

Hi Neighborhood Leaders,
Please see below the notes from our quarterly meeting on Monday evening. We had another info-packed evening!

These report is wordy-- but here are the highlights with details below:

- New Public Safety lieutenant working with the neighborhoods, Lt. Ava Phillips
- Upcoming Neighborhood Association Symposium, April 22nd
- New Website redevelopment project highlights
- Library/City Hall/Civic Center project update
- Reading Partners needs Volunteers!
- SUFA- Sunnyvale Urban Forest Advocates, helping to plant free trees throughout Sunnyvale!
Arbor Day, This SATURDAY March 7th
- Fit & Fun Earth Day, Saturday April 25th

**Sunnyvale Neighborhoods Quarterly Meeting
Monday, March 2nd, 2015**

7:00 pm Reid Myers - Welcome and Introductions

Lt. Ryan Yin, Sunnyvale Public Safety

Ryan Yin introduced Lt. Ava Phillips- new Crime Prevention Officer that will be working with Sunnyvale Neighborhoods!

Lt. Yin let us know that they will be offering a SYMPOSIUM for neighborhood associations wanting information on getting started. Cherry Hill/Cherry Chase will be panelists talking about how to run a successful neighborhood association. DPS will be there. **April 22nd at Public Safety Headquarters.** 6:30-8pm. 700 All America Way. 408-730-7109. Will cover: current crime trends, crime prevention strategies, establishing a neighborhood association, and much more!

Jennifer Garnett, City Communications Officer

Jennifer has now been on board 3 years. She is a Sunnyvale resident and lives in Birdland. Primary responsibilities: media relations -proactive/needs of the city, manages the city Website and social media. Handles the city's cable channel which broadcasts city council meetings. Works with council on speechwriting, talking points, etc. Also involved in some city-wide projects.

City Website Redesign Project: Will be revamping the city webpage. NextDoor launched "city pages" so now Sunnyvale can have a page and post information which they have been doing since December. Peak Democracy is an online citizen engagement tool— product is called "open Town Hall" or "Open City Hall", <http://www.opentownhall.com/>. Sunnyvale is just starting this and will launch next month. This allows the city to put out topics to the community and ask questions. There would be a link available to citizens through NextDoor, the neighborhood associations and the city webpage. Existing tools: Facebook, twitter.

Webpage: Why redesign? The underlying platform of the current webpage is outdated and restrictive so it's hard to make improvements. Current site architecture is cumbersome. We have 336,000 page views annually but many visitors leave before they go any further— 71%! Too much content currently. 85% of pages are never or rarely accessed. GOAL: well architected, user-friendly website with features like language translation. A person responsible for the website has just been hired. Do we build it or do we buy a solution from a vendor? After doing a lot of research, they decided to buy a good underlying technology system. 2/3 of all the cities in Alameda and Santa Clara counties use vendors. We need a mobile friendly site. Must also be ADA (Americans with Disabilities Act) compliant. Need to be able to integrate with social media.

Next Steps: RFP issued on Feb 20th- due March 18th. Will be evaluating April/May and deciding in May and presenting to Council. Already working on content. Will hire vendor, build site and hope to launch a beta site in December, 2015. What can you do? Stay informed! <http://Websiteredesign.insunnyvale.com>, subscribe to the project blog. Will be opportunities for you to give input: Focus groups, surveys, review designs, etc.

Questions

Q: Can departments enter their own content or do you need to go through the provider:

Ans: There will be people in each department that can edit content. The webmaster will review all new content before posting.

Q: Where will the servers for the site be located?

Ans: Right now we run them but the vendors will take over this function and will handle website redundancies

Q: What is a beta site?

Ans: It's a final draft version of the site that is released for the end users to test and critique.

Q: Will old content be archived in case someone wants it?

Ans. Good question— working on this now. Reviewing what we have and deciding what to keep.

Q: There must be some laws about requiring us to keep information

Ans: Yes we will keep that in mind

Q: What about projects that haven't been completed vs those that are upcoming?

Ans: Ongoing projects will stay on the site

Q: Why does the city delete email content after only 3 months? Seems very soon.

Ans: I'm not sure the exact rationale behind deleting email content and don't know the exact record retention for emails but I can find out.

Kent Steffens, Assistant City Manager

Civic Center Modernization Project . Background:

Total Acreage 24.35. Parking- all surface parking which is 41% of the site- almost 11 acres. Heartscape landscape 40%, Buildings 16%, Charles St Garden 3%.

Functions of the Civic Center: Headquarters of Public Safety built in 1985. 41,000 square feet. Fire Protection moved elsewhere as no room for them. Main library location here- built in 1959. Last addition in 1983 (Sunnyvale has grown by 34%) 60,000 square feet. Still planning a branch library but would like to renovate or replace the main library. City Hall, built in 1958. 35,000 square feet. City Hall Annex- was the old public safety building. Now this is the IT and Finance Dept. South Annex is a modular building next to city hall. Added parts and pieces- was put together around 2001 - it's 5100 square feet. City Manager staff is located here. Sunnyvale Office Center built in 1962 and it's 35,000 square feet. Part is leased to private tenants. HR is located here, Environmental services, as well. Charles Street Garden leased to a non-profit, .7 acres. Community Engagement plan was just approved by council last Tuesday.

Step 1: Vision and Success criteria

Step 2: Needs Assessment, space for city hall, library, etc. How much do things cost? Renovate or new?

Step 3. Site alternatives— should we have parking under buildings? If we build new, should we do multi-story? 10 acres of open space- most not very usable. Is there a way to better use it?

Step 4: Will ask City Council for direction- especially financial. What funds does the city have or perhaps a bond?

Will also look at to see if part of the civic center can be used for private use for revenue.

OUTREACH:

Community Focus Groups (Community gardens, washing park, business community, community leaders, friends of the library, board of library trustees), Community Workshops (Vision and Success, community assets/program, site planning design charette), Project Website and will do online surveys using Open City Hall.

If you have questions or comments, contact: Kent Steffens Assistant City Manager ksteffens@sunnyvale.ca.gov
408-730-7441

Questions:

Q. Has there been talk about selling any of this land?

Ans: They are looking at options and not eliminating any options right now.

Q. Are there any restrictions on zoning about how many stories a building can be?

Ans: It's zoned as a public facility- not sure if there is a height restriction.

Q: Are we running out of space?

Ans: There is not enough space for example, in City Hall. Also the buildings with space have roof leaks and A/C issues.

Q: I'm guessing many residents don't go to this part of the city- how will residents benefit?

Ans: The main library is a big part of this project and they get 2,000 visitors a day. Programs for children are very popular- story time, etc. There isn't enough space for these programs now.

Comment: I visited fire prevention. Most of us would not want to work in a place like that. It's very dated and feels like modular housing.

Q. This came up awhile back, and we talked about moving the library, is that still a part of the mix?

Ans: It's still part of the mix, there are some benefits of having the library close to the senior center, the theater, etc. But there are some negatives, too. If located at the Community Center, you would use up some of the open space at the community center. We will be asking residents about this.

Q: How long would this project go on for (in phases?) it would be expensive to do this all at once.

Ans: We aren't that far along in the planning process.

Q: I'm an original gardener, how will the involvement process work?

Ans: We will reach out to gardeners and ensure they are involved in the decision making process. They have been a positive aspect of the campus. We will ask the community and will include the gardeners.

Comment: There are a variety of ways neighborhood associations communicate. For those who use paper, it would take a little longer so I know they would appreciate a little extra time.

Christian Suba, Reading Partners

We talk about public safety, and safe neighborhoods- we can start with the kids! These are the kids that will be our future neighbors. We need to help the kids who are aren't at reading levels- as they are more likely to end up in prison. Sunnyvale is doing well- but we need the kids in our program for 12 weeks for them to benefit. We need as many students in the program by April as possible so they can have 12 weeks to benefit. Bishop is doing great as they have a lot of volunteers, but Ellis needs a lot of volunteers. We need to reach out to neighbors to help out the students that will be their neighbors so we don't see a negative effect on our neighborhoods. Would be happy to be in your newsletters, we would be happy to speak at neighborhood meetings.

You would be paired with one student for 12 weeks, you bond with them and you are a role model. Most are low income. We hope you can step up and help because we want our community to succeed. Kids are 6-8 and they will be in our high schools soon! Need more volunteers!!! Email Chris at Volunteer@readingpartners.org.

www.readingpartners.org

Announcements and Comments

Deborah Marks/Seema Srivastava- SUFA- Forestry Program in Sunnyvale

This is a new group in Sunnyvale called SUFA, Sunnyvale Urban Forest Advocates. They formed in Nov of last year to support the urban forest plan passed by city council. They are helping to increase the tree coverage in Sunnyvale. There are many similar programs in neighboring cities. The goal is to protect and promote the urban forest, preserve trees that exist, and increase canopy cover. They meet monthly. They inform residence of the importance of trees, take inventory of trees, and check up on trees.

THIS SATURDAY March 7th IS THEIR FIRST EVENT, ARBOR DAY! Two time blocks for volunteer activities, 9am: Stowell/Orchard Neighborhood 315 Stowell Ave, location two, Wright Avenue 1049 Payette Ave Come plant trees! At 12pm they will be at Serra Park for kids. 739 the Dalles Ave. Two troops (boy scouts and girl scouts) will be planting trees. Please ask your neighbors to participate! They will be encouraging people to plant trees and will plant as many trees as they can! Need help getting the word out. Would like to come to associations to speak about the new tree group. sunnyvaleurbanforestadvocates.org

They also want to spread the word about SUFA. Need ways to encourage residents to reach out to SUFA to plant trees. **Street trees are free!** People have a concern about the drought- but the city has a list of low-water trees. Trees only need 10 gallons a week until they are established (then none). No liquid ambers are being planted. No magnolias, either. City is prioritizing the planting of trees. Canopy coverage is 18% a few years ago, we suspect it's much lower now. Goal is 20% = 30,000 trees! Many environmental benefits.

Website: <http://sunnyvaleurbanforestadvocates.org>, email: parks@sunnyvale.ca.gov

Q: Does the city remove dead trees? Ans: yes if it's on public property

Q: PGE wanted to destroy a lot of trees on Homestead. Ans: I don't believe the city has given any permits for that.

Q: How do you determine how many trees can be in front of a house? Ans: If there is room, two trees could be planted!

Comment: I recently requested another tree but the city said no it would be too close. Ans: They will bring this up and try to help.

Q: on the new street tree plantings, are people able to have some say which type of tree? Ans: Depends on the street. Some want it uniform. Comment: would be nice for people to have a choice.

Comment: I know one of my neighbors requested a tree and she was told she was getting a specific tree but she didn't want it- so they gave her options.

Point to note: The city is willing to eliminate concrete to plant a tree

Q: what is the height restriction? Ans: depends if there are power lines. If not, height wouldn't be as relevant.

Q: what about roots? Ans: they are now putting in root barriers.

Please invite Deborah and Seema to come to your neighborhood meetings!

Carolyn Lutticken - Upcoming Fit and Fun Fair

Fit and Fun Fair will be done with Earth Day this year! We will have 75+ exhibitors. **Saturday April 25th, 10am-3pm**. This is done with public safety so fire trucks will be there, car safety checks, etc. All is free! Fun event! Need volunteers! They need 100 volunteers. <http://fitandfunfair.insunnyvale.com>. You can sign up to volunteer from that site.

Jr. Giants Baseball League: Part of Sunnyvale PAL, kids 5-13 can sign up- also teach character development. They have an anti violence component. NEED COACHES, don't need to know about baseball. They will give you good training and there is a lot of support. If you're interested contact carolyn@sunnyvalepal.com.

Orchard Garden Park- they are starting construction to build a nice park! Between 237 and 101.

8:30 Adjourn

OTHER ANNOUNCEMENTS:

-- Sunnyvale Environmental Services Department is running a BUTT OUT campaign against cigarette butts. Cigarette butts have a negative impact on water quality and there are campaigns going on nationwide. 1,600 butts were collected for their first cleanup. The campaign will run through June, 2015. For more information contact Jackie Davison, 408-730-7717

-- From Tara Martin-Milius

Learnstorm is a partnership between Khan Academy and Google and they are looking for kids to participate. It's a free math challenge/learning competition for kids in grades 3-12th. Here is a video and the Learn Storm website to explain more. Kids can enter any time from now through the end of April.

<https://www.youtube.com/watch?v=xNgwmxKjbU&feature=youtu.be>

<https://www.khanacademy.org/learnstorm#about>

Respectfully Submitted by Reid Myers



Jennifer Garnett Presentation



Sunnyvale Neighborhoods Meeting Room



Kent Steffens Presentation



Carolyn Lutticken Presentation