

# Framework for Strategic Planning

February 7, 2020

The City's General Plan Vision Statement provides the framework for Council's strategic planning workshop. The following outlines each section of the vision statement with a supporting Council Policy Priority and the projects and initiatives underway.

*It is the aspiration of the people of Sunnyvale to build upon the attributes which the City currently enjoys, so that Sunnyvale of the future will become ...*

**1: 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
2. DPW 19-01: Consider the Feasibility of Establishing an Eruv in Sunnyvale
3. LCS 19-01: Options and Benefits Establishing a Library Foundation
4. LCS 19-02 Consider Options for Establishing an Amnesty Program for Overdue Library Material Fines
5. LCS 19-03: Explore Strategies to Promote Cultural Inclusion in City Programs and Services
6. OCM 19-01: Council Policy on Display of Flags at City Hall

## 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
- Washington Park and Columbia Neighborhood Center Summer Reading in the Park Programs
- City Council Elections- Voting Process
- RHNA, County Collaborative and Preparation for Housing Element

**2: 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. CDD 14-09: Comprehensive update of the Precise Plan for El Camino Real
2. HRD 19-01: Develop a Workforce Initiative that Creates Partnerships to Develop a Pipeline for Students to Enter Public Sector Employment
3. OCM 19-02: Responsible Construction Ordinance

### Projects

- Pipeline of development projects
- Economic Development Strategic Plan
- Moffett Park Specific Plan Update

**3: 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 19-01: Single-use Plastics Strategy

### Projects

- Climate Action Playbook
- Green Stormwater Infrastructure
- Reach Codes
- 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
- Solid Waste Collection Franchise and Agreement

**4: 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 18-11: Analysis of Sunnyvale Golf Program and property options
2. DPS 19-01: Ban the Sale of Flavored Tobacco Products
3. DPW 19-07: Ascertain Suitable Location(s) for the Installation of Youth Batting Cages and Potential Funding Sources

#### 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
- Airplane Noise

**5: A city managed by 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 19-01: Evaluate Options for Revisions to the Sunnyvale Business License Tax

#### 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

**6: 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. CDD 16-14: Exploring options for Establishment of a Plaque Program for Heritage Resources
2. CDD 19-05: Update to the Heritage Resource Inventory to Include Potential Resources Associated with Technology Innovation
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
7. DPW 19-10: Improving Traffic Operations at Freemont/Bernardo/Hwy 85

#### 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