



Steve Hoffman

For Sunnyvale Council Seat 6

www.SteveHoffman.org

Nov. 8, 2011 Elections



Who am I?

- Sunnyvale resident for 22 years. Married and father of two daughters.
- CEO of BackProject Corporation – Developers of the ATM[®]2 - a medical device for immediately relieving common back, neck, shoulder, knee & hip pain. Google “ATM2” to see my reputation.
- Electrical Engineer by profession.
- Licensed Real Estate Broker and Insurance Broker (non-practicing).
- Military veteran/officer (served in combat) and past flight instructor.

Why am I running?

Sunnyvale is a phenomenal place. That is why we all love it so much. Unfortunately, too many City leaders are increasingly becoming out-of-touch and insensitive with us, the residents. For example:

- **Placement of a charter amendment measure (~\$40,000), to extend Council members' term-limits from 8 to 16 consecutive years** (based on max. eight as Council member plus eight as Mayor). This major charter amendment measure will negatively change Sunnyvale forever to come, and is disguised within the directly-elected mayor measure. **Please vote NO on measure A.**
- Inability to resolve issues and build consensus between residents, neighborhoods and the City without multiple on-going law suits, and a tremendous amount of pain & suffering to residents. The Sunnyvale West Neighborhood Association litigation which took both parties all the way up to the California Supreme Court cost the City ~\$400,000 as it lost on every level. The City is still pursuing this project !?!
- Inconsistent code enforcement, leading to negative or catastrophic outcomes. Visit the Revere neighborhood where a woman was recently murdered & ask the neighbors what they think.
- Budget Stabilization Fund draw down to dangerously low balance, while leaving little margin for error. Their assumptions include: economic downturn ending, no unexpected costs, recovery of major revenues, no “double dip” recession, and no fiscal emergencies.
- On-going increasing fees without regard to residents' current economic hardships. For example utilities and introduction of new fees such as alarm and fire inspection fees.
- On-going cutting of services (i.e. library hours), without any regard to its residents needs.

What will I do for you?

- **I pledge not to accept any contributions from any individual or organizations, so you are assured that I only represent the interests of Sunnyvale residents.**
- I pledge to bring new ideas to turn Sunnyvale's economic woes around, without raising fees, and without cutting services or programs. There are many effective ways to do this, but we need “new blood” in the council to make this happen. For example, change the election year from an odd numbered year to an even numbered year. This alone could save the City ~\$150,000.
- I pledge to turn around Sunnyvale Council's apparent dis-interest in public input by creating new policies that will require Council members to listen and respond. Although some residents feel that Council has been responsive to their issues, many more feel disenfranchised.

My qualifications:

- As CEO:
 - I have the experience of successfully being at the helm of an organization during one of the most difficult economic periods that most of us will ever experience. All this without the luxury government has to (1) raise fees and (2) cut services, which have been the only options on the City agenda in dealing with its financial crisis.

Continued on other side...

- In the private sector we know that in tough economic times raising prices and reducing services just alienates our customers and reduces overall income.
- I especially understand the challenges every business owner experiences. City support for business and their employees must ensue.
- As a former tenant and current residential property owner in Sunnyvale, with long-term tenants, I understand the balance needed for mutually beneficial tenant/landlord relationships.
- As the owner of a fully occupied multi-tenant commercial property in Sunnyvale, I know how to attract businesses and reduce vacancies.

My hobbies:

- Hiking with my wife and children
- Running
- Ping Pong (Table Tennis)
- Cooking with my family

My vision:

- Sunnyvale leaders manage the City in a (1) fiscally responsible, (2) socially responsible, and (3) environmentally responsible manner.
- We, the Residents as a group, are treated like customers and shareholders whose opinions and needs comes first.
- The City Manager is the CEO, and the Council is like a corporate board of directors that makes policy decisions for the City Manager to implement.
- The City attorney provides legal counsel to the City Council and City Manager and is not authorized to independently make any policy or management related decisions. This alone will reduce City/Residents litigation.
- Increase the number of Council members' Study Sessions which will result in much better and thought-through policy and financial decisions.
- Streamline council meetings to reduce time waste which will provide more time for an effective public input and resolution process.
- Council Members will inspire and empower every resident and city employee to reach new personal highs.
- Create teen/adult community volunteer/educational programs that will assist our city. This will result in educational benefits for the teens, community and purpose for the adults, and monetary savings for our city. These programs could:
 - Keep library hours open longer while keeping costs down.
 - Keep the City clean while keeping costs down.
 - Help maintain trees, parks and landscape while keeping costs down.
 - Keep teens off the road and out of trouble.
 - Create a real sense of community in our beloved City.

Albert Einstein once said: *"The world is a dangerous place to live; not because of the people who are evil, but because of the people who don't do anything about it."*

So let's roll-up our sleeves and make this vision come true. We can do this together. We really need your help! (Non monetary)

Please visit my website (www.SteveHoffman.org), and click on the Volunteer tab to register.

Thank You Very Much,


 Steve Hoffman
 Candidate for Sunnyvale City Council Seat 6

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