

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



**TRIPEPI SMITH**  
marketing • technology • public affairs

October 9, 2021

# Agenda

- Outreach & engagement efforts to date
  - Timeline & approach (recap)
  - Multimedia outreach – digital, print, phone, etc. (recap)
  - Dedicated website (recap)
  - Public Workshops #1 and #2 (updated)
  - Public Hearings #1 and #2 (updated)
  - Publicizing due date for draft maps (new!)
  - Publicizing Public Hearing #3 (new!)
- Outreach & engagement moving forward
  - Animated “explainer” video
  - Continued engagement publicizing final milestones 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

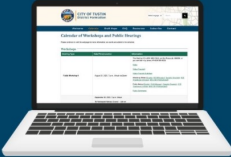
- Website
- Emails
- Social media
- Digital advertising
- Press release to online media outlets

- Print

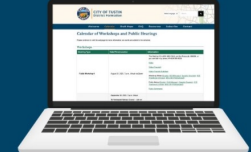
- Postcards
- Lawn signs
- Public Notice
- Press release to print media outlets

- Phone


- Phone calls to community groups



**NEW MEETING RECORDINGS AND PRESENTATION SLIDES AVAILABLE ON WEBSITE CALENDAR PAGE**



**DRAWTUSTIN.ORG/SCHEDULE/**



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.

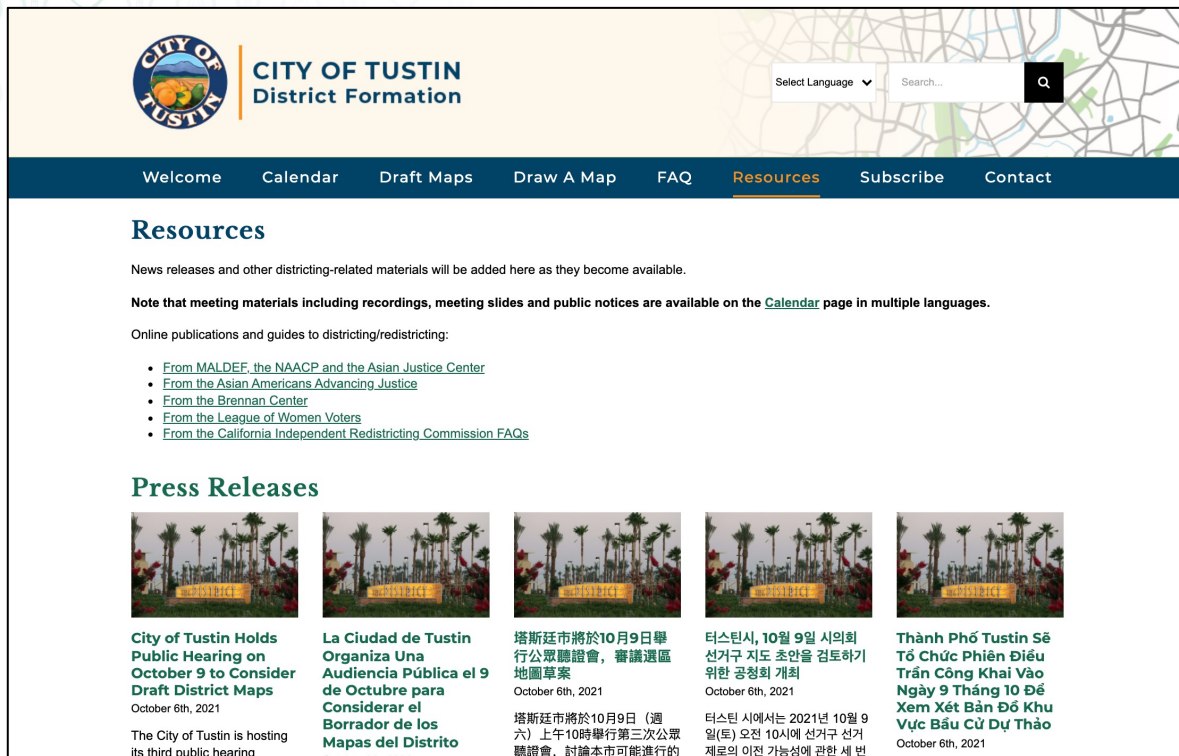
Thank you for your interest in this process. We look forward to your future participation and engagement.

*Example email to subscribers*



**TRIPEPI SMITH**

# Dedicated Website



**CITY OF TUSTIN**  
District Formation

Select Language ▼ Search... Q

Welcome Calendar Draft Maps Draw A Map 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 Holds Public Hearing on October 9 to Consider Draft District Maps**  
October 6th, 2021

The City of Tustin is hosting its third public hearing




**La Ciudad de Tustin Organiza Una Audiencia Pública el 9 de Octubre para Considerar el Borrador de los Mapas del Distrito**  
October 6th, 2021




**塔斯廷市將於10月9日舉行公眾聽證會，審議選區地圖草案**  
October 6th, 2021

塔斯廷市將於10月9日（週六）上午10時舉行第三次公眾聽證會，討論本市可能進行的



**타스틴시, 10월 9일 시의회 선거구 지도 초안을 검토하기 위한 공청회 개최**  
October 6th, 2021

타스틴 시에서는 2021년 10월 9일(토) 오전 10시에 선거구 선거 제로의 이전 가능성에 관한 세 번



**Thành Phố Tustin Sẽ Tổ Chức Phiên Điều Trần Công Khai Vào Ngày 9 Tháng 10 Để Xem Xét Bản Đồ Khu Vực Bầu Cử Dự Thảo**  
October 6th, 2021

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



TRIPEPI SMITH



# Public Workshop #1

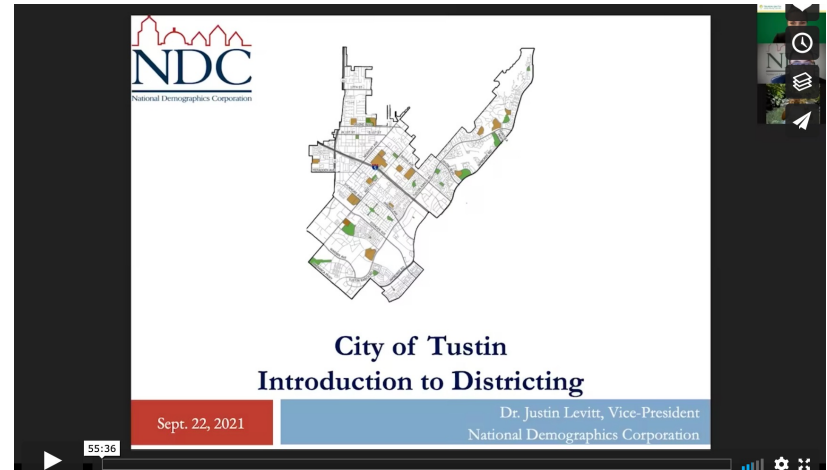
- Public Workshop #1 held Tuesday, August 31
  - Educated community members about the potential shift & answered questions about the process
  - Hosted by Tripepi Smith, featuring National Demographics Corporation
  - More than 20 participants



*Video posted to DrawTustin.org*

# Public Workshop #2

- Public Workshop #2 held Wednesday, September 22
  - Shared background information, introduced public mapping tools & answered questions about the process/tools
  - Hosted by Tripepi Smith, featuring National Demographics Corporation



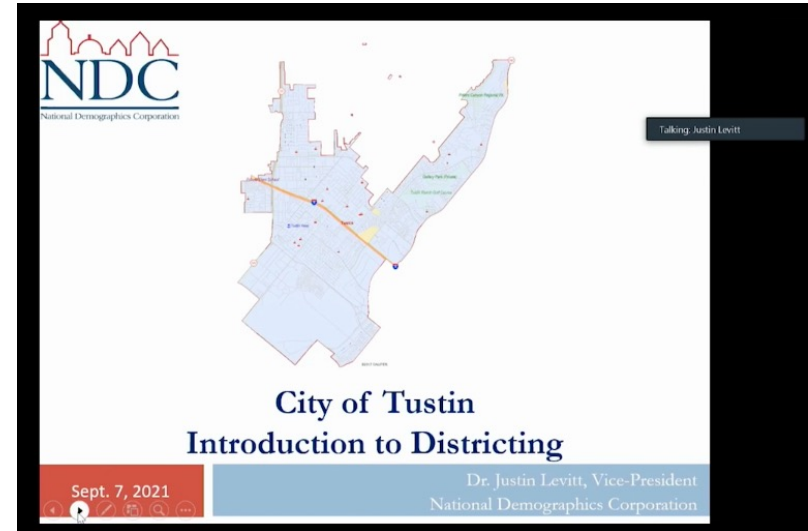
*Video posted to DrawTustin.org*



# Public Hearings #1 and #2

- Public Hearings #1 and #2 held Tuesday, September 7 and Friday, September 17

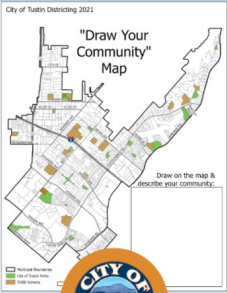
- Educated community members about the potential shift, answered questions about the process & solicited public input
- Hearing materials (including Public Notices, slides, videos and Public Comments) can all be found on [DrawTustin.org/Schedule](https://DrawTustin.org/Schedule)



*Example video posted to [DrawTustin.org](https://DrawTustin.org)*

# Publicizing Due Date for Draft Maps

**DRAW A MAP**  
Submit by September 29



**DrawTustin.org/Draw-A-Map**

Have you drawn and submitted a district map which could possibly aid in the creation of new City Council districts? Visit the [Draw a Map Page](#) at [DrawTustin.org](#) to download a PDF/JPG District Map Tool. The map tool allows you to draw and describe district boundaries that you believe reflect communities of interest.


The deadline to submit a map to be considered for the first draft maps publications is Wednesday, September 29, by 5 p.m.

Submit your map to [DrawTustin@tustinca.org](mailto:DrawTustin@tustinca.org) or drop it off at the City Hall drop box, 300 Centennial Way, Tustin, CA 92780.

*Example email*

- Social media
- Emails
- Website updates
- Flyers
- Direct outreach to community groups

# Publicizing Public Hearing #3

 **City of Tustin - Municipal Government**  
October 1 at 12:00 PM · 🌐


The City Council is holding its third public hearing on Saturday, October 9 at 10 a.m. Participants can join in-person at City Hall or via Zoom.


The third hearing will focus on presenting the first publication of draft maps. The draft maps are potential district maps created from publicly submitted maps and input from the Tustin community.

To review the first draft map publication, visit [drawtustin.org/draft-maps](https://drawtustin.org/draft-maps) beginning Saturday, October 2 at 10 a.m.... [See More](#)


[See Translation](#)


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**NOTICE OF THIRD PUBLIC HEARING**  
**REGARDING THE CITY'S POTENTIAL MOVE TO DISTRICT ELECTIONS AND FIRST DRAFT MAPS PUBLICATION**  
• WHEN: Friday, October 9 at 10 AM  
• LOCATION: City Hall, 300 Centennial Way, Tustin, CA 92780 and via Zoom  
• WEBINAR ID: 940 8640 1921  
• PASSCODE: 600222  
• PHONE NUMBER: 1 669 900 6833  
**LEARN MORE:**  
[DRAWTUSTIN.ORG](https://DRAWTUSTIN.ORG)

**AVISO DE TERCERA TALLER PÚBLICO**  
**CON RESPECTO AL CAMBIO POTENCIAL DE LA CIUDAD A LAS ELECCIONES DE DISTRITO Y LA PUBLICACIÓN DEL PRIMER BORRADOR DE MAPAS**  
• CUÁNDO: Viernes 9 de octubre a las 10 AM  
• UBICACIÓN: Municipalidad, 300 Centennial Way, Tustin, CA 92780 y vía Zoom  
• ID DE WEBINAR: 940 8640 1921  
• CONTRASEÑA: 600222  
• NÚMERO DE TELÉFONO: 1 669 900 6833  
**APRENDER MÁS:**  
[DRAWTUSTIN.ORG](https://DRAWTUSTIN.ORG)

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**第三次公眾聽證會通知**  
**關於本市潛在的分區選舉轉型和首次地圖草案發佈**  
• 時間: 10月9日 (週六) 上午10時  
• 地點: 市政廳 (300 Centennial Way, Tustin, CA 92780), 或透過Zoom  
• 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)

**세 번째 공청회알림**  
터스틴 시의 선거구 선거로의 이전 가능성과 첫 번째 지도 초안 공개분에 관하여  
**+2**  
• 일시: 10월 9일(토) 오전 10시  
• 장소: City Hall, 300 Centennial Way, Tustin, CA 92780 그리고 Zoom  
• 웹미니 ID: 940 8640 1921  
• 암호: 600222  
• 전화번호: 1 669 900 6833  
**더 자세한 정보:**  
[DRAWTUSTIN.ORG](https://DRAWTUSTIN.ORG)

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

*Boosted post on Facebook*



TRIPEPI SMITH

# Outreach & Engagement Moving Forward

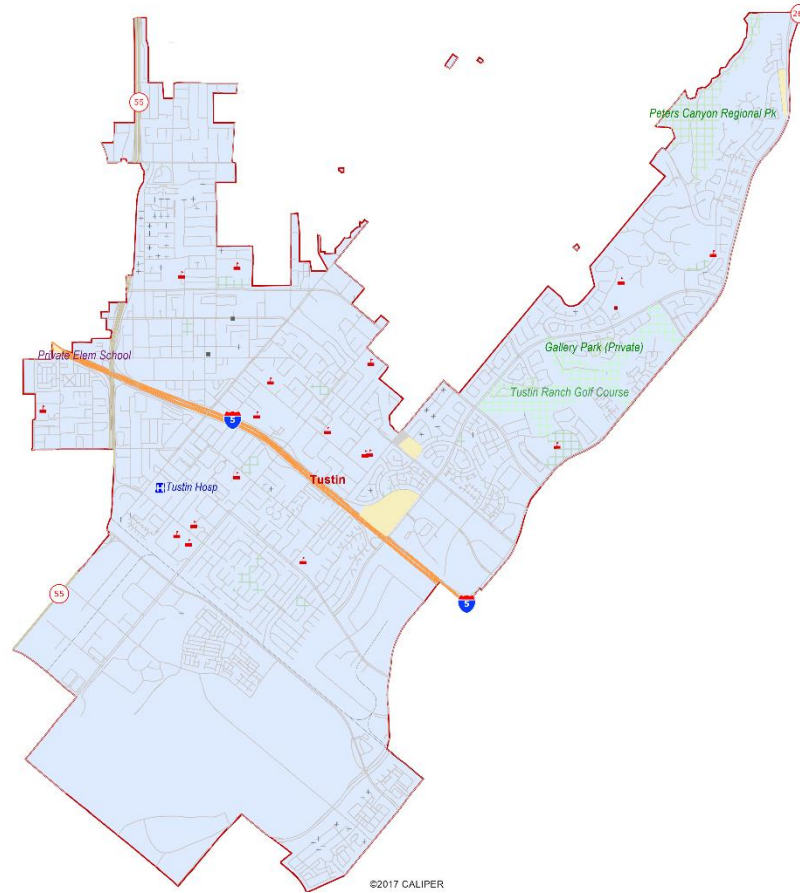
# Moving Forward

- 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 the final hearings to continue spreading the word





Questions?



# *City of Tustin*

## Draft Map Presentation

October 9, 2021

Dr. Justin Levitt, National Demographics Corporation



# Districting Process

Step	Description
<b>Two Workshops</b> August 31 & Sept. 22	Share information about the process and opportunities for participation.
<b>Two Initial Hearings</b> Sept. 7 & Sept. 17	Held prior to release of draft maps. Education and to solicit input on the composition of districts.
<b>Census Data Release</b> August 12, 2021	Census Bureau releases official 2020 Census population data.
<b>California Data Release</b> Sept. 20, 2021	California Statewide Database releases California's official 'prisoner-adjusted' 2020 redistricting data.
<b>First Deadline for Draft Maps</b> Sept. 29 by 5 p.m.	Deadline for public to Submit Maps for first publication (for consideration at the Oct. 9 hearing)
<b>Release draft maps</b>	Maps must be posted at least 7 days prior to hearing. Maps posted to DrawTustin.org on Oct. 1.

# Districting Process (cont.)

Step	Description
<b>Third Hearing</b> Oct. 9	First of two hearings about the draft maps. Discuss and revise the draft maps and discuss the election sequence.
<b>Second Deadline for Draft Maps</b> Oct. 14 by 5 p.m.	Deadline for public to Submit Maps for second publication (for consideration at the Oct. 25 hearing)
<b>Release draft maps</b>	Maps must be posted at least 7 days prior to hearing.
<b>Fourth Hearing/Possible Map Adoption</b> 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.
<b>Fifth Hearing/Second Reading of Ordinance</b> 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**

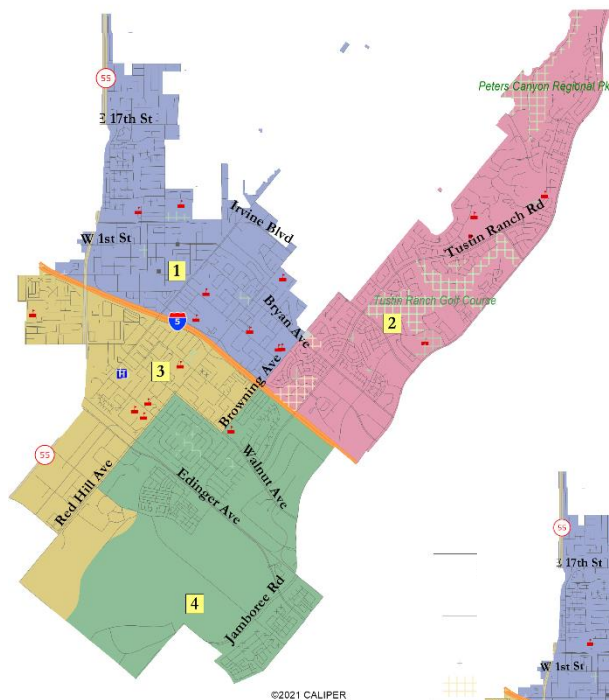
**Preserving the core of existing districts**

# Maps Received

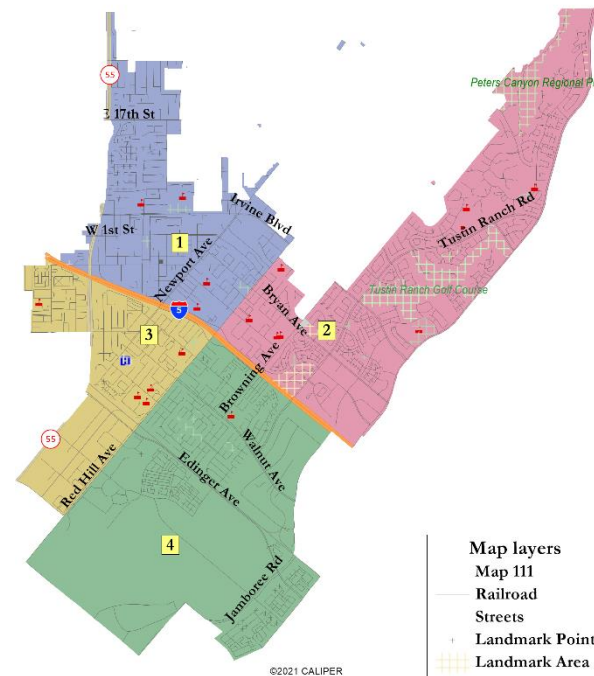
- 11 maps total submitted by residents
  - ▣ 2 population-balanced map
  - ▣ 1 of the two pop-balanced map has five districts
- 3 maps drawn by NDC based on community input and public map concepts
- Maps available for public viewing:
  - ▣ PDFs on city website
  - ▣ Online viewer
  - ▣ Paper copies available

# Not Balanced Maps: Quadrants

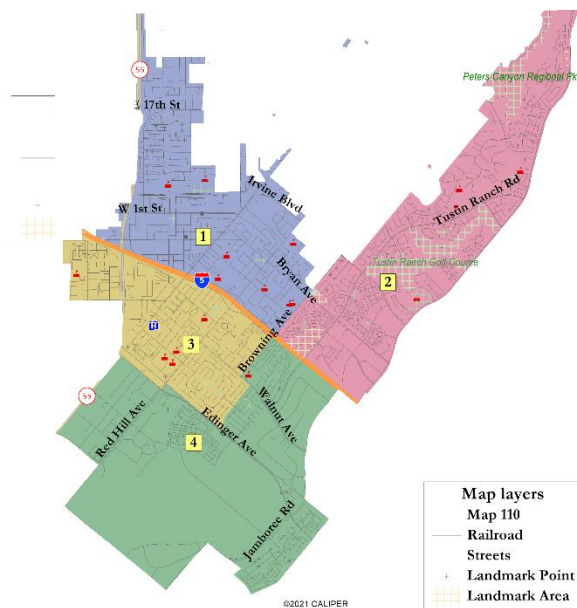
101



111

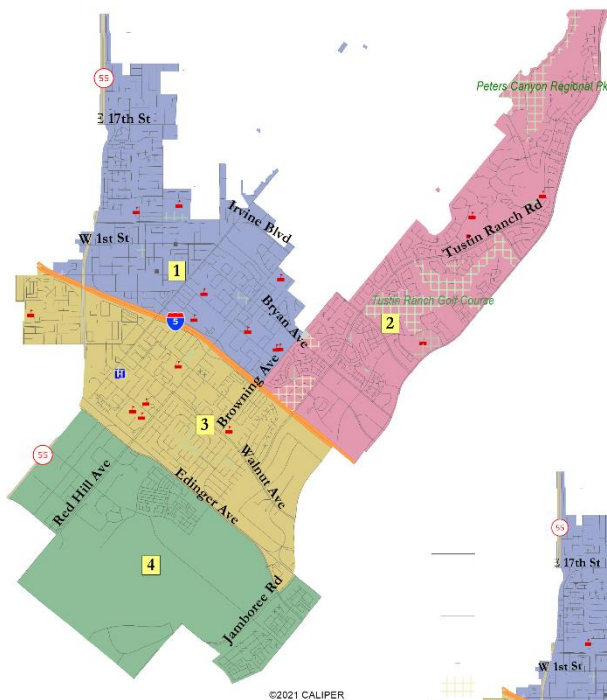


110

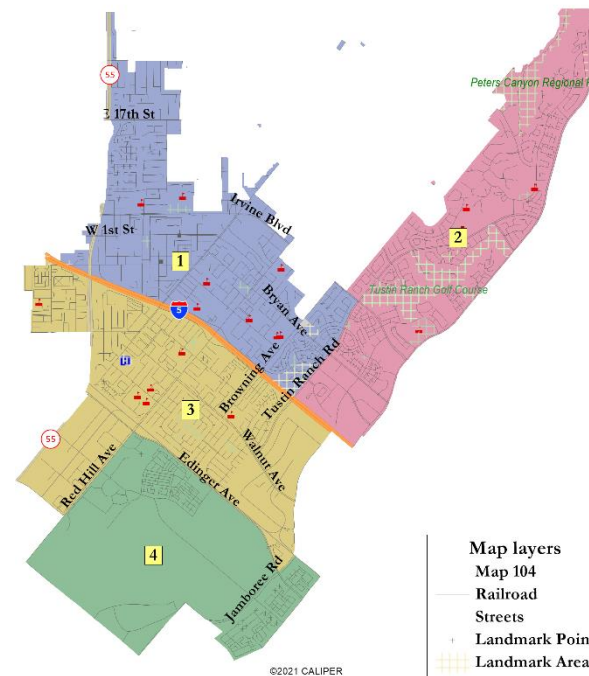


# Not Balanced Maps: Freeway

103

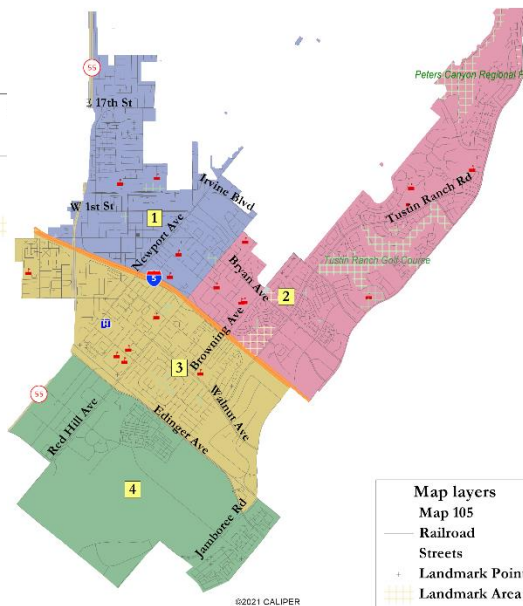


104



Map layers  
Map 104  
Railroad  
Streets  
Landmark Point  
Landmark Area

105

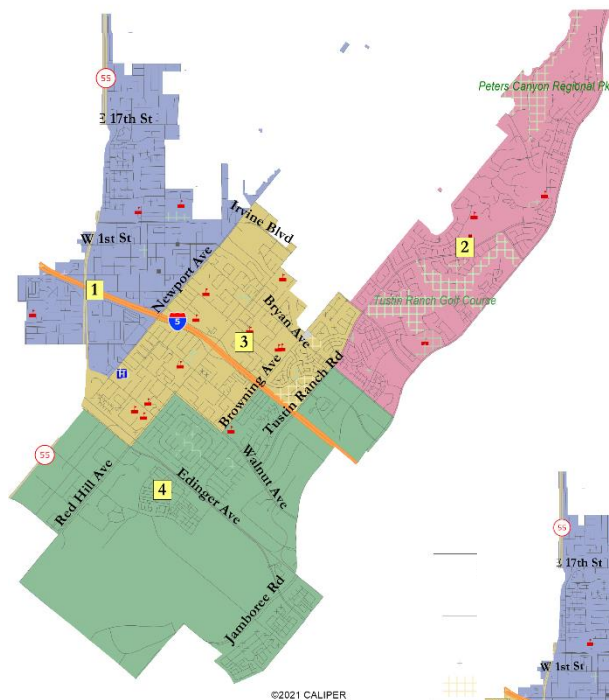


Map layers  
Map 105  
Railroad  
Streets  
Landmark Point  
Landmark Area



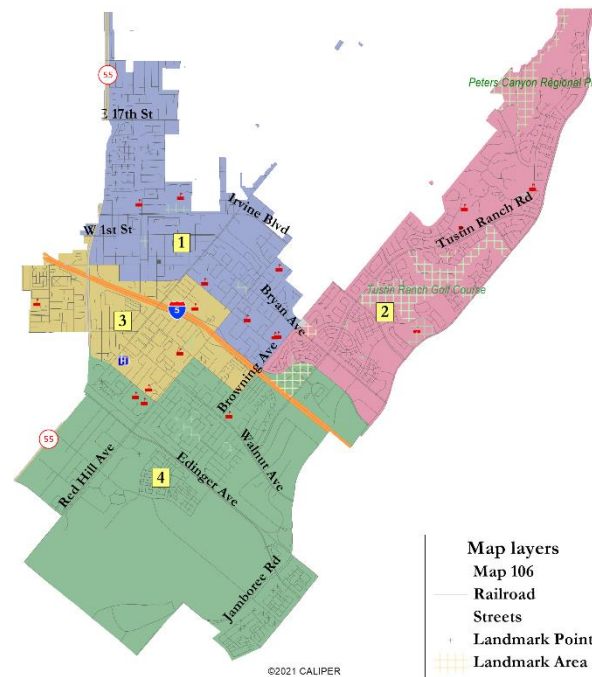
# Not Balanced Maps: Other

102



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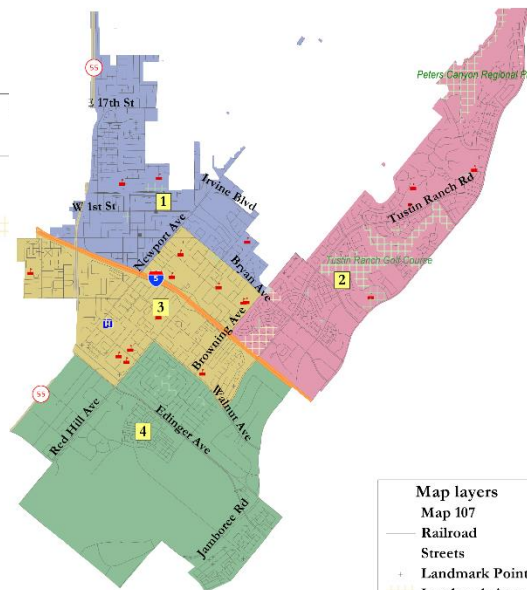
106



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Map layers  
Map 106  
Railroad  
Streets  
Landmark Point  
Landmark Area

107

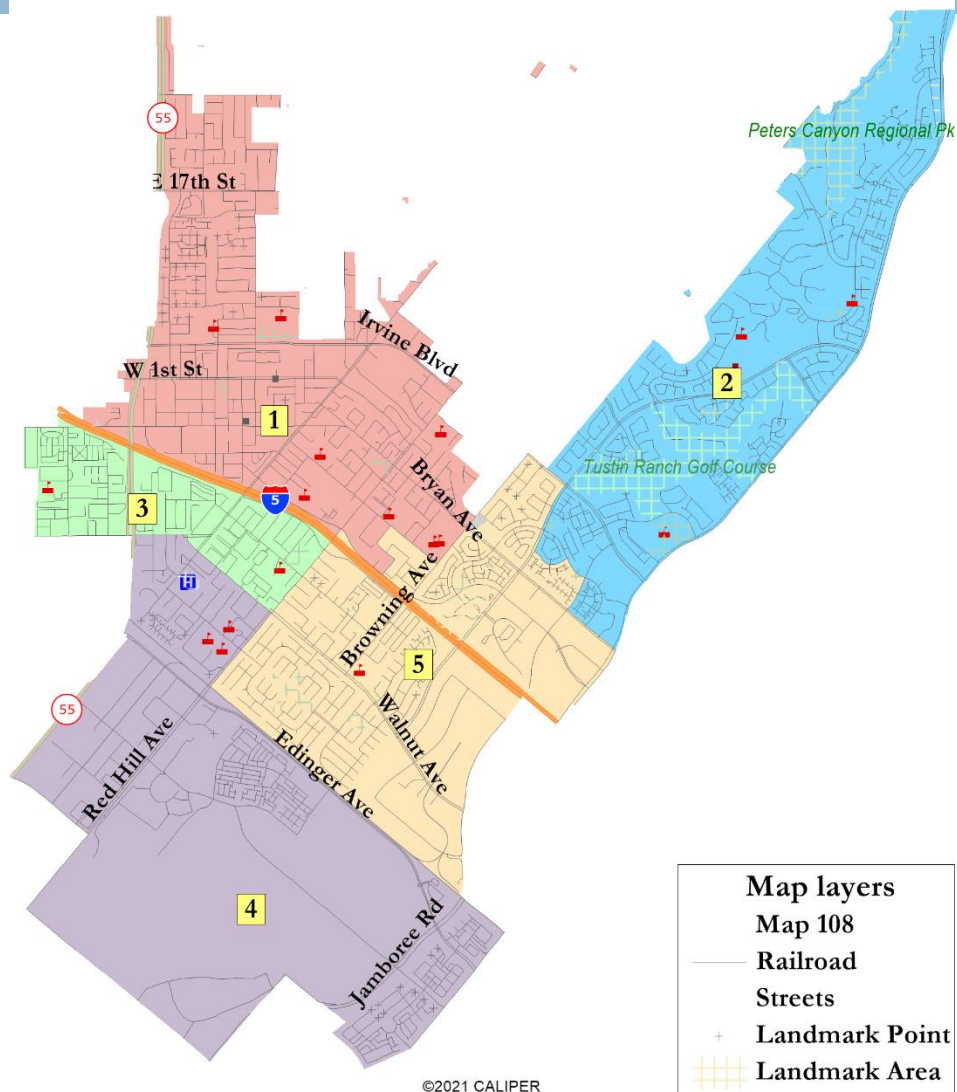


©2021 CALIPER

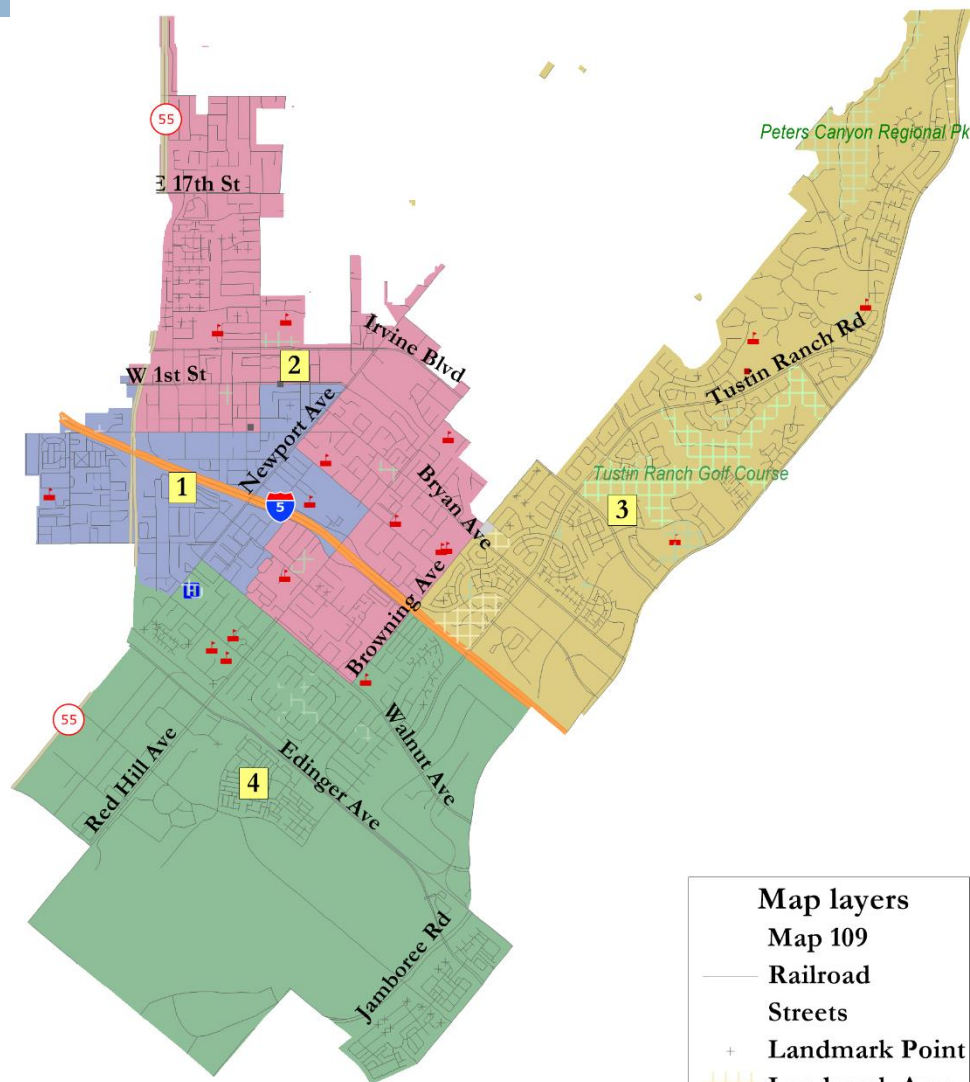
Map layers  
Map 107  
Railroad  
Streets  
Landmark Point  
Landmark Area



# Five District Map: 108



# Map 109



## Map layers

Map 109

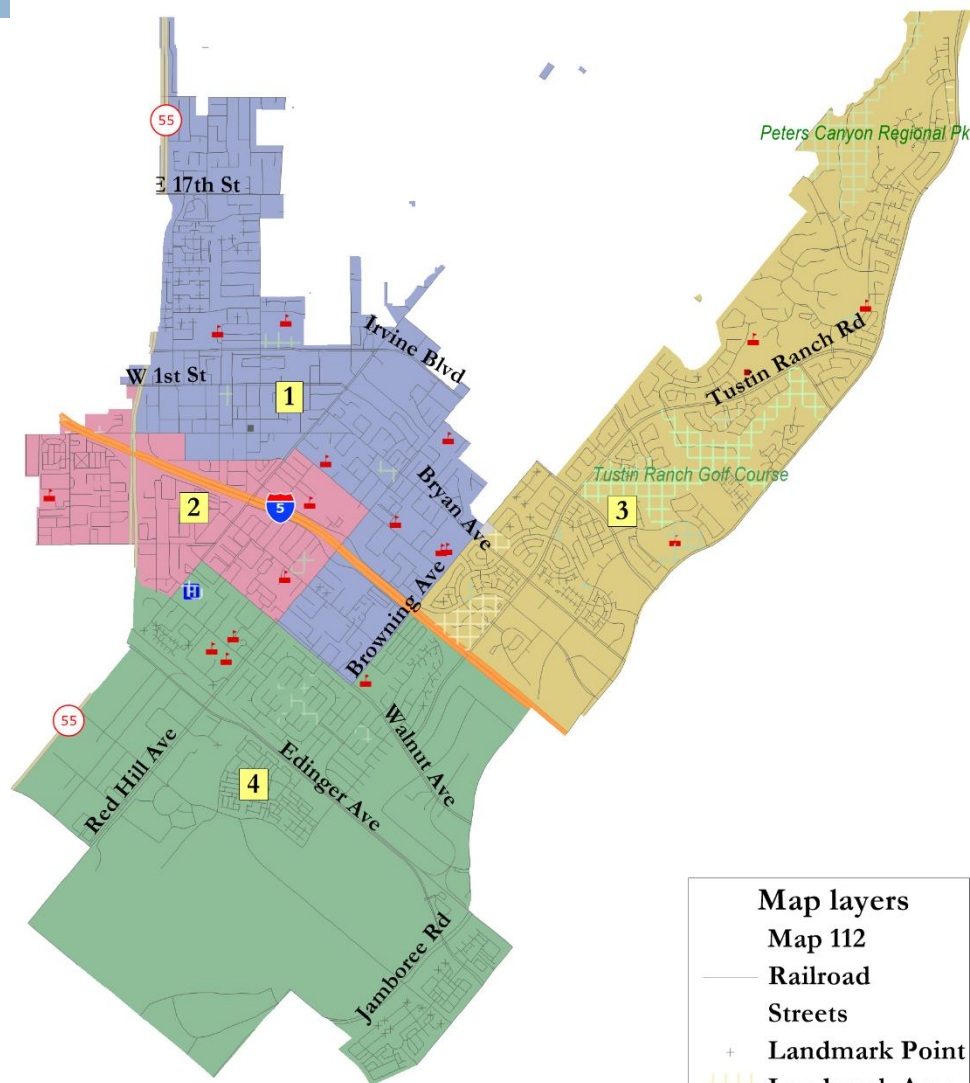
Railroad

Streets

+ Landmark Point

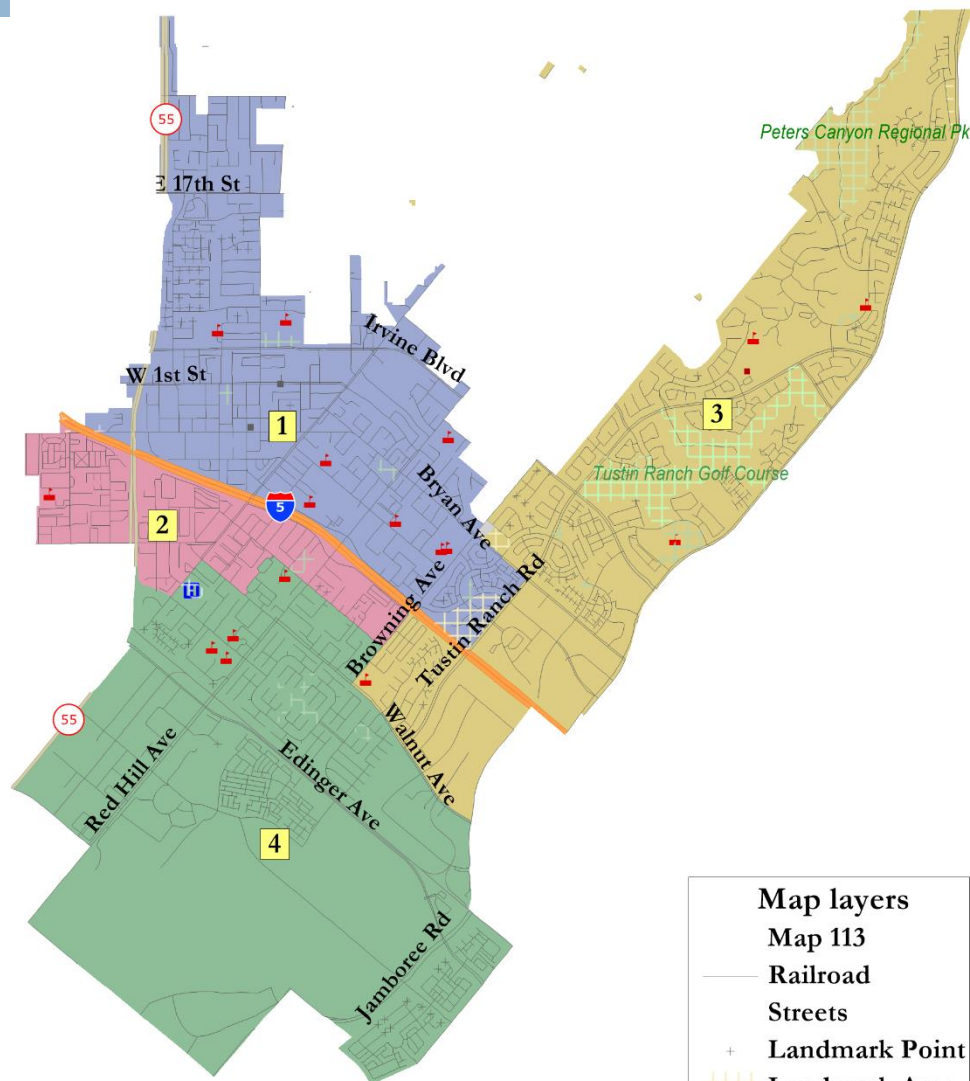
Landmark Area

# Map 112

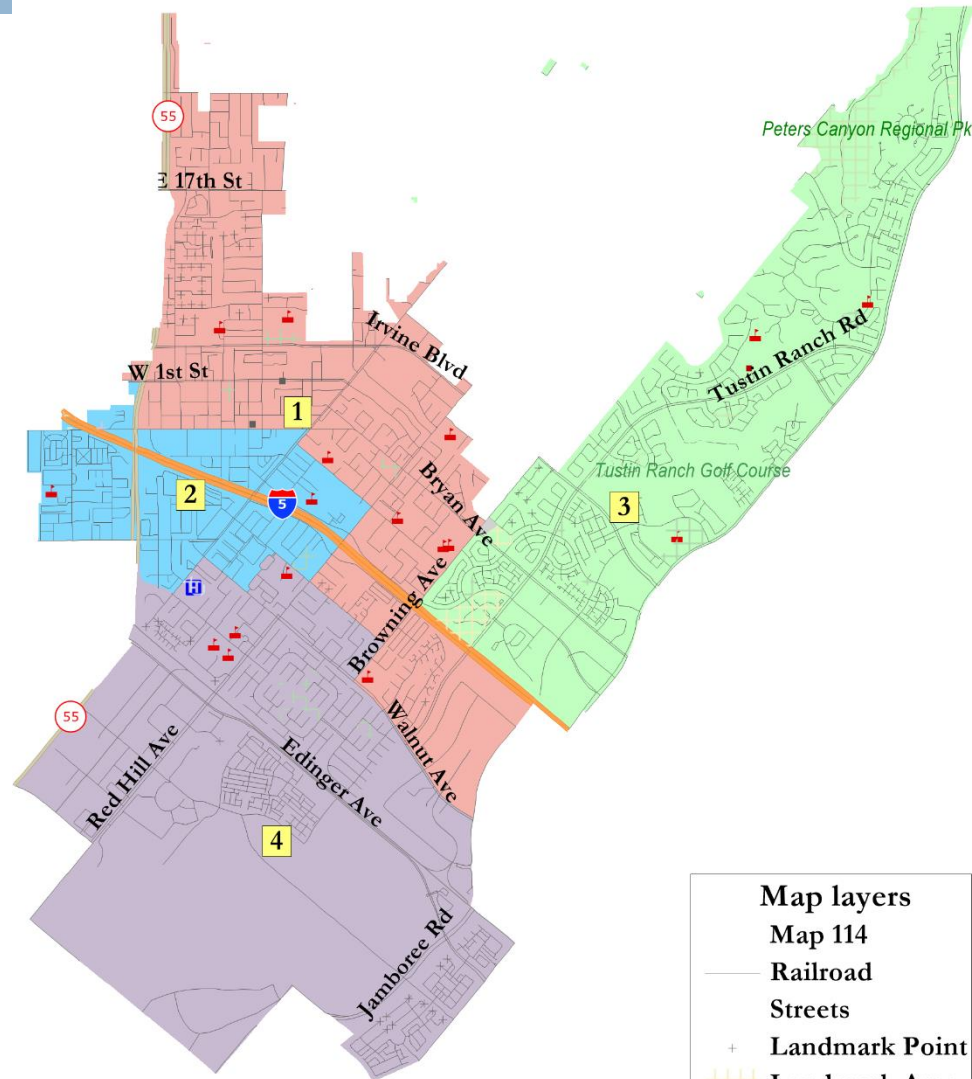


- Map layers**
- Map 112
  - Railroad
  - Streets
  - Landmark Point
  - Landmark Area

# Map 113



# Map 114



**Map layers**

- Map 114
- Railroad
- Streets
- Landmark Point
- Landmark Area



# Sequencing – Pop. Balanced Maps

District	Map 109	Map 112	Map 113	Map 114
1	2022 or 2024	2024	2024	2022 or 2024?
2	2024	2022 or 2024	2022 or 2024	2022 or 2024
3	2024	2024	2022 or 2024?	2024
4	2022 or 2024?	2022 or 2024?	2022 or 2024?	2022 or 2024?
Mayor	2022 or 2024	2022 or 2024	2022 or 2024	2022 or 2024

## Next steps:

1. Hold public hearing on the draft maps
2. Direct the demographer on revisions/combinations of the maps
3. Next public hearing on **October 25, 2021**
  1. Additional public comments can be submitted at any time