



## *City Council Report*

**Item:** 11  
**Category:** NEW BUSINESS  
**Meeting Date:** August 3, 2021

**TITLE: Redistricting Process for Councilmember District Boundaries**

### **RECOMMENDED ACTION**

That the City Council provide direction to staff regarding the process for redistricting boundary lines for district-based elections, including consideration of utilizing a staff-led process, without a redistricting commission.

### **BACKGROUND**

Each city with district-based elections are required to update (“redistrict”) the district boundaries every ten years, following the receipt of updated population data from each federal decennial census. Due to the pandemic, it is anticipated that the 2020 federal census will be published and available to the City by the end of September 2021. Since the City of Campbell now has district-based elections, the City is required to redistrict the district boundaries by April 17, 2022 prior to the next election in November 2022. Councilmember Districts 1 and 2 were on the ballot in November 2020, and Councilmember Districts 3, 4, and 5 will be on the ballot in November 2022. Although the City recently established the district boundaries for the November 2020 election, the current boundaries are based on the 2010 federal census, which means the City must now update the boundaries through the redistricting process based on the new 2020 federal census.

As was done for the initial districting process in 2019, the City intends to continue its relationship with National Demographic Corporation (NDC). NDC is widely known in this field of work, has more than 40 years of experience and has assisted many other local jurisdictions with the redistricting process as well. NDC will be providing expert consultant services, attending all redistricting public hearings, providing the online mapping tool and assisting the City with outreach efforts.

### **DISCUSSION**

As summarized in this report, State law establishes minimum procedural requirements for redistricting that the City must follow. The minimum procedural requirements are similar to the staff-led process the City followed in 2019 first establishing the district boundaries. The City conducted a series of public hearings and community workshops with public input to convert from the previous at-large elections to the current district-based elections. However, the City Council has discretion to include supplemental

procedures for redistricting that do not conflict with the minimum requirements. One such supplemental process is to establish a redistricting commission, which may be one of three different types of commissions identified in State law: Advisory Redistricting Commission, Hybrid Redistricting Commission, or Independent Redistricting Commission.

*Overview of Minimum Procedural Requirements for Redistricting*

Before adopting a final map of district boundaries, the City must hold at least four public hearings for the public to provide input regarding the composition of the Council districts (see California Elections Code Sections 21600-21630). These hearings shall include:

- At least one public hearing before maps are drawn. This hearing may be conducted by City staff, a consultant, or a redistricting commission
- At least two public hearings after maps are drawn
- At least one public hearing or public workshop shall be held on a Saturday, on a Sunday or after 6:00 p.m. on a weekday Monday through Friday

The City Council must take steps to encourage residents, including those in underrepresented communities and non-English speaking communities, to participate in the redistricting public review process. A good faith effort satisfies the requirement and includes:

- Providing information to media organizations that provide City news coverage, including media organizations that serve language minority communities
- Providing information through local community groups and organizations
- Additionally, the City is required, upon request, to conduct the public hearings with live translation in an applicable language.

California Elections Code Section 21608(h) of the Fair Maps Act requires the Secretary of State to, before January 1 in every year ending in the number one thereafter, to post applicable languages for each City on its website. An applicable language is defined as “any language that is spoken by a group of city residents with limited English proficiency who constitute 3% or more of the city’s total population over four years of age whom language can be determined”. As of the date of this report, the City of Campbell does not have an applicable language above the required threshold, as reported by the Secretary of State. However, as a best practice and following precedence established during the 2019 districting process, Staff is recommending that all community outreach efforts be accomplished in English and Spanish.

The City is required to publish information regarding draft maps and the redistricting process on the City’s website. These publications are required to notify the public of upcoming hearings and explain the process, and to be maintained for at least ten years after the redistricting process is completed.

The City is prohibited from releasing any draft district boundary map until at least three weeks after the 2020 federal census data is published by the State. Due to the pandemic, it is anticipated that the 2020 federal census will be published and available

to the City by the end of September 2021. The redistricting process must be completed, and a new district boundary map must be adopted, no later than April 17, 2022.

### Overview of Substantive Requirements for Redistricting Boundary Lines

The substantive requirements of the Fair and Inclusive Redistricting for Municipalities and Political Subdivisions (“FAIR MAPS”) Act for drawing district boundaries are set forth in California Elections Code Section 21608, as summarized below.

- Substantially equal population of residents (+/- 10%) in each district based on census data
- Compliance with the Constitutions of the United States and California, and with the Federal Voting Rights Act (“FVRA”). These criteria are satisfied by developing districts that have substantially equal populations, are not designed with discriminatory intent, and are not designed with race as the predominant consideration
- Geographically contiguous, to the extent practicable. A district is not contiguous if it includes areas that: (a) meet only at the point of adjoining corners, or (b) are separated by water and not connected by a bridge
- Geographic integrity of any local neighborhood or local community of interest shall be respected in a manner that minimizes its division, to the extent practicable. A “community of interest” is a population that shares common social or economic interests that should be included within a single district for purposes of its effective and fair representation
- Boundaries should be easily identifiable and understandable by residents. To the extent practicable, districts shall be bounded by natural and artificial barriers, by streets, or by the boundaries of the City
- Districts shall be geographically compact in a manner that nearby areas of population are not bypassed in favor of more distant populations, to the extent practicable
- Districts must not be adopted for the purpose of favoring or discriminating against a political party

### Process Options for Establishing District Boundaries

For the 2021-2022 redistricting process, there are several optional methods available for updating district boundaries, including:

1. The City Council may direct staff to lead a public outreach process without a redistricting commission with the final district boundaries approved by City Council
2. The City Council may appoint an Advisory Redistricting Commission to recommend district boundaries for City Council adoption
3. The City Council may establish a Hybrid Redistricting Commission to approve two or more maps, one of which must be selected by the City Council
4. The City Council may establish an Independent Redistricting Commission with authority to approve the final district boundary map

These four options are described below. A chart comparing some of the key differences among the various types of redistricting commissions has been provided as

**Attachment B.** As a comparison, only 5 out of the 15 cities within Santa Clara County have district-based elections (Campbell included), the more populated cities of San Jose, Sunnyvale, and Santa Clara have each chosen to utilize a Redistricting Commission. Morgan Hill is a more similar city in population to Campbell with approximately 45,000 residents and have chosen to conduct a staff-led redistricting process.

*Option No. 1: City Staff-Led Community Outreach Plan*

The City Council has complete discretion to direct staff to lead the redistricting process without a redistricting commission. During the 2019 process, City staff (with assistance from expert consultants NDC) led a successful community outreach process over a five-month period that included a series of four public hearings and a community workshop. Many public comments and proposed district boundary maps were submitted, reviewed, and considered, resulting in City Council's approval of the current district map on July 2, 2019.

It is staff's recommendation to pursue redistricting without a commission and implement a community outreach plan to encourage public participation. One benefit of conducting community workshops without a commission is that the meetings may be much less formal, and conducive to direct interactions between the public and technical experts, such as the City's consulting demographer.

Staff is proposing the following community outreach plan:

Public messaging via social media, City's website, press releases, and other public communications, in English and Spanish, including:

- Social media engagement on Facebook, Instagram, Twitter, and NextDoor
- Dedicated redistricting webpage on City's website for information, updates, calendars, and maps
- Targeted press releases sent to various outlets and groups, including non-profits, churches, and schools
- Public notices posted at City facilities, including the electronic posting board at the Community Center
- Display advertisements on the City of Campbell Channel 26, and YouTube streaming video

Online Interactive Tools:

- An updated online interactive mapping tool will be established to allow residents to draw their own boundary lines. The City's consulting demographer will provide training for the public on how to use the new online mapping tool
- A designated email address will be established for members of the public to provide input and comments: [redistricting@campbellca.gov](mailto:redistricting@campbellca.gov)

Direct Community Outreach:

- Staff and redistricting information provided at a table at the Campbell Farmer's Market monthly during the redistricting process

- Community Workshop hosted at City Hall on one Saturday during the redistricting process

City staff will lead (with assistance from expert consultants, including a demographer) at least two public hearings before district boundary maps are drawn, at least two after draft maps are drawn, and at least one hearing in the evening or on a weekend. Spanish interpretation services will be offered at all public hearings and community meetings. The timeline for scheduling public hearings to consider re-drawing district boundaries is dependent on the date the 2020 census is completed and population data delivered to the states and individual counties. The outline provided below is based on the assumption that the City will receive the 2020 census data during the month of September 2021.

- September 2021: The U.S. Census Bureau sends federal census data to the State, then the State releases the census data to the public for use by the City in the redistricting process; the City will hold the first public hearing (without maps).
- October 2021 – March 2022: Between this time period, the City will hold at least one community workshop to solicit input and prepare draft maps; at least one public hearing prior to drawing draft maps, and two public hearings with draft maps leading to adoption of a final district boundary map.
- April 17, 2022: The City must complete its redistricting process by adopting a final map of district boundaries.

#### *Option No. 2: Advisory Redistricting Commission*

The process for establishing an Advisory Redistricting Commission is similar to other local boards and commissions which means that the City Council will establish the commission and appoint its members. Thus, if the City Council directs staff to pursue the creation of an Advisory Redistricting Commission, in addition to the steps outlined in Option No. 1, additional public meetings would need to be scheduled in order for the City Council to first establish the Advisory Redistricting Commission (including scope of responsibilities and membership requirements), and then to select members of the Commission. For example, interviews may need to be scheduled during regular or special City Council meetings to select commissioners.

If an Advisory Redistricting Commission is formed, the Commission could conduct the public hearings without maps, but all other meetings of the commission are in addition to the minimum of three public hearings that must be held by Council. The Advisory Redistricting Commission would recommend one or more district boundary maps to the City Council: however, the City Council retains discretion to approve the final map.

If Council decides to proceed with an Advisory Redistricting Commission, the proposed redistricting process draft calendar would need to be amended in order to accommodate the additional number of public meetings to establish the commission and select its members.

#### *Option No. 3 and Option No. 4: Independent or Hybrid Redistricting Commissions*

State law establishes parameters for the City Council to transfer redistricting authority to an Independent Redistricting Commission or a Hybrid Redistricting Commission. Both of these types of commissions conduct all of the public hearings following the procedural and substantive requirements summarized above. The main difference between these two types of commissions is: 1) if an Independent Redistricting Commission is established, the Council has no authority to review or approve any maps, and the Independent Redistricting Commission draws and approves the final district boundary map; and 2) if a Hybrid Redistricting Commission is formed, the Hybrid Redistricting Commission is required to submit two or more district boundary maps to the City Council, and the City Council must select one of the submitted maps. Independent Redistricting Commissions have typically been used in larger counties and cities such as Los Angeles, Santa Barbara, San Diego, San Jose, Oakland, Sacramento, and San Francisco.

For both Independent and Hybrid Redistricting Commissions, State law establishes an extensive list of qualifications for membership, and there are post-service limitations on their ability to run for local office, serve on a local board or commission, seek City employment, or otherwise contract with the City. While the City may establish stricter requirements for membership on any redistricting commission, the State law limitations on membership are summarized in **Attachment B**, and generally include the following requirements:

- Must be a resident of the City
- Cannot be registered to only one political party (entirety of commission)
- Cannot be candidate/elected to Council for past 8 years (for commissioner or family member), or 5 years after serving (for commissioner)
- Cannot have previously held a “disqualifying position” for past 8 years (for commissioner or spouse) or past 4 years (for a commissioner’s non-spouse family member), and a “disqualifying position” includes: (a) officer, employee, or consultant for a candidate, campaign committee, or political party; or (b) contributed \$500 or more to a Councilmember candidate
- Cannot participate in campaigns for Council while on the commission
- Cannot be candidate to serve in a district that was drawn by the commissioner
- Cannot be hired by City as employee or “no bid” consultant/contractor for 4 years
- Cannot be appointed to any other City commission for 2 years

#### *Process for Appointing Commission Members*

There are three main approaches to appointing persons to serve on a Redistricting Commission, as summarized below:

##### 1. Appointment by Council

The City Council may directly appoint the commissioners. This selection method is typically used for an Advisory Redistricting Commission. This approach must not be used if the City Council decides to appoint an independent or hybrid commission.

##### 2. Independent Appointment

The City Council may appoint an independent selection body, such as a panel of retired judges; and that selection body directly appoints the commissioners after

an open selection process. One of the greatest challenges with using an independent appointment method is the level of difficulty in identifying a truly impartial independent selection body. This selection method is typically used for an Independent or Hybrid Redistricting Commission.

3. Random Draw and Commission Appointment

After an open application process, an independent selection body reviews the applications and creates a pool of qualified applicants. A subset of applicants is selected at random from that pool. That subset of applicants then selects the final commissioners from the remaining applicants in the pool. This method follows the model of the State Redistricting Commission and is intended to prevent the governing board from influencing who serves on the commission. However, the random draw selection method is one of the most time-consuming methods and has the potential to lead to the most qualified candidates being selected as a part of the subset, which means those most qualified candidates would not be available to be chosen as a commissioner.

### **Summary of Options for Council's Consideration**

For the 2021–2022 redistricting process, staff recommends Council provide direction to staff regarding the following:

1. Direct staff to conduct a staff-led community outreach plan without a commission; or direct staff to start the process of establishing a redistricting commission
2. If a commission will be used, provide direction regarding the type of commission (advisory, hybrid, or independent), the type of appointment method (independent appointment, or random draw) as well as any other parameters for staff to consider when returning to Council to establish the commission (e.g., membership, scope of authority, or budgetary)
3. Provide input on the community outreach plan, including any additional community workshops, direct mailings to City residents, or targeted outreach efforts

If Council directs staff to establish an Advisory Redistricting Commission or some other redistricting commission, then staff will bring this matter back for further discussion at a future City Council meeting for final action regarding the parameters of the commission.

### **FISCAL IMPACT**

No budget adjustments are being requested at this time, but may be requested at the mid-year budget review should Council want to form a redistricting commission, or direct further outreach efforts.

If Council decides to establish a redistricting commission, the costs will be higher than moving forward without a commission. In order to demonstrate the cost differences between a staff led process and one in which a commission is established, staff has provided tables below outlining the two scenarios. This information is intended to demonstrate an estimated range of costs to assist Council in providing direction to staff. However, if Council directs staff to take steps to establish a redistricting commission,

the first step will be to return to Council with additional information regarding anticipated costs. As an example, for consultant costs, City staff is not able to obtain realistic proposals for estimated costs since the scope of services is not known. Similarly, staff and overtime costs have not been included since the amount of time will vary depending on the desired option.

*Estimated Costs – WITHOUT a Redistricting Commission*

Consultant – Basic Project Elements	\$19,500
Consultant – In-Person Meeting Attendance	\$11,000
Consultant – Demographer/Mapping Tool	\$6,000
Community Outreach Costs (translation services, publishing costs, printing costs, mailing costs, community workshop supplies)	\$20,000
	Total: \$56,500

*\*The above cost estimates are based on holding four public hearings during regular City Council meetings and one community workshop held on a Saturday.*

*Estimated Costs – WITH a Redistricting Commission*

Consultant – Basic Project Elements	\$19,500
Consultant – In-Person Meeting Attendance	\$22,000 (Increased to accommodate 4 extra meetings for Redistricting Commissioner Recruitment, Training and Selection Process)
Consultant – Demographer/Mapping Tool	\$6,000
Community Outreach Costs (translation services, publishing costs, printing costs, mailing costs, community workshop supplies)	\$20,000
Additional Overtime/Staffing Costs	\$10,000 - \$20,000 (Estimated depending on Redistricting Commission Community Outreach Needs)
	Total: \$77,500 – \$87,500

*\*The above cost estimates are based on holding four Redistricting Commission meetings, four City Council public hearings during regular City Council meetings and one community workshop held on a Saturday.*

Under both the Hybrid/Independent Redistricting Commission models, the Council establishes a budget to cover the City's costs of providing services to the Commission (including consultants and lawyers). City staff will be required to provide some support to the Commission (e.g., administrative staff, and posting information on the City's website), but the City has no authority to direct the Commission's actions. It is important to note the practical challenges of this approach since, although the commission takes

actions independently, the commission relies on funding and staff support from the City. Most jurisdictions adopt ordinances and require the appropriation of funds to be “sufficient”, “reasonable”, or “adequate”, but an exact amount is not included.

If Council proceeds with either of the redistricting commission options, it will require staff to return to Council to discuss the additional funding required. Because the City has demonstrated the ability to successfully conduct a staff-led process to inclusively invite, receive, and consider valuable public input during the 2019 process to create district-based elections, and to be fiscally conservative and accommodate staff’s increased workload, staff is recommending that Council proceed with the redistricting process without establishing a redistricting commission. Staff estimates that the cost differences between moving forward with a redistricting commission would be approximately \$21,000 – \$31,000 more than without a redistricting commission. Costs could be even higher once consultant and lawyer fees are factored into the equation.



Prepared by:

\_\_\_\_\_  
Dusty Christopherson, City Clerk

Approved by:

  
\_\_\_\_\_  
Brian Loventhal, City Manager

**Attachment:**

- a. 2021 - 2022 Redistricting Process Calendar
- b. Commission Type Comparison Chart - Final
- c. Adopted Ordinance 2248 - Establishing District Boundaries
- d. 2021-2022 City of Campbell Redistricting Process Powerpoint

2021-2022 REDISTRICTING PROCESS – PLANNING CALENDAR

**DRAFT**

Jul 2021

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

# AUG 2021

Sep 2021

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3 CC Meeting Discussion re: process options for redistricting	4	5	6	7
8	9	10	11	12	13	14
15	16	17 CC Meeting	18	19 1 <sup>st</sup> day of CUSD	20 Dedicated redistricting webpage activated	21
22	23	24	25	26	27 Deadline to publish Public Hearing Notice	28
29 Farmer's Market Table	30	31	1	2	3	4

Attachment: 2021 - 2022 Redistricting Process Calendar (Redistricting Process for Councilmember

2021-2022 REDISTRICTING PROCESS – PLANNING CALENDAR

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Aug 2021

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

# SEP 2021

Oct 2021

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	31	1	2	3	4
5	6 <i>Labor Day</i>	7 CC Meeting 1 <sup>st</sup> Public Hearing (without maps)	8	9	10	11
12	13	14	15	16	17	18
19	20	21 CC Meeting	22	23	24 Deadline to publish Public Hearing Notice	25
26 Farmer's Market Table	27	28	29	30 DEADLINE FOR THE STATE TO RELEASE CENSUS DATA	1	2

Attachment: 2021 - 2022 Redistricting Process Calendar (Redistricting Process for Councilmember

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**2021-2022 REDISTRICTING PROCESS – PLANNING CALENDAR**

Sep 2021

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

# OCT 2021

Nov 2021

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	1	2
3	4	5 CC Meeting 2nd Public Hearing (without maps)	6	7	8	9
10	11	12	13	14	15	16
17	18	19 CC Meeting	20	21 Map Waiting Period Ends (21 days after release)	22	23
24 Farmer's Market Table	25	26	27	28	29	30
31	1	2	3	4	5	6

Attachment: 2021 - 2022 Redistricting Process Calendar (Redistricting Process for Councilmember

2021-2022 REDISTRICTING PROCESS – PLANNING CALENDAR

**DRAFT**

Oct 2021

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

# NOV 2021

Dec 2021

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	1	2 CC Meeting 9	3	4	5	6
7	8		10	11 Veterans Day No School CUSD	12 No School CUSD	13
14	15	16 CC Meeting	17	18	19	20
21 Farmer's Market Table	22 No School CUSD	23 No School CUSD	24 No School CUSD	25 Thanksgiving Day No School CUSD	26 Day After Thanksgiving No School CUSD	27
28	29	30	1	2	3	4

Attachment: 2021 - 2022 Redistricting Process Calendar (Redistricting Process for Councilmember

2021-2022 REDISTRICTING PROCESS – PLANNING CALENDAR

**DRAFT**

Nov 2021

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

# DEC 2021

Jan 2022

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	1	2	3	4
5	6	7 CC Meeting	8	9	10	11
12 Farmer's Market Table	13	14	15	16	17	18
19	20 No School CUSD	21 CC Meeting No School CUSD	22 No School CUSD	23 No School CUSD	24 Christmas Day Observed No School CUSD	25
26	27 No School CUSD	28 No School CUSD	29 No School CUSD	30 No School CUSD	31 New Year's Day Observed No School CUSD	1

Attachment: 2021 - 2022 Redistricting Process Calendar (Redistricting Process for Councilmember

**2021-2022 REDISTRICTING PROCESS – PLANNING CALENDAR**

Dec 2021

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

# JAN 2022

Feb 2022

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	1
2	3	4 <b>No CC Meeting</b>	5	6	7	8 <b>Community Workshop 11AM</b>
9	10	11	12	13	14	15
16 Farmer's Market Table	17 <b>M L King Day</b>	18 <b>CC Meeting</b>	19	20	21 Deadline to publish Public Hearing Notice	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

2021-2022 REDISTRICTING PROCESS – PLANNING CALENDAR

**DRAFT**

Jan 2022

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

# FEB 2022

Mar 2022

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31	1 CC Meeting 1st Public Hearing (with maps)	2	3	4	5
6	7	8	9	10	11	12
13	14	15 CC Meeting	16	17	18 Deadline to publish Public Hearing Notice	19
20 Farmer's Market Table	21 Presidents' Day No School CUSD	22 No School CUSD	23 No School CUSD	24 No School CUSD	25 No School CUSD	26
27	28	1	2	3	4	5

Attachment: 2021 - 2022 Redistricting Process Calendar (Redistricting Process for Councilmember

2021-2022 REDISTRICTING PROCESS – PLANNING CALENDAR

**DRAFT**

Feb 2022

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

Apr 2022

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

# MAR 2022

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	1 <b>CC Meeting</b> 2nd Public Hearing (with maps) - Preliminary Ordinance	2	3	4	5
6	7	8	9	10	11	12
13	14	15 <b>CC Meeting</b> Final Ordinance Adoption	16	17	18 Deadline to publish Final Ordinance	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Attachment: 2021 - 2022 Redistricting Process Calendar (Redistricting Process for Councilmember

2021-2022 REDISTRICTING PROCESS – PLANNING CALENDAR

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Mar 2022

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

# APR 2022

May 2022

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	31	1	2
3	4 No School CUSD	5 CC Meeting No School CUSD	6 No School CUSD	7 No School CUSD	8 No School CUSD	9
10	11	12	13	14	15	16
17 Deadline to adopt maps	18	19 CC Meeting	20	21	22	23
24	25 Notify ROV of final adopted maps – deadline 6/6/2022	26	27	28	29	30

Attachment: 2021 - 2022 Redistricting Process Calendar (Redistricting Process for Councilmember

Comparison Chart – Methods Available for Establishing District Boundaries

11.b

	<b>Staff led process without a commission</b>	<b>Advisory Commission</b>	<b>Independent Commission</b>	<b>Hybrid Commission</b>
Statutory Authority	Elections Code Sections 21620-21629	Elections Code 23002	Elections Code 23003	Elections Code 23003
Scope	Staff led process with increased community outreach and workshops held throughout the city. City Council holds required hearings and adopts final boundary map.	Commission conducts meetings and recommends a boundary map to the City Council. City Council holds required hearings and adopts final boundary map.	Commission conducts meetings and has authority to independently adopt the final boundary map.	Commission conducts meetings and recommends two or more boundary maps to the City Council. The City Council must select and adopt one of the recommended boundary maps.
Council Meetings required to establish the Redistricting Commission	N/A (no commission)	Two to Five City Council conducts meeting(s) to decide on commission composition and scope, and make appointments	Two to Three Commissioners are not appointed directly by City Council; however, Council will need to decide on commission scope, method of selecting commissioners by others (e.g., a panel), and select members of the panel.	Two to Three Commissioners are not appointed directly by City Council; however, Council will need to decide on commission scope, method of selecting commissioners by others (e.g., a panel), and select members of the panel.
Commission Meetings	N/A (no commission)	Approximately Ten to Twelve <ul style="list-style-type: none"> <li>• 1-3 meetings for governance items such as training, approving a calendar, and appointing a Chair/Vice Chair</li> <li>• At least 5 meetings for public outreach in order to have locations throughout the City</li> <li>• 1-2 meetings to draw maps</li> <li>• At least 1 meeting to recommend a map</li> </ul>	Approximately Ten to Twelve <ul style="list-style-type: none"> <li>• 1-3 meetings for governance items such as training, approving a calendar, and appointing a Chair/Vice Chair</li> <li>• At least 5 meetings for public outreach in order to have locations throughout the City</li> <li>• 1-2 meetings to draw maps</li> <li>• At least 1 meeting to adopt a map</li> </ul>	Approximately Ten to Twelve <ul style="list-style-type: none"> <li>• 1-3 meetings for governance items such as training, approving a calendar, and appointing a Chair/Vice Chair</li> <li>• At least 5 meetings for public outreach in order to have locations throughout the City</li> <li>• 1-2 meetings to draw maps</li> <li>• At least 1 meeting to recommend two or more maps</li> </ul>

Attachment: Commission Type Comparison Chart - Final (Redistricting Process for Councilmember

Comparison Chart – Methods Available for Establishing District Boundaries

11.b

<p>Required Public Meetings by City Council</p>	<p>Minimum of Four City Council meetings with public hearings:</p> <ul style="list-style-type: none"> <li>• Two public hearings before maps are drawn</li> <li>• Two public hearings after maps are drawn</li> </ul>	<p>Minimum of Four Council meetings: City Council must conduct 4 public hearings before final map adoption. Advisory commission may conduct the pre-map hearing on behalf of Council.</p>	<p>Not applicable</p> <ul style="list-style-type: none"> <li>• Commission conducts all hearings</li> <li>• Commission draws and approves the final boundary map, with no review by Council</li> </ul>	<p>Minimum of Two meetings:</p> <ul style="list-style-type: none"> <li>• Commission conducts all hearings</li> <li>• Commissioners recommend two or more maps to City Council</li> <li>• Council must select one of the boundary maps selected by the Commission, to be adopted by ordinance with a first and second reading</li> </ul>
<p>Qualifications/ Selection Process</p>	<p>N/A (no commission)</p>	<ul style="list-style-type: none"> <li>• City may prescribe the manner in which members are appointed to the commission.</li> <li>• State law prohibits persons who are an elected city official, or a family member, staff member or paid campaign staff of elected official of city from serving</li> <li>• City may impose additional requirements and restrictions on members of the commission in excess of those prescribed by State law</li> </ul>	<ul style="list-style-type: none"> <li>• Must be resident of City</li> <li>• Commissioners may not be comprised entirely of members from same political party</li> <li>• City may prescribe the manner in which members are appointed to the commission, provided it uses an application process open to all eligible residents and not appointed by City Council</li> <li>• City may also impose additional qualifications and restrictions on members of the commission in excess of those prescribed by State law</li> </ul>	<ul style="list-style-type: none"> <li>• Must be resident of City</li> <li>• Commissioners may not be comprised entirely of members from same political party</li> <li>• City may prescribe the manner in which members are appointed to the commission, provided it uses an application process open to all eligible residents and not appointed by City Council</li> <li>• City may also impose additional qualifications and restrictions on members of the commission in excess of those prescribed by State law</li> </ul>

Attachment: Commission Type Comparison Chart - Final (Redistricting Process for Councilmember

Comparison Chart – Methods Available for Establishing District Boundaries

11.b

Member Disqualification	N/A (no commission)	<ul style="list-style-type: none"> <li>• A person who is an elected official of the City</li> <li>• A family member, staff member, or paid campaign staff of an elected official of the City</li> </ul>	<ul style="list-style-type: none"> <li>• A person who is an elected official of the City</li> <li>• A family member, staff member, or paid campaign staff of a city councilmember.</li> <li>• A person, or the person's spouse, who has done any of the following in the preceding <u>eight years</u> (or a non- spouse family member in the preceding <u>four years</u>) shall not be appointed to serve on a commission:             <ul style="list-style-type: none"> <li>(A) Served as an officer of, employee of, or paid consultant to, a campaign committee or a candidate for city council.</li> <li>(B) Served as an officer of, employee of, or paid consultant to, a political party or as an elected or appointed member of a political party central committee.</li> <li>(C) Served as a staff member or a consultant to, or who has contracted with, a currently serving city councilmember.</li> <li>(D) Been registered to lobby the city.</li> <li>(E) Contributed five hundred dollars (\$500) or more in a year to any city council candidate.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• A person who is an elected official of the City</li> <li>• A family member, staff member, or paid campaign staff of an elected official of the City</li> <li>• A person, or the person's spouse, who has done any of the following in the preceding <u>eight years</u> (or a non- spouse family member in the preceding <u>four years</u>) shall not be appointed to serve on a commission:             <ul style="list-style-type: none"> <li>(A) Served as an officer of, employee of, or paid consultant to, a campaign committee or a candidate for city council.</li> <li>(B) Served as an officer of, employee of, or paid consultant to, a political party or as an elected or appointed member of a political party central committee.</li> <li>(C) Served as a staff member or a consultant to, or who has contracted with, currently serving city councilmember.</li> <li>(D) Been registered to lobby the city.</li> <li>(E) Contributed five hundred dollars (\$500) or more in a year to any city council candidate.</li> </ul> </li> </ul>
Conduct Prohibitions While Serving on Committee	N/A (no commission)	TBD based upon Council's established guidelines	While serving on the commission, members may not: Endorse, work for, volunteer for, or make a campaign contribution to, a candidate for city council.	While serving on the commission, members may not: Endorse, work for, volunteer for, or make campaign contribution to, a candidate for city council.

Attachment: Commission Type Comparison Chart - Final (Redistricting Process for Councilmember

Comparison Chart – Methods Available for Establishing District Boundaries

11.b

<p>Post-Service Conduct Prohibitions</p>	<p>N/A (no commission)</p>	<p>TBD based upon Council's established guidelines</p>	<p>For <u>5 years</u> commencing on appointment to the commission, a commission member is prohibited from being a candidate for an elective office of the City if:                      a. The election for that office will be conducted using district boundaries adopted by the commission on which the member served                      b. The election for that office will be conducted using district boundaries adopted by the City pursuant to recommendations by the commission on which the member served  <input type="checkbox"/> For <u>4 years</u> commencing with appointment to the commission, a commission member may not:                      (1) Accept employment as a staff member of, or consultant to, an elected official or candidate for elective office of the City.                      (2) Receive a noncompetitively bid contract with the City.                      (3) Register as a lobbyist for the City.                      For <u>2 years</u> commencing with appointment to the commission, a commission member may not accept an appointment to an office of the City.</p>	<p>For <u>5 years</u> commencing on appointment to the commission, a commission member is prohibited from being a candidate for an elective office of the City if:                      a. The election for that office will be conducted using district boundaries adopted by the commission on which the member served                      b. The election for that office will be conducted using district boundaries adopted by the City pursuant to recommendations by the commission on which the member served  <input type="checkbox"/> For <u>4 years</u> commencing with appointment to the commission, a commission member may not:                      (1) Accept employment as a staff member of, or consultant to, an elected official or candidate for elective office of the City.                      (2) Receive a noncompetitively bid contract with the City.                      (3) Register as a lobbyist for the City.                      For <u>2 years</u> commencing with appointment to the commission, a commission member may not accept an appointment to an office of the City.</p>
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Attachment: Commission Type Comparison Chart - Final (Redistricting Process for Councilmember

Comparison Chart – Methods Available for Establishing District Boundaries

11.b

<p>Commission Requirements</p>	<p>N/A (no commission)</p>	<ul style="list-style-type: none"> <li>• Form 700 likely required</li> <li>• Subject to the Brown Act</li> <li>• Subject to Public Records Act</li> </ul>	<ul style="list-style-type: none"> <li>• Must file Form 700</li> <li>• Subject to the Brown Act</li> <li>• Subject to Public Records Act</li> <li>• Commission shall be subject to same redistricting deadlines, requirements and restrictions that would otherwise apply to the City Council</li> </ul>	<ul style="list-style-type: none"> <li>• Must file Form 700</li> <li>• Subject to the Brown Act</li> <li>• Subject to Public Records Act</li> <li>• Commission shall be subject to same redistricting deadlines, requirements and restrictions that would otherwise apply to the City Council; with additional time included for City Council to take final action to approve one of the boundary maps recommended by the commission</li> </ul>
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Attachment: Commission Type Comparison Chart - Final (Redistricting Process for Councilmember

**ORDINANCE NO. 2248**

**AN ORDINANCE OF THE CITY COUNCIL  
ESTABLISHING A BY-DISTRICT ELECTION  
PROCESS IN FIVE COUNCIL DISTRICTS**

WHEREAS, the City of Campbell supports the full participation of all residents in electing members of the City Council; and

WHEREAS, the City of Campbell is incorporated and operates under the general laws of the State of California; and

WHEREAS, the City currently has a five-member City Council with each Councilmember elected at-large by the electorate of the City; and

WHEREAS, in the at-large election system candidates may reside in any part of the City, and each City Council member is elected by the voters of the entire City; and

WHEREAS, in a by-district election system a candidate for City Council must reside in the district which he or she wishes to represent, and only the voters of that district are entitled to vote to decide who their representative will be; and

WHEREAS, on December 3, 2018, the City received a letter from an attorney asserting the City's at-large electoral system violated the California Voting Rights Act, and threatening litigation if the City declined to adopt by-district elections; and

WHEREAS, the City disputes the proffered evidence of a violation, but the cost of defending against a claim under the California Voting Rights Act would likely be extremely high; and

WHEREAS, the elections to fill the City Council are conducted in the manner provided for by general law; and

WHEREAS, California Government Code section 34886, as amended effective January 1, 2017, provides:

Notwithstanding Section 34871 or any other law, the legislative body of a city may adopt an ordinance that requires the members of the legislative body to be elected by district or by district with an elective mayor, as described in subdivisions (a) and (c) of Section 34871, without being required to submit the ordinance to the voters for approval. An ordinance adopted pursuant to this section shall include a declaration that the change in the method of electing members of the legislative body is being made in furtherance of the purposes of the California Voting Rights Act of 2001 (Chapter 1.5 (commencing with Section 14025) of Division 14 of the Elections Code;) and

WHEREAS, California Government Code section 34871(a) provides for the election of members of the legislative body of a city by districts in five districts; and

WHEREAS, pursuant to California Government Code section 34886, it is declared the change in the method of electing members of the City Council of the City of Campbell made by this ordinance is to further the purposes of the California Voting Rights Act (Chapter 1.5 (commencing with Section 14025) of Division 14 of the Elections Code,) and to implement the guarantees of Section 7 of Article I and of Section 2 of Article II of the California Constitution, as set forth in Section 14031 of the California Voting Rights Act; and

WHEREAS, under the provisions of California Elections Code Section 10010, a city that changes from an at-large City Council method of election to a district-based City Council method of election requires a total of four public hearings, which includes at least two public hearings regarding potential voting district boundaries prior to the release and consideration of any draft voting district maps, and two public hearings following the release of draft voting district map(s); and,

WHEREAS, at its regular meeting on January 15, 2019, the City Council adopted Resolution No. 12402 that initiated the process of establishing a district-based election system and adopting a proposed schedule therefore; and

WHEREAS, pursuant to California Elections Code Section 10010(a)(1), before any maps of the proposed boundaries of the districts were drawn, the City Council held public hearings on March 19, 2019, and April 2, 2019, at which time input from the public on the proposed district boundaries was invited and heard; and

WHEREAS, at the public hearing on April 2, 2019, the City Council adopted Resolution No. 12423 setting forth criteria to guide the establishment of City Council Electoral Districts and setting the number of districts to be established and instructed its demographic consultant to develop redistricting plan options in accordance with that criteria; and

WHEREAS, on May 22, 2019, consistent with the provisions of California Elections Code section 10010, the City published and made available for release, 25 draft maps for consideration by the Council, one of which was prepared by the City's demographic consultant and 24 of which were prepared and submitted to the City by members of the public, together with the potential sequence of the elections; and

WHEREAS, on June 11, 2019, consistent with the provisions of California Elections Code section 10010, the City published and made available for release, an additional five draft maps that were prepared by the City's demographic consultant for consideration by the Council, together with the potential sequence of the elections; and

WHEREAS, as required by California Elections Code section 10010 and as detailed hereafter, the City held at least two additional hearings within a period of no more than 45 days from the date that the last draft map was published, at which the public was again invited to provide input regarding the content of the draft maps and the potential sequence of elections; and

WHEREAS, on June 4, 2019 and June 18, 2019, pursuant to California Elections Code Section 10010(a)(2), the City Council held public hearings where the public was invited to provide input regarding the content of the draft maps that had been released at least seven (7) days before the meetings, and the proposed sequence of elections, and the City Council of the City of Campbell considered and discussed the same; and

WHEREAS, on June 18, 2019, the City Council held a public hearing on the proposal to establish district boundaries, reviewed additional public input, formally selected the voting district map and the election sequence attached to, incorporated in, and set forth in this Ordinance, which was introduced for a first reading at the meeting of the City Council of the City of Campbell; and,

WHEREAS, the City Council has scheduled another public hearing for July 2, 2019, on the proposal to establish district boundaries, review additional public input, and adopt this Ordinance, approving the selected district map and election sequence; and

WHEREAS, throughout the foregoing process, the City engaged in a significant amount of public outreach and engagement as required by California Elections Code Section 10010; and,

WHEREAS, the purpose of this Ordinance is to enact, pursuant to California Government Code section 34886, an ordinance providing for the election of the members of the City Council of the City of Campbell by-district in five single-member districts;

WHEREAS, the term limits provisions of Campbell Municipal Code section 2.04.160 will apply to Councilmembers elected by-district as well as Councilmembers currently elected at-large;

THE CITY COUNCIL OF THE CITY OF CAMPBELL DOES HEREBY ORDAIN AS FOLLOWS:

**SECTION 1.** The foregoing recitals are true and correct.

**SECTION 2.** Sections 2.04.170 and 2.04.180 are hereby added to Chapter 2.04 of the Campbell Municipal Code to read as follows:

**2.04.170 By-district electoral system.**

- A. Pursuant to California Government Code sections 34886 and 34871(a), Councilmembers shall be elected by-districts in five (5) single-member districts.
- B. Beginning with the general municipal election in November of 2020, Councilmembers shall be elected in the electoral districts reflected on the District Map as adopted and periodically modified by ordinance of the City Council as provided by State law. Elections shall take place on a by-district basis as that term is defined in California Government Code section 34871,

meaning one member of the City Council shall be elected from each district, by the voters of that district alone with each Councilmember serving a four-year term until his or her successor has qualified.

- C. Except as provided in subsection D hereof, the Councilmember elected to represent a district must reside in that district and be a registered voter in that district, and any candidate for City Council must live in, and be a registered voter in the district in which he or she seeks election at the time nomination papers are issued, pursuant to California Government Code section 34882 and Elections Code section 10227. Termination of residency in a district by a Councilmember shall create an immediate vacancy for that council district unless a substitute residence within the district is established within thirty (30) days after the termination of residency.
- D. Notwithstanding any other provision of this section, each of the Councilmembers in office at the time this section takes effect shall continue in office until the expiration of the full term to which he or she was elected and until his or her successor is qualified. Vacancies in Councilmember offices elected at-large may be filled from the City at-large. At the end of the term of each Councilmember, that member's successor shall be elected on a by-district basis in the districts shown on the District Map adopted by ordinance of the City Council, as may subsequently reapportioned as provided by State law. A vacancy in a Councilmember office elected by-district shall be filled by a person qualified to hold the office, who is a resident and a registered voter of the district.

#### **2.04.180 Election schedule for Council members elected by-district.**

- A. Except as otherwise required by California Government Code Section 36512, Councilmembers from Districts one and two shall be elected beginning at the General Municipal Election in November of 2020, and every four years thereafter.
- B. Except as otherwise required by California Government Code Section 36512, Councilmembers from Council Districts three, four and five shall be elected beginning at the General Municipal Election in November 2022, and every four years thereafter.

**SECTION 3.** The official District Map showing the districts described in this Ordinance and referenced in newly adopted section 2.04.170 of the Campbell Municipal Code is attached hereto as Attachment A and adopted herein by reference.

**SECTION 4.** If necessary to facilitate the implementation of this Ordinance, the City Manager or his or her designee is authorized to make technical adjustments to the district boundaries that do not substantively affect the populations in the districts, the eligibility of candidates, or the residence of elected officials within any district. The City

Manager shall consult with the City Attorney concerning any technical adjustments deemed necessary and shall advise the City Council of any such adjustments required in the implementation of the districts.

**SECTION 5.** The City Council finds that this ordinance is exempt from the requirements of the California Environmental Quality Act (CEQA) pursuant to Title 14 of the California Code of Regulations, Section 15061 (b)(3) in that it is not a project which has the potential for causing a significant effect on the environment.

**SECTION 6.** If any section, subsection, sentence, clause or phrase of this ordinance is for any reason held to be invalid, such decision or decisions shall not affect the validity of the remaining portions of this ordinance. The City Council hereby declares that it would have passed this ordinance, and each section, subsection, sentence, clause and phrase thereof irrespective of the fact that any one or more sections, subsections, sentences, clauses or phrases be declared invalid.

**SECTION 7.** To the extent the terms and provisions of this Ordinance may be inconsistent or in conflict with the terms or conditions of any prior City ordinance, motion, resolution, rule or regulation governing the same subject, the terms of this Ordinance shall prevail with respect to the subject matter thereof.

**SECTION 8.** In interpreting this Ordinance or resolving any ambiguity, this Ordinance shall be interpreted in a manner that effectively accomplishes its stated purpose.

**SECTION 9.** A summary of this Ordinance shall be published and a certified copy of the full text of this Ordinance shall be posted in the office of the City Clerk at least five (5) days prior to the Council meeting at which it is adopted.

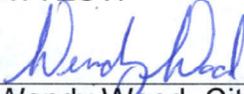
This Ordinance shall be in full force and effect thirty (30) days after its final passage, and the summary of this Ordinance shall be published within fifteen (15) days after the adoption, together with the names of those Councilmembers voting for or against same, in the Campbell Express, a newspaper of general circulation published and circulated in the City of Campbell, Santa Clara County, State of California.

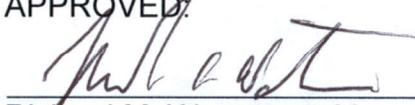
Within fifteen (15) days after adoption, the City Clerk shall also post in the office of the City Clerk a certified copy of the full text of this Ordinance, along with the names of those Councilmembers voting for or against the Ordinance.

PASSED AND ADOPTED this 2<sup>nd</sup> day of July, 2019 by the following roll call vote:

AYES: COUNCILMEMBERS: Resnikoff, Bybee, Gibbons, Landry, Waterman  
NOES: COUNCILMEMBERS: None  
ABSENT: COUNCILMEMBERS: None

ATTEST:

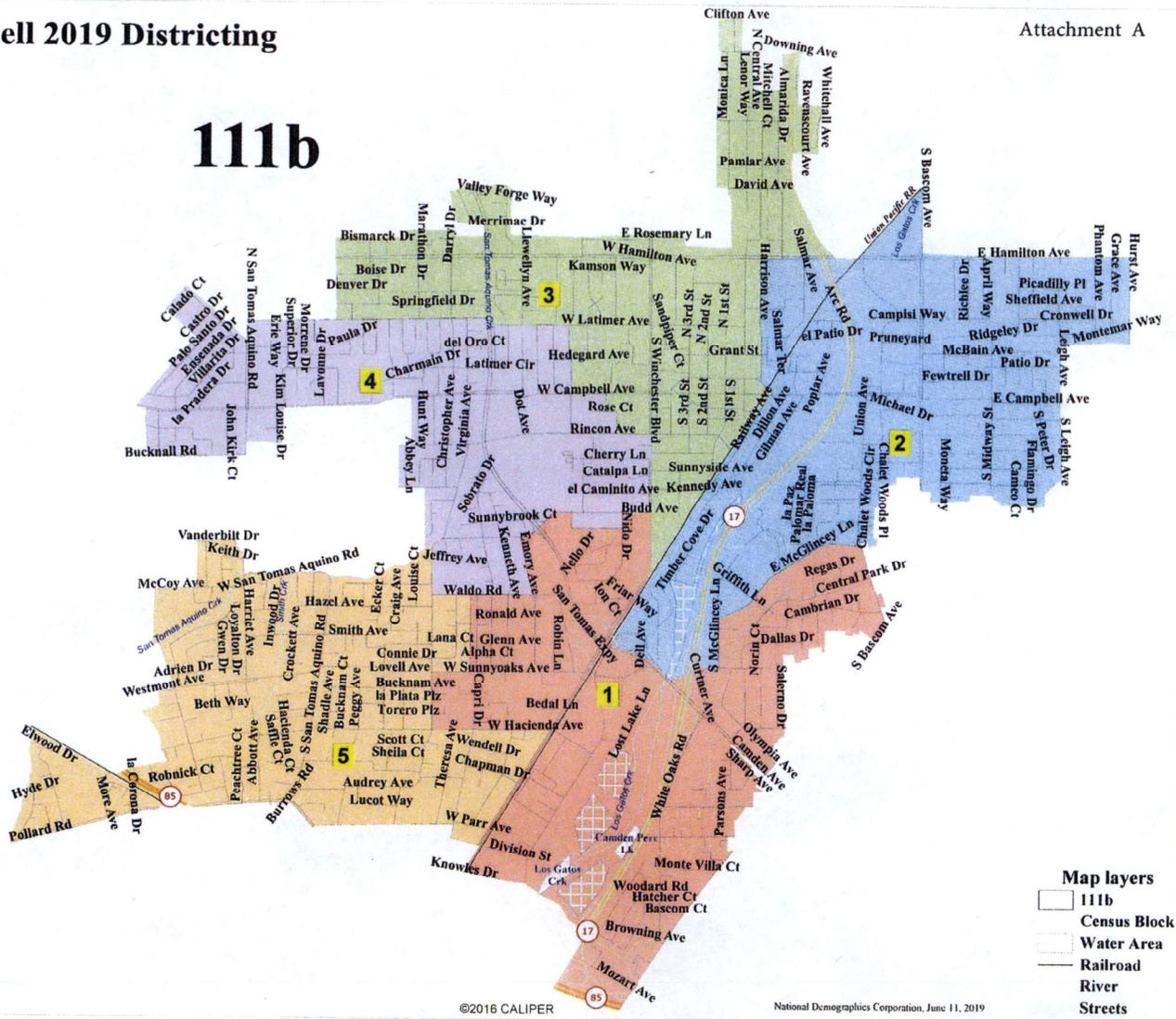
  
\_\_\_\_\_  
Wendy Wood, City Clerk

APPROVED:  
  
\_\_\_\_\_  
Richard M. Waterman, Mayor

# Campbell 2019 Districting

Attachment A

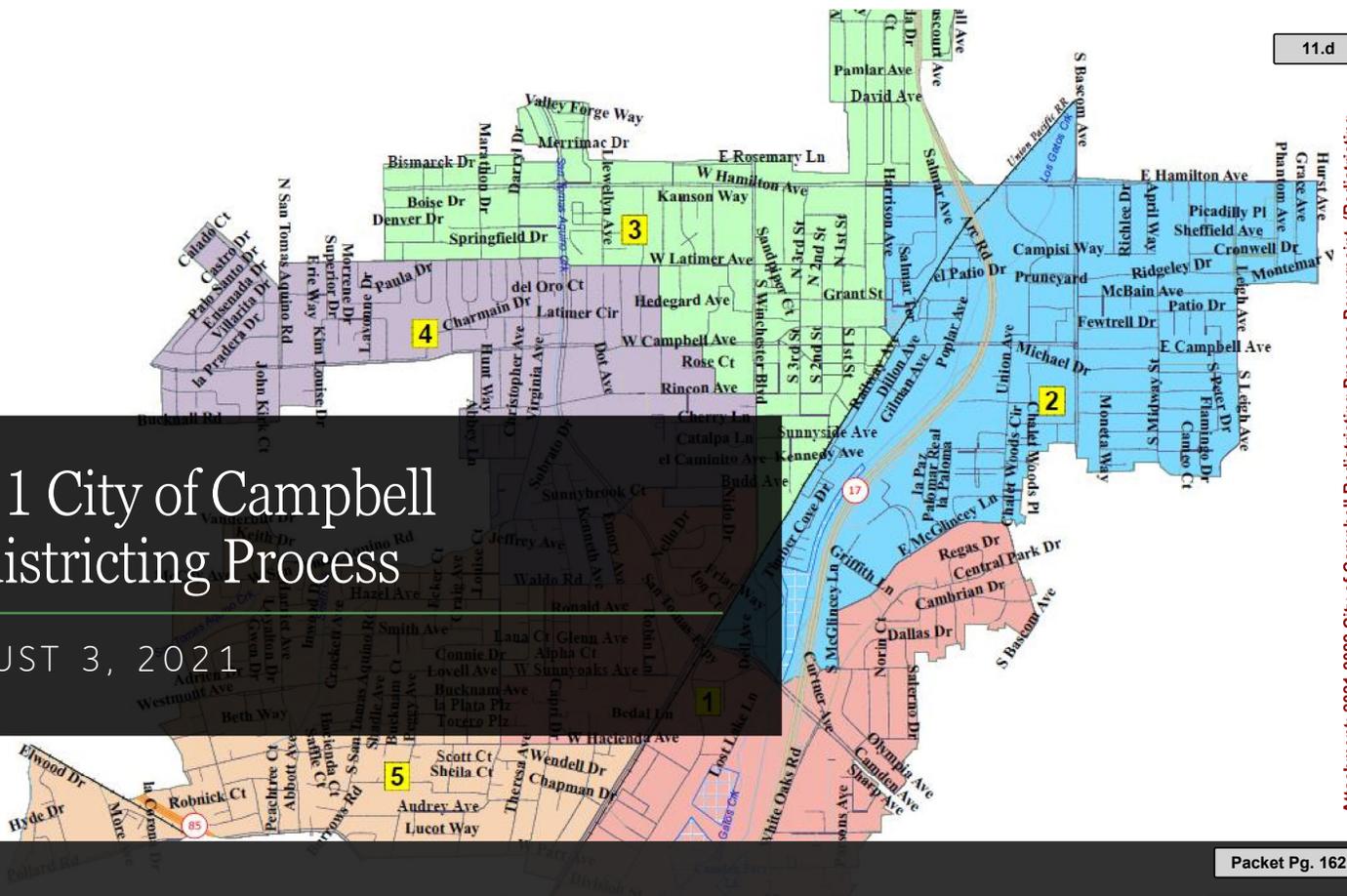
## 111b



Attachment: Adopted Ordinance 2248 - Establishing District Boundaries (Redistricting Process for

# 2021 City of Campbell Redistricting Process

AUGUST 3, 2021



## Why are we in districts?

In 2019, as a result of a complaint relating to the California Voting Rights Act, the Campbell City Council completed an extensive public outreach and hearing process which resulted in the adoption of Ordinance No. 2248, establishing a new district-based election and final district map where the City is designated by Districts and each District is represented by a Councilmember who is elected by the voters who live within that District. This initial districting process was completed using 2010 census data.

# Why redistricting now?

Each jurisdiction with district-based elections are required by State law to update their district boundaries every ten years, following receipt of updated population data from each federal decennial census.

Census data is normally released to the Cities in Spring, however due to the pandemic, it is anticipated that the 2020 census data will be published and available to the City by the end of September 2021.

# Redistricting Option 1

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## City Staff-Led Process with an established Community Outreach Plan

- City Staff and Professional Demographer conduct Public Community Workshops
- City Council holds all required public hearings.
- City Council maintains authority to review and adopt final map.
- Simpler and faster overall process to manage.
- Less expensive process to support.
- In line with neighboring like jurisdictions.

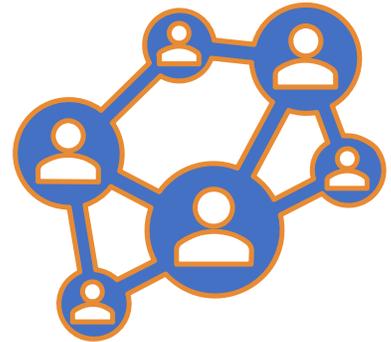


# Redistricting Option 2

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## Advisory Redistricting Commission

- City Council will establish an Advisory Commission and appoint all members.
- City Council and Advisory Commission jointly holds all required public hearings.
- Advisory Commission recommends maps to City Council, but City Council maintains authority to adopt final map.
- Stringent qualifications for Commissioners.
- Will add approx. 2 - 4 meetings to the schedule.
- Increased staff time and cost to support.



# Redistricting Options 3 and 4

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## Independent or Hybrid Redistricting Commissions

- All members of either Commission are appointed by a 3<sup>rd</sup> party.
- Commissions hold all public hearings.
- Hybrid Commission recommends maps to City Council, but City Council can only choose one of the recommended maps to adopt.
- Independent Redistricting Commission has full authority to adopt a final map.
- Stringent qualifications for Commissioners.
- Will add approx. 10 - 12 meetings to the schedule.
- Increased staff time and cost to support.



# Proposed Community Outreach Plan

11.d

## Public Messaging

- Social media engagement on all platforms
- Dedicated redistricting webpage
- Targeted press releases/flyers to various community groups, non-profits, churches, and schools
- Public Notices and Display Advertisements in local newspapers, Community Center, Channel 26 and YouTube

## Direct Community Outreach

- Information Booth at Farmer's Market once a month for the duration of the redistricting process
- At least one Community Workshop hosted at City Hall on a Saturday during the redistricting process

## Online Interactive Tools

- Interactive mapping tool to allow residents to draw their own district maps
- Designated email address for direct City communication: [redistricting@campbellca.gov](mailto:redistricting@campbellca.gov)