



City Council Election System Changes Project

Council Study Session

June 11, 2019

Presentation Overview

- » Phase 1 Project Outreach
 - Getting the Word Out
 - CAC Outreach Efforts
 - Public Input Strategies
- » Total Participation
- » Demographics of Participants
- » Key Themes of Public Input
- » Next Steps



Focus of Phase 1 Community Input

- » Education about CVRA and election systems
- » Process to select mayor and number of Council districts to create
- » Factors to consider when drawing districts



Phase 1

Project Outreach

Getting the Word Out

- » Social media posts on Facebook, NextDoor, and Twitter
- » Ads/news articles
 - Mercury News, IndiaWest, Calitoday, World Journal, and Horizon Newsletter
- » Emails to:
 - Neighborhood associations
 - Community organizations
 - Project mailing list
- » Project website



- » Flyers in multiple languages at:
 - Churches
 - Farmers' markets
 - Library
 - Utility bills
 - Mobile home parks
 - Community centers
 - Sunnyvale Community Services

Efforts by CAC Members

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



Public Input Channels

- » Educational Open Houses (2)
- » Community Input Workshops (3)
- » Pop-up Events (12)
 - *Farmer's market (2)*
 - *Community centers (2)*
 - *Religious centers (4)*
 - *Mobile home parks (2)*
 - *Sunnyvale Library (1)*
 - *Fit & Fun Fair (1)*
- » CAC Meetings (3), Council Meetings (3)
- » Online Engagement
- » Presentations to Community Organizations (9)



Total
Participation

Total Participation

Public Input Channel	Number of Participants
Open Houses and Community Input Workshops	117
Pop-Up Events	654
Presentations to Community Organizations	134
Online Engagement	48
TOTAL	953

Written Comments

» City received 677 written comments through multiple channels:

- Comment Cards/Emails
 - Pop-ups and Workshops (33)
 - Online (8)
- Community Input Surveys
 - Pop-ups and Workshops (307)
 - Online (35)
- Communities of Interest Mapping Exercise
 - Pop-ups and Workshops (246)
 - Online (48)



Online Engagement

» Available tools:

1. Draw a Community of Interest – 48 users
2. Comment on Communities of Interest – 34 users
3. Community Input Survey (3-question survey) – 35 users

The screenshot shows the top of a web page for Sunnyvale's election system. The header includes the Sunnyvale logo, the text "Sunnyvale Building a New Sunnyvale Election System", and a "Sign Up - Log In" link. The main heading is "HELP US BUILD A NEW ELECTION SYSTEM" with language options: "English en - Español es - 中文 zh - हिंदी hi". Below this is a welcome message: "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." A row of four images shows a hand putting a ballot into a box, with text in English, Spanish, Chinese, and Hindi. Below the images is a link: "For more information on the Building A New Sunnyvale Election System project, please visit <https://sunnyvaleelections.org/>." At the bottom, there are three buttons: "1. Draw Your Community of Interest RESPOND NOW", "2. Comment and 'Like' Community of Interest Submissions RESPOND NOW", and "3. Community Input Survey RESPOND NOW".

Participant Demographics

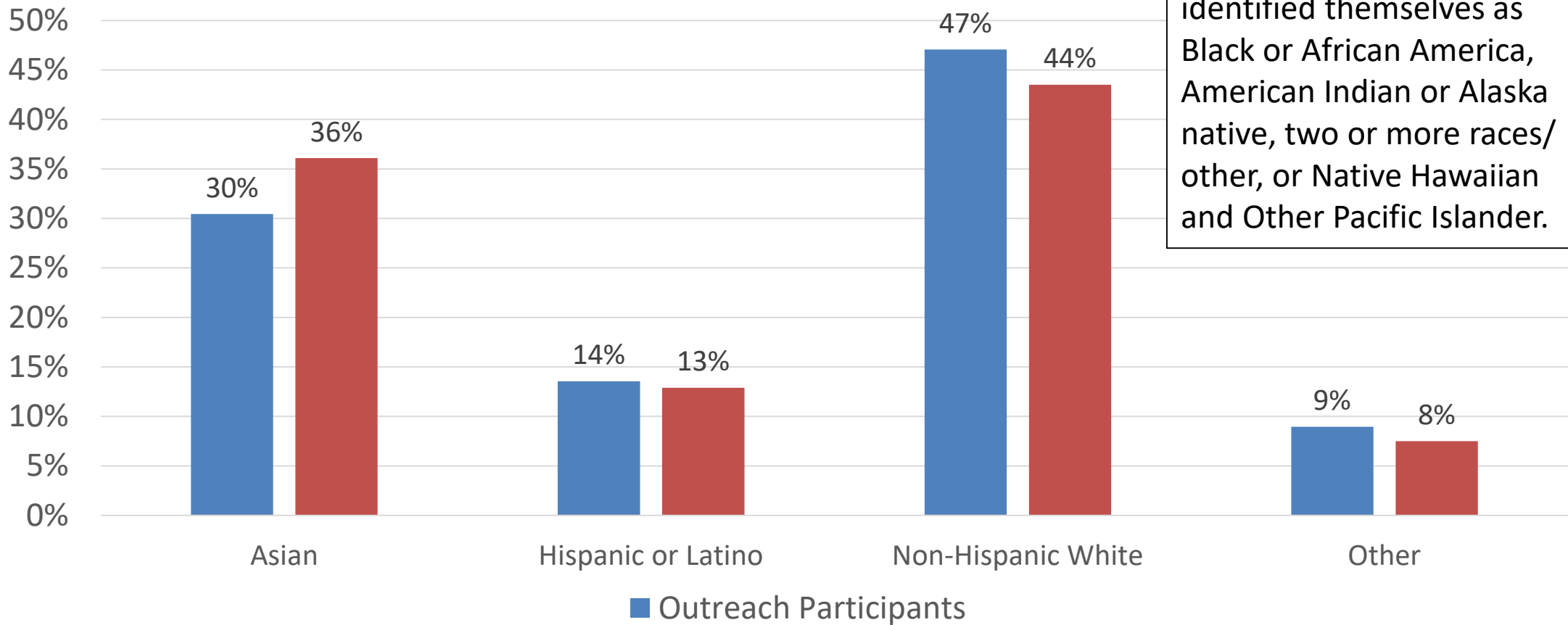
Summary of Demographics

- » Outreach process was exceedingly successful in:
 - Involving more participants than in typical City engagement efforts
 - Reaching a broad spectrum of races and income groups reflective of Sunnyvale's population
- » However, the participants tended to be:
 - Older
 - Disproportionately from north and south Sunnyvale

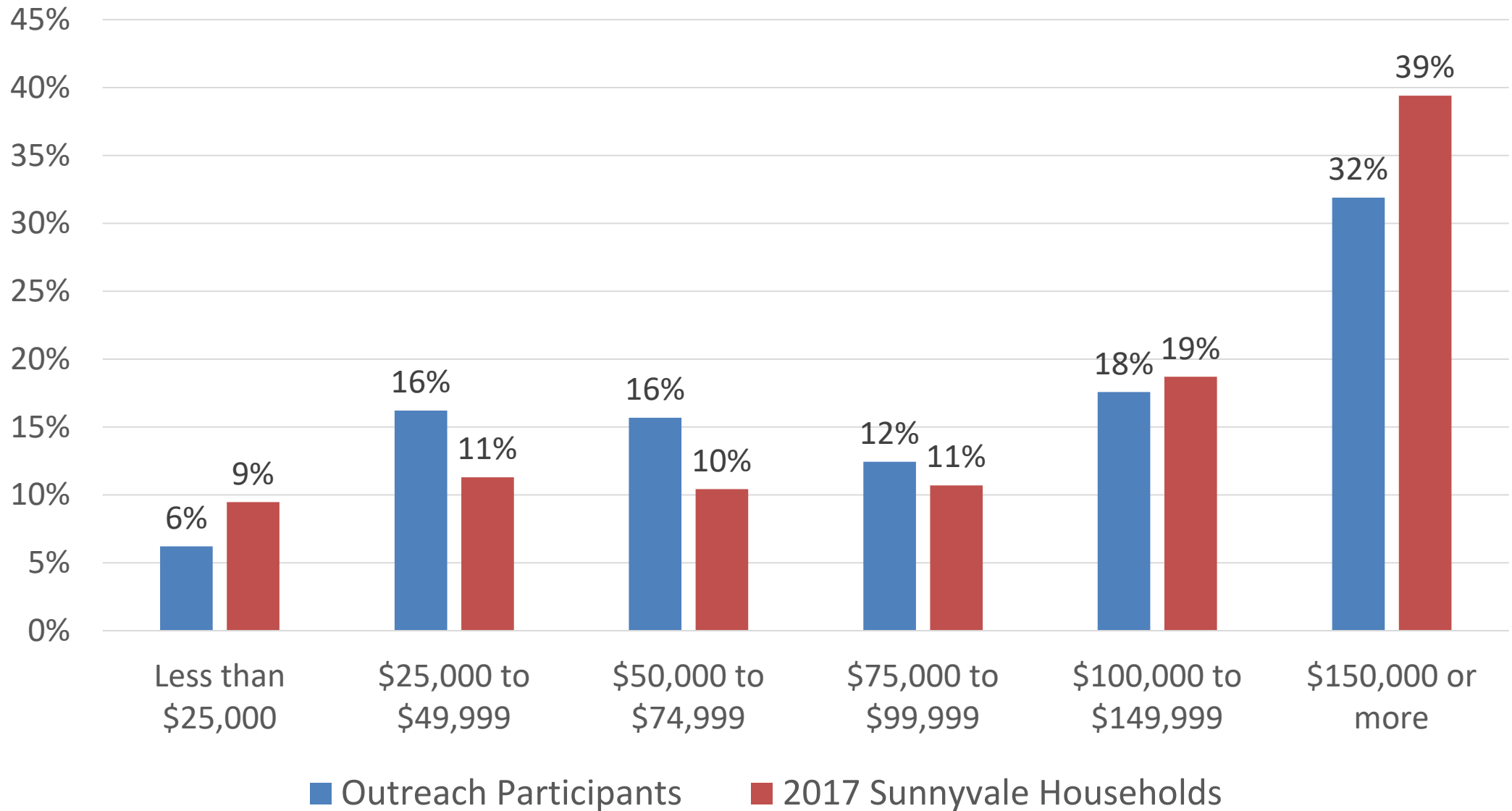


Demographics – Race/Ethnicity

Note: Due to the small number of respondents of these races, the “other” category includes those who identified themselves as Black or African American, American Indian or Alaska Native, two or more races/other, or Native Hawaiian and Other Pacific Islander.

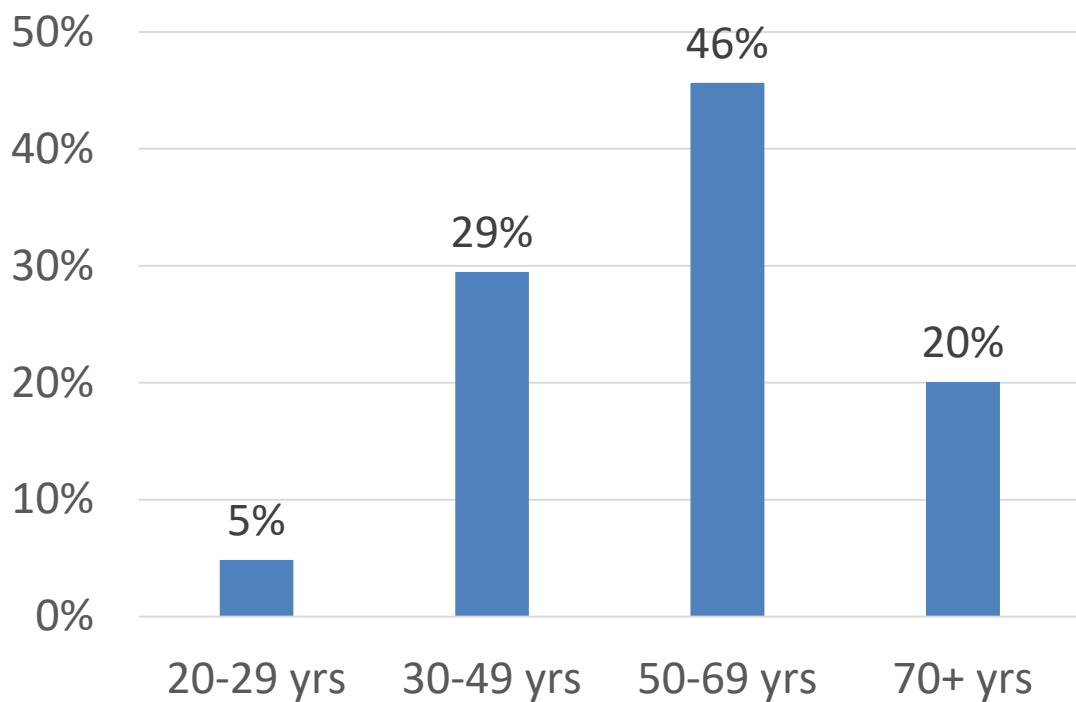


Demographics – Household Income

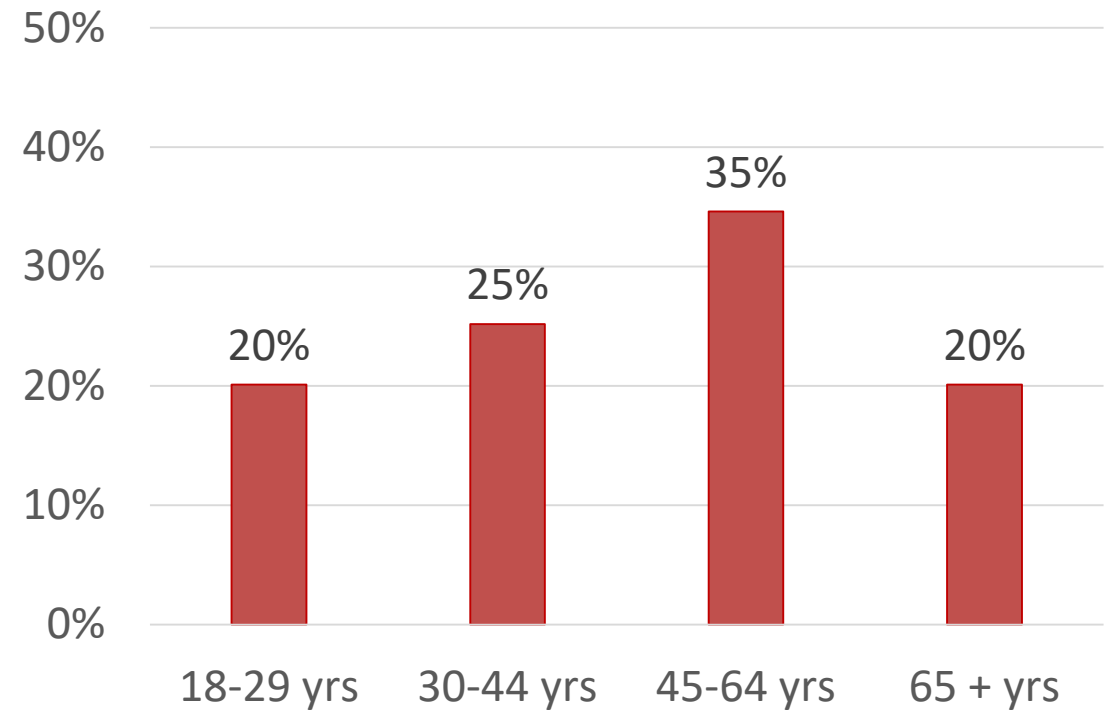


Demographics - Age

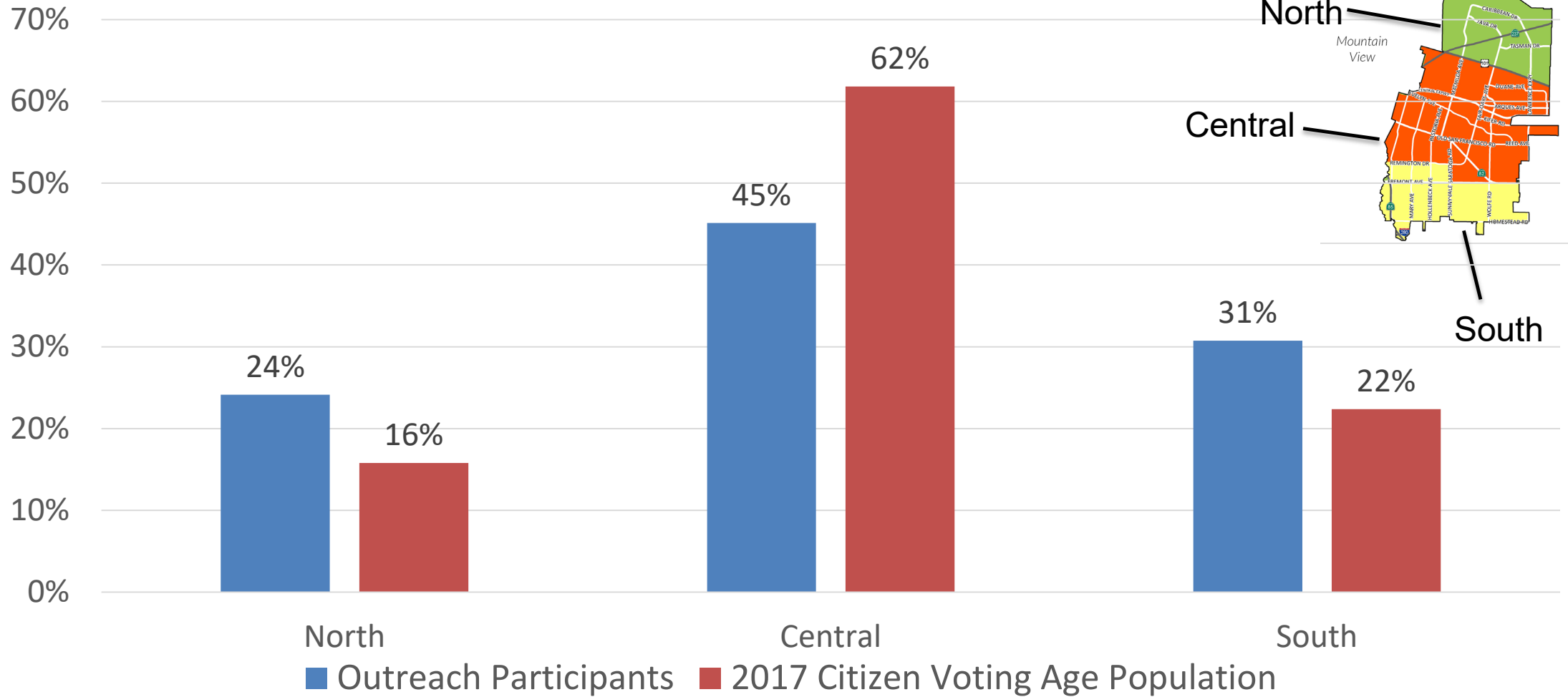
Estimated Outreach Participants by Age Group



2017 Sunnyvale Citizen Voting Age Population



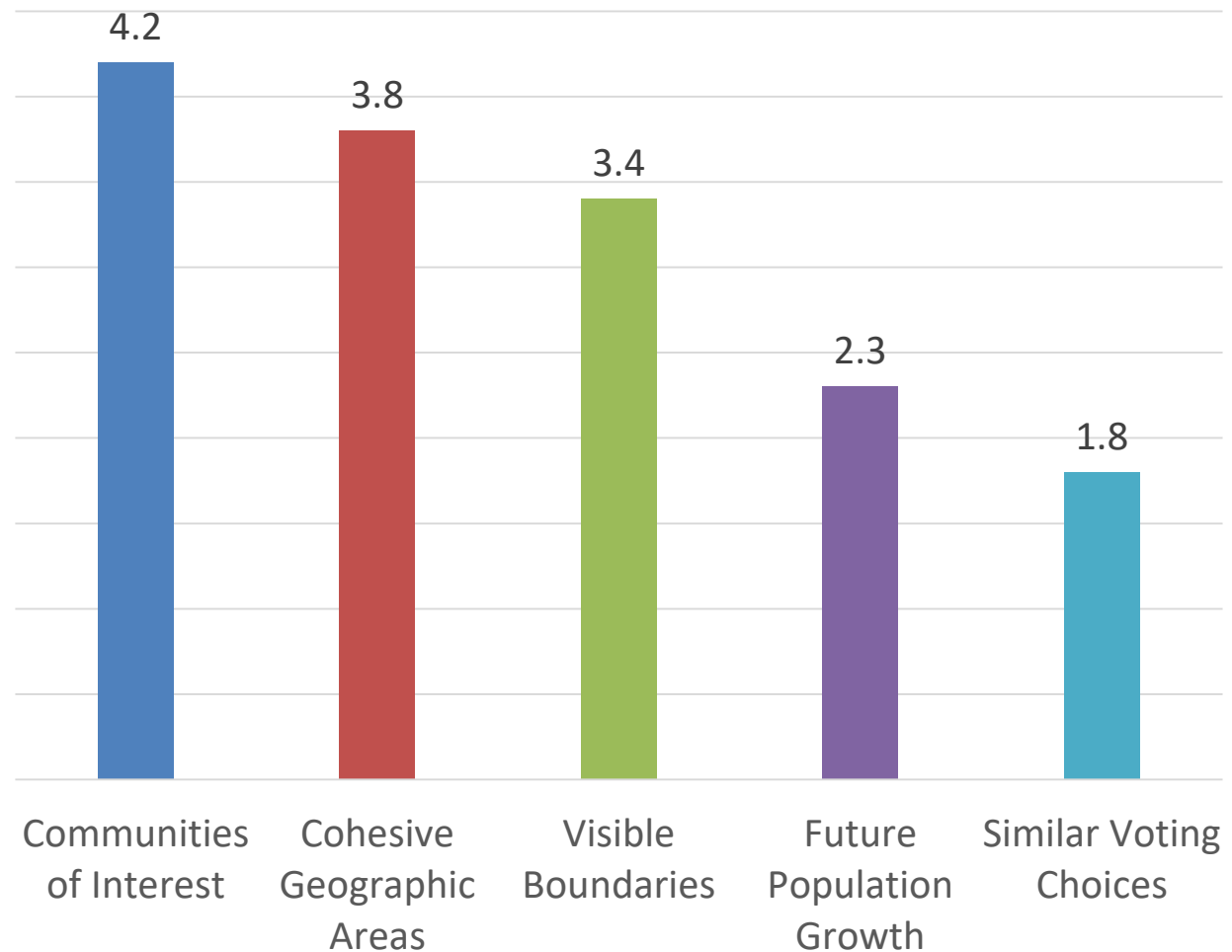
Place of Residence



Key Themes of Public Input

Factors to Consider for District Boundaries

- » Largest average ranking represents the most preferred choice
- » Most people prioritized:
 - Communities of Interest
 - Cohesive geographic areas
 - Visible boundaries
- » Limited interest in:
 - Future population growth
 - Similar voting choices



Communities of Interest

» Communities of Interest Maps generated in three ways:

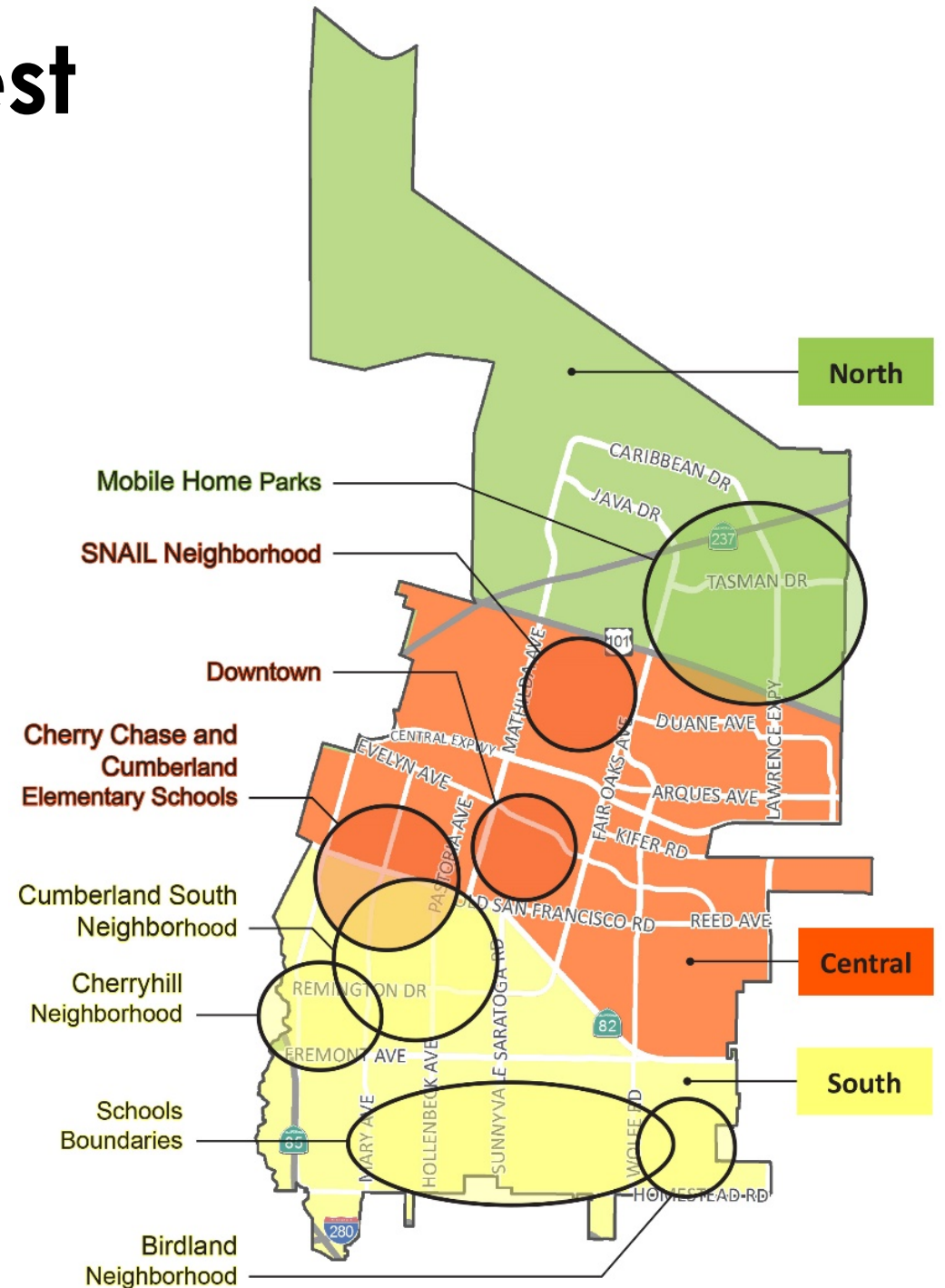
- Workshops: 97
- Pop-ups: 198
- Online: 48



Communities of Interest

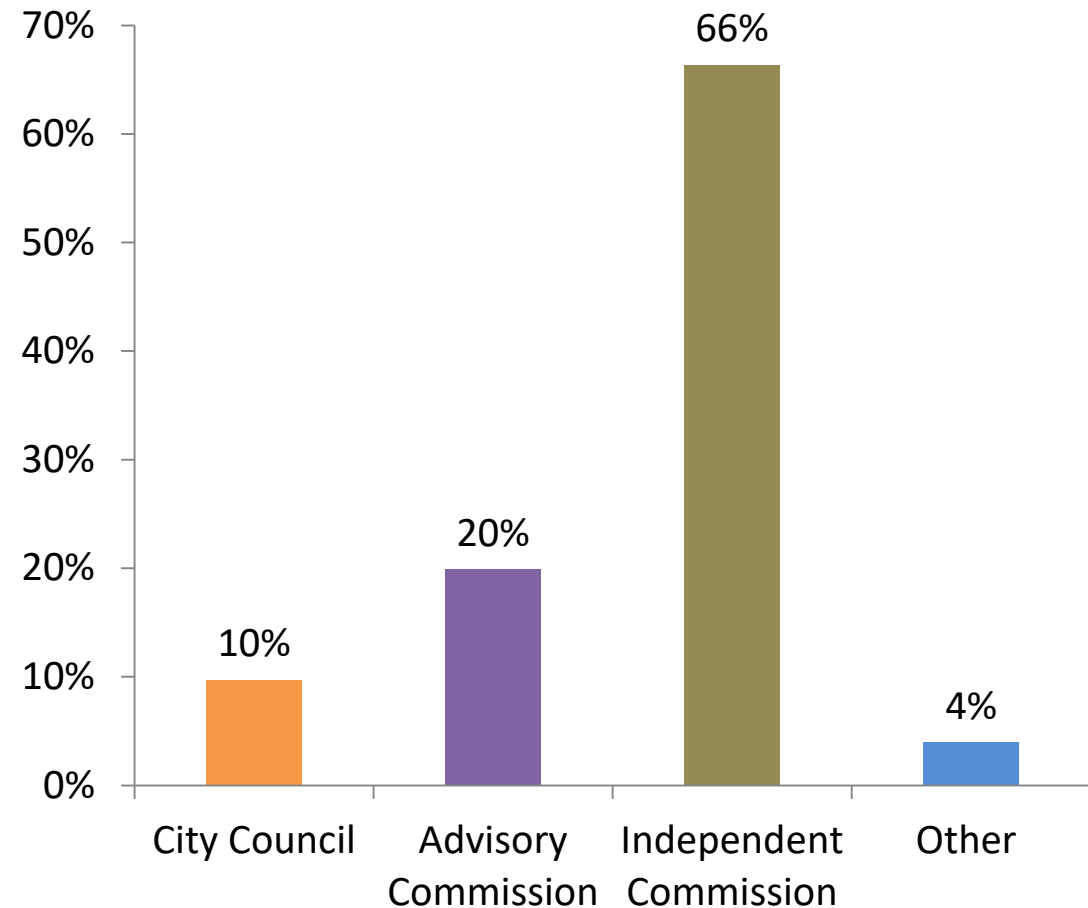
» Most common communities of interest:

- Homeowners Associations (HOAs)
- Mobile Home Parks
- Residential Neighborhoods
- Physical boundaries
 - Across Highway 101
 - Fremont Avenue
 - Fair Oaks Avenue
- School Boundaries



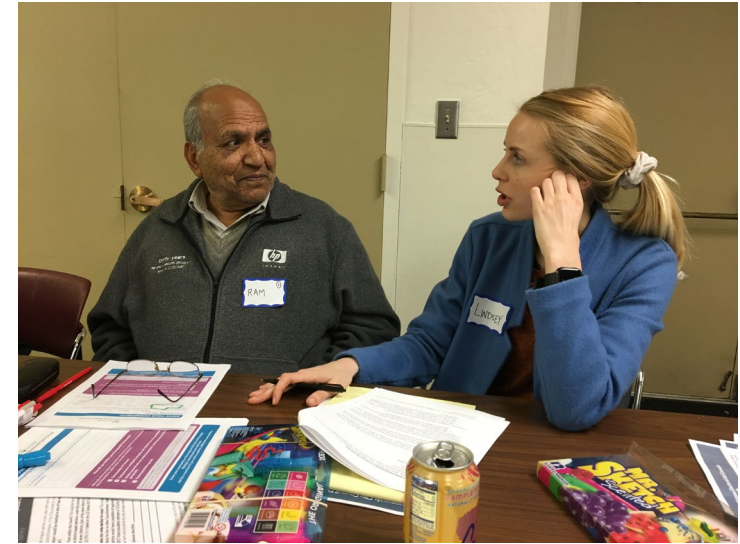
Future Redistricting Process

- » Independent Commission was top choice
- » Workshops did not address this question
- » Will need to revisit this topic with a more active educational campaign



General Comments

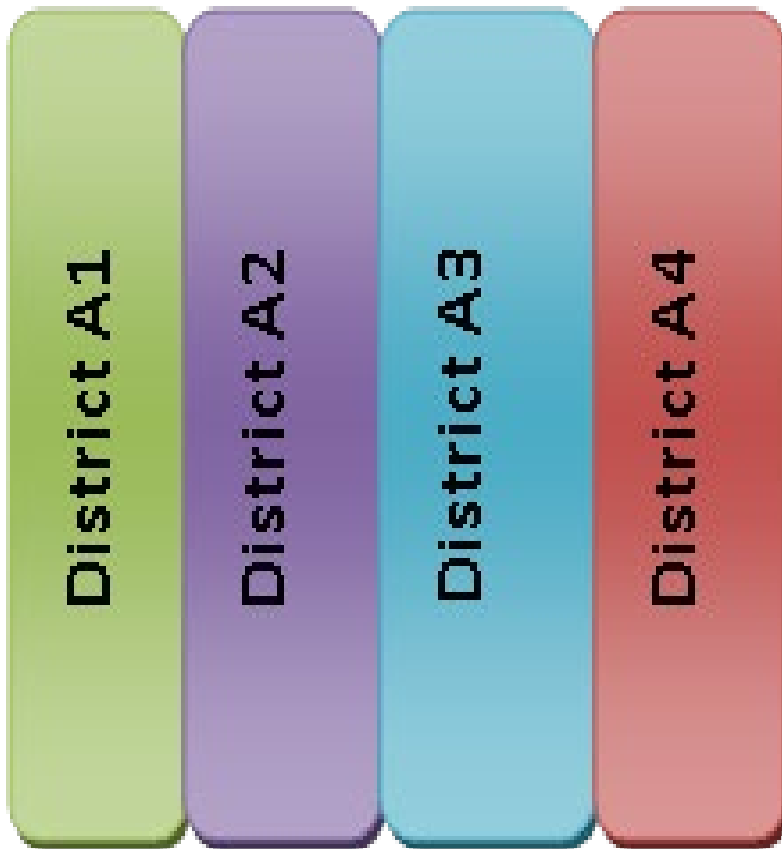
- » Comments generally fell into these categories:
- Outreach Process
 - Support for Existing At-Large Election System
 - Support for a Shift to District-Based Elections
 - District Mapping Process
 - Suggestion of a “4+3” district system
 - Process to Select Mayor



Proposal for 4-3 District Plan

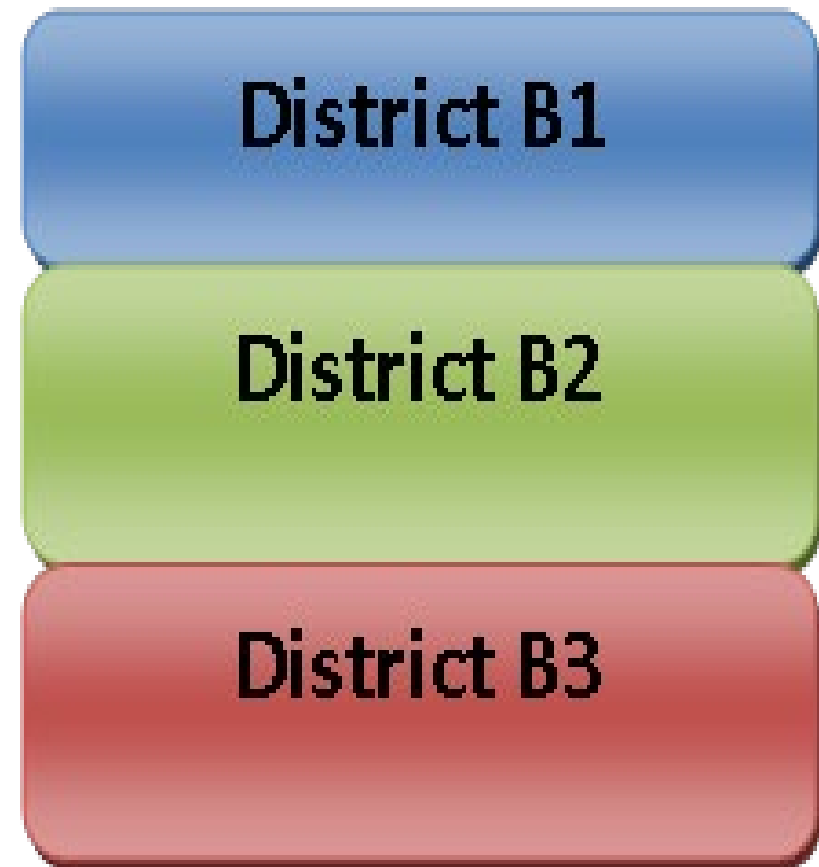
“A” Districts

Elections in 2020, 2024, 2028, etc.



“B” Districts

Elections in 2022, 2026, 2030, etc.



4-3 District Plan and the CVRA

- ‘District-based elections’ means a method of electing members in which the candidate:
 - 1) must reside within the district; and
 - 2) is elected only by voters residing within that district.
- Under this definition, the 4-3 proposal is a “district-based election” system

HOWEVER, some caveats...

4-3 District Plan Caveats

» Under the CVRA:

- Potential plaintiffs have already expressed their dislike for the 4+3 plan
- May spur preemptive litigation

» Under the FVRA:

- Currently not possible to draw majority-minority district in Sunnyvale, but 2020 Census is coming.
- After 2020 Census, implementing a 4-3 plan *might* give rise to a claim under Section 2 of the federal Voting Rights Act if a majority-minority district is possible under a single-member plan

Input on Selection of Mayor

- » Slight preference to select the Mayor from within the Council (49%)
- » Many supported a citywide election for Mayor (44%)
- » 7% chose “Other” with ideas including:
 - Adopt ranked-choice voting
 - Mayoral terms should be one-year
- » Workshop participants were more likely to prefer selection of the Mayor from within the City Council



Polling Results

Randomized Poll of Likely March 2020 Voters



Next Steps

City Council Process

» June 18: City Council Meeting

1. Decide upon number of Council districts
2. Provide direction on process to select Mayor
3. Provide direction on Phase 2 outreach



Phase 2 – District Mapping

» Summer and Fall 2019

- Introduction and training on mapping workshop
- Three Council district map creation workshops
- Five Council hearings on Council district maps





Sunnyvale



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