

# Framework for Strategic Planning

February 7, 2019



I.

## Strong, diverse community

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



### Council Priority:

Civic Center and Main Library

### Study Issues:

1. CDD 17-09 Housing Strategy

### Projects:

- Lawrence Station Area Plan Update
- HUD Consolidated Plan Update
- ADA Transition Plan
- Civic Center Phase I
- Lakewood Branch Library and Learning Center
- Age-Friendly Initiative Implementation
- State of the City
- National Night Out Activities
- Community Event and Neighborhood Grants
- Washington Park and Columbia Neighborhood Center Summer Reading in the Park Programs
- City Council Elections- Voting Process

## II.

### Vibrant and innovative local economy

A community with a vibrant and innovative local economy ... comprised of cutting-edge businesses that provide meaningful employment and partnership opportunities. Sunnyvale continues to be the heart of innovation in Silicon Valley.

#### Council Priority:

No Council Priority

#### Study Issues:

1. OCM 17-01 Consider adoption of a Wage Theft Ordinance
2. CDD 14-09 Comprehensive update of the Precise Plan for El Camino Real

#### Projects:

- Pipeline of development projects
- Moffett Park Specific Plan Update
- Wage Theft Prevention Policy
- Economic Development Strategic Plan



# III.

## Regional leader in environmental sustainability

A regional leader in environmental sustainability ... advocating to reduce dependence on non-renewable resources by providing greater transportation options, reducing waste, protecting our natural resources, and promoting alternative energy usage and research. We take environmental preservation and protection seriously and consider how each action will affect Sunnyvale for future generations.



### Council Priority:

#### Accelerating Climate Action

#### Study Issues:

1. ESD 13-05C Eco-district Feasibility and Incentives
2. ESD 18-01 Encouraging Heat Pump Water and Space Heating
3. ESD 18-02 Planning for Post-2021 Solid Waste & Recycling Collection Franchise
4. DPW 18-08 Develop a Dockless Bicycle Share Pilot Program

#### Projects:

- Climate Action Playbook
- Green Stormwater Infrastructure
- Green Building Program
- General Plan Update: Noise, Air Quality, Environmental Justice
- Sunnyvale Clean Water Program
- Reliable and Sustainable Water Supply
- Recycling/Zero Waste
- SMaRT Station Facility and Partnership Evaluations

# IV.

## Safe, secure and healthy place for all people

A safe, secure and healthy place for all people ... where the health and safety of residents is a primary concern. Sunnyvale is a clean and attractive city with many opportunities for physical activity in a natural environment.



### Council Priority:

**Open Space Acquisition Planning: Future of Golf Courses**

### Study Issues:

1. DPW 16-01 Develop a Vision Zero Plan- total elimination of traffic fatalities
2. DPW 18-11 Analysis of Sunnyvale Golf Program and property options
3. CDD 13-02 Usable open space in required front yards

### Projects:

- Bicycle Plan, Safe Routes to School Plan and Pedestrian Safety Circulation Plan
- East and West Channel Trail Extensions
- Fair Oaks Park Renovation
- Washington Community Swim Center
- Fire Apparatus Replacement
- Fire Stations Master Plan
- Public Safety Officer Recruitment
- Drone Program
- Public Safety Citizens' Academy
- Business Emergency Response Team (BERT)
- Crisis Intervention Team Training
- Internal Affairs Modernization Project (complete?)
- 2019 California Building and Fire Codes
- Cold Weather Shelter
- Airplane Noise

V.

## City managed by responsible and responsive government

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



### Council Priority:

Improved Processes and Services through the Use of Technology

#### Study Issues:

1. FIN 17-01 Evaluation of new revenue strategies to fund new and increasing service demands and/or Unfunded capital investments

#### Projects:

- Enterprise Resource Planning System Software Replacement (ERP)
- Planning and Building Permit System Software Replacement
- Pension and OPEB Trusts
- Short-term rentals compliance
- Recreation Fee Study
- Development Fee Study
- Solid Waste Cost of Service Rate Study

# VI.

## A community with a distinctive identity

A community with a distinctive identity ... enhanced by a Downtown that provides a sense of place, convenience and is pedestrian-oriented. New development is concentrated in nodes along major transportation corridors and around transit hubs



### Council Priority:

#### Downtown Sunnyvale

#### Ability of Infrastructure to Support Development and Traffic

#### Study Issues:

1. OCM 17-01 Storing outdoor dining furniture overnight on sidewalks on Murphy Avenue
2. CDD 14-10 Update to the Murphy Avenue Design Guidelines
3. CDD 11-02 Downtown development policies for parking
4. DPW 17-05 Orchard Heritage Park and Heritage Park Museum- Analysis and options for the long-term operations and maintenance of Orchard Heritage Park and review of the Sunnyvale Historical Society and Museum association proposed expansion of the Sunnyvale heritage Park Museum site
5. DPW 14-13 Scoping of grade separations for Caltrain Crossings at Mary Avenue and Sunnyvale Avenue
6. DPW 18-07 Feasibility of acquiring control of Caltrans traffic signals on El Camino Real

#### Projects:

- Block 15 Affordable Housing
- Downtown Specific Plan Updates
- CityLine Construction
- Plaza del Sol
- Fair Oaks Avenue Bridge
- Mathilda 101/237 Interchange Improvements
- Mary Avenue Overpass
- Master Plan for Public Arts
- Telecommunication Facilities Design Guidelines