



*City  
Council  
Report*

**Item:** 8  
**Category:** PUBLIC HEARINGS AND  
 INTRODUCTION OF  
 ORDINANCES  
**Meeting Date:** February 1, 2022

**TITLE:** Receive Input from the Community on the Draft District Maps Submitted for the Redistricting of City Council District Boundaries (Time Certain 7:45 PM)

**RECOMMENDED ACTION**

Receive input from the Community on the draft district maps submitted for 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 be in compliance with the FAIR MAPS Act, which was adopted by the California legislature as Assembly Bill (AB) 849 and took effect January 1, 2020.

On August 3, 2021 Council approved the use of a Staff-led process with an identified community outreach plan for this year's redistricting process. The first and second of four required public hearings were held on September 7, 2021 and October 5, 2021 at which time the public and Council received an update on the process overall and received public comments. On January 15, 2022 the City hosted a public workshop to educate the community on the redistricting process and demonstrated how to use the map drawing tools provided on the City's website.

Members of the public were instructed to provide feedback and develop draft maps that best depict their neighborhoods and/or communities of interest (COI). 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 or African American people. There are other potential COI's 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. COI's 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
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

## 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.

This third public hearing is the first opportunity to review and discuss draft maps of proposed districts that have been submitted by members of the community before the initial deadline of January 18, 2022. At its meeting on November 16, 2021 City Council voted unanimously to include the City's current district boundary map for consideration. The 2020 U.S. Census indicated that the City's current district boundaries are still population balanced. In addition, the City received a total of four (4) draft maps (labeled 101–104). Upon receipt of a draft map from the public, NDC, Inc., the City's contracted demographer, reviewed each map for compliance with the Federal Voting Rights Act and the Fair Maps Act which include:

### Federal Voting Rights Act

- Each council district shall contain a nearly equal population.
- No council district shall be drawn with race as the predominate factor in violation of the principles established by the United States Supreme Court in *Shaw v. Reno*, 509 U.S. 630 (1993), and its progeny.

### Fair Maps Act

- Each council district shall be a geographically contiguous territory.
- Each council district shall contain undivided neighborhoods and Communities of Interest.

- Each council district border shall be easily identifiable and follow visible natural and man-made geographical and topographical features, including mountains, flat land, forest lands, highways, canals, etc.
- Each council district shall be as compact as possible. Districts cannot bypass one group of people to get to a more distant group.

After careful review and analysis of the above described rules and laws and the draft maps submitted, it was determined that three of the four submitted draft maps meet the requirements of the Federal Voting Rights Act and the Fair Maps Act. Map 103 was deemed non-compliant as it is currently presented, as it is not population balanced.

Plan	Type	Submitter	Dev.	Contig?	Pairings
Existing	MOR	NDC	7.64%	Y	None
101	PDF	Various	7.64%	Y	None
102	DRA 2020	Ben Wynd	3.53%	Y	D1: D2
103	DRA 2020	Ben Wynd	10.51%	Y	
104	DRA 2020	Ben Wynd	4.23%	Y	None

The City's current district boundary map and all four (4) submitted draft maps are included as Attachment A.

Staff is requesting the City Council provide input on the presented draft maps and take public testimony. The City will continue to accept draft maps from the public until the final submission deadline of February 18, 2022. The fourth and final required public hearing is scheduled for March 1, 2022, at which time the City Council will select a final district boundary map and introduce an ordinance to adopt the final map with the second and final reading of the ordinance scheduled for March 15, 2022.

## FISCAL IMPACT

The below project budget reflects NDC, Inc's consultant fees as well as the estimated community outreach costs through the end of the project hearings in March 2022. The direct mail postcard to more than 13,000 Campbell addresses represents the largest expense in the Community Outreach Costs category. The Fiscal Year 21/22 adopted budget for the City Clerk's Office includes \$35,000 (Election Expenses – Acct. 7436) for this project expense, leaving a difference of approximately \$10,500. This budget difference will be included as a budget adjustment during the mid-year budget review.

### *Projected Redistricting Project Costs*

Consultant – Basic Project Elements	\$19,500
Consultant – Virtual Meeting Attendance	\$5,000
Consultant – Demographer/Mapping Tool	\$6,000
Community Outreach Costs (translation services, publishing costs, direct mailers, printing costs, mailing costs, community workshop supplies)	\$15,000 (est.)

	Total: \$45,500
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*\*The above costs are based on holding four public hearings during regular City Council meetings and one community workshop.*

Prepared by:

*D. Christopherson*

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Dusty Christopherson, City Clerk

Approved by:

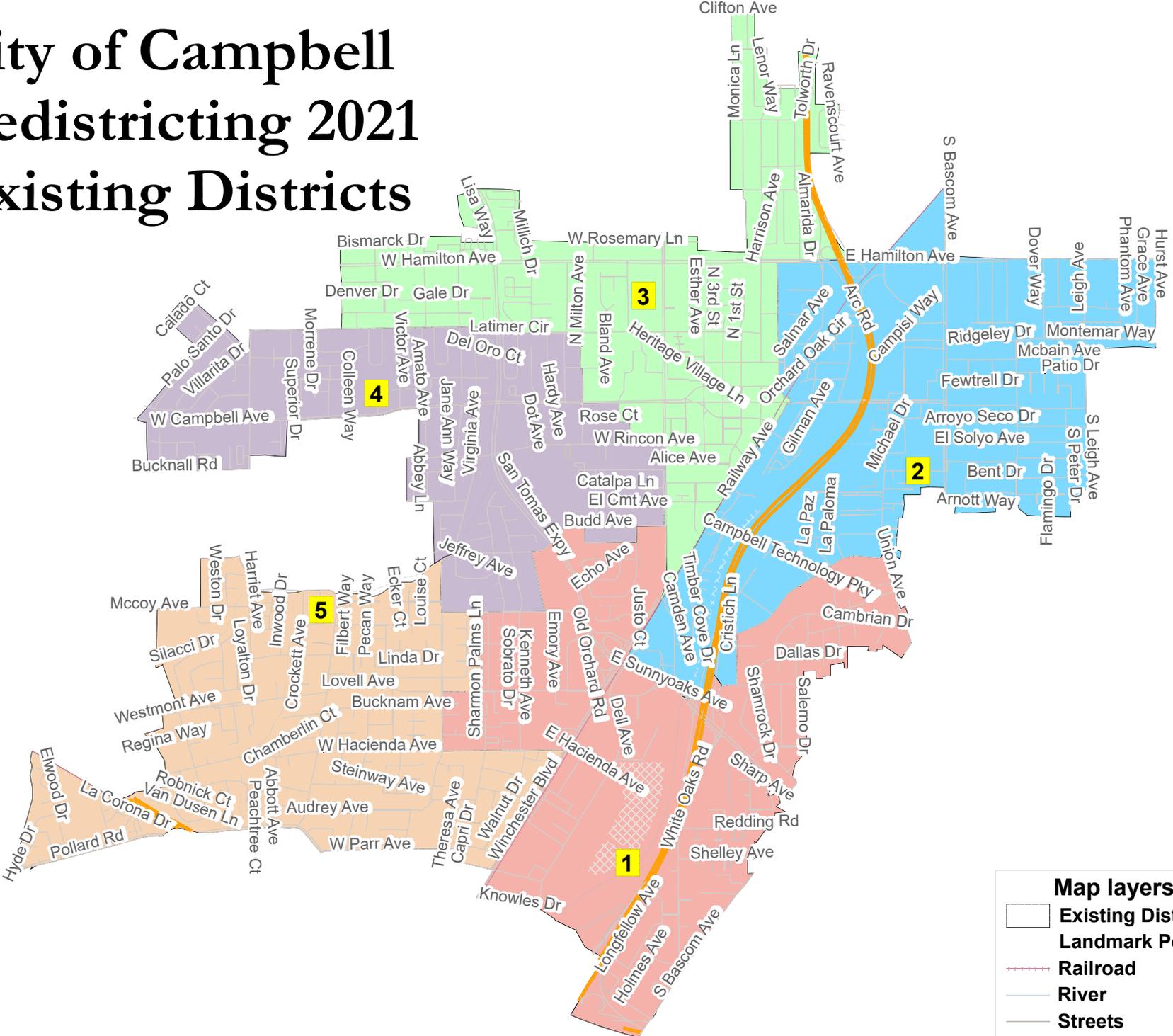
*Brian Loventhal*

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Brian Loventhal, City Manager

**Attachment:**

- a. Existing Map & Draft Maps Submitted before 1\_18\_22
- b. 2021-2022 City of Campbell 3rd Public Hearing Redistricting Powerpoint
- c. NDC, Inc. Powerpoint Presentation
- d. Public Comments Received Through 1\_26\_22 Redacted

# City of Campbell Redistricting 2021 Existing Districts

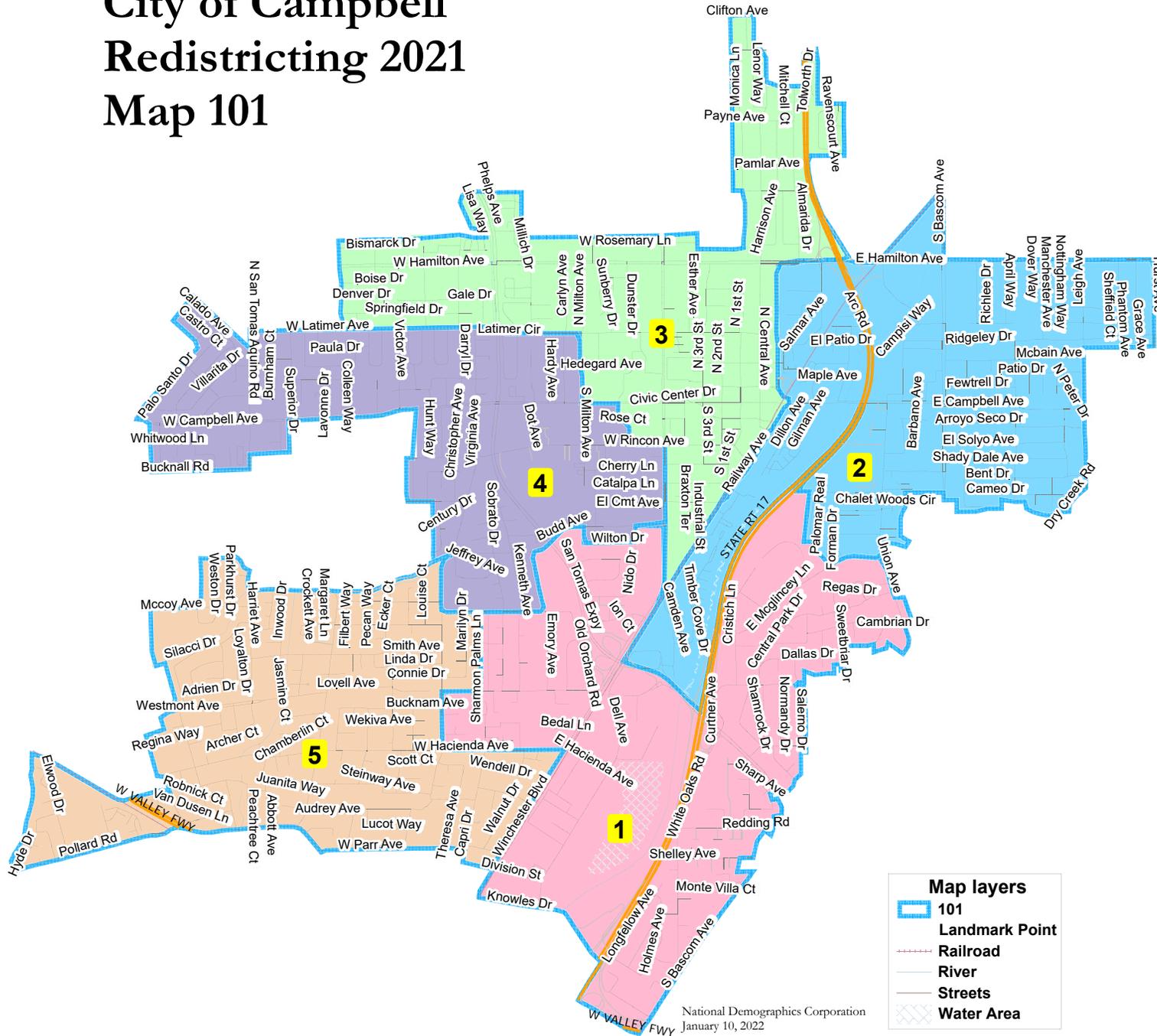


<b>City of Campbell - Existing Districts</b>							
<b>Category</b>	<b>Field</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Total</b>
2020 Census	Total Population	8,902	9,024	9,097	8,423	8,582	44,028
	Population Deviation	96	218	291	-383	-224	674
	Pct. Deviation	1.09%	2.48%	3.30%	-4.35%	-2.54%	7.65%
Total Pop.	Hispanic/Latino	24%	18%	23%	17%	14%	19%
	NH White	44%	57%	45%	44%	47%	47%
	NH Black	4%	3%	3%	3%	2%	3%
	NH Asian/Pac.Isl.	26%	21%	26%	35%	35%	28%
	NH Native Amer.	1%	1%	1%	1%	1%	1%
Citizen Voting Age Pop	Total	5,269	6,315	5,997	5,520	5,395	28,495
	Hisp	14%	16%	16%	14%	13%	15%
	NH White	60%	68%	59%	57%	60%	61%
	NH Black	5%	3%	3%	3%	2%	3%
	Asian/Pac.Isl.	19%	12%	21%	26%	23%	20%
	Native Amer.	1%	1%	0%	0%	1%	1%
Voter Registration (Nov 2020)	Total	4,640	5,780	5,034	5,231	5,337	26,022
	Latino est.	15%	13%	14%	12%	9%	13%
	Spanish-Surnamed	14%	12%	14%	11%	8%	12%
	Asian-Surnamed	13%	8%	13%	19%	17%	14%
	Filipino-Surnamed	1%	1%	1%	2%	1%	1%
	NH White est.	68%	76%	68%	66%	72%	70%
	NH Black	4%	3%	3%	2%	1%	3%
Voter Turnout (Nov 2020)	Total	3,903	4,991	4,268	4,515	4,676	22,353
	Latino est.	14%	12%	13%	11%	9%	12%
	Spanish-Surnamed	13%	11%	13%	10%	8%	11%
	Asian-Surnamed	13%	8%	13%	19%	17%	14%
	Filipino-Surnamed	1%	1%	1%	2%	1%	1%
	NH White est.	68%	76%	68%	66%	72%	70%
NH Black	4%	3%	3%	2%	1%	3%	
Voter Turnout (Nov 2018)	Total	2,879	3,567	3,308	3,361	3,437	16,552
	Latino est.	12%	9%	13%	10%	7%	10%
	Spanish-Surnamed	11%	9%	12%	10%	7%	10%
	Asian-Surnamed	10%	6%	11%	16%	13%	11%
	Filipino-Surnamed	1%	1%	1%	2%	1%	1%
	NH White est.	73%	80%	71%	70%	77%	74%
NH Black est.	3%	3%	3%	2%	1%	2%	
Age	age0-19	23%	16%	21%	22%	27%	22%
	age20-60	59%	65%	56%	56%	53%	58%
	age60plus	18%	18%	22%	21%	20%	20%
Immigration	immigrants	29%	17%	28%	32%	30%	27%
	naturalized	51%	55%	50%	55%	59%	54%
Language spoken at home	english	60%	80%	69%	64%	66%	68%
	spanish	14%	8%	10%	11%	5%	10%
	asian-lang	14%	6%	15%	15%	15%	13%
	other lang	11%	6%	6%	10%	14%	10%
Language Fluency	Speaks Eng. "Less than Very Well"	13%	6%	12%	14%	10%	11%
Education (among those age 25+)	hs-grad	32%	35%	35%	35%	30%	34%
	bachelor	34%	35%	30%	30%	34%	33%
	graduatedegree	22%	19%	22%	18%	25%	21%
Child in Household	child-under18	32%	19%	27%	32%	43%	30%
Pct of Pop. Age 16+	employed	72%	77%	70%	68%	67%	71%
Household Income	income 0-25k	9%	8%	10%	14%	4%	9%
	income 25-50k	11%	10%	13%	15%	7%	11%
	income 50-75k	10%	9%	9%	11%	7%	9%
	income 75-200k	51%	51%	43%	34%	43%	45%
	income 200k-plus	20%	22%	24%	26%	40%	26%
Housing Stats	single family	41%	42%	55%	59%	93%	56%
	multi-family	59%	58%	45%	41%	7%	44%
	rented	66%	60%	46%	45%	21%	49%
	owned	34%	40%	54%	55%	79%	51%

Total population data from California's adjusted 2020 Census data. Citizen Voting Age Population, Age, Immigration, and other demographics from the 2015-2019 American Community Survey and Special Tabulation 5-year data. Turnout and Registration data from California Statewide Database ("Latino" figures calculated by NDC using Census Bureau's Latino undercount by surname estimate).

Attachment: Existing Map & Draft Maps Submitted before 1\_18\_22 (Redistricting 2021 Public Hearing 3)

# City of Campbell Redistricting 2021 Map 101

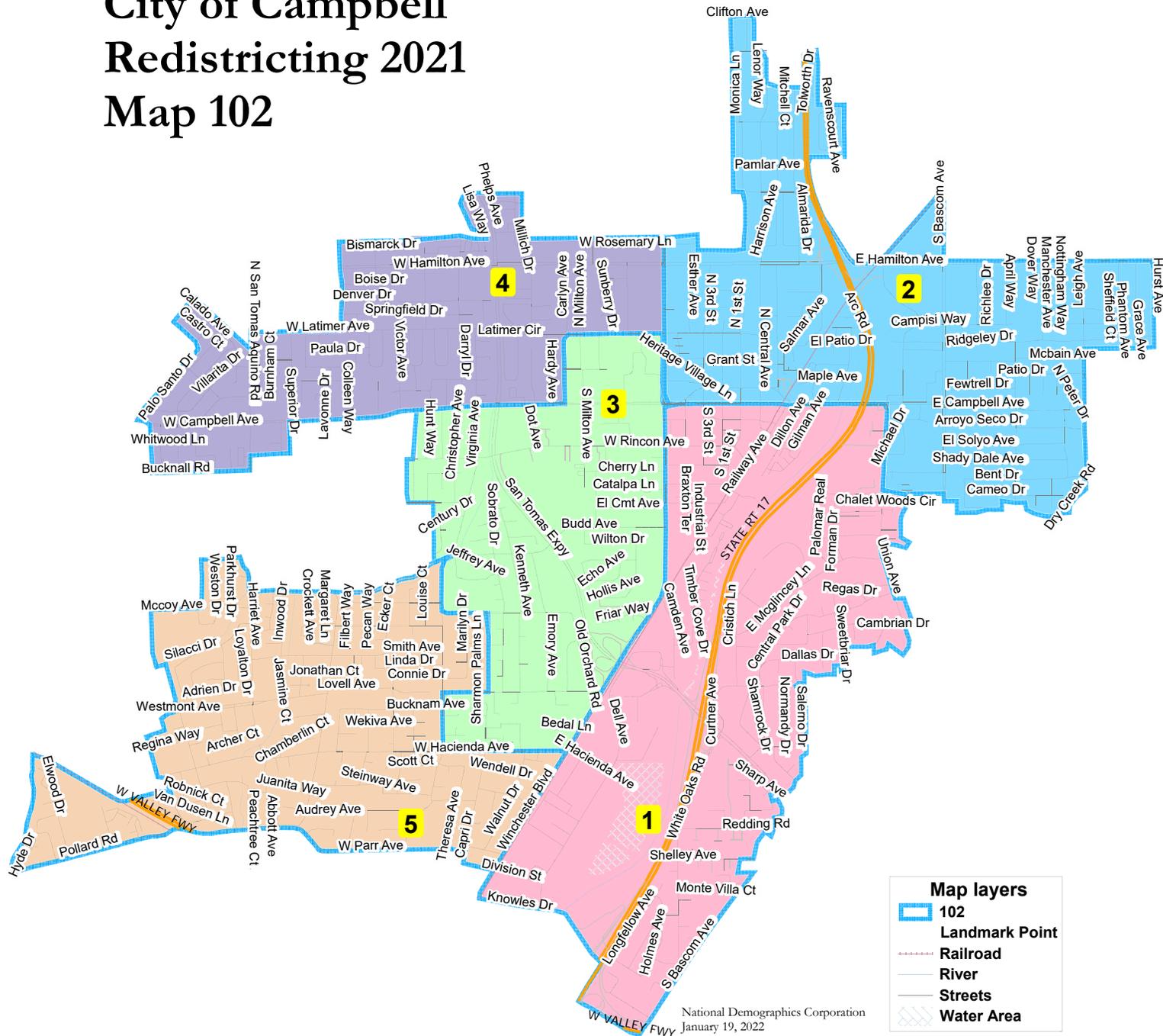


City of Campbell - Map 101							
Category	Field	1	2	3	4	5	Total
2020 Census	Total Population	8,963	8,963	9,097	8,423	8,582	44,028
	Population Deviation	157	157	291	-383	-224	674
	Pct. Deviation	1.78%	1.78%	3.30%	-4.35%	-2.54%	7.65%
Total Pop.	Hispanic/Latino	24%	18%	23%	17%	14%	19%
	NH White	44%	57%	45%	44%	47%	47%
	NH Black	4%	3%	3%	3%	2%	3%
	NH Asian/Pac.Isl.	26%	21%	26%	35%	35%	28%
	NH Native Amer.	1%	1%	1%	1%	1%	1%
Citizen Voting Age Pop	Total	5,301	6,283	5,997	5,520	5,395	28,495
	Hisp	14%	16%	16%	14%	13%	15%
	NH White	60%	68%	59%	57%	60%	61%
	NH Black	5%	3%	3%	3%	2%	3%
	Asian/Pac.Isl.	19%	12%	21%	26%	23%	20%
	Native Amer.	1%	1%	0%	0%	1%	1%
Voter Registration (Nov 2020)	Total	4,654	5,766	5,034	5,231	5,337	26,022
	Latino est.	15%	13%	14%	12%	9%	13%
	Spanish-Surnamed	14%	12%	14%	11%	8%	12%
	Asian-Surnamed	13%	8%	13%	19%	17%	14%
	Filipino-Surnamed	1%	1%	1%	2%	1%	1%
	NH White est.	68%	76%	68%	66%	72%	70%
	NH Black	4%	3%	3%	2%	1%	3%
Voter Turnout (Nov 2020)	Total	3,912	4,982	4,268	4,515	4,676	22,353
	Latino est.	14%	12%	13%	11%	9%	12%
	Spanish-Surnamed	13%	11%	13%	10%	8%	11%
	Asian-Surnamed	13%	8%	13%	19%	17%	14%
	Filipino-Surnamed	1%	1%	1%	2%	1%	1%
	NH White est.	68%	76%	68%	66%	72%	70%
Voter Turnout (Nov 2018)	Total	2,894	3,552	3,308	3,361	3,437	16,552
	Latino est.	12%	9%	13%	10%	7%	10%
	Spanish-Surnamed	12%	9%	12%	10%	7%	10%
	Asian-Surnamed	10%	6%	11%	16%	13%	11%
	Filipino-Surnamed	1%	1%	1%	2%	1%	1%
	NH White est.	73%	80%	71%	70%	77%	74%
Age	age0-19	23%	16%	21%	22%	27%	22%
	age20-60	59%	65%	56%	56%	53%	58%
	age60plus	18%	18%	22%	21%	20%	20%
Immigration	immigrants	28%	17%	28%	32%	30%	27%
	naturalized	51%	55%	50%	55%	59%	54%
Language spoken at home	english	61%	80%	69%	64%	66%	68%
	spanish	14%	8%	10%	11%	5%	10%
	asian-lang	14%	6%	15%	15%	15%	13%
	other lang	11%	6%	6%	10%	14%	10%
Language Fluency	Speaks Eng. "Less than Very Well"	13%	6%	12%	14%	10%	11%
Education (among those age 25+)	hs-grad	32%	35%	35%	35%	30%	34%
	bachelor	34%	35%	30%	30%	34%	33%
	graduatedegree	22%	19%	22%	18%	25%	21%
Child in Household	child-under18	32%	19%	27%	32%	43%	30%
Pct of Pop. Age 16+	employed	73%	77%	70%	68%	67%	71%
Household Income	income 0-25k	9%	8%	10%	14%	4%	9%
	income 25-50k	11%	10%	13%	15%	7%	11%
	income 50-75k	10%	9%	9%	11%	7%	9%
	income 75-200k	51%	51%	43%	34%	43%	45%
	income 200k-plus	20%	22%	24%	26%	40%	26%
Housing Stats	single family	41%	42%	55%	59%	93%	56%
	multi-family	59%	58%	45%	41%	7%	44%
	rented	66%	60%	46%	45%	21%	49%
	owned	34%	40%	54%	55%	79%	51%

Total population data from California's adjusted 2020 Census data. Citizen Voting Age Population, Age, Immigration, and other demographics from the 2015-2019 American Community Survey and Special Tabulation 5-year data. Turnout and Registration data from California Statewide Database ("Latino" figures calculated by NDC using Census Bureau's Latino undercount by surname estimate).

Attachment: Existing Map & Draft Maps Submitted before 1\_18\_22 (Redistricting 2021 Public Hearing 3)

# City of Campbell Redistricting 2021 Map 102

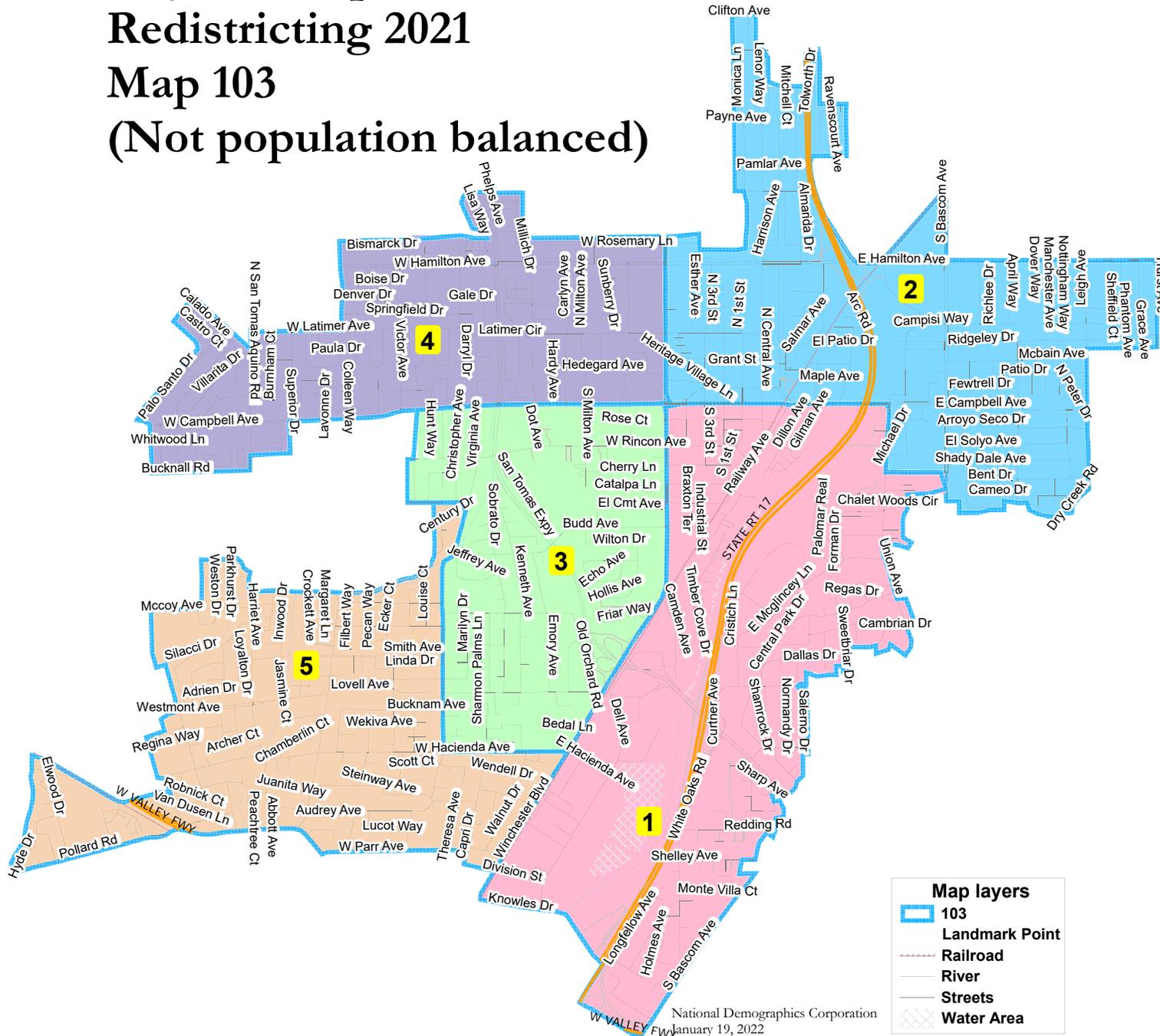


City of Campbell - Map 102							
Category	Field	1	2	3	4	5	Total
2020 Census	Total Population	8,797	8,946	8,635	8,790	8,860	44,028
	Population Deviation	-9	140	-171	-16	54	311
	Pct. Deviation	-0.10%	1.59%	-1.94%	-0.18%	0.61%	3.53%
Total Pop.	Hispanic/Latino	17%	20%	23%	21%	15%	19%
	NH White	54%	54%	44%	39%	46%	47%
	NH Black	3%	3%	4%	3%	3%	3%
	NH Asian/Pac.Isl.	26%	20%	26%	35%	34%	28%
	NH Native Amer.	1%	1%	1%	1%	1%	1%
Citizen Voting Age Pop	Total	5,572	6,469	5,250	5,692	5,512	28,495
	Hisp	14%	18%	12%	14%	13%	15%
	NH White	69%	61%	60%	56%	60%	61%
	NH Black	2%	3%	4%	3%	2%	3%
	Asian/Pac.Isl.	13%	17%	22%	26%	23%	20%
	Native Amer.	1%	0%	1%	0%	1%	1%
Voter Registration (Nov 2020)	Total	5,255	5,838	4,885	4,629	5,415	26,022
	Latino est.	13%	13%	15%	14%	9%	13%
	Spanish-Surnamed	12%	12%	13%	13%	9%	12%
	Asian-Surnamed	10%	9%	15%	20%	17%	14%
	Filipino-Surnamed	2%	1%	1%	2%	1%	1%
	NH White est.	73%	75%	68%	62%	72%	70%
	NH Black	3%	3%	3%	2%	2%	3%
Voter Turnout (Nov 2020)	Total	4,476	5,099	4,111	3,937	4,730	22,353
	Latino est.	12%	12%	13%	13%	9%	12%
	Spanish-Surnamed	12%	11%	12%	12%	8%	11%
	Asian-Surnamed	10%	9%	15%	20%	17%	14%
	Filipino-Surnamed	2%	1%	1%	2%	1%	1%
	NH White est.	73%	75%	68%	62%	72%	70%
NH Black	3%	3%	3%	2%	2%	3%	
Voter Turnout (Nov 2018)	Total	3,167	4,003	3,027	2,883	3,472	16,552
	Latino est.	10%	10%	12%	12%	8%	10%
	Spanish-Surnamed	9%	10%	11%	12%	7%	10%
	Asian-Surnamed	8%	7%	12%	17%	13%	11%
	Filipino-Surnamed	1%	1%	1%	1%	1%	1%
	NH White est.	78%	78%	72%	65%	76%	74%
NH Black est.	2%	3%	2%	2%	2%	2%	
Age	age0-19	19%	20%	21%	23%	27%	22%
	age20-60	64%	58%	57%	58%	53%	58%
	age60plus	17%	22%	22%	19%	20%	20%
Immigration	immigrants	23%	19%	32%	33%	30%	27%
	naturalized	54%	58%	49%	52%	58%	54%
Language spoken at home	english	74%	76%	60%	63%	65%	68%
	spanish	9%	9%	15%	11%	6%	10%
	asian-lang	8%	9%	16%	17%	15%	13%
	other lang	9%	6%	9%	10%	14%	10%
Language Fluency	Speaks Eng. "Less than Very Well"	7%	9%	17%	13%	10%	11%
Education (among those age 25+)	hs-grad	34%	35%	36%	34%	30%	34%
	bachelor	34%	33%	33%	30%	34%	33%
	graduatedegree	22%	22%	17%	21%	25%	21%
Child in Household	child-under18	25%	25%	26%	34%	43%	30%
Pct of Pop. Age 16+	employed	75%	72%	67%	73%	66%	71%
Household Income	income 0-25k	9%	6%	17%	10%	4%	9%
	income 25-50k	9%	10%	16%	13%	7%	11%
	income 50-75k	8%	9%	10%	11%	7%	9%
	income 75-200k	54%	45%	40%	42%	43%	45%
	income 200k-plus	19%	31%	17%	24%	39%	26%
Housing Stats	single family	40%	57%	38%	60%	92%	56%
	multi-family	60%	43%	62%	40%	8%	44%
	rented	64%	45%	66%	44%	22%	49%
	owned	36%	55%	34%	56%	78%	51%

Total population data from California's adjusted 2020 Census data. Citizen Voting Age Population, Age, Immigration, and other demographics from the 2015-2019 American Community Survey and Special Tabulation 5-year data. Turnout and Registration data from California Statewide Database ("Latino" figures calculated by NDC using Census Bureau's Latino undercount by surname estimate).

Attachment: Existing Map & Draft Maps Submitted before 1\_18\_22 (Redistricting 2021 Public Hearing 3)

# City of Campbell Redistricting 2021 Map 103 (Not population balanced)

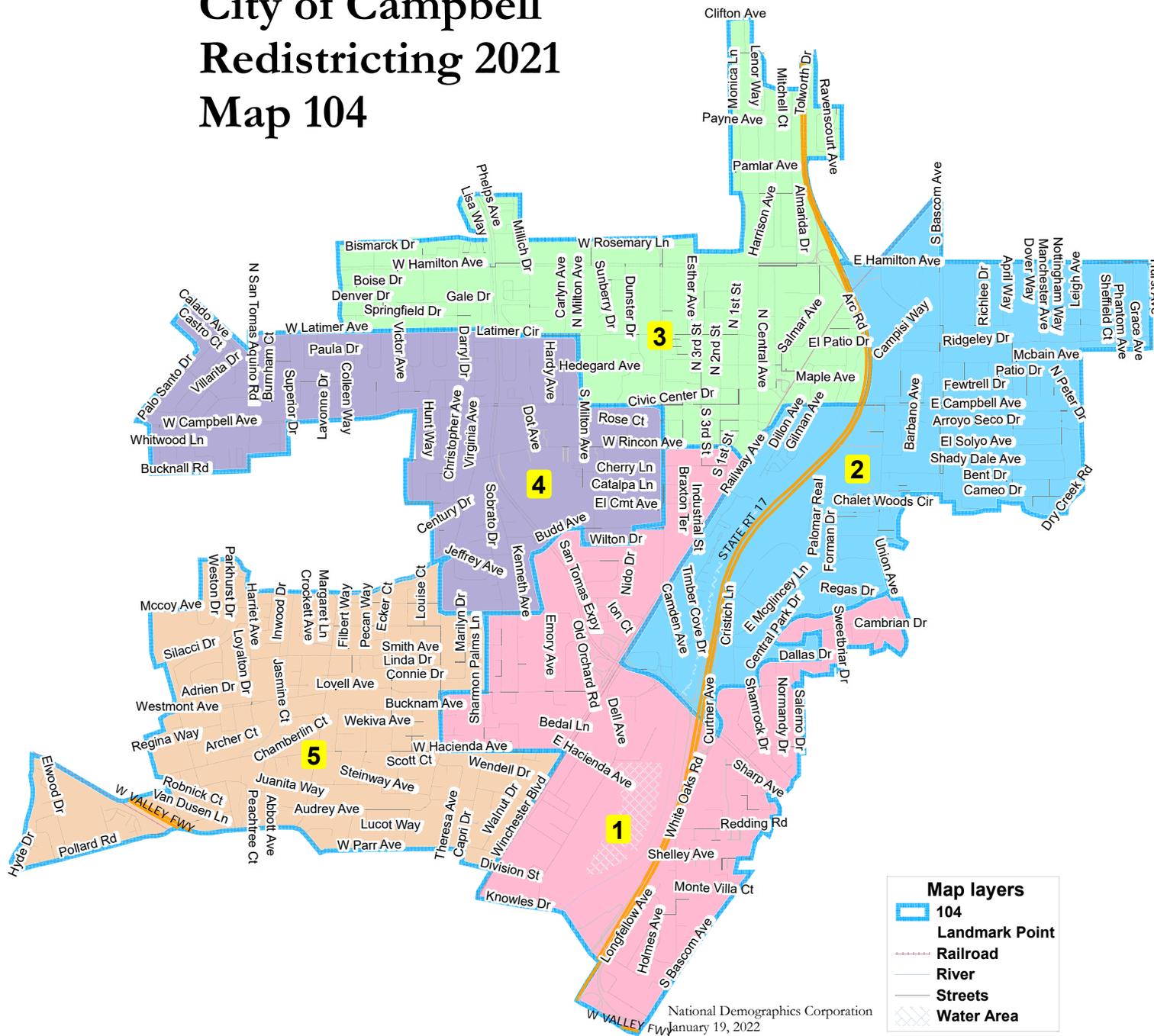


City of Campbell - Map 103							
Category	Field	1	2	3	4	5	Total
2020 Census	Total Population	9,188	8,555	8,929	9,093	8,263	44,028
	Population Deviation	382	-251	123	287	-543	925
	Pct. Deviation	4.34%	-2.85%	1.40%	3.26%	-6.17%	10.50%
Total Pop.	Hispanic/Latino	16%	21%	25%	21%	13%	19%
	NH White	53%	54%	42%	39%	48%	47%
	NH Black	3%	3%	4%	3%	2%	3%
	NH Asian/Pac.Isl.	26%	20%	26%	35%	35%	28%
	NH Native Amer.	1%	1%	2%	1%	1%	1%
Citizen Voting Age Pop	Total	5,894	6,148	5,301	5,913	5,240	28,495
	Hisp	13%	19%	13%	14%	12%	15%
	NH White	68%	62%	58%	57%	61%	61%
	NH Black	3%	3%	5%	3%	1%	3%
	Asian/Pac.Isl.	14%	16%	23%	25%	23%	20%
	Native Amer.	1%	0%	1%	0%	1%	1%
Voter Registration (Nov 2020)	Total	5,468	5,625	4,825	4,907	5,197	26,022
	Latino est.	13%	13%	16%	13%	8%	13%
	Spanish-Surnamed	12%	12%	15%	13%	8%	12%
	Asian-Surnamed	10%	9%	15%	19%	17%	14%
	Filipino-Surnamed	2%	1%	1%	2%	1%	1%
	NH White est.	73%	75%	66%	63%	73%	70%
	NH Black	3%	3%	4%	2%	1%	3%
Voter Turnout (Nov 2020)	Total	4,656	4,919	4,013	4,189	4,576	22,353
	Latino est.	13%	12%	14%	13%	8%	12%
	Spanish-Surnamed	12%	11%	13%	12%	8%	11%
	Asian-Surnamed	10%	9%	15%	19%	17%	14%
	Filipino-Surnamed	2%	1%	1%	2%	1%	1%
	NH White est.	73%	75%	66%	63%	73%	70%
NH Black	3%	3%	4%	2%	1%	3%	
Voter Turnout (Nov 2018)	Total	3,304	3,866	2,937	3,077	3,368	16,552
	Latino est.	10%	10%	13%	12%	7%	10%
	Spanish-Surnamed	9%	10%	12%	12%	7%	10%
	Asian-Surnamed	8%	7%	12%	17%	13%	11%
	Filipino-Surnamed	1%	1%	1%	1%	1%	1%
	NH White est.	77%	78%	71%	66%	78%	74%
NH Black est.	3%	2%	3%	2%	1%	2%	
Age	age0-19	19%	20%	21%	23%	27%	22%
	age20-60	64%	58%	57%	58%	52%	58%
	age60plus	17%	22%	22%	19%	20%	20%
Immigration	immigrants	23%	19%	31%	32%	30%	27%
	naturalized	54%	58%	48%	52%	60%	54%
Language spoken at home	english	74%	77%	59%	63%	67%	68%
	spanish	9%	9%	16%	11%	4%	10%
	asian-lang	9%	9%	17%	17%	15%	13%
	other lang	9%	6%	8%	10%	15%	10%
Language Fluency	Speaks Eng. "Less than Very Well"	8%	8%	17%	13%	9%	11%
Education (among those age 25+)	hs-grad	34%	35%	36%	34%	29%	34%
	bachelor	34%	33%	33%	30%	34%	33%
	graduatedegree	22%	22%	16%	21%	26%	21%
Child in Household	child-under18	25%	25%	27%	33%	42%	30%
Pct of Pop. Age 16+	employed	76%	72%	66%	73%	68%	71%
Household Income	income 0-25k	9%	6%	17%	9%	4%	9%
	income 25-50k	9%	10%	17%	13%	6%	11%
	income 50-75k	8%	9%	10%	11%	6%	9%
	income 75-200k	54%	44%	40%	42%	42%	45%
	income 200k-plus	20%	31%	16%	23%	41%	26%
Housing Stats	single family	38%	60%	37%	60%	95%	56%
	multi-family	62%	40%	63%	40%	5%	44%
	rented	64%	43%	67%	44%	20%	49%
	owned	36%	57%	33%	56%	80%	51%

Total population data from California's adjusted 2020 Census data. Citizen Voting Age Population, Age, Immigration, and other demographics from the 2015-2019 American Community Survey and Special Tabulation 5-year data. Turnout and Registration data from California Statewide Database ("Latino" figures calculated by NDC using Census Bureau's Latino undercount by surname estimate).

Attachment: Existing Map & Draft Maps Submitted before 1\_18\_22 (Redistricting 2021 Public Hearing 3)

# City of Campbell Redistricting 2021 Map 104



National Demographics Corporation  
January 19, 2022

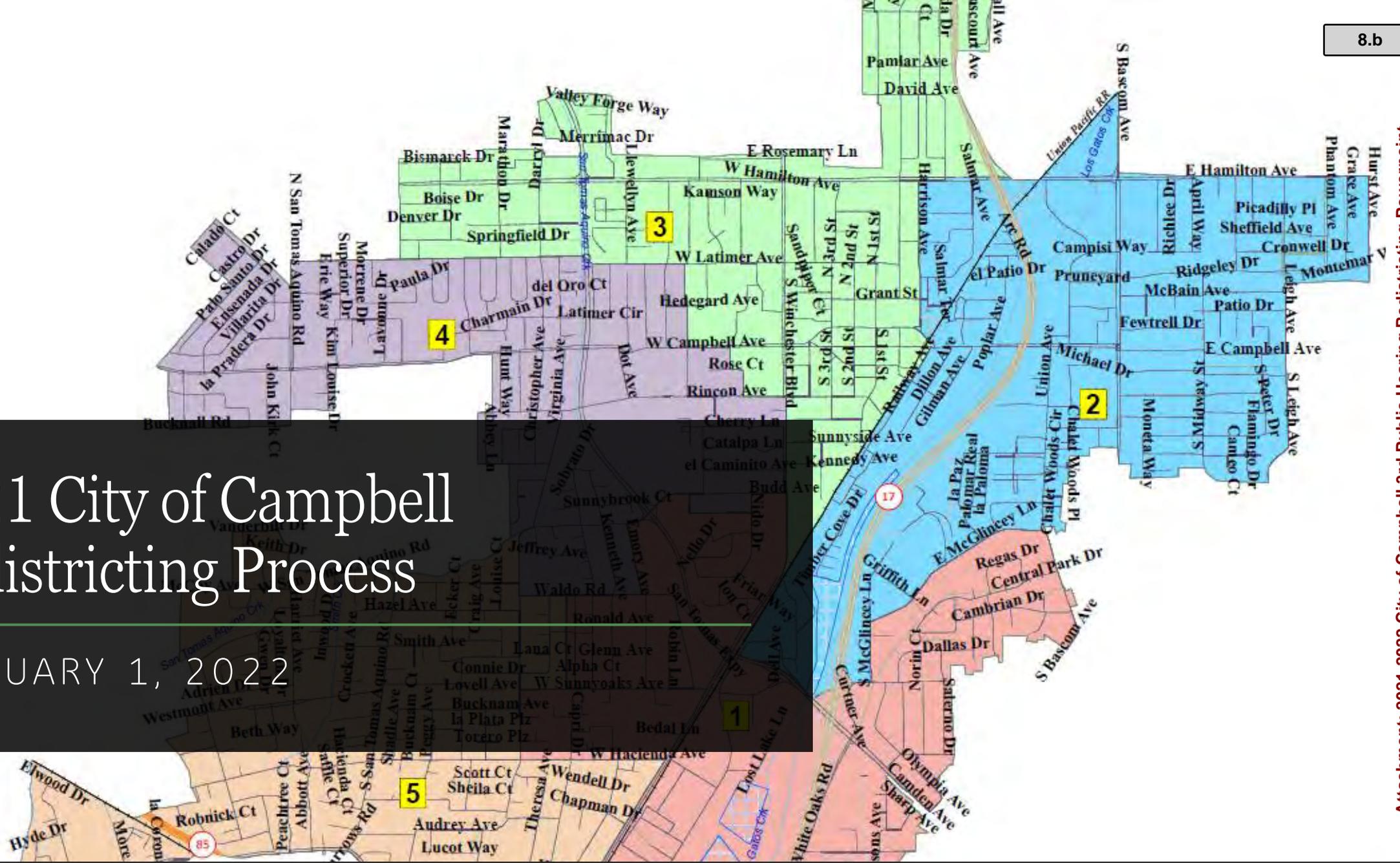
City of Campbell - Map 104							
Category	Field	1	2	3	4	5	Total
2020 Census	Total Population	8,649	8,740	9,022	8,757	8,860	44,028
	Population Deviation	-157	-66	216	-49	54	373
	Pct. Deviation	-1.78%	-0.75%	2.45%	-0.56%	0.61%	4.24%
Total Pop.	Hispanic/Latino	23%	18%	24%	16%	15%	19%
	NH White	45%	56%	45%	45%	46%	47%
	NH Black	4%	3%	3%	2%	3%	3%
	NH Asian/Pac.Isl.	26%	22%	26%	34%	34%	28%
	NH Native Amer.	1%	1%	1%	1%	1%	1%
Citizen Voting Age Pop	Total	5,056	6,190	5,963	5,775	5,512	28,495
	Hisp	14%	16%	17%	13%	13%	15%
	NH White	61%	68%	58%	59%	60%	61%
	NH Black	4%	3%	3%	3%	2%	3%
	Asian/Pac.Isl.	18%	13%	21%	25%	23%	20%
	Native Amer.	1%	1%	0%	0%	1%	1%
Voter Registration (Nov 2020)	Total	4,582	5,587	5,137	5,301	5,415	26,022
	Latino est.	15%	13%	14%	12%	9%	13%
	Spanish-Surnamed	14%	12%	14%	11%	9%	12%
	Asian-Surnamed	13%	8%	13%	19%	17%	14%
	Filipino-Surnamed	1%	1%	1%	2%	1%	1%
	NH White est.	68%	75%	69%	67%	72%	70%
	NH Black	4%	3%	3%	2%	2%	3%
Voter Turnout (Nov 2020)	Total	3,847	4,820	4,380	4,576	4,730	22,353
	Latino est.	14%	12%	13%	11%	9%	12%
	Spanish-Surnamed	13%	11%	13%	10%	8%	11%
	Asian-Surnamed	13%	8%	13%	19%	17%	14%
	Filipino-Surnamed	1%	1%	1%	2%	1%	1%
	NH White est.	68%	75%	69%	67%	72%	70%
Voter Turnout (Nov 2018)	Total	2,816	3,473	3,339	3,452	3,472	16,552
	Latino est.	11%	10%	13%	10%	8%	10%
	Spanish-Surnamed	11%	9%	13%	10%	7%	10%
	Asian-Surnamed	10%	7%	11%	15%	13%	11%
	Filipino-Surnamed	1%	1%	1%	1%	1%	1%
	NH White est.	74%	79%	71%	71%	76%	74%
Age	age0-19	23%	17%	21%	22%	27%	22%
	age20-60	60%	64%	57%	56%	53%	58%
	age60plus	17%	19%	22%	22%	20%	20%
Immigration	immigrants	29%	17%	28%	32%	30%	27%
	naturalized	51%	56%	50%	55%	58%	54%
Language spoken at home	english	61%	79%	69%	64%	65%	68%
	spanish	13%	8%	10%	11%	6%	10%
	asian-lang	14%	6%	15%	15%	15%	13%
	other lang	12%	6%	6%	10%	14%	10%
Language Fluency	Speaks Eng. "Less than Very Well"	12%	7%	12%	15%	10%	11%
Education (among those age 25+)	hs-grad	32%	36%	35%	35%	30%	34%
	bachelor	35%	35%	30%	30%	34%	33%
	graduatedegree	22%	19%	22%	18%	25%	21%
Child in Household	child-under18	32%	20%	27%	31%	43%	30%
Pct of Pop. Age 16+	employed	74%	76%	71%	68%	66%	71%
Household Income	income 0-25k	9%	9%	8%	16%	4%	9%
	income 25-50k	10%	11%	13%	15%	7%	11%
	income 50-75k	10%	8%	10%	11%	7%	9%
	income 75-200k	52%	51%	44%	33%	43%	45%
	income 200k-plus	20%	21%	25%	25%	39%	26%
Housing Stats	single family	40%	42%	56%	58%	92%	56%
	multi-family	60%	58%	44%	42%	8%	44%
	rented	68%	60%	45%	46%	22%	49%
	owned	32%	40%	55%	54%	78%	51%

Total population data from California's adjusted 2020 Census data. Citizen Voting Age Population, Age, Immigration, and other demographics from the 2015-2019 American Community Survey and Special Tabulation 5-year data. Turnout and Registration data from California Statewide Database ("Latino" figures calculated by NDC using Census Bureau's Latino undercount by surname estimate).

Attachment: Existing Map & Draft Maps Submitted before 1\_18\_22 (Redistricting 2021 Public Hearing 3)

# 2021 City of Campbell Redistricting Process

FEBRUARY 1, 2022



Attachment: 2021-2022 City of Campbell 3rd Public Hearing Redistricting Powerpoint

# A Brief Background

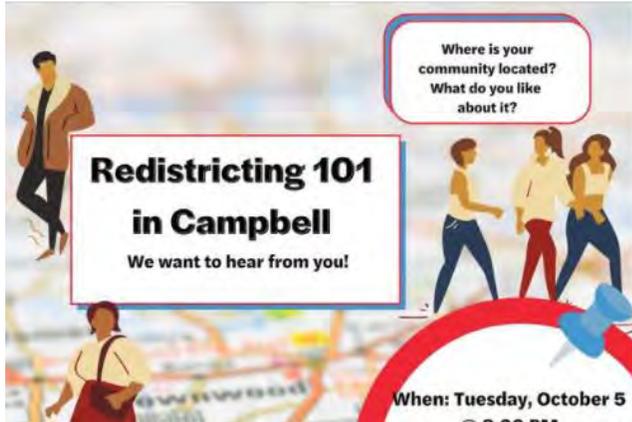
- Districts originally formed 2019
- State Law requires adjusting boundaries based on the 2020 Federal Census Data.
- August 3, 2021 - Council voted to forgo the use of a formal Redistricting Commission and approved a Community Outreach Plan.
- 1<sup>ST</sup> Public Hearing held on September 7, 2021; 2<sup>nd</sup> Public Hearing held on October 5, 2021; Council was provided Census update on November 16, 2021.

# 2021 Redistricting Outreach Efforts

September 30 at 1:47 PM · 🌐

The City of Campbell is redistricting. We need to hear from you! Tell us about where your community is located and what is important to you by filling out this quick survey: <https://forms.office.com/g/hCt7PPqdxY>

Join our online City Council Meeting October 5 @ 8:00 PM.... See More



**Redistricting 101 in Campbell**  
We want to hear from you!

Where is your community located? What do you like about it?

When: Tuesday, October 5 @ 8:00 PM

## CIUDAD DE CAMPBELL Oficina del Notario de la Ciudad AVISO DE REUNIÓN PÚBLICA

Concilio de la Ciudad de Campbell realizará una Reunión Pública el **las 8:00 p.m.** en el 70 Norte de la Calle Primera, en Campbell, California. Esta será la segunda de una serie de cuatro reuniones con el objetivo de recibir comentarios de la comunidad sobre el futuro, los límites de los distritos de Elección del Concejo Municipal es extremadamente importante en este proceso.

El público no podrán asistir físicamente a la sesión del Concejo Municipal. La reunión en vivo por internet a través de YouTube en [www.youtube.com/user/CityofCampbell](https://www.youtube.com/user/CityofCampbell)



City of Campbell  
City Clerk's Office

### NOTICE OF PUBLIC HEARING

It is hereby given that the City Council of the City of Campbell will hold a public hearing on **Tuesday, October 5, 2021, at 8:00 p.m.**, at 70 North First Street, Campbell, California. This will be the second in a series of four public hearings to receive public input on the future of redrawing the City Council Election Districts. The community's input is extremely important to this process.

As members of the public will not be able to attend the meeting of the City Council physically, the meeting will be live-streamed on YouTube at [www.youtube.com/user/CityofCampbell](https://www.youtube.com/user/CityofCampbell).

The public hearing will be conducted via telecommunication and is compliant with the provisions of the Brown Act and Executive Order N-29-20 issued by the Governor.

Interested persons may register electronically to participate in the Zoom City Council Meeting at [www.campbellca.gov/signup](https://www.campbellca.gov/signup). In the event that the provisions of Executive Order N-29-20 are modified or suspended before the date of the meeting, the meeting will be held in person at Council Chambers at 70 N. First Street, Campbell, California. A complete agenda will be detailed in the published meeting agenda; and any agenda items will be posted to the City's website at [www.campbellca.gov](https://www.campbellca.gov).

## Campbell Redistricting 2021-22

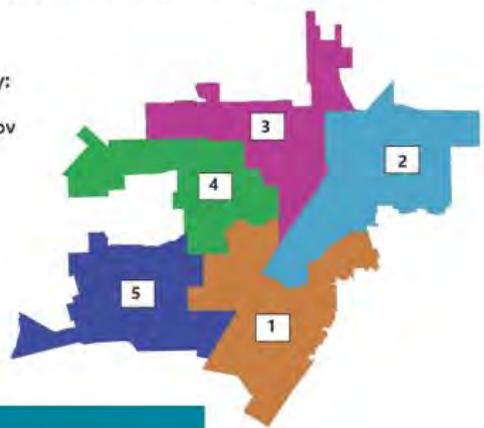
**What's Redistricting?**  
Redistricting is a process local governments use every 10 years to adjust voting district boundary lines to reflect new census data.

**Get Involved!**  
Help adjust Campbell's voting district boundaries by:

1. Completing the Communities of Interest Worksheet
2. Submitting feedback to [redistricting@campbellca.gov](mailto:redistricting@campbellca.gov)
3. Attending a City Council Public Hearing:
  - Tuesday, February 1, 2022 @ 7:30 PM
  - Tuesday, March 1, 2022 @ 7:30 PM

**More Info**  
[www.campbellca.gov/redistricting](http://www.campbellca.gov/redistricting)

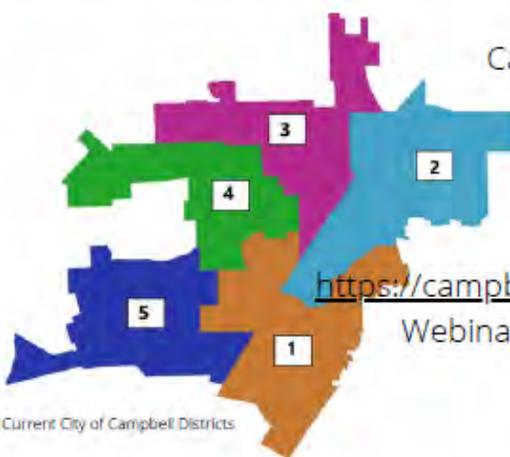
**¡SE HABLA ESPAÑOL!**  
Llamé 408-866-2100



City of Campbell | City Clerk's Office  
70 N. First Street, Campbell CA 95008

## REDISTRICTING MAP DRAWING WORKSHOP

January 15, 2022 | 11:00 AM to 1:00 PM



Current City of Campbell Districts

**Join in Person:**  
Campbell Community Center, Room E-44  
1 W. Campbell Ave.

**Join on Zoom:**  
<https://campbellca.gov/workshop>  
Webinar ID: 820 8203 3561

**To listen by telephone dial:**  
1-669-900-6833

**Whether you attend in person or watch Zoom (live or recorded) here's what to expect:**

- Learn how and why we are redistricting.
- Learn about the redistricting process and how you can participate.



Community of Interest  
Information

FAQs

Schedule

Find Your District

Draw a Map

Draft Maps

[Home](#) > [Your Government](#) > [District-Based Elections](#) > [2021-2022 Redistricting](#)

## 2021-2022 Redistricting

### Redistricting Process 2021 - 2022

Local governments use new data from the Census every ten years to adjust their district boundary lines to reflect how local populations have changed. [Assembly Bill 849 \(2019\)](#) requires cities and counties to engage communities in the redistricting process by holding public hearings and/or workshops and doing public outreach, including to non-English-speaking communities. The City of Campbell is asking for your help to adjust our district boundary lines for future citywide elections.

The finalized maps that you help to create will change how you elect your Council Members for the next ten years.

When adjusting Council Member districts, our primary goal is to draw lines that respect neighborhoods, history, and geographical elements. So we want to know: What do you consider the boundaries of your neighborhood?

### CONTACT US

Dusty Christopherson,  
CMC  
City Clerk

[Email](#)

City Hall - Upper Level  
70 N. First St.  
Campbell, CA 95008  
[Map and Directions](#)

Ph: (408) 866-2100

### HOURS

Monday - Friday  
8:00 a.m. - 5:00 p.m.

Date	Time	Event	Materials
August 3, 2021	7:30 p.m.	Regular City Council Meeting - Process Identification	<a href="#">Staff Report</a>
September 7, 2021	7:50 p.m.	Regular City Council Meeting - 1st Public Hearing	<a href="#">Staff Report</a> <a href="#">Summary Public Comments</a>
September 26, 2021	9:00 a.m. to 1:00 p.m.	Informational Booth - Campbell Farmer's Market	
October 5, 2021	8:00 p.m.	Regular City Council Meeting - 2nd Public Hearing	<a href="#">Staff Report</a> <a href="#">Summary Public Comments</a>
October 16, 2021	9:00 a.m. to 6:00 p.m.	Informational Booth - Downtown Campbell Oktoberfest	
November 11, 2021	7:30 p.m.	Regular City Council Meeting - 2020 US Census Results Update	<a href="#">Staff Report</a> <a href="#">Census Results</a> <a href="#">Summary Public Comments</a>
January 15, 2022	11:00 a.m. to 1:00 p.m.	Community Workshop - Community Center, Room E-44	<a href="#">Workshop Flyer</a> <a href="#">Workshop Recording</a>
January 18, 2022	5:00 p.m.	Deadline to submit a draft map for consideration at the 3rd Public Hearing.	
February 1, 2022	7:45 p.m.	Regular City Council Meeting - 3rd Public Hearing	
February 18, 2022	5:00 p.m.	Deadline to submit a draft map for consideration at the 4th Public Hearing.	
March 1, 2022	TBD	Regular City Council Meeting - 4th Public Hearing	

# Remaining Schedule of Events

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# City of Campbell Redistricting Draft Maps

February 1, 2022

Dr. Jeff Tilton, Senior Consultant  
National Demographics Corporation

# Redistricting Process

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Step	Description
<b>Two Initial Hearings</b> September 7 & October 5	<ul style="list-style-type: none"> <li>• Held prior to release of draft maps</li> <li>• Education and to solicit input on the communities in the Districts</li> </ul>
<b>Census Data Releases</b>	<ul style="list-style-type: none"> <li>• Census Bureau's official 2020 Census population data – Aug. 12</li> <li>• California's official 'prisoner-adjusted' 2020 redistricting data – Sept. 21</li> </ul>
<b>Draft Map Hearing</b> February 1, 2022	<ul style="list-style-type: none"> <li>• Discuss and revise the draft maps; discuss the election sequence</li> </ul>
<b>Draft Map Hearing</b> March 1, 2022	<ul style="list-style-type: none"> <li>• Discuss and select final map; discuss and determine election sequence</li> <li>• Deadline to submit draft maps: February 18, 2022, 5 p.m.</li> <li>• Post draft maps by February 22, 2022, 5 p.m.</li> </ul>

# Redistricting Rules and Goals

## Federal Laws

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

## California Criteria For Cities

1. Geographically contiguous
2. Undivided neighborhoods and “communities of interest”
3. Easily identifiable boundaries
4. Compact

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

# Neighborhoods/Communities of Interest

## *Neighborhoods*

1. What is your neighborhood?
2. What are its geographic boundaries?

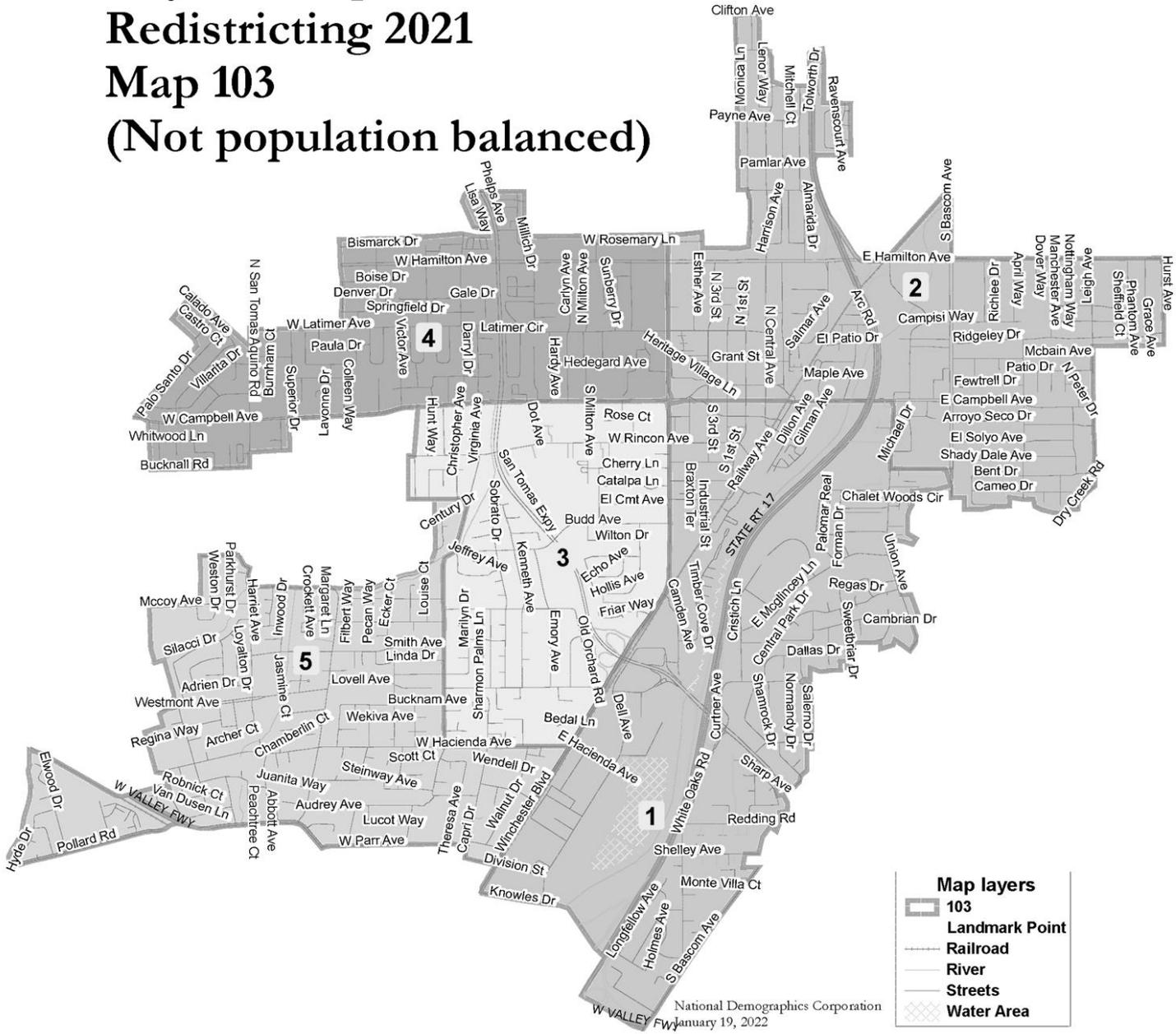
*In the absence of public testimony, planning records and other similar documents may provide definition.*

## *Communities of Interest*

1. What defines your community?
2. Would this community benefit from being “included within a single district for purposes of its effective and fair representation”?

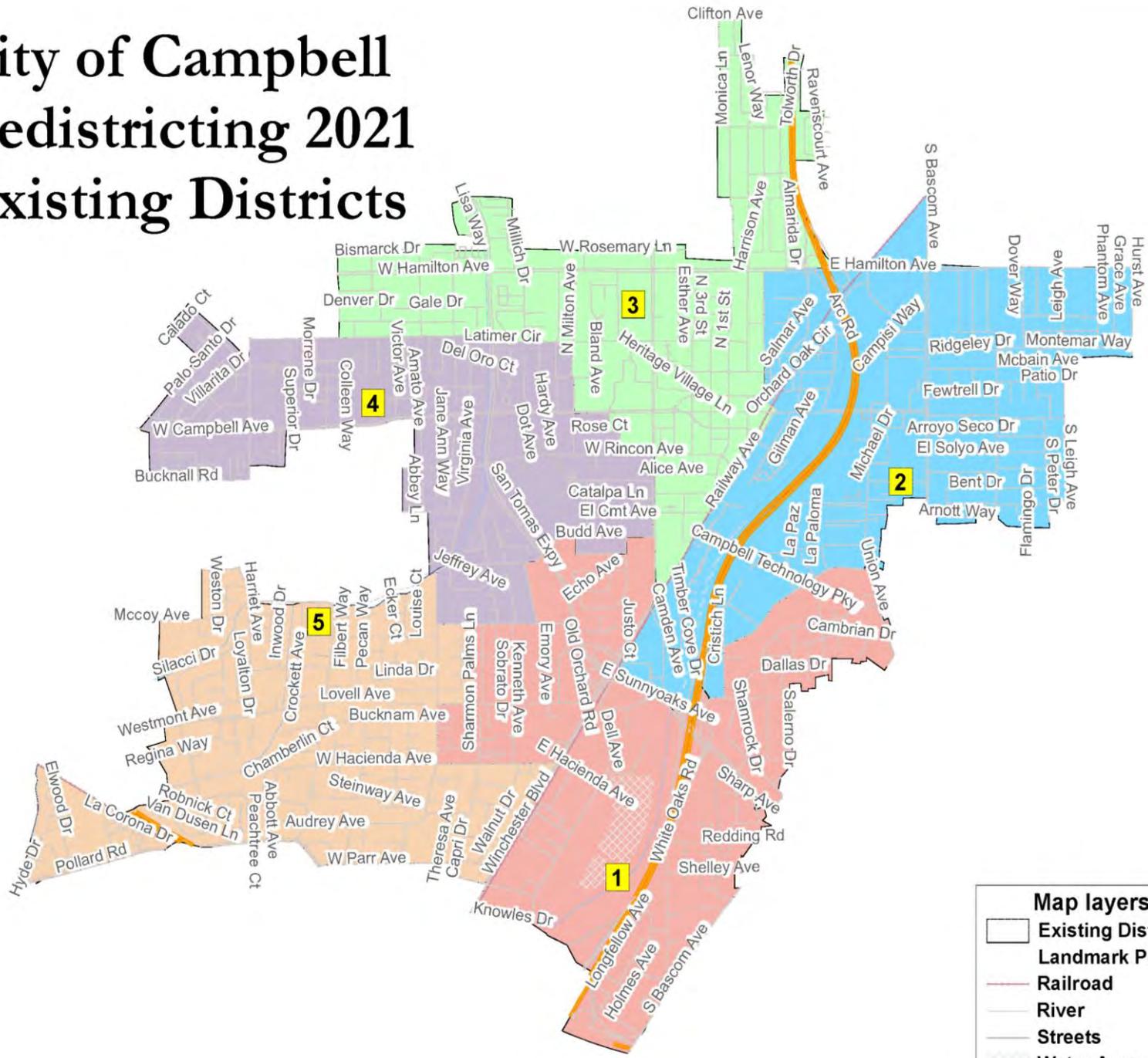
*Communities of Interest may not include relationships with political parties, incumbents, or political candidates.*

# City of Campbell Redistricting 2021 Map 103 (Not population balanced)



Attachment: NDC, Inc. Powerpoint Presentation (Redistricting 2021 Public Hearing 3)

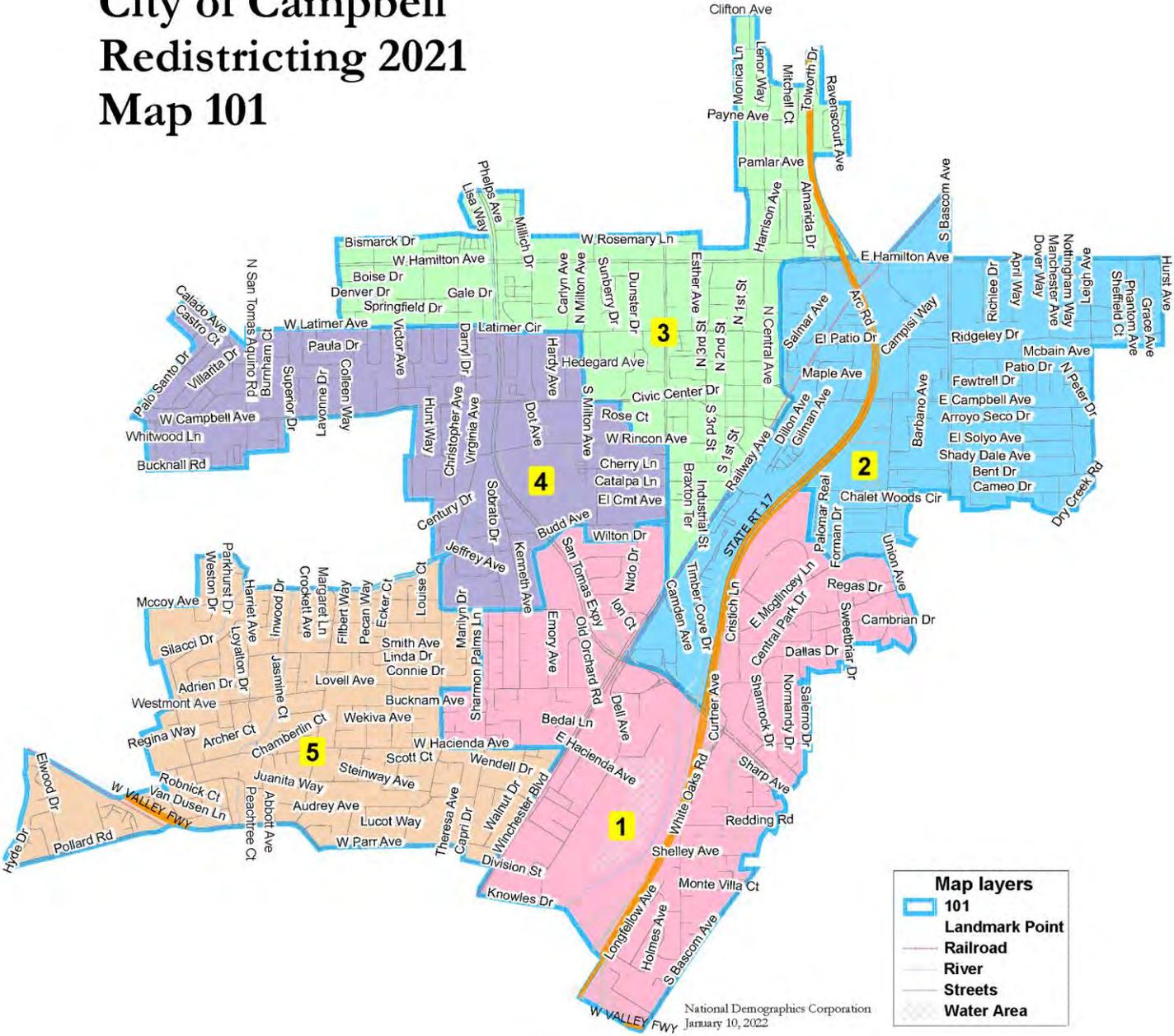
# City of Campbell Redistricting 2021 Existing Districts



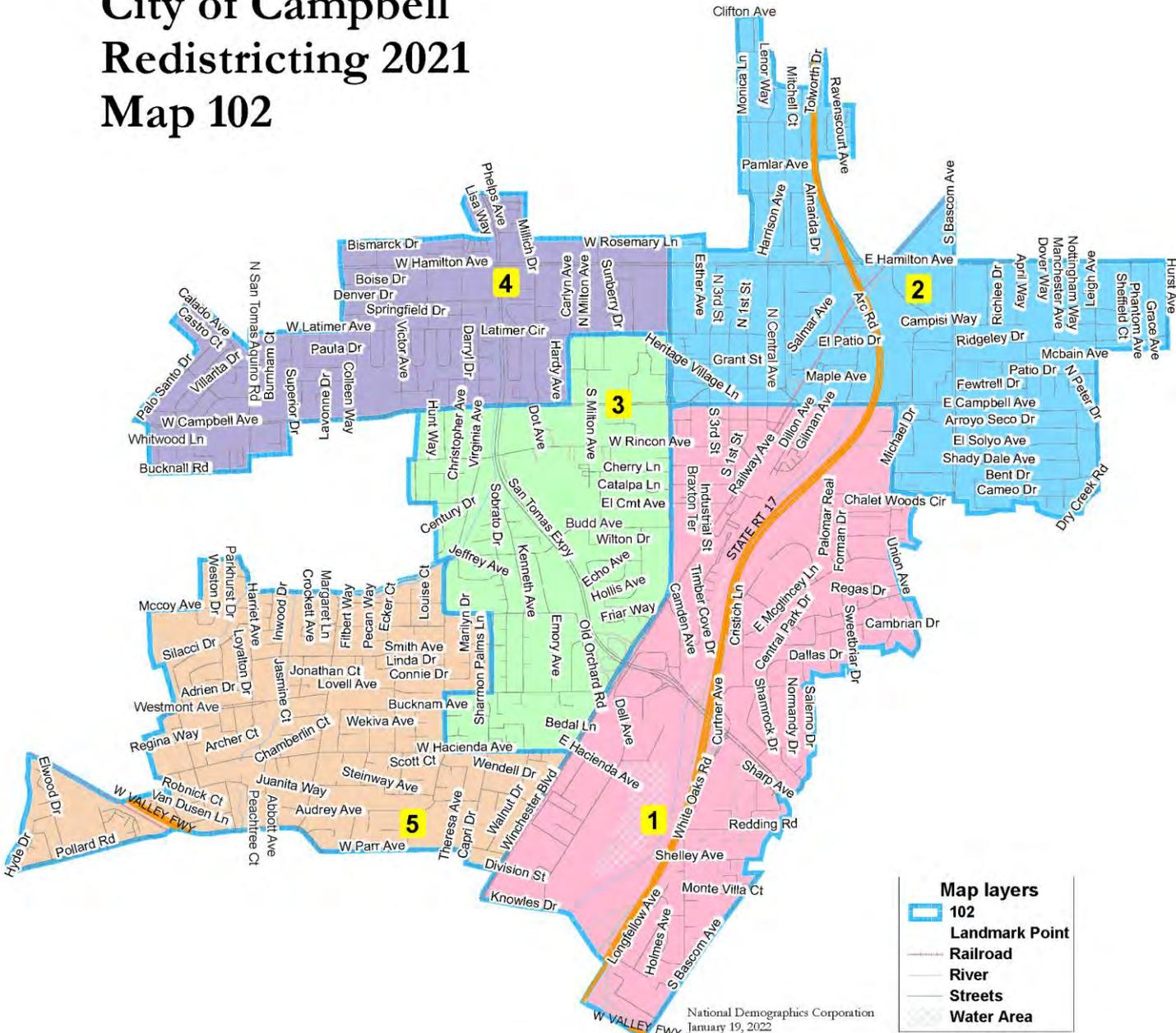
**Map layers**

- Existing Districts
- Landmark Point
- Railroad
- River
- Streets
- Water Area

# City of Campbell Redistricting 2021 Map 101

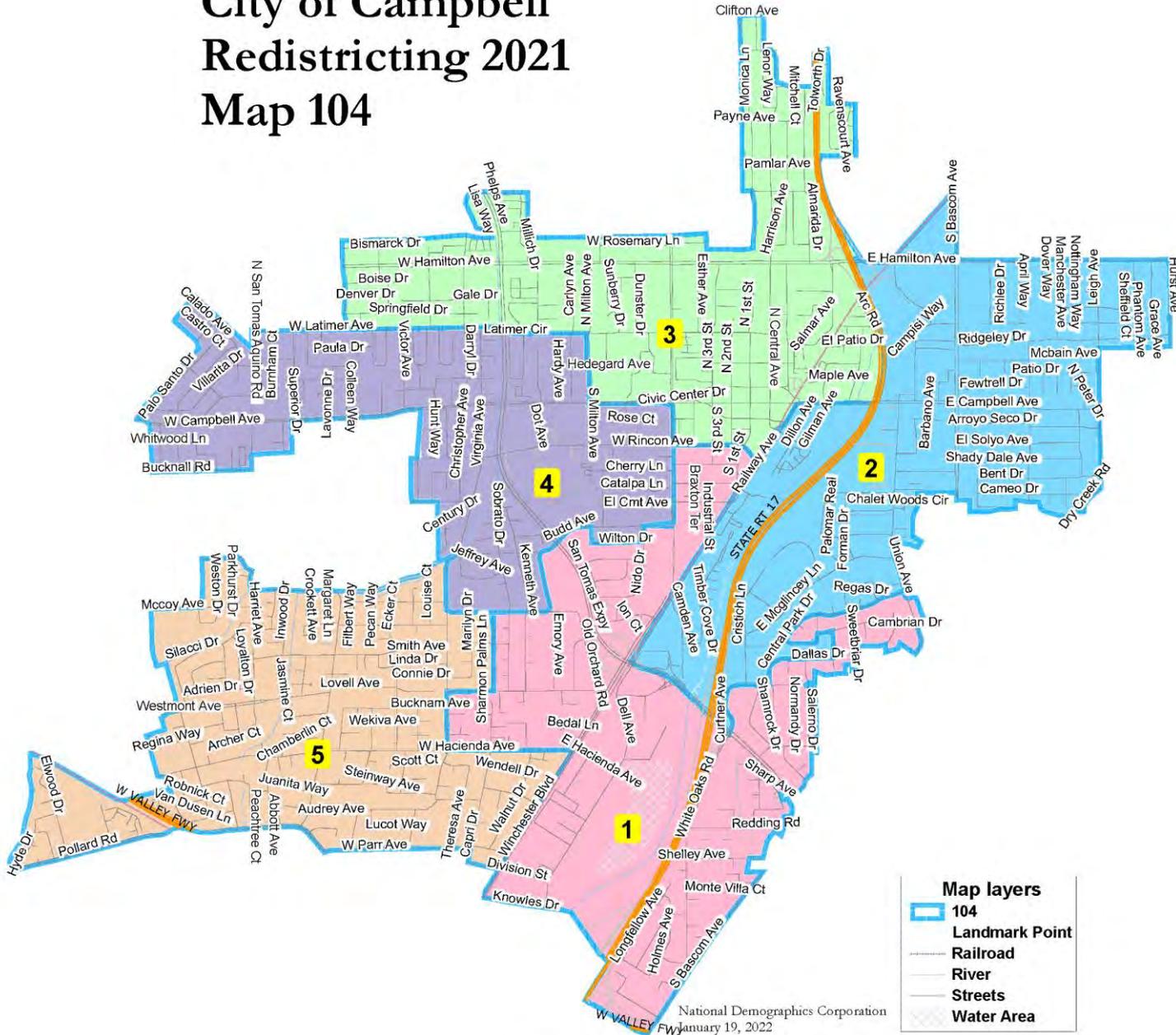


# City of Campbell Redistricting 2021 Map 102

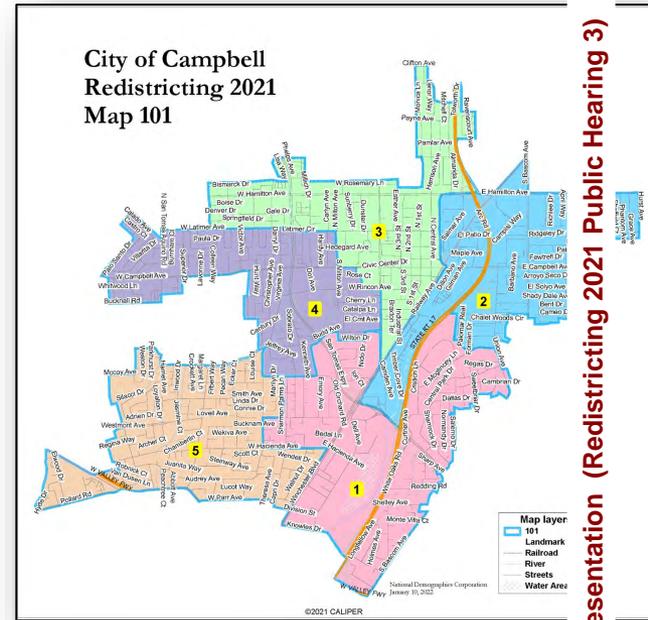
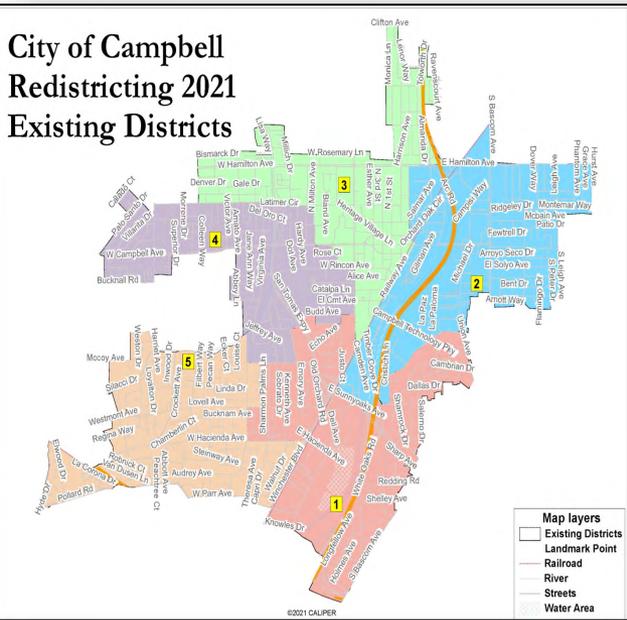


National Demographics Corporation  
January 19, 2022

# City of Campbell Redistricting 2021 Map 104

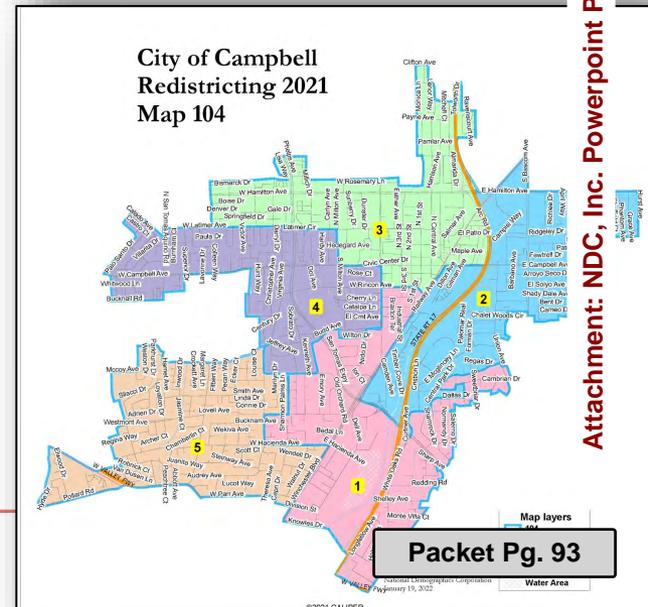
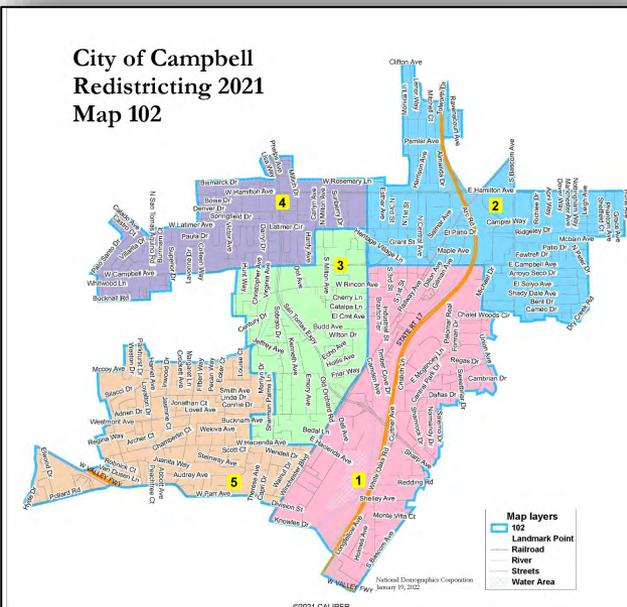


# Discussion/Action



Which map(s) do you prefer?

What modifications would make your preferred map(s) even better?



Attachment: NDC, Inc. Powerpoint Presentation (Redistricting 2021 Public Hearing 3)

**From:** [Trudy LaFrance](#)  
**To:** [Dusty Christopherson](#)  
**Subject:** Redistricting maps  
**Date:** Monday, January 24, 2022 10:50:12 AM

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WARNING: This email originated from an external sender! Please do not open attachments or click on links unless you are certain it is legitimate.

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Thank you for the work you have been doing with the Campbell community. I would like to put in our support for map 102 that more fairly represents our neighborhood in population, traffic patterns, and continuity.

What should we do next to make our voice heard at the City Council?

Thank you,

Sincerely,

Trudy and Jim LaFrance



ID	Are you	What is the nature of the common social or economic interest of your community? You can describe what the common interests of your community are and why or how they are important to you.	Where is your community located? You can define it by neighborhood, streets, address, proximity to a key landmark (such as school or community center), or other boundaries.	What are the geographic definers/boundaries of your neighborhood? Examples of definers/boundaries could be highways, roads, rivers, hills, or parks.	What is the rationale for your community of interest to be used in this redistricting? Please describe how the issues before the City Council have a unique impact on your group.	What do you like about the current district lines? What do you dislike about the current district lines?
2	Yes	Renting, close to major roads and shopping.	Budd Ave near JD Morgan park.	Between San Tomas Expressway and Winchester Blvd.		
3	Yes	High school activities, after hour events, downtown weekend activities.	W. Hacienda & Winchester	Rolling Hills Middle School to Winchester & Hamilton.		I don't know where the district lines are & I don't believe most people do. I know I can look them up but like myself I don't believe most people have a need to know.
4	Yes	The Moreland School District is strong and highly regarded in our area. El Paseo, Westgate and Kirkwood Plaza get lots of activity. The fields at Moreland Middle School and Latimer School get a fair amount of use.	Moreland West, which is about 2/3rds West San Jose and 1/3rd Campbell.	We're sort of nice little, quiet section of our big urban area, bounded by Hamilton Avenue, Campbell Avenue and San Tomas Aquino Road.	Our neighborhood is pretty distant from the "main" parts of Campbell -- downtown, Pruneyard, Campbell Park, Los Gatos Creek, John D. Morgan Park and the Community Center. We've always felt perhaps a bit more West San Jose-ish than Campbell-ish, but I am pretty certain most Campbell residents of our neighbor do prefer being in Campbell to the larger San Jose. That said, West SJ really differs greatly from downtown SJ and other parts of SJ, so we're sort of unique little region.	I know the legal issues and rationale for district elections, and I think it makes great sense in many cities. But not for Campbell. It's too bad we had to move this way. I think the boundaries for our District 4 are pretty sound. Covers the general area. What we have in common with, say, the Rincon Winchester neighborhood is just a general sort of high regard for a well-functioning city, but nothing else too ... concrete. Sorry for this weak input, but bottom line is that I believe the current boundaries are fine.
5	Yes	Middle class working families (both young families with kids and older families with grown children)	Defined by roads (Hamilton, Campbell Ave, San Thomas Aquino Rd)	Defined by roads (Hamilton, Campbell Ave, San Thomas Aquino Rd)	Don't have a rationale	Don't have an option
6	Yes	PUD development built in 1974-75 consisting of 60 townhomes (2 & 3 bedrooms). Multi cultural and lingual, homes in the \$890-\$950K range. 8 families, mostly couples and some singles Most homes owned and lived in. About 28% rented	Isolate corner - north west of city. Near Campbell Little League ballpark, 2 large office buildings to south. Across street (east) are duplexes and to the North are apartment/converted condos. We are the only residential area which is next to San Jose City housing/apartments. Rosemary School nearby on Hamilton Avenue. Millich is off of Hamilton Avenue with San Tomas Expressway on our west, Valley Forge Way on North.	San Tomas Expressway (west), Millich (east) Merrimac Drive (south) and Valley Forge (north).	Because of the close proximity to city of San Jose, we have a parking permit program. The City of San Jose instituted a parking permit program that grossly affected our residents use of Campbell City Streets for parking.	We have not felt any effect (positive or negative) from the current district lines. We have been able to make our voices heard and the city council and city officials have always been responsive.
7	Yes	Supportive and involved neighbors, supporting local businesses, enjoying our parks, Community Center, Library and historic properties. Campbell School District.	Downtown Campbell (currently District 3.)	See answers # 4 and 5.	No rationale. Council represents all of Campbell very well.	The current district lines are fine.

Attachment: Public Comments Received Through 1\_26\_22 Redacted (Redistricting 2021 Public Hearing 3)