



City of Sunnyvale

Notice and Agenda

Citizens Advisory Committee

Thursday, July 11, 2019

6:00 PM

West Conference Room, City Hall
456 W. Olive Ave., Sunnyvale, CA 94086

CALL TO ORDER

ROLL CALL

CONSENT CALENDAR

- 1.A [19-0728](#) Approve CVRA Citizens Advisory Committee Meeting Minutes of June 3, 2019.

Recommendation: Approve the Citizens Advisory Committee Meeting Minutes of June 3, 2019 as submitted.

PUBLIC COMMENT

This category provides an opportunity for members of the public to address the committee 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 committee members to take action on an item not listed on the agenda. If you wish to address the committee, please complete a speaker card and give it to the Recording Secretary. Individuals are limited to one appearance during this section.

GENERAL BUSINESS

If you wish to speak to a public hearings/general business item, please fill out a speaker card and give it to the recording secretary. You will be recognized at the time the item is being considered by the committee. Each speaker is limited to a maximum of three minutes.

- 2 [19-0729](#) Phase 2 Kick-Off Meeting Presentations and Mapping Tool Demonstration

Recommendation: Discuss and advise on Phase 2 Kick-Off Meeting presentations and mapping tool demonstration.

- 3 [19-0730](#) Discuss and Advise on Phase 2 Outreach Plans

INFORMATION ONLY

ADJOURNMENT

Notice to the Public:

Agenda information is available by contacting the Office of the City Clerk at (408) 730-7483. Agendas and associated reports are available on the City's website at sunnyvale.ca.gov 72 hours before the meeting and in the meeting room during the meeting, pursuant to Government Code §54957.5.

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City of Sunnyvale

Agenda Item

19-0728

Agenda Date: 7/11/2019

SUBJECT

Approve CVRA Citizens Advisory Committee Meeting Minutes of June 3, 2019.

RECOMMENDATION

Approve the Citizens Advisory Committee Meeting Minutes of June 3, 2019 as submitted.



City of Sunnyvale

Meeting Minutes - Draft

Citizens Advisory Committee

Monday, June 3, 2019

6:00 PM

West Conference Room, City Hall, 456 W.
Olive Ave., Sunnyvale, CA 94086

CALL TO ORDER

The meeting was called to order at 6:00 p.m.

ROLL CALL

Present: 6 - Member Prakash Giri
Member Charles Huse
Member Jodi Marvet
Member Reid Myers
Member Misuk Park
Member Michael Serrone

Absent: 3 - Member Judy Pavlick
Member Martin Pyne
Member Janette Ramirez

CONSENT CALENDAR

Member Myers moved and Member Marvet seconded the motion to approve the Consent Calendar.

The motion carried by the following vote:

Yes: 4 - Member Giri
Member Marvet
Member Myers
Member Serrone

No: 0

Absent: 3 - Member Pavlick
Member Pyne
Member Ramirez

Abstain: 2 - Member Huse
Member Park

[19-0613](#)

Approve CVRA Citizens Advisory Committee Meeting Minutes

of April 1, 2019.

Approve the Citizens Advisory Committee Meeting Minutes of April 1, 2019 as submitted.

PUBLIC COMMENT

None.

GENERAL BUSINESS

[19-0614](#) Phase 1 Outreach Report

Member Pyne arrived at 6:03 p.m.

Member Pavlick arrived at 6:06 p.m.

Misuk – pop-up participants are not regular voters, workshop participants are more likely to be voters. So, should pay attention to workshop participant input instead.

Mike – most people haven't thought about the issue. The process to sit down and talk through the issue with people means that they had a chance to think about it.

Reid – agrees. When you have time to think about the pros/cons, you need to have time for people to think about the issue.

Martin – in my group discussion, we dialed down to the role of the mayor and what the mayor does. People didn't know this off the top of their head. For example, that Sunnyvale is not a strong mayor system.

Jaqui – City did polling on this issue and will present results to City Council on June 11.

Mike – people didn't understand that the redistricting process would apply to the next election (2022).

Prakash – is the text survey (polling question) included in the survey results?

Prakash – could not participate in the process.

Martin – got the same text.

Questions

Charles – given that the whole point of the CVRA is to immunize us against legal action, he is concerned that 4 + 3 will not give us legal immunization from a lawsuit.

Jaqui – yes the City attorney will be providing guidance on this.

Mike – he hopes that one of the other considerations of the 4 +3 is to increase diversity and improve City governance (not just focus on lawsuit liability).

Public Comment

Linda Davis – two different maps that show the boundary differently. She wondered if you asked if a person was a registered voter. If you didn't ask, you should add a why you didn't ask. On page 15 of the report, the top paragraph says "the at-large mayor would serve a four-year term and would be the only at-large seat in a district-based system." According to State law, a six plus an at-large mayor is the State definition of an at-large election. The law says that all seats need to be district-based. To call that system district-based, seems confusing. The six plus mayor is suable under the CVRA. Some cases and court law for the CVRA allowed this type of system. A footnote could be added to the report. Seems confusing to her.

Cal Cornwell – he was mystified by the pop-up results versus the workshop results. He heard some answers that make sense, but is still a little bothered by it. His bias is to elect the mayor (so six districts plus mayor). He went to workshop #1 he didn't get a League of Women voters for the pros/cons of an elected mayor at-large. He understand that the City Council is going to vote on this and wonders how he can influence this decision. Regional problems are facing the City and the mayor should represent the entire city. If elected by all the people, your voice will be much stronger.

CAC Discussion

Mike – report and outreach effort was complete and got useful feedback with diverse audience. It didn't get into detail about the mayor or implementation going forward. Recommends for the City Council not to make these decisions on June 18, it is too restrictive. Hopes that we can continue for a couple months of outreach. Wants to look at seven district map, 4 + 3, nine district system might be too small,

but worth looking at. Look at these systems with an elected mayor or non-elected mayor. Most people are not aware this is happening at all. If all the decisions have been made, then the public who hasn't heard about the process will not be happy. It would be instructive to draw preliminary maps with different configurations for people to look at to get a feeling for the implications of these decisions to the communities.

Judy – are we going to give the pros/cons of the decisions of questions.

Jaqui – we will post the public outreach report and the results of the polling results.

The polling pros and cons are based on what we heard from the workshops.

Judy – a lot of people think our mayor has the same clout as the San Jose mayor. If we elect the mayor at-large, will the City Charter have to change.

Jaqui – the City Charter will change, but it doesn't mean that the mayor's responsibilities will change.

Prakash – there was a lot of discussion of the pros/cons at the workshop thinks that City Council will provide good direction on that. This Committee's focus was on outreach.

Martin – thank City staff and PlaceWorks for excellent work on report and outreach. Public comment on elected mayor – if you feel strongly about that you should go to the Council meeting at let them know your opinion on that regardless. Ultimately, the voters will have the final say on the Council system by voting on the Charter amendment ballot measure. If people feel very strongly, people could organize their own ballot initiative. Hopes the City understands the at-large mayor has some potential legal risks. Would be instructive to know how the population is distributed across the city.

Charles – impressed that the outreach demographics matched the City's population. The outreach comment summaries matched what he heard at the workshops.

Jodi – in Phase 2, if there is a way to reach the Central Sunnyvale younger population to engage them more and get them to the polls.

Reid – once this becomes a reality people are going to say we didn't know about it. Are there other things we can do to cover ourselves? Post on NextDoor, Nixle, Farmers' Market. If people hear it once or twice it is not enough. The CAC needs to

make sure that people know about this. There will be a lot of people who say they didn't know about the project.

Misuk – there is no single media outlet in Sunnyvale that reaches everyone. Encourages everyone to go to Farmers' Market and stand in front of High School. She wanted to reach out to high schools to talk to 18 year olds and soon-to-be 18 year olds. Offer them pizza and soda offer them a reward to spread the word on social media. A lot of these kids are off to college and probably aren't registered to vote. Maybe it will change because of what they have seen on the national level.

Reid – her 18 year old has been galvanized about politics because of national politics.

Misuk – at the June 11 meeting you can speak at the beginning and then it is a closed session.

Jaqui – the study session is open to the public.

Misuk – you can make comments at the June 11 and 18 meetings.

Jaqui – if you can't make the meeting you can email the Council and make your voice heard.

Prakash – the utility mailer came much later.

Jaqui – the utility mailers are done quarterly. Recipients who received it the first two months had time to engage, folks who received their bills at the end of the quarter couldn't attend a public meeting but could go online and engage. City can't put out a utility mailer and stop it mid-way through the cycle.

Misuk – the CVRA is not a perfect law and it may be modified or overturned at some point. People in a democracy have to be represented. If the CVRA doesn't fix that then let's go with another law. Would like to see all eligible voters vote.

Mike – how many people are aware of this process? Did you ask in the polling questions?

Jaqui – we did ask people if they heard about the project in the polling.

MOTION: Member Marvet moved and Member Serrone seconded the motion to accept the Phase 1 Outreach Report.

[19-0615](#) Discuss and advise on Phase 2 outreach plans

Jaqui – there are strict legal requirements for this process. Still an opportunity for other outreach engagements. Want to hear your general impression. Would like to know when the CAC would like to meet next in Phase 2?

Kick-off will be on Monday, July 15 or Thursday, July 18. This would be a noticed meeting; Council and CAC wouldn't be restricted. This would be a presentation on the legal rules and authority for the map making process. It would also include a map drawing training station and we would release the tool. This is when Maptitude would go live. We would have some laptops at the meeting. Invite people to bring their own laptops. Paper maps would be available.

Two additional map drawing meetings – for people to come and draw the maps and ask questions from the demographer. These meetings are for those enthusiastic to create maps that need technical assistance.

Reid – there might be fewer people who participate on map drawing

Jaqui – envisions fewer people who participate in map making process, but more people interested in commenting on maps.

Martin – once we have more refined demographic data – ask residents if X neighborhood should be with Y or Z neighborhood? Which one makes more sense?

Jaqui – that will inevitably happen once people start reviewing the maps.

Martin – that is the thing to ask as soon as possible.

Prakash – who did we select?

Jaqui – NDC. They have largely been the demographer for neighboring cities.

Prakahsh – what is Maptitude?

Jaqui – that is the online map-making tool.

Reid – When would it be appropriate to post a draft map in public places – where people congregate?

Jaqui – it is a good idea. We can't expect people to come to us.

Misuk – would it be possible to have a large poster made in specific languages to reach people who have historically not voted – like ethnic markets. Post the poster in these places. Or, have a volunteer to stand outside these places to encourage participation?

Prakash – did post flyers up at some of those places.

Jaqui – post flyers that are enticing enough to get people to come online. We learned where we were successful in engaging minorities. When we get to a point where we are looking at five maps, we can go to them, so people can look at the maps and do dot voting.

Misuk – Farmers' Market, Sunnyvale Library, ethnic grocery store, Columbia Neighborhood Store, trinita, madras, Spanish speaking grocery stores, Ranch 99 at the border of Cupertino, Kings, suggest that someone approach the owners of these stores.

Jaqui – we were successful in the churches. Wonders if ethnic markets would be successful.

Reid – too bad we don't have a DMV in Sunnyvale.

Judy – she could go around in the different mobile home parks. If she could get list of the 65 people who showed up to the last pop-up meeting, she could do a follow-up meeting with the mobile home park participants.

Mike – what would you do at these events?

Jaqui – we would go to show them the draft maps. Ask them to give us their opinion about these maps to take feedback to Council.

Jodi – suggested a pop-up at the Caltrain at the end of the day.

Jaqui – maybe it would be appropriate to distribute a leaflet.

Martin – to help with choice fatigue, drill down on the options that are district-specific. Show people the proposals floated for their area.

Jaqui – the demographer will review the draft maps to eliminate the non-viable maps. The demographer will work with people to let them know the changes they need to make the map viable. Will likely get about 40 maps. Demographer will lump maps together by theme to narrow down the list of options.

Misuk – what sorts of ads will be put on Facebook, Instagram for Phase II?

Jaqui – we are working on a communications plan now. There will be a Horizon article released early July. Will also do the utility billing again. City will focus on kick-off meeting to introduce the project for the mapping as well as the meeting after the first hearing. Will undertake a significant social media campaign once the maps are available to review.

Misuk – target Facebook and Instagram – target ads to increase awareness of the meetings to let them know there is a map that they can vote on. Make it a “game” to see if people can get the “correct” answer. Target people with an IP address within the City limits.

Prakash – you can choose different parameters to target the ads. If you can narrow it down to 6-8 maps or fewer questions, the younger community would be more likely to respond.

Misuk – we are swipe left or right generation.

Jaqui – we certainly can do targeted ads. How do we leverage other tools that we have already established like OpenGov/Peak Democracy? We have the information for several hundred people. We have used it in several other initiatives.

Prakash – it is important to have the ads link viewers to the survey.

Misuk – ads that let people view other results after they participate.

Judy – on the Sunnyvale homepage add a button to vote for the maps.

Jaqui – we certainly can add a button.

Misuk – can we have a “hot” button instead of a tile.

Prakash – City’s website is not an attractor, need another way to get people to participate.

Reid – we can also add a link to our FB page.

Judy – Mobile Home Park has a FB page.

Public Comment

Linda – she is the leader of the 4 + 3 system. Separate citywide effort is being launched because it rose up too late to be part of outreach process. They launched this effort before they knew the legalities. No other jurisdiction has undertaken a similar approach. They have made their own legal inquiries and it seems promising. She will be writing up more of what she found and share it with the City Council. Need to reach out to likely voters and she has suggestions about that. Focus on reaching out to likely voters.

Back to CAC Discussion

Jaqui – would you prefer July 15 or July 18 – when would people come on a Monday or a Thursday?

Martin – there tend to be more things in his life that happen on Thursdays than Mondays.

Jaqui – will look at conflicts with Commission.

Reid – Jaqui will figure it out and pick a date with the consultant.

Mike – Mondays tend to be a little less busy.

Jodi – second big meeting is September 26 – that date is set correct?

Jaqui – we have to post the maps 10 days before the Council hearing on October 8

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Jaqui – when would the CAC like to meet, before or after the kick-off? What points throughout the schedule are you interested in meeting?

Reid – any information that we would have before the kick-off meeting?

Jaqui – the decision from Council would be available, the demographer could give a preview of how we are running the meeting. If we met after the kick-off, discuss how it went and what to do for the next few meetings.

Prakash – one before we get it down to five maps and one before the kick-off.

Jodi – that makes sense.

Reid – the week of July 8?

Jaqui – we will ask the demographer about the week of July 8.

Jodi – not July 10

Reid – not July 10

Prakash – there is a Parks meeting on July 10

Jaqui will look at July 8 or 11.

Jaqui – meet after hearing on Sept 10 and before Sept 26 workshop.

Jaqui – 9/11, 9/12 or week of Sept 16, 17, 18, or 19 for second Phase 2 meeting.

Misuk – let's take off 9/17 because there could be a Council meeting.

Jaqui will check for Commission conflicts and with Janette.

INFORMATION ONLY

Martin – there is a AB 849 is moving through legislation would not apply to Cities moving from at-large to district-based elections it would affect the 2021 cycle.

ADJOURNMENT

The meeting was adjourned at 7:37 p.m.



City of Sunnyvale

Agenda Item

19-0729

Agenda Date: 7/11/2019

REPORT TO CVRA CITIZENS ADVISORY COMMITTEE

SUBJECT

Phase 2 Kick-Off Meeting Presentations and Mapping Tool Demonstration

RECOMMENDATION

Discuss and advise on Phase 2 Kick-Off Meeting presentations and mapping tool demonstration.



City of Sunnyvale

Agenda Item

19-0730

Agenda Date: 7/11/2019

REPORT TO CVRA CITIZENS ADVISORY COMMITTEE

SUBJECT

Discuss and Advise on Phase 2 Outreach Plans