

CITY OF SUNNYVALE

Council Election Outreach Plan



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A. INTRODUCTION

This Community Engagement and Outreach Plan (the “Outreach Plan”) describes tools and strategies to solicit input from Sunnyvale voters and potential voters on amending the City’s Charter to change the existing at-large system with numbered seats for electing City Council members to a district-based election system.

The City Council directed staff to prepare an outreach plan on September 5, 2018 with the goals of addressing potential issues related to the City’s Council election system and the California Voting Rights Act (“CVRA”), soliciting community input on whether to submit a charter amendment to voters to address the CVRA by changing to a district-based system for City Council elections, and ensuring broad community input given the significance of this fundamental governance issue. After that direction, the City received a letter alleging racially polarized voting in the city with respect to Asian voters in violation of the CVRA. The City Council’s direction to staff remains to proceed with the Outreach Plan to educate the community about the requirements of the CVRA and seek the community’s input on several key issues related to a charter amendment to change to district-based elections.

The Outreach Plan includes two main components:

- Public Education and Outreach intended to “get the word out” about the change to a district-based election system and seek input on key issues including the timing of placing the charter amendment on the ballot, number of districts, and related election issues; and
- Public input on and drawing the district maps.

This Plan relies on multiple strategies for participation to allow as many members of the public as possible to learn about district-based elections and participate in the district map development process, regardless of their technological abilities or previous levels of civic engagement.

This Outreach Plan describes the objectives and goals of the outreach process, the target audience for community outreach, the public input process, methods to engage underserved communities, the final synthesis of the results of the public engagement when it is complete, the process for final district map adoption, and the overall schedule and cost for the project.

B. OBJECTIVES AND GOALS

The desired outcomes for the Council election system public engagement process are twofold: First, to educate Sunnyvale residents about the requirements of the CVRA as the driver for the proposed change to district-based elections; and second, to have robust and diverse community participation in the process for drawing district maps for future Council elections. The Outreach Plan’s primary goals are:

- Solicit input from a wide range of Sunnyvale residents, reflecting the range of opinions within the community as well as the City’s demographics.
- Utilize a variety of outreach tools to make it easy for community members to provide input.
- Involve traditionally underrepresented and marginalized communities in the process, including ethnic minorities and low-income communities for whom language and cultural differences and lack of access to technology may otherwise preclude or discourage involvement.

- Design public workshop formats to be as inclusive and open as possible, providing a variety of ways in which individuals can participate and contribute ideas.
- Proactively seek participation and input, rather than waiting for individuals and groups to come forward to participate.

The outreach tools identified below present a series of strategies to achieve these goals.

C. PROJECT BACKGROUND

This section describes the legal and policy background driving the potential change from an at-large Council election system to a district-based Council election system.

The CVRA, signed into law in 2002, allowing local at-large election systems to be challenged if there is evidence that they impair the ability of members of a protected class to elect candidates of their choice or influence the election outcome. A “protected class” is a class of voters who represent a racial, ethnic, or language minority group, as defined by the federal Voting Rights Act of 1965 (FVRA). Plaintiffs must prove the existence of “racially polarized voting,” a situation in which there is a difference in candidate or electoral preferences between voters of a protected class and those of the remaining voters in the electorate. Prior to the passing of the CVRA, only 28 of California’s 482 cities had by-district election systems. Today, close to 100 cities have transitioned to a by-district system, with many more in transition or litigation to resolve the issue.

Currently, Sunnyvale’s electoral system specified in Section 601 of the City Charter provides for at-large elections, with candidates running for one of seven specific seats on a citywide basis. Council members appoint the mayor and vice mayor from among themselves; these are largely ceremonial positions because the Chief Executive Officer of the City is the City Manager (Sunnyvale City Charter section 802).

To date, no city has prevailed in defending its at-large system against a claim filed by any individual or group under the CVRA. Most agencies that have been challenged under the CVRA have settled the cases by switching to district-based elections, and those that have litigated have lost. The risk of litigation is not just requiring a change in a city’s election system, but also liability for substantial attorney fees if a city loses. For example, Santa Clara, a neighboring city with a similar Charter provision for an at-large, numbered-seat election system, was sued by the South Asian Law Alliance¹ claiming the system violated the CVRA by diluting Asian votes. The Santa Clara County Superior Court judge agreed with the plaintiffs and ordered Santa Clara to shift to district-based elections in November 2018, which the City promptly appealed. As of mid-October, it appears that the case could cost the City almost \$5 million in legal fees and court costs, with \$4.17 million requested by the plaintiffs and at least \$580,000 spent by the City for its own bills.²

With the Santa Clara example in mind, the Sunnyvale City Council directed City staff on September 5, 2018 to consider a potential amendment to the City’s Charter to switch to a by-district election system, including conducting a public outreach process to educate the community about the issue and placing a Charter Amendment on the ballot.

¹ The named plaintiffs in the Santa Clara case were Ladonna Yumori Kaku, Wesley Kasuo Mukoyama, Umar Kamal, Michael Kaku, and Herminio Hernando.

² Silicon Valley Voice. “Santa Clara on the Hook for \$5 Million in Voting Rights Case City Lost.” October 15, 2018. Accessed November 15, 2018. <https://www.svvoice.com/santa-clara-on-the-hook-for-3-million-in-voting-rights-case-city-lost/>

However, following that direction the City received a demand letter on October 9, 2018 from the law firm of Goldstein, Borgen, Dardarian & Ho on behalf of Samir Kalra, alleging City's at-large election system creates racially polarized voting in violation of the CVRA. On November 20, 2018, the City Council took the first step in addressing that letter by adopting a resolution of intent to transition to district-based elections, a procedural step under Elections Code Section 10010 that provides a "safe harbor" period of 90 days during which the City cannot be sued. Preparation of this Outreach Plan was directed by the City Council on September 5 and reaffirmed in the November 20 resolution, and implementation will be a key step in the City's efforts to address the CVRA's requirements. Although this Outreach Plan outlines a public engagement process that continues beyond the 90-day safe harbor, to date the City has indicated that timeline is acceptable to the Council. Furthermore, the Outreach Plan provides a defined timeline for outreach during winter and spring 2019, with a decision point in June 2019 for making a determination on when a charter measure will be placed on the ballot.

D. TARGET AUDIENCE

The target audience for the Outreach Plan includes Sunnyvale voters and potential voters, with a particular goal of engaging those in the broader community who might not otherwise participate in civic engagement processes. This Outreach Plan presents a variety of outreach and input strategies, with the understanding that multiple avenues for both outreach and input will provide greater exposure and participation.

According to the 2010 US Census, the population of Sunnyvale was 140,000, though recent estimates from the US Census Bureau's 2016 American Community Survey (ACS) suggest the population has grown to just over 148,000.³ The two most populous demographic groups are Asian, about 42 percent, and Non-Hispanic White, 33 percent. Hispanic/Latino, mixed race, and Black represent the remainder of the population, at 17 percent, 3 percent, and 1 percent, respectively. The Asian population is predominantly comprised of Indians and Chinese, with smaller percentages of Filipinos, Vietnamese, and Koreans.⁴ Data from the California Department of Education for the 2017-18 school year indicates Spanish is the most common first language among English Language Learners at 18 percent.⁵ Chinese, Hindi, Telugu, and Hebrew are all between 1 and 2 percent for other monolingual students.

Under the most recent estimates from the ACS, approximately 52 percent of eligible voters in Sunnyvale are members of a minority group. The remaining 48 percent of eligible voters identify as Non-Hispanic White. Minority groups identifying as Asian, Hispanic/Latino, and Black comprise half of the eligible voting population, at 33 percent, 14 percent, and 3 percent, respectively.⁶ In the 2016 General Election, there were approximately 60,000 registered voters, with 83 percent casting a ballot. Participation from voters with an Asian surname was about 21 percent of voters, while 11 percent had a Spanish surname.⁷

³ US Census Bureau. 2012-2016 American Community Survey 5-Year Estimates.

⁴ Zip Atlas. Sunnyvale, California Zipcode Map & Detailed Profile. Accessed on November 10, 2018. <http://zipatlas.com/us/ca/sunnyvale.htm>

⁵ California Department of Education. District Summary Sunnyvale. Accessed on November 10, 2018. <http://www.ed-data.org/district/Santa-Clara/Sunnyvale>

⁶ City of Sunnyvale. Summary of 2016 General Election.

⁷ City of Sunnyvale. Summary of 2016 General Election.

E. PUBLIC INPUT PROCESS OVERVIEW

The focus of this Outreach Plan is to gather public input regarding a switch from at-large with numbered-seat City Council elections to district-based Council elections, with an emphasis on developing and reviewing proposed district maps. PlaceWorks proposes to implement the Outreach Plan in two phases as described below. PlaceWorks will track the number of people that participate in the outreach process and collect voluntary, self-reported demographic data to measure whether the outreach approach is successfully securing input from all segments of the population.

PHASE 1: GETTING THE WORD OUT AND PUBLIC INPUT ON CHARTER MEASURE DECISION

Phase 1 of the community outreach process has two primary goals: (1) educating the community about the CVRA, district-based elections, and city demographics; and (2) seeking input from the community on key issues related to the decision and process for transitioning to district-based elections.

EDUCATION GOALS

The goal of the education component of Phase 1 is for community members to learn and understand:

- The requirements of the California Voting Rights Act and the process to move to Council district-based elections.
- The existing demographics of the community including age, socio-economic status and race/ethnicity. PlaceWorks will cite multiple sources for demographic data including data from the City's Housing Element, US Census, School District, and other sources.
- Legal issues associated with the change to district-based elections, including risks and costs of CVRA litigation compared to a voluntary switch to district-based elections.
- Potential remedies in CVRA cases, such as court-ordered district elections and district boundaries determined by the court rather than the City if a case proceeds through litigation.

When possible, this information will be presented as a slideshow. When a slideshow is not the appropriate tool to distribute the background information, the same information will be summarized on poster boards and/or handouts. In addition, the project website, described below, will include all available background information. The website will be updated as new data becomes available.

PUBLIC INPUT GOALS

The goal of the public input component of Phase 1 is for community members to provide feedback to the City Council on the following issues:

- Preferred timeline for submitting a charter measure proposing a change to district-based Council elections to the voters, with options of March 2020 (first district elections to occur in November 2020), or November 2020 (first district elections to occur in November 2022);
- Preferences related to number of districts, with options of seven districts, six districts with one at-large mayor, or some other composition;
- Pros and cons of directly electing the mayor;

- Criteria and standards important to the community for establishing district boundaries; and
- Other related information or election considerations of interest or importance to City voters, such as education and input on other electoral systems that satisfy the CVRA and, including preferences related to future redistricting.

Through this component, community members will be introduced to the process of drawing district maps and will have the opportunity to identify their definition of “community of interest.” The City will employ a combination of both public workshops and pop-up events, including events designed to target ethnic and racial minorities and socio-economically disadvantaged groups, to engage the full community in the district mapping process.

At the conclusion of Phase 1, the City anticipates the following actions by the City Council:

- A determination about when to place a charter amendment measure on the ballot in either March 2020 or November 2020;
- Direction on the substance of the ballot measure, particularly the number of districts, and possibly additional changes related to the election system including a method for future redistricting; and
- Articulation of standards that are important to the community in developing district boundaries.

PHASE 2: DISTRICT MAP CREATION

The purpose of Phase 2 is to develop the electoral district maps to be used in future elections.⁸

The City will coordinate with a demographer and use the information provided by community members to inform the drawing of district lines. Community members will have the opportunity to draw their own proposed maps using online and/or paper tools. The final recommended district map will be based on demographer and public input and adopted by the City Council.

F. ENGAGING UNDERSERVED COMMUNITIES

A major goal of this Outreach Plan is to ensure that all segments of the community have the opportunity to participate in the outreach process. It will be important to target outreach opportunities at traditionally underrepresented groups, including disadvantaged/low-income communities for whom language and cultural differences may preclude or discourage involvement.

To engage underserved communities, the City and PlaceWorks will implement a variety of strategies that can be applied to all forms of both “getting the word out” and “public input strategies” that are described below:

- **Special Outreach.** It will be important to perform in-person outreach at local venues where underserved communities congregate, including churches, ethnic markets, and other community gathering places. Specifically, City staff will post flyers and PlaceWorks will solicit opinions before or after faith-based services at locations such as:

⁸ District boundaries are required to be redrawn each new US Census period. If the first district elections are in November 2020, the districts adopted will apply for that election and will then be reevaluated and redrawn following release of the 2020 US Census data.

- o Spanish-language Sunday mass at St. Cyprian's ~~Catholic Episcopal~~ Church
- o [Sunnyvale Hindu Temple and Community Center](#)
- o [Chung Tai Zen Center of Sunnyvale](#)
- o Sunnyvale International Church
- o 1st Morning Light Chinese Christian Church
- o Samoan First Assembly of God Church
- o Iranian Christian Church
- o Believers Korean Baptist Church
- o Martin Parish

In addition, City staff will post flyers at markets in Sunnyvale that provide service to ethnic minorities such as Madras Groceries, Felipe's Market, Grocery Outlet, Taj Mahal Fresh Market, Western Pacific Filipino Grocery, and Mi Ranchito Produce. PlaceWorks will also target outreach at the 13 mobile home parks, including Casa De Amigos Mobile Park, El Dorado Mobile Home Park, Mary Manor, and Rancho La Mesa.

- **Ethnic Media.** The City will place an ad and news article about the project in ethnic newspapers such as *El Observador*, a bilingual weekly newspaper that serves the nine Bay Area counties; *Calitoday*, a Vietnamese-language newspaper based in San Jose; *World Journal*, a global Chinese newspaper; and/or *India West*, a popular weekly newspaper catering to Indians in the US. The ads and news articles will alert readers about the project and direct them to the project website for more information.
- **Translation and Interpretation.** All meeting materials will be translated into Spanish, Chinese, and Hindi. Meeting materials include workshop and CAC presentations, workshop and CAC handouts, meeting agendas, posters and flyers, and the citywide newsletter. PlaceWorks will provide translation for Spanish, Mandarin, and Hindi at all public workshops.
- **Childcare.** Members of underserved communities often have young children, and lack resources to find care for these children if they want to engage in a civic process. Therefore, events will include fun side activities that kids can undertake so parents can give feedback without distraction. PlaceWorks assumes the City will be responsible for coordinating and providing childcare at the community workshops.
- **Food.** Offering substantial food can be a draw to bring people to a meeting or event, particularly if they are coming straight from work or just need an impetus to attend. Some of the most successful meetings involving underserved communities began with serving light snacks. Therefore, PlaceWorks will provide refreshments at all public workshops.

G. CITIZENS ADVISORY COMMITTEE

The Citizens Advisory Committee (CAC) will play an advisory role for the City Council district election outreach process. The CAC will consist of seven or nine Sunnyvale residents with appropriate knowledge regarding outreach, diversity, and election formats and that represent the geographic, ethnic, and social diversity of the City. Members will be responsible for understanding the potential conversion to district-based elections to the

community, and encouraging participation of community members about both district-based elections and the Outreach Program. Additionally, the CAC will:

- Report on any issues regarding the potential conversion to district-based elections and the Outreach Program that may arise in the community.
- Provide comment on the Outreach Plan final report at the end of Phase 1 before it is submitted by staff and PlaceWorks to the City Council.

Formation of the CAC will be carried out as follows:

- The Mayor will appoint three members of the City Council as a Subcommittee to oversee CAC formation.
- With assistance from Subcommittee members, the City Manager's office will conduct a process to solicit applications from appropriate members of the community eligible to vote in Sunnyvale elections, and will then propose a group of candidates to serve on the CAC.
- The Subcommittee will review the proposed slate of candidates, make changes as necessary, and forward the recommendation to the City Council.
- The City Council will make the final appointments at a regular Council meeting.

Additional criteria for selection of individuals to serve on the CAC may include, but is not limited to:

- Ability to be impartial;
- Appreciation for Sunnyvale's diverse demographics, geography, and similar characteristics;
- Relevant analytical skills;
- Consideration of individual qualifications in conjunction with the goal of achieving a makeup reasonably representative of the City's diversity, including, but not limited to, racial, ethnic, geographic, economic, and gender diversity;⁹ and
- Ability and willingness to promote outreach to the broad community and perform commission member duties in a manner that is impartial and that reinforces public confidence in the integrity of the process.

H. PUBLIC INPUT STRATEGIES

This section describes five separate public input strategies that will be implemented as part of the public engagement process. Providing different methods to provide input will give members of the public multiple opportunities to participate, thereby increasing the number of people involved in the process. The input strategies include:

- **Community Workshops.** Community workshops allow residents and other stakeholders to gather together and share input and ideas about a topic or issue. These face-to-face events provide an invaluable opportunity to find common ground when opinions differ and to find compromises that

⁹ This is not suggesting that formulas or specific ratios will be used or even considered, only that qualifications should also be considered in the context of other factors related to diversity goals, consistent with the goals of the CVRA related to representation reasonably reflective of voter interests.

appeal to most community members. Community workshops will be held in different geographies of the city at familiar and easily accessible facilities to capture all demographics of the population. All community workshops will be captured on video and a link to the video will be posted on the project website. In addition, simultaneous translation will be available in Spanish, Chinese, and Hindi. All meeting materials will be made available in English, Spanish, Chinese, and Hindi. To attract the most participants, workshops will be held in the evenings or on the weekends. PlaceWorks will provide food and beverages. The City and PlaceWorks will advertise this workshop using some combination of the outreach tools identified in the Task 1.1 Community Outreach section.

- **Community Outreach.** City staff and PlaceWorks will build interest about the project using a combination of outreach efforts described in Task 1.1 Community Outreach section. The community outreach campaign will be implemented in Phase 1 to build interest for future events.
- **Pop-Up Events.** Although most Sunnyvale residents might have thoughts about district-based Council elections, it is not always enticing enough to draw busy citizens to share their ideas at an evening or weekend workshop. While community workshops can be effective tools, it is important to go where people are rather than asking them to come to us. Engaging residents who are already attending another event, such as the weekly Farmers' Market or church services, with activities such as quick, on-the-spot surveys are other venues to hear residents' input and market larger community-wide outreach events. Each interaction also provides an opportunity for the participant to learn more and sign up for the project mailing list.
- **Citizens Advisory Committee.** As discussed above, the Citizens Advisory Committee will act as community ambassadors for the project. All meetings will be open to the public with public comment opportunities consistent with the requirements of the Brown Act. Meetings will be noticed on the City's and project websites. All CAC meetings will be captured on video and a link to the video will be posted on the project website.
- **Online Engagement.** Today, in our fast-paced, plugged-in world, it is not enough simply to hold a typical workshop in a local community center and expect to get meaningful and broad-based input from residents and businesses. Public outreach has to work the way people work. Like everyone, Sunnyvale residents are busy with families, after-school activities, sports teams, volunteer organizations, and demanding jobs. Providing the option of online engagement can capture input that might otherwise be unvoiced. Online engagement tools will connect residents with information, decision-makers, and other residents in a professionally facilitated community discussion that builds public awareness of and trust in the project process, without constraints on the time, place, or method of public input.

I. DETAILED SCOPE OF WORK

PHASE 1: GETTING THE WORD OUT AND PUBLIC INPUT ON CHARTER MEASURE DECISION

1.1 COMMUNITY OUTREACH

The City and PlaceWorks will provide educational materials and meeting information to neighborhood associations, public schools, and other relevant cultural and community organizations regarding the district election project to:

- Build interest in the project;
- Educate people about the need to change to district-based elections; and
- Encourage participation in Phase 2 district mapping events and process.

Digital outreach efforts will include colored flyers containing text and infographics, background summaries of the project, and meeting dates and locations. PlaceWorks will translate meeting materials into English, Spanish, Chinese, and Hindi. Meeting materials include workshop and CAC presentations, workshop and CAC handouts, meeting agendas, posters and flyers, and the citywide newsletter.

Digital outreach and advertising opportunities include:

- **Project Website.** PlaceWorks will create a project website that will include:
 - Background information and meeting materials
 - Calendar of outreach events and public hearings
 - Frequently Asked Questions
 - Links to video recordings of public workshops, Citizens Advisory Committee meetings, and Council hearings
 - Contact information for City staff
 - Instructions on how to submit public comment including a comment box
 - Sign-up for email list

A link to the project website will be highly visible on the homepage of the City’s website. The project website will be published at least one month in advance of the first public workshop.

- **Social Media.** The City will utilize its Facebook, NextDoor, and Twitter accounts for the project. City staff and PlaceWorks will make regular posts on these accounts to update the public about the project including posting meeting dates and sharing background information about the project. Visibility will be “boosted” through paid advertising on these sites. Meeting information will be posted as soon as the meeting date is set with reminders posted one week in advance of the meeting and on the day of the meeting.
- **Emails.** The City and PlaceWorks will distribute information electronically to neighborhood associations and community organizations for inclusion in their newsletters, as well as to individuals who added themselves to the project email list at public events or through the online engagement portal described below.
- **Posters and Flyers.** PlaceWorks will prepare posters and flyers for the City to print and distribute to key businesses, libraries, community centers, and community groups throughout the City, with a particular focus on businesses or destinations frequented by underserved communities, including specialty markets and delis, cafes, grocery stores, recreation centers, and other destinations that serve a broad cross-section of the community. The City may also provide digital and printed formats of

the flyers to cultural and community organizations that serve the targeted communities of interest. The posters and flyers will educate residents about district elections, the process of drawing district maps, and identify ways to get involved in the project.

- **Voluntary Demographic Survey.** PlaceWorks will prepare a voluntary demographic survey that will be administered at all outreach events as well as online. The survey results will be used to assess the effectiveness of the outreach program in reaching all Sunnyvale demographics.
- **Neighborhood Association Emails and Newsletters.** PlaceWorks will distribute advertisements regarding upcoming meeting dates and engagement opportunities in digital format to neighborhood associations to include in their newsletters and email groups.
- **Presentations.** PlaceWorks will prepare a PowerPoint presentation containing pertinent background information about the project and dates of upcoming outreach events. PlaceWorks will use this presentation at the community workshops and at pop-up events to be held at Neighborhood Associations, PTAs, and churches and temples.
- **Earned Media.** PlaceWorks will prepare up to three press releases that could lead to publication of unpaid news stories in the *Sunnyvale Sun*, a weekly publication covering local news, sports, business, and community events in Sunnyvale, and *The Mercury News*, a Bay Area newspaper.
- **Paid Print Advertising.** The City will place paid advertisements in publications targeting specific demographic groups historically underrepresented, such as ethnic and racial minorities. These may include, but are not limited to, *Calitoday*, a Vietnamese-language newspaper; *World Journal*, a Chinese newspaper covering global issues with a San Francisco-based office; and *India West*, a popular Indian newspaper.
- **Citywide Newsletter.** PlaceWorks will write an article for the City to place in the March 2019 Citywide newsletter (Horizons), which will be mailed to every home in Sunnyvale. The article will be published in English, Spanish, Chinese, and Hindi. The purpose of the article will be to inform residents about the project, provide a link to the project website, and publish initial outreach dates for the CAC and community workshops.
- **Project Mailing List.** The City and PlaceWorks will send out periodic project updates, including information about upcoming public meetings, to subscribers of the project mailing list.

1.2 EDUCATIONAL COMMUNITY WORKSHOPS

Once the outreach work is complete, Phase 1 will include two identical public education workshops. PlaceWorks will facilitate all workshops and will present information on district-based elections, including the financial and legal considerations prompting the City's recommendation for a Charter amendment and how the district system will impact representation of communities in Sunnyvale. These meetings are meant to educate residents, provide a platform for comments, build interest in the issue, and encourage people to think about areas for input on this process.

The City and PlaceWorks will advertise the workshops a minimum of two weeks in advance of the workshops through the project website, City and project email lists, social media posts, and paid and earned media notices.

1.3 CITIZENS ADVISORY COMMITTEE #1

PlaceWorks will facilitate a kick-off meeting with the CAC at the outset of the project. At this meeting, the CAC will work to develop a list of community contacts that should receive notice of each workshop and public

meeting so that the outreach efforts target a diverse audience. The list will contain both postal and email addresses of stakeholders, plus, in the case of agencies, businesses, and organizations, the names and role of key contact people. As the project unfolds, the list will expand over time as City and PlaceWorks receive feedback during Phase 1 and Phase 2 outreach events and hearings. The first CAC meeting is also an opportunity to identify talking points for workshops and meeting materials. Following the meeting, PlaceWorks will prepare a meeting summary.

1.4 COMMUNITY INPUT WORKSHOPS

Three identical public workshops will occur throughout the city: one each in the northern, central, and southern areas of the city. PlaceWorks will facilitate all workshops. Through facilitated small group discussions, community members will be invited to share ideas about:

- Preferred timeline for submitting a charter measure proposing a change to district-based Council elections to the voters, with options of March 2020 (first district elections to occur in November 2020), or November 2020 (first district elections to occur in November 2022);
- Preferences related to number of districts, with options of seven districts, six districts with one at-large mayor, or some other composition;
- Pros and cons of directly electing the mayor;
- Criteria and standards important to the community for establishing district boundaries, which may include exercises involving coloring on physical maps the areas that define their community; and
- Other related information or election considerations of interest or importance to City voters, including preferences related to future redistricting.

Community members will leave the public workshop with an understanding of how their input will be used by the Council in determining ballot measure timing and content, and final district map development.

The City and PlaceWorks will advertise the workshops a minimum of two weeks in advance of the workshops through the project website, City and project email lists, social media posts, and paid and earned media notices.

1.5 POP-UP EVENTS

PlaceWorks will conduct a total of 10 “pop-up” events at various community activities. There will be at least three pop-up events that will target participants who speak Spanish, Chinese, and Hindi.

There will be two types of pop-up events: Type 1 and Type 2 as described below.

Type 1 pop-ups will occur at larger organized events, such as faith-based events or the Sunnyvale Farmers’ Market, as well as smaller informal events, such as youth sports events where community members can quickly provide input on the key questions. While visiting the pop-up station, community members will be able to learn background information about the project, and/or describe their definition of community. They will also obtain a link to the online engagement website described below if they prefer to participate online. Pop-ups are meant to educate residents in a more informal setting and encourage participation at the future workshops. Type 1 pop-up events may occur at:

- Sunnyvale Saturday Farmer’s Market
- Sunnyvale Public Library

- Magic of Sunnyvale & Wine Stroll (mid-May)
- Spring Craft Fair
- Hands on the Arts Festival
- Fit & Fun Fair and other family events offered at Columbia Neighborhood Center
- Faith-based community events
 - International Dinner at Sunnyvale International Church, the last Friday of every month
 - Preeti Bhoj at Sunnyvale Hindu Temple and Community Center, a community feast every Saturday, Sunday, and First Friday of the month
- PTAs Meetings
- Youth sports events
- Afternoons and weekends at popular parks such as Washington Park, Lakewood Park, Las Palmas Park, Sunnyvale Community Center Park, and Ponderosa Park

Type 2 pop-up events will be a full replication of the Community Input Workshops where community members will hear the same presentation and work through the same small group exercise. Type 2 pop-up events may occur at:

- Neighborhood Association meetings
- Mid-Peninsula Housing Project Recreation Centers
- Mobile Home Parks
- Churches and temples

1.6 ON-LINE ENGAGEMENT

In addition to live, person-to-person interactions at public workshops, pop-up events, and City Council meetings, PlaceWorks will augment the project website to allow the public to engage in the Council district-based election planning process via the internet. The project website will be augmented to include online engagement tools which will include:

- **Online Comment and Discussion Forums.** Community members will be asked to define the qualities and physical characteristics of their community. Community members will also be able to leave general comments that can be viewed by all members of the public.
- **Survey.** Community members will be asked questions to help inform the future ballot measure. Potential questions could include seeking input on the number of Council districts to be formed and the process for electing the Mayor.
- **Community of Interest Mapping.** PlaceWorks will use its proprietary online engagement platform to create a web app that allows users to draw what they consider to be their own community of interest.
- **Online District Mapping.** The City's demographer will create a web-based platform to allow users to build and comment on potential district maps, which PlaceWorks will include as a part of the project website. PlaceWorks is available to help to create this tool (at an additional cost) if necessary.

1.7 FINAL OUTREACH SYNTHESIS REPORT

PlaceWorks will prepare a report that summarizes all input received during the outreach events, meetings, and online engagement in Phase 1. The report will include a brief background of the project, outreach goals, outreach results and comments on the four key input areas identified above, and maps and graphics to illustrate participation rates and responses across the city.

1.8 CITIZENS ADVISORY COMMITTEE #2

PlaceWorks will present the findings of the outreach synthesis report. The CAC will review and comment on the report before it is presented to the City Council. Following the meeting, PlaceWorks will prepare a meeting summary.

1.9 CITY COUNCIL MEETING

PlaceWorks will present the findings of the Outreach Report at a City Council meeting. PlaceWorks will present the community's input on the preferred timing for submitting a charter measure, preferences related to the number of districts, criteria and standards for creating district boundaries, and other relevant information.

PHASE 2: DISTRICT MAP ADOPTION

2.1 MAPPING INTRODUCTION AND TRAINING SESSION

The City's demographer will conduct an introduction to the district mapping process and a training for online and paper-based tools that residents may use to participate in the district drawing process. Tips for providing effective public comment may also be discussed. A representative from PlaceWorks will attend this meeting for project continuity.

2.2 INTRODUCTORY PUBLIC HEARINGS

The City will hold two public hearings within 30 days to introduce the district mapping process, review the community priorities for mapping developed in Phase 1, and receive further input from the community regarding composition of districts. A representative from PlaceWorks will attend these meetings for project continuity.

2.3 COMMUNITY MAP DRAWING MEETINGS

PlaceWorks will conduct at least three meetings in different geographical areas of the City for the community to provide input on maps and district boundaries. The City's demographer will prepare and publish in advance of the first meeting one to three sample maps based on previous community input developed during Phase 1 on "communities of interest" and the community priorities for mapping, and will describe the methodology used for boundary development. Attendees will be allowed to testify about the sample maps, create their own maps, or to submit anonymous written comment cards. All maps will be placed on the project website.

The City and PlaceWorks will advertise the workshops a minimum of two weeks in advance of the workshops through the project website, City and project email lists, social media posts, and paid and earned media notices.

2.4 CITIZENS ADVISORY COMMITTEE #3

PlaceWorks will facilitate a Citizen’s Advisory Committee public meeting at which the demographer will present a summary of public input from the map drawing meetings. The CAC will provide comment to the demographer for use in developing the draft map(s) to be presented to the City Council. Following the meeting, PlaceWorks will prepare a meeting summary.

2.5 CITY COUNCIL HEARINGS AND DISTRICT MAP ADOPTION

The City Council will hold a minimum of three public hearings for the purpose of discussing and adopting district maps. Following the map drawing meetings, the City’s demographer shall prepare at least one draft map responsive to community input from the community map drawing meetings, which the City will publish a minimum of seven days before the first City Council hearing along with the potential sequence of the elections if Council members will be elected in their districts at different times to provide for staggered terms of office.

PlaceWorks will facilitate two Council hearings to present draft district map(s) within a 45-day period. At the first meeting, the demographer will present an overview of the mapping meetings, a summary of community input received at those meetings, and the draft map(s). At the first and second meetings, the Council and the public may provide comment regarding the content of the draft map or maps and the proposed sequence of elections. The Council may also provide instructions for changes to district boundaries.

The City’s demographer will update the district map to incorporate City Council direction, and if a draft map is revised at or following a hearing, it shall be published and made available to the public for at least seven days before being adopted. At the third Council meeting, PlaceWorks will introduce the map for Council to consider for adoption. It is possible that the Council will need more than three hearings to adopt the final district map. This scope of work will be adjusted as necessary.

J. SCHEDULE

The proposed schedule for completion of the Outreach Plan is shown in Table 1. As shown in the schedule, we anticipate that the final district map can be completed by Winter 2019.

TABLE 1 PROJECT SCHEDULE

Task	Timing
Phase 1: Getting the Word Out & Public Input	January – May 2019
Council determination of election date, ballot content, and community priorities for district drawing	June 2019
Phase 2: District Map Drawing	July – December 2019
Charter Amendment Vote ¹⁰	March 2020 or November 2020
First By-District Council Election ¹¹	November 2020 or November 2022

¹⁰ To be determined by Council in June 2019 at the conclusion of Phase 1.

¹¹ Dependent on Council action.

TABLE 1 PROJECT SCHEDULE

Task	Timing
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K. COSTS

PlaceWorks proposes to complete the Council Election System public engagement process for a cost not-to-exceed \$284,111, as shown on Table 2.

COUNCIL ELECTION COMMUNITY ENGAGEMENT AND OUTREACH PLAN
CITY OF SUNNYVALE

TABLE 2 COST TABLE

	PLACEWORKS													SUBCONSULTANTS				
	David Early	Carey Stone	Rob Mazur	Jessica Setiawan	Erin Voss	Nando Sandoval	Cliff Lau	Pranjali Deokule	Graphics	WP / Clerical	PlaceWorks Hours	PlaceWorks 2% Office Expenses	PlaceWorks Total	Translation	Cameron Washington	10% Subconsultant Markup	Subconsultant Total	Total Task Budget
	Principal-in-Charge \$290	Project Manager \$165	GIS \$165	Associate \$135	Planner \$95	Planner \$100	Web Designer \$125	Planner \$105	\$100	\$125				Translation	Videography			
PHASE 1: Getting the Word Out and Public Input on Charter Measure Decision																		
1.1 Community Outreach	20	60			16	24	55	24	40		239	\$660	\$33,675	0	0	\$0	\$0	\$33,675
1.2 Educational Community Workshops (2)	20	34			56	16			12		138	\$391	\$19,921	1,640	2,400	\$404	\$4,444	\$24,365
1.3 Citizens Advisory Committee #1	11	24			10				6	2	53	\$179	\$9,129	0	800	\$80	\$880	\$10,009
1.4 Community Input Workshops (3)	30	46		8	70	16	4		12		186	\$546	\$27,866	2,460	3,600	\$606	\$6,666	\$34,532
1.5 Pop-up Events	13	118			80	80			20		391	\$985	\$50,225	0	0	\$0	\$0	\$50,225
1.6 On-line Engagement	5	12	26	24	16		24				107	\$310	\$15,790	0	0	\$0	\$0	\$15,790
1.7 Final Outreach Synthesis Report	22	42		16	60		2		6	8	156	\$460	\$23,480	0	0	\$0	\$0	\$23,480
1.8 Citizens Advisory Committee #2	11	24			10				6	2	53	\$179	\$9,129	0	800	\$80	\$880	\$10,009
1.9 City Council Meeting (1)	8	16							2		26	\$103	\$5,263	0	0	\$0	\$0	\$5,263
Phase 1 Subtotal	140	376	26	48	318	136	85	104	104	12	1349	\$3,813	\$194,478	\$4,100	\$7,600	\$1,170	\$12,870	\$207,348
PHASE 2: District Map Adoption																		
2.1 Mapping Introduction and Training Session	5	2			0						7	\$36	\$1,816	0	0	\$0	\$0	\$1,816
2.2 Introductory Public Hearings (2)	10	2									12	\$65	\$3,295	0	0	\$0	\$0	\$3,295
2.3 Community Map Drawing Meetings (3)	30	46		8	70	16	4	4	8		186	\$547	\$27,887	2,460	3,600	\$606	\$6,666	\$34,553
2.4 Citizens Advisory Committee #3	11	24			10				6	2	53	\$179	\$9,129	0	800	\$80	\$880	\$10,009
2.5 City Council Hearings and District Map Adoption (3)	24	48	0	0	0	0	0	0	6	0	78	\$310	\$15,790	0	0	\$0	\$0	\$15,790
Phase 2 Subtotal	80	122	0	8	80	16	4	4	20	2	336	\$1,137	\$57,917	\$2,460	\$4,400	\$686	\$7,546	\$65,463
Labor Hours Total	220	498	26	56	398	152	89	108	124	14	1685							
Labor Dollars Total	\$63,800	\$82,170	\$676	\$9,240	\$37,810	\$15,200	\$11,125	\$11,340	\$12,400	\$1,750		\$4,950	\$252,395	\$6,560	\$12,000		\$20,416	\$272,811
PlaceWorks Percent of Total Labor	13%	30%	2%	3%	24%	9%	5%	6%	7%	1%								
EXPENSES																		
EXPENSES TOTAL																		\$11,300
GRAND TOTAL																		
																		\$284,111

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