

**FOR IMMEDIATE RELEASE:**

## **City of Sunnyvale Spends Big with Political Consulting Firm on Campaign Literature Supporting Measure B**

February 19, 2020

**Sunnyvale, CA** – A recent California Public Records Act request from the **No on Measure B - No Directly Elected Sunnyvale Mayor** committee yielded information that refutes the City of Sunnyvale's claim that their January Measure B campaign mailers and utility bill insert were informational only and were not meant to influence voters to vote yes on Measure B.

The records request revealed that the City of Sunnyvale spent over eighty-eight thousand dollars (over \$88,000) on consulting fees (\$8,000 of total) for design and mailing services for two Measure B mailers and a utility bill insert from **TBWB Strategies**, a political strategy and communications consulting firm, that boasts on its website, "TBWB helps you package and pass a ballot measure to meet your needs."

Despite disclaimers that state the mailers from the City were for "...informational purposes only." and that "The City of Sunnyvale does not advocate a yes or no vote on this measure.", **No Directly Elected Sunnyvale Mayor** believes that the use of a firm that specializes in political strategy and communications, in creating mailers and other programs and services to ensure the passage of ballot measures for public agencies is clear evidence of bias on the part of the City.

In fact, **No Directly Elected Sunnyvale Mayor** has sent a number of letters to the City citing evidence of bias in the mailers only to be told by the City that according to a recent court case "the mere circumstance that a public entity may be understood to have an opinion or position regarding the merits of a ballot measure is not improper." Vargas, 46 Cal. 4<sup>th</sup> at 36

We believe that if the City was taking a position on Measure B they should have said so on the campaign materials they sent.

**No Directly Elected Sunnyvale Mayor** is looking at what, if any, options may be available to remedy this use of public funds to advocate for Measure B as well as the lack of candor the City showed by labeling the materials in question as "informational only".

A group of concerned citizens has formed **No Directly Elected Sunnyvale Mayor** to **support 7 single-member districts in Sunnyvale** as the remedy to address CVRA concerns, to **enhance the ability of under-represented and minority voters to field and elect locally supported candidates of their choice** and to **object to an at-large citywide elected mayor**. Please visit website [www.NoDirectlyElectedSunnyvaleMayor.org](http://www.NoDirectlyElectedSunnyvaleMayor.org) and join our fight!

### **Contact:**

Media Relations

No on Measure B - No Directly Elected Sunnyvale Mayor

[www.NoDirectlyElectedSunnyvaleMayor.org/get-involved](http://www.NoDirectlyElectedSunnyvaleMayor.org/get-involved) then choose "Contact Us"

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