

## **.2 GOALS, POLICIES AND ACTION STRATEGIES**

### **Policy 7.2.1 Community Engagement – Goals, Policies and Action Strategies**

When City Council adopts the General Plan Sub-elements, it is adopting the related goals and policies; the action strategies included in this document inform Council and the public regarding the initial operational steps which staff proposes to implement the goals and policies adopted by Council. Staff may create new action strategies and revise others without action by City Council. Action strategies are short-range in nature. The action strategies translate the long-range goals and adopted policies into decisions and actions which address community engagement needs in Sunnyvale. They are the critical link between long-range planning and current decision-making.

### **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.

#### **Action Strategies**

**A.1a.** Provide reasonable and cost effective access to City facilities, programs and services.

**A.1b.** Develop suitable customer feedback mechanisms for City programs to assess quality and customer service issues and opportunities for improvement.

**A.1c.** Monitor legislative and regulatory trends regarding public access and information issues.

**A.1d.** Utilize community and business organizations to assist in informing the community about City Services and programs.

**A.1e.** Provide news media with timely and comprehensive information regarding Council actions and City information of interest to the general public.

**A.1f.** Assist the news media in receiving information regarding coverage of City issues.

**A.1g.** Identify communications media and communications technology which are appropriate and cost effective to provide information to and access for the community.

**A.1h.** Monitor communications technology and policy developments and evaluate their potential impact on public information activities to improve communications, reduce duplication of effort, and enhance cost-effectiveness.

**A.1i.** Monitor the City communications policy to guide utilization of technology for public participation and community involvement.

**A.1j.** Continue to provide and support a central information center in City Hall to assist community members in locating and using City services.

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

**Action Strategies**

**A.2a.** Respond in a timely manner to all resident inquiries or concerns regarding City services.

**A.2b.** Identify residents, community organizations and businesses affected by significant City actions and decisions and ensure that they receive timely and appropriate information enabling participation in planning and decision-making processes.

**A.2c.** Ensure that effective public notification and access, in accordance with relevant laws and City Council policies, are provided to enhance meaningful community participation in the policy making process.

**A.2d.** Notify community members of opportunities for involvement in policy making and program planning.

**A.2e.** Ensure that all public board, commission and Council meetings provide an opportunity for public input and involvement.

**A.2f.** Provide opportunities for community members to participate in the development of relevant public policy decisions.

**A.2g.** Ensure that public notification measures are proportionate to the magnitude and public sensitivity of issues.

**A.2h.** Produce periodic comprehensive publications on City affairs that are readily available and distributed to all City residents and businesses.

**A.2i** - Publish and distribute timely and accurate information regarding City programs and services, City Council actions, and policy issues.

**A.2j.** Encourage comprehensive, accurate and timely media coverage of City actions, services and programs.

**A.2k.** Develop mechanisms to evaluate the impact of marketing efforts on the public demand for services and the City's ability to deliver them.

**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.

**Action Strategies**

**A.3a.** Provide appropriate language translation assistance and translated materials to residents seeking City services.

**A.3b.** Enhance the ability of City programs and staff to serve community diversity.

**A.3c.** Provide information and outreach through various mechanisms in order to effectively inform and engage community members.

**A.3d.** Encourage the development of and support community organizations and networks for public information.

**A.3e.** Work with businesses, local institutions, school districts, and other public agencies to develop informational networks serving the community and assist in informing the community about City services and programs.

**A.3f.** Provide community organizations and networks with information regarding City events, programs and services and encourage distribution throughout the City.

**A.3g.** Develop mechanisms to assess community needs in provision of services.

**A.3h.** Regularly update a coordinated database for information distribution.

**A.3i.** Periodically evaluate City public information materials, activities and plans, to assess effectiveness, minimize duplication, maximize cost-effectiveness of information distribution, and respond to community needs.

**A.3j.** Assess the effectiveness of public information about City programs and services and the fiscal impact.

**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.

**Action Strategies**

**B.1a.** Support community participation in City programs and services and develop materials to assist and encourage involvement.

**B.1b.** Promote involvement of businesses in City and community activities, programs and services.

**B.1c.** Promote public awareness and understanding of financial and other constraints on municipal services, and involve community members in identifying solutions which balance public demand for services with limited resources.

**B.1d.** Support communication throughout the community to create and strengthen relationships.

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

**Action Strategies**

**B.2a.** Provide community outreach programs throughout the City to improve service delivery and communication with community members.

**B.2b.** Facilitate the development of relationships and partnerships among community organizations and the business community to achieve common goals.

**B.2c.** Encourage grass-roots efforts to identify and develop solutions for community problems.

**B.2d.** Evaluate public involvement measures to ensure their utility as policy making and program planning tools.

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

**Action Strategies**

**B.3a.** Work with local school districts and community organizations to encourage student involvement in local government, community activities and issues.

**B.3b.** Support City and corporate employee involvement in community activities.

**B.3c.** Identify and build on opportunities for partnerships between the City and community members which can leverage resources to meet community needs.

**B.3d.** Identify and support mechanisms to strengthen the capability of community organizations to achieve community-wide goals.

**B.3e.** Facilitate the ability of businesses to support or supplement public resources to achieve community goals.

**B.3f.** Publicly recognize business community involvement, contributions and achievements.

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

**Action Strategies**

**B.4a.** Continue to support and evaluate the use of volunteers as a method of maintaining and/or enhancing municipal service delivery and as a means for building a stronger community.

**B.4b.** Identify opportunities and mechanisms for community members to maintain and/or enhance City programs, services and assets through volunteer endeavors.

**B.4c.** Publicly recognize City volunteer involvement, contributions and achievements.

**B.4d.** Support efforts to implement and foster effective volunteerism throughout the City.

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

### **Action Strategies**

**B.5a.** Identify and strengthen contacts between the City and community organizations.

**B.5b.** Support the development of a comprehensive directory of community organizations and resources to strengthen relationships throughout the City.

**B.5c.** Identify opportunities and develop plans for City personnel to meet and interact with community groups regarding City issues.

**B.5d.** Provide opportunities for community input and monitor feedback.

**B.5e.** Identify feedback mechanisms to provide the optimal level of community input in public decision making.

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

### **Action Strategies**

**B.6a.** Develop specific criteria and plans to obtain a diversity of representation in community engagement activities.

**B.6b.** Encourage a diverse pool of applicants for membership on boards, commissions, advisory committees and task forces to reflect the diversity of the community.

**B.6c.** Use surveys and/or other methods to determine community awareness and opinion concerning local issues and to provide information for policy and program planning.

## **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.

### **Action Strategies**

**C.1a.** Identify opportunities for recognition of City achievements, innovations, personnel, and programs and services.

**C.1b.** Maintain a commitment to excellence and continuous improvement of City programs and services.

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

### **Action Strategies**

**C.2a.** Facilitate the efforts of community members to provide safe, well-organized community-wide special events which strengthen a positive community identity.

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

**Action Strategies**

**C.3a.** Exchange ideas and innovations with other communities.

**C.3b.** Facilitate the exchange of technical assistance between the City and other agencies and the private sector.

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

**Action Strategies**

**C.4a.** Encourage and celebrate the diverse cultures that represent the Sunnyvale community.

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