# Policy 7.2.1 Community Engagement— Goals and Policies

**Goal A: Achieve a community in which all community members are well informed about local issues, City Programs and Services.**

Policy A.1 Assure that all community members have reasonable access to City information, services and programs within budgeted resources.

Policy A.2 Provide accurate and thorough information in a timely manner to ensure that community members have an opportunity to respond effectively.

Policy A.3 Ensure an integrated approach to informing community members about local issues, City programs and services that reaches segments of a diverse community.

**Goal B: Achieve a community in which all community members can be actively involved in shaping the quality of life and participate in local community and government activities.**

Policy B.1 Encourage community involvement in the development and implementation of City and community activities, programs and services.

Policy B.2 Simplify processes and procedures to make it easy and convenient for community members to participate in City activities and programs.

Policy B.3 Promote the importance and benefits of community involvement.

Policy B.4 Promote and encourage volunteerism in City and community affairs.

Policy B.5 Plan for and develop wide representation of the community when obtaining public input for policy decisions.

Policy B.6 Provide opportunities for and encourage involvement from community members that reflect the diversity of the City.

**Goal C: Create a strong, positive community identity, rich in cultural diversity.**

Policy C.1 Actively encourage public and professional recognition of the City through awards and promotion of significant City and community accomplishments and innovations.

Policy C.2 Encourage celebrations which help to create a strong, positive community identity and recognize cultural diversity.

Policy C.3 Engage in regional, state, national and international activities which promote a positive community identity for the City of Sunnyvale.

Policy C.4 Foster an environment of awareness, respect and understanding that encourages community engagement with different cultures.

(Adopted by Resolution 116-95; RTC 95-058 (2/7/95); RTC 07-359 (10/30/07); Administrative Update (March 2012))

Lead Department: Office of the City Manager