



Agenda Report

Date: October 14, 2014
To: Jeffrey W. Collier, City Manager
From: Nancy Mendez, Assistant City Manager
Subject: Community Participation Plan for Voting Districts Formation

RECOMMENDATION

It is recommended the City Council:

1. Hold a public hearing regarding City Council voting district formation and a community participation plan for gathering public input on district boundaries;
2. Approve a community participation plan; and
3. Direct staff to implement the plan.

BACKGROUND

On June 3, 2014, voters approved a Charter amendment establishing four district-based Council members and a directly-elected Mayor position. District boundaries must be drawn before the next municipal election in April 2016.

On September 9, 2014, the City Council approved an agreement with Compass Demographics to direct the process of creating districts. On September 23, 2014, the City Council approved an agreement with Arellano Associates (AA) to design and implement a community participation plan to gather public input on voting district boundaries. AA is using VMA Communications as part of its team to provide additional local knowledge and support.

DISCUSSION

Compass Demographics, the AA team, and City staff have worked together to plan how best to gather community input on voting districts. As a result, the following community participation plan is recommended (Attachment A).

Meet with the Expert

Public input will begin with a series of meetings for interested stakeholders with demographics mapping expert Dave Ely from Compass Demographics. Mr. Ely will hold "office hours" in the IT training room on the ground floor of City Hall to use the computer system and the facility's accessibility. He typically uses sample maps as a starting point to give an idea of how equal population districts might be distributed. The sample maps are not proposals for district boundaries but are rather illustrative of several ways that

legal districts could be drawn. Mr. Ely will project the sample maps on a screen so stakeholders can watch him redraw boundary lines as they request, while he works with them and advises them how to achieve legal results and equal population districts as close as possible to their interests. The City's population from the 2010 Census is 85,331, so equal size districts will each have a population of approximately 21,333. A Whittier map with United States 2010 Census population figures by Census block groups is available to facilitate stakeholder efforts to craft equal population districts (Attachment B).

Mr. Ely develops data tables to accompany each sample map to convey demographic information on any iteration of districts. The data tables contain raw population numbers along with other information expressed in percentages, including voting age population by ethnicity; Spanish and Asian surname registered voters; and Spanish and Asian surname voter turnout.

Times for meetings with the expert will be advertised and anyone may participate but the City will proactively invite key stakeholders who have previously shown an interest in the issue such as the Whittier Latino Coalition, Hispanic Outreach Task Force, Whittier Voters Coalition, City Council members, and other local elected officials such as school boards. Stakeholders may meet with Mr. Ely individually or with a small group of their choosing; room capacity and effective map drawing interaction will likely limit the maximum group size to approximately five individuals. The City Clerk-Treasurer's office will make reservations for appointments. The initial meeting times are:

- 4:00 p.m. to 8:30 p.m. on Thursday, October 23
- 9:00 a.m. to 12:30 p.m. on Saturday, October 25
- 10:00 a.m. to 3:00 p.m. on Wednesday, October 29

Additional meeting times will be arranged if the demand for appointments exceeds the available time frame of the initial schedule. A second round of office meetings may be scheduled later in the districting process to gather additional public input once map proposals have been developed.

Community Meetings Round 1

Following the small meetings with key stakeholders, public input will continue with a first round of open community meetings. The meetings will begin with an educational presentation to inform the public about voting districts and the process for initial formation of district boundaries, followed by small group interaction with sample maps led by outreach workers to elicit participants' ideas about communities of interest and where district boundaries should be drawn.

Three meetings with identical agendas and presentations will be held within a short time frame in different parts of the community and at different times to accommodate community members who are interested in voting district formation. Because of the approaching holiday season, the schedule anticipates that further rounds of community meetings will not be held until after the first of the year.

- 9:00 a.m. to 11:00 a.m. on Saturday, November 15 at Uptown Senior Center
- 6:30 p.m. to 8:30 p.m. on Wednesday, November 19 at Palm Park
- 6:30 p.m. to 8:30 p.m. on Thursday, November 20 at Parnell Park

A second round of community meetings will be held after the first of the year and additional community meetings may also be scheduled.

Public Hearings

The Governor recently signed AB 1440, new legislation that requires at least three public hearings for any voting district formation process. Previously, California law required cities to hold at least two public hearings on district boundary changes, with at least one hearing before the public hearing at which the governing body votes on the proposed boundaries. AB 1440 requires a city like Whittier that changes from an at-large method of election to a district-based election to hold at least two public hearings on a proposal to establish voting district boundaries prior to a public hearing at which the City Council votes on the proposal. The City, therefore, will hold at least three public hearings during the outreach process:

- Consideration of the district formation process – October 14, 2014
- Report on community meetings round 1 – December 9, 2014 (tentative)
- Presentation of proposed voting districts – not yet scheduled
- Adoption of proposed voting districts – not yet scheduled

It is anticipated that multiple proposed district maps will be developed through meetings with the expert and the first round of public meetings for presentation at the second public hearing. Additional City Council meetings and/or public hearings may be held prior to the City Council adoption of proposed voting districts.

Outreach Materials

The City has developed brief instructions for those interested in drawing their own districts to elicit input that will be most helpful in determining district boundaries (Attachment C). The five main points are:

- Neighborhoods or Communities. Outline and identify areas that you believe function as neighborhoods or communities that should be kept together in a single district.
- Connections. Identify neighborhoods or communities that you believe share common interests and should be combined within a district.
- Barriers. Identify physical features such as streets, utilities or other elements that you believe would act as natural barriers between districts.
- Divisions. Identify communities that you believe are dissimilar and should be put into separate districts.
- Points of interest. Identify significant locations or points of interest that are of particular interest or concern to individual communities and explain their significance.

The AA team is developing outreach materials for use on the City website and other avenues of communication. A fact sheet, PowerPoint information presentation, frequently asked questions (FAQs) document, press releases, and other materials will be used to educate the community and request their input.

Communications about districting will be released in English and Spanish, and the City has requested Spanish language districting publications from Mexican American Legal Defense Educational Fund (MALDEF). The City's bilingual voting telephone number (562-567-9854) will be advertised on outreach materials and will be effective from City Council approval of the community participation plan through City Council adoption of voting districts. The City has established districts@cityofwhittier.org as a new email address specifically for voting district communications.

Once the City Council approves the participation plan, the City will begin e-blasts and other contacts to disseminate the information and invite participation. Staff and consultants have developed an extensive contact list to invite people to register for further information about the district formation process. The largest sources of direct email addresses are from the Recreation class lists (8,500), the Library card holder list (8,300), and the Business License database (1,700). Additionally, there are sources such as:

- City eNewsletter registrations
- Community organizations and clubs directory
- Social service agencies
- Boards and commissions
- Neighborhood Watch
- Chamber of Commerce
- Uptown Association
- School districts and colleges

- Homeowner associations and historic districts
- Foundation databases

Information will be posted at major public buildings, on the website, and on the municipal access television channel. If billing cycle timing permits, utility bill notices may also be employed. The new outreach materials will replace these brief facts now on the City website:

Council District Formation

On June 3, 2014 Whittier voters approved a Charter Amendment calling for four Council Members elected by and from geographically defined districts. A citywide mayor position was also established.

On September 9, 2014, the City Council approved a contract with David Ely of Compass Demographics to create the four voting districts. On September 23, 2014, the City Council approved a contract with Arellano Associates to assist in soliciting public input on district boundaries. Agenda reports, proposed district maps (when they are available), and other information will be available here on this webpage.

To receive notices about the districting process, sign up by emailing your name and email address [here](#).

For additional information, please contact Kathryn Marshall, City Clerk-Treasurer, at (562) 567-9854, districts@cityofwhittier.org.

Documents

[Notice of Public Hearing: Council Districts](#)


[September 23, 2014 Agenda Report](#)

[September 9, 2014 Agenda Report](#)

FISCAL IMPACT

There is no additional fiscal impact. The City Council previously approved up to \$77,000 for public outreach costs in Districting Process account 100-15-151-303-619000-605900.

Submitted by:


Nancy Mendez
Assistant City Manager

Attachments: A – Community Participation Plan
B – Census Block Groups Population Map
C – Voting Districts Map Instructions



CITY OF
WHITTIER
CALIFORNIA

Voting Districts Formation

City of Whittier Voting Districts Formation Community Participation Plan

DRAFT



arellano
associates

Presented by
Arellano Associates
to the City of Whittier
October 2014

I. PURPOSE AND GOAL OF THE COMMUNITY PARTICIPATION PLAN (CPP)

The purpose and goal of this CPP is to provide a blueprint to inform, engage and garner stakeholder input regarding the City of Whittier's Voting Districts Formation (VDF). The objective is to guide the process needed to create voting districts collaboratively with the community of Whittier. Arellano Associates (AA) will lead the outreach efforts to implement the CPP with City staff guidance. This CPP fully supports the ongoing technical efforts of Compass Demographics to create the voting districts as called for in the Charter Amendment approved by voters in June 2014.

II. OUTREACH ELEMENTS

Stakeholder Data – (Weeks of Oct. 6th and 13th)

The AA Team will coordinate with the City of Whittier to identify the best partnerships and methods of notification of VDF awareness, development and milestones. The following audiences will be targeted for outreach and a project database developed from which outreach mechanisms can be implemented:

- City Databases
 - Boards and Commissions
 - Recreation database
 - Library database
 - E-Newsletter database
- Elected Officials
 - Federal
 - State
 - County
- Neighborhood Associations
 - Homeowners Associations/Groups
 - Historic Districts
 - Neighborhood Watch Groups
- Community Organizations
 - Service Clubs
 - Recreational and Civic Youth Groups
 - Senior Groups
 - Ethnic and Cultural Groups
 - Social Service Agencies
- Businesses and Organizations
 - Chamber of Commerce
 - Uptown Association
- Academic Organizations
 - School Districts
 - Colleges

Outreach Mechanisms – (Weeks of Oct. 6th and 13th)

Under the direction of the City of Whittier, the AA Team will pull from the following list of mechanisms to initiate the VDF, promote project awareness, and encourage community members to participate in all project activities including public meetings and hearings.

- Special Invitation from the City of Whittier (e-blasts or direct mail)
- Newspaper Advertisements (Whittier Daily News, The Wave, and Impacto)
 - Open letter announcing the project, encouraging participation and providing contact information
- Press Release/Public Service Announcements (PSA's)
- Community Posting on City of Whittier Municipal Access Channel
- Community Meetings
- "Meet with the Expert" Meetings
- Project Helpline (City Clerk-Treasurer Department's dedicated phone line)
- Project Webpage featured on the City's Website

Outreach Tools – (Weeks of Oct. 6th and 13th)

The AA Team will work directly with the City and Compass Demographics to develop a community information kit in both English and Spanish, including: fact sheet/meeting flyers, frequently asked questions (FAQ), guiding principles, and VDF PowerPoint presentations and display boards.

- Project Fact Sheet– Provide VDF description, purpose and benefits, process chart, key decision/milestone dates, community meetings and contact information.
- Notification Flyers – Developed in both hard copy and electronic formats to help notify stakeholders of the community meetings.
- FAQ – Provide answers to commonly asked questions to help inform Whittier community members and other stakeholders of program details that may not be easily explained in the overview fact sheet.
- Guiding Principles – Provide needed program guidelines that frame how the public will participate as well as how the selection of districts will be guided through the outreach and analytic process.
- Meeting Presentation Materials – PowerPoint presentation and display boards highlighting the VDF purpose, benefits, community involvement plan, process and schedule. Each round of meetings will also have a series of slides that educate and garner input related to focus of the meetings.

III. OUTREACH APPROACH

Project Initiation – (Weeks of Oct. 6th and 13th)

In order to quickly initiate the outreach program, the AA Team will work in close coordination with the City of Whittier to finalize a CPP that identifies target audiences, outreach strategies and supporting mechanisms. In addition, the AA Team will develop informational materials and content for the project webpage which will outline the VDF purpose, overview, benefits and highlight opportunities for public involvement.

Presentations and Briefings to Elected Officials – (Weeks of October 6th and 13th)

To ensure local, state, and federal offices are aware of the upcoming VDF and the outreach plan to support the effort, the City will conduct elected official briefings prior to the general public engagement. In addition, the AA Team will make itself available for City Council hearings and presentations as needed to answer questions and provide project status.

Open Letter - (Week of October 20th)

To increase project awareness and encourage public engagement, the AA Team will support the City of Whittier in the development and placement of an open letter signed by the Mayor. The open letter will briefly provide a background to the VDF and ensure the community that the City is moving in the right direction and encourage members of the community to engage. The letter will also serve as a method to direct community members to the City's website where the latest VDF background, resource documents, helpline, as well as invitation to "Meet with the Expert" meetings, community meetings and hearings will be readily available.

Press Releases/Media Briefings

The AA Team will work with local media to promote transparency in process, allowing reporters to gain a deep understanding of the process, opportunities for community involvement, and decision points. The AA Team will develop a series of press releases and media advisories to promote announcements of community meetings in local media. The AA Team will also work with reporters and local editors to promote meeting coverage and follow up stories providing information about progress made throughout the process.

Meetings with the Technical Consultant: "Meet with the Expert" – (October-December 2014)

Face-to-face meetings with the technical consultant, Compass Demographics, will be offered at City of Whittier IT training room in City Hall. The meetings will be made available upon request to the general public. Requests will be processed through the City Clerk-Treasurer's office. These meetings will give community members an opportunity to personally interact with Compass Demographics, the technical consultant, and use a geographic information system (GIS) tool to better understand how demographics guide the process of developing VDF boundaries. In addition, these office hours will help ensure transparency throughout the VDF development process. It may be prudent to host these office hours

prior to each round of community meetings discussed below to ensure local stakeholder issues are addressed in the process.

Community Meetings

Under the direction of the City of Whittier staff, the AA Team will implement at least two rounds of community meetings, with three meetings per round.

Round 1 - (Weeks of Nov. 10th and 17th)

The first round of community meetings will take place on November 15, 19 and 20, 2014. The three meetings will provide the same presentation and materials. Offering three meetings helps increase the level of participation by making it available at different times and three different locations for convenience purposes. The community meetings will focus on providing the public a clear understanding of the VDF process, reasons for the upcoming change and how they can participate. Both the AA Team and Compass Demographics will deliver the presentation. Following the presentation, the participants will be asked to break into small table workgroups to review sample maps that propose VDF options based on demographic research and stakeholder input. Facilitators will be at each table to guide the discussion and encourage participants to identify areas that should be included in the same boundary or separated due to their differences. Following the discussion, a representative of each table will be selected from the small groups to share their group's input. The AA Team will close the meeting by highlighting some of the findings, similarities, and next steps.

Round 2 – (TBA)

The second round of meetings will also include three opportunities for the public to gather and see proposed maps further developed with public input from the sample maps presented in Round 1. The format of the meeting will include an open house session where displays are placed in the perimeter of the room. Participants will have the opportunity to discuss the revisions made and suggest additional modifications or explanations. In addition, this meeting will focus on the next steps once the VDF is complete. Members of the public will learn what district they will most likely live in, VDF timeline and see ballot examples so they can easily comprehend the voting changes come city elections in 2016.

Public Hearing/Round 3 - (March/April 2015)

Following the second round of community meetings, a decision will be made by the City to initiate a third round of community meetings if necessary and/or facilitate public hearings in front of the City Council to consider the VDF Plan and adopt voting districts.

City Council Public Hearings

The City will hold at least three public hearings during the VDF outreach process at the following City Council meetings, including:

- Consideration of the district formation process – October 14, 2014

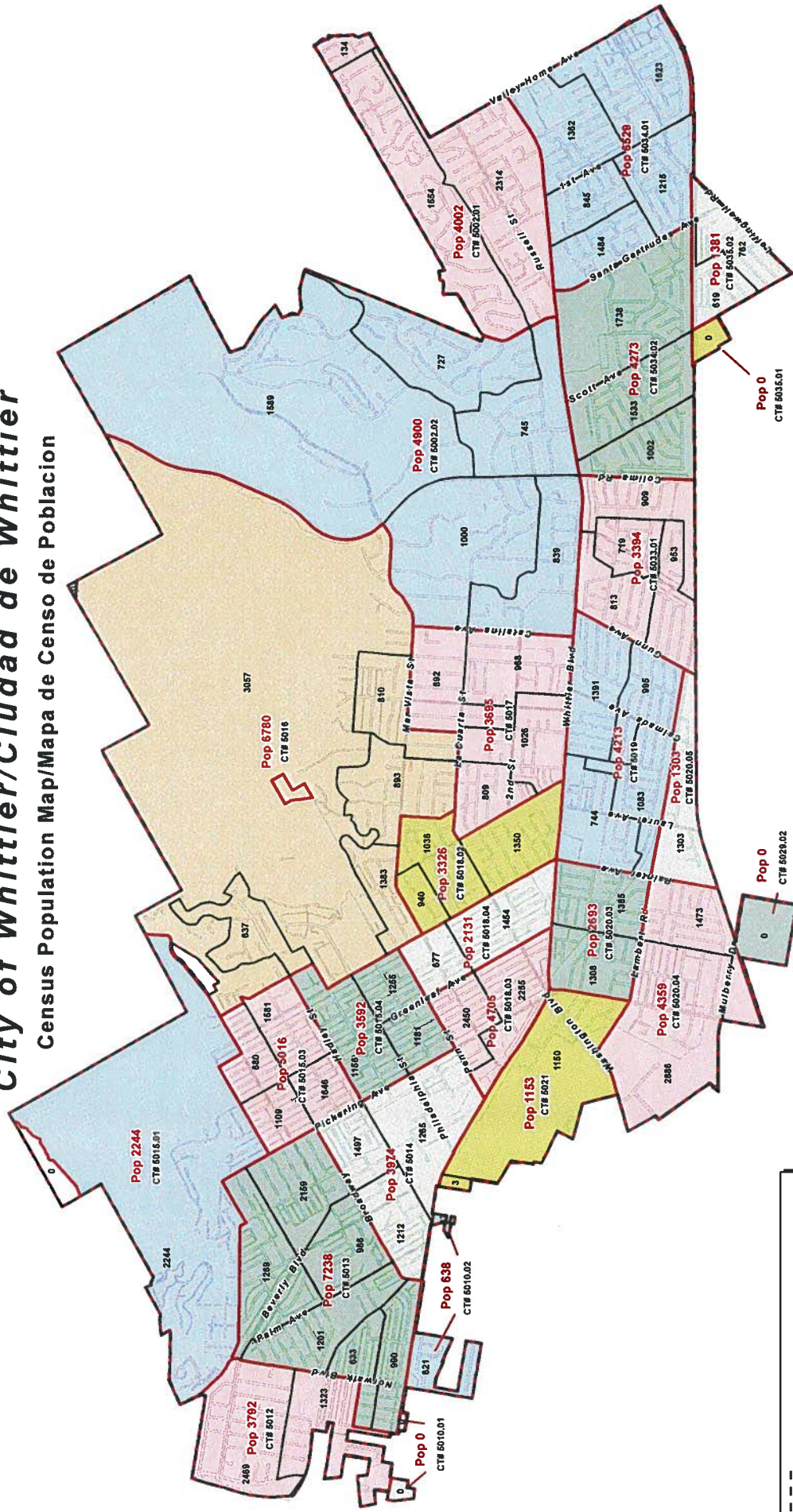
- Report on Community Meetings Round 1 – December 9, 2014 (tentative)
- Presentation of proposed voting districts – TBA
- Adoption of proposed voting districts – TBA

It is anticipated that multiple district maps will be developed through personal meetings and the first round of public meetings for presentation at the December 9, 2014 public hearing. Additional City Council meetings and/or public hearings may be held in 2015 prior to the City Council adoption of proposed voting districts.

DRAFT



City of Whittier/Ciudad de Whittier Census Population Map/Mapa de Censo de Poblacion



- - - City of Whittier/Ciudad de Whittier
 [] Block Groups/Grupos en Bloques
 [] Census Tracts/Seccion Censal

Pop = population/poblacion
 CT# = census tract number/numero de seccion censal



City of Whittier Voting Districts Formation

How to Submit a Districting Map

1. The City is creating four new voting districts. Each district will need to have equal population of approximately 21,300.
2. You/your organization are encouraged submit a map which reflects areas of interest and information related to potential boundaries for these area(s); it is not necessary to submit a complete map with four districts to have your input considered.
3. You can choose to draw on the attached map or submit a map of your own.
4. Please help us identify the following, on the map or in comments, as applicable:

a. **Neighborhoods or Communities.** Outline and identify areas that you believe function as neighborhoods or communities should be kept together in a single district. _____

b. **Connections.** Identify neighborhoods or communities that you believe share common interests and should be combined within a district. _____

c. **Barriers.** Identify physical features such as streets, utilities or other elements that you believe would act as natural barriers between districts. _____

d. **Divisions.** Identify communities that you believe are dissimilar and should be put into separate districts. _____

e. **Points of interest.** Identify significant locations or points of interest that are of particular interest or concern to individual communities and explain their significance. _____

Submitted by:

Name (print please)

Telephone

Thank you!

Organization, if applicable

Email



Ciudad de Whittier Creación de Distritos Electorales

Cómo someter un mapa de delimitación de distritos

1. La Ciudad está creando cuatro distritos electorales nuevos. Cada distrito necesitará tener una población similar de aproximadamente 21,300 habitantes.
2. Se invita a usted/su organización a someter un mapa que refleje las áreas de interés e información relacionada con los límites potenciales de esta(s) área(s); no es necesario someter un mapa completo con los cuatro distritos para que su aporte sea considerado.
3. Usted puede dibujar la delimitación en el mapa adjunto o someter un mapa hecho por usted mismo.
4. Por favor ayúdenos a identificar lo siguiente, en el mapa o mediante comentarios, según aplique:
 - a. **Vecindarios o comunidades.** Delinee e identifique áreas que usted considere que funcionan como vecindarios o comunidades, las cuales deberían permanecer juntas en un mismo distrito, desde su perspectiva. _____

 - b. **Conexiones.** Identifique vecindarios o comunidades que usted considere que tienen intereses en común y deberían ser combinados dentro de un distrito.

 - c. **Barreras.** Identifique características físicas como calles, instalaciones u otros elementos que usted considera que actuarían como barreras naturales entre distritos.

 - d. **Divisiones.** Identifique comunidades que usted considera que son diferentes y que deberían ser puestas en distritos separados. _____

 - e. **Puntos de interés.** Identifique lugares significativos o puntos de interés que sean de interés particular o preocupación para comunidades individuales y explique su importancia. _____

Sometido por:

Nombre (por escrito)

Teléfono

¡Gracias!

Organización, si aplica

Correo electrónico