



CITY OF
HITTIER
CALIFORNIA

Voting Districts Formation

City of Whittier Voting Districts Formation Community Participation Plan



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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.