

Almost a year ago, the City Council asked City Clerk Rod Diridon, Jr. to design a program to increase overall community engagement with city politics: from registering new voters, to increasing participation in city commissions, committees and boards. The program was put into action in December, and Diridon presented a summary of the results as of June 30 at last week's Council meeting.

The outreach program was extensive: from direct mail to every household, to utility bill inserts in multiple languages, to advertisements in local and ethnic newspapers, to a billboard ad on Highway 101. The results show that the campaign has had an effect, and one that probably will grow with continued effort.

- Voter registration: Santa Clara registered 711 new voters, a 1.53 percent increase. Compared to countywide averages, Santa Clara had a 49 percent higher increase in voter registration.

- Board and commission recruiting: In 2014, seven applications were received for two commission openings, and four more for future openings. In 2012 and 2013, Board

Commission openings were re-advertised four times because there was little response.

- eNotify Subscribers ([santaclaraca.gov/index.aspx?page=39](http://santaclaraca.gov/index.aspx?page=39)): Over 900 new subscribers signed up for the city's email notification system, a four percent increase. Currently about 24,500 residents have subscribed.

- Nearly 80 community groups have posted on the new Community Volunteer Opportunities website ([santaclaraca.gov/index.aspx?page=2831](http://santaclaraca.gov/index.aspx?page=2831))

"This is a good foundation to build on," said Council Member Teresa O'Neill. "Not just diversity, but inclusion...where everybody feels like they're part of what's going on."