



MEMORANDUM

DATE August 31, 2021
TO Jacqueline Guzman
City of Sunnyvale Office of the City Manager
FROM PlaceWorks
SUBJECT Sunnyvale Redistricting Project Summary of Communities of Interest Workshop

The City of Sunnyvale and PlaceWorks staff hosted a 1.5-hour community workshop on August 5, 2021 to inform the Sunnyvale community about the Council redistricting project and to get input on Sunnyvale's communities of interest. A community of interest is defined as a community or neighborhood with shared interests, views, and characteristics, and for which there are similar needs, goals, and desires unique to their community. Such communities can include, but are not limited to, school attendance areas, mobile home parks, business areas, language spoken, or race. Input was gathered through verbal communication, handwritten notes, and through a mapping exercise. The workshop was held as a hybrid virtual and in-person meeting with the City staffing the in-person component and PlaceWorks staffing the virtual component. There was a total of 48 participants at the workshop with 36 attending virtually and 12 attending in-person.

WORKSHOP AGENDA

The Communities of Interest Workshop agenda included a general presentation, small group discussions, and a large group report-back, as follows:

6:30 P.M. Welcome and Introductions
6:40 P.M. Project Presentation
6:55 P.M. Question and Answer
7:05 P.M. Small Group Discussions
7:45 P.M. Reports Back
7:55 P.M. Summary and Next Steps

WORKSHOP OVERVIEW

The workshop began with a presentation by David Early of PlaceWorks. The presentation covered the history of the project, discussed the criteria for redistricting, explained the importance of communities



of interest, and outlined the small group exercise. A recording of the presentation can be viewed at: https://www.youtube.com/watch?v=gWmShPo_rp8.

An opportunity for questions and answers followed the presentation. Questions included:

- Who draws the Council district maps?
- What constraints are put on the City Council to make sure they adopt the maps that are presented by the Redistricting Commission and public input?
- How are the maps checked for quality to ensure they do not violate any laws?
- Will computer tools to make maps be available online?

Workshop participants then broke into small groups to identify their communities of interest. There was a total of five small groups, three groups participating via Zoom and two groups participating in-person.

In the virtual small groups, facilitators recorded the participants' comments using a web-based mapping tool provided to each group. In addition, each group had a notetaker to record comments that were not tied to a specific geographic location.

In-person participants met at the Staff Room at Columbia Middle School. City staff facilitated the small groups, using both large 24" x 36" maps and individual 8.5" x 11" maps of Sunnyvale. Participants could choose between marking the large map or individual maps while the facilitator took notes by hand.

COMMUNITIES OF INTEREST

The small groups identified the following communities of interest:

1. St Thomas Church (includes library, community center, and Zanutto's Grocery Store).
2. School Districts.
3. Mobile Home Parks/North Sunnyvale.
 - » Support for maintaining all mobile home parks in one area like is currently done in District 6.
 - » Note that the Henderson and Rancho La Mesa mobile home parks are not included in District 6.
 - » Lakewood Village.
 - » North Sunnyvale because of unique traffic problems, wetlands area, and bounded by major freeways.
4. LatinX and/or low-income communities.
 - » SNAIL neighborhood.
 - » North of El Camino Real/ around Columbia Community Center.
5. Neighborhood Associations.
 - » Ortega Park
 - » Panama Park.
 - » Cumberland and Cherry Chase neighborhoods should be combined.



- » Birdland neighborhood, bounded to the north by Fremont Avenue and bounded to the west by either Wolfe Road or Sunnyvale Saratoga Road.

Appendix A includes maps of the communities of interest identified by workshop participants.

Detailed Workshop Results

SMALL GROUP NOTES

This section includes the verbatim notes from the workshop.

Virtual Component

Group 1

All feedback from group 1 includes:

- St. Thomas Church: Includes the St Thomas Church, library, and the Community Center. Includes Zannotto's (grocery store).
- The current district boundaries were designed to keep similar geographic areas together for compatibility and preserve property values.
- Do we want to redraw the district lines altogether or tweak the current district lines? I would conform to many of the natural geographic boundaries such as major roads. I would draw the district lines to conform to these boundaries without major changes. I would wait for updated Census data, of course.
- Districts should not be entirely rearranged. Council input was to "avoid wholesale mass changes."
- Everything will change when the Census data is released.
- North of El Camino Real/Columbia Community Center: My non-profit serves the entire community of Sunnyvale, low-income communities. There is poverty everywhere. I live in the Southeast corner of Rainer Park, also called Birdman. We are served by Santa Clara School Districts. Someone said earlier that the public schools define much of the sense of a neighborhood. The school district map looks close to the boundary of District 4, where I live. I mostly want to ensure that the low-income communities in my neighborhood have a voice and districts are representative of their members. My community is north of ECR and the Columbia Community Center.
- SNAIL Neighborhood: I am from the SNAIL neighborhood and work for a non-profit that serves the Hispanic community. I am Hispanic and my daughter went to Bishop school. My community is located north of Bishop.
- Mobile Home Parks: I am in the mobile home community. District 6 has all of the mobile home communities in Sunnyvale. There are a whole bunch of mobile home parks on Tazman. My Park is



off of N-101 and N Fair Oaks Ave. Lakewood Park is behind us. There are more parks north and west of us as well.

- Lakewood Village: I am from Lakewood Village neighborhood. Lakewood Village is split by N Lawrence Expressway.

Group 2

- Mobile home parks remaining within a district, unique housing group, homeowners but not land owners.
- There is a mobile home park on fair oaks near 101 that did not get included in the larger mobile home district.
- The only ones not included are on Henderson, Rancho La Mesa.
- Downtown and District 6 are more dense than last census.
- Homestead and El Camino Real corridor more dense.
- North Sunnyvale- unique traffic problems, largest wetlands area, sandwiched between two major freeways.
- Keep neighborhood associations together.
- Keep school districts together.
- People interested in sports.
- Latinx getting a bigger voice than they've had historically, San Miguel/SNAIL.
- Committed and active in combating climate change.
- District representatives should be able to represent a spectrum of constituents.
- Comms of interest were established in the last round, this round should just be making fine adjustments, and including any new interests.
- City council has zero impact on school districts.
- Alternative perspective: Council can have an impact on street crossings and areas around schools.
- Fairwood school was impacted so kids needed to go to a different district.

Group 3

- Snail Neighborhood- feel strongly we want to stay together.
- Birdland Neighborhood.
- Ortega Park, Panama Park.
- Santa Clara Unified School District.
- Mobile Home Parks sit between 237 and 101.



- Cumberland and Cherry chase should be combined.
- A lot of effort was put into the previous maps; will those maps be modified and reviewed?
Community maps should be used as a baseline but cater to the new data.
- Mobile Parks and Schools should not be split.
- Difficult to define communities of interest without census data; in Sunnyvale neighbor groups are very active which is the overwriting community of interest.
- Is there thought to redistribute property taxes?
- Sunnyvale town square (market and music) is very inclusive of all districts; all neighborhoods have relatively same values and interests.
- Inclusivity is diverse and a melting pot of people.
- Rather than drawing each individual neighborhood, a more general statement would be that we don't want any existing neighborhood groups being split into different districts.

In-Person Component

Group 4

- SNAIL is a historically tightknit neighborhood with 55 active Block Representatives, CERT team, neighborhood newsletter, and many community events. It should remain intact.
- Birdland and Raynor Park should stay together
- Mobile home parks are a community of interest. Not all can be in the same district but they should have influence in district 6.
- Hard to draw lines without having a visual of current district boundaries
- Need to see the Census data to draw lines

Group 5

- Birdland/Raynor Park should stay together and consider adding Ortega Park
- Keep LVNA (Lakeview Village) together
- Try to keep mobile home parks together.
- There's been population growth in District 6 and District 3, so need to keep that in mind

WORKSHOP PARTICIPANT DEMOGRAPHICS

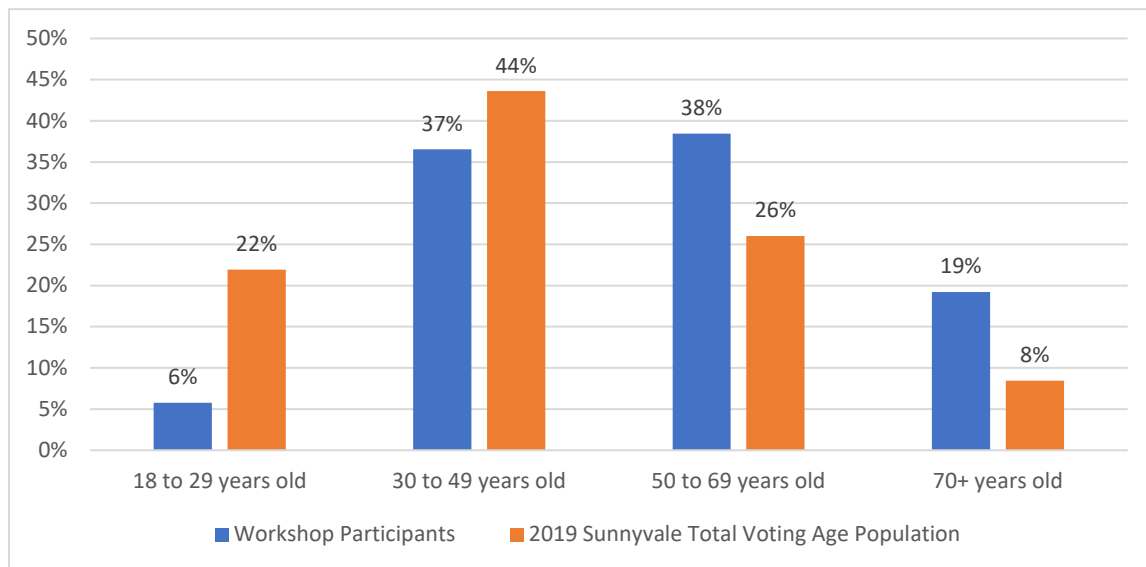
Workshop participants were asked to voluntarily provide demographic information when they registered for the event through the Eventbrite platform. Questions included age, race/ethnicity, household income, housing tenure, and which Council district they live in. results of the demographic information included the following:



Age

A total of 37 workshop participants provided their age when registering for the workshop. Of these, the highest attendance was made by those in the 30- to 49-year-old age category and the 50- to 69-year-old age category, which make up the largest share Sunnyvale residents above voting age, at 44 percent and 26 percent citywide, respectively. Figure 1 shows the breakdown of workshop attendees compared to the total Voting Age Population of Sunnyvale residents.

Figure 1 Age Breakdown of Workshop Participants and 2019 Sunnyvale Voting Age Population

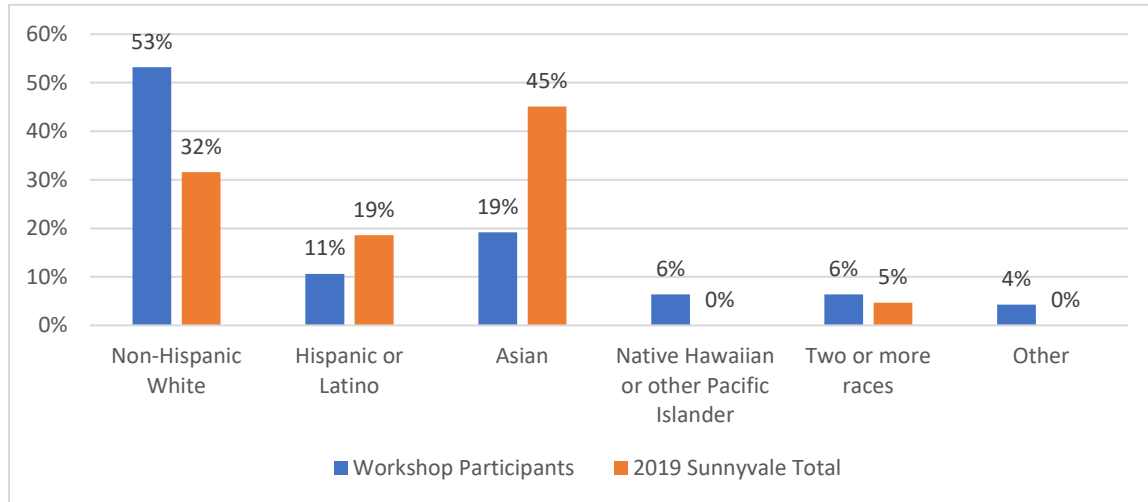


Race/Ethnicity

Race/ethnicity was reported by 34 of the workshop attendees. The majority of participants made up the Non-Hispanic White group with 53 percent, with Asian populations making up 19 percent and Hispanic or Latino groups making up 11 percent. All other races or mixes of races made up 20 percent total. Figure 2 shows the breakdown of workshop attendees' race/ethnicity.



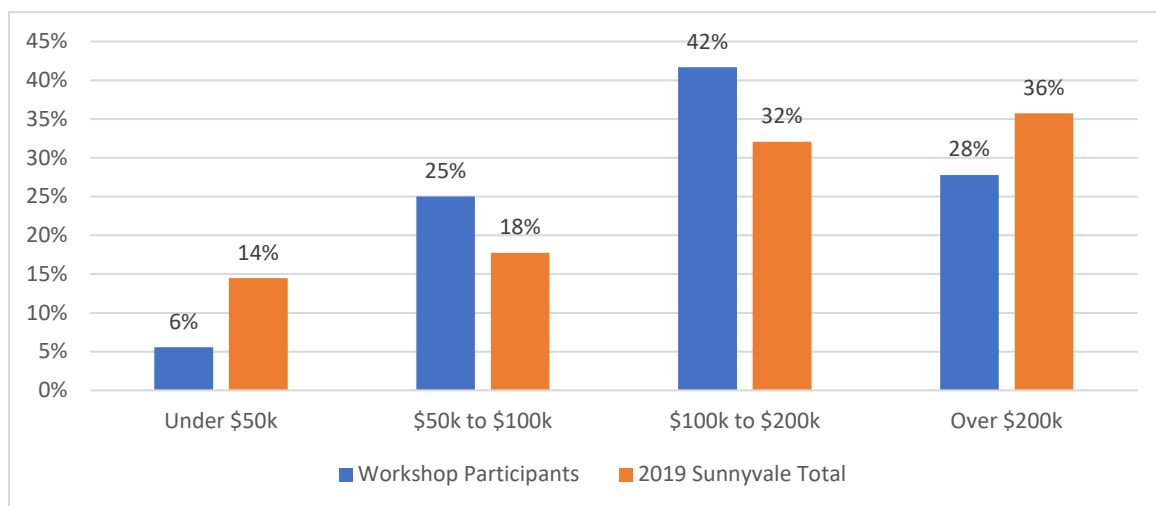
Figure 2 Race/Ethnicity Breakdown of Workshop Participants and the city of Sunnyvale



Household Income

Household income was reported by 26 workshop participants. No attendees reported a household income under \$25,000 annually. The majority of participants indicated their household income was between \$100,000 and \$200,000 with 42 percent, with the next highest category at 28 percent making over \$200,000 annually among their household, and 25 percent at between \$50,000 and \$100,000 annually among their household. Only 6 percent of participants indicated their household income was below \$50,000. Figure 3 shows the breakdown of workshop attendees' race/ethnicity.

Figure 3 Household Income Breakdown of Workshop Participants and the city of Sunnyvale



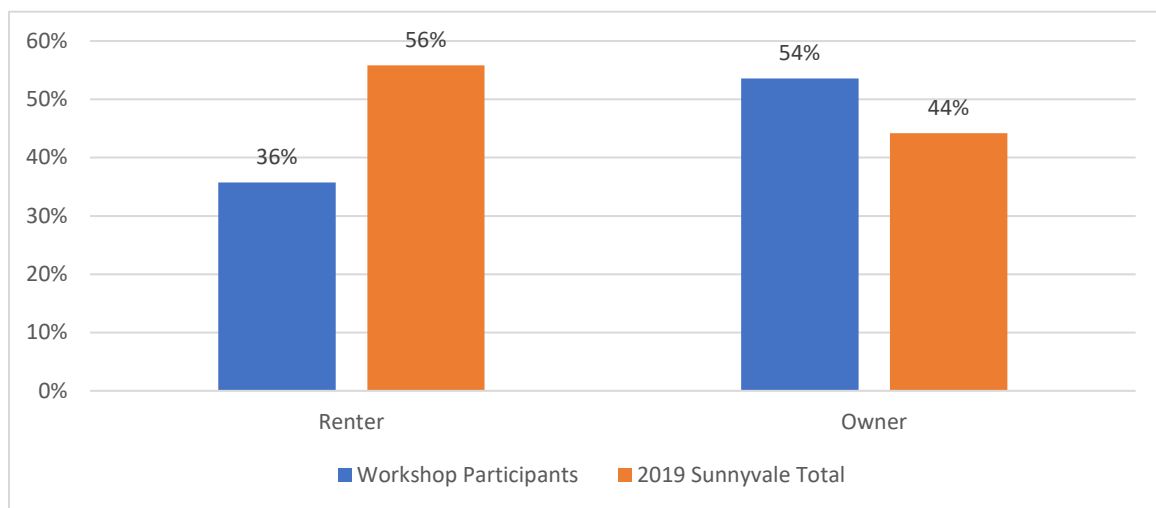


Housing Tenure

The demographic questions asked at registration included three options for housing tenure: Renter, Owner, or Both (Mobile Home). While Census data does track the amount of mobile homes in the city, the data is not considered “housing tenure” but is considered “housing unit type”. Therefore, the three workshop attendees who indicated they live in a mobile home are not included in the totals for housing tenure in Figure 4 below.

A total of 25 workshop attendees indicated their housing tenure as either “renter” or “owner”. As shown on Figure 4, the majority of workshop participants indicated they are owners of their homes, with 54 percent, while 36 percent of workshop attendees indicated they rent their homes. This is opposite to the breakdown of the city as a whole, with 56 percent being renters and 44 percent being owners.

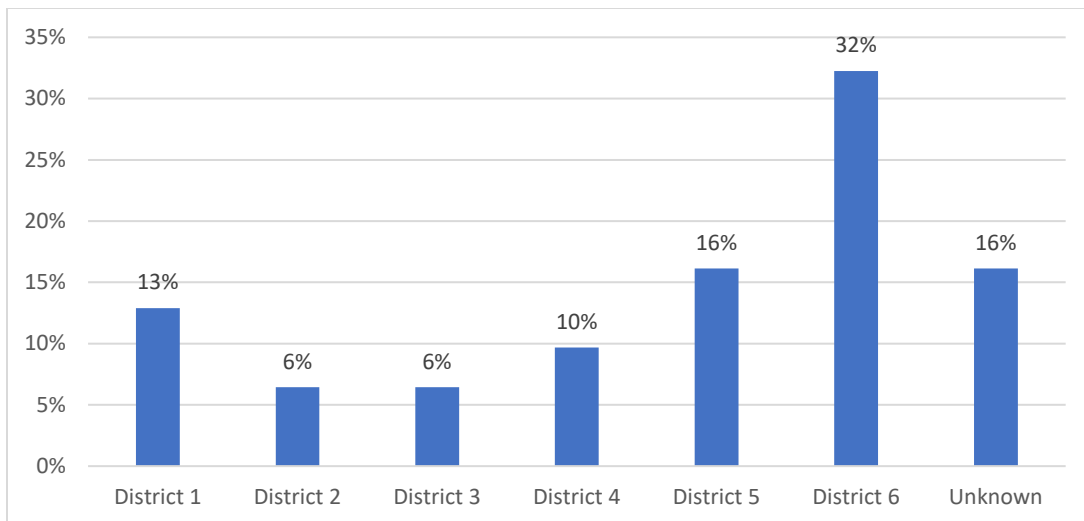
Figure 4 Housing Tenure Breakdown of Workshop Participants and the city of Sunnyvale



Council District

A total of 26 workshop attendees indicated the Council district they live in while five of the respondents indicated they were unsure which Council district they live in. Of the 26 indications of districts, the majority made up District 6, with 32 percent. Then District 5 with 16 percent of attendees, District 1 with 13 percent of attendees, District 4 with 10 percent of attendees, and District 2 and District 3 with six percent each. Note that the number of residents in each Council district is not shown in Figure 5 because each district, by law, has roughly the same population count.

Figure 5 Council District Residence of Workshop Participants.



POST-WORKSHOP SURVEY

Following the workshop, the City sent out a survey to get feedback on the workshop format and content. Two participants submitted survey responses. Input included the following:

- Great to provide hybrid setting with breakout rooms and small group tables. Biggest challenge for those on site was finding the place. Please use larger signs next time. Big printed maps with markers to draw on the maps worked well.
- Thank you for making it virtual as well as in person. I appreciated learning some of the info offered, though I got an important phone call and ended up not being able to listen to the whole meeting. But, truly appreciate having my input welcomes. I'll have to look at the links provided to see what other information is out there.