

RESPONSE TO COUNCIL QUESTIONS RE: 7/30/19 CITY COUNCIL AGENDA

Agenda Item #: 3

Title: Proposed Project: To consider a Public Engagement Plan that allows for a preparation of a Village Center Precise Plan for four properties totaling 7.81 acres.

Location: Street 102-166 E. Fremont Ave. (APNs: 309-01-002, 006, and 009) and 1300 Sunnyvale Saratoga Rd (APN: 309-01-007)

Council Question: The Public Engagement Program mentions a detailed action plan in Appendix 2 (mentioned on page 5 of 11 in Attachment 7). But the appendix is not included in the Council packet. It is important for Council and the public to be able to review the proposed action plan. Please provide a copy of Appendix 2, or a link to it.

Staff Response: Staff apologizes that the full version of the PEP (with attachments) was not properly attached to the Report to Council. The full attachment was sent to Councilmembers, replaced as part of the online posting of the packet for this item, and included as an attachment to this report.

Agenda Item #: 4

Title: Recommendation to City Council on Adopting the Vision Zero Plan

Council Question: The draft Vision Zero Plan (Page13) refers to the Green Infrastructure Plan that is underway and provides an opportunity for VZ. What is the timeline/goals of the Green Infrastructure Plan?

Staff Response: The Green Infrastructure Plan will be brought to the Planning Commission and the Sustainability Commission for Recommendation to Council Adoption in August 2019, and it will be brought to the City Council for plan adoption in September 2019. The goal of the plan is to layout the framework for the City to integrate green storm water infrastructures into future projects.

Council Question: One of the Sunnyvale's biggest transportation efforts is currently underway at Mathilda/101/237. Are the recommendations of Vision Zero Plan also incorporated into that plan for a Ped/Bike Safety effort?

Staff Response: At the time when the design phase for the Mathilda Avenue/US 101/SR 237 project started, it was prior to the initiation of the Vision Zero Plan. However, the project does follow the City's Complete Streets Policy, and implemented measures that were identified in the Vision Zero Plan Toolbox to provide a safer environment for all users, such as:

- Separated bike/pedestrian facility on Moffett Park Drive
- Installation of separate bicycle and pedestrian crosswalks at the intersection of Mathilda Avenue/SR 237 WB off-ramp/Moffett Park Drive to cross Mathilda Avenue
- Class II bike lanes will be installed on Mathilda Avenue between Ahwanee Avenue and Moffett Park Drive, and a portion of Mathilda Avenue between the US 101 NB ramps and SR 237 EB ramps would be buffered bike lane
- Bicycle detection and crosswalk sensor at the two new traffic signals on Mathilda Avenue at US 101 ramps
- Removal of free-right turns at the US 101 on-ramps

Council Question: From a funding standpoint, and a protected bike lane standpoint, one issue has been having a street cleaner to go between the protection bollards and the curb. Will part of this plan finally purchase (rent?) that equipment (so that protected lanes can be tried out/implemented in our city)?

Staff Response: During the early planning phases of any new bicycle infrastructure, the project team will coordinate with the Streets Operations group to determine the needs for proper equipment to service the proposed design and identify if new equipment is needed. If new equipment is necessary, the cost of the initial purchase and ongoing operation and maintenance would need to be approved as part of the capital project.

Agenda Item #: 7

Title: Authorize the City Manager or His Designee to Waive Transient Occupancy Taxes for Short-term Rental Hosts Who Come into Full Compliance with the Sunnyvale Municipal Code.

Council Question: The city is going from \$47K last fiscal year to \$700K this year for TOT this year. Is that mainly because of AirBNB started collecting for clients (and remitting to the city automatically) for this fiscal year?

Staff Response: Yes, the increase is due almost exclusively to the implementation of the Voluntary Collection Agreement (VCA) with AirBNB.

Council Question: Has AirBNB confirmed that all their Sunnyvale locations are registered with the City?

Staff Response: AirBNB has not provided information about individual hosts and per the VCA they are not obligated to do so. The VC specifies that since Airbnb remits the TOT, registration for TOT is optional (on Airbnb earnings). However, hosts are still required to comply with other aspects of the municipal code and register for TOT if they operate on multiple platforms. The City's efforts to contact hosts directly through an outside vendor is intended to address this issue.

Council Question: Staff estimates \$62K from the hosts that have not yet remitted. Is this only from hosts that have not registered? What is the approximate number of hosts not registered?

Staff Response: Yes, the estimate is based on unregistered hosts. We anticipate approximately 30 hosts never use Airbnb but instead use another platform, and have not registered for TOT.

Council Question: Is the contractor also looking at locations that might remit automatically via AirBNB and booking through other services (e.g. HomeAway) and not remitting?

Staff Response: Yes, that will be the second phase of our compliance efforts.

Fremont Corners Village Center Public Engagement Plan

The True Life Companies (TTLIC) wishes to engage and obtain input from the community regarding the type of activity and change they would like to see in the Fremont Corners Village Center redevelopment, located at the southeast corner of E. Fremont Ave and Sunnyvale-Saratoga Road. The goal of the engagement process will be the well-organized and documented collection of feedback and insights regarding community interests, concerns and viewpoints. Objectives are to gather and synthesize feedback, inform the public of the Village Center vision as outlined in the Land Use and Transportation Element, and craft a clear and actionable Precise Plan. The scope of work is outlined below. TTLIC is a Bay Area single family residential project sponsor focused on providing in-fill housing near employment centers and transit.

The City of Sunnyvale has a newly-updated Land Use and Transportation Element (LUTE 2017) for Horizon 2035 which designates the intersection of E. Fremont Ave. and Sunnyvale Saratoga Rd. as a Village Center. TTLIC would like to discuss options for redevelopment of the Fremont Corners Shopping Center with community stakeholders and through that input help shape a compliant development through the implementation of a community based Precise Plan.

Core Project Team:

Applicant: Leah Beniston, Vice President of Entitlements, TTLIC

Architect: Strauss Design Group Inc.

Civil Engineer: Wood Rodgers, Inc.

Public Engagement Specialists: Frank Noto and Milo Trauss

Stakeholders

A broad and diverse range of stakeholders will be engaged beyond the confines of the 1.5 mile geographic focus area, including but not limited to adjacent neighborhood residents, on-site businesses, property owners, community businesses, school districts, Fremont High School, commuters, employers, the City of Sunnyvale, the Chamber of Commerce, Rotary Club, various City Agencies, VTA, neighborhood associations such as Nimitz NCCAA, Panama Park, Sunnyarts, and Ortega Park, community groups such as but not limited to Livable Sunnyvale and Sunnyvale Community Services, and other interested parties.

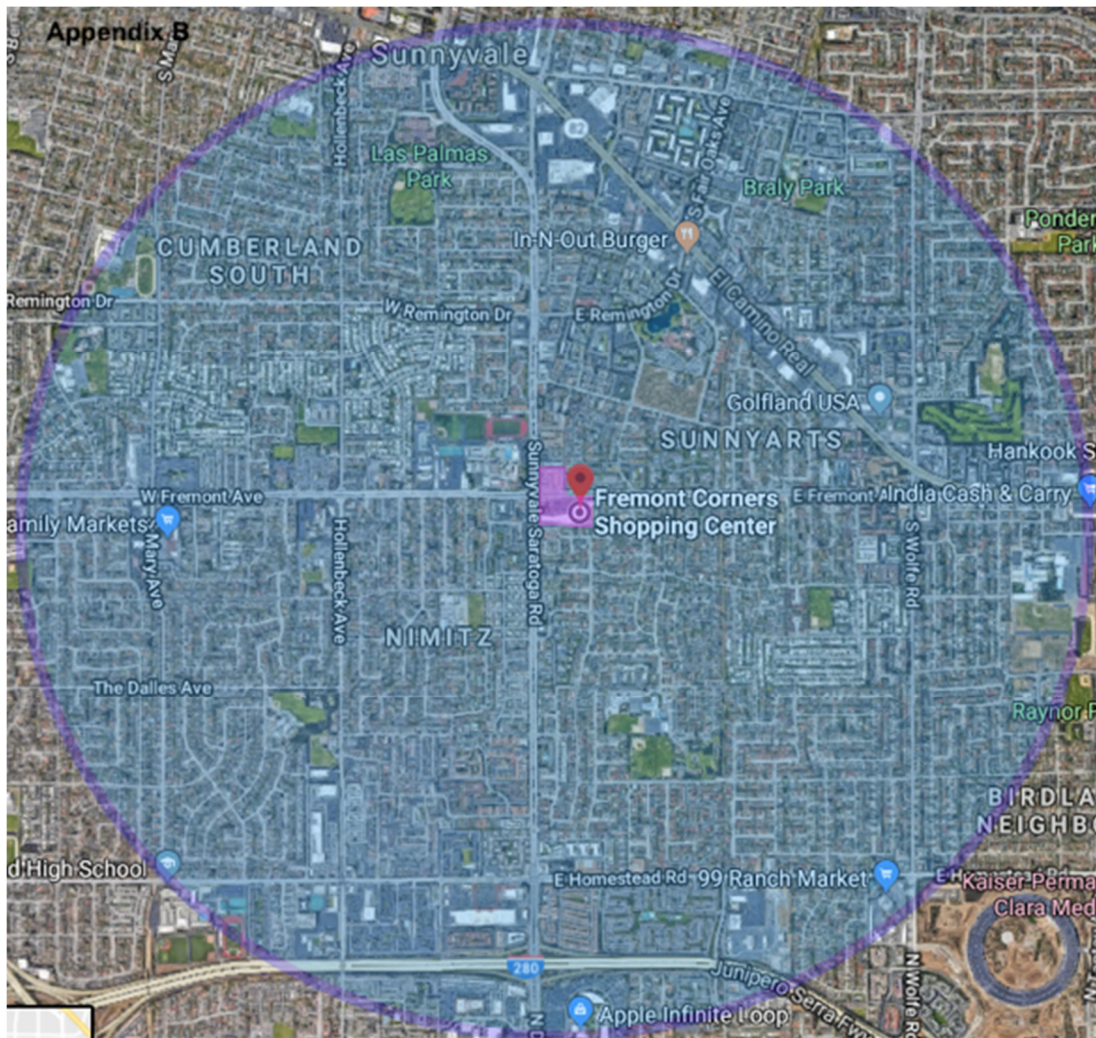
Initial outreach to groups such as the above-listed will result in identification of additional stakeholders to whom we will reach out. As a PEP deliverable, we will explain how the expanding inventory of stakeholders is developed over time and list the key concerns and interests of each as they are identified through implementation of the unfolding PEP process. This will be delivered as part of Phase Two of the Action Plan and updated in Phase Three as appropriate.

See attached Appendix 1 Stakeholder Table.

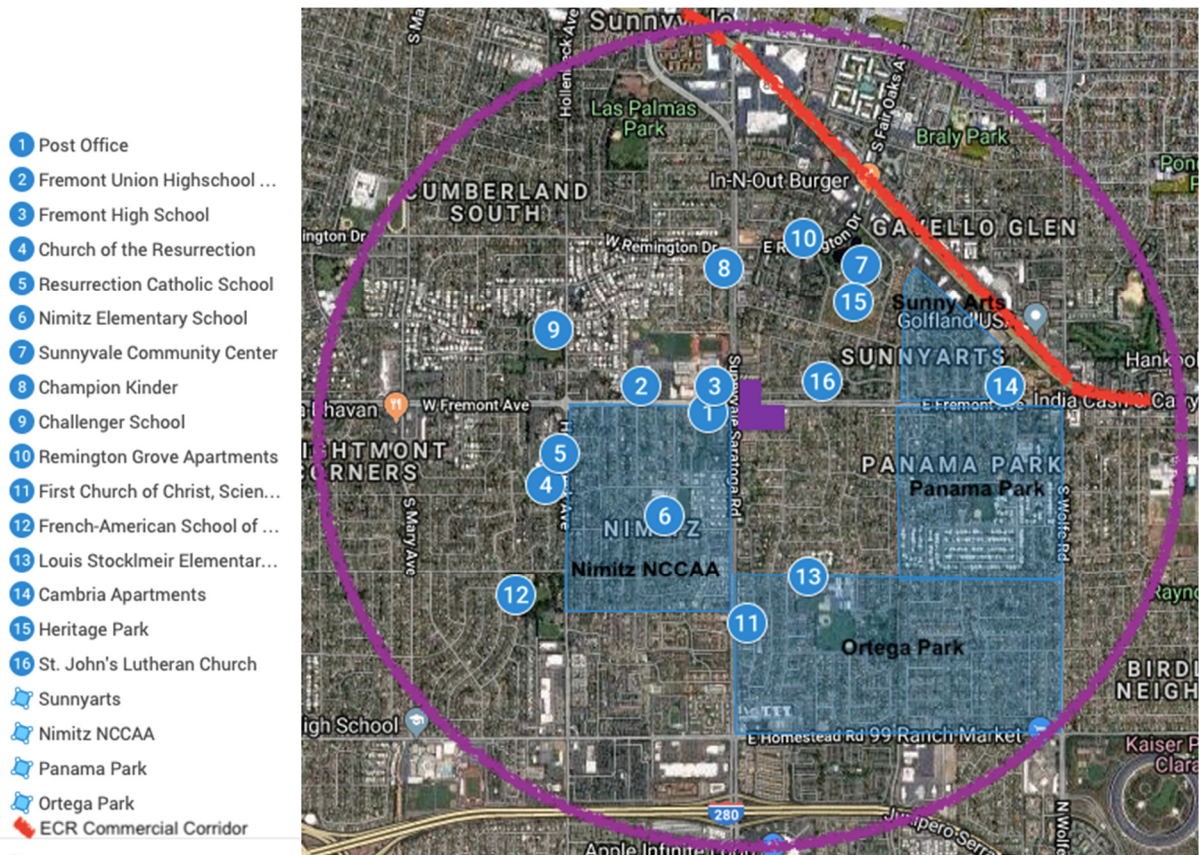
Geographical Focus and Map Exhibits

A 1.5 mile radius around project site has been identified as the geographical focus area. Based on the geographical focus boundary, stakeholders were identified (see list in Appendix 1). Major stakeholders are shown in Map 2. The Village Center boundary and proposed precise plan area are depicted in Map 3 and 4.

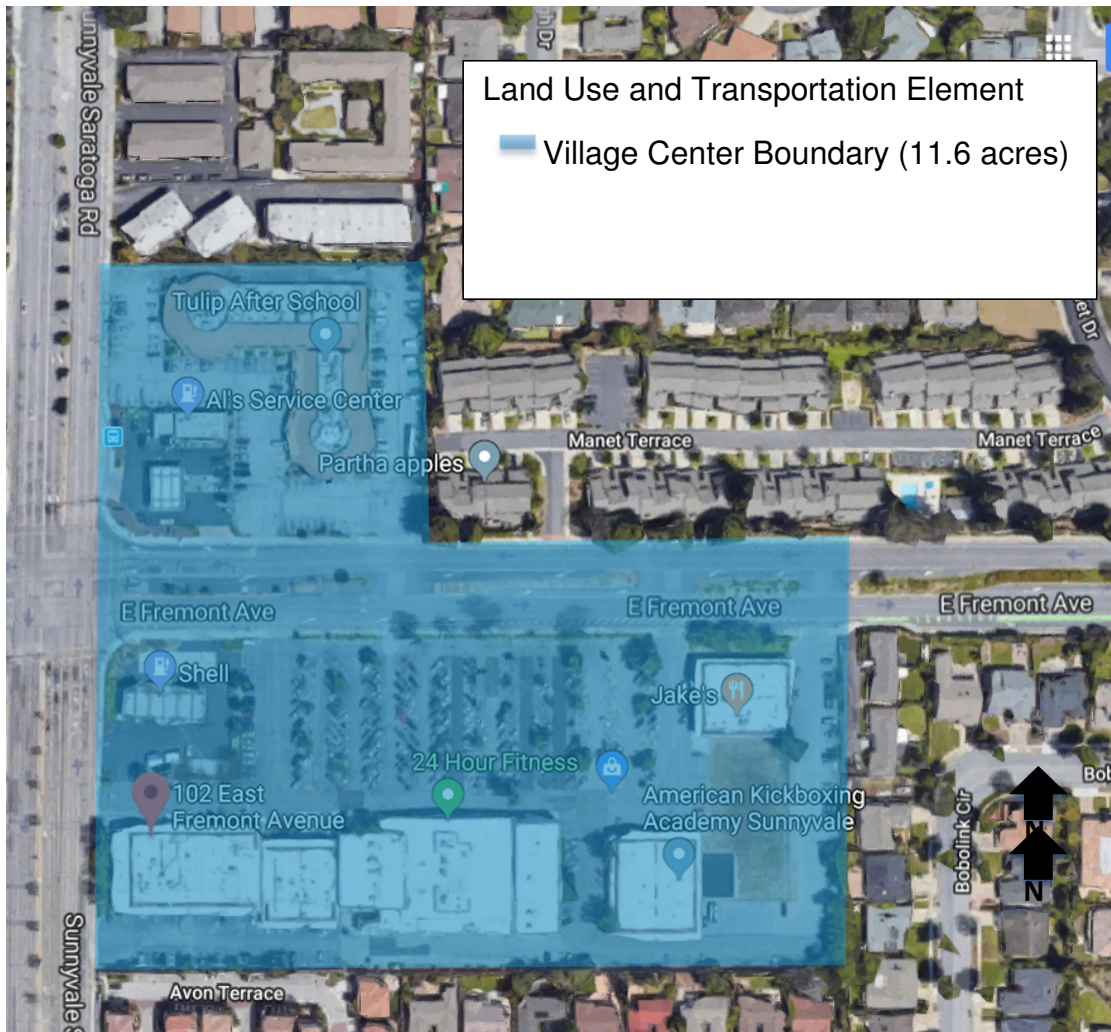
Map 1: Geographical Focus Area



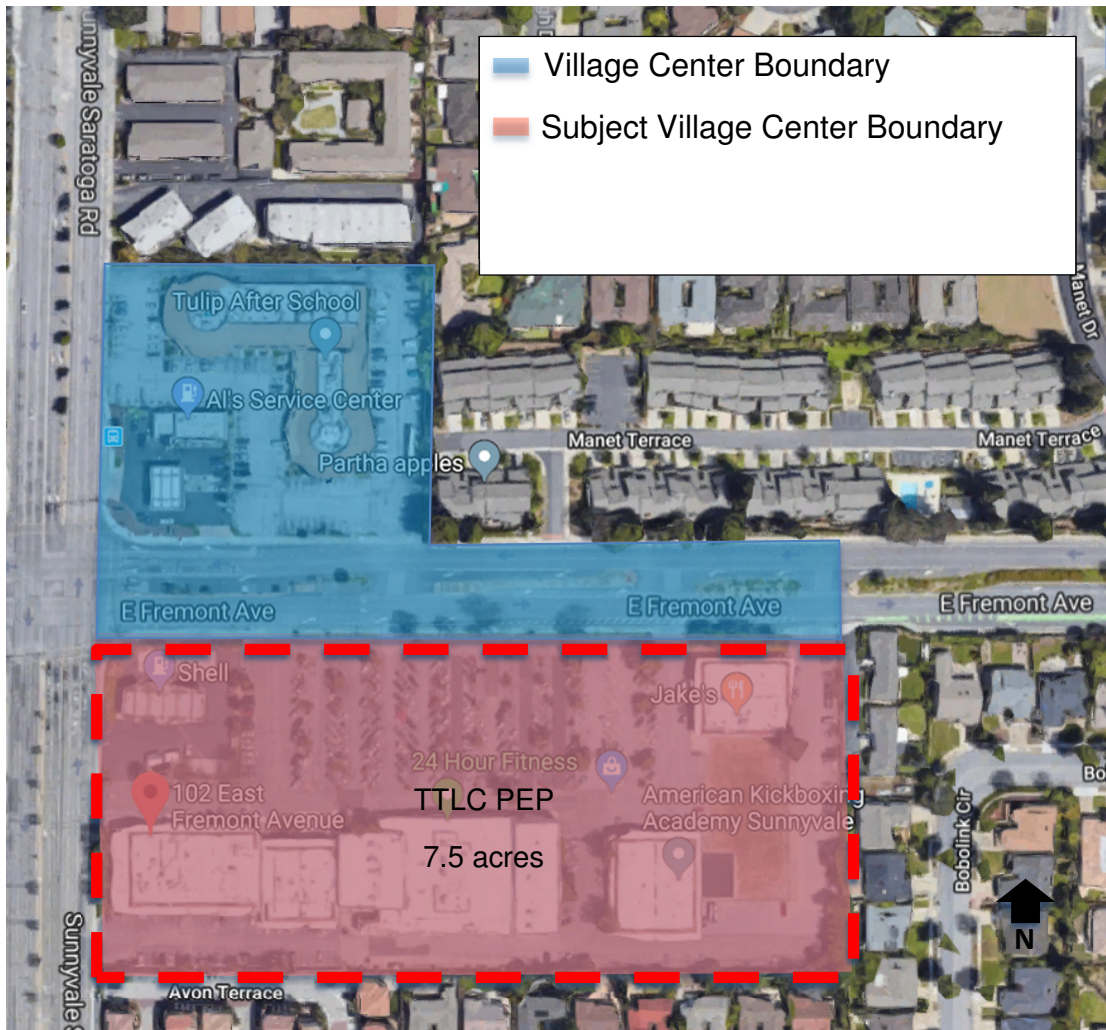
Map 2: Major Stakeholders within Focus Area



Map 3: Village Center Precise Plan Boundary Map



Map 4: PEP Location



1 Public outreach for Village Center to include input from residents and property owners within 1,000 feet of the northeast corner of the intersection at Fremont Avenue and Sunnyvale Saratoga Road.

Public Engagement Action Plan

An action plan has been developed to outline phases/milestones, tasks, responsibilities, and tentative timing (Appendix 2). The schedule may be adjusted as necessary to accomplish objectives or address issues if circumstances arises.

Preliminary Schedule

Public engagement will be conducted in four phases. The first phase is the formulation of the Public Engagement Program with City Staff, and subsequent Planning Commission and City Council approval. In the second phase, a General Public Meeting will be held in which workshop activities will be conducted to gather feedback on the Village Center concept and to develop alternative designs. Phase Three will include a General Public Meeting including workshops to determine the preferred design alternative and design standards and guidelines. Additional topic specific meetings may be scheduled as needed. Phase four will be the public adoption through the Planning Commission and City Council of the Fremont Corners Precise Plan. In between general public meetings, we will meet on an ongoing basis with various stakeholder groups, largely depending on their schedules. There will be constant coordination and periodic working meetings with City staff for oversight and general guidance. Completion of each phase will be a report back to staff and Planning Commission. There will be study sessions with the Planning Commission and City Council to share visioning and concepts.

Noticing

Communication: Noticing will utilize a 1,000-foot notification radius as per City Council Policy for public noticing. Noticing will occur through social media, direct mail and posting of fliers at the Sunnyvale Community Center and the Sunnyvale Public Library. There will also be specific noticing methods tailored to each target audience for selected meetings. These methods will be informed by feedback from prior meetings/interviews. A project website will be developed to provide information on the process and status of the Precise Plan and project review. All meetings will be identified on the website. The Website is described in more detail under the heading Engagement Tools.

Accessibility: All general meetings will be open to the public, allowing participation by any interested individuals and groups. To allow the maximum number of residents and other stakeholders to attend, meeting and workshop locations will be held in Sunnyvale, within the general vicinity of the site and during evening hours or on weekends. However, after initial meetings we will take into account guidance from stakeholders regarding future preferred locations and times. Facility and meeting rooms will provide accommodations for people with disabilities; other factors in choosing facilities will be adequate size and the ability to provide comfortable environments/temperatures. Background materials, notices, information fliers and social media web sites shall appear in multiple languages tailored to Sunnyvale's diverse population. As necessary and with requested advance notice, we will provide multiple language (tentatively Spanish and Chinese) and American Sign Language interpretation services, along with other services to accommodate those with special needs. Different noticing methods will be implemented to reach different stake holder groups, such as digital postings, social media, paper fliers and mailings.

Tools: Online engagement tools will be used to inform and engage the public. Online engagement tools include the use of social media, providing quick links to public meeting agendas and meeting minutes, online surveys and polls, sign ups to receive regular email updates as well as provide opportunity and accessibility for those that cannot physically attend meetings. For meetings with stakeholder groups, we will urge (but not require) them to allow attendance and participation by any interested individuals and groups using an open-door policy.

Transparency

There will be a variety of meetings including outreach for at least six stakeholder organizations such as at regularly scheduled membership/board meetings (e.g., neighborhood association membership meetings) or ad hoc meetings by request in order to reach diverse audiences. **One public outreach meeting will be conducted with the Planning Commission.** Careful notes will be taken in each meeting. If a particular stakeholder group is not reached individually between General Public Meetings they will be encouraged to participate via email and phone correspondence. Notetaking at General Public Meetings will utilize a variety of methods including pen and paper, audio recording and/or video recording; notetaking before stakeholder groups may be restricted to pen and paper. Summaries detailing the public's ideas, preferences and recommendations made at each meeting will be made available on the Fremont Corners PEP website and reported to decision-makers. Public input will inform the development of the Village Center Precise Plan regarding preferences for uses, design, density or intensity, height, open space, privacy, transportation, and other elements as they relate to the 2017 Sunnyvale Housing Element and Land Use and Transportation Element.

Use of Public Input

Ideas, preferences and recommendations collected from the public will be documented for decision makers in writing and synthesized with digestible charts and graphs. A written summary of public input will be submitted to City staff at the completion of each phase detailed below. Information will be presented both in writing and in a digital visual presentation such as PowerPoint at the conclusion of the final phase.

The decision-making process will consider public feedback as it relates to guidelines for Village Centers in the Land Use and Transportation Element. Decisions on design, function, orientation, materials, density, and other subjects addressed within the Fremont Corners Village Precise Plan will be informed by qualitative and quantitative feedback data from participants. Input will be classified into categories and tracked to ensure nothing is lost.

Success Criteria taken from the Land Use and Transportation Element will be identified beforehand and used as guidance and a measuring stick to see how well our outcomes achieve our goals. For example, the LUTE specifies:

- “The desire to strengthen Sunnyvale’s residential neighborhoods;”
- “Create a city where walking or bicycling can replace the use of a car much of the time within neighborhoods;”
- “Residential density in Village Centers, with average densities of 18 units per acre;”
- “Mixed-use development at appropriate Village Centers while preserving sufficient commercial zoning to serve neighborhood retail and service needs;”
- “Promote walking and bicycling through street design.”
- “Supportive of a lifestyle without a private automobile”
- “Neighborhood-serving or community-serving commercial core”
- “Pedestrian-oriented design: active ground-floor uses and generous outdoor spaces“
- “Activated by mixed use (commercial with residential)“
- “Easily accessed by pedestrian and bicycle networks”
- “Regular transit service”
- “Reduced need for parking”
- “Unique design guidelines to address form”
- “Neighborhood gathering spaces (e.g., plazas, coffee shops, community gardens, taverns)”

Throughout the Public Engagement Process, the applicant will monitor and evaluate the implementation of the plan. The plan will be evaluated based on number and diversity of stakeholders and individuals engaged, as measured by: subject of feedback, interests, age, gender, ethnicity, socioeconomic level and geographic location of residence and employment of participant. This information will be obtained through a voluntary survey of participants.

Milestone Deliverables

Deliverables are defined as products of engagement that the Applicant provides to City Staff and/or the general public. Throughout the engagement process there will be a variety of deliverables generated on varied timelines. Below is a break out of deliverables per phase.

Phase 1(PEP)

- List of stake holders and engagement methods
- List of monitoring and evaluation tools
- Outreach Schedule
- Task List and Action Plan

Phase 2(Village Center Feedback)

- Public Communication Materials
- Record of individual meetings
- Public Feedback Report on Village Center Concept and Success Criteria
- Public Engagement Participant Demographic Survey to date
- Planning Commission Study Session Presentation Materials
- City Council Study Session Presentation Materials
- Design Concepts

Phase 3(Visioning of Village Center Concepts)

- Public Communication Materials
- Record of individual meetings
- Preferred and Alternative Design Concepts based on Public Engagement
- Design Standards and Guidelines
- Public Engagement Participant Demographic Survey
- Staff Draft Precise Plan

Phase 4(Public Approval)

- Public Review Draft Precise Plan
- Environmental review
- Planning Commission Public Hearing Presentation Materials
- City Council Public Hearing Presentation Materials

Materials

TTLC will provide imagery, map and project detail boards or a power point presentation dependent on group size and venue capabilities. Project FAQ's will be provided as the project progresses. TTLC believes that posting material on a website or Facebook page ahead of the meeting and posting minutes of the meeting after its conclusion will be the best way to promote transparency while tracking lineal progression of decision making and design development.

All public engagement materials will be provided to City Staff for review ahead of public communication.

Engagement Tools

A variety of engagement tools, methods and activities will be deployed in order to stimulate engagement for in person meetings including but not limited to: charrettes, posters with sticker indicators of preference, whiteboard note taking, visual presentations, print presentations, and handouts.

Digital tools will be implemented as well. The following is an outline of the proposed vehicle for the public engagement program for the Fremont Corners Village Center Precise Plan:

- A website will be created for the proposed project to offer an organized presentation of project information, schedules, meeting minutes, and imagery, along with updates. The website will be the main point of interaction online, and the public can comment by contacting the Public Engagement Manager directly at milotrauss@gmail.com with ideas, concerns, questions, etc., as outlined in the PEP requirements. All comments will be documented and retained.
- Website will be linked to city pages on new proposed developments, can also be linked to other downtown development and information sites such as <https://sunnyvaledowntown.com/blog/goodbye-sunnyvale-town-center-hello-cityline-sunnyvale-on-the-cusp-of-a-new-era> and city site like this: <https://sunnyvale.ca.gov/business/projects/town.htm> or this <https://sunnyvale.ca.gov/business/projects/butchers.htm>
- Announcements will also be made on the website, and the website can be linked to relevant city and community group sites and existing forums such as Nextdoor and Facebook as appropriate.

Optional Outreach as Needs and Interest Levels are Determined: A Facebook page, website or in combination of other social media resources for the project will be designed, to provide basic project information, give notice of meetings, and refer people to the website with a link. In this way, the website becomes the main clearing house for information and interaction.

Print media will include generating fliers, for example FAQs, that could be provided to the city Community Development Department Permit Counter, Sunnyvale Library and the Sunnyvale Community Center. These would include the website address. Direct mail to specific neighborhoods will be added as the participation and interested party list is developed overtime.

Monitoring and Evaluations tools

Attendance sheets and the Participant Demographic Survey will serve as the main methods for monitoring and evaluating the engagement process. Attendance sheets will give quantity of participants at any given event and the Participant Demographic Survey will provide supplemental information about who we are engaging.

The quality of feedback will serve as a further proxy to evaluate our outreach. As we compile ongoing feedback reports for each meeting, diversity of opinions expressed will become apparent.

TTLIC looks forward to engaging with the Sunnyvale Community and is ready to get this process moving forward. I am available for questions or comments at milotrauss@gmail.com or by calling me directly at 215-370-1225, or by contacting Leah Beniston at lbeniston@thetruelifecompanies.com or at 925-380-1699

Respectfully,



Milo Trauss

Community Engagement Specialist

Appendix 1: Stakeholders List

Stake holder Category	Organization or Interested Party	Name	Phone	Email Contact info	Anticipated Key Concerns and Interest(to be updated throughout engagement process)	Tools of engagement
Residents	Misc. Residents	various	various	various	Parking, traffic	Situs direct mail, door knocking, Nextdoor posting, Website, Survey
Property Owners	Misc. Property Owners	various	various	various	Parking, traffic, property values	Tax address direct mail, door knocking, Nextdoor posting, Website, Survey
Educational Entity	Fremont High School	Bryan Emmert	redacted	redacted	Parking, traffic, bike safety, increased student population	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey



Educational Entity	Delor Montessori School		redacted	redacted	Parking, traffic	Phone, Powerpoint, Live Discussion, Note taking, Website, Survey
Educational Entity	AppleSeed Montessori School		redacted		Parking, traffic	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Educational Entity	South Peninsula Hebrew Day School	Shaye Guttenberg	redacted	redacted	Parking, traffic	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Educational Entity	French American School of Silicon Valley		redacted	redacted	Parking, traffic	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Educational Entity	Tulip After School	Deepti Mohta	redacted	redacted	Parking, traffic	Phone, Email, Powerpoint, Live Discussion, Note taking,

						Website, Survey
Educational Entity	Green Leaf School		redacted	redacted	Parking, traffic	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Educational Entity	Challenger School		redacted		Parking, traffic	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Educational Entity	Arlene's Day Care	Arlene Cloutier	redacted	redacted	Parking, traffic	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Educational Entity	Early Horizons		redacted	redacted	Parking, traffic	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey

Educational Entity	Choo Choo Train Preschool		redacted		Parking, traffic	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Educational Entity	Champion Kinder		redacted		Parking, traffic	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Educational Entity	Presbyterian Early Learning Center	Grace Randle	redacted	redacted	Parking, traffic	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Educational Entity	Caring Hearts Child Development Center	Dee Arora	redacted	redacted	Parking, traffic	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Educational Entity	Cupertino Co-Op Nursery School		redacted		Parking, traffic	Phone, Email, Powerpoint, Live Discussion, Note taking,

						Website, Survey
Educational Entity	Bright Beginnings Parent Participation Preschool		redacted		Parking, traffic	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Educational Entity	Amazing Creations Pre-School	Denise Coyne	redacted		Parking, traffic	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Educational Entity	Resurrection Catholic School	Jacque Wright	redacted	redacted	Parking, traffic	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Educational Entity	Harmony Dance Center		redacted	redacted	Parking, traffic	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
HOA	Sunset Oaks HOA	Kathy Buckley	redacted	redacted	Parking, traffic, property values	Phone, Email, Physical posting,



						canvassing, Nextdoor, Powerpoint, Live Discussion, Note taking, Website, Survey
Apartment complex	The Landmark Apartment Homes HOA		redacted		Parking, traffic	Phone, Email, Physical posting, canvassing, Nextdoor, Powerpoint, Live Discussion, Note taking, Website, Survey
Apartment complex	Casa Alberta Apartments		redacted		Parking, traffic	Phone, Email, Physical posting, canvassing, Nextdoor, Powerpoint, Live Discussion, Note taking, Website, Survey

Apartment complex	Homestead Park Apartments		redacted		Parking, traffic	Phone, Email, Physical posting, canvassing, Nextdoor, Powerpoint, Live Discussion, Note taking, Website, Survey
Apartment complex	Cherry Blossom Apartments		redacted		Parking, traffic	Phone, Email, Physical posting, canvassing, Nextdoor, Powerpoint, Live Discussion, Note taking, Website, Survey
Apartment complex	Mathilda Garden Apartments		redacted		Parking, traffic	Phone, Email, Physical posting, canvassing, Nextdoor, Powerpoint, Live Discussion, Note taking, Website, Survey

Apartment complex	Cherry Orchard Apartments		redacted		Parking, traffic	Phone, Email, Physical posting, canvassing, Nextdoor, Powerpoint, Live Discussion, Note taking, Website, Survey
Apartment complex	Bali Hai Garden Apartments		redacted		Parking, traffic	Phone, Email, Physical posting, canvassing, Nextdoor, Powerpoint, Live Discussion, Note taking, Website, Survey
Apartment complex	Apricot Pit Apartments		redacted		Parking, traffic	Phone, Email, Physical posting, canvassing, Nextdoor, Powerpoint, Live Discussion, Note taking, Website, Survey

Apartment complex	Renaissance Apartment House		redacted		Parking, traffic	Phone, Email, Physical posting, canvassing, Nextdoor, Powerpoint, Live Discussion, Note taking, Website, Survey
Apartment complex	Bonnie Terrace Apartments		redacted		Parking, traffic	Phone, Email, Physical posting, canvassing, Nextdoor, Powerpoint, Live Discussion, Note taking, Website, Survey
Apartment complex	Crescent Manor Apartments		redacted		Parking, traffic	Phone, Email, Physical posting, canvassing, Nextdoor, Powerpoint, Live Discussion, Note taking, Website, Survey



Apartment complex	Crescent Terrace Senior Apartments		redacted		Parking, traffic	Phone, Email, Physical posting, canvassing, Nextdoor, Powerpoint, Live Discussion, Note taking, Website, Survey
Apartment complex	Remington Place Apartments		redacted		Parking, traffic	Phone, Email, Physical posting, canvassing, Nextdoor, Powerpoint, Live Discussion, Note taking, Website, Survey
Apartment complex	Village Square Apartments		redacted	redacted	Parking, traffic	Phone, Email, Physical posting, canvassing, Nextdoor, Powerpoint, Live Discussion, Note taking, Website, Survey

Apartment complex	Forge Homestead Apartments		redacted		Parking, traffic	Phone, Email, Physical posting, canvassing, Nextdoor, Powerpoint, Live Discussion, Note taking, Website, Survey
Apartment complex	Saint Francis Arms		redacted		Parking, traffic	Phone, Email, Physical posting, canvassing, Nextdoor, Powerpoint, Live Discussion, Note taking, Website, Survey
Apartment complex	Linden Arms		redacted		Parking, traffic	Phone, Email, Physical posting, canvassing, Nextdoor, Powerpoint, Live Discussion, Note taking, Website, Survey

Religious Entity	Church of the Resurrection	Pastor Phong Nguyen	redacted	redacted	Parking, traffic, affordability	Phone, Email, Physical posting, Nextdoor, Powerpoint, Live Discussion, Note taking, Website, Survey
Religious Entity	First Church of Christ Schientist, Sunnyvale		redacted	redacted	Parking, traffic, affordability	Phone, Email, Physical posting, Nextdoor, Powerpoint, Live Discussion, Note taking, Website, Survey
Religious Entity	St Johns Lutheran Church	Pastor Bob	redacted		Parking, traffic, affordability	Phone, Email, Physical posting, Nextdoor, Powerpoint, Live Discussion, Note taking, Website, Survey
Religious Entity	Porchlight Church	Jason Wu	redacted	redacted	Parking, traffic, affordability	Phone, Email, Physical posting,

						Nextdoor, Powerpoint, Live Discussion, Note taking, Website, Survey
Supportive housing	Manor Health Care Service		redacted		Parking, traffic	Phone, Email, Physical posting, Nextdoor, Powerpoint, Live Discussion, Note taking, Website, Survey
Supportive housing	Idylwood Care Center	Rashmi Rajadhyax	redacted	redacted	Parking, traffic	Phone, Email, Physical posting, Nextdoor, Powerpoint, Live Discussion, Note taking, Website, Survey
Non-profit	Severns Family Foundation		redacted	redacted	Parking, traffic	Phone, Email, Physical posting, Nextdoor, Powerpoint, Live Discussion,

						Note taking, Website, Survey
Business	FairBrae Swim and Racquet Club	Alex Romanko	redacted		Parking, traffic	Phone, Email, Powerpoint, Live Discussion, Note taking
Business	California Sports Center and Swim Complex		redacted	redacted	Parking, traffic	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Business	Sunken Gardens Golf Course		redacted		Parking, traffic	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Business	24 Hour Fitness (ECR)		redacted		New business, bicycle accessibility	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Business	Falafel Stop		redacted	redacted	New business, parking, traffic	Phone, Email, Powerpoint, Live Discussion, Note taking,



						Website, Survey
Business	El Camino Real Commercial Corridor	Various	Various	Various	New business, parking, traffic	Phone, Email, Canvassing, Physical posting, Powerpoint, Live Discussion, Note taking, Website, Survey
Non profit	Post Office		redacted		parking, traffic	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Business	Old Olson Cherry Orchard	Deborah Olson	redacted	redacted	Parking, traffic	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Governmental Organization	Cupertino Union School District		redacted		Increased student population	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey

Governmental Organization	Sunnyvale School District		redacted		Increased Student Population	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Governmental Organization	Santa Clara Unified School District		redacted	redacted	Increased Student Population	
Governmental Organization	Sunnyvale Department of Parks and Rec	Guidance from Staff Required			Increased users	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Governmental Organization	Sunnyvale Heritage Museum Park	Laura Babcock	redacted	redacted	Parking, traffic, increased attendance	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Governmental Organization	Sunnyvale Community Center		redacted		Parking, traffic, increased attendance	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey

Governmental Organization	Santa Clara Valley Transportation Authority		redacted	redacted	Increased population, traffic circulation	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Neighborhood Association	Nimitz NCCAA	John Patton, Secretary		redacted	Parking, traffic, property values	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey, Preference Sticker Boards, Website, Survey
Neighborhood Association	Sunnyarts	Sandy Henderson		redacted	Parking, traffic, property values	Phone, Email, Powerpoint, Live Discussion, Note taking, Preference Sticker Boards, Website, Survey
Neighborhood Association	Panama Park	Mei-Ling Stefan		redacted	Parking, traffic, property values	Phone, Email, Powerpoint, Live Discussion, Note taking, Preference Sticker Boards,



						Website, Survey
Neighborhood Association	Ortega Park	Kitty Chuang		redacted	Parking, traffic, property values	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey, Preference Sticker Boards
Advocacy Organization	Catalyze SV	Alex Shoor		redacted	More housing, affordability, bike infrastructure, open space	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Advocacy Organization	Silicon Valley @ HOME	Kriti Garg	redacted	redacted	More housing, affordability, bike infrastructure, open space	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Advocacy Organization	Transform	Stuart Cohen	redacted	redacted	More housing, affordability, bike infrastructure, open space	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey



Advocacy Organization	Greenlining Institute	Hana Creger	redacted	redacted	More housing, affordability, bike infrastructure, open space	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Advocacy Organization	Silicon Valley Bike Coalition	Shiloh Ballard		redacted	Bike infrastructure and safety	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Advocacy Organization	Chamber of Commerce	Don Eagleston	redacted	redacted	Retail space	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Advocacy Organization	Rotary Club	Charlie Shoemaker			Affordability, public event space	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Advocacy Organization	Livable Sunnyvale	Sue Serrone		redacted	More housing, affordability, bike infrastructure, open space	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey



						Website, Survey
Advocacy Organization	Greenbelt Alliance	Adam Garcia	redacted	redacted	More housing, affordability, bike infrastructure, open space	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Advocacy Organization	Sunnyvale Community Services	Marie Bernard	redacted	redacted	More housing, affordability,	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Site Tenant	Jake's Pizza		redacted		Accommodations during construction	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Site Tenant	Veksler Academy of Music and Dance		redacted		Displacement	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Site Tenant	American Kickboxing		redacted	redacted	Displacement	Phone, Email, Powerpoint,

	Academy Sunnyvale					Live Discussion, Note taking, Website, Survey
Site Tenant	K's Crepes and Cafe		redacted		Displacement	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Site Tenant	Fun House Flg House		redacted	redacted	Displacement	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Site Tenant	24 Hour Fitness (on site)		redacted		Accommodations during construction	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Site Tenant	Hair Place for Men		redacted		Displacement	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey

Site Tenant	Gateway Healthcare Products		redacted		Displacement	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Site Tenant	The Local 102 Lounge		redacted		Displacement	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Site Tenant	Longhorn Charcoal Pit		redacted		Accommodations during construction	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Site Tenant	SUDZ Coin Laundry		redacted		Displacement	Phone, Email, Powerpoint, Live Discussion, Note taking, Website, Survey
Site Tenant	Angela's Dry Cleaning Center		redacted		Displacement	Phone, Email, Powerpoint, Live Discussion, Note taking,

						Website, Survey
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Appendix 2. Public Engagement Action Plan

Phase	Milestone	Task/Deliverables	Engagement tools	Responsible Party	Tentative Timing
1	Goal of 1 st Phase is to develop and obtain approval of a Public Engagement Plan.	Define objectives and scope of public engagement		Applicant	6 Months
		Compile Stakeholders		Applicant	
		Create a detailed list of what level of engagement will be conducted with each stakeholder and how (methods or tools) they will be engaged		Applicant	
		Create a list of monitoring and evaluation tools.		Applicant	
		Develop a task list/action plan		Applicant	
		Staff review of Draft PEP		City Staff	
		PC and CC review and approval	Powerpoint	City Staff	
2	Goal of 2 nd Phase is to conduct public engagement activities to gather public input on Village Center Concept and compile	Draft all communication documents	Powerpoint Printed handouts Posterboards Participant Survey(paper and digital)	Applicant with Staff Review	4-6 Months



Phase	Milestone	Task/Deliverables	Engagement tools	Responsible Party	Tentative Timing
	data into a Participant Demographic Survey Report.		Website Facebook Twitter		
		Review all communication documentation		Applicant with City Staff Review	
		Coordinate documents, activities for public engagement with timeframes		Applicant with City Staff review	
		Meet with staff to preview presentation materials		Applicant and City Staff	
		<p>Conduct public engagement activities:</p> <p>Meeting 1</p> <ul style="list-style-type: none"> a) Introductions, overview on LUTE and Precise Plan for a Village Center, what's allowed, and PEP b) Opportunities and Constraints c) Outline PEP process/scheduling/next steps 	<ul style="list-style-type: none"> a) Name tags, sign in sheet (to be included in all meetings), Powerpoint b) Live discussion, live overhead note taking c) Powerpoint, live discussion 	Applicant with City Staff Support	

Phase	Milestone	Task/Deliverables	Engagement tools	Responsible Party	Tentative Timing	
		Evaluate the communication tasks and make improvements as required		Applicant with City Staff Review		
		Collation and analysis of stakeholder feedback		Applicant with City Staff Review		
		Participant Demographic Survey Report	Paper Survey available at meetings, online survey available on website	Applicant with City Staff Review		
		Village Center feedback Report to staff and Planning Commission		Applicant with City Staff Review		
		Alternative Design Concepts	Arrived upon through workshop activities above	Applicant with City Staff Review		
		Staff report for Planning Commission and City Council Study Sessions		City Staff		
3	Goal of the 3 rd Phase is to conduct a Visioning of Village Center Concepts and continue compiling data into a Participant Demographic Survey Report.	Coordinate documents and activities for public engagement with timeframes		Applicant with City Staff Review		6-8 Months

Phase	Milestone	Task/Deliverables	Engagement tools	Responsible Party	Tentative Timing
		Meet with staff to preview presentation materials prior to each meeting/workshop		Applicant and City Staff	
		Conduct workshops and meetings Meeting 2 a) Visioning and developing concepts Meeting 3 b) Outreach with Stakeholders and Community to review concepts and alternatives Meeting 4+ (TBD) c) Additional meetings/workshops topic specific as needed	a) Sticker poster images, Powerpoint, note taking, live discussion b) Sticker poster images, Powerpoint, note taking, live discussion c) Sticker poster images, Powerpoint, note taking, live discussion d) Online survey and polls	Applicant with City Staff Support	
		Review all communication documentation		Applicant with City Staff Review	

Phase	Milestone	Task/Deliverables	Engagement tools	Responsible Party	Tentative Timing
		Collation and analysis of stakeholder feedback		Applicant with City Staff Review	
		Preferred Design Alternative	Arrived upon through Phase 3 workshop activities above	Applicant with City Staff Review	
		Review and finalize with Staff			
		Design Standards and guidelines	Arrived upon through Phase 3 workshop activities above	Applicant with City Staff Review	
		Review and finalize with Staff			
		To Date Participant Survey Results	Paper Survey available at meetings, online survey available on website	Applicant with City Staff Review	
		Joint Study Session with Planning Commission and City Council	PowerPoint Presentation, visuals and exhibits	City Staff and Applicant	
4	Goal of the 4 th Phase is adoption of a Village Center Precise Plan	Admin and Public Precise Plan		City Staff	
		Environmental analysis		City Staff	
		Make revisions based to Draft Precise Plan		Applicant and City Staff	



Phase	Milestone	Task/Deliverables	Engagement tools	Responsible Party	Tentative Timing
		Prepare Staff Report for Planning Commission and City Council Public Meetings		City Staff	
		Planning Commission Meeting	Powerpoint Written report	City Staff	
		City Council Meeting	Powerpoint Written report	City Staff	