

### 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...



### A strong, diverse community...

accessible to people of all cultures, ages, and lifestyles. Neighborhood and citywide events regularly provide residents with opportunities to connect with each other and to actively participate in City government. Sunnyvale offers a variety of housing options for its diverse and changing population.



# A community with a vibrant and innovative local economy...

comprised of cutting edg businesses that provide meaningful employment and partnership opportunities. Sunnyvale continues to be the hear of innovation in Silicon Valley.



### A regional leader in environmental sustainability...

reliance on nonrenewable resources through diverse transit, waste reduction, natural resource protection, and alternative energy. We prioritize environmental preservation, considering each action's impact on Sunnyvale's future.



### A safe, secure and healthy place for all people...

where the health and safety of residents is a primary concern. Sunnyvale is a clean and attractive city with many opportunities for physica activity in a natural environment.



## A community with a distinctive identity...

enhanced by a Downtown that provides a sense of place, convenience and is pedestrian-oriented. New development is concentrated in nodes along major transportation corridors and around



#### A city managed by a responsible and responsive government...

that delivers quality services in a comprehensive, cost-effective manner. The City evolves gracefully with the changing needs of the community and regularly communicates with residents and businesses to engage them in decision-making processes.

### 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