CITY OF SUNNYVALE

DEPARTMENT OF FINANCE

January 28, 2011

TO: Honorable Mayor and Members of the City Council

THROUGH: Grace Leung, Director of Finance

FROM: Drew Corbett, Budget Manager

SUBJECT: Budget Issues Submissions

Enclosed in this section of your Council Packet are the six budget issues that have been submitted for consideration at today's Budget Issues Workshop. Five of these budget issues were submitted for inclusion into the original Council packet for the January 4th public hearing. One additional budget issue was proposed at the public hearing. The final budget issue proposed, Drug Education for Sunnyvale Teens, has been included in the back of the Budget Issues tab of your updated Council binder.

BUDGET ISSUE SUMMARY FORM

Budget Issue Title: Enforcement Campaign of Bicycle and Pedestrian Related Traffic Violations

Lead Department: Public Safety

Element or Sub-element: Law Enforcement Sub-Element – 4.1A.5

1. **What are the key elements of the issue? What precipitated it?**
   This budget issue would provide resources for a limited time that fund an enforcement campaign focused on cyclists and pedestrian related traffic violations, such as cycling in the wrong way, jaywalking, and violation of vehicular right-of-way. The BPAC members would like to increase awareness of cyclists and pedestrians and limit/eliminate traffic violations which in turn would enhance safety conditions.

2. **How does this relate to the General Plan or existing City Policy?**
   Law Enforcement Sub-Element – 4.1A.5, Facilitate the safe movement of pedestrians, bicycles and vehicles.

3. **Is the budget issue a: PROJECT _____ OPERATING _X_**

4. **If the issue is operating, specify the change in service objective(s) that would result (from what, to what). If the issue is a project, write N/A.**
   This would increase the level of services by traffic enforcement for the duration of the campaign.

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

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

   Staff _____ Department _____

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

   Operating Issue $ _____ (Annual Operating Costs)

   Capital/Project $ 50,000 (Project Cost)
   $ _____ (Associated Annual Operating Costs)

7. **Recommended funding source:**

   New revenue source _____

   Service level reduction _____

Other X

Please describe recommended funding source:

Special vehicle, pedestrian and bicycle enforcement campaigns conducted by Public Safety which are above current service levels are funded through external funding sources, such as Federal and State traffic grant programs. It is Public Safety's opinion that this enforcement campaign proposed by BPAC would fall into this category and thus would be subject to the availability, and subsequent granting, of funds through a Federal, State or Community Foundation grant program.

8. Staff evaluation and recommendation of proposed budget issue:

Evaluation: The bicycle and pedestrian safety enforcement campaign as requested by BPAC would be facilitated by the Traffic Safety Unit that has limited staffing. The Traffic Safety Unit currently participates in a variety of campaigns (e.g. Click It Or Ticket, AVOID the 13, and Safe Routes to School). The campaigns are often funded by grants for officers to enforce on overtime. The BPAC campaign would likely require a similar selective enforcement detail to be worked on an overtime basis. Due to the Traffic Unit's staffing and participation in other campaigns, it may be unfeasible to support the additional campaign. Additionally, heavy enforcement campaigns as the one proposed has an additional impact on the Data Entry Unit due to the increased number of citations to be issued in the department's Records Management System (RMS) and collisions analysis database.

Refer budget issue for consideration in Recommended Budget _____

Defer budget issue to future fiscal year _____

Drop budget issue X

Reviewed by:

Marvin Rose, Director of Public Works Department

Reviewed by:

Gary Luebbers, City Manager

BUDGET ISSUE SUMMARY FORM

Budget Issue Title: Establish a Budget for Implementation of the First Phase of the Guided Neighborhood Bike Routes Project

Lead Department: Public Works

Element or Sub-element: Land Use and Transportation Element - C3.5

1. **What are the key elements of the issue? What precipitated it?**
   The Guided Neighborhood Bike Routes project is the result of a 2010 study issue that concluded in BPAC's approval of a set of north-south and east-west neighborhood routes. This budget issue is in the amount of $40,000 to implement the first phase of the project. The first phase involves installation of BPAC approved signs at key locations along the routes including identified destinations such as the Caltrain Station, Borregas Avenue bicycle/pedestrian bridges, schools, etc. This budget issue does not cover the second phase of the project. The second project phase will involve a review of the need for, and feasibility of additional traffic operational devices such as additional bicycle detection, in-road lighted crossings, and other improvements.

2. **How does this relate to the General Plan or existing City Policy?**
   Land Use and Transportation Element - C3.5, Support a variety of transportation modes. This project would increase the intercity cycling especially by cyclists that are currently hesitant to travel along the main bicycle corridors that also serve large volumes of vehicular traffic.

3. **Is the budget issue a: PROJECT** __X__ **OPERATING** __X__

4. **If the issue is operating, specify the change in service objective(s) that would result (from what, to what). If the issue is a project, write N/A.**
   In addition to the initial signs installation, this project will also increase the yearly maintenance activities of the associated signage.

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

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

   Staff _____ Department _____

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

   Operating Issue $ _____ (Annual Operating Costs)

   Capital/Project $ 40,000 (Project Cost)
   $ 1,000 (Associated Annual Operating Costs)

7. Recommended funding source:

New revenue source _____

Service level reduction _____

Other X

Please describe recommended funding source: BPAC requested that this project become a budget item. Also suggested that it would be funded by Transportation Development Act (TDA) funds for year 2011. Besides the initial costs of the new signs that would be customized for the individual locations, the City will also require operating funds to support sign maintenance.

8. Staff evaluation and recommendation of proposed budget issue:

Evaluation: Staff recommends that should the City Council accept the neighborhood guided bicycle route system as a future project for the City per Study Issue DPW 10-04, that this project be revenue dependant subject to receiving grant funds.

Refer budget issue for consideration in Recommended Budget X

Defer budget issue to future fiscal year _____

Drop budget issue _____

Reviewed by:

Marvin Rose, Director of Public Works Department

Reviewed by:

Gary Luebbers, City Manager

BUDGET ISSUE SUMMARY FORM

Budget Issue Title: Establish a Budget for Bike to Work Day

Lead Department: Public Works

Element or Sub-element: Land Use and Transportation Element - C3.5

1. **What are the key elements of the issue? What precipitated it?**
   This budget issue would create a task for Bike to Work Day at a yearly funding level of $5,000. The Bike to Work Day is a well recognized event with significant increase in participation over the past few years.

2. **How does this relate to the General Plan or existing City Policy?**
   Land Use and Transportation Element - C3.5, Support a variety of transportation modes. This project would support City staff involvement in the event and could increase participation of cyclists.

3. **Is the budget issue a: PROJECT _____ OPERATING __X__**

4. **If the issue is operating, specify the change in service objective(s) that would result (from what, to what). If the issue is a project, write N/A.**
   Until year 2009, the Bike to Work Day support activities was provided under a Program 115 operating task to Develop, Coordinate and Manage Bicycle/Pedestrian/Livable Communities Plans/Projects/Programs. This funding program was eliminated due to budget constraints. In addition to the time of a number of staff members, typically the City invests around $500 to provide some of the food, drinks and other giveaways to cyclists participating in the event. The remaining supplies are typically provided by the Silicon Valley Bicycle Coalition and donations by vendors when possible. This budget issue would create a separate task for Bike to Work Day, and budget the event costs at $5,000.

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

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

   Staff _____ Department _____

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

Operating Issue $ 5,000 (Annual Operating Costs)

Capital/Project $ _____ (Project Cost)
$ _____ (Associated Annual Operating Costs)

7. Recommended funding source:

New revenue source _____

Service level reduction X

Other _____

Please describe recommended funding source: The Transportation and Traffic Services operating budget has extremely limited financial flexibility, so any funds for budget issues would require a reduction in other services such as traffic signal maintenance.

8. Staff evaluation and recommendation of proposed budget issue:

Evaluation: Council has acted to eliminate financial support for Bike to Work Day as part of the approved service reductions for the FY 09/10 budget.

Refer budget issue for consideration in Recommended Budget _____

Defer budget issue to future fiscal year _____

Drop budget issue X

Reviewed by:

Marvin Rose, Director of Public Works Department

Reviewed by:

Gary Luebbers, City Manager

BUDGET ISSUE SUMMARY FORM

Budget Issue Title: Expand Care Management Program at Senior Center

Lead Department: Community Services

Element or Sub-element: Socio Economic; Open Space and Recreation

1. **What are the key elements of the issue? What precipitated it?**
This Budget Issue requests the resources to support a permanent full-time care management program for Sunnyvale seniors. This would expand the current quarter-time program that is currently budgeted in the Recreation Division budget. The City's care management program was initiated in FY 2006/2007 with support from the Council on Aging, Silicon Valley. The original program provided resources for a pilot program providing a half-time Care Manager at the Sunnyvale Senior Center. Care management, also known as case management, assists seniors requiring specialized care and their families in identifying care and service needs to enable them to remain in their homes. For those seniors who do not have family close by to assist them, the Care Manager becomes their advocate by connecting the client to services and resources that are available from non-profits and privately funded organizations.

In January 2006, a Budget Issue Summary was prepared to consider the funding of a full-time care management program in Sunnyvale after the program operated by the non-profit organization Sunnyvale Community Services (SCS) was eliminated. At that time, Council approved a budget supplement to fund a half-time program in FY 2006/2007. The budget was partially offset by a one-time grant of $20,000 from the Council of Aging (COA). In FY 2007/2008, City Council again considered a Budget Supplement to continue the half-time program but decided to reduce the program by 50%, leaving City resources to support a one quarter-time Care Manager.

By contracting with the COA for the provision of a Care Manager at the Sunnyvale Senior Center, staff has been able to leverage the allocated City funds to cover the cost of 13 hours each week rather than 10 hours per week.

Additionally, the COA again made an exception to their funding criteria and agreed to pay for an additional seven hours per week so a half-time Care Management program could be maintained at the Senior Center beginning in FY 2007/2008. This arrangement continues to date and a half-time (20 hour/week) Care Management program operates at the Sunnyvale Senior Center. If at some point the COA or City decide not to continue the service

agreement the budgeted resources for the City's regular part-time position would support only ten hours per week for the care management position.

2. **How does this relate to the General Plan or existing City Policy?**

Socio Economic Sub-Element
Policy 5.1H.3 - Encourage the provision of services for older adults in Sunnyvale.

Policy 5.1.H.10 and 11 – Encourage the adequate provision of health care/social services to Sunnyvale residents

Open Space and Recreation Sub-Element Policies:
Programming B.5 – Develop and implement programs in order to meet the developmental needs and social needs of specific targeted populations (e.g. youth, teens, seniors, disabled).

Programming B.6 – Leverage available resources by pursuing co-funded and/or cooperative agreements for provision and maintenance of programs, facilities and services, in order to maximize benefits to the community.

Access E.4 – Utilize the Senior Center for senior programming and services exclusively between 8 a.m. and 6 p.m. Mondays through Fridays unless special permission is granted by the Director of Parks and Recreation.

Fiscal Sub-Element
Policy 1.2a.2 – Any increase in service levels by City Council not covered by an increase in revenues will result in a corresponding increase to the General Fund subsidy.

3. **Is the budget issue a: PROJECT _____ OPERATING __X__**

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

Care Manager Position

In FY09/10, $57,519 was allocated in the Recreation Division budget to support the quarter-time Care Manager at the cost of a regular part-time Administrative Analyst. This position allocation services as a placeholder for the Care Management Program that is currently provided through a service agreement with the Council on Aging, Silicon Valley. This Budget Issue contemplates a service level increase in the Community Recreation Fund to fund a full-time Care Manager. Additionally, staff has provided information as an "add alternate" for Council's consideration.. The "add

alternate" would provide funds for clerical and administrative support that would allow the Care Manager to function more efficiently.

According to Council on Aging Silicon Valley, a full-time Care Manager can successfully manage 60 case loads per year. A "case" is defined as a completed "case file" (the required support and assistance for one individual). Managing a case load involves handling extremely confidential data in a sensitive environment involving very personal matters. The severity of the situation will determine if the Care Manager will assign a "case file" and develop strategies and solutions to the matters presented (not all community contact develop into a "case file"). Elements of a case file generally include: navigating the health care and financial system, reviewing home environments, coordinating a multi disciplinary approach towards assisting the senior in maintaining as much of their independence as possible. For some individuals this means coordinating home health care services, dealing with family neglect and abuse, dealing with creditors to help seniors who have been defrauded, assisting seniors with managing their medications and health care costs, assisting seniors with managing their finances (living in Silicon Valley on a monthly Social Security Monthly Average of $845) and helping families by connecting them with resources to help their aging parent. The Care Manager will often visit with the clients in their homes because they are unable to transport themselves to the Sunnyvale Senior Center. Time to handle these case loads vary according to the severity of the situation the seniors face. Due to the nature of these challenges, COA recommends an annual case load level of 60 clients. This figure is based on efficiency, avoiding burnout amongst care managers, and to allow ample time to effectively manage the case load. An experienced Care Manager with deep connections in a community and strong skills to navigate the bureaucracy involved with care management may be able to manage more cases.

A full time Care Manager can directly assist an average of 60 individuals as well as respond to requests for information from the public, conduct community outreach and provide educational programs to assist seniors who require specialized care and services.

Along with managing case loads, the Care Manager serves as a resource contact for the community. In a six month period, the Sunnyvale Care Manager has had the following types of contact with the community:

1. Community Contact: Requests to meet with the Care Manager by either phone or in person;
2. Phone Calls: Inquiries/Information and Referral calls returned and received;
3. Office Visits: Onsite and drop in visits by public;
4. Emails: responses to requests for information, development of resources and referrals, communication regarding individual clients.

Proposed Budget

Staff estimates the cost to implement a full time Care Management Program to be $136,885 (based on FY10/11 benefited hourly rate for a regular full time Administrative Analyst, which is the pay range staff anticipates this position will fall under pending a job study analysis). There is an additional $3,000 required to cover IT computer replacement rates on the existing computer, phone, office supplies and mileage. The total cost to the City to provide a regular full-time Care Manager (based on the placeholder classification) would be approximately $139,885.

Estimated Net Cost to Increase Care Management Program to Full-Time (40 hours per week)

Should City Council approve expanding the care management program to include only a full-time Care Manager position the total cost to the City will be $139,885. *Based on the current budget for Care Management, the expansion will result in an approximate net increase of* ***$78,423*** *over the existing allocation of $61,462 annually.*

Administrative and Clerical Support (Add Alternate)

One vacant regular part-time Office Assistant position was eliminated beginning in FY09/10 as a budget savings strategy. Remaining Senior Center front counter staff cannot absorb the increased community contact and phone calls that are anticipated should the Care Management program become full-time. Currently, the front desk staff at the Senior Center field some of the basic information and referral (I & R) calls allowing the Care Manager to focus on clients. If City Council is interested in improving the efficiency and capacity of the Care Manager position, allocating resources for additional clerical/front counter staff would accomplish this goal. If not, than the Care Manager would assume more responsibility for general information and referral calls.

A clerical support position of 960 hours could provide the following to the Care Manager:

1. Coordinate and maintain I & R data (resources change constantly and the Care Manager's time would be used more efficiently if her information is current);
2. Administrative Tasks – Prioritize calls and messages left for Care Manager; assist Care Manager with follow up calls to case load clients (assisting clients with calling community resources, i.e. calls to the doctor);

3. Handle client's files with confidential information including assisting with connecting personal client info to lawyers or insurance representatives (volunteers cannot handle these files)

Allocating casual clerical position would allow the City to leverage its resources more efficiently and serve a broader segment of the Sunnyvale population. The proposed clerical support could be reduced or eliminated with the understanding that the Care Manager's efficiency would be reduced.

If an additional 960 hours in administrative/front counter support is allocated in the proposed budget to provide lower cost staff to handle phone contacts and schedule appointments the estimated cost would $18,240. The new half-time administrative/front counter position would have full access to a computer and an office. The computer costs reflected in the Budget Supplement represent the internal rental rate amount provided by the Information Technology Department as the cost to set-up one new workstation, which is approximately $5,000. There will be an additional $3,000 in on-going operating costs to cover IT computer replacement rates on the existing computer, phone, office supplies and other misc. expenditures.

Estimated Net Cost to Increase Care Management Program to Full-Time and Include 960 Hours of Casual Para-Professional to Improve Efficiency of the Program

Should City Council wish to maximize the efficiency of this program and include the creation of a casual part-time paraprofessional to assist the Care Manager by fielding information and referral calls and assisting with more routine duties, the total cost for a full time care management program would be $161,125, plus an additional one time only office/computer set-up cost of $5,000. *Based on the current budget for Care Management, the new annual operating cost of roughly $161,125 would be offset by the existing allocation of $61,462 bringing the new resources required to operate a full time care management program in the City to a net increase of* ***$99,663*** *annually.*

Grant Funding

Currently, the Silicon Valley Council on Aging is contributing $13,000 towards the cost of the Sunnyvale Care Management Program. Generally, the COA provides $10,000 to fund half-time Care Managers and $20,000 to fund full-time Care Managers in other local agencies. This level of funding is subject to changes at the State and Federal levels and should not be counted on as a long-term contribution.

5. **Origin of issue: Council** X Councilmember Whittum

Board and Commission _____ Board/Commission: _____

Staff _____ Department

_____

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

Operating Issue $ $78,423-$163,273 (Annual Operating Costs)

Capital/Project $ $5,000 (Project Cost)

$ N/A (Associated Annual Operating Costs)

7. **Recommended funding source:**

New revenue source _____

Service level reduction X

Other _____

Please describe recommended funding source:

An increase in the current level of funding for the Care Management program also requires additional funding. This could come from a corresponding decrease in funding in either General Fund or the Community Recreation Fund programs and services, or some other source determined by City Council.

8. **Staff evaluation and recommendation of proposed budget issue:**

Evaluation – Community Need:

According to a report from COA, from July, 2009 to March 2010, the Sunnyvale Care Management program handled 73 Case Loads (28 more than the recommended 45 case loads for PT Care Manager) with the following age breakdown:
12% (9) of total served are 60-69 years of age;

- 29% (21) of total served are 70-79 years of age;
- 40% (29) of total served are 80-89 years of age;
- 19% (14) of total served are 90 or above.

Based on these age breakdowns, 15.4% of Sunnyvale's total population of 136,352 (US Census – American Community Survey 2006-2008) fall into the age categories served by the Sunnyvale Care Management Program (60 years and older). Of that 15.4%, 3% are ages 80 and up – that age range currently represents 59% (43) of the total care management cases in Sunnyvale.

The amount of traffic the Care Manager experiences (the number of community contacts) and the fact that the half time Care Manager position is managing more than the recommended 60 case loads per year (for a full-time Care Manager) would suggest that there is ample need for this service in this community.

Staff Recommendation

While expanding the current services of the Care Management program to a full-time program would be of great benefit to the Sunnyvale Community, it also requires additional funding. This could come from a corresponding reduction in General Fund or Community Recreation Fund programs and services, or some other source determined by City Council. Staff recommends deferring this Budget Issue until the City's current fiscal condition improves.

Refer budget issue for consideration in Recommended Budget _____

Defer budget issue to future fiscal year X

Drop budget issue _____

Reviewed by:

Robert A. Walker, Assistant City Manager

Reviewed by:

Gary Luebbers, City Manager

BUDGET ISSUE SUMMARY FORM

Budget Issue Title: Ecopass Program for Sunnyvale Employees

Lead Department: Human Resources

1. **What are the key elements of the issue?**
   The Santa Clara Valley Transportation Authority has a transit pass program called Ecopass that it markets to employers. For an annual cost per employee, employees get a pass that entitles then to ride transit buses and light rail with no farebox payment requirement. Passes must be purchased for either all regularly employed staff or for all full-time employees, but can be purchased on a per-site basis. Cost is on a scale based on proximity of the site to light rail, and there is an express bus pass option as well. According to current pricing, the cost for Ecopass for Sunnyvale employees would be approximately $36,000 annually, or $54,000 for the express bus option.

2. **How does this relate to the General Plan or existing City Policy?**
   Land Use and Transportation Policy R1.9 – Support flexible and appropriate alternative transportation modes and transportation management measures that reduce reliance on the automobile and serve changing regional and Citywide land use and transportation needs.

   Land Use and Transportation Action Statement R1.9.2 – Promote modes of travel and actions that reduce single occupant vehicle trips and trip lengths.

3. **Is the budget issue a: PROJECT _____ OPERATING ___X___**

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

   The issue would not directly affect service levels but could have an impact on employee parking utilization, employee morale, and reduced air pollution emissions.

5. **Origin of issue: Council** ___X___ Councilmember Whittum

   Board and Commission _____ Board/Commission: _____

   Staff _____ Department _____

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

Operating Issue	$36,000 to $54,000	(Annual Operating Costs)
Capital/Project	$_____	(Project Cost)
	$_____	(Associated Annual Operating Costs)

7. Recommended funding source:

New revenue source _____

Service level reduction _____X_____

Other _____

Please describe recommended funding source: With no identified source of revenue to cover the cost of this program and no means to absorb these costs within the existing budget, a reduction in another service level area would be required to fund this program.

8. Staff evaluation and recommendation of proposed budget issue:

Evaluation: Given the current fiscal environment and the cost of providing employee benefits, staff does not believe that adding costs in this area at the expense of other service areas is appropriate at this time.

Refer budget issue for consideration in Recommended Budget _____

Defer budget issue to future fiscal year _____

Drop budget issue X

Reviewed by:

Teri Silva

Teri Silva, Director of Human Resources

Reviewed by:

Gary Luebbers

Gary Luebbers, City Manager

Budget Issue Title: Drug Education for Sunnyvale Teens

Lead Department: Public Safety

Element or Sub-element: Law Enforcement Sub-Element

1. **What are the key elements of the issue? What precipitated it?**

   Subsequent to Council's decision to ban marijuana cooperatives/collectives in Sunnyvale, Council requested that staff pursue a means of improving education for Sunnyvale teens about drug use and how the City can work with the school districts to provide drug education.

2. **How does this relate to the General Plan or existing City Policy?**

   Policy 4.1A.4d continue to enhance programs designed to prevent and reduce drug and alcohol abuse.

3. **Is the budget issue a: PROJECT _____ OPERATING __X__**

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

5. **Origin of issue: Council** __X__ Councilmembers Spitaleri/Whittum

   Board and Commission _____ Board/Commission: _____

   Staff _____ Department _____

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

   Operating Issue — The project cost could range from $5,000 to simply produce media materials for the public to $236,000 to provide 1 FTE to facilitate ongoing training.

   Capital/Project — $_____ (Project Cost)
   $_____ (Associated Annual Operating Costs)

7. Recommended funding source:

New revenue source _____

Service level reduction _____

Other _____X_____

Please describe recommended funding source: General Fund

8. Staff evaluation and recommendation of proposed budget issue:

Cost for improving education of Sunnyvale teens about drug use could vary depending on the level of Council interest. The current service levels for Neighborhood Resource Officers include drug awareness education for Sunnyvale teens, by request. In addition, DPS currently has a juvenile diversion program for teens. This program is run in collaboration with schools, outside counseling services, Santa Clara County Juvenile Probation, and Sunnyvale DPS. These programs provide early intervention that includes mandatory participation from the teenager's parents. To increase the current service level and encompass a comprehensive drug program to educate Sunnyvale teens about illegal drug use, additional staffing may be required to sustain a more comprehensive program. In view of the current economy and fiscal issues, this program may take away other vital resources within our community. Given the level of services already provided by DPS, this department recommends this item be dropped from any further consideration.

Refer budget issue for consideration in Recommended Budget _____

Defer budget issue to future fiscal year _____

Drop budget issue (see rationale above) ___X____

Reviewed by:

Don Johnson, Director of Public Safety

Reviewed by:

Gary Luebbers, City Manager