



City of Sunnyvale

Agenda Item

24-0294

Agenda Date: 2/15/2024

2024 COUNCIL STUDY ISSUE

NUMBER

OCM 24-01

TITLE North Sunnyvale Quality-of-Life Improvement Master Plan

BACKGROUND

Lead Department:

Office of the City Manager

Support Departments:

Office of the City Attorney

Department of Public Works

Community Development Department

Library and Recreation Services

Department of Public Safety

Finance Department

Environmental Services Department

NOVA Workforce Services

Sponsor(s):

Councilmembers: Din, Mehlinger, Melton, Klein, Cisneros,
Mehlinger, Sell

History:

1 year ago: N/A

2 years ago: N/A

SCOPE OF THE STUDY

What precipitated this study?

At the January 25 Council Strategic Planning Workshop, Councilmember Din proposed a study issue to create a north Sunnyvale quality of life improvement master plan. The study would include an assessment of historical inequities in north Sunnyvale compared to other areas of the City. The Master Plan would propose quality of life improvements with specific metrics.

What are the key elements of the study?

This Study would require defining “North Sunnyvale” as a geographic area. Staff would then examine disparities between “North Sunnyvale” and other areas of the City. Elements of the Study would be based on various socio-economic, demographic, and spatial factors. These factors would focus primarily on conditions that play a significant role in influencing a person's quality of life.

Council would need to provide direction on the scope of the Study. There are some areas that are under the City's direct purview. Other quality of life factors would need to be addressed through external regional partners such as the County, educational institutions, business community, transportation agencies, and others. Implementing a wide-reaching quality-of-life master plan would be a resource-intensive, multi-year or ongoing effort. Success would depend, in part, on actions by external partners. Study elements could include:

- **Public Safety:** Ensuring the safety and security of residents through effective law enforcement, emergency response, crime prevention strategies, and community policing efforts.
- **Public Infrastructure and Utilities:** Evaluate the availability of essential infrastructure, utilities and broadband.
- **Housing:** Assess access to affordable, safe, and diverse housing options for residents, including strategies for addressing homelessness, promoting affordable housing, and improving housing conditions.
- **Employment Opportunities:** Fostering a vibrant economy with diverse job opportunities, entrepreneurship support, workforce development programs, and initiatives to attract and retain businesses.
- **Recreation and Leisure:** Providing access to parks, green spaces, recreational facilities, cultural amenities, social networks, and community events that promote physical activity, social interaction, creativity, and cultural enrichment.
- **Environmental Sustainability:** Evaluating policies and practices to protect natural resources, reduce pollution, mitigate climate change impacts, and promote sustainable development practices.
- **Transportation:** Developing and/or advocating for efficient, sustainable, and accessible transportation systems that offer multiple modes of travel (e.g., public transit, walking, biking, carpooling) to reduce congestion, improve air quality, and enhance safety and connectivity.
- **Education:** Supporting high-quality educational opportunities at all levels and promoting lifelong learning through Library and Recreation and relationships with educational partners.
- **Health and Nutrition:** Supporting improved access to healthcare services and facilities, wellness programs, and nutritious food and food security, including partnership initiatives to address health disparities and improve health outcomes.
- **Social Services and Support:** Assess access to social service networks, including access to childcare, eldercare, mental health services, substance abuse treatment, and support for vulnerable populations such as low-income families, immigrants, and people with disabilities.
- **Civic Engagement and Governance:** Promoting civic participation, transparency, accountability, and collaboration to facilitate inclusive and equitable decision-making.

The Study would require extensive data analysis using existing quantitative data as well as qualitative research methods that engage residents. Census block data can help identify patterns and disparities within a community. The City also has administrative data that can support a geospatial

analysis of resources. Staff would work with a consultant to complete the data analysis, facilitate community engagement, and develop a Master Plan.

A related effort is underway. As part of Council's Equity, Access, and Inclusion priority area, staff has drafted a request for proposals for a community needs assessment. This assessment will highlight current disparities and resource needs of Sunnyvale's historically marginalized groups. The results of this Study could inform the analysis of geographic disparities.

Based on these findings, a quality-of-life master plan would establish goals aimed at enhancing the well-being, prosperity, and overall access to opportunities and resources for residents in "North Sunnyvale." The master plan would also make recommendations to help the City achieve goals and develop metrics to track progress. The project would use an equity, access, and inclusion lens in all aspects of planning and decision-making. Goals and recommendations would be developed with North Sunnyvale residents most impacted by disparities identified in the Study.

Estimated years to complete study: 2 years

FISCAL IMPACT

Cost to Conduct Study

Level of staff effort required (opportunity cost):	Major
Funding Required for Non-Budgeted Costs:	\$250,000
Funding Source:	Will seek budget supplement - General Fund

The Study would require a major staff time commitment from the Office of the City Manager to scope the study, conduct a request for proposals, manage a consultant contract, engage the community and present findings, goals and recommendations to Council. Cost to complete the study would be dependent on the scope of quality-of-life items that Council wishes to include, and the level of community engagement desired. A broadly scoped study may exceed this initial cost estimate, while a more narrowly defined scope could cost less than this Study cost estimate. Further, if Council would like quality-of-life data metrics to be tracked on an ongoing basis, there would be a cost associated with that effort.

Cost to Implement Study Results

Unknown. Implementing a Quality-of-Life Master Plan would depend on the action items identified. To the extent that they include infrastructure investments, items controlled by external partners, or other high-cost items, implementation could take many years and be quite costly. The study would include an assessment of potential costs, including capital and operating.

EXPECTED CITY COUNCIL, BOARD OR COMMISSION PARTICIPATION

Council-Approved Work Plan: No

Council Study Session: Yes

Reviewed by Boards/Commissions: Human Relations Commission

STAFF RECOMMENDATION

Defer. This policy issue merits discussion at a future Study Issues Workshop.

A community needs assessment is underway. This assessment will assess existing disparities and unmet resource needs of Sunnyvale's historically marginalized groups. There is likely a correlation between our historically marginalized groups and geographic disparities experienced by residents in north Sunnyvale. Staff recommends waiting for the results of the community needs assessment to inform the development of a quality-of-life master plan. Alternatively, the two study issues could be combined for a more robust study and master plan.

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Approved by: Kent Steffens, City Manager