

The background of the slide is a repeating pattern of lightbulbs. Most are green with a white filament, but some are yellow, indicating they are lit. The pattern is dense and covers the entire slide area.

City of Tustin Consideration of City Council Districts

Outreach & Engagement Efforts

Agenda

- Outreach & engagement efforts to date
 - Timeline & approach
 - Multimedia outreach – digital, print, phone, etc.
 - New dedicated website
 - Public Workshop #1
- Outreach & engagement moving forward
 - Public Workshop #2
 - Animated “explainer” video
 - Continued engagement publicizing each milestone in the process



Outreach & Engagement Efforts to Date

Timeline & Approach

- Timeline

- Delayed availability of Census data
- Particularly compressed timeline for City of Tustin
- Speedy, clear communications necessary

- Approach

- Incorporating 5 languages in outreach materials (English, Spanish, Chinese (traditional), Korean, Vietnamese)
- Multimedia approach



Multimedia Outreach

- Digital
 - Website
 - Emails
 - Social media
 - Digital advertising
 - Press release to online media outlets
- Print
 - Lawn signs
 - Public Notice
 - Press release to print media outlets
- Phone
 - Phone calls to community groups

Tustin is Considering City Council Districts
Help Draw Potential New Boundaries.

Tustin está considerando distritos del Consejo Municipal
Ayude a Dibujar las Límites Nuevos Potenciales.

터스틴 시는 시의회 지구 설정을 고려하고 있습니다.
잠재적 신규 경계선을 작성하는 데 도움을 주시기 바랍니다.

Tustin Đang Cân Nhắc Các Khu Hội Đồng Thành Phố
Hãy Giúp Xác Định Ranh Giới Tiềm Năng Mới.

Tustin市正在考慮市議會選區
幫助劃定選區可能的新邊界線。

DrawTustin.org





TRIPEPI SMITH

New Dedicated Website



The screenshot shows the homepage of the City of Tustin District Formation website. At the top, there is a green banner with the text "New Dedicated Website". Below this, the website header features the City of Tustin logo on the left, the text "CITY OF TUSTIN District Formation" in the center, and a search bar and language selector on the right. The navigation menu includes links for Welcome, Calendar, Draft Maps, FAQ, Resources, Subscribe, and Contact. The main content area is titled "Considering City Council Districts" and contains three paragraphs of text. The first paragraph states that the City of Tustin is considering making a change in how voters elect its City Council, beginning in 2022. The second paragraph discusses the potential switch to district-based elections and the California Voting Rights Act (CVRA) of 2001. The third paragraph mentions a letter from the Mexican American Legal Defence and Education Fund (MALDEF) received on June 23, 2020, and the City's response. The page concludes with a call to action for public input and a link to the DrawTustin.org website.

CITY OF TUSTIN
District Formation

Select Language ▼ Search... 🔍

[Welcome](#) [Calendar](#) [Draft Maps](#) [FAQ](#) [Resources](#) [Subscribe](#) [Contact](#)

Considering City Council Districts

The City of Tustin, like hundreds of cities, special districts and school districts across the state, is considering making a change in how voters elect its City Council. Beginning in 2022, voters may vote for one City Council Member who lives in their district. This potentially will replace the current system of at-large citywide elections in which voters have the ability to vote for all City Council Members.

The potential switch to district-based elections is a process that many cities in California are undergoing to meet the standards of the California Voting Rights Act (CVRA) of 2001. The CVRA gave more robust legal backing to minority groups in California who have expressed that "at-large" elections have diluted their voting rights.

On June 23, 2020, the City of Tustin received a letter from the Mexican American Legal Defence and Education Fund (MALDEF). The letter asserted that Tustin's "at-large" election system violates the CVRA. The City of Tustin has started exploring the shift to district-based elections in light of the letter.

We need your help to potentially make this change and draw new City Council districts!

If we transition to drawing City Council districts, one of our primary goals 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?

DrawTustin.org launched Monday, August 30



TRIPEPI SMITH

Public Workshop #1

- Public Workshop #1 held Tuesday, August 31
 - Educated community members about the potential shift & answered questions about the process
 - Hosted by Tripepi Smith, featuring National Demographics Corporation
 - More than 20 participants



Video posted to DrawTustin.org

Outreach & Engagement Moving Forward

Moving Forward

- Public Workshop #2
 - Currently finalizing a date/time, tentatively in late September
- Animated “explainer” video
 - Currently in work
 - Intended use is for social media, website, kicking off presentations, etc.
 - Captions to be available in multiple languages
- Continued engagement publicizing each milestone in the process
 - Will follow the same multimedia approach for each subsequent hearing and public workshop to continue spreading the word





Questions?

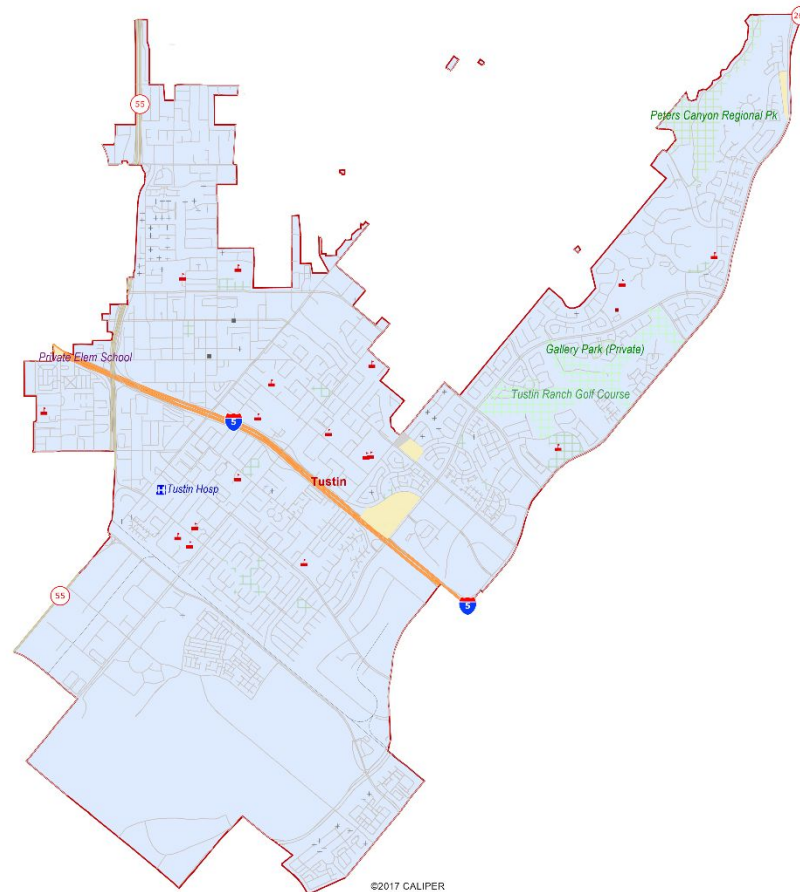


Additional Slide for Reference

Next Steps

Step	Description
Two Initial Hearings Sept. 7 & Date TBA	Held prior to release of draft maps. Education and to solicit input on the composition of districts. As early as the first public hearing, City Council may determine the number of districts and the format of the mayor.
Availability of Mapping Tool	The City will be making maps available to start identifying communities of interest. Subscribe via the website for updates.
Second Workshop Date TBA	Share information about the process and opportunities for participation.
California Data Release Early October 2021	California Statewide Database releases California's official 'prisoner-adjusted' 2020 redistricting data.
Release draft maps	Maps must be posted at least 7 days prior to 3 rd hearing.
Two hearings on draft maps Dates TBA	Two meetings to discuss and revise the draft maps and to discuss the election sequence.
Possible map adoption By November 1, 2021 (tent.)	If adopted, map must be approved via ordinance. Final map must be posted at least 7 days prior to adoption.





City of Tustin

Introduction to Districting

Sept. 7, 2021

Dr. Justin Levitt, Vice-President
National Demographics Corporation

Election Systems

1. “At Large”
2. “From District” or “Residence” Districts
3. “By District”

**The California Voting Rights Act
was written to specifically
encourage by-district elections.**

California Voting Rights Act (CVRA)

- ❑ Under the Federal Voting Rights Act (passed in 1965), a jurisdiction must fail 4 factual tests before it is in violation of the law.
- ❑ The California VRA makes it significantly easier for plaintiffs to force jurisdictions into “by-district” election systems by eliminating two of the US Supreme Court Gingles tests:
 - ~~❑ Can the protected class constitute the majority of a district?~~
 - ❑ Does the protected class vote as a bloc?
 - ❑ Do the voters who are not in the protected class vote in a bloc to defeat the preferred candidates of the protected class?
 - ~~❑ Do the “totality of circumstances” indicate race is a factor in elections?~~
- ❑ Liability is now determined only by the presence of racially polarized voting

CVRA Impact

❑ Switched (or in the process of switching) as a result of CVRA:

- ❑ At least 240 school districts
- ❑ 34 Community College Districts
- ❑ 154 cities
- ❑ 1 County Board of Supervisors
- ❑ 35 water and other special districts.

❑ Cases So Far:

- ❑ Palmdale, Santa Clara and Santa Monica went to trial on the merits. Palmdale and Santa Clara lost. Santa Monica is awaiting a decision.
- ❑ Modesto and Palmdale each spent about \$1.8 million on their defense (in addition to the attorney fee awards in those cases).
- ❑ Santa Monica has spent an estimated \$7 million so far. Plaintiffs in Santa Monica requested \$22 million in legal fees after the original trial.

❑ Key settlements:

- ❑ Palmdale: \$4.7 million
- ❑ Modesto: \$3 million
- ❑ Highland: \$1.3 million
- ❑ Anaheim: \$1.1 million
- ❑ Whittier: \$1 million
- ❑ Santa Barbara: \$600,000
- ❑ Tulare Hospital: \$500,000
- ❑ Camarillo: \$233,000
- ❑ Compton Unified: \$200,000
- ❑ Madera Unified: about \$170,000
- ❑ Hanford Joint Union Schools: \$118,000
- ❑ Merced City: \$42,000

❑ An estimated \$16 million in total settlements and court awards so far.

Districting Process

Step	Description
Census Data Release August 12, 2021	Census Bureau releases official 2020 Census population data.
Two Workshops August 31, 2021 & Date TBA	Share information about the process and opportunities for participation.
Two Initial Hearings Sept. 7 & Date TBA	Held prior to release of draft maps. Education and to solicit input on the composition of districts. As early as the first public hearing, City Council may determine the number of districts and the format of the mayor.
California Data Release Early October 2021	California Statewide Database releases California's official 'prisoner-adjusted' 2020 redistricting data.
Release draft maps	Maps must be posted at least 7 days prior to 3 rd hearing.
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Redistricting Rules and Goals

1. Federal Laws

Equal Population
Federal Voting Rights Act
No Racial Gerrymandering



2. California Criteria for Cities

1. **Geographically contiguous**
2. **Undivided neighborhoods and “communities of interest”**
(Socio-economic geographic areas that should be kept together)
3. **Easily identifiable boundaries**
4. **Compact**
(Do not bypass one group of people to get to a more distant group of people)

Prohibited:

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

3. Other Traditional Redistricting Principles

Minimize voters shifted to different election years

Respect voters’ choices / continuity in office

Future population growth

Preserving the core of existing districts

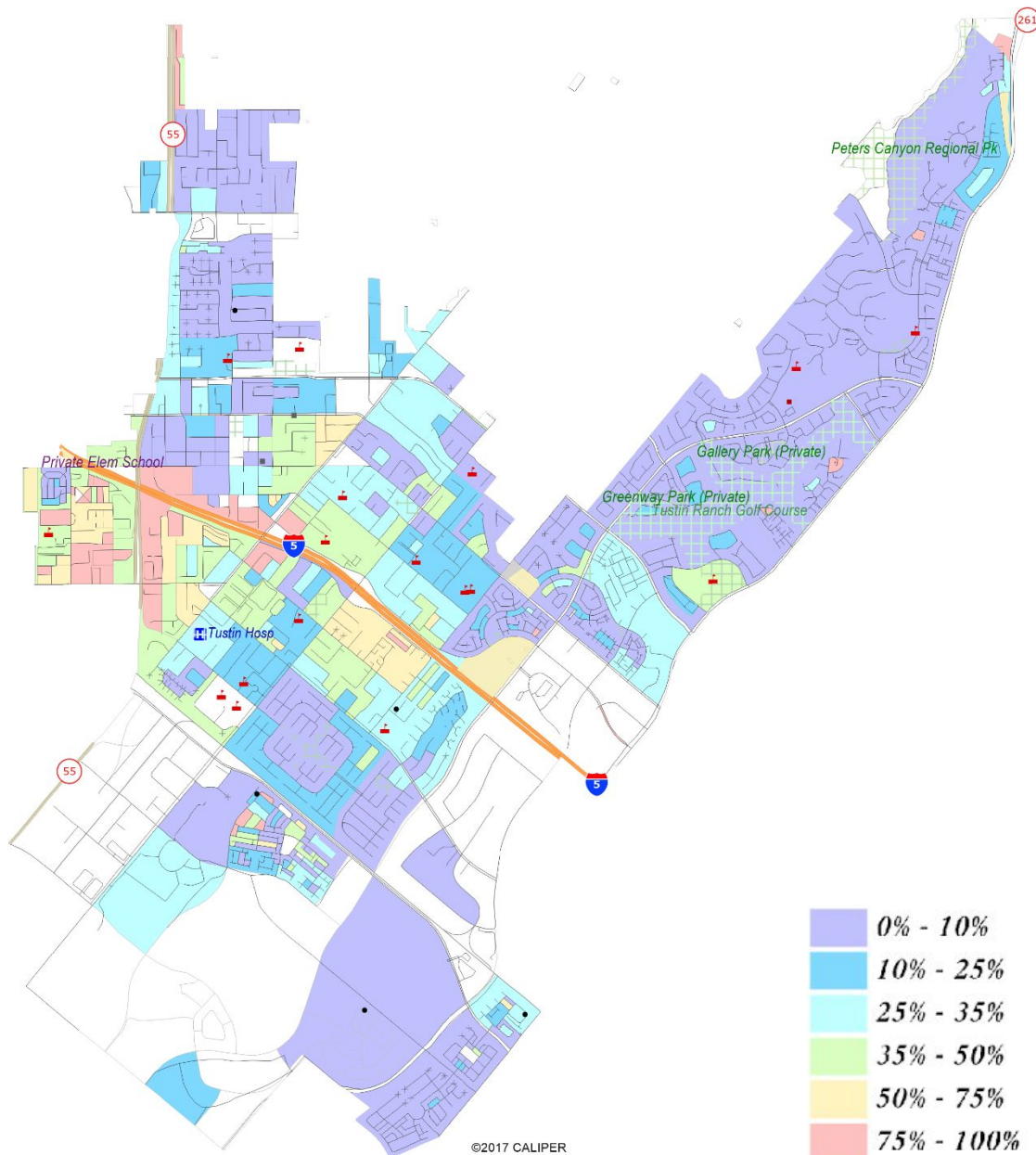
Demographic Summary

Estimates using
official 2020
demographic data
and **preliminary**
Census data

City of Tustin - Census 2020 (preliminary data)							
Category	Field	Count	Pct	Category	Field	Count	Pct
Total Pop	2020 Census Pop.	80,276		Age	age0-19	22,298	28%
	Hisp	32,712	41%		age20-60	45,390	57%
	NH White	22,901	29%		age60plus	12,375	15%
	NH Black	1,982	2%	Immigration	immigrants	27,234	34%
	Asian-American	20,685	26%		naturalized	12,980	48%
Citizen Voting Age Pop	Total	48,431		Language spoken at home	english	35,478	48%
	Hispanic	14,136	29%		spanish	23,259	31%
	NH White	20,757	43%		asian-lang	11,096	15%
	NH Black	1,484	3%		other lang	4,525	6%
	Asian/Pac.Isl.	11,731	24%	Language Fluency	Speaks Eng. "Less than Very Well"	13,043	18%
Voter Registration (Nov 2020)	Total	40,200		Education (among those age 25+)	hs-grad	18,499	35%
	Latino est.	11,363	28%		bachelor	15,062	29%
	Spanish-Surnamed	10,208	25%		graduatedegree	7,973	15%
	Asian-Surnamed	6,699	17%	Child in Household	child-under18	9,862	38%
	Filipino-Surnamed	770	2%	Pct of Pop. Age 16+	employed	44,597	72%
	NH White est.	19,356	48%	Household Income	income 0-25k	2,794	11%
	NH Black	1,137	3%		income 25-50k	3,944	15%
Voter Turnout (Nov 2020)	Total	34,220			income 50-75k	4,459	17%
	Latino est.	8,923	26%		income 75-200k	10,893	42%
	Spanish-Surnamed	8,016	23%		income 200k-plus	3,711	14%
	Asian-Surnamed	5,728	17%	Housing Stats	single family	14,439	51%
	Filipino-Surnamed	634	2%		multi-family	12,810	45%
	NH White est.	17,192	50%		rented	13,070	51%
	NH Black	959	3%		owned	12,730	49%
Voter Turnout (Nov 2018)	Total	23,087		Total population data from the 2020 Decennial Census. Surname-based Voter Registration and Turnout data from the California Statewide Database. Latino voter reg. and turnout data are Spanish-surname counts adjusted using Census Population Department undercount estimates. NH White and NH Black reg. and turnout counts estimated by NDC. Citizen Voting Age Population, Age, Immigration, and other demographics from the 2015-2019 American Community Survey and Special Tabulation 5-year data.			
	Latino est.	5,271	23%				
	Spanish-Surnamed	4,735	21%				
	Asian-Surnamed	3,164	14%				
	Filipino-Surnamed	385	2%				
	NH White est.	13,264	57%				
	NH Black est.	891	4%				

Latino CVAP

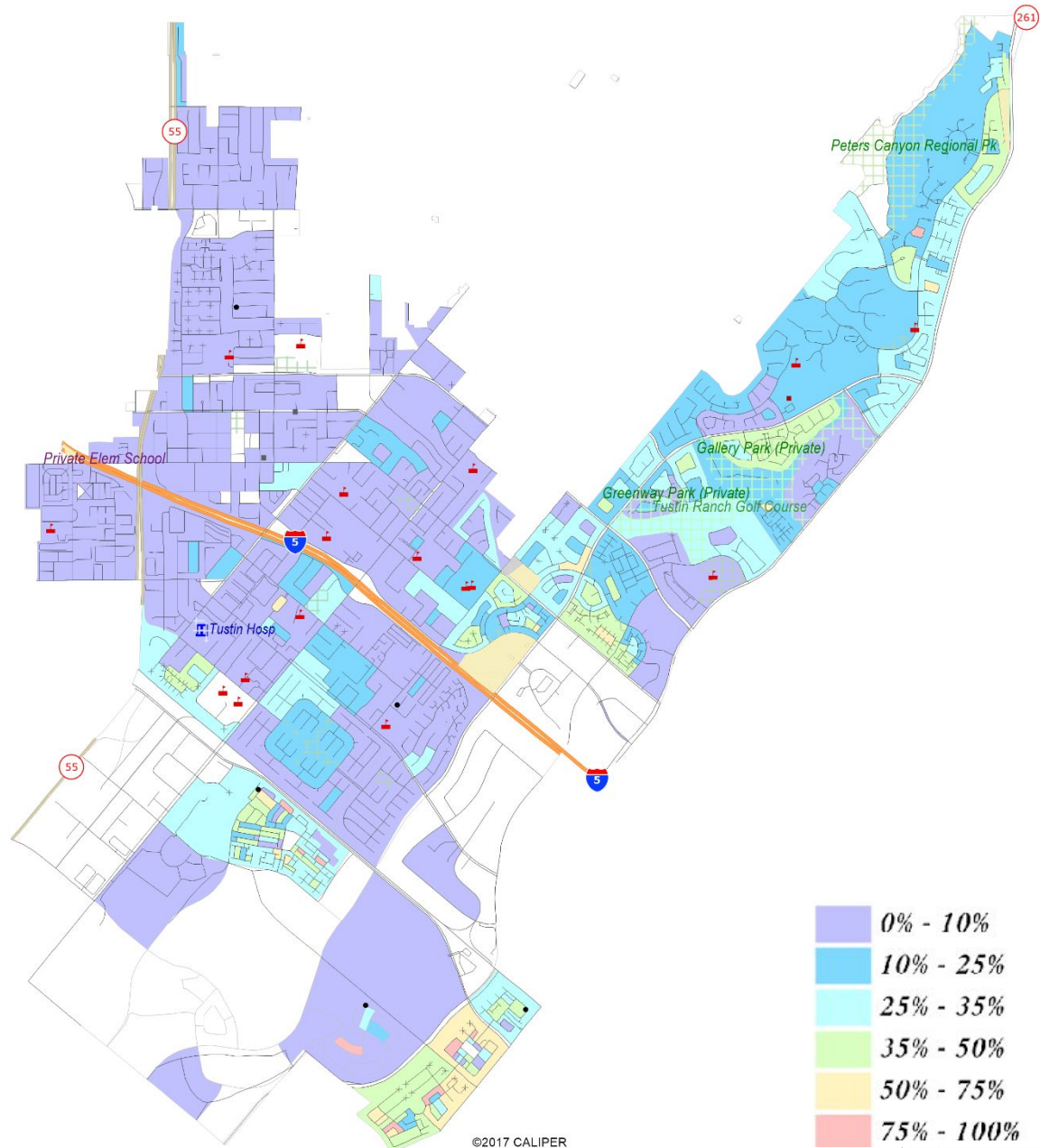
Latinos are concentrated in the western part of the city, particularly around I-5



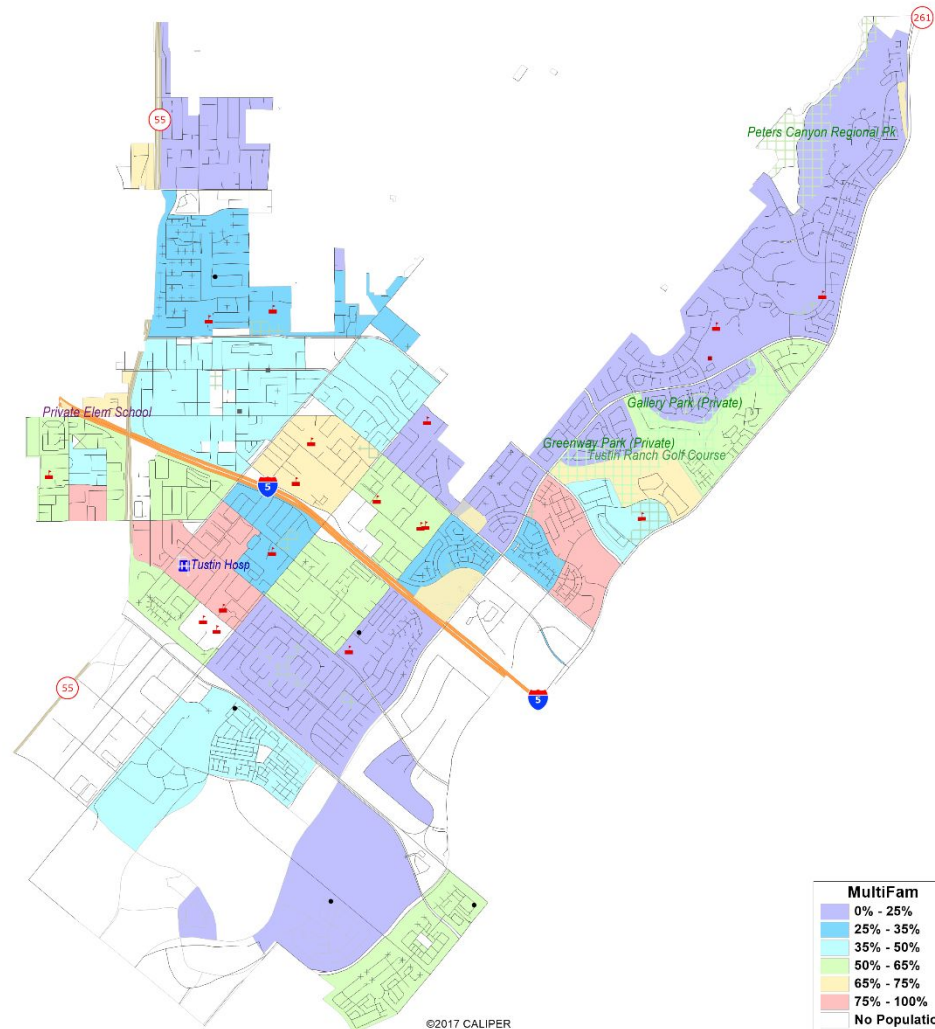
Asian-American CVAP

Asian-Americans are concentrated in the south and eastern parts of the city

There are no significant concentrations of Native American or Black/African-American population



Apartments/Multifamily Housing



Defining Neighborhoods

1st Question: What is your neighborhood?

2nd Question: What are its geographic boundaries?

Examples of physical features defining a neighborhood boundary:

- ❑ Natural neighborhood dividing lines, such as highway or major roads, rivers, canals and/or hills
- ❑ Areas around parks or schools
- ❑ Other neighborhood landmarks

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



Beyond Neighborhoods: Defining Communities of Interest

1st Question: What defines your community?

- ☐ Geographic Area, plus
- ☐ Shared issue or characteristic
 - ☐ Shared social or economic interest
 - ☐ Impacted by county policies
- ☐ Tell us “your community’s story”

2nd Question: Would this community benefit from being “included within a single district for purposes of its effective and fair representation”?

- ☐ Or would it benefit more from having multiple representatives?

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

Beyond Neighborhoods: Communities

Under the California Elections Code, “community of interest” has a very specific definition in the context of districting and redistricting cities and counties:

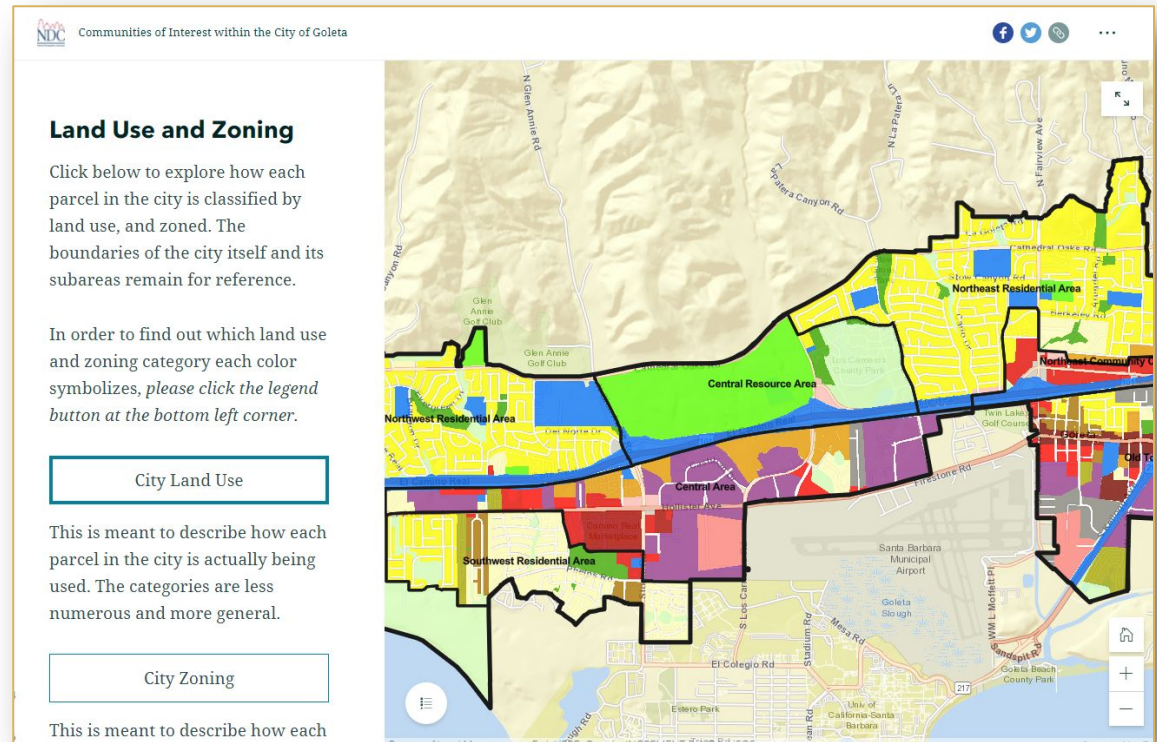
A “community of interest” is a population that shares common social or economic interests that should be included within a single district for purposes of its effective and fair representation.

Communities of interest do not include relationships with political parties, incumbents, or political candidates.

(emphasis added)

Story Map

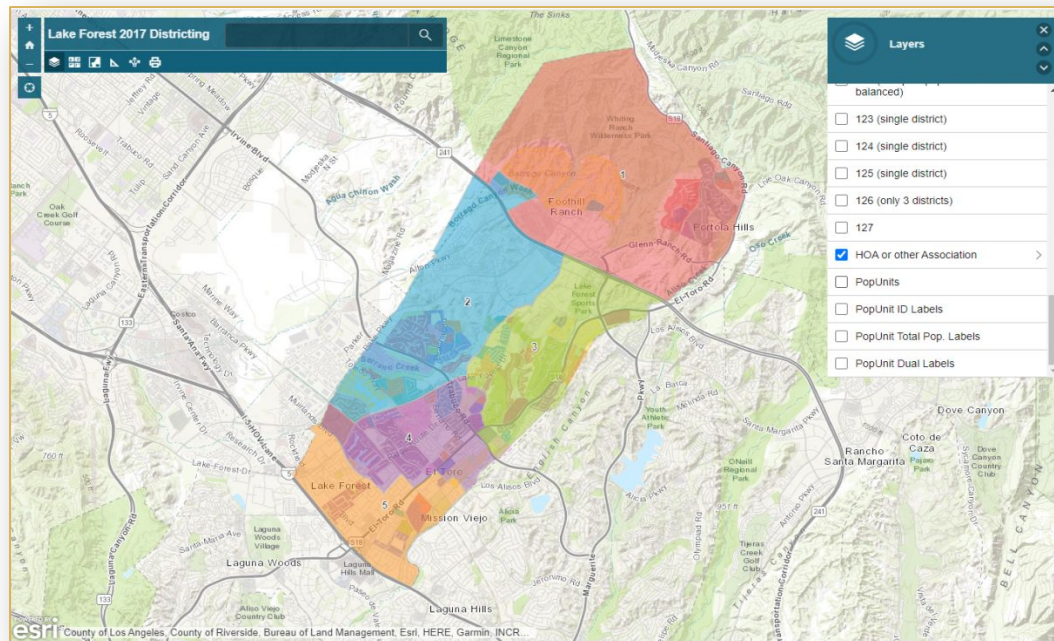
- ❑ Easy to use “story” of demographic and other data
- ❑ Similar to PowerPoint, but interactive
- ❑ Used to identify “communities of interest”
- ❑ Sample map from Goleta



Simple Map Review Tool

Online Interactive Review Map

- ❑ ESRI's "ArcGIS Online" – similar to Google Maps in ease of use
- ❑ Used to review, analyze and compare maps, not to create them
- ❑ Includes overlays of “community of interest” and other data





Discussion

- ❑ What is your neighborhood and what are its boundaries?
- ❑ What other notable areas are in the City, and what are their boundaries?

Discussion on:

- ❑ “neighborhoods”
- ❑ “communities of interest”