

# SUNNYVALE EL CAMINO REAL CORRIDOR PLAN ADVISORY COMMITTEE (ECRPAC)

## PURPOSE AND COMPOSITION OF THE ECRPAC

The ECRPAC is intended to represent a broad cross-section of the community and provide a balance of perspectives throughout the planning process. The ECRPAC is responsible for reviewing information, providing feedback on topics, recommending priorities, soliciting participation of the community at large and working to represent the various interests of the community.

REPRESENTATION		NUMBER OF MEMBERS
<b>Boards/Commissions</b>	Planning Commission	1
	Sustainability Commission	1
	Bicycle and Pedestrian Advisory Commission	1
	Housing and Human Services Commission	1
<b>Study Area</b>	Residents	3
	Business Representatives/Property Owners	3
<b>City at Large</b>	Residents	1
	Business Representatives/Property Owners	1
<b>Total Number of ECRPAC Members</b>		<b>12</b>

## ECRPAC COUNCIL AD HOC SUBCOMMITTEE MEMBERS:

Councilmember Whittum  
 Councilmember Hendricks  
 Councilmember Martin-Milius

## ECRPAC SCHEDULE

Council Subcommittee Meeting – Recruitment Materials and Schedule	May 18, 2015, 5:15 p.m., West Conference Room
Announcement Release	Week of May 25, 2015
Board/Commission Nominations	Housing and Human Services Commission – May 20, 2015
	Planning Commission – June 8, 2015
	Sustainability Commission – June 15, 2015
	Bicycle and Pedestrian Advisory Commission – June 18, 2015
Deadline for Applications	June 22, 2015
Council Subcommittee Meeting – Member Selection	July 14, 2015 (Tentative)
ECRPAC Meetings (4 to 6 meetings)	Tentatively scheduled for August 2015, November 2015, January 2016 & May 2016

## PUBLIC OUTREACH STRATEGY

The following methods will be used to notify the public of the ECRPAC recruitment, as well as upcoming opportunities for public input throughout the planning process.

- Project City Web Page: *PlanElCaminoReal.inSunnyvale.com*  
(Online by May 22, 2015)
- Open City Hall: *OpenCityHall.inSunnyvale.com*
- City Website Homepage Banner
- Nextdoor.com
- Newspaper Advertisements
- City Bulletin Boards
- Mailing
  - o Neighborhood Associations (email)
  - o Interested Parties List (email/postal mail)
  - o Direct Postal Mailing

Staff estimates at least 6 direct mailing efforts:

1. ECRPAC Recruitment
2. Community Workshop 1
3. Community Workshop 2
4. EIR Scoping Meeting
5. Draft Plan & Draft EIR
6. Public Hearings (PC & CC) for Final EIR and ECR Plan

### ***To which extent should notices be directly mailed?***

	Total Number of Notices	Staff (Off. Asst.) Cost	Letter (full page) Printing + Mailing Cost	Total Letter (full page) Noticing Cost	Postcard (½ page) Printing + Mailing Cost	Total Postcard (½ page) Noticing Cost
<b>1. PLAN AREA</b>	4400	\$310	\$2,600	<b>\$2,910</b>	\$2,390	<b>\$2,700</b>
<b>2. STUDY AREA</b>	14300	\$430	\$8,390	<b>\$8,820</b>	\$7,670	<b>\$8,100</b>
<b>3. 2000-FOOT AREA</b>	26200	\$630	\$15,350	<b>\$15,980</b>	\$14,000	<b>\$14,630</b>



7. Why are you interested in serving on the ECRPAC?

8. *Note:* Pursuant to the Americans with Disabilities Act, the City of Sunnyvale will make reasonable efforts to accommodate persons with qualified disabilities. Do you request any special accommodations if selected to serve on the ECRPAC?

9. Regular attendance at ECRPAC meetings is important. The ECRPAC will meet about 6 times within the estimated 12- to 15-month project schedule starting in August 2015. Members need to allow 2-3 hours for the first meeting and then 2 hours for each regular meeting. Please indicate your meeting schedule availability:

- Evening Days Available: \_\_\_ Mon \_\_\_ Tue \_\_\_ Wed \_\_\_ Thu
- Meeting Start Times Available: \_\_\_ 6 p.m. \_\_\_ 6:30 p.m. \_\_\_ 7 p.m. \_\_\_ 7:30 p.m. \_\_\_ 8 p.m.
- Days/Times **NOT** available: \_\_\_\_\_

***Your application is not complete until this application is completed, signed and returned to:***

Attn: Rosemarie Zulueta  
Department of Community Development,  
456 West Olive Avenue,  
P.O. Box 3707, Sunnyvale, CA 94088-3707  
Phone (408) 730-7437 or Fax (408) 328-0710  
Email: rzulueta@sunnyvale.ca.gov

**IMPORTANT NOTICE**

**Please note that all information provided on this form becomes public record after it is officially filed. Please do not include any information on this form that you do not want posted on the City's Web site and the City's Official Roster.**

Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

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### OPTIONAL SUPPLEMENTAL BACKGROUND INFORMATION

#### IMPORTANT NOTICE

Section 1233 of the California Government Code gives each applicant the opportunity to voluntarily indicate his/her identification on an application. The following information will be used by the City of Sunnyvale in conducting research and compiling statistical reports regarding the composition of advisory committee applicants. It is illegal to use this information to discriminate against, or give preference to, a person for appointment. This page is optional and will not be made a part of the application review process.

What is your racial/ethnic background? (Place an "X" next to your answer)	
	<b>Asian or Pacific Islander:</b> All persons having origins in any of the original peoples of the Far East, Southeast Asia, the Indian Subcontinent, or the Pacific Islands.
	<b>Black (not of Hispanic Origins):</b> All persons having origins in any of the Black racial groups of Africa.
	<b>Hispanic:</b> All persons of Mexican, Puerto Rican, Cuban, Central/South American, or other Spanish cultures, regardless of race.
	<b>Native American or Alaskan Native:</b> All persons having origins in any of the original peoples of North American, or who maintain cultural identification through tribal affiliation.
	<b>White (not of Hispanic Origin):</b> All persons having origins in any of the original peoples of Europe, North Africa, or the Middle East.

Age:

- 18-24 years old
- 25-44 years old
- 45-64 years old
- 65 years old and over

Gender: \_\_\_\_\_

Name of employer, if any \_\_\_\_\_

***This information will help us serve you better.***

How did you hear of this opening? (Place an "X" next to your answer)			
	City Bulletin Board		San Jose Mercury News
	City Employee		Other daily newspaper
	Sunnyvale Sun Newspaper		City event
	Mailed Announcement		City Council meeting
	Recruited by City		City's web site
	Walk-in		Other (please specify)

Thank you for completing this portion of your application. Please return it with your application.