



*City
Council
Report*

Item: 9
Category: PUBLIC HEARINGS AND
 INTRODUCTION OF
 ORDINANCES
Meeting Date: September 7, 2021

TITLE: Receive Input from the Community on Redistricting of City Council District Boundaries. (Time Certain 7:50 PM)

RECOMMENDED ACTION

Receive input from the Community on the Redistricting of City Council district boundaries and provide any necessary feedback and direction to Staff.

BACKGROUND

Every ten years, cities with by-district election systems must use new census data to review and, if needed, adjust district boundary lines to reflect how local populations have changed. This process, called redistricting, ensures all districts have nearly equal population. By Statute, the redistricting process for the City of Campbell must be completed by April 15, 2022.

The City adopted its current district boundaries on July 2, 2019 based on 2010 census data as required by law. The districts must now be adjusted using the 2020 census data and in compliance with the FAIR MAPS Act, which was adopted by the California legislature as AB 849 and took effect January 1, 2020.

DISCUSSION

Elections Code Section 21607.1 directs that the City must conduct at least four public hearings throughout the redistricting process; one public hearing before maps are drawn, at least two public hearings after draft maps are drawn, and one public hearing scheduled on an evening or weekend, at which time the public is invited to provide input regarding the composition of the districts.

The purpose of this public hearing is to update the community on the redistricting process and to receive feedback about what neighborhoods and/or communities of interest (COI) should be taken into consideration while creating district boundaries. A COI is a group of people that share common social or economic interests, live in a geographically definable area, and should be included within a single district for purposes of effective and fair representation in future elections. There are some communities of interest that are considered “protected classes” in that they have rights through state or federal civil rights or voting rights laws. Some examples of protected classes in districting would be ethnic and racial minorities such as a concentration of

Latinx, Asian, Black, or African American people. There are other potential Communities of Interest that can also be considered in districting, such as: senior citizens, college students, people who live in a particular neighborhood, or even people who share concerns such as parents with young children, bicycle enthusiasts, topic interest groups, etc. Communities of Interest do not include relationships with political parties, incumbents, or political candidates.

Possible community features include, but are not limited to:

1. School attendance areas;
2. Natural dividing lines such as major roads, hills, or highways;
3. Areas around parks and other neighborhood landmarks;
4. Common issues, neighborhood activities, or legislative/election concerns; and
5. Shared demographic characteristics, such as:
 - a. Similar levels of income or education
 - b. Languages spoken at home
 - c. Single-family and multi-family housing unit areas

The City must ensure compliance with the following state and federally-mandated criteria:

- Each district shall contain a nearly equal population
- Each district shall be drawn in a manner that complies with the Federal Voting Rights Act
- Each district shall not be drawn with race as the predominate factor in violation of the principles established by the U.S. Supreme Court

Community Engagement

Following Council's initial review and feedback on August 3, 2021, the City Clerk's Office and the City Manager's Office have refined the Community Outreach Plan to include the following activities:

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 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:

- Updated online interactive mapping tool
- Written public comment form available at: www.campbellca.gov/redistricting

- Designated email address: redistricting@campbellca.gov

Direct Community Outreach:

- Campbell Farmer's Market Staffed Table for direct resident contact
- Three Community Workshops at City Hall and the Community Center; one held on a Saturday

FISCAL IMPACT

Staff estimates that the currently budgeted funds will be sufficient and are not requesting a budget adjustment at this time.

Projected Redistricting Costs

Consultant – Basic Project Elements	\$19,500
Consultant – In-Person Meeting Attendance	\$11,000-\$19,250
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 - \$64,750

**The above costs are based on holding four public hearings during regular City Council meetings and two - three community workshops, one held on a Saturday.*

Reviewed by:

D. Christopherson

Dusty Christopherson, City Clerk

Approved by:

Brian Loventhal

Brian Loventhal, City Manager

Attachment:

- a. Campbell Public Hearing 1 presentation 9_7_21



City of Campbell

Introduction to Redistricting

September 7, 2021

Dr. Jeff Tilton, Senior Consultant
National Demographics Corporation

Redistricting Process

Step	Description
Two Initial Hearings September 7 & October 5 7:30 p.m.	<ul style="list-style-type: none"> Held prior to release of draft maps Education and to solicit input on the communities in the Districts
Census Data Release August 12, 2021	<ul style="list-style-type: none"> Census Bureau releases official 2020 Census population data
California Data Release September 2021	<ul style="list-style-type: none"> California Statewide Database releases California’s official ‘prisoner-adjusted’ 2020 redistricting data
Draft Map Hearing February 1, 2022 7:30 p.m.	<ul style="list-style-type: none"> Discuss and revise the draft maps Discuss the election sequence Deadline to submit draft maps: January 18, 2022, 5 p.m. Post draft maps by January 25, 2022, 5 p.m.
Draft Map Hearing March 1, 2022 7:30 p.m.	<ul style="list-style-type: none"> Discuss and select final map Discuss and determine election sequence Deadline to submit draft maps: February 18, 2022, 5 p.m. Post draft maps by February 25, 2022, 5 p.m.

Attachment: Campbell Public Hearing 1 presentation 9_7_21 (Redistricting 2021 Public



Redistricting Rules and Goals

1. Federal Laws

- Equal Population
- Federal Voting Rights Act
- No Racial Gerrymandering



2. California Criteria for Cities

1. Geographically contiguous
2. Undivided neighborhoods and “communities of interest”
(Socio-economic geographic areas that should be kept together)
3. Easily identifiable boundaries
4. Compact
(Do not bypass one group of people to get to a more distant group of people)

3. Other Traditional Redistricting Principles

- Minimize voters shifted to different election year
- Respect voters’ choices continuity in office
- Future population growth
- Preserving the core of existing districts

Prohibited: “Shall not favor or discriminate against a political party.”

Defining Neighborhoods

1st Question: What is your neighborhood?

2nd Question: What are its geographic boundaries?

Examples of physical features defining a neighborhood boundary:

- Natural neighborhood dividing lines, such as highway or major roads, rivers, canals and/or hills
- Areas around parks or schools
- Other neighborhood landmarks

In the absence of public testimony, planning records and other similar documents may provide definition.



Beyond Neighborhoods: Defining Communities of Interest

1st Question: What defines your community?

- Geographic Area, plus
- Shared issue or characteristic
 - Shared social or economic interest
 - Impacted by city policies
- Tell us “your community’s story”

2nd Question: Would this community benefit from being “included within a single district for purposes of its effective and fair representation”?

- Or would it benefit more from having multiple representatives?

Definitions of Communities of Interest may not include relationships with political parties, incumbents, or political candidates.

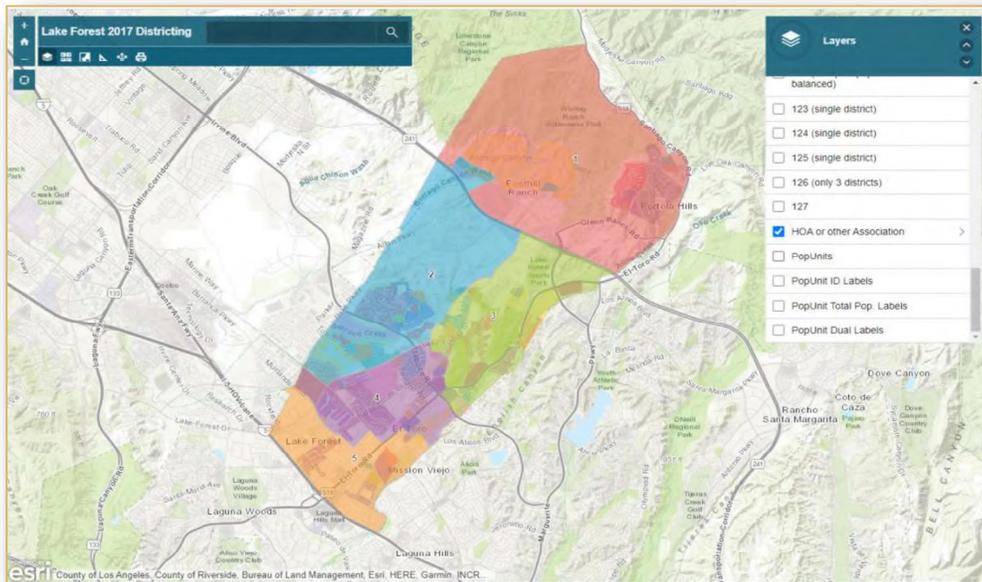
Possible Neighborhoods / Communities



Simple Map Review Tool

Online Interactive Review Map

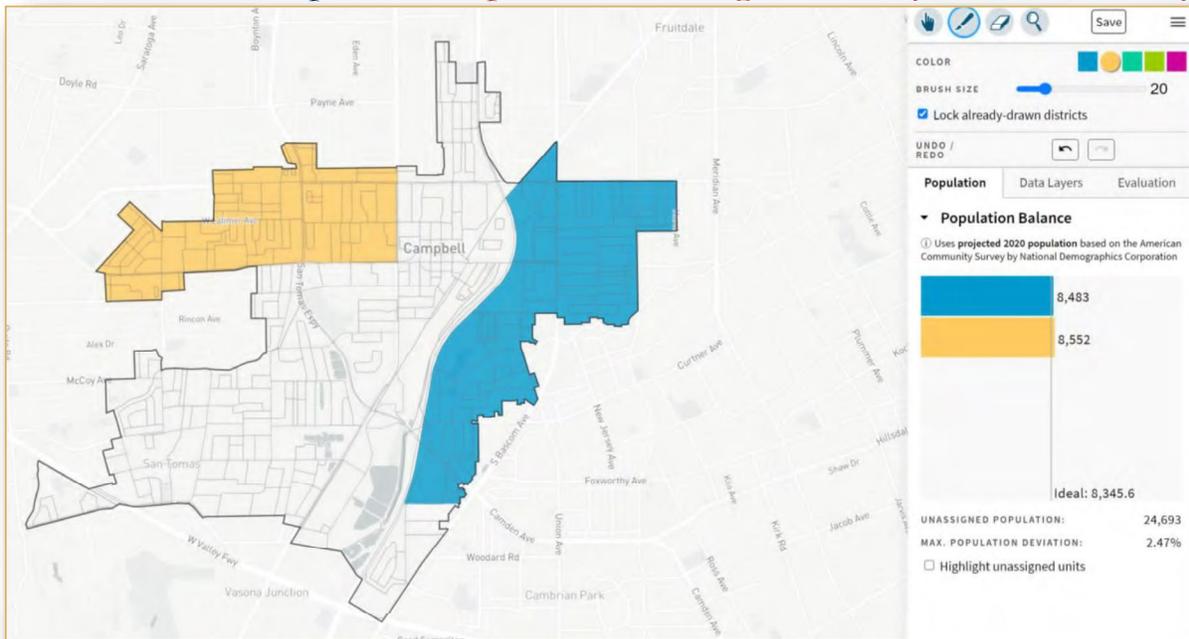
- ESRI's "ArcGIS Online" – similar to Google Maps in ease of use
- Used to review, analyze and compare maps, not to create them
- Includes overlays of "community of interest" and other data



Mapping Tool: DistrictR

“Draw Your Community of Interest” focus

- districtR.org/tag/CampbellCity
- Also includes simple district-mapping tool; Only available in English
- Similar external options: [Representable.org](https://representable.org), [DrawMyCACommunity.org](https://drawmycacommunity.org)



Share Your Thoughts



Website: www.campbellca.gov/redistricting

Phone: 408-866-2100 | Email: redistricting@campbellca.gov



Public Hearing & Discussion

- ❑ What is your neighborhood and what are its boundaries?
- ❑ What other notable areas are in the City, and what are their boundaries?

Council Discussion on:

- “neighborhoods”
- “communities of interest”