library’s main information desk. The Kill-A-Watt meter plugs into any wall outlet, when an electrical appliance is plugged into the meter, it tracks the amount of energy the appliance is using. A user can program their local utility rate into the meter and display projected costs in dollars and cents by hour, day, week, month or year. By using the Kill-A-Watt meter, users can find which appliances contribute most to an electric bill and replace them with newer energy efficient appliances.

The library has been checking out Kill-A-Watt meters to community members since June, and the reaction has been overwhelmingly positive.

For more information about the Kill-A-Watt program, call the Library at (408) 730-7500, TDD (408) 730-7501.
Fall 2010

City of Sunnyvale
P.O. Box 3707
Sunnyvale CA 94088-3707

www.sunnyvale.ca.gov