

Form Name:  
Unique ID:

Boards and Commissions Application  
1336054843

Date Received: 4/17/25  
Voter registration verified:  
On: 4/17/25  
By: MH

Daniel Wong  
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## Applicant Information

**Name** Daniel Wong

**Are you a Sunnyvale resident?** Yes

**How long have you lived in Sunnyvale?** 12 years

**Description Area** Residence Notice: Unless otherwise noted, your principal place of residence must be in Sunnyvale. You must live in Sunnyvale at the time of appointment and at all times during service on a board or commission.

**Current Main Residence**

[REDACTED]

**Email**

[REDACTED]

**Phone**

[REDACTED]

**Are you currently a registered voter in Sunnyvale?** Yes

**When was the last time you voted? Month/Year** November 2024

**Have you ever served on a City of Sunnyvale board or commission?** No

**Have you attended a meeting of the City Council, or a board or commission?** No

**Have you attended meetings of the board(s) or commission(s) for which you are applying?** No

## Board or Commission Selection

**First Choice** Planning Commission (R)

## Applicant Qualifications

**What motivated you to apply for this board or commission?**

As a Sunnyvale resident since 2013, I've developed an appreciation for our community and would like to contribute to its continued growth and success. I'm interested in the planning commission as I see serving on this commission as an opportunity to apply my expertise while learning more about local government. I'm looking forward to collaborating with others on the commission and City Council to address our community's challenges and help shape a great future for all Sunnyvale residents.

**What skills or attributes can you bring to this board or commission?**

My professional experience in marketing and analytics has equipped me with valuable skills in data-driven decision-making and strategic planning, which I believe could be beneficial to the city's initiatives. Specifically, my expertise in budget management, forecasting, and performance optimization could contribute to effective project planning. Additionally, my background in cross-functional collaboration and team leadership would be valuable in working with diverse stakeholders to address Sunnyvale's planning challenges.

**The primary role of a board or commission member is to provide advice to City Council on policy issues that are within the scope of the board or commission. What steps would you take to effectively exercise this specific board or commission role?**

I would start by reviewing and understanding the responsibilities and scope of this role and also get up to date on all the policy issues. In addition, I will build good working relationships with the other members of the commission and City Council as I've found this to be crucial in being effective during my professional experience. I want to provide the board members the best information possible to make the right decision for the city of Sunnyvale.

**Education - List college degrees, majors and any relevant training or experience that demonstrates your ability to effectively serve on this board or commission.**

B.S. in Marketing and MBA from San Francisco State University; 12+ years of experience in performance marketing at Shutterfly, The RealReal, and Stitch Fix. Expertise in data-driven decision-making and strategic planning which aligns with the analytical and collaborative nature of this commission role.

**Describe your involvement in community activities, volunteer and civic organizations.**

My most recent volunteer work was with Tech for Campaigns during the 2024 elections. As part of a team, I provided paid social media support for a candidate running for the Ohio House.

**Description Area**

The City has a Code of Ethics and Conduct for Elected and Appointed Officials and an Attendance Policy (7.2.19), 2 G (II) that appointed members are required to follow.

**Do you have any concerns related to the above code and policy?**

No

**Are you willing to accept a temporary appointment for the remainder of an unexpired term?**

Yes

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## **Board or Commission-Specific Questions**

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### **Planning Commission**

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**Sunnyvale has limited vacant land for new development. This could increase pressure for redevelopment of existing developed areas. How can Planning respond to this situation?**

Due to Sunnyvale's challenges with limited vacant land, it's important to have a thoughtful process in redeveloping existing areas. I believe planning can respond by promoting smart redevelopment such as redeveloping older shopping centers or underused lots.

I also think it's important to keep the community involved in these decisions, so that changes reflect what people actually want and need.

If appointed to the planning commission, I'm eager to learn from others on the commission and from the community, and to approach these decisions with an open mind and a focus on what's best for Sunnyvale in the long run

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**Planning Commissioners are often asked to consider social, economic and environmental issues when reviewing proposals. How do we achieve a balanced community?**

During my career, I've rarely made decisions in a vacuum-there are always many stakeholders involved. I've been effective at building strong cross-functional teams to ensure everyone's needs are considered, and I would bring this same approach to the Planning Commission.

A balanced community is one where planning decisions thoughtfully integrate social, economic, and environmental priorities. For example, this might mean supporting projects that provide affordable housing, encourage local businesses, and incorporate sustainable design. Achieving this balance requires ongoing collaboration and transparency. I'm eager to learn from the community and my fellow committee members to help make decisions that reflect these values.

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**What do you see as the greatest land use challenges facing the City? How do you propose addressing them?**

Sunnyvale's greatest land use challenge is meeting ambitious state housing mandates of nearly 12,000 new homes by 2031 with more than half being affordable despite having a shortage of vacant land.

Addressing this will require creative solutions, such as adding ADUs, encouraging higher-density housing, and identifying underutilized commercial properties for redevelopment. With the rise of remote work, there may be opportunities to convert vacant or underused office space to housing though this is a complex process and needs supportive policies. I believe the best approach is to combine these strategies with ongoing community engagement which ensures that redevelopment is thoughtful and keeps Sunnyvale a great place for everyone.

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**Description Area**

View the Housing Element

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**Have you read the Housing Element?**

No

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### **Fair Political Practices Commission Statement of Economic Interests**

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**Description Area**

If you are appointed to the Arts Commission, Heritage Preservation Commission, Housing and Human Services Commission or the Planning Commission, you must electronically file the Fair Political Practices Commission (FPPC) Statement of Economic Interests (Form 700), which will be a public record. Statement of Economic Interests - Form 700 Understanding of Filing Requirement&nbsp;I understand and agree that if I'm appointed to the Arts Commission, Heritage Preservation Commission, Housing and Human Services Commission or Planning Commission I must electronically file the Fair Political Practices Statement of Economic Interests (Form 700). This form reports my economic interests and those of my spouse or domestic partner, if applicable. I understand this will be a public record.

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**Radio Button**

Yes

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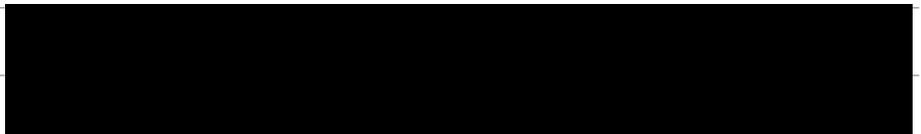
### **Demographic Information**

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**Your age**

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**Your gender**



**Description Area**

**LGBTQIA+ Identity**

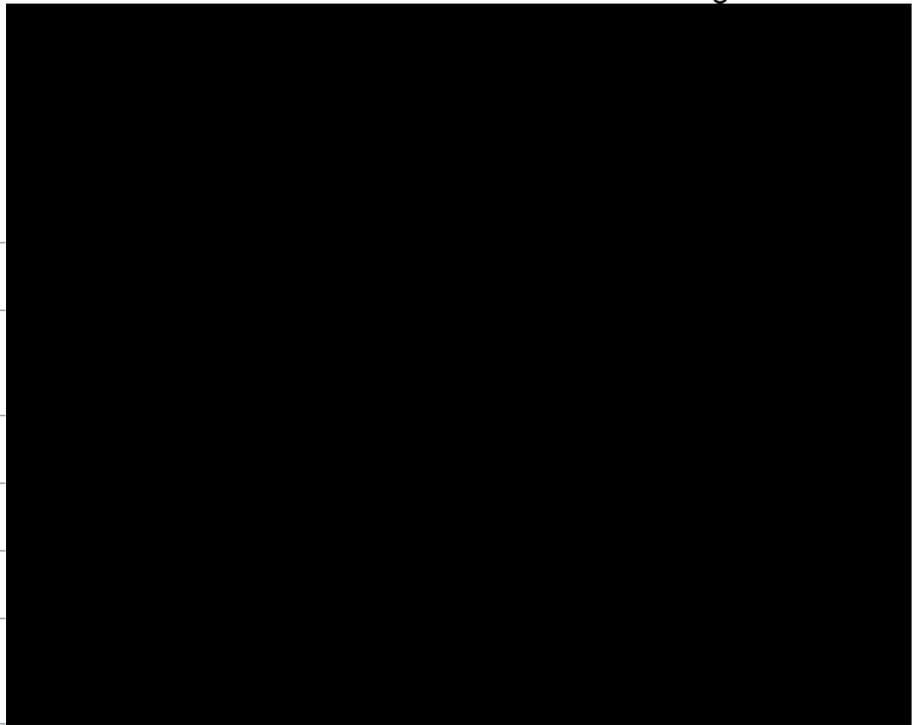
**Race or Ethnicity (select all that apply)**

**Household Income**

**Residence - Are you a**

**Do you live in a**

**Do you have any other identities\* you would like to share with us?**



**Your Agreement**

**Description Area**

IMPORTANT NOTICE - READ BEFORE SIGNING:By selecting both "Yes" and "Submit Form" below I am adding my digital signature to this application. I am also agreeing with the following statements:All statements I have made on this application are true and correct.I authorize the City of Sunnyvale (City) to investigate the accuracy of this information.I release the City from all claims and liabilities arising from such investigation.I acknowledge that any false statement on this application will be grounds for the City to deny my appointment. A false statement discovered later, will be grounds to dismiss me from my appointment at any time.I acknowledge that any false statement on this application could lead to criminal charges. Charges could fall under California Penal Code, Section 115 or other applicable law.

**I agree**

Yes

**Your full name**

Daniel Wong

**Date**

Apr 17, 2025