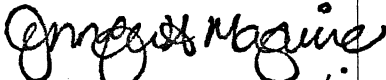


CITY COUNCIL ACTION REQUEST

Department(s): City Manager's Office of Administration, Policy, and Intergovernmental Affairs	CEQA: Not a Project, File No. PP17-003, Agreements/Contracts resulting in no physical changes to the environment.	Coordination: Office of Economic Development, City Attorney's Office	Dept. Approval: /s/ Lee Wilcox
Council District(s): Citywide			CMO Approval: 

SUBJECT: AGREEMENT WITH SILICON VALLEY COMMUNITY FOUNDATION TO ADMINISTER THE SAN JOSE VOTER EDUCATION FUND 9/20/19

RECOMMENDATION:

Approve a grant agreement between the City of San José and the Silicon Valley Community Foundation to administer the San José Voter Education Fund from October 1, 2019 through January 30, 2021 totaling \$374,000.

BASIS FOR RECOMMENDATION:

The Mayor's June Budget Message for 2019-2020 allocated \$400,000 from the Essential Services Reserve to fund outreach and education to voters in low-turnout precincts in San José. This outreach is specifically to encourage residents to register to vote, to understand changes in the voting process due to implementation of the Voter's Choice Act in Santa Clara County, and to encourage residents to learn more about and vote on local issues, not just the presidential or statewide races.

Staff is recommending granting \$374,000 to the Silicon Valley Community Foundation to establish the San José Voter Education Fund. Of the \$374,000, up to \$290,000 can be expended on grants, \$50,000 on project coordination, and \$34,000 on administrative costs and fees. The remaining \$26,000 from the 2019-2020 budget allocation is reserved for the City to spend activities related to the project including room rentals, translation services, advertising, and other such expenditures.

The Administration anticipates that a portion of the City's funds allocated under this contract will also support voter outreach and education activities for the November 2020 election, depending on outcomes and lessons learned from the March 2020 election.

The Foundation will conduct a request-for-proposals for qualified nonpartisan nonprofit organizations to conduct grassroots outreach in precincts with historically low voter turnout rates. These education and outreach efforts would include, but are not limited to, marketing and communications in the City's lower-voter turnout precincts. The Foundation will administer contracts with the nonprofit organizations selected, administer the fund and grants process, provide outcomes reports to the City, and engage other local philanthropists in the efforts. Initial grant awards are anticipated in late fall 2019 to support outreach and education efforts for the March 2020 election. Additionally, the Foundation may hire contract staff to coordinate outreach efforts and work with the grantees.

The Foundation has an active civic participation grant making strategy which was launched in November 2017. In the 2018 election cycle, the Foundation provided \$150,000 in grants to 13 local nonprofit organizations to support voter outreach and education efforts. These efforts resulted in the grantees contacting voters more than 75,000 times through a variety of different communication channels. These grantees served under-represented communities in Silicon Valley, including low-income households, individuals of color, youth, and first-time voters.

It is critical to note that any outreach, marketing, or educational activities funded under this contract are to be strictly nonpartisan and will not advocate for any positions or take any action beyond informing residents how, when, and where to register to vote, cast a ballot, and cast a vote for any City issues, as well as and of the importance of being an informed and engaged voter.

COST AND FUNDING SOURCE:

A total of \$400,000 was included in the 2019-2020 Adopted Budget as directed by the Fiscal Year 2019-2020 Mayor's June Budget Message.

Fund #	Appn #	Appn Name	Total Appn	Contract Total	2018-2019 Proposed Operating Budget Page*	Last Budget Action (Date, Ord. No.)
001	0112	City Manager's Office Non-Personal/Equipment	\$4,737,759	\$374,000	VIII-59	06/18/19 Ord. No. 30286

*The 2019-2020 Proposed Operating Budget was adopted by City Council on June 18, 2019.

FOR QUESTIONS CONTACT: Jeff Ruster, Assistant Director of Economic Development, at (408) 535-8183 or Michelle McGurk, Assistant to the City Manager, at (408) 535-8254.