



*City  
Council  
Report*

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

**TITLE:** Public Hearing to Receive Input from the Community and Consider Draft District Maps Submitted for the Redistricting of City Council District Boundaries and for Introduction of an Ordinance Confirming a By-District Election Process in Five Council Districts and Redistricting Said District Boundaries (Ordinance/Roll Call Vote) (Time Certain 7:45 PM)

**RECOMMENDED ACTION**

That the City Council receive input from the Community on the draft district maps submitted for the Redistricting of City Council district boundaries; and select one of the published district maps; and introduce and take first reading of an ordinance confirming a district boundary map.

**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.

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, and October 5, 2021 at which time the public and Council received an update on the process overall and received public comments.

The 2020 U.S. Census indicated that the City's current district boundaries are still population balanced and therefore satisfies the requirement to review district boundaries as part of the 2020 Census update. At its meeting on November 16, 2021 City Council voted unanimously to include the City's current district boundary map for consideration.

The first deadline for submission of draft maps was January 18, 2022. There were four maps submitted by members of the public (Maps 101-104). Upon receipt of a draft map, NDC, Inc., the City's contracted demographer, reviewed each map for compliance with the Federal Voting Rights Act and the Fair Maps Act. After careful review and analysis, it was determined that three of the four maps met the legal requirements. Map 103 was deemed non-compliant, as it is not population balanced. The third of four required public hearings was held on February 1, 2022, at which time Council considered the four draft maps submitted in addition to the current district boundary map.

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 final map submission deadline was February 18, 2022. There were no additional maps submitted for consideration.

## DISCUSSION

This meeting represents the fourth and final required public hearing for the 2021 redistricting process. Staff is requesting the City Council take public testimony on the proposed draft maps, make a final map selection, and introduce an ordinance to adopt the final map. The second reading of the ordinance is scheduled for March 15, 2022. The deadline to complete the redistricting process in time for the 2022 General Election is April 15, 2022.

## FISCAL IMPACT

The below project budget reflects NDC, Inc's consultant fees as well as the community outreach costs through the end of the project hearings in March 2022. Following the mid-year budget adjustment approval, the full project costs of \$45,500 are included in the City Clerk's Office budget.

### *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)	Est \$15,000
	Total: \$45,500

*\*The above costs are based on holding four public hearings during regular City Council*

meetings and one community workshop.

Prepared by:

*D. Christopherson*

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

Approved by:

*Brian Loventhal*

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

**Attachment:**

- a. Ordinance - Redistricting
- b. Draft District Maps (Existing & Map 101 - 104)
- c. NDC, Inc. Powerpoint Presentation
- d. All Public Comments Received Through 2/23/22\_ Redacted

## ORDINANCE NO. \_\_\_\_\_

**AN ORDINANCE OF THE CITY COUNCIL CONFIRMING A BY-DISTRICT ELECTION  
PROCESS IN FIVE COUNCIL DISTRICTS AND REDISTRICTING SAID DISTRICT  
BOUNDARIES**

**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 originally established by-district elections by Ordinance No. 2488 in July 2019 based on 2010 census data, and currently has a five-member City Council with each Councilmember elected by district; and

**WHEREAS**, each City with by-district elections are required to update (“redistrict”) their district boundaries every ten years, following receipt of updated population data from each federal decennial census and in compliance with the Fair Maps Act; and

**WHEREAS**, pursuant to California Elections Code Section 21607.1, before any maps of the proposed boundaries of the districts were drawn, the City Council held public hearings on September 7, 2021, and October 5, 2021, at which time input from the public was invited and heard; and

**WHEREAS**, on November 11, 2021, City Council received updated population statistics from the federal decennial census which identified the original district boundary map adopted by Ordinance No. 2488 in July 2019 to be population balanced and in accordance with California Elections Code Section 21601 and voted unanimously to consider this boundary map in addition to any others draft maps submitted by the public; and

**WHEREAS**, on January 19, 2022, consistent with the provisions of California Elections Code Section 21608, the City published and made available for release, 5 draft maps for consideration by the Council, one of which was the original district boundary map adopted in 2019 and 4 of which were prepared and submitted to the City by members of the public; and

**WHEREAS**, as required by California Elections Code Sections 21607.1 and 21608 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 time the public was again invited to provide input regarding the content of the draft maps; and

**WHEREAS**, on February 1, 2022 and March 1, 2022, pursuant to California Elections Code Section 21608, 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 City Council of the City of Campbell considered and discussed the same; and

**WHEREAS**, on March 1, 2022, the City Council held a public hearing on the proposed district boundaries, reviewed additional public input, formally selected the voting district map, 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**, throughout the foregoing process, the City engaged in a significant amount of public outreach and engagement as required by California Elections Code Section 21608; and,

**WHEREAS**, the purpose of this Ordinance is to confirm, 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; and,

**WHEREAS**, the term limit provisions of Campbell Municipal Code Section 2.04.160 will apply to Councilmembers elected by-district.

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Campbell does hereby ordain as follows:

**SECTION 1.** The official District Map showing the districts described in section 2.04.170 of the Campbell Municipal Code is amended and attached hereto as Attachment A and adopted herein by reference.

**SECTION 2.** 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 3.** 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 4.** 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 5.** 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 6.** In interpreting this Ordinance or resolving any ambiguity, this Ordinance shall be interpreted in a manner that effectively accomplishes its stated purpose.

**SECTION 7.** 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 The Metro, 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 \_\_\_\_\_ day of March, 2022 by the following roll call vote:

AYES: COUNCILMEMBERS:  
NOES: COUNCILMEMBERS:  
ABSENT: COUNCILMEMBERS:

APPROVED:

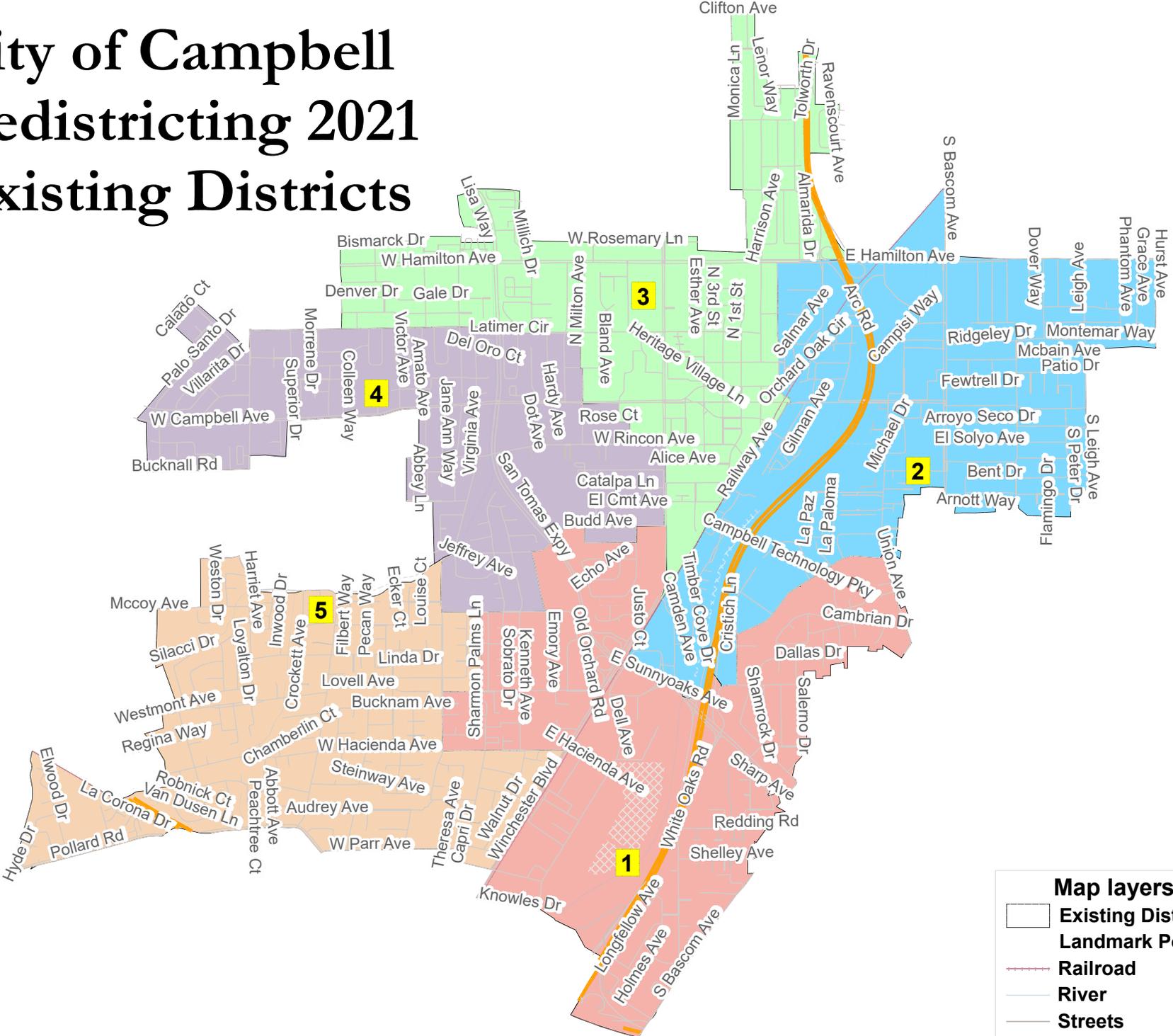
ATTEST:

\_\_\_\_\_  
Paul Resnikoff, Mayor

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

Attachment: Ordinance - Redistricting (Redistricting 2021 Public Hearing 4/Introductory Ordinance)

# City of Campbell Redistricting 2021 Existing Districts

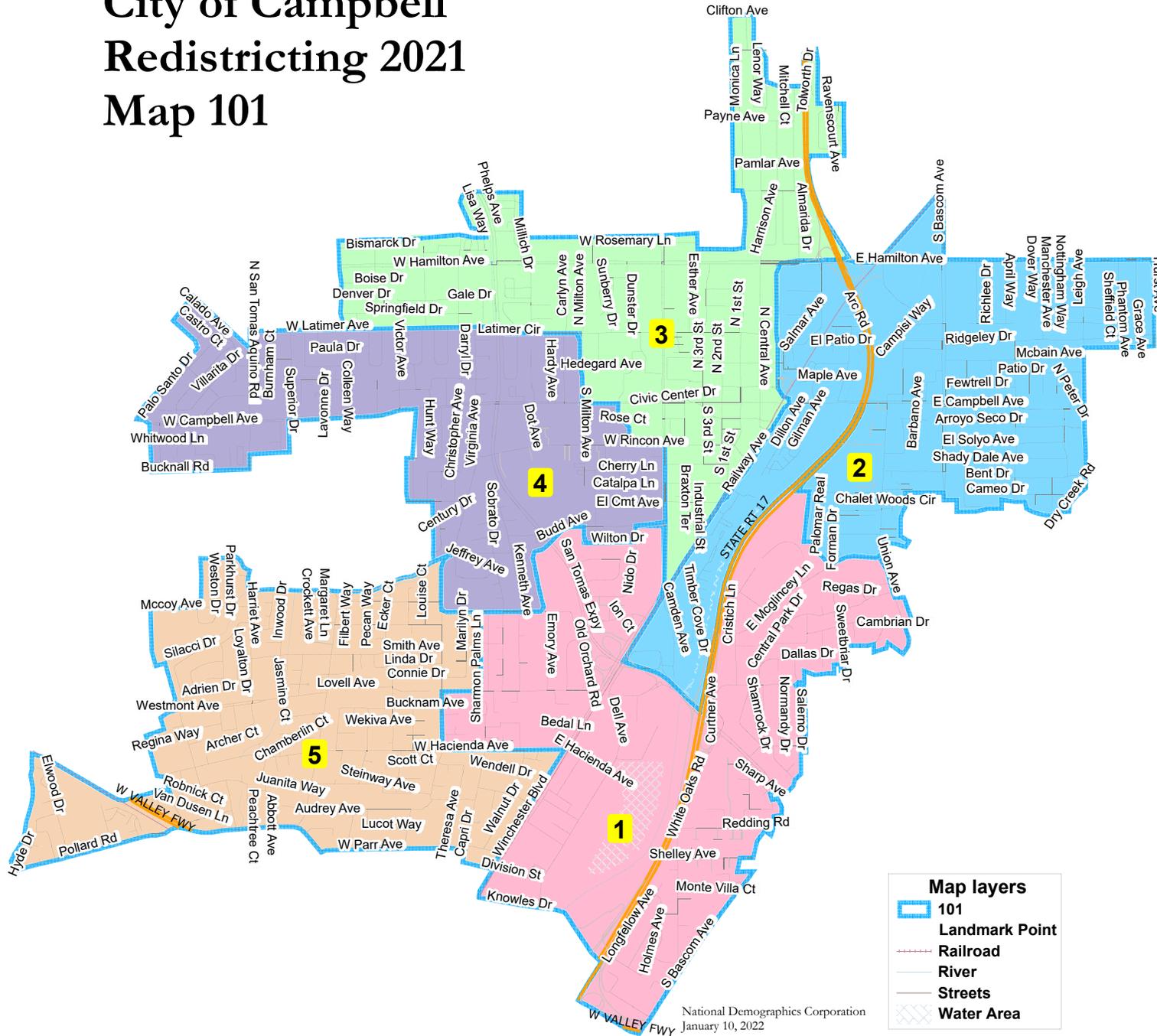


Current Plan							
District		1	2	3	4	5	Total
	Total Pop	8,902	9,024	9,097	8,423	8,582	44,028
	Deviation from ideal	96	218	291	-383	-224	674
	% Deviation	1.09%	2.48%	3.30%	-4.35%	-2.54%	7.65%
Total Pop	% Hisp	24.0%	18%	23%	17%	14%	19%
	% NH White	44%	57%	45%	44%	47%	47%
	% NH Black	4%	3%	3%	3%	2%	3%
	% Asian-American	24%	20%	24%	34%	34%	27%
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%
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%	14%	18%	17%	14%
	% Filipino-Surnamed	1%	1%	2%	2%	1%	1%
	% NH White est.	67%	75%	67%	66%	72%	69%
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%
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%
ACS Pop. Est.	Total	8,584	8,207	8,751	7,927	8,417	41,885
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 the 2010 Decennial Census.  
Surname-based Voter Registration and Turnout data from the California Statewide Database.  
Latino voter registration and turnout data are Spanish-surname counts adjusted using Census Population Department undercount estimates. NH White and NH Black registration and turnout counts estimated by NDC. Citizen Voting Age Pop., Age, Immigration, and other demographics from the 2013-2017 American Community Survey and Special Tabulation 5-year data.

Attachment: Draft District Maps (Existing & Map 101 - 104) (Redistricting 2021 Public Hearing 4/Introductory Ordinance)

# City of Campbell Redistricting 2021 Map 101



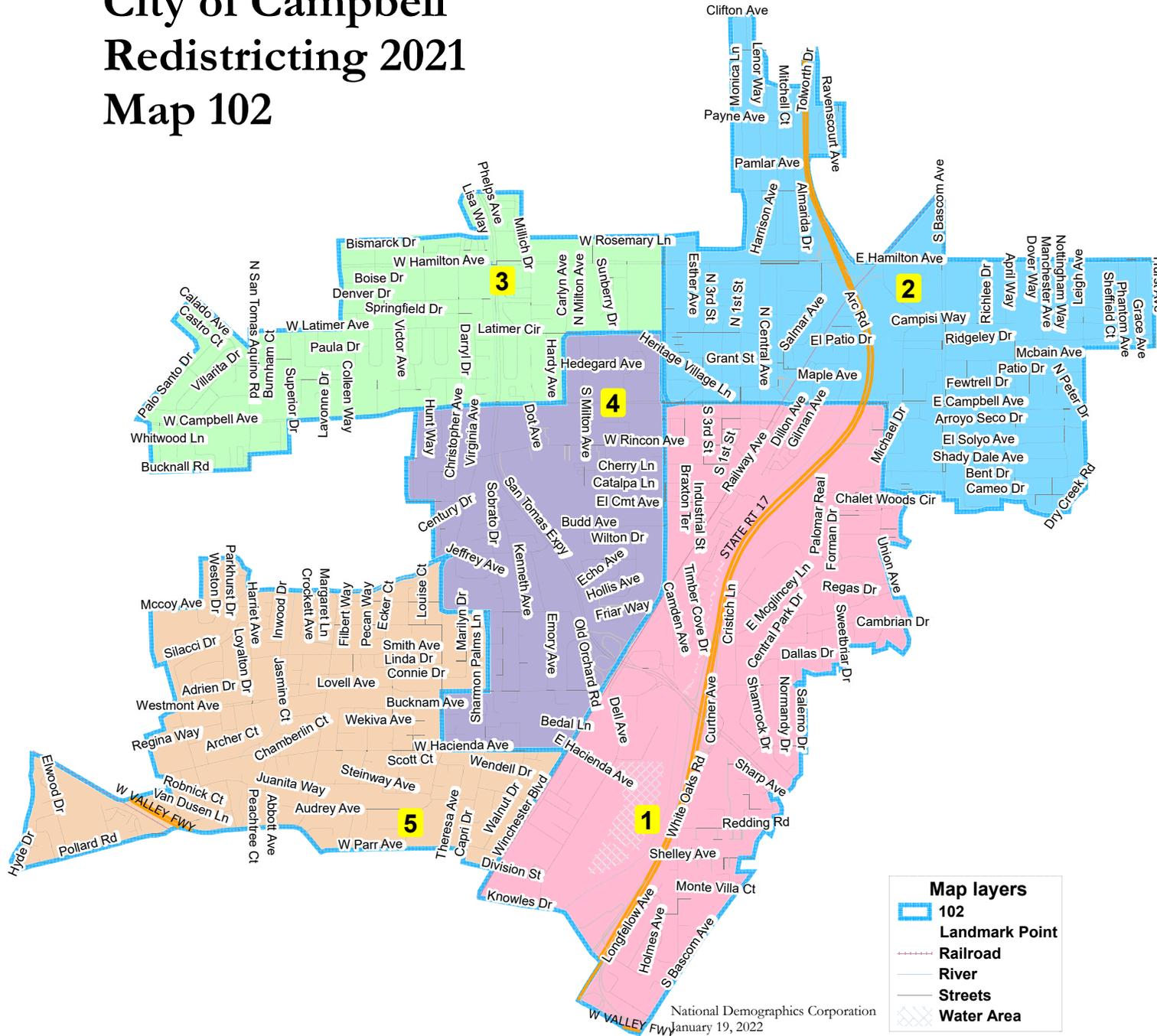
National Demographics Corporation  
January 10, 2022

101							
District		1	2	3	4	5	Total
	Total Pop	8,963	8,963	9,097	8,423	8,582	44,028
	Deviation from ideal	157	157	291	-383	-224	674
	% Deviation	1.78%	1.78%	3.30%	-4.35%	-2.54%	7.65%
Total Pop	% Hisp	24.1%	18%	23%	17%	14%	19%
	% NH White	44%	57%	45%	44%	47%	47%
	% NH Black	4%	3%	3%	3%	2%	3%
	% Asian-American	24%	20%	24%	34%	34%	27%
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%
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%	14%	18%	17%	14%
	% Filipino-Surnamed	1%	1%	2%	2%	1%	1%
	% NH White est.	67%	75%	67%	66%	72%	69%
	% NH Black	4%	3%	3%	2%	2%	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%
	% NH Black	4%	3%	3%	2%	1%	3%
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%
	% NH Black est.	3%	3%	3%	2%	1%	2%
ACS Pop. Est.	Total	8,635	8,156	8,751	7,927	8,417	41,885
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 the 2010 Decennial Census.  
Surname-based Voter Registration and Turnout data from the California Statewide Database.  
Latino voter registration and turnout data are Spanish-surname counts adjusted using Census Population Department undercount estimates. NH White and NH Black registration and turnout counts estimated by NDC. Citizen Voting Age Pop., Age, Immigration, and other demographics from the 2013-2017 American Community Survey and Special Tabulation 5-year data.

Attachment: Draft District Maps (Existing & Map 101 - 104) (Redistricting 2021 Public Hearing 4/Introductory Ordinance)

# City of Campbell Redistricting 2021 Map 102



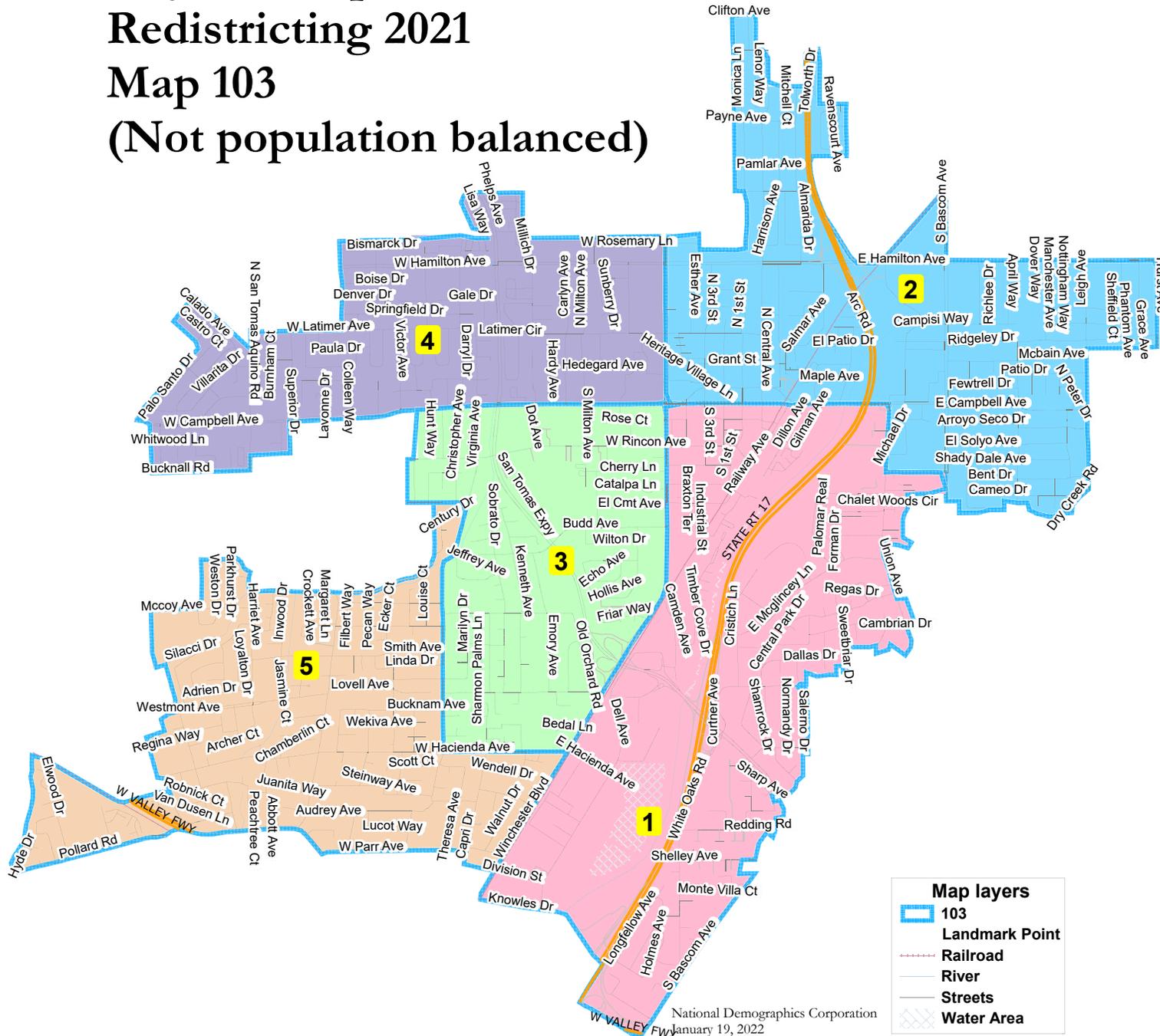
Attachment: Draft District Maps (Existing & Map 101 - 104) (Redistricting 2021 Public Hearing

102							
District		1	2	3	4	5	Total
	Total Pop	8,797	8,946	8,790	8,635	8,860	44,028
	Deviation from ideal	-9	140	-16	-171	54	311
	% Deviation	-0.10%	1.59%	-0.18%	-1.94%	0.61%	3.53%
Total Pop	% Hisp	16.6%	20%	21%	23%	15%	19%
	% NH White	54%	54%	39%	44%	46%	47%
	% NH Black	3%	3%	3%	4%	3%	3%
	% Asian-American	24%	19%	34%	25%	33%	27%
Citizen Voting Age Pop	Total	5,572	6,469	5,692	5,250	5,512	28,495
	% Hisp	14%	18%	14%	12%	13%	15%
	% NH White	69%	61%	56%	60%	60%	61%
	% NH Black	2%	3%	3%	4%	2%	3%
	% Asian/Pac.Isl.	13%	17%	26%	22%	23%	20%
Voter Registration (Nov 2020)	Total	5,255	5,838	4,629	4,885	5,415	26,022
	% Latino est.	13%	13%	14%	15%	9%	13%
	% Spanish-Surnamed	12%	12%	13%	13%	9%	12%
	% Asian-Surnamed	10%	9%	20%	15%	16%	14%
	% Filipino-Surnamed	2%	1%	2%	1%	1%	1%
	% NH White est.	73%	74%	61%	67%	71%	69%
	% NH Black	3%	3%	2%	3%	2%	3%
Voter Turnout (Nov 2020)	Total	4,476	5,099	3,937	4,111	4,730	22,353
	% Latino est.	12%	12%	13%	13%	9%	12%
	% Spanish-Surnamed	12%	11%	12%	12%	8%	11%
	% Asian-Surnamed	10%	9%	20%	15%	17%	14%
	% Filipino-Surnamed	2%	1%	2%	1%	1%	1%
	% NH White est.	73%	75%	62%	68%	72%	70%
	% NH Black	3%	3%	2%	3%	2%	3%
Voter Turnout (Nov 2018)	Total	3,167	4,003	2,883	3,027	3,472	16,552
	% Latino est.	10%	10%	12%	12%	8%	10%
	% Spanish-Surnamed	9%	10%	12%	11%	7%	10%
	% Asian-Surnamed	8%	7%	17%	12%	13%	11%
	% Filipino-Surnamed	1%	1%	1%	1%	1%	1%
	% NH White est.	78%	78%	65%	72%	76%	74%
	% NH Black est.	2%	3%	2%	2%	2%	2%
ACS Pop. Est.	Total	7,800	8,930	8,593	7,873	8,689	41,885
Age	age0-19	19%	20%	23%	21%	27%	22%
	age20-60	64%	58%	58%	57%	53%	58%
	age60plus	17%	22%	19%	22%	20%	20%
Immigration	immigrants	23%	19%	33%	32%	30%	27%
	naturalized	54%	58%	52%	49%	58%	54%
Language spoken at home	english	74%	76%	63%	60%	65%	68%
	spanish	9%	9%	11%	15%	6%	10%
	asian-lang	8%	9%	17%	16%	15%	13%
	other lang	9%	6%	10%	9%	14%	10%
Language Fluency	Speaks Eng. "Less than Very Well"	7%	9%	13%	17%	10%	11%
Education (among those age 25+)	hs-grad	34%	35%	34%	36%	30%	34%
	bachelor	34%	33%	30%	33%	34%	33%
	graduatedegree	22%	22%	21%	17%	25%	21%
Child in Household	child-under18	25%	25%	34%	26%	43%	30%
Pct of Pop. Age 16+	employed	75%	72%	73%	67%	66%	71%
Household Income	income 0-25k	9%	6%	10%	17%	4%	9%
	income 25-50k	9%	10%	13%	16%	7%	11%
	income 50-75k	8%	9%	11%	10%	7%	9%
	income 75-200k	54%	45%	42%	40%	43%	45%
	income 200k-plus	19%	31%	24%	17%	39%	26%
Housing Stats	single family	40%	57%	60%	38%	92%	56%
	multi-family	60%	43%	40%	62%	8%	44%
	rented	64%	45%	44%	66%	22%	49%
	owned	36%	55%	56%	34%	78%	51%

Total population data from the 2010 Decennial Census.  
Surname-based Voter Registration and Turnout data from the California Statewide Database.  
Latino voter registration and turnout data are Spanish-surname counts adjusted using Census Population Department undercount estimates. NH White and NH Black registration and turnout counts estimated by NDC. Citizen Voting Age Pop., Age, Immigration, and other demographics from the 2013-2017 American Community Survey and Special Tabulation 5-year data.

Attachment: Draft District Maps (Existing & Map 101 - 104) (Redistricting 2021 Public Hearing 4/Introductory Ordinance)

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



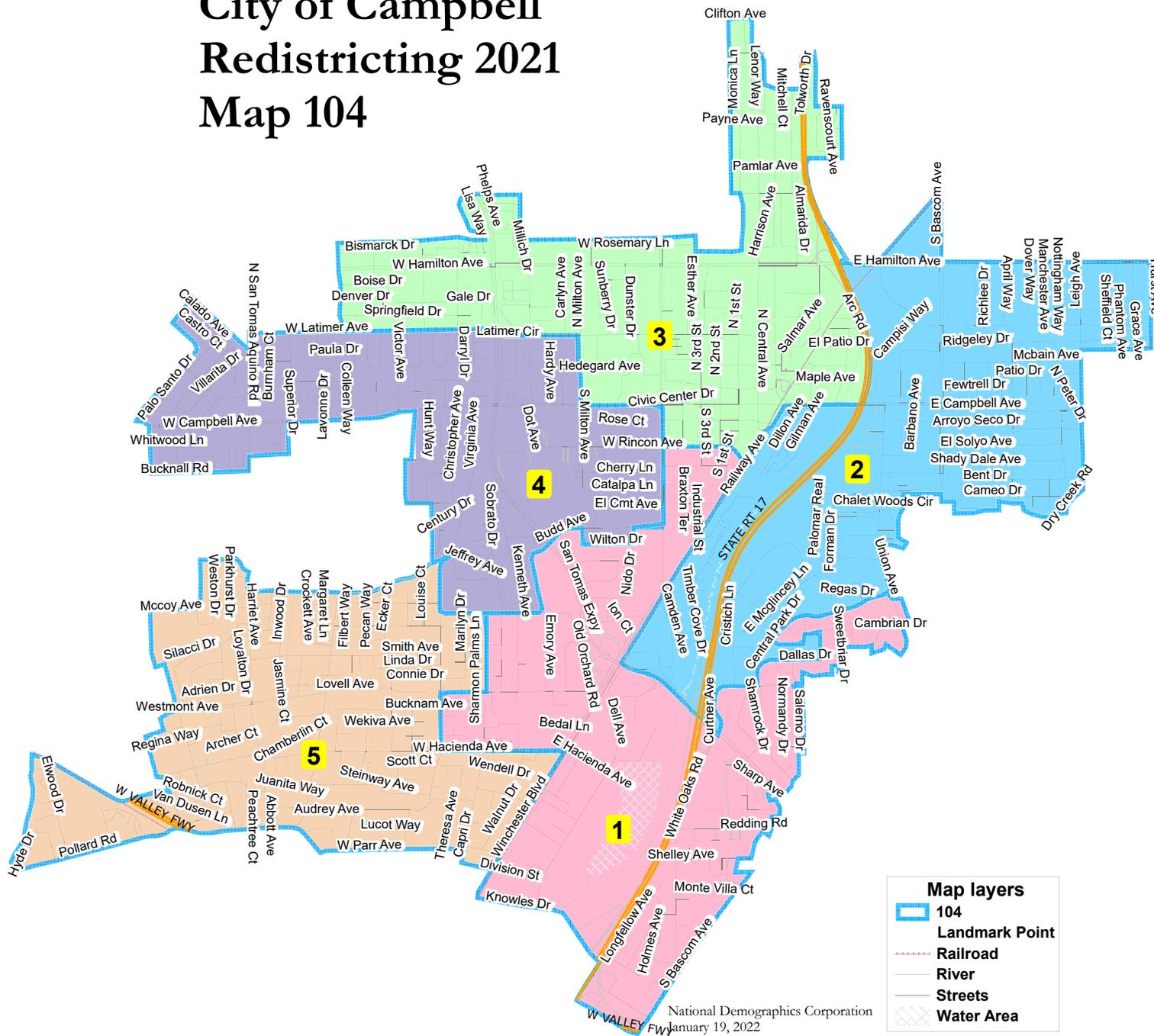
Attachment: Draft District Maps (Existing & Map 101 - 104) (Redistricting 2021 Public Hearing

103							
District		1	2	3	4	5	Total
	Total Pop	9,188	8,555	8,929	9,093	8,263	44,028
	Deviation from ideal	382	-251	123	287	-543	925
	% Deviation	4.34%	-2.85%	1.40%	3.26%	-6.17%	10.50%
Total Pop	% Hisp	16.5%	21%	25%	21%	13%	19%
	% NH White	53%	54%	42%	39%	48%	47%
	% NH Black	3%	3%	4%	3%	2%	3%
	% Asian-American	24%	19%	25%	34%	34%	27%
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%
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.	72%	74%	65%	62%	73%	69%
	% 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%
ACS Pop. Est.	Total	8,177	8,552	8,154	8,914	8,087	41,885
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 the 2010 Decennial Census.  
Surname-based Voter Registration and Turnout data from the California Statewide Database.  
Latino voter registration and turnout data are Spanish-surname counts adjusted using Census Population Department undercount estimates. NH White and NH Black registration and turnout counts estimated by NDC. Citizen Voting Age Pop., Age, Immigration, and other demographics from the 2013-2017 American Community Survey and Special Tabulation 5-year data.

Attachment: Draft District Maps (Existing & Map 101 - 104) (Redistricting 2021 Public Hearing 4/Introductory Ordinance)

# City of Campbell Redistricting 2021 Map 104



104							
District		1	2	3	4	5	Total
	Total Pop	8,649	8,740	9,022	8,757	8,860	44,028
	Deviation from ideal	-157	-66	216	-49	54	373
	% Deviation	-1.78%	-0.75%	2.45%	-0.56%	0.61%	4.24%
Total Pop	% Hisp	23.0%	18%	24%	16%	15%	19%
	% NH White	45%	56%	45%	45%	46%	47%
	% NH Black	4%	3%	3%	2%	3%	3%
	% Asian-American	25%	20%	24%	33%	33%	27%
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%
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%	18%	16%	14%
	% Filipino-Surnamed	1%	2%	1%	2%	1%	1%
	% NH White est.	67%	75%	68%	66%	71%	69%
	% 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%
	% NH Black	4%	3%	3%	2%	2%	3%
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%
	% NH Black est.	4%	3%	3%	1%	2%	2%
ACS Pop. Est.	Total	8,204	8,038	8,768	8,185	8,689	41,885
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 the 2010 Decennial Census.  
Surname-based Voter Registration and Turnout data from the California Statewide Database.  
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Attachment: Draft District Maps (Existing & Map 101 - 104) (Redistricting 2021 Public Hearing 4/Introductory Ordinance)



# City of Campbell

## Redistricting Draft Maps

March 1, 2022

Dr. Jeff Tilton, Senior Consultant  
National Demographics Corporation

Packet Pg. 59

# 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</li> <li>• Discuss and determine election sequence, if necessary</li> </ul>
<b>Draft Map Hearing</b> March 1, 2022	<ul style="list-style-type: none"> <li>• Discuss and select final map</li> <li>• Discuss and determine election sequence, if necessary</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?

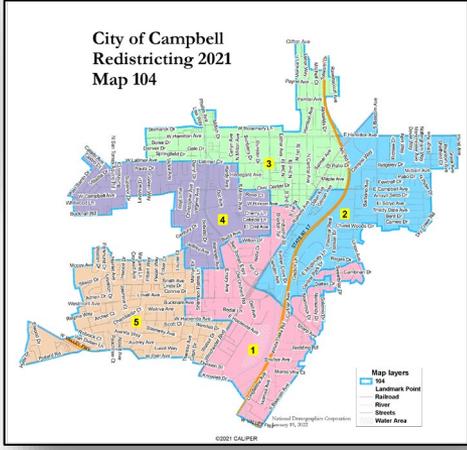
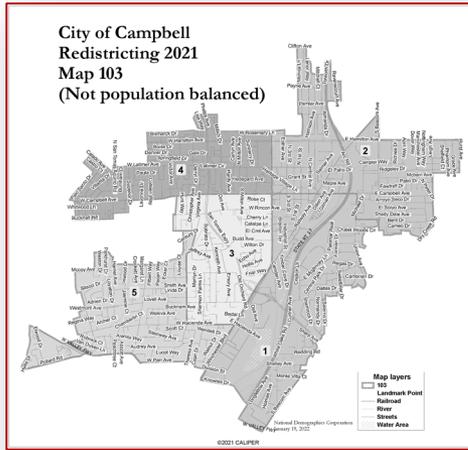
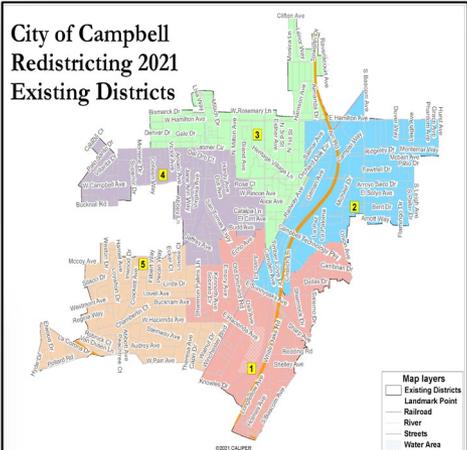
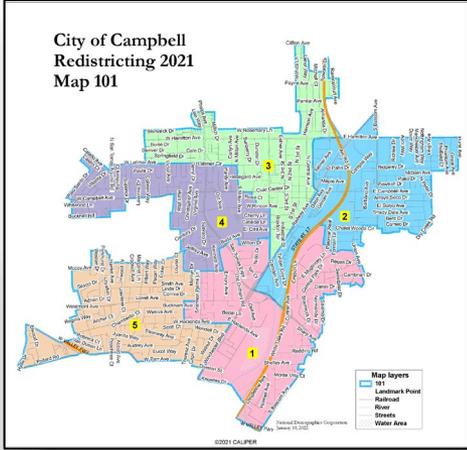
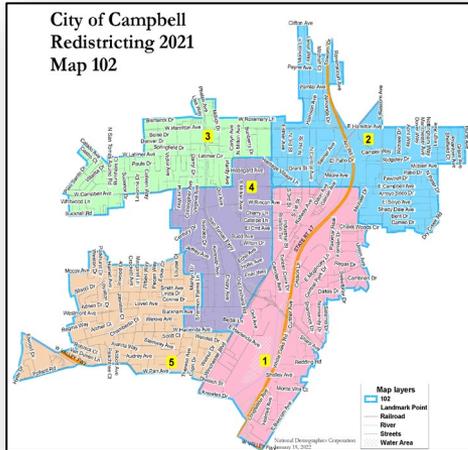
*In the absence of public testimony, planning records and other similar documents may provide definition.*

## *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”?

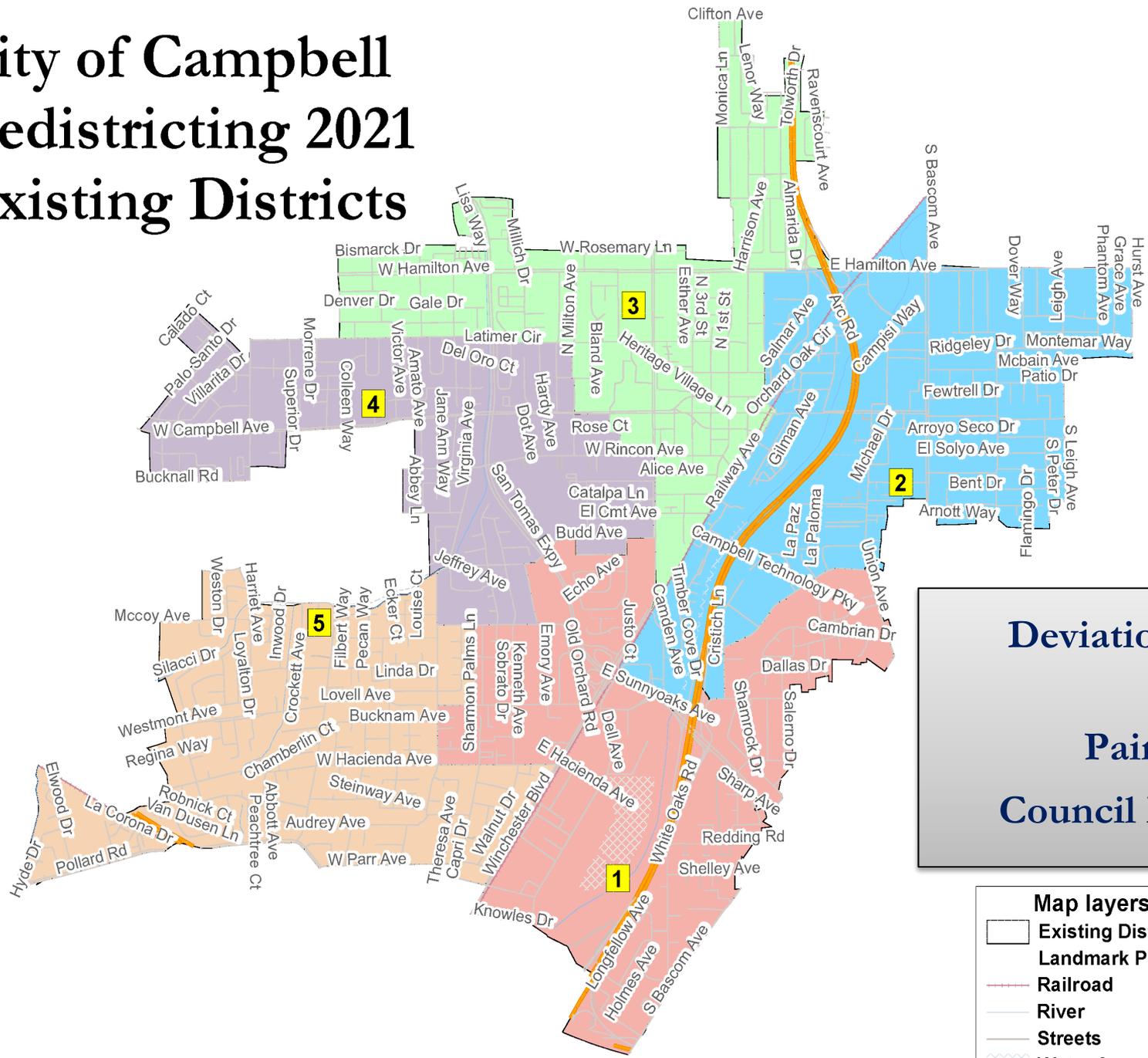
*Communities of Interest may not include relationships with political parties, incumbents, or political candidates.*

# The Draft Maps



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

# City of Campbell Redistricting 2021 Existing Districts

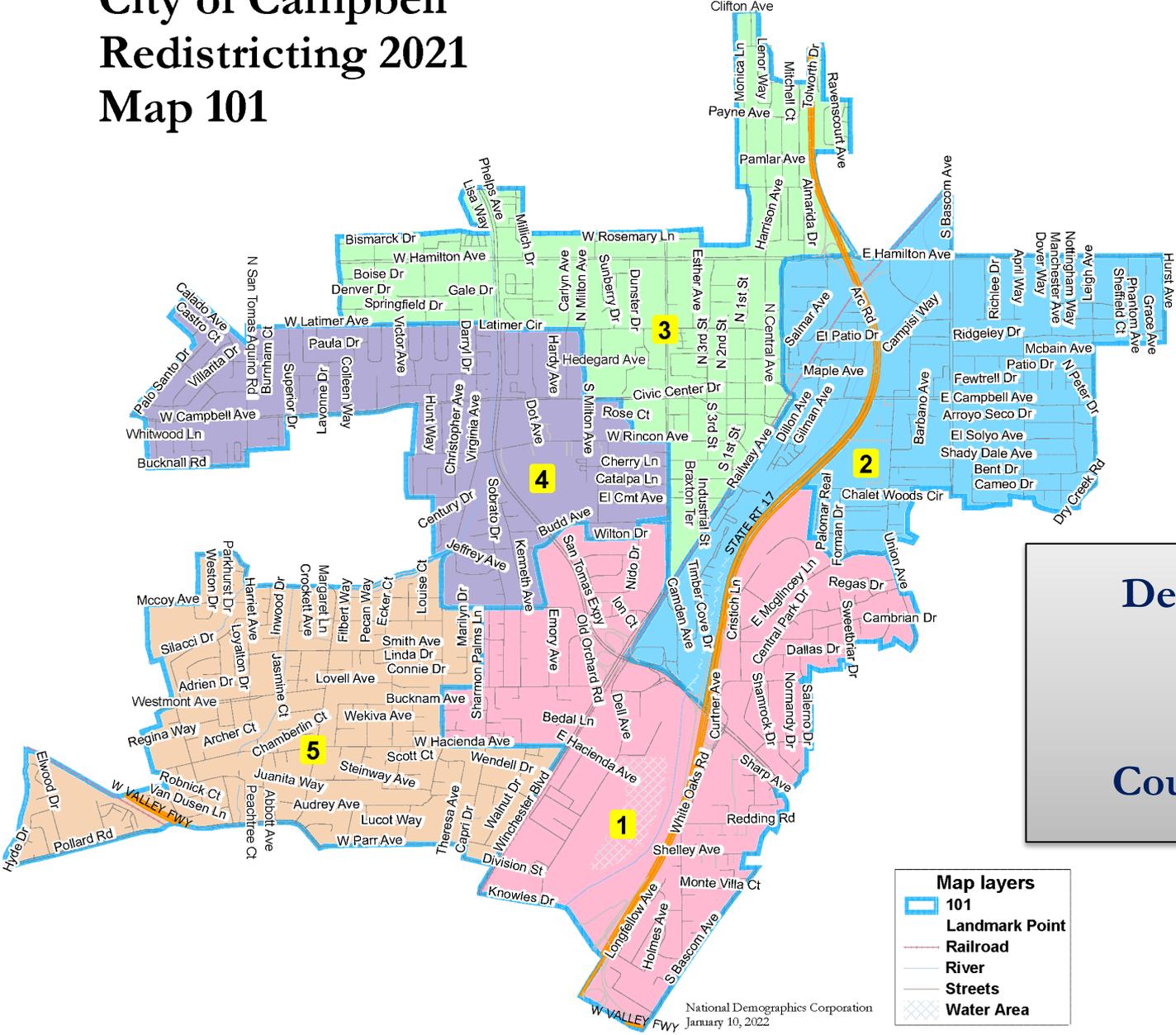


**Deviation: 7.65%**

**Pairs no  
Council Members**

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

# City of Campbell Redistricting 2021 Map 101



**Deviation: 7.65%**

**Pairs no  
Council Members**

# City of Campbell Redistricting 2021 Map 102

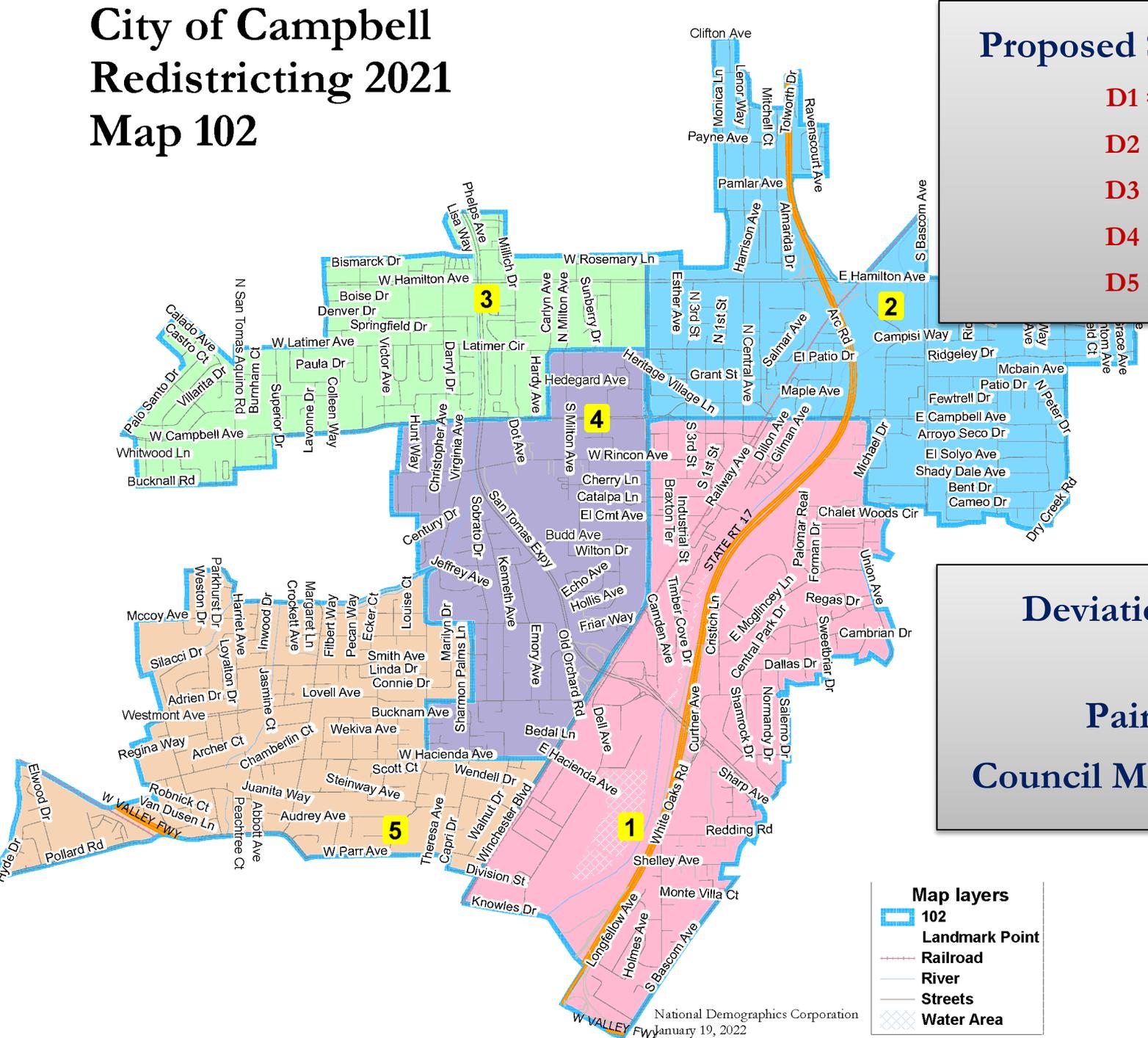
Proposed Sequencing

8.c

- D1 = 2024
- D2 = 2024
- D3 = 2022
- D4 = 2022
- D5 = 2022

Deviation: 3.53%

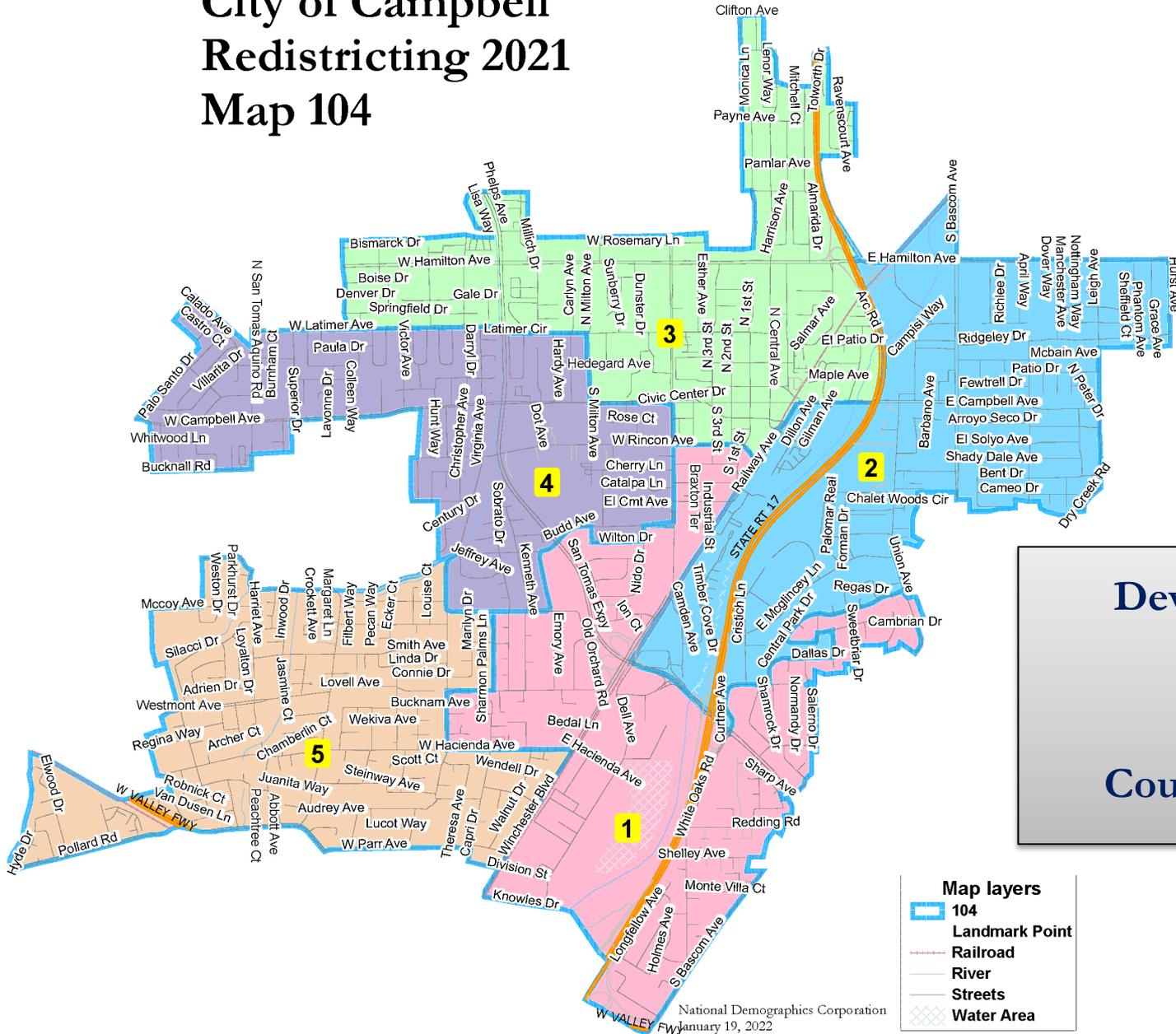
Pairs two  
Council Members (D1)



**Map layers**

- 102
- Landmark Point
- Railroad
- River
- Streets
- Water Area

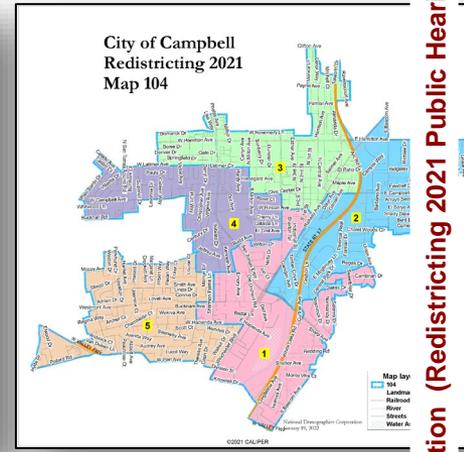
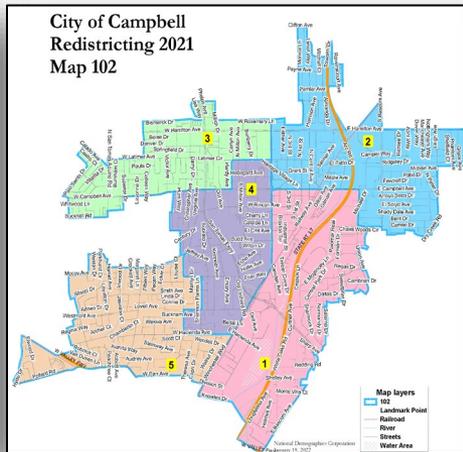
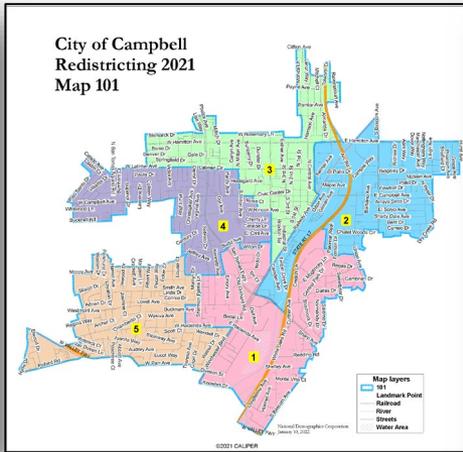
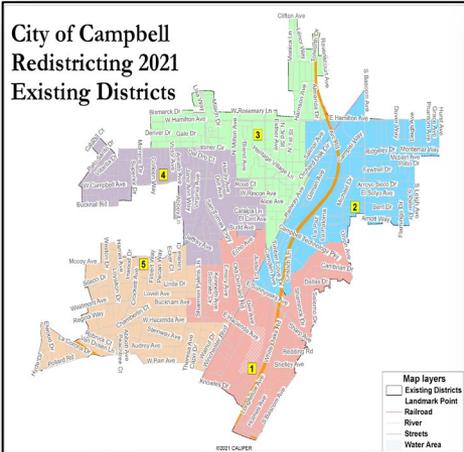
# City of Campbell Redistricting 2021 Map 104



**Deviation: 4.24%**

**Pairs no  
Council Members**

# Public Hearing / Action



Plan	Dev.	Contig?	Pairings
Existing	7.65%	Y	None
101	7.65%	Y	None
102	3.53%	Y	D1: 2
104	4.24%	Y	None

**From:** [Chris Zuleeg](#)  
**To:** [Dusty Christopherson](#)  
**Subject:** Voting for Map 102  
**Date:** Sunday, February 6, 2022 10:43:20 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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Hello,

WRT to the redistricting, I vote for Map 102.

Thank you,

--Chris

**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: All Public Comments Received Through 2/23/22 - Redacted (Redistricting 2021 Public