



Sunnyvale



# City Council Election System Changes Project

## Citizens Advisory Committee Meeting #2

April 1, 2019



# Presentation Overview

- » Focus of Community Input
- » Updates on:
  - Community Input Workshop #1
  - Pop-ups
  - Presentations to Community Groups
  - Online Engagement
  - CAC Outreach Efforts
- » Initial Demographic Survey Results
- » Upcoming Outreach Events



# Focus of Community Input

- » Factors to consider when drawing districts
- » Process to elect mayor and number of Council districts to create
- » Redistricting oversight



# Outreach for Workshop #1

- » City emails
- » Emails to non-profit organizations and project mailing list
- » Distributing flyers at pop-up events
- » Horizon Newsletter article (mailed to every Sunnyvale residence)
- » Newspaper ads in:
  - India West
  - World Journal (Chinese)
  - Cali Today (Vietnamese)
- » Social media posts to Facebook, NextDoor, and Twitter
- » Notices on City and project websites


 **Sunnyvale**

桑尼维尔市议会选举正在改变  
请参与社区研讨会了解更多信息  
和分享您的想法

**社区研讨会日期 (2019):**  
3月21日星期四: 下午6:30 - 晚上8:30  
桑尼维尔社区中心, RC宴会厅 (Ballroom)  
550 E. Remington Drive, Sunnyvale  
.....  
4月4日星期四: 下午6:30 - 晚上8:30  
莱克伍德 (Lakewood) 公园, Lakewood公园大楼  
834 Lakechime Dr, Sunnyvale  
.....  
4月11日星期四: 下午6:30 - 晚上8:30  
墨菲 (Murphy) 公园, Murphy公园大楼  
250 N. Sunnyvale Ave, Sunnyvale

将提供中文, 印地  
语和西班牙语的  
翻译。并且提供有  
看护的儿童活动和  
茶点。

SunnyvaleElections.org



MAR 21

Sunnyvale Elections - Community Input Workshop #1

Public · Hosted by City of Sunnyvale, California (Government)

★ Interested ✓ Going

Thursday, March 21, 2019 at 6:30 PM – 8:30 PM  
4 days ago

Sunnyvale Community Center  
550 E Remington Dr, Sunnyvale, California 94087  
Show Map

About Discussion



# Summary of Workshop #1

- » Attendance: 30 sign-ins
- » Introductory presentation
- » Questions and answers
- » Small Group Exercise
  - Process to elect mayor
  - Factors to consider when drawing districts
- » Translation available in:
  - Hindi
  - Mandarin
  - Spanish



# Workshop #1 Public Input Themes

- » Most participants favored a seven-district system and the Council selecting the mayor
- » Participants tended to base communities of interest on:
  - Neighborhoods
  - School attendance areas



# Past Pop-up Events

Date	Location	# of People	# of Surveys Collected
1. Saturday, March 2	Columbia Neighborhood Center	33	19
2. Tuesday, March 12	Chung Tai Zen Center	50	27
3. Saturday, March 16	Farmers' Market	132	21
4. Sunday, March 24	Shiv Durga Temple	115	1
5. Wednesday, March 27	Sunnyvale Community Center	82	29
6. Thursday, March 28	Homestead Park Apartments	10	1

# Past Presentations to Community Groups

Date	Event	# of Attendees
Thursday, January 10	Sunnyvale Neighbors of Arbor Including LaLinda (SNAIL) Neighborhood Association Meeting	10
Monday, February 11	Neighborhood Associations Leaders Meeting	12
Saturday, March 9	Ortega Park Neighborhood Association Meeting	3
Monday, March 11	Cherryhill Neighborhood Association Meeting	15
Tuesday, March 19	Sunnyvale Rotary Club Meeting	35
Tuesday, March 26	San Miguel School with Latino parents involved in the Parent Institute for Quality Education (PIQE)	25



# Efforts by CAC Members

- » Liaising with churches and community groups
- » Organizing community meetings
- » Farmer's Market tabling
- » Facilitating at input workshops
- » Posting flyers

# Online Engagement

## » Available tools:

1. Draw a Community of Interest
2. Comment on Communities of Interest
3. Community Input Survey (3-question survey)

» 40+ participants as of March 27, 2019

The screenshot shows the homepage of the 'Building a New Sunnyvale Election System' online engagement platform. At the top, the Sunnyvale logo is on the left, and 'Sign Up - Log In' is on the right. The main heading is 'HELP US BUILD A NEW ELECTION SYSTEM' in large white letters. Below it, language options are listed: English en - Español es - 中文 zh - हिंदी hi. A welcome message states: 'Welcome to the Building a New Sunnyvale Election System: Online Engagement Platform! Over the next several months, the City of Sunnyvale will be exploring changing to a district-based electoral system for selecting city councilmembers. Your input is critical to the process, so we're glad you're here. To share your thoughts, please sign in to participate in our online exercises.' Below this is a row of four panels, each showing a hand putting a ballot into a box, with text in English, Spanish, Chinese, and Hindi. At the bottom, a link is provided: 'For more information on the Building A New Sunnyvale Election System project, please visit <https://sunnyvaleelections.org/>'.

1. Draw Your Community of Interest

RESPOND NOW

2. Comment and 'Like' Community of Interest Submissions

RESPOND NOW

3. Community Input Survey

RESPOND NOW

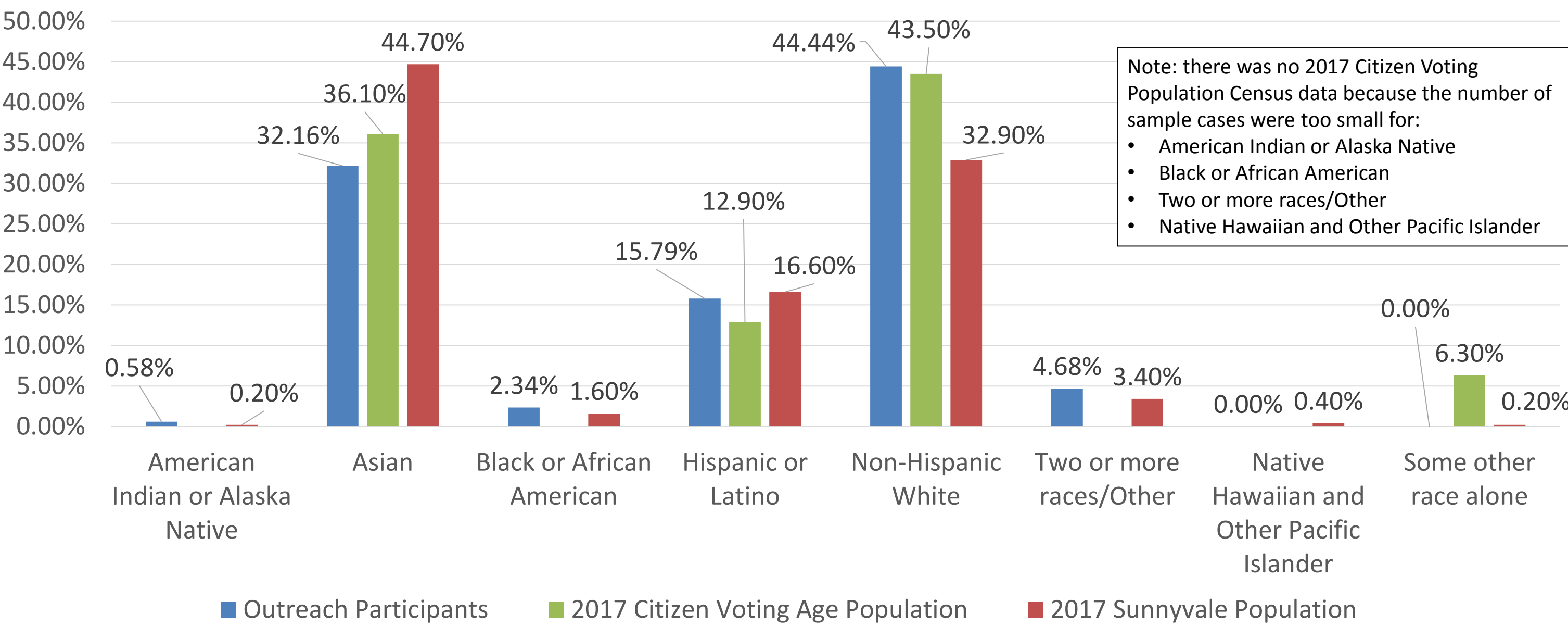


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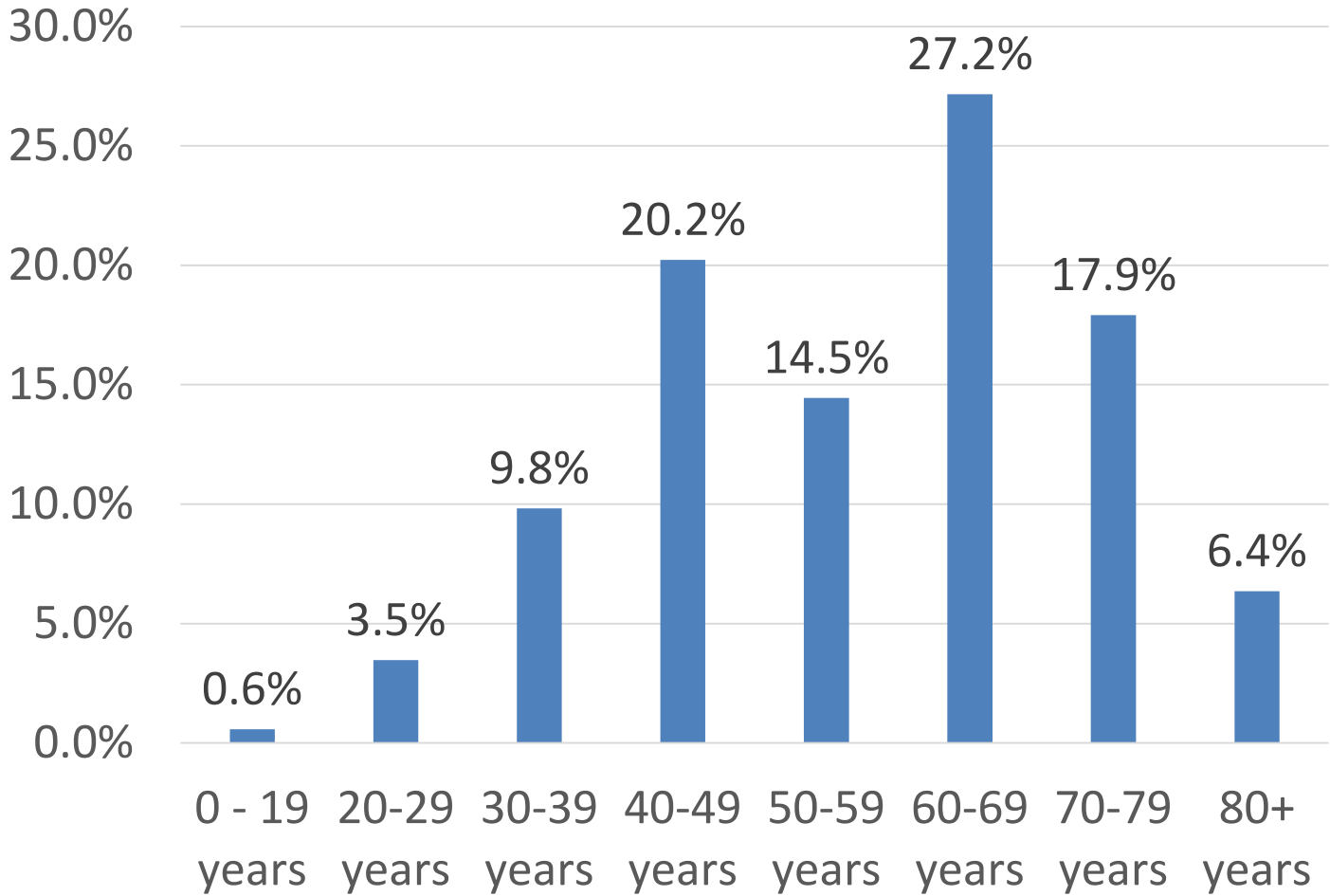
# Demographics – Race/Ethnicity



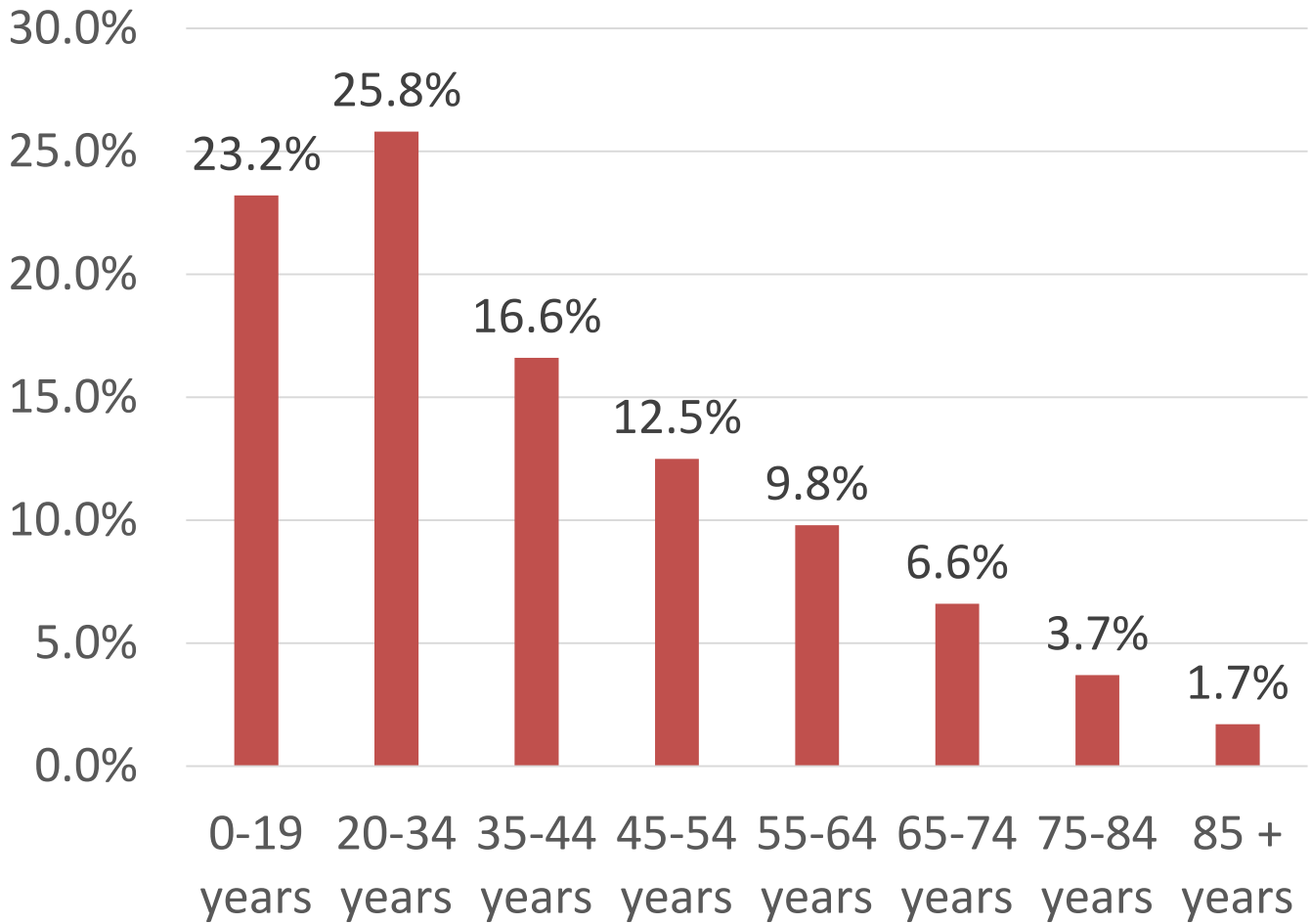


# Demographics - Age

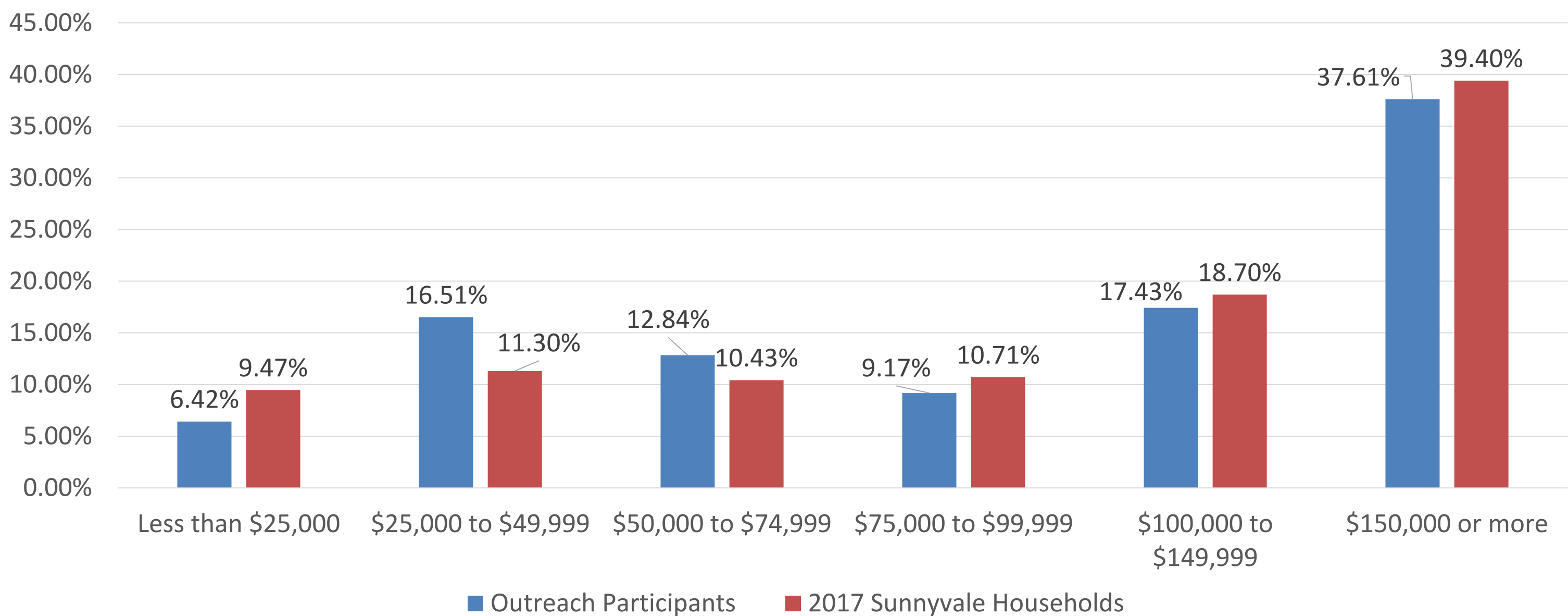
Outreach Participants



2017 Sunnyvale Population

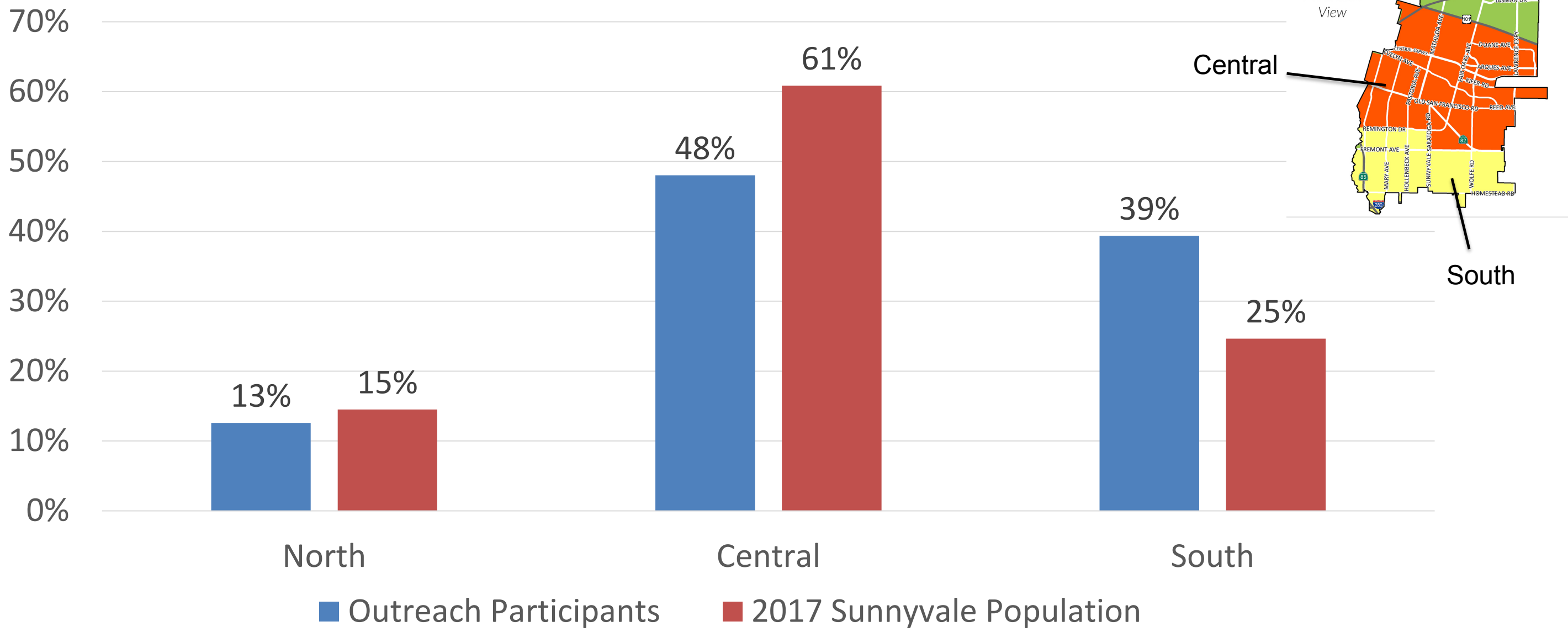


# Demographics – Household Income





# Place of Residence



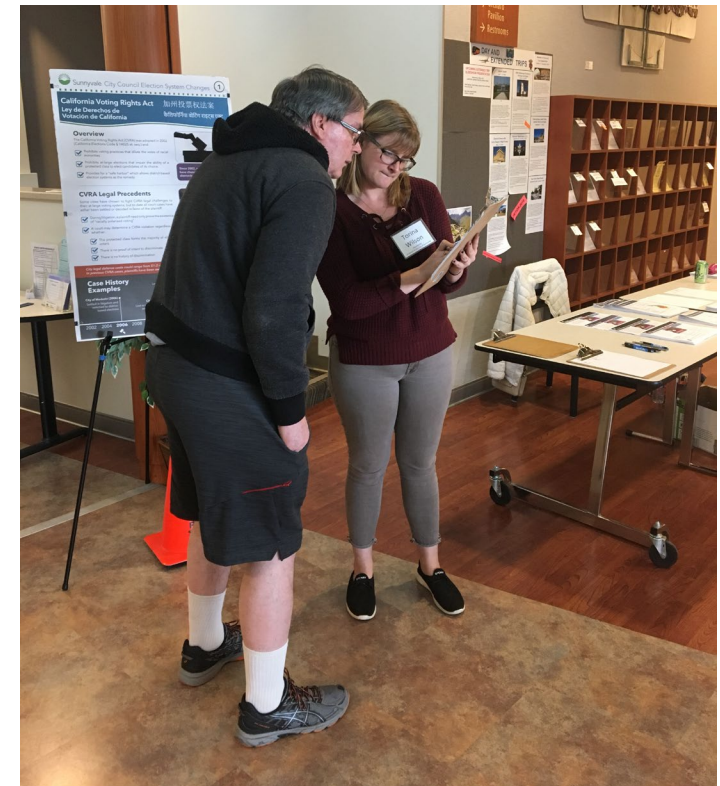
# Upcoming Outreach Events

## » Community Input Workshops

- Thursday, April 4, 6:30-8:30 PM
- Thursday, April 11, 6:30-8:30 PM

## » Pop-ups

- Saturday, April 6, 2019, Sunnyvale Library
- Saturday, April 13, 2019, Sunnyvale Farmers' Market
- Wednesday, April 24, 2019, Mobile Home Park Alliance
- Saturday, April 27, 2019, Fit and Fun Fair
- Sunday, April 28, 2019, First Morning Light Church
- Date TBD, St. Cyprian Parish





# Upcoming Outreach Events

## » Staff Presentations

- Wednesday, April 10, 2019: Sunnyvale Heritage Park Museum
- Date TBD, Spanish- speaking parent group at Fremont High School at Fremont High School

## » Online Engagement closes April 30, 2019

- Open-ended comment forum
- Communities of interest mapping tool
- Online survey







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