



Sunnyvale



# City Council Elections Redistricting Project Community Outreach Plan

May 4, 2021

# Presentation Overview

- » Recap of switch to district-based elections
- » Redistricting project purpose and goals
- » Overview of Redistricting Community Engagement Plan



# Overview of Previous Work

- » In March 2020, Sunnyvale voters amended the City's Charter to change from at-large to district-based voting.
- » **City conducted robust public outreach**
  - Phase 1- Education on California Voting Rights Act and gathering input (January to June 2019)
  - Phase 2- Community mapping exercises (July to December 2019)
  - Phase 3- Voter education on Measure B (January to February 2020)
- » **Phases 1 and 2 overseen by 9-member Citizens Advisory Committee**



# Redistricting Project Purpose

- » State law requires Sunnyvale to re-draw the six Council district boundaries using new 2020 Census data
- » Keeps population counts within each district relatively equal



# Redistricting Project Goals

- » Educate residents about redistricting requirements
- » Ensure participation from a wide range of residents, reflecting community demographics
- » Make special efforts to involve traditionally underrepresented and marginalized groups
- » Use a variety of tools and meeting formats
- » Seek participation proactively to encourage broad community awareness and understanding



# Overview of the Community Engagement Plan

- » Project Goals
- » Target Audience
- » Public Input Strategies
- » Redistricting Process Components
  - Phase 1- Education and Input on Redistricting Process
  - Phase 2- Commission Selection and Onboarding
  - Phase 3- Community Map Drawing and Recommendation
- » Redistricting Commission
- » Detailed Work Program
- » Project Schedule



# Target Audience

- » Sunnyvale voters and potential voters
- » Ensure participation by those who may not otherwise participate in civic engagement
- » Special emphasis on engaging racial and ethnic minorities
  - Asian (Chinese, Indian, Filipino, Vietnamese, & Korean)
  - Hispanic/Latino
  - Black



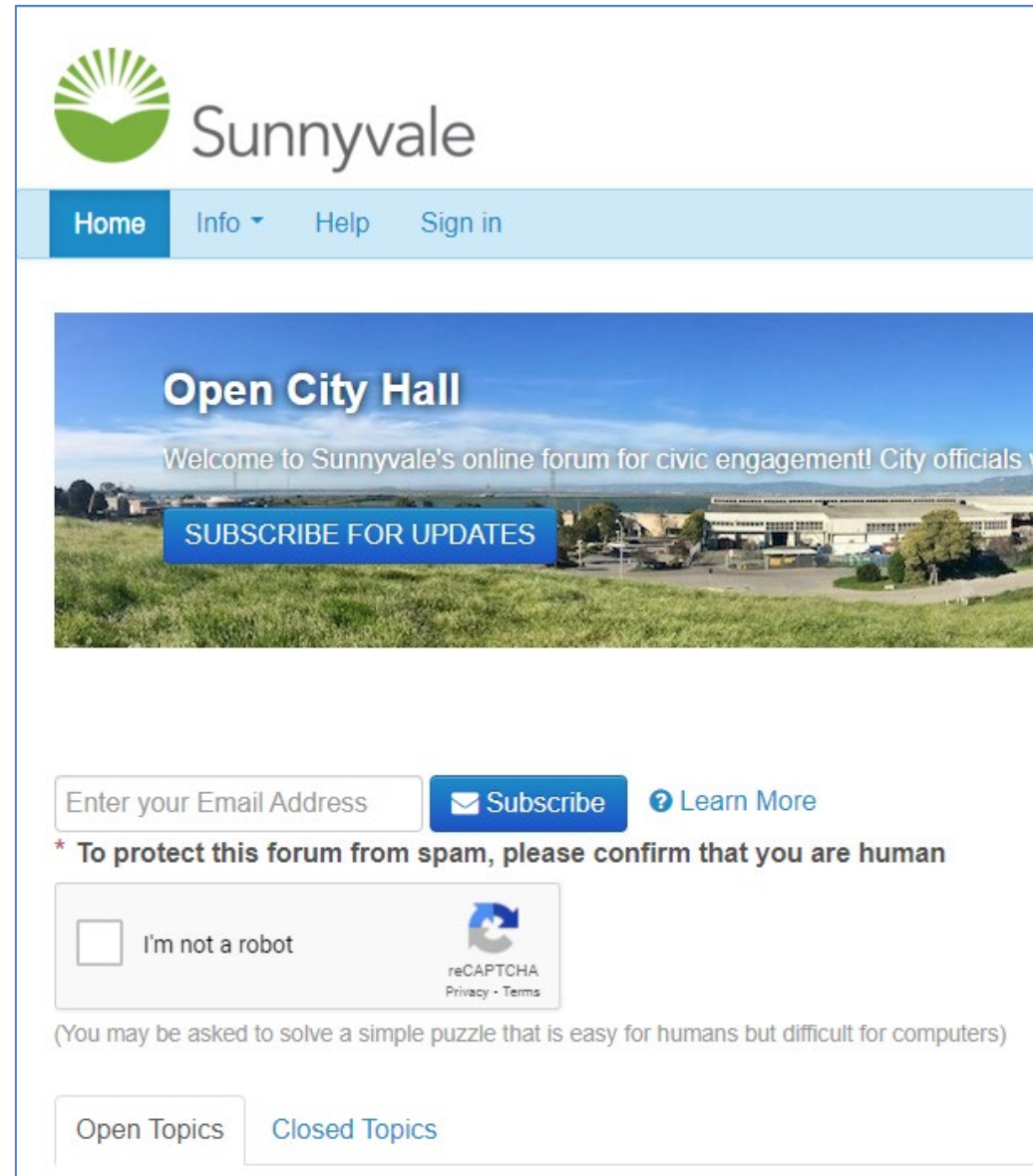
# Project Schedule

Task	Timing
Phase 1: Education and Input on the Redistricting Process	January – May 2021 (complete)
Phase 2: Redistricting Commission Selection and Onboarding	March 2021 – July 2021
Phase 3: Community Map Drawing and Recommendation	August 2021 – Summer 2022
City Council adopt final map	February 22 <b>or</b> March 15
Send to registrar of voters	March 31, 2022
Promote new district map	Summer 2022



# Public Input Strategies

- » Community workshops
- » Pop-up events
- » Online Outreach
- » Redistricting Commission Meetings
- » City Council Meetings



The screenshot shows the Sunnyvale website's 'Open City Hall' section. At the top is the Sunnyvale logo and navigation links: Home, Info, Help, and Sign in. Below is a banner for 'Open City Hall' with the text 'Welcome to Sunnyvale's online forum for civic engagement! City officials w' and a 'SUBSCRIBE FOR UPDATES' button. A form below the banner asks for an email address, with a 'Subscribe' button and a 'Learn More' link. A reCAPTCHA security check follows, with the text '\* To protect this forum from spam, please confirm that you are human' and a checkbox labeled 'I'm not a robot'. At the bottom, there are buttons for 'Open Topics' and 'Closed Topics'.



# Engaging Underserved Communities

## » Special outreach locations

- Spanish-language Sunday mass at St. Cyprian Catholic Church
- Shiv Durga Hindu Temple
- Chung Tai Zen Center
- Sunnyvale Community/Senior Center
- Mobile home parks
- Library
- Farmers' Market

## » Ethnic Media

## » Translation and interpretation

## » Childcare and food at meetings (as applicable)



# Redistricting Process - Phase 1

## *Education and Input on Redistricting Process*

### » **Community Education (January 2021)**

- Project webpage [Sunnyvale.ca.gov/redistricting](https://Sunnyvale.ca.gov/redistricting)
- Utility bill inserts
- Project email list

### » **City Council Hearings (January – April 2021)**

- Draft Redistricting Ordinance
- Redistricting Commission Components

### » **Community Outreach Plan (April – May 2021)**



# Redistricting Process - Phase 2

## *Redistricting Selection and Onboarding*

### » Redistricting Commission

- Application (open April 12 - June 1)
- Applicant recruitment campaign (April 12 - June 1)
  - *Horizon Article and Update Sunnyvale*
  - Utility bill insert
  - Project website and list-serve
  - Individual outreach to stakeholders
- Applicant selection (June 17 - 29)
- Commission kick-off meeting (July 8)



# Redistricting Process - Phase 3

## *Community Map Drawing and Recommendation*

### » 3 public workshops

- Communities of Interest (August 5, 2021)
- Community Map Drawing (September 30, 2021)
- Community Map Feedback/Preferences (January 20, 2022)

### » 2 online surveys

- Open town hall survey #1 February 3 to 8, 2022
- Open town hall survey #2 February 12 to 20, 2022

### » 5 pop-up events (February 12 to 20, 2022)

*All community input will be compiled in a Public Input Synthesis Report.*



# Redistricting Process - Phase 3

## *Community Map Drawing and Recommendation*

### **Redistricting Commission:**

- » **Districting and redistricting overview**  
(Hearing 1 - July 22, 2021)
- » **Communities of interest**  
(Hearing 2 - September 9, 2021)
- » **Census data review**  
(Hearing 3 – November 11, 2021)
- » **Narrow draft maps**  
(Hearing 4- JOINT - January 13, 2022)
- » **Final map recommendation**  
(Hearing 5 - February 10, 2022)

### **City Council:**

- » **Overview of initial draft maps**  
(Hearing 4- JOINT - January 13, 2022)
- » **Map adoption or comments back to Redistricting Commission**  
(Hearing 6 - February 22, 2022)

# Outreach During COVID-19 Pandemic

## Virtual meetings:

- » Redistricting Commission Kick-off Meeting
- » Redistricting Commission: Project overview and redistricting 101 (Hearing 1)
- » Communities of Interest Community Workshop

## In-person meetings:

- » Hearing 2- Redistricting Commission: Communities of interest
- » Map Training Community Workshop
- » Hearing 3- Redistricting Commission: Census data review
- » Hearing 4- City Council and Redistricting Commission: Review and narrow maps
- » Map Feedback/Preferences Community Workshop
- » Hearing 5- Redistricting Commission: Select maps and make recommendation
- » Pop-ups on preferred maps
- » Hearing 6- City Council: Adopt final map or comments back to Redistricting Commission

*Virtual meetings will be held should the COVID-19 pandemic preclude in-person meetings.*

Questions?





Sunnyvale



# City Council Elections Redistricting Project Community Outreach Plan

May 4, 2021