

CITY OF SUNNYVALE

Council Election Redistricting Community Outreach Plan



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This Community Outreach Plan provides detail regarding the steps the City of Sunnyvale (City) will undertake to complete the required Council Election Redistricting process in 2021 and 2022. It provides background on Sunnyvale’s district elections system, describes the goals of the outreach process, describes the target audience for community outreach, outlines the public input process, provides methods to engage underserved communities, describes the process for final district map adoption, and the overall schedule and cost for the project.

PROJECT BACKGROUND

In March 2020, Sunnyvale voters amended the City’s Charter to change the at-large voting system with numbered seats for electing City Council members to a district-based election system. The adopted district-based election system resulted in a six-district Council election system with a directly elected mayor. Since the passage of Measure B in March 2020, voters in even-numbered districts elected a Council representative and all Sunnyvale voters elected the mayor in November of 2020. Voters in odd districts will elect a Council representative in November of 2022.

Prior to passage of Measure B, the City conducted a robust outreach program to solicit community input, which was conducted in three phases:

- Phase 1 (January 2019 – June 2019) consisted of educating the public on issues related to the California Voting Rights Act (CVRA), as well as gathering input on potential remedies to respond to the CVRA requirements.
- Phase 2 (July 2019 – December 2019) consisted of community mapping exercises to develop options for district boundaries for Council consideration.
- Phase 3 (January 2020 – February 2020) consisted of voter education on Measure B through two educational mailers.

The process was overseen through a nine-member Citizens Advisory Committee (CAC), appointed by the City Council in February 2019. The purpose of the CAC was to provide feedback on the outreach strategies and serve as project ambassadors, informing the Sunnyvale community about the proposed changes. The CAC was made up of Sunnyvale community members who represent the demographic makeup of the city’s residents.

This robust community outreach process resulted in the Sunnyvale community voicing support for a ballot measure to vote on the switch to a district-based election system, with a district boundary map developed by Sunnyvale community members.

PROJECT GOALS

The desired outcomes for the Council election system redistricting public engagement process are twofold: First, to educate Sunnyvale residents about the City’s district election system and the redistricting process and second, to have robust and diverse community participation in the process for redrawing district maps for future Council elections. The Outreach Plan’s primary goals are:

- Educating City residents about redistricting requirements.
- Ensuring participation from a wide range of residents, reflecting community demographics, with special efforts to involve traditionally underrepresented and marginalized groups.

- Using a variety of tools and meeting formats to make it easy for the community to provide input.
- Seeking participation proactively to encourage broad community awareness and understanding.

Public input that the City hopes to receive during the project includes input regarding what communities of interest exist in the city, how to draw the district maps to maintain existing communities, along with any suggestions or preferences. The outreach tools identified in this Outreach Plan present a series of strategies to achieve these goals.

The outreach process will rely on multiple strategies for participation to allow as many members of the public as possible to learn about the district-based elections system and to participate in the redistricting process, regardless of their technological abilities or previous levels of civic engagement.

TARGET AUDIENCE

The target audience for the Outreach Plan includes Sunnyvale voters and potential voters, with a particular goal of engaging those in the broader community who might not otherwise participate in civic engagement processes. This Outreach Plan presents a variety of outreach and input strategies, with the understanding that multiple avenues for both outreach and input will provide greater exposure and participation.

According to the 2010 United States (US) Census, the population of Sunnyvale was 140,000 at that time. Recent estimates from the US Census Bureau's 2019 American Community Survey (ACS) suggest the population has grown to just about 153,000.¹ The two most populous demographic groups are Asian, about 47 percent, and Non-Hispanic White, about 40 percent. Hispanic/Latino, mixed race, Black, American Indian/Alaska Native, and Native Hawaiian/Other Pacific Islander represent the remainder of the population, at 17 percent, 5 percent, 2 percent, 0.5 percent, and 0.3 percent, respectively. The Asian population is predominantly made up of Indians and Chinese, with smaller percentages of Filipinos, Vietnamese, and Koreans.² Data from the California Department of Education for the 2017-18 school year indicates Spanish is the most common first language among English Language Learners at 17 percent. Chinese, Hindi, Telugu, and Hebrew are all between 1 and 2 percent for other monolingual students.³

Under the most recent estimates from the ACS, approximately 54 percent of eligible voters are Non-Hispanic White, 32 percent are Asian, 15 percent are Hispanic or Latino, 6 percent identify with more than one race, and 6 percent identified as "other."⁴ In the 2016 General Election, there were approximately 60,000 registered voters, with 83 percent casting a ballot. Participation from voters with an Asian surname was about 21 percent of voters, while 11 percent had a Spanish surname.⁵

¹ US Census Bureau. 2019 American Community Survey 5-Year Estimates.

² Zip Atlas. Sunnyvale, California Zipcode Map & Detailed Profile. Accessed on November 10, 2018. <http://zipatlas.com/us/ca/sunnyvale.htm>.

³ California Department of Education. District Summary Sunnyvale. Accessed on April 1, 2021. <http://www.ed-data.org/district/Santa-Clara/Sunnyvale>.

⁴ US Census Bureau. 2019: ACS 1-Year Estimates Subject Tables. Citizen, Voting-Age Population by Selected Characteristics, TableID S2901. Accessed on April 1, 2021. <https://data.census.gov/cedsci/table?q=citizen%20voting%20age&g=1600000US0677000&tid=ACST1Y2019.S2901&hidePreview=false>.

⁵ City of Sunnyvale. Summary of 2016 General Election.

To determine whether the outreach process is successfully reaching all parts of the Sunnyvale community, PlaceWorks will track the number of people that participate in the outreach process by collecting voluntary, self-reported demographic data, and will then compare this to Sunnyvale's overall demographics.

PUBLIC INPUT STRATEGIES

To reach the target audience, the outreach process will rely on a series of strategies that include both a variety of outreach channels as well as particular strategies to reach underserved communities.

OUTREACH CHANNELS

This section describes the channels of public input that will be implemented as part of the public engagement process. Providing different methods to provide input will give members of the public multiple opportunities to participate, thereby increasing the number of people involved in the process.

Due to the COVID-19 pandemic, some limitations may apply to hosting in-person, indoor outreach activities, so some events may be held virtually or outdoors. Decisions on COVID-19 precautions will be made while each specific event is being scheduled and planned.

The input strategies include:

- **Community Workshops.** Community workshops allow residents and other stakeholders to gather together and share input and ideas about a topic or issue. These face-to-face events provide an invaluable opportunity to find common ground when opinions differ and to find compromises that appeal to most community members. Community workshops will be held in different geographies of the city at familiar and easily accessible facilities to capture all demographics of the population. Community workshops may potentially be held virtually, as stated previously, if public health orders do not allow for in-person gatherings because of the COVID-19 pandemic. Decisions on holding either in-person or virtual community workshops will be made at the time that community workshops are being planned. All community workshops will be captured on video and a link to the video will be posted on the project website. In addition, simultaneous translation will be available in Spanish, Chinese, and Hindi, if requested 48 hours before the scheduled meeting. All meeting materials will be made available in English, Spanish, Chinese, and Hindi. To attract the most participants, workshops will be held in the evenings or on the weekends. City staff will provide food and beverages. The City and PlaceWorks will advertise this workshop using some combination of the outreach tools identified in this Outreach Plan.
- **Pop-Up Events.** Although most Sunnyvale residents might have thoughts about district-based Council elections, it is not always enticing enough to draw busy citizens to share their ideas at an evening or weekend workshop. While community workshops can be effective tools, it is important to go where people are rather than asking them to come to us. Engaging residents who are already attending another event, such as the weekly Farmers' Market or church services, with activities, such as quick, on-the-spot surveys are other venues to hear residents' input and market larger community-wide outreach events. Each interaction also provides an opportunity for the participant to learn more and sign up for the project mailing list. Pop-up events will be held in person if possible.
- **Online Engagement.** Providing the option of online engagement can capture input that might otherwise be unvoiced. Further, due to State Shelter-in-Place orders, most community engagement has had to occur online. Online engagement tools will connect residents with information, decision-makers, and other residents in a professionally facilitated community discussion that builds public awareness of and trust in

the project process, without constraints on the time, place, or method of public input. Online engagement will include the release of an Open City Hall survey to seek community feedback on the draft maps.

ENGAGING UNDERSERVED COMMUNITIES

A major goal of this Outreach Plan is to ensure that all segments of the community have the opportunity to participate in the outreach process. It will be important to target outreach opportunities at traditionally underrepresented groups, including disadvantaged/low-income communities for whom language and cultural differences may preclude or discourage involvement.

To engage underserved communities, the City and PlaceWorks will implement a variety of strategies that can be applied to all forms of both “getting the word out” and “public input strategies,” including the following:

- **Special Outreach.** It will be important to perform in-person outreach at local venues where underserved communities congregate, including churches, ethnic markets, and other community gathering places. Specifically, City staff will post flyers and PlaceWorks will solicit opinions before or after faith-based services and other community gathering spaces at locations such as:
 - Spanish-language Sunday mass at St. Cyprian’s Catholic Church
 - Shiv Durga Hindu Temple
 - Chung Tai Zen Center of Sunnyvale
 - Sunnyvale Community Center/Senior Center
 - Mobile home parks
 - Library
 - Farmers’ Market

In addition, City staff will post flyers at markets in Sunnyvale that provide service to ethnic minorities, such as Madras Groceries, Felipe’s Market, Grocery Outlet, Taj Mahal Fresh Market, Western Pacific Filipino Grocery, Chavez Supermarket, and Mi Ranchito Produce.

- **Ethnic Media.** The City may place ads and news articles about the project in ethnic newspapers, such as *El Observador*, a bilingual weekly newspaper that serves the nine Bay Area counties; *Calitoday*, a Vietnamese-language newspaper based in San Jose; *World Journal*, a global Chinese newspaper; and/or *India West*, a popular weekly newspaper catering to Indians in the US. The ads and news articles will alert readers about the project and direct them to the project website for more information.
- **Translation and Interpretation.** All meeting materials will be translated into Spanish, Chinese, and Hindi. Meeting materials include workshop and CAC presentations, workshop and CAC handouts, meeting agendas, posters and flyers, and the citywide newsletter. The City will arrange for interpretation services at all public workshops and hearings, if requested 48 hours in advance of the meeting.
- **Childcare.** Members of underserved communities often have young children and lack resources to find care for these children if they want to engage in a civic process. Therefore, events that are able to be held in person will include fun side activities that kids can participate in so parents can give feedback without distraction. PlaceWorks assumes the City will be responsible for coordinating and providing childcare at the community workshops.

- **Food.** Offering substantial food can be a draw to bring people to a meeting or event, particularly if they are coming straight from work or just need an impetus to attend. Some of the most successful meetings involving underserved communities began with serving light snacks. Therefore, the City will provide refreshments at all public workshops that are held in person.

REDISTRICTING PROCESS COMPONENTS

State law requires jurisdictions with district-based election systems to redraw their district boundaries after each Census. This ensures that population counts within each district remain relatively equal as populations change over time. While Sunnyvale drew district boundaries in 2019, the boundaries of the districts approved under Measure B were drawn based on 2010 Census population counts. Therefore, the district boundaries must be reevaluated using new data from the 2020 Census.

The City Council believes that all segment of Sunnyvale’s residents must be able to play a role in deciding how they are represented, which includes giving meaningful input on the redistricting process. Therefore, the City has contracted with PlaceWorks to conduct a community outreach process regarding redistricting.

The process includes three main phases:

- Phase 1 (January 2021 to April 2021): Education and input on the redistricting process (largely completed at the time of preparation of this Outreach Plan).
- Phase 2 (April 2021 to July 2021): Redistricting Commission selection and onboarding.
- Phase 3 (August 2021 to December 2021): Community Map Drawing and Recommendation.

REDISTRICTING COMMISSION

As noted previously, the process will be overseen by a Redistricting Commission, which will be created during Phase 2 of the process. This section provides background information about the Commission. Additional information may be found in Ordinance No. 3174-21, adopted by the Sunnyvale City Council on April 6, 2021, which is the source of much of the information below.

PURPOSE OF THE REDISTRICTING COMMISSION

The Redistricting Commission will oversee the process of redrawing the district boundaries. It will hold public hearings to gather input and will review preliminary map options. Based on community input, the Commission will ultimately narrow down the map options to between three and five draft map recommendations, which will be forwarded to the City Council for consideration.

According to Ordinance No. 3174-21, Commissioners should be open-minded, impartial, and community-minded. The City Council will seek to ensure that the Redistricting Commission members represent the geographic, ethnic, and social diversity of the City of Sunnyvale.

REDISTRICTING COMMISSION APPOINTEE REQUIREMENTS

The Commission will be composed of seven members and three to six alternates, all appointed by the City Council. Commissioners are not required to be registered voters. The term of the Commissioners begins at the

time of appointment by the Council and ends when a new final district map is adopted. To be eligible for appointment to the redistricting commission, a person must, at the time of their appointment:

- Be a resident of the City of Sunnyvale;
- Have resided in the City of Sunnyvale for a minimum of one year; and
- Be at least 18 years of age by the date of the City Council election for which the redistricting will be effective (November 8, 2022).

A person is not eligible for appointment to the Redistricting Commission if:

- The person or their spouse, in the four years preceding the person's application, served as an officer of, employee of, or paid consultant to, a campaign committee or a candidate's campaign for elective office of the local jurisdiction; and
- The person or their spouse has, in the four years preceding the person's application, contributed \$1,500 or more in a year to any single candidate other than themselves, for an elective office of the local jurisdiction.

Additional restrictions are in place during and after service as a Redistricting Commissioner, including:

- During: Unable to endorse, work for, volunteer for, or make a campaign contribution to, a candidate for an elective office of the city.
- During: Be a candidate for an elective office of the City if less than four years has elapsed since the date of the commissioner's appointment to the commission.
- For four years proceeding: Unable to receive a noncompetitively bid contract with the City.
- For four years proceeding: Accept an appointment to the office of the City Manager, City Attorney, or department head.

COMMISSION RECRUITMENT AND APPOINTMENT

Applicants for the Redistricting Commission will be recruited through several different channels. Marketing for the positions will occur through several tactics, including a Horizon article, a utility bill insert, and through an online campaign including the City's social media accounts, website, *Update Sunnyvale* e-newsletter, via email list-serves, and through targeted outreach to individuals. Presentations will be conducted with various community groups, including neighborhood associations, the Sunnyvale Rotary Club, League of Women Voters, various parent groups, the Mobile Home Alliance, and with Sunnyvale leadership groups.

The Redistricting Commission application was released on April 12, 2021, with an application close date of June 1, 2021. The City Council will review applications in early June, conduct interviews in mid-June, and make final appointments to the Commission in late June.

DETAILED SCOPE FOR THE OUTREACH PROCESS

This section describes the detailed scope of the outreach process to be completed for each of the three phases of the redistricting effort. More detail on specific components and the schedule is provided in Table 1 at the end of this document.

PHASE 1: EDUCATION AND INPUT ON REDISTRICTING PROCESS

In this phase, City staff have been conducting outreach to educate the community on redistricting requirements under federal and state election law and have engaged with the Sunnyvale City Council to approve an amendment to the Sunnyvale Municipal Code to establish a public process for redistricting.

COMMUNITY EDUCATION

City staff has established outreach tactics to ensure the Sunnyvale community is aware of the project and understands the federal and state election law requirements to redraw council districts. City staff has promoted the project through the following channels:

- Project website
- Utility bill inserts
- Dedicated project list-serve

CITY COUNCIL HEARINGS

City staff met with the Sunnyvale City Council approximately seven times between January and April 2021. During these meetings, the Council has provided direction on the process of redistricting, including outlining the role and responsibilities of the Redistricting Commission, Redistricting Commission applicant requirements and selection process, and a draft Redistricting Ordinance.

COMMUNITY OUTREACH PLAN

While City staff conducted Phase 1, PlaceWorks prepared this Community Outreach Plan, which has been reviewed by staff and will be presented to City Council in May 2021, prior to the next phase.

PHASE 2: COMMISSION SELECTION AND ONBOARDING

In this phase of the process, City staff, with assistance from PlaceWorks, will conduct outreach to advertise, recruit, and conduct the selection and onboarding for the Council-appointed Redistricting Commission.

REDISTRICTING COMMISSION

Application

City staff launched the Council-approved Redistricting Commission application on April 12, 2021. The application will remain open through June 1, 2021. The application provides background on the project, discusses the role of the Redistricting Commission, and seeks detailed applicant information.

Applicant Recruitment Campaign

City staff began advertising for open positions on the Redistricting Commission at the time the application opened. Advertisements have been made through a *Horizon* article, a utility bill insert, on the City's social media, on the project website, via *Update Sunnyvale*, through the project list-serve, and through individual outreach. City staff is conducting meeting presentations with community groups, including various neighborhood associations, the Sunnyvale Rotary Club, the League of Women Voters, various parent groups, the Mobile Home Alliance, and with Sunnyvale leadership groups.

Applicant Selection

After the close of the application period, the City Clerk will verify the qualifications of the applicants. Qualified applications will be sent to the City Council for review. The City Council's selection process will be designed to ensure that the Redistricting Commission members represent the geographic, ethnic, and social diversity of Sunnyvale. The Council will conduct interviews on June 17, 2021 and appoint members of the Redistricting Commission on June 29, 2021.

Commission Kick-off Meeting

PlaceWorks will attend the kickoff meeting of the Redistricting Commission to help orient the Commission. Part of this meeting will provide an overview of this Community Outreach Plan.

PHASE 3: COMMUNITY MAP DRAWING AND RECOMMENDATION

In this phase of the scope, City staff, PlaceWorks, and National Demographics Corporation (NDC), will conduct outreach to solicit input from Sunnyvale residents on communities of interest and potential boundaries of the updated districts. This phase will include several meetings with the Redistricting Commission and the City Council, with ultimate adoption of a final district boundary map. NDC will provide points of opportunity for the community to receive technical support for mapmaking.

As noted previously, the activities described in this section may be conducted in person or virtually, depending on the state of the COVID-19 pandemic when each event takes place.

DISTRICTING AND REDISTRICTING OVERVIEW (HEARING 1)

On July 22, 2021, City staff will engage with the Redistricting Commission and with the community to provide background information on the original 2019 districting project, the 2020 ballot measure, and the requirements for redistricting. The Redistricting Commission and community will gain an understanding of their role in the redistricting process and the various meeting points and deadlines throughout the process.

COMMUNITIES OF INTEREST IDENTIFICATION WORKSHOP

On August 5, 2021, PlaceWorks will prepare for and facilitate a community workshop to get feedback on the criteria and standards important to the community for establishing district boundaries, which may include exercises involving coloring on digital maps the areas that define their community. Community members will leave the workshop with an understanding of how their input will be used by the Council and Redistricting Commission in determining the final district map development.

COMMUNITIES OF INTEREST REDISTRICTING COMMISSION MEETING (HEARING 2)

PlaceWorks and NDC will provide an overview of the communities of interest at a meeting of the Redistricting Commission (Hearing 2). NDC will be responsible for preparing maps of the potential communities of interest and PlaceWorks will present an overview of the public input.

COMMUNITY MAP DRAWING WORKSHOP

On September 30, 2021, the City and NDC will conduct a map drawing workshop with the community to ensure questions and concerns can be addressed as the community works to draw potential district boundaries. The

workshop will include a training for the community on the map drawing tools, accompanied by the release of a virtual training video for those unable to attend the workshop.

REDISTRICTING COMMISSION CENSUS DATA REVIEW (HEARING 3)

Prior to the close of the first round of draft map submittals, the Redistricting Commission will receive a presentation from NDC with a review of the 2020 Census demographic data on November 11, 2021. The Redistricting Commission will provide feedback on considerations that the community should take while drawing district maps, based on the information released as part of the 2020 Census.

FEEDBACK ON DRAFT MAPS JOINT CITY COUNCIL REDISTRICTING COMMISSION MEETING (HEARING 4)

After the first map submission deadline of January 3, 2022, City staff and NDC will provide an overview of the initial draft maps to the City Council on January 13, 2022. Immediately following the joint meeting, the Redistricting Commission will convene to narrow the draft maps to three to five maps to focus future community input.

COMMUNITY MAP FEEDBACK/PREFERENCES WORKSHOP

On January 20, 2022, City staff, PlaceWorks, and NDC will facilitate a public workshop to present and collect feedback on the three to five focus maps selected by the Redistricting Commission. The workshop will also gather input from the community on their thoughts on their preferred maps, along with technical assistance in map drawing. The second map submission deadline will be January 31, 2022.

OPEN TOWN HALL SURVEY #1

City staff will release an Open Town Hall Survey that will be available from February 3 through February 8, 2022. The purpose of the survey will be to seek community feedback on the draft maps and determine any community preferences and the reason behind such preferences. PlaceWorks will review the administrative draft Open Town Hall Survey and provide feedback on the survey approach and wording.

REDISTRICTING COMMISSION MAP RECOMMENDATION (HEARING 5)

Following the January 31, 2022, second map submission deadline, the City and NDC will verify and graphically display the draft maps. PlaceWorks and NDC will then facilitate a meeting with the Redistricting Commission to review the draft maps on February 10, 2022. The Redistricting Commission will select between three and five maps and make a formal recommendation to the City Council on the preferred map.

POP-UPS

PlaceWorks will conduct a total of five “pop-up” events at various community activities to learn about the five to seven draft district maps and ask participants to identify their top map through dot voting. Pop-ups will occur at larger organized events, such as faith-based events or the Sunnyvale Farmers’ Market. Pop-ups will occur between February 12 and February 20, 2022.

Pop-up events may occur at the following locations:

- Farmers’ Market
- Library
- Sunnyvale Community Center/Senior Center

- Mobile Home Parks
- Sunnyvale Community Services
- St Cyprian Parish
- Shiv Durga Hindu Temple
- Chung Tai Zen Center

In the event the COVID-19 pandemic does not allow for in-person pop-ups, PlaceWorks will host meetings with targeted community groups to seek input and undertake a dot prioritization exercise. Potential groups could include:

- Mobile Home Park Alliance
- Neighborhood Associations
- Parent groups (PIQE, Fremont HS Los Padres, Black others)
- Sunnyvale Rotary Club
- SIREN
- Asian Law Alliance
- YWCA/SCS promotoras
- League of Women Voters
- Leadership Sunnyvale

OPEN TOWN HALL SURVEY #2

City staff will release a second Open Town Hall Survey to ask the community to select a preferred map from the three to five maps chosen by the Redistricting Commission. The survey will be available from February 12, 2022, to February 20, 2022.

PUBLIC INPUT SYNTHESIS REPORT

PlaceWorks will prepare a report that summarizes all input received during the pop-up events, the Open Town Hall surveys, and the workshops. The report will include a brief background of the project, outreach goals, outreach results and comments, and maps and graphics to illustrate participation rates and responses across the city.

MAP ADOPTION OR COMMENTS BACK TO REDISTRICTING COMMISSION (HEARING 6)

Once PlaceWorks' report is complete and NDC has made any final needed changes to the draft maps, NDC will provide an overview of the three to five recommended maps, and the one preferred map, to the City Council on February 22, 2022. The Council will also receive a summary of the feedback received from the community.

The City Council will decide to either adopt one final district map or send comments back to the Redistricting Commission. If the Council decides to send comments back to the Redistricting Commission, the Commission will consider Council comments and resubmit maps, as applicable. The Council will then adopt the final map in a second Hearing.

OUTREACH TASKS AND SCHEDULE

Table 1 shows each outreach task, the general timeline for task completion, and the party responsible for the task.

TABLE 1 REDISTRICTING OUTREACH PLAN TASK LIST, TIMELINE, AND RESPONSIBILITIES

Task	Timeline	Responsible Party
Phase 1: Education and Input on the Redistricting Process		
Create and maintain project webpage	Continuous	City of Sunnyvale
Utility bill advertisements	January 2021	City of Sunnyvale
Email project list-serve	January 2021	City of Sunnyvale
Council study session for Redistricting Commission	January 12, 2021	City of Sunnyvale
Council Hearing Draft ordinance	January 28, 2021	City of Sunnyvale
Council Hearing Draft ordinance	February 2, 2021	City of Sunnyvale
Council Hearing Draft ordinance	February 23, 2021	City of Sunnyvale
Council Hearing Draft ordinance	March 16, 2021	City of Sunnyvale
Council Hearing Draft ordinance and selection criteria/process for Redistricting Commission	March 30, 2021	City of Sunnyvale
Council Hearing - Adoption of ordinance	April 6, 2021	City of Sunnyvale
Council Hearing - Outreach Plan presentation	May 4, 2021	City of Sunnyvale/PlaceWorks
Phase 2: Redistricting Commission Selection and Onboarding		
Publish Horizon article - Introduce redistricting process and community mapping	March 2021	City of Sunnyvale
Utility bill advertisements	March 2021	City of Sunnyvale
Online educational video	March 2021	City of Sunnyvale
Redistricting Commission application release	April 12, 2021	City of Sunnyvale
Applicant recruitment campaign	April 12 to June 1, 2021	City of Sunnyvale
Meeting presentations with community groups	April and May 2021	City of Sunnyvale
Redistricting Commission application deadline	June 1, 2021	City of Sunnyvale
Verification of applicant qualifications	June 1 to 11, 2021	City of Sunnyvale
Application review and interviews	June 17, 2021	City of Sunnyvale

TABLE 1 REDISTRICTING OUTREACH PLAN TASK LIST, TIMELINE, AND RESPONSIBILITIES

Task	Timeline	Responsible Party
Council appointment of Redistricting Commission members	June 29, 2021	City of Sunnyvale
Publish Horizon article - Redistricting progress	July 2021	City of Sunnyvale
Redistricting Commission onboarding	July 8, 2021	City of Sunnyvale/PlaceWorks
Meeting presentations with community groups	July 2021	City of Sunnyvale
Phase 3: Community Map Drawing and Recommendation		
General outreach campaign	August to December 2021	City of Sunnyvale
Redistricting Commission - Overview and redistricting 101 (Hearing 1)	July 22, 2021	City of Sunnyvale
Workshop 1 - Communities of interest	August 5, 2021	PlaceWorks
Redistricting Commission - Communities of interest review and public input (Hearing 2)	September 9, 2021	PlaceWorks/NDC
Workshop 2 -Map training and map making	September 30, 2021	NDC
Online map-making training video	September 2021	NDC
Redistricting Commission - Census data overview, initial feedback for map makers (Hearing 3)	November 11, 2021	NDC
Technical support for map making by appointment	November 11, 2021 to January 5, 2022	NDC
Map submission deadline	January 3, 2022	City of Sunnyvale/NDC
Joint City Council and Redistricting Commission - Review maps then Redistricting Commission narrows to 3 to 5 maps (Hearing 4)	January 13, 2022	NDC
Workshop 3 - Map feedback and preferences	January 20, 2022	NDC/PlaceWorks
Technical support for map making by appointment	January 14 to 30, 2022	NDC
Second map submission deadline	January 31, 2022	City of Sunnyvale/NDC
Open Town Hall Survey #1 - Map feedback and preferences	February 3 to 8, 2022	City of Sunnyvale/PlaceWorks
Redistricting Commission - Selection of 3 to 5 maps and formal recommendation to Council with one preferred map (Hearing 5)	February 10, 2022	NDC/PlaceWorks
Pop-ups on preferred maps (5 to 10)	February 12 to 20, 2022	PlaceWorks
Open Town Hall Survey #2 - Preferred map	February 12 to 20, 2022	City of Sunnyvale

TABLE 1 REDISTRICTING OUTREACH PLAN TASK LIST, TIMELINE, AND RESPONSIBILITIES

Task	Timeline	Responsible Party
Public Input Synthesis Report	February 2022	PlaceWorks
City Council - Map adoption or comments back to Redistricting Commission (Hearing 6)	February 22, 2022	NDC
Redistricting Commission Hearing- consider Council comments and resubmit map(s) if applicable (Hearing 7)	March 3, 2022	NDC
City Council Hearing - Adoption of final map, if applicable (Hearing 8)	March 15, 2022	NDC
Send to Registrar of Voters	March 31, 2022	City of Sunnyvale
Horizon Article - New district map for 2022	Summer 2022	City of Sunnyvale
Utility bill inserts - New district map for 2022	Summer 2022	City of Sunnyvale