



Sunnyvale

## Memorandum

**Date:** 2/10/2023  
**To:** Honorable Mayor and Members of the City Council  
**From:** Kent Steffens, City Manager *KS*  
**Subject:** Study Issues Supplemental Packet for February 16, 2023 Study Issues/Budget Proposals Workshop

### Overview

In this packet, you will find supplemental materials for the February 16 Study Issues/Budget Proposals Workshop. Staff recommends that these materials be incorporated into your Proposed 2023 Study Issues and Budget Proposals Binder. As some materials replace what is currently in your binder, please look carefully at the list below to guide you in which should be added or replaced. Included in this packet are the following:

Working Agenda – **insert** new

### City Manager

- Ranking Sheet by Department - **insert** new
- Status Report: Continuing and Completed Study issues – **replace** current

### Community Development

- Ranking Sheet by Department - **insert** new
- Summary Worksheet: Study Issues Proposed for Council Consideration – **replace** current
- CDD 23-05 - Evaluate Existing and Potential Emergency Housing and Shelter Opportunities for Families with Minor Children Experiencing Homelessness – **insert** new

### Public Works

- Ranking Sheet by Department - **insert** new
- Summary Worksheet: Study Issues Proposed for Council Consideration – **replace** current
- DPW 23-06: Evaluate Range of Options for Shuttle Service and Alternative Transportation Options for Fremont and Homestead High School Students Who Live in North Sunnyvale - **insert** new
- DPW 23-07: Evaluate the Feasibility of an Ordinance to Ban the Use of Gas-Powered Leaf Blowers and Other Small Two Stroke Motors Within the City Limits of Sunnyvale - **insert** new
- DPW 22-08: Define Metrics that the City Will Use to Evaluate the City's Progress on Bicycle and Pedestrian Infrastructure for Future Reporting - **insert** new

### Environmental Services

- Ranking Sheet by Department - **insert** new

### Library and Recreation Services

- Ranking Sheet by Department - **insert** new



Sunnyvale

## Memorandum

### Information Technology

- Ranking Sheet by Department - **insert** new
- Summary Worksheet: Study Issues Proposed for Council Consideration – **replace** current
- ITD 23-02: Evaluate the Development of a Single Mobile Application (Sunnyvale App) for All of the Functions of the Current City of Sunnyvale Mobile Applications - **insert** new

### Finance

- Ranking Sheet by Department - **insert** new

### Budget Proposals

- Budget Proposals Summary Worksheet - **insert** new
- Budget Proposal 2023-1: Increase the Tree Pruning Contract to Resolve the Two-Year Backlog Over the Next Two Fiscal Years - **insert** new
- Budget Proposal 2023-2: Bicycle and Pedestrian Collision Investigation Pilot Program - **insert** new
- Budget Proposal 2023-3: Increased Service Levels For Neighborhood Preservation to Enforce the City's Short-Term Rental Ordinance - **insert** new

With the change in the materials above, the Council will have 35 proposed study issues for consideration – in addition to the 15 issues that remain underway from previous years. The newly proposed and continuing Study Issues are across seven (7) departments as noted in the following tables.

### Summary Tables

Citywide Study Issues	
Continuing Study Issues	15
Proposed Study Issues	35
Support	26
Defer	2
Drop	7
Total Continuing and Proposed	50

	OCM	CDD	ESD	FIN	ITD	LRS	DPW
Continuing Study Issues	2	5	1	0	1	0	6
Proposed Study Issues	2	9	4	1	2	1	16
Support	2	9	3	0	2	1	9
Defer	0	0	0	0	0	0	2
Drop	0	0	1	1	0	0	5
Total Continuing and Proposed	4	14	5	1	3	1	22



# Final Working Agenda

Study Issues/Budget Proposals Workshop – February 16, 2023

Call to Order	8:30 AM
Roll Call	
Public Comment (30 minutes)	8:35 AM – 9:05 AM
Timeframe can be extended at the Mayor's discretion	
Introduction by the City Manager (10 minutes)	9:05 AM – 9:15 AM
Fiscal Outlook Presentation – Tim Kirby (60 minutes)	9:15 AM – 10:15 AM
Includes time for questions	
<b>Recess (10 min)</b>	<b>10:15-10:25</b>
Overview of the Study Issues/Budget Proposals Process – Michelle Z (5 minutes)	10:25 AM – 10:30 AM
Review, Discussion and Priority Setting: Study Issues/Budget Proposals	10:30 AM – 4:30 PM
OCM (20 minutes) 2 SIPs	10:30-10:50
CDD (75 minutes) 9 SIPs	10:50 – 12:05
<b>Lunch recess (40 min)</b>	<b>12:05-12:45</b>
DPW (95 minutes) 16 SIPs	12:45-2:20
	Time buffer-15 min
<b>Recess (10 min)</b>	<b>2:35-2:45</b>
ESD (30 minutes) 4 SIPs	2:45-3:15
LRS (10 minutes) 1 SIP	3:15-3:25
ITD (20 minutes) 2 SIPs	3:25-3:45
FIN (10 minutes) 1 SIP	3:45-3:55
Budget Proposals (20 minutes) 3 BPs	3:55-4:15
	Time buffer-15 min
Availability of Ranking/Next Steps (5 minutes) – Michelle Z.	4:30 – 4:35 PM
Closing Remarks - City Manager and Mayor (10 minutes)	4:35 – 4:45 PM
Adjournment	4:45 PM



Drop	Defer	Combine with Number	Rank	Number	Title	Dept. Rank
				OCM 21-04	Establishing Local Rules for City Council Campaign Contributions That Would Differ from the Requirements of AB 571	2
				OCM 23-01	Evaluate Funding a Full-time Position to Address Homeless Concerns in the City of Sunnyvale	1





**2023 Study Issues Workshop**  
**Status Report: Continuing and Completed Study Issues**  
**Office of the City Manager**

**OCM**

**Continuing Study Issues**

<b>Number</b>	<b>Study Issue and Status</b>
OCM 20-01	<b>Service Worker Retention Ordinance</b> <i>Staff has completed research and began outreach in October 2022. Staff will return to Council with Final Recommendation in Spring 2023.</i>
OCM 22-02	<b>Investigate Potential Locations, Funding, and Outreach for Overnight Warming Centers in the City of Sunnyvale During Inclement Weather</b> <i>Staff presented information at a City Council Study Session on October 25, 2022. Based on feedback from the Council, staff is researching options for a warming Center in Sunnyvale. Council requested that staff consider the City property located at Kifer Avenue, contact the County of Santa Clara for support with staff and supplies, and to look at a warming center as a pop-up event that is activated during inclement weather conditions. Staff is conducting outreach and researching these options to bring recommendations back to Council.</i>

**Completed Study Issues**

<b>Number</b>	<b>Study Issue</b>	<b>Date Completed</b>
OCM 19-02	<b>Responsible Construction Ordinance</b>	3/1/2022
OCM 21-02	<b>Creation of a Human Relations Commission</b>	11/29/2022
OCM 22-01	<b>Permanently Close the 100 Block of Murphy Avenue to Vehicular Traffic</b>	2/7/2023





Drop	Defer	Combine with Number	Rank	Number	Title	Dept. Rank
				CDD 18-02	Update and Review of the Heritage Resource Inventory	7
				CDD 19-04	Update to the Historical Context Statement to Include Historical Contributions Made by Asian Americans and Other Minority Groups	2
				CDD 19-06	Programs to Encourage Visitation to Heritage and Landmark Resources	6
				CDD 22-05	Consider Modifications to the Sunnyvale Municipal Code Related to Undergrounding Utilities	4
				CDD 23-01	Consider Increasing Inclusionary Housing Requirements to 20% in New Residential Development	1
				CDD 23-02	Consider General Land Plan Use Designation Amendments and Rezoning for 22 Legal Non-Conforming Single- and Two-Family Dwellings	8
				CDD 23-03	Review and Potentially Update the Housing In-Lieu Fees for Rental and Ownership Housing	3
				CDD 23-04	Explore Expanding Sunnyvale Municipal Code 19.52 (Art in Private Development) to Include a Public Art Requirements for High Density Residential Developments (Including Affordable Housing)	9
				CDD 23-05	Evaluate Existing and Potential Emergency Housing and Shelter Opportunities for Families with Minor Children Experiencing Homelessness	5



Study Issues/Budget Proposals Workshop  
Summary Worksheet: Study Issues Proposed for Council Consideration

Version: 2/6/2023

#	Title	Required Staff Effort	Cost of Study	Cost to Implement*	B/C Rank	Dept. Rank
CDD 18-02	Update and Review of the Heritage Resource Inventory	Moderate	\$ 300,000	Unknown	HPC - 1	7
CDD 19-04	Update to the Historical Context Statement to Include Historical Contributions Made by Asian Americans and Other Minority Groups	Minor	\$ 50,000	Minimal	HPC - 2	2
CDD 19-06	Programs to Encourage Visitation to Heritage and Landmark Resources	Minor	\$ -	Unknown	HPC - 3	6
CDD 22-05	Consider Modifications to the Sunnyvale Municipal Code Related to Undergrounding Utilities	Major	\$ 50,000	Unknown	PC - 5	4
CDD 23-01	Consider Increasing Inclusionary Housing Requirements to 20% in New Residential Development	Moderate	\$ 100,000	Minimal or no cost	HHS - 1 PC - 2	1
CDD 23-02	Consider General Plan Land Use Designation Amendments and Rezoning for 22 Legal Non-Conforming Single- and Two-Family Dwellings	Moderate	\$ -	Minimal or no cost	PC - 1	8
CDD 23-03	Review and Potentially Update the Housing In-Lieu Fees for Rental and Ownership Housing	Moderate	\$ 150,000	Minimal or no cost	HHS - 2 PC - 4	3
CDD 23-04	Explore Expanding Sunnyvale Municipal Code Chapter 19.52 (Art in Private Development) to Include a Public Art Requirement for High Density Residential Developments (Including Affordable Housing)	Moderate	\$ 50,000	Unknown	AC - 1 PC - 6	9
CDD 23-05	Evaluate Existing and Potential Emergency Housing and Shelter Opportunities for Families with Minor Children Experiencing Homelessness	Moderate	\$ -	Unknown	Too Late to Rank	5

\*Indicates whether there will be a 1-time capital cost and/or ongoing annuals costs upon implementation.  
See Study Issue Paper for detail.





# City of Sunnyvale

## Agenda Item

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**23-0323**

**Agenda Date: 2/16/2023**

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### 2023 COUNCIL STUDY ISSUE

#### **NUMBER**

CDD 23-05

#### **TITLE**

Evaluate Existing and Potential Emergency Housing and Shelter Opportunities for Families with Minor Children Experiencing Homelessness

#### **BACKGROUND**

**Lead Department:** Community Development

**Support Departments:** Office of the City Manager  
Office of the City Attorney  
Library and Recreation Services

**Sponsor(s):** Councilmembers: Cisneros, Mehlinger, Sell, Klein, and Din.

**History:** 1 year ago: N/A  
2 years ago: N/A

#### **SCOPE OF THE STUDY**

##### **What precipitated this Study?**

At the January 24, 2022 City Council meeting, several members of the public brought forward concerns about unhoused residents and the lack of privacy for families at the existing Sunnyvale Shelter. While the Sunnyvale Shelter currently provides temporary shelter beds for all (e.g., families, individuals, disabled, etc.), there are no separate sections for families to reside together with privacy from other individuals staying at the Shelter. As a result, additional or expanded emergency housing and shelter opportunities for families with minor children experiencing homelessness may be needed to provide safe, private lodging for families year-round. However, it is important to note that unhoused families currently receive priority for certain housing subsidies and typically find permanent or temporary housing sooner than an individual who is homeless.

##### **What are the key elements of the Study?**

The Study will examine the existing Sunnyvale Shelter capacity for families, existing privacy resources for families (such as private groupings, privacy partitions, etc.) and determine if additional or expanded emergency housing and shelter options are needed to meet the needs of unhoused families with children in Sunnyvale. This Study would review best practices for housing families with minor children, discuss lessons learned and success stories of neighboring shelters and emergency housing operations in the region, and work with local case management teams to survey unhoused families on needs for privacy and safety in congregate shelters. If existing resources for families are inadequate, the Study should consider future needs, both capital and budgetary, within the City to meet the safety and privacy needs of unhoused families in Sunnyvale.

**Estimated years to complete study: 1 year**

**FISCAL IMPACT****Cost to Conduct Study**

Level of staff effort required (opportunity cost):	Moderate
Funding Required for Non-Budgeted Costs:	\$0
Funding Source:	N/A

This Study can be completed in house once appropriate staffing is added for homeless services. Once staffing is available, City staff can work with local non-profit providers such as Sunnyvale Community Services, HomeFirst, and other Bay Area homeless service providers to identify the needed study items. The Study does not anticipate needing a consultant to complete work.

**Cost to Implement Study Results**

Unknown. The Study would include an assessment of potential costs, including capital and operating, as well as revenue/savings.

**EXPECTED CITY COUNCIL, BOARD OR COMMISSION PARTICIPATION**

Council-Approved Work Plan: No

Council Study Session: Yes

Reviewed by Boards/Commissions: Housing and Human Services Commission

**STAFF RECOMMENDATION**

Support. This policy issue merits discussion at the Study Issues Workshop.

The Council is currently considering a Study Issue to hire a full-time position to focus on homeless services within the Community Development Department. With the City's ongoing need to manage services for the unhoused, staff indicated at the 2023 Council Strategic Workshop that it would return to Council in the near term with a new homeless services manager position. This study would only proceed if the new position is filled.

Prepared by: Jenny Carloni, Housing Officer

Reviewed by: Trudi Ryan, Director, Community Development

Reviewed by: Teri Silva, Assistant City Manager

Approved by: Kent Steffens, City Manager

Drop	Defer	Combine with Number	Rank	Number	Title	Dept. Rank
				DPW 20-03	Waste Reduction Initiative in Sunnyvale Parks	4
				DPW 20-11	Evaluate Feasibility of Dog Off-leash Hours in Select Sunnyvale Park(s)	9
				DPW 20-13	Lighting of Current and Future City Owned Dog Parks	5
				DPW 21-01	Bike Lanes on Hollenbeck Avenue between El Camino Real and Homestead Road	Drop
				DPW 22-01	Fleet Planning for Electric Vehicle Transition	Defer
				DPW 22-03	Research Possible Causes of & Potential Mitigation Measures for Nuisance Bird Populations in Sunnyvale Public Spaces	1
				DPW 22-04	Street Tree Repopulation with an Equity Lens	2
				DPW 22-07	Evaluate a Range of Options for On Demand Shuttle Service Including Technology Options, Availability of Electric Shuttles, and Potential Funding Sources	Drop
				DPW 22-08	Evaluate the Council Policy for Naming City Parks with the Intention of Incorporating a More Diverse Cultural History in Park Names Including South Asian Culture and Develop a Policy for Renaming Existing Parks	6
				DPW 23-01	Analyze the Addition of a Second Southbound Right Turn Lane at the Bernardo Avenue and Fremont Avenue Intersection	8
				DPW 23-02	Develop a Safe Routes to Parks Master Plan	Drop
				DPW 23-04	Explore the Feasibility of Converting the PG&E Lot Between Lois Avenue and Ramona Avenue into a Public Fenced Dog Park	3
				DPW 23-05	Vision Zero Redesign of Borregas Ave	Defer





Drop	Defer	Combine with Number	Rank	Number	Title	Dept. Rank
				DPW 23-06	Evaluate Range of Options for Shuttle Service and Alternative Transportation Options for Fremont and Homestead High School Students Who Live in North Sunnyvale	Defer
				DPW 23-07	Evaluate the Feasibility of an Ordinance to Ban the Use of Gas-Powered Leaf Blowers and Other Small Two Stroke Motors Within the City Limits of Sunnyvale	7
				DPW 23-08	Define Metrics that the City Will Use to Evaluate the City's Progress on Bicycle and Pedestrian Infrastructure for Future Reporting	Drop



Study Issues/Budget Proposals Workshop  
Summary Worksheet: Study Issues Proposed for Council Consideration

Version: 2/6/2023

#	Title	Required Staff Effort	Cost of Study	Cost to Implement*	B/C Rank	Dept. Rank
DPW 20-03	Waste Reduction Initiative in Sunnyvale Parks	Moderate	\$ 50,000	Unknown	PRC - 5	4
DPW 20-11	Evaluate Feasibility of Dog Off-leash Hours in Select Sunnyvale Park(s)	Moderate	\$ 75,000	Unknown	PRC - 2	9
DPW 20-13	Lighting of Current and Future City Owned Dog Parks	Moderate	\$ 65,000	Unknown	N/A	5
DPW 21-01	Bike Lanes on Hollenbeck Avenue between El Camino Real and Homestead Road	Major	\$ 175,000	Unknown	BPAC - 1	Drop
DPW 22-01	Fleet Planning for Electric Vehicle Transition	Moderate	\$ 250,000	Unknown	SC - 5	Defer
DPW 22-03	Research Possible Causes of and Potential Mitigation Measures for Nuisance Bird Populations in Sunnyvale Public Spaces	Moderate	\$ 100,000	Unknown	N/A	1
DPW 22-04	Street Tree Repopulation with an Equity Lens	Moderate	\$ 50,000	Unknown	SC - 2 PRC - 4	2
DPW 22-07	Evaluate a Range of Options for On Demand Shuttle Service Including Technology Options, Availability of Electric Shuttles, and Potential Funding Sources	Major	\$ 200,000	Unknown	N/A	Drop
DPW 22-08	Evaluate the Council Policy for Naming City Parks with the Intention of Incorporating a More Diverse Cultural History in Park Names Including South Asian Culture and Develop a Policy for Renaming Existing Parks	Moderate	\$ -	Unknown	PRC - 6	6
DPW 23-01	Analyze the Addition of a Second Southbound Right Turn Lane at the Bernardo Avenue and Fremont Avenue Intersection	Major	\$ 150,000	Unknown	N/A	8
DPW 23-02	Develop a Safe Routes to Parks Master Plan	Major	\$ 250,000	Unknown	BPAC - 3	Drop
DPW 23-04	Explore the Feasibility of Converting the PG&E Lot Between Lois Avenue and Ramona Avenue into a Public Fenced Dog Park	Moderate	\$ 25,000	Unknown	PRC - 3	3
DPW 23-05	Vision Zero Redesign of Borregas Ave	Major	\$ 300,000	Unknown	N/A	Defer
DPW 23-06	Evaluate Range of Options for Shuttle Service and Alternative Transportation Options for Fremont and Homestead High School Students Who Live in North Sunnyvale	Moderate	\$ 150,000	Unknown	N/A	Defer
DPW 23-07	Evaluate the Feasibility of an Ordinance to Ban the Use of Gas-Powered Leaf Blowers and Other Small Two Stroke Motors Within the City Limits of Sunnyvale	Moderate	\$ 100,000	Unknown	Too Late to Rank	7
DPW 23-08	Define Metrics that the City Will Use to Evaluate the City's Progress on Bicycle and Pedestrian Infrastructure for Future Reporting	Major	\$ 150,000	Unknown	N/A	Drop

\*Indicates whether there will be a 1-time capital cost and/or ongoing annuals costs upon implementation.  
See Study Issue Paper for detail.





# City of Sunnyvale

## Agenda Item

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23-0309

Agenda Date: 2/16/2023

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### 2023 COUNCIL STUDY ISSUE

#### **NUMBER**

DPW 23-06

**TITLE** Evaluate Range of Options for Shuttle Service and Alternative Transportation Options for Fremont and Homestead High School Students Who Live in North Sunnyvale

#### **BACKGROUND**

**Lead Department:** Department of Public Works

**Support Departments:** Office of the City Manager

Office of the City Attorney

**Sponsor(s):** Councilmembers: Srinivasan, Mehlinger, Sell, Cisneros, Klein, Melton, and Din

**History:** 1 year ago: N/A  
2 years ago: N/A

#### **SCOPE OF THE STUDY**

##### **What precipitated this Study?**

Implementing a shuttle service or alternative transportation option program may help bridge gaps in the current public transit system and provide services for Fremont and Homestead High School students who live in the northern part of Sunnyvale. The existing transit service provided by the Santa Clara Valley Transportation Authority (VTA) is very limited in terms of bus routes and schedule. Currently, VTA Bus 55 and 523 serve Fremont High School. Bus 523 currently operates with a 20-minute headway throughout the day, where Bus 55 currently operates with a 30-minute headway throughout the day with a special stop in the afternoon at Fremont Avenue at Sydney Drive. VTA Bus 51H, 53 and 523 serve Homestead High School. Bus 51H operates with 60-minute headway during the morning and afternoon school commute hours. Bus 53 operates with a 30-minute headway throughout the day. Bus 523 stops east of the school on Homestead Road at Hollenbeck Avenue with a 20-minute headway throughout the day. Implementing a shuttle service or alternative transportation option program would provide more flexibility than traditional fixed-route bus services, potentially a shorter wait time and a shorter walking distance for students to attend school as well as their after-school activities. This program has the potential to decrease automobile reliance, and, if electric shuttles or vehicles are utilized, to reduce greenhouse gas emissions.

##### **What are the key elements of the Study?**

The Study will evaluate a range of options for shuttle service or alternative transportation options serving mainly high school students living in the northern part of Sunnyvale. As this potential service is for students, the Study will include a review of federal and state laws to determine if there are any requirements related to transporting students. The program will include public outreach meetings, as well as online surveys for students and parents who attend Fremont and Homestead High Schools, to understand the needs and potential usage of the program. The Study will also include discussion

with the administrators of Fremont Union High School District about the school district's ability to provide school bus service for students or potential partnership in deploying such service, and discussion with VTA on possibility and costs to increase service levels to both high schools. The Study will determine the quantity of shuttles or alternative transportation options needed, routes, schedule, and shuttle stop locations. It will explore whether the shuttle would be a fixed-route, multiple fixed-routes, or on-demand service, depending on time of day and class schedule. Depending on whether an on-demand service is recommended, the Study will investigate various technology options for users to request service. It will also evaluate the various types of commercially available shuttles or alternative transportation options, including green options. If needed, the Study will include coordination with the administrators at Fremont Union High School District on developing a future communication plan to student's families and students who will be using the service. The Study will determine transportation options available to high school students, the operating costs of a shuttle program, an affordable fare structure, as well as identify ride share funding opportunities and other transportation options beyond shuttles such as carpool or enhanced transit service.

**Estimated years to complete study:** 2 years

### **FISCAL IMPACT**

#### **Cost to Conduct Study**

Level of staff effort required (opportunity cost):	Moderate
Funding Required for Non-Budgeted Costs:	\$ 150,000
Funding Source:	General Fund

The cost associated with this Study would be for consultant services to perform the study as listed under the Key Elements of the Study. City staff will work with the consultant throughout the project process in the analysis and the development of the recommendations, as well as the public outreach efforts.

#### **Cost to Implement Study Results**

Unknown. The Study would include assessment of potential costs, including capital and operating costs to run the scheduled and on-demand school shuttle program. It will also identify funding opportunities to implement the program and evaluate potential fare structures, which could provide some revenue to offset the cost.

### **EXPECTED CITY COUNCIL, BOARD OR COMMISSION PARTICIPATION**

Council-Approved Work Plan: No  
Council Study Session: No  
Reviewed by Boards/Commissions: No

### **STAFF RECOMMENDATION**

Defer. This policy issue merits discussion at a future Study Issues Workshop.

In 2016, the City, in partnership with the Santa Clara Valley Transportation Authority (VTA), was awarded \$1,129,000 from the Metropolitan Transportation Commission Climate Initiatives Parking Management and Transportation Demand Management Grant Program to implement the Peery Park Shuttle Program. The City Council also approved a local match of \$400,000 and subsequently another \$100,000 to ensure that the shuttle program would be fare-free to passengers. The funding

from the grant is for the operation of a two-year pilot shuttle program that would run in an area generally bounded by the Mountain View/Sunnyvale city limits on the west, El Camino Real on the south, Fair Oaks Avenue on the east and US Highway 101 on the north, which includes the Peery Park Specific Plan area and nearby neighborhoods. The shuttles would likely run on-demand. The City and VTA originally hoped to launch the Peery Park Shuttle Program in the summer of 2020. The COVID-19 pandemic caused a pause in the start of the pilot program as many of the potential riders in Sunnyvale are working from home for the foreseeable future. With employees within the Peery Park area starting to return to in-person office work, the City and VTA are working to start operation of this pilot program in May 2023. Since the Peery Park Shuttle Program is fully funded, when it starts operation, staff can evaluate the effectiveness of the shuttle program to gauge ridership as well as operating costs including feasibility to scale up to cover the entire City.

In addition, City Council has ranked Study Issue DPW 22-07 “Evaluate a Range of Options for On Demand Shuttle Service including Technology Options, Availability of Electric Shuttles, and Potential Funding Sources” at the 2022 Study Issues/ Budget Proposals Workshop; however, it was below the line for budget allocation during the Fiscal Year 2022/23 Budget Workshop. This year, DPW 22-07 (RTC No. 23-0102) will be brought back to City Council for ranking. This Study will evaluate the implementation of a citywide on-demand shuttle service for any destination within Sunnyvale.

Prepared by: Joshua Llamas, Transportation Planner

Reviewed by: Dennis Ng, Transportation and Traffic Manager

Reviewed by: Chip Taylor, Director, Department of Public Works

Reviewed by: Teri Silva, Assistant City Manager

Approved by: Kent Steffens, City Manager







# City of Sunnyvale

## Agenda Item

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**23-0315**

**Agenda Date: 2/16/2023**

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### 2023 COUNCIL STUDY ISSUE

#### **NUMBER**

DPW 23-07

**TITLE** Evaluate the Feasibility of an Ordinance to Ban the Use of Gas-Powered Leaf Blowers and Other Small Two-Stroke Motors Within the City Limits of Sunnyvale

#### **BACKGROUND**

**Lead Department:** Department of Public Works

**Support Departments:** Office of the City Manager  
Office of the City Attorney  
Environmental Services Department

**Sponsor(s):** Councilmembers: Mehlinger, Sell, Klein, Din, Srinivasan  
Cisneros

**History:** 1 year ago: N/A  
2 years ago: N/A

#### **SCOPE OF THE STUDY**

##### **What precipitated this Study?**

At the January 24, 2023 City Council meeting, Council sponsored a Study Issue to evaluate the feasibility of an ordinance to ban the use of gas-powered leaf blowers and other two-stroke motor equipment. The state of California only bans the sale of new blowers and other two-stroke equipment, and not use of said equipment in 2024.

##### **What are the key elements of the Study?**

Leaf blowers and other two-stroke motor equipment are commonly used to maintain landscape and hardscape by property owners or maintenance professionals. While they serve as a convenient tool for the quick removal of leaves and debris, they are also a source of air and noise pollution within the City and a minor contributor to greenhouse gas emissions. Many communities have taken various actions to restrict the use of leaf blowers and two-stroke motor equipment, such as banning use of such equipment citywide, banning use of such equipment in specific areas, specifying allowable operating times, or requiring training and certification of operators.

This Study Issue examines local concerns about use of leaf blower and two-stroke motor equipment in Sunnyvale, and reviews actions taken in other communities, available alternatives, and impacts of potential actions.

**Estimated years to complete study:** 18 months

#### **FISCAL IMPACT**

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**Cost to Conduct Study**

Level of staff effort required (opportunity cost):	Moderate
Funding Required for Non-Budgeted Costs:	\$100,000
Funding Source	Will seek budget supplement

Many community members have strong opinions about leaf blowers, either in support or opposition of their use. Gas-powered leaf blowers, especially older models, can be particularly noisy and highly polluting on a per-minute basis. Electric leaf blowers on the market today are quieter but have limiting factors including cost, the need to be connected to an outlet, short battery life, and less power compared to gas-powered blowers. The Study will require outreach and knowledge of City ordinances.

**Cost to Implement Study Results**

Unknown. The Study would include assessment of potential costs, including capital and operating, as well as revenue/savings.

**EXPECTED CITY COUNCIL, BOARD OR COMMISSION PARTICIPATION**

Council-Approved Work Plan: Yes

Council Study Session: Yes

Reviewed by Boards/Commissions: Parks and Recreation Commission and Sustainability Commission

**STAFF RECOMMENDATION**

Support. This policy issue merits discussion at the 2023 study issue workshop.

Study Issue ESD 14-01 was sponsored by the Sustainability Commission. As proposed by the Sustainability Commission, the objective of the Study Issue was to “examine banning two-cycle gas-powered leaf blowers in the City because, although they are popular among landscape management businesses and professionals, these gas-powered blowers are a major source of both air and noise pollution in Sunnyvale.” ESD 14-01 was prioritized by the City Council during the February 7, 2014 Council Study and Budget Issues Workshop. At that time, Council amended Study Issue 14-01 to “clarify that, in addition to or as an alternative to banning, restrictions on use by hour or by zoning could be considered; in addition to gas-powered, electric could be considered; staff could return with alternatives that vary from no ban and restrictions on gas-powered use by certain zonings or times to, on the other extreme, actual bans and present some alternatives after we’ve looked at that and gotten some public input from the businesses affected.” At the April 7, 2015 City Council meeting, Council voted 5-2 for Alternate 1, “*Direct staff to incorporate public education to Sunnyvale residents and landscape professionals regarding the current Municipal Code restrictions related to leaf blower use and education to leaf blower operators on best practices into the City’s environmental education efforts as allowed within existing resources and priorities.*” (RTC No. 0270). ESD implemented a pilot rebate program for leaf blowers in 2015, but only 1 participant completed the program. Program promotions included flyers at key City locations including retailers, direct mail to licensed landscaping contractors, and social media. Beyond that pilot program, additional outreach has included Utility Bill Inserts, posting on social media, and an E-newsletter article on “Earth and Neighbor Friendly Leaf Blowing Tips,” to educate the community about the current municipal code and best practices for leaf blowing. More recent outreach also includes co-promotion with Silicon Valley Clean Energy of

financial incentives available from the state for the shift to electric leaf blowers.

Since the 2015 City Council meeting, in an ongoing effort to stay up-to-date with the latest technology, the Parks, Golf and Tree Programs have been purchasing electric equipment, mostly leaf blowers and chainsaws, over the last several years to use and see how they perform compared to the gas-powered equipment currently in use. Informal feedback is that the electric equipment is much quieter; however, the electric equipment is still not as productive as the gas-powered equivalent (in terms of power and not having to stop to change/charge batteries) and is more costly than gas-powered small equipment. Although the technology is certainly improving each year, the Study will determine if new technology is improving to point to be cost effective and useful for the needed purpose.

Prepared by: Jim Stark, Superintendent of Parks

Reviewed by: Chip Taylor, Director, Public Works

Reviewed by: Teri Silva, Assistant City Manager

Approved by: Kent Steffens, City Manager





# City of Sunnyvale

## Agenda Item

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23-0311

Agenda Date: 2/16/2023

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### 2023 COUNCIL STUDY ISSUE

#### **NUMBER**

DPW 23-08

**TITLE** Define Metrics that the City Will Use to Evaluate the City's Progress on Bicycle and Pedestrian Infrastructure for Future Reporting

#### **BACKGROUND**

**Lead Department:** Department of Public Works

**Support Departments:** Office of the City Manager  
Office of the City Attorney  
Department of Public Safety

**Sponsor(s):** Councilmembers: Sell, Mehlinger, Klein, Melton, Cisneros, Srinivasan, Din

**History:** 1 year ago: N/A  
2 years ago: N/A

#### **SCOPE OF THE STUDY**

##### **What precipitated this Study?**

Measuring progress of the City's Active Transportation Plan (ATP) and Vision Zero Plan are important to achieving their goals. Progress needs to be measured using well-defined quantifiable metrics. These metrics will then provide feedback on how well the City's actions are working toward the goals identified in the ATP and Vision Zero Plan.

##### **What are the key elements of the Study?**

This Study will review the goals identified in the ATP and Vision Zero Plan and determine the appropriate metrics to measure progress toward the goals. Metrics may include mileage of planned and newly constructed bicycle facilities by type, reduction of vehicle speeds by street, percentage of students biking and walking to school, miles traveled by vehicle, bicycle, and foot, and number of collisions with fatalities or severe injuries (KSI). A standard procedure will be established to specify methods for collecting data, how frequently the data will be updated, and level of effort to maintain the data for each metric.

In addition, the Study will research how other jurisdictions are tracking similar metrics to determine the most appropriate way to present the City's progress towards the goals in the ATP and Vision Zero Plan. The metrics will be published on the Transportation and Traffic Safety section of the City's website and updated to reflect the most recent data. The Study will also provide a cost estimate for maintaining the reporting service and analyzing the metrics.

**Estimated years to complete study:** 2 years

**FISCAL IMPACT****Cost to Conduct Study**

Level of staff effort required (opportunity cost):	Major
Funding Required for Non-Budgeted Costs:	\$150,000
Funding Source:	Will seek budget supplement

The cost associated with this Study will be for consultant services to perform the study as listed under the Key Elements of the Study. City staff will work with the consultant throughout the project process including the analysis and the development of recommendations.

**Cost to Implement Study Results**

Unknown. The Study will include assessment of potential costs, including capital and operating, as well as revenue/savings.

**EXPECTED CITY COUNCIL, BOARD OR COMMISSION PARTICIPATION**

Council-Approved Work Plan: No

Council Study Session: No

Reviewed by Boards/Commissions: No

**STAFF RECOMMENDATION**

Drop. This policy issue does not merit discussion at a Study Issues Workshop.

The City has already developed goals and metrics in the ATP and Vision Zero Plan that were reviewed and approved by the Bicycle and Pedestrian Advisory Commission (BPAC) and City Council. Goals that were identified include raising bicycling and walking mode share to 10% by 2030, achieving the League of American Bicyclists Bicycle Friendly Silver status by 2030, and reducing traffic fatalities by 50% by 2029. Metrics already tracked by staff include travel tallies collected biannually (in the fall and spring) to obtain a mode split of how students travel to and from school, and a collision summary of total pedestrian- and bicycle-related collisions in the past 5 years by KSI each year, which is reported by DPS staff annually to the BPAC. Other metrics reported to the BPAC include existing and newly constructed bicycle facilities by type; biannual bicycle and pedestrian counts collected at six locations in high active transportation areas; a status report of bicycle and pedestrian improvement projects and Safe Routes to School projects that are constructed, in-progress, and planned; and collision trends such as total collisions per year, total KSIs per year, as well as pedestrian and bicycle related KSI collisions by year.

If City Council desires to have staff report the already tracked goals and metrics that are presented to the BPAC on a website for public information similar to the Climate Action Plan website, the estimate for this cost is approximately \$50,000 including design, hosting of the website, maintenance and annual updates for an initial three-year period. This necessitates a need for additional operating budget that will be determined in the future as part of the implementation if City Council desires a special webpage for displaying such information.

Prepared by: Angela Wong, Transportation Engineer  
Reviewed by: Dennis Ng, Transportation and Traffic Manager  
Reviewed by: Chip Taylor, Director, Public Works  
Reviewed by: Teri Silva, Assistant City Manager

Approved by: Kent Steffens, City Manager





# ESD

## 2023 Proposed Study Issues Ranking Sheet by Department



Drop	Defer	Combine with Number	Rank	Number	Title	Dept. Rank
				ESD 17-01	Eliminate the Use of Chemical Pesticides on City Owned or Leased Property	2
				ESD 22-02	Promotion and Assessment of Sustainable Landscaping Strategies	3
				ESD 23-01	Climate Budgeting	1
				ESD 23-02	Improving Community Awareness of Indoor Air Quality for Climate Resiliency and Public Health	Drop



Drop	Defer	Combine with Number	Rank	Number	Title	Dept. Rank
				LRS 20-03	Assessment of Needs for Additional Outdoor Sports Programs and Facilities	1



Drop	Defer	Combine with Number	Rank	Number	Title	Dept. Rank
				ITD 23-01	Access Sunnyvale Customer Relationship Management System Upgrade to include access designed for Mobile Apps	1
				ITD 23-02	Evaluate the Development of a Single Mobile Application (Sunnyvale App) for All of the Functions of the Current City of Sunnyvale Mobile Applications	2



Study Issues/Budget Proposals Workshop  
Summary Worksheet: Study Issues Proposed for Council Consideration

Version: 2/6/2023

#	Title	Required Staff Effort	Cost of Study	Cost to Implement*	B/C Rank	Dept. Rank
ITD 23-01	Access Sunnyvale Customer Relationship Management System Upgrade to include access designed for Mobile Apps	Moderate	\$ 150,000	Unknown	N/A	1
ITD 23-02	Evaluate the Development of a Single Mobile Application (Sunnyvale App) for All of the Functions of the Current City of Sunnyvale Mobile Applications	Moderate	\$ 48,000	Unknown	N/A	2

\*Indicates whether there will be a 1-time capital cost and/or ongoing annuals costs upon implementation.  
See Study Issue Paper for detail.







# City of Sunnyvale

## Agenda Item

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**23-0200**

**Agenda Date: 2/16/2023**

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### 2023 COUNCIL STUDY ISSUE

#### **NUMBER**

ITD 23-02

**TITLE** Evaluate the Development of a Single Mobile Application (Sunnyvale App) for All of the Functions of the Current City of Sunnyvale Mobile Applications

#### **BACKGROUND**

**Lead Department:** Information Technology Department

**Support Departments:** Office of the City Manager

Office of the City Attorney

Finance Department

**Sponsor(s):** Councilmembers: Srinivasan, Klein, Mehlinger, Melton,  
Cisneros, Din, Sell

**History:** 1 year ago: N/A  
2 years ago: N/A

#### **SCOPE OF THE STUDY**

##### **What precipitated this Study?**

Mobile applications (apps) have become ubiquitous for interactions between users and organizations. Mobile apps make it easier for residents to interact with the City. Currently there are three mobile apps on Google play and Apple Store related to services provided by the City: Sunnyvale Recycles Right, Sunnyvale Street Sweeping, and Sunnyvale Public Library Mobile. As more and more City services are mobile-enabled, there needs to be a single solution with a consistent user-interface for all these apps. This single mobile application (framework) would allow users to get information, interact, communicate, and transact with the City for common online services. This will provide a central mobile app to be downloaded on the users' phone or mobile device and provide an easier one-stop experience for the residents. This Study Issue was requested by Councilmember Srinivasan and supported by Mayor Klein, and Councilmembers Mehlinger, Melton, Cisneros, Din and Sell during the January 24, 2023 Council meeting.

##### **What are the key elements of the Study?**

The Study would evaluate the requirements, define the framework, and standards for the Sunnyvale App. The app would specify the user interface and user experience for the different elements and functions of the app.

This Study Issue will receive assistance from a consultant who can help the City address the following requirements:

- Define a potential framework to develop a single mobile application for all residents and businesses to communicate, track, interact, and transact with the City.

- Evaluate options for developing a single mobile application to access common City online and mobile services.
- Evaluate the potential consolidation of the City's three separate applications.
- Provide alternatives that include implementation costs and any potential revenues or savings.

This Study Issue will not develop the Single Sunnyvale application but will provide Council with options on what can/should be developed with associated cost estimates.

**Estimated years to complete Study:** Four to six months, once contract is signed

### **FISCAL IMPACT**

#### **Cost to Conduct Study**

Level of staff effort required (opportunity cost):	Moderate
Funding Required for Non-Budgeted Costs:	\$ 48,000
Funding Source:	Will seek budget supplement

The cost of this Study would be the use of a consulting firm to gather requirements, identify potential frameworks to create a single mobile app, and potential options for development that will also include budgetary cost estimates. The consulting firm will work closely with the Information Technology Department, City Manager's Office, current app vendors, and department stakeholders in order to provide the most appropriate options.

#### **Cost to Implement Study Results**

Unknown. Study would include assessment of potential costs, including capital and operating, as well as revenue/savings.

### **EXPECTED CITY COUNCIL, BOARD OR COMMISSION PARTICIPATION**

Council-Approved Work Plan: No

Council Study Session: No

Reviewed by Boards/Commissions: No

### **STAFF RECOMMENDATION**

Support. This policy issue merits discussion at the 2023 Study Issues Workshop.

Prepared by: Kathleen Boutté Foster, Chief Information Officer

Reviewed by: Teri Silva, Assistant City Manager

Approved by: Kent Steffens, City Manager

# FIN

## 2023 Proposed Study Issues Ranking Sheet by Department



Drop	Defer	Combine with Number	Rank	Number	Title	Dept. Rank
				FIN 22-01	Explore a General Election Ballot Measure to Fun Bicycle and Pedestrian Infrastructure Projects	Drop



Study Issues/Budget Proposals Workshop  
Summary Worksheet: Budget Proposals for Council Consideration

Version: 2/8/2023

#	Title Staff Recommendation	Total Cost of Proposal	Funding Source	Council Actions	
				Refer*	Drop*
2023-01	<b>Increase the Tree Pruning Contract to Resolve the Two-Year Backlog Over the Next Two Fiscal Years</b> Staff Recommendation: Refer	\$ 1,190,000	General Fund		
2023-02	<b>Bicycle and Pedestrian Collision Investigation Pilot Program</b> Staff Recommendation: Refer	\$ 60,000	General Fund		
2023-03	<b>Increased Service Levels for Neighborhood Preservation to Enforce the City's Short-Term Rental Ordinance</b> Staff Recommendation: Refer	\$ 298,540	General Fund		

\*Council Actions: **Refer** for consideration in Recommended Budget or **Drop** budget proposal





# City of Sunnyvale

## Agenda Item

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**23-0237**

**Agenda Date: 2/16/2023**

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### **BUDGET PROPOSAL SUMMARY FORM**

**Number**  
2023-01

**TITLE**  
Increase the Tree Pruning Contract to Resolve the Two-Year Backlog Over the Next Two Fiscal Years

**BACKGROUND**  
**Lead Department:** Department of Public Works

**Sponsor:**  
Councilmembers: Klein, Din, Mehlinger, Cisneros, Sell, Melton, Srinivasan

**SCOPE OF ISSUE**  
**What are the key elements of the proposal? What precipitated it?**  
At the January 10, 2023 City Council meeting, Council proposed the City to consider a tree pruning contract over the next two fiscal years to resolve the current two-year backlog. The City's previous tree pruning contract ended in May 2020 and was not renewed due to budgetary constraints related to the COVID-19 pandemic. Specifically, the \$610,000 allocated for annual tree trimming was eliminated as a cost-saving measure pursuant to Budget Supplement No. 2 in the FY 2020/21 and FY 2021/22 Adopted Budgets for a total reduction of \$1,220,000 over these two fiscal years. The \$610,000 for annual tree trimming was fully restored with the FY 2022/23 Adopted Budget.

Under a new tree contract, approximately 5,000 trees would be pruned annually. In addition, City staff would prune approximately 2,500 trees which would exceed City staff's goal of pruning each street tree every seven years on average (38,000 trees pruned every seven years equals 5,428 trees annually). Roughly 10,000 trees need to be pruned to eliminate the backlog of two years. The pending tree trimming quote is \$119 per tree and the total cost would be \$1,190,000 in additional funds over two fiscal years.

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

### **GOAL LT-2: ENVIRONMENTALLY SUSTAINABLE LAND USE AND TRANSPORTATION PLANNING AND DEVELOPMENT**

#### **Urban Forestry**

- Policy LT-2.3. Accelerate the planting of large canopy trees to increase tree coverage in Sunnyvale in order to add to the scenic beauty and walkability of the community; provide environmental benefits such as air quality improvements, wildlife habitat, and reduction of heat islands; and enhance the health, safety, and welfare of residents.
- Policy LT-2.4. Maintain and regularly review and update regulations and practices for the

planting, protection, removal, replacement, and long-term management of large trees on private property and City-owned golf courses and parks.

- Policy LT-2.5. Recognize the value of protected trees and heritage landmark trees (as defined in City ordinances) to the legacy, character, and livability of the community by expanding the designation and protection of large signature and native trees on private property and in City parks.

**Is the budget proposal a:** Project and Operating

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

The Budget Proposal would supplement the operating budget in Program 13400 - Urban Forestry to resolve the backlog of contract tree pruning.

### **FISCAL IMPACT**

**Projected cost (list rough annual cost of budget proposal):**

Operating Issue (Annual Operating Costs, ongoing) .....	\$ 0
Capital/Project (Project Cost, one-time) .....	\$ 1,190,000
Total (Associated Annual Operating Costs) .....	\$ 1,190,000

**Recommended funding source:** General Fund Budget Stabilization Fund

**Please describe recommended funding source:**

Funding would be provided from the General Fund, Budget Stabilization Fund, the General Fund's primary discretionary reserve.

### **STAFF RECOMMENDATION**

**Position:** Refer budget proposal for consideration in Recommended Budget.

**Position Impact:** None. Staff would manage the program within existing duties.

**Explanation:** Staff recommends referral to the recommended budget. Staff would monitor the tree pruning contract to eliminate the backlog of trees to be pruned.

Reviewed by: Chip Taylor, Director, Department of Public Works

Reviewed by: Tim Kirby, Director of Finance

Approved by: Kent Steffens, City Manager





# City of Sunnyvale

## Agenda Item

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**23-0310**

**Agenda Date: 2/16/2023**

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### Budget Proposal Summary Form

#### **NUMBER**

2023-02

#### **TITLE**

Bicycle and Pedestrian Collision Investigation Pilot Program

#### **BACKGROUND**

**Lead Department:** Department of Public Works

**Support Departments:** Department of Public Safety

#### **Sponsor:**

Councilmembers: Mehlinger, Klein, Cisneros, Sell, Srinivasan, Din

#### **SCOPE OF ISSUE**

##### **What are the key elements of the proposal? What precipitated it?**

At the January 24, 2023 City Council meeting, Council sponsored a budget proposal to hire a consultant to conduct collision analysis and to determine collision factors for specified incidents with a fatal or severe injury that involve a motor vehicle and a bicyclist or pedestrian. Up to a total of \$60,000 would be available for the consultant to conduct investigations for three severe injury or fatal collisions. The City Manager will have the discretion to determine which three collisions would be appropriate for an evaluation, after the conclusion of an investigation by the Department of Public Safety.

For each of the three collisions chosen, the consultant will conduct a detailed collision analysis to determine the factors contributing to the collision including intersection design, human factors, or violation of existing laws (based on the conclusion of an investigation conducted by the Department of Public Safety). The engineering analysis after determination of causes will identify possible engineering improvements from the countermeasure toolbox listed in the Vision Zero Plan that could be implemented to avoid future collisions. If appropriate, the report will also include identification of prevention measures such as education or enforcement that would address the cause along with a high-level benefit costs analysis to determine the most cost-effective measure that would have prevented the collision. The report will include conceptual costs to implement the recommended improvements including design, construction, staffing, and any maintenance and operational costs associated with the recommended improvements.

Upon completion of the consultant's investigation, a report summarizing the findings will be presented to the Bicycle and Pedestrian Advisory Commission and the City Council for review.

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

This program relates to the following goals and policies:

**Vision Zero Plan:**

- Reduce fatalities and serious injuries by 50 percent by 2029 and continue improving traffic safety towards zero fatal and serious injury collisions in the ten years that follow.
- Call to action to make Sunnyvale's streets safer, especially for people biking and walking.

**Resolution No. 793-16 Complete Streets Policy** (and Resolution No. 896-18 amending Resolution No. 793-16): the City wishes to improve its commitment to Complete Streets and desires that its streets form a comprehensive and integrated transportation network promoting safe, equitable, and convenient travel for all users while preserving flexibility, recognizing community context, and using the latest and best design guidelines and standards.

**Is the budget proposal a:** Project

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

N/A

**FISCAL IMPACT**

**Projected cost (list rough annual cost of budget proposal):**

Operating Issue (Annual Operating Costs, ongoing) . . . . .	\$	0
Capital/Project (Project Cost, one-time) . . . . .	\$	60,000
Total (Associated Annual Operating Costs) . . . . .	\$	60,000

**Recommended funding source:**

General Fund

**Please describe recommended funding source:**

Funding would be provided from the General Fund, Budget Stabilization Fund, the General Fund's primary discretionary reserve.

**STAFF RECOMMENDATION**

**Position:** Refer budget proposal for consideration in Recommended Budget

**Explanation:** Staff recommends referral to the recommended budget. Staff will work with the consultant throughout the pilot program in the analysis and the development of the recommendations.

Prepared by: Lillian Tsang, Principal Transportation Engineer

Reviewed by: Chip Taylor, Director of Public Works

Reviewed by: Tim Kirby, Director of Finance

Reviewed by: Teri Silva, Assistant City Manager

Approved by: Kent Steffens, City Manager



# City of Sunnyvale

## Agenda Item

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**23-0316**

**Agenda Date: 2/16/2023**

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### Budget Proposal Summary Form

**Number**

2023-03

**TITLE**

Increased Service Levels for Neighborhood Preservation to Enforce the City's Short-Term Rental Ordinance

**BACKGROUND**

**Lead Department:** Department of Public Safety

**Sponsor:**

Councilmembers: Melton, Cisneros, Mehlinger, Sell, Klein, Srinivasan, Din

**SCOPE OF ISSUE**

On April 26, 2022, City Council approved an ordinance to amend Sunnyvale Municipal Code Chapter 19.76 (Short-Term Rental of Residential Property) and adopted a resolution to amend the City Fee Schedule related to fines for violations of the Short-Term Rental Ordinance (RTC No. 22-0478).

Staff prepared three options to enhance compliance and enforcement for Council to consider as part of the FY 2022/23 Recommended Budget with Budget Supplement No. 2. The options included (1) a two-year maximum enforcement pilot, (2) a one-year ramp-up, and (3) a basic level of compliance using existing staff resources. City Council approved the FY 2022/23 Adopted Budget with the basic level of resources of \$15,000 for one year (option 3).

The City began enforcing the City's amended Short-term Rental (STR) Ordinance in October 2022. Staff conducted an education campaign. They worked with STR platforms to remove listings missing the required City approval number. STR registrations jumped from 97 in April 2022 when the Ordinance was approved to 171 as of December 2022. While staff will periodically work with STR platforms to de-list ads that violate our STR Ordinance, the City is not currently resourced to conduct proactive enforcement. Neighborhood Preservation continues to conduct STR investigations based on complaints.

This budget proposal would increase STR resources to the maximum enforcement level. It would fund a two-year pilot project to increase Neighborhood Preservation staffing by adding one (1) term-limited Administrative Analyst. The Administrative Analyst would support existing staff by monitoring compliance of STR ads, notifying hosting platforms of violations, fielding questions, and preparing background documentation for Neighborhood Preservation Specialists to investigate suspected violations.

This proposal was initially included in the FY22/23 Recommended Budget as part of Budget Supplement No. 2 (Item 2B1).

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

This issue relates to Sunnyvale Municipal Code Chapter 19.76 (Short-term Rental of Residential Property) and the Sunnyvale General Plan as follows:

GOAL LT-4. In combination with the City's Community Design Sub-Element, ensure that all areas of the City are attractive and that the City's good image is enhanced by following policies and principles of good urban design while valued elements of the community fabric are preserved.

GOAL LT-6. Ensure that all residential areas of the City are maintained and that neighborhoods are protected and enhanced through urban design which strengthens and retains residential character.

POLICY LT-4.1a. Support a robust code enforcement program to maintain and enhance the appearance of neighborhoods and commercial districts and encourage property and area cleanup and beautification projects.

POLICY LT-12.5. Encourage land uses that generate revenue while preserving of balance with other community needs, such as housing.

POLICY CC-1.7. Encourage neighborhood patterns that encourage social interaction and avoid isolation.

POLICY HE-6.4. Continue to implement a citizen-oriented, proactive education program regarding neighborhood preservation. Encourage resident involvement in identifying and addressing neighborhood needs in partnership with the City.

GOAL SN-3. Safe and Secure City. Ensure a safe and secure environment for people and property in the community by providing effective public safety response and prevention and education services.

**The budget proposal is an Operating Budget proposal.**

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

The Neighborhood Preservation program currently has five (5) budgeted full time employees (FTEs). Staffing consists of (1) Neighborhood Preservation Manager, (1) Senior Neighborhood Preservation Specialist and (3) Neighborhood Preservation Specialists.

This budget proposal will add one term limited Administrative Analyst to the Department of Public Safety for a two-year pilot period to work with hosting platforms, conduct an awareness campaign, monitor compliance of STRs, field questions, and prepare background documentation for Neighborhood Preservation Specialists to investigate violations.

**FISCAL IMPACT**

**Projected cost (list rough annual cost of budget proposal):**

Operating Issue (Annual Operating Costs, ongoing) . . . . .	\$	149,270
Capital/Project (Project Cost, one-time) . . . . .	\$	0
Total (Associated Annual Operating Costs) . . . . .	\$	298,540 (two-year total)

The annual cost is based on the current budgeted rate for an Administrative Analyst (\$142,270) plus an estimated \$7,000 per year for goods and services related to this activity. Funds would be appropriated to Program 12300 - Community Safety Services.

It should be noted that enhanced enforcement may negatively impact short term rental Transient Occupancy Tax (TOT) revenue. Based on estimates, staff anticipates losing 60% of ongoing TOT revenue from STRs or \$240,000 per year. A portion of the reduction in TOT-revenue will be offset by the imposition of fines and penalties for non-compliance.

**Recommended funding source:** General Fund, Budget Stabilization Fund Reserve

**Please describe recommended funding source:** Funding would be provided from the General Fund.

**STAFF RECOMMENDATION**

**Position:** Refer budget proposal for consideration in Recommended Budget

**Explanation:** Current staffing resources require that enforcement of the STR ordinance is mostly complaint based. The addition of an Administrative Analyst would allow staff to engage in more proactive enforcement. Proactive enforcement of STRs would allow the City to address all non-compliant property listings, with a goal of bringing all hosts into full compliance and maintaining the highest possible level of safety for both the community and individuals who visit the City as guests. The two-year pilot program would allow staff to better identify and evaluate whether there is a long-term need for the additional staff to support this activity.

Reviewed by: Chief Phan S. Ngo, Director, Department of Public Safety

Reviewed by: Tim Kirby, Director of Finance

Reviewed by: Jaqui Guzmán, Deputy City Manager

Reviewed by: Teri Silva, Assistant City Manager

Approved by: Kent Steffens, City Manager

