



City of Sunnyvale

Notice and Agenda Parks and Recreation Commission

Wednesday, July 10, 2019

7:00 PM

Boardroom - Recreation Center, Sunnyvale
Community Center, 550 E. Remington Dr.,
Sunnyvale, CA 94087

CALL TO ORDER

SALUTE TO THE FLAG

ROLL CALL

PRESENTATION

[19-0707](#) PRESENTATION - Parks and Recreation Month

[19-0708](#) PRESENTATION - Fee Waiver Update

ORAL COMMUNICATIONS

This category provides an opportunity for members of the public to address the commission on items not listed on the agenda and is limited to 15 minutes (may be extended or continued after the public hearings/general business section of the agenda at the discretion of the Chair) with a maximum of up to three minutes per speaker. Please note the Brown Act (Open Meeting Law) does not allow commissioners to take action on an item not listed on the agenda. If you wish to address the commission, please complete a speaker card and give it to the Recording Secretary. Individuals are limited to one appearance during this section.

CONSENT CALENDAR

- 1 [19-0236](#) Approve the Parks and Recreation Commission Meeting Minutes of June 12, 2019

Recommendation: Approve the Parks and Recreation Commission Minutes of June 12, 2019 as submitted.

PUBLIC HEARINGS/GENERAL BUSINESS

- 2 [19-0137](#) Selection of Chair and Vice Chair

- 3 [19-0588](#) Second Amendment to the Agreement between the City of Sunnyvale and California Sports Center for the Management, Operation and Supervision of Public Swimming Programs at Fremont High School Pool.

Recommendation: Recommend the City Council Authorize the City Manager to execute the Second Amendment to the Agreement Between the City of Sunnyvale and California Sports Center for the Management, Operation and Supervision of Public Swimming Programs at Fremont High School Pool extending the term to August 31, 2022, in substantially the same form as in Attachment 2 to the report, and when all necessary conditions have been met.

- 4 [19-0102](#) Review and Consider Recommendation to City Council to Approve a Waiver of City Fees Associated with the Special Event Permit for the 2019 Pet Parade

Recommendation: Alternative: 1. Recommend that City Council approve a waiver of City fees in the amount of \$4,823.28 associated with the special event permit for the 2019 Pet Parade.

STANDING ITEM: CONSIDERATION OF POTENTIAL STUDY ISSUES

- [19-0702](#) Parks and Recreation Commission Proposed Study Issues, Calendar Year: 2019

NON-AGENDA ITEMS & COMMENTS

-Commissioner Comments

-Staff Comments

ADJOURNMENT

Notice to the Public:

Any agenda related writings or documents distributed to members of this meeting body regarding any item on this agenda will be made available for public inspection in the originating department or can be accessed through the Office of the City Clerk located at 603 All America Way, Sunnyvale, CA. during normal business hours and at the meeting location on the evening of the board or commission meeting, pursuant to Government Code §54957.5.

Agenda information is available by contacting Community Services Administration at (408) 730-7336. Agendas and associated reports are also available on the City's website at sunnyvale.ca.gov or at the Sunnyvale Public Library, 665 W. Olive Ave., Sunnyvale, 72 hours before the meeting.

Pursuant to the Americans with Disabilities Act, if you need special assistance in this meeting, please contact Community Services Administration at (408) 730-7336. Notification of 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 35.160 (b) (1))



City of Sunnyvale

Agenda Item

19-0707

Agenda Date: 7/10/2019

PRESENTATION - Parks and Recreation Month



City of Sunnyvale

Agenda Item

19-0708

Agenda Date: 7/10/2019

PRESENTATION - Fee Waiver Update



City of Sunnyvale

Agenda Item

19-0236

Agenda Date: 7/10/2019

SUBJECT

Approve the Parks and Recreation Commission Meeting Minutes of June 12, 2019

RECOMMENDATION

Approve the Parks and Recreation Commission Minutes of June 12, 2019 as submitted.



City of Sunnyvale

Meeting Minutes - Draft Parks and Recreation Commission

Wednesday, June 12, 2019

7:00 PM

Council Chambers, City Hall, 456 W. Olive
Ave., Sunnyvale, CA 94086

CALL TO ORDER

Chair Kenton called the meeting to order at 7:01 p.m. in the Council Chambers.

SALUTE TO THE FLAG

Chair Kenton led the salute to the flag.

ROLL CALL

Present: 5 - Chair Ralph Kenton
Vice Chair Daniel McCune
Commissioner Henry Alexander III
Commissioner Prakash Giri
Commissioner Craig Pasqua

Council Liaison Smith (absent)

PRESENTATION

Chair Kenton informed those at meeting that we will be moving the presentation (File 19-0111) after the Public Hearing section on the agenda.

[19-0111](#) PRESENTATION - Board/Commission Study Issue Sponsorship
Process

Superintendent of Parks, Jim Stark gave an update on the Study Issue Sponsorship Process. Information included the new process, required steps and the new form. Handouts were provided to the commission with further information. The commissioners will review the materials and come back in July with any questions. No questions were asked during the presentation.

ORAL COMMUNICATIONS

None

CONSENT CALENDAR

- 1.A** [19-0115](#) Approve the Parks and Recreation Commission Meeting Minutes of April 10, 2019

Vice Chair McCune moved, and Commissioner Giri seconded the motion to approve the Parks and Recreation Commission Minutes of April 10, 2019 as submitted. The motion carried by the following vote:

Yes: 5 - Chair Kenton
 Vice Chair McCune
 Commissioner Alexander III
 Commissioner Giri
 Commissioner Pasqua

No: 0

- 1.B** [19-0116](#) Approve the Parks and Recreation Commission Special Meeting Minutes of May 22, 2019

Vice Chair McCune moved, and Commissioner Giri seconded the motion to approve the Parks and Recreation Commission Minutes of May 22, 2019 as submitted. The motion carried by the following vote:

Yes: 5 - Chair Kenton
 Vice Chair McCune
 Commissioner Alexander III
 Commissioner Giri
 Commissioner Pasqua

No: 0

PUBLIC HEARINGS/GENERAL BUSINESS

- 2** [19-0355](#) Make Recommendations to City Council Regarding the Sunnyvale Historical Society and Museum Association's Proposed Expansion of the Sunnyvale Heritage Park Museum

Chair Kenton introduced the Superintendent of Parks, Jim Stark who gave the staff report on RTC 19-0355. Superintendent Stark provided information on the background, environmental review and discussion areas.

Superintendent Stark introduced Laura Babcock, Director of Sunnyvale Historical Society and Museum Association. Ms. Babcock gave a presentation on the museum including: accomplishments and expansion plans. Ms. Babcock provided information on why they felt the expansion was important.

Chair Kenton invited Superintendent Stark back to the podium to complete staff report. Superintendent Stark shared fiscal impact, public contact and alternatives.

Chair Kenton asked if there were any questions from the Commissioners. Being none, he opened it up to public contact.

The following members of the public in favor of the museum expansion:

- Dennis Mueller
- James VanPernis
- Jeff Lawson

The following members of the public spoke in favor of not expanding and keeping the orchard as is:

- Jeannine Avila
- Nan Mehan
- Janet Hamma
- Theresa Walterskirchen
- Eri Izawa
- Mary Brunkhorst
- David Ginsberg
- Steve Scandalis
- Niki Canotas
- Nancy Hextell
- Charles Olson
- Colleen Haggerty
- Margaret Lawson
- Ken Cook
- Alecks Haecky
- Janet Hardford
- Irene Preysman
- Vladimir Preysman
- Linda Paris-Bell

Chair Kenton closed the public comments at 8:23 p.m. and thanked everyone for coming and their input.

Chair Kenton asked if Superintendent Stark had any additional comments. With none, Chair Kenton asked Ms. Babcock if she had any closing comments.

Ms. Babcock urged the Commissioner to go with Alternative 1.

Chair Kenton asked Superintendent Stark to review the three alternatives with the Commissioners.

Superintendent Stark reread the three alternatives.

Chair Kenton opened it up for Commissioner questions.

Commissioner McCune made a few comments and then left the meeting at 8:30 p.m. for a previous commitment.

Chair Kenton asked for a motion. Commissioner Alexander III stated that he had some questions.

Commissioners inquired:

- What is difference between you or City doing CEQA
- Would you consider doing the expansion in a different location. Not at the museum.
- Since 2000, has there been any other expansions?
- Will you be needing additional space over the next five years?
- The 1,600 square feet you are currently requesting is for only what you currently plan and will not allow for further expansion in the future?

Ms Babcock responded:

- They have explored what is part of Alternative 3 and feel it won't work. Also, if go that way, there will be time constraints.
- We have to have it all on the same site. Items are considered artifacts and at times are used as rotating exhibits.
- The museum started in 2008, is 8,500 square feet and full.
- It's hard to say what we ill need in the future.
- No, that is just for now. We would hope to look at a 2nd story or other options in the future.

Commissioners discussed Alternative 2 and other possibilities including, not going with Alternative 3 at this time as they wanted to see the outcome of the current Study Issue in process.

Commissioner Pasqua moved and Chair Kenton seconded the motion to

recommend to City Council not to proceed with the addition to the Museum at this time. The motion carried by the following vote:

Yes: 4 - Chair Kenton
Commissioner Alexander III
Commissioner Giri
Commissioner Pasqua

No: 0

Absent: 1 - Vice Chair McCune

STANDING ITEM: CONSIDERATION OF POTENTIAL STUDY ISSUES

[19-0100](#) Discussion and Consideration of Sunnyvale Parks Waste Reduction Initiative Study Issue

Commissioner Alexander III shared his plan for the Sunnyvale Parks Waste Reduction study issue which includes having recycling, compost and waste bins at parks.

Chair Kenton asked if this is currently being done.

Commissioner Alexander II noted that there is not a designated area in parks and this study issue would assist in addressing that.

Superintendent Stark informed the Commissioners that the waste is currently being sorted offsite.

Commissioner Giri moved and Commissioner Pasqua seconded the motion to move forth with the Sunnyvale Parks aWaste Reduction study issue. The motion carried by the following vote:

Yes: 4 - Chair Kenton
Commissioner Alexander III
Commissioner Giri
Commissioner Pasqua

No: 0

Absent: 1 - Vice Chair McCune

NON-AGENDA ITEMS & COMMENTS

-Commissioner Comments

Commissioner Giri questioned if there was anything from the budget meeting that the Commissioners should be aware of Superintendent Stark noted that there was not.

Chair Kenton and fellow Commissioners thanked Commissioner Pasqua for his service.

-Staff Comments

Jackie Davison, staff support shared the June 12 Superintendent's Report and a couple housekeeping items.

Superintendent Stark informed the Commission that Fair Oaks Park was at 100% design, that construction would start hopefully in October and it should take a year to completion.

Commissioner Giri inquired if it was one contract and if he could see the plans.

Superintendent Stark responded that it was one contract, however the contractor may have sub-contracts. He also replied that he could share an overview of the plans.

Chair Kenton inquired on pricing.

Superintendent replied with pricing as well as contribution from Magical Bridge.

ADJOURNMENT

Chair Kenton adjourned the meeting at 9:21 p.m.



City of Sunnyvale

Agenda Item

19-0137

Agenda Date: 7/10/2019

Selection of Chair and Vice Chair



City of Sunnyvale

Agenda Item

19-0588

Agenda Date: 7/10/2019

REPORT TO PARKS AND RECREATION COMMISSION

SUBJECT

Second Amendment to the Agreement between the City of Sunnyvale and California Sports Center for the Management, Operation and Supervision of Public Swimming Programs at Fremont High School Pool.

BACKGROUND

Since 2002 the California Sports Center (CSC) has operated the City's aquatics programs at the Fremont High School Pool. The current Agreement with CSC was approved in 2013 and has an expiration date of August 31, 2019. The Agreement provided for two additional three-year extensions by mutual agreement of the parties and outlines the responsibilities of CSC, which include: offering community aquatics programming, payment of utilities for the Pool Building, janitorial maintenance, and replacement of specific fixtures located in the Pool Building. The partnership has been successful with positive feedback on annual program surveys. The City and CSC wish to extend their business relationship for one additional three-year period.

EXISTING POLICY

Sunnyvale Consolidated Plan CC-10.6: Leverage available resources by pursuing co-funded and/or cooperative agreements for provision and maintenance of programs, facilities and services, to maximize benefits to the community. Partners may include, but are not limited to, school districts, non-profit groups, governmental agencies and businesses.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" with the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378 (b) (4) in that it is a fiscal activity that does not involve any commitment to any specific project which may result in a potential significant impact on the environment.

DISCUSSION

As a result of a City issued Request for Proposals in 2013 and Council's direction to proceed with contracted services, CSC was awarded a new six-year contract to continue operations at Fremont High School Pool. Each year CSC has exceeded contractually required program offerings, reported service levels to the City, provided a market-based fee schedule, reimbursed the City for utilities used at the pool house building, was responsible for janitorial services and specific equipment replacement. Customers are surveyed annually on a variety of topics, including "overall program/service provided" and facility maintenance. The Agreement requires CSC to receive a minimum average response of "very good." Results from 2016, 2017 and 2018 all achieved an average of "very good" or higher.

Pursuant to the terms of the Agreement, the parties met and conferred eighteen months prior to the

expiration of the Agreement to discuss an optional extension, current service offerings and details of roles and responsibilities. Both parties would like to continue the relationship for another three years. The proposed Amendment includes the changes as described below:

1. Extending the term three years with a new expiration of August 31, 2022.
2. Adding clarifying language stating that CSC will continue to be responsible for payments to the City for the privileges and rights allowed in the agreement during extension periods. CSC will continue to pay the City \$50,000 with the addition of 2.5% of the previous year's payment.
3. Increasing Abuse and Molestation Liability Insurance Coverage from \$100,000 limit per occurrence to \$1,000,000, and \$300,000 general aggregate to \$2,000,000.

FISCAL IMPACT

The City will continue to receive a reimbursement for utilities used by CSC in the pool house building and quarterly payments for privileges outlined in the Agreement. There is no additional funding request associated with this amendment.

PUBLIC CONTACT

Public contact was made through posting the Parks and Recreation Commission agenda on the City's official-notice bulletin board and on the City's website. Additionally, the agenda and report are available in the Office of the City Clerk.

RECOMMENDATION

Recommend the City Council Authorize the City Manager to execute the Second Amendment to the Agreement Between the City of Sunnyvale and California Sports Center for the Management, Operation and Supervision of Public Swimming Programs at Fremont High School Pool extending the term to August 31, 2022, in substantially the same form as in Attachment 2 to the report, and when all necessary conditions have been met.

Prepared by: Nancy Grove, Community Services Manager

Reviewed by: Damon Sparacino, Superintendent of Community Services

Reviewed by: Cherise Brandell, Interim Director, Library and Community Services

Reviewed by: Teri Silva, Assistant City Manager

Approved by: Kent Steffens, City Manager

ATTACHMENTS

1. Reserved for Report to Council
2. Second Amendment to the Agreement Between City of Sunnyvale and California Sports Center for the Management, Operation and Supervision of Public Swimming Programs at Fremont High School.

Attachment 1

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**SECOND AMENDMENT TO THE AGREEMENT BETWEEN THE
CITY OF SUNNYVALE AND CALIFORNIA SPORTS CENTER
FOR THE MANAGEMENT, OPERATION AND SUPERVISION OF
PUBLIC SWIMMING PROGRAMS AT FREMONT HIGH SCHOOL**

This Second Amendment dated _____, 2019, is by and between the City of Sunnyvale, a municipal corporation of the State of California (hereinafter "CITY"), and California Sports Center ("CONTRACTOR").

WHEREAS, on September 1, 2013, the parties entered into an Agreement for the Management, Operation and Supervision of Public Swimming Programs at Fremont High School ("the Agreement"); and amended in June 2017 to address various administrative issues.

WHEREAS, the Agreement expires on August 31, 2019, and may be extended for two additional three-year periods by mutual agreement of the parties;

WHEREAS, CITY and CONTRACTOR wish to extend their business relationship for one additional three-year period;

NOW, THEREFORE, the parties hereby agree to amend the Agreement as follows:

1. The Parties agree to extend the Agreement for a period of three years from September 1, 2019. The Agreement will have a new termination date of August 31, 2022.

2. Section 11(A) of the Agreement is amended to read as follows:

A. CONTRACTOR, in consideration of the privileges and rights allowed by this Agreement, shall pay to the CITY a fee of \$50,000 for the first year with an additional 2.5% of the previous year's payment added to each of the following annual payments, including any extension periods.

3. Section 15 of the Agreement, "Insurance," is amended to read as follows:

CONTRACTOR shall and will, during the period commencing on the date on which this Agreement is issued and continuing without interruption until this Agreement is canceled, revoked or otherwise terminated, and at its own cost and expense, provide and maintain in such form and with a company or companies satisfactory to CITY and District, a policy or policies of each of the following types of insurance to wit:

Minimum Scope and Limits of Insurance

CONTRACTOR shall maintain limits no less than:

1. Commercial General Liability: \$5,000,000 per occurrence and \$10,000,000 annual aggregate for bodily injury, personal injury and property damage. ISO Occurrence Form CG 0001 is required.

2. Workers' Compensation: Statutory Limits and Employer's Liability: \$1,000,000 per accident for bodily injury or disease.

3. Abuse & Molestation Liability: Minimum Required Coverage Amounts: \$1,000,000 limit per occurrence \$2,000,000 general aggregate.

In the event that Abuse & Molestation Liability coverage is provided via a Claims Made Policy, the coverage shall include a minimum of a five year extended reporting clause.

Deductibles and Self-Insured Retentions

Any deductibles or self-insured retentions must be declared and approved by CITY. The CONTRACTOR shall guarantee payment of any losses and related investigations, claim administration and defense expenses within the deductible or self-insured retention.

Other Insurance Provisions

The general liability policy shall contain or be endorsed to contain the following provisions:

1. The CITY, its officials, employees, agents and volunteers are to be covered as additional insureds with respects to liability arising out of activities performed by or on behalf of the CONTRACTOR; products and completed operations of the CONTRACTOR; premises owned, occupied or used by the CONTRACTOR. The coverage shall contain no special limitations on the scope of protection afforded to CITY, its officers, employees, agents or volunteers.

2. For any claims related to this project, the CONTRACTOR's insurance shall be primary. Any insurance or self-insurance maintained by CITY, its officers, officials, employees, agents and volunteers shall be excess of the CONTRACTOR's insurance and shall not contribute with it.

3. Any failure to comply with reporting or other provisions of the policies including breaches of warranties shall not affect coverage provided to CITY, its officers, officials, employees, agents or volunteers.

4. CONTRACTOR's insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the insurer's liability.

5. Each insurance policy required by this clause shall be endorsed to state that coverage shall not be suspended, voided, cancelled by either party, reduced in coverage or in limits except after thirty (30) days' prior written notice by certified mail, return receipt requested, has been given to CITY.

6. The policy limits of coverage shall be made available to the full limits of the policy. The minimum limits stated above shall not serve to reduce the CONSULTANT'S policy limits of coverage. Therefore, the requirements for coverage and limits shall be (1) the minimum coverage and limits specified in this agreement, or (2) the broader coverage and maximum limits of coverage of any insurance policy or proceeds available to the named insured, whichever is greater.

Acceptability of Insurers

Insurance is to be placed with insurers with a current A.M. Best's rating of no less than A:VII, unless otherwise acceptable to CITY.

Verification of Coverage

Contractor shall furnish the City of Sunnyvale with an original Certificate of Insurance effecting the coverage required. The certificates are to be signed by a person authorized by that insurer to bind coverage on its behalf. All certificates are to be received and approved by the City of Sunnyvale prior to commencement of work.

Subcontractors

CONTRACTOR shall require all subcontractors to procure and maintain insurance policies subject to the requirements of Exhibit D. Failure of CONTRACTOR to verify existence of sub-contractor's insurance shall not relieve CONTRACTOR from any claim arising from sub-contractors work on behalf of CONTRACTOR.

4. All of the terms and conditions of the Agreement not specifically modified by this Amendment shall remain in full force and effect.

IN WITNESS WHEREOF, THE PARTIES HAVE EXECUTED THIS AMENDMENT.

ATTEST:

CITY OF SUNNYVALE ("CITY")

By _____
City Clerk

By _____
City Manager

APPROVED AS TO FORM:

CALIFORNIA SPORTS CENTER
("CONTRACTOR")

By _____
City Attorney

By _____
David M. Peterson, Director



City of Sunnyvale

Agenda Item

19-0102

Agenda Date: 7/10/2019

REPORT TO PARKS AND RECREATION COMMISSION

SUBJECT

Review and Consider Recommendation to City Council to Approve a Waiver of City Fees Associated with the Special Event Permit for the 2019 Pet Parade

BACKGROUND

In 2008, former Mayor Tony Spitaleri proposed that the City co-sponsor a pet parade (“Howl’oween Pet Parade and Faire”) in collaboration with the Sunnyvale Downtown Association (SDA). (Attachment 2).

As a co-sponsor of the event, the Council authorized staff to waive the associated permit fees. In 2010, the City again served as a co-sponsor; however, the Council chose to limit the waiver of fees in an amount not to exceed \$3,306. A separate grant was made to SDA to cover remaining expenses through the City’s Community Event Grant Program.

In 2011, a budget supplement was brought to Council to consider making the Pet Parade an on-going, City-sponsored event at an estimated cost of \$30,500. The budget supplement was not approved.

Earlier this year, the Pet Parade Committee (Committee), via Andrea Gung, Executive Director of the Duo Duo Project (nonprofit organization), approached the City with a request to hold a pet parade in downtown Sunnyvale. As part of the request, the Committee is requesting a waiver of City fees associated with the special event permit.

The purpose of this memo is to advance the Committee’s request and to seek the Commission’s recommendation on whether Council should waive all City fees associated with the special event permit. The City Council is scheduled to consider this item on July 30, 2019.

EXISTING POLICY

Council Policy 7.2.4, *Relationships with Outside Groups*

ENVIRONMENTAL REVIEW

The action being considered does not constitute a “project” with the meaning of the California Environmental Quality Act (“CEQA”) pursuant to CEQA Guidelines section 15378(b)(4) in that it is a fiscal activity that does not involve any commitment to any specific project which may result in a potential significant impact on the environment.

DISCUSSION

The table below, extracted from the 2011 Budget Supplement No.8 (Attachment 3), outlines the history of the event expenses accrued by the Sunnyvale Downtown Association, as well as the City

contributions.

	City Contributions ¹			
	Grant	Fee Waive	Event Expenses ²	% from City
2008 Pet Parade	\$3,495	\$6,159	\$19,576	49%
2009 Pet Parade ³	\$2,000	\$6,159	\$16,045	51%
2010 Pet Parade ⁴	\$3,025	\$3,306	\$13,339	47%

¹ As a co-sponsor of the event, the terms "in-kind services" and "fee waiver" are used synonymously to indicate the value of City services not charged to the event organizer.

² The data listed in the Event Expenses column was generated by SDA, not by City of Sunnyvale.

³ In RTC 09-209, the fee waiver amount for the 2009 event was never actually determined, but given a "not-to-exceed" value of \$7,000 and estimated to be the same as the 2008 event.

⁴ For the 2010 Pet Parade, the fee waiver amount was re-evaluated and reduced significantly, primarily due to the elimination of Public Safety staff overtime in the calculation. Public Safety staff time was handled by on-duty officers and not included in the fee waiver calculation.

The Pet Parade is scheduled to take place on October 27, 2019 in downtown Sunnyvale. The Sunnyvale Pet Parade Committee is taking the lead on the planning and execution of the event. The nonprofit organization, Duo Duo Project, has submitted a special event permit application and has obtained a conditional permit. Once all the pre-event conditions have been met, the City will issue a Special Event Permit.

As noted in the attached letter (Attachment 4) from Andrea Gung, Founder and Executive Director of Duo Duo Project and former Mayor Tony Spitaleri, the proposed community benefit is a positive family venture that will encourage celebration, create a strong positive community identity and recognize cultural diversity.

Should the Commission wish to recommend that Council approve a waiver of the estimated City fees; the estimated City fees associated with the event are as follows:

Fee Category	Estimated Cost
Rental Fees & Permits (<i>processing fee, amplified sound permit, outdoor assembly permit, banner fee, Plaza del Sol rental fee and deposit</i>)	\$1,133.00
Street Closures (<i>Type 3 Street Closure Fee, Street Closure prep - No Parking Signs</i>)	\$1,245.28
Department of Public Safety (<i>DPS officers for safety & security</i>)	\$2,445.00
Total	\$4,823.28

Staff will work directly with the Pet Parade Committee regarding the additional requests, which include: marketing support from the City including posting on the City's website, social media outlets and other appropriate City marketing channels; and participation from the Department of Public Safety in the parade.

FISCAL IMPACT

The total estimated City fees associated with the special event permit is \$4,823.28. (Attachment 5)

PUBLIC CONTACT

Public contact was made through posting of the Parks and Recreation Commission agenda on the City's official-notice bulletin board, on the City's website, and the availability of the agenda and report in the Office of the City Clerk.

ALTERNATIVES

1. Recommend that City Council approve a waiver of City fees in the amount of \$4,823.28 associated with the special event permit for the 2019 Pet Parade.
2. Other recommendations as determined by the Parks and Recreation Commission.

RECOMMENDATION

Alternative: 1. Recommend that City Council approve a waiver of City fees in the amount of \$4,823.28 associated with the special event permit for the 2019 Pet Parade.

Prepared by: Jennifer Acuña, Administrative Analyst

Reviewed by: Damon Sparacino, Superintendent, Community Services

Reviewed by: Cherise Brandell, Interim Director, Library and Community Services

Reviewed by: Tim Kirby, Director, Finance

Reviewed by: Phan Ngo, Chief, Public Safety

Reviewed by: Chip Taylor, Director, Public Works

Reviewed by: Teri Silva, Assistant City Manager

Approved by: Kent Steffens, City Manager

ATTACHMENTS

1. Reserved for Report to Council
2. Letter for Consideration of a City Co-sponsorship of a Pet Parade (RTC No. 08-257)
3. 2011 Budget Supplement No.8
4. Letter of Request from the Sunnyvale Pet Parade Committee
5. Estimated Fee Schedule

ATTACHMENT 1

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CITY OF SUNNYVALE

The Heart of Silicon Valleysm

456 WEST OLIVE AVENUE SUNNYVALE, CALIFORNIA 94086 (408) 730-7480

Date: August 21, 2008

RTC# 08-257

To: Council Colleagues

Anthony (Tony) Spitaleri
Mayor

From: Mayor Anthony Spitaleri

Melinda Hamilton
Vice Mayor

Subject: Consideration of a City Co-sponsorship of a Pet Parade

John N. Howe
Councilmember

As some of you may be aware, for a long time, I have felt that a pet parade is one of those community events that can go a long way to build a stronger sense of community, a type of event that brings everyone together. This type of parade has been a proven success in those communities that have it, such as our neighboring City of Los Altos.

Otto Lee
Councilmember

Ron Swegles
Councilmember

You may also remember this past November I had sponsored an Annual Pet Parade Study Issue. That study issue was ranked #4 of 5 in the Parks and Recreation Department's list of issues to be studied. Unfortunately, given staff's workload, that issue is not scheduled to be studied this year.

Christopher R. Moylan
Councilmember

David Whittum
Councilmember

During the interim, I have many people and organizations approached me and offer to volunteer to organize this event so it can happen this year. Thus far, we have approximately 10 groups that are willing to co-sponsor this event, most notably, the Downtown Association, the Kiwanis Club, the Sunnyvale Rotary, the Santa Clara Humane Society, a veterinarian, and several community members, etc.

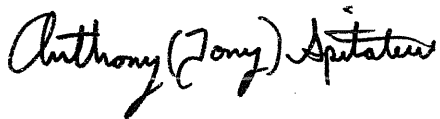
I have met several times with these groups to better understand what kind of pet parade they have in mind, as well as what resources and support they need to make this parade a success. Thus far, it appears that all of these organizations will have sufficient resources and support to be able to have the parade on Sunday, October 26, 2008. They are in the process of submitting to the City an event application to hold this parade in our Downtown. The preliminary plan is to have the parade route begin on Frances street, go down to Evelyn, then come back up to Murphy Street, then to Washington, and come back down to Frances. The staging area will be at Plaza del Sol. There will also be pets-related education/vendor booths at the Plaza.

I am very excited about this event and the opportunity to bring families, kids, and their pets to our Downtown. I am hopeful this will be a very successful community event, similar to what other communities have experienced. Obviously, my hope is this will be an annual event.

The purpose of this memo is not only to inform you of this exciting community project, but also to ask you to consider adding the City of Sunnyvale's name to the list of sponsorship. The sponsorship will include using our name for advertising the event and having elected and appointed officers participating in this parade. There will not be any City hard costs or monetary contributions needed. Financial impacts would be minimal, and limited to only staff time for police/fire presence, for security purposes, and to also have our K-9's be included in the parade and other departments participate if they so choose. There will be very limited administrative support to coordinate our part of the co-sponsorship. Other City-involved activities are only those the City would normally do for any community events, such as road closures, or event permitting, etc.

I look forward to answering any questions or comments you have at the August 26, 2008, Council meeting and to your support in adding the City of Sunnyvale's name as a co-sponsor to this exciting first-ever Pet Parade in Sunnyvale.

Warmest Regards,

A handwritten signature in black ink that reads "Anthony (Tony) Spitaleri". The signature is written in a cursive, flowing style.

Anthony (Tony) Spitaleri
Mayor

BUDGET SUPPLEMENT NO: 8**June 2, 2011****SUBJECT: Consider Making the Pet Parade a City Event****BUDGET SUPPLEMENT REQUEST SUMMARY**

A Pet Parade has been conducted annually by the Sunnyvale Downtown Association (SDA) since FY 2008/09, with the City participating as a co-sponsor. Each year, SDA has submitted to the City a special event application to conduct the event and each year it has submitted a separate grant application requesting financial support for the event from the City. This supplement considers making the *Howl'oween Pet Parade and Faire* (Pet Parade) an official City event, to be conducted by the City rather than SDA, at an estimated cost of \$30,500.

BACKGROUND

In 2008, then-Mayor Spitaleri spearheaded efforts to create the Pet Parade as a new community event in Sunnyvale. He worked closely with the Sunnyvale Downtown Association (SDA) to organize the event, which has been held annually since October 2008. Each year, the City of Sunnyvale has contributed financially in the form of fee waivers. In addition, SDA applied for and received a Community Event Grant from the City each time the event was held.

Table 1: City's financial contribution as a percentage of total event expenses

	City Contributions		Total Event Expenses²	Percent received from City
	Grant	Fee Waiver¹		
2008 Pet Parade	\$ 3,495	\$ 6,159	\$ 19,576	49%
2009 Pet Parade ³	\$ 2,000	\$ 6,159	\$ 16,045	51%
2010 Pet Parade ⁴	\$ 3,025	\$ 3,306	\$ 13,339	47%

¹As a co-sponsor of the event, the terms "in-kind services" and "fee waiver" are used synonymously to indicate the value of City services not charged to the event organizer.

²The data listed in the Event Expenses column was generated by SDA, not by City of Sunnyvale.

³In RTC 09-209, the fee waiver amount for the 2009 event was never actually determined, but given a "not-to-exceed" value of \$7,000 and estimated to be the same as the 2008 event.

⁴For the 2010 Pet Parade, the fee waiver amount was re-evaluated and reduced significantly, primarily due to the elimination of Public Safety staff overtime in the calculation. Public Safety staff time was handled by on-duty officers and not included in the fee waiver calculation.

The event expenses listed in Table 1 above do not include time required to plan and coordinate the event. As a community event, the Pet Parade was planned and coordinated by both SDA staff and event volunteers.

EXISTING POLICY

Council Policy 7.2.18 Special Events

Community Engagement Sub-element:

Policy C.2 – Encourage celebrations which help to create a strong, positive community identity and recognize cultural diversity.

DISCUSSION

The issue before Council is a proposal to turn the Pet Parade into a City event. The City currently organizes four events of community-wide interest: Health and Safety Fair, Hands on the Arts, State of The City and July 4 Celebration (the latter event combined with State of The City in some years). Although City staff have not previously organized a Pet Parade, financial data from previously-held Pet Parades provided by SDA in grant paperwork, as well as City staff time budgeted for other City events, were analyzed to develop a reasonable cost estimate for a City-owned Pet Parade.

Based on the information in Table 2 below, SDA has averaged approximately \$16,000 in direct or in-kind expenses for each of the three past events. This figure includes the value of in-kind services provided by the City (fee waivers), equipment rentals and advertising costs. SDA also received community event grant monies from the City to offset their expenses for all three Pet Parades. As the table below reflects, the City expects a \$14,500 direct expense budget to produce a Pet Parade of similar scope to that produced by SDA.

Table 2: Breakdown of Pet Parade event expenses

Event Expenses	SDA 2008	SDA 2009	SDA 2010	City Event
City Services	\$ 6,159	\$ 6,159	\$ 3,519	\$ 0
County Services	60	25	305	60
Entertainment	396	250	1,250	1,000
Equip. Rentals	1,892	0	800	6,000
Marketing/Ads	9,325	8,226	6,532	3,000
Day-of-Event Staff	1,200	Volunteers	250	3,500
Insurance	432	600	659	500
Supplies	112	785	24	440
Total	\$ 19,576	\$ 16,045	\$ 13,339	\$ 14,500

Note: Expenses listed under SDA columns are generated from actual SDA budget data. Expenses listed under the column "City Event" are estimates. Day-of-Event Staff for a City event would include any staff hired on an overtime basis to work the day of the event in a set-up, clean-up, security or traffic control role (e.g. facilities staff working at State of The City event or public safety officers controlling crowds or traffic).

SDA spent a significant portion of their budget advertising and promoting the event to generate attendance. Although the City would likely spend less on advertising, similar attendance levels would be expected through traditional City methods of event promotion, as well as the community interest already generated by the Pet Parade returning as an annual event.

Not included in SDA's event expenses are costs for staff time to plan and coordinate the event, as well as recruit and manage volunteers, all of which must be considered in the budget for a City event. Even though the City was not involved in the planning and coordinating of previous Pet Parades, the measure of staff time and related costs can be estimated using other City events as a benchmark. Staff estimates the number of work hours needed for this event at 250, which translates into a \$16,000 budget allocation.

If the Pet Parade were to become a City event, decisions regarding all aspects of the event, including, but not limited to: venue, date of the event, sponsorships and vendors, would be based on service objectives and operational needs.

The SDA's Executive Director has recently expressed a willingness to continue organizing and operating the Pet Parade, provided the organization receives financial support for the event from the City. Financial support could be in the form of a Community Event Grant.

SERVICE LEVEL IMPACT

Council approval of this supplement would fund this program for FY 2011/12 only. Renewal would be considered by Council annually.

FISCAL IMPACT

This supplement proposes \$30,500, which includes an estimate of both direct expenses (\$14,500) and staff time (\$16,000) to plan and coordinate the event. The City may offset some of the direct expenses through event sponsorships and vendor booth fees, but those potential revenues are not guaranteed and cannot be estimated at this time.

ALTERNATIVES

1. Support Sunnyvale Downtown Association's continued operation of the Pet Parade and consider funding it through the Community Event Grant Program.
2. Approve the budget supplement request for \$30,500 and make the Pet Parade a City event. Council to identify a corresponding reduction elsewhere in the budget for funding.

3. Approve a budget supplement request for \$14,500 to cover direct expenses and make the Pet Parade a City event. Council to identify a corresponding reduction elsewhere in the budget for funding. Direct the City Manager to allocate necessary staff support (estimated 250 hours) by reducing hours spent on other activities by the Community Resources Program Coordinator (see Attachment A for specific list).
4. Do not approve the budget supplement and do not make the Pet Parade a City event.
5. Other action as directed by Council.

STAFF RECOMMENDATION

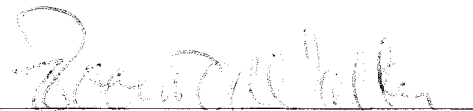
Staff recommends Alternative 1: Support Sunnyvale Downtown Association's continued operation of the Pet Parade and consider funding it through the Community Event Grant Program. SDA's Executive Director has recently expressed a willingness to continue organizing and operating the Pet Parade, provided the organization receives financial support for the event from the City. Staff does not recommend the City take on the added responsibility of another special event, since funding of this nature is difficult during a time of economic hardship and significant reductions in City services. Rather, staff recommends Council consider this event in the context of all other special events conducted by outside agencies.

Prepared by:



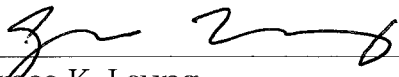
John Pilger, Communications Officer

Reviewed by:



Robert Walker, Assistant City Manager

Reviewed by:

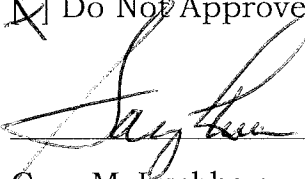


Grace K. Leung
Director of Finance

City Manager's Recommendation

☐ Approve Budget Supplement for funding

☒ Do Not Approve Budget Supplement for funding



Gary M. Luebbers
City Manager

Attachments

A. Community Resources Program Coordinator Activities List



Duo Duo (多多) Project

1030 E. El Camino Real #302
Sunnyvale, California 94087, USA
www.duoduooproject.org
408-220-5407

5-3-2019

To the Honorable Mayor, Vice Mayor and councilmembers.

This is a request of Council and Staff to waive certain fees and to provide minimal services to assure the Sunnyvale Pet Parade is a success which has been in past years. Pets are a significant part of our society and a noticeable portion of our economy. There are four times as many pets as children in America. Over half of households have pets. The pet parade is focused towards the youth of our community and is a family event. Children, Parents and Pets will dress in costumes in the spirit of Halloween and tour a parade route in downtown Sunnyvale. Prizes are awarded to participants in a number of categories including: Best Costumes, as well best Talent. After the parade attendees are encouraged to participate in a pet fair that would be held at the Plaza Del Sol. There will be contest and music to entertain those attending the fair portion of the event.

This year's Pet Parade will be the first annual event honoring Sunnyvale Public Safety K-9 Jax who was killed in the line of duty. It is our goal to memorialize the ultimate sacrifice of K-9 Jax who served the citizens of Sunnyvale. The Pet Parade Committee will seek to partner with the Dept. of Public Safety as participants of the Pet Parade to honor K-9 Jax.

There will be a variety of sponsors on site who provide valuable information to pet owners. Partners or sponsors such as those that offer animal training or pet rescue will be in attendance. Pet rescue organizations will be present.

In the past years of the City of Sunnyvale in collaboration with the Downtown Association and other sponsors have promoted a Sunnyvale Pet Parade. In the past years 15 to 20 nonfood sponsors and over 2000 people have attended. Each year attendance has grown.

The Pet Parade and Fair is a positive family venture. The participators and spectators felt that the event represented their interests and an acceptable and inclusive way to promote work-life balance regardless of culture, income, gender or health. It fits well with the City's commitment to encourage family and children related events. The Sunnyvale Pet Parade founders encourage the City to be a partner and sponsor in holding an annual Pet Parade. It has been a successful venture drawing a sizable number of residents. The event will encourage celebration which help to create a strong positive community identity and recognize cultural diversity.

We ask if possible, to have the Pet Parade notice in the Horizon newspaper, to display information on the city's website. Create and deploy releases about the Pet Parade to the media.

We are requesting that the City waive a variety of fees for service. Those fees would include Event Fee, Carnival/Fair permit, sound permit, Banner at Wolfe and El Camino, Use of Plaza Dele Sol, Damage Deposit, Safety and Emergency Services, Garbage and Recycling Bins.

Respectfully Submitted

Members of the Pet Parade Committee

Tony Spitaleri
Former Mayor of Sunnyvale
Andrea Gung

Founder and Executive Director
Duo Duo Project

Attachment 4

2019 Sunnyvale Pet Parade Estimated Fees

FEES ON BEHALF OF CITY

Special Event Application Processing Fee	\$134.00
Amplified Sound Permit	\$25.00
Outdoor Assembly Permit	\$414.00
Banner Fee	\$400.00
Plaza del Sol Rental	\$160.00
Type 3 Street Closure Fee	\$658.00
Street Closure Prep	\$587.28
DPS Officers	\$2,445.00
Total City Fees=	\$4,823.28



City of Sunnyvale

Agenda Item

19-0702

Agenda Date: 7/10/2019

Parks and Recreation Commission Proposed Study Issues, Calendar Year: 2019
Proposed Study Issues*

Date	Working Title	Summary of Scope	Staff Comments
6/12/19	Sunnyvale Parks Waste Reduction Initiative	To provide waste, recyclable and compostable containers in the parks.	

*The study issues have been proposed for future sponsorship

Toward the end of the calendar year, no later than October, boards and commissions will review the list of proposed study issues and officially vote on sponsorship for each individually listed study issue. Official sponsorship means that the study issue is approved for ranking with a majority vote of the board or commission. Staff will then prepare the sponsored study issue papers, including fiscal impact **but not** the staff recommendation.