



City of Sunnyvale

Notice and Agenda

Redistricting Commission

Thursday, July 8, 2021

7:00 PM

Telepresence Meeting: City Web Stream

Onboarding

Meeting Online Link: <https://sunnyvale-ca-gov.zoom.us/j/99296718374>

Because of the COVID-19 emergency and the “shelter in place” orders issued by Santa Clara County and the State of California, this meeting of the Sunnyvale Redistricting Commission will take place by teleconference, as allowed by Governor Gavin Newsom’s Executive Orders N-29-20 and N-08-21.

- *Watch the Redistricting Commission meeting, at <http://youtube.com/SunnyvaleMeetings>*
- *Submit written comments to the Redistricting Commission up to 4 hours prior to the meeting to jguzman@sunnyvale.ca.gov or by mail to City Clerk, 603 All America Way, Sunnyvale, CA 94086.*
- *Teleconference participation: You may provide audio public comment by connecting to the teleconference meeting online or by telephone. Use the Raise Hand feature to request to speak (*9 on a telephone):*

Meeting online link: <https://sunnyvale-ca-gov.zoom.us/j/99296718374>

Meeting call-in telephone number: 833-548-0276 | Meeting ID: 992 9671 8374

Pursuant to the Americans with Disabilities Act (ADA) and Executive Order N-29-20, if you need special assistance to provide public comment, contact the City at least 2 hours prior to the meeting in order for the City to make reasonable alternative arrangements for you to communicate your comments. For other special assistance; please contact the City at least 48 hours prior to the meeting to enable the City to make reasonable arrangements to ensure accessibility to this meeting. The Office of the City Clerk may be reached at (408) 730-7483 or cityclerk@sunnyvale.ca.gov (28 CFR 35.160 (b) (1)).

CALL TO ORDER

Call to Order via teleconference.

ROLL CALL**OATH OF OFFICE****INTRODUCTIONS****PRESENTATIONS**

- 1 [21-0697](#) Brown Act, Parliamentary Procedures, and Public Records Act

PUBLIC COMMENT

This category provides an opportunity for members of the public to address the Redistricting Commission on items not listed on the agenda and is limited to 15 minutes (may be extended or continued after the public hearings/general business section of the agenda at the discretion of the Chair) with a maximum of up to three minutes per speaker. Please note the Brown Act (Open Meeting Law) does not allow the Commission to take action on an item not listed on the agenda. If you wish to address the Commission, please refer to the notice at the beginning of this agenda. Individuals are limited to one appearance during this section.

GENERAL BUSINESS

If you wish to speak to a general business item, please refer to notice at the beginning of this agenda. Each speaker is limited to a maximum of three minutes.

- 2 [21-0698](#) Select a Chair and Vice Chair for the Redistricting Commission

PRESENTATIONS

- 3 [21-0699](#) Redistricting Outreach Plan
- 4 [21-0700](#) Review Redistricting Ordinance and Role of Redistricting Commission

ADJOURNMENT**NOTICE TO THE PUBLIC**

The agenda reports to commissions (RTCs) may be viewed on the City's website

at sunnyvale.ca.gov after 7 p.m. on Thursdays or in the Office of the City Clerk located at 603 All America Way, prior to Thursday Redistricting Commission meetings. Any agenda related writings or documents distributed to members of the City of Sunnyvale Redistricting Commission regarding any open session item on this agenda will be made available for public inspection in the Office of the City Clerk located at 603 All America Way, during normal business hours and in the Council Chamber on the evening of the Redistricting Commissions Meeting, pursuant to Government Code §54957.5. Please contact the Office of the City Clerk at (408) 730-7483 to access City Hall to view these materials and for specific questions regarding the agenda.

Planning to provide materials to the Commission?

If you wish to provide the Redistricting Commission with copies of your presentation materials, please provide 9 copies of the materials to the Office of the City Clerk. The City Clerk will distribute your items to the Redistricting Commission following the meeting.



City of Sunnyvale

Agenda Item

21-0697

Agenda Date: 7/8/2021

Brown Act, Parliamentary Procedures, and Public Records Act

DRAFT PRESENTATION



OPEN GOVERNMENT, PARLIAMENTARY PROCEDURE, AND ETHICS

City of Sunnyvale Redistricting Commission

Melissa Tronquet, Assistant City Attorney

July 8, 2021



Objectives

- Understand the purpose of California's open government laws.
- Understand the requirements for open public meetings (Brown Act), public records, and ethical conduct.
- Understand basic parliamentary procedure and how parliamentary rules interact with the Brown Act.
- Be empowered to fulfill your role as public officials to further the goals of transparency, public participation, and ethical government.



What is open government?

- AGENDAS - Public gets advance notice of proposed decisions.
- OPEN MEETINGS - Decisions are made in public.
- PUBLIC COMMENT - Public has right to be heard and participate in decisions.
- PUBLIC RECORDS - Public has right to documents and other information about government activities.
- FORM 700 - Public has right to know if officials have personal financial interests that may affect their decisions.
- CONFLICT OF INTEREST LAWS - Officials must recuse themselves from decisions that would personally benefit them.



Basics of CA Local Government

- Our system of government is created by the California Constitution and state laws (Government Code).
- Cities may be “charter cities” or “general law cities”.
- Sunnyvale is a charter city (has a charter adopted by the voters).
- City Council can adopt laws and policies consistent with the Charter and not in conflict with state or federal law.



Brown Act Basics

- California open meeting law (Gov. Code 54950 et seq.)
- Applies to “legislative bodies” of local agencies, including Redistricting Commission
- All meetings must be open to the public unless an exception applies for a “closed session.”
- Agenda, public participation, decision-making rules



Agenda Requirements

- Agenda must be posted 72 hours before the meeting with certain exceptions.
- Must include a brief general description of each item of business to be discussed.
- Cannot take action on any matter that is not on the agenda, with very limited exceptions.
- All documents and other materials provided to the commission must also be available to the public.



Permissible Non-Agenda Actions

- Place an item on a future agenda.
- Request information or a report back from staff.
- Ask a question for clarification.
- Make a brief announcement.
- Briefly report on member's own activities.
- Briefly respond to questions from the public.
- If a member of the public raises an issue that requires more than a very brief discussion, put it on the agenda for the next meeting and ask staff to investigate and report back.



Public Participation

- Public has right to speak on any item on the agenda.
- During open public comment, public may speak on any matter within the body's subject matter jurisdiction.
- Chair may impose reasonable time limits on public speakers (typically 3 minutes per speaker).
- If the speaker has a translator, they get twice as much time.
- If the meeting is crowded, the chair may shorten time per speaker in a non-discriminatory manner.
- Tip: chair may gently encourage speakers to be brief and avoid repeating the same comments.



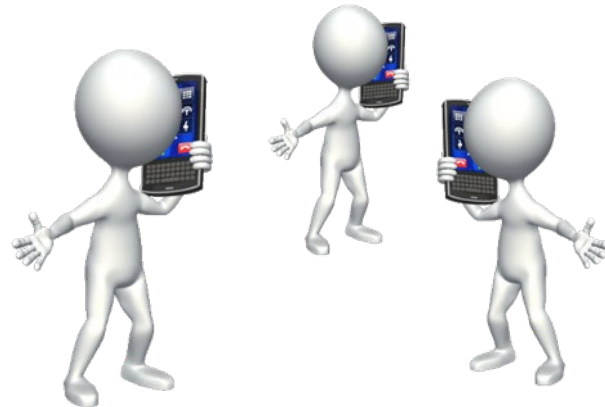
“These people are members of the community that care about where they live. So what I hear when I’m being yelled at is people caring loudly at me.”

- Leslie Knope, Assistant Director of Parks and Recreation,
City of Pawnee



What is a “Meeting”?

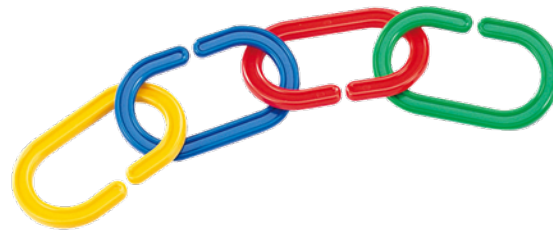
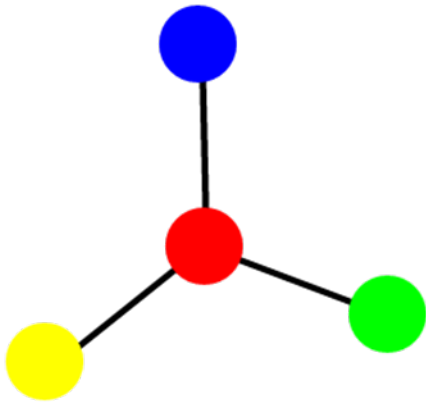
- Brown Act requirements apply to “meetings”.
- A “meeting” occurs whenever:
 - A majority of the members (quorum) are together at the same time and place to discuss or deliberate on any matter within their subject matter jurisdiction.
 - OR, a majority of members use direct communication, technology, or intermediaries to discuss, deliberate, or take action.





Serial Meetings

- A series of communications involving a majority of members to deliberate, take action, or develop a consensus.
- Might involve one-on-one conversations, intermediaries, letters, telephone, email, or other technology.
- TIP: Use caution with technology; don't "reply all"





Permissible Conduct

- Individual contacts or conversations (unless it results in a serial meeting)
- Conferences and “similar gatherings” open to the public
- Non-City Community meetings open to the public
- Open and noticed meetings (City Council, other B/Cs, or other agencies)
- Purely social and ceremonial occasions
- Reading a letter or email from a constituent or speaking to constituents, even if they have also spoken to other commissioners.
- CAUTION: a “collective deliberation” can accidentally occur through online discussions, “reply all” email responses, or third parties acting as intermediaries.



Social Media & Brown Act

[Assembly Bill 992](#): Modifies Government Code Section 54952.2

- Defines “discuss among themselves” via Social Media
 - ◆ Commenting on, reacting to or sharing posts
 - ◆ Examples: liking, emojis, GIFs, retweeting, etc.
- Does not prohibit:
 - ◆ Answering questions from the public
 - ◆ Providing information to the public
 - ◆ Gathering information from the public



DRAFT PRESENTATION

Social Media Resources

Links for more information about SB 992:

California Legislative Bill Information

[AB-992 Open meetings: local agencies: social media.](#)

Best, Best & Krieger, LLC

[AB 992: Open Meeting Laws and Social Media](#)

Hanson Bridgett

[The Brown Act Finally Meets Social Media](#)



Basics of Parliamentary Procedure

- Goals:
 - Extend equal courtesy to everyone.
 - Protect the rights of the minority.
 - Ensure that the majority rules.
 - Focus on one item at a time.
- Sunnyvale follows the “Standard Code of Parliamentary Procedure” by Alice Sturgis.
- Rules must be read in connection with Brown Act and other laws governing public meetings in California (some Sturgis rules do not apply because they conflict with the Brown Act).



Role of the Chair

- The Chair is responsible for running the meeting and making parliamentary rulings.
- If the Chair is absent, the Vice Chair assumes the role of Chair.
- If both the Chair and Vice Chair are absent, then any “senior member” may act as the Chair.
- If there is a dispute over who should act as temporary chair, the body should nominate and vote on a temporary chair to serve for the duration of the meeting.
- Nomination of chair does not require a second.



Public Hearing Process

- The Chair calls the item on the agenda.
- Staff gives a report.
- Members may ask questions (questions, not comments).
- Chair opens the public hearing.
- Chair calls up speakers based on order of speaker cards.
- Speaker cards are voluntary. Speakers are not required to fill out a card or identify themselves.
- Members may ask questions of speakers for clarification.
- Chair closes the public hearing.
- Members may discuss and ask for final staff comments.



Motions

- When members have finished with all questions and comments, the chair should ask for a motion.
- Motion is made and seconded.
- If there is no second, chair asks for another motion.
- The chair is allowed to make a motion if no one else does.
- Once a motion is made and seconded, the chair should restate the motion and open debate.
- Typically the maker of the motion speaks first, followed by the seconder.



Formal Rules of Debate

- Members must be recognized by the chair before speaking.
- Once a member speaks, they cannot speak again until everyone else has a chance.
- No interruptions except under limited circumstances (e.g. points of order, parliamentary inquiries, and questions of privilege).
- No cross-talk.
- The chair may speak on the motion after everyone else has spoken.
- “Motion for informal consideration” can be used to suspend these rules and have a freer discussion.



Special Debate Issues

- General Consent: For non-controversial issues (recess, etc), no vote required unless objection
- Amendments to Motions: “Friendly” amendments may be approved by general consent. “Formal” amendments require votes. Debate is limited to the motion to amend.
 - After the vote, debate resumes on the main motion. Only one primary and one secondary motion to amend can be pending at the same time
- Withdrawal of Motion: Maker may withdraw before debate opens; after debate opens majority vote or general consent required.



Voting

- All votes must be public, and a quorum must be present to vote.
- Members abstaining for reasons unrelated to financial conflicts are counted for the quorum.
- Actions can be taken by a majority of the quorum.
- An affirmative vote is required to take an action. A failed motion requires another motion.
- A tie vote means that no action has been taken



CA Public Records Act

- Gov. Code Section 6250 et seq.
- Access to information concerning the conduct of the public's business is a fundamental right of every person in the state.
- “Records” include any writing, in whatever form, including electronic records, that is owned, used, or retained by the agency.
- Certain exceptions- confidential information



Electronic Records and CPRA

- Email related to the public's business is a public record unless an exception applies.
- The California Supreme Court recently ruled that agencies have a duty to turn over public records contained in officials' private email accounts and texts.
- Recommendations:
 - Set up a separate email account or folder for commission business.
 - Set up separate social media accounts for your role as a public official if you intend to use such platforms and be aware of unresolved legal issues related to blocking users and deleting comments.



Ethics and Conduct

- Sunnyvale Code of Ethics and Conduct- guidelines adopted by City Council
- Key principles:
 - Always act in the public interest.
 - Comply with both the letter and the spirit of the law.
 - Respect the process and rules of order.
- In meetings:
 - Be courteous
 - Respect role of the chair
 - Avoid personal attacks
 - Don't publicly criticize individual staff
 - Listen attentively
 - Make decisions based on merit



Questions?

- Thank you for your service!



City of Sunnyvale

Agenda Item

21-0698

Agenda Date: 7/8/2021

REPORT TO REDISTRICTING COMMISSION

SUBJECT

Select a Chair and Vice Chair for the Redistricting Commission



City of Sunnyvale

Agenda Item

21-0699

Agenda Date: 7/8/2021

Redistricting Outreach Plan

CITY OF SUNNYVALE

Council Election Redistricting Community Outreach Plan



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This Community Outreach Plan provides detail regarding the steps the City of Sunnyvale (City) will undertake to complete the required Council Election Redistricting process in 2021 and 2022. It provides background on Sunnyvale’s district elections system, describes the goals of the outreach process, describes the target audience for community outreach, outlines the public input process, provides methods to engage underserved communities, describes the process for final district map adoption, and the overall schedule and cost for the project.

PROJECT BACKGROUND

In March 2020, Sunnyvale voters amended the City’s Charter to change the at-large voting system with numbered seats for electing City Council members to a district-based election system. The adopted district-based election system resulted in a six-district Council election system with a directly elected mayor. Since the passage of Measure B in March 2020, voters in even-numbered districts elected a Council representative and all Sunnyvale voters elected the mayor in November of 2020. Voters in odd districts will elect a Council representative in November of 2022.

Prior to passage of Measure B, the City conducted a robust outreach program to solicit community input, which was conducted in three phases:

- Phase 1 (January 2019 – June 2019) consisted of educating the public on issues related to the California Voting Rights Act (CVRA), as well as gathering input on potential remedies to respond to the CVRA requirements.
- Phase 2 (July 2019 – December 2019) consisted of community mapping exercises to develop options for district boundaries for Council consideration.
- Phase 3 (January 2020 – February 2020) consisted of voter education on Measure B through two educational mailers.

The process was overseen through a nine-member Citizens Advisory Committee (CAC), appointed by the City Council in February 2019. The purpose of the CAC was to provide feedback on the outreach strategies and serve as project ambassadors, informing the Sunnyvale community about the proposed changes. The CAC was made up of Sunnyvale community members who represent the demographic makeup of the city’s residents.

This robust community outreach process resulted in the Sunnyvale community voicing support for a ballot measure to vote on the switch to a district-based election system, with a district boundary map developed by Sunnyvale community members.

PROJECT GOALS

The desired outcomes for the Council election system redistricting public engagement process are twofold: First, to educate Sunnyvale residents about the City’s district election system and the redistricting process and second, to have robust and diverse community participation in the process for redrawing district maps for future Council elections. The Outreach Plan’s primary goals are:

- Educating City residents about redistricting requirements.
- Ensuring participation from a wide range of residents, reflecting community demographics, with special efforts to involve traditionally underrepresented and marginalized groups.

- Using a variety of tools and meeting formats to make it easy for the community to provide input.
- Seeking participation proactively to encourage broad community awareness and understanding.

Public input that the City hopes to receive during the project includes input regarding what communities of interest exist in the city, how to draw the district maps to maintain existing communities, along with any suggestions or preferences. The outreach tools identified in this Outreach Plan present a series of strategies to achieve these goals.

The outreach process will rely on multiple strategies for participation to allow as many members of the public as possible to learn about the district-based elections system and to participate in the redistricting process, regardless of their technological abilities or previous levels of civic engagement.

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 United States (US) Census, the population of Sunnyvale was 140,000 at that time. Recent estimates from the US Census Bureau's 2019 American Community Survey (ACS) suggest the population has grown to just about 153,000.¹ The two most populous demographic groups are Asian, about 47 percent, and Non-Hispanic White, about 40 percent. Hispanic/Latino, mixed race, Black, American Indian/Alaska Native, and Native Hawaiian/Other Pacific Islander represent the remainder of the population, at 17 percent, 5 percent, 2 percent, 0.5 percent, and 0.3 percent, respectively. The Asian population is predominantly made up of Indians and Chinese, with smaller percentages of Filipinos, Vietnamese, and Koreans.² 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 17 percent. Chinese, Hindi, Telugu, and Hebrew are all between 1 and 2 percent for other monolingual students.³

Under the most recent estimates from the ACS, approximately 54 percent of eligible voters are Non-Hispanic White, 32 percent are Asian, 15 percent are Hispanic or Latino, 6 percent identify with more than one race, and 6 percent identified as "other."⁴ 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.⁵

¹ US Census Bureau. 2019 American Community Survey 5-Year Estimates.

² Zip Atlas. Sunnyvale, California Zipcode Map & Detailed Profile. Accessed on November 10, 2018. <http://zipatlas.com/us/ca/sunnyvale.htm>.

³ California Department of Education. District Summary Sunnyvale. Accessed on April 1, 2021. <http://www.ed-data.org/district/Santa-Clara/Sunnyvale>.

⁴ US Census Bureau. 2019: ACS 1-Year Estimates Subject Tables. Citizen, Voting-Age Population by Selected Characteristics, TableID S2901. Accessed on April 1, 2021. <https://data.census.gov/cedsci/table?q=citizen%20voting%20age&g=1600000US0677000&tid=ACST1Y2019.S2901&hidePreview=false>.

⁵ City of Sunnyvale. Summary of 2016 General Election.

To determine whether the outreach process is successfully reaching all parts of the Sunnyvale community, PlaceWorks will track the number of people that participate in the outreach process by collecting voluntary, self-reported demographic data, and will then compare this to Sunnyvale's overall demographics.

PUBLIC INPUT STRATEGIES

To reach the target audience, the outreach process will rely on a series of strategies that include both a variety of outreach channels as well as particular strategies to reach underserved communities.

OUTREACH CHANNELS

This section describes the channels of public input 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.

Due to the COVID-19 pandemic, some limitations may apply to hosting in-person, indoor outreach activities, so some events may be held virtually or outdoors. Decisions on COVID-19 precautions will be made while each specific event is being scheduled and planned.

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 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. Community workshops may potentially be held virtually, as stated previously, if public health orders do not allow for in-person gatherings because of the COVID-19 pandemic. Decisions on holding either in-person or virtual community workshops will be made at the time that community workshops are being planned. 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, if requested 48 hours before the scheduled meeting. 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. City staff will provide food and beverages. The City and PlaceWorks will advertise this workshop using some combination of the outreach tools identified in this Outreach Plan.
- **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. Pop-up events will be held in person if possible.
- **Online Engagement.** Providing the option of online engagement can capture input that might otherwise be unvoiced. Further, due to State Shelter-in-Place orders, most community engagement has had to occur online. 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. Online engagement will include the release of an Open City Hall survey to seek community feedback on the draft maps.

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,” including the following:

- **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 and other community gathering spaces at locations such as:
 - Spanish-language Sunday mass at St. Cyprian’s Catholic Church
 - Shiv Durga Hindu Temple
 - Chung Tai Zen Center of Sunnyvale
 - Sunnyvale Community Center/Senior Center
 - Mobile home parks
 - Library
 - Farmers’ Market

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, Chavez Supermarket, and Mi Ranchito Produce.

- **Ethnic Media.** The City may place ads and news articles 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. The City will arrange for interpretation services at all public workshops and hearings, if requested 48 hours in advance of the meeting.
- **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 that are able to be held in person will include fun side activities that kids can participate in 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, the City will provide refreshments at all public workshops that are held in person.

REDISTRICTING PROCESS COMPONENTS

State law requires jurisdictions with district-based election systems to redraw their district boundaries after each Census. This ensures that population counts within each district remain relatively equal as populations change over time. While Sunnyvale drew district boundaries in 2019, the boundaries of the districts approved under Measure B were drawn based on 2010 Census population counts. Therefore, the district boundaries must be reevaluated using new data from the 2020 Census.

The City Council believes that all segment of Sunnyvale's residents must be able to play a role in deciding how they are represented, which includes giving meaningful input on the redistricting process. Therefore, the City has contracted with PlaceWorks to conduct a community outreach process regarding redistricting.

The process includes three main phases:

- Phase 1 (January 2021 to April 2021): Education and input on the redistricting process (largely completed at the time of preparation of this Outreach Plan).
- Phase 2 (April 2021 to July 2021): Redistricting Commission selection and onboarding.
- Phase 3 (August 2021 to December 2021): Community Map Drawing and Recommendation.

REDISTRICTING COMMISSION

As noted previously, the process will be overseen by a Redistricting Commission, which will be created during Phase 2 of the process. This section provides background information about the Commission. Additional information may be found in Ordinance No. 3174-21, adopted by the Sunnyvale City Council on April 6, 2021, which is the source of much of the information below.

PURPOSE OF THE REDISTRICTING COMMISSION

The Redistricting Commission will oversee the process of redrawing the district boundaries. It will hold public hearings to gather input and will review preliminary map options. Based on community input, the Commission will ultimately narrow down the map options to between three and five draft map recommendations, which will be forwarded to the City Council for consideration.

According to Ordinance No. 3174-21, Commissioners should be open-minded, impartial, and community-minded. The City Council will seek to ensure that the Redistricting Commission members represent the geographic, ethnic, and social diversity of the City of Sunnyvale.

REDISTRICTING COMMISSION APPOINTEE REQUIREMENTS

The Commission will be composed of seven members and three to six alternates, all appointed by the City Council. Commissioners are not required to be registered voters. The term of the Commissioners begins at the

time of appointment by the Council and ends when a new final district map is adopted. To be eligible for appointment to the redistricting commission, a person must, at the time of their appointment:

- Be a resident of the City of Sunnyvale;
- Have resided in the City of Sunnyvale for a minimum of one year; and
- Be at least 18 years of age by the date of the City Council election for which the redistricting will be effective (November 8, 2022).

A person is not eligible for appointment to the Redistricting Commission if:

- The person or their spouse, in the four years preceding the person's application, served as an officer of, employee of, or paid consultant to, a campaign committee or a candidate's campaign for elective office of the local jurisdiction; and
- The person or their spouse has, in the four years preceding the person's application, contributed \$1,500 or more in a year to any single candidate other than themselves, for an elective office of the local jurisdiction.

Additional restrictions are in place during and after service as a Redistricting Commissioner, including:

- During: Unable to endorse, work for, volunteer for, or make a campaign contribution to, a candidate for an elective office of the city.
- During: Be a candidate for an elective office of the City if less than four years has elapsed since the date of the commissioner's appointment to the commission.
- For four years proceeding: Unable to receive a noncompetitively bid contract with the City.
- For four years proceeding: Accept an appointment to the office of the City Manager, City Attorney, or department head.

COMMISSION RECRUITMENT AND APPOINTMENT

Applicants for the Redistricting Commission will be recruited through several different channels. Marketing for the positions will occur through several tactics, including a Horizon article, a utility bill insert, and through an online campaign including the City's social media accounts, website, *Update Sunnyvale* e-newsletter, via email list-serves, and through targeted outreach to individuals. Presentations will be conducted with various community groups, including neighborhood associations, the Sunnyvale Rotary Club, League of Women Voters, various parent groups, the Mobile Home Alliance, and with Sunnyvale leadership groups.

The Redistricting Commission application was released on April 12, 2021, with an application close date of June 1, 2021. The City Council will review applications in early June, conduct interviews in mid-June, and make final appointments to the Commission in late June.

DETAILED SCOPE FOR THE OUTREACH PROCESS

This section describes the detailed scope of the outreach process to be completed for each of the three phases of the redistricting effort. More detail on specific components and the schedule is provided in Table 1 at the end of this document.

PHASE 1: EDUCATION AND INPUT ON REDISTRICTING PROCESS

In this phase, City staff have been conducting outreach to educate the community on redistricting requirements under federal and state election law and have engaged with the Sunnyvale City Council to approve an amendment to the Sunnyvale Municipal Code to establish a public process for redistricting.

COMMUNITY EDUCATION

City staff has established outreach tactics to ensure the Sunnyvale community is aware of the project and understands the federal and state election law requirements to redraw council districts. City staff has promoted the project through the following channels:

- Project website
- Utility bill inserts
- Dedicated project list-serve

CITY COUNCIL HEARINGS

City staff met with the Sunnyvale City Council approximately seven times between January and April 2021. During these meetings, the Council has provided direction on the process of redistricting, including outlining the role and responsibilities of the Redistricting Commission, Redistricting Commission applicant requirements and selection process, and a draft Redistricting Ordinance.

COMMUNITY OUTREACH PLAN

While City staff conducted Phase 1, PlaceWorks prepared this Community Outreach Plan, which has been reviewed by staff and will be presented to City Council in May 2021, prior to the next phase.

PHASE 2: COMMISSION SELECTION AND ONBOARDING

In this phase of the process, City staff, with assistance from PlaceWorks, will conduct outreach to advertise, recruit, and conduct the selection and onboarding for the Council-appointed Redistricting Commission.

REDISTRICTING COMMISSION

Application

City staff launched the Council-approved Redistricting Commission application on April 12, 2021. The application will remain open through June 1, 2021. The application provides background on the project, discusses the role of the Redistricting Commission, and seeks detailed applicant information.

Applicant Recruitment Campaign

City staff began advertising for open positions on the Redistricting Commission at the time the application opened. Advertisements have been made through a *Horizon* article, a utility bill insert, on the City's social media, on the project website, via *Update Sunnyvale*, through the project list-serve, and through individual outreach. City staff is conducting meeting presentations with community groups, including various neighborhood associations, the Sunnyvale Rotary Club, the League of Women Voters, various parent groups, the Mobile Home Alliance, and with Sunnyvale leadership groups.

Applicant Selection

After the close of the application period, the City Clerk will verify the qualifications of the applicants. Qualified applications will be sent to the City Council for review. The City Council's selection process will be designed to ensure that the Redistricting Commission members represent the geographic, ethnic, and social diversity of Sunnyvale. The Council will conduct interviews on June 17, 2021 and appoint members of the Redistricting Commission on June 29, 2021.

Commission Kick-off Meeting

PlaceWorks will attend the kickoff meeting of the Redistricting Commission to help orient the Commission. Part of this meeting will provide an overview of this Community Outreach Plan.

PHASE 3: COMMUNITY MAP DRAWING AND RECOMMENDATION

In this phase of the scope, City staff, PlaceWorks, and National Demographics Corporation (NDC), will conduct outreach to solicit input from Sunnyvale residents on communities of interest and potential boundaries of the updated districts. This phase will include several meetings with the Redistricting Commission and the City Council, with ultimate adoption of a final district boundary map. NDC will provide points of opportunity for the community to receive technical support for mapmaking.

As noted previously, the activities described in this section may be conducted in person or virtually, depending on the state of the COVID-19 pandemic when each event takes place.

DISTRICTING AND REDISTRICTING OVERVIEW (HEARING 1)

On July 22, 2021, City staff will engage with the Redistricting Commission and with the community to provide background information on the original 2019 districting project, the 2020 ballot measure, and the requirements for redistricting. The Redistricting Commission and community will gain an understanding of their role in the redistricting process and the various meeting points and deadlines throughout the process.

COMMUNITIES OF INTEREST IDENTIFICATION WORKSHOP

On August 5, 2021, PlaceWorks will prepare for and facilitate a community workshop to get feedback on the criteria and standards important to the community for establishing district boundaries, which may include exercises involving coloring on digital maps the areas that define their community. Community members will leave the workshop with an understanding of how their input will be used by the Council and Redistricting Commission in determining the final district map development.

COMMUNITIES OF INTEREST REDISTRICTING COMMISSION MEETING (HEARING 2)

PlaceWorks and NDC will provide an overview of the communities of interest at a meeting of the Redistricting Commission (Hearing 2). NDC will be responsible for preparing maps of the potential communities of interest and PlaceWorks will present an overview of the public input.

COMMUNITY MAP DRAWING WORKSHOP

On September 30, 2021, the City and NDC will conduct a map drawing workshop with the community to ensure questions and concerns can be addressed as the community works to draw potential district boundaries. The

workshop will include a training for the community on the map drawing tools, accompanied by the release of a virtual training video for those unable to attend the workshop.

REDISTRICTING COMMISSION CENSUS DATA REVIEW (HEARING 3)

Prior to the close of the first round of draft map submittals, the Redistricting Commission will receive a presentation from NDC with a review of the 2020 Census demographic data on November 11, 2021. The Redistricting Commission will provide feedback on considerations that the community should take while drawing district maps, based on the information released as part of the 2020 Census.

FEEDBACK ON DRAFT MAPS JOINT CITY COUNCIL REDISTRICTING COMMISSION MEETING (HEARING 4)

After the first map submission deadline of January 3, 2022, City staff and NDC will provide an overview of the initial draft maps to the City Council on January 13, 2022. Immediately following the joint meeting, the Redistricting Commission will convene to narrow the draft maps to three to five maps to focus future community input.

COMMUNITY MAP FEEDBACK/PREFERENCES WORKSHOP

On January 20, 2022, City staff, PlaceWorks, and NDC will facilitate a public workshop to present and collect feedback on the three to five focus maps selected by the Redistricting Commission. The workshop will also gather input from the community on their thoughts on their preferred maps, along with technical assistance in map drawing. The second map submission deadline will be January 31, 2022.

OPEN TOWN HALL SURVEY #1

City staff will release an Open Town Hall Survey that will be available from February 3 through February 8, 2022. The purpose of the survey will be to seek community feedback on the draft maps and determine any community preferences and the reason behind such preferences. PlaceWorks will review the administrative draft Open Town Hall Survey and provide feedback on the survey approach and wording.

REDISTRICTING COMMISSION MAP RECOMMENDATION (HEARING 5)

Following the January 31, 2022, second map submission deadline, the City and NDC will verify and graphically display the draft maps. PlaceWorks and NDC will then facilitate a meeting with the Redistricting Commission to review the draft maps on February 10, 2022. The Redistricting Commission will select between three and five maps and make a formal recommendation to the City Council on the preferred map.

POP-UPS

PlaceWorks will conduct a total of five “pop-up” events at various community activities to learn about the five to seven draft district maps and ask participants to identify their top map through dot voting. Pop-ups will occur at larger organized events, such as faith-based events or the Sunnyvale Farmers’ Market. Pop-ups will occur between February 12 and February 20, 2022.

Pop-up events may occur at the following locations:

- Farmers’ Market
- Library
- Sunnyvale Community Center/Senior Center

- Mobile Home Parks
- Sunnyvale Community Services
- St Cyprian Parish
- Shiv Durga Hindu Temple
- Chung Tai Zen Center

In the event the COVID-19 pandemic does not allow for in-person pop-ups, PlaceWorks will host meetings with targeted community groups to seek input and undertake a dot prioritization exercise. Potential groups could include:

- Mobile Home Park Alliance
- Neighborhood Associations
- Parent groups (PIQE, Fremont HS Los Padres, Black others)
- Sunnyvale Rotary Club
- SIREN
- Asian Law Alliance
- YWCA/SCS promotoras
- League of Women Voters
- Leadership Sunnyvale

OPEN TOWN HALL SURVEY #2

City staff will release a second Open Town Hall Survey to ask the community to select a preferred map from the three to five maps chosen by the Redistricting Commission. The survey will be available from February 12, 2022, to February 20, 2022.

PUBLIC INPUT SYNTHESIS REPORT

PlaceWorks will prepare a report that summarizes all input received during the pop-up events, the Open Town Hall surveys, and the workshops. The report will include a brief background of the project, outreach goals, outreach results and comments, and maps and graphics to illustrate participation rates and responses across the city.

MAP ADOPTION OR COMMENTS BACK TO REDISTRICTING COMMISSION (HEARING 6)

Once PlaceWorks' report is complete and NDC has made any final needed changes to the draft maps, NDC will provide an overview of the three to five recommended maps, and the one preferred map, to the City Council on February 22, 2022. The Council will also receive a summary of the feedback received from the community.

The City Council will decide to either adopt one final district map or send comments back to the Redistricting Commission. If the Council decides to send comments back to the Redistricting Commission, the Commission will consider Council comments and resubmit maps, as applicable. The Council will then adopt the final map in a second Hearing.

OUTREACH TASKS AND SCHEDULE

Table 1 shows each outreach task, the general timeline for task completion, and the party responsible for the task.

TABLE 1 REDISTRICTING OUTREACH PLAN TASK LIST, TIMELINE, AND RESPONSIBILITIES

Task	Timeline	Responsible Party
Phase 1: Education and Input on the Redistricting Process		
Create and maintain project webpage	Continuous	City of Sunnyvale
Utility bill advertisements	January 2021	City of Sunnyvale
Email project list-serve	January 2021	City of Sunnyvale
Council study session for Redistricting Commission	January 12, 2021	City of Sunnyvale
Council Hearing Draft ordinance	January 28, 2021	City of Sunnyvale
Council Hearing Draft ordinance	February 2, 2021	City of Sunnyvale
Council Hearing Draft ordinance	February 23, 2021	City of Sunnyvale
Council Hearing Draft ordinance	March 16, 2021	City of Sunnyvale
Council Hearing Draft ordinance and selection criteria/process for Redistricting Commission	March 30, 2021	City of Sunnyvale
Council Hearing - Adoption of ordinance	April 6, 2021	City of Sunnyvale
Council Hearing - Outreach Plan presentation	May 4, 2021	City of Sunnyvale/PlaceWorks
Phase 2: Redistricting Commission Selection and Onboarding		
Publish Horizon article - Introduce redistricting process and community mapping	March 2021	City of Sunnyvale
Utility bill advertisements	March 2021	City of Sunnyvale
Online educational video	March 2021	City of Sunnyvale
Redistricting Commission application release	April 12, 2021	City of Sunnyvale
Applicant recruitment campaign	April 12 to June 1, 2021	City of Sunnyvale
Meeting presentations with community groups	April and May 2021	City of Sunnyvale
Redistricting Commission application deadline	June 1, 2021	City of Sunnyvale
Verification of applicant qualifications	June 1 to 11, 2021	City of Sunnyvale
Application review and interviews	June 17, 2021	City of Sunnyvale

TABLE 1 REDISTRICTING OUTREACH PLAN TASK LIST, TIMELINE, AND RESPONSIBILITIES

Task	Timeline	Responsible Party
Council appointment of Redistricting Commission members	June 29, 2021	City of Sunnyvale
Publish Horizon article - Redistricting progress	July 2021	City of Sunnyvale
Redistricting Commission onboarding	July 8, 2021	City of Sunnyvale/PlaceWorks
Meeting presentations with community groups	July 2021	City of Sunnyvale
Phase 3: Community Map Drawing and Recommendation		
General outreach campaign	August to December 2021	City of Sunnyvale
Redistricting Commission - Overview and redistricting 101 (Hearing 1)	July 22, 2021	City of Sunnyvale
Workshop 1 - Communities of interest	August 5, 2021	PlaceWorks
Redistricting Commission - Communities of interest review and public input (Hearing 2)	September 9, 2021	PlaceWorks/NDC
Workshop 2 -Map training and map making	September 30, 2021	NDC
Online map-making training video	September 2021	NDC
Redistricting Commission - Census data overview, initial feedback for map makers (Hearing 3)	November 11, 2021	NDC
Technical support for map making by appointment	November 11, 2021 to January 5, 2022	NDC
Map submission deadline	January 3, 2022	City of Sunnyvale/NDC
Joint City Council and Redistricting Commission - Review maps then Redistricting Commission narrows to 3 to 5 maps (Hearing 4)	January 13, 2022	NDC
Workshop 3 - Map feedback and preferences	January 20, 2022	NDC/PlaceWorks
Technical support for map making by appointment	January 14 to 30, 2022	NDC
Second map submission deadline	January 31, 2022	City of Sunnyvale/NDC
Open Town Hall Survey #1 - Map feedback and preferences	February 3 to 8, 2022	City of Sunnyvale/PlaceWorks
Redistricting Commission - Selection of 3 to 5 maps and formal recommendation to Council with one preferred map (Hearing 5)	February 10, 2022	NDC/PlaceWorks
Pop-ups on preferred maps (5 to 10)	February 12 to 20, 2022	PlaceWorks
Open Town Hall Survey #2 - Preferred map	February 12 to 20, 2022	City of Sunnyvale

TABLE 1 REDISTRICTING OUTREACH PLAN TASK LIST, TIMELINE, AND RESPONSIBILITIES

Task	Timeline	Responsible Party
Public Input Synthesis Report	February 2022	PlaceWorks
City Council - Map adoption or comments back to Redistricting Commission (Hearing 6)	February 22, 2022	NDC
Redistricting Commission Hearing- consider Council comments and resubmit map(s) if applicable (Hearing 7)	March 3, 2022	NDC
City Council Hearing - Adoption of final map, if applicable (Hearing 8)	March 15, 2022	NDC
Send to Registrar of Voters	March 31, 2022	City of Sunnyvale
Horizon Article - New district map for 2022	Summer 2022	City of Sunnyvale
Utility bill inserts - New district map for 2022	Summer 2022	City of Sunnyvale



Sunnyvale

DRAFT PRESENTATION



City Council Elections Redistricting Project

Community Outreach Plan

July 8, 2021

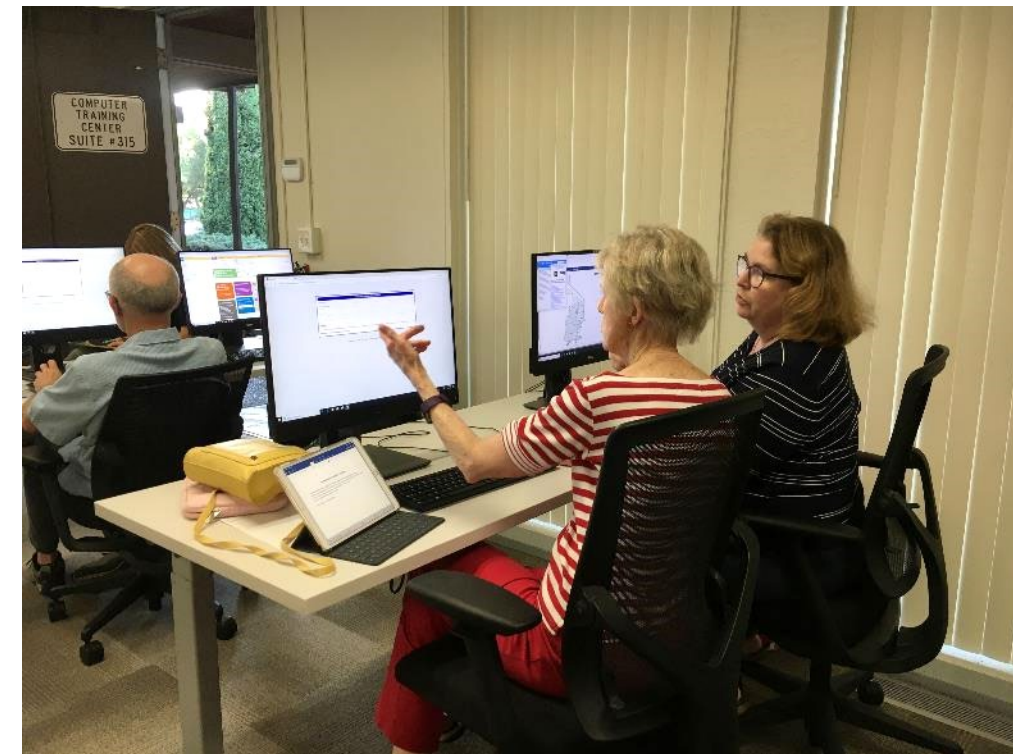
Presentation Overview

- » 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

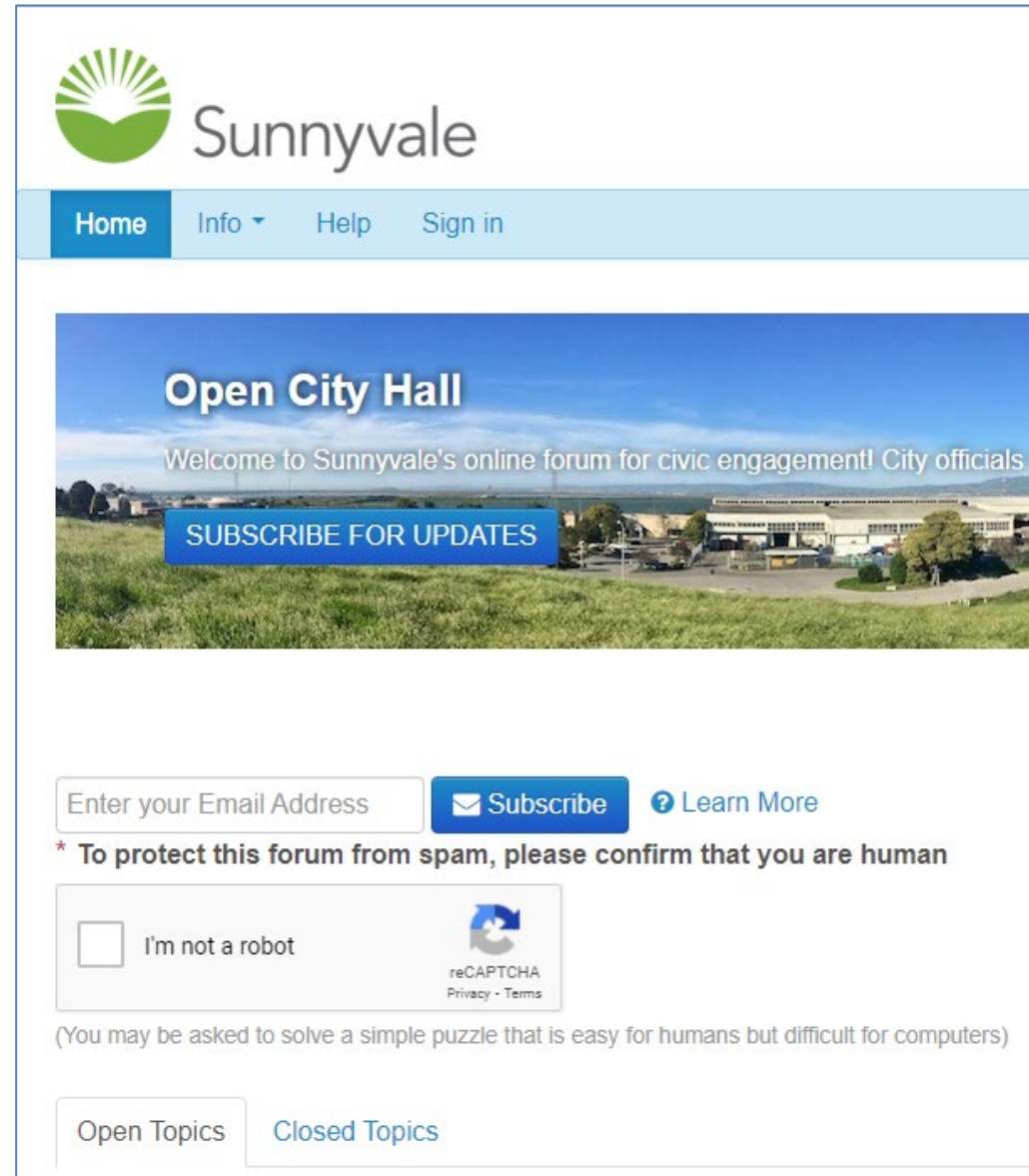


Project Schedule

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 (in progress)
Phase 3: Community Map Drawing and Recommendation	August 2021 – Summer 2022
City Council adopt final map	February 22 or 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 Open City Hall website. At the top is the Sunnyvale logo and a navigation bar with links for Home, Info, Help, and Sign in. Below this is a banner for 'Open City Hall' with a 'SUBSCRIBE FOR UPDATES' button. A form below the banner asks for an email address and includes a reCAPTCHA security check. At the bottom, there are tabs for 'Open Topics' and 'Closed Topics'.

Sunnyvale

Home Info Help Sign in


Open City Hall

Welcome to Sunnyvale's online forum for civic engagement! City officials w

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*** To protect this forum from spam, please confirm that you are human**

☐ I'm not a robot  reCAPTCHA Privacy Terms

(You may be asked to solve a simple puzzle that is easy for humans but difficult for computers)

Open Topics 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 Outreach Overview

DRAFT PRESENTATION



Redistricting Community Outreach

Community Map Drawing and Recommendation

» 3 community 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 Commission and Council Meetings

Meeting Type	Meeting Purpose	Date	Virtual or In-person
Redistricting Commission	Districting and redistricting overview	July 22, 2021	Virtual
Redistricting Commission	Communities of interest	September 9, 2021	TBD
Redistricting Commission	Census data review	November 11, 2021	In-person
Redistricting Commission/ City Council	Narrow draft maps	January 13, 2022	In-person
Redistricting Commission	Final map recommendation	February 10, 2022	In-person
City Council	Map adoption or comments back to Redistricting Commission	February 22, 2022	In-person

Questions?



Sunnyvale

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City Council Elections Redistricting Project

Community Outreach Plan

July 8, 2021



City of Sunnyvale

Agenda Item

21-0700

Agenda Date: 7/8/2021

Review Redistricting Ordinance and Role of Redistricting Commission

ORDINANCE NO. 3174-21**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SUNNYVALE TO ADD CHAPTER 2.31 (REDISTRICTING) TO TITLE 2 (ADMINISTRATION AND PERSONNEL) OF THE SUNNYVALE MUNICIPAL CODE TO ESTABLISH A PUBLIC PROCESS FOR REDISTRICTING**

WHEREAS, on March 3, 2020, Sunnyvale voters approved an amendment to the Sunnyvale City Charter to implement a six-district Council election system with a directly-elected mayor (Measure B); and

WHEREAS, Sunnyvale City Charter section 609(b) requires the City Council to adopt an ordinance establishing a public process for redistricting; and

WHEREAS, the City Council discussed options for a public redistricting process at its Council Strategic Session on January 28, and provided direction on key components of a draft ordinance on February 2, February 23, and March 16; and

WHEREAS, to implement the requirement of Sunnyvale City Charter section 609(b), the City of Sunnyvale desires to amend Title 2 (Administration and Personnel) of the Sunnyvale Municipal Code to add a new chapter establishing a public process for redistricting.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF SUNNYVALE DOES ORDAIN AS FOLLOWS:

SECTION 1. Chapter 2.31 ADDED. Chapter 2.31 (Redistricting) of Title 2 (Administration and Personnel) of the Sunnyvale Municipal Code is hereby added to read as follows:

Chapter 2.31**REDISTRICTING****2.31.010. Purpose and intent.**

The purposes and intent of this chapter are to:

- (a) Implement the requirement of Sunnyvale Charter Section 609(b) by establishing a public process for redistricting;
- (b) Establish a redistricting process that is open and transparent and allows public participation, including a process for the public to draw and submit draft maps for city council district boundaries;

- (c) Ensure that city council district boundaries are drawn according to the redistricting criteria set forth in applicable State and Federal laws; and
- (d) Facilitate a redistricting process that is conducted with integrity, fairness, and without personal or political considerations.

2.31.020 Duties and Authority of Redistricting Commission and City Council.

- (a) Redistricting Commission Established. A redistricting commission of seven members and three to six alternates is hereby established. The duties of the redistricting commission shall be to meet, hold public meetings and hearings as required by law, and recommend to the city council maps of six districts by which councilmembers will be elected, as further described in this Chapter.
- (b) City Council Approval of Redistricting Schedule, Outreach Plan, Budget. Within a reasonable period before the city receives the final Federal Decennial Census information, city staff shall prepare and submit to the city council for approval a community outreach plan and meeting schedule for the redistricting process. The plan and schedule will take into account all relevant state law related to redistricting. The city council shall appropriate adequate funds for the work of the redistricting commission, including funds necessary for community outreach, costs for city staff time associated with supporting the work of the redistricting commission, and hiring a demographer and any other necessary consultants or outside counsel.
- (c) City Council District Map Adoption Process. The redistricting commission shall recommend, and the city council shall adopt, new districts in the following manner:
 - (1) The redistricting commission shall hold public hearings as required by law. The redistricting commission shall select three to five proposed district maps to recommend to the city council (the “proposed district maps”). The redistricting commission shall also indicate the proposed district map that it prefers the city council adopt (the “preferred map”). Selection of the proposed district maps and the redistricting commission’s preferred map shall require the affirmative vote of four commissioners and shall occur consistent with the outreach plan and schedule. All other redistricting commission actions require only a majority vote of those present, provided that a majority of the members of the commission are present.
 - (2) Prior to the redistricting commission’s meeting to select proposed district maps and the preferred map, the redistricting commission and the city council shall hold a joint meeting to review map submissions and draft maps, and provide the city council the opportunity to comment on possible maps.
 - (3) Not earlier than seven days after the redistricting commission’s proposed district maps have been made available to the public, the city council shall hold at least one public meeting to receive input on the redistricting commission’s proposed district maps. After the public hearing, the city council may approve and adopt one of the proposed district maps. The city council may not make any changes to a proposed district map unless adjustments are required to comply with state law, the United

States Constitution, or the federal Voting Rights Act, commencing at 52 U.S.C. Section 10101. If the city council approves a proposed district map, it shall become the final district map and shall be implemented.

(4) If the city council fails to adopt one of the proposed district maps as provided in section 2.31.020(c)(3), it may take one or more of the following actions:

(i) By majority vote, return one or more proposed district maps to the redistricting commission with comments. The redistricting commission shall then consider the city council's comments and may approve changes to the city council's returned district map(s) or reaffirm their approval of the returned map(s). The redistricting commission shall also select a new preferred map or reaffirm its prior decision on the preferred map. After such consideration, the redistricting commission shall resubmit to the city council the original maps returned by the council, any revised maps developed by the redistricting commission in response to the city council's comments, and its final preferred district map. The city council shall hold another public hearing not earlier than seven days after the proposed district maps have been made available to the public to select one of the redistricting commission's original proposed district maps, or one of the proposed district maps resubmitted by the commission.

(ii) Disapprove a proposed district map(s) with an affirmative vote of at least five council members. A map that is disapproved pursuant to this subsection shall not be reconsidered by the redistricting commission or the city council.

(5) Inaction by Redistricting Commission and/or City Council in Selecting Maps. Time is of the essence in completing the redistricting process. Notwithstanding any other provisions of this chapter, the following rules shall apply:

(i) If the redistricting commission fails to select proposed district maps and a preferred district map by the date set forth in the outreach plan and schedule approved by the city council, the latest maps considered by the redistricting commission shall be forwarded to the city council. The city council will review those maps, may make changes to any of those maps, and shall make a final decision on a district map.

(ii) If the city council fails to adopt one of the redistricting commission's proposed district maps and returns maps to the redistricting commission for reconsideration as provided in section 2.31.020(4)(i), and the redistricting commission does not complete the process to reconsider and resubmit maps to the city council by the date set forth in the outreach plan and schedule approved by the city council, the city council shall reconsider and choose from the proposed district maps originally submitted to the city council.

(iii) If the City Council fails to select a district map by the deadline set by election authorities for submitting district maps the most recently approved version of the redistricting commission's preferred district map shall be deemed adopted and shall go into effect immediately.

- (6) The redistricting map approved and adopted pursuant to this section shall be subject to referendum as provided in Article XIV of the City Charter.

2.31.030 Eligibility and appointment of Redistricting Commissioners.

(a) Composition of Redistricting Commission. The redistricting commission shall consist of seven commissioners and three to six alternates. The city council will use its best efforts to make appointments that achieve the goal of having at least one and not more than two members per district on the redistricting commission, based on residency at the time of application, and at least one but not more than two alternates per district. However, these numbers are not required if a majority of councilmembers agree to a different composition that achieves the other standards described in this section.

(b) Role of Alternates. Alternates are subject to the same terms of office, qualifications, restrictions, and standards of conduct as other commissioners under this section, and may fully participate in redistricting commission deliberations but may not vote and may not be counted towards the establishment of a quorum except as follows:

(1) Commissioner Absence. If a regular commission member is absent from a meeting of the redistricting commission, an alternate shall fulfill all responsibilities of that commissioner, including voting. Alternates shall be selected to fill the role of an absent commissioner based on the following criteria: (1) If an alternate is present who resides in the same district as the absent commissioner, that alternate shall fill the role of the absent commissioner. However, if more than one alternate resides in the same district, the Mayor shall designate a primary alternate for that district before the first redistricting commission meeting. (2) If there is not an alternate present who resides in the same district as the absent commissioner, the alternate to fill the role of an absent commissioner will be selected based on a ranked list of alternates established by the mayor before the first redistricting commission meeting

(2) Commissioner Vacancy. If one of the seven commissioners becomes unable to serve for any reason, the Mayor will appoint one of the alternates to fill the vacancy, considering the goal of achieving representation of at least one and not more than two members per district.

(c) Appointment of Redistricting Commissioners. Redistricting commission members and alternates shall be selected and appointed by the city council as provided in this section.

(1) Open Application Process. Commissioners shall be selected through an open application process that aligns with the city council policy for selecting members of other boards and commissions, except (a) as provided in this section, and (b) that the city council may choose a different voting process than outlined in the policy to achieve the goals described in subsection 2.31.030(a). Commissioners and alternates shall be appointed by the city council at a public hearing from the pool of qualified applicants.

(2) Desirable Qualifications of Applicants. The city council should select applicants that are best qualified to carry out the redistricting commission's duties and that, as a group, reasonably reflect the diversity of the City, provided that no quotas, formulas, or ratios may be applied for this purpose. In evaluating applications, the city council shall consider each applicant's:

- (i) interest in and ability to carry out the responsibilities of the redistricting commission;
- (ii) demonstrated ability to serve with impartiality in a nonpartisan role;
- (iii) relevant analytical skills;
- (iv) familiarity with the City's neighborhoods and communities;
- (v) appreciation for the diverse demographics of the City, including but not limited to geography, race and ethnicity, gender, age, and economic class;
- (vi) demonstrated ability to work cooperatively with other commissioners;
- (vii) relevant civic and/or volunteer activities; and
- (viii) ability to devote time required of a commissioner under the approved redistricting schedule and outreach plan.

(3) Required Qualifications of Applicants. To be eligible for appointment to the redistricting commission, a person must, at the time of their appointment, be a resident of the city; have resided in the city for at least one year; and will be at least eighteen years of age by the date of the city council election for which the redistricting will be effective.

(4) Ineligibility to Serve on Redistricting Commission. A person is not eligible for appointment if:

- (i) The person or his or her spouse has, in the four years preceding the person's application, served as an officer of, employee of, or paid consultant to, a campaign committee or a candidate's campaign for elective office of the local jurisdiction.
- (ii) The person or his or her spouse has, in the four years preceding the person's application, contributed one thousand five hundred dollars (\$1,500) or more in a year to any single candidate other than the candidate him/her self, for an elective office of the local jurisdiction, which the city will adjust by the cumulative change in the California Consumer Price Index, or its successor, in every year ending in zero.

(5) Redistricting Commissioner Restrictions During and After Service. To promote public confidence in the redistricting process, redistricting commissioners and alternates shall be designated employees for purposes of the conflict of interest code adopted by the city council and shall perform their service on the redistricting commission with impartiality and integrity. In addition, redistricting commissioners and alternates shall not:

- (i) While serving on the redistricting commission, endorse, work for, volunteer for, or make a campaign contribution to, a candidate for an elective office of the city.
- (ii) Be a candidate for an elective office of the city if less than four years has elapsed since the date of the commissioner's appointment to the redistricting commission.
- (iii) For four years commencing with the date of his or her appointment to the redistricting commission, receive a noncompetitively bid contract with the city.
- (iv) For four years commencing with the date of his or her appointment to the redistricting commission, accept an appointment to the office of City Manager, City Attorney, or department head.

(6) Redistricting Commissioner Terms. The term of office of each redistricting commissioner and alternate begins with their appointment to the redistricting commission and ends when a new final district map is adopted. Commissioners and alternates may be removed in accordance with the city council policy for boards and commissions.

2.31.040 Redistricting Criteria.

After ensuring that proposed districts comply with the United States Constitution, California Constitution, and applicable federal and state laws, including the federal Voting Rights Act, commencing at 52 U.S.C. Section 10101, the redistricting commission may consider the following criteria in determining the boundaries of each city council district in its final proposed district maps and preferred alternative:

- (1) Districts are composed of whole census units as developed by the United States Bureau of the Census; and
- (2) Ensure to the extent practicable that voters who did not vote for a city council candidate in 2020 are able to vote in a district that will be on the ballot in 2022.

2.31.050 Severability.

If any portion of this chapter is held to be invalid, unconstitutional, or unenforceable by a court of competent jurisdiction, that decision shall not affect the validity of the remaining portions of this chapter. The city council declares that this chapter and each portion would have been adopted without regard to whether any portion of this chapter would be later declared invalid, unconstitutional, or unenforceable.

SECTION 2. CEQA - EXEMPTION. The City Council finds, pursuant to Title 14 of the California Code of Regulations, sections 15320, 15378 and 15061(b)(3), that this ordinance is exempt from the requirements of the California Environmental Quality Act (CEQA) because it is not "project" within the meaning of the California Environmental Quality Act ("CEQA"), as it is an organizational structure change and does not have the potential to result in either a direct or reasonably foreseeable indirect physical change in the environment.

SECTION 3. CONSTITUTIONALITY; SEVERABILITY. If any section, subsection, sentence, clause or phrase of this ordinance is for any reason held to be invalid, such decision or decisions shall not affect the validity of the remaining portions of this ordinance. The City Council hereby declares that it would have passed this ordinance, and each section, subsection, sentence, clause and phrase thereof irrespective of the fact that any one or more sections, subsections, sentences, clauses or phrases be declared invalid.

SECTION 4. EFFECTIVE DATE. This ordinance shall be in full force and effect thirty (30) days from and after the date of its adoption.

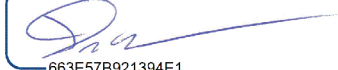
SECTION 5. POSTING AND PUBLICATION. The City Clerk is directed to cause copies of this ordinance to be posted in three (3) prominent places in the City of Sunnyvale and to cause publication once in The Sun, the official publication of legal notices of the City of Sunnyvale, of a notice setting forth the date of adoption, the title of this ordinance, and a list of places where copies of this ordinance are posted, within fifteen (15) days after adoption of this ordinance.

Introduced at a regular meeting of the City Council held on March 30, 2021, and adopted as an ordinance of the City of Sunnyvale at a regular meeting of the City Council held on April 6, 2021, by the following vote:

AYES: KLEIN, HENDRICKS, LARSSON, MELTON, FONG, CISNEROS, DIN
NOES: NONE
ABSTAIN: NONE
ABSENT: NONE
RECUSAL: NONE

ATTEST:

DocuSigned by:



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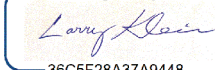
DAVID CARNAHAN

City Clerk

Date of Attestation: 04/07/2021

APPROVED:

DocuSigned by:



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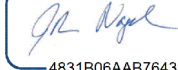
LARRY KLEIN

Mayor

(SEAL)

APPROVED AS TO FORM:

DocuSigned by:



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JOHN A. NAGEL

City Attorney



City Council Redistricting

Public Process for Redistricting

July 8, 2021

Public Process for Redistricting

PURPOSE

- » Create open and transparent process
- » Ensure adherence to state and federal laws
- » Conduct process with integrity, fairness, and without personal or political considerations

Public Process for Redistricting

» Council Role:

- Approve schedule, outreach plan, and budget
- Appoint commissioners
- Adopt map recommended by commission

» Redistricting Commission Role:

- Hold hearings to receive public input
- Accept, design, and review map proposals
- Recommend 3-5 draft maps to Council

Public Process for Redistricting

» Map adoption process

- Council can adopt one option by majority vote
- Council may reject an option with a supermajority vote
- Council may return map/s to Commission with comments
- Redistricting Commission shall review comments and
 - A. Revise recommendation based on Council input, or
 - B. Reaffirm their recommendation (no change)
- Council must adopt one of the recommended maps

Public Process for Redistricting

» Consequences of Inaction

- Commission - latest draft maps shall be forwarded to Council for refinement and adoption
 - Deadline: February 10, 2022
- Council – commission's preferred map shall be deemed adopted
 - Deadline: April 17, 2022

State Process Requirements

- » Minimum of four hearings required:
 - at least one before maps are drawn
 - at least two after maps are drawn
 - at least one meeting on a weekend or after 6pm M-F
- » Begin hearings at a fixed time
- » Recording or written summary of each hearing
- » Translate material to Spanish and Chinese
- » Arrange for live interpretation with advanced notice
- » Allow multiple forms of public input

What makes an effective commissioner?

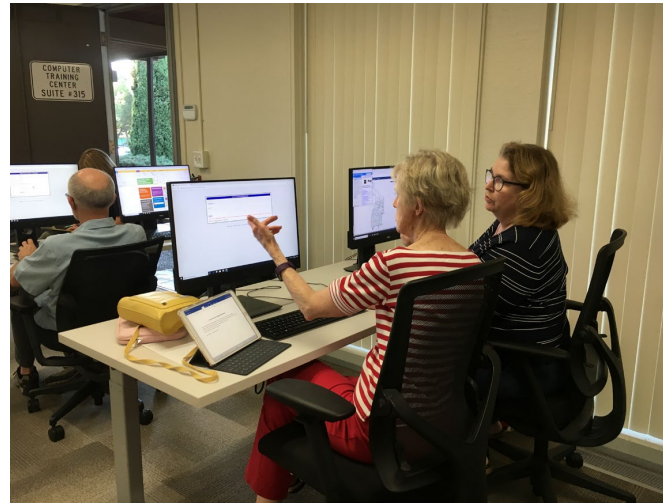
- » **Being prepared.** Read agenda material in advance!
- » **Listen.** Listen to the community about their concerns, preferences, and hopes for Redistricting.
- » **Engage with your community.** Get a sense of what your community thinks about Redistricting by talking to them about it outside of formal hearings.
- » **Be an ambassador.** Encourage Sunnyvale residents to participate in Redistricting.

Restrictions During & After Service

- » *May not* endorse, work for, volunteer for, or make a campaign contribution to a Council candidate.
- » *May not* run for Council for four years after serving
- » *May not* receive a noncompetitively bid contract with the city for four years.
- » *May not* accept an appointment to the office of City Manager, City Attorney, or department head for four years

Timeline

- » **Phase 1 (January –April):** Adoption of public process for redistricting
- » **Phase 2 (April-July):** Commission selection and onboarding
- » **Phase 3 (August-March):** Community map drawing and selection



Redistricting Meetings

- » **July 22** – Redistricting 101 (Hearing 1)
- » **Aug. 5** - Communities of Interest Workshop
- » **Sept. 9** - Communities of Interest Review (Hearing 2)
- » **Sept. 30** - Map Training Workshop
- » **Nov. 11** - Census 2020 Overview and Mapping Preference (Hearing 3)
- » **Jan. 13, 2022** - Joint Meeting with City Council to Review Map Submission, immediately followed by Redistricting Commission meeting to narrow to three to five focus maps (Hearing 4)
- » **Jan. 20, 2022** - Community Feedback and Map Preferences Workshop
- » **Feb. 10, 2022** - Selection of three to five Maps for Recommendation to Council (Hearing 5)

Sunnyvale.ca.gov/Redistricting

Explore

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Redevelopment Successor Agency

Budget and Finance

Volunteer

ADA Compliance

Public Safety

Phone Directory

Meetings & Agendas

Access Sunnyvale

Current Topics

Redistricting

Sunnyvale must re-draw its six Council district boundaries using new 2020 Census data. This process is called redistricting. All jurisdictions with district-based election systems, like Sunnyvale, must redistrict after each Census. This keeps population counts within each district relatively equal to ensure equal representation. Sunnyvale adopted district boundaries in 2019 using 2010 Census total population counts. In 2021, we will work with you to adopt new district boundaries for Council elections between 2022 and 2030.

We are committed to having a robust public-led process. Help us determine Sunnyvale's new district boundaries:

- [Subscribe to Sunnyvale Elections](#) to stay informed
- Participate in public meetings

Contact

[Jaqui Guzmán](#), Deputy City Manager, 408-730-7909

Progress

Documents

Background

Progress

Phase 2: Selecting Commission Members

Council approved Ordinance No. 3174-21 establishing a Redistricting Commission. Council will appoint commission members through an open public process. Applicants must be:

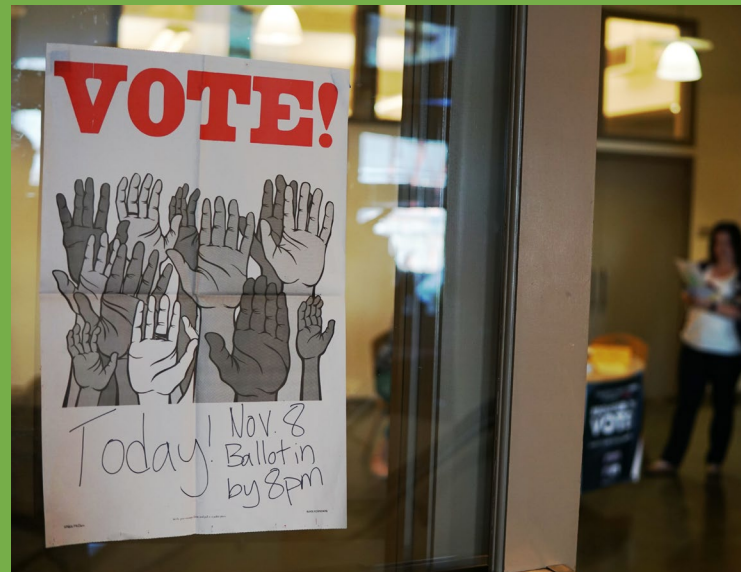
- A Sunnyvale resident for at least one year
- 18 years of age by November 8, 2022

[Apply for the Redistricting Commission](#)

Upcoming Meetings

- Council Meeting - May 4 (Public Outreach Plan)
- Council Meeting - June 29 (Redistricting Commission appointment)

DRAFT PRESENTATION



City Council Redistricting

[Sunnyvale.ca.gov/redistricting](https://sunnyvale.ca.gov/redistricting)