



Sunnyvale

DRAFT PRESENTATION



# City Council Elections Redistricting Project

## Community Outreach Plan

*July 8, 2021*



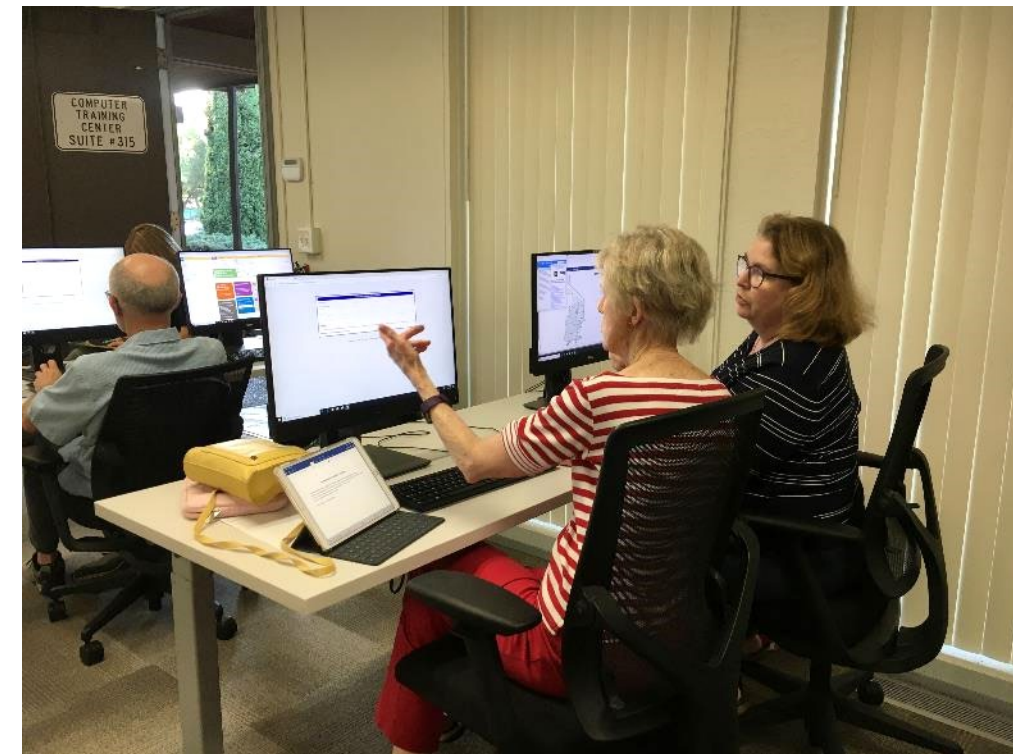
# Presentation Overview

- » Recap of switch to district-based elections
- » Redistricting project purpose and goals
- » Overview of Redistricting Community Engagement Plan



# Overview of Previous Work

- » In March 2020, Sunnyvale voters amended the City's Charter to change from at-large to district-based voting.
- » City conducted robust public outreach
  - Phase 1- Education on California Voting Rights Act and gathering input (January to June 2019)
  - Phase 2- Community mapping exercises (July to December 2019)
  - Phase 3- Voter education on Measure B (January to February 2020)
- » Phases 1 and 2 overseen by 9-member Citizens Advisory Committee





# Redistricting Project Purpose

- » State law requires Sunnyvale to re-draw the six Council district boundaries using new 2020 Census data
- » Keeps population counts within each district relatively equal



# Redistricting Project Goals

- » Educate residents about redistricting requirements
- » Ensure participation from a wide range of residents, reflecting community demographics
- » Make special efforts to involve traditionally underrepresented and marginalized groups
- » Use a variety of tools and meeting formats
- » Seek participation proactively to encourage broad community awareness and understanding



# Overview of the Community Engagement Plan

- » Project Goals
- » Target Audience
- » Public Input Strategies
- » Redistricting Process Components
  - Phase 1- Education and Input on Redistricting Process
  - Phase 2- Commission Selection and Onboarding
  - Phase 3- Community Map Drawing and Recommendation
- » Redistricting Commission
- » Detailed Work Program
- » Project Schedule





# Target Audience

- » Sunnyvale voters and potential voters
- » Ensure participation by those who may not otherwise participate in civic engagement
- » Special emphasis on engaging racial and ethnic minorities
  - Asian (Chinese, Indian, Filipino, Vietnamese, & Korean)
  - Hispanic/Latino
  - Black



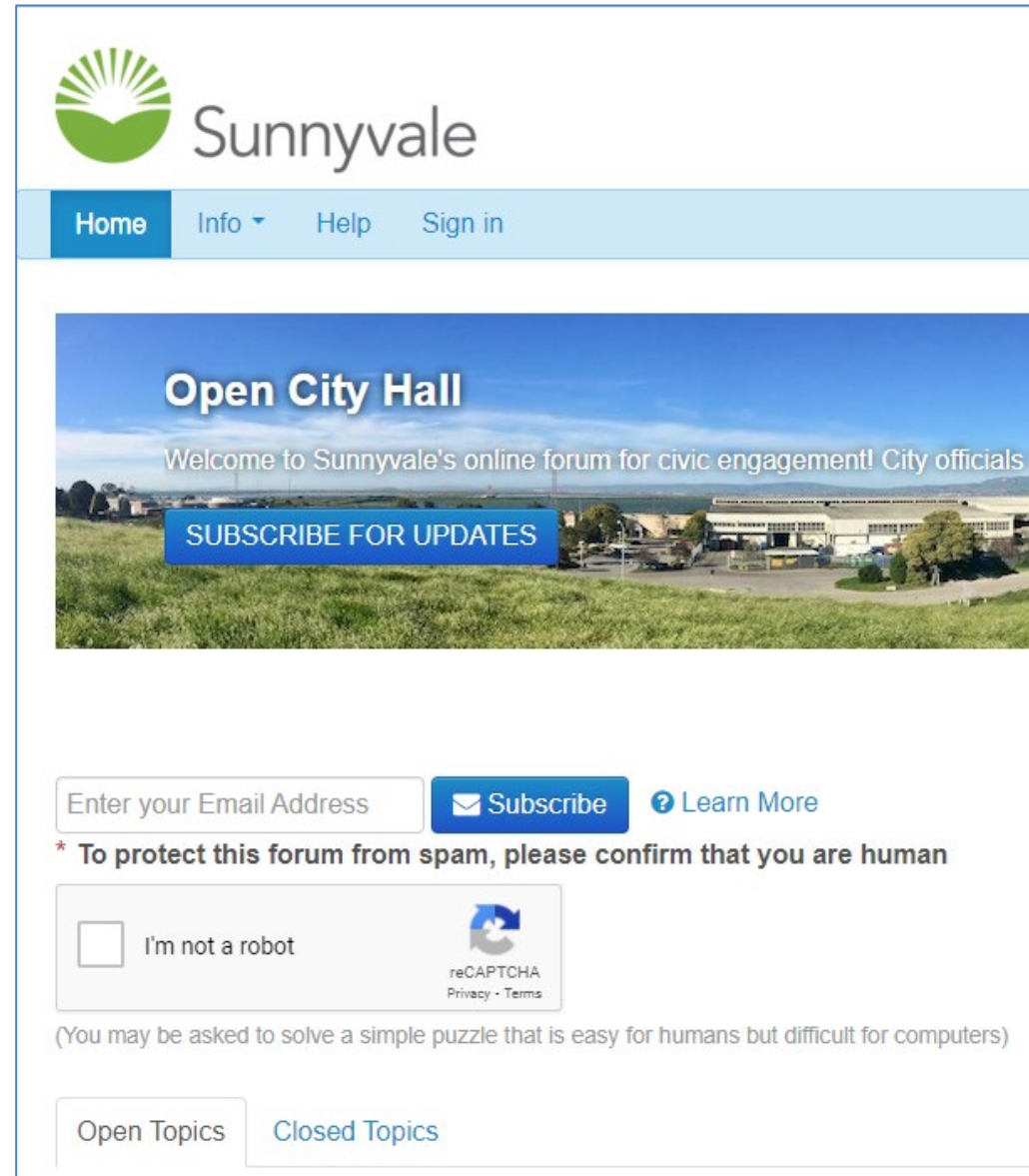
# Project Schedule

Task	Timing
Phase 1: Education and Input on the Redistricting Process	January – May 2021 (complete)
Phase 2: Redistricting Commission Selection and Onboarding	March 2021 – July 2021 (in progress)
Phase 3: Community Map Drawing and Recommendation	August 2021 – Summer 2022
City Council adopt final map	February 22 <b>or</b> March 15
Send to registrar of voters	March 31, 2022
Promote new district map	Summer 2022



# Public Input Strategies

- » Community workshops
- » Pop-up events
- » Online Outreach
- » Redistricting Commission Meetings
- » City Council Meetings



The screenshot shows the Sunnyvale Open City Hall website. At the top is the Sunnyvale logo and a navigation bar with links for Home, Info, Help, and Sign in. Below this is a banner for 'Open City Hall' with a background image of a cityscape and the text 'Welcome to Sunnyvale's online forum for civic engagement! City officials w'. A blue button labeled 'SUBSCRIBE FOR UPDATES' is overlaid on the banner. Below the banner is a subscription form with a text input field for 'Enter your Email Address', a blue 'Subscribe' button, and a 'Learn More' link. A reCAPTCHA security check is present, asking the user to confirm they are human. At the bottom, there are two buttons: 'Open Topics' and 'Closed Topics'.





# Engaging Underserved Communities

## » Special outreach locations

- Spanish-language Sunday mass at St. Cyprian Catholic Church
- Shiv Durga Hindu Temple
- Chung Tai Zen Center
- Sunnyvale Community/Senior Center
- Mobile home parks
- Library
- Farmers' Market

## » Ethnic Media

## » Translation and interpretation

## » Childcare and food at meetings (as applicable)





# Redistricting Outreach Overview

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# Redistricting Community Outreach

## *Community Map Drawing and Recommendation*

### » 3 community workshops

- Communities of Interest (August 5, 2021)
- Community Map Drawing (September 30, 2021)
- Community Map Feedback/Preferences (January 20, 2022)

### » 2 online surveys

- Open town hall survey #1 February 3 to 8, 2022
- Open town hall survey #2 February 12 to 20, 2022

### » 5 pop-up events (February 12 to 20, 2022)

*All community input will be compiled in a Public Input Synthesis Report.*





# Redistricting Commission and Council Meetings

Meeting Type	Meeting Purpose	Date	Virtual or In-person
Redistricting Commission	Districting and redistricting overview	July 22, 2021	Virtual
Redistricting Commission	Communities of interest	September 9, 2021	TBD
Redistricting Commission	Census data review	November 11, 2021	In-person
Redistricting Commission/ City Council	Narrow draft maps	January 13, 2022	In-person
Redistricting Commission	Final map recommendation	February 10, 2022	In-person
City Council	Map adoption or comments back to Redistricting Commission	February 22, 2022	In-person

# Questions?





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