Attachment 4

City of Sunnyvale:
2019 District Elections Survey

June 11, 2019

Methodology Overview

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➢ Data Collection	Landline (72), cell phone (28), text to online (282), and email to online (146) interviewing
➢ Universe	37,726 likely March 2020 voters in the City of Sunnyvale
➢ Fielding Dates	May 15 through May 18, 2019
➢ Interview Length	12 minutes
➢ Sample Size	Total: n=528 Split Sample A: n=268 Split Sample B: n=260
➢ Margin of Error	Total: ± 4.24% Split Sample A: ± 5.97% Split Sample B: ± 6.06%

The data have been weighted to reflect the actual population characteristics of likely voters in the City of Sunnyvale in terms of their gender, age, and political party type.

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Key Findings

Q1. Opinion on Overall Quality of Life in City
(n=528)

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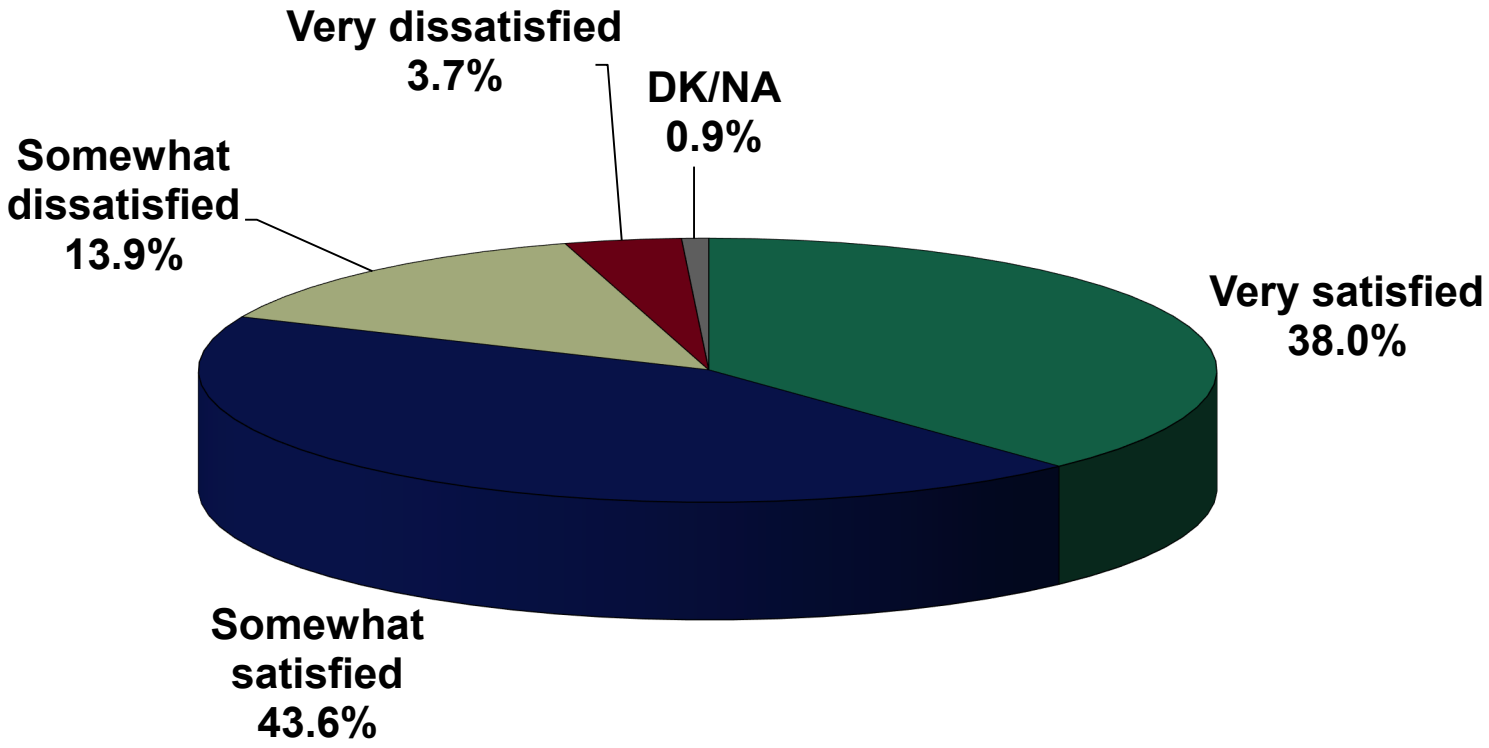

Total Satisfied	81.6%
Total Dissatisfied	17.6%
Ratio Sat to Dissat	4.6 to 1

Q2. Opinion on City's Provision of Services
(n=528)

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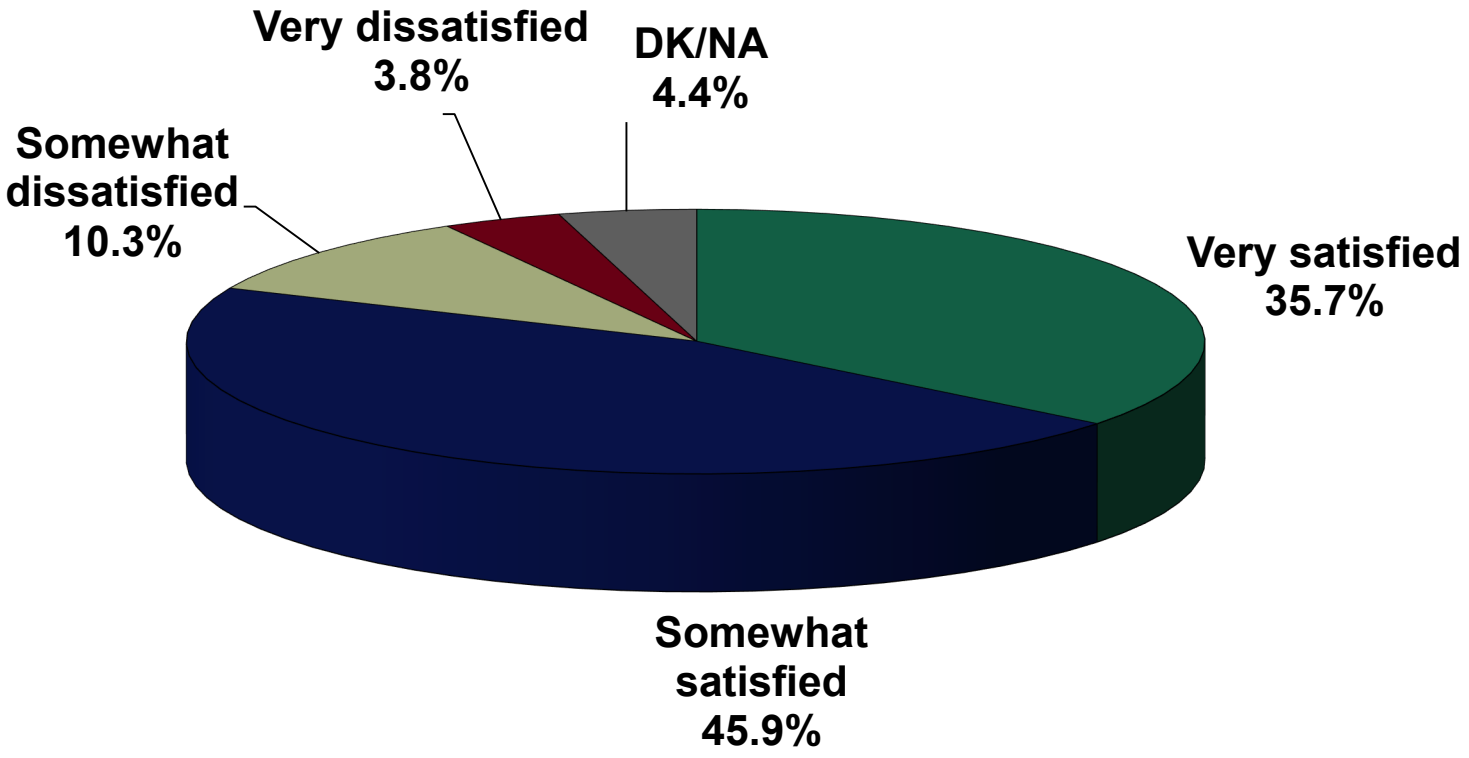

Total Satisfied	81.6%
Total Dissatisfied	14.1%
Ratio Sat to Dissat	5.8 to 1

Q3. Uninformed Support for 7 Member City Council Proposal

Sample A

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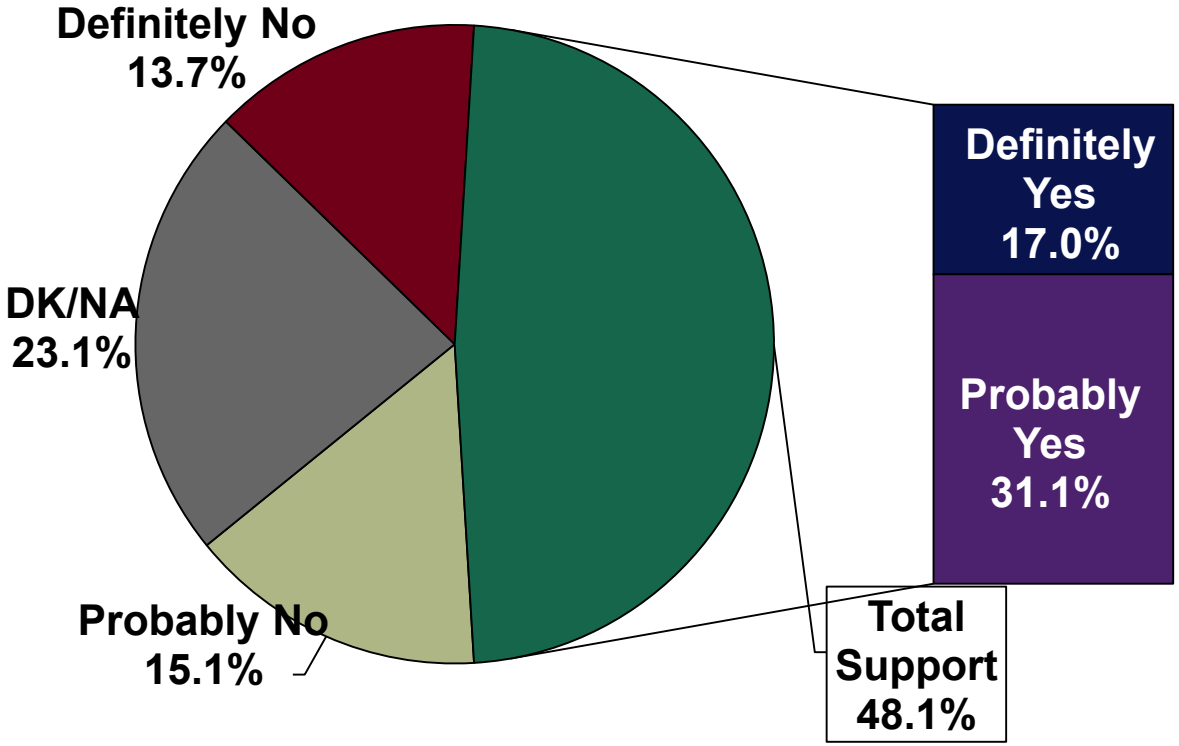

Shall the City Charter be amended to change the system for electing city council members from the current system of 7 numbered seats elected at large to 7 single-member council districts elected by the voters of each district, maintaining existing provisions for 2, 4-year terms and appointment of the mayor by the Council from one of its members?

Note: The margin of error for Split Sample A is ± 5.97%.

Q4. Uninformed Support for 6 Member and Elected Mayor City Council Proposal
Sample B

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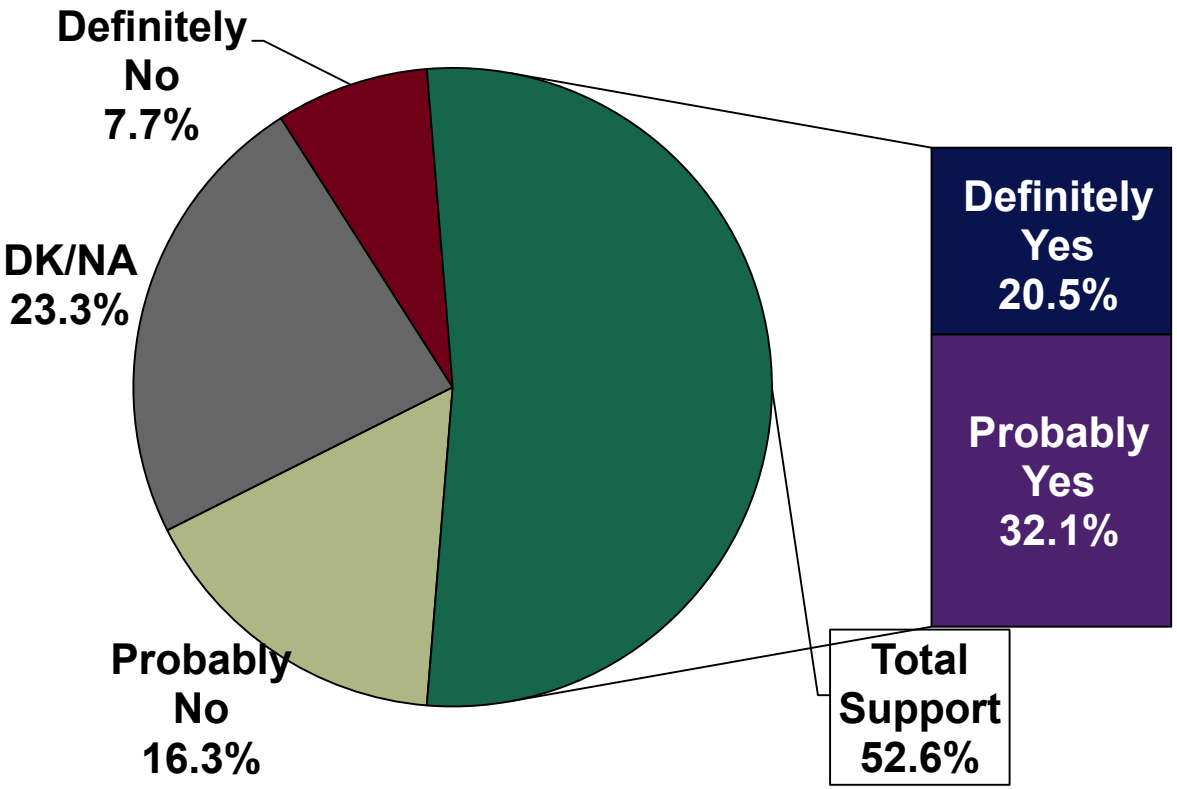

Shall the City Charter be amended to change the system for electing city council members from the current system of 7 numbered seats elected at large to 6 single-member council districts elected by the voters of each district and a mayor elected by all voters of the City, maintaining existing provisions for 2, 4-year terms for all elected council members and the mayor?

Note: The margin of error for Split Sample B is ± 6.06%.

Q5. Awareness of District Election Issue
(n=528)

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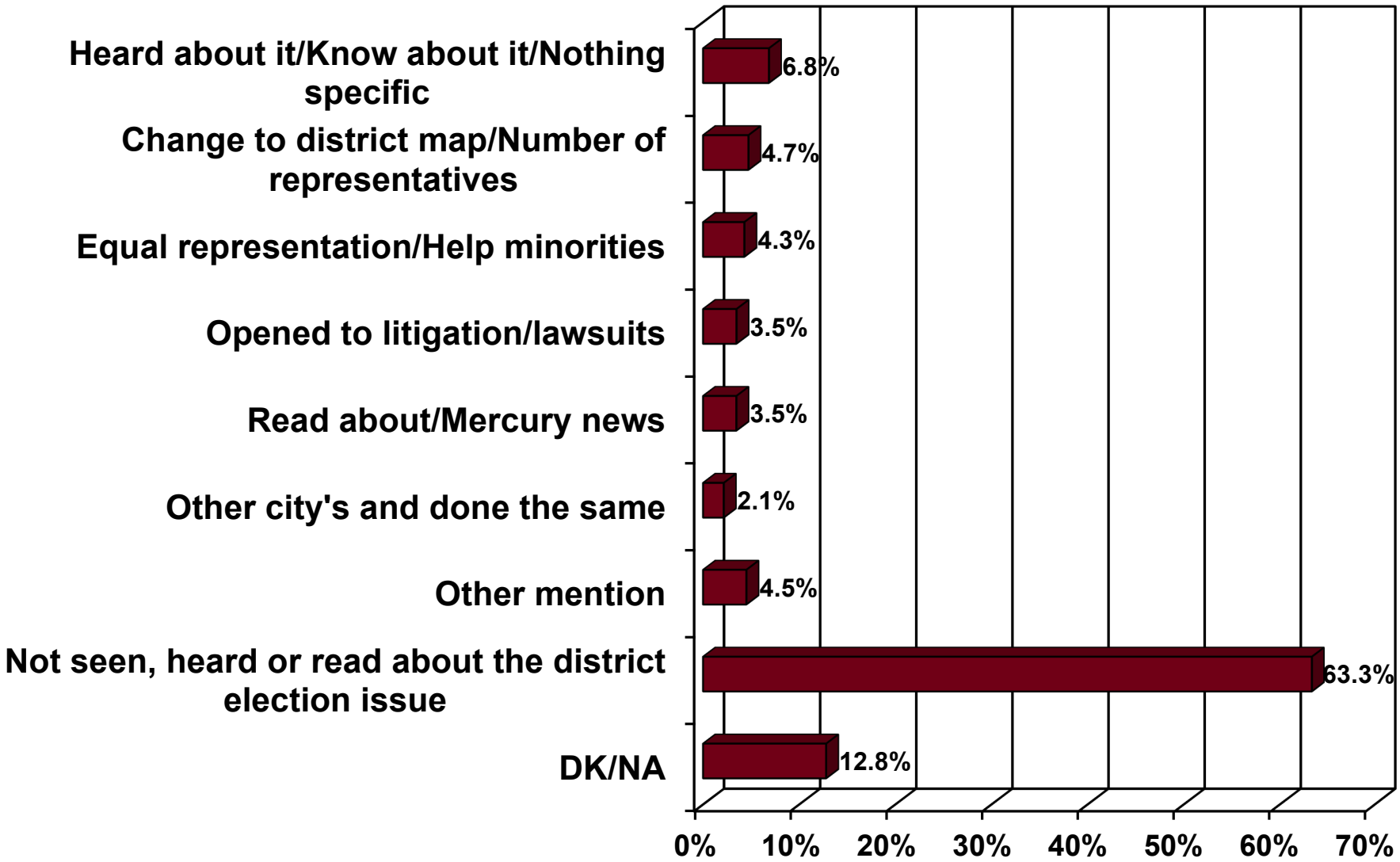

Q6. Features of the Measure
(n=528)

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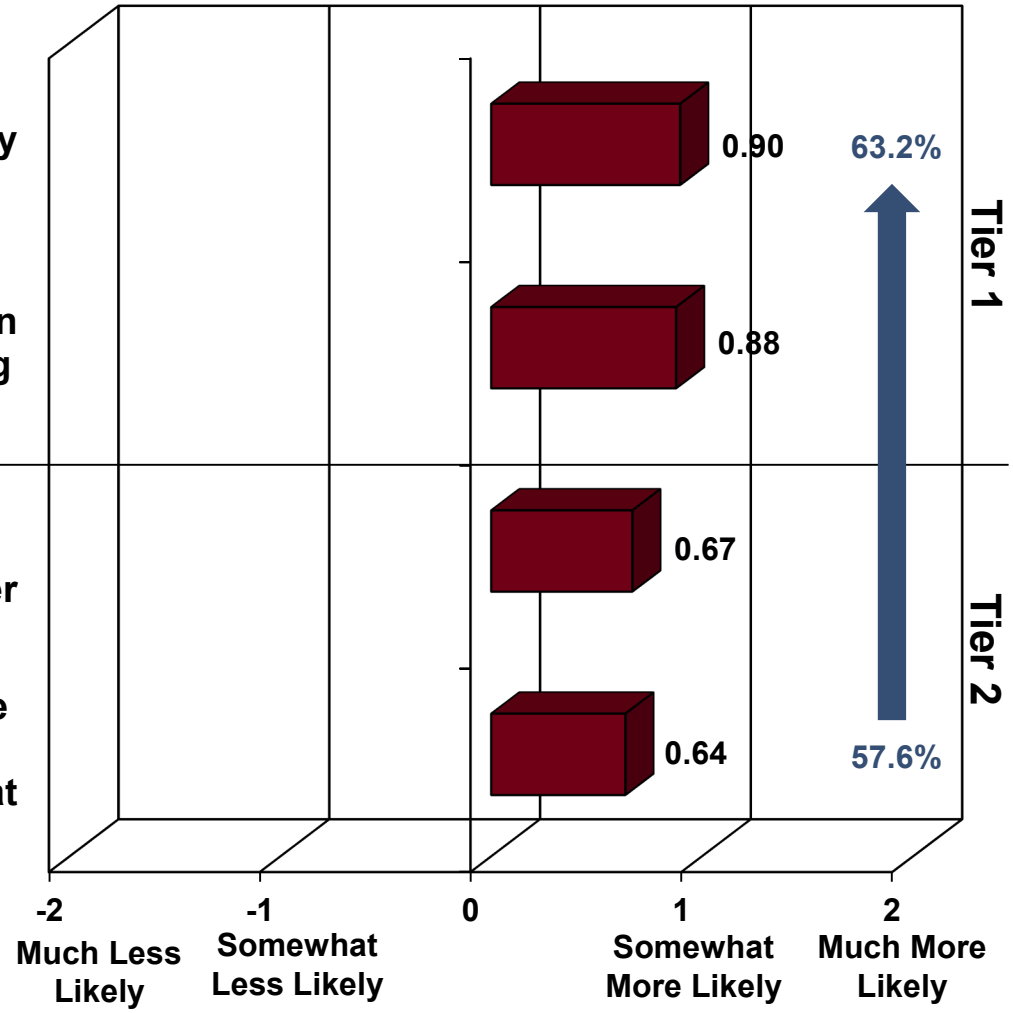
B. The measure could result in more diversity among council members

C. The measure would protect the City from an impending lawsuit under the California Voting Rights Act

A. The measure would ensure specific neighborhoods can elect a council member

D. Instead of picking representatives from the entire city, known as at-large elections, the measure would switch to district elections that portion the City into geographic areas.



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Q7. Informational Statements
(n=528)

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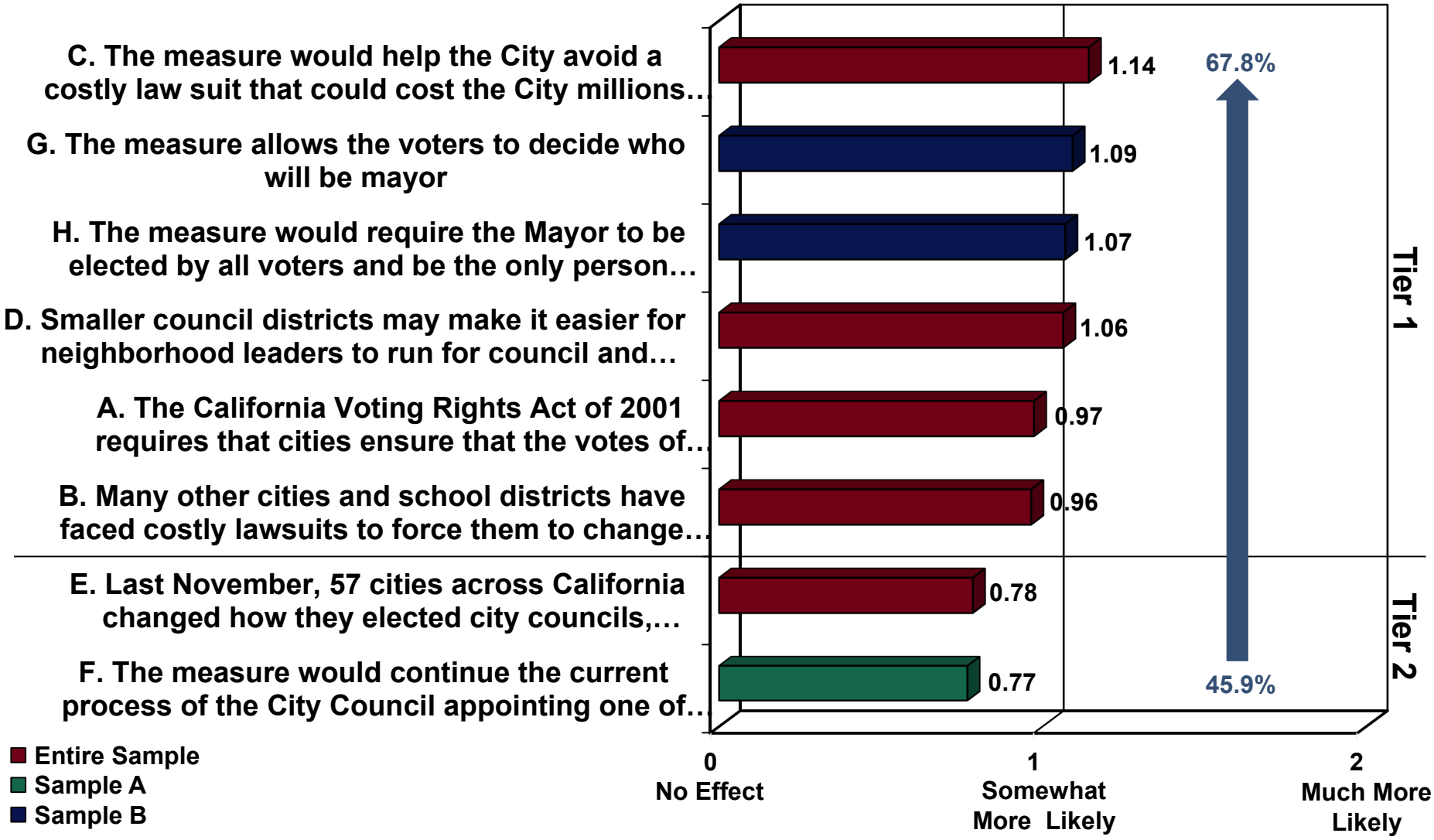

Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Q8. Critical Statements
(n=528)

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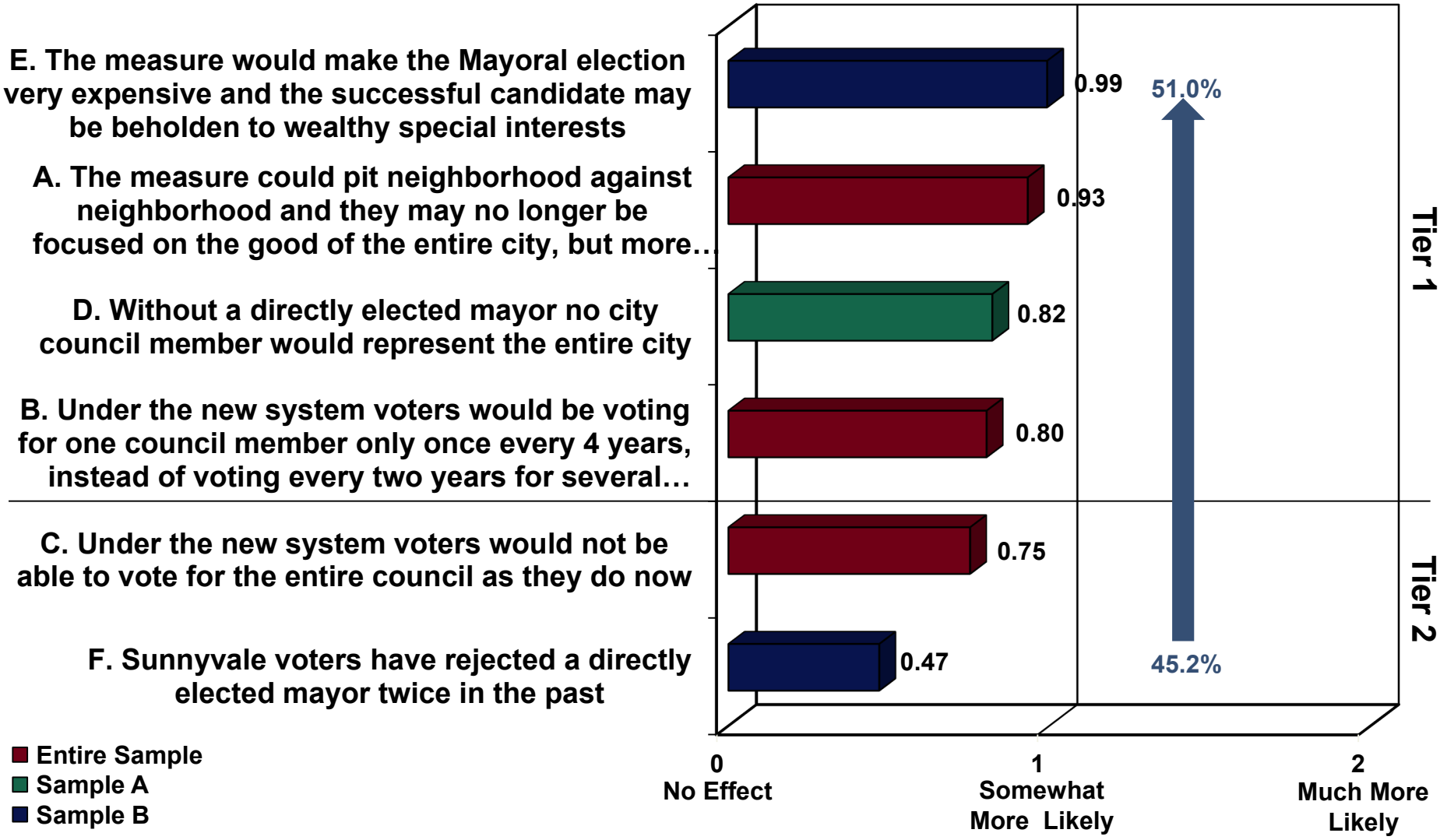

Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Q9. Informed Support for 7 Member City Council Proposal

Sample A

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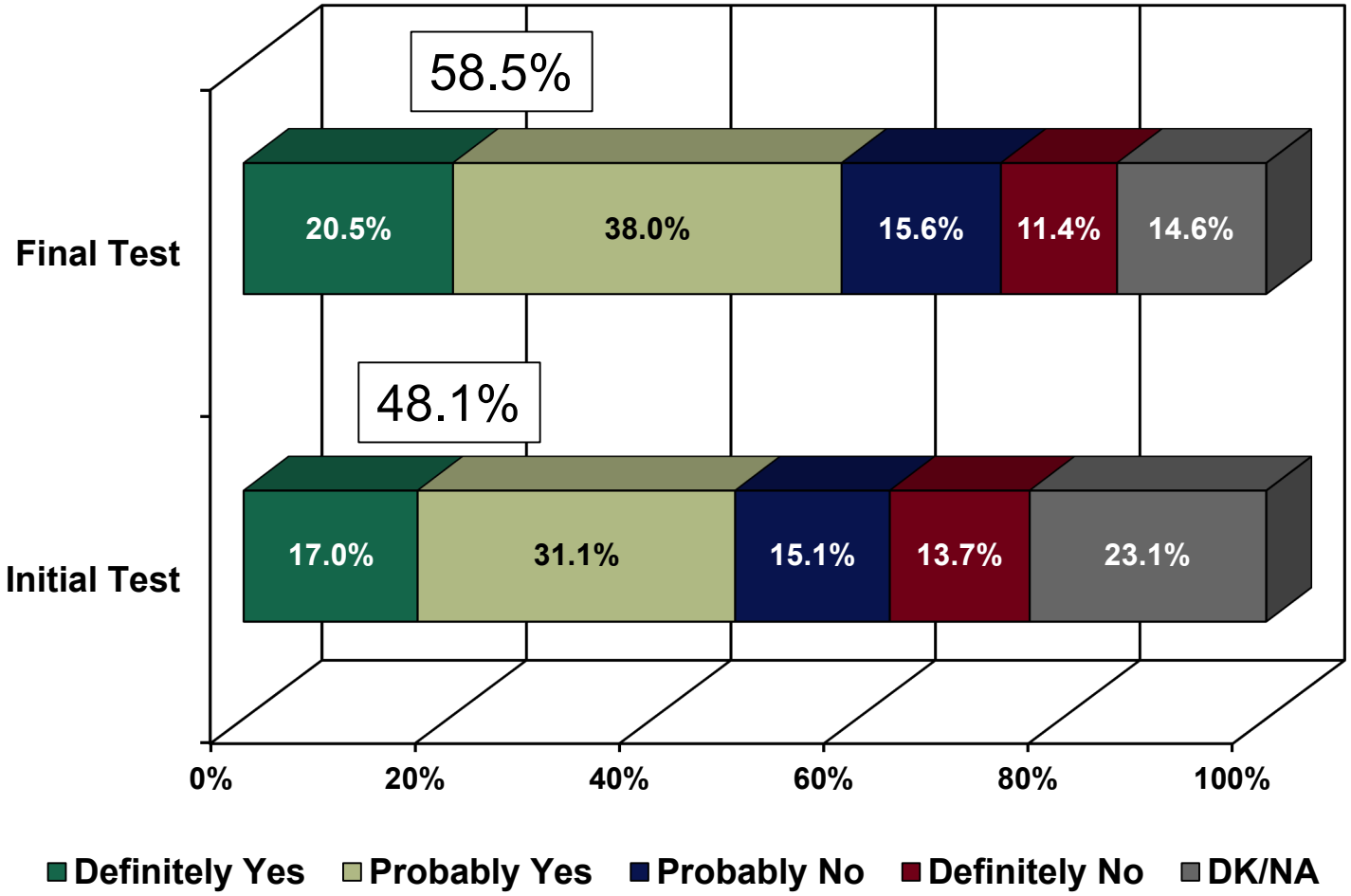

Note: The margin of error for Split Sample A is ± 5.97%.

Q10. Informed Support for 6 Member and Elected Mayor City Council Proposal
Sample B

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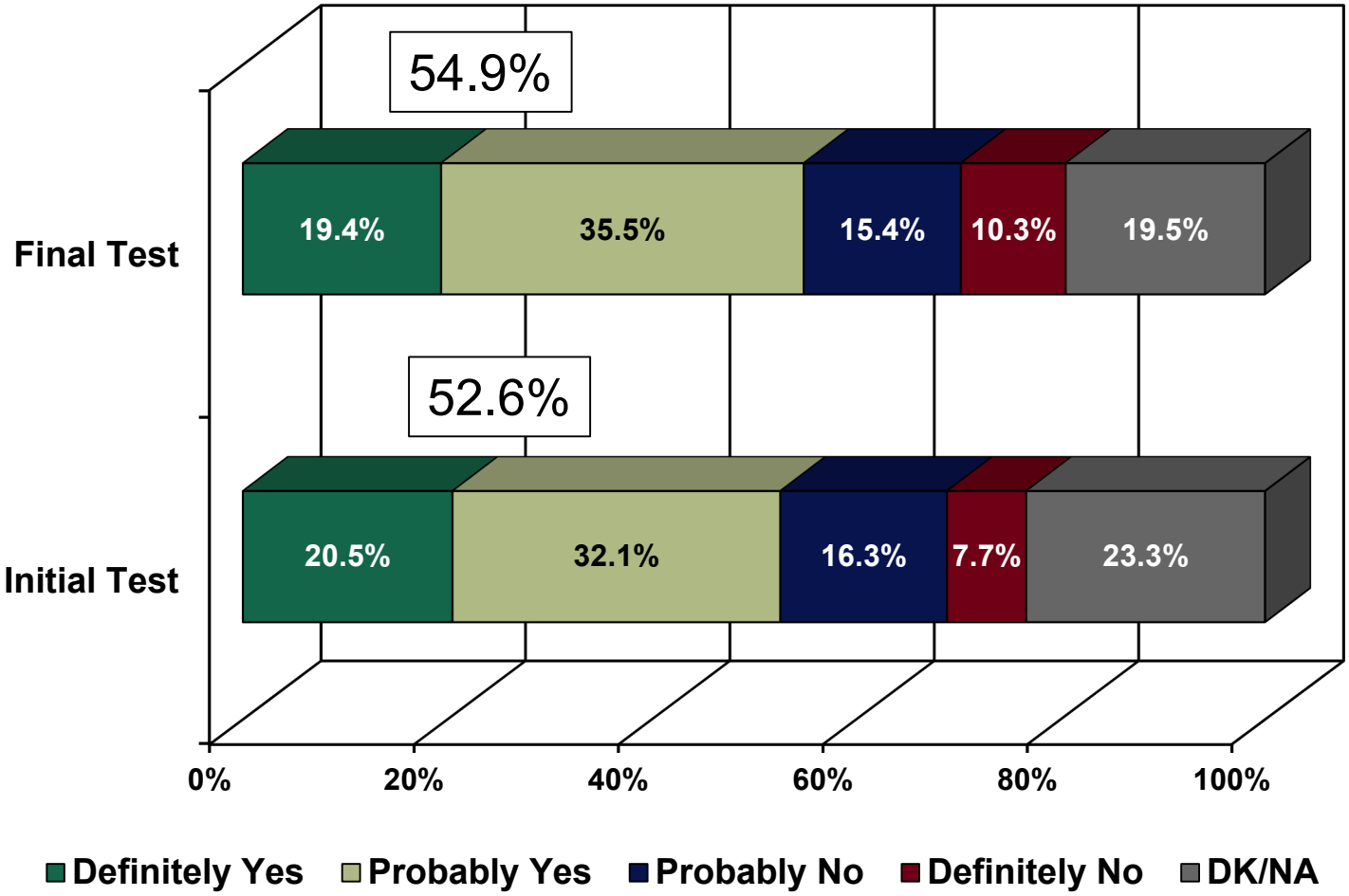

Note: The margin of error for Split Sample B is ± 6.06%.

Summary & Recommendations

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- The survey showed that respondents have a high appreciation for the quality of life in Sunnyvale and that they are very satisfied with the job the City is doing to provide municipal services.
- The survey revealed a base of voter support for the 7 Member City Council/District Election proposal, after information.
  - After information, the support for the 7 Member City Council/District Election proposal exceeded the margin of error. Contrastingly, the 6 Member City Council/District Election and Elected Mayor proposal did not receive a simple majority when the margin of error was taken into account.
- Top features of the measure were:
  - The measure could result in more diversity among council members.
  - The measure would protect the City from an impending lawsuit under the California Voting Rights Act.

Summary & Recommendations

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- Top informational statements were:
  - The measure would help the City avoid a costly law suit that could cost the City millions of dollars and force a change to district election.
  - The measure allows the voters to decide who will be mayor (Sample B).
- However, there were also several impactful critical statements:
  - The measure would make the Mayoral election very expensive and the successful candidate may be beholden to wealthy special interests (Spilt Sample B).
  - The measure could pit neighborhood against neighborhood and they may no longer be focused on the good of the entire city, but more narrow constituencies.
- Given the survey findings, the simple majority required for approval, Godbe Research believes that the 7 Member City Council/District Election proposal has a stronger chance of success in March 2020.

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