QUARTERLY REPORT

CITY OF SUNNYVALE SPRING 2001

State of the City Annual Event

Barbecue and Family Fun Festival

Mark your calendars for **Saturday, May 12!** Bring the family and enjoy a barbecue, ride a hay wagon, and take a walking tour of the heritage apricot orchard. Help us celebrate this year's State of the City theme: Building Community: Past, Present and Future.

SATURDAY, MAY 12
11:30 AM — 3:00 PM

Travel to the past — catch sight of antique cars and take your photo with historical figures. Want a glimpse of the future? Ride in an electric vehicle and take a look at a solar panel display. Hear the Mayor present his State of the City address and join us as we recognize outstanding members of our community. The kids will enjoy face painting, crafts, and music.

The barbecue and family fun festival will be held at the Orchard Heritage Park Interpretive Exhibit (OHPIE) site in conjunction with the dedication of OPHIE, an open-barn exhibit of Sunnyvale's orchard heritage. The entire community is encouraged to attend this free event (barbecue items will be sold at cost).

See you on **Saturday, May 12** from **11:30 am to 3:00 pm** at the OHPIE site located at the Sunnyvale Community Center, 550 E. Remington Drive in Sunnyvale, near the intersection of Fair Oaks and El Camino Real.

Visit Downtown

And See for Yourself Why the Excitement is Building

Don't let a little construction dust keep you from enjoying simple pleasures like Farmers' Markets every Saturday and lots of shopping and dining throughout the week. Free valet parking, delicious food and great shopping are just some of the things awaiting you at downtown Sunnyvale. Coming soon: lively bands and street dancing this summer on Wednesday evenings.

Yes, construction continues, and with it exciting new stores like **Old Navy** and **Barnes & Noble** plan to open early next summer, with the **AMC Movie Theater** multiplex opening shortly thereafter. This just in: **Target** is going to replace Wards with an opening planned for the Fall of 2002. With a wide variety of quality merchandise for a great price, Target is just one more reason we say "the excitement is building".

Broadcom and Handspring New Tenants

Construction continues this Spring on several projects in the downtown, but the most visible is probably the excavation work underway for the Mozart Downtown Office Plaza development. What looks right now like a really big hole at the corner of Mathilda & Evelyn will become an underground, four-level garage accommodating 1,600 vehicles. Topside, the complex will include three office buildings and a one-and-a-half acre public plaza, which will be created by the City in 2002.

Recently Mozart announced that all of the space in its first office building has been leased to **Broadcom Corporation** which develops integrated circuits used in broadband data and video transmission products for home and business use. **Handspring, Inc.** will be moving their corporate headquarters into the two remaining office buildings. Handspring is a leading innovator in the handheld computing industry that develops, manufactures, and markets a family of expandable handheld computers for a broad range of markets and customers. With about 1,800 projected occupants when all three offices are filled, the new tenants will bring more people into our downtown every day — adding to its vitality and diversity.

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Quality of Life

Safety, Education, Environment, Transportation and Housing Top Priorities

During January more than 400 Sunnyvale residents took time to tell the City their top priorities for a high quality of life in Sunnyvale. They overwhelmingly said that safety, education, and the environment topped the list, followed by transportation, housing, and other concerns.

"This effort is all about engaging the community in defining what is important to them," remarked Amy Chan, Assistant City Manager. "To meet someone's expectations, you first have to know what those expectations are."

Sunnyvale is engaging the community to create a new tool called the Quality of Life Index. The index will enable the City to inform residents how well we are performing on issues that matter most to the community. "This tool will help policy makers know if we are headed in

A Sunnyvale resident votes on her top priorities for a high quality of life.

See Quality of Life, page 3

Trustees Bring Information In and Out of the Library

The five members of Board of Library Trustees walk a two-way street. Not only are they expected to bring a community viewpoint about services and policies into the library, the Trustees become ambassadors outside the library for educating fellow residents about existing and new library programs.

"They represent the public — those who use the library and those who don't," said Victoria Johnson, Director of the Sunnyvale Library. "They talk about the library out in the community and bring information back to us."

Each year during National Library Week, the Trustees conduct in-person interviews with library users to discuss services. Every six months, the Board reviews "How Are We Doing?" feedback survey cards submitted by library users.

"Generally the feedback is positive, but there are some reasonable suggestions or questions about why things are the way they are," said Sid Seidenstein, chair of the Board of Library Trustees. "The public, like the Board, is impressed with the programs and services the library provides."

In addition to serving as a link between the library and the community, the Board of Library Trustees provides a first review of policy decisions. When a policy issue is considered staff prepares background information and outlines possible policy solutions. The recommendation of the Trustees goes to City Council along with the staff report and staff recommendation.

"Libraries are extremely important, and it's their function that has drawn me back to the Board," said Jackie Harrison who served a four-year term on the Board a few years ago and was re-appointed almost two years ago. "With all of its emphasis on early childhood education and lifelong learning, the library does a great deal to enrich lives."

Seidenstein agrees. "We are fortunate to have the level of support for the library that we do in Sunnyvale," he said. "That is not true in other communities."

A priority for the Board right now is looking at ways to make the Patent and Trademark Library, the Sunnyvale Center for Innovation, Invention and Ideas (SC[i]3), more financially self-sufficient. In addition to offering free access to information, this branch of the Sunnyvale Public Library provides services for fees such as videoconferencing, training workshops, patent searches, copies of patents, and meeting room rentals.

"I have been amazed by the number of residents in Sunnyvale who hold patents and the number of people who come from all over California to use our library," said Seidenstein. "There is a lot of invention in this Valley, and the patent library is a valuable service."

The Board of Library Trustees meets the first Monday of the month at 7:30 p.m. in the Council Chambers of Sunnyvale City Hall, 456 W. Olive Ave. Meetings are open to the public. Trustees encourage anyone who is interested in serving the four-year term to apply for membership on the Board, pending any vacancies. For information on opportunities to serve on the Board, call (408) 730-7513 or check the City's website at *www.ci.sunnyvale.ca.us*.

Economy Fluctuates but Need for Economic Development Remains

The recent unease about an unpredictable economy underscores the importance for a City to be proactive in shaping its economic future through economic development activities.

"Even though 2000 was a record year for both the local and national economy, we are seeing in the past few months how quickly the situation can change," said Karen Davis, Economic Development Manager. "We need a healthy business environment in Sunnyvale to retain the revenues in the City's general fund that pay for the services residents have come to expect." She estimates that 65% of the revenue in the general fund comes from business, but only 25% of the City's expenditures go to services for business needs.

"...BUSINESS IS JUST AS INTERESTED IN SUBJECTS LIKE EDUCATION, HOUSING AND TRANSPORTATION AS INDIVIDUAL RESIDENTS."

KAREN DAVIS, ECONOMIC DEVELOPMENT MANAGER

A recent report to the City Council described what was accomplished in calendar year 2000 in support of "economic prosperity." Achievements can be divided into three areas: budget restructuring, marketing, and business development.

Because Sunnyvale does performance-based budgeting, the changes to the budget structure are more significant than just modifying the ways numbers are recorded. Instead of dividing Economic Prosperity resources between two programs (Downtown and Business Partnerships), the new budget focuses on three programs — Retail and Hospitality, Office and Industrial, and Business Partnerships.

SUNNYVALE EMPLOYERS ARE INTENSELY INTERESTED IN EXPANDING TRANSPORTATION DEMAND MANAGEMENT EFFORTS AND ALTERNATIVE TRANSIT OPPORTUNITIES.

"We need to maintain a diversity of businesses in the City, and the revised budget structure helps us keep in mind the unique aspects of our different customers," Davis explained. "For example, we need to increase the number of hotel rooms in the City because we are losing visitors and their expenditures to surrounding communities. Providing sufficient retail space to meet the needs of people who live and work in Sunnyvale is another concern. It is difficult for retailers to compete with other types of businesses in paying high rents. We need to make sure that there is sufficient space for retail in different parts of the City."

Marketing activities last year on behalf of Economic Prosperity included the publication of the first annual report for the program and the installation of colorful downtown banners and signs to encourage people to come into the central district during redevelopment construction.

A major effort in 2000 was the completion of a comprehensive economic profile of Sunyvale's business environment. Research shows that the City is home to about 9,000 companies, 97% of which employ 100 or fewer workers. Not surprisingly, almost half of all jobs in Sunnyvale are related to high tech manufacturing, although the number of jobs in the service sector has increased in the past few years.

Business Forum Results

Corporate citizens of Sunnyvale are concerned about the same "quality of life" issues that worry residents, according to the results of four Economic Prosperity forums held by the City in 2000. Co-sponsored by the Sunnyvale Chamber of Commerce, the forums focused on land use, transportation, education, and housing. In addition to hearing presentations by a panel of speakers, attendees were encouraged to participate in dialogues about current situations and actions that could be taken by the City, the Chamber, and private enterprise.

Here are Examples of the Findings Generated by the Forums

- Although Sunnyvale has a reputation as a highly desirable business location for emerging companies, the majority of the City's buildings are more than 20 years old and are functionally obsolete. The City needs more Class A offices that

See Economic Development, page 5

CITY OF SUNNYVALE
MAY, 2001

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Thank you for your feedback!

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Getting More Involved is Common Thread Among New City Commissioners

They come from different backgrounds and their interests vary widely, but the five new members of Sunnyvale's boards, commissions and committees have one thing in common — a desire to be involved and make a difference in the community where they live.

For Mario Sassano, a stint on the City's Housing and Human Services Commission is a logical extension of his career as a social worker. Now retired, Sassano is an active volunteer with several nonprofit organizations that focus on the needs of older Americans and the disabled.

"I have always been involved in human services since I graduated from Berkeley," he said, "with a special interest in how they are developed and delivered. My interest in housing is newer, and much of it comes from what I observe when I deliver food packages to shut-in seniors and disabled. I see how they live and how they have less and less money to live with dignity."

Marian Putzig, a meteorologist and mother of two sons who has lived in Sunnyvale for 10 years, was also recently appointed to the Housing and Human Services Commission.

"When you're sitting on the outside (of City government), you don't know what's going on," she said. "I wanted to feel assured that everything possible is being done to take care of our long-time residents. It's getting more difficult to live here, but our diversity is what makes this such a great place."

The motivation for software engineer Gerald Gras to join the Bicycle and Pedestrian Advisory Committee is obvious once one fact is known: he doesn't own a car and bicycles everywhere he goes. An avid cyclist who estimates he has pedaled close to 40,000 miles around Sunnyvale streets in the past decade, Gras hopes his work on the committee will help ensure the safety of people on wheels and feet.

"When I talk to people, they'll say they would like to bicycle more but they perceive it isn't safe," he said. "I'd like to convince them that it is."

Brian Queen combined his desire to take an active role in the community with a recently-developed interest in history and decided to apply for the Heritage Preservation Commission. "I'd like to try to preserve what was," he said, "and learn more about Sunnyvale's past." He expects to incorporate that knowledge into history lessons for his two children who are being home schooled by Queen and his wife.

Serving on the Board of Building Code Appeals requires technical knowledge as well as an interest in building construction issues. Ted Faravelli, its newest member, has both. He works as a real property appraiser and construction inspector, holds two professional designations in his field, and is completing a master's degree in real estate.

"As a new resident, I wanted to contribute to local government. I know there is a real need for residents to get more involved," he said.

Residents who are interested in learning about and/or applying for future vacancies on the City's boards and commissions may contact the City at (408) 730-7513.

QUALITY OF LIFE

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the right direction in making progress on those issues," said Chan. "And it will help us take action by providing a strategic framework to guide the City in developing programs."

"THIS EFFORT IS ALL ABOUT ENGAGING THE COMMUNITY IN DEFINING WHAT IS IMPORTANT TO THEM"

AMY CHAN, ASSISTANT CITY MANAGER

Over the past two years, community task forces met to identify a preliminary set of high priority items. They narrowed their list down to eight preliminary top priorities, and during January residents across Sunnyvale were asked to vote on their top three or add their own. Residents who wanted to provide additional input also completed comment cards or talked to staff about their ideas.

To reach out widely and encourage people to get involved, the City provided multiple opportunities to participate. Most residents who participated did so by filling out a questionnaire over the internet, while others mailed in a questionnaire.

Still other residents attended one of three open house events held at various parks in the community, where City councilmembers and staff were on hand to answer questions and gather feedback. When asked if the open house format was a good way to get public input, an overwhelming majority said "Yes." One resident who attended the open house at Washington Park remarked, "City leadership wants to hear citizens' opinions. Keep up the great work!" Others offered suggestions about how to improve the open house format such as more advertising and more clarification on how to vote.

Residents from all over the City participated, ensuring broad geographic representation across neighborhoods. "We know life is pretty hectic these days, so we really appreciate the time residents took to let us know what's important to them," said Chan. "What was most remarkable was the consistency of the responses," she added, noting that there was general consensus on the top priorities among different regions of the City.

Staff compiled a summary report that was mailed to all participants and presented to City councilmembers at a study session on February 27. The summary outlined the feedback gathered from residents and ranked their top priorities based on the total number of votes cast for each one. Originally, the plan was to narrow the list down to the top three to five priorities that the City would include in a Quality of Life Index, but the City Council decided to include all eight priorities.

A resident shares her ideas with Public Safety Director Ernie Bakin at an open house event.

THE INDEX WILL ENABLE THE CITY TO INFORM RESIDENTS HOW WELL WE ARE PERFORMING ON ISSUES THAT MATTER MOST TO THE COMMUNITY

Following the study session, staff drafted specific measures to track progress on the priorities. Various City departments provided leadership in developing the measures that correspond with their area of expertise. Once the proposed measures were developed, staff worked with the community task force to finalize them, then obtained feedback from City Board and Commission members. The final Index was presented to Council in April for approval.

The measures in the Index will be tracked and reported to the community each year to monitor progress on the community's priorities. The City also will use the Index as a framework to make improvements in those areas showing poor or declining performance. "This is an ongoing process," said Chan. "In order for the Quality of Life Index to be an effective tool over time, it needs to be reviewed every three to five years to stay current. We plan to continue seeking community input over time as residents' priorities evolve."

IN ORDER OF IMPORTANCE, YOU TOLD US THESE ARE YOUR TOP PRIORITIES FOR A HIGH QUALITY OF LIFE IN SUNNYVALE

1. A safe community
2. High quality education
3. A healthy, sustainable environment
4. Efficient, safe transportation systems
5. Quality, diverse, affordable housing
6. Diverse and growing economy
7. Community pride and involvement
8. A community with diverse cultural opportunities

Comment on Upcoming Policy Issues

This Spring the City Council will consider a number of critical policy issues. The public is encouraged to participate in the policy-making process by reviewing staff reports and offering their comments and ideas on these issues. Citizens can comment by sending a letter in advance of the meeting, or you can provide public testimony at the Council meeting. To find out which meeting(s) to attend or where to send a letter, visit the City's website at ***www.ci.sunnyvale.ca.us*** or call the City Clerk's office at (408) 730-7483. Staff reports are available on the City's website by 5:00 p.m. the Friday before Council consideration.

CITY REDUCES UTILITY USERS TAX

At its March 6th meeting, the Sunnyvale City Council voted unanimously for an ordinance changing the Municipal Code to reduce the Utility Users Tax (UUT) for residential and small commercial customers from 2.3% to 2.0%.

The UUT is collected from residents and businesses as a proportion of their electricity bill. Revenues from the UUT go directly into the General Fund to help pay for police services, fire services, library services, street repair and other core city services.

"Our goal always has been not to increase or decrease our revenue base, but to maintain it. Given the current state of the electricity market, the previously authorized .33% increase was no longer needed. In keeping with the spirit of ballot measures K and L that sought to keep UUT revenues constant, we wanted to lower the rate for our customers," said Mary Bradley, Director of Finance.

Sunnyvale's Utility Users Tax is significantly lower than the statewide average of 6%.

FOLLOWING ARE SOME UPCOMING STUDY ISSUES.

MAY 15

Update of the Housing and Community Revitalization Sub-Element of the General Plan

The update provides an opportunity to review and revise the City's goals, policies, action statements and programs regarding housing and community revitalization. Growth in the Silicon Valley has placed unprecedented pressures on the availability of housing. Communities all over the Bay Area are struggling to address housing issues while maintaining a high quality of life. The Association of Bay Area Governments has forecast that Sunnyvale needs an average of 511 new housing units each year from 1999 through 2006 to provide the City's fair share of housing to keep up with housing demand.

JUNE 5

Public Hearing on Budget

The public is invited to a hearing on the recommended City of Sunnyvale budget and long-range financial plan for fiscal year 2001/2002. Citizens may provide comments and suggestions or ask questions regarding the recommended budget. Copies of the recommended budget are available for public review at the Sunnyvale Library, as well as in the City Clerk's Office and Finance Department during regular business hours. The recommended budget and long-range financial plan will include projected revenues and expenditures for City services through fiscal year 2020/2021. The hearing will be held on Tuesday, June 5, 2001 at 7:30 p.m. in the Sunnyvale City Council Chambers.

JUNE 12

Wood Burning/Smoke Ordinance

Wood burning fireplaces and stoves generate 40 percent of the soot in the Bay Area during winter months. The Bay Area Air Quality Management District (BAAQMD) has requested that all local governments adopt ordinances controlling wood burning appliances in new or remodeled construction. The City will examine a model ordinance established by the BAAQMD and identify potential impacts associated with the adoption of such an ordinance.

The BAAQMD's model ordinance does not ban all fireplaces. However, it would effectively place a moratorium on wood burning fireplaces in new or remodeled homes until the U.S. Environmental Protection Agency establishes a certification program for wood burning fireplaces. As a result, only gas-fired fireplaces or pellet stoves would be allowed in new or remodeled construction.

JUNE 19

Explore Options for Affordable Housing for Teachers and Sunnyvale Employees

Affordable housing is one of the greatest challenges facing residents and employees in Silicon Valley. Property values have risen dramatically in recent years and vacancy rates have been extremely low, making the cost of home ownership and even renting beyond reach for many public service employees. The tight housing market also means employers have a harder time attracting and retaining employees. As employees move outside the area in search of lower housing prices, they face long commutes and exacerbate traffic congestion. This study issue will evaluate a broad range of options and financing mechanisms for assisting teachers and City employees in obtaining housing.

JULY 10

Heritage Preservation Program – Potential Landmark Designations

As part of the heritage preservation program, City staff was directed to select existing historic sites (referred to as "Heritage Resources") that may be eligible for Local Landmark status and to conduct a program to notify property owners to determine their interest in landmark designation. The Heritage Preservation Commission has selected twelve properties for inclusion in the notification process. Properties that ultimately qualify and have the owner's agreement will be brought to Council for consideration.

JULY 17

Review Permitted Intensity of Development in the North of Washington District of the Downtown Specific Plan

The Downtown Specific Plan identifies a number of uses to create a vibrant mixed-use environment in the North of Washington district of the downtown. The plan describes the intensity of the various uses and specifies an overall "floor area ratio" (FAR) of 142 percent. (FAR is a measure of intensity.)

Redevelopment is underway in the North of Washington district of the downtown - the area bounded by Washington Avenue, Frances Street, Evelyn Avenue and Mathilda Avenue. The amount of development approved for the Mozart development project (450,000 square feet of office and 10,000 square feet of retail), has raised interest in reviewing the overall intensity of development in North of Washington to assure that scale and intensity of use are compatible in this area. The district is close to several transit stops (i.e. Caltrain, VTA buses, Greyhound) and could potentially support greater intensity of development. This study would examine whether additional residential and/or retail uses are desirable and whether the FAR should be increased.

YOUR INPUT SOUGHT ON POCKET PARKS

Last December, the City Council directed the Parks and Recreation Department to study the feasibility of developing "pocket parks" along the PG&E right-of-ways in the Cherry Chase neighborhood. Pocket parks are small open space areas, usually one acre or less. These parks have the potential to provide open space for residents and a place for children to play.

There are three existing lots located on Ramona, Lois, and Dona Avenues of approximately half-acre each. Parks staff will evaluate the demand for developed open space in that area, the costs of any development, the impact on neighborhoods, and the interest of PG&E in developing the sites. Anyone interested in this issue is encouraged to contact the Parks Division office at (408) 730-7506. Feedback is sought through the end of June.

Heat is On to Cut Energy Use

Rolling brownouts, dim lights, home retrofits. In this time of energy shortages and population growth, Californians are becoming experts at cutting energy use.

The City of Sunnyvale has joined in an effort launched by California's cities to reduce energy consumption in City facilities by 10 percent. The action comes as part of an overall plan spearheaded by Governor Davis' administration and the League of California Cities to demonstrate California's commitment to conservation and to avoid the threat of rotating outages.

"We feel strongly that it is in the best interest of our City and its citizens to make every effort possible to cut down on energy use. Doing so will help minimize the impact of outages on our residents and businesses and cut back on pollution," said City Manager Bob LaSala.

The City has made strides in curtailing energy usage and continues to implement further conservation efforts in City facilities to achieve additional reductions. City employees have been asked to comply with a variety of measures including decreasing office thermostats and dressing warmly in the winter, shutting off unnecessary lights, and turning off computers, copiers, and printers at the end of the work day. Various divisions within the City have enacted additional measures.

THE CITY OF SUNNYVALE HAS JOINED IN AN EFFORT LAUNCHED BY CALIFORNIA'S CITIES TO REDUCE ENERGY CONSUMPTION IN CITY FACILITIES BY 10 PERCENT.

Our Building Services Division has been busy implementing longer-term energy efficiency measures such as installing energy efficient Heating Ventilation and Air Conditioning (HVAC) units and making sure HVAC units are clean and functioning properly. They also are replacing electrical appliances and lighting fixtures with energy-efficient equipment, including switching from incandescent to compact fluorescent lights and reducing unnecessary lighting. The Traffic Engineering Division is converting traffic signals to light emitting diodes, which are far more energy efficient than standard incandescent bulbs.

City Exporting Power from Closed Landfill

Perhaps the most unusual component of the City's energy initiatives is the exportation of electricity generated from gas produced by our closed landfill. "The beauty of this project is that we're turning a waste product into a renewable, environmentally-friendly energy source," said Mark Bowers, Solid Waste Program Manager.

In 1997 the City built a power generation facility to turn methane gas produced from decomposing garbage into electricity. Since then, the electricity has been used to provide 90 percent of power necessary for the operation of the City's Water Pollution Control Plant, shaving $600,000 per year off the City's electricity bill. Recent enhancements mean the City is poised to run the facility at its full, 1,600 kilowatts capacity. This will virtually eliminate the purchase of power for the Water Pollution Control Plant and create a surplus of electricity to sell back to the grid. The system is expected to produce 200-600 kilowatts of surplus electricity — enough to power 200-600 homes. Conservative estimates show the City stands to recover the full cost of the export enhancements well before the first year of power exports.

"We ask Sunnyvale residents, businesses, and other organizations to join us in continuing to implement energy conservation measures," said LaSala. See the energy conservation checklist below for some tips to save money and curtail energy use.

Home Energy Saving Checklist

Summer Tips

- Set your thermostat at 78 degrees or higher during summer, health permitting.
- When you're away from home this summer, set your air conditioner at 85 degrees or turn it off.
- Close curtains, drapes, or shades.
- Use room fans to increase comfort.
- When going on vacation, shut off or turn down automatic appliances such as your water heater.
- Turn off your furnace pilot light during the non-heating season.
- Provide shading for your air conditioning condenser.
- Each month change filters or clean permanent filters, and clear weeds and other debris away from the outside condensing unit.
- Every spring have a qualified, licensed heating and air conditioning professional check your home heating and cooling system for proper and efficient operation.

Anytime Tips

Start With These 5 Easy Steps

- Insulate water pipes.
- Weather strip and caulk around windows and doors.
- Clean and vacuum your refrigerator coils at least twice a year.
- Replace old bulbs with compact fluorescents.
- Wash full loads of dishes, and select the energy saving option.

More Simple Measures

- Repair leaky faucets and install aerators and low-flow showerheads to cut hot water use.
- Seal heating and cooling ducts.
- Clean or replace your furnace filters.
- Install a programmable thermostat.

The Next Steps

- Replace old refrigerators and other appliances, lights, and products with an energy-efficient Energy Star® model. For names and models of Energy Star® products and where they are sold, see *www.EnergyStar.gov*.
- Install ceiling fans.
- Install photocells and motion sensors on outdoor lights.
- Use trees, awnings, and overhangs to provide shade around the outside of your home.

Advanced Options

- Install high-performance windows.
- Install wall, ceiling, and floor insulation.
- Try an evaporative cooler instead of central air conditioning.
- Avoid rolling blackouts and create electricity directly from the sun by installing photovoltaics on your roof. The California Energy Commission (CEC) offers rebates for up to half their installed cost. For more information about solar electricity, contact the CEC at 800-555-7794, *www.energy.ca.gov/greengrid* or the Northern California Solar Energy Society at 510-869-2759, *www.norcalsolar.org*.

For more energy-saving ideas visit the PG&E website at *www.pge.com.*

ECONOMIC DEVELOPMENT

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provide the technology and design amenities preferred by New Economy companies, even though there is limited vacant or developable space available in the City.

- Sunnyvale employers are intensely interested in expanding Transportation Demand Management (TDM) efforts and alternative transit opportunities. The City is in a position to help link and coordinate TDM services among a variety of companies while promoting the transit programs that currently exist.
- Private companies are actively supporting public education in a variety of ways including financial or in-kind contributions, volunteer programs, partnerships, and support of education policy initiatives.
- Housing is a critical factor in the ability of Sunnyvale businesses to attract and retain employees. Higher density housing and housing assistance programs for teachers and public service employees would help to ease the housing crunch in the City.

"It makes sense that business is just as interested in subjects like education, housing, and transportation as individual residents," said Davis. "Their employees want to be able to afford a home. The children of their employees go to local schools. Their workforce is frustrated and stressed by traffic congestion."

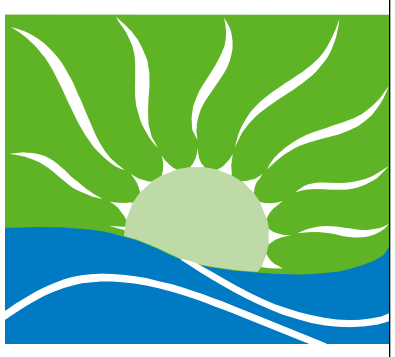
More Community Involvement

In addition to business retention efforts, the City's Economic Prosperity Program has been helping companies become more involved in the community as a goal for the coming year. "There is already quite a bit of corporate support for community programs — more than most people realize," said Davis. "It is easier for the larger companies to dedicate resources to community outreach, so we are focusing on helping smaller and medium-sized businesses find opportunities to get involved."

Davis said that new links on the Economic Development pages of the City's website will connect businesses with local nonprofit agencies that could use the time, talent, and funds of corporate citizens. "We are asking companies to get involved, and they are responding," she said.

Cut Costs and Save Water

Take Advantage of Water-Saving Rebates and Incentives



"Water, water everywhere..." begins the famous poem by Samuel Taylor Coleridge, but California residents know this saying does not apply to us. In a state facing a large and growing urban water deficit, everyone has a responsibility to conserve. Water conservation also reduces the flow of wastewater discharged into South San Francisco Bay.

The City of Sunnyvale offers a number of rebates and incentives to help you cut your water bill and conserve one of our state's most precious resources.

Free Showerhead/Faucet Aerators

Do you still have the old water wasting showerheads in your bathrooms? Call the City of Sunnyvale's Water Conservation Department for a free replacement of your showerheads. The City also offers free kitchen and bathroom faucet aerators for you to install to help save even more water in your home.

Water Home Surveys

Take advantage of a free home survey through a cooperative agreement with our water supplier, Santa Clara Valley Water District (SCVWD). This program provides water efficiency tips customized to your home, leak identification, and an individualized irrigation schedule for outside landscaping. Trained staff will come to your home and check for leaks inside and outside, measure flow rates, complete an irrigation evaluation, and give you recommendations to save not just water but money. Home surveys are conducted Tuesdays through Fridays between 11:00 a.m. to 5:00 p.m. and on Saturdays from 8:00 a.m. to 2:00 p.m. To set an appointment, contact the SCVWD at (408) 265-2607 x2340.

Landscape Irrigation Evaluation Assistance Program

The City and the SCVWD also offer a free Irrigation Technical Assistance Evaluation Program. This program helps property owners determine the potential savings on water used for landscaping, translating into dollars back in your pocket. To qualify for this program you must have a minimum of one acre in landscaping.

Technicians will evaluate your landscape water use and give you a Landscape Water Management Program detailing the effectiveness of your irrigation system and recommendations for greater water savings. The report focuses on monitoring water use and uniform application of your irrigation system. It also details the actual amount of water required to sustain your landscaping by simply adjusting your irrigation schedule. For more information contact the SCVWD at (408) 265-2607 x2291.

Energy-Efficient Clothes Washer Rebate Program

How would you like to save money on your water, detergent, and energy bill in one easy step? Simply purchase an approved energy-efficient washing machine. These new machines can save more than 5,000 gallons of water, $80-$100 worth of energy, and $50 in detergent costs each year. You also save space since most of these models are stackable with a dryer. Find out about approved washing machines and how to qualify for a rebate by contacting the SCVWD at (408) 265-2607 x2554.

For more information about any of these programs, contact the City's Water Conservation Department at (408) 730-2762.

Water Recycling Eases Shortages

Up and down California a growing practice is starting to gain a foothold in easing the state's water woes. That practice is water recycling. While initially misunderstood by the public, greater awareness, understanding, and acceptance of this safe, reliable water supply is helping to develop a growing customer base.

Californians discharge enough treated sewage into the ocean to meet almost 40% of the state's urban water needs each year. With the application of advanced water recycling technologies, an increasing number of cities are learning how to close the loop and turn highly treated wastewater into a valuable resource. Although the use of recycled water in this state goes back many decades the potential for expanded use is still in its infancy. Recycled water is increasingly being used for golf courses, parks, and even on agricultural crops.

In 1984, Sunnyvale initiated a study to investigate the feasibility of producing recycled water to serve as an additional resource to augment existing potable supplies. A second study was conducted in 1989 in response to an ongoing drought, rising water costs, and changes to the Federal Clean Water Act that affected standards for discharging to the San Francisco Bay. Based on these studies, the City launched a recycled water program in 1991. Today the program serves more than 63 sites including parks, a golf course, and diverse industrial sites in the City.

The production of recycled water at the Sunnyvale Water Pollution Control Plant requires additional treatment, beyond the high level already required for discharge into the bay. This process includes removal of algae and a high-resolution filtration procedure, followed by chlorination and dechlorination to assure that the resultant water is disease and pathogen free.

A short-term goal of the City is to recycle 20 to 30 percent of the high-quality effluent from the City's Water Pollution Control Plant. A long-term goal will be to recycle all the treated wastewater produced in the plant. John R. Addeo, Operations Manager at the Sunnyvale Water Pollution Control Plant, adds, "Some of these long term goals include recharging groundwater supplies and adding water to streams to increase their flow."

With the first phase of the program complete, Baylands Park, the Moffett Park area, and the Sunnyvale Municipal Golf Course all use recycled water today. Together, these areas use between 1.5 to 2 million gallons of recycled water per day. Phase two is currently underway with the extension of the recycled water line to serve other parks and industrial areas in the northern part of the City. The soon to be completed San Lucar Tank and Pump Station will provide two million gallons of storage capacity to meet demand. Following phase two, the City will evaluate possible extensions to serve the south end of Sunnyvale and extensions to surrounding communities.

One thing is certain, water recycling is here to stay in California. The state is expecting to reclaim and reuse 1 million acre-feet (over 325 billion gallons per year, or almost 900 million gallons per day) annually by the year 2010. Sunnyvale's Recycled Water Program provides a safe, reliable and drought-proof water supply to our area businesses, golf courses, and parks to name a few.

"Sunnyvale treats recycled water to meet the highest standards of Title 22 established by the California Department of Health Services, which require strict monitoring and continuous production testing. The State of California's Regional Water Quality Control Board issues permits to use recycled water in California that requires rigorous reporting standards be maintained to ensure the highest quality of recycled water is available," Addeo said.

For more information contact the City of Sunnyvale's Recycled Water Program at (408) 730-7510 Monday - Friday, 8:00 a.m.- 4:00 p.m.

DOWNTOWN

continued from page 1

Community Invited to Review Design Concepts

The downtown revitalization is all about creating an "urban village" in the heart of Sunnyvale. We are building an identifiable center of activity that emphasizes the human scale of a downtown including open spaces, walkways, and a public plaza for pedestrians to enjoy.

The plaza will serve as a community gathering point where people can meet and mingle and a venue for downtown open-air events such as concerts or art shows. Located in the heart of Sunnyvale at Frances and Evelyn Avenues, the plaza is ideally located across the street from the downtown Caltrain station, nestled between vibrant restaurants and retail shops. To make sure the plaza becomes all it can be, we need your input. Please join us for a community meeting to review design concepts for the downtown plaza.

Last year we involved community participants in an architectural "charrette", a full-day work session for the public to share their best ideas for the new downtown plaza. The goal of the experience was to obtain and incorporate fresh, new ideas from the community's point of view.

Let us know what you think of the ideas generated from the design charrette and subsequent feedback from members of the City's Boards and Commissions and City Council. Residents interested in participating in the community meeting are encouraged to look for meeting announcements in the Sunnyvale Sun, the City's website, and at various community locations, or call the City at (408) 730-7257 for information. You can also email your ideas to *planning@ci.sunnyvale.ca.us* or write to us at the City of Sunnyvale, Downtown Plaza Concepts, Community Development Department, P.O. Box 3707, Sunnyvale, CA 94088-3707.

More information about the Mozart project is available at the website ***www.dtofficeplaza.com***. To find out more about all of the redevelopment projects in downtown Sunnyvale, visit the City's website, ***www.ci.sunnyvale.ca.us***, or call the Downtown Hotline at (408) 737-4900.

Sunnyvale Wheels Out New Recycling Service

Imagine being able to roll your recyclable materials to the curb in one easy push. That's exactly what Sunnyvale residents will soon be able to do. The City and Specialty Solid Waste & Recycling are vigorously working to provide this enhanced recycling collection service to all of Sunnyvale's residential customers.

Residents Benefit

With an anticipated start in July, the new recycling service will include new carts, new trucks and a longer list of containers that residents can recycle at the curb. According to Mark Bowers, Solid Waste Program Manager, "The primary mission of this City's Solid Waste Management Program is to provide excellent service and to keep costs as low as possible in an environmentally responsible manner." He continues, "The new, wheeled carts allow residents to recycle all plastic bottles and jars and make it easier to get recyclables to the curb."

Richard Gurney, Recycling Supervisor, adds, "We are very pleased to be able to offer this new service to residents, along with the collection of additional plastic bottles and jars at curbside. With the convenience of the carts and the addition of plastic resins two through seven, we expect a big increase in residential recycling." Gurney continues, "Before we recommended that the City implement this new system, we researched all facets of the system including resident satisfaction in other cities that use a single cart system. We found that not only were residents in other cities very satisfied with the system, but they recycled more materials."

Prior to the start of the new service, each residential household will be provided with a new, wheeled "split-cart." One side of the cart will hold glass, plastic, steel and aluminum containers. The other side of the cart will hold newspapers and the inserts that are included with newspapers. Recycling becomes easier for residents as it requires only one trip to the curb, not three, and eliminates the lifting that is required in using the existing bins or crates. Because the split-cart is covered, it can be stored outdoors, and it requires only slightly more space than the three bins. A postcard announcing the arrival of the cart will be sent to each household about three weeks prior to the delivery of the new cart. Cardboard, motor oil and filters will not be placed in the carts, but will continue to be collected at curbside.

Residents may keep their old yellow, green and blue bins for other uses, or they can leave them at the curb where they will be picked up by Specialty and recycled. Additional details will be included with the delivery of each cart.

Safer for Workers

Another feature of the new program is the automated trucks. Currently, drivers must get out of the truck and manually lift the stackable bins to recycle the materials at the 1,200 homes they service each day. This increases the risk of worker injuries, and it takes longer than an automated system. The new trucks will enable drivers to use automated levers to lift the carts and empty the contents into the trucks. By automating the loading of the trucks, worker injuries will reduce and collection efficiencies will increase, keeping costs down to residents.

Good for the Environment

Not only will the four new, automated recycling trucks reduce worker injuries, they also promote cleaner air because they will burn natural gas. The City and Specialty have been working with the Bay Area Air Quality Management District to provide a fueling station and clean air engines for these new trucks.

For more information, contact Richard Gurney, Recycling Supervisor, at (408) 730-7277.

Sunnyvale resident Lee Salerno demonstrates the use of the new wheeled split-cart.

Earth Day Quiz

How much do your day-to-day activities impact the environment? The power of individual efforts to conserve and use resources efficiently really adds up. For example, through the efforts of individuals and businesses, per-capita water use in Santa Clara County dropped from about 250 gallons per day in 1987 to 188 gallons per day in 1998. Similarly, in 1998 one ton of solid waste was disposed for each person in Santa Clara County, down by one-third from eleven years earlier.

These gains are impressive, but we still have more work to do in reducing our impact on the environment. In recognition of Earth Day, which was April 22, here's a short quiz you can use to rate your environmental protection efforts. Give yourself one point for each activity that you regularly practice.

Energy Efficiency

Each one of us breathes 3,400 gallons of air every day, which is why clean air is so important to our health. In the Bay Area, vehicles account for more than half of the air pollution. In addition, burning of fossil fuels such as gasoline, coal, and natural gas for transportation and electricity contributes to global climate change.

- ☐ Walk or bike to work, take transit, carpool, or drive an electric or hybrid vehicle.
- ☐ "Link" trips by running all errands during the same trip instead of returning home after each.
- ☐ Set your thermostat at 78 degrees or higher during the summer, 68 degrees or lower during winter, health permitting.
- ☐ Install compact fluorescent light bulbs instead of incandescent.
- ☐ Use energy-efficient appliances and computer equipment, such as Energy Star® models.

Pollution Prevention

Many of the products we use to maintain our homes, yards and automobiles are considered "hazardous". Household hazardous materials, such as pesticides, motor oil, cleaners, and batteries, must be properly used, stored, and disposed to protect human health and the environment. Activities such as using pesticides on lawns and gardens and washing your car on the pavement can send pollution to storm drains, where they pollute our waterways.

- ☐ Bring hazardous waste to a household hazardous waste drop-off event.
- ☐ Buy certified organic foods.
- ☐ Use non-toxic pest management for lawns, gardens, and indoors.
- ☐ Use rechargeable batteries.
- ☐ Use non-toxic and biodegradable cleaning supplies.

Waste Prevention & Resource Conservation

One ton of solid waste is disposed per person each year in Santa Clara County. Reducing, reusing, recycling, composting, and buying products made from recycled materials all help to conserve natural resources.

- ☐ Recycle materials collected at curbside including newspapers, plastics, aluminum, tin and steel cans, glass, used motor oil, and oil filters.
- ☐ Buy recycled paper and other products made with recycled materials.
- ☐ Bring your own bags to the grocery store, and buy foods in bulk or large-quantity sizes rather than single serving packages.
- ☐ Compost kitchen scraps and yard trimmings.
- ☐ Reuse or donate items instead of throwing them away or buying new ones.

Water Conservation

Most people are surprised by how much water is used every day in the average home. Per-capita water use in Santa Clara County was 188 gallons per day in 1998, with the majority used by residents. Most residential water is used outdoors for landscape irrigation. Indoors, the biggest water user is toilets, followed by clothes washers, showers, faucets, and leaks. See the article on page 6 for rebates and assistance from the City of Sunnyvale Water Conservation Department.

- ☐ Adjust sprinklers so the lawn is watered instead of your sidewalk or driveway, and try drought-tolerant, native plants.
- ☐ Install an ultra low flush toilet or a toilet dam in the tank of older toilets. (Ultra low flush toilets use 1.6 gallons per flush compared to 5 to 8 gallons per flush for older toilets.)
- ☐ Purchase a new, water efficient clothes washer that can save up to 5,100 gallons of water per year.
- ☐ Spend less than 5 minutes in the shower, and install a low flow showerhead that uses 2.5 gallons per minute or less.
- ☐ Turn off the faucet when brushing teeth, shaving, and washing the dishes, and install a flow restricting aerator on the faucet.

Score:

1-5.....Good start. Keep up the good work, and consider trying some of the ideas you may not currently be practicing.

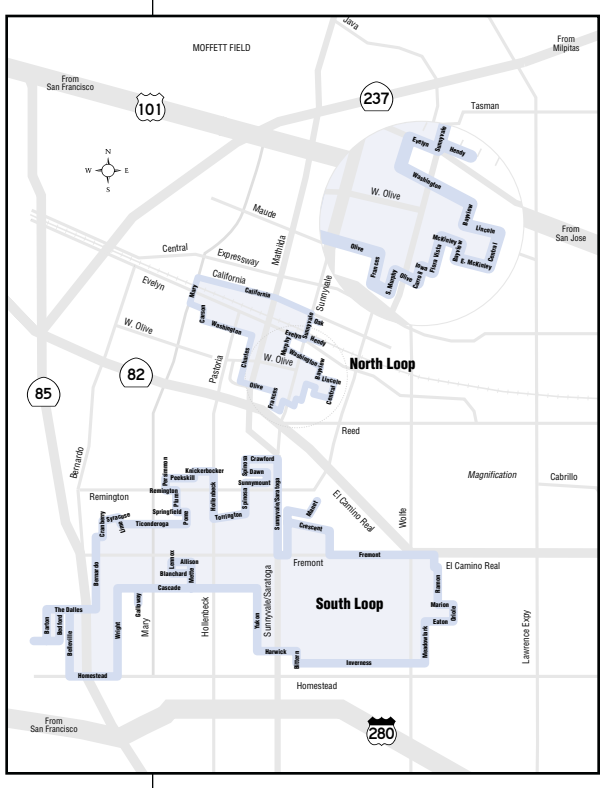
6-10.....Even better. You are making a concerted effort to reduce your environmental impact.

11-15.....You have given your day-to-day practices a lot of thought, and it shows.

16-20....Congratulations! You are a role model in the community. Consider applying for a City of Sunnyvale Environmental Achievement Award next winter and share your success stories with others.

It's Spring and the Biking is Easy

For commuting to work, running errands, or just taking a leisurely stroll, biking has just become easier in Sunnyvale. The City recently has expanded its network of bike lanes by adding more than 4 miles to its existing 18-mile network of on-street bicycle lanes.



Heritage Bike Tours Map

"The City is committed to encouraging bicycle travel," said Marvin Rose, Director of Public Works. "These additions to the network are yet another step toward that goal." The City has opened **10 new bike lanes** in various locations throughout the City. Need to get across town? Try the bike lanes on Old San Francisco Road, Fremont Avenue, or Homestead Road. Want to bike to work? Try Wolfe Road from Fair Oaks Avenue to Old San Francisco Road, or Borregas Avenue from Maude Avenue to Ahwanee Avenue.

Bikers can identify bike lanes by the narrow, white lanes painted alongside the street with a symbol of a cyclist painted on the pavement at each intersection. A map of Sunnyvale's bicycle network also is posted on the web at *www.ci.sunnyvale.ca.us/public-works/bac/*.

The construction of these bike lanes is an outgrowth of the recommendations within the City of Sunnyvale's Bicycle Opportunity Study completed in 1998. The study determined the feasibility of bike lane construction for all major streets in the City, and recommended probable actions based on existing conditions. The City continues to implement recommendations from the study, so residents can expect more bicycle improvements in the future.

The new bike lanes are not the only thing residents can look forward to. Cyclists eager to get some sun this Spring will enjoy two tours on the newly-released **Heritage Bike Tours map**. These self-guided bicycle tours are a fun way to ride around and explore the City. The South Loop covers 13.9 miles starting at the Sunnyvale Community Center and passes by several notable landmarks including the Collins-Scott Winery, the Stevens Creek Tree Canopy, and even an Eichler home mini-loop. Stop by the Iron Man Museum during the 5.7-mile ride on the North Loop, and along the way see the first historic residential district home that originally sold for a mere $600! The map describes the various landmarks along the way.

The Heritage Bike Tours map and cycling directions are available on the web at *www.ci.sunnyvale.ca.us/public-works/bac/*. Just follow the link to the Bike Map, and click on the files for the self-guided Heritage Bike Tour. Copies are also available at the Library, City Hall, and the Community Center.

SUMMER ACTIVITIES FOR KIDS AND TEENS

Tired of spending your summers watching soap operas and hanging out at the mall? Here are some ideas to get out and enjoy the sunshine!

Drop by the Open Gym

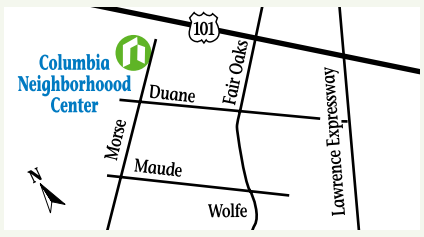
Middle school students and high school teens can drop by the Open Gym and play sports or work out on Mondays and Wednesdays from 7-9 p.m. and Fridays and Saturdays from 7-11 p.m. And invite your family to "Family Night Open Gym" from 7-9 p.m. on May 9, June 13, July 11, and August 8.

Hang out at the Dog House

For kids age 6 to 14 who just want a place to relax and socialize. Open to all Sunnyvale residents age 6-14. The "Dog House" is located at the multi-purpose room of Columbia Middle School, 739 Morse Ave., Sunnyvale. Monday-Friday 3:30-6:00 p.m.

These programs and more are offered by the Columbia Neighborhood Center (CNC). Open year–round to all Sunnyvale residents, the CNC offers a variety of youth and family services to serve the community. In addition to recreation programs, residents can take advantage of a host of health, educational, and social services at low or no cost.

Columbia Neighborhood Center
785 Morse Avenue, Sunnyvale
(408) 523-8150
www.ci.sunnyvale.ca.us/cnc



A HANDS-ON MULTI-CULTURAL ARTS FESTIVAL FOR KIDS!

May 17, 2001, 11 am - 4 pm
Sunnyvale Community Center
For more information, call (408) 730-7350

THE SUNNYVALE SENIOR CENTER INVITES YOU TO STEP BACK IN TIME...

FOR AN OLD FASHIONED PICNIC!

Come on over to Washington Park on Saturday, June 9 where you'll be served a mouthwatering barbecue. The picnic will begin at 12:00 noon followed by live entertainment. So bring your appetite and friends, and enjoy a relaxing afternoon of reminiscing and being pampered. Tickets available at the Sunnyvale Senior Center for $8.00. For more information, please call (408) 730-7360. Tickets must be purchased by 4:30 p.m. on Wednesday, June 6. See you there!

Celebrate Older Americans Month

The Sunnyvale Senior Center will be celebrating Older American's Month throughout the month of May.

Seniors of all ages — join us for the following activities and more:

Barbecue & Entertainment*.....May 4.....12:00 noon

(purchase tickets for the barbecue lunch by May 2 - only 150 tickets available)

Older Americans Month Dance.....May 9 .....7:30 p.m.

Morning Refreshments .....May 11 .....9:00 a.m.

Walk for Health* .....May 14 .....9:00 a.m.

Older Americans Month Dance.....May 23 .....7:30 p.m.

Sunnyvale Senior Center • (408) 730-7360
Call for additional festivities, dates, locations, and other details.

* An asterisk means prior sign-up is necessary.

Hetch-Hetchy Greenway Opens

Put on your walking shoes, and wipe the cobwebs off of your bicycle. Spring has sprung and it's time to get out in the fresh air and walk, jog, or ride your 2-wheeled wonder from one side of town to the other.

Would you prefer to do this while gazing at beautiful meadows and flowers instead of beside traffic along the roads? Well now you can. How is it possible? Simple — you can stroll and ride the friendly confines of the newly landscaped Hetch-Hetchy Greenway that runs from east to west on the north end of town near Highway 101. It was reopened on January 27 and has been earning rave reviews by those who have been using it.

The Hetch-Hetchy right-of-way is a fairly straight piece of land 80 feet wide and 2.2 miles long extending east to west across the entire City. The land is owned by the City of San Francisco and is leased and maintained by the City of Sunnyvale. It serves as a pedestrian and bicycle greenway that links Fairwood Park with Orchard Gardens Park.

The City recently completed this "capital improvement project", which entailed landscape design and construction of 6.5 acres of land for a price tag of about $1.5 million. Landscaping of the right-of-way from Lawrence Expressway to Fairwood Park had already been completed by a previous capital improvement project.

The main purpose of the project was to turn what had been a bare expanse of land into a beautifully landscaped greenway, making it easier for pedestrians and cyclists to get around. This was accomplished by surrounding the existing pathway with lawn and a mixture of plant material including ornamental grasses and flowering shrubs. Users will enjoy the serenity of the gentle, waving effect that is created by the layout of the plants and the swaying of the grasses in a breeze.

You don't need to be a super athlete to traverse the full 2.2 mile right-of-way. You can catch your breath and enjoy the surroundings along the greenway on benches placed beneath trellises planted with vines. And don't worry too much if your biking skills are a bit rusty. The lawn placed adjacent to the pathway creates a resilient surface to cushion you if you accidentally veer off the path and take a fall. Another safety enhancement is the addition of a pathway lighting system similar to those found in the City's parks.

So, take a break from Spring cleaning, and stretch your legs out on the Hetch-Hetchy Greenway. Without too much imagination it's easy to feel like you have been transported to a yellow brick road in the middle of our emerald City!

RENOVATION PLANNED FOR RECREATION FACILITIES AT LAKEWOOD PARK

There is more good news for open space in the Lakewood Village Neighborhood. Pending final approval of the City's budget in June, funds have been allocated for fiscal year 2001-02 for the planning phase of a recreation facilities renovation project at Lakewood Park. Facilities included in the scope of the project include the skating rink, amphitheater, space station, and their inter-linking areas. Public meetings will be scheduled to gather input for the design process. If you are interested in participating please call the City of Sunnyvale Parks Division at (408) 730-7506. We appreciate your ideas and hope that you will help us to make Lakewood Park a place that continues to meet the recreational and open space needs of the community.

Summer Camps for Kids

When you're a kid, summer means carefree days of warm weather and popsicles. It means no homework, lots of fun, and a great deal of swimming. And summer is never too far out of mind. Parents know it's never too early to begin planning summer activities for your child. The Sunnyvale Parks and Recreation Department can help with fun, safe, well-supervised activities.

You can sign the kids up for a summer's worth of fun and excitement with several camps offered at various sites throughout Sunnyvale. Supervised and structured by Sunnyvale's Parks and Recreation staff or the department's contractors, summer camps expose kids to a variety of activities including organized games, cooking projects, arts and crafts, excursions, special events, and dedicated sports instruction.

"One of our most popular programs is **'Summer Sesh'**, a leadership camp for middle school students," said Kay Whitney, Senior Leisure Services Coordinator of Youth and Teen Services. "It was so popular last year that we're expanding it. Kids love it." Planned and run by kids, Summer Sesh runs for 6 weeks this summer, in three 2-week sessions. The sessions are held Mondays through Thursdays in the afternoons, and each Friday the kids take a field trip to a local attraction. Last year field trips included the Santa Cruz Boardwalk, Pier 39 in San Francisco, Raging Waters, and the Mystery Spot and Beach Party.

Ages 4-5 years
Camper Cubs

Ages 6-9 years
Kidstuff

Ages 6-12 years
Afternoon Camps
Camp Explore

Ages 9-12 years
Adventure Camp

Ages 11-14 years
Summer Sesh

Variety of ages, 4-18 years
Sports Camps

Variety of ages, 5-16 years
Specialty Camps — Music, Theater, Art, Science

The camp teaches leadership skills by breaking the group into three leadership teams: arts, crafts, and cooking; sports and games; and special events. Each leadership team is responsible for planning activities and presenting their ideas to the group. In previous years the kids made beaded bracelets and animal key chains, held a scavenger hunt, and planned a special carnival for the after school youth camps.

But the camps aren't limited to middle school students. The City of Sunnyvale Parks and Recreation Department also runs a variety of summer activities for kids of all ages. These camps offer a variety of supervised activities such as arts and crafts, group games, cooking, sports, contests, snacks, swim days, movies, off-site trips, and special events.

In addition to summer camps, kids ages 13 to 18 are eligible to participate in the **Summer Youth Volunteer Program** for school credit or just for fun. The kids learn leadership and teamwork skills by working in camps, aquatics and preschool programs, and helping out with specialty activities such as the arts, drama, and science. Volunteers must fill out an application, followed by an interview and training. In return for making a commitment to the program, the kids get a fun way to spend their summer.

Kids love Summer Sesh

To register for any of these programs, check out the Parks and Recreation Activity Guide mailed to your home in early April. You can also find more information on the web at ***www.ci.sunnyvale.ca.us,*** and follow the link to Recreation/ Leisure Services. Or you can call (408) 730-7341 between 10am-6pm to register.

Public Access on Channel 60

Public access programming has come to Sunnyvale. The City of Sunnyvale is pursuing a 12-month pilot program to air existing public access programming on cable channel 60.

Public access is programming created by members of the general public who donate their time and energy to produce shows about topics that might interest the community. Public access programming is different from government access programming, which currently airs on KSUN Channel 18. Government access programming features information about local government programs, activities, and services such as City Council meetings, Planning Commission meetings, and other city government news. In contrast, the content, views, and opinions expressed in public access programs are the sole responsibility of the producers and do not necessarily reflect the views and opinions of the City of Sunnyvale.

During the 12-month pilot phase, public access programming will feature four existing Sunnyvale producers whose work currently meets the screening process established by the DeAnza TV Center. The programming includes a whimsical self-esteem building series called "Gustine Castle and You" that helps viewers build a positive, "can-do" attitude.

PUBLIC ACCESS IS PROGRAMMING CREATED BY MEMBERS OF THE GENERAL PUBLIC WHO DONATE THEIR TIME AND ENERGY TO PRODUCE SHOWS ABOUT TOPICS THAT MIGHT INTEREST THE COMMUNITY.

"On the Move" is a series that promotes the understanding, awareness, and self-esteem of the physically challenged and assists the relatives and friends who support the disabled or people with special needs. "Toastmasters on Television" offers a variety of communication and leadership segments to help viewers become more effective speakers. Finally, "Those Videos" features a critique of music videos from a variety of genres including R&B, hip-hop, jazz, pop, and others.

Each program runs for a half-hour, and the programs will be aired consecutively one after another starting at the following times:

Mondays.....4:00 p.m.
Wednesdays.....6:00 p.m.
Thursdays.....2:00 p.m.
Fridays.....12:00 noon
Saturdays.....10:00 a.m.
Sundays.....2:00 a.m.

The schedule is subject to change during the pilot program. Residents who are cable customers can view channel 60. Viewers are encouraged to share their thoughts and comments with the City of Sunnyvale. Comments can be emailed to *PublicAccess@ci.sunnyvale.ca.us* or mailed to City of Sunnyvale, Attn: Channel 60, P.O. Box 3707, Sunnyvale, CA 94088-3707.

At the end of the pilot program, staff will return to Council with a progress report and recommendations for further consideration.

Middle School Students Learn Leadership Skills

City Year Young Heroes Program Expands in Sunnyvale

Middle school students in Sunnyvale can learn leadership skills and volunteer in their community by participating in an award-winning program called "Young Heroes". Young Heroes is a service-learning program for middle school students to provide leadership in the community. The program is run by City Year, a national non-profit organization comprised of young adults dedicated to community service.

This year, City Year corps members recruited about 70 Sunnyvale middle school students who are embarking upon 14 Saturdays of community service. The students began service on January 15 to coincide with Martin Luther King, Jr.'s birthday. Each Saturday, the Young Heroes address critical community needs through service while developing leadership skills and a sense of civic responsibility. The Young Heroes also learn the value of teamwork, serving on diverse teams led by the City Year corps and community volunteers, from high school students to business executives.

Open to all middle school students in Sunnyvale, Cupertino, Mountain View, and Santa Clara, the Young Heroes program is based out of the Columbia Neighborhood Center located at 785 Morse Avenue. "We are pleased to have City Year volunteers back at Columbia, and are excited by the new and expanded focus this year," said Rocio Abundis-Rodriguez, site manager of the Columbia Neighborhood Center. "The Young Heroes program will challenge and stimulate the students to think and act in new ways."

For more information about City Year or the Young Heroes program, contact Ebony Winston at (408) 523-8150.

ROBERT PATERNOSTER APPOINTED COMMUNITY DEVELOPMENT DIRECTOR

City Manager Robert LaSala announced the appointment of Robert Paternoster as Director of Community Development for the City of Sunnyvale. Paternoster has more than thirty-five years of public sector experience related to urban planning, development and redevelopment. The Community Development Department is responsible for Planning, Building, Neighborhood Preservation and Code Enforcement, Housing, and Economic Development.

ENHANCE YOUR LEADERSHIP SKILLS — APPLY NOW!

Leadership SUNNYVALE

Leadership Sunnyvale 2001-2002

Strengthen your leadership skills, and increase your effectiveness in the community and the workplace. Apply for the 2001-2002 class of Leadership Sunnyvale.

What is Leadership Sunnyvale?

Leadership Sunnyvale is a leadership development program designed to enhance the skills of those involved in the community. It seeks to broaden participants' awareness of complex community issues, strengthen their leadership skills, and increase their effectiveness in the community and the workplace.

What would I be doing?

Participants attend 8 public affairs seminars that focus on various elements of the community. These sessions are held on the third Thursday of the month from 8:30 a.m. to 4:45 p.m. Participants also participate in 8 leadership-training workshops that focus on specific leadership skills, held on the first Saturday of the month from 8:30 a.m. to 12:30 p.m.

To obtain an application

Contact Jim Telfer, (408) 534-1118, jjtelfer@aol.com

Community Calendar

PUBLIC MEETINGS —
City Council, Boards and Commissions

The following are projected dates of City Council meetings, which are held each Tuesday at 7:30 p.m. (study sessions are normally held at 6:30 p.m. prior to Council meeting). Also listed are Board and Commission meetings and selected issues on the City Council calendar. All dates shown are subject to change. For more complete information, or to confirm dates and times, contact the City Clerk's Office at 730-7483 or call SunDIAL at 774-0262 code 122. City Council meetings are broadcast on KSUN (TCI Cable TV channel 18) live Tuesdays at 7:30 p.m., and rebroadcast 7:30 p.m. Wednesday and again 4 p.m. Saturday. Planning Commission meetings are broadcast live Mondays at 8:00 p.m. and rebroadcast Thursdays at 8:00 p.m. and again 11:00 a.m. Saturday.

KEY

CC	=	Council Chambers
WCR	=	West Conference Room
CCB	=	Community Center Boardroom
GCR	=	Garden Conference Room

MAY, 2001

1 **City Council**, 7:30 p.m., CC
7 **Library Board**, 7:30 p.m., CC
8 **City Council**, 7:30 p.m., CC
9 **Parks & Recreation Commission**, 7 p.m., CC
12 **Heritage Preservation Commission**, 7 p.m., WCR
14 **Planning Commission**, *Study Session,* 7-8 p.m., WCR *Public Hearing,* 8 p.m., CC
15 **City Council**, 7:30 p.m., CC
16 **Arts Commission**, 7 p.m., WCR
17 **Bicycle Advisory Committee**, 6:30 p.m., WCR
21 **Personnel Board**, 5 p.m., CC
22 **City Council**, *Canceled*
23 **Parks & Recreation Commission,** 7 p.m., CC
23 **Housing and Human Services Commission**, 7 p.m., WCR
28 **Planning Commission**, *Canceled*
28 **MEMORIAL DAY HOLIDAY —** *City Hall Closed*
29 **City Council**, *Canceled*

JUNE, 2001

4 **Library Board**, 7:30 p.m., CC
5 **City Council**, 7:30 p.m., CC
11 **Planning Commission**, *Study Session,* 7-8 p.m., WCR *Public Hearing,* 8 p.m., CC
12 **City Council**, 7:30 p.m., CC
13 **Parks & Recreation Commission**, 7 p.m., CC
18 **Personnel Board**, 5 p.m., CC
19 **City Council,** 7:30 p.m., CC
20 **Arts Commission**, 7 p.m., WCR
21 **Bicycle Advisory Committee**, 6:30 p.m., WCR
25 **Planning Commission**, *Study Session*, 7-8 p.m., WCR *Public Hearing*, 8 p.m., CC
26 **City Council**, *Canceled* (Summer Recess)
27 **Housing and Human Services Commission**, 7 p.m., WCR
27 **Parks & Recreation Commission**, *Canceled*

JULY, 2001

2 **Library Board**, 7:30 p.m., CC
3 **City Council**, *Canceled*
4 **Fourth of July Holiday** — *City Hall Closed*
9 **Planning Commission**, *Study Session,* 7-8 p.m., CC *Public Hearing,* 7-8 p.m., WCF
10 **City Council**, 7:30 p.m., CC
11 **Parks & Recreation Commission**, 7 p.m., CC
11 **Heritage Preservation Commission**, 7 p.m., WCR
16 **Personnel Board**, 5 p.m., CC
17 **City Council**, 7:30 p.m., CC
18 **Arts Commission**, 7 p.m., WCR
19 **Bicycle Advisory Committee**, 6:30 p.m., WCR
23 **Planning Commission,** *Study Session,* 7-8 p.m., WCR *Public Hearing,* 8 p.m., CC
24 **City Council**, 7:30 p.m., CC
25 **Housing and Human Services Commission**, 7 p.m., WCR
25 **Parks & Recreation Commission,** 7 p.m., CC
31 **City Council,** 7:30 p.m., CC

LEISURE —
Theater, Arts, Recreation

For more complete information, or to confirm dates and times, contact the organization listed.

MAY 2001

1-26 **The California Theatre Center** presents *"Puss in Boots".* For more information, call 245-2978.
5-6 **Citywide Garage Sale**, for more information or to register please call 730-7260.
10 **Wake Up Sunnyvale!** Starting at 7:30 a.m., Radisson Inn - Sunnyvale. For more information or to RSVP, call the Chamber of Commerce at 736-4971.
12 **The California Theatre Center** presents *"A New Age is Dawning".* For more information, call 245-2978.
12 **The Sunnyvale Singers** presents their *"Spring Concert".* For more information call 227-5036.
12 **The 2001 State of the City** event will be held at the Orchard Heritage Park Interpretive Exhibit, located at the Sunnyvale Community Center 11:30 a.m. - 3 p.m. For more information, call 730-7535.
14-18 **Bike to Work Week**, for more information please call 730-7415.
17 **Bike to Work Day**, for more information please call 730-7415.
19 **Household Hazardous Waste Drop-Off**, 8 a.m.-1 p.m., SMaRT Station®, 301 Carl Road. For more information, call 730-7262.
24 **Chamber Mixer**, 5 p.m. - 7 p.m., Lima Family Mortuary. For more information or reservations, call the Chamber of Commerce at 736-4971.
26 **Home Compost Workshop**, 10 a.m. - Noon. For more information, call 730-7262.

JUNE 2001

7-9 **The California Theatre Center's Summer Rep 2001** presents *"I Ought To Be In Pictures".* For more information, call 720-0873.
14 **Wake Up Sunnyvale!** Starting at 7:30 a.m., Ramada Inn - Sunnyvale. For more information or to RSVP, call the Chamber of Commerce at 736-4971.
14-17 **The California Theatre Center's Summer Rep 2001** presents *"Hay Fever".* For more information, call 720-0873.
16 **Household Hazardous Waste Drop-Off**, 8 a.m.-1 p.m., SMaRT Station, 301 Carl Road. For more information, call 730-7262.
21-25 **The California Theatre Center's Summer Rep 2001** presents *"Beauty And The Beast".* For more information, call 720-0873.
23 **Home Compost Workshop**, 10 a.m. - Noon. For more information call 730-7262.
26 **Chamber Mixer**, 5 p.m. to 7 p.m., Le Boulanger. For more information or reservations, call the Chamber of Commerce at 736-4971.
27 **The California Theatre Center's Summer Rep 2001** presents *"Hay Fever".* For more information, call 720-0873.
28 **The California Theatre Center's Summer Rep 2001** presents *"Beauty And The Beast".* For more information, call 720-0873.
28-29 **The California Theatre Center's Summer Rep 2001** presents *"I Ought To Be In Pictures".* For more information, call 720-0873.
30 **The California Theatre Center's Summer Rep 2001** presents *"Hay Fever".* For more information, call 720-0873.
30 **The California Theatre Center's Summer Rep 2001** presents *"Beauty And The Beast".* For more information, call 720-0873.

JULY 2001

5-8 &11 **The California Theatre Center's Summer Rep 2001** presents *"Twelfth Night".* For more information, call 720-0873.
12 **Wake Up Sunnyvale!** Starting at 7:30 a.m., Ramada Inn - Sunnyvale. For more information or to RSVP, call the Chamber of Commerce at 736-4971.
12 **The California Theatre Center's Summer Rep 2001** presents *"Hay Fever".* For more information, call 720-0873.
13-14 **The California Theatre Center's Summer Rep 2001** presents *"I Ought To Be In Pictures".* For more information, call 720-0873.
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21 **Household Hazardous Waste Drop-Off,** 8 a.m.-1p.m., SMaRT Station, 301 Carl Road. For more information call 730-7262.
21 **The California Theatre Center's Summer Rep 2001** presents *"Twelfth Night".* For more information, call 720-0873.
22 **The California Theatre Center's Summer Rep 2001** presents *"I Ought To Be In Pictures".* For more information, call 720-0873.
26 **Chamber Mixer,** 5 p.m. to 7 p.m., Union Bank on Arques. For more information or reservations, call the Chamber of Commerce at 736-4971.
26 **The California Theatre Center's Summer Rep 2001** presents *"Twelfth Night".* For more information, call 720-0873.
27 **The California Theatre Center's Summer Rep 2001** presents *"Hay Fever".* For more information, call 720-0873.
28 **Home Compost Workshop,** 10 a.m. - Noon. For more information, call 730-7262.
28 **The California Theatre Center's Summer Rep 2001** presents *"I Ought To Be In Pictures".* For more information, call 720-0873.
29 **The California Theatre Center's Summer Rep 2001** presents *"Twelfth Night".* For more information, call 720-0873.

ON-GOING EVENTS

Sign-up for a tour of **Sunnyvale's Water Pollution Control Plant!** To schedule a tour or for more information call 730-7717.

California Theatre Center Presents Summer Rep 2001

4 PLAYS IN REPERTORY — JUNE 7 THROUGH JULY 29, 2001

All performances are at the Sunnyvale Community Center Theatre. Performances Wednesday through Friday at 8 pm, Saturdays at 4 and 8 pm and Sundays at 2 and 7 pm. For specific performance dates, season tickets or single tickets, please call the California Theatre Center Summer Rep Box Office at (408) 720-0873.

*A **Midsummer Night's Dream** with Kit Wilder as Oberon and Lisa Mallette as Titania*

Noel Coward's **Hay Fever**

William Shakespeare's **Twelfth Night**

Neil Simon's **I Ought to Be In Pictures**

And for the Young Audiences **Beauty and the Beast**

QUARTERLY REPORT
Spring 2001

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Spring 2001

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