

**Council Meeting: February 23, 2010****SUBJECT: 2008-0481 – Creation of a Land Use and Transportation Element/Climate Action Plan Advisory Committee****REPORT IN BRIEF**

Based on feedback at the initial community outreach meetings for the Land Use and Transportation Element (LUTE) update, staff has concluded that several issues and concerns warrant further analysis and discussion: 1) since several years have passed since adoption of the Sunnyvale Community Vision, residents have expressed interest in revisiting and validating the assumptions and vision goals that will serve as the foundation for the LUTE; and 2) the LUTE and Climate Action Plan (CAP) raise complex issues which deserve more in depth community education, discussion and policy deliberation. In order to fully address these issues, staff is recommending forming a representative LUTE/CAP Advisory Committee, with community members selected by the City Council, to serve in an advisory capacity and assist in community outreach efforts on the LUTE and CAP.

**BACKGROUND**

A work plan to update the Land Use and Transportation Element (LUTE) of the General Plan was adopted on June 24, 2008 (RTC 08-193). One of the key components of the work plan was that the LUTE would tier off of the adopted Sunnyvale Community Vision from 2007. As a result of the initial LUTE public outreach meetings in November 2009, however, it was apparent that the many members of the public in attendance were not familiar with the adopted Vision.

Additionally, when the LUTE work plan was adopted, it was anticipated that general information on the City's carbon footprint would be available and policies would be proposed to address Assembly Bill 32 requiring a reduction in greenhouse gas emissions. The work plan did not include preparing a Climate Action Plan (CAP). More recently, staff has concluded that a CAP will be necessary and is highly advisable to respond to the changing regulatory context in California on climate change and the need to reduce greenhouse gasses. The CAP involves technical issues with multiple options and solutions that will require considerable discussion. An expanded outreach program would allow staff to better inform and prepare the community to participate in discussions on the CAP. Further, recent actions by the State Attorney General's Office suggest that preparing the CAP and LUTE should be intertwined processes.

Attendance at the three November 2009 LUTE/CAP public outreach meetings varied from 15 – 36 people. The public provided input on five key **land use and transportation** topics that were identified by staff as areas to concentrate on for the LUTE/CAP update:

- Focus on the neighborhoods
- Identify citywide issues
- Promote community health
- Encourage economic growth
- Provide leadership in sustainability and fighting global climate change

Meetings notes for these three meetings are attached for the Council's information. (See Attachment B)

### **EXISTING POLICY**

Policy 7.3.12: City Council Appointments to Intergovernmental Agencies, City Council Subcommittees and Council or Mayor-Created Advisory Task Forces. (See Attachment 1)

### **DISCUSSION**

The three public outreach meetings provided staff with useful information and insights on the issues that are relevant for the LUTE and CAP. It was apparent, however, that many participants were not familiar with the 2007 Sunnyvale Community Vision and the underlying assumptions that have shaped this policy plan. Some participants indicated that the Vision does not sufficiently define the desired development pattern and physical appearance of the city. Residents also raised questions about the assumptions on employment growth, transportation capacity and regional housing needs. Insufficient time was available at the meetings to inform the public about existing city policies, regional and inter-governmental plans and regulations, growth projections and state legislation (e.g. Housing Element law, AB32 and SB375).

Staff believes that a successful LUTE effort should include further public discussion on the Sunnyvale Community Vision to validate or revise this plan if needed. Additionally, specific outreach and education would also be beneficial on the following topics:

- Traffic Projections and Impact Analysis
- Walkability and Transit
- Impacts of Growth and Change
- Housing Needs and Jobs/Housing Balance
- Land Use and Climate Change Linkage

- Office/Industrial/Retail Trends and Job Growth
- Regional Context

Staff recommends revising the work plan at this time to expand the opportunities for public dialogue on the important policy issues which are relevant to the LUTE and CAP. The revised work plan includes a proposal for the City Council to form a LUTE/CAP Advisory Committee to ensure that the resulting policy plans reflect a balanced, informed and consensus-based public process. An advisory committee was not part of the original work plan, but would not replace the planned community meetings and other public outreach efforts. Staff proposes that the advisory committee would serve three functions:

- 1) Review the Community Vision and determine if it is adequate, should be revised or expanded, or should be substantially revised;
- 2) Serve as an advisory body during preparation of the LUTE and CAP; and
- 3) Assist in conducting additional outreach and education programs for the community as the LUTE and CAP plans progress.

The benefits of a LUTE/CAP Advisory Committee include the following:

- 1) The advisory committee will allow for more in-depth public education, dialogue and deliberations on complex policy issues;
- 2) The LUTE and CAP are important long-range policy plans (10-year timeframe) that are pivotal components of the General Plan and should include a systematic and interactive public review process;
- 3) The LUTE and CAP involve many technical and complex issues that require considerable knowledge to reach well-balanced and informed recommendations;
- 4) The advisory committee with additional community outreach will facilitate an open and transparent public review process;
- 5) Through committee meetings, early public discussion of policy alternatives can occur, and timely feedback can be provided to staff during the preparation of the plans; and
- 6) The planning process would be led by a community committee instead of possibly perceived as a staff and consultant driven effort.

The primary disadvantages of an advisory committee are that it would require additional staff support, and the expanded planning process would require more time to complete the LUTE and CAP. Staff believes, however, that the additional time and staff commitment would result in policy plans with broader community understanding and acceptance. Staff estimates that the expanded work plan would be completed by Fall 2011 versus the latest schedule of Spring 2011. The committee process would not replace the community outreach and formal public hearing process conducted by the Planning

Commission and City Council for adoption of the LUTE, CAP and associated environmental impact report.

### **Selection of a Committee**

The members of the LUTE/CAP Advisory Committee could be selected by soliciting applications from the community using mailing lists, Facebook, newspaper ads, e-mail, and other avenues to invite participation. The committee should represent a broad and balanced cross-section of the Sunnyvale community. Staff could organize the applications to indicate which categories or interests the candidates represent (see Attachment C). A sub-committee of the City Council could review the applications and select the committee. Alternatively, a City Council sub-committee could make a recommendation to the full City Council. Generally it is best to have a committee of 15 or fewer members to better manage schedules, training, and other logistics of committee work.

The advisory committee could be selected from a cross-section of the community such as:

- Mayor's Green Ribbon Task Force (originally formed to focus on green issues such as climate)
- Residents/Homeowner and Neighborhood Associations
- Businesses and Real Estate Associations
- Public Health professionals
- Resource Agencies
- School Districts
- Community Organizations (e.g. social service, environmental and faith-based)
- Other Agencies

Based on the revised work plan for the LUTE and on the pending LUTE EIR consultant contract, staff anticipates the commitment for the advisory committee would be approximately 15-18 months.

If a LUTE/CAP Advisory Committee is authorized by the City Council, staff would prepare recruitment announcements and ask for applications within a few weeks of the announcements. Announcements soliciting interest would be sent to a wide range of community members such as neighborhood and business associations, Mayor's Green Ribbon Task Force, school districts and private schools, regional agencies, faith based and other non-profit organizations, and City Boards, Commissions and Advisory Committees. Announcements would be posted on KSUN, in the *Sun*, on the City's website

and on the LUTE Facebook page. Attendees of the 2009 November outreach meetings would also be notified.

Alternatively, the recently formed General Plan Consolidation Advisory Committee (GPCAC), whose purpose is to determine the organization and look of the consolidated General Plan, could also function as the community advisory body that reviews the Community Vision and guides the LUTE and CAP process. The work of the GPCAC is anticipated to be completed by July 2010, so if the Council is interested in having this committee expand its role, members should be polled regarding their interest and ability to serve in this expanded capacity. The Council should also consider if the GPCAC sufficiently represents the broad interests in the community, and could consider supplementing the GPCAC with other interested members of the community.

### **FISCAL IMPACT**

Funding for General Plan element and sub-element updates are budgeted in special projects; the specific budget for the LUTE and CAP will be presented to the City Council with the contract for the LUTE EIR/CAP consultant. The City has received a grant of \$100,000 for preparing the CAP. A LUTE/CAP Advisory Committee would have minimal expenses other than additional time for staff support and expanded education and outreach.

### **PUBLIC CONTACT**

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, Community Center and Department of Public Safety; and by making the agenda and report available at the Sunnyvale Public Library, the Office of the City Clerk and on the City's Web site. Attendees of the November 2009 outreach meetings were advised of this report. Notice of this item was also posted on the Planning Division LUTE Facebook page.

### **ALTERNATIVES**

1. Consider the Sunnyvale Community Vision valid and continue the LUTE update utilizing the adopted work plan with no advisory committee. In addition to the three general public outreach meetings that have already occurred, this option would retain outreach steps already included in the adopted work plan:
  - Additional outreach meetings for the public focused primarily on the Climate Action Plan.
  - Separate outreach meetings with focused business groups such as the Chamber of Commerce and the Moffett Park Business and Transportation Association.

- Approximately two public joint study sessions with the City Council and Planning Commission.
  - An on-line public survey.
  - Continued use of Facebook to keep the public informed of the process.
  - Required public scoping meeting for the LUTE EIR.
  - Public hearings for the Draft LUTE, CAP and EIR.
2. Authorize a LUTE/CAP Advisory Committee to review and validate the Sunnyvale Community Vision, act in an advisory capacity on the LUTE and CAP, and assist in community outreach efforts. The committee would consist of up to 15 members representing a broad cross-section of the community. The advisory committee would serve three functions:
- 1) Review the Community Vision and determine if it is adequate, should be revised or expanded, or should be substantially revised;
  - 2) Serve as an advisory body during preparation of the LUTE and CAP; and
  - 3) Assist in conducting additional outreach and education programs for the community as the LUTE and CAP plans progress.

This alternative would include the outreach steps above in Alternative 1 as well as expanded outreach and education by conducting topic-specific public workshops.

3. Modify the role of the General Plan Consolidation Advisory Committee (GPCAC) and ask them to also serve as the LUTE/CAP Advisory Committee as explained in Alternative 2. A Council sub-committee could select additional members from the community to supplement and expand the representation on the committee or replace GPCAC members that cannot serve.
4. Appoint a Council sub-committee of three City Council members to select the advisory committee or forward a recommendation to the full City Council. Staff would widely advertise to attract applicants and organize the applications for the sub-committee's consideration.

### **RECOMMENDATION**

**Alternatives 2 and 4:** Staff recommends that the Council determine that a community advisory committee for the LUTE and CAP is appropriate to help validate the Sunnyvale Community Vision, act as advisors during the planning process and assist in community outreach and education. Staff further recommends that the Council direct staff to widely recruit for applicants and

appoint a Council sub-committee to select or recommend the members on the committee.

A LUTE/CAP Advisory Committee would be highly beneficial given the importance and interest expressed by the community on complex land use, transportation, sustainability and climate change issues. The LUTE and CAP are long-range, comprehensive policy plans that are pivotal to the overall General Plan; therefore, an expanded planning process with the active involvement of a community committee is warranted.

Staff recommends the use of a new committee, rather than expanding the role of the GPCAC. A new committee could have a broader level of representation and assure that certain “categories” of stakeholders are directly involved in the process. It would also allow opportunities for additional citizen participation in city government.

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**Attachments**

- Attachment A – Existing Related Policies
- Attachment B – Meeting Notes for November 2009 Community Meetings
- Attachment C - Draft Selection Matrix

**From City Council Policy Manual: Policy 7.3.12 City Council  
Appointments to Intergovernmental Agencies, City Council  
Subcommittees and Council or Mayor-Created Advisory Task Forces**

**POLICY PURPOSE:**

The purpose of this policy is to provide clarity around the appointment of Councilmembers and non-Councilmembers to intergovernmental (IGR) assignments, including appointment criteria, appointment process, and term length. The policy also addresses Council subcommittees and task forces

**Council Created Task Forces**

The City Council may take action to create a temporary, community member task force to consider and advise on defined issues or topics. These commissions, created by formal action of the Council, are considered "legislative bodies" for purposes of the Brown Act, and must comply with open meeting requirements.

The following applies to these task forces:

- A. Members of the task force are appointed by the Council, or Council's designee, and may include council members (no more than three). Any action creating such a task force must be taken at a noticed meeting. The Council may choose and utilize relevant criteria for making such appointments.
- B. The findings and recommendations of the task force shall be brought forward to the Council at a noticed meeting; likewise, any action resulting from the task force recommendations must be directed and approved by Council at a noticed meeting.
- C. The task force exists until it accomplishes its mission or is otherwise terminated by the Council.
- D. The task force chair shall be selected by the task force unless the Council directly appoints a person to serve as chair.

## NEIGHBORHOOD ISSUES

<b>Issue</b>	<b>Comment</b>	<b>Number of Votes</b>
Community engagement	Use neighborhood associations-become formal part of planning process <input type="checkbox"/> Use neighborhood association quarterly meetings like a B/C	5
Walkability	Ability to walk to community store and other resources-walkscore.org	4
Parks and open space	Need for open space	4
Community identity	Preserve distinctive ID-esp. older neighborhoods	4
Traffic	Move traffic outside of neighborhoods	3
Safety	Safe neighborhoods, safe routes to schools and parks, etc.	2
Traffic	Transportation-prevent inter-city traffic from using neighborhood streets	2
Traffic	Murphy closed to traffic <input type="checkbox"/> Like NY, Mt. View-Castro St. <input type="checkbox"/> Walking only-community center <input type="checkbox"/> Chicago-State St, closed to traffic-successful <input type="checkbox"/> ITR-Compatibility with pets	2
Parks and open space	Open space	2
Community design	Need local retail in north (fewer bars/liquor stores)	2
Walkability	Enhance pedestrian safety and encourage walkability	1
Traffic	More traffic calming-"reusable solutions"	1
Traffic	Include a policy on the TIRE index	1
Traffic	Guidelines that identify the LOS impacts on neighborhoods	0
Goals and policies	Need for branch library	0
Goals and policies	Downtown-need retail stores geared to Sunnyvale residents	0
Community design	DT mixed use is good direction	0
Community design	Break DT into smaller pieces	0

## CITYWIDE ISSUES

Issue	Comment	Number of Votes
Parks and open space	Need to provide increased parks and school capacity to correspond to increased housina	6
Density	No high-density development	6
Community engagement	Open LUTE process-living document-wiki process	5
Transit	Need alternatives to the car-transit has to go where you want to go	4
Goals and policies	Sunnyvale should re-evaluate growth projections	4
Density	Density does not need to be like density in SF and can be attractive	4
Walkability	Close Mary to vehicles at railroad tracks (bike/ped. underpass at tracks) <input type="checkbox"/> Mary designated bike/ped <input type="checkbox"/> Boulevard (so Mary 3-lane auto/bike as south of Fremont)	3
Community engagement	Send questionnaires and surveys to reduce and gauge support for development	3
Transit	Pub. Transit hard to use <input type="checkbox"/> Share-ride (on the web)	2
Transit	Focus on public transportation	2
Transit	Bike lanes not enough-need shuttles, separate lanes	2
Schools	Consider impact on schools	2
Goals and policies	Regional influences-e.g. Santa Clara, Moffett Field/NASA	2
Goals and policies	Multi-city collaboration <input type="checkbox"/> Border issues (e.g. open space) <input type="checkbox"/> Transportation/sustainability <input type="checkbox"/> Car ownership, congestion-dichotomy	2
Goals and policies	Finances-relationship with county, state <input type="checkbox"/> Finances constrain possibilities-open space, etc. <input type="checkbox"/> Plans-county, city	2
Goals and policies	Development to account for all age ranges and trends	2
Density	More transit-oriented development	2
Transit	Transportation-aggressively promote incentives for using mass transit	1
Transit	Feed traffic more sensibly <input type="checkbox"/> Mary Ave. extension-new technology-prevent use by non-residents Mary Ave. extension-new technology-prevent use by non-residents	1
Transit	Transportation-fix problems before new project approved-address LOS <input type="checkbox"/> issues in intersections	1

## CITYWIDE ISSUES

Issue	Comment	Number of Votes
Transit	Possibility for zipcars <input type="checkbox"/> Cars prevent bike use <input type="checkbox"/> Encourage use of electric vehicles <input type="checkbox"/> Need proximity to facilities	
Transit	Favor alternative transportation-need policies <input type="checkbox"/> Citywide solutions for neighborhood problems	
Transit	Account for high-speed rail in land-use planning	1
Traffic	What should be acceptable LOS?	1
Traffic	Transportation-too many cars	1
Goals and policies	Water	1
Goals and policies	Reduced population	1
Goals and policies	Prop. 13	1
Goals and policies	Food availability	1
Goals and policies	Do not drive middle class out of city by limiting moderate-cost housing	1
Density	Do they want SF 80-100 story buildings?	1
Density	Consider more mixed-use	1
Community Identity	Regional agency does not support local identity	1
Community Identity	Need a clear vision for S'vale's ID	1
Community Identity	More child-friendly city	1
Community identity	City is changing-vacant buildings, slowed construction <input type="checkbox"/> Why do we approve more?	1
Community engagement	Wiki for collaborative document editing (Twiki.net is S'vale company)	1
Community Design	Open space adequacy	1
Transit	Vehicles-smaller	0
Transit	Coordinate bus routes with transit stations	0
Transit	Connect transit to major regional facilities (don't forget last half-mile)	0
Traffic	Traffic calming around schools	0
Public participation	Poll city opinion	0
Public participation	Community outreach-feedback used <input type="checkbox"/> Example-Eichler-how feedback used-lack of draft documents	0
Parks and open space	Require schools to not expand onto parkland; build two-stories	0
Parks and open space	Protect existing investment (e.g. open space)	0
Goals and policies	What affects ABAG pop/housing projections and allocations?	0
Goals and policies	Revisit residential growth projections in Community Vision	0
Goals and policies	Public safety	0

## CITYWIDE ISSUES

Issue	Comment	Number of Votes
Goals and policies	Prioritize goals/policies <input type="checkbox"/> Implementing measures-need guiding principles	0
Goals and policies	General plan and supporting documents aligning	0
Goals and policies	Include learning lessons <input type="checkbox"/> Quantifiability of progress <input type="checkbox"/> Benchmarks	0
Goals and policies	Education	0
Community Identity	Don't want ID of S'vale to be bars	0
Community identity	City drives its identity	0
Community Identity	Children moving out because not what they grew up with	0
Community engagement	Keeping community informed-residential areas	0
Community Design	Housing north of 237	0
Community Design	Campus design-close inter. sts	0
Community design	Adequate parking for shopping areas	0

## SUSTAINABILITY

Issue	Comment	Number of Votes
Goals and policies	Jobs/housing proximity	4
Goals and policies	Green building requirements for existing building (e.g. change of ownership)	4
Goals and policies	Sustainability efforts should have highest priority and should inform other goals, policies, and actions	3
Goals and policies	What does "full" mean?	3
Goals and policies	How are other resources affected?	3
Goals and policies	Part of the whole Earth-consider when addressing issues	3
Goals and policies	Make gross/big changes to address	3
Goals and policies	Move toward zero waste-e.g. plastic bottles and plastic bags	3
Goals and policies	<input type="checkbox"/> Encourage composting	2
Goals and policies	Need solar to be a requirement	2
Goals and policies	Incentives for renewable energy for business	2
Goals and policies	Financing plans for renewable energy and energy efficiency (on property tax)	2
Goals and policies	Need more T.O.D. along ECR	2
Density	Plans should address what can be maintained (carrying capacity)	1
Growth	Dynamic equilibrium-continued growth not sustainable	1
Growth	Visioning series on garbage	1
Goals and policies	All issues influence sustainability	1
Goals and policies	Transportation standards	0
	<input type="checkbox"/> Alternatives to reduce car use	
	<input type="checkbox"/> Parking	
	<input type="checkbox"/> Electric vehicles	
Transit	<input type="checkbox"/> Good bike/road system	
Growth	Build quality not quantity	0
Goals and policies	Provide green incentives for residents and businesses	0
Density	Encourage 2-story schools to protect open space	0
Community design	Shared parking (One stop for many destinations)	0
Community design	Pay for parking at businesses	0
Community design	Parks/open space-schools keep pace with housing development	0
Parks and open space	(other infrastructure, too)	

## COMMUNITY HEALTH

Issue	Comment	Number of Votes
Parks and Open Space	Open space (need more)	5
Walkability	Increase walk/bike-ability	4
Parks and Open Space	Need to pay attention to parks and open space	4
Parks and Open Space	Very few wildlife places still exist in Sunnyvale-need care of	1
Parks and Open Space	Pick-up games hampered in winter when fields closed	1
Parks and Open Space	Lifestyle affects need/use fo rec. and open space	1
Goals and policies	Green incentives	1
Walkability	Continuous walking space for longer distances (for running)	0
Transit	Mass transit up	0
Parks and Open Space	Playgrounds up	0
Goals and policies	Retroactive "green" requirements	0
Goals and policies	More community gardens	0
Goals and policies	Green may not need incentives-should be required	0

## ECONOMIC HEALTH

Issue	Comment	Number of Votes
High-Tech Companies	Support start-ups-need spaces	4
Goals and policies	What is vision for business in next 20 years?	3
High-Tech Companies	Ensure that Sunnyvale continues to attract high-tech companies	2
Goals and policies	Concern with conversion of industrial (manufacturing) and loss of:	2
High-Tech Companies	Adequate power sources as economy/technology grows	1
Goals and policies	What is City revenue/funding model?	1
Goals and policies	Transform to "needs-based" economy	1
High-Tech Companies	Fertile ground for start-ups	0
Goals and policies	Think about regional economic health	0
Goals and policies	Preserve manufacturing jobs and provide incubator space	0
Goals and policies	Jobs/housing ratio-need more housing, vs. jobs	0
Community design	Parking needed for success of businesses	0

COMMUNITY ADVISORY COMMITTEE - LUTE  
 SAMPLE Selection Matrix

ATTACHMENT C

	Resident N	Resident S	Resident E	Resident W	Business	Social Service	School	Resource Agency	Green Perspective	Health Professional	Other Qualifications
Applicant 1	X				X				X		Transportation
Applicant 2		X					X				
Applicant 2					X				X		
Applicant 3			X								Contractor
Applicant 3				X							HHSC
Applicant 4		X									Architect
Applicant 4					X						Property Owner
Applicant 5								X			
Applicant 5		X									
Applicant 6				X							Mayor's Green Ribbon Committee
Applicant 6	X										Nurse
Applicant 7	X				X						
Applicant 7			X			X					Avid Walker
Applicant 8						X					
Applicant 8			X								Bicyclist
Applicant 9	X										
Applicant 9		X									
Applicant 10		X									Physician
Applicant 10			X								
Applicant 11				X							Planning Commissioner
Applicant 11		X									Accoustical Engineer
Applicant 12	X										50 yr resident
Applicant 12											
Applicant 13			X								
Applicant 13							X				
Applicant 14								X			
Applicant 15		X									Short-term resident
Applicant 16		X									
Applicant 17				X							Mayor's Green Ribbon Committee
Applicant 18	X										
Applicant 19		X									Love's Golf
Applicant 20			X		X						