



ANDERSON BRULÉ ARCHITECTS

SUNNYVALE CIVIC CENTER MODERNIZATION
Core Team Meeting 1
Agenda

MEETING DATE: March 19, 2015
MEETING TIME: 4:00 – 5:30 pm
LOCATION: City Hall Main Lobby Conference Room

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

ATTENDEES: Pamela Anderson-Brulé, *ABA* Tara Martin-Milius, *Vice Mayor*
Kate Rivard, *ABA* Jim Davis, *Council Member*
Glenn Hendricks, *Council Member*
City Manager, *Deanna Santana*
Robert Walker, *Assistant City Manager*
Kent Steffens, *Assistant City Manager*
Lisa Rosenblum, *Library and Community Services Director*
Jennifer Garnett, *Communications Officer*

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.

PURPOSE: The purpose of this meeting is to:

- Review the process and schedule
- Review roles and responsibilities
- Review the Focus Group agendas
- Review Key Informant Interview questions
- Begin to develop the Vision and Success Criteria

INTENDED RESULTS:

- Have a shared understanding of the process going forward
- Gather feedback on upcoming meeting content
- Gather information about Vision and Success Criteria

AGENDA ITEMS

- I. Introduction / Agenda Review**
- II. Project Plan Overview**
 - A. Project Objectives
 - B. Project Schedule & Process Map
 - C. Core Team Roles & Responsibilities
 - D. Communication Plan (By City)
- III. Review Agendas**
 - A. Focus Group Agenda
 - B. Key Informant Interview Questions
- IV. Vision and Success Criteria Exercise**
- V. Conclusion**
 - A. Next Steps
 - B. Action Items
 - C. Feedback



Sunnyvale Civic Center Modernization

Phase A.1-Vision & Success Criteria

Core Team Meeting #1

SUNNYVALE
CITY HALL

March 19, 2015





Introduction & Agenda Review

Context

Purpose

Intended Results



Context, Purpose, & Intended Results

Context :

The City of Sunnyvale has initiated a study for the modernization of the Civic Center to improve service delivery to the public; maximize efficiency, achieve functional & sustainable design; & 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 a financing option for a future Civic Center Master Plan.



Context, Purpose, & Intended Results

The Purpose of this Meeting is to:

- Review the Process & Schedule
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The Intended Results For this Meeting Are:

- Have a Shared Understanding of the Process Going Forward
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Context, Purpose, & Intended Results

- Agenda
 - Project Plan Overview
 - Objectives
 - Process & Schedule
 - Core Team Roles & Responsibilities
 - Communication Plan
 - Review Agendas
 - Focus Group Meetings
 - Key Informant Interviews
 - Vision & Success Criteria Exercise
 - Conclusion



Project Plan Overview

Process Objectives

Project Objectives

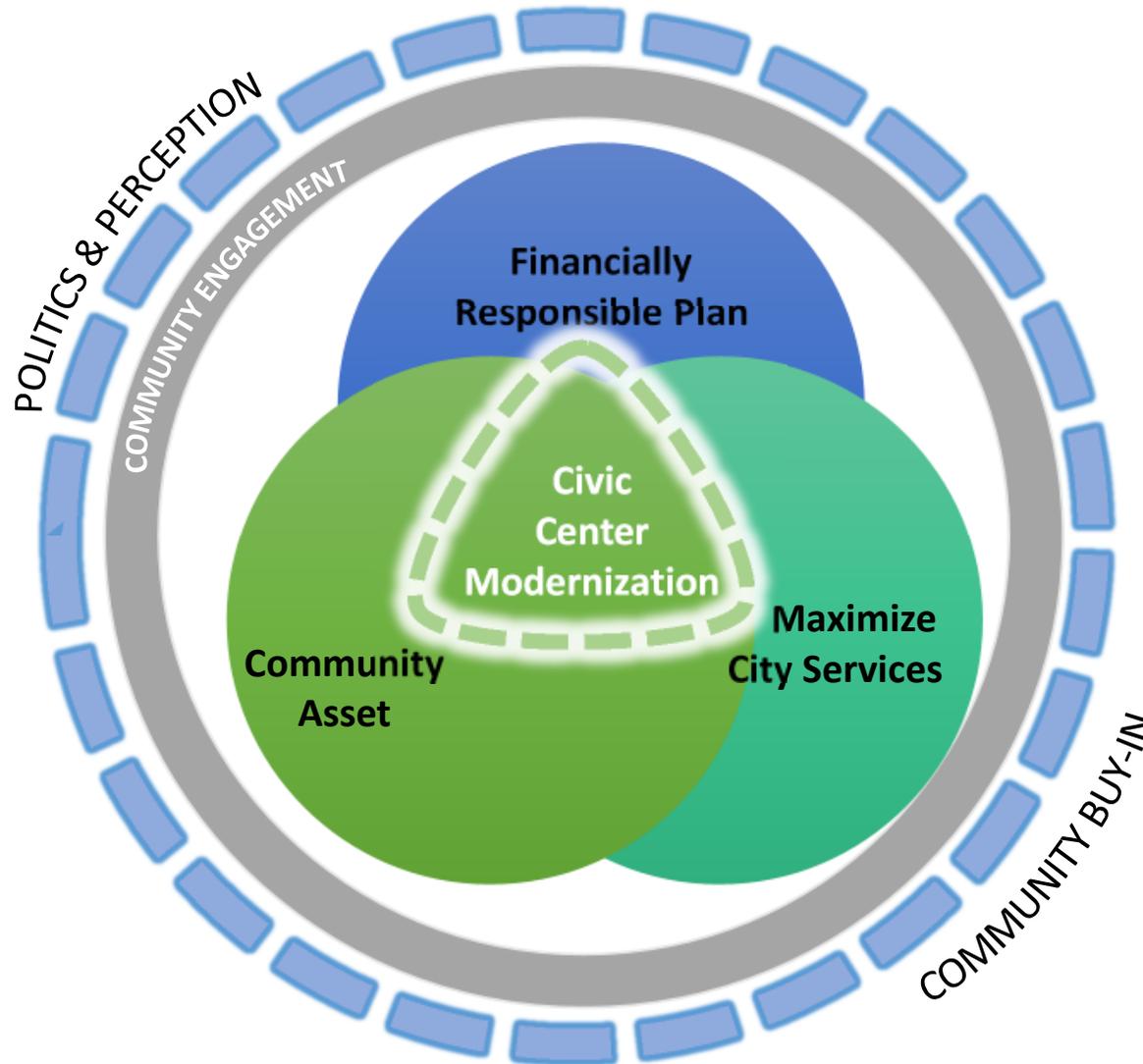
Project Schedule and Process Map

Core Team Roles & Responsibilities

Communication Plan



Objectives





Summary of Process Objectives from Pre-Planning

- Facilitate a Multi-Prong Community Engagement Process with Quantifiable Data Results
- Maintain & Respect Existing Relationships with Community Groups
- Support Effective Community Involvement through Informative Outreach and Opportunities for Public Input



Summary of Project Objectives from Pre-Planning

- Enable Council to Determine a Land Use and Financing Strategy Option
- Establish Criteria to Support the Development of the Future Civic Center Master Plan
- Educate the Community on Development Options for Public Projects
- Validate the Value of the Library With the Community
 - Educate Council On the Findings
- Identify Priorities for Community Assets
- Validate the Need for Updated Facilities to Provide City Services and Support Staff
- Establish Green/Sustainable Goals
- Identify Community Expectations & Values



Project Schedule & Process Map

- **Phase A – Discovery** (February – August)
 - Phase A.1 - Vision & Success Criteria (*February – March*)
 - Phase A.2 - Needs Assessment (*March – May*)
 - Phase A.3 - Programming (*May-August*)
- **Phase B – Land Use & Financing** (August – November)
 - Phase B.4 – Rapid Prototyping (*August – September*)
 - Phase B.5 – Land Use Scenarios (*October – November*)

SUNNYVALE CIVIC CENTER MODERNIZATION PROCESS MAP

Phase A - Discovery February - August

Process & Participants

1. Vision & Success Criteria (February - March)

2. Needs Assessment (March - May)

City Council

City Council Mtg. #1

- Review and Approve Community Outreach Plan & Schedule

1.1

City Council Mtg. #2

- Approve Vision & Success Criteria
- Review Needs Assessment

2.6

Core Team

Core Team Mtg. #1

- Key Concepts for Vision & Success Criteria
- Prepare for Community Online Survey
- Prepare for Key Informant Interviews
- Prepare for Focus Group

1.2

Core Team Mtg. #2

- Review Vision & Success Criteria Development
- Prepare for Needs Assessment Focus Group
- Prepare for Needs Assessment Community Online Survey
- Review Staff Survey

1.14

Core Team Mtg. #3

- Review Summary of Data from the Focus Group Meetings and Community Online Survey
- Review Information from Staff User Meetings
- Prepare for Community Workshop #1

2.3

Core Team Mtg. #4

- Review Summary of Needs Assessment to Date
- Review Community Workshop #1 Outcomes
- Prepare for City Council Meeting #2

2.5

Project Management Team

Project Management

- Prepare for Core Team #1
- Prepare for Key Informant Interviews
- Prepare for Vision & Success Criteria Focus Groups
- Prepare Online Survey Material

Project Management

- Review Vision & Success Data
- Review Survey Data
- Prepare for Core Team Meeting #2
- Prepare for Community Online Survey
- Prepare for Focus Groups

Project Management

- Analyze Plan of Service, Operations, Open Space & Site Needs Assessment, Focus Groups, & Survey
- Prepare for Core Team #3
- Prepare for Community Workshop #1

Project Management

- Analyze Data from Community Workshop #1
- Review Data from Staff Outreach Meetings
- Prepare for Core Team #4
- Prepare for City Council Meeting #2

Consultant Team

Task

- Prepare for Core Team #1
- Prepare for Key Informant Interviews
- Prepare for Vision & Success Criteria Focus Groups
- Prepare Online Survey Material

Task

- Analyze Data from Key Informant Interviews, Focus Groups, and the Survey
- Prepare for Core Team Meeting #2
- Prepare for Community Online Survey
- Prepare for Focus Groups

Task

- Analyze Plan of Service, Operations, Open Space & Site Needs Assessment, Focus Groups, & Survey
- Prepare for Core Team #3
- Prepare for Community Workshop #1

Task

- Analyze Community Workshop #1
- Analyze Staff Outreach Meetings
- Prepare for Core Team #4
- Prepare for City Council Meeting #2

Task

- Analyze Staff Data
- Prepare the Process to Review the Needs Assessment

Internal Stakeholders

Key Informant Interviews (7) Council Members

- Vision & Success Criteria

1.3, 1.5

Focus Group
Plan and Reception

- Open Space & Site Needs Assessment
- Plan of Service
- Operations

2.2

Community Stakeholders

Focus Groups (4)
Business, Community, Community Gardens, Washington Park Neighborhood, Community Leaders

- Vision & Success Criteria

1.10, 1.13

Focus Group
Needs of the Library Library Commission

- Library Needs Assessment
- Plan of Service
- Operations

2.1

Community at Large

Community Workshop #1

- Review Vision & Success Criteria
- Review Findings from Community Survey
- Needs Assessment

2.4

Community at Large (Online Outreach)

Online Outreach (City Survey)

- Vision & Success Criteria

COA.1

Online Outreach (City Survey)

- Needs Assessment

COA.2

Deliverables

Outreach Plan

Vision & Success Criteria

Needs Assessment

PROCESS DIAGRAM LEGEND

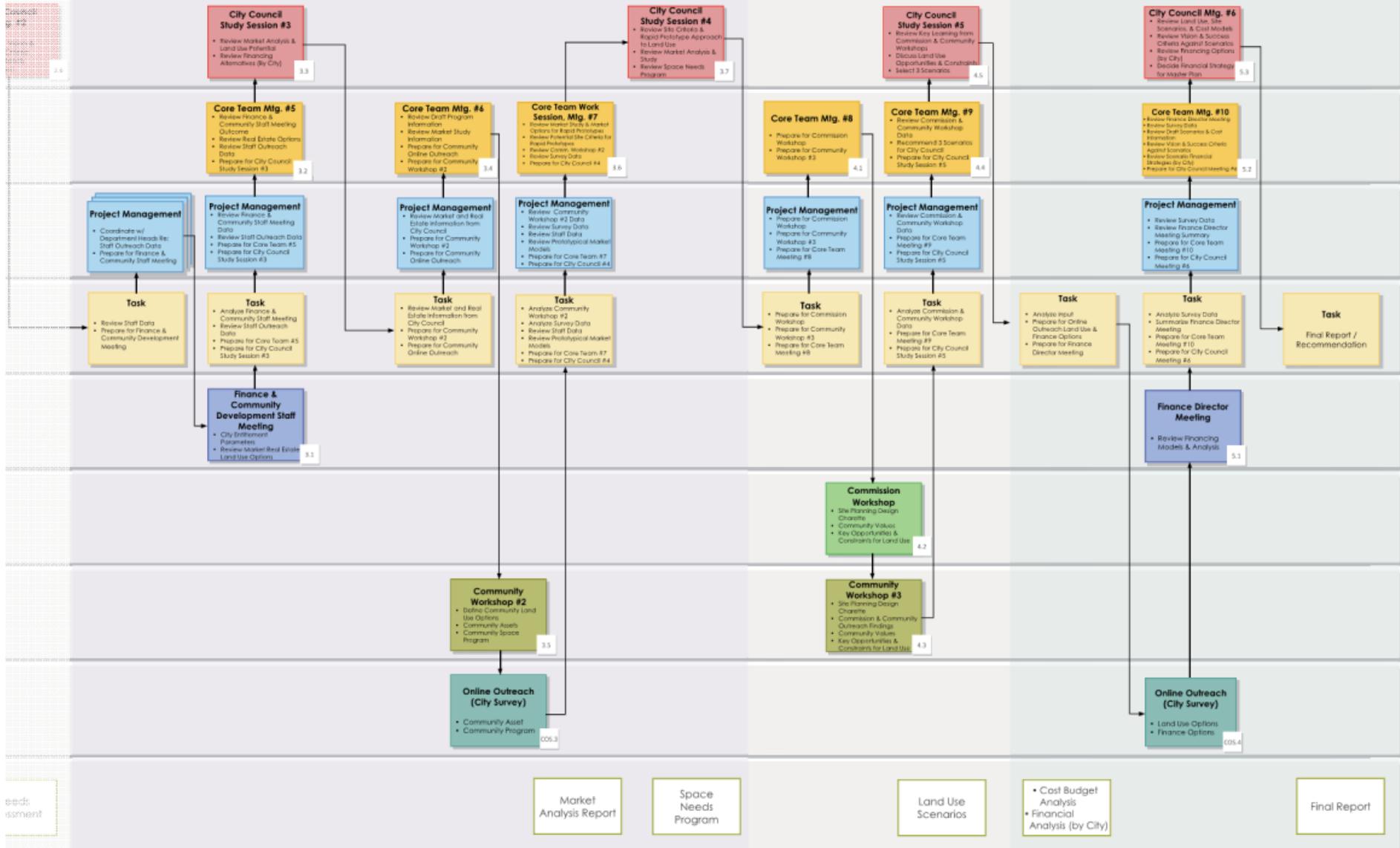
- Community Workshop Community Stakeholders Project Management City Council Meetings
- Public Online Outreach Internal Stakeholders (Staff) Consultant Team Core Team Meetings

Phase B - Land Use & Financing
August - November

3. Programming (May-August)

4. Rapid Prototyping (August-September)

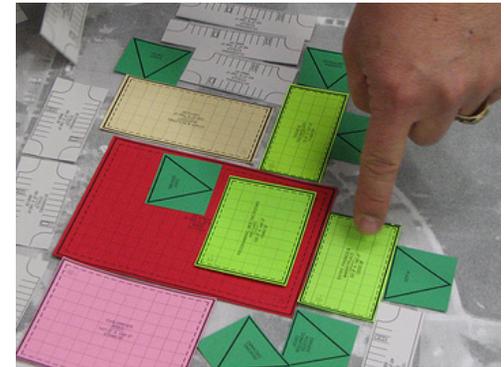
5. Land Use Scenarios (October-November)





Roles & Responsibilities

- Core Team
 - Leadership for the Project
 - Direct Communication to City Council
 - Recommendation on any Changes or Variation to Scope of Work & Schedule
 - Provide Input to the Consultant Team
 - Oversight of Outreach to Community
 - Promote Attendance of Public Meetings





Communication Plan (By City)

- Overview
- External Communications
- Internal Communications



Review Focus Group Agenda



Review Focus Group Agenda

- Introduction / Agenda Review
- Introduction of Participants
 - Who Do You Feel You Represent in the Community?
 - Do You Use Civic Center Services? If So, Which Ones, How Often, & For What Purpose?
- Civic Center Services – Current & Future Needs
 - What do you believe are the five most critical issues for Sunnyvale to consider today & 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
 - Describe your ideal visit to the Civic Center in 10 years. What is the experience?
 - What is your vision for a future Civic Center for Sunnyvale? How will interior & exterior spaces be different?
 - What positive impacts would you like a Civic Center Modernization have on the community?

Continued on next slide



Review Focus Group Agenda, Continued

■ Success Criteria

■ Land Use

- Do you have any concerns associated with the planning of the Civic Center?
- How do you think the Civic Center should change?
- What would be your definition of successful land use(s) on the Civic Center site?
- Within the approved range of project alternatives, moving the Library (to the Community Center) and/or Public Safety Building (to the Corp Yard) is being considered. Does this raise any concerns or issues for you?

■ Financial Plan

- If all of the communities needs are met, do you believe the City should consider alternative financing opportunities that include lease or sale of lands?



Review Key Informant Interview Questions



Review Key Informant Interview Questions

- Introduction & Agenda Review
- Civic Center Services – Current & Future Needs
 - What do you believe are the five most critical issues for Sunnyvale to consider today & in the future?
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Continued on next slide



Review Key Informant Interview Questions, Con't.

- **Success Criteria**

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- **Financial Plan**

- If all of the communities needs are met, do you believe the City should consider alternative financing opportunities that include lease or sale of lands?

- **Conclusion**

- **Action Items & Next Steps**
 - **Feedback**



Exercise

Vision

Success Criteria



Vision & Success Criteria Exercise

Project & Master Plan

- **Brainstorm Vision**
 - Key Words/Phrases that Define a Vision for a Successful:
 - Project (*land use & financial plan*)
 - Future Master Plan
- **Large Group Discussion**
 - Formulate Key Concepts from Words/Phrases For:
 - Project Vision
 - Master Plan
- **Brainstorm Success Criteria**
 - What is the Key Criteria for Successful Land Use?
 - What is the Key Criteria for Successful Financial Planning?
 - What is the Key Criteria for a Successful Future *Master Plan*?
- **Large group discussion on the Success Criteria**



Conclusion

Next Steps

Action Items

Feedback



Conclusion

■ Next steps

- Schedule next Core Team Meetings
 - Core Team Meeting #2 - April 8th 3:30-5:00 pm
 - Next Core Team Meetings
- Key Informant Interviews (Scheduled with individual Council Members)
- Focus Groups
 - 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

■ Action Items

■ Feedback



SUNNYVALE CIVIC CENTER MODERNIZATION
Core Team Meeting 1

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MEETING TIME:	4:00 – 5:30 pm	ABA PROJECT #:	14-1201-1
LOCATION:	City Hall Main Lobby Conference Room		
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MEETING MINUTES

I. Introduction / Agenda Review

II. Project Plan Overview

A. Project Objectives

1. Reviewed Process Objectives

a) It's important that we are listening to the community but that we also share current state and conditions, and educate the community, it's a two way process.

2. Reviewed Project Objectives

a) The perception of the project is that it's not holistic; it needs to be about the whole Civic Center complex.

b) Take the first two bullets and separate them into two separate discussion points (reference to PowerPoint slide)

c) The question has often been brought up by the community about the size and value of the library with digital media being so prevalent.

1) Very few people see the value of all services

- d) All services should have same emphasis; there was some concern about the separation of the library.
 - e) The community needs to be educated about the value of all city services, not just the library.
 - f) Services are at the core of what we do and they should dictate the facilities and the facilities should support the services.
 - g) **ACTION:** ABA/KS to review Project Objectives per comments above and revise
- B. Project Schedule & Process Map
- 1. Dates in the timeline will need to be considered as the project gets going.
 - a) There was some concern with the timeline creating an impression that vision and success criteria have little time, perhaps enough time should be built in to allow the public to trust the process.
 - b) We need to be open to the community's desire for input and consider the need to be flexible with the process
 - c) All of the beginning meetings have been scheduled and we are currently underway
 - d) KR – The council is not approving the Success Criteria until Council Meeting #2
 - 2. The effort to update the City website has begun
 - 3. The Group reviewed the Process Map and Steps
 - a) Reviewed the purpose of Rapid Prototyping as quick studies to allow analysis of more options before narrowing it down to preferred scenarios. Scope allows up to 9 rapid prototypes and up to 3 scenarios.
 - b) This activity happens after the needs have been established.
 - c) There was a comment from a Core Team member that they like this approach and the ability it provides to look more options.
- C. Core Team Roles & Responsibilities
- 1. There are multiple council members on the Core Team and the group needs to be aware of the Brown Act, as we recommend issues we need to make sure that we are not trying to develop Council support of an issue. It is fine to have less than a quorum on the Core Team, but because we have 3 members, nothing can be discussed by Council outside of a public meeting of any subject discussed during the Core Team meeting.
 - 2. See Council's role as helping and supporting these responsibilities, but see staff as being the ones to actually do the work, provide a unified front is good, but I do not see us personally being responsible for attendance at meetings.
- D. Communication Plan (By City)
- 1. Internal Communications Plan
 - a) Kent has a primary role of communicating with all departments through directors
 - b) Department directors have been given surveys to assess staffing levels, special needs, support needs, etc. Once the survey is completed there will be a series of meetings and dialogue with the consultants where they will make sure special needs are well understood. This process will produce a draft space program for all city departments. Each department will have an opportunity to validate and input further. This will give us the basis for the programs used in the rapid prototyping.
 - 1) Is there a tight time line for staff getting back to you?
 - 2) The first part of May is to approve the Vision and Success Criteria, we will be at space needs and program with the public in Workshop #2 for example – it is a phased series of events
 - 2. External Communication Plan –
 - a) A matrix of all meetings in the process map was presented showing potential ways to do outreach (NextDoor, e-mail, media, post card etc.)
 - b) Online participation potential is part of the outreach process which will be further developed. A better webpage is being developed at part of the project and will take a couple months. Until it is complete the City website will be used and updated with current information.
 - c) There was concern that there is a need to establish Principles of Outreach and that this project is very different than a development project. All residents need to be reached out to.
 - 1) The project is using all types of tools to reach everyone, including Next Door to reach out to the neighborhoods.

- 2) Establish the Principles of Communication
 - (i) Jennifer referenced a diagram that captures the values and point of intersection of the community.
- 3) If this concept is presented the first time it goes to Council it will help.
- 4) There is a communication plan for information to be actively shared City wide, and then you go deeper where you have higher impacts because of the proximity to the project.
- 5) This is important and we need a multi-faceted communication plan and we will be full court press, with the 3rd installment of civic information, as well as community leaders
- 6) There needs to be proof of what communication methods have been used and provide that information to Council so it's clear. Number of meetings, type, and outreach process for example.

III. Review Agendas

A. Focus Group Agenda

1. Focus groups are made up of approximately 15 people
2. When is this process meeting with Lakewood and Snail neighborhoods, they will want to be involved.
 - a) Staff is keeping in touch with neighborhood associations and inviting them to workshops and other public process meetings.
3. There was a discussion about the Focus Groups:
 - a) The selected Focus Groups are residents/users that are right around the civic center and have highest impact
 - b) How are the Civic Center neighbors being involved?
 - c) How have you selected the actual individuals?
 - d) How did you decide who community leaders are in the Focus Group?
 - 1) We are looking for people who may surface as champions of a process and identifying key stakeholders.
 - e) It may create a challenge that these are the only four focus groups, others will ask why their group was not included.
4. It was a struggle to narrow down the amount of meetings within the scope of work. Staff will go out directly to groups as a separate effort from the consultant's efforts.
5. A great effort was made to be inclusive and include all commissions and others further along in the process.
6. Illustrating the broader context of how we are communicating at different levels will be important
7. The political constituents that we answer to need to be considered and there will be those that follow with urgency and entitlement. They must also be considered.
8. There is a council approved Communication Plan, scope, schedule and fee. The engagement with the community begins shortly and we need to receive as much feedback as possible. All comments are appreciated but it does not change the current plan.

B. Focus Group Agenda – Review agenda and made comments

1. What type of financing options should the City consider? Provide the options to the community, then let's talk about it.
2. The last process caused an up roar when the P3 was discussed without public outreach and understanding; we do need to have dialogue around these key issues.
3. How do we define success and what they value? – low or no debt, maximizing sustainability, need to pull out list that was done by the library –
4. What do we value that can be then interpreted in rapid prototype – define success through values. Vision, don't include the first question,
5. What do you want to be able to do at the Civic Center?
6. There is concern that many people do not use the whole site and do not know the site well enough.
7. It should be defined and outlined what the Civic Center means.
8. **ACTION:** Revise agenda and questions to take comments into account. Include introductory materials about the Civic Center and revise questions to focus on value and success criteria.

IV. Key Informant Interview Questions

A. Vision and Success Criteria Exercise

1. Introduce what is included in the Civic Center from a holistic perspective.
2. What is at the top of your mind in regards to the Civic Center?
3. Call it a 'Council Interview' not Key Informant Interview
 - a) ACTION: ABA to make these changes on all written documents, including process map
4. What are your success criteria for the Civic Center?
 - a) ABA to prepare topics to ask about
5. What are your concerns for the Civic Center moderation
6. Ask the financing questions
 - a) What financial options do you think should be considered?
 - b) What criteria do you believe these should be evaluated by?
7. Should we include questions of communication
 - a) What are key stakeholders that need to be a part of the process?
8. Is there anything else that you would like to tell us about concerning the Civic Center?

V. Conclusion

A. Next Steps

1. Core Team meetings will continue to be scheduled by Kent.

B. Action Items

C. Feedback

1. There is a lack of public trust, skepticism, and a belief that a decision has already been made; it's very important to change the perception and establish trust. Anything shared with Council along the way, and any tool used will be seen by all of the public, including those that are skeptical.
2. There is a citizens group to gather signatures to disallow the City from ever selling land.
3. We learned a lot from the process in 2007 and the reaction we received from the Gardening Group, and we need to be flexible in 2015. We need to help our Council so that they are supported in their decision making, and we understand that we are not going to please everyone.
4. The meta picture needs to be illustrated at every meeting by showing how we are communicating the broader piece. We have not built on the community's concepts of success criteria in the past, but this project will be different.

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.