

Town of Sunnyvale

Mayor/Town Council Vision and Vision Priorities



Sunnyvale's Vision Statement:

A growing community of small town values, connected closely with our citizens, which continues to foster quality family residential and commercial development.

Mayor/Council Vision Priorities:

- 1) Preserve Sunnyvale's small town character and natural resources.
- 2) Maintain attractive and safe residential neighborhoods.
- 3) Promote a range of commercial development types (neighborhood to regional), while still maintaining a rural town character.
- 4) Connect Sunnyvale through a framework of parks, open spaces, and recreational facilities that meet community needs and match population growth.
- 5) Establish a walkable, pedestrian-friendly Town Center.
- 6) Establish a well-connected transportation network that provides efficient and safe traffic flow.
- 7) Manage growth for logical and intelligent use of land with phased, contiguous, and compatible development.
- 8) Provide an age-restricted residential area for ages 55 and up to provide lifecycle housing choices.
- 9) Promote sustainable development that encourages healthy living, economic growth, and environmental integrity, for current and future residents of Sunnyvale.
- 10) Maintain and regularly update a fiscal strategy that optimizes the use and value of Town funds with diligent stewardship of those funds as an underlying priority.
- 11) Foster regular and comprehensive communication from the Town to citizens and stakeholders on activities, issues and actions while, at the same time, encouraging their participation and involvement in discussions and decision making for Sunnyvale.
- 12) Develop, implement and regularly update a comprehensive Public Safety strategy that serves our citizens and stakeholders today and drives readiness for our Town in the future.
- 13) Follow a policy and practice in Town governance that is based on transparency, diligence and ethics with the intentions to develop policies and make decisions that best serve the entire Sunnyvale community.

Mayor/Council Goals and Priorities for 2017-2018

INFRASTRUCTURE

#	Goal/Objective	Term
1	Investigate the potential and need to require natural gas service to subdivisions of ten (10) or more residences.	S
2	Confirm final transition plan for Town water service from NTMWD to DWU.	S
3	Finalize plans for Phase III of the Collins Road expansion including financials; investigate and confirm a short-term solution for traffic congestion relief at the Collins/Stoney Creek intersection; investigate and confirm solutions for traffic stacking at the SISD complex as a short-term countermeasure.	S
4	Develop an expansion plan for Town East Blvd. that considers the implementation of SH190 and the participation of regional partners in the funding of the project.	L
5	Develop and implement a strategy for preservation and replacement of trees and vegetation for roadways encountering neighborhood development or widening of the roadway.	S
6	Assess current status of service to citizens for cellular phone, high-speed internet and cable television in rural and soon to be developed areas of Town; confirm required enhancements that meet citizen expectations and needs.	S
7	Update the Vision and Strategy for the Town trail system with community connectivity as the focus (with 4B).	L
8	Develop and implement a strategy for connector/neighborhood streets for Stoney Creek subdivision sections to the east of Collins Road.	S
9	Complete Lease/Control Agreement for the Barnes Bridge Lake Park with DWU	S
10	Investigate potential merits/risk for annexation of the Cypress Cove tract from and in conjunction with the City of Dallas.	L
11	Develop an analysis of future need and a strategy for the expansion of the Town Hall facility.	L
12	Develop a needs assessment and timeline for the launch of a new Library facility, Community Center and new Animal Shelter.	L
13	Develop and implement a strategy for the acquisition of land and development of sport and athletic fields (with 4B).	S
14	Develop and implement a strategy for the acquisition of land and development of parks and park land for the Town (with 4B).	L
15	Develop strategies for the future of Nance and Berry Roads.	S

ORDINANCES, RULES and REGULATIONS

#	Goal/Objective	Term
1	<u>Code Enforcement</u> - Develop and implement a more aggressive policy and practice for easement and right of way mowing and remedies for non-compliance - Develop and regularly communicate enforcement trends and supporting data - Develop and implement a more robust training plan for Code Enforcement staff	S
2	<u>Building Inspection</u> - Increase and improve staff capability levels - Measure staff effectiveness on a consistent basis - Develop and implement a more robust training plan for Building Inspection staff	S

Mayor/Council Goals and Priorities for 2017-2018

3	Develop, regularly update and publish for the public an HR/Organization chart for the Town that includes role and function for each position.	S
4	Authorize and receive a third party assessment of Town staffing status and needs which includes SVFRD	S

PUBLIC SAFETY

#	Goal/Objective	Term
1	Develop and implement a feral hog strategy that provides safety and assistance to residents.	S
2	Update the strategy for creation of a SVPD based on community wants and citizen preference. Utilize a third party expert for strategy development.	S
3	Develop a long-range plan for Public Safety service and facilities including 911 support.	L
4	Investigate and confirm the potential benefits of deploying a unified Sunnyvale Public Safety Department based on outcomes of #s 2 and 3 above.	L

FISCAL STRATEGIES

#	Goal/Objective	Term
1	Develop and finalize a prioritized Capital Projects list with projected costs.	S
2	Develop and finalize financing and funding strategies for #1 above.	S
3	Identify, nurture and utilize Grant Writing partners for offset funding of future Town projects.	S

GOVERNANCE

#	Goal/Objective	Term
1	Identify and introduce a metric evaluation system for the effectiveness and improvement of Town departments/entities with focus on service, response and risk management.	S
2	Conduct Council and Board training based on best practices for communities	S
3	Develop and introduce a Council/Board communication enhancement initiative with intentions of better aligning strategies and priorities between the groups.	S
4	Appoint and launch the Home Rule Charter Review Committee for the prescribed 5-Year Review with target completion in time for May 2018 election if necessary.	S
5	Investigate the need and potential effectiveness for Keep Sunnyvale Beautiful.	S
6	Develop and introduce strategic initiatives for enhancement of Mayor/Council relationships and communications with SISD Board of Trustees, 4A Development Corporation Board, 4B Development Corporation Board and the Sunnyvale Chamber of Commerce.	S

ECONOMIC DEVELOPMENT

#	Goal/Objective	Term
1	Develop an Economic Development strategy for the Town, with 4A Board and Staff, with priorities and needs identified.	S
2	Study and confirm TIRZ effectiveness and need.	S

Mayor/Council Goals and Priorities for 2017-2018

3	Develop and introduce a defined process for utilization and application of economic incentives (with quantified benefits/paybacks to the community)	S
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TOWN/CITIZEN COMMUNICATIONS AND SERVICE

#	Goal/Objective	Term
1	Revise the structure and format of the monthly Town Newsletter to enhance citizen awareness of Town events and governance actions. <ul style="list-style-type: none"> - Add more news about the Town - Decrease the emphasis on From the Mayor 	S
2	Investigate the potential and costs for providing streaming coverage of Town Council and Planning & Zoning meetings for enhancement of citizen awareness and involvement. Verify potential for partnership with SISD.	S
3	Define potential enhancements for the Town Hall A/V system and associated costs.	S
4	Develop and deploy an enhanced strategy for Town social media and website to promote awareness of new ordinances, issues and Town news	S
5	Develop and introduce a process for providing more timely internal communications to Council on Public Safety, Economic Development and relevant events/activities at Town Hall or in the community.	S
6	Reinstate regular DSO meetings with neighborhoods and Crime Watch teams	S
7	Develop and introduce strategic initiatives for enhancement of Mayor/Council relationships and communications with SISD Board of Trustees, 4A Development Corporation Board, 4B Development Corporation Board and the Sunnyvale Chamber of Commerce. (same as #6 under Governance)	S
8	Reinstate annual meetings with HOA leaders to better understand and provide solutions for mutual issues and opportunities.	S