



ANDERSON BRULÉ ARCHITECTS

SUNNYVALE CIVIC CENTER MODERNIZATION
Focus Group

MEETING DATE: **Focus Group Meetings: March 25-31, 2015** REGARDING: **Meeting Agenda**
Community Gardeners +: March 25, 7-8:30 pm
Civic Center Neighborhoods: March 26, 7-8:30 pm
Community Leaders: March 30, 7-8:30 pm
Business Community: March 31, 8:30-10 am

LOCATION: **Sunnyvale Office Center – Training Center** ABA PROJECT #: 14-1201-1
ATTENDEES: Pamela Anderson-Brulé, ABA
Kate Rivard, ABA

CONTEXT: The City of Sunnyvale has initiated a study for modernization of the Civic Center to improve service delivery to the public; maximize efficient, achieve functional and sustainable design; and create additional needed space. The results of this effort will provide information necessary for Council to choose an approach to land use planning as well as financing option for a future Civic Center Master Plan.

As part of the process for the Sunnyvale Civic Center, we are reaching out to a cross section of the community to help us better understand the City’s service needs and priorities. This Focus Group Meeting is meant to be an open and collaborative discussion with stakeholders, who are interested in the future of the City.

PURPOSE: The Purpose of this Meeting is to:

- Gather information in order to draft vision and success criteria
- To engage in an open and collaborative discussion about community needs, service priorities, and the best use of the Civic Center site.

INTENDED RESULTS:

- Develop a shared understanding of the overall process and project scope
- Develop an understanding on perspectives of service needs and priorities of the community
- Gather information towards the development of vision and success criteria for modernization of the Civic Center, specifically land use and financing

AGENDA ITEMS

I. Introduction / Agenda Review

- A. Process Overview
- B. Overview of Existing Civic Center Services
- C. Principles of Outreach

II. Introduction of Participants

- A. Who do you feel you represent in the community?
- B. Do you use Civic Center services? If so, which ones, how often, and for what purpose?

III. Civic Center Services – Needs and Service Priorities

- A. What do you believe are the five most critical issues for Sunnyvale to consider today and in the future?
- B. What do you appreciate about the Civic Center services you receive? What is working well?
- C. What would you like to be able to do or have access to at the Civic Center, but currently cannot?

IV. Vision

- A. What is your vision for a future Civic Center for Sunnyvale?
- B. What positive impacts would you like a Civic Center Modernization to have on the community?

V. Success Criteria

- A. Land Use
 1. How would you define a successful Civic Center modernization?
 2. What land uses for the Civic Center do you believe would be most valuable to the community?
- B. Financial Plan
 1. What are key criteria that you would use to define a financially responsible plan?
i.e. a plan that: ...
 - *would not reduce current service level*
 - *considers life-cycle cost vs. first time costs*
 - *would reduce city's current energy usage*
 - *considers long-term operating costs*
 2. What criteria should be used to evaluate the different financing options?

VI. Conclusion

- A. Next Steps
- B. Feedback



Sunnyvale Civic Center Modernization

Phase A.1-Vision & Success Criteria

Focus Groups

SUNNYVALE
CITY HALL

March 25-31, 2015





Introduction & Agenda Review

Context

Purpose

Intended Results



Context, Purpose, & Intended Results

Context :

The results of this effort will provide information necessary for Council to choose an approach to **land use planning** as well as **financing option** for a future Civic Center Master Plan.

This Focus Group Meeting is meant to be an open and collaborative discussion with stakeholders, who are interested in the future of the City.



Context, Purpose, & Intended Results

The Purpose of this Meeting is to:

- Gather information in order to draft vision and success criteria
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The Intended Results For this Meeting Are:

- Develop a shared understanding of the overall process and project scope
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Agenda

- Introduction / Agenda Review
- Introduction of Participants
- Civic Center Services – Needs and Service Priorities
- Vision & Success Criteria
- Conclusion



Introduction of Participants

- Who Do You Feel You Represent in the Community?
- Do You Use the Civic Center Services? If So, Which Ones, How Often, & For What Purpose?



Process Overview

Process Schedule & Map

Summary of Community Outreach

Goals of Community Outreach

Civic Center Map



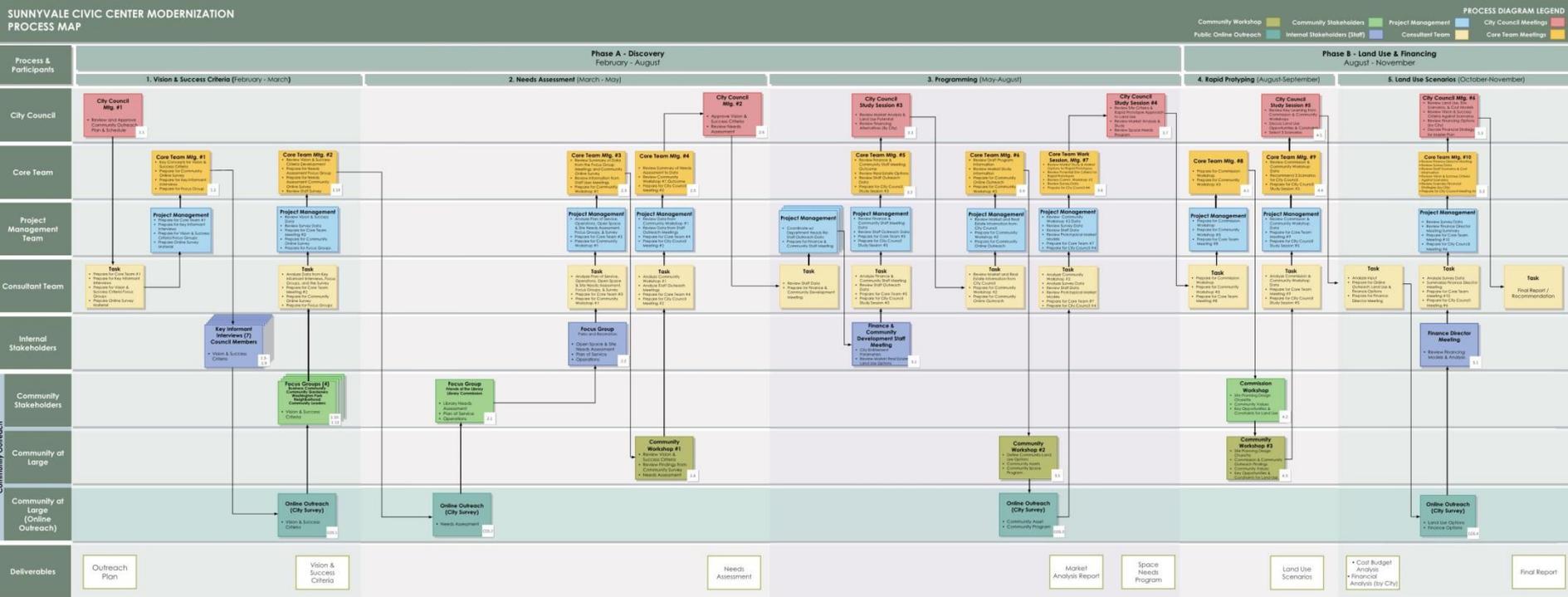
Project Schedule & Process Map

- **Phase A – Discovery** (February – August)
 - Phase A.1 - Vision & Success Criteria
 - Phase A.2 - Needs Assessment
 - Phase A.3 – Programming (*Space Needs*)

- **Phase B – Land Use & Financing** (August – November)
 - Phase B.4 – Rapid Prototyping (*Big-Picture, Quick, Site Planning*)
 - Phase B.5 – Land Use Scenarios

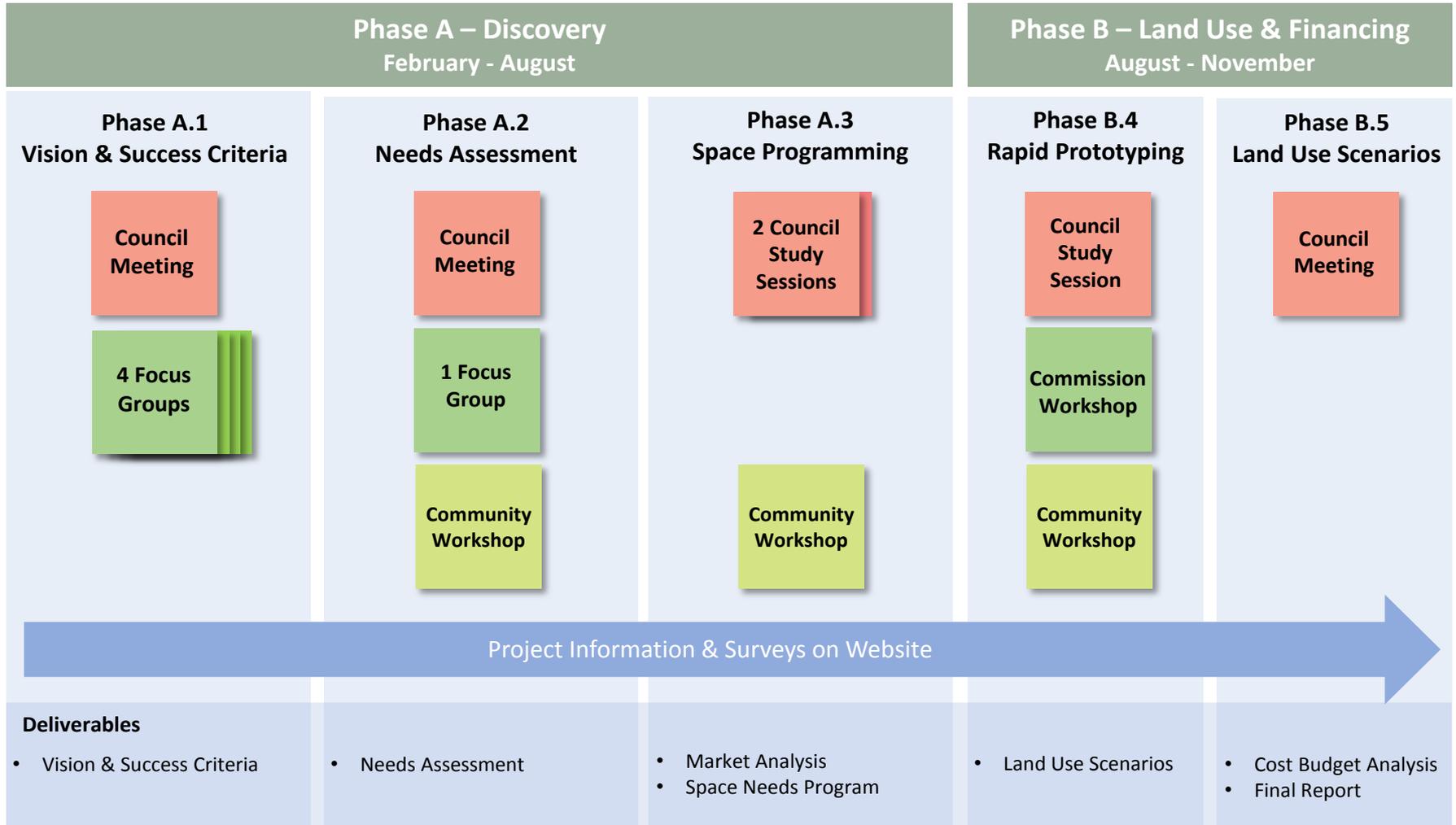


Process Map





Process Map – Summary of Community Outreach





What's Next?





Goals of Community Outreach

▪ Inform

- Provide the community with information to assist them in understanding the problem, alternatives, opportunities and/or solutions

▪ Consult

- Obtain community feedback on analysis and alternatives

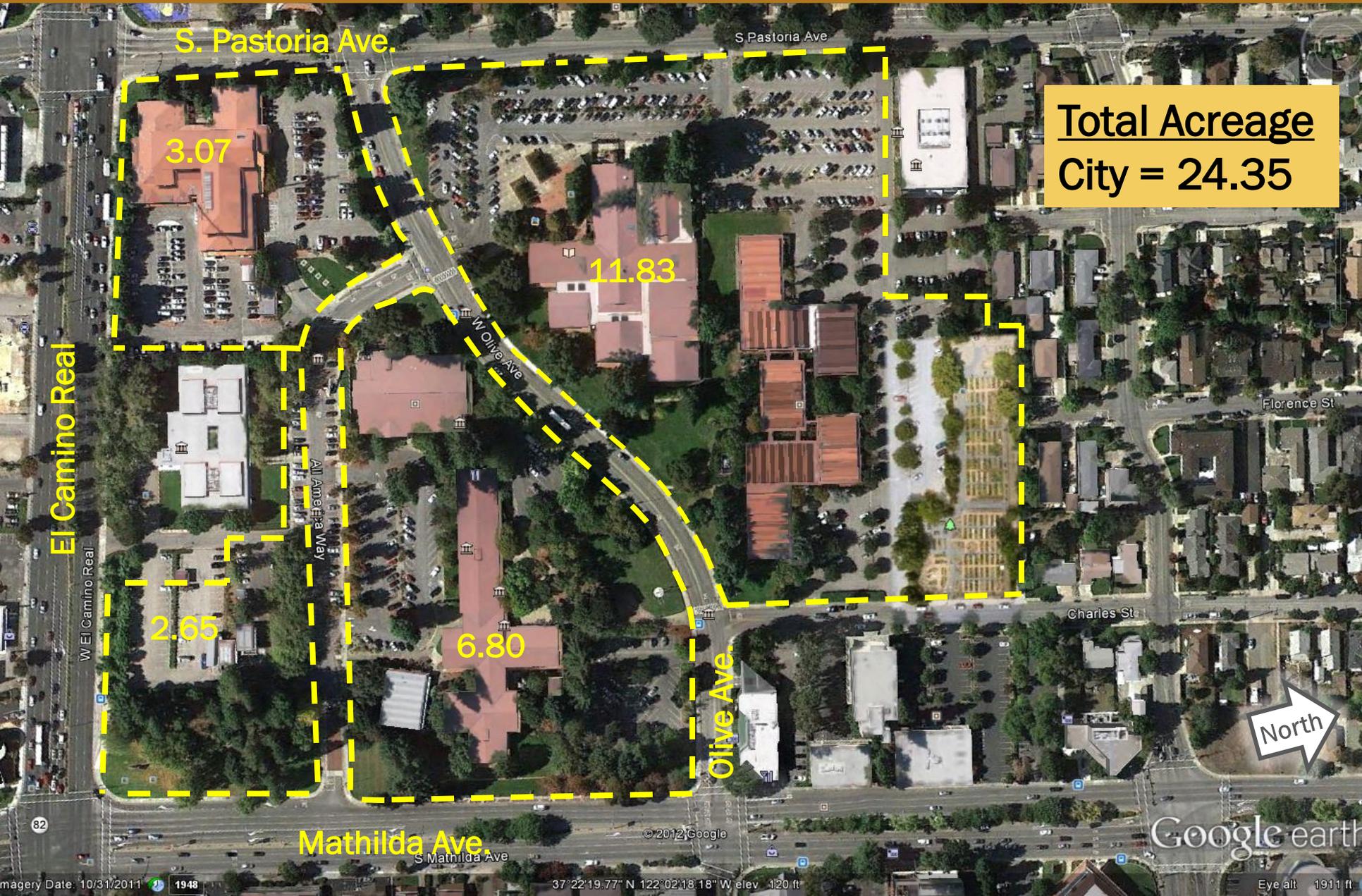
▪ Involve

- Work directly with the community to ensure that public concerns and aspirations are understood and considered

▪ Collaborate

- Partner with the community in development of alternatives and the identification of the preferred solution

Civic Center Campus Acreage



S. Pastoria Ave.

S Pastoria Ave

Total Acreage
City = 24.35

3.07

11.83

El Camino Real

W El Camino Real

2.65

All Amegs Way

6.80

Olive Ave.

North

Mathilda Ave.

S Mathilda Ave

© 2012 Google

Google earth

Civic Center Campus Facilities



Public Safety Department Headquarters
Built 1985 - 41,000 Sq.Ft.

Charles Street Gardens
0.7 acres

City Hall Annex
Built 1970 - 20,900 Sq.Ft.

Sunn
Built





Focus Group Discussion

Civic Center Services – Needs & Priorities

Vision & Success Criteria



Civic Center Services – Needs & Priorities

- What do you believe are the five most critical issues for Sunnyvale to consider today and in the future?
- What do you appreciate about the Civic Center services you receive? What is working well?
- What would you like to be able to do or have access to at the Civic Center, but currently cannot?



Vision

- What is your vision for a future Civic Center for Sunnyvale?
- What positive impacts would you like a Civic Center Modernization to have on the community?



Success Criteria – Land Use

- How would you define a successful Civic Center modernization?
- What land uses for the Civic Center do you believe would be most valuable to the community?



Success Criteria – Financial Plan

- What are key criteria that you would use to define a financially responsible plan?
- What criteria should be used to evaluate the different financing options?



Conclusion

Next Steps

Action Items

Feedback



Conclusion

■ Next steps

■ Focus Groups

- March 25th – 31st

■ Community Workshop

- April 25th, 9:00 am-12:00 pm, Library Program Room

■ Action Items

■ Feedback



Stay In Touch

Kent Steffens
 Assistant City Manager
 408.730.7441
ksteffens@Sunnyvale.ca.gov

Interested Parties Email List
MyCivicCenter@Sunnyvale.ca.gov

Check Out
Open City Hall

Wednesday, March 25, 2015

Annual Fire Prevention Posters Contest
 Elementary students learn fire prevention tips and make pictures for City Hall walls

Featured City News

 **BOARD & COMMISSION APPLICATIONS DUE APRIL 10**

Help shape Sunnyvale's future: apply to be on a City Board or Commission. To see a list of current openings, descriptions and how to apply, visit BoardsandCommissions.inSunnyvale.com.

1 2 3 4 5 6 7

FEATURED PROJECTS

- Mathilda Ave. Improvement Project
- Branch 1000 Concept
- Conference Station Area Plan
- Peery Park Specific Plan
- Moffett Place
- Local Hiring
- Downtown Development
- Stevens Creek Trail Connection

ONLINE ACCESS

- Open City Hall**
- Permits Online
- Business Licenses
- City Project Bids
- Utility Bill Payment
- Facility Reservations
- Report a Crime
- Register for Classes and Activities

<http://sunnyvale.ca.gov/>



Thank You



ANDERSON BRULÉ ARCHITECTS

SUNNYVALE CIVIC CENTER MODERNIZATION
Community Gardens + Focus Group

MEETING DATE:	March 25, 7-8:30 pm	REGARDING:	Meeting Minutes
LOCATION:	Sunnyvale Office Center – Training Center	ABA PROJECT #:	14-1201-1
ATTENDEES:	Amy Crawford, <i>ABA</i> Kate Rivard, <i>ABA</i> Kent Steffens, <i>City of Sunnyvale</i>		Bob Brown Deborah Marks Eric Fulda Michael Goldman Misuk Park Sanjeev Patel Sundown Hazen

CONTEXT: The City of Sunnyvale has initiated a study for modernization of the Civic Center to improve service delivery to the public; maximize efficient, achieve functional and sustainable design; and create additional needed space. The results of this effort will provide information necessary for Council to choose an approach to land use planning as well as financing option for a future Civic Center Master Plan.

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AGENDA ITEMS

I. Introduction / Agenda Review

- A. Process Overview
- B. Overview of Existing Civic Center Services
 - 1. Are there considerations being made for things that are beyond the current Civic Center functions?
 - a) No decisions have been made at this point and all issues are being heard and considered.
 - 2. There was concern from a community member that the library effort in 2005-2007 did not provide transparent enough information for the community to review, including the cost information for rebuilding vs. remodeling or adding on, and that this effort will be the same.
 - a) For this project City Council approved an outreach plan that will look at a range of options from keeping the existing buildings, to remodeling them, or building new.

- b) Renovation of existing buildings can often be more expensive due to required seismic upgrades.
- c) Analysis of the cost is included in this process, and there will be new cost modeling done based on comparable projects.
- d) Can you explain P3?
 - 1) P3 describes a multitude of things. It is a partnership between a private entity and a public entity. It can be about anything from land to businesses, etc. Nobody needs to be an expert to participate in today's discussion. No decisions have been made and there are no pre-conceived ideas. The only assumptions are that we have a site and services that need to be maintained.

3. Introductions

- a) Attendees introduced themselves by name and included a little bit about their background and community connections
- b) Deborah Marks – interested in the Civic Center for three years – might be doing a P3 and losing about half the land. They formed a group to let people know what might happen. If El Camino property could be sold for 99 years to a developer who could build whatever they want, might as well consider that land as lost in that situation.
- c) Michael Goldman – involved with the CC/library since his kids were little, over 20 years now. He doesn't go as much now. He got involved with this particular effort because of the library. He is interested in supporting it and getting information, without info he can't support it. He has issues with the whole thing. As a researcher by training, he looked up a lot of information. There are good ways and not so good ways to do this. P3 doesn't mean a thing.
- d)
- e) Bob Brown – On the Board of Gardens: Full Circle Farm, Charles Street. He wants to make this part of the development.
- f) Eric – He has been a resident of Sunnyvale, since he was a little boy. He is from the sustainable community garden. He has been the manager of the garden for 10 years. He knows it's a valuable piece of land.
- g) Sanjeev – He is on the Board of the Gardens, Charles St, and Full Circle on Dunford. Promoting sustainable food practices and healthy living is his interest.
- h) Misuk Park – She is on the Board of the Gardens, chair of the Arts Commission, longtime resident, and was in low income housing when she first lived here in 1976. Love the library and the sculpture. She is very pro-gardens. She would like to see the city communicate to the general public. She appreciates the outreach meetings that are happening. Sustainability is important and putting services where it works with transportation.
- i) Sundown Hazen – Associated with Full Circle Farm, etc. non-profit for hydroponics

C. Principles of Outreach

- 1. The group believes the breakdown of the process map seems logical.
- 2. Reviewed the layout of the Civic Center and there were a few discussion points:
 - a) The Fire Prevention Bureau had to move out of Public Safety to the office center because of lack of space. They serve people coming into One-Stop for permitting. Their office is split into two locations which requires them to have to walk across the street throughout the day.
 - b) There is not enough room for the evidence room at Public Safety. Evidence storage could potentially move off-site, but this possibility would need to be examined by Public Safety.
- 3. Perception that the Library is the key to community interaction.
- 4. The Sunnyvale office center currently has some private tenants.

II. Introduction of Participants

- A. Do you use Civic Center services? If so, which ones, how often, and for what purpose?
 - 1. Library
 - 2. Permits
 - 3. City hall meetings, council chambers

III. Civic Center Services – Needs and Service Priorities

- A. What do you believe are the five most critical issues for Sunnyvale to consider today and in the future?
1. Need balanced growth
 - a) Balance office space vs. residential use
 - b) Planning along El Camino Real
 2. Need green spaces
 - a) As more buildings go up, larger and older trees get taken down and replaced by saplings that don't do as much.
 3. Enable community building; the library would be a good example of how to do that.
 4. The City needs to keep up with the level of services needed and how much impact they have while maximizing space use.
 5. Create green roofs and green features.
 6. Minimize glass on the buildings to keep birds from flying into them.
 7. Consider higher expense up front which will have a benefit of cost savings over time (sustainable aspects)
 8. Sustainability, energy efficiency, and responsible water usage
 9. Services such as a retirement community for Sunnyvale community members who want to retire there. Another possibility is that perhaps the City can persuade the people in single family homes to move out of their homes so other people can move in.
 10. Low income and transitional housing. This may be too controversial, but it's up to the people of Sunnyvale to decide if they just want a Civic Center or something more.
 11. Support entrepreneurship and local businesses; it keeps money local and keeps people working in the community they live in rather than commuting.
 12. There was a comment about Europe and how cities and towns are structured around a radial hub.
 13. The City should adjust the ratio of city expenses to favor services rather than pensions and salaries for employees. (Services such as; tree planting, street cleaning, etc.)
 14. Traffic is awful and any changes should improve rather than worsen the traffic.
 15. There is a desire from some to have an art museum.
- B. What do you appreciate about the Civic Center services you receive? What is working well?
1. The group agreed they don't want to lose the Charles Street Gardens.
 2. The Library
 3. The trees on the campus. There was a differing of opinions on which trees should be saved.
 4. There was an opinion that Public Safety does not need to stay on the Civic Center site.
 5. Participants would like to see a better library; the previous attempt at building a new library was terribly sold to the voters.
 6. Preserve the trees.
 7. Co-locate a branch library with a school.
 8. There was an appreciation expressed for the way the campus is laid out; buildings are a single story, services are good, and the people are friendly, which must mean the atmosphere they work in must be conducive to that.
- C. What would you like to be able to do or have access to at the Civic Center, but currently cannot?
1. An art museum, but perhaps having one at the Community Center would be better.
 2. Could City Hall move to another location and be a different kind of building in order to turn the current City Hall into an art center?
 3. A fitness center
 4. How can the city employees merge more with the community side? As an example; San Jose City Hall feels unwelcoming and cold.
 5. It needs to create a true sense of community.
 6. It needs to be welcoming.

IV. Vision

- A. What is your vision for a future Civic Center for Sunnyvale?
1. The Library would look like it does, but have twice as much floor space.
 2. It should have a childcare center with a small park; located in the general area facing El Camino Real.
 3. It would be more sustainable/green.
 4. An art museum where the current city hall is.

5. There was a comment that the Public Safety building should be changed to be something else or be torn down.
6. It was mentioned that some would like a “Central Park” concept.
7. Create a space to lease to childcare providers because childcare in the area is so expensive.
8. One participant responded that she likes the way it is now and does not think tearing a building down is good for the environment. She believes the library could be added on to.
9. There was an opinion that it can’t all be done at once, and that retaining the entire acreage is important. Land along El Camino Real should be kept.
10. It should be a LEED building.
 - a) The City has a standard for LEED gold for any new building.
11. A building should have the hometown feeling of Sunnyvale.
 - a) If it will be multiple stories it should not be one large, monolithic building and could possibly be tiered with patio spaces.
 - b) Avoid wind tunnels from taller buildings.
12. There was a concern about much of the new architecture in Sunnyvale; the buildings have no identifiable architectural style.
13. There is concern about growth and change over years and how a new Civic Center can grow and change with the community.
14. Being in Silicon Valley, the future Civic Center should show that one can successfully marry modern technology with what is mentioned above.

V. Success Criteria

A. Land Use

1. How would you define a successful Civic Center modernization?
 - a) By not being able to see the parking
 - b) Having abundant green space
 - c) Doing the project step by step and not all at once
 - d) Everything is mentioned, but the value would be defined by how they are blended together
 - e) By how many residents come and use the Civic Center in the future
 - f) Focus on arts, humanities, and human interactions
 - g) There was a difference of opinion regarding use of web interactions vs. coming in to City Hall to do paperwork such as permits.
 - h) Maximizing what the community gets and by cost-effectiveness.
2. What land uses for the Civic Center do you believe would be most valuable to the community?
 - a) One participant commented that she would like to see the City keep the land and depending on what the community would get for it, she would be ok with a 99 year lease.
 - b) There are strong opinions from others that there should be no selling or leasing of the land.

B. Financial Plan

1. What are key criteria that you would use to define a financially responsible plan?
 - a) Don’t burden the community
 - b) Incrementally build to a long term vision and plan
 - c) Spending should be proportional to overall spending
 - d) Return on investment: it should have value, how many services and features can we get?
 - e) Everyone should be able to weigh in before the fact so they are not blindsided in the end.

VI. Conclusion

A. Next Steps

B. Feedback

1. General feedback is good
2. Maybe less information at the beginning about the process
3. Process could have been sent out ahead of time

The above minutes reflect ABA’s understanding of issues and assignments discussed at the meeting. Unless ABA is notified in writing of any discrepancies, the minutes will be considered an accurate record of the issues and assignments. Minutes produced from this meeting will be distributed for review and comment. If no written comments are received, the minutes will stand as the record of the conversations and directions given at the meeting.



ANDERSON BRULÉ ARCHITECTS

SUNNYVALE CIVIC CENTER MODERNIZATION
Civic Center Neighborhoods Focus Group

MEETING DATE: March 26, 7:00 – 8:30 pm

REGARDING: Meeting Minutes
ABA PROJECT #: 14-1201-1

LOCATION: Sunnyvale Office Center – Training Center

ATTENDEES: Kate Rivard, ABA
Garrett Boyce, ABA
Kent Steffens, City of Sunnyvale

Arlene Goetze
Dan Dobkin
Jackie Harrison
Joel Sisk
Kate Roberts
Maggie Tzeng
Marilyn Doner
Maureen Riccomini
Steve Tzeng
Theresa Gadbois
Tong Liu

CONTEXT: The City of Sunnyvale has initiated a study for modernization of the Civic Center to improve service delivery to the public; maximize efficient, achieve functional and sustainable design; and create additional needed space. The results of this effort will provide information necessary for Council to choose an approach to land use planning as well as financing option for a future Civic Center Master Plan.

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INTENDED RESULTS:
• Develop a shared understanding of the overall process and project scope
• Develop an understanding on perspectives of service needs and priorities of the community
• Gather information towards the development of vision and success criteria for modernization of the Civic Center, specifically land use and financing

MEETING MINUTES

I. Introduction / Agenda Review

- A. Process Overview
1. Residents asked about transparency of the entire process. People can go to the Sunnyvale website and post opinions, as well as see opinions from others.
B. Overview of Existing Civic Center Services
C. Principles of Outreach

II. Introduction of Participants

- A. Who do you feel you represent in the community?
1. Marilyn – Parents moved to Sunnyvale in 1956. She has lived here her entire life.
 2. Maureen – Is a teacher, lives near Washington Park with her young children, and is a member of her neighborhood association.
 3. Tom – Is an engineer at Google, and lives near Washington Park. He has two kids.
 4. Arlene – Lives near Los Palmas Park.
 5. Jackie – Longtime resident of Sunnyvale, and has served on the Sunnyvale Library Board of Trustees.
 6. Joel – Lives and rents out a 4-plex. Has lived all over the South Bay and liked Sunnyvale so he decided to stay.
 7. Kate – Lives a few blocks from the Civic Center.
 8. Theresa – Lives a few blocks from the Civic Center. Represents community as a local senior. Attends City Council meetings.
 9. Maggie & Steve – Moved to Sunnyvale in 2014. Have gotten a building permit for their house.
 10. Dan – Is an engineer, and has lived on Sutter Street with his children since 1989. He attends City Council meetings often.
- B. Do you use Civic Center services? If so, which ones, how often, and for what purpose?
1. Library
 - a) Used several times a week
 - b) Popular place for children
 - c) Residents have taken classes in the Library
 2. Gardens
 - a) People enjoy walking through the gardens
 3. City Hall
 - a) Residents attend City Council meetings

III. Civic Center Services – Needs and Service Priorities

- A. What do you believe are the five most critical issues for Sunnyvale to consider today and in the future?
1. Residents want to make sure the Civic Center will not be imposing. They want to modernize and bring more culture to the city, without sacrificing the “small town” feel. They don’t want to see high-density development on the site.
 2. Sunnyvale should balance the needs of new residents with the needs of current residents. High-density residential should be avoided - more residents means more traffic and more pressure on schools, which can overflow.
 3. The City should spend within its means. Sunnyvale should plan for possible economic downturn – how will this affect the modernization of the Civic Center?
 4. The current Civic Center is a pleasant area, but there is a lot of underused space. Residents do not want to eliminate the green space, but there should be a balance between necessary buildings and green space.
 5. Cultural attractions – music, art, sculpture would be welcome additions to the Civic Center.
 6. Residents do not want to see retail or private land use – there will be less control over what gets built if the City sells the land to private developers. They like being close to the City center and want the existing City services to remain on the property.
 7. The Library offers programs, talks, and classes, but some residents feel that the space is inadequate for all the services it provides. Sunnyvale must consider this need for more reconfigurable space and the growing number of online services. Will the Library need more or less space?
 8. The City will have to deal with homeless people – currently there aren’t many places for them to turn for help.
 9. Residents want to save the old, mature trees on the property. The Civic Center modernization should be sensitive to the wildlife in the area.
 10. The City will have to deal with the drought issue in California – avoid using lots of thirsty landscaping.
- B. What do you appreciate about the Civic Center services you receive? What is working well?

1. Residents appreciate the serene environment, and enjoy the walkability through and around the Civic Center.
 2. Residents really enjoy the Library. The Children's section is seen as the best among the libraries in the surrounding area.
 3. They like the brick aesthetic of the buildings, and see it as a "trademark" of Sunnyvale.
 4. The Library is a nice spot for children and families to sit and interact.
- C. What would you like to be able to do or have access to at the Civic Center, but currently cannot?
1. Access to art, music, outdoor sculpture, nicer seating spaces for concerts.
 2. A performing arts center or something similar would be a welcome addition.
 3. A place to interact with people or sit quietly and read – something with an environment similar to a coffeehouse or a bookstore.

IV. Vision

- A. What is your vision for a future Civic Center for Sunnyvale?
1. Residents appreciate the green space, trees, landscaping, and brick aesthetic.
 2. The new Civic Center should be modern, but retain that "small town" feel.
 3. The Library could be a two story building with plenty of light with a nice open feel.
 4. The property should have a peaceful and welcoming atmosphere.
 5. A big "Central Park" where people can rest, sit, eat, and spend time with their children and families. The park could use drought resistant landscaping and the entire property could become a model for green design.
 6. The Civic Center could remain untouched – it is the identity of the City.
 7. Sunnyvale should avoid private development and keep the land publicly owned.
 8. The Public Safety department could be relocated – positives and negatives will be considered.
- B. What positive impacts would you like a Civic Center Modernization to have on the community?
1. Bring back native flora and educate the community about native plant types, gardening, and the history of Sunnyvale.
 2. Become a true city center – bring culture, art, and music to Sunnyvale.

V. Success Criteria

- A. Land Use
1. How would you define a successful Civic Center modernization?
 - a) Do not expand too much, keep the open space feel
 - b) Provide green space that can be utilized by the community.
 - c) Keep the current services on site.
 2. What land uses for the Civic Center do you believe would be most valuable to the community?
- B. Financial Plan
1. What are key criteria that you would use to define a financially responsible plan?
 - a) Think about the long term – borrow money for a good future return.
 - b) Bond measure would provide freedom to control outcome, rather than letting outside corporate interest develop the land.
 - c) Long term lease – let developer use the land for 99 years – current residents won't be around to see the result.
 2. What criteria should be used to evaluate the different financing options?

VI. Conclusion

- A. Next Steps
- B. Feedback
1. Facilitator was not biased, which was very helpful.
 2. Residents given the majority of the time to discuss issues, concerns, and visions.
 3. Glad that facilitator was able to gently steer conversation back to the topic at hand.

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ANDERSON BRULÉ ARCHITECTS

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Focus Group – Community Leaders

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LOCATION:	Sunnyvale Office Center – Training Center	ABA PROJECT #:	14-1201-1
ATTENDEES:	Pamela Anderson-Brulé, <i>ABA</i> Kate Rivard, <i>ABA</i> Kent Steffens, <i>City of Sunnyvale</i>	Pat Castillo John Howe Julia Miller Tony Spitaleri Larry Stone Chris Moylan	

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As part of the process for the Sunnyvale Civic Center, we are reaching out to a cross section of the community to help us better understand the City’s service needs and priorities. This Focus Group Meeting is meant to be an open and collaborative discussion with stakeholders, who are interested in the future of the City.

PURPOSE: The Purpose of this Meeting is to:

- Gather information in order to draft vision and success criteria
- To engage in an open and collaborative discussion about community needs, service priorities, and the best use of the Civic Center site.

INTENDED RESULTS:

- Develop a shared understanding of the overall process and project scope
- Develop an understanding on perspectives of service needs and priorities of the community
- Gather information towards the development of vision and success criteria for modernization of the Civic Center, specifically land use and financing

MEETING MINUTES

I. Introduction / Agenda Review

- A. Process Overview
 - 1. Reviewed Discovery and Land Use & Financing
 - 2. Discuss primary decision of land use and financing
 - 3. Reviewed process and deliverables
 - 4. Review Goals of the community Outreach
- B. Overview of Existing Civic Center Services
 - 1. More than 24 acres
 - 2. County courthouse – owned by the State
 - 3. Review of each of the buildings that exist
- C. Principles of Outreach

II. Introduction of Participants

- A. Who do you feel you represent in the community?
1. Pat – represents the residents. Does entitlements, spends many hours at City Hall and is very aware of how hard it is to work. Does a lot of work on Murphy Avenue with developers.
 2. John Howe – works on the Assessment Appeals Board and works with the California Association of Realtors.
 3. Julia Miller – has lived here since 1958, and remembers the orchards, El Camino Hospital, and has been a past leader for many groups, including the Historic Society and Silicon Valley Leadership.
 4. Tony– potential development and property, is on a Political Action Committee, stays involved (but less so than before) for the community, good relationships with organizations and community groups in town
 5. Larry Stone – County Assessor – reminds everyone that they’re discussing exempt property so there is no conflict of interest, is less involved with the City since he works for the County. “When my city asks me to participate, I will say, ‘Yes’. Otherwise, he follows along to a lighter degree and does not believe that the old councils should tell people how to do it. As a result, he does not speak often to the City Council. I am personally interested in Sunnyvale and have lived here for 45 years, will offer input and contribution historically and currently, but he does not represent anyone but the County.
 6. Chris Moylan – He was not elected to be in the focus group, but volunteered because of his interest in land use. Was the past Chair of the County Transportation Commission. Is a high tech worker in Sunnyvale and represents the community. He’s a teacher and educator, is involved in the arts at the Sunnyvale Community Theater and in making sure cultural and transportation things work. He wants to keep things that have a similar function near each other.
- B. Do you use Civic Center services? If so, which ones, how often, and for what purpose?
1. Provided a general introduction to how the City has come to this point in the discussion:
 - a) Two years ago, the City Council gave direction with a past study. The project didn’t move forward because Gary Luebbers decided to wait for new leadership. The question was asked whether, now, a broader direction is being evaluated.
 - b) It was reiterated that the current City Council did not want to make any decisions without hearing more from the Community and designed a Community Outreach process that is now being implemented.
 - c) It was indicated that there had been direction in 2001 (with money and a model) on how to approach the Civic Center modernization project. This direction was generated when the City Council had discussed topics for their priorities and the information was put on their agenda.
 - d) In 2007, the bond did not pass, as it needed 67% of the vote and received only 58%.
 - e) Since then, the Library project has still been on the council’s mind. The current Mayor has made a plea that something needs to happen.
 2. Questions from participants:
 - a) How are past studies being used in this study? There are interesting concepts that we have looked at:
 - 1) 2001: Studies were done.
 - 2) 2002–2003: A million dollars were spent on the Civic Center and then the City Manager changed and the ideas were kicked down the road.
 - 3) Clearly, the Council has a different direction right now – but it would be fair to bring forward any current or past plans.
 - 4) As time has progressed, things have changed a lot. Since 2008 we have significant reduced staff.
 - 5) There were concepts developed in previous studies and these should be used to learn from.
 - b) Perhaps some of these past ideas could be used in some of the rapid prototype studies?
 - c) We do want to bring the community on the steps together and be able to bring ideas on the same journey.
 - d) There have been several discussions with Deanna about how this has come to be, from the time of the bond measure to the sale of Raynor Park in court. All of this has been such a focus of the community. Things are in an outrageous state, where the community believes that there are many things that are happening behind closed doors. The things that have happened have caused the community to change. There are people stating false

information in the public forum. There is an uprising of chaos in the community. Things are changing with technology, with land use, and although money has been spent on past plans things have changed. The community is at a point where they need to be more involved. The Council has been waiting for a new City Manager

- e) I still think the plans from the past should be reviewed even if they are bad examples – as long as their faults are acknowledged.
- f) The group would like to move forward with the modernization project, acknowledging that the City has land and that they need to be sensitive to the political environment.
- g) Last time this went to Council, there was misinformation that was sent out by members of the public that caused issues.
- h) Question from the group: Is there an assumption that the uses that are on the site will remain?
 - 1) Answer: There are parameters, but some rearrangement possibilities will be included in the study including:
 - (i) Relocation of the Library to Community Center
 - (ii) Relocation of Public Safety to Corp Yard (a City owned piece of property next door) in order to free up space on the Civic Center site.
 - (iii) Also, evaluating renovation vs. new construction will be a part of the study. The group asked whether renovation might be more expensive than new construction and the architect explained that it would depend on the scheme evaluated.

III. Civic Center Services – Needs and Service Priorities

- A. What do you believe are the five most critical issues for Sunnyvale to consider today and in the future?
 - 1. Budget and Safety: These will be the most important issues for the Community and Council to evaluate.
 - 2. Public Safety
 - 3. Density: This is and will remain an issue. The previous models looked at a much denser environment and it is a critical issue for the City.
 - 4. Three primary facilities need to be addressed (Library, Public Safety, and City Hall):
 - a) Library:
 - 1) One participant has heard that the Library is the most critical need. The population has grown since the Library was built and serves 2000 visitors a day. It is currently at a fraction of the size it should be for the community it serves.
 - b) Public Safety:
 - 1) Evidence storage is a critical issue that has built up over the years. One option may be to consider an off-site evidence storage facility. It is noted that the Corp Yard is already being used for off-site evidence storage.
 - 2) The Public Safety building is 30 years old and it is broken up into a lot of small rooms which is not conducive for collaboration and divides the staff. There is more need for collaborative space.
 - c) City Hall:
 - 1) It has been too small for a very long time. The annexes were added and some staff was moved to the Office Center in order to alleviate the problem. But now the staff is broken into many parts and pieces and that is problematic. Needing to go to multiple buildings is difficult for the users.
 - 2) One participant expressed concern that if Public Safety, (being such a central part of the community), were relocated away from the Civic Center it might lose the connection it has to the community given the geographically central location of the Civic Center. Another participant pointed out that most new construction is occurring in the 94089 zip code (North of 101) and, therefore, the geographical
 - 5. Co-location of services should be seriously considered. During the lifetime of the project, we may not have freedom to drive around to facilities – transportation will be much more constrained by regulations and fuel prices, we need to establish a quota of space and stick to it.
 - 6. A library with additional cultural amenities make sense
 - 7. Transportation is a key component and should consider transportation lines and uses as part of the project
- B. What do you appreciate about the Civic Center services you receive? What is working well?

1. The over the counter Planning Department has been praised and provides very efficient service.
 2. Those that patronize the library like it very much, but people that go to the library also need the technological piece that is not yet being provided.
 3. One participant likes that they know where everything is on the 25 acre parcel. They like that it is all gathered together and once they park they can walk to all other uses.
 4. It is on a bus line
- C. What would you like to be able to do or have access to at the Civic Center, but currently cannot?
1. Provide more terminals for high school students to do their work at the Library.
 2. More Conference/Community Rooms that can be reserved like they can be at the Community Center.
 3. Several Council Rooms of varying sizes.
 4. The City Attorney's area is laid out completely wrong to support their work.
 5. The brick walls make it difficult to run additional cables through.
 6. One participant believes that demolition is the best strategy.
 7. Consider multi-story buildings and design with consideration for future growth. Considering how much technology has changed over the years, the City should build for its future as best as possible.
 8. The City Hall should be impressive. Sunnyvale has an identity crisis and would needs a source of civic pride. When Sunnyvale residents are asked what they are most proud of, they will mention various things; it would be nice if they were proud of their Civic Center.
 9. With population growth, we will grow our city services
 10. In the 1980s, a decision was made to identify with performance success and that was successful. Now, the focus needs to be on civic facilities.
 11. One participant feels that Sunnyvale is a bland city (and always has been) and that it is good to keep things simple, but also that it needs to reach for more.

IV. Vision

- A. What is your vision for a future Civic Center for Sunnyvale?
1. It should reflect and respond to its high-tech influence and culture:
 - a) Extensive construction of Class A offices means that Sunnyvale is going to be a technology center.
 - b) Sunnyvale is known as a high-tech center
 - c) Technology is increasingly becoming a part of Sunnyvale's importance.
 - d) Sunnyvale is more and more talked about for high tech expansion
 - e) We are also known for our good government
 - f) A modern civic center needs to reflect this innovation.
 - g) Tech companies are looking for land in Sunnyvale because of the whole package with the City having good government
 2. The City Hall needs to reflect this image and not just the Libby's can from its agricultural past
 3. Sunnyvale has the whole package, because we also have a one stop planning, they get help, service, and they get their plans through the City. There is also a synergy with other companies and also it is very centrally located
 4. People identify with Sunnyvale's excellent city services, where other towns might identify with hospitals, missions, etc. of which Sunnyvale doesn't have.
 5. The opinion is that the exterior space of the Civic Center is nice, but not overwhelmingly nice.
 6. The trend in high-tech campuses is to create park-like walkable areas. A similar strategy with a modern Civic Center would be very consistent with the high tech image of Sunnyvale.
 7. If you talk to residents, they think of it as a small town, and from an outside perspective it is more of a high tech identity
 8. The park-like nature of the Civic Center needs to be maintained and green space needs to be incorporated while still ensuring an efficient city center.
 9. In the past, Sunnyvale was known for its parks and gained national recognition for spending more on parks per capita than any others. However, it is now well below the average.
 10. The two golf courses no longer earn as much and that is affecting the parks budget. In addition, there is no longer an enterprise zone.
 11. One participant suggests that people want parks because they do not want buildings. As the City's population grows, the amount of people per park has grown and the uses of parks has not kept up with population growth.

12. One participant believes that the City is under-served, and the residents feel that they are under-served, so therefore you cannot sacrifice open space and park space.
13. The design should not be sterile, it needs to integrate with what is here
14. It was noted that if the goal is to create a unified environment, it would be difficult to justify a significant street running through the middle of the site (as Olive Avenue currently does).
15. There are currently 10 acres of open space that are not useable.
16. With Olive Avenue and All American Way included the site increases to roughly 26 acres in size.
17. The State owns the County Court land.
18. The greenery of the Civic Center has a very positive visual impact. People are walking across Olive Avenue.
19. Remember that the Public Safety building creates a hazard for those using the site with the high speed entry and exit of public safety vehicles and the modernization should include a change of circulation and the creation of a separation of this traffic.
20. If the goal is to expand buildings and the constraint is limited acreage, then something has to give.

B. What positive impacts would you like a Civic Center Modernization to have on the community?

V. Success Criteria

A. Land Use

1. How would you define a successful Civic Center modernization?
 - a) By how well it functions and how beautiful is it.
 - b) Functionality has to be the primary use.
 - c) Employees also need to be happy in the environment.
 - d) Café and Food Services:
 - 1) There needs to be specialty coffee services available in the building – coffee room and cafeteria needs to be included, also for visitors
 - 2) There should not be a cafeteria. Employees should be encouraged to go downtown to buy lunch.
 - 3) It is noted that the biggest [financial] loser in the County building is the cafeteria.
 - 4) There should be a cafeteria so that employees aren't driving during lunch, but this should not be free.
 - e) Fitness facilities for employees
2. What land uses for the Civic Center do you believe would be most valuable to the community?
 - a) Space to breath and get outside.
 - b) Shared use spaces for outdoor meetings.
 - c) Benchmark the County study on the use of the old City Hall
 - d) Accommodations for those that bike to work. Would support fitness areas and/or shower facilities.
 - 1) At the Palo Alto Civic Center, there is a gym that is used by everyone and is shared with Police, etc. It would be good for the employees.
 - e) Needs to be functional more than anything else, particularly for the employees.

B. Financial Plan

1. What are key criteria that you would use to define a financially responsible plan?
 - a) There is a state law that homeowner associations must put money in a fund that can pay for future buildings. The City should put built-up reserves aside to fund future projects. There should be a specific fund that pays for the future building projects.
 - b) One participant clarified that the idea of infrastructure reserves had been previously rejected and the responsibility was entrusted to staff instead.
 - c) One participant believes that there should be a required reserve for future infrastructure projects.
 - d) Sustainability over many generations should be considered and should become part of the Charter.
 - 1) One participant suggested that the reason that the government cannot save money is that the public will not let them; the community will always have ideas for spending and they will not let government sit on reserves.
 - 2) Unless it is built into law, sustaining infrastructure reserves will never happen.

- 3) In previous years, decisions to set aside funds for future improvements were not made. It will take an aggressive City Manager to make change happen. There needs to be an established time frame.
 - e) The funding must include operating costs as well as construction costs.
 - f) Would not choose to reduce current service levels.
 - g) Consider life-cycle costs vs. first time costs.
 - h) Would reduce the City's current energy usage.
 - i) Consider long-term operating costs.
 - j) Many high tech companies make things that would make our city function more efficiently. Any plan should utilize companies that exist within the City to bring costs down and help create a synergy between the products they create and the uses at the Civic Center.
2. What criteria should be used to evaluate the different financing options?
 - a) This is a prime candidate for a public-private partnership. This is an over-used term, but it should be considered.
 - b) There needs to be transparency in the process and there needs to be an understanding of the choices being made.
 - c) Agrees that public-private partnership should be considered here and acknowledges that the City would need to give something in return.
 - d) Should consider land that can be leased over time. There is historical precedent: the Library was sold to receive a federal tax benefit. It was sold for \$5M but the City maintained control of the operations. Five years later, the City bought it back for penny. This can no longer be done, but it shows creativity.
 - e) Gave example of the J Paul proposal – the fire house and fire truck and we may need to do this in reverse and any agreement needs to be clear about the trade offs
 - f) We also need to understand bond costs to the community and compare them.

VI. Conclusion

- A. Next Steps
 1. Future Meetings
 2. On-line access
- B. Feedback
 1. What worked well was the small group format
 2. The group was well selected and matched
 3. We are all a part of the story, but are not the end of the story
 4. We would all like to hear the historical perspective:
 - a) It would be good to tell the story so that people know how long we have been at it this and show that this has been a 25 year conversation.
 - b) Tell, also, why it hasn't happened and what has caused it to stop. In 25 years, we have had two economic downturns and now we are back on the upswing. It is difficult to provide continuity in government in this state.
 5. Show that we are not satisfied in how we are currently meeting the community's needs. We want to maintain the quality of our service and the respect of the City as a city innovator.

Side Note:

The Mid-Peninsula Open Space District was incorporated in the 1970s. When the 5 members of the majority found out that the MPOSP district was buying up land in the hills, the Council put a measure on the ballot to no longer sell land to them. The District would have been very hurt by this. It threatened their existence. The City owned Sanborn Park – and the court decide that no one city could limit use to its citizens. Gerry Steinberg was a District 5 county representative and she would complain District 5 had no parks. Larry suggested that the District buy land and give it to City – then the City could give the County Sanbourn Park. So the county bought the land on El Camino and Olive and in exchange the County built Rancho San Antonio – so everyone was happy.



ANDERSON BRULÉ ARCHITECTS

**SUNNYVALE CIVIC CENTER MODERNIZATION
Business Community Focus Group**

MEETING DATE: March 31, 8:30-10 am **REGARDING:** Meeting Minutes

LOCATION: Sunnyvale Office Center – Training Center **ABA PROJECT #:** 14-1201-1
ATTENDEES: Kate Rivard, ABA Kerry Haywood
Amy Crawford, ABA Mark Balestra
Kent Steffens, City of Sunnyvale Dawn Jedkins
Connie Verceles

CONTEXT: The City of Sunnyvale has initiated a study for modernization of the Civic Center to improve service delivery to the public; maximize efficient, achieve functional and sustainable design; and create additional needed space. The results of this effort will provide information necessary for Council to choose an approach to land use planning as well as financing option for a future Civic Center Master Plan.

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MEETING MINUTES

I. Introduction / Agenda Review

- A. Process Overview
- B. Overview of Existing Civic Center Services
 - 1. Reviewed the services and buildings on the Civic Center property.
 - 2. Participant commented that this is the first time he has been to the Sunnyvale Office Center building; he likes it and finds it to be serene.
- C. Principles of Outreach

II. Introduction of Participants

- A. Who do you feel you represent in the community?
 - 1. Kerry - Moffett Park Business Group (MPBG) and Chambers Board.
- B. Do you use Civic Center services? If so, which ones, how often, and for what purpose?
 - 1. She uses One Stop quite a bit and uses the facilities for individual meetings. She works with Connie Verceles, Economic Development Manager a lot.

2. Involved with community choice energy program, Climate Action Plan, Land Use and Transportation Element CAP
3. Foothill College is one of the members of the Moffett Park Business Group (MPBG.) How can they fit into the Civic Center?
4. Many employers and revenue generators for Sunnyvale are in the MPBG.
5. She also works with facilities and real estate based people.
6. Kent offered to come to speak with her group.
7. Other participants arrived later, but missed introductions.

Civic Center Services – Needs and Service Priorities

- C. What do you believe are the five most critical issues for Sunnyvale to consider today and in the future?
1. The City grows, then it stops, and then repeats itself. Development follows this pattern of growth spurts. How do you accommodate these types of needs? Economy of scale. There is a need for flexible space, like classrooms of the future.
 2. There is apprehension from some about the sense from the City that it wants to focus growth on high density housing on El Camino Real. There is a sense that the City wants to turn it into a high density housing corridor which he believes would drive commerce away from El Camino Real. He would like to keep El Camino Real as a primarily commercial corridor.
 3. In relation to growth – sustainability is a concern, (power, water, etc.)
 4. Expressed the need for being able to charge electric cars. Once had a meeting with someone with an electric car. He needed to charge it, but wasn't able to do it at the Civic Center because it had no charging stations. Believes that if the City requires businesses to install things like that that the Civic Center must also follow the same rules/standards as far as sustainability.
 5. There is a need for adequate wi-fi and tools so that people can run meetings.
 6. One attendee mentioned they are a big fan of Sunnyvale public safety.
 7. How do you support public safety, give it the necessary infrastructure to serve the community, and continue a beneficial interface? We need to work with public safety on their emergency response needs.
 8. How do you manage growth? City needs to plan for providing residences and managing traffic? Traffic does continue to be an issue and it needs to be managed, not made worse.
 9. There are forecasts on the population growth for Sunnyvale based on job growth trends the city has.
 10. If growth happens in adjacent cities it will also make an impact on Sunnyvale. Google continuing to grow would be a good example.
- D. What do you appreciate about the Civic Center services you receive? What is working well?
1. One attendee mentioned that he has had good experiences with Public Works. The permitting process at One-Stop planning has worked well for him; they were cooperative and helpful.
 2. Public Safety.
 3. It's easy to access and get in and out of City Hall.
 4. Parking is typically easy to find.
 5. What has caused the demand for this project? Is it the age of the buildings or space for services?
 - a) Kent answered that it is both of the above. Departments are scattered around the building, and services can be improved. A good example is the evidence storage room at Public Safety; they have run out of room. There needs to be a discussion about expanding or moving public safety.
 - b) Providing infrastructure upgrades can be difficult.
 - c) The demand for library services has grown and parents line up for kids to be able to attend services such as story time.
 - d) There is high demand for meeting rooms and space. Different size groups can be difficult to accommodate.
 - e) Library services have grown a lot over the years. There are new programs connecting people to resources in the community. The building is unable to keep up with new service demands.
- E. What would you like to be able to do or have access to at the Civic Center, but currently cannot?
1. One attendee commented that there are not many demands on the City that he needs to use.
 2. Combination library and Civic Center. One attendee mentioned that she is from San Jose and sees this happening there. Space should be able to be used in multiple ways as library services grow.

3. Small business owners don't have much space and often call the city to see if there is space they can use at the Civic Center. There isn't enough space and there are competing priorities with children's/adults programs and meeting space needs. There isn't enough room for talks and seminars.
- F. What amenities are missing in the City of Sunnyvale that the Civic Center can possibly address?
1. Private art – having money provided for community art rather than private art. Who goes through a business community to look at art? Instead of private art taking funds, provide community art that is more accessible. There should be a central place for public art.
 2. Has heard from small businesses that there is a need for banquet services – there is no full service hotels here. Providing space for a larger groups to have those types of events would be nice. Weddings, banquets, bar mitzvahs, etc.

III. Vision

- A. What is your vision for a future Civic Center for Sunnyvale?
1. One attendee commented that she likes the green space, but understands that currently it's not usable. She believes that it should be usable in the future, possibly as a playground. The redwoods are beautiful and she understands trees are an issue. She would like to incorporate an indoor/outdoor feeling.
 2. One person commented that if the project starts from scratch he would like to see it designed as a destination.
 - a) Create a quad; maybe with a café, library, playground, bookstore, etc. He would like to see a compelling family type space to hang out.
 - b) He cited the example of Menlo Park where there is an area with a bookstore and a coffee shop with an outdoor area. There are tables and umbrellas and it's always filled with people. The Civic Center could provide food services and a compelling space to be around others. The space provides a location for a farmers market during the week, and people can use it for blood drives, programs, etc.
 3. Having a flexible space that can evolve in order to accommodate whatever is current such as food trucks, farmers markets, etc. The example of AT&T Park was given; they recently did a pop up area with shipping containers.
 4. Another example is the Quad at Stanford; it always has people reading, sunning, etc.
 5. In Sunnyvale there is no "there" there. There is no destination or identity.
 6. Sunnyvale does currently have outdoor concerts on Murphy Avenue in the summers.
- B. What positive impacts would you like a Civic Center Modernization to have on the community?
1. Perhaps it can provide opportunities to pool young minds?
 - a) Foothill College's focus here in Sunnyvale will be about work development.
 - b) Is there a potential partnership with NOVA?
 - c) HR Department is already talking to NOVA
 2. It should provide flexible space; Cupertino's council chambers is a good example; it is open and can be a flexible space for other uses.
 3. If there were office spaces or small conference spaces all around a quad area it could be very successful.
 4. One attendee sees flexible indoor/outdoor spaces as a blank slate to fit whatever is needed. If indoor spaces can be reconfigured to meet any needs, it would be great.
 - a) Newer libraries have those kinds of spaces
 - b) One example would be exercise classes in flexible spaces.
 5. Aide with business growth. There is the Town Center (nearby Target store); how can that day crowd be brought here?
 6. Is there consideration for a gym, pool, and dance facility?
 - a) There is a community center on Remington that has all of those things.
 - b) In Menlo Park, it's all in one place.
 7. A fitness center could be a draw to get people to come to the Civic Center. It's used heavily; kids gymnastics is very popular.
 8. Public transit should have access to the Civic Center; there is a younger and older population that could use it.
 9. Is daycare an issue that should be addressed?
 10. It is an issue for both the Civic Center and the community in general.

IV. Success Criteria

A. Land Use

1. How would you define a successful Civic Center modernization?
 - a) It should fulfill the requirements of the fundamental/core services.
 - b) It should provide the most programs and maximize flexibility.
 - c) It should plan for the next 50 years so that it can grow into the unknown and allow for future growth.
 - d) It should be a destination environment.
 - e) Considers use beyond the 8am-5pm timeframe and how it can be utilized 24 hours a day.
 - f) It could incorporate an outdoor amphitheater like the one an attendee saw at the Getty in Malibu. He believed it looked like a compelling draw for people.

B. Financial Plan

1. What are key criteria that you would use to define a financially responsible plan?
 - a) Don't be shortsighted and don't sell land to finance this remodel. There is a belief that residents would regret it in the future.
 - b) The Civic Center site is such an extraordinary piece of property that is precious now and will be even more precious in the future. It's a precious commodity now, and in decades to come that will only increase.
 - c) Do you feel differently about the idea of selling vs. leasing?
 - 1) There are questions about it and it depends on the details and criteria, length of lease, space, and use.
 - d) One attendee supports P3; however it's very important to have the public side protect themselves and not have their hands tied. It needs to be a mutual benefit for both the private and public entities. There are opportunities to a P3, there should still be a public benefit.
 - e) A climate action plan; there are sometimes higher costs up front, but the payoff later is worth it.
 - f) Don't reduce current service levels.
 - g) In lieu of selling property; build space that could be leased now that the City could grow into later. Provide an opportunity to lease future growth space.

V. Conclusion

A. Next Steps

B. Feedback

1. The focus group should have been a larger group of people.
 - a) How can we improve getting people to come and join us from business groups?
 - 1) Attend a rotary meeting, chamber meeting, etc. Go to them instead of asking them to come to us.
 - 2) Kent is happy to go to those meetings and offer the information.
2. Is there any social media being used?
 - a) Yes, Facebook and Twitter are being used. The workshop will be advertised on those platforms.
 - b) Open City Hall is interesting and has been useful; it's very transparent. There are questions posted about library services right now.
 - c) There is a project website being developed right now to increase visibility.
3. The other focus groups focused specifically on groups that have been vocal and active in the past. Using Next door, etc.
 - a) There are people that live in the community, but there are also the people that work in the city and provide economic stimulus. What are those people looking for? How do you reach them?
 - b) Would it help to specifically solicit younger people such as high school students?
 - c) There are things people want their children to do, where are they using those services? What other services do they want?
4. One attendee would encourage to push the services such as Public Safety off of El Camino Real and keep the predominantly community based services located at the Civic Center. Make it a

place that people want to be with things like a quad, gym, library, etc. It should be like a town square with an amphitheater, etc.

The above minutes reflect ABA's understanding of issues and assignments discussed at the meeting. Unless ABA is notified in writing of any discrepancies, the minutes will be considered an accurate record of the issues and assignments. Minutes produced from this meeting will be distributed for review and comment. If no written comments are received, the minutes will stand as the record of the conversations and directions given at the meeting.