

The background of the slide is a repeating pattern of lightbulbs and speech bubbles. Some lightbulbs are green with a yellow glow, while others are plain green. Some speech bubbles are yellow, and others are green. The pattern is dense and covers the entire slide.

City of Tustin Consideration of City Council Districts

Outreach & Engagement Efforts

Agenda

- Outreach & engagement efforts to date
 - Timeline & approach (recap)
 - Multimedia outreach – digital, print, phone, etc. (recap)
 - Dedicated website (recap)
 - Public Workshop #1 (recap)
 - Public Hearing #1 (new!)
 - Publicizing Public Hearing #2 (new!)
- 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



The City of Tustin held its first public workshop and first public hearing regarding the City's potential move to district elections via zoom on Tuesday, August 31st, and Friday, September 7th. The workshop and hearing provided information on district elections, outlined possible new steps the city could take moving forward and allowed residents an opportunity to ask questions and discuss how they define their communities of interest.

To view the past workshop and hearing, recordings are available in English and Spanish on our new district formation website <https://drawtustin.org/schedule/> on the calendar page. The presentation slides are also available on the calendar page in English, Korean, Spanish, Traditional Chinese, and Vietnamese.

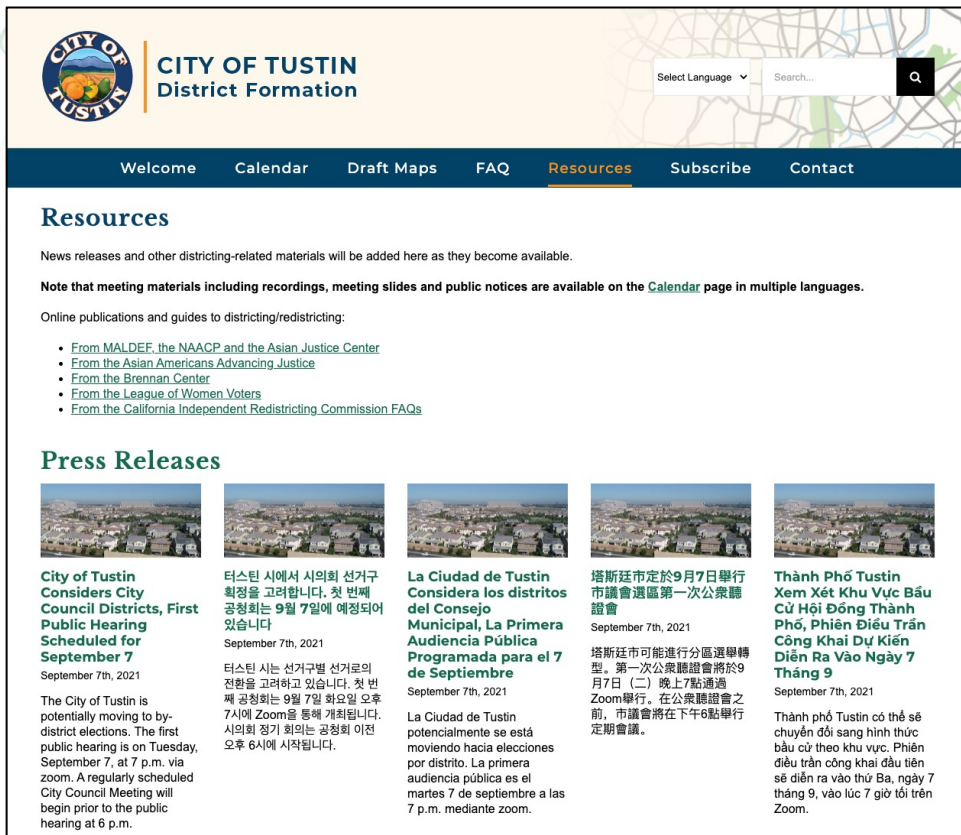
Thank you for your interest in this process. We look forward to your future participation and engagement.

Example email to subscribers



TRIPEPI SMITH

Dedicated Website



CITY OF TUSTIN
District Formation

Select Language Search

Welcome Calendar Draft Maps FAQ **Resources** Subscribe Contact

Resources


News releases and other districting-related materials will be added here as they become available.

Note that meeting materials including recordings, meeting slides and public notices are available on the [Calendar](#) page in multiple languages.

Online publications and guides to districting/redistricting:


- From MALDEF, the NAACP and the Asian Justice Center
- From the Asian Americans Advancing Justice
- From the Brennan Center
- From the League of Women Voters
- From the California Independent Redistricting Commission FAQs

Press Releases




City of Tustin Considers City Council Districts, First Public Hearing Scheduled for September 7
September 7th, 2021

The City of Tustin is potentially moving to by-district elections. The first public hearing is on Tuesday, September 7, at 7 p.m. via zoom. A regularly scheduled City Council Meeting will begin prior to the public hearing at 6 p.m.




터스틴 시에서 시의회 선거구 획정을 고려합니다. 첫 번째 공청회는 9월 7일에 예정되어 있습니다
September 7th, 2021

터스틴 시는 선거구별 선거로의 전환을 고려하고 있습니다. 첫 번째 공청회는 9월 7일 화요일 오후 7시에 Zoom을 통해 개최됩니다. 시의회 정기 회의는 공청회 이전 오후 6시에 시작됩니다.




La Ciudad de Tustin Considera los distritos del Consejo Municipal, La Primera Audiencia Pública Programada para el 7 de Septiembre
September 7th, 2021

La Ciudad de Tustin potencialmente se está moviendo hacia elecciones por distrito. La primera audiencia pública es el martes 7 de septiembre a las 7 p.m. mediante zoom.



塔斯廷市定於9月7日舉行市議會選區第一次公眾聽證會
September 7th, 2021

塔斯廷市可能進行分區選舉轉型。第一次公眾聽證會將於9月7日 (二) 晚上7點通過 Zoom舉行。在公眾聽證會之前，市議會將在下午6點舉行定期會議。



Thành Phố Tustin Xem Xét Khu Vực Bầu Cử Hội Đồng Thành Phố, Phiên Điều Trần Công Khai Dự Kiến Diễn Ra Vào Ngày 7 Tháng 9
September 7th, 2021

Thành phố Tustin có thể sẽ chuyển đổi sang hình thức bầu cử theo khu vực. Phiên điều trần công khai đầu tiên sẽ diễn ra vào thứ Ba, ngày 7 tháng 9, vào lúc 7 giờ tối trên Zoom.

DrawTustin.org, which launched August 30, is continuously updated with information & resources.



TRIEPI SMITH

Public Workshop #1

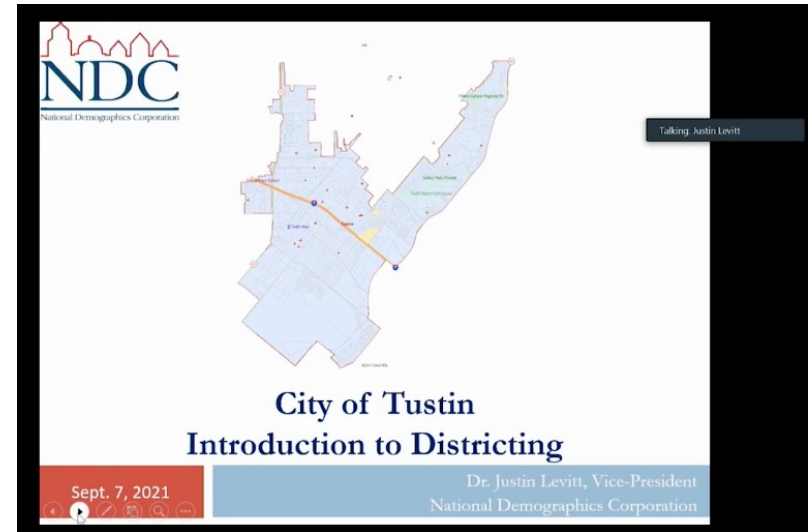
- Public Workshop #1 held Tuesday, August 31
 - Educated community members about the potential shift & answered questions about the process
 - Hosted by Tripepi Smith, featuring National Demographics Corporation
 - More than 20 participants



Video posted to DrawTustin.org

Public Hearing #1

- Public Hearing #1 held Tuesday, September 7
 - Educated community members about the potential shift, answered questions about the process & solicited public input
 - Hearing materials (including Public Notices, slides, videos and Public Comments) can all be found on DrawTustin.org/Schedule



Video posted to DrawTustin.org

Publicizing Public Hearing #2

 **City of Tustin - Municipal Government** 22h · 🌐 ...

Are you interested in getting involved in the City of Tustin's potential move to by-district elections? The council will hold its second public hearing to receive public input on the districting process and how residents define their communities of interest. Join us on September 17th at 2 pm for the second district formation hearing.

To learn more about the district formation process, visit drawtustin.org

#DistrictFormation2021 #TustinDistrictFormation"... See More

See Translation

**NOTICE OF SECOND PUBLIC HEARING**
REGARDING THE CITY'S POTENTIAL MOVE TO CITY COUNCIL DISTRICT ELECTIONS


**AVISO DE SEGUNDA AUDIENCIA PÚBLICA**
CON RESPECTO AL POSIBLE MOVIMIENTO DE LA CIUDAD A LAS ELECCIONES DE DISTRITO DEL CONSEJO MUNICIPAL

- WHEN: Friday, September 17 at 2 PM
- LOCATION: Video Conference via Zoom
- WEBINAR ID: 940 8640 1921
- PASSCODE: 600222
- PHONE NUMBER: 1 669 900 6833

LEARN MORE:
[DRAWTUSTIN.ORG](https://drawtustin.org)

- CUÁNDO: viernes 17 de sept. a las 2 PM
- UBICACIÓN: Videoconferencia via Zoom
- ID DE WEBINAR: 940 8640 1921
- CONTRASEÑA: 600222
- número de teléfono: 1 669 900 6833

APRENDE MÁS:
[DRAWTUSTIN.ORG](https://drawtustin.org)

**第二次公衆聽證會公告**
關於本市市議會分區選舉的潛在轉型

**2차 공청회 공지**
터스틴 시의 시의회 선거구 선거제로의 이행 가능성에 관하여

- 時間: 9月17日, 週五, 下午2時
- 地點: Zoom視訊會議
- 網路研討會ID: 940 8640 1921
- 密碼: 600222
- 電話號碼: 1 669 900 6833

瞭解更多:
[DRAWTUSTIN.ORG](https://drawtustin.org)

- 일시: 9월 17일 금요일 오후 2시
- 장소: Zoom을 통한 비디오 컨퍼런스
- 웹이나 ID: 940 8640 1921
- 암호: 600222
- 전화번호: 1 669 900 6833

더 자세한 정보:
[DRAWTUSTIN.ORG](https://drawtustin.org)

Boosted post on Facebook

- Social media
- Digital advertising
- Press release
- Emails
- Website updates
- Public Notice
- Flyers
- Direct outreach to community groups



TRIPEPI SMITH

Outreach & Engagement Moving Forward

Moving Forward

- Public Workshop #2
 - Scheduled for September 22 at 7 p.m.
- 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?

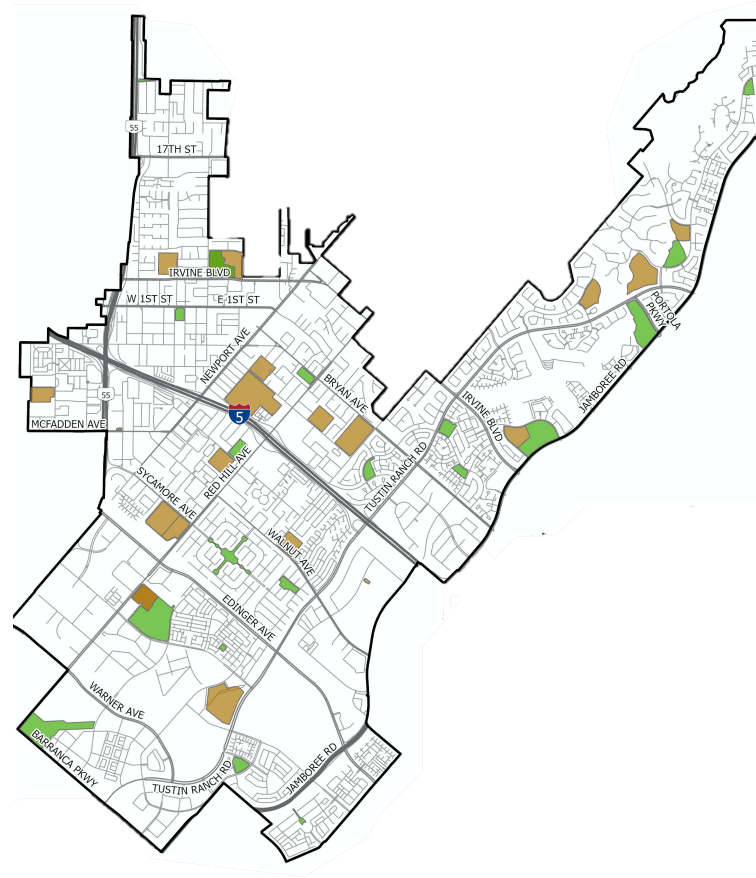


Additional Slide for Reference

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. 17, 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
Two Workshops August 31 & Sept. 22	Share information about the process and opportunities for participation.
Two Initial Hearings Sept. 7 & Sept. 17	Held prior to release of draft maps. Education and to solicit input on the composition of districts.
Census Data Release August 12, 2021	Census Bureau releases official 2020 Census population data.
California Data Release Early October 2021	California Statewide Database releases California's official 'prisoner-adjusted' 2020 redistricting data.
First Deadline for Draft Maps Sept. 29 by 5 p.m.	Deadline for public to Submit Maps for first publication (for consideration at the Oct. 9 hearing)
Release draft maps	Maps must be posted at least 7 days prior to hearing.
Third Hearing Oct. 9	First of two hearings about the draft maps. Discuss and revise the draft maps and discuss the election sequence.

Districting Process (continued)

Step	Description
Second Deadline for Draft Maps Oct. 14 by 5 p.m.	Deadline for public to Submit Maps for second publication (for consideration at the Oct. 25 hearing)
Release draft maps	Maps must be posted at least 7 days prior to hearing.
Fourth Hearing/Possible Map Adoption Oct. 25	Second of two hearings about the draft maps. Discuss and revise the draft maps and discuss the election sequence. If adopted, map must be approved via ordinance. Final map must be posted at least 7 days prior to adoption.
Fifth Hearing/Second Reading of Ordinance By November 1, 2021 (tent.)	Ordinances require two readings, once at introduction and a second at its adoption. Second reading/adoption is at least five days after introduction.

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

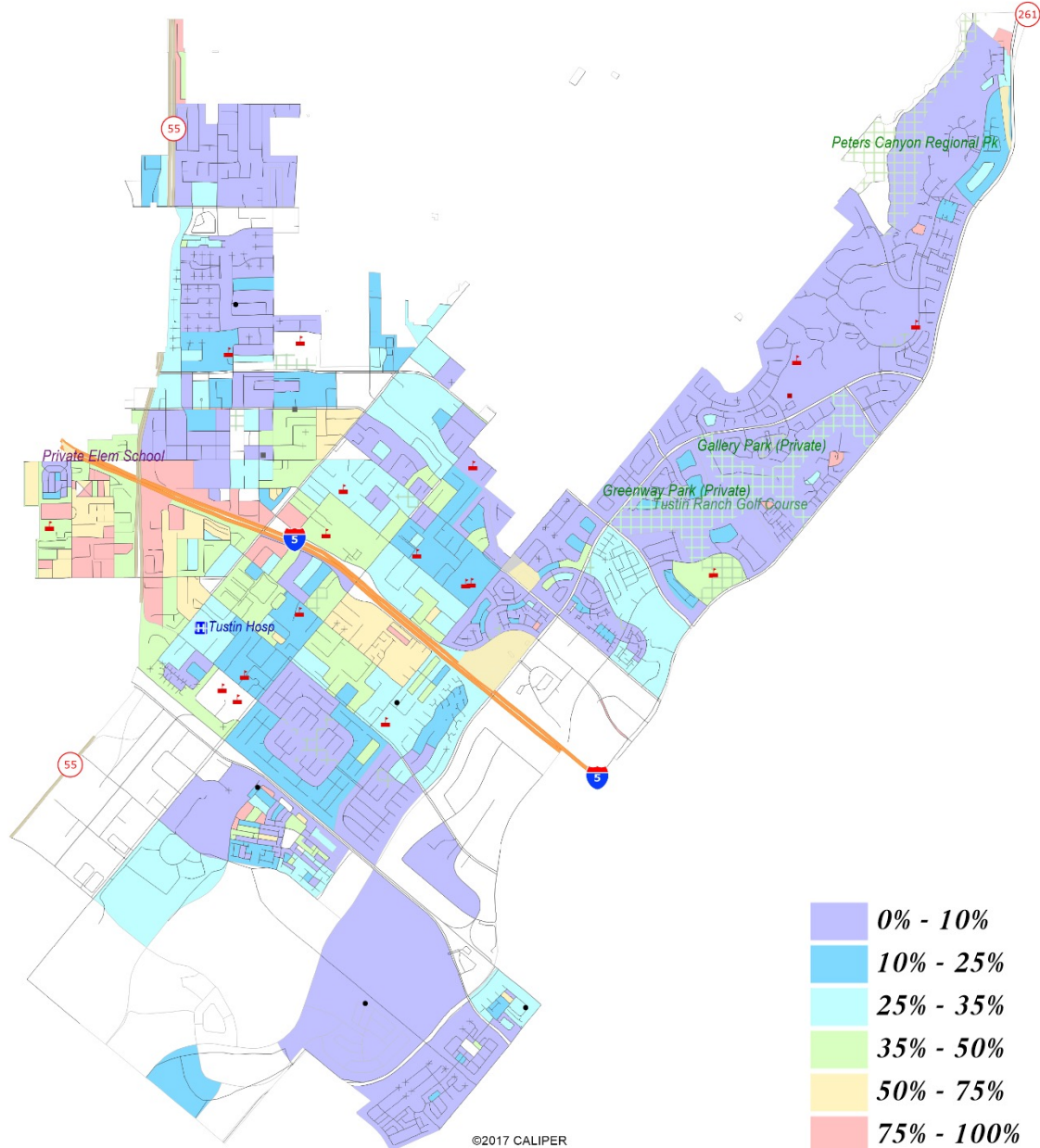
With four districts, each district would need to contain about 20,069 residents

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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%
	Hisp	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/PacIsl.	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%				
Voter Turnout (Nov 2020)	NH Black	1,137	3%	Household Income	income 0-25k	2,794	11%
	Total	34,220			income 25-50k	3,944	15%
	Latino est.	8,923	26%		income 50-75k	4,459	17%
	Spanish-Surnamed	8,016	23%		income 75-200k	10,893	42%
	Asian-Surnamed	5,728	17%		income 200k-plus	3,711	14%
	Filipino-Surnamed	634	2%	Housing Stats	single family	14,439	51%
	NH White est.	17,192	50%		multi-family	12,810	45%
Voter Turnout (Nov 2018)	NH Black	959	3%		rented	13,070	51%
	Total	23,087			owned	12,730	49%
	Latino est.	5,271	23%	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.			
	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

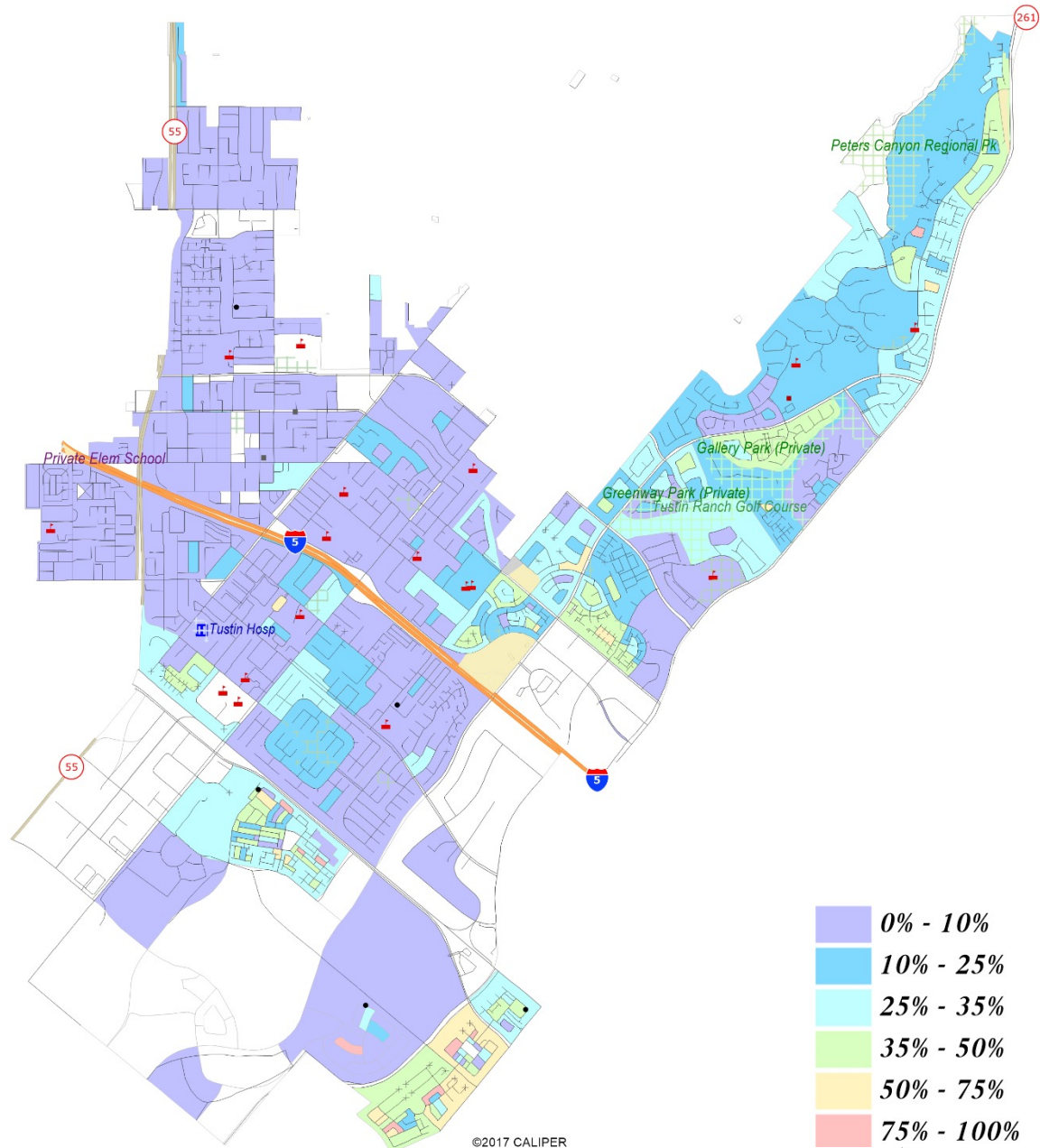
Latinos are concentrated in the western part of the city, particularly around I-5



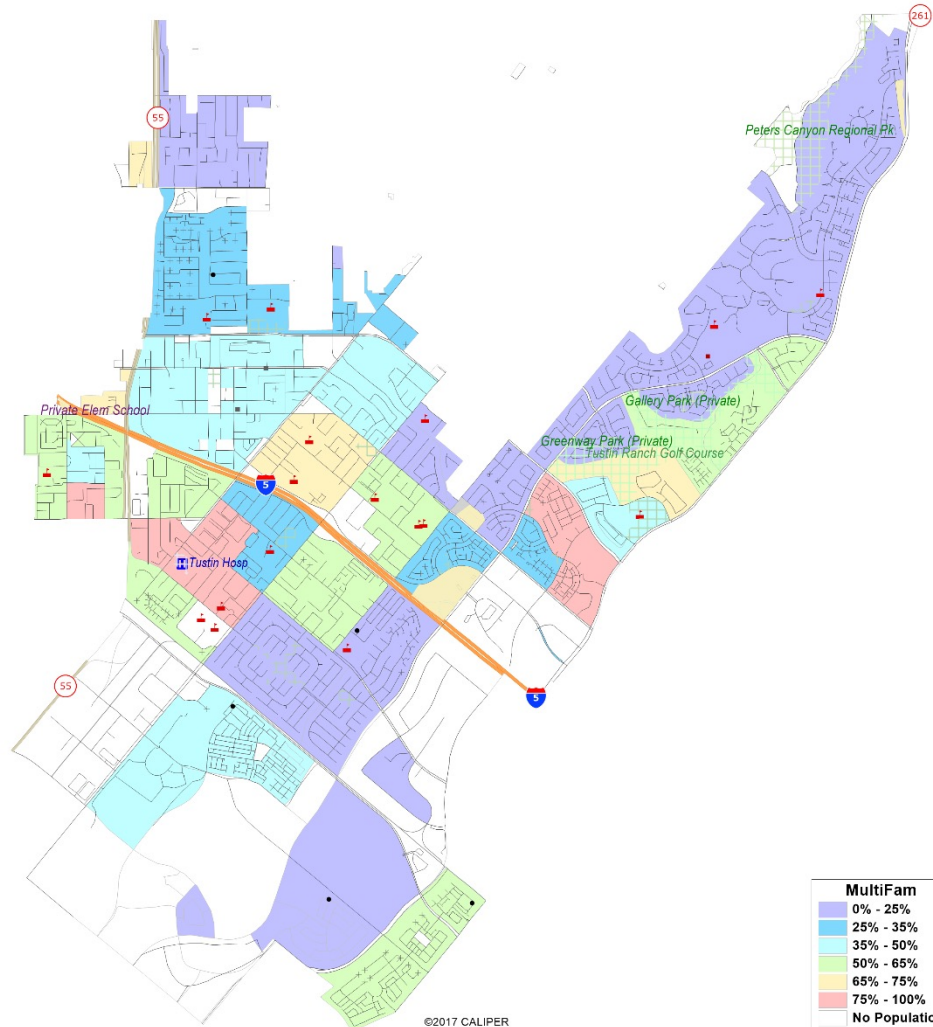
Asian-American CVAP

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.

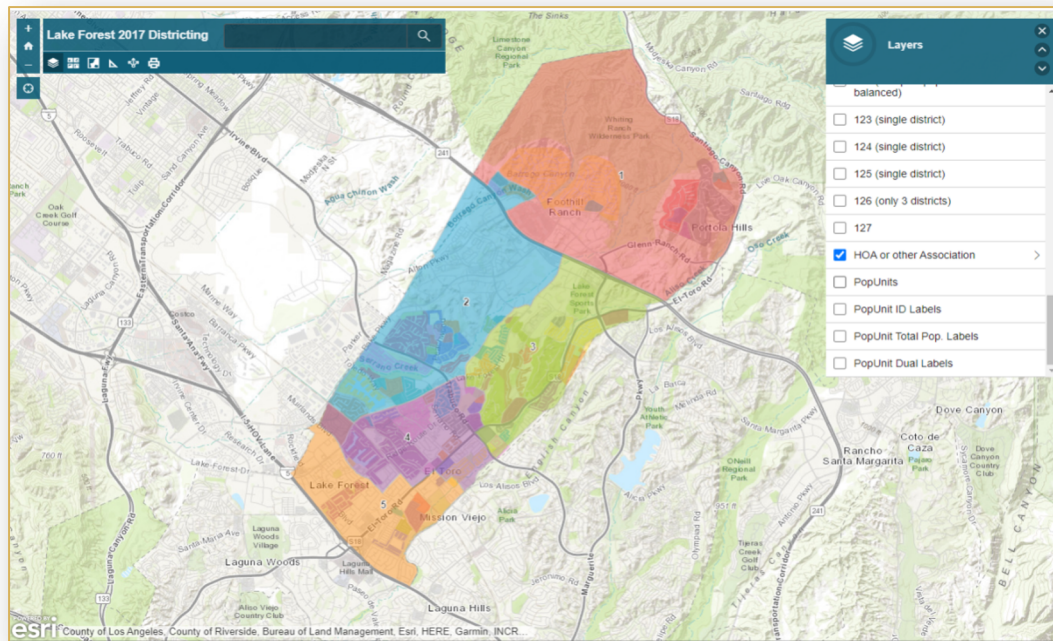
Communities of interest do not include relationships with political parties, incumbents, or political candidates.

(emphasis added)

Simple Map Review Tool

Online Interactive Review Map

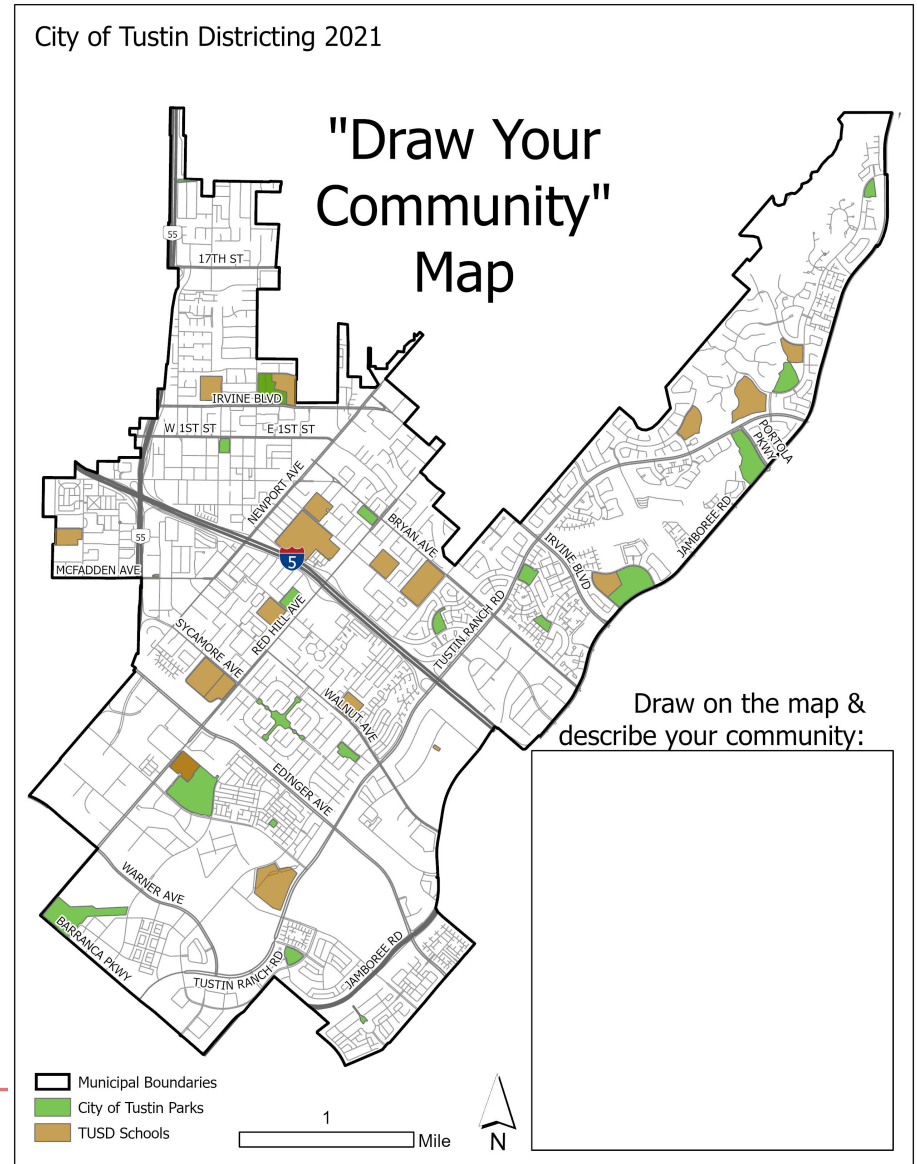
- ❑ ESRI's "ArcGIS Online" – similar to Google Maps in ease of use
- ❑ Used to review, analyze and compare maps, not to create them
- ❑ Includes overlays of “community of interest” and other data



Simple Map Drawing Tool

Paper “Public Participation Kit”

- ❑ For those without internet access or who prefer paper
- ❑ Shows streets and landmarks



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”