



City of Sunnyvale

Meeting Minutes

Citizens Advisory Committee

Thursday, July 11, 2019

6:00 PM

West Conference Room, City Hall
456 W. Olive Ave., Sunnyvale, CA 94086

CALL TO ORDER

Chair Park called the meeting to order at 6:00 p.m.

ROLL CALL

Present: 6 - Member Charles Huse
Member Reid Myers
Member Misuk Park
Member Judy Pavlick
Member Janette Ramirez
Member Michael Serrone

Absent: 3 - Member Prakash Giri
Member Jodi Marvet
Member Martin Pyne

CONSENT CALENDAR

MOTION: Member Myers moved and Member Pavlick seconded the motion to approve the Consent Calendar.

The motion carried with the following vote:

Yes: 6 - Member Huse
Member Myers
Member Park
Member Pavlick
Member Ramirez
Member Serrone

No: 0

Absent: 3 - Member Giri
Member Marvet
Member Pyne

- 1.A** [19-0728](#) Approve CVRA Citizens Advisory Committee Meeting Minutes of June 3, 2019.

Approve the Citizens Advisory Committee Meeting Minutes of June 3, 2019 as submitted.

PUBLIC COMMENT

Member Giri arrived at 6:02 p.m.

Member Pyne arrived at 6:03 p.m.

Public Comment opened at 6:03 p.m.

Steve Scandalis requested the Committee support mapping options for a 7-member district voting system.

Mei-Ling Stefan shared her support a 7-member district voting system and stated she plans to vote no on the 6+1-member district voting system with a directly elected mayor ballot measure.

Public Comment closed at 6:06 p.m.

GENERAL BUSINESS

- 2** [19-0729](#) Phase 2 Kick-Off Meeting Presentations and Mapping Tool Demonstration

Carey Stone, Senior Associate, Placeworks, provided a report and presentation.

Member Serrone inquired if early access to the mapping software for certain Committee Members to test the tool prior to the first map making session would be possible.

Assistant City Manager Teri Silva advised that the software will be introduced with training at the upcoming map making kick-off meeting on July 15.

Committee Members shared general questions regarding outreach.

Ms. Silva provided Facebook outreach statistics.

Member Pyne suggested upcoming outreach include direct links to the map making tool. He noted numerous members of the public voiced support for a 7-member district voting system during recent Council meetings.

Chair Park inquired what might happen if the 6+1-member district voting system with a directly elected mayor ballot measure failed in March 2020.

Ms. Silva advised the City would likely face a lawsuit alleging violation of the California Voting Rights Act (CVRA) were the proposed ballot measure to fail.

Chair Park shared several arguments made during the June 18 Council meeting supporting a directly elected Mayor.

Chalise Tilton, National Demographics Corporation provided a report and presentation. She provided a demonstration on different mapping methods National Demographics provides for the community to submit maps for Council consideration.

Committee Members shared several questions regarding which criteria apply to district map making and what data will be available in the mapping tool.

Ms. Tilton provided an overview of Maptitude, the online map making tool that will be available for the public to draft potential district maps.

Member Serrone requested Councilmember Census Blocks be added to Maptitude.

Member Pyne requested a map layer showing proportions of renters versus homeowners. He also suggested school districts be included as a map layer.

Chair Park inquired if National Demographics Corporation uses registered voter information or likely voters based on past voter history when analyzing maps.

Ms. Tilton confirmed that likely voter information can be used to identify communities of interest.

Chair Park requested confirmation that ethnicity demographic information will be displayed in Maptitude by district.

Ms. Tilton confirmed this information will be included.

Member Pyne questioned how district election sequencing is displayed in Maptitude.

Ms. Tilton advised sequencing suggestions can be included in comments when drafting a map.

Member Serrone wondered if Maptitude is set up to support 7 districts along with 6 districts.

Ms. Tilton advised that Maptitude is set up for 6 districts in line with City Council direction.

Chair Park questioned if National Demographics Corporation visits the City of Sunnyvale as part of their demographic work.

Ms. Tilton advised National Demographics Corporation staff will visit the City.

Public Comment opened at 7:02 p.m.

Linda Davis inquired on the process for requesting additional data be added to Maptitude.

Steve Scandalis encouraged additional in-person outreach opportunities and workshops.

Public Comment closed at 7:05 p.m.

Chair Park suggested social media and other marketing focus on “draw your own voting district” instead of drawing full maps.

Pyne commented regarding different methods for drawing districts.

Serrone questioned the value of a map showing only one district.

Assistant City Manager Teri Silva shared planned outreach efforts including social media promotion, email blasts, and a full spread in the Horizon.

Ms. Stone suggested Committee Members share marketing materials through community groups and religious organizations.

Member Myers agreed to promote outreach efforts through the Sunnyvale School District.

Park commented on the value of Committee Members sharing information via their personal networks.

Member Giri requested the survey efforts be considered.

Ms. Silva advised surveying using Peak Democracy as part of the Phase 2 Outreach Plan.

Chari Park suggested advertisements in the Metro and San Jose Mercury News.

Ms. Silva reported contacts with San Jose Mercury News reporters.

Member Brambila Ramirez proposed outreach during the evening news with less emphasis on print media.

Chair Park proposed contacting Univision and Telemundo. She requested Committee Members post outreach for upcoming map making sessions on Nextdoor.

Serrone suggested neighborhood groups would be a good place to share proposed maps.

3 [19-0730](#) Discuss and Advise on Phase 2 Outreach Plans

Public Comment opened at 8:36 p.m.

Steve Scandalis suggested holding outreach efforts at different times of the day.

Public Comment closed at 8:38 p.m.

Member Serrone suggested circulating proposed maps during youth soccer events.

Chair Park proposed outreach at Indian holiday events.

Member Brambila Ramirez noted Mexican Independence Day occurs during the outreach period.

Chair Park recommended contacting La Raza and similar college organizations to assist with outreach.

INFORMATION ONLY

The Committee discussed the date of the next Committee meeting and confirmed September 19 for the next meeting.

ADJOURNMENT

Chair Park adjourned the meeting at 8:52 p.m.