



## *City Council Report*

**Item:** 7  
**Category:** UNFINISHED BUSINESS  
**Meeting Date:** November 16, 2021

**TITLE:** Review Updated City Population Data as Reported through the 2020 Federal U.S. Census

### **RECOMMENDED ACTION**

It is recommended that the City Council review the City's updated population data as reported through the 2020 Federal U.S. Census and provide direction to Staff relating to the continued public outreach process.

### **BACKGROUND**

Every 10 years, local governments use new data from the Census to evaluate and potentially rebalance their districts to reflect how local populations have changed. Cities must ensure that their district boundaries continue to be in population balance. Redistricting is the process of adjusting City Council voting districts so that each district has substantially the same number of residents. Cities with voting districts are required to update their district election map following the release of the U.S. Census data. Cities that experience little or no change in district populations have the option to maintain existing district boundaries as long as they comply with all other state and federal redistricting criteria.

The City of Campbell transitioned from an at-large to a by-district election process for Councilmembers in July 2019. At that time, the City retained National Demographic Corporation (NDC) to develop district maps and facilitate public hearings, at the end of which Council approved the current district election map. In 2019, the most recently available population data was taken from the 2010 U.S. Census. This was standard for all jurisdictions that went through the transition to district elections at that time.

Now, with the release of the updated 2020 Census data, the City must evaluate its voting districts based on the new population statistics provided.

### **DISCUSSION**

On September 27, 2021, the State of California posted its adjusted 2020 U.S. Census data. For California cities, these figures are the final numbers that must be used to determine if district boundaries need to be adjusted. NDC processed these numbers for the current districts and found that the City's current population deviation – the difference between the most populous and least populous districts – is 7.65%

(Attachment 1). This value is within the 10% threshold where a map is considered “presumptively constitutional,” and thus the districts do not need to be adjusted to comply with the federal equal population requirement.

### California Fair Maps Act

In October 2019, the California legislature approved Assembly Bill 849, the Fair and Inclusive Redistricting for Municipal and Political Subdivisions (FAIR MAPS) Act, which requires cities to ensure maps comply with set redistricting criteria. The act further outlines the specified steps a jurisdiction must take to encourage public participation of its residents and the deadlines for the adoption of new boundaries by a governing body.

In addition to the equal population requirements as set by federal law, the Fair Maps Act sets out criteria that all cities must also use to evaluate their district maps, and the order in which they must be evaluated. They are:

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 (Does not bypass one group of people to get to a more distant group of people)

Additionally, the legislation prohibits the discrimination against or favoring of any political party in the mapping process.

### Campbell’s Next Steps

While the current district boundary map is considered balanced from an equal population standpoint, the City Council must review the Fair Maps criteria identified above by the legal deadline of April 17, 2022. If Council finds the current districts meet the requirements of the Act, then the election district lines may be retained as they are at the conclusion of the required four public hearings. This does not preclude the City from considering any alternative map submitted by the public during the final two public hearings.

Staff is recommending Council find the current District boundary maps to be population balanced, to declare their support to focus on the current boundary map for the remaining two public hearings, and forgo the previously scheduled Community Workshops.

Staff will continue its public messaging efforts including social media engagement, targeted press releases, maintenance of the City’s website, and other public communications in English and Spanish.

In addition to the community outreach efforts described above, the City Clerk’s Office in partnership with the Community Development Department sent mailed postcards to Campbell residents informing all of the redistricting process, how to get involved, and when the final two public hearings are scheduled.

The remaining two public hearings are scheduled for February 1 and March 1, 2022. The final district map must be approved by April 17, 2022, to comply with state and federal election laws.

### **FISCAL IMPACT**

At the October 5, 2021 regular City Council meeting, staff estimated that redistricting could cost the City between \$56,500 and \$64,750. With the current district boundary maps deemed population balanced, a cost savings from Consultant fees and community workshop supply costs would be realized of approximately \$25,000 (including basic project element costs, in-person meeting costs, and translation services) if Council approves staff's current recommendations; thereby resulting in lower estimated City costs of between \$31,500 and \$39,750. These costs would also continue to remain within the current approved budget appropriations within the City Clerk's Office and do not require a budget adjustment at this time.

Prepared by:



Dusty Christopherson, City Clerk

Approved by:



Brian Loventhal, City Manager

### **Attachment:**

- a. 2020 Census District Population Summary Results
- b. Final District Boundaries 2019 (Map 111b)
- c. Redistricting COI Worksheet Public Comment Redacted