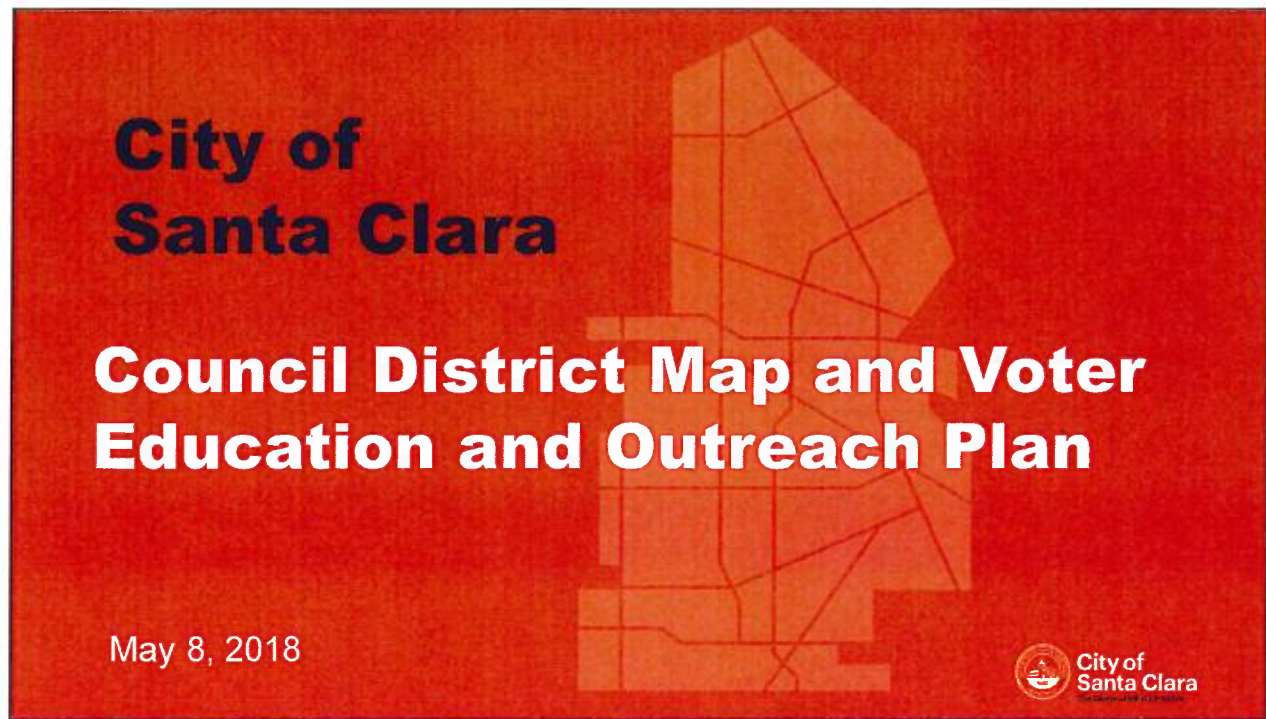


5/8/18

item 8



Agenda

- 1.** Ordinance Adopting Map defining the two Council Districts
- 2.** Voter Education and Outreach Plan for the June 5, 2018 Special Election
- 3.** Consideration of Resolution for the Council to Endorse Measure A

Background

- **Community Driven Initiative & Solution:** for many years, local residents have discussed moving to electing City Council members by District
- On April 11, 2017, the Council appointed a **13-Member Charter Review Committee** to evaluate the City's at-large by-seat election method of Council Members
- On December 5 , 2017, the Council approved the various Charter Review Committee recommendations on the proposed ballot

3



Background

- On January 30, 2018, the Council:
 - Adopted Resolutions to call a Special Election, placing a measure on the June 5, 2018 Special Election ballot to amend the Charter
 - Approved appointment of Ad Hoc Advisory Districting Committee ("Districting Committee")
- On March 6, the Council:
 - Approved the Measure A Ballot Language

4



City Ordinance: Districting Committee Recommendations

**Chair Yuki Ikezi
Committee Member Stephen Ricossa
Committee Member Barbara Estrada**

5



Role of Committee

- Hold the public hearings;
- Consider all the input received;
- Review the recommendations from the demographer; and, based on public input and the recommendations,
- Provide a recommendation to City Council on a draft map providing for two districts (Ordinance)
- Provide a recommendation on election sequencing

6



Districting: Statutory Criteria

- Districts shall contain a nearly equal population;
- Complies with the Federal Voting Rights Act and the Equal Protection Clause of the U.S. Constitution; and
- Factors that may be considered include: (1) topography, (2) geography, (3) cohesiveness, contiguity, integrity, and compactness of territory, and (4) community of interest of the districts.

7



Districting: Statutory Criteria

- 4 public hearings (Election Code Section 10010):
 - 2 prior to map boundary being drawn (within 30 days)
 - 2 after the map boundary is drawn (within 45 days)
- Boundary changes must occur no less than 125 days before an election for the boundary changes to be effective (Election Code Section 12262)

8



Public Input

- Approximately 50 different people attended the four public hearings (Districting Committee meetings).
- More than 30 people attended the final hearing
- Three Open City Hall surveys completed for a total of 6.5 hours of public comment

9



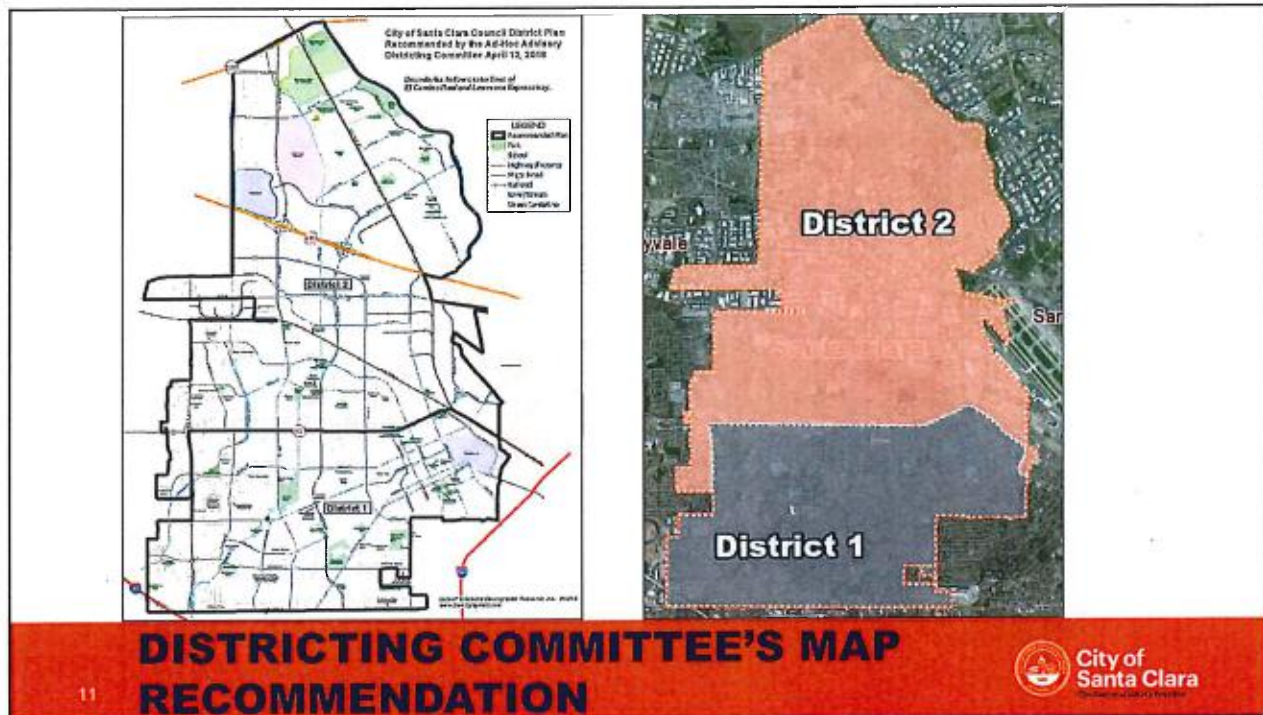
Districting Committee's Map Recommendations

- Has a Northern and a Southern Council District
- Keeps the City's northern section intact – public input and Districting Committee noted impact of Levi Stadium, Great America & other large projects and has different needs than the southern Council District
- Northern district has a high Asian Citizen Voting Age (CVAP).
 - A protected class that has 25% or more of the total CVAP in a district would have the opportunity to elect a member of their choosing. *
 - Northern district's Asian CVAP is 37% of total CVAP

*Using the single transferable vote form of ranked choice voting with three candidates

10





Map Attributes

- The Recommended plan follows legal districting criteria
- Population is balanced using both 2010 Census counts and estimates of post-2010 housing growth.
- Map does not divide areas with Asian, Hispanic, and Filipino population concentrations.
- Asians in District 2 (the north) have an estimated 37% of those eligible to vote (Citizen Voting Age Population).



Map Attributes (continued)



- Map has a very simple boundary: it follows the centerline of El Camino Real from the eastern city limit to Lawrence Expressway, then runs approximately .28 miles south along the Lawrence Expressway centerline.
- In the 2016 Presidential election, an estimated 25% of those who voted in the proposed northern district had Asian surnames.
- Map does not split election precincts.

13



Election Sequencing

- The Committee unanimously recommended that the Southern District should be District 1
 - Vote for City Council members in the 2018 election (a gubernatorial election)
 - Northern district should be District 2 and vote for City Council members in the 2020 election (a presidential election)
- Special consideration given to the purposes of the California Voting Rights Act and preferences expressed by members of the districts
 - Purpose of CVRA: remove impediments to the ability of minority voters to influence elections (e.g., elect candidates of choice)

14



Recommendation

- Approve ordinance:
 - Adopting the Council District Map defining District 1 and District 2
 - Designating the southern District as District 1 which will vote in 2018 and the Northern District as District 2, which will vote in 2020

Ballot Measure: Education and Outreach Plan

Ballot Question

- Shall the City Charter be amended to:
 - Establish two districts starting in 2018 to be represented by three council members each; and
 - When available, use ranked choice voting to allow voters to select candidates in order of choice to determine the winners of elections of all city elected officers?

17



Proposed Charter Election Provisions

- *Two* Council Districts
- Each district shall be represented by 3 Council Members
- In 2018, elect two members to four-year terms in District 1
- In 2020, elect one member to a two-year term in District 1 and three members to four-year terms in District 2
- In 2022, elect 3 Council Members to District 1
- In 2024, elect 3 Council Members to District 2

18



Proposed Section 700.2 Method of Elections.

- (a) In the general municipal election in November 2018 Members of the City Council shall be elected by the method of election set forth in Elections Code Section 15450.
- (b) The single transferable vote form of ranked choice voting shall be used for electing.... in the general municipal election in November 2020 and all subsequent elections. If the Registrar of Voters will not be ready to implement ranked-choice balloting in November 2020, then the City shall use the method of election provided for in Elections Code Section 15450 until the Registrar of Voters is able to implement ranked-choice voting.
- (c) The City Council shall, by ordinance, establish the ballot format and the rules for casting and counting the vote.

Ranked Choice Voting

- Will be Implemented by Ordinance when the Registrar of Voters makes it available (will not occur in 2018).
- With the single transferable vote form of ranked choice voting, voters can rank candidates in order of preference.
- Voters can rank as many or as few voters as they want to. The votes are counted to ensure that as many voters as possible help to elect a candidate they support.

Ranked Choice Voting Threshold

- In 2018, 2 Council Member seats on the ballot in District 1, no change to voting method – majority vote
- Ranked Choice Voting dependent on Registrar of Voters Implementation
 - In 2020 (Presidential Election) , 4 Council Member seats on the ballot:
 - District 1: 50%+1 for one seat
 - District 2: 25%+1 for three seats
 - In 2022 (Gubernatorial Election) , 3 Council Member seats on the ballot for District 1:
 - District 1: 25%+1 for three seats
 - In 2024(Presidential Election), 3 Council Member seats on the Ballot for District 2:
 - District 2:25% +1 for three seats
- Mayor, Chief of Police and City Clerk : 50% + 1

21



Measure A Information

- A separate webpage on the City's website for Measure A was established at www.santaclaraca.gov/measurea.
- The Recommended map has been posted in the following City facilities: City Hall, Central Library, Northside Branch Library, Community Recreation Center and the Senior Center, along with a flyer on how to get more information.^{DS4}
- Interactive map - provides residents the opportunity to enter their addresses to see in which Council District they reside.

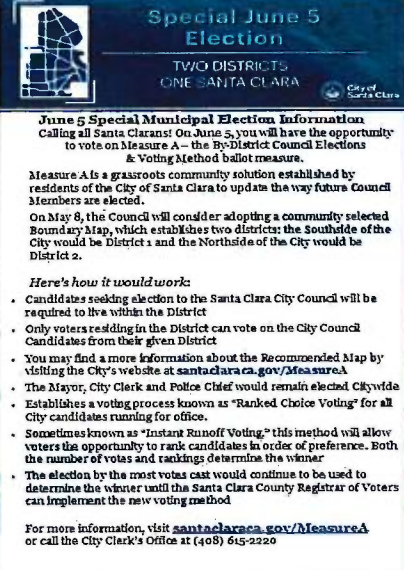
22



Slide 22

DS4 can we get a visual of the map in the library, etc? flyer
Deanna Santana, 5/5/2018

Posted Map and Flyer



Special June 5 Election
TWO DISTRICTS
ONE SANTA CLARA

June 5 Special Municipal Election Information
Calling all Santa Clarans! On June 5, you will have the opportunity to vote on Measure A – the By-District Council Elections & Voting Method ballot measure.


Measure A is a grassroots community solution established by residents of the City of Santa Clara to update the way future Council Members are elected.

On May 8, the Council will consider adopting a community selected Boundary Map, which establishes two districts: the Southside of the City would be District 1 and the Northside of the City would be District 2.

Here's how it would work:

- Candidates seeking election to the Santa Clara City Council will be required to live within the District
- Only voters residing in the District can vote on the City Council Candidates from their given District
- You may find a more information about the Recommended Map by visiting the City's website at santacleara.ca.gov/MeasureA
- The Mayor, City Clerk and Police Chief would remain elected Citywide
- Establishes a voting process known as "Ranked Choice Voting" for all City candidates running for office.
- Sometimes known as "Instant Runoff Voting" this method will allow voters the opportunity to rank candidates in order of preference. Both the number of votes and rankings determine the winner
- The election by the most votes cast would continue to be used to determine the winner until the Santa Clara County Registrar of Voters can implement the new voting method

For more information, visit santacleara.ca.gov/MeasureA or call the City Clerk's Office at (408) 615-2220



City of Santa Clara Council District Plan
Recommended by the Ad-Hoc Advisory
Districting Committee April 12, 2018

Boundaries follow continuation of
El Camino Real and Lawrence Expressway

LEGEND

- Recommended Plan
- Park
- School
- Highway/Freeway
- Major Road
- Expressway
- Interchange
- Street Centerline

23


Measure A Information Plan

- Educational direct mail pieces were developed
- Utility bill inserts, which provided information about all the public meeting/hearings, the district election's website and encouraged residents to register to vote before the June election.
- Information was also posted to the City's social media channels and on the City's government access channel.

24

Educational Mailer

City of Santa Clara
Information on June 5
Special Municipal Election



Community Update
Election information is being provided as a public service to the City of Santa Clara. Information is provided for residents to prepare to vote.

June 5 Special Municipal Election Information
Please Participate! Here's How:

When is the Election?
The City of Santa Clara will hold its June 5, 2018, Special Municipal Election on Tuesday, June 5, 2018. The last day to register to vote is May 21, 2018. The last day to request a ballot is May 21, 2018. The last day to request a ballot is May 21, 2018. The last day to request a ballot is May 21, 2018.

How Can I Register to Vote?
If you are not registered to vote and you wish to do so, you must register **BEFORE** May 21, 2018. You can find registration forms at Santa Clara City Hall or register to vote online by visiting www.santacleara.gov/register.

How Can I Vote Early?
Starting May 21, all registered Santa Clara voters may vote early by visiting the City Clerk's Office, located at 1000 E. Santa Clara Street, Suite 100, Santa Clara, CA 95050, from 9:00 a.m. to 5:00 p.m. on weekdays.

What About Voting By Mail?
All unexpired ballots must be postmarked on or before Election Day, June 5, and be received by the City Clerk's Office by 5:00 p.m. on June 5, 2018. To request a ballot, visit www.santacleara.gov/ballot.

How Can I Find My Precinct?
You may find your precinct by visiting the Santa Clara Registrar of Voters website at www.santacleara.gov/register.

Measure A Information:

MEASURE A BALLOT QUESTION

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>

What is Measure A?
Measure A is the ballot measure asking for a proposed charter amendment that upholds the way Santa Clara local officials would be elected.


How was Measure A developed?
Measure A was developed after more than a year of discussions and community engagement. It was developed by the Santa Clara City Council and the City of Santa Clara.

What does Measure A do?
If approved, Measure A would update the way Santa Clara voters elect local officials. It would change the way Santa Clara voters elect local officials from the current system to a new system.

How does Measure A affect voting for Mayor, Police Chief and City Clerk?
The Mayor, Chief of Police, and City Clerk will continue to be elected in large, but would also be elected using ranked choice voting.

INFORMATION ON
June 5, 2018
SPECIAL MUNICIPAL ELECTION

Download www.santacleara.gov/election for more information on the June 5 election, including the City of Santa Clara's Measure A and regional candidates and issues.



Download and visit www.santacleara.gov/MeasureA for more information on the City of Santa Clara June 5 Special Election.

Council Position on Measure A

Options:

1. Take No Action
2. Endorse Measure A -- Draft Resolution attached in the event Council would like to endorse Measure A

Next Steps

- May 22, 2018 - Second reading and adoption of Ordinance
- June 5, 2018 – Special Election: The provisions of the ordinance shall be effective only if Measure A passes
- July 5, 2018 - The Registrar's Office completes the final canvass for the June 5 Election
- July 5, 2018 - last day to submit the adopted map to the County Registrar of Voters so that Council District 1 may vote in the November 2018 election

27

