



CA Voting Rights & City Council Elections Community Engagement and Outreach Plan

City of Sunnyvale

December 11, 2018

Overview of Public Engagement Plan

- » Objectives and Goals
- » Target Audience
- » Public Input Process: Two Phases
 - Getting the Word Out and Public Input on Charter Measure Decision
 - District Map Adoption
- » Engaging Underserved Communities
- » Citizens Advisory Committee
- » Detailed Work Program
- » Project Schedule



Objectives and Goals

- » Solicit input from a wide range of Sunnyvale residents
- » Utilize a variety of outreach tools
- » Involve traditionally underrepresented and marginalized communities in the process
- » Design public workshop formats to be as inclusive and open as possible
- » Proactively seek participation and input



Target Audience

- » Sunnyvale voters and potential voters
- » Special emphasis on engaging racial and ethnic minorities
 - Asian (Chinese, Indian, etc.)
 - Hispanic/Latino
 - Black



Public Input Process – Phase 1

» Education Goals

- CVRA requirements
- Existing demographics
- Legal issues associated with changing to district-based elections
- Potential remedies in CVRA cases

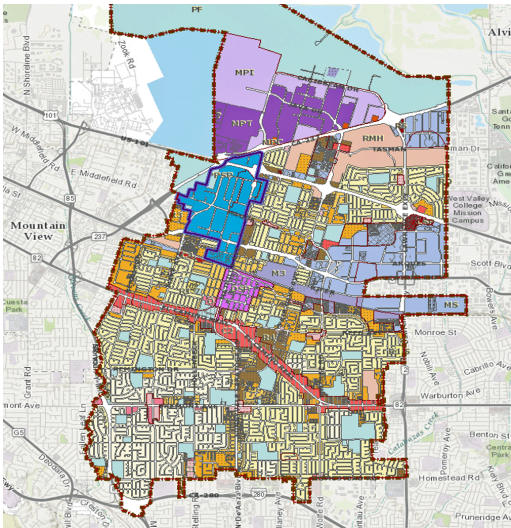
» Public Input Goals

- Preferred timeline for changing to district based elections
- Preferences related to number of districts
- Criteria and standards for establishing district boundaries
- Pros and cons of directly electing the mayor
- Other related information



Public Input Process – Phase 2

» Goal: develop electoral district maps for future elections



Engaging Underserved Communities

» Special outreach opportunities

- St. Cyprian's Episcopal Church
- Sunnyvale International Church
- Samoan First Assembly of God Church
- 1st Morning Light Chinese Christian Church
- Iranian Christian Church
- Believers Korean Baptist Church
- Martin Parish

» Ethnic media advertising

- *El Observador*
- *Calitoday*
- *World Journal*
- *India West*

» Translation and interpretation

» Childcare and food at meetings



Citizens Advisory Committee

- » Represent the geographic, ethnic, and social diversity of Sunnyvale
- » Report on issues regarding the potential conversion to district-based elections
- » Proposed formation process:
 - Mayor appoints three members of the City Council as a Subcommittee
 - City Manager's office will oversee application process
 - Subcommittee to review proposed slate of candidates
 - City Council makes final appointments



Detailed Work Program Phase 1

» 1.1 Community Outreach

- Project Website
- Social Media
- Emails and Newsletters
- Posters and Flyers
- Voluntary Surveys
- Presentations
- Earned Media
- Paid Print Advertising
- Project Mailing List

» 1.2 Educational Community Workshops (2)

» 1.3 CAC Meeting #1: develop list of community contacts

» 1.4 Community Input Workshops

» 1.5 Pop-up Events (10)

» 1.6 On-Line Engagement

» 1.7 Final Outreach Synthesis Report

» 1.8 CAC #2: review report

» 1.9 City Council Meeting



Detailed Work Program Phase 2

- » 2.1 Mapping Introduction and Training Session (1)
- » 2.2 Introductory Public Hearings (2)
- » 2.3 Community Map Drawing Meetings (3)
- » 2.4 Citizens Advisory Committee Meeting (1)
- » 2.5 City Council Hearings and District Map Adoption (minimum of 3 meetings)



Proposed Schedule

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



PLACEWORKS