



City of Sunnyvale
Moffett Park Specific Plan Update

Community Engagement Plan

Updated - January 2021



Sunnyvale

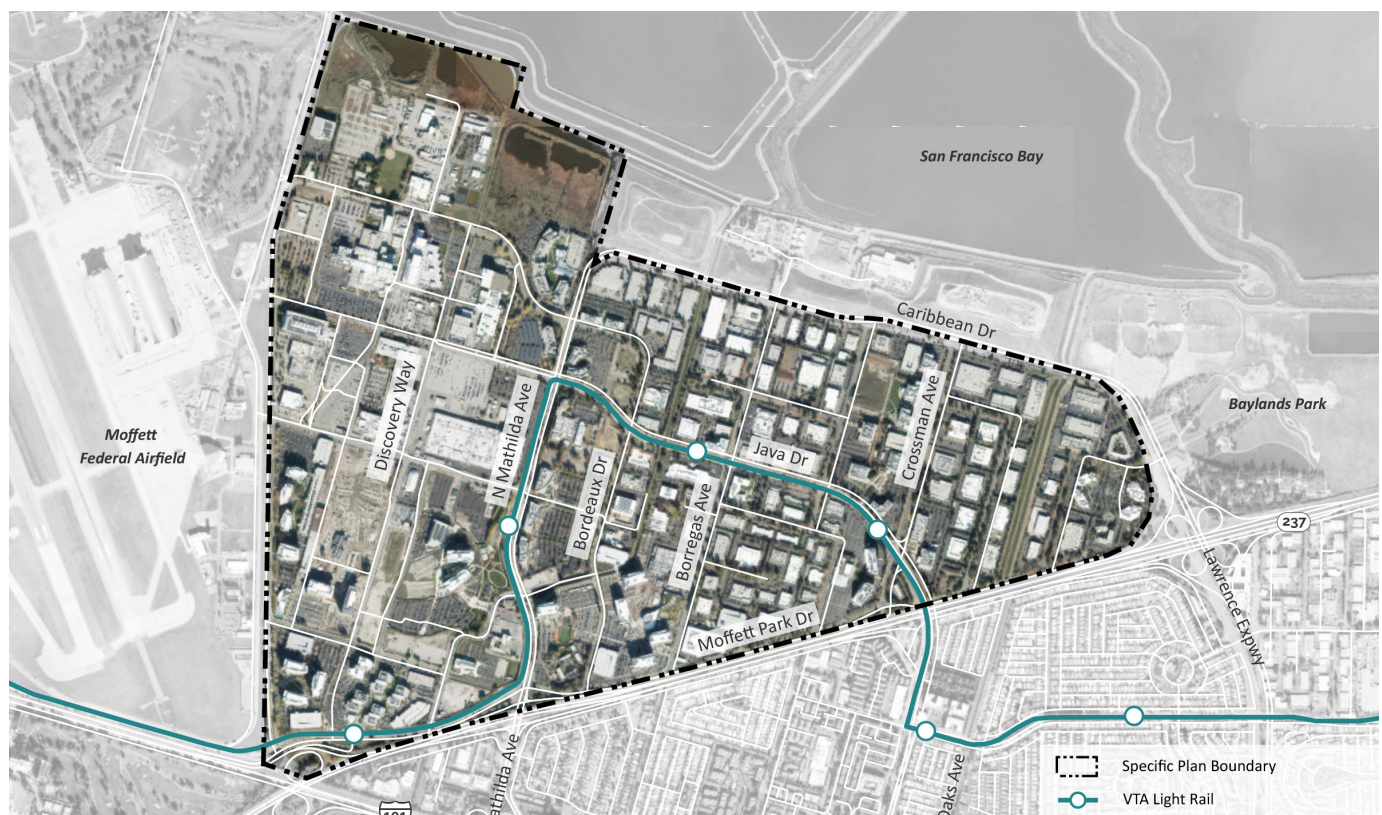
WHAT IS THE MOFFETT PARK SPECIFIC PLAN & WHY SHOULD I GET INVOLVED?

The City is embarking on an exciting new project updating the Moffett Park Specific Plan. The Specific Plan will address pressing issues—such as social and economic opportunities, housing affordability, traffic congestion, public infrastructure, sea level rise and flooding, and environmental sustainability. This Specific Plan Update project presents an opportunity to think boldly about long-term community resilience, character, and prosperity. Through an inclusive community engagement process, the Specific Plan will allow the community to help define the future character of Moffett Park to make it a unique and special place. In summary, the purpose of the Specific Plan is to:

- Prepare a long-term policy document to guide future policy decisions and development applications;
- Preserve and enhance key area assets (e.g. open space and Bay access);
- Address topics of concern; and
- Enable the community to develop a shared vision for the future.

One of the most critical aspects to a Specific Plan update is to effectively involve the community in the decision-making process. This engagement plan outlines a transparent process across multiple outreach platforms and activities. It's important that all interested community members and stakeholders be involved in the planning process to share their experience with and knowledge of the city, and offer input and direction that will help shape the future of Moffett Park.

As of March 2020, all engagement events will be virtual until it is deemed safe to hold in-person events. To adapt to the unprecedented challenges of the COVID-19 Pandemic, the project team has modified the engagement plan activities to leverage digital and online tools that will allow the community to come together and share ideas while keeping everyone safe.



ENGAGEMENT PLAN OBJECTIVES

The engagement effort will be systematic and inclusive, centered on key objectives including:

- Reaching diverse community groups and gathering a variety of perspectives;
- Offering various methods and opportunities for community participation, adapted to a virtual format;
- Preparing visually attractive and easy-to-understand informational materials; and
- Analyzing and sharing community input at relevant points in the process.

City staff and consultant team will listen, inform, and translate the community's and stakeholders' viewpoints and vision, and continually report back on how the information gathered will be shared and used.

The engagement activities will occur throughout the planning process during key phases, including the preparation and review of:

- Visioning and identification of guiding principles, key issues, and opportunities;
- Land use and mobility alternatives; and
- Policy direction and Draft Specific Plan and Environmental Impact Report.



PLANNED ENGAGEMENT ACTIVITIES

In response to the COVID-19 Pandemic, community engagement related to the Moffett Park Specific Plan project will continue, but for the time being will transition to an online format through methods such as virtual meetings, digital surveys, and videos to gather input. A * denotes activities that are new or have been modified to provide an alternative to in-person engagement. Recordings of virtual meetings will be made available on the project website.



Moffett Park Specific Plan Interactive Website

A project website will provide clear two-way communication and the common thread throughout the engagement process, connecting the community to project updates and deliverables, upcoming events, and meeting summaries. The site will include an interactive component to encourage the community to complete surveys or provide feedback through interactive activities.



Technical Working Group (TWG)

To dive deeper into key topics, a working group of local and regional technical experts will examine emerging themes and ideas that could shape the future of Moffett Park. Technical Working Group meetings may cover topics such as land use, transportation, sustainability, and utilities and infrastructure.



Stakeholder Meetings

Meetings will be held with representatives of a range of community groups, business leaders, property owners, advocacy organizations, and community leaders early in the engagement process to help identify key issues and opportunities.



Educational Video Series *

An "Understanding the Future" video series will offer unique insights into Moffett Park and how the City is working collaboratively to respond to challenges. The series will educate the public on existing conditions for a range of topics including mobility, open space, and market conditions.



Public Workshops *

Publicly-noticed workshops will be held virtually throughout the planning process to inform and educate the public and elected officials on key topics. These workshops will serve as official City Council special study sessions with public involvement, and will be followed by virtual "Office Hours" to allow the public to engage one-on-one with City staff and the project team.



Community Meetings *

Interactive citywide community meetings will be held virtually, planned around the key phases of the planning process, including issues, vision, and guiding principles, and land use and mobility alternatives. Activities may include small breakout group discussions to gather input from every workshop participant.



Online Surveys

To provide community members the ability to provide feedback at times convenient for everyone, online surveys will be developed that mirror citywide workshops questions or activities



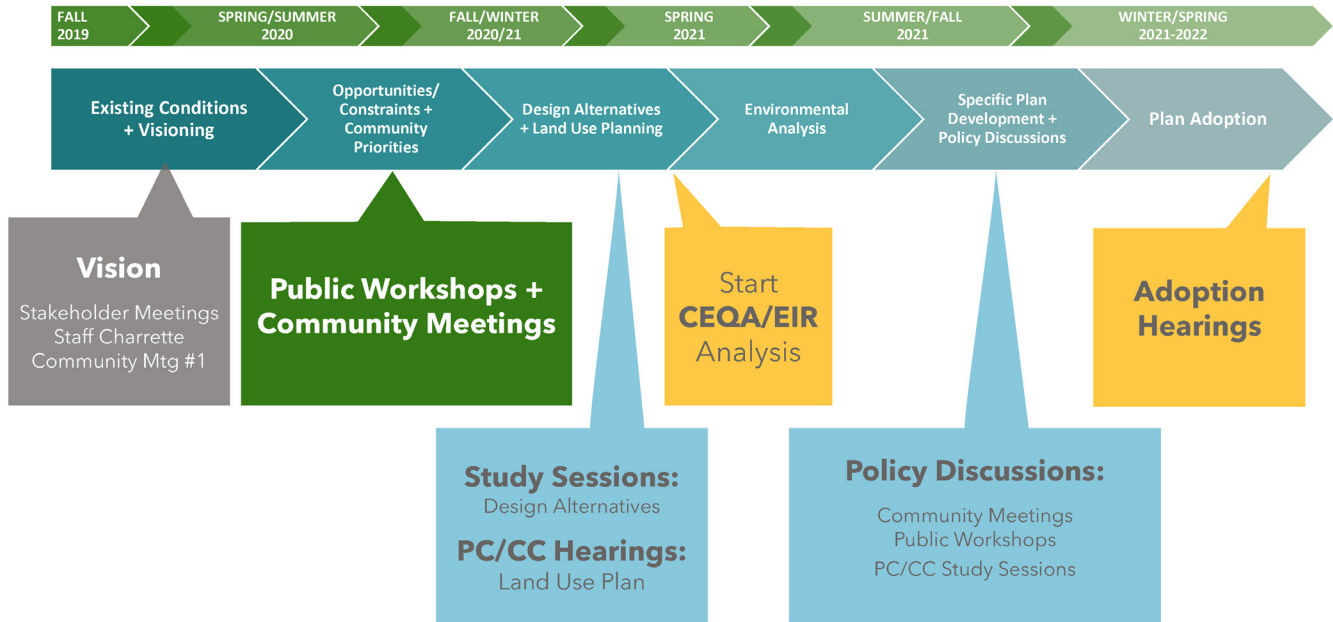
City Council and Planning Commission Meetings

Meetings will be held with decision makers throughout the process at key phases to gather input and provide direction.

PROJECT WORKFLOW

The following graphics outline the anticipated schedule and engagement activities in each of the key phases of the project. Please visit the project website at moffettparksp.com for specific dates, times, meeting agendas, and other details for the events outlined below.

Schedule



Engagement Phases and Activities

Phase 1 Issues, Vision, + Guiding Principles	Phase 2 Land Use + Mobility Alternatives	Phase 3 Policy Direction, Specific Plan Preparation + Adoption
<p>Engagement Activities (Virtual Until Further Notice)</p> <ul style="list-style-type: none"> • TWG Meetings • Stakeholder Meetings • Educational Video Series • Property Owner Meetings • Community Meetings • Planning Commission and City Council Study Sessions and Hearings <p>Key Deliverables</p> <ul style="list-style-type: none"> • Guiding Principles • Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis • List of Key Issues 	<ul style="list-style-type: none"> • TWG Meetings (<i>virtual</i>) • Public Workshops (<i>virtual</i>) • Community Meetings (<i>virtual</i>) • Property Owner Meetings (<i>virtual</i>) • Planning Commission and City Council Study Sessions and Hearings (<i>virtual</i>) <ul style="list-style-type: none"> • Land Use and Mobility Alternatives • Alternatives Analysis and Technical Studies • Preferred Land Use and Mobility Plan 	<ul style="list-style-type: none"> • TWG Meetings • Public Workshops • Community Meetings • Property Owner Meetings • Planning Commission and City Council Study Sessions and Hearings <ul style="list-style-type: none"> • Policy Direction for Key Topics (e.g. land use, transportation, infrastructure, sustainability) • Public and Final Draft Specific Plan and Environmental Impact Report, Zoning Code updates

HOW TO GET & STAY INVOLVED

There are multiple opportunities to get involved in the Sunnyvale Moffett Park Specific Plan process:

- **Get on the project email list** – Sign up through the project website or at a community event to receive the latest project and community event updates throughout the project.
- **Check out the project website – moffettparksp.com**. Stay tuned to the project website where project deliverables, summaries from past events, and updates on upcoming events will be posted. Materials from all previous presentations and community meetings are available. Interactive surveys and activities will also be administered through the project website.
- **Visit the City's social media channels** – Updates and announcements will be regularly be posted through the City's social media platforms.
- **[Virtually] Attend public meetings and workshops** – Join your friends, neighbors, and colleagues and share your ideas at the many virtual events planned throughout the process. Online meeting information will be posted on the website and City social media channels, and will also be available to stream on YouTube through the Sunnyvale City Clerk's channel. Dial-in numbers will also be available.
- **Complete online surveys** – Interactive online surveys will allow community members an easy and convenient method to provide input throughout the planning process.

HOW YOUR FEEDBACK WILL BE USED

Community input gathered throughout the planning process will be recorded and compiled to ensure that City staff and decision-makers have a full understanding of public opinion when drafting, reviewing, and adopting the Specific Plan, Environmental Impact Report, and Zoning Code updates.

FOR MORE INFORMATION

For more information or if you have questions or comments please:

Visit the Moffett Park Specific Plan project website at:
www.moffettparksp.com

OR

Contact

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