

Increasing Public Awareness of Development Proposals Survey Results


A survey was published by the City online from Tuesday, May 27, 2014 until Sunday, June 22, 2014. 66 people responded to the survey online (one person gave me their survey in the community outreach meeting) for a total of 67 respondents. The survey is summarized below and the full survey results can be seen on the following pages.

- 93% of the respondents are residents of Sunnyvale;
- The majority of respondents find out about proposed projects from their neighborhood association e-mail or word of mouth;
- 68% of respondents think a public notice webpage would be a helpful tool to find information;
- 89% of respondents are in a neighborhood association but only 40% were aware that the City send out public notices via e-mail to neighborhood association contacts;
- Most of the respondents subscribe to the Mercury News or Sunnyvale Sun (the Sun is delivered to all Mercury News subscribers in Sunnyvale);
- 61% of the respondents said that the City should focus improvement on the mailed public notice vs. 35% who said the City should focus improvement on the City website to deliver project information; and
- The majority of the respondents (83%) do not tune into the local Sunnyvale televisions station (KSUN-15) to watch public meetings.







**Public Noticing and Increasing Public Awareness
Survey**





1. Please describe yourself (select all that apply):

		Response Percent	Response Count
Resident of the City of Sunnyvale.		93.9%	62
Employee working within the City of Sunnyvale.	<input checked="" type="checkbox"/>	4.5%	3
Business Owner within the City of Sunnyvale.	<input checked="" type="checkbox"/>	4.5%	3
Developer/Tenant within the City of Sunnyvale.	<input checked="" type="checkbox"/>	3.0%	2
Other (please specify)	<input checked="" type="checkbox"/>	3.0%	2
answered question			66
skipped question			0



2. How do you find out about proposed projects or City-sponsored projects (select all that apply)?

		Response Percent	Response Count
Mailed Notice		16.7%	11
Newspaper		30.3%	20
City Website		18.2%	12
Neighborhood Association e-mail		47.0%	31
Word of Mouth		47.0%	31
Other (please specify)		22.7%	15
answered question			66
skipped question			0



3. If the City posted all public notices on our website (separated into areas of the City) would you find this a helpful tool to find information?

		Response Percent	Response Count
Yes		68.2%	45
No		31.8%	21
answered question			66
skipped question			0




4. If you live within a neighborhood association, do you receive e-mails from your association (if you do not live within a neighborhood association leave this question blank)?

		Response Percent	Response Count
Yes		89.1%	41
No		10.9%	5
answered question			46
skipped question			20




5. Are you aware that for most large projects, the City sends public notices and invitations to community meetings to neighborhood association contacts?

		Response Percent	Response Count
Yes		40.9%	27
No		59.1%	39
answered question			66
skipped question			0

6. Which (if any) local newspaper do you subscribe to (online also applies)?

		Response Percent	Response Count
Sunnyvale Sun		68.9%	31
Mercury News		68.9%	31
Other (please specify)		20.0%	9
answered question			45
skipped question			21

7. Which of the following do you feel is the most important area the City should focus on to improve the ease of finding project information?



		Response Percent	Response Count
City Website		35.1%	20
Mailed Public Notice		61.4%	35
Posting information on a project site		3.5%	2

Other (please specify) 17

answered question 57

skipped question 9

8. Do you ever tune into the local Sunnyvale television station (KSUN-15) to watch City Council meetings or other community meetings?

		Response Percent	Response Count
Yes		16.7%	11
No		83.3%	55
		answered question	66
		skipped question	0

Q1. Please describe yourself (select all that apply):

- | | | |
|---|--|-----------------------|
| 1 | volunteer within the city of Sunnyvale | May 27, 2014 3:57 PM |
| 2 | resident living barely outside Sunnyvale but still affected by many Sunnyvale issues | May 27, 2014 12:28 PM |

Q2. How do you find out about proposed projects or City-sponsored projects (select all that apply)?		
1	Nextdoor.com neighborhood email group	Jun 19, 2014 7:17 PM
2	Twitter, Facebook	Jun 12, 2014 12:23 AM
3	Online facebook	Jun 11, 2014 8:30 PM
4	cumberland elementary yahoo group	Jun 11, 2014 5:43 PM
5	emails, RSS feeds, google keyword notices	Jun 10, 2014 9:57 AM
6	When I see they are taller than I thought they should be	May 31, 2014 1:34 PM
7	City e-mail	May 31, 2014 1:20 PM
8	sometimes visibly after projects have started	May 31, 2014 11:05 AM
9	When I see the 100 feet tall buildings being built. No notification.	May 29, 2014 9:43 PM
10	by seeing project being done	May 29, 2014 12:44 AM
11	Quarterly newsletter from the city	May 28, 2014 6:53 AM
12	council meetings	May 27, 2014 4:56 PM
13	email	May 27, 2014 3:57 PM
14	Other listserves than NA's	May 27, 2014 1:27 PM
15	I don't find out until it's too late	May 27, 2014 12:01 PM

Q6. Which (if any) local newspaper do you subscribe to (online also applies)?		
1	Sf chronicle	Jun 12, 2014 12:58 PM
2	Wall St Journal	Jun 12, 2014 9:04 AM
3	Wall Street Journal	Jun 10, 2014 3:27 PM
4	SF Chronicle	Jun 10, 2014 8:55 AM
5	Santa Clara Weekly	Jun 3, 2014 10:16 AM
6	NONE	May 31, 2014 1:34 PM
7	Silicon Valley Business Journal	May 28, 2014 7:39 AM
8	But, I may not be subscribing for much longer as it is too expensive.	May 27, 2014 1:27 PM
9	sometimes buy the Mercury News but do not subscribe	May 27, 2014 12:28 PM

Q7. Which of the following do you feel is the most important area the City should focus on to improve the ease of finding project information?

1	E-mailed public notice	Jun 15, 2014 9:12 PM
2	Email	Jun 12, 2014 9:47 AM
3	Develop neighborhood groups to include all	Jun 12, 2014 9:04 AM
4	Email	Jun 12, 2014 8:09 AM
5	Facebook	Jun 12, 2014 12:23 AM
6	Notification should be within 1 mile at least, not 300 feet!!!	Jun 11, 2014 9:58 AM
7	Email - I would prefer if I could sign up for a weekly/monthly email with a list of all projects	Jun 10, 2014 4:24 PM
8	direct emails to citizens	Jun 10, 2014 8:55 AM
9	Explain project in plain English to a larger range	May 29, 2014 9:43 PM
10	Push notice to neighborhood sites, than link detailed information by project on city website	May 29, 2014 4:50 PM
11	include list of all new development projects in utility bills	May 29, 2014 12:44 AM
12	Mailing to a wide audience-not just the closest neighbors	May 28, 2014 10:14 AM
13	Direct email to residents	May 28, 2014 8:27 AM
14	Afraid info would be buried on City Website as is information now!	May 27, 2014 7:20 PM
15	There is a clear difference between notification and finding more information which this survey does not seem to deal with very well.	May 27, 2014 1:27 PM
16	enhance email notification system to give more options for types of notice desired, allow opt in for email of "all" public notices	May 27, 2014 12:28 PM
17	neighborhood association email	May 27, 2014 12:01 PM