



Community Equity Assessment

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City Staff

Tim Kirby, City Manager

Connie Verceles, Assistant City Manager

Sarah Johnson-Rios, Assistant City Manager

Michelle Perera, Director of Library and Recreation Services

Fernanda Perdomo-Arciniegas, Equity, Access, and Inclusion Manager

Celena Ruiz, Administrative Aide

Dae Bui, Management Fellow

Consultants

MIG, Inc.

Sarah Romano, PhD, Director of Policy Analysis, MIG, Inc.

Kate Welty, Principal, MIG, Inc.

Jia Wilson, Project Associate, MIG, Inc.

Brittney Lu-Jones, Sr. Project Associate, MIG, Inc.

EVITARUS

Shakari Byerly, PhD, Managing Partner

Rodrego Byerly, President and CEO

Caden Schepps, Associate Researcher

Xiran Wang, Polling and Public Opinion Analyst

Christopher Jimenez, Public Opinion Research Assistant

Executive Summary

Located in the heart of Silicon Valley, the City of Sunnyvale is known for its immense cultural diversity, high quality of life, and vibrant industry. Like other Bay Area cities, Sunnyvale experiences the paradoxes that accompany being a hub of industry and innovation in a region where the acute costs of living continue to rise.

Over the past decade, Sunnyvale has elevated its equity, access, and inclusion priorities to the top of its governing agenda. New strategic goals set in 2021 and updated in 2025 sought to prioritize implementation of City values and policies that would enhance equity across the services, amenities, and programs it provides to residents. These include:

- Responsive Government
- Welcoming Community
- Sustainable City
- Housing Solutions
- Modern Infrastructure

Building on the establishment of the City's Equity, Access, and Inclusion Office in 2022 and the hiring of its inaugural manager in 2023, Sunnyvale launched the Community Equity Assessment (CEA) in 2025. In August 2025, the City retained MIG, Inc. (MIG) and its partner, EVITARUS, to support the design and implementation of the assessment. The CEA effort aimed to build a deeper understanding of community strengths and needs in relation to City programs, services, and amenities. Drawing on both the City's Strategic Goals and the findings of the 2025 National Community Survey administered in Sunnyvale, the CEA Framework was established to define broad areas of inquiry to guide the assessment:

- Inclusivity and Belonging
- Arts, Culture, and Education
- Access to Public Services and Amenities
- Mobility and Public Safety
- Economic Security and Well-being

In addition to identifying the experiences, needs, and priorities of Sunnyvale residents, the Community Equity Assessment (CEA) sought to center equity through a tailored engagement approach designed to reach communities that may be more likely to experience barriers and less likely to be represented through conventional engagement and data collection methods. Communities identified for more targeted outreach included youth, older adults, people with disabilities, immigrants, residents with low income, and those whose primary language is not English.

Key Findings

Through a mixed-methods research approach, MIG, EVITARUS, and the City's Equity, Access, and Inclusion (EAI) Office gathered and analyzed qualitative and quantitative data across the five areas of inquiry. This research identified key themes that informed recommendations on how the City can

address EAI. The following section summarizes the key findings and recommendations, with additional detail provided throughout the report.

Sunnyvale Strengths

- Residents agree that Sunnyvale has many strengths and is a desirable place to live. Cultural diversity, the City's parks, and a sense of public safety rise to the forefront of what residents appreciate about the City.

Equity Themes

Access and Service Gaps

- Opportunities exist to tailor how information reaches and engages residents based on culture, language, and ability.
- Residents report varying levels of ease in accessing and benefiting from existing City programs, services, resources, and opportunities.
- There is interest in expanding programs, social activities, and recreational opportunities for Sunnyvale teens.
- Improvements to infrastructure, accessibility features, and supportive programming could enhance quality of life for residents with disabilities.

Connection and Belonging

- Opportunities exist to strengthen residents' sense of connection and engagement, particularly in areas where residents report feeling less connected to City services and decisions and amongst more recent arrivals.
- Residents with disabilities identified opportunities to improve inclusion, accessibility, and responsiveness to their needs.
- Efforts to foster a more welcoming and inclusive environment for residents of diverse cultural and ethnic backgrounds could strengthen community belonging.

Universal Challenges

- Affordable housing and transportation.
- Homelessness and public safety.

MIG Recommendations

Equity, access, and inclusion are top priorities for the City of Sunnyvale. Since establishing the Equity, Access and Inclusion Office in 2022, the City has made strides in achieving its goal for everyone to feel safe, seen and included. Actions related to many of the issues identified through the Community Equity Assessment are already underway.

The CEA findings are consistent with patterns observed in many communities. To summarize, the areas where identified differences in residents' experiences and perspectives across groups based on demographics and geography, including race and ethnicity, culture, educational attainment, ability, and neighborhood include:

- Preferred communications channels and languages
- Ease in accessing and benefiting from existing City programs, services, and resources
- Improvements to infrastructure, accessibility features, and supportive programming for residents with disabilities
- Sense of welcoming, belonging, and inclusion

MIG's recommendations are not intended to be prescriptive; they provide a high-level starting point informed by promising approaches in an ever-evolving field of practice. The City's ultimate plan and subsequent implementation should be grounded in residents' lived experience and operational realities, helping Sunnyvale develop priorities and actions that are meaningful, feasible, and more likely to achieve lasting results. The City's efforts should evolve and continuously improve as ideas are tested and new lessons are learned.

The consulting team recommends that the next step in advancing Sunnyvale's equity, access, and inclusion goals is to create an Equity Framework that can help inform more responsive policies, programs, and services. The consulting team suggests that Framework elements include a guiding principle, strategic focus areas, and a phasing plan with desired outcomes.

Recommended Guiding Principle: All residents should have the opportunity to achieve the same outcomes. Because communities experience different barriers, the City will tailor its strategies and investments to address those differences while maintaining a common vision and shared goals for the whole community.

Recommended Focus Areas:

Community Partnerships—Build and sustain meaningful partnerships with community-based organizations, cultural groups, neighborhood leaders, and residents to better understand community priorities, reduce barriers to participation, and co-create solutions. Strengthen opportunities for ongoing collaboration by engaging trusted partners early, compensating community expertise when appropriate, and maintaining relationships beyond individual projects.

Communications—Work with residents, community partners, and other trusted messengers to tailor communications to the diverse needs of the community. Identify and use channels that are best for different groups. Regularly evaluate communication strategies by continuously gathering community input to improve awareness, participation, and access. Ensure City communications are accessible, culturally responsive, and multilingual.

Inter-agency Partnerships—Strengthen partnerships with schools, transportation providers, housing organizations, nonprofit service providers, and other government agencies to address complex challenges for communities highlighted in the Community Equity Assessment maps. Coordinate planning, share information when appropriate, align investments, and pursue collaborative solutions that improve outcomes across Sunnyvale.

Data and Accountability--Strengthen the City's ability to collect, analyze, and use data to identify inequities, prioritize investments, and evaluate outcomes. Incorporate both quantitative data and community perspectives to better understand residents' experiences, establish meaningful performance measures, and communicate progress toward equity goals in a transparent and accountable manner.

Introduction

For nearly a decade, the City of Sunnyvale has made equity, access, and inclusion for all residents a top strategic priority. From its 2019 LGBTQ Pride Month and Transgender Day of Visibility resolutions to the founding of the Equity, Access and Inclusion Office in 2022, Sunnyvale has built a sustained policy agenda aimed at making the City a welcoming and inclusive place for all who call it home.

In 2025, the City of Sunnyvale adopted a new set of strategic goals (see **Image 1**). These goals reflect aspirations for more responsive government, increased accessibility and engagement, enhanced City sustainability, access to affordable housing, and investment in modern infrastructure. One action in the City's new strategic agenda was to conduct a Community Equity Assessment (CEA) to inform ongoing local efforts to enhance equity, access, inclusion, and belonging within Sunnyvale. In August 2025, the City hired MIG, Inc., (MIG) and its partner EVITARUS to support designing and conducting the assessment.

Image 1: City of Sunnyvale Strategic Goals



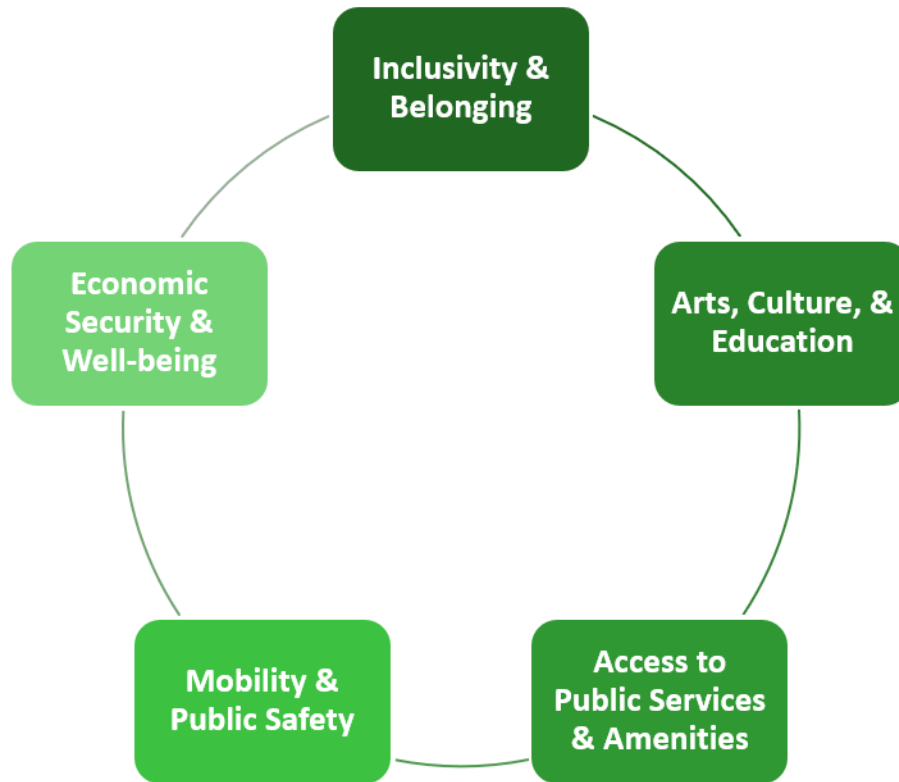
Assessment Purpose and Framework

The purpose of the CEA was to build a deeper understanding of community strengths and needs in relation to City programs, services, and amenities. The process itself aimed to uncover the experiences, needs, and priorities of all Sunnyvale residents, with a tailored approach to reaching communities more likely to be experiencing inequities in accessing City programs, services, and amenities. The latter communities include youth, older adults, people with disabilities, immigrants, residents with low income, and those whose primary language is not English.

The City built on a prior data collection effort to create an organizing framework that included broad areas of inquiry for the assessment. In 2025, Sunnyvale residents participated in a National Community Survey (NCS) administered by Polco. The NCS also used a representative sample to gather resident perspectives on a wide range of community issues, including education, public safety, mobility, and the environment. The findings from the survey informed creation of the City's 2025-2026 Strategic Goals. However, the way the NCS survey was administered did not allow insight into whether perspectives differed across Sunnyvale sub-communities (for example, defined by race and ethnicity, neighborhood, or ability). By combining the thematic areas from the NCS survey with current City priorities, the project team created the CEA framework illustrated in **Image 2** (Sunnyvale Community Equity Assessment Framework), as well as a methodology that would allow for disaggregated findings by community.

Over 12 months and with support from the consulting team, the City identified strengths and equity gaps, as well as recommendations to guide Sunnyvale's next steps in advancing equity.

Image 2: Sunnyvale Community Equity Assessment (CEA) Framework



Methodology and Activities

In this section, we describe the assessment methodology, data collection activities, and level of participation in each activity.

Mixed-Methods Approach

The CEA was developed using a mixed-methods approach of both quantitative and qualitative data collection activities. This approach was chosen to understand: 1) if residents experience greater barriers based on socioeconomic, demographic, and geographic factors; 2) if so, do any communities face multiple, overlapping barriers; and 3) which issues residents identify as their highest priorities. Qualitative data, gathered through conversations, is particularly useful for understanding the priorities and needs of smaller populations or populations that have not historically been represented in more traditional public input processes.

Assessment activities are listed below and described in greater detail in the following pages.

- Community Profile
- Informational Interviews
- Representative Survey
- Focus Groups
- Community Conversations
- Community Forums

The findings from the National Community Survey (NCS) were reviewed at the outset of the CEA process and used to design data collection tools that would: 1) build on and deepen the NCS learnings; and 2) more intentionally probe potential differences in perspectives across sub-populations.

After identification of key themes from each of the above data collection activities, cross-dataset analysis was supported by asking the following kinds of questions:

- Where do themes overlap or converge?
- Where are there inconsistencies or divergence?
- Where are there gaps in the data sets or questions raised?

This comprehensive approach to the analysis supported development of integrated findings substantiated across all CEA research and engagement activities.

Community Profile

The Community Profile is a combination of demographic data and community equity maps that illustrate how conditions vary across Sunnyvale. The maps are not intended to show where the City currently invests resources or provides services. Instead, they bring together data on factors that influence residents' quality of life and access to opportunity, providing one source of information to support planning and decision making. The maps are intended to inform rather than determine how the City prioritizes policies, investments, services, and community engagement.

MIG developed the profile by working with the City to determine 12 priority indicators that aligned with Sunnyvale’s policy priorities (see **Table 1**). Selected indicators are intended to reflect what is most important for the City to understand to inform decision making related to their scope of services. Data from the American Community Survey (ACS) were used as measures of the indicators and mapped at the census tract level. As visualized in the 7-indicator “composite” map, this analysis provides a well-rounded picture of community inclusion, economic security, housing stability, and mobility for the Sunnyvale population (see **Appendix A** for City of Sunnyvale Community Equity Assessment Technical Appendix for a detailed overview of indicators, data sources, and methodology used to create the indicator maps). The maps are included in the Community Profile section of this report.

Table 1: Community Profile Key Indicators

Theme	Indicator
Community Inclusion	- Households with Limited English Proficiency - Percent of Residents Age 65+ Living Alone - Educational Attainment (Bachelor’s or Higher) - Diversity Index
Economic Security	- Median Household Income - Poverty Index
Healthy Neighborhoods	Uninsured Population
Housing Stability	- Percent Cost-Burdened Households - Percent Overcrowded Housing Units
Mobility and Access	- People with Disabilities - Percent of Households Beyond .5 Mile of Park/Recreation Facility - Percent of Households Beyond .5 Mile of a Transit Stop

Informational Interviews

Virtual, hour-long interviews were conducted with the 17 individuals who represent Sunnyvale’s public, private, and community-based sectors, to gain varied perspectives on experiences interacting with the City as well as Sunnyvale’s needs and strengths (see **Appendix B** for Community Equity Assessment Informational Interview Participants). Participants were asked to respond to a series of standardized questions as well as to findings from Sunnyvale’s 2025 National Community Survey. Participants were also invited to share insights and ideas they felt were most pertinent to understanding issues of equity and inclusion in Sunnyvale.

City staff also met with each City Council member to inform effective outreach methods for the CEA and to consult on which individuals, organizations, and community groups would be important to engage in the process.

Representative Survey

From April 13 to 28, 2026, EVITARUS conducted a statistically reliable survey of 400 residents of the City of Sunnyvale to assess their perspectives on the quality of life in Sunnyvale and experiences accessing

City services, programs, and amenities. The survey was administered in English and Spanish by live telephone interviewers and online in English, Spanish, and Chinese (Simplified), with invitations to the online survey distributed by email and via SMS messaging. The survey sample was drawn, at random, using Address-Based Sampling (ABS). Household addresses selected for inclusion in the sample were matched against publicly and commercially available databases to obtain telephone numbers and email addresses associated with each address. Households for which contact information was available were invited to complete the survey by telephone or online, depending upon the type of contact information available for that specific household.

The survey asked residents about their experiences with City amenities and services and sought to learn what most concerned residents and what they thought the City should prioritize for improvement. Results were disaggregated along different dimensions—including race/ethnicity, income, age, and neighborhood—to surface and gain insight from any notable differences (see **Appendix C** for City of Sunnyvale Community Equity Assessment Survey Topline).

Survey results were weighted by gender, age, ethnicity, and geography (zip code) to bring the survey's population proportions of demographic and geographic subgroups into alignment with their distribution within the overall population of Sunnyvale residents.

The full survey sample of 400 residents is associated with a margin of sampling error of $\pm 4.90\%$. The margin of sampling error associated with subgroups within the sample will be larger (see **Appendix D** for City of Sunnyvale Equity Assessment Resident Survey Methodology Statement).

Focus Groups

Four focus groups were facilitated virtually with Sunnyvale residents to explore in greater depth the themes that emerged in the informational interviews. Three focus groups were organized around a shared affinity—those who share a common interest, identity trait, or characteristic—to understand the unique needs and strengths of those groups. Those groups included:

- Youth (participants were recruited from Homestead, Fremont, Cupertino, and Monta Vista High Schools; and Sunnyvale Middle School)
- Youth participants in the City's Teen Advisory Committee (TAC)
- Residents with a disability, including members of the City's Advisory Committee on Disability

The fourth group was facilitated with the City's Human Relations Committee, which is composed of community members and provides input and recommendations to City staff on matters related to human relations.

Discussion topics included inclusivity, engagement, and sense of belonging; arts, culture, and educational opportunities; access to public services and amenities; mobility and public safety; and economic security and wellbeing.

Community Conversations

Six community conversations were held with Sunnyvale residents to:

- build trust;
- deepen understanding of residents' experiences and community-identified priorities; and

- co-create discussion agendas with Sunnyvale residents.

Three demographic groups were selected to participate in these conversations based on their population size in the City, as well as the likelihood they are experiencing inequities. These groupings included:

- Spanish-speaking Latino residents
- Chinese, East Asian, and Southeast Asian residents
- Indian and South Asian residents

Each group convened twice. Most sessions were held virtually; one session was facilitated in person and conducted in both English and Chinese. The first conversation was used to provide context for the project, identify emerging priorities, and co-create an agenda for the second community conversation. Discussion topics included inclusivity, engagement, and sense of belonging; arts, culture, and educational opportunities; access to public services and amenities; mobility and public safety; and economic security and wellbeing. Feedback from both community conversations will inform the final assessment.

Community Forums

To increase accessibility and inclusion for all residents, the City hosted three community forums. The forums were located in three different locations—Columbia Neighborhood Center, Sunnyvale City Hall, and the Sunnyvale Main Library—to ensure access to residents living in different parts of the City.

Following an overview of CEA process, residents participated in an interactive activity where they were asked to answer four questions:

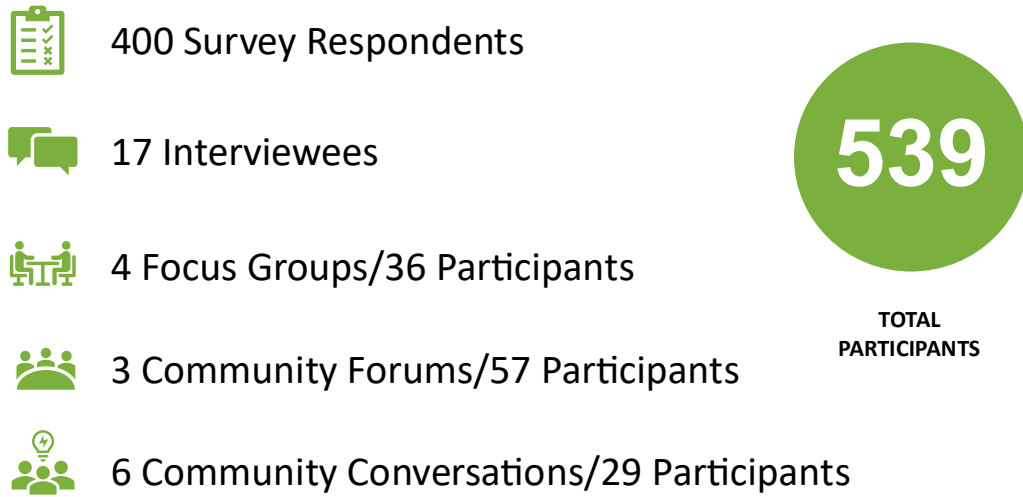
1. How welcoming and inclusive residents perceived Sunnyvale.
2. Residents' ability to navigate Sunnyvale services and programs.
3. What residents appreciated or wished to change about Sunnyvale,
4. Which of the five CEA themes residents wished to see the City prioritize.

Many more populations that were not reflected in the focus groups or community conversations were reflected in the community forums.

Community Participation

Across all assessment activities, over 500 residents were engaged. **Image 3** illustrates the number of activities and number of participants in each activity.

Image 3: Community Participation in Assessment Activities



Community Profile

The Community Profile includes the most recent demographic data available and community maps related to indicators of need that align with the City’s purpose. Again, the maps in the profile help identify areas where residents may experience multiple barriers and where targeted investments may have the greatest impact. They do not reflect the City’s current investments.

Race and Ethnicity

Sunnyvale is the second largest City in Santa Clara County after San José with a total population of 154,236 residents (2024 ACS 5-Year). Residents who identify as Asian represent the largest segment of the population at 49%, followed by White (27%) and Hispanic or Latino (17%).

Table 2: Overall Population by Race, Sunnyvale

Racial Identity	Total Count	Percentage of Sunnyvale’s Population
White	40,843	27%
Black or African American	2,383	1%
American Indian or Alaska Native	288	<1%
Asian	76,137	49%
Native Hawaiian and Other Pacific Islander	547	<1%
Hispanic or Latino	26,230	17%
Some Other Race (Single)	1,140	1%
Multi-Racial Identity	6,668	4%

Source: 2024 American Community Survey 5-Year Estimates Data Profile

Of the Asian population in Sunnyvale, most Asian residents identify as Chinese (38%) or Indian (36%).

Table 3: Asian Population Breakdown, Sunnyvale

Asian Identity	Total Count	Percentage of Sunnyvale’s Asian Population
Chinese	28,694	38%
Indian	27,642	36%
Filipino	7,037	9%
Korean	3,974	5%
Vietnamese	2,900	4%
Japanese	2257	3%

Other Asian Identity	3,985	5%
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Source: 2024 American Community Survey 5-Year Estimates Data Profile

And of the Hispanic and Latino population, the majority identify as Mexican (71%).

Table 4: Hispanic or Latino Population Breakdown, Sunnyvale

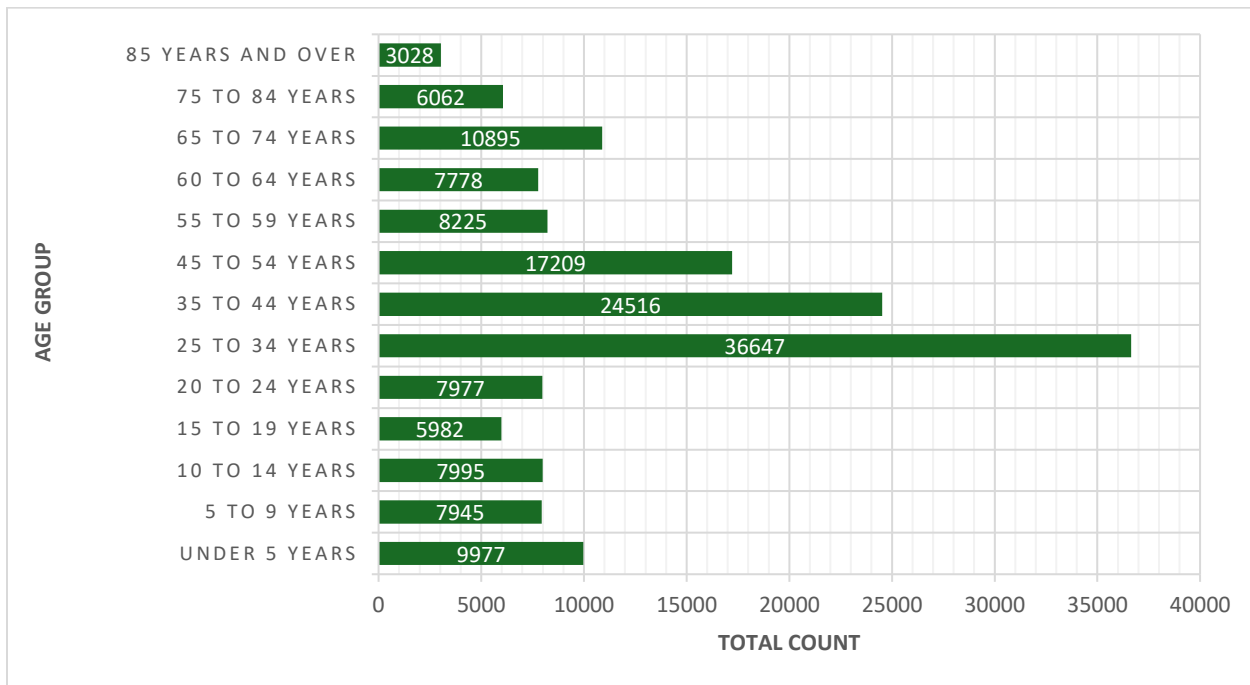
Hispanic or Latino Identity	Total Count	Percentage of Sunnyvale's Hispanic or Latino Population
Mexican	18,567	71%
Puerto Rican	593	2%
Cuban	386	1%
Other Hispanic or Latino	6,684	26%

Source: 2024 American Community Survey 5-Year Estimates Data Profile

Age

Sunnyvale's median age is slightly below the state average. The median age in Sunnyvale is 35.6 years whereas the state median is 37.9 years old. Almost a quarter (24%) of Sunnyvale residents fall between the ages of 25 to 34 years old.

Chart 1: Population by Age (Count), Sunnyvale



Source: 2024 American Community Survey 5-Year Estimates Data Profile

Table 5: Population by Age (%), Sunnyvale

Age	Total Count	Percentage of Sunnyvale's Population
85 Years and Over	3,028	2%
75 to 84 Years	6,062	4%
65 to 74 Years	10,895	7%
60 to 64 Years	7,778	5%
55 to 59 Years	8,225	5%
45 to 54 Years	17,209	11%
35 to 44 Years	24,516	16%
25 to 34 Years	36,647	24%
20 to 24 Years	7,977	5%
15 to 19 Years	5,982	4%
10 to 14 Years	7,995	5%
5 to 9 Years	7,945	5%
Under 5 Years	9,977	7%

Source: 2024 American Community Survey 5-Year Estimates Data Profile

Language

Over half (60%) of Sunnyvale residents speak a language other than English at home, which is higher than the state average (45%) (2024 ACS 5-Year). Among those who speak a language other than English at home, the largest share, 31% of all residents, speak an Asian or Pacific Island language (2024 ACS 5-Year).

Table 6: Population by Language, Sunnyvale*

Language	Total Count	Percentage of Sunnyvale's Population
English Only	56,972	40%
Spanish	17,923	12%
Other Indo-European Language	20,654	14%
Asian and Pacific Island Language	44,222	31%
Other Language	4,488	3%

Source: 2024 American Community Survey 5-Year Estimates Data Profile

*Data based on population 5 years and older.

Housing and Zip Code Distribution

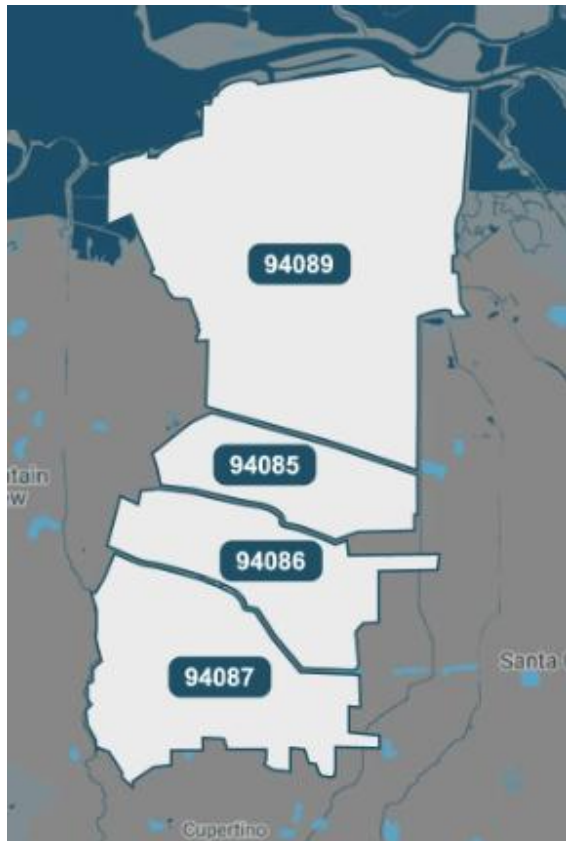
The majority of Sunnyvale residents (69%) and most of the City’s housing inventory (69%) are in Sunnyvale zip codes 94086 and 94087 (see **Image 4** for a map of Sunnyvale zip codes.) The percentage of occupied housing in three of the Sunnyvale zip codes is 95%, with a slightly higher rate (97%) in 94089. These rates are consistent with average housing occupation rates in the nine-county Bay Area region.¹ The majority of housing in Sunnyvale is renter occupied (57%) versus owner occupied (43%).

Table 7: Population by Zip Code, Sunnyvale

Zip Code	Total Count	Percentage of Sunnyvale’s Population
94085	24,024	16%
94086	49,746	32%
94087	57,767	37%
94089	22,699	15%

Source: 2024 American Community Survey 5-Year Estimates Data Profile

Image 4: Sunnyvale Zip Code Map



¹ <https://census.bayareametro.gov/housing-units>

Table 8: Housing by Zip Code, Sunnyvale

Zip Code	Total Housing Count	Count of Housing Occupied	Percentage of Housing Occupied in Zip Code	Percentage of Sunnyvale's Overall Housing
94085	10,146	9,631	95%	16%
94086	21,955	20,832	95%	35%
94087	21,617	20,612	95%	34%
94089	9,521	9,218	97%	15%

Source: 2024 American Community Survey 5-Year Estimates Data Profile

Income

The median household income in Sunnyvale is \$186,170—almost double the State’s median income of \$99,122 (2024 ACS 5-Year). However, as Table 9 shows, about 19% of Sunnyvale households earn less than \$75,000, and about three percent (3%) earn less than \$10,000.

Table 9: Household Income, Sunnyvale

Household Income Level	Total Count (out of 60,293 Households)	Percentage of Sunnyvale’s Population
Less than \$10,000	1,749	2.9%
\$10,000 to \$14,999	965	1.6%
\$15,000 to \$24,999	1,326	2.2%
\$25,000 to \$34,999	1,206	2%
\$35,000 to \$49,999	2,231	3.7%
\$50,000 to \$74,999	3,799	6.3%
\$75,000 to \$99,999	4,462	7.4%
\$100,000 to \$149,999	8,863	14.7%
\$150,000 to \$199,999	7,717	12.8%
\$200,000 or More	27,976	46.4%

Source: 2024 American Community Survey 5-Year Estimates Data Profile

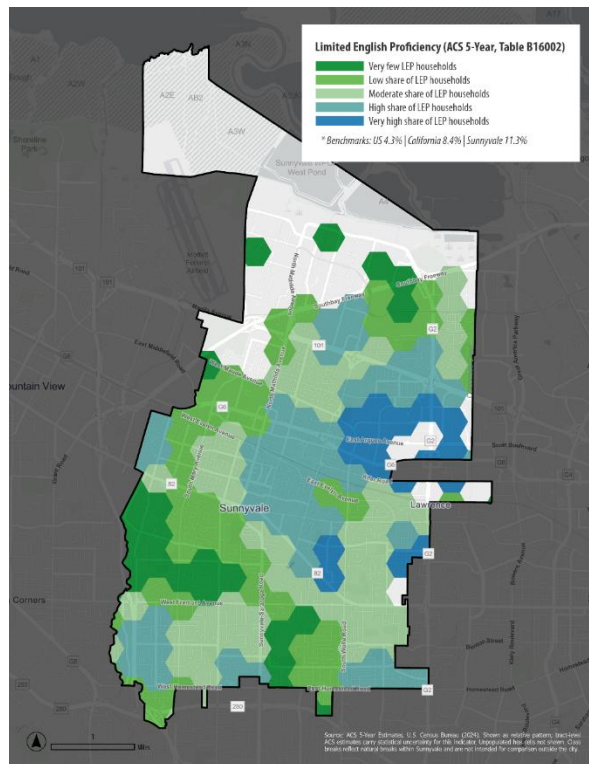
Community Maps

The following maps present twelve equity indicators across Sunnyvale, along with a composite view that combines the indicators with the most statistically reliable underlying data. Individual maps show where each indicator is more or less prevalent; the composite highlights where multiple indicators (7 of the 12) overlap. The data value for the 5 indicators not included in the Composite map were omitted because they may not be statistically reliable (see **Appendix A**).

Limited English Proficiency²

Limited English proficiency is present across the City, with somewhat higher concentrations in some neighborhoods than others. This pattern reinforces the value of the City's ongoing language-access work, including multilingual communications, translated materials, and in-language engagement, and points to where continued partnerships with community-based organizations can help ensure residents across the City can participate fully in civic life.

Map 1: Limited English Proficiency

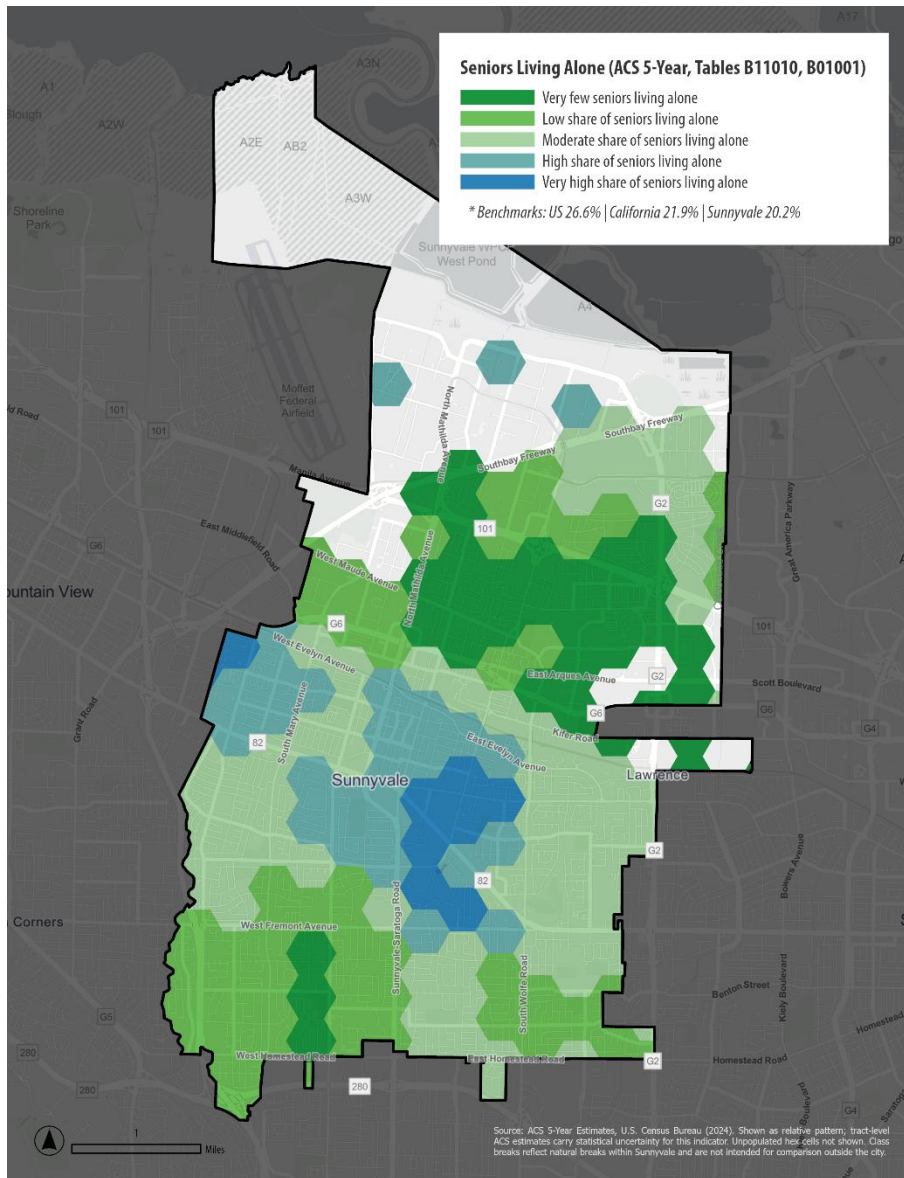


² The data value for this indicator may not be considered statistically reliable because the estimate has a high level of uncertainty relative to its size (see **Appendix A**). Note that indicators with a high level of uncertainty were not include in the Composite Map (**Map 13**) to ensure that the analysis relied on data that provides a reliable picture of community conditions.

Seniors Living Alone³

Seniors living alone are found throughout the City, with modestly higher concentrations in some central neighborhoods. This pattern reinforces the value of age-friendly programming, transportation options, and social-connection opportunities, many of which the City already delivers through the Senior Center and community partners, as Sunnyvale's older-adult population grows.

Map 2: Seniors Living Alone

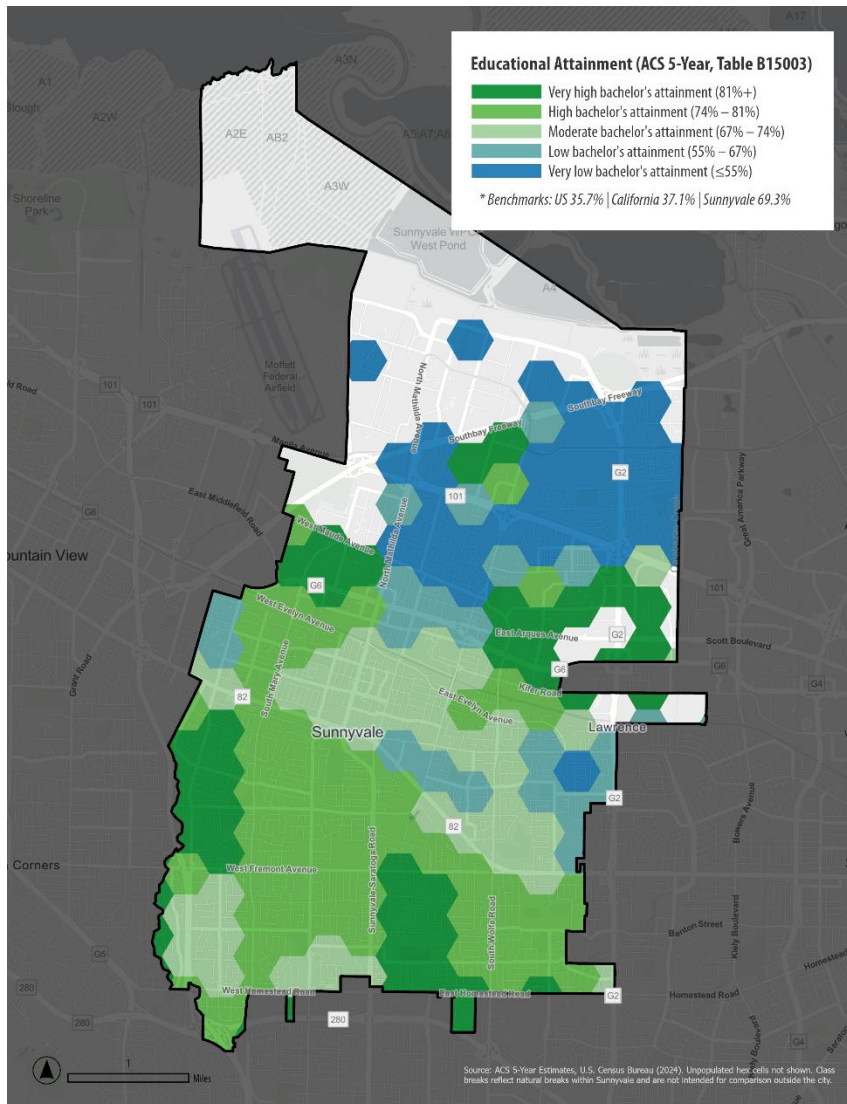


³ The data value for this indicator may not be considered statistically reliable because the estimate has a high level of uncertainty relative to its size (see **Appendix A**).

Educational Attainment (Bachelor's or Higher)

Educational attainment varies across Sunnyvale's neighborhoods. This variation supports continuing to tailor outreach, workshops, adult education offerings, and public notices so that opportunities reach residents across a range of educational backgrounds, building on existing partnerships with the library and community education providers.

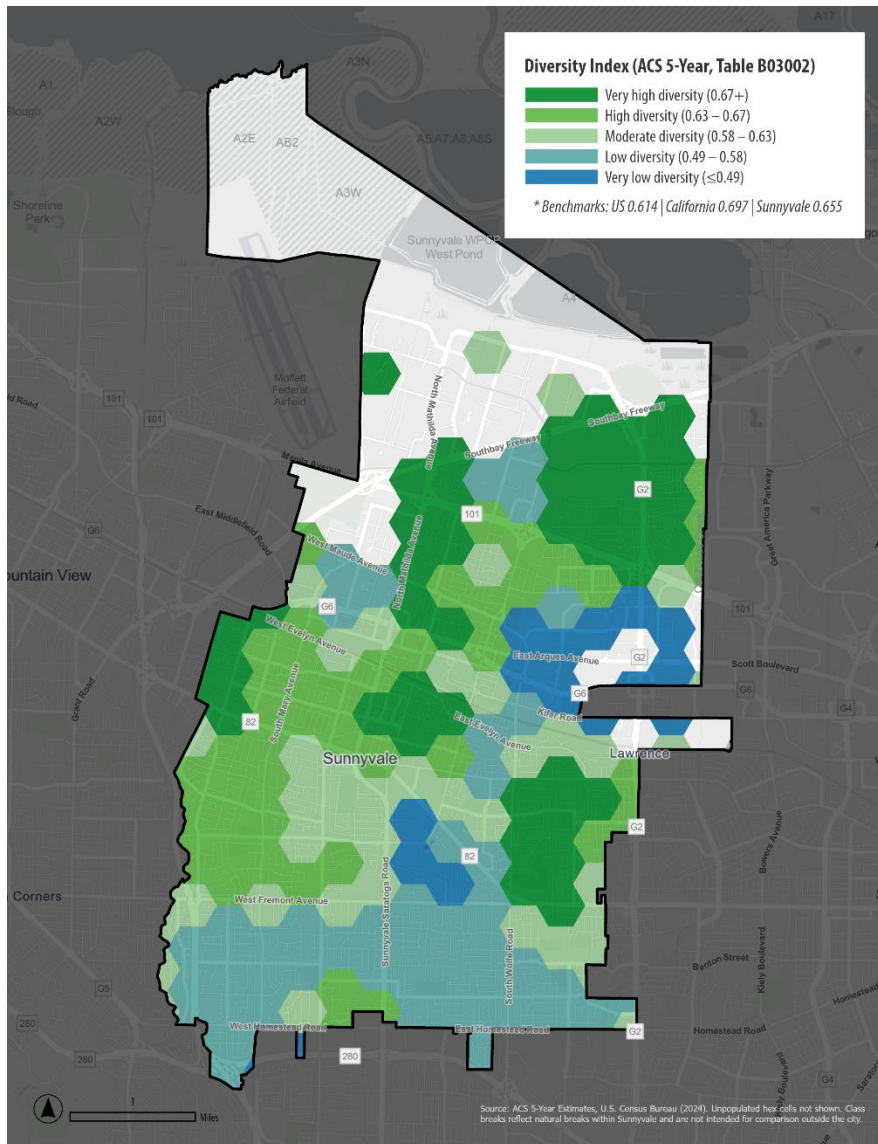
Map 3: Educational Attainment



Diversity Index

The diversity index shows the probability that two randomly selected residents are of a different race or ethnicity. Sunnyvale's neighborhoods vary in their diversity index scores, which points to the value of multilingual and multicultural outreach, engagement, and program design that reflects the composition of each community.

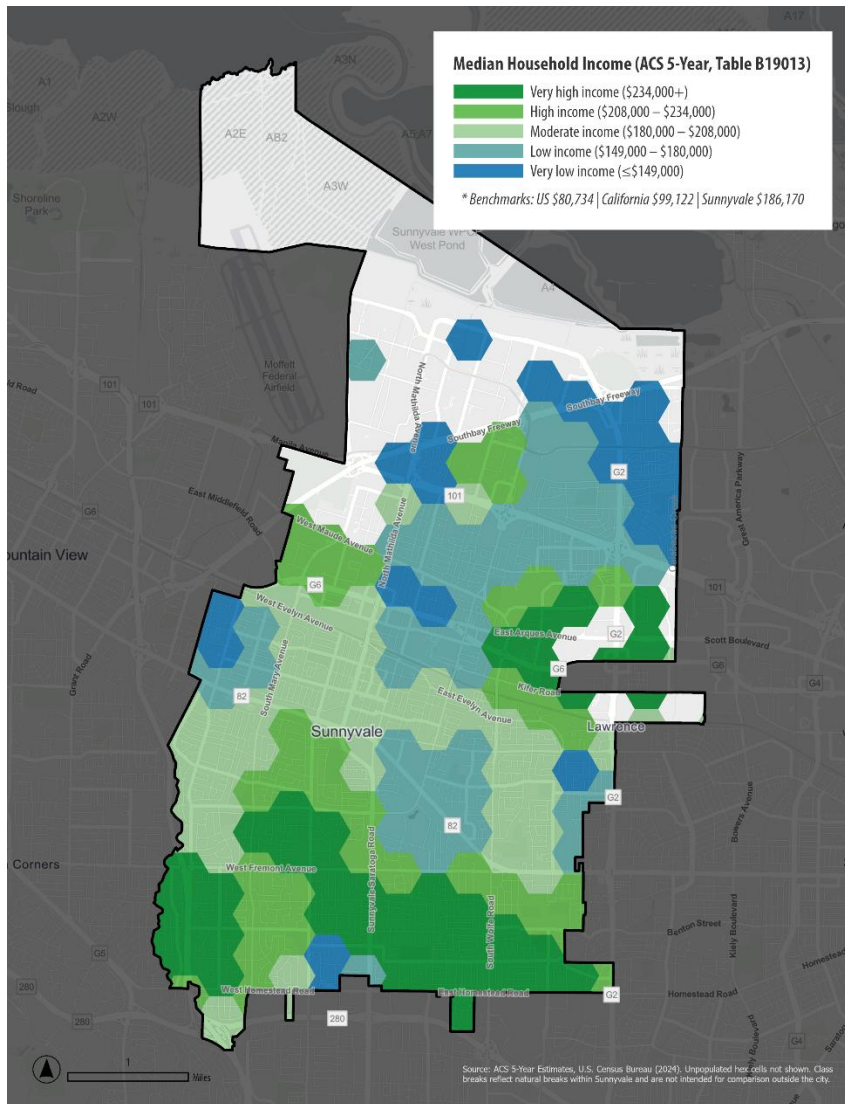
Map 4: Diversity



Median Household Income

Median household income varies across Sunnyvale, with lower- and higher-income households concentrated in different parts of the City. This pattern points to the continued value of workforce development, economic-mobility programs, and coordination with regional service providers to support households across the income spectrum.

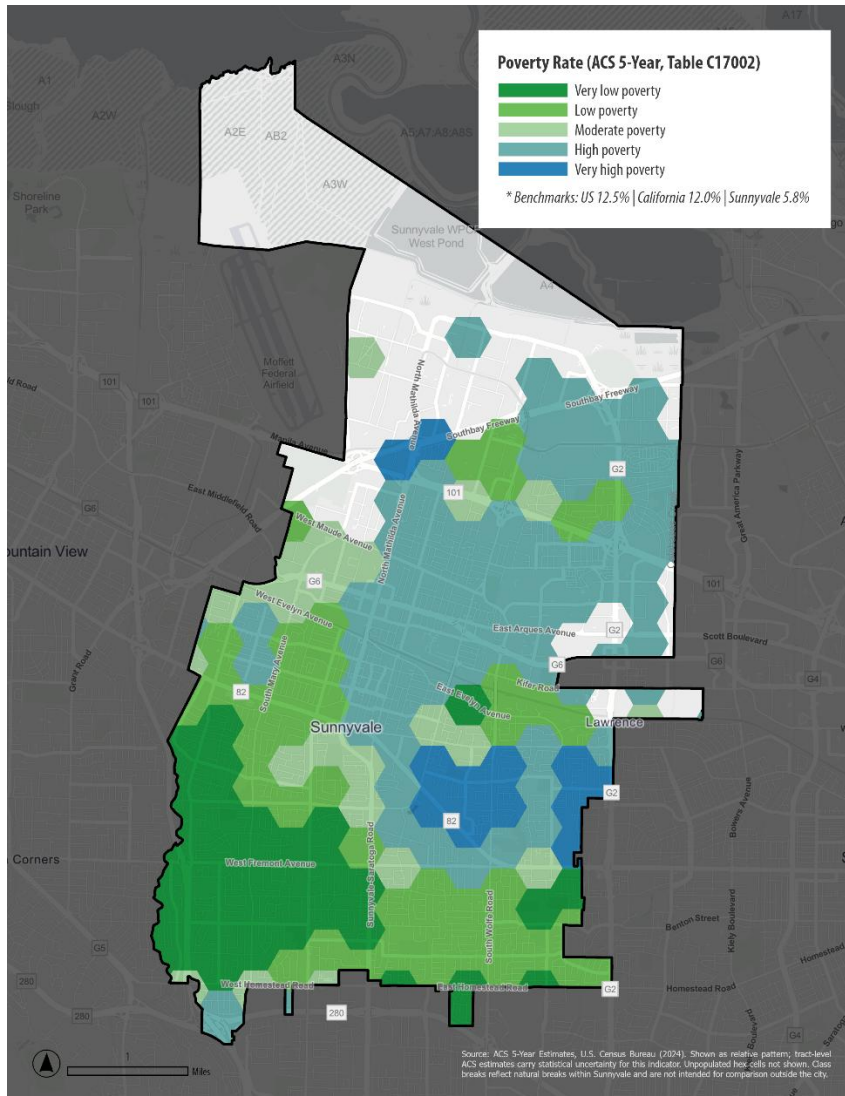
Map 5: Median Household Income



Poverty Rate⁴

Poverty rates are elevated in some neighborhoods relative to others across Sunnyvale. This general pattern points to where targeted strategies and poverty-alleviation efforts, many delivered in partnership with the County and community-based providers, can have the strongest reach.

Map 6: Poverty Rate

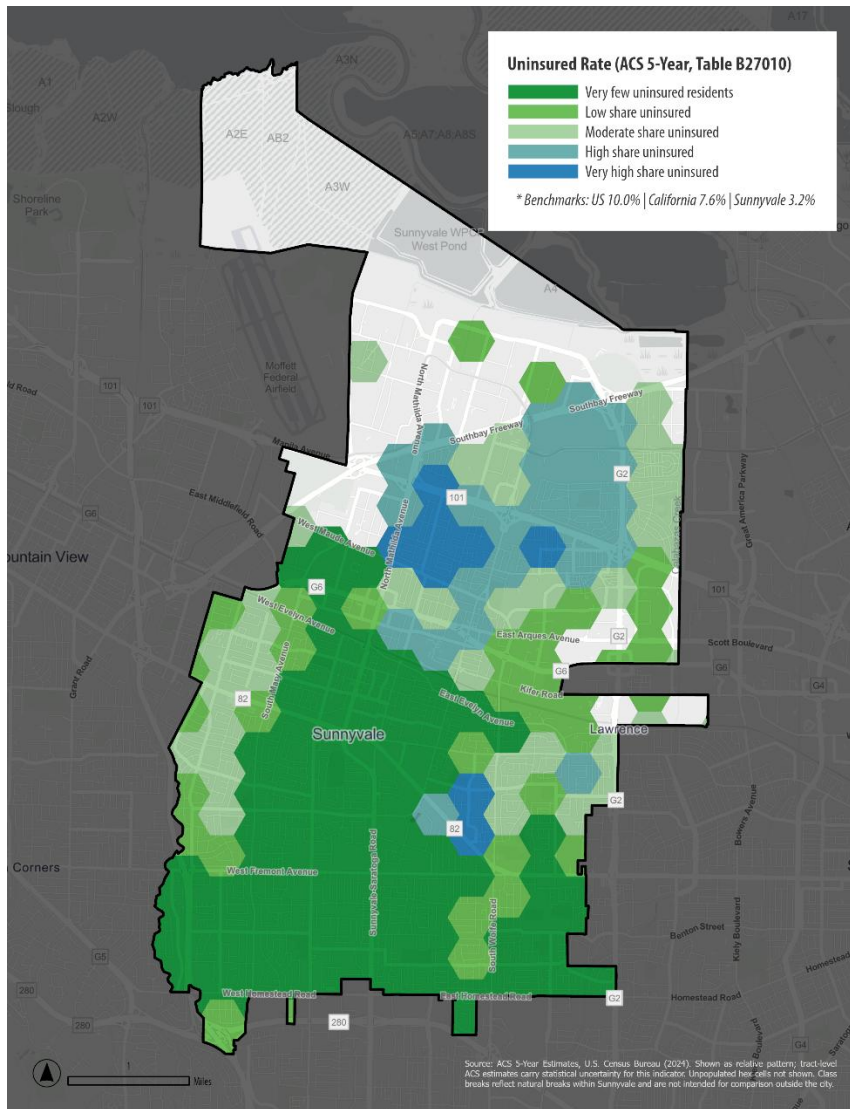


⁴ The data value for this indicator may not be considered statistically reliable because the estimate has a high level of uncertainty relative to its size (see **Appendix A**).

Uninsured Rate⁵

Uninsured rates are higher in some neighborhoods than in others. Because health coverage is delivered primarily through county, state, and nonprofit providers, this pattern points to where the City and its partners can continue to collaborate on outreach, enrollment support, and referrals to free and low-cost health services.

Map 7: Uninsured Rate

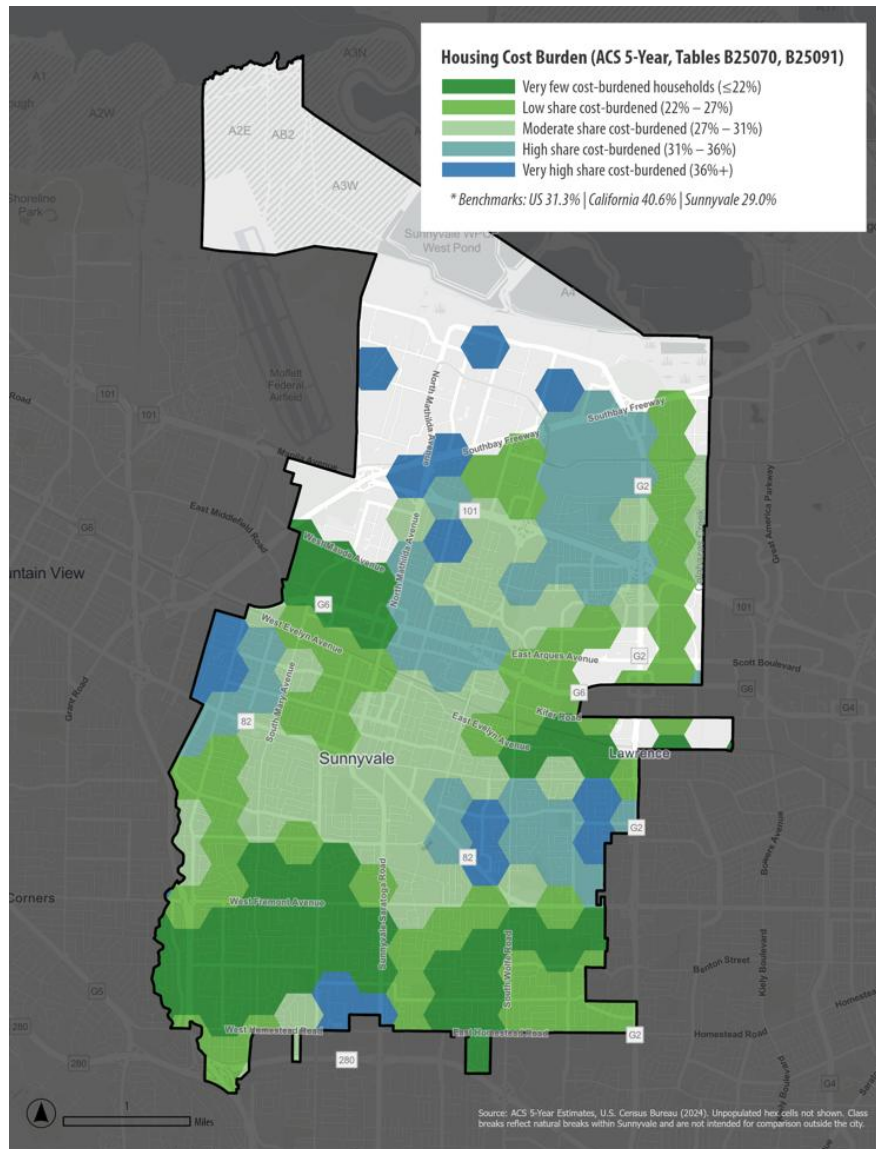


⁵ The data value for this indicator may not be considered statistically reliable because the estimate has a high level of uncertainty relative to its size (see **Appendix A**).

Housing Cost Burden

Housing cost burden (households paying more than 30% of income on housing) is most concentrated in specific neighborhoods, including areas around the edges of the City where rent and mortgage payments commonly exceed state affordability thresholds. This pattern relates to displacement risk and reinforces the value of the City's affordable housing programs, tenant navigation services, and continued coordination with regional housing partners.

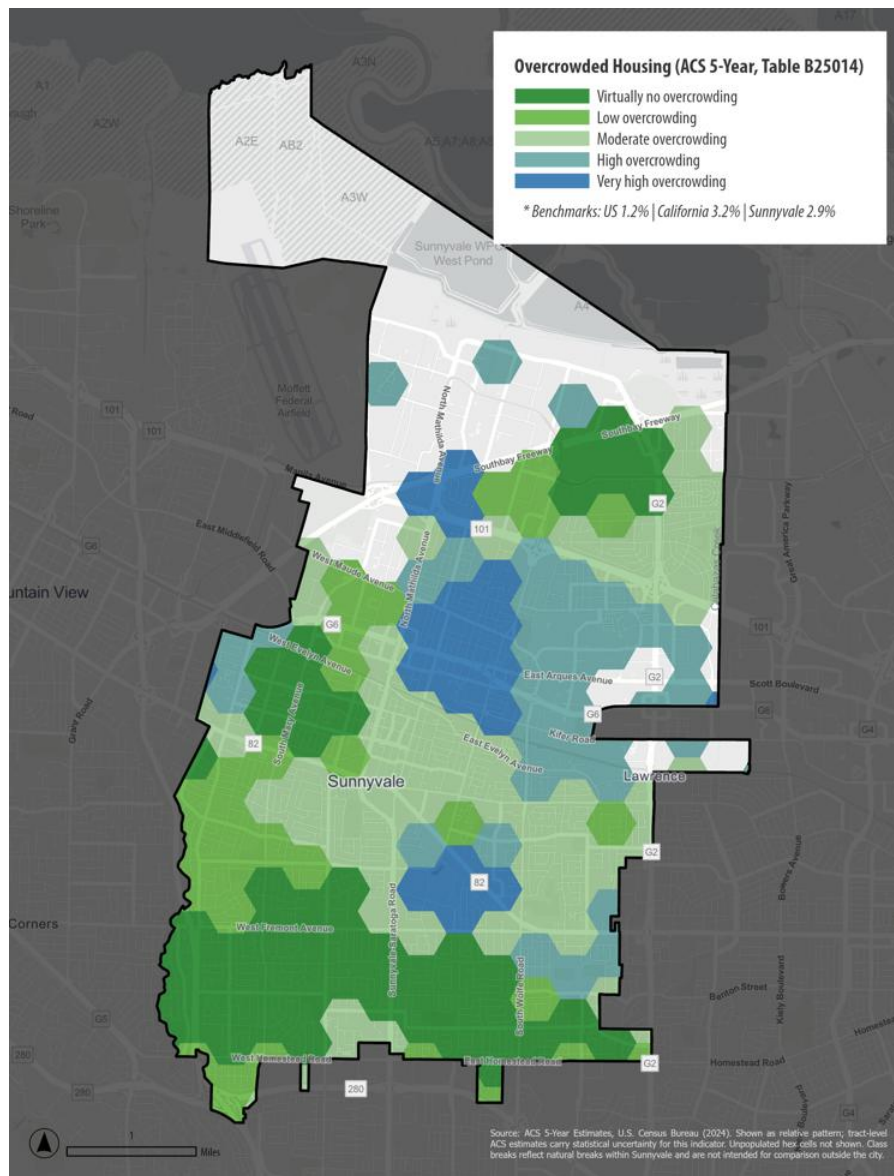
Map 8: Housing Cost Burden



Overcrowded Housing⁶

Overcrowding, measured as persons per room, is most concentrated in specific neighborhoods, particularly in the central and eastern parts of the City. This pattern reinforces the value of affordable housing programs, workforce development, and basic needs supports delivered through the City and its partners.

Map 9: Overcrowded Housing

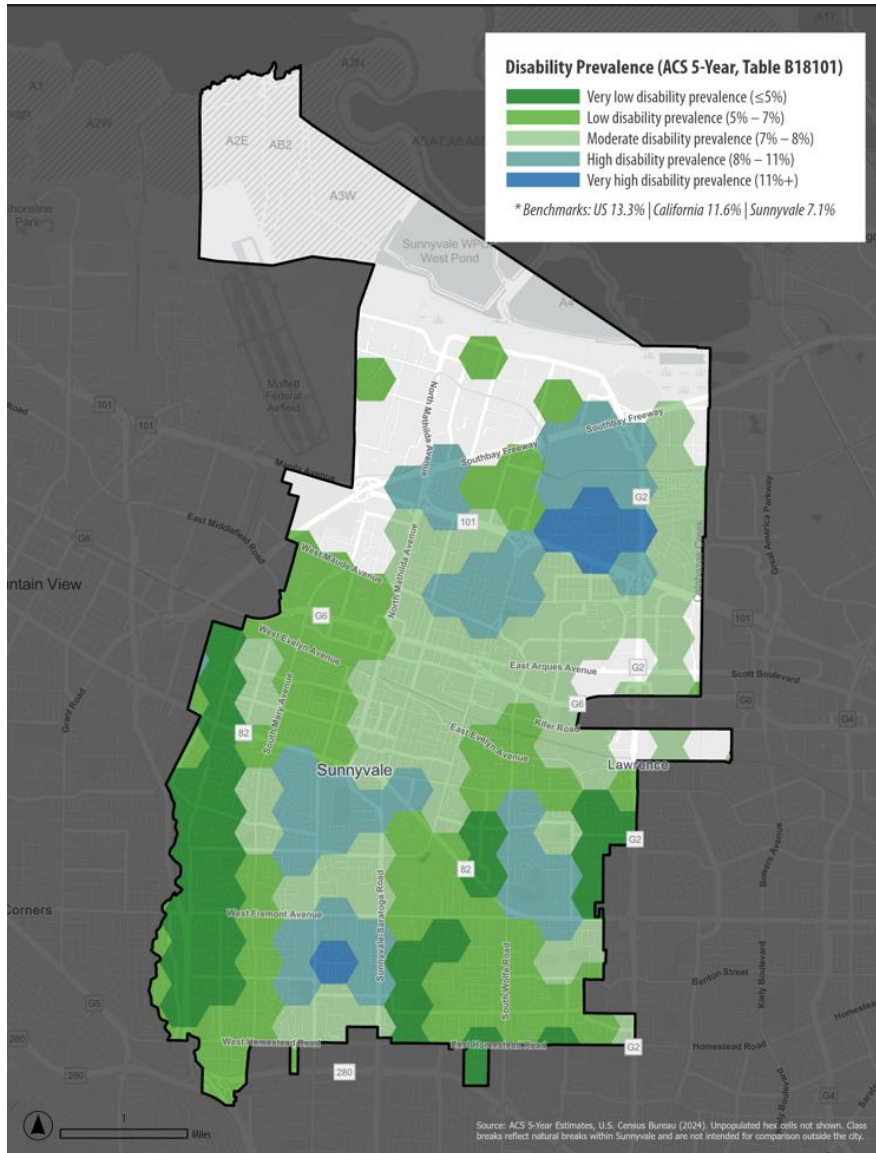


⁶ The data value for this indicator may not be considered statistically reliable because the estimate has a high level of uncertainty relative to its size (see **Appendix A**).

Disability Prevalence

Disability prevalence is distributed across multiple neighborhoods. This pattern reinforces the importance of accessible infrastructure investment, inclusive planning, and outreach and engagement approaches that reach residents of all abilities across the City.

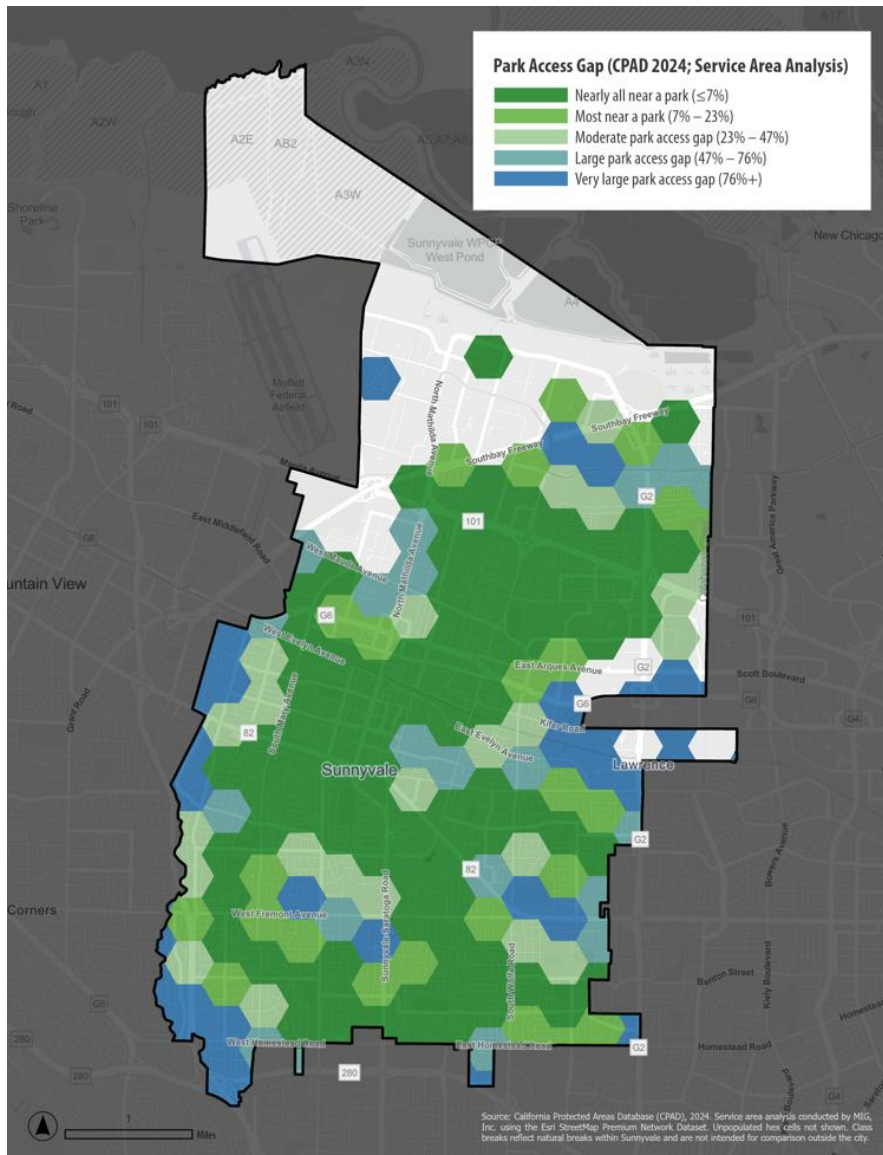
Map 10: Disability Prevalence



Park Access Gap

Residents in several neighborhoods on the City's edges are more than half a mile from a park or recreational facility. This pattern helps direct where future green-space investment can most effectively bridge access gaps, complementing the City's existing parks system and joint-use partnerships with schools.

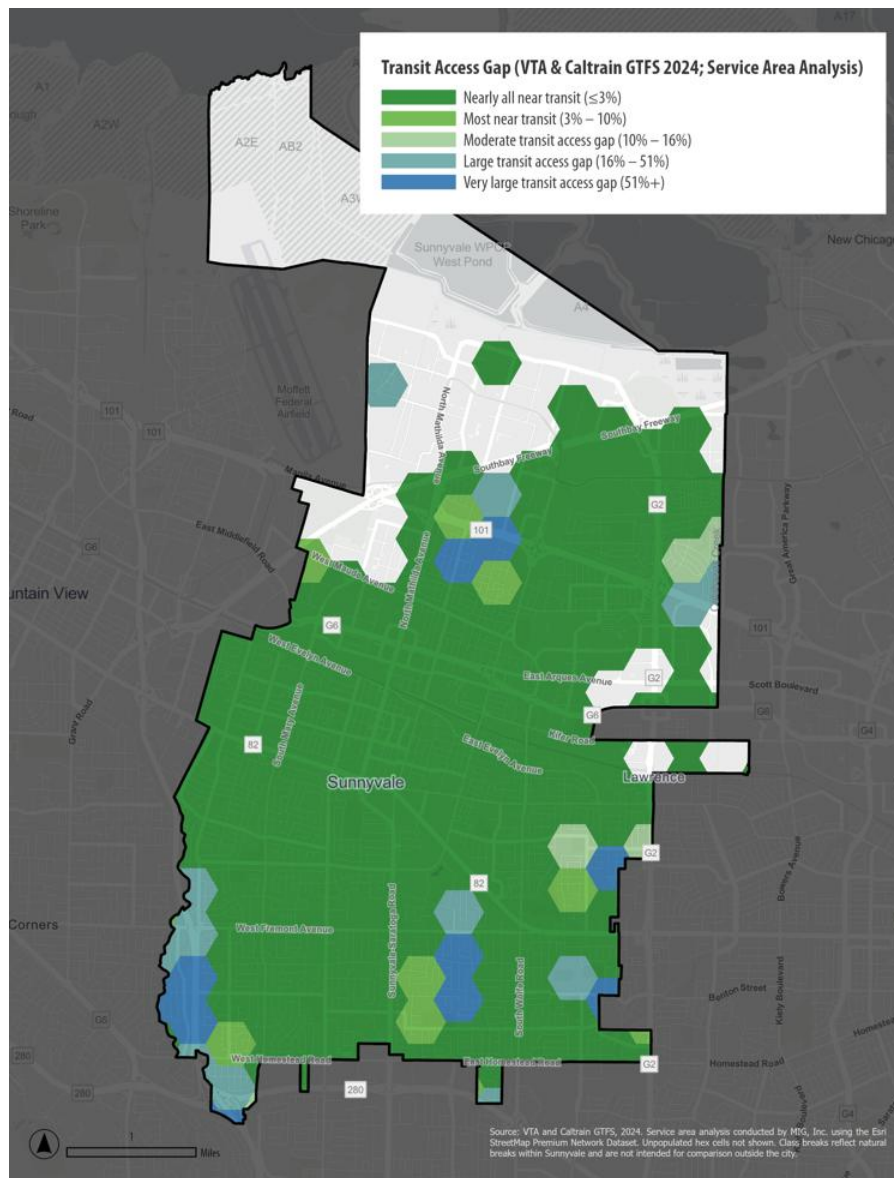
Map 11: Park Access Gap



Transit Access Gap

Most residents are within half a mile of a transit stop, though some neighborhoods have larger transit access gaps. This pattern points to the value of continued expansion of Sunnyvale's free public shuttle and other transit options, alongside investment in supporting infrastructure, including sidewalks, bike lanes, and safe crossings, that serves residents who don't drive or don't have consistent access to a car.

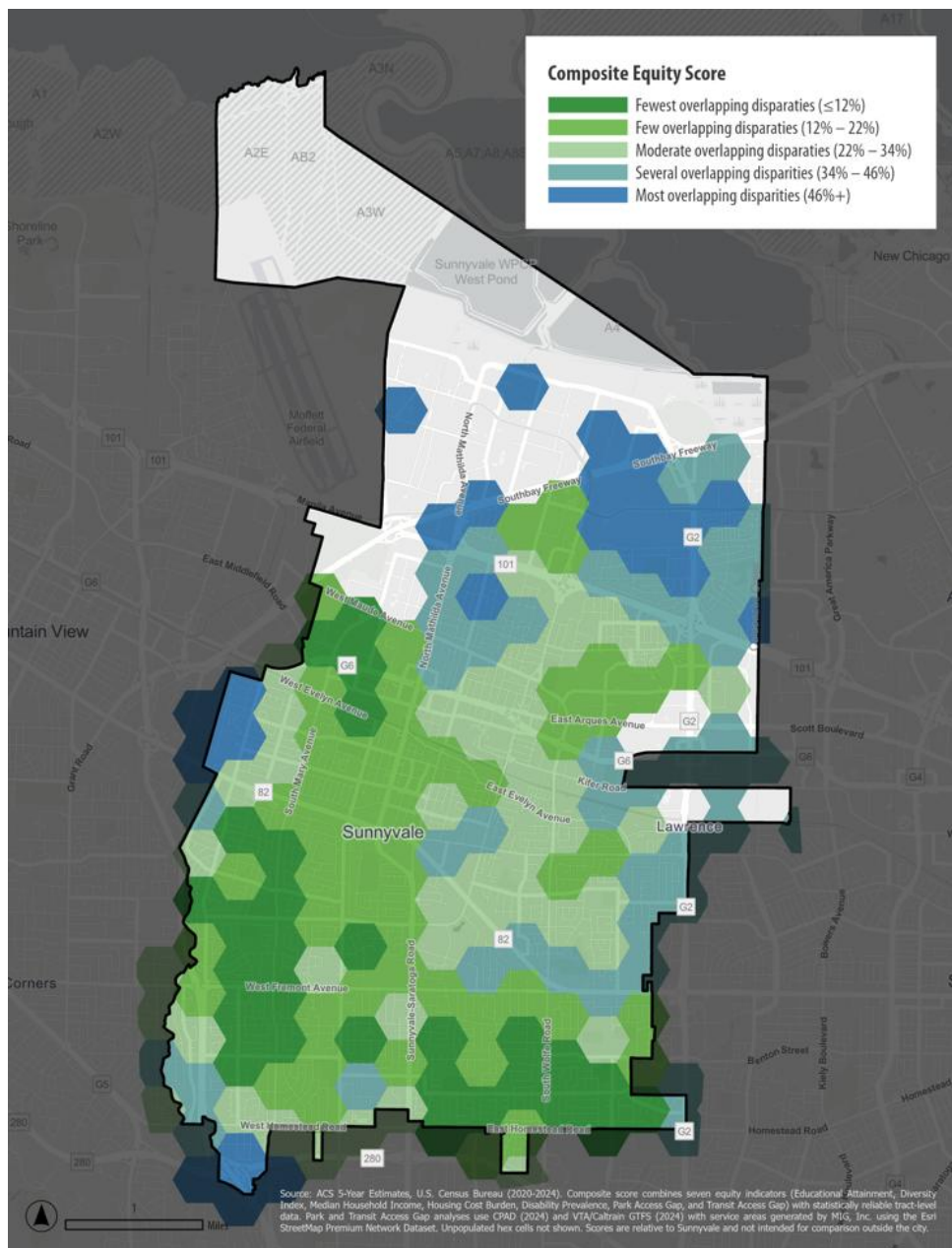
Map 12: Transit Access Gap



Composite Equity Map

The composite equity map combines seven indicators, those whose underlying data meets standard reliability thresholds at the geography shown, into a single score per hexagonal grid cell. These include Educational Attainment, Diversity Index, Housing Cost Burden, Disability Prevalence, Park Access Gap, Median Household Income, and Transit Access Gap. Neighborhoods with higher composite scores are those where multiple equity considerations overlap based upon the 7 statistically-reliable indicators included. The composite is intended as a prioritization aid for the City and its partners to focus place-based strategies; individual indicators shown above provide the fuller, indicator-by-indicator picture.

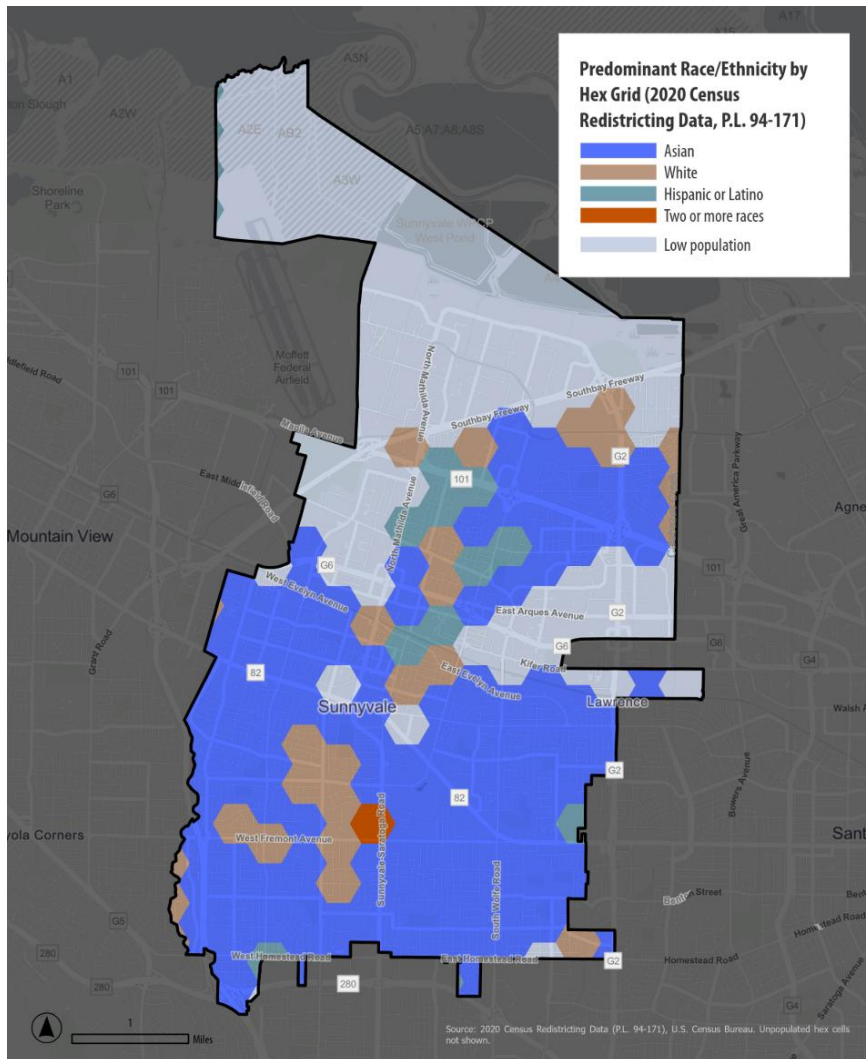
Map 13: Composite Equity Map



Predominant Race/Ethnicity

The predominant race/ethnicity map shows the largest population group in each hex cell. Asian residents are the largest group across most of Sunnyvale, with a greater mix of White, Hispanic or Latino, and other groups in a subset of neighborhoods. This composition reinforces the value of outreach strategies and programs that reflect the cultural and linguistic diversity of Sunnyvale residents.

Map 14: Predominant Race/Ethnicity



Key Findings: Community Strengths and Equity Themes

This section presents the themes and key findings from the CEA activities and is organized into three sections:

- **Sunnyvale Strengths**—areas where there was strong agreement across residents related to what they like about living in Sunnyvale.
- **Equity Themes**—areas where the CEA showed differences in experiences based on specific factors.
- **Universal Challenges**—areas that most Sunnyvale residents agree are challenges for the entire community.

Sunnyvale Strengths

Residents agree that Sunnyvale has many strengths and is a desirable place to live.

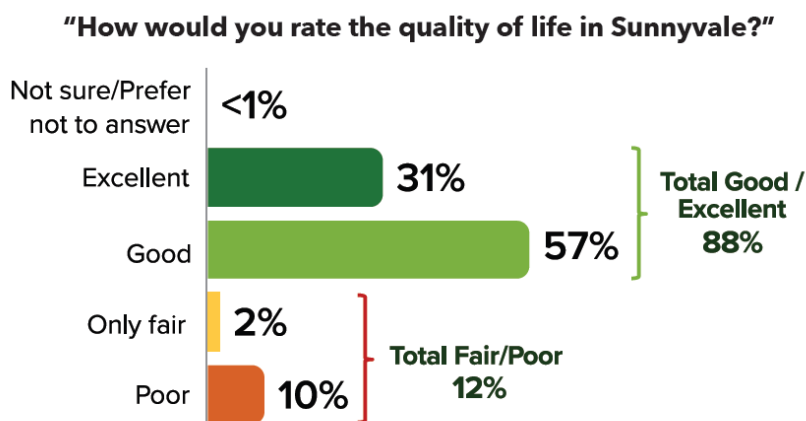
Across all data collection activities, Sunnyvale residents expressed their enjoyment living in Sunnyvale. Rising to the top of what residents appreciate were a strong sense of public safety, the City's parks, and cultural diversity.

By the Numbers

Eighty-eight percent of survey respondents rated their quality of life in Sunnyvale as “excellent” or “good,” and 61% percent of Sunnyvale residents report feeling connected and engaged with their communities.

Chart 2: Nearly All Residents Rate Their Quality of Life as Excellent or Good

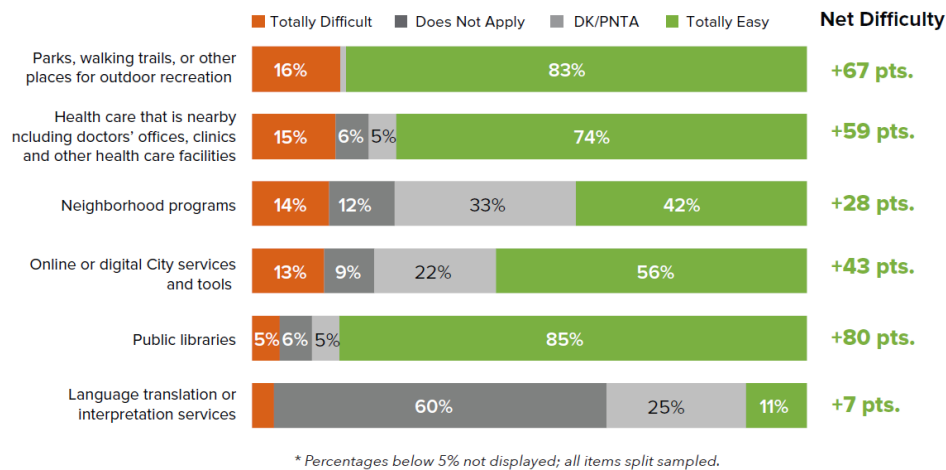
“How would you rate the quality of life in Sunnyvale?”



Amongst the easiest services and amenities to access in Sunnyvale as reported by residents were places for outdoor recreation, nearby health care, and public libraries.

Chart 3: Places for Outdoor Recreation, Nearby Health Care, and Public Libraries Are Among the Easiest Services and Amenities to Access

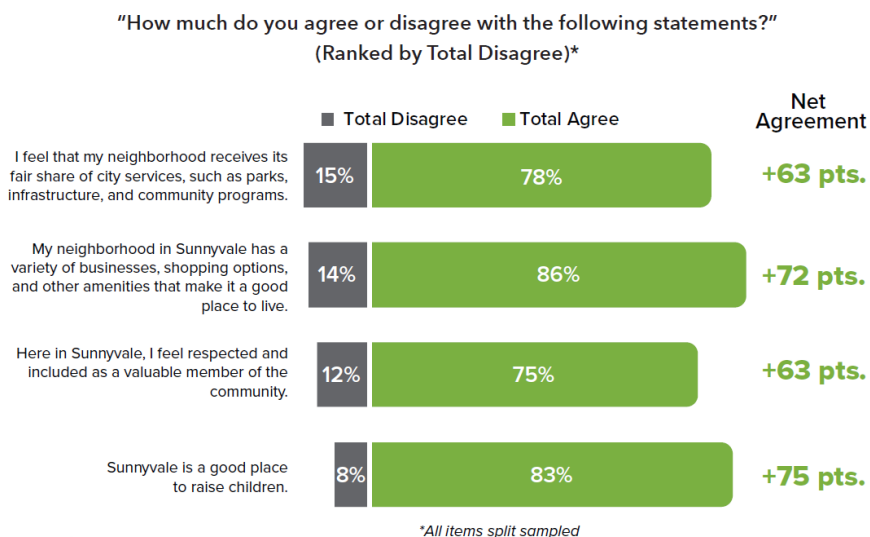
“You will now see a list of some services, programs, and amenities in Sunnyvale. For each one, please indicate how easy or difficult it is for you to access in the City of Sunnyvale? (Ranked by Total Difficult)⁷



In the survey, four in five residents agreed that their neighborhood receives its fair share of City services and amenities.

Chart 4: Most Residents Agree Their Neighborhood Receives its Fair Share of Services and Amenities

“How much do you agree or disagree with the following statements?” (Ranked by Total Disagree)*



⁷ Percentages below 5% not displayed; all items split sampled.

In Their Own Words

Survey findings were echoed as well as expanded upon in qualitative activities where residents spoke highly of Sunnyvale's diversity, safety, cleanliness, amenities like parks and libraries, and effective government.

Residents love that Sunnyvale is a "melting pot" of many cultures and languages – something that lends itself to learning from neighborhoods, classmates, and work colleagues about cultures different from one's own. In the words on a Focus Group Participant: "For me to be able to be dressed [in my] traditional wear and then unapologetically walk out and not be judged makes a lot of difference. And being accepted in different communities where I can voice my opinion and be taken for who I am." A Community Forum participant left a comment that "Sunnyvale's diversity is amazing!" alongside a chorus of others conveying a similar sentiment.

In conversations with residents and in comments shared during community forums, libraries and parks rose to the fore as the most beloved offerings from the City. Residents also love the City's community centers, senior center, walkability, public buses, and general cleanliness. As participants from different activities expressed:

The thing that I most like about Sunnyvale is the environment and the security because you can go to parks [in the] evening, and you'll be safe.

One of my favorite things about Sunnyvale is probably the walkability. I walk pretty much everywhere, and it's really easy for me to get from one place to another.

The library is great! I love the classes and services provided for various groups

Positive sentiments from youth and adults alike were shared about Sunnyvale being a good place to grow up and to raise children, respectively. Youth expressed feeling safe walking around town, including at night, and indicated that Sunnyvale would be a City they would like to continue living in as an adult. Parents and caregivers were equally enthusiastic about Sunnyvale as a place to raise children and have them go to school – and parents express wanting to stay in Sunnyvale even after their children may have moved elsewhere. As one person shared, "A lot of immigrants come here with small children, and then the children move on, and we stay on and become embedded in the community."

Sunnyvale residents also appreciate what they perceive and experience as an effective and responsive local government. Many residents commended the City for having welcoming staff members and high levels of staff responsiveness to concerns.

Participants shared the following perspectives on City staff responsiveness:

[City staff] have been very responsive in helping me to live a better-quality life. I joined [the Advisory Committee on Accessibility] so that maybe I could give back to somebody else who didn't know that our City was so amazing and is there for us and for our community. And now that I belong to the neighborhood association that Sunnyvale has I really see a collaboration between homeowners' associations and what the City's trying to do."

The Department of Public Safety is cross-trained, which make a more resilient and probably more effective safety responses service, and that they are called public safety and not police.

Equity Themes

Equity themes are areas where the CEA showed differences in residents' perspectives based on socioeconomic, demographic, or geographic factors. Two themes emerged in the assessment that can inform Sunnyvale's efforts to advance greater equity: 1) Access and Service Gaps; and 2) Connection and Belonging.

Access and Service Gaps

The CEA identified several barriers to residents' ability to obtain important information and access City services and programs. While these two issues are closely related, the reach of communications is called out separately as it was consistently mentioned across assessment activities. The key findings for this theme are listed below and each is then described in greater detail.

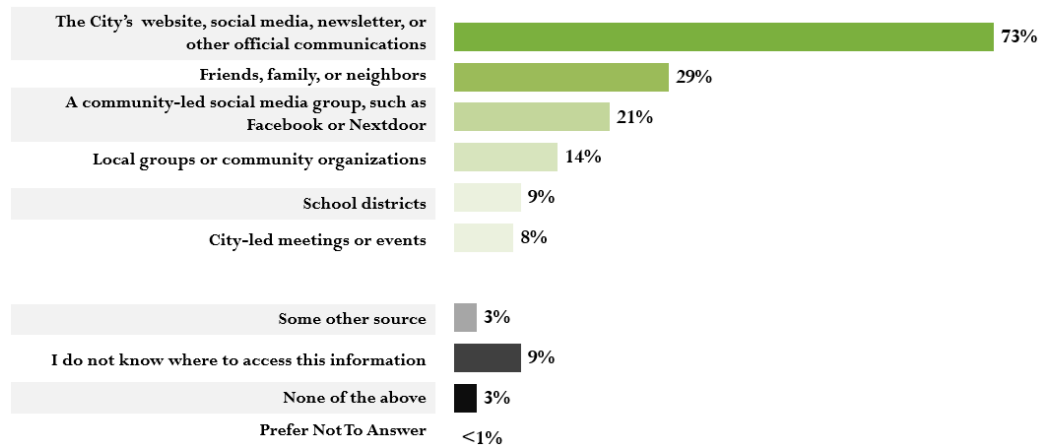
1. Opportunities exist to tailor how information reaches and engages residents based on culture, language, and ability.
2. Residents report varying levels of ease in accessing and benefiting from existing City programs, services, resources, and opportunities.
3. There is interest in expanding programs, social activities, and recreational opportunities for Sunnyvale teens.
4. Improvements to infrastructure, accessibility features, and supportive programming could enhance quality of life for residents with disabilities.

Opportunities exist to tailor how information reaches and engages residents based on culture, language, and ability.

By the Numbers

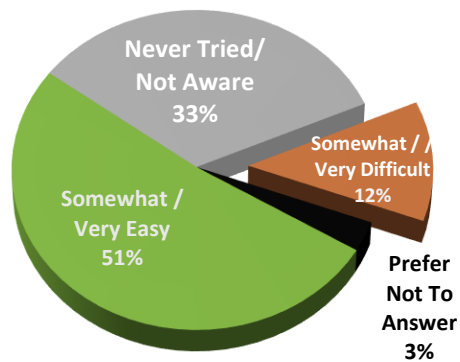
When asked about how they accessed information about the City's services and amenities, most survey respondents (73%) indicated the City's website, social media, newsletter, or other official communications. Friends, family members, or neighbors were the second-most likely response (29%), followed by community-led social media (21%) and local groups or community organizations (14%).

Chart 5: How Sunnyvale Residents Access Information about City Services and Amenities



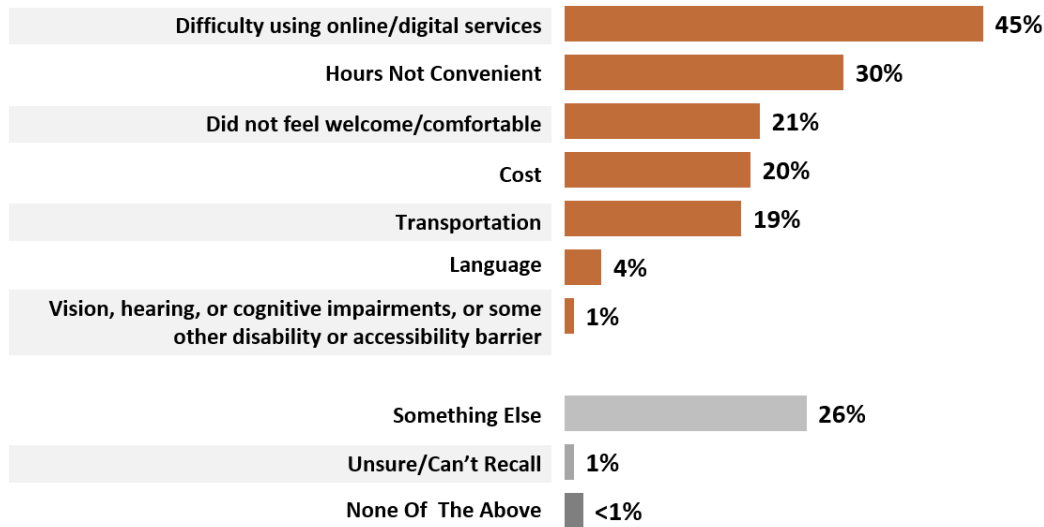
Fifty-one percent (51%) of survey respondents reported it is “very easy” or “somewhat easy” for them to access City services and programs. This compares to 33% who reported “never tried” or “not aware” and 12% who reported “somewhat difficult” and “very difficult” (see **Image 5** Reported Ease and Difficulty of Accessing Programs and Services).

Image 5: Reported Ease and Difficulty of Accessing Programs and Services



When asked what has an impact on their difficulty accessing Sunnyvale City services and programs, residents chose difficulty using online services, inconvenient hours, not feeling welcome or comfortable, and cost the most (see **Chart 6**).

Chart 6: Top Access Challenges



There are differences along racial/ethnic lines in how residents consume information. Latino residents are less likely to consume information from official City communications, compared with other groups; they are more likely to receive information from community-led social media groups (see **Table 10**).

Table 10: Latino Residents Less Likely to Consume Information from Official City Communications

	Overall	AAPI	Latino*	White
The City's Website, Social Media, Newsletter, Or Other Official Communications.	73%	74%	62%	77%
Friends, Family, Or Neighbors	30%	28%	32%	29%
A Community-led Social Media Group, Such As Facebook Or Nextdoor	21%	22%	30%	20%
Local Groups Or Community Organizations	14%	11%	20%	18%
School Districts	9%	9%	11%	12%
City-led Meetings Or Events	8%	6%	11%	12%
I Do Not Know Where To Access This Information	9%	10%	9%	5%

*Subgroup sample size is less than 100.

Residents with disabilities were also more likely than respondents overall to prefer seeking information from community sources like friends, family, or neighbors; community-led social media; and local groups or community organizations (see **Table 11**).

Table 11: Residents with Disabilities Less Likely to Consume Information from Official City Communications

	Overall	Residents With A Disability	Residents Without a Disability
The City’s Website, Social Media, Newsletter, Or Other Official Communications.	73%	58%	74%
Friends, Family, Or Neighbors	30%	47%	28%
A Community-led Social Media Group, Such As Facebook Or Nextdoor	21%	32%	21%
Local Groups Or Community Organizations	14%	29%	13%
School Districts	9%	7%	10%
City-led Meetings Or Events	8%	13%	8%
I Do Not Know Where To Access This Information	9%	7%	6%

*Subgroup sample size is less than 100.

In Their Own Words

Interviews, focus groups, and community forums provided additional perspectives that Sunnyvale residents experience difficulties accessing City information. In-depth conversations with residents—who included youth, Latinos, residents with low income, and those whose primary language is not English, amongst other communities more likely to experience inequities—also shed light on the extent to which many communities of residents do not access official City sources of information.

While many City services, such as portals to report neighborhood problems, are designed to be accessed online, several residents shared they do not use computers or have limited digital literacy. This extended to well-educated, affluent residents with deep school district connections, highlighting that information barriers affect even tech-savvy, English-proficient residents.

Moreover, most participants, regardless of digital literacy, reported not using the City website as their main source of local information about events or services. Many were not familiar with the Sunnyvale City website, and for those who were, most said they were not familiar with how to navigate it to access the City’s calendar of events or to report problems in their neighborhood, like potholes or traffic issues, or to express legal and other concerns about housing issues like landlord violations of tenant rights. Some residents indicated not knowing how to enroll in recreational activities. Furthermore, when asked, most participants reported not knowing how to seek language assistance.

Residents often pointed to language access as a major barrier to accessing City information and services. When asked about City information they receive or have seen around town, participants often noted that the information is generally in English. Those who primarily speak other languages—including Spanish, Chinese, Hindi, and Tamil, and others—shared challenges accessing or understanding City information. This included experiences like depending upon their children to provide translation or interpretation. In the case of an older Mandarin-speaking resident without dependents, she simply discarded the City’s hard copy newsletter because she could not understand the information. One Spanish-speaking resident shared:

Sometimes when I call 911 in an emergency no one speaks Spanish.

Another participant shared:

Asian residents are plentiful, but when approach the City they don’t have bilingual staff who speak our language.

And in the words of another:

We didn’t know there was a [free shuttle] because we don’t speak English.

Written comments contributed during Community Forums expressed similar sentiments and conveyed the need for more nuanced language services:

The City should provide both simplified Chinese and traditional Chinese translations for major outreach, surveys, project notices, and community forums. Chinese-speaking residents are one of Sunnyvale’s largest language communities.

Not all Chinese speakers use the same written script.

Some residents shared their perception of losing opportunities due to a lack of critical information available in their language. One participant whose primary language is not English described renting one of seven rooms in a single-family home and having concerns about the landlord increasing rent and adding additional tenants. However, she was not familiar with local housing policy and her rights as a renter. Not speaking English, in her view, was factor that compounded the challenges she faced. People also noted experiences that left them feeling like City staff and other community members treated them differently because they had an accent or did not speak English.

Conversations with residents revealed that both limited civic literacy and City information not reaching residents in a timely or direct manner had an impact on their ability to be more involved in City meetings and events – and to have a voice in City decisions. For instance, many residents expressed not knowing how to attend or participate in City Council meetings or provide feedback on services through the City’s web portal. Regarding timing of information received from the City, one resident shared:

Many residents do not know about events or processes to give resident feedback on City decisions until key milestones have passed.

Others communicated challenges accessing in-person spaces, like City Council meetings.

Participants shared the following perspectives on accessing information and experiences with public engagement:

Sunnyvale generally offers good access to services and community programs. The biggest opportunity for improvement is making civic participation easier through outreach, plain language in project information, better meeting summaries, and expanded language access.

The City should reach out to community groups that will share the information or develop a mailing list.

The City should create easier ways for residents to track City projects, as well as decisions by commissions and policymakers, without needing to attend meetings in person.

The City needs improvement on posting notices earlier.

When interviewed, some City staff perspectives on civic engagement aligned with what residents described. For example:

It's hard to reach the people sometimes because they don't come to us, they won't come to a council meeting [and so] we have a really hard time figuring out how to meet people where they are.

I often feel like we're not hearing from the right people... not the right people, we're not hearing from the full diversity of people that these things really impact. And so that's a... that's a tough question for me, and maybe that's why you're here, Sarah, is to help us answer those questions. How do we reach those people that won't come to our community meeting, won't even come to a Zoom meeting, won't fill out a survey, even if we promise them it's anonymous, you know, how do we get that feedback to really understand? Because we're doing our best based on the information we have, and the approved plans that Council has directed us to implement. But is that what people really want? I don't know.

What residents shared about how they access information, and how they want to access it, speaks to how resident preferences are varied and multiple outreach and communication channels and methods are valuable for reaching a diverse population. Some residents mentioned wanting physical flyers around town in addition to physical mailed information to residences. The following comments from in-person Community Forums offer more information on resident preferences:

I use Facebook and I follow the mayor, the police department, the fire department. I follow the Sunnyvale Community Service Center. Whenever I'm [at Sunnyvale Community Services], I see all the flyers and all the events that are going on. Plus, we also have an educator at Homestead and he's always telling us everything that's going on.

I only find out about events, key information, or important resources through social media. Other mediums are difficult to access.

The City does not always post on Nextdoor Neighbor. For example, this Community Forum event was not in my news feed.

Please do more for people without social media. I'm 32 and I don't use it.

Send a Citywide newsletter via email not socials.

There needs to be better community engagement when it comes to something new or redevelopment.

Does the City have contact with neighborhood groups or leaders?

Many participants spoke of their relationship to Sunnyvale Community Services, a local nonprofit and direct service provider, and how important it was to their ability to access services and resources, suggesting that this organization fills critical gaps in resident access to public services, resources, and amenities. Participants described schools as playing a similar role in terms of sharing information with families.

Confirming the above-described experiences related to accessing City information, many participants inquired explicitly about City services and resources during in-person and virtual engagement activities. Residents asked questions of City staff about, for example:

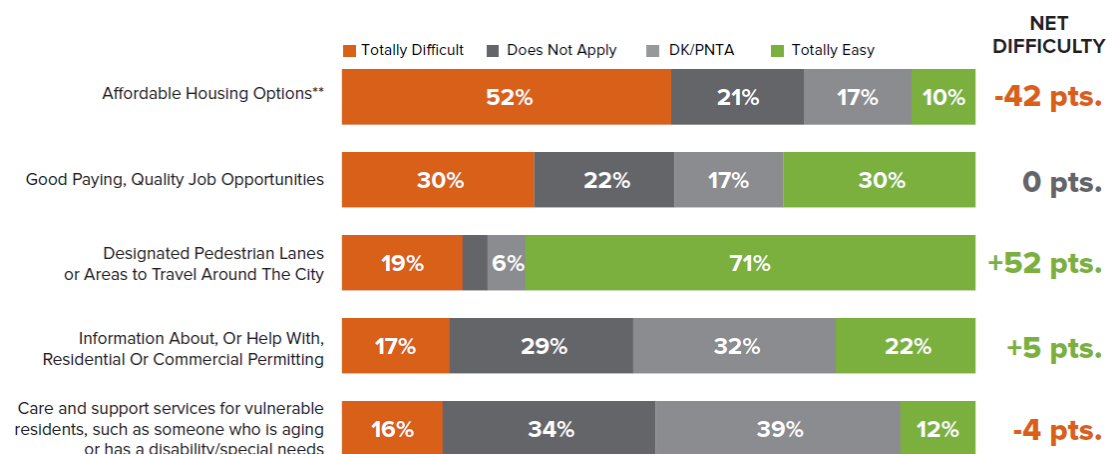
- Sunnyvale’s scope of public services;
- whether there is a list of resources the City provides for residents;
- availability of English language classes;
- availability of GED classes in languages other than English; and
- information on affordable housing, including the application process.

Residents report varying levels of ease in accessing and benefiting from City programs, services, resources, and opportunities.

By the Numbers

While most residents say that it is easy to access City services, residents reported affordable housing options and good paying jobs as relatively more difficult to access compared to others. Care and support for vulnerable residents and information for residential or commercial permitting reflected mixed opinions, while access to designated pedestrian lanes or areas to travel around the City was reported as easy by most (71%) (see **Chart 7**).

Chart 7: Ease of Access to City Programs and Services



* Percentages below 5% not displayed; all items split sampled, except where indicated. **Item not split sampled

Perceptions of ease of access differ across socioeconomic, demographic and geographic factors. In the survey, responses varied by:

- income (see **Table 12**);
- race/ethnicity;
- primary language;
- neighborhood; and
- disability status.

Specifically, several subgroups were more likely to report that it is difficult for them to access Sunnyvale City services, programs, and amenities:⁸

- 43% of those whose home language is Spanish
- 26% of residents with a disability or special need
- 26% of Latino residents (subgroup sample size is less than 100)
- 25% of residents with household incomes of \$50K or less

Table 12: Lower Income Residents Report Greater Difficulty in Accessing City Services

	Overall	<\$50k	\$50k- \$100k	\$100k- \$250k	\$250k+
Affordable Housing Options	52%	58%	59%	61%	45%
Good Paying, Quality Job Opportunities	30%	56%	24%	28%	30%
Designated Pedestrian Lanes Or Areas To Travel Around The City	19%	22%	24%	13%	25%
Information About, Or Help With, Residential Or Commercial Permitting	17%	30%	11%	21%	14%
Care And Support Services For Vulnerable Residents, Such As Someone Who Is Aging Or Has Disability/Special Need	16%	46%	20%	17%	8%

Equity gaps also exist by race. One in four Latino residents reported difficulty accessing City services and programs. Latino residents are more likely to say it is difficult to access nearly every City service—with affordable housing options, good paying jobs, and care for vulnerable residents standing out. Those identifying as Latino were also more likely to report difficulties accessing key City services and amenities, like designated pedestrian lanes and residential and commercial permitting processes (see **Table 13**).

⁸ Notably, there was little reported difference in difficulty accessing services by age.

Table 13: Latino Residents Report Greater Difficulty Accessing Affordable Housing, Quality Jobs, and Specialized Care

	Overall	AAPI	Latino**	White
Affordable Housing Options***	52%	47%	66%	51%
Good Paying, Quality Job Opportunities	30%	28%	41%	26%
Designated Pedestrian Lanes Or Areas To Travel Around The City	19%	20%	24%	17%
Information About, Or Help With, Residential Or Commercial Permitting	17%	17%	22%	14%
Care And Support Services For Vulnerable Residents, Such As Someone Who Is Aging Or Has Disability/Special Need	16%	15%	35%	5%

Subgroup sample size is less than 100. *Item not split sampled.

Survey responses also varied by where people live. For example, while 3% of respondents living in 94086 and 94087 disagreed that their “neighborhood in Sunnyvale has a variety of business, shopping options, and other amenities that make it a good place to live,” 34% of those living in the northern-most zip codes (94085 and 94089) disagreed.

In Their Own Words

Residents provided more detail on the difficulty accessing services and amenities in conversations.

Neighborhoods

Some of the most consistently shared disparities across assessment activities related to residents’ perceived access to services and amenities depending on where they live. Residents from all over Sunnyvale noted the relative lack of City services and amenities in northern Sunnyvale, i.e., the two northernmost zip codes. Without prompting, residents easily articulated the array of needs that exist in what they referred to as “North Sunnyvale”:

- Lack of walkable communities
- Insufficient access to public transportation
- Limited retail options
- Unmet need for low-cost childcare, free or subsidized school lunches, and afterschool programs
- Impending loss of grocery stores

One participant shared his view that just “driving around” the City one can see notable differences in the quality of amenities like parks. He shared:

When you drive around, you can see those glaring differences just on the curbside, and the type of businesses that are available in some areas in Sunnyvale. [...] If you look at Fair Oaks and Lakewood areas, which I think is Northern Sunnyvale, you look at those parks in that area

compared to the parks closer to [Fremont High School] ... there's a difference in the way the parks themselves look.

The availability of adequate retail and food outlets surfaced often as well amongst participants. For example, two participants who identified as living in the “southern” part of the City shared:

[In] the Northern part of Sunnyvale there isn't enough food and shopping... I know that it has something to do with developers and what they want to do, but as a community, we have lots of people living over there. It's really sad. I feel like there should be some urgency to get some shopping and food for people in that area, and be able to have restaurants, because our City's building more and more of these developments, but there [aren't] facilities and places for people to eat, and I don't understand... There are so many people.

People in the northern side of Sunnyvale, it wouldn't be as easy to walk to grocery store because there's very few big grocery chain stores in the northern side.

[The north] is becoming a food desert. Shopping areas are being converted to housing, and again, we want more housing, but [there's] not enough retail.” -- to be formatted as a pop-out quotation.

When sharing thoughts on living in Sunnyvale, several youth shared they feel a disconnection between the northern and southern areas of Sunnyvale and would like to feel like the City was more integrated, overall.

The nexus between transportation and school was also noted as a major concern. As expressed by a Community Forum participant:

I live in the Columbia neighborhood, my kids go to Bishop, [but] there is no bus or service to take my kids to school. I have to work super early so I can't take my kids [myself].

Many residents expressed concern that the northern part of Sunnyvale does not have a high school, resulting in long drives or bus rides for students and families to get to school.

Latino Residents

Conversations with residents offered insight into the experiences of Latinos living in Sunnyvale related to accessing affordable housing, quality jobs, and specialized care. Across conversations, Latino and Spanish-speaking residents noted several key service gaps and barriers, including:

- High housing and cost of living burden
- Inadequate health services / facilities within City limits for Spanish speakers, pregnant women, LGBTQ+ community
- Language and immigration status barriers to service access

In relation to healthcare, Latino residents noted concerns about the lack of centralized or accessible comprehensive healthcare centers, like hospitals or clinics, in Sunnyvale. Navigating health insurance, as well as the high cost of health insurance and medical care, was also mentioned as a significant barrier to adequate medical and health care services, as well as the sense that there is limited culturally sensitive care, particularly in regard to mental health. Many requested more care be provided in languages other than English and greater cultural competency and responsiveness in care delivery.

Like other communities of participants, Latino residents noted that many immigrants to this country are not familiar with City processes and struggle to find resources in their language and in a way that is easily understandable. Latino residents expressed interest in a centralized source of information, as well as an orientation program that could help newly arrived residents of Sunnyvale better navigate governmental processes and resources. Regarding entrepreneurship, many residents noted that the process of starting and maintaining a business is confusing and guidance is not readily available.

Many of the social, economic, and cultural challenges facing Latino residents intersect, as illustrated in the comment below from a Community Conversation participant:

Language is clearly another barrier to entering the labor market. There are many professionally trained individuals with the necessary skills—people I am proud to know, particularly from the perspective of my own profession. Our training is at least on par with the quality found here. Latinos typically stand out in the workplace. However, if we start out without not having a full command of English, it means receiving lower—or significantly lower—pay compared to someone who has mastered the second language. This [lower pay] affects the reality of housing—specifically, where one can live.

To increase community access to information, Latino residents spoke to the importance of community-based communication outlets including community-led social media, schools, shelters, and health clinics.

Residents with Lower Income

Residents described acute wealth inequity in the City and how this impacts them, their families, and friends in terms of not being able to access a basic standard of living and quality of life that is possible for residents in the City. As one youth expressed:

Sunnyvale is one of the most expensive cities in the Bay Area. Not only for buying houses that are, you know, over two million dollars, but also rent is really expensive as well. We have very wealthy families [and] we also have people who are not even paycheck to paycheck, but basically just scraping by. And is something that is affecting everyone in the sense that you, as a parent, you can't provide food for your children or shelter or any other stuff. And I think that there has to be kind of like a role between the cities as well as the school to create some sort of not only awareness but empathy towards that, because obviously you are not in that situation because you want to be homeless or unhoused.

We have students who don't have enough food hanging out with a kid who drives a new Mercedes.

High levels of concern across participants related to affordable housing were an indication of how lower-income residents in Sunnyvale struggle. As Map 5 (Median Household Income) reflects, the majority of low-income households in Sunnyvale are in the northern part of town where many limited English proficiency residents live. One person interviewed made a connection between communication and information gaps in relation to this population's immigration enforcement fears:

...Part of the population up there [in the north] are the very low-income people that have three jobs and don't necessarily speak English really well. If at all. The communication has to happen in a way that I want to say is literally door-to-door, right? I am finding that in light of what is going

on at the federal government, people are even more staying indoors. It's harder to reach these folks because they don't step out.

City staff also recognized the challenges of accessing City spaces of decision-making for lower income residents. As one shared:

I think we're not hearing much from lower-income families. We're not hearing... we hear a lot from the folks who've lived here their whole lives, grew up here. We hear a lot from the tech community. You know, tech workers, people who, you know, Apple, Google employees, we get a lot of that. But I think we hear less from the blue-collar working-class folks, the lower-income folks... I see very few Latinx community members come to our outreach.

There is interest in expanding programs, social activities, and recreational opportunities for Sunnyvale teens.

In Their Own Words

Youth participants spoke very highly of Sunnyvale and enjoy living in the City. They would also like to see more activities tailored to their unique needs and interests.

Young people spoke of gaps in programming and recreational opportunities, especially for teens. One specific example shared was regarding more paved multiuse recreational pathways that can accommodate biking and skating. Since young people that cannot or do not drive are more reliant on public transportation, they have challenges getting to where they want to go—work, school, or going to the gym. Limited public transit schedules, especially on the weekends, can cause barriers for youth that are helping with family errands or commuting to weekend jobs, sometimes resulting in paying for private transportation, like a Lyft or Uber. Teens mentioned, for example, the need to walk a long way down El Camino to participate in activities outside their neighborhoods.

Young people also want more places to gather and spend time socializing, especially at night. They spoke of not having enough physical places to be with friends given that most businesses close early. Often, one's home or friends' houses are the only option to hang out in the evening. In the words of one high school student, "[There] should be more third spaces for teenagers. Specifically for teenagers, places that they can hang out and go, because, for kids there are parks and for adults, bars and whatever." Specific ideas shared included extended library hours and teen lounges.

Below are a few direct quotes from youth participants:

If I could change one thing about Sunnyvale, it would probably be more job opportunities for youth. That's one thing that's been difficult for me – finding a job in Sunnyvale.

They should send bigger [public] buses and make them alternate the stops [so buses don't pass by those waiting to get on].

I really like how Sunnyvale has events for everyone. There's always something that anyone in the community can do. At libraries, there's cultural events. There are events for different age ranges, so I like how inclusive it is and how there's always something that you can help out with or participate in.

Improvements to infrastructure, accessibility features, and supportive programming could enhance quality of life for residents with disabilities.

In Their Own Words

While many residents with disabilities spoke positively of living in Sunnyvale and described City government as responsiveness to their concerns, there was also a clear theme of service and amenity gaps and challenges affecting this community of residents.

Conversations with residents with disabilities provided an opportunity to discuss more in depth about experiences living in and navigating Sunnyvale. Mobility barriers impacting the ease and safety of movement around Sunnyvale rose to the fore of experiences shared by residents with a disability. Residents shared acute challenges related to:

- **Parking and dedicated ride share locations:** inadequate availability of parking spaces that are close to services and/or businesses being accessed and non-enforcement of parking restrictions for handicapped parking spots. Overall, the lack of accessible parking and dedicated pick-up and drop-off for Paratransit and Uber cause residents with disabilities to walk further to be able to access commercial and recreational centers. This causes a barrier to the point that some residents with disabilities feel discouraged and express “giving up” on accessing these hubs and centers.
- **Sidewalks and streets:** a lack of neighborhood sidewalks and sidewalks in disrepair create significant mobility issues and challenges. Moreover, untrimmed trees and City infrastructure, like bike signs and poles, create hazards in the public right-of-way that can cause injury to some individuals, including those who are low vision or blind.
- **Building entries and exits:** a reliance on elevators and a lack of automated doors on City or commercial buildings can be a significant entry and exit barrier to commercial, private, and City spaces. Many people with disabilities rely on elevators to access and leave their homes. Since elevators are private property, many apartment complexes do not prioritize fixing elevators in a timely manner, causing those who rely on elevators to either be stuck in their homes or rely on the Department of Public Safety to help them leave their homes. There is no active ordinance that would require landowners to fix elevators promptly.

Residents with disabilities shared these sentiments:

For me as a person who's visually impaired, and for my daughter, [we have] very literal [challenges] in terms of walking down the street and not tripping because the trees tend to bring the sidewalks up. There [are] a lot of places I have to be very careful. I fall pretty regularly.

[When I have] to use the elevator because I'm on the fourth floor, and it's broken, how do I get somebody to come and fix it? All those kinds of things [are hard], so having a relationship with the City being a disabled person is really important.

Parents to children with disabilities also identified critical unmet needs, including after-school care and City recreational programs for children with disabilities, including developmental delays, and accommodations related to neurodivergence. An interest in further City staff education and training was

expressed in relation to wanting staff equipped to provide services effectively and equitably to people with disabilities. In the words of one parent:

From the perspective of a mom trying to launch to young adults [with a disability] into independence, I worry that if they need to call the police or need help from public safety that if the responders come and don't understand their communication style... that kind of kept me up at night wondering what that interaction would look like.

An expansion of after school and other programs, especially those that are affordable or free, for children with disabilities and neurodivergence would support meeting the unique needs of this community of residents.

Connection and Belonging

The other strong equity theme that emerged from the CEA was differences across groups in their sense of connection and belonging in Sunnyvale. The following key findings emerged in this area:

1. Opportunities exist to strengthen residents' sense of connection and engagement, particularly in areas where residents report feeling less connected to City services and decisions and amongst more recent arrivals.
2. Residents with disabilities identified opportunities to improve inclusion, accessibility, and responsiveness to their needs.
3. Efforts to foster a more welcoming and inclusive environment for residents of diverse cultural and ethnic backgrounds could strengthen community belonging.

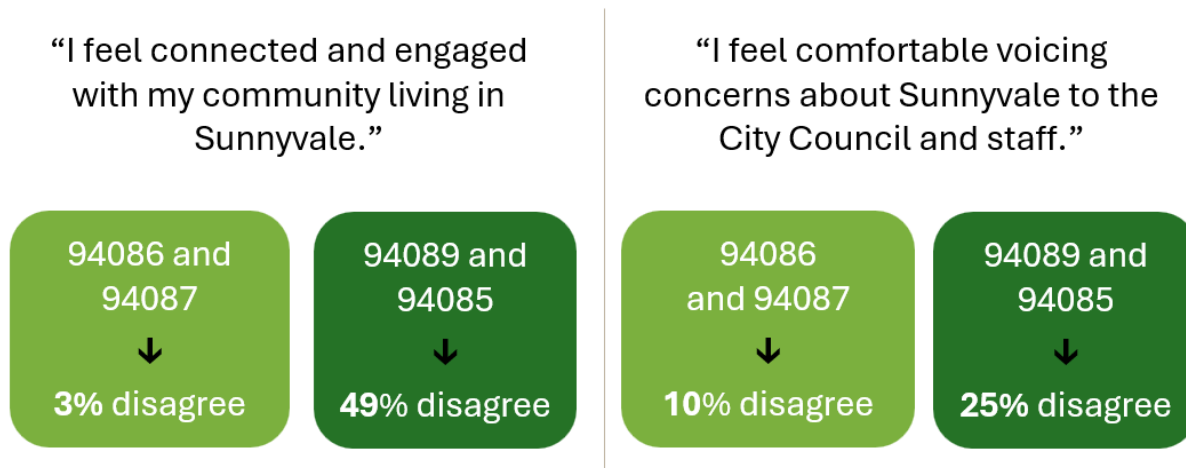
Opportunities exist to strengthen residents' sense of connection and engagement, particularly in areas where residents report feeling less connected to City services and decisions and amongst those who have lived in Sunnyvale for less time.

By the Numbers

Nearly half of all residents who live in the northern-most zip codes in Sunnyvale – 94089 and 94085 – reported not feeling connected and engaged. Overall, northern Sunnyvale residents were much more likely to disagree that they feel connected and engaged with their community and feel comfortable voicing concerns about Sunnyvale to City staff compared to residents living in southern zip codes.

Although Latino residents are no more likely to live in the two northern zip codes than they are in the southern two, those that live in the northern region make up a larger share of that community. In other words: given overall size of the population in the northern two zip codes (see Table 7 and Image 4), Latinos make up a larger share of the total population than is true for southern zip codes. In the northern zip codes, one in four (23%) of residents are Latino. By comparison, only one in ten (10%) of residents in the southern zip codes is Latino. This difference is statistically significant at the 95% confidence interval and there is no other ethnic/racial group for whom this is the case.

Table 14: Connection and Engagement by Neighborhood



There were also differences in reported sense of connection and engagement based upon how long someone has lived in Sunnyvale. Across all survey participants, 61% agreed that they felt connected and engaged with their community living in Sunnyvale, while 32% disagreed. Of those who have lived in Sunnyvale for over 20 years, 69% agreed and 20% disagreed. The latter compares residents who have lived in Sunnyvale for 5 or fewer years and 6-20 years who both reported disagreeing at a rate of 37% (see **Table 15**).

Table 15: Connection and Engagement by Length of Time Living in Sunnyvale

"I feel connected and engaged with my community living in Sunnyvale."

	Percent "Agree"	Percent "Disagree"
Overall	61%	32%
5 years or fewer	58%	37%
6-20 years	57%	37%
20+ years	69%	20%

In Their Own Words

Participants spoke clearly about what they believe it means to live in the northern part of Sunnyvale in relation to the southern part. In addition to sharing some of Sunnyvale residents' "universal" concerns related to housing affordability, traffic control, and homelessness, residents living in northern zip codes shared the perception that they lack neighborhood-serving retail, grocery stores, schools; and City services and amenities like adequate street lighting and access to public transit stops and bike infrastructure. These perceived gaps can come to bear on residents' sense of inclusion and being heard. In the words of one interviewee:

Historically we've been on the wrong side of the tracks. And by this, I mean literally on the wrong side of the tracks. And everything that you can think about, what it means to be on the wrong side of the tracks. We are not heard, we're not spoken to, we're ignored, our sidewalks are not flat, the trees are never trimmed. I mean, it's just on, on, and ongoing, and I have a list of every one of the most important things. Based on the [2010] census... the data that we used in order to file the first district maps, we found that, in fact, District 5, which is the district I live in, is the poorest district in the City of Sunnyvale.

Residents with disabilities identified opportunities to improve inclusion, accessibility, and responsiveness to their needs.

By the Numbers

The survey revealed that more than two in five residents with a disability do not feel the opinions of residents are included in the City's decisions.

In Their Own Words

Residents with disabilities, as well as their family members and caregivers, shared experiences that influence how included and supported they feel in the community. These participants shared not always feeling safe, comfortable, or accepted in public and community-based settings and want greater public responsiveness to their needs. In the words of one resident:

We are an international, interracial adopted family...we're also very on alert when it comes to being out in the community. There's a lot of people who stare, especially my daughter, who uses a cane during the day... We had all kinds of these experiences where it's sometimes very hard to feel included in the community because we don't look like a family, and when we go out to dinner in this particular area, a lot of times they're like, "You're together? Yeah, all of you, you're together, okay!" Yes, a family can look like this, and we do.

Being treated differently or made to feel uncomfortable can impact a general sense of inclusion and belonging for residents with disabilities.

Some in this group also expressed frustration with the City's responsiveness. Describing themselves as resilient and adaptable, residents with disabilities shared approaching the City with requests only when they have made every effort to resolve or adapt to the issue on their own. As one participant shared:

Most disabled people don't speak up. And a lot of us are very adaptable to our environment, because we have to be, and so, when we come and bring something up to the City, it's probably a big deal... Because [when] they take the effort to write a letter, to bring an email up or something, and they feel it goes on deaf ears.

Several concrete ideas were shared for how the needs of residents with disabilities and their families can better be met. These included:

- Greater visibility or incorporation of people with disabilities in events like technology fairs.
- More training for City staff and expanded City programs to support the inclusion, safety, and well-being of neurodivergent children.

- More accessible affordable housing.
- More support in holding landowners accountable to provide functioning elevators to renters.
- Keeping trees and other potential hazards out of the public right-of-way, including sidewalks and other pedestrian pathways.

Efforts to foster a more welcoming and inclusive environment for residents of diverse cultural, ethnic, and religious backgrounds could strengthen community belonging.

By the Numbers

Over a third of Asian American Pacific Islander (AAPI) residents who responded to the survey say they do not feel connected and engaged with their community. Forty-three percent of Latino residents reported feeling that the opinions of Sunnyvale residents are not included in the City’s decisions (one percentage point below what residents with a disability reported).

Table 16: Latino Residents and Those With a Disability More Likely to Feel Opinions Not Included in City Decisions

	Percentage Who Disagree (%)
All Residents	25%
Residents With A Disability Or Special Need*	44%
Latino Residents*	43%
Residents Without A Bachelor’s Degree*	40%
Generation X Residents*	34%
Residents Who Are Parents*	34%

*Subgroup sample size is less than 100.

In Their Own Words

A number of residents said that to them community is family and friends from similar cultural backgrounds. One participant shared:

There is a sense of community if you [are part of] a group of Chinese, Mexican, Filipino.” [I have] no sense of community [in Sunnyvale] at all.

However, when relating to the broader Sunnyvale community and the organizations therein, some residents communicated feelings of exclusion and hostility they perceived as tied to their ethnic identity and religious affiliation. For example, in Community Forums, both Jewish and Muslim participants

expressed negative experiences and the feeling of not being supported or adequately heard by the City and/or in other spaces like local schools:

As a teacher, I feel targeted—while student teaching, a parent took my photo without consent and sent it to the principal to complain about me wearing the keffiyeh hijab. She blatantly violated school policy, yet nothing happened: no consequence, whereas I had to sit through countless meetings with admin and get investigated by the DOE. Makes me feel unsafe and unsupported in school.

As a young Muslim, I'd love to see Eid or Muslim American Heritage Month recognized.

I worry about the growing anti-Semitism at high schools and beyond in Sunnyvale.

The City did not celebrate Jewish Heritage Month even though Sunnyvale has a large Jewish population.

To address these experiences, residents across diverse backgrounds shared wanting:

- More culturally competent medical care sensitive to residents' country of origin.
- Orientation to services and amenities for newly arrived residents (including immigrants), including a clear way to learn about the school system, employment options, medical services, and recreational activities.
- More multicultural festivals or festivals that attract and support more than one culture or national heritage.
- Opportunities for more civic engagement, including through volunteering.

Universal Challenges

The CEA also identified challenges that are universally affecting Sunnyvale residents, including:

- Affordable housing and transportation; and
- Homelessness and public safety.

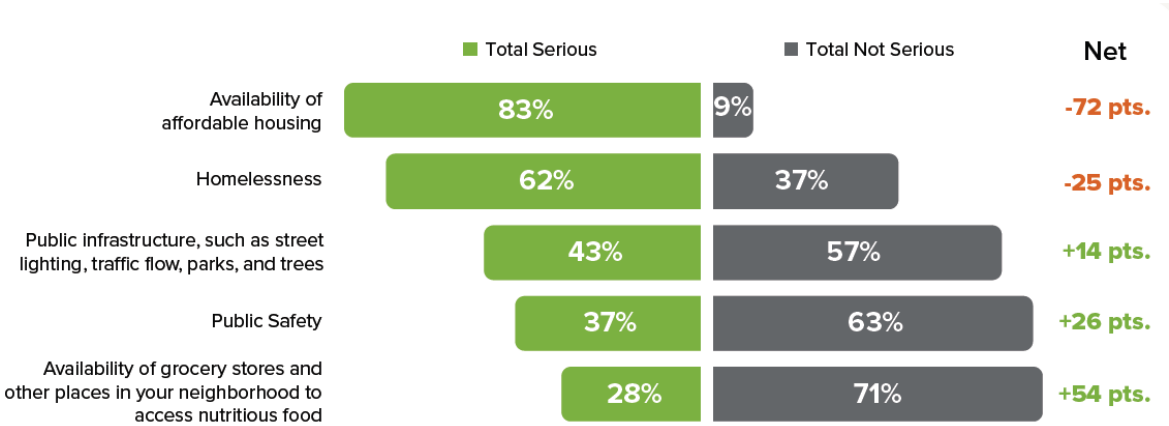
Affordable housing and transportation.

Across every activity, residents raised concerns about the challenges of obtaining affording housing and transportation within the City.

By the Numbers

Affordable housing and homelessness are the most urgent issues for residents. However, over a third of residents rank public infrastructure and public safety as serious issues, as well.

Table 17: Affordable Housing is the Most Serious Problem



In Their Own Words

Sunnyvale residents have significant concerns about the cost of living and the ability to pay for necessities. Housing was by far the largest concern communicated by adult participants across activities.

Many residents expressed concern that housing costs may ultimately be what makes staying in Sunnyvale prohibitive for them and their families. Related to concerns about housing affordability, some residents expressed a desire for more affordable single-family housing options, particularly as new residential development in the northern region of Sunnyvale has largely consisted of apartment complexes and multifamily housing. Several participants mentioned long wait times and not knowing how access information about affordable housing programs. Even with City resources and referrals to programs, navigating private services and processes to obtain affordable housing is difficult and confusing for residents, especially those whose primary language is not English.

Rent stabilization was an additional concern. Some residents commented that they currently work multiple jobs and still struggle to afford rent and cannot afford to buy a home in Sunnyvale. In the words of one participant:

The biggest issue in Sunnyvale is affordability. I moved to Sunnyvale in 2019 from Santa Clara and I work two jobs to support my two kids. As a single parent the cost of housing is a huge barrier to belonging to the community that is Sunnyvale. I will also never be able to buy a home here. It is disheartening.

City staff, school district representatives, and neighborhood association leaders who were interviewed aligned with other participants in expressing concern about the economic challenges facing residents, especially those with relatively low incomes. For example:

I think affordability is kind of a given. I mean, we're all concerned about, kind of, the cost of living, how expensive it is here for families who are not in high tech, I mean, for families who are on a lower income, we just know that families who are... multiple families, right? Living together in a one-bedroom, two-bedroom, rented with, like, 2 different families, 3 different families. There's no way you can afford to be in the area unless you kind of get creative in how many people you can squeeze in in a rental property.

Regarding transportation, residents in the northern parts of Sunnyvale communicated they consistently struggle with access to public transportation, particularly with weekend schedules. Moreover, participants shared “Northern Sunnyvale” has a lack of safe and robust bike infrastructure which makes biking in difficult.

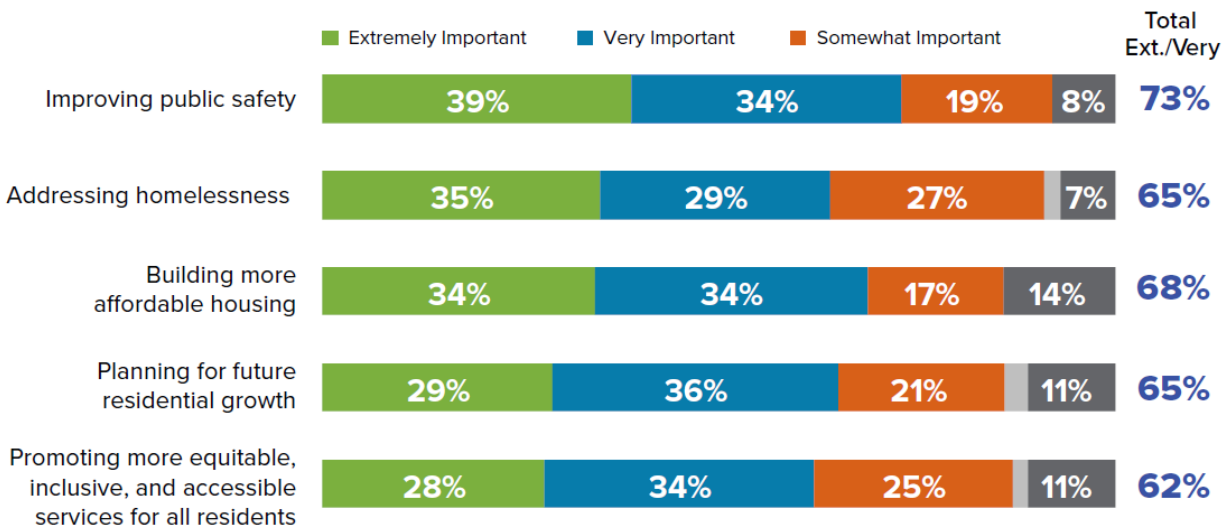
Regardless of where they live, youth are generally more reliant on public transportation related to age and dependence on adults for car rides. Even if young residents would like to bike or scooter, petty crime was described as common; stolen bikes and scooters have effectively left some youth without a way to get around.

Homelessness and Public Safety.

By the Numbers

The survey revealed that improving public safety and addressing homelessness are top community priorities.

Table 18: Public Safety and Addressing Homelessness Are Top Resident Priorities for the City



** Percentages below 5% not displayed; all items split sampled.*

In Their Own Words

Related to public safety, residents frequently mentioned transportation concerns from pedestrian, cyclist, and driver vantage points, and want the City to make improvements that reflect:

- Greater traffic, including parking and speed limit, enforcement
- Improved traffic light timing
- More street lighting
- Adequate curb painting (e.g., red if no parking allowed)
- Improved sidewalk safety (e.g., reducing unevenness)
- Addition of sidewalks in neighborhoods that lack them
- More paratransit pickup and drop-off locations
- More protected bike lanes
- More access to bike lockers
- More accessible parking
- More frequent buses
- Safer streets (e.g., fixed potholes)
- Expansion of free shuttle service area beyond downtown

Several youth, in particular, noted concerns not only about wanting more and safer bike routes around town, but also the need for greater traffic coordination and management around school pickups and

drop offs. High traffic concerns and a sense of “chaos” at schools during peak hours combined with concerns voiced around inadequate pedestrian crossings near schools, including in relation to where youth may be getting off or on a public bus.

While generally indicating they have a strong sense of safety in Sunnyvale, there was evidence that public safety is very highly valued by residents – and may even be one the main reasons people feel strongly about living in Sunnyvale and raising their family there. Notably, more often than other groups, youth mentioned the issue of homelessness in Sunnyvale in relation to concern for the well-being of the unhoused population as well as personal safety. For example:

I have [a bus] route I take every time, but sometimes in the most random places, there's a homeless person there. And me and my friends, we kind of get scared. So we take like a different route and we're late to school a lot of time because of that.

Something that I experienced before is...there's literally homeless people outside the 7-Eleven, and they're asking you for money, but they walk towards you [and] basically, they touch you and they're asking you for money. So maybe it's something that... girls or other people can feel uncomfortable with [or] smaller kids can find that, like, really, like, scary.

Sometimes when I see an unhoused person, I get worried for them because it's going to get cold later on or it's going to be really hot. And I want to know [where] they can go or what happens to them if they are able to get help.

I have a friend who's very low income and she feels the pressure of being in, like... such a wealthy area. And [is] trying to hide that because, of course, she doesn't want other people to know... [The] kid I was talking about, he was bullied because he was homeless and he was going through family issues.

MIG Recommendations

Equity, access, and inclusion are top priorities for the City of Sunnyvale. Since establishing the Equity, Access and Inclusion Office in 2022, the City has made strides in achieving its goal for everyone to feel safe, seen and included. Actions related to many of the issues identified through the Community Equity Assessment are already underway.

The CEA findings are consistent with patterns observed in many communities. To summarize, the areas where identified differences in residents' experiences and perspectives across groups based on demographics and geography, including race and ethnicity, culture, educational attainment, ability, and neighborhood include:

- Preferred communications channels and languages
- Ease in accessing and benefiting from existing City programs, services, and resources
- Improvements to infrastructure, accessibility features, and supportive programming for residents with disabilities
- Sense of welcoming, belonging, and inclusion

MIG's recommendations are not intended to be prescriptive; they provide a high-level starting point informed by promising approaches in an ever-evolving field of practice. The City's ultimate plan and subsequent implementation should be grounded in residents' lived experience and operational realities, helping Sunnyvale develop priorities and actions that are meaningful, feasible, and more likely to achieve lasting results. The City's efforts should evolve and continuously improve as ideas are tested and new lessons are learned.

The consulting team recommends that the next step in advancing Sunnyvale's equity, access, and inclusion goals is to create an Equity Framework that can help inform more responsive policies, programs, and services. The consulting team suggests that Framework elements include a guiding principle, strategic focus areas, and a phasing plan with desired outcomes.

Recommended Guiding Principle: All residents should have the opportunity to achieve the same outcomes. Because communities experience different barriers, the City will tailor its strategies and investments to address those differences while maintaining a common vision and shared goals for the whole community.

Recommended Strategic Focus Areas:

Community Partnerships—Build and sustain meaningful partnerships with community-based organizations, cultural groups, neighborhood leaders, and residents to better understand community priorities, reduce barriers to participation, and co-create solutions. Strengthen opportunities for ongoing collaboration by engaging trusted partners early, compensating community expertise when appropriate, and maintaining relationships beyond individual projects.

Communications—Work with residents, community partners, and other trusted messengers to tailor communications to the diverse needs of the community. Identify and use channels that are best for different groups. Regularly evaluate communication strategies by continuously gathering community

input to improve awareness, participation, and access. Ensure City communications are accessible, culturally responsive, and multilingual.

Inter-agency Partnerships—Strengthen partnerships with schools, transportation providers, housing organizations, nonprofit service providers, and other government agencies to address complex challenges for communities highlighted in the Community Equity Assessment maps. Coordinate planning, share information when appropriate, align investments, and pursue collaborative solutions that improve outcomes across Sunnyvale.

Data and Accountability--Strengthen the City's ability to collect, analyze, and use data to identify inequities, prioritize investments, and evaluate outcomes. Incorporate both quantitative data and community perspectives to better understand residents' experiences, establish meaningful performance measures, and communicate progress toward equity goals in a transparent and accountable manner.

Closing and Next Steps

The CEA reflects the voices, experiences, and priorities of diverse communities living in Sunnyvale. The CEA thus provides an important point of departure for the City to make informed, equity-centered decisions as it creates and implements municipal policies in the areas of housing, transportation, arts and education, parks and recreation, and inclusion and belonging.

Staff identified the next step in advancing Sunnyvale's equity, access, and inclusion goals as the development of an Equity Operation Plan (Plan) to help inform more responsive policies, programs, and services. Building on collaboration between staff and the consulting team, the proposed Plan includes a guiding principle, strategic focus areas, and a phased implementation approach with defined outcomes.

1. Improve Equitable Access to City Services

Purpose: Improve equitable access to City programs, services, information, facilities, and community resources by reducing barriers that may limit residents' ability to participate fully in community life.

Desired Outcome: Residents can more easily find, understand, and access City services regardless of language, disability, age, income, neighborhood, or familiarity with local government.

2. Strengthen Community Trust and Belonging

Purpose: Build and maintain community trust by fostering meaningful relationships with residents, create opportunities for participation, and ensure residents feel heard, valued, and connected to their community.

Desired Outcome: Residents have greater confidence and trust in City government, feel their perspectives are considered in decision-making, and experience a stronger sense of belonging within Sunnyvale.

3. Embed Equity into City Decision Making

Purpose: Create opportunities for increased involvement by the community into City planning, budgeting, policy development, capital projects, and service delivery to support informed and transparent decision-making.

Desired Outcome: Equity considerations become a routine part of the City's culture as it prioritizes, allocates resources, and delivers services, resulting in decisions that reflect the needs of Sunnyvale's diverse community.

4. Strengthen Organizational Capacity and Accountability

Purpose: Build the City's long-term capacity to sustain this work through organizational learning, collaboration, performance measurement, and sustainable transformation.

Desired Outcome: A cultural shift in the mindset of how the City understands and responds to changing demographics while remaining transparent and accountable to the community.

As an additional next step, the City will work with MIG, Inc., to develop a preliminary implementation plan that reflects the key recommendations outlined above and aligns with the Office of EAI's preliminary operational goals. Ultimately, the Community Equity Assessment will serve as an important

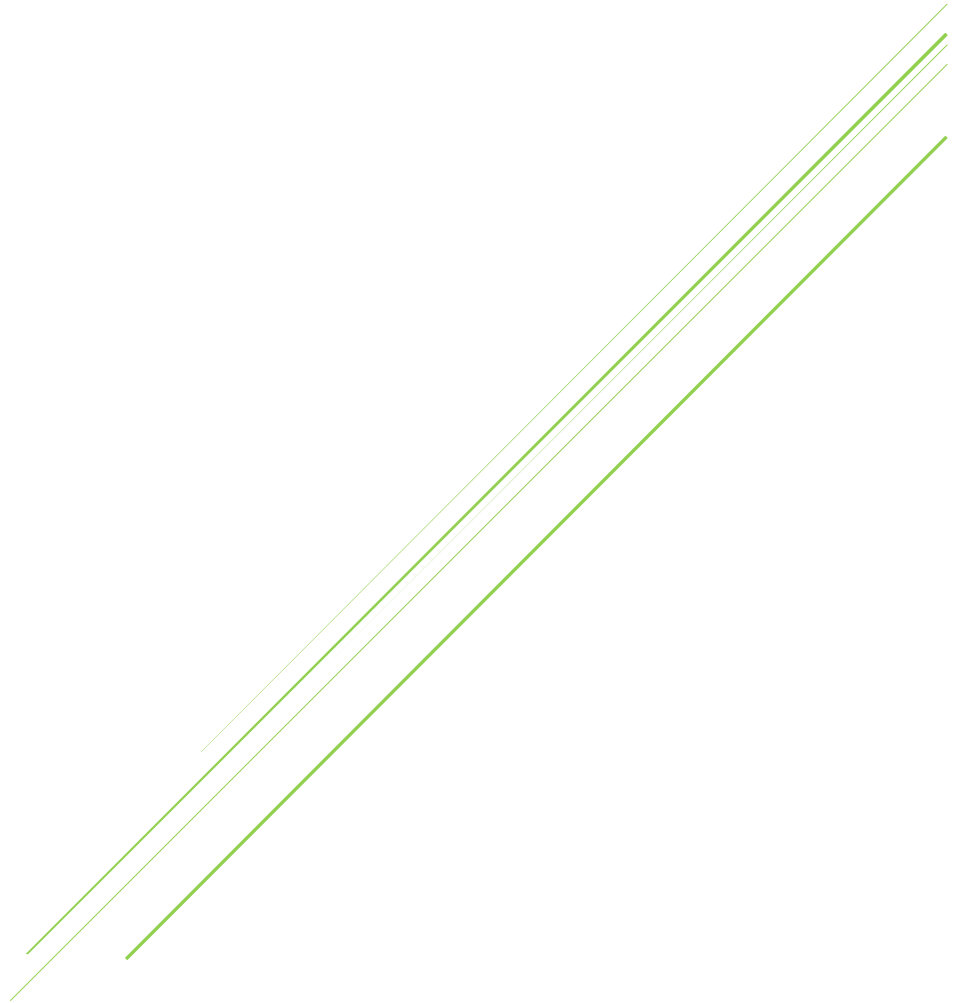
baseline for future assessments and initiatives striving to pave the way towards a more equitable Sunnyvale for all.

Appendices

- A. City of Sunnyvale Community Equity Assessment Technical Appendix
- B. Community Equity Assessment Informational Interview Participants
- C. City of Sunnyvale Community Equity Assessment Survey Topline
- D. City of Sunnyvale Equity Assessment Resident Survey Methodology Statement

APPENDIX A

City of Sunnyvale Community Equity Assessment Technical Appendix



City of Sunnyvale

Community Equity Assessment

Technical Appendix: Indicators, Data Sources, and Methodology

Prepared by MIG

July 2026

ACS 2020 to 2024 5-Year Estimates

1. Purpose of This Appendix

This appendix documents the data sources, indicator definitions, variable codes, aggregation methods, and classification approach used to produce the Community Profile Indicator maps for the City of Sunnyvale Community Equity Assessment (CEA). It is intended to support transparency, reproducibility, and informed interpretation of the maps.

This July 2026 revision reflects a change to the Composite Equity Score. Following delivery of the draft report, five indicators were identified as having high statistical uncertainty at the census tract geography used for calculation. These five indicators are retained in the report as standalone maps but are excluded from the composite. See Section 3.1 for the reliability analysis and Section 6 for the revised composite methodology.

2. Primary Data Sources

Source	Description	Vintage
U.S. Census Bureau, ACS 5-Year Estimates	Primary source for all demographic, economic, housing, and health indicators. Data accessed via standard ACS summary tables at the census tract level.	2020 to 2024 (released 2025)
2020 Census Redistricting Data (P.L. 94-171)	Used to determine predominant race/ethnicity by hex grid cell and to identify unpopulated hex cells for suppression.	2020
VTA GTFS (Santa Clara Valley Transportation Authority) and Caltrain GTFS	Transit stop locations (VTA bus and Caltrain commuter rail) used to generate the 10-minute walk service area polygon for the transit access gap indicator.	2024
CPAD (California Protected Areas Database)	Park and recreation facility boundaries used to generate the 10-minute walk service area polygon for the park access gap indicator.	2024

3. Geographic Framework

3.1 Base Geography: Census Tracts

All ACS-derived indicators were calculated at the census tract level. Census tract boundaries follow the 2020 TIGER/Line definitions. There are 54 populated census tracts within the City of Sunnyvale boundary used in this analysis.

Why tract-level rather than block group? All 13 ACS tables used in this assessment are available at the block group level. However, an empirical reliability assessment using Coefficient of Variation (CV), computed as $(MOE / 1.645) / \text{Estimate} \times 100$, found that block group estimates are statistically unreliable for this indicator set in Sunnyvale:

Table	Indicator	Key Variable CV Finding	Verdict
B16002	Limited English Proficiency	Not published at block group level, all values return null.	Tract only
B11010	Seniors Living Alone	Not published at block group level, all values return null.	Tract only
B18101	Disability	Not published at block group level, all values return null.	Tract only

Table	Indicator	Key Variable CV Finding	Verdict
B01001	Age/Sex (65+ denominator)	Median CV 82 to 91 percent; all 157 BGs unreliable (>30%).	Unreliable
C17002	Poverty Ratio	Numerator CVs: median 72 to 81 percent; all 157 BGs unreliable.	Unreliable
B25070	Renter Cost Burden	Numerator CVs: median 63 to 78 percent; all 157 BGs unreliable.	Unreliable
B25091	Owner Cost Burden	Numerator CVs: median 89 to 95 percent; all 157 BGs unreliable.	Unreliable
B25014	Overcrowded Housing	Numerator CVs: median 81 to 94 percent; all 157 BGs unreliable.	Unreliable
B27010	Health Insurance / Uninsured	Uninsured numerator CVs: median 90 to 96 percent; effectively all BGs unreliable.	Unreliable
B15003	Educational Attainment	Degree subcategory CVs median 27 to 71 percent; professional/doctorate all unreliable.	Use with caution
B03002	Race/Ethnicity	Hispanic subgroup median CV 55 percent, max 313 percent; other groups borderline.	Use with caution
B19013	Median HH Income	Median CV 21 percent; 42 percent of BGs unreliable.	Use with caution
B11001	Total Households	Median CV 14.5 percent; mostly reliable but max 32 percent.	Borderline reliable

CV reliability thresholds applied: less than or equal to 15% = Reliable; 15 to 30% = Use with caution; greater than 30% = Unreliable. Assessment conducted across 157 block groups in 54 Sunnyvale census tracts using ACS 2020 to 2024 5-Year Estimates, Santa Clara County.

Tract-level reliability review. Following delivery of the draft report, the same CV framework was applied at the tract level (the geography actually used for indicator calculation) to test each indicator against the 30% reliability threshold. Five indicators returned median tract-level CVs above that threshold:

Indicator	Median tract-level CV	Assessment
Limited English Proficiency (B16002)	33.3%	Above 30% threshold
Seniors Living Alone (B11010, B01001)	37.7%	Above 30% threshold
Poverty Rate (C17002)	41.5%	Above 30% threshold
Uninsured Under 65 (B27010)	52.6%	Above 30% threshold
Overcrowded Housing (B25014)	61.2%	Above 30% threshold

These five indicators are retained in this report as standalone maps because their spatial patterns remain meaningful for planning purposes, but they are excluded from the Composite Equity Score (see Section 6). On the corresponding maps, class breaks are displayed as qualitative categories rather than specific numeric values, and a footer note flags the tract-level uncertainty (see Section 5 and Section 7).

The seven indicators included in the composite are those that meet the reliability threshold at the tract level: Educational Attainment, Diversity Index, Median Household Income, Housing Cost Burden, Disability Prevalence, Park Access Gap, and Transit Access Gap.

3.2 Display Geography: Hexagonal Grid

For visualization, indicator values were aggregated from census tracts to a uniform hexagonal grid overlaid on the city. The hex grid provides a consistent spatial unit for map comparison across all indicators and reduces visual bias introduced by the irregular shapes and sizes of census tracts.

Values were assigned to hex cells using area-weighted interpolation: each tract's contribution to a hex cell is proportional to the share of that tract's area falling within the cell. For percentage-based indicators, tract-level numerators and denominators were interpolated separately, then divided to produce the hex-level rate. Two indicators use a modified approach, see Section 4 for details.

3.3 Hex Cell Suppression (Unpopulated Areas)

Hex cells covering unpopulated areas are suppressed and left unshaded on all maps. Suppression was determined by cross-referencing hex cells against 2020 Census Redistricting Data (P.L. 94-171) block-level population counts via Tabulate Intersection. Hex cells where the Tabulate Intersection process returned no population-bearing census blocks received no indicator value assignment and are excluded from display.

In Sunnyvale, unpopulated areas typically correspond to: Public Facilities (PF); Industrial and Service (MS); General Industrial (M3); Moffett Park Specific Plan employment and office zones (MP-O1, MP-O2, MP-E1, MP-E2, MP-E3); and open space and water areas including Moffett Federal Airfield, Sunnyvale WPC West Pond, and Shoreline Park.

Note: The suppression mechanism was a byproduct of the race/ethnicity aggregation workflow. Hex cells with no overlapping populated blocks returned no predominant group assignment and were labeled and suppressed accordingly. This is consistent across all indicator maps.

4. Indicator Reference

The table below documents each indicator's theme, ACS source table, key variable codes, calculation formula, and aggregation method. All ACS variables use the standard Estimate (E) suffix (e.g., B16002_001E). Data are from the 2020 to 2024 ACS 5-Year Estimates. Margin of Error fields are available in the source tables but were not used in the indicator calculations.

Theme / Indicator	ACS Table(s)	Key Variables	Formula and Notes
Community Inclusion % Households with Limited English Proficiency [†]	B16002	B16002_004E, _007E, _010E, _013E, _016E, _019E, _022E, _025E, _028E, _031E, _034E, _037E (numerator); B16002_001E (denominator)	Sum of all 12 limited-English household columns / Total households x 100
Community Inclusion % Residents Age 65+ Living Alone [†]	B11010, B01001	B11010_005E (male 65+, living alone); B11010_012E (female 65+, living alone); B01001_020E to _025E, _044E to _049E (total pop. 65+)	(B11010_005E + B11010_012E) / Sum of all 65+ age groups x 100

Theme / Indicator	ACS Table(s)	Key Variables	Formula and Notes
Community Inclusion Educational Attainment (Bachelor's or Higher)	B15003	B15003_022E (Bachelor's), _023E (Master's), _024E (Professional), _025E (Doctorate); B15003_001E (denominator: pop. 25+)	Sum of _022E to _025E / B15003_001E x 100. Higher values = better; inverted in composite score.
Community Inclusion Diversity Index	B03002	B03002_003E to _009E (non-Hispanic race groups); B03002_012E (Hispanic or Latino); B03002_001E (total population)	1 minus sum(p_i squared) where p_i = share of each mutually exclusive race/ethnicity group. Raw counts area-weighted interpolated to hex grid first; index re-derived from interpolated counts. Higher values = better; inverted in composite score.
Economic Security Median Household Income	B19013	B19013_001E (median HH income, 2024 inflation-adjusted dollars)	Direct ACS value. Higher values = better; inverted in composite score. Note: ACS top-codes at \$250,000; upper-end range may be slightly compressed.
Economic Security Poverty Rate (Below 100% FPL) [†]	C17002	C17002_002E (ratio less than 0.50), C17002_003E (ratio 0.50 to 0.99); C17002_001E (denominator)	(C17002_002E + C17002_003E) / C17002_001E x 100
Healthy Neighborhoods Uninsured Rate (Under 65) [†]	B27010	B27010_017E (under 19, no insurance), B27010_033E (19 to 34), B27010_050E (35 to 64); B27010_002E + B27010_018E + B27010_034E (under-65 population denominator)	Sum of three uninsured columns / Sum of three under-65 age group totals x 100
Housing Stability % Cost-Burdened Households (>30% Income on Housing)	B25070, B25091	B25070_007E to _010E (renters 30%+); B25091_008E to _011E (owners w/ mortgage 30%+); B25091_019E to _022E (owners w/o mortgage 30%+); B25070_001E + B25091_002E + B25091_013E (denominator)	Sum of all cost-burdened renter and owner columns / Combined denominator x 100. "Not computed" rows excluded.
Housing Stability % Overcrowded Housing (>1.5 Persons/Room) [†]	B25014	B25014_006E (owner, 1.51 to 2.00 PPR), B25014_007E (owner, 2.01+); B25014_012E (renter, 1.51 to 2.00 PPR), B25014_013E (renter, 2.01+); B25014_001E (denominator)	Sum of four severe-overcrowding columns / B25014_001E x 100. Captures greater than 1.5 persons per room only (excludes 1.01 to 1.50 range).
Mobility and Access People with Disabilities	B18101	B18101_004E, _007E, _010E, _013E, _016E, _019E (male, with disability by age); B18101_023E, _026E, _029E, _032E, _035E, _038E (female, with disability by age); B18101_001E (denominator)	Sum of all 12 "with disability" columns / B18101_001E x 100
Mobility and Access Park Access Gap (% Area Beyond Park Walkshed)	GIS (CPAD 2024)	GIS-derived: spatial overlay of hex grid against CPAD park walkshed polygon	Computed directly at the hex level as the percentage of each hex cell's area falling outside the park walkshed polygon. Proximity measured as network-accessible

Theme / Indicator	ACS Table(s)	Key Variables	Formula and Notes
			walk distance (10-minute walk service area). Service area analysis conducted by MIG using Esri StreetMap Premium Network Dataset.
Mobility and Access Transit Access Gap (% Area Beyond Transit Walkshed)	GIS (VTA + Caltrain GTFS 2024)	GIS-derived: spatial overlay of hex grid against combined VTA + Caltrain walk service area polygon	Computed directly at the hex level as the percentage of each hex cell's area falling outside the transit walkshed polygon. Proximity measured as network-accessible walk distance (10-minute walk service area). Service area analysis conducted by MIG using Esri StreetMap Premium Network Dataset. Includes both VTA bus stops and Caltrain stations.

† Indicator is retained as a standalone map but excluded from the Composite Equity Score due to high tract-level statistical uncertainty. See Section 3.1 for the CV analysis and Section 6.2 for the composite indicator list.

5. Data Classification

Method: All individual indicator maps use Jenks Natural Breaks classification with five classes. Natural breaks identifies class boundaries where differences between values are greatest, grouping similar values together and maximizing the distinction between classes.

Scope: All class breaks are derived from the distribution of values within Sunnyvale only. They reflect relative conditions across the city and are not calibrated to national, state, or regional thresholds. Labels such as "very high" or "high" describe position within Sunnyvale's data distribution and should not be interpreted as absolute measures of severity.

Legend display for indicators with high tract-level uncertainty: For the five indicators marked with † (Limited English Proficiency, Seniors Living Alone, Poverty Rate, Uninsured Rate, and Overcrowded Housing), map legends display class labels as qualitative categories only. Jenks natural breaks still drive color assignment internally, but the numeric class break values are suppressed on those legends to avoid implying precision the underlying data does not support.

Indicator	Class 1 (lowest)	Class 2	Class 3	Class 4	Class 5 (highest)
Limited English Proficiency †	Very few LEP households	Low share	Moderate share	High share	Very high share
Seniors Living Alone †	Very few seniors living alone	Low share	Moderate share	High share	Very high share
Educational Attainment*	Very high attainment	High	Moderate	Low	Very low
Diversity Index*	Very high diversity	High	Moderate	Low	Very low
Median HH Income*	Very high income	High	Moderate	Low	Very low
Poverty Rate †	Very low poverty	Low	Moderate	High	Very high
Uninsured Rate †	Very few uninsured	Low share	Moderate share	High share	Very high share

Indicator	Class 1 (lowest)	Class 2	Class 3	Class 4	Class 5 (highest)
Housing Cost Burden	Very few cost-burdened	Low share	Moderate share	High share	Very high share
Overcrowded Housing [†]	Virtually none	Low	Moderate	High	Very high
Disability Prevalence	Very low	Low	Moderate	High	Very high
Park Access Gap	Nearly all near a park	Most near a park	Moderate gap	Large gap	Very large gap
Transit Access Gap	Nearly all near transit	Most near transit	Moderate gap	Large gap	Very large gap

* Indicators marked with an asterisk have an inverse relationship to equity need (higher values reflect better conditions). Legend labels are ordered from best to worst for these indicators. They are inverted before entering the composite equity score.

† Indicator is retained as a standalone map but excluded from the Composite Equity Score. Corresponding map legends show qualitative labels only, without numeric class break values.

6. Composite Equity Score

The Composite Equity Score is an analytical tool designed to identify areas where multiple dimensions of equity need overlap simultaneously. It is not intended as a definitive ranking of neighborhoods, and results should be interpreted alongside the individual indicator maps.

The composite reflects seven of the twelve indicators presented in this report. Five indicators were excluded following the tract-level reliability review described in Section 3.1: Limited English Proficiency, Seniors Living Alone, Poverty Rate, Uninsured Rate, and Overcrowded Housing. These five remain in the report as standalone maps but are not folded into the composite to prevent statistical uncertainty in the individual inputs from compounding into the aggregated score.

6.1 Construction

The composite is constructed in four steps:

Step 1, Min-max normalization. Each of the 7 indicators is normalized to a 0 to 1 scale based on the minimum and maximum values observed across all hex cells in Sunnyvale.

Step 2, Direction alignment. Three indicators where higher values reflect better conditions (Educational Attainment, Diversity Index, and Median Household Income) are inverted (1 minus normalized value) so that across all 7 indicators, a value of 1.0 consistently represents the greatest equity need.

Step 3, Equal-weight average. An equal-weight average is computed across the 7 normalized indicators (each weighted 1x). All indicators contribute equally to the composite.

Step 4, Rescaling. The weighted average is rescaled to a 0 to 100 range across all hex cells. A score of 100 represents the greatest concentration of overlapping equity need relative to other areas of Sunnyvale; a score of 0 represents the least.

6.2 Indicators Included in the Composite

Theme	Indicator
Community Inclusion	Educational Attainment (Bachelor's or Higher)*

Theme	Indicator
Community Inclusion	Diversity Index*
Economic Security	Median Household Income*
Housing Stability	Housing Cost Burden
Mobility and Access	Disability Prevalence
Mobility and Access	Park Access Gap
Mobility and Access	Transit Access Gap

* Higher values reflect better conditions; inverted before entering the composite (Step 2 above).

Indicators excluded from the composite (retained as standalone maps only, due to tract-level median CV above the 30% reliability threshold, see Section 3.1): Limited English Proficiency, Seniors Living Alone, Poverty Rate, Uninsured Rate, and Overcrowded Housing.

6.3 Limitations

The composite score reflects relative conditions within Sunnyvale only. Because it is built from min-max normalization, scores are sensitive to the overall distribution of values in the city. Adding or removing indicators would alter scores. The current composite reflects the seven-indicator set described in Section 6.2; the earlier twelve-indicator composite is preserved in the source geodatabase (fields IND_COMPOSITE and IND_COMPOSITE_EQ) for reference but is not used in this report.

Null handling: Features where a required indicator is missing are averaged across the non-null indicators for that feature rather than treated as zero. In Sunnyvale, all seven indicators included in the composite have full tract coverage, so this behavior rarely applies.

The composite map uses the "overlapping disparities" framing in the legend to communicate what the score represents without implying a single summary judgment about a neighborhood's overall condition.

7. Standard Map Notes

Map notes vary by indicator source and by whether the underlying data was flagged for high tract-level uncertainty.

ACS-derived indicators, standard reliability (Educational Attainment, Diversity Index, Median HH Income, Housing Cost Burden, Disability Prevalence)

"Source: ACS 5-Year Estimates, U.S. Census Bureau (2020 to 2024). Unpopulated hex cells not shown. Class breaks reflect natural breaks within Sunnyvale and are not intended for comparison outside the city."

ACS-derived indicators, high tract-level uncertainty (Limited English Proficiency, Seniors Living Alone, Poverty Rate, Uninsured Rate, Overcrowded Housing)

"Source: ACS 5-Year Estimates, U.S. Census Bureau (2020 to 2024). Shown as relative pattern; tract-level ACS estimates carry statistical uncertainty for this indicator. Unpopulated hex cells not shown. Class breaks reflect natural breaks within Sunnyvale and are not intended for comparison outside the city."

Park Access Gap

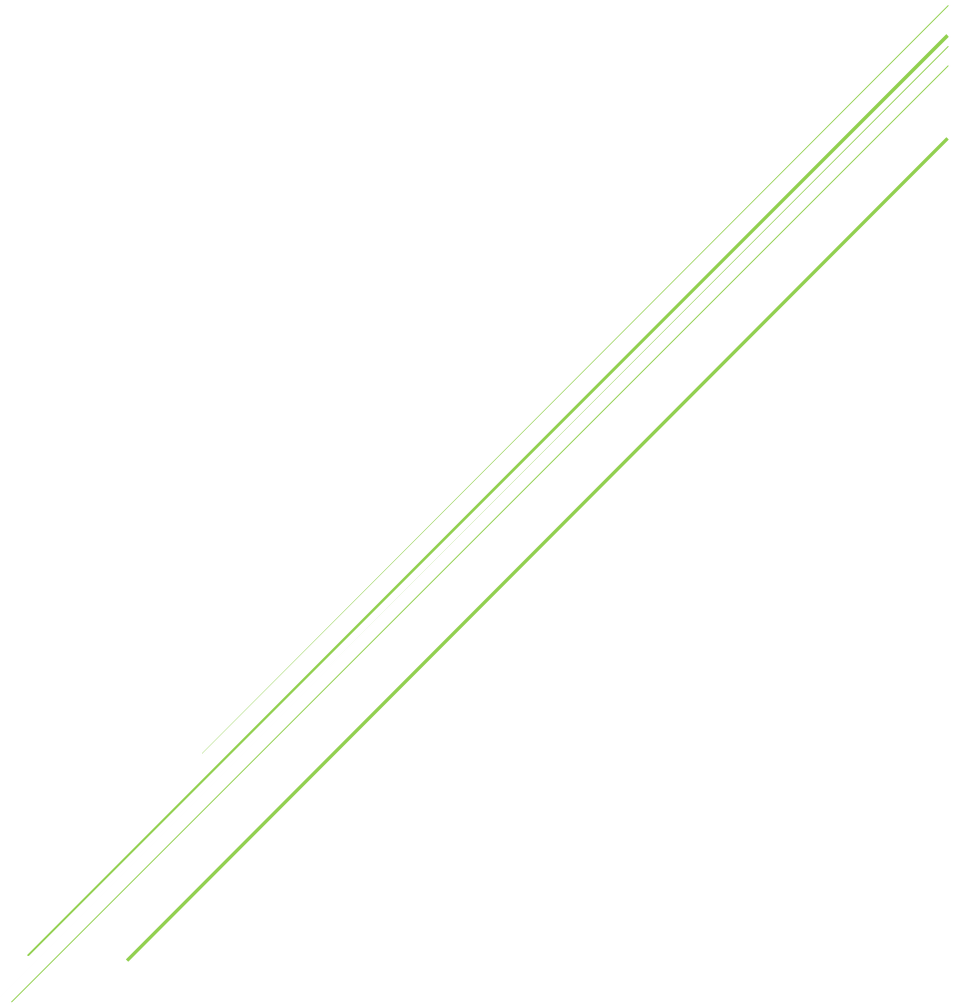
"Source: California Protected Areas Database (CPAD), 2024. Service area analysis conducted by MIG, Inc. using the Esri StreetMap Premium Network Dataset. Unpopulated hex cells not shown. Class breaks reflect natural breaks within Sunnyvale and are not intended for comparison outside the city."

Transit Access Gap

"Source: VTA and Caltrain GTFS, 2024. Service area analysis conducted by MIG, Inc. using the Esri StreetMap Premium Network Dataset. Unpopulated hex cells not shown. Class breaks reflect natural breaks within Sunnyvale and are not intended for comparison outside the city."

APPENDIX B

Community Equity Assessment Informational Interview Participants



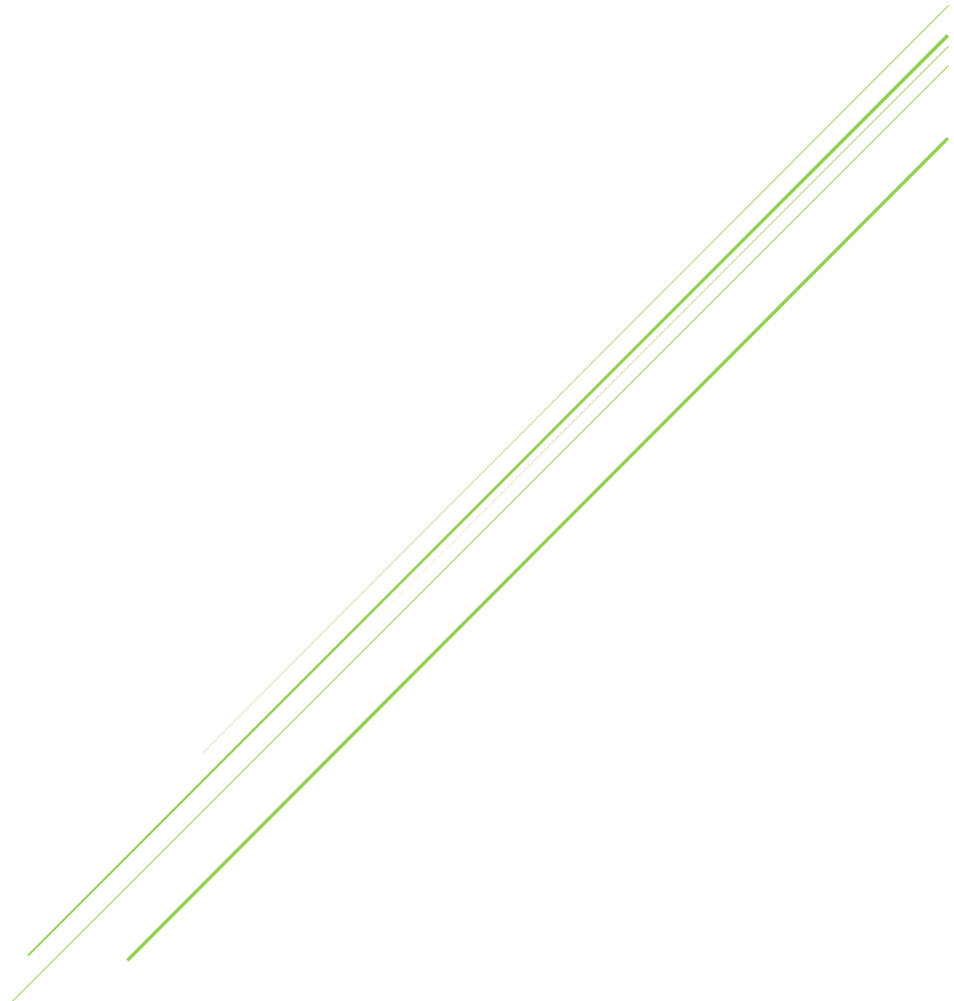
Community Equity Assessment Informational Interview Participants

Name	Title	Affiliation	Topic
Amanda Sztoltz	Community Development Housing Officer	City of Sunnyvale	City Services & Planning Processes
Angela Chan	Library & Recreation Manager	City of Sunnyvale	City Services & Planning Processes
Angela Obeso	Transportation & Traffic Manager	City of Sunnyvale	City Services & Planning Processes
Bailey Hall	Environmental Programs Specialist	City of Sunnyvale	City Services & Planning Processes
Cindy Spencer	Association Leader	Cherry Hill Neighborhood Association	Social and Community Context
Connie Verceles	Assistant City Manager	City of Sunnyvale	City Services & Planning Processes
Gudiel R. Crosthwaite	Sunnyvale School District Superintendent	Sunnyvale School District (K-12)	K-12 Education
Hong Luu	Permit Center Manager	City of Sunnyvale	City Services & Planning Processes
Jeromy Lima	Public Safety Captain	City of Sunnyvale	City Services & Planning Processes
Jesus Ramirez	FHS Family and Community Liaison	Fremont High School	K-12 Education
Kerry Haywood	Executive Director	Moffet Park Business Group	Economic Stability/Devt
Larry Klein	Mayor	Appointed City Official	City Services & Planning Processes
Reid Myers	Association Leader Facilitator	Neighborhood Association	Social and Community Context
Richard Mehlinger	Vice Mayor	Appointed City Official	City Services & Planning Processes
Russ Melton	Chief Executive Officer	Sunnyvale Chamber of Commerce	Economic Stability/Devt

Name	Title	Affiliation	Topic
Sean Smith	Deputy Director of Public Works	City of Sunnyvale	City Services & Planning Processes
Valérie Suarès	Association Leader	Abor (Snail) Neighborhood Association	Social and Community Context

APPENDIX C

City of Sunnyvale Equity Assessment Resident Survey Methodology Statement





CITY OF SUNNYVALE COMMUNITY EQUITY ASSESSMENT SURVEY TOPLINE

FINAL WEIGHTED TOPLINE RESULTS*

Survey Sample Size: 400 City of Sunnyvale Residents

April 13-28, 2026

Modes: Online & Telephone

Languages: English, Spanish, and Chinese (Simplified)

Margin of Sampling Error: $\pm 4.89\%$

** Results have been weighted to match the distribution of Sunnyvale residents by self-reported gender, age, ethnicity, and geography. All numbers are percentages, and some may not sum precisely or to 100% due to rounding.*

SECTION I: GENERAL PERCEPTIONS

1. About how long have you lived in Sunnyvale?

Less than 1 year	9
1-5 years	26
6-10 years	16
11-20 years	21
Over 20 years	28
Prefer not to answer	0

2. How would you rate the quality of life in Sunnyvale?

TOTAL EXCELLENT/GOOD	88
Excellent	31
Good	57
TOTAL FAIR/POOR	12
Fair	10
Poor	2
Don't know	0
Prefer not to answer	0

3. Now, I'd like to ask you about a few issues. For each one, please indicate the extent to which you personally consider it to be a problem or not for Sunnyvale residents.



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[RESPONSE OPTIONS: EXTREMELY SERIOUS, VERY SERIOUS, SOMEWHAT SERIOUS, NOT TOO SERIOUS, NOT A PROBLEM AT ALL, DON'T KNOW]

	EXT. SERIOUS	VERY SERIOUS	SMWHT. SERIOUS	NOT TOO SERIOUS	NOT A PROBLEM	DK.	TOTAL SERIOUS
[RANDOMIZE]							
[]a. Homelessness	8	18	36	27	10	1	62
[SAMPLE A ONLY ONLY]							
[]b. Availability of grocery stores and other places in your neighborhood to access nutritious food	4	12	11	17	54	1	28
[]c. Public infrastructure, such as street lighting, traffic flow, parks, and trees	7	14	21	29	28	1	43
[SPLIT SAMPLE B ONLY]							
[]d. Availability of affordable housing	30	32	21	4	5	8	83
[]e. Public safety	6	9	22	37	25	<1	37

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SECTION II: QUALITY OF LIFE ISSUES

[RESUME ASKING ALL RESPONDENTS]



This next set of questions is about your experiences living in Sunnyvale.

4. In general, how easy or difficult is it for you to access Sunnyvale city services and programs?

TOTAL EASY	51
Very easy	17
Somewhat easy	34
TOTAL DIFFICULT	12
Somewhat difficult	8
Very difficult	4
I have never tried to access city services and programs	23
I am not aware of what services and programs the city offers	11
Unsure/Can't recall	3
Prefer not to answer	0

[Q5 ASKED OF RESPONDENTS WHO SELECTED "SOMEWHAT DIFFICULT" OR "VERY DIFFICULT" IN Q4]

5. Which of the following has had an impact on your difficulty accessing Sunnyvale city services and programs? Please select all that apply. **[MULTIPLE RESPONSES ACCEPTED]**

Difficulty using online/digital services	45
Hours not convenient	30
Did not feel welcome/comfortable	21
Cost	20
Transportation	19
Language	4
Vision, hearing, or cognitive impairments, or some other disability or accessibility barrier	1
Something else	26
Unsure/Can't recall	1
None of the above	2
Prefer not to answer	0

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6. You will now see a list of some services, programs, and amenities in Sunnyvale. For each one, please indicate how easy or difficult it is for you to access in the City of Sunnyvale?



[RESPONSE OPTIONS: VERY EASY, SOMEWHAT EASY, SOMEWHAT DIFFICULT, VERY DIFFICULT, DOES NOT APPLY, DON'T KNOW, PREFER NOT TO ANSWER]

	VERY EASY	SOMEWHAT EASY	SOMEWHAT DIFFICULT	VERY DIFFICULT	DOES NOT APPLY	DK.	PNTA.	TOTAL EASY	TOTAL DIFFICULT
[RANDOMIZE]									
[ASK ALL RESPONDENTS]									
[]a. Affordable housing options	2	8	20	32	21	16	1	10	52
[SPLIT SAMPLE A ONLY]									
[]b. Parks, walking trails, or other places for outdoor recreation	43	40	14	2	<1	1	<1	83	16
[]c. Health care that is nearby—including doctors' offices, clinics and other health care facilities	38	36	12	3	6	5	-	74	15
[]d. Language translation or interpretation services	5	6	3	1	60	24	1	11	4
[]e. Information about, or help with, residential or commercial permitting	9	14	15	2	29	31	<1	22	17
[]f. Online or digital City services and tools	17	39	8	5	9	21	1	56	13
[SPLIT SAMPLE B ONLY]									
[]g. Good paying, quality job opportunities	9	22	18	12	22	16	1	30	30
[]h. Designated pedestrian lanes or areas to travel around the city	32	39	11	8	4	5	<1	71	19



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	VERY EASY	SMWHT. EASY	SMWHT. DFCLT.	VERY DFCLT.	DOES NOT APPLY	DK.	PNTA.	TOTAL EASY	TOTAL DFCLT.
[]i. Neighborhood programs	10	32	12	2	12	33	-	42	14
[]j. Care and support services for vulnerable residents, such as someone who is aging or has a disability/special need	2	10	12	4	34	38	1	12	16
[]k. Public libraries	56	29	4	1	6	4	1	85	5

[RESUMED ASKING ALL RESPONDENTS]

7. How much do you agree or disagree with the following statements?

[RESPONSE OPTIONS: STRONGLY AGREE; SOMEWHAT AGREE; SOMEWHAT DISAGREE; STRONGLY DISAGREE; PREFER NOT TO ANSWER; DON'T KNOW]

	STRNGLY AGR.	SMWT. AGR.	SMWT. DISAGR.	STRNGLY. DISAGR.	PNTA.	DK.	TOTAL AGR.	TOTAL DISAGR.
[]a. I feel connected and engaged with my community living in Sunnyvale.	17	44	24	8	1	6	61	32
[]b. I feel comfortable voicing concerns about Sunnyvale to the City Council and staff.	23	32	8	7	4	27	54	15
[]c. My neighborhood in Sunnyvale has a variety of businesses, shopping options, and other amenities that make it a good place to live.	48	38	10	4	-	-	86	14



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	STRNGLY AGR.	SMWT. AGR.	SMWT. DISAGR.	STRNGLY. DISAGR.	PNTA.	DK.	TOTAL AGR.	TOTAL DISAGR.
[]d. Compared with other neighborhoods, I feel that my neighborhood receives enough city services, such as parks, infrastructure, and community programs.	29	49	12	7	1	3	77	19
[SPLIT SAMPLE B ONLY]								
[]e. Here in Sunnyvale, I feel respected and included as a valuable member of the community.	33	42	8	4	1	13	75	12
[]f. Sunnyvale is a good place to raise children.	46	36	7	1	3	7	83	8
[]g. I feel that the opinions of Sunnyvale residents are included in the city's decisions.	9	48	16	10	1	16	57	25
[]h. I feel that my neighborhood receives its fair share of city services, such as parks, infrastructure, and community programs.	33	45	11	4	<1	7	78	15

[RESUMED ASKING ALL RESPONDENTS]

8. How do you primarily access information about Sunnyvale's city services and amenities?
[RANDOMIZED]

The City's website, social media, newsletter, or other official communications	73
Friends, family, or neighbors	29
A community-led social media group, such as Facebook or Nextdoor	21
Local groups or community organizations	14
School districts	9
City-led meetings or events	8
Some other source	3
I do not know where to access this information	9
None of the above	3
Prefer not to answer	<1



SECTION III: COMMUNITY PRIORITIES

9. How important is it to you that the City of Sunnyvale prioritize the following issues?

[RESPONSE OPTIONS: EXTREMELY IMPORTANT, VERY IMPORTANT, SOMEWHAT IMPORTANT, NOT TOO IMPORTANT, NOT IMPORTANT AT ALL, DON'T KNOW]

	EXT. IMPT.	VERY IMPT.	SMWHT IMPT.	NOT TOO IMPT.	NOT IMPT. AT ALL	DK.	TOTAL EXT./ VERY IMPT.
[RANDOMIZE]							
[ASK ALL RESPONDENTS]							
[]a. Expanding city services and programs in my neighborhood	17	29	34	12	2	6	46
[SPLIT SAMPLE A ONLY]							
[]b. Addressing homelessness	35	29	27	5	<1	2	65
[]c. Improving public safety	39	34	19	6	2	<1	73
[]d. Expanding access to services for seniors, aging residents, and people with disabilities	26	37	23	9	4	2	63
[]e. Expanding libraries, education, arts, and cultural programs and services	24	38	25	9	3	<1	62
[]f. Promoting more equitable, inclusive, and accessible services for all residents	28	34	25	7	4	2	62
[SPLIT SAMPLE B ONLY]							
[]g. Building more affordable housing	34	34	17	8	6	<1	68
[]h. Improving access to parks or green spaces	25	30	35	8	2	<1	55
[]i. Expanding availability of local clinics and healthcare facilities	21	31	31	11	2	3	52
[]j. Planning for future residential growth	29	36	21	7	4	3	65



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	EXT. IMPT.	VERY IMPT.	SMWHT IMPT.	NOT TOO IMPT.	NOT IMPT. AT ALL	DK.	TOTAL EXT./ VERY IMPT.
[]k. Improving the City's general infrastructure	26	36	30	4	3	1	62

SECTION IV: DEMOGRAPHICS

[RESUMED ASKING ALL RESPONDENTS]

We are almost done.

These last questions are to help ensure that we are reaching a diverse group of residents.

10. Do you currently own the home or apartment where you live, do you rent, do you live with family, or do you not have stable housing?

Own ----- 47
Rent ----- 44
Live with family-----8
Don't have stable housing -----<1
Prefer not to answer -----<1

11. Including you, how many people live in your household?

1 ----- 16
2 ----- 37
3-4----- 39
5-6-----6
7 or more -----<1
Prefer not to answer -----2

12. What is your zip code? [OPEN-ENDED; VALIDATED FOR 5-DIGIT ZIP CODE]

TOTAL NORTH ----- 32
94085 ----- 16
94089 ----- 16

TOTAL SOUTH ----- 68
94086 ----- 34
94087 ----- 34

13. Are you a parent, stepparent, or legal guardian of any children 18 or under?

Yes ----- 32
No ----- 66
Prefer not to answer -----2



14. Do you identify as a person with a disability or have a condition that affects your ability to access services or participate in daily activities?

Yes, a physical condition or disability
(limiting mobility, strength, coordination)-----7
Yes, a sensory challenge or disability (limiting vision, hearing) -----1
Yes, a developmental disability or condition (Autism or conditions
impacting learning, speech/language,
cognitive processing) -----1
Yes, some other condition or disability -----1

No ----- 88
Prefer not to answer -----4

15. What is your gender?

Woman ----- 47
Man ----- 52
Non-binary -----<1
Prefer to self-describe -----<1
Prefer not to answer -----1

16. In what year were you born? Please enter the four-digit year (for example, 1984). [**OPEN-ENDED; VERBATIM RESPONSES CODED INTO CATEGORIES**]

Ages 18-24 (2008-2002) -----3
Ages 25-29 (2001-1997) ----- 13
Ages 30-34 (1996-1990) ----- 16
Ages 35-39 (1991-1987) ----- 10
Ages 40-44 (1986-1982) ----- 13
Ages 45-49 (1981-1977) ----- 10
Ages 50-54 (1976-1972) ----- 13
Ages 55-59 (1971-1967) -----3
Ages 60-64 (1966-1962) -----3
Ages 65-69 (1961-1957) -----4
Ages 70-74 (1956-1952) -----4
Age 75 or older (1951-) -----6
Prefer not to answer -----1



17. What is the last grade or highest level of education you completed in school?

Some grade school (1-8)	<1
Some high school (9-11)	1
High school graduate/GED	5
Technical/vocational school	2
Some college or community college	6
2-Year college degree (Associate's)	3
4-Year college degree (Bachelor's)	37
Post-Graduate degree	44
Prefer not to answer	1

18. Last year, in 2025, what was the total income for your household before taxes?

Less than \$20,000	4
\$20,000 or more, but less than \$30,000	2
\$30,000 or more, but less than \$50,000	1
\$50,000 or more, but less than \$75,000	6
\$75,000 or more, but less than \$100,000	5
\$100,000 or more, but less than \$250,000	33
\$250,000 or more	31
Can't recall	2
Prefer not to answer	14

19. How would you describe your ethnic or racial background? Please select all that apply.
[MULTIPLE RESPONSES ACCEPTED]

Asian American, Pacific Islander, or South Asian	53
Black or African American	2
Hispanic or Latino	14
White, but not Hispanic	32
Middle Eastern	<1
Native American or American Indian	1
Some other background	<1
[DON'T SHOW] Bi-racial or Mixed	4
Prefer not to answer	2

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[Q20 ASKED IF RESPONDENT SELECTED “ASIAN AMERICAN, PACIFIC ISLANDER, OR SOUTH ASIAN IN Q19]

20. Do you identify with any of the following ethnic backgrounds?

Chinese -----	51
Filipino -----	6
Vietnamese-----	2
Japanese -----	4
Korean -----	3
Indian -----	24
Pakistani-----	0
Bangladeshi -----	0
Pacific Islander -----	1
Prefer to self-describe -----	2
Prefer not to answer -----	7

[RESUMED ASKING ALL RESPONDENTS]

21. What language do you primarily speak at home?

English-----	75
Spanish -----	3
Chinese -----	10
Farsi -----	0
Hindi -----	2
Some other language -----	8
Prefer not to answer -----	2

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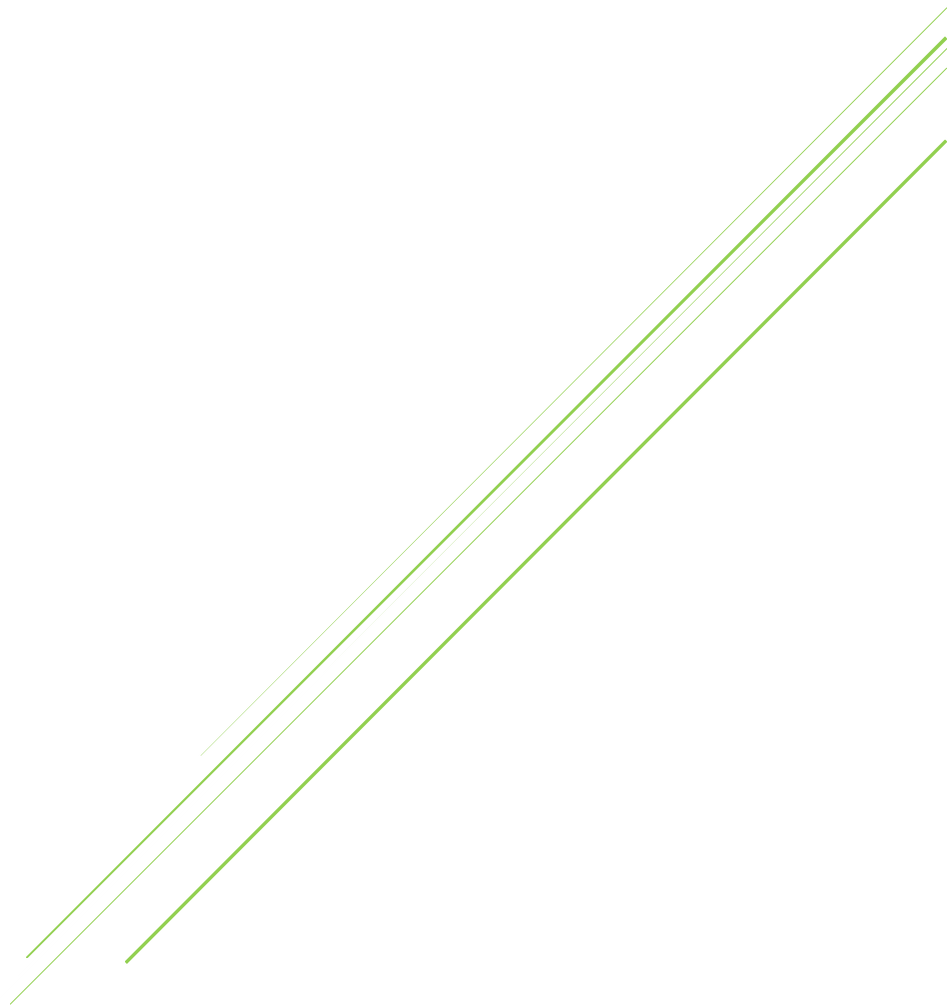
ADDITIONAL PARTICIPANT INFORMATION

LANGUAGE OF RESPONSE

English -----95
Spanish ----- 2
Chinese (Simplified) ----- 3

APPENDIX D

City of Sunnyvale Equity Assessment—Resident Survey Methodology Statement





TO: Sarah Romano, Ph.D.
Director of Policy Analysis, MIG

FROM: EVITARUS

DATE: July 21, 2026

RE: City of Sunnyvale Equity Assessment—Resident Survey Methodology Statement

This memorandum details the survey methodology for the resident survey conducted by EVITARUS in connection with the Sunnyvale Equity Assessment Project.

SURVEY METHODOLOGY

From April 13-28, 2026, EVITARUS conducted a statistically-reliable survey of 400 residents of the City of Sunnyvale to assess their perspectives on the quality of life in Sunnyvale and experiences with accessing City services, programs, and amenities. The survey was administered in English and Spanish by live telephone interviewers and online in English, Spanish, and Chinese (Simplified), with invitations to the online survey distributed by email and via SMS messaging. The survey sample was drawn, at random, using Address-Based Sampling (ABS). Household addresses selected for inclusion in the sample were matched against publicly and commercially available databases to obtain telephone numbers and email addresses associated with each address. Households for which contact information was available were invited to complete the survey by telephone and/or online, depending upon the type of contact information available for that specific household. Survey results have been weighted by gender, age, ethnicity, and geography (zip code) to bring the survey's population proportions of demographic and geographic subgroups into alignment with their distribution within the overall population of Sunnyvale residents. The full survey sample of 400 residents is associated with a margin of sampling error of $\pm 4.90\%$. The margin of sampling error associated with subgroups within the sample will be larger.