



Amber El-Hajj &lt;ael-hajj@sunnyvale.ca.gov&gt;

---

## Public Noticing and Public Awareness - Community Outreach

---

**Holly Lofgren**

Thu, Jun 12, 2014 at 10:48 AM

Reply-To: Holly

To: Amber El-Hajj &lt;ael-hajj@sunnyvale.ca.gov&gt;

Amber,

Thanks for sending out notifications. This issue is important to me, but due to scheduling conflicts I will provide my input via email below.

1) I think it is important to mail a hard copy notice to all those households which are within 300 feet of a property (**measured as the crow flies**). This should be escalated to 500 feet and 1,000 feet and 2,000 feet as the size of the project (**measured in square feet, height and traffic impact**) increases.

2) I feel that **all** Sunnyvale households should receive a mailed hardcopy notice of very large project, exceeding 1 million square feet.

3) Notices should be improved to look less like junk mail and more official. The use of the Sunnyvale logo, prominently displayed, would help. A marketing consultant may be able to help the city know what appearance would be most effective.

4) I would like to see the notices also sent to all neighborhood association lists. Since not all households are on the neighborhood association lists, however, the physical mail must be maintained and expanded due to recent concerns regarding projects in the city.

5) I feel that use of the Mercury News or the Sunnyvale Sunn is no longer viable as the circulation of these publications decreases and the cost increases.

6) I would like to see a message board maintained on the city's website for all active public notices for all public meetings. It should be maintained daily. The meeting list on Legistar does not provide an agenda until 3 days prior to the meeting which is inadequate for noticing.

Thank you for your work on this important issue.

Holly Lofgren

---

**From:** Amber El-Hajj <ael-hajj@sunnyvale.ca.gov>**To:****Sent:** Thursday, June 12, 2014 8:40 AM**Subject:** Public Noticing and Public Awareness - Community Outreach



Amber El-Hajj &lt;ael-hajj@sunnyvale.ca.gov&gt;

---

## Ideas for improving notifications for proposed construction

---

**Patricia Collins**

Fri, May 30, 2014 at 10:43 AM

To: Amber El-Hajj &lt;ael-hajj@sunnyvale.ca.gov&gt;

I believe you have some constraints in accommodating reasonable requests from Sunnyvale residents when new construction is proposed; things like:

- Limited City staff to manage the notification process
- Cost of notifications
- Preference for practices that are reasonable (e.g., not notifying everyone within a 3 mile radius by USPS mail).
- The need for compromise (which can be terribly time and effort consuming), especially for extreme proposals.

Here are some practical solutions:

- At the time of a construction proposal, post *draft* graphical depictions of the proposed improvements around the perimeter of the site. *Rationale: Some of the responsibility for acquiring information has to lie with those who could have objections to the construction as drafted. This method also eliminates the need for a limit on the radius for paper notifications; whoever feels they're impacted after looking at the draft graphical depiction can comment. Residents get early notification, before any agreement or contract has been signed.*
- Include on each sign a URL for the Web page for details on the proposal and a URL for a Web page for Sunnyvale resident input. State the deadline for comments. *Rationale: Some people love to complain or whine, even when there appears to be no better resolution to their complaints than what is already planned. If they are asked to be part of the solution process (by submitting questions and suggested improvements) instead of focusing on the perceived problem, they will (at least in some cases) feel some ownership for making the solution the best it can be (given unchangeable constraints).*
- Continue your timely notifications of neighborhood associations about upcoming presentations and discussions.
- During an information and discussion meeting, be sure that the person moderating the meetings maintains the focus on answering questions and capturing suggestions. Be sure that attendees know the meeting management guidelines that are going to be followed.
- Create a City of Sunnyvale Web page with a formatted input page where each input is required before submission:
  - Name of submitter & contact information
  - Neighborhood of submitter
  - Concern about the construction proposal (in less than 50 words)
  - Questions about current proposal constraints (no more than 3 brief questions)
  - Suggested improvements (no more than 3 sentences of moderate length)

I'm sorry I can't attend the meeting in order to have a deeper understanding of the new notification and information exchange proposal and suggestions.

Best regards,

--Patricia

--