

**From:** [Deanna Santana](#)  
**To:** [Patricia Mahan](#); [Lynn Garcia](#); [Jennifer Yamaguma](#); [Nora Pimentel](#)  
**Subject:** RE: FYI re November 2018 Election: Information and Education Efforts  
**Date:** Tuesday, September 4, 2018 10:57:21 AM  
**Attachments:** [image001.png](#)

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Hi Patty,

I am copying Jennifer and Nora (Asst. City Clerk) on this email to handle to process for adding an item. They can handle your request to add an item.

Deanna

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**From:** Patricia Mahan  
**Sent:** Tuesday, September 4, 2018 10:43 AM  
**To:** Deanna Santana; Lynn Garcia  
**Subject:** Re: FYI re November 2018 Election: Information and Education Efforts

In response to the numerous inquiries I have received about a candidates forum, I would like to have this item placed on our next council meeting agenda, to be considered as an action item. The proposed action would be to have a candidates forum for all Santa Clara candidates and ballot measures in the upcoming election. Please let me know what is needed to have this item put on the agenda for our upcoming meeting on September 11.

Thanks,  
Patty Mahan

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On Fri, Aug 31, 2018 at 3:21 PM -0700, "Deanna Santana" <[DSantana@SantaClaraCA.gov](mailto:DSantana@SantaClaraCA.gov)> wrote:

Hi Patty,

I talked with Brian and, as expected, we will check with the LOWV again when we get closer to the election. I can confirm that Jennifer has reach out to them already to get started, but she has not heard back from them. When she does, she will send an email to the full Council.

Deanna J. Santana  
Please excuse typos and brevity  
Sent from my iPhone

On Aug 31, 2018, at 12:20 PM, Patricia Mahan <[PMahan@SantaClaraCA.gov](mailto:PMahan@SantaClaraCA.gov)> wrote:

I just read the clerks memo about a candidates forum after receiving several emails, texts, and calls about it. It seems the answer is really still no, there is not going to be a forum. The League of Women Voters could sponsor one, but has not yet contacted the city. In every past election, the city has richer out to the neutral organizer, be it the

League or Santa Clara University. Will you please tell me how I, or someone, can reach out to start arranging a candidates forum? It is extremely important to have such a forum and to have it televised. For many voters, it is the one, unbiased source of information that they rely on in making a decision. Please call me to discuss. 408-410-1420  
Patty

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On Fri, Aug 31, 2018 at 8:38 AM -0700, "Deanna Santana"  
<[DSantana@SantaClaraCA.gov](mailto:DSantana@SantaClaraCA.gov)> wrote:

Good Morning,

In addition to the recent information that I have sent regarding the upcoming election, I also would like to provide a brief update on our workplan for the education and information campaign. Below is information on each by category:

1. **6-District Map and Vote:** Staff is beginning to disseminate information on the new voting system via:
  - a. City's website:  
<http://santaclaraca.gov/government/departments/city-clerk-auditor/election-information>
  - b. Social media outlets
  - c. Posting of the new Council District Map in City Hall, Libraries, Community Centers
  - d. Q & A in our Inside Santa Clara for the upcoming issue (Council now has a copy via email)
  - e. Developed a 1-page info sheet that will be incorporated into the Santa Clara County Voter Guide
  - f. Information will be included in mailers
  - g. Response to resident questions and, as needed, converting them into Q&A memos from the City Clerk and posting them to the website and social media (Council has now received one example of this effort)
2. **Measure M: Cannabis Tax:** As with previous measures, the City will disseminate information:
  - a. City's website:  
<http://santaclaraca.gov/government/departments/city-clerk-auditor/election-information>
  - b. Social media outlets

- c. Flyers
- d. Mailers
- e. We may do more based on our assessment over the next weeks

3. **Measure N Council District Advisory Vote:**

- a. City's website:  
<http://santaclaraca.gov/government/departments/city-clerk-auditor/election-information>
- b. Social media outlets
- c. Flyers
- d. Mailers
- e. Q&A to assist in clarifying the reasoning behind this Advisory vote being placed on the November Ballot. The Q&A will include what the advisory vote is, why it is on the ballot and also if passed, what next steps would be implemented in terms of a charter amendment measure and a public process for soliciting input on districts.
- f. The Q&A in Santa Clara Inside provides comment on this ballot initiative (a copy already sent to the City Council).

In addition, there will be a total of 4 mailers during the mid-September – October timeframe that will include information on all of the above election measures and new voting method. If it is determined that more is needed, given the potential for voter confusion with the recent change to Council Districts, we will certainly do more information and education activities. I will continue to keep the City Council updated on these efforts.

**DEANNA J. SANTANA** | City Manager  
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