



# AGENDA

## City of Sunnyvale Advisory Committee (AC) for the General Plan Consolidation

May 27, 2010

7:00 p.m. in the West Conference Room, City Hall  
456 W. Olive Avenue, Sunnyvale

### 1. GENERAL REVIEW

- a. *Welcome / Call to Order*
- b. *Review of Meeting Notes from April 22* (see pages 16-20 of the packet)
- c. *Selection of Committee Member to take Meeting Notes*
- d. *Project Status - Where We Are in the Process*

### 2. CONTINUING DISCUSSION

- a. *Types of City Policy* - Presentation on the City's policy framework.
- b. *Scope of General Plan* (see pages 21-27) and supplemental information
  - √ *Action Item* - Determine the topics and goals that will be located in the General Plan (see page 21).
- c. *Topic Format for the General Plan* - Review level of detail and how goals and policies will be presented and discussed in the General Plan.
  - √ *Action Item* - Determine level of detail and topic format (see page 28)
- d. *Outreach Meeting*
  - √ *Action Item* - Confirm date, discuss venue and agenda (see page 29)

### 3. NEW INFORMATION

- a. *Web-Based General Plan Objectives and Features* (see page 30)

### 4. GENERAL BUSINESS

- a. *Public Comments*
- b. *Staff Announcements*
- c. *"Homework"* - Review information about look and feel of the printed document and the web-based general plan objectives and features for committee action at the next meeting.
- d. *Next Meeting - June 24, 2010*. Come prepared to make a decision on look and feel and objectives for a web-based General Plan.

For copies of the information provided at this meeting, please go online to [www.sunnyvaleplanning.com](http://www.sunnyvaleplanning.com) or contact Diana O'Dell, Senior Planner at (408) 730-7257.

*Pursuant to the Americans with Disabilities Act, if you need special assistance in this meeting, please contact the Office of the City Clerk at (408) 730-7483. Notification of 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (29 CFR 35.104 ADA Title II).*

# **GENERAL PLAN CONSOLIDATION MEASURES OF SUCCESS – UPDATED APRIL 2010**

## Measures of Success

1. **Goal and Policy Focused** - Goals and policies must receive extra emphasis. Most readers of the document will be looking for specific direction from the goals and policies. Make the goals and policies easy to find and relevant to the discussion.
2. **Reduce Redundancy and Maintain Focus on the Vision** - Rather than repeating broad histories, operational detail, and program details, link or cross reference them to the original source material instead. For example, refer to the Precise Plan for El Camino Real but no need to reproduce sections of the document.
3. **Ease of Understanding** - Use basic language. Limit use of jargon and acronyms. Embed definitions within the document so users don't have to flip to another page as an example. Break up sections into concise topics.
4. **Ease of Access** - A version of the document must be available electronically, in addition to paper. Keep in mind the electronic format delivery system. Ensure that typefaces and graphics lend themselves for easy computer viewing (larger fonts). Use linking, bookmarking and other web tools to cut down on size and ease navigation. Use an index and a glossary. Keep the document concise.
5. **Ease of Searching** - The document must be searchable. Search results shall be relevant. Staff will provide information on alternative technologies that could be used for electronic searching and presentation of General Plan information and/or other City policies. Search results should capture links and content of links.

# **GOALS AND POLICIES UPDATED APRIL 2010 BY THE ADVISORY COMMITTEE**

- 1 Goals are long-range, broad and comprehensive targets. Goals are not necessarily measurable or achievable; rather, they describe a desired end-state community condition.
  
- 2 Policies describe context and rationale of desired outcomes. Policies are focused and specific; they may be created, altered or discarded by City Council. Policies, must only be consistent with adopted long-range goals of the General Plan
  
- 3 Action strategies are short-range in nature. The action strategies are specific proactive steps to achieve the goals following the instructional guidelines. They are the critical link between long-range planning and current-decision making.

## Summary of Stakeholder Interviews

### Questions Asked:

1. Have you used Sunnyvale's general plan? Other general plans?
2. What did you use them for?
3. Did you use paper or web?
4. Did you find what you needed? What search feature helps you locate what's needed?
5. What aspects of the general plan did you find difficult to use?

### Respondents:

Pat Castillo, Development Consultant

Kathy Berry, Senior Assistant City Attorney for Sunnyvale

Chris Davenport, Senior Vice President, Trumark Companies

Barbara Fukimoto, Resident

Adam Simms, Toyota Sunnyvale

### How did you Use Sunnyvale's General Plan?

- All have used Sunnyvale's General Plan. Developers have also used other cities' General Plans for their projects.
- Developers use it for some of the following reasons:
  - √ To see if there is sufficient goals and policies to justify a project
  - √ To check that there are adequate utility capacity
  - √ To verify general plan land use designations and densities
- Residents used it to understand the cities Vision and look for policies about the environment or policies that affect their neighborhoods.

### Paper or Web?

- All have used a web version of the General Plan, though extensive online reading is difficult. It is also difficult to mark up or comment on a digital version.
- For reading longer sections or the need to make comments, users just print the pages they need.

### Find What You Needed?

- In most cases users found what they needed. However, sometimes it was difficult because it is not easy to cross reference policies across elements. For example, if they needed to find policies related to housing, they had to look in both the LUTE and the

## Summary of Stakeholder Interviews

- Housing Sub-element. There is no easy way to move between the two.
- Developers used their knowledge of General Plans to know what element they needed to look in. Residents referred to the Vision or LUTE for most policies. There should be an ability to search for key words.

### Difficult to Use?

- Most respondents mentioned that the overall length of the document made it difficult to read. Some respondents use staff reports to summarize what is relevant.
- The Vision statements are clear and compact.
- LUTE is repetitive but also informative.
- Executive Summary (listing of just goals and policies) is a great resource.
- Needs to be clearer about land use classifications and descriptions, addressing the key factors involved in getting appropriate densities (parking, setback, etc.).
- Needs to maintain flexibility and focus on physical planning and development issues. Sometimes get too detailed for a General Plan document.

# Consolidated General Plan

## *A NEW APPROACH*

Joint City Council/Planning Commission  
Study Session  
October 6, 2009



## What is a General Plan?

- ▶ Establishes long-term land use, circulation, environmental, economic and social goals and policies
- ▶ Serves as foundation for local government decision-making
- ▶ Facilitates citizen participation in decision-making
- ▶ Informs and guides City Council, Boards and Commissions, citizens and developers



## Mandated Elements

---

- ▶ Land Use
- ▶ Circulation
- ▶ Housing
- ▶ Conservation
- ▶ Open Space
- ▶ Noise
- ▶ Safety



## Optional Elements

---

- ▶ Public Facilities
- ▶ Economic
- ▶ Community Design
- ▶ Parks & Recreation
- ▶ Scenic Highways
- ▶ Recreation
- ▶ Historic Preservation
- ▶ Air Quality
- ▶ Growth Management
- ▶ Energy



# Sunnyvale General Plan

## Community Vision

- ▶ Land Use & Transportation
- ▶ Open Space & Recreation
- ▶ Housing & Community Revitalization
- ▶ Safety & Seismic Safety
- ▶ Community Design
- ▶ Water Resources
- ▶ Solid Waste Management
- ▶ Wastewater Management
- ▶ Surface Runoff
- ▶ Noise
- ▶ Air Quality
- ▶ Law Enforcement
- ▶ Fire Services
- ▶ Support Services
- ▶ Socio-Economic
- ▶ Library
- ▶ Heritage Preservation
- ▶ Arts
- ▶ Fiscal
- ▶ Community Engagement
- ▶ Legislative Management



# Sunnyvale General Plan

- ▶ 22 Documents
- ▶ Update Cycle >20 years
- ▶ Over 15 City Divisions
- ▶ 1972: Last Comprehensive Update
- ▶ Originally tied to PAMS



## Objectives of a General Plan

- ▶ Clear vision and direction
- ▶ User-friendly and accessible to public
- ▶ Efficient update process
- ▶ Effective policy tool
- ▶ Timely and current
- ▶ Comprehensive
- ▶ Integrated and internally consistent



## General Plan Format



Sunnyvale Model:  
Multiple sub-elements



Alternative Model:  
Consolidated Plan

\*\* State recommends a single document \*\*



## Multiple Documents Assessment

Objectives	Strong	Fair	Weak
Clear vision/direction	x	x	x
User-Friendly			x
Publicly Accessible			x
Efficient Process			x
Effective Policy Tool		x	x
Timely and Current		x	x
Comprehensive	x		
Integrated/Consistent			x



## Key Questions

- ▶ How can we better achieve objectives without compromising past goals?
- ▶ How can we make it a more effective community document?
- ▶ How can we improve efficiency and timeliness of update process?
- ▶ What are the essential policy elements?



## Recommendation

---

- ▶ Determine *essential sub-elements* for guiding physical development of city.
- ▶ Combine sub-elements into a *consolidated* and *condensed* General Plan.
- ▶ Produce an *informative, user-friendly* and *readable* document.
- ▶ *Engage* decision-makers in process.
- ▶ Update every *10 years* or sooner.



## General Plan Goals

---

- ▶ Strong and Clear Community Vision
- ▶ Community-friendly
- ▶ Integrated and Comprehensive Policies
- ▶ Collaborative Process
- ▶ Timely and Current
- ▶ Consistent and Concise Data



## Other Benefits

- ▶ More Effective Coordination
- ▶ More Efficient Process
- ▶ Less Redundancy
- ▶ Less Costly/Staff Intensive
- ▶ One Environmental Document
- ▶ Easier monitoring

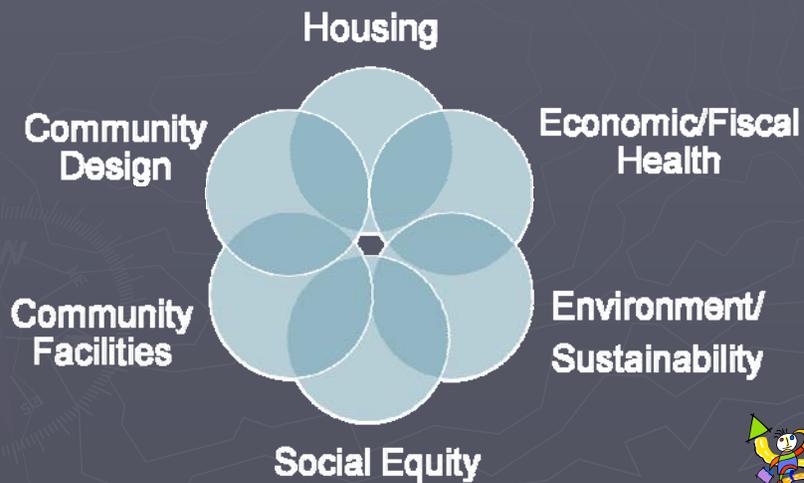


## General Plan Organization

- ▶ Elaborate on Sunnyvale Community Vision values, vision and citywide goals
- ▶ Consolidated General Plan (CGP) chapters
- ▶ Incorporate Climate Action Plan



## Community Vision Themes *"Balanced Growth"*



## General Plan Chapters

- ▶ Community Vision
  - ▶ Land Use & Transportation
  - ▶ Community Design and Preservation
  - ▶ Community Services and Facilities
  - ▶ Environmental Resources
  - ▶ Housing and Community Revitalization
  - ▶ Public Safety
  - ▶ Utilities
- A small cartoon character is visible in the bottom right corner of the slide.

## Other Policy Areas

---

- ▶ Community Engagement
- ▶ Fiscal
- ▶ Legislative Management
- ▶ Library
- ▶ Socio-Economic



## General Plan Working Committee

---

- ▶ Staff Technical Task Force
  - Multiple departments
- ▶ Advisory Committee (3-4 meetings)
  - Planning Commission (2 representatives)
  - Others Boards and Commissions (1 each)
  - Total members – 10



## Committee Goals

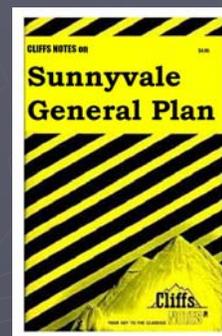
- ▶ Define the scope of policy topics
- ▶ Establish general organization and format
- ▶ Provide guidance on the desired “look and feel”



## Conclusion



VS





## ***DRAFT MEETING NOTES***

### **City of Sunnyvale**

### **Advisory Committee (AC) for the General Plan Consolidation**

April 22, 2010, 7:00 p.m. West Conference Room, Sunnyvale City Hall

See page 5 of these notes for an attendance list.

#### **1. GENERAL REVIEW**

- a) **Welcome / Call to Order.** The meeting was called to order.
- b) **Meeting Notes** - The committee reviewed the meeting and notes. The committee requested more detail in the minutes and notations about how individuals voted. A request was made to show the committee's concern on making substantive changes to the General Plan. The committee considered audio recording if it was an efficient manner in recording process.

- **Action** - Fred Fowler made a motion to amend the meeting notes of March 31<sup>st</sup> with language that concerns were expressed that the committee process would substantially change the general plan. Brandon Sulser seconded the motion.

The motion passed, with Christopher Moylan abstaining.

- c) **Review the Goals of the Consolidation** - The committee reviewed the original goals of the consolidation project. Concerns were expressed about the timeline of the project, and what the term "comprehensive" meant. The committee requested further information about what constituted "inclusion" in the General Plan. If the General Plan links to a piece of information, is it technically part of the general plan or is it related information from an outside resource? A clarification was made that the electronic copy should be as much as or more than the printed document.
- d) **Review Measures of Success** - The committee reviewed the Measures of Success. There was further discussion on the ease of searching and the need for testing of the electronic version prior to rollout. Staff stated that they would bring a representative of the Information Technology (IT) Department to discuss options for electronic versions of the general plan.
  - The committee made the following changes to the Measures of Success:
    3. **Ease of Understanding** "...so users don't have to flip to another page as an example."
    4. **Ease of Access** "...~~Use a lot of color.~~ ...Keep the document ~~short~~ concise.

GPC Advisory Committee Meeting Notes  
April 22, 2010

**5. Ease of Searching** “The document must be ~~easily~~ searchable. Successful searching shall be measured by the relevance of results. Search results should capture links and content of links. Search results should not be constrained to just the General Plan, but include any relevant Council Policy or documents. There should be an ability to search specifically for policy or for any general information. Staff will provide...”

## 2. NEW INFORMATION AND DISCUSSION

- a) **Review How Goals and Policies Will be Managed** - The committee had further discussion about the goals of the consolidation and the various aspects of reducing the General Plan versus realigning and reorganizing the document.

A member of the public had questions about what the legal implications were for moving a policy out of the General Plan and making it a Council Policy. The committee discussed the practical difference between changing a General Plan policy versus a Council policy. It was stated that General Plan policies are hard to change and Council policies are easy to change. Changing a General Plan policy requires a General Plan Amendment which is a more rigorous and time-consuming process. Staff clarified that there are three main differences between General Plan policies and Council Policies: 1) there are different laws in Sunnyvale for changing the General Plan. Any change to the General Plan must be initiated by Council (which is most relevant for land use designations.) Changes to City Council policies are not specifically restricted in that way. 2) Planning Commission is required to review any General Plan policy change, regardless of topic. This is not the case for Council Policies. 3) There are different noticing and hearing rules for changing a General Plan policy versus a Council Policy.

The committee discussed the possibility of changing the rules of amending Council Policies to be similar to amending General Plan policies.

Further questions were asked about if links or external resources became part of the General Plan. It was suggested that a Wiki style of clarifying “internal” versus “external” links would be helpful. It was suggested that the goals and policies of the General Plan be the entire general plan, and all other supporting documentation be an external resource.

Staff spoke about the ongoing process with the Staff Task Force to review the content of the goals and policies and make recommendations to Council on possible changes. These changes would be to reduce duplication and reclassify goals and policies based on their content (i.e. goals should be “end-state” statements; policies are the means of achieving the “end-state” .)

- **Action** - Glenn Hendricks made a motion to accept the definitions of Goals, Policies and Action Statements suggested by staff. This motion was amended with additional changes suggested by other committee members. Jim Griffith seconded the motion.

GPC Advisory Committee Meeting Notes  
April 22, 2010

1. **Goals** are long-range, broad and comprehensive targets. Goals are not.....
2. **Policies** - .....they may be created, altered or discarded by City Council ~~in response to current issues facing the City~~. Policies, must only ~~however,~~ be consistent with adopted long-range goals of the General Plan.
3. **Action strategies** are short-range in nature. The action strategies are specific proactive steps to achieve the goals following the instructional guidelines/ policies. ~~translate the long range goals and adopted policies into decisions and actions which address needs in Sunnyvale.~~ They are the critical link between long-range planning and current decision making. ~~Action strategies are included to inform Council and the public regarding the initial operational steps which staff proposes to implement the goals and policies. Staff may create new action strategies and revise others without action by City Council.~~

The motion passed 10-1 with Robert Harms dissenting.

- b) **June Public Meeting.** Staff suggested June 8 as a possible public outreach meeting date. The committee pointed out that this date conflicted with a Council event and was an election day. Staff stated that they would look for other dates and email them to the committee. The committee also requested an item on their agenda to set the agenda for the public meeting.
  - c) **Level of Detail** - This item was continued to the next meeting due to time constraints.
  - d) **Review Options for Look and Feel of the Printed Version** - Staff gave a brief presentation on various look and feel options for the General Plan. The committee gave some initial feedback that they were interested in the landscape layout of general plans for ease of monitor viewing, and wanted to keep the plan from looking to busy and the font size being too small.
3. **General Business**
- a) **Public Comments** - Four members of the public spoke. **David Whittum - City Council Member and Committee Alternate, Eleanor Hansen - Resident, Harriet Rowe - Planning Commissioner and Narendra Pathak - Board of Library Trustees and Committee Alternate.** Discussion included usability of the general plan, keeping all the goals and policies in the general plan and putting background data and related information in separate document, using photos to illustrate concepts and definitions and using a numbering system of goals and policies that is easy to use. Discussion also included keeping a priority list of useable features. One member spoke about how this was a difficult process but it would be worth it in the end. One member also spoke in favor of a maintaining

GPC Advisory Committee Meeting Notes  
April 22, 2010

goals and policies in the General Plan, using a landscape page orientation, and detailed meeting notes.

- b) **Staff Announcements** - Staff made announcements regarding applications for the Horizon 2035 committee, the roll-out of the new City website, and availability of a 1957 version of the General Plan.
- c) **"Homework"** - Staff passed out copies of the current Air Quality sub-element to compare with the proposed Low-detail version in the packet.

The meeting was adjourned.

#### 4. Action items to be completed prior to the next meeting.

- a) The Advisory Committee members will review information sent by staff on levels of detail in the general plan and look and feel.
- b) Staff will complete the following:
  - √ Amend the March 31 Meeting Notes to include concerns about substantively changing the general plan.
  - √ Prepare information on alternative technologies that could be used for electronic searching and presentation of General Plan information.
  - √ Update the Measures of Success with suggestions by the committee.
  - √ Update the definitions of Goals, Policies and Action Strategies with suggestions by the committee.
  - √ Determine alternative dates for a June public meeting and email to the group on Friday, April 23.
  - √ Summarize the results of the stakeholder interviews.
  - √ Send out the meeting notes.

#### 5. Upcoming Meetings (all to be held at 7:00 p.m. in the West Conference Room at City Hall):

- Thursday, May 27, 2010
- Thursday, June 24, 2010
- *New Date: Thursday, July 29, 2010*

GPC Advisory Committee Meeting Notes  
April 22, 2010**Attendance**

## Regular Members Attending:

1. **Patrick Walz**, Bicycle and Pedestrian Advisory Committee
2. **Pedro Baltar**, Board of Building Code Appeals
3. **Chris Moylan**, City Council
4. **Jim Griffith**, City Council
5. **David Squellati**, Heritage Preservation Commission
6. **Fred Fowler**, Housing and Human Services Commission
7. **Tom Flaherty**, Board of Library Trustees
8. **Robert Harms**, Parks and Recreation Commission (alternate for Robert Pochowski)
9. **Glenn Hendricks**, Personnel Board
10. **Charles Hungerford**, Planning Commission
11. **Brandon Sulser**, Planning Commission (alternate for Larry Klein)

## Alternates Attending:

12. **Dave Whittum**, City Council
13. **Narendra Pathak**, Board of Library Trustees

## Staff Attending:

14. **Hanson Hom**, Director of Community Development
15. **Trudi Ryan**, Planning Officer
16. **Diana O'Dell**, Senior Planner
17. **Patricia Lord**, Community Resources Manager

## **CONFIRMATION OF FRAMEWORK**

Staff recommends some minor revisions to the framework approved initially by the Advisory Committee.

### **General Plan Framework**

Based off the main goals of the Vision element.

#### **VISION**

- City Overview
- Responsive Government (reference community engagement and other related policies in the Council Policy Manual)

#### **Land Use / Transportation - Long Range Planning and Balanced Transportation**

- Land Use
- Transportation
- Open Space
- ~~Supporting schools and other public services (Socioeconomic)~~

#### **Attractive Community with A Strong Identity**

- Community Design
- Heritage Preservation
- Library, Arts, Recreation, Schools and other Key Public Services

#### **Variety of Housing and Robust Economy**

- Housing
- Economy

#### **Safe and Healthy Community**

- Police and Fire
- Safety and Seismic Safety
- Noise

#### **Environmentally Sustainable**

- Water Resources (Conservation)
- Air Quality
- Climate Action Plan
- Surface Runoff, Solid Waste, Wastewater Management

## **DRAFT GENERAL PLAN GOALS**

These goals are generally related to the physical planning of the City and provision of infrastructure and facilities.

### VISION

#### Land Use / Transportation - Long Range Planning and Balanced Transportation

1. (LUTE Goal R1) Coordinated Land Use Planning
2. (LUTE Goal C1) Attractive Community **(S)** (*Community Design Goal A*)
3. (LUTE Goal C2) Appropriate Housing **(S)** (*Housing Goal D*)
4. (LUTE Goal C3) Effective, Safe and Convenient Transportation
5. (LUTE Goal N1) Quality Neighborhoods and Districts **(S)** (*Housing Goal F*)
6. (Safety Mission A) Consider Natural and Manmade Hazards in Land Use Decisions (*also in Safe and Healthy*)
7. (Open Space and Recreation Goal 2.2A.) Providing Adequate Open Space and Recreation Facilities
8. (Open Space and Recreation Goal 2.2.C.) Embrace a Regional Approach to Providing and Preserving Open Space and Recreation

#### Attractive Community with A Strong Identity (Community Character)

9. (Community Design Goal A) Promote Sunnyvale's Image **(S)** (*LUTE Goal C1*)
10. (Community Design Goal B) Attractive Street Environment
11. (Community Design Goal C) Well-Designed Private Development
12. (Community Design Goal D) Attractive Public Facilities
13. (Solid Waste Goal 3.2C) Encourage Clean Neighborhoods
14. (Socio Economic Goal A) Preserve and Enhance the Physical and Social Environment **(S)** (*Community Design Goal A and LUTE Goal N1*)
15. (Heritage Preservation Goal 6.3A) Promote Knowledge of Sunnyvale's Heritage **(P)** (*supports Heritage Goal 6.3B*)
16. (Heritage Preservation Goal 6.3B) Enhance, Preserve and Protect Sunnyvale's Heritage
17. (Arts Goal E) Use Art for an Aesthetically Pleasing Environment **(P)** (*supports Community Goal A and B*)
18. (Arts Goal F) Provide and Maintain Arts Facilities Based on Community Need
19. (Open Space and Recreation Goal 2.2.B) Wide Range of Quality Recreation Programming
20. (Open Space and Rec. Goal 2.2D) Equal Opportunities for Participation
21. (Open Space and Rec. Goal 2.2E) Maximize Access to Facilities and Programs
22. (Library Goal 6.2A) Provide a Diverse Collection of Materials

**(S)** - Similar to another goal - possibility of combining

**(P)** - Identified as possible policy (doesn't meet definition of goal, i.e. "an end-state")

**(R)** - Recommended for possible rewording by the responsible department/division

## **DRAFT GENERAL PLAN GOALS**

These goals are generally related to the physical planning of the City and provision of infrastructure and facilities.

### **Variety of Housing and Robust Economy (Housing and Jobs)**

23. (Solid Waste Goal 3.2G) Contribute to a Supportive Business Environment **(S)** (*LUTE Goal C4 and Socioeconomic Goal B and C*)
24. (Socio-Economic Goal B) Maintain and Establish Policies that Promote a Strong Economy **(R)** **(S)** (*LUTE Goal C4, Socioeconomic Goal C and Solid Waste Goal 3.2G*)
25. (Socio-economic Goal C) Balanced Economic Base **(S)** (*similar to LUTE Goal C4, Socio-Economic Goal B and Solid Waste Goal 3.2G*)
26. (LUTE Goal C4) Strong Local Economy **(S)** (*Socio-Economic Goal B and C*)
27. (Housing Goal A) Provision of New Housing
28. (Housing Goal B ) Housing Conservation and Maintenance
29. (Housing Goal C) Removal of Government Constraints
30. (Housing Goal D) Provision of Adequate Housing Sites
31. (Housing Goal E) Equal Housing Opportunities and Special Needs
32. (Housing Goal F) Neighborhood Quality **(S)** (*LUTE N1*)

### **Safe and Healthy Community (Safety and Health)**

33. (Safety Mission A) Consider Natural and Manmade Hazards in Land Use Decisions (Goal also located in Land Use and Transportation) **(P)**
34. (Safety Mission B) Prepare the Community to Respond to Major Emergencies **(S)** (*Safety Mission C*)
35. (Safety Mission C) Prepare the Community to Recover from Disasters **(S)** (*Safety Mission B*)
36. (Law Enforcement Goal A) Provide a Safe and Secure Environment
37. (Law Enforcement Goal B) Provide Community Oriented Services **(R)**
38. (Law Enforcement Goal C) Increase and Maintain Public Confidence
39. (Fire Services Goal A) Provide a Fire Response System **(R)**
40. (Fire Services Goal B) Provide Effective Response
41. (Support Services Goal D) Provide Emergency Communications Services
42. (Noise Goal 3.6A) Maintain or Achieve a Compatible Noise Environment
43. (Noise Goal 3.6B) Preserve and Enhance the Quality of Neighborhoods by Improving or Maintaining Noise Levels **(P)** (*means to achieve Goal 3.6A*)
44. (Noise Goal 3.6C) Maintain or Achieve Acceptable Limits for Operational Noise and Single Events **(P)** (*means to achieve Goal 3.6A*)
45. (Socio-Economic Goal E) Support Available and Quality Education
46. (Socio-Economic Goal G) Enhance the Provision of Health and Social Services
47. (Socio-Economic Goal H) Identify Pressing Health and Social Needs of the Community
48. (Socio-Economic Goal I) Monitor Human Service Needs of the Community
49. (Socio-Economic Goal J) Encourage and Support a Network of Human Services

**(S)** - Similar to another goal - possibility of combining

**(P)** - Identified as possible policy (doesn't meet definition of goal, i.e. "an end-state")

**(R)** - Recommended for possible rewording by the responsible department/division

## **DRAFT GENERAL PLAN GOALS**

These goals are generally related to the physical planning of the City and provision of infrastructure and facilities.

### Environmentally Sustainable (Environmental Management)

- 50. (Water Resources Goal A) Manage Water Supply to Meet Future Demand
- 51. (Water Resources Goal B) Promote Efficient Water Use
- 52. (Water Resources Goal C) Maintain Water Distribution Infrastructure
- 53. (Water Resources Goal D) Ensure that Water Meets Quality Standards
- 54. (Air Quality Goal A) Improve Sunnyvale's Air Quality
- 55. (Air Quality Goal B) Reduce Air Pollution Impacts from Future Development **(P)** (*means to achieve Air Quality Goal A*)
- 56. (Air Quality Goal C) Make a Contribution towards Improving Regional Air Quality
- 57. (Solid Waste Goal 3.2A) Ensure that Municipal Solid Waste is Collected and Transported in a Safe and Healthy Manner
- 58. (Solid Waste Goal 3.2B) Reduce Solid Waste Disposal **(R)**
- 59. (Solid Waste Goal 3.2D) Dispose of Solid Waste in an Efficient, Environmentally Safe and Cost-Effective Manner
- 60. (Wastewater Goal 3.3.A) Ensure Appropriate Facilities for Wastewater Collection **(R)**
- 61. (Surface Runoff Goal A) Protect Creeks and San Francisco Bay
- 62. (Surface Runoff Goal B) Maintain Storm Drain System to Prevent Flooding
- 63. (Surface Runoff Goal C) Ensure that Flood Hazards are Recognized
- 64. (Surface Runoff Goal D) Minimize Runoff and Discharge of Pollutants

- (S)** - Similar to another goal - possibility of combining
- (P)** - Identified as possible policy (doesn't meet definition of goal, i.e. "an end-state")
- (R)** - Recommended for possible rewording by the responsible department/division

## **DRAFT NON-GENERAL PLAN GOALS**

**These goals deal with program or facility operation, staff training and financial strategies.**

Land Use / Transportation - Long Range Planning and Balanced Transportation

*None*

Attractive Community with A Strong Identity (Community Character)

*None*

Variety of Housing and Robust Economy (Housing and Jobs)

1. (Socio-Economic Goal D) Support Efforts to Create Employment for Economically Disadvantaged
2. (Socio-Economic Goal F) Provide Job Training and Employment Services

Safe and Healthy Community (Safety and Health)

3. (Socio-Economic Goal H) Identify Pressing Health and Social Needs of the Community
4. (Socio-Economic Goal I) Monitor Human Service Needs of the Community
5. (Socio-Economic Goal J) Encourage and Support a Network of Human Services
6. (Law Enforcement Goal D) Conduct Planning and Administration **(S)** (*Fire Services Goal D.*)
7. (Law Enforcement Goal E) Sustain a Highly Trained Police Services
8. (Fire Services Goal C) Reduce the Demand for Fire Suppression **(R)**
9. (Fire Services Goal D) Provide Planning and Administration **(R)**
10. (Support Services Goal A) Sustain a Quality Workforce **(S)** (*Legislative Management Goal D*)
11. (Support Services Goal B) Facilitate Quality Decision Making **(R)**
12. (Support Services Goal C) Enhance Department Operations
13. (Support Services Goal E) Meet the Needs of the Department **(R)**

Environmentally Sustainable (Environmental Management)

14. (Surface Runoff Goal E) Consider Alternative Methods of Generating Revenue **(\$\$)**
15. (Solid Waste Goal 3.2E) Minimize Liability for Wastes **(\$\$)**
16. (Solid Waste Goal 3.2F) Maintain Sound Financial Strategies **(\$\$)**
17. (Solid Waste Goal 3.2H) Manage the Closed Landfill
18. (Wastewater Management Goal 3.3B) Continue to Operate and Maintain the Wastewater Collection System
19. (Wastewater Management Goal 3.3C) Continue to Operate and Maintain the Water Pollution Control Plant
20. (Wastewater Management Goal 3.3D) Maintain a Financially-Stable Wastewater Management Fund **(\$\$)**

**(\$\$)** - Financially Related

**(S)** - Similar to another goal - possibility of combining

**(P)** - Identified as possible policy (doesn't meet definition of goal, i.e. "an end-state")

**(R)** - Recommended for possible rewording by the responsible department/division

## **DRAFT NON-GENERAL PLAN GOALS**

**These goals deal with program or facility operation, staff training and financial strategies.**

### **Outstanding Recreation, Arts and Culture**

21. (Library Goal B) Provide Library Services to Help the Community Find Information
22. (Library Goal C) Provide Library Programs and Publications
23. (Library Goal D) Maintain Library Facilities
24. (Library Goal E) Use New Technology to Deliver Library Services
25. (Library Goal F) Foster a Collaborative Organizations
26. (Arts Goal A) Ensure Financial Viability of Arts Programming (\$\$)
27. (Arts Goal B) Promote Physical and Mental Well Being of the Community
28. (Arts Goal C) Positively Impact Youth Development
29. (Arts Goal D) Maintain Sound Financial Strategies (\$\$)

### **Responsive Government**

30. (Community Engagement Goal A) Achieve an Well Informed Community
31. (Community Engagement Goal B) Achieve an Actively Involved Community
32. (Community Engagement Goal C) Create a Strong, Positive Community Identity
33. (Fiscal Goal I) Make Financial Decisions over a 20-year planning horizons (\$\$)
34. (Fiscal Goal II) Operate a Performance Based Budget System (\$\$)
35. (Fiscal Goal III) Design and Maintain Capital Improvements to assure Cost Efficiency (\$\$)
36. (Fiscal Goal IV) Maintain Sufficient Reserves (\$\$)
37. (Fiscal Goal V) Fund programs / Projects which are consistent with General Plan (\$\$)
38. (Fiscal Goal VI) Undertake Full Cost Accounting (\$\$)
39. (Fiscal Goal VII) Regular Financial and Performance Audits (\$\$)
40. (Fiscal Goal VIII) Facilitate Timely Purchase of Needed Goods (\$\$)
41. (Fiscal Goal IX) Ensure Proper and Diverse Investments (\$\$)
42. (Fiscal Goal X) Prudently Utilize the Issuance of Debt (\$\$)
43. (Fiscal Goal XI) Maintain a Diversified And Stable Revenue Base (\$\$)
44. (Legislative Management Goal A) Assess Community Conditions
45. (Legislative Management Goal B) Assure that City Policy is Established, Documented and Enacted
46. (Legislative Management Goal C) Participate in Intergovernmental Activities
47. (Legislative Management Goal D) Maintain a Quality Workforce
48. (Legislative Management Goal E) Provide Appropriate Facilities (Legislative
49. (Legislative Management Goal F) Enhance Customer Satisfaction
50. (Legislative Management Goal G) Provide Legal Services
51. (Legislative Management Goal H) Provide Risk Management Programs
52. (Legislative Management Goal I) Provide Information Technology Equipment and Services
53. (Legislative Management Goal J) Assure Appropriate Use of Franchises (\$\$)

(\$\$) - Financially Related

(S) - Similar to another goal - possibility of combining

(P) - Identified as possible policy (doesn't meet definition of goal, i.e. "an end-state")

(R) - Recommended for possible rewording by the responsible department/division

**GENERAL PLAN ISSUES AND ELEMENTS**

	ELEMENT						
	Land Use	Circulation	Housing	Conservation	Open Space	Noise	Safety
Agriculture	X			Z	X		
Air Quality					X		
Airports	Z	Z			Z	X	
Density	X		X				
Education	X						
Fire					X		X
Fisheries				Z	X		
Flooding	X			X	X		X
Forests/Timber	X			X	X		
Housing	Z		X				
Industrial Uses	X					X	
Land Reclamation				X			
Land Use	X	X	Z	X	Z	X	Z
Minerals				X	X		
Noise Contours	Z					X	
Public Buildings	X						
Railways & Yards		Z				X	
Recreation	X				X		
Scenic Resources	X				X		
Seismic Hazards					X		X
Soil Conservation				X	X		
Soil Instability							X
Transportation Routes		X			X <sub>1</sub>	X	X
Transportation Terminals		X					
Utilities/Easements		X			X		
Waste Facilities	X		X <sub>2</sub>				
Water Quality				X	X		
Water Supply	Z		X <sub>2</sub>	X	X		X
Watersheds				X	X		
Waterways/Water Bodies				X	X		
Wildlife				X	X		

- X** Indicates a topic identified in statute
- X<sub>1</sub>** Trail systems
- X<sub>2</sub>** Factors affecting adequate inventory of sites
- Z** Indicates a topic closely related to statutory requirements

**Sunnyvale Elements that Contain Topics Required by State Law**

	Land Use	Circulation	Housing	Conservation	Open Space	Noise	Safety
Sunnyvale Vision	Main overview of City Goals						
1.0 Land Use / Transportation	√	√		√	Z		
2.2 Open Space & Recreation	√				√		
2.3 Housing			√				
2.4 Safety & Seismic Safety				√			√
2.5 Community Design	Z						
3.1 Water Resources				√			
3.2 Solid Waste Management	√						
3.3 Wastewater Management				√			
3.4 Surface Runoff				√			
3.6 Noise	Z					√	
3.7 Air Quality		Z			√		
4.1 Law Enforcement							
4.2 Fire Services							
4.3 Support Services							
5.0 Socioeconomic							
6.2 Library							
6.3 Heritage Preservation	√						
6.4 Arts							
7.1 Fiscal							
7.2 Community Engagement							
7.3 Legislative Management							

√ - Contains state-mandated information  
 Z - Contains related information

Shaded elements do not address a state-mandated requirement.

2/10/10

# DECISION CRITERIA FOR TOPIC FORMAT

## LEVEL OF DETAIL OF TOPIC

Context discussion for each Element leading to related goals and policies.

Make a determination about the detail desired for each information type.

Information Type	Staff Recommendation
<input type="checkbox"/> Program Financing	Do not include
<input type="checkbox"/> Operational Detail	Do not include
<input type="checkbox"/> Topic History	Summarize briefly (i.e. one to two paragraphs) and refer/link to outside source for detail.
<input type="checkbox"/> Background Data	Summarize briefly (i.e. one to two paragraphs) and refer/link to outside source for detail.
<input type="checkbox"/> Related Laws	Summarize briefly and refer/link to outside websites for further detail.
<input type="checkbox"/> Interrelationships with Other Sub-elements	Note in margin when goals and policies relate to other sections of the general plan.

## ORGANIZATION OF TOPIC

Choose one of the following three options.

- A. Standard Format
  - Introduction
  - Discussion
  - Key issues
  - Goals and Policies
  
- B. Alternative #1 - Goal-Based Format *(Staff Recommended)*
  - Introduction
  - Goal
  - Discussion
  - Policies
  
- C. Alternative #2 - Goals and Policies only
  - Short Introduction and Discussion (2-3 paragraphs)
  - Goal
  - Policies

## **DECISION CRITERIA FOR PUBLIC OUTREACH MEETING**

- Confirm date: Tuesday, July 13, 2010
- Confirm time: 7:00 p.m.
- Determine style of meeting (choose one of the following)
  - Primarily Informational - inform the community about the project and process and future steps
  - Primarily feedback related - select what topics to receive feedback on:
    - Feedback on Framework
    - Feedback on Level of Detail and Topic Organization
    - Feedback on Look and Feel
- Who will lead the meeting
  - Staff
  - Advisory Committee Members
- What printed material will be available at the meeting

## Web-based General Plan Draft Objectives and Features

1. Hard copy of the adopted General Plan will serve as the base document.
2. Web pages and document layout is clean, uncluttered, easily readable and user friendly.
3. Website can be easily and cost-effectively maintained and updated by City staff.
4. Website has an excellent search feature with:
  - a. *Internal links* to related General Plan sections, goals and policies; and
  - b. *External links* to non-General Plan related City policies, regulations, and web pages.
5. Links are provided to a variety of items and sources, including but not limited to:
  - a. Supportive General Plan information such as technical reports, background information, graphics, data and maps;
  - b. Council Policy Manual, implementation plans, specific plans, city ordinances, city programs and projects, and related policies and regulations;
  - c. Related information videos (e.g. You Tube links);
  - d. Definitions, explanations and glossary terms; and
  - e. Relevant outside agency websites.
6. Web pages and links are regularly updated with most current information.
7. Allow public to post comments or give feedback and inquiries.
8. Explore creating discussion forums on General Plan topics (or links to Facebook, Twitter or similar social media sites.)
9. Website has the ability for members of the public to be placed on automatic notification list for General Plan changes.
10. Website tracks volume and activity.