



AGENDA

City of Sunnyvale

Advisory Committee for the General Plan Consolidation

April 22, 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 March 31*
- c. *Review Goals of the Consolidation*
- d. *Review Measures of Success*

2. NEW INFORMATION AND DISCUSSION

- a. *Review How Goals and Policies Will Be Managed* - See how goals can be categorized into the General Plan or Council Policies.
√ Action Item- Definition of goals, policies and action statements.
- b. *June Public Meeting* - Discuss dates, venue, and format.
- c. *Level of Detail* - Review level of detail and topic format.
√ Action Item - Determine level of detail and topic format.
- d. *Review Options for Look and Feel of the Printed Version*- Review different options for look and feel of a hard-copy version of the general plan.

3. GENERAL BUSINESS

- a. *Public Comments*
- b. *Staff Announcements*
- c. *"Homework"* - Review information about look and feel of the printed document. Review the proposed method of how goals (and policies) will be tracked.
- d. *Next Meeting - May 27, 2010*. Come prepared to make a preliminary decision on look and feel. We will then choose an element to test out these directions.

For copies of the information provided at this meeting, please go online to 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).



MEETING NOTES

City of Sunnyvale

Advisory Committee (AC) for the General Plan Consolidation

March 31, 2010, 7:00 p.m. West Conference Room, Sunnyvale City Hall

See page 4 of these notes for an attendance list.

1. **Meeting Notes** - The committee reviewed the meeting and notes. A suggestion was made to include the timing on the update of the LUTE. No other changes were requested.
2. **"Measures of Success"** - The committee reviewed the possible measures of success suggested by staff. The following clarifications and comments were made:
 - *Users* - List "residents" as a separate user from developers and businesses.
 - *Implementation* - Clarify how the general plan is implemented. Explain in the general plan introduction how action statements, other programs and implementation plans will ensure that the goals and policies are carried out. These other policies and programs should then be linked electronically.
 - *Searching* - Emphasize the importance of searching capability. Look for alternative technologies that could make the general plan easier to search and find the needed topics. With a more flexible search engine, the actual structure and length of the document wouldn't be as important as it is in a traditional printed/pdf structure. However, some residents will want to be able to print sections and are not comfortable with computers, so it's important to maintain a format that can be easily translated to paper.
 - *Goals and Policies* - Emphasize that the General Plan is a policy reference document. Executive summaries listing just goals and policies are helpful. However, do not delete the "why", or the discussion that explains how we arrived at the goals and policies. If this discussion is not included in the General Plan, it needs to remain available for reference and linked electronically.
 - *Useable* - To be helpful, it needs to provide for the orderly development of the City. It needs to have enough information and clarity of goals and policies such that decisions can be made in a predictable way.

- *Final Action* - The committee requested that staff add the following bullet points to the proposed Measures of Success and bring them to the next meeting for final discussion/adoption.
 - √ The document must be searchable. (Staff will provide information on alternative technologies that could be used for electronic searching and presentation of General Plan information).
 - √ Extra emphasis on the goals and policies.
 - √ The document must exist in an electronic form, in addition to paper.

- 3. *Public Input* - The committee discussed public input options. Some members felt that the committee could adequately represent community concerns. Others felt that a public meeting would be necessary for the process. Suggestions were also made to broadcast a presentation of the General Plan on television and the web for community members who could not attend a meeting. Staff discussed an ongoing process of interviewing stakeholders such as residents, business owners and developers for how they use the General Plan.
 - *Action* - The committee voted 10-1-1 to schedule a public meeting in June. Staff will return with possible dates, the cost of a televised broadcast, and the results of the stakeholder interviews.

- 4. *Framework* - Staff gave a brief presentation on the framework along with a comparison of other cities. The committee discussed various issues, including where information will go if removed from the general plan, how appendices will be used, making sure the plan is maintainable and extendable, and how implementation plans are discussed and included. Suggestions were made to move the Open Space topic into the "Attractive Community" element to keep the Land Use and Transportation element from getting too big, and to possibly move the Schools and other services discussion into the Housing section.
 - *Action* - The committee voted 12-0-0 to accept Option A for the proposed framework with the following modifications:
 - √ To the extent feasible, request that staff provide at the next meeting a complete list of the elements with the following suggestions: for goals and policies that would be included in the General Plan, suggest which vision topic or chapter they might fall under; for goals and policies that would not be included in the General Plan, suggest where they would reside or why they could be removed or merged.

- 5. *Update on Staff Task Force* - The STF is currently reviewing all the goals and policies against the proposed criteria discussed in the meeting packet. They will be returning with preliminary recommendations about whether goals and policies are categorized correctly or are redundant with other goals or policies.

6. *Level of Detail* - Staff gave a short presentation regarding different levels of detail which may be used for a general plan. After clarifying a few points, the committee requested staff to prepare an example of an alternative topic format to compare with the standard format for a piece of the general plan.
7. *Wrap Up* - No members of the public spoke. The next meeting will be held on April 22, 2010 for refinement of the framework and further discussion and a decision on the level of detail.
8. Action items to be completed prior to the next meeting.
 - The Advisory Committee members will review information sent by staff on levels of detail in the general plan.
 - Staff will complete the following:
 - √ Amend the Feb 16 Meeting Notes to include reference to the LUTE update timeline.
 - √ 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.
 - √ Determine alternative dates for a June public meeting and investigate the cost of a televised broadcast.
 - √ Summarize the results of the stakeholder interviews.
 - √ List the elements that are suggested for inclusion in the General Plan with associated goals and policies and suggest which vision topic or chapter these goals and policies might fall under.
 - √ List the elements that are not suggested for inclusion in the General Plan with the associated goals and policies and provide a recommendation for an appropriate home for these elements, goals and policies.
 - √ Send out a comparison of a general plan topic prepared in the standard format, and one prepared in the alternative formats.
 - √ Update the contact list with new committee member Fred Fowler.
 - √ Send out the meeting notes.

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

- Thursday, April 22, 2010
- Thursday, May 27, 2010
- Thursday, June 24, 2010 (to be rescheduled to July)

Attendance

Regular Members Attending:

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

Alternates Attending:

13. Robert Harms, Parks and Recreation Commission
14. Judi Nickey, Personnel Board

Staff Attending:

15. Hanson Hom, Director of Community Development
16. Trudi Ryan, Planning Officer
17. Diana O'Dell, Senior Planner

GOALS OF THE GENERAL PLAN CONSOLIDATION PROCESS

(Excerpted from RTC [09-270](#))

√ Clear vision and direction -

All General Plan policy information would be available in one place, tiering from the Community Vision.

√ User-friendly

A single-document, fully integrated, general plan will allow the public to better understand city policy.

√ Publicly accessible

A compact document is more readily available to the public and less costly. Current advances in technology will allow on-line versions that provide more options in accessing information.

√ Efficient update process

A single update can occur every 10 years (more often for the housing element as required by state law), saving staff time and other city resources.

√ Effective policy tool

The size and organization of the general plan can affect access and understanding of city policy.

√ Timely and current

The consolidation and integration of policy into the Community Vision format will simplify the update process. After integration the update process is more efficient, and all topics can be updated at the same time, at ten year intervals.

√ Comprehensive

The current General Plan is comprehensive. The new format would still be comprehensive, although some policies may be reserved for other formats and not part of the General Plan.

√ Integrated and internally consistent

A 22-document format presents additional challenges in maintaining consistency, and also in integrating policies and implementation.

GENERAL PLAN CONSOLIDATION MEASURES OF SUCCESS

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. 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 a lot of color. Use linking, bookmarking and other web tools to cut down on size and ease navigation. Use an index and a glossary. Keep the document short.
5. **Ease of Searching** - The document must be easily searchable. Staff will provide information on alternative technologies that could be used for electronic searching and presentation of General Plan information.

GENERAL PLAN GOALS

Draft of the How Goals will be Grouped in the Proposed Framework

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

VISION

- City Overview
- Vision Statements

Land Use / Transportation - Long Range Planning and Balanced Transportation

1. (LUTE Goal R1) Coordinated Land Use Planning
2. (LUTE Goal C1) Attractive Community (*similar to Community Design Goal A*)
3. (LUTE Goal C2) Appropriate Housing (*similar to Housing Goal D*)
4. (LUTE Goal C3) Effective, Safe and Convenient Transportation
5. (LUTE Goal N1) Quality Neighborhoods and Districts (*similar to Community Design Goal A*)
6. (Open Space and Recreation Goal 2.2.C.) Regional Open Space and Recreation
7. (Open Space and Recreation Goal 2.2A.) Providing Adequate Open Space and Recreation

Attractive Community with A Strong Identity (Community Character)

8. (Community Design Goal A) Promote Sunnyvale's Image (similar to LUTE Goal C1)
9. (Heritage Preservation Goal 6.3B) Enhance, Preserve and Protect Sunnyvale's Heritage
10. (Heritage Preservation Goal 6.3A) Promote Knowledge of Sunnyvale's Heritage
11. (Community Design Goal B) Attractive Street Environment
12. (Community Design Goal C) Well-Designed Private Development
13. (Community Design Goal D) Attractive Public Facilities
14. (Arts Goal E) Use Art to for an Aesthetically Pleasing Environment
15. (Open Space and Recreation Goal 2.2.B). Wide Range of Quality Recreation Programming
16. (Library Goal 6.2A) Provide a Diverse Collection of Materials
17. (Arts Goal B) Promote Arts Programs

Variety of Housing and Robust Economy (Housing and Jobs)

18. (Socio-economic Goal C) Balanced Economic Base
19. (LUTE Goal C4) Strong Local Economy
20. (Housing Goal A) Expansion of the Housing Supply
21. (Housing Goal B) Jobs/ Housing Balance
22. (Housing Goal C) High Quality Living and Working Environment (*similar to LUTE Goal N1*)
23. (Housing Goal D) Diversity of Housing Types (*similar to LUTE Goal C2*)
24. (Housing Goal E) Affordable Housing
25. (Housing Goal F) Housing Conditions for People with Special Needs

GENERAL PLAN GOALS

Draft of the How Goals will be Grouped in the Proposed Framework

26. (Housing Goal G) Equal Opportunities for Housing
27. (Housing Goal H) Work with Private Sector to Implement Housing Policies)
28. (Housing Goal I) Comply with Local, State and Federal Housing Laws

Safe and Healthy Community (Safety and Health)

29. (Safety Mission A) Consider Natural and Manmade Hazards in Land Use Decisions)
30. (Safety Mission B) Prepare the Community to Respond to Major Emergencies
31. (Safety Mission C) Prepare the Community to Recover from Disasters (*combine with Mission B?*)
32. (Law Enforcement Goal A) Provide a Safe and Secure Environment
33. (Fire Services Goal B) Provide Effective Response
34. (Support Services Goal D) Provide Emergency Communications Services
35. (Noise Goal 3.6AA) Maintain or Achieve a Compatible Noise Environment
36. (Noise Goal 3.6B) Preserve and Enhance the Quality of Neighborhoods by Improving or Maintaining Noise Levels
37. (Noise Goal 3.6C) Maintain or Achieve Acceptable Limits for Noise
38. (Socio-Economic Goal G) Enhance the Provision of Health and Social Services
39. (Socio-Economic Goal E) Support Available and Quality Education

Environmentally Sustainable (Environmental Management)

40. (Water Resources Goal A) Manage Water Supply to Meet Future Demand
41. (Water Resources Goal B) Promote Efficient Water Use
42. (Water Resources Goal C) Maintain Water Distribution Infrastructure
43. (Water Resources Goal D) Ensure that Water Meets Quality Standards
44. (Air Quality Goal A) Improve Sunnyvale's Air Quality
45. (Solid Waste Goal B) Reduce Solid Waste Disposal
46. (Solid Waste Goal D) Dispose of Solid Waste in an Efficient, Environmentally Safe and Cost-Effective Manner
47. (Wastewater Goal 3.3.A) Ensure Appropriate Facilities for Wastewater Collection
48. (Surface Runoff Goal A) Protect Creeks and San Francisco Bay
49. (Surface Runoff Goal D) Minimize Runoff and Discharge of Pollutants

GOALS AND POLICIES PER THE COMMUNITY ENGAGEMENT SUB-ELEMENT

- 1 Goals are long-range, broad and comprehensive. Goals are not necessarily measurable or achievable; rather, they describe a desired end-state community condition with regard to community engagement in Sunnyvale.
- 2 Policies describe context and rationale of desired outcomes. Policies are focused and specific; they may be created, altered or discarded by City Council in response to current issues facing the City. Policies, must however, be consistent with adopted long-range goals of the General Plan
- 3 Action strategies are short-range in nature. The action strategies 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.

OPR GUIDELINES ON DEFINING GOALS AND POLICIES

- 1 Goals are direction-setters. It is an ideal future end related to public health, safety, or general welfare. It expresses community values and may be abstract. Goals are generally not quantifiable or time-dependent.
- 2 Policies are specific statements that guide decision-making. A policy implements a general plan objectives. Policies should be clear and unambiguous.

OTHER RULES FOR WHAT DOES NOT MAKE A WORTHWHILE POLICY

- 1 Basic job functions. Complying with local, state, or federal law is not a policy. Basic job services such as responding to phone calls, training staff and determining funding sources are not policies.
- 2 Empty, over-generalized statements. "Provide alternative options to enhance the effectiveness of operations" is not specific enough.
- 3 Action statements. Physical actions, revenue programs, and other types of implementation activities are not policies but program specifics.

SAMPLE MATRIX OF GOAL LOCATIONS

This is a sample to illustrate how goals and policies would be tracked and placed as part of the consolidation effort.

	Action	Location		
		General Plan	Council Policy	Operational
Long Range Planning and Balanced Transportation				
LUTE A		X		
Safety A		X		
Attractive Community and Strong Identity				
Community Design A		X		
Heritage Preservation A	Downgrade to Policy	X		
Heritage Preservation B		X		
Open Space Goal C			X	
Library Goal B			X	
Variety of Housing and Robust Economy				
Housing A		X		
Socioeconomic A			X	
Safe and Healthy Community				
Noise A		X		
Safety B	Combine with Safety C	X		
Safety C	Combine with Safety B	X		
Law Enforcement A				X
Environmentally Sustainable				
Water Resources A		X		
Solid Waste				X
Air A		X		
Wastewater A				X
Wastewater B		X		
Surface Runoff				X
Other Goals				
Fiscal A			X	
Legislative Management A				X

EXAMPLE OF DOWNGRADING A GOAL TO A POLICY

Air Quality Sub-element

Goal A: Improve Sunnyvale's Air Quality and Reduce the Exposure of its Citizens to Air Pollutants

Goal B: Reduce Air Pollution Impacts from Future Development

Goal B would be recommended for downgrading to a policy. It is a means to achieve the end-state described under Goal A.

EXAMPLE OF COMBINING TWO GOALS

LUTE Goal C2: Ensure Ownership and Rental Housing Options in terms of Style, Size and Density that are Appropriate and Contribute Positively to the Surrounding Area.

Housing Goal D: Maintain Diversity in Tenure, Type, Size and Location of Housing to Permit a Range of Individual Choices for all Current Residents and Those Expected to Become City Residents.

These goals are very similar and staff would look for a way to combine them.

EXAMPLE OF A GOAL THAT IS OPERATIONAL IN NATURE

Solid Waste Management Sub-element

Solid Waste Management Goal F: Maintain Sound Financial Strategies And Practices That Will Enable The City To Provide Comprehensive Solid Waste Management Services To The Community While Keeping Refuse Rates At Or Below Countywide Averages For Cities Using Cost Of Service Pricing.

This goal is discussing the ongoing operation and financing of a program, not the location or adequacy of a facility or program.

LEVEL OF DETAIL FOR GENERAL PLAN

- **Program Financing** - Discussion of how we are going to pay for, or save money doing, a particular program. This type of discussion is typical for utilities, parks, and program sub-elements such as Parks and Recreation, Solid Waste, and Arts. An example is the discussion about how to efficiently run and pay for the SMART station, fiscal practices for providing recreation programs, etc.
- **Operational Detail** - The logistics of a particular topic. For example, the stormwater runoff element has a schematic design of how a water quality inlet is designed and how these inlets are inspected and maintained.
- **Topic History** - This is a complete history of a policy or program. An example is how a particular utility has been constructed or maintained since the City was chartered, or how the arts program has been put in place and modified since its inception.
- **Background Data** - This is an in-depth description of subject. Current examples include an extensive description of the mechanics of earthquakes and related liquefaction and seiche, technical analysis of all the different types of air pollutants and their effect on health, fundamentals of hydrology in stormwater runoff, and a complete list of heritage resources, pieces of public art, and number of street trees.
- **Related Laws** - These are descriptions of the laws and programs in place that relate to the discussed topic. For example, the Heritage Preservation Sub-element discusses how CEQA (environmental law) and state and federal law relate to the City's Heritage Preservation program.
- **Interrelationships with Other Sub-elements** - How topics relate to each other.

	HIGH DETAIL	LOW DETAIL
Program Financing	Discussed for most programs.	Removed from General Plan and kept in Council Policies.
Operational Detail	Discussed for most programs, including parks, public safety, and utilities.	Removed from General Plan and kept in Council Policies.
Topic History	Included for most programs and utilities.	Limits history discussion to what has happened since the last element was adopted and whether it relates to a goal or policy.
Background Data	Included. Discuss budget amounts, number of items (trees, heritage resources, annual rainfall, listing of public art, etc.)	Used only when needed to understand or describe a goal or policy. In almost all cases, refer to an outside document that contains the information. These documents will be maintained in the Council Policies.
Related Laws	Described fully.	Mention which laws apply and then refer to an outside document for information.
Interrelationships with other Sub-elements	Use a separate section in each element to describe.	Cross reference goals and policies or discussion in the document margins based on topic.

EXAMPLE OF A LOW-DETAIL AIR QUALITY SUB-ELEMENT

Current Air Quality (High Detail)	Example of Air Quality (Low Detail)
<ul style="list-style-type: none"> 1) Executive Summary 2) Community Conditions <ul style="list-style-type: none"> a) Air Pollution Climatology b) Air Pollution Standards <ul style="list-style-type: none"> i) Ozone ii) Carbon Monoxide iii) Nitrogen Dioxide iv) Sulfur Dioxide v) Suspended Particulate Matter (PM-10) c) Current and Past Air Quality in Sunnyvale d) Regional Air Quality Planning <ul style="list-style-type: none"> i) Federal program ii) State program iii) California Clean Air Act iv) Congestion Management Program e) Air Pollutant Sources <ul style="list-style-type: none"> i) Criteria Pollutants ii) Toxic Air Contaminant Sources iii) Sensitive Receptors 3) Future Air Quality <ul style="list-style-type: none"> a) Local Air Quality b) Regional Air Quality 4) Local and Regional Air Quality Issues and Programs <ul style="list-style-type: none"> a) Local Programs b) Regional Programs 5) Interrelationships to other Sub-elements 6) Goals, Policies and Action Statements 7) Appendices <p>59 pages.</p>	<ul style="list-style-type: none"> 1) GOAL - Improve Sunnyvale's Air Quality <ul style="list-style-type: none"> a) Introduction <ul style="list-style-type: none"> i) Summary of critical pollutants and future predictions ii) Overall Future Air Quality b) Cooperation with Regional Agencies <ul style="list-style-type: none"> i) Regional Programs ii) Policies and Action Statements c) Land Use and Air Quality <ul style="list-style-type: none"> i) Direct Sources ii) Indirect Sources iii) Local Programs for Land Use iv) Sensitive Receptors v) Policies and Action Statements d) Transportation and Air Quality <ul style="list-style-type: none"> i) Local Programs ii) Policies and Action statements 2) Appendix <p>4 pages.</p>

Greyed-out topics are recommended for removal in a low-detail document.

EXAMPLE OF A LOW-DETAIL AIR QUALITY SUB-ELEMENT

GOAL A: IMPROVE SUNNYVALE'S AIR QUALITY AND REDUCE THE EXPOSURE OF ITS CITIZENS TO AIR POLLUTANTS

All major urban areas in California, including Sunnyvale, experience some degree of reduced air quality. The combination of climatic conditions and a multitude of air pollutant sources (particularly the automobile) results in reduced air quality, which can be considered as reducing the quality of life by adversely affecting human health, causing damage to plants or crops, and other effects such as soiling, visibility reduction and accelerated corrosion of materials.

One of the major reasons that air quality continues to be a problem in the Bay Area specifically and California in general, is a relatively high rate of population and economic growth. The major obstacle to improved air quality in the future is increasing population and vehicle use and deteriorating operating conditions on highways and roads.

The major air quality problems in the Bay Area are ozone, carbon monoxide, and PM-10. Ozone and carbon monoxide are primarily released in the air from combustion sources such as automobiles and factories. PM-10 (otherwise known as suspended particulate matter) is a collection of particles of dust, soot, aerosols and other matter which are small enough to remain suspended in the air for a long period of time. Man-made sources of PM-10 include automobile exhausts and road travel, smoke, and factory emissions.

To combat this, the most efficient and cost-effective technological or "hardware" controls have already been implemented. Remaining technological controls, which are increasingly expensive, have been found to be unable to reduce emissions to the point where all **air quality standards (glossary in the margin)** would be met. Therefore, attention has been focused in recent years on the relationship of land use, community design and transportation as a means of reducing air pollutant generation.

COOPERATION WITH REGIONAL AGENCIES

Past efforts by federal, state and local governments have resulted in steady, gradual improvement in air quality in Sunnyvale and the greater Bay Area. The City of Sunnyvale has implemented a number of programs that directly or indirectly reduce air pollutant emissions. Most of these programs are part of a larger regional effort to improve air quality.

EXAMPLE OF A LOW-DETAIL AIR QUALITY SUB-ELEMENT

The City of Sunnyvale is involved in various regional projects and has implemented a variety of regional programs and ordinances aimed at or contributing to a reduction of air pollutant emissions or conserving air quality.

These projects include:

- Measure A funds to improve Highway 101, 85, and 237.
- Measure A (1992) funds to facilitate regional transportation such as the Tasman Light Rail extension, increases in Caltrain service, and a “Super Express” commuter bus service.
- Lawrence Expressway High Occupancy Vehicle (HOV) project to construct new HOV lanes.

Policy C.1. The City should actively participate in regional air quality planning. (combined with Goal C : “Make a contribution toward improving regional air quality”).

Action Strategy

- Work with regional agencies, including the Bay Area Air Quality Management District (BAAQMD), Association of Bay Area Governments (ABAG), and the local Congestion Management Agency (CMA) (*glossary in the margin*) in the development and implementation of regional air quality strategies.

LAND USE AND AIR QUALITY

Future development within Sunnyvale impacts regional air quality. Direct impacts are those related to emissions released on-site from stationary sources. Indirect impacts are related to vehicle trips attracted to or generated by residential, commercial or employment-generating land uses.

Stationary Sources

Industries are required to provide information to the public about emissions of toxic air contaminants (*quick description in the margin*) and their impact on public health. There are 71 sources of TACs within Sunnyvale. The majority of these sources are microelectronic industries, dry cleaners and auto repair businesses.

Future growth in Sunnyvale may include new stationary sources of pollutants. However, any new stationary sources would be subject to the “no net increase” requirements of the California Clean Air Act (*quick description in the margin*) that requires BAAQMD to develop a permitting system that provides new sources can only be approved if there is an offsetting decrease in emissions elsewhere in the air basin.

EXAMPLE OF A LOW-DETAIL AIR QUALITY SUB-ELEMENT

For any new businesses or facilities that could emit air pollutants, it is important to consider sensitive receptors (*glossary in the margin*). The siting of any new sensitive receptors also needs to consider any existing air pollutant sources nearby.

Indirect Sources

Indirect automobile emissions estimated with future buildout are shown to increase slightly in the next 10 years. Reducing emissions from these indirect sources is likely to be an important strategy in regional efforts to attain the state and federal ambient air quality standards in the Bay Area.

There are several methods in which land use regulations can be used to both reduce emissions and alleviate the impact on residents. By locating employment and retail service areas closer to residential areas, vehicle use can be reduced. However, there are also concerns with exposing sensitive residents and sensitive receptors.

Need policy about addressing stationary source pollutants.

- Consider sensitive receptors when locating new businesses or facilities that could emit air pollutants.
- Monitoring Toxic Gases (describe)
- Maintaining Landfill Gas recovery System
- SMART
- Maintaining the Water Pollution Control Plan Gas Control/Recovery System

Policy B.1. Utilize land use strategies to reduce air quality impact.

Action Strategy

- Jobs housing balance. (cross-reference with land use policies)
- Encourage affordable housing. (cross-reference with housing policies)
- Increase densities near transit stations (cross-reference with land use policies).

Policy A.1. Require all new development to utilize site planning to protect citizens from unnecessary exposure to air pollutants.

Action Strategy

- Evaluate new development with potential sources of odors or criteria air pollutants to determine appropriateness.

EXAMPLE OF A LOW-DETAIL AIR QUALITY SUB-ELEMENT

TRANSPORTATION AND AIR QUALITY

There are two main ways that transportation improvements can positively impact air quality. The first is to reduce congestion that causes increased vehicle emissions (stop-and-go). The second is to enhance and encourage alternative modes of transportation to reduce the total number of car trips.

Sunnyvale has undertaken a variety of programs to improve air quality with regards to transportation.

Reduce Congestion

- Traffic Signal Improvement and Synchronization
- Ten Year Capitol Improvements Plan
- Preferential Parking for Carpool Vehicles
- Transportation Demand Management (describe)

Alternative Transportation Modes

- Continue to require City Sidewalks
- Develop requirements for Bicycle Facilities
- BPAC
- Electric City vehicles

Policy A.2: Reduce automobile emissions through traffic and transportation improvements. (Cross reference with LUTE.)

Action Strategies

- Give high priority to traffic improvements that improve vehicle operating conditions such as signal timing improvements, signal synchronization, turn lanes, etc.
- Reduce emissions from City of Sunnyvale fleet vehicles (*previously a policy*).

Policy. C.3. Contribute to a reduction in Regional Vehicle Miles Traveled.

Action Strategies

- Support and promote the expansion and improvement of local and regional transit systems providing service to Sunnyvale.
- Be a leader in implementing the Transportation Control Measures that are included in local clean air plans.
- Assist employers in meeting requirements of TDM plans (*previously a policy*).

LOOK AND FEEL OF A CONSOLIDATED GENERAL PLAN

Page Layout:

- Portrait ([Rancho Cordova](#) p. 5, [San Rafael](#) p. 1 and 2, [Anaheim](#) p. 3 and 4)
- Landscape ([Pleasanton](#) p. 3 and 5, [Ventura](#) p.1 and 2)

Use of Margins:

- Text boxes ([Ventura](#) p. 23, [Sacramento](#) p. 4, [Anaheim](#) p. 23, [Lincoln](#) p. 35 and 36)
- Pictures/maps (Same as above)
- No margins, incorporate pictures and maps directly into text ([Rancho Cordova](#) p. 9 and 19, [San Leandro](#) p. 11 and 12, [Pleasanton](#) p. 19)

Graphics:

- Color and examples ([Anaheim](#) p. 48 and 49, [Rancho Cordova](#) p. 11 and 12, [Redwood City](#) p. 7, 11 and 12, [San Diego](#) p. 4)
- Minimize color and graphics ([San Leandro](#) p. 11, [Lincoln](#) p. 95)
- Maps in PDF to allow zooming ([Palo Alto](#), [Anaheim](#) p. 15)

Active links:

- Include in web page version ([Lincoln](#) p. 19)

On-line Formatting:

- Break into small pieces based on element or vision ([Rancho Cordova](#), [Ventura](#))
- Only view entire document ([Redwood City](#), [San Leandro](#), [Livermore](#))
- Both (Rancho Cordova, Ventura)

Other Electronic Features:

- Ways to keep informed:
 - o Subscription to changes: [Palo Alto](#) and [Menlo Park](#)
 - o Bi-lingual: Menlo Park
 - o RSS feeds: Menlo Park
- "Help" Button, FAQ's: Two sites in [Lincoln](#), [Lincoln](#), [San Leandro](#)
- Use of Video (You Tube)
- Use of Social Networking Sites (Facebook and Twitter)
- Blogs to track changes and progress in the General Plan