



Sunnyvale



City Council Election System Changes Project

City Council Meeting

November 5, 2019

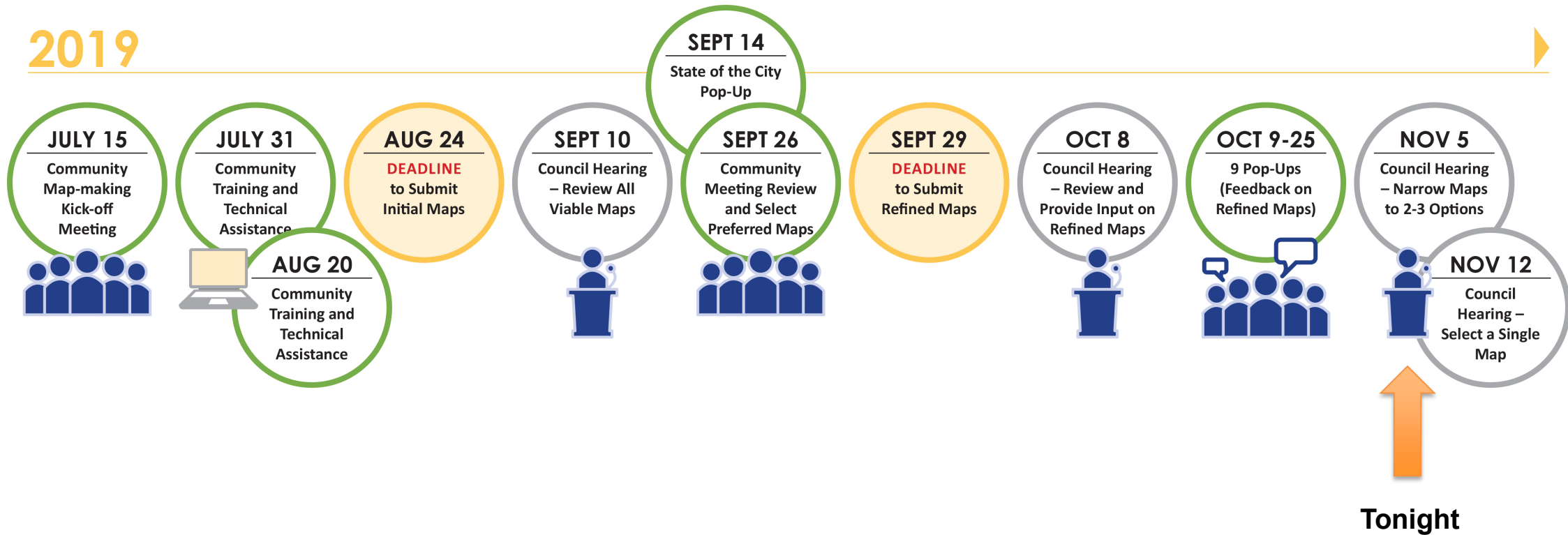
Presentation Overview

- » Phase 2 Process
- » Focus of October Pop-up Events
- » Total Participation
- » Dot Prioritization Results
- » Open Town Hall Survey
- » Summary of Public Comments
- » Next Steps



Phase 2 Process

2019



Focus of October Pop-up Events

» Educate residents on:

- Process to select the preferred maps.
- Similarities and differences of the four maps selected by Council.

» Ask residents to:

- Identify their preferred district map.
- Identify maps they could “live with.”

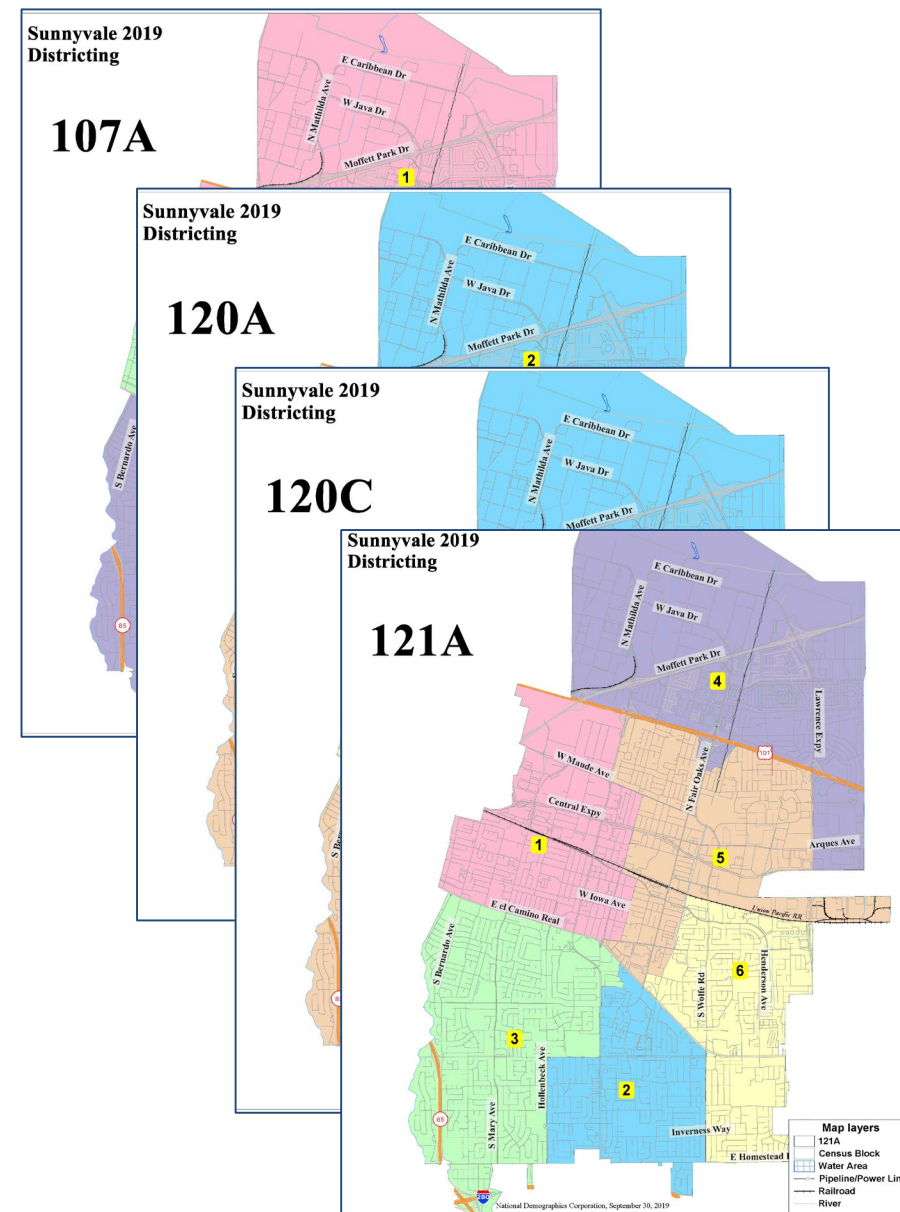


Total Participation

Pop-up Event	Number of Participants
Thursday, October 10: Sunnyvale Library	15
Saturday, October 12: Farmers' Market	50
Saturday, October 12: Sunnyvale Library	30
Saturday, October 12: Dandiya and Garba Event at Fremont High School	70
Wednesday, October 16: Plaza del Rey	57
Saturday, October 19: Columbia Neighborhood Center	5
Saturday, October 19: Diwali Celebration at the Sunnyvale Community Center	40
Sunday, October 20: St. Cyprian Parish	35
Thursday, October 24: Sunnyvale Community Center	35
TOTAL	337

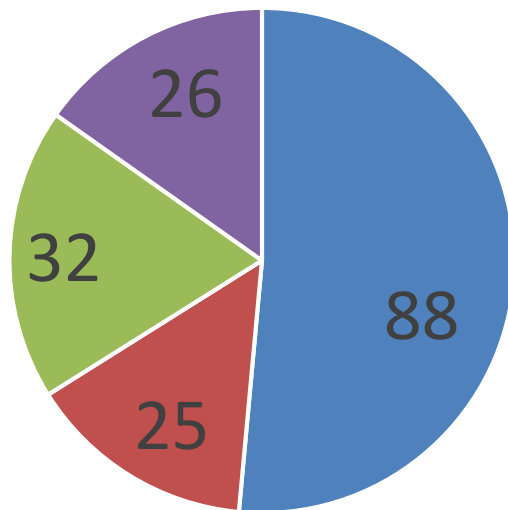
Dot Prioritization Exercise

- » 1 Green dot = their preferred map
- » 3 Blue dots = maps they can “live with”



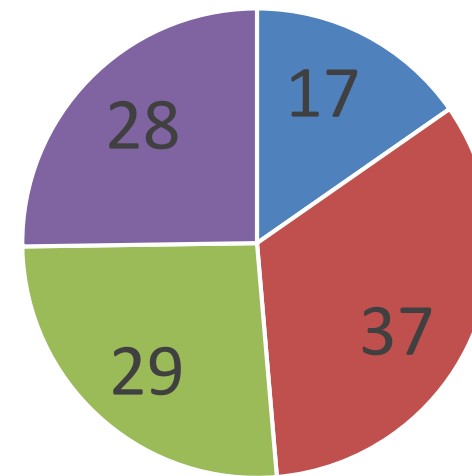
Dot Prioritization Results

Preferred Map Breakdown
(Green Dot)



■ 107A ■ 120A ■ 120C ■ 121A

Maps to Live With
(Blue Dot)



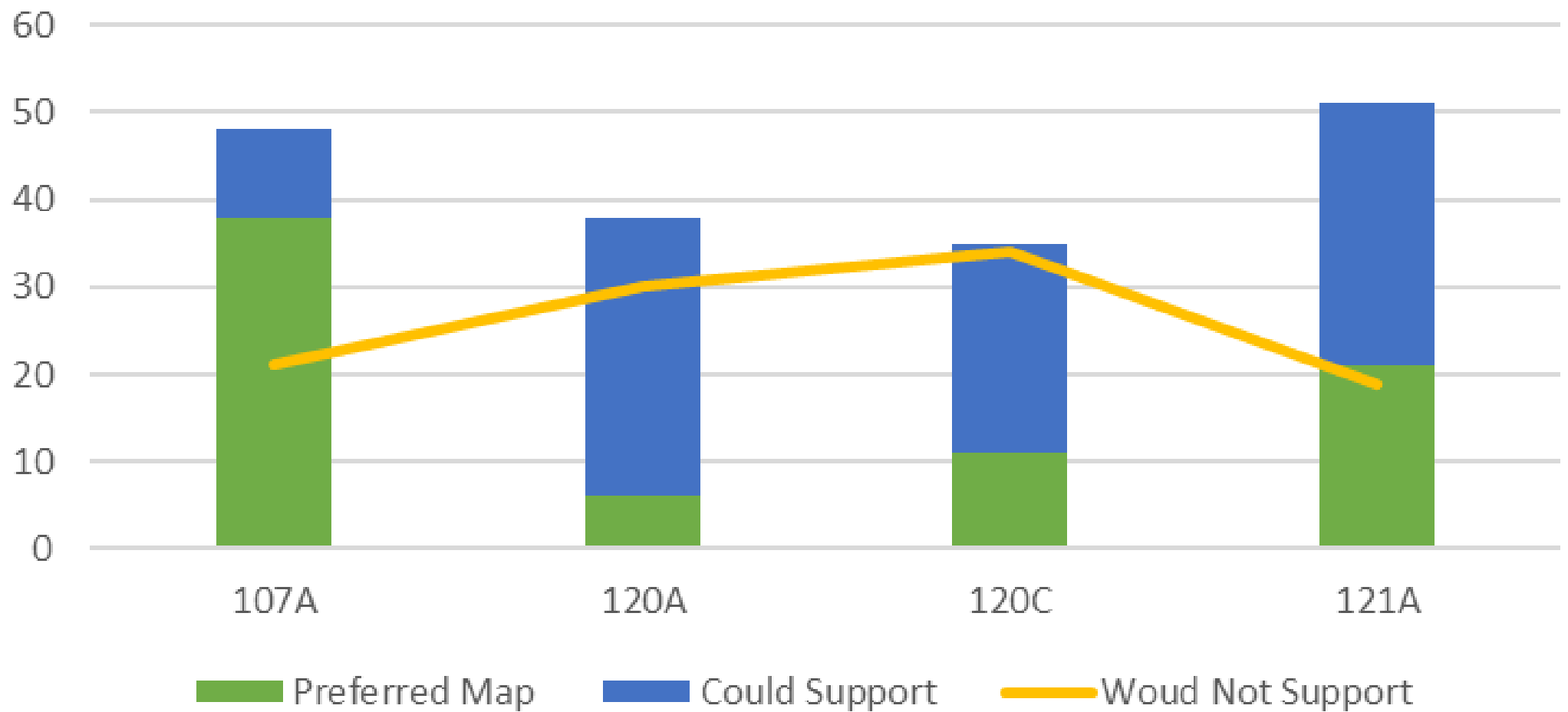
■ 107A ■ 120A ■ 120C ■ 121A

Open City Hall Survey

- » 499 visits
- » 160 responses (76 registered, 84 unregistered)
- » Stronger support for maps 107A and 121A

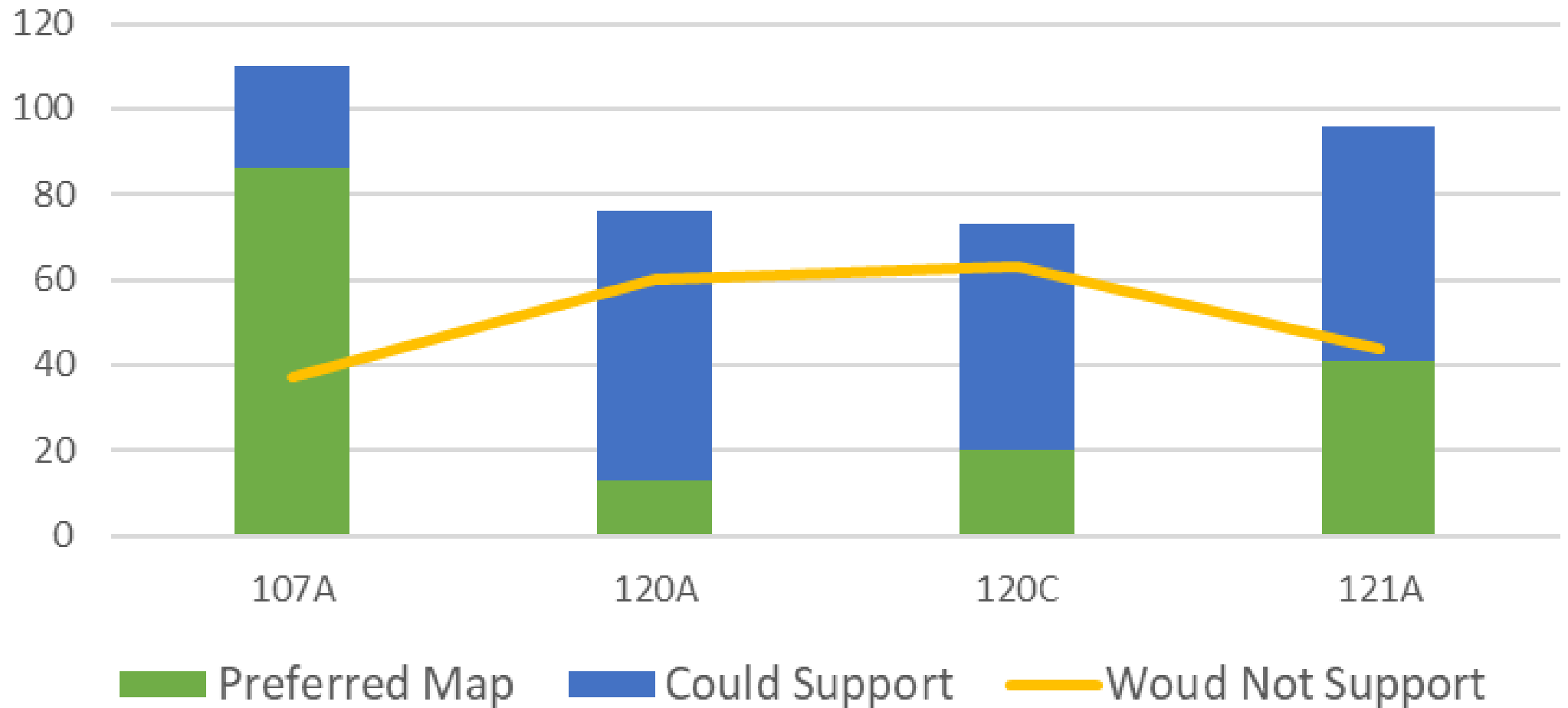
Open Town Hall Survey

Survey Results for Preferred Maps
(registered responses)



Open Town Hall Survey

Survey Results for Preferred Maps
(registered & unregistered responses)



Map Comments

Map 107A

- » Looks concise and compact.
- » Keeps neighborhood associations together.
- » Considers major roadways as boundaries.

Map 120A

- » Keeps renters or lower income populations together.
- » Groups cultural areas.
- » Keeps neighborhood associations and elementary school attendance areas together.

Map Comments

120C

- » Respects school district boundaries.
- » Accounts for elementary school attendance boundaries.
- » Keeps together important cultural areas and vulnerable populations such as renters and those living in mobile home parks.

121A

- » Looks concise.
- » Has more districts touching El Camino Real.
- » Keeps school districts and neighborhood associations together.

General Comments

12 Written Comments Received at Pop-ups

- » Support for a 7-district system
- » Concern over developer money influencing at-large elections
- » Prefer Council to select mayor
- » Include all mobile home parks in one district



Next Steps

2019

2020



NOV 5
Council Hearing
– Narrow Maps
to 2-3 Options

DEC 3
Council Hearing
- 1st Reading of
Map Adoption
Ordinance

JAN-FEB
Ballot Measure
Education

MAR 3
Election Date

NOV 12
Council
Hearing –
Select a Single
Map

DEC 10
Council Hearing
- 2nd Reading of
Map Adoption
Ordinance



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