



STRATEGIC FRAMEWORK - DRAFT

Mission: We build community trust by delivering exceptional services

Core Values:

Integrity

- Truthful and trustworthy
- Responsible and accountable
- Consistently honor commitments
- Confront difficult issues
- High ethical standards

Leadership

- Trust people to do their job
- Communicate clearly, facilitate two-way communication
- Foster responsible risk taking and creativity while learning from mistakes
- Maintain a supportive and safe work environment
- Honestly share information
- Live the values, set the example

Respect

- Treat people with dignity
- Value diversity of ideas and backgrounds
- Celebrate individual achievements
- Willingly collaborate

Community Vision: Sunnyvale is an attractive, safe, environmentally-sensitive community which takes pride in the diversity of its people, the innovation of its business and the responsiveness of its government. It is the aspiration of the people of Sunnyvale to build upon the attributes which the City currently enjoys, so that Sunnyvale of the future will become...



DRAFT Council Resourcing Priorities (July 2025-June 2027):

In the next two years, we are taking active steps to create...

- A responsive, transparent and efficient city government;
- An accessible, engaged and welcoming community;
- A sustainable city: advancing climate action, active transportation and the Vision Zero Plan;
- A model to prevent homelessness, prioritize new housing and support the unhoused community; and
- Modern City infrastructure.



Associated Plans

e.g., General Plan and associated Elements (Housing Element and others) and Specific Plans, Active Transportation Plan, Climate Action Plan, Capital Improvement Plan