



MEMORANDUM

DATE October 29, 2019
TO Jaqui Guzman
City of Sunnyvale Office of the City Manager
FROM PlaceWorks
SUBJECT October 2019 Preferred District Maps Outreach Summary

Overview

Throughout October 2019, the City hosted a series of nine pop-up events to seek input on the four preferred Council district maps selected by the City Council on October 8, 2019. Pop-up events occurred from October 10 to October 24, 2019 as follows:

1. Thursday, October 10: Sunnyvale Library
2. Saturday, October 13: Farmers' Market
3. Saturday, October 13: Sunnyvale Library
4. Saturday, October 13: Dandiya and Garba Event at Fremont High School
5. Wednesday, October 16: Plaza del Rey
6. Saturday, October 19: Columbia Neighborhood Center
7. Saturday, October 19: Diwali Celebration at the Sunnyvale Community Center
8. Sunday, October 20: St. Cyprian Parish
9. Thursday, October 24: Sunnyvale Community Center

The two primary goals of the pop-up events were to:

- Educate residents on the Council selected maps and the process to select the preferred map.
- Ask residents to identify their preferred district map and to identify maps they could "live with."

Pop-up booth materials included 24"x36" boards with the four Council preferred district maps, comment cards, demographic surveys, and handouts of the map submitter comments, and background maps (that identified demographics by citizen voting age population, population density, elementary, middle, and high school districts, elementary school attendance areas, and neighborhood associations). PlaceWorks collected only two demographic surveys, largely due to participants having limited time available. The two demographic surveys collected were from the



Plaza Del Rey Mobile Home Park Pop-Up in which pizza was provided and residents were encouraged to stick around and mingle to discuss the project.

Due to the informal nature of the pop-up events, the exact numbers of participants who were reached through these events cannot be known. However, PlaceWorks estimates a total of 350 people were engaged with and exposed to the project through the pop-up events. A total of 171 people participated in the dot-placing exercise. An estimated additional 176 people were informed of the project and gave some input but chose not to participate either because they had no opinion, or they wanted to look up more information on their own and on the Sunnyvale Elections website.

Summary of Input

Figures 1 and 2 illustrate the breakdown of the dot prioritization exercise. Each pop-up participant was given one green dot to identify his/her preferred map and three blue dots to identify maps they would be comfortable with the Council selecting. If the participant did not like any of the maps, he/she was encouraged to provide written comments instead.

Map 107A, submitted by the Sunnyvale Mobile Home Park Alliance, received the most green dots indicating it was the top preferred map. Part of this map's popularity was due to the large turnout at the Plaza Del Rey Mobile Home Park Pop-up which generated 55 of the 88 green dots on Map 107A. Common reasons participants gave for choosing this as their preferred map included:

- Map looks concise and compact.
- Map keeps together all of Sunnyvale's Neighborhood Associations.
- Map considers major roadways as boundaries.

Map 120C, submitted by the Unity Group, received 32 of the 88 green dots. Common reasons participants gave for choosing this as their preferred map included:

- Special attention to school districts, specifically following the lines of the Santa Clara Unified School District.
- Map accounted for elementary school attendance boundaries.
- Map kept together important cultural areas and vulnerable populations such as renters and those living in mobile home parks.

Map 121A, submitted by Martin Pyne, received 26 of the 88 green dots. Common reasons participants gave for choosing this as their preferred map included:

- Map looks concise.
- Map has more districts touching El Camino Real than other maps.



- They were familiar with the school districts and neighborhood associations that it kept together.

Map 120A, derived from the Unity Group 120 map and refined by a community member, received 25 of the 88 green dots. Common reasons participants gave for choosing this as their preferred map included:

- Map considered keeping renters or lower income populations together.
- Map grouped together cultural areas.
- Map keeps together many of the neighborhood associations and elementary school attendance areas.

As shown in Figure 2, the dot prioritization results for maps that participants could accept moving forward were as follows:

- Map 120A received 37 of the 111 blue dots.
- Map 120C received 29 of the 111 blue dots.
- Map 121A received 28 of the 111 blue dots.
- Map 107A received 17 of the 111 blue dots.

In addition to the dot prioritization exercise, participants provided verbal and written comments as follows:

- I support a 7-district system.
- I want to vote for the person- not the district.
- I would like to continue with having a mayor chosen from the City Council. I've lived here going on 60 years.
- My big concern is special interest money pushing for big development. How to choose map to guard against big \$ unduly influencing elections?
- I resent the fact that the maps are so restrictive. 7 districts would have been so much better.
- Map 107A: Districts are clearly defined, not broken up by major roadways.
- Map 107A: Top Criteria 1) neighborhood associations kept together, 2) Elementary school Attendance Area.
- Map 107A: Mary Manor must be included!
- Map 107A: I put my green + 3 blues since I do not want the other maps.
- Map 107A: I'd like to see a 7-district map!
- Map 120A: This separates a small section of Old Orchard (Namely Hyannis Dr and Middlebury Dr) and combines them with a large region on the other side of El Camino.
- Map 120C: Would prefer 7 districts.



Figure 1 – Preferred Map Dot Prioritization Results (Green Dots)

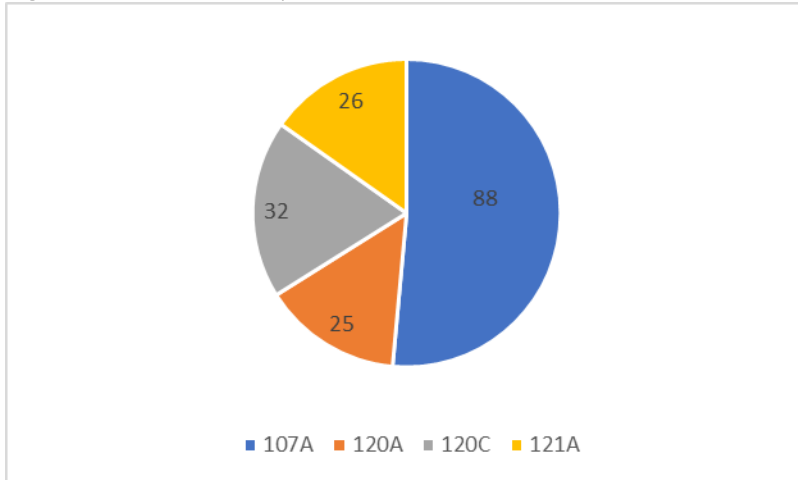


Figure 2 – Maps Participants Could “Live With” Results (Blue Dots)

