

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

City of Tustin Consideration of City Council Districts

Outreach & Engagement Efforts



TRIPEPI SMITH
marketing • technology • public affairs

October 25, 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 (recap)
 - Public Hearings #1, #2 and #3 (updated)
 - Publicizing due dates for draft maps (updated)
 - Animated “explainer” video (new!)
 - Publicizing Public Hearing #4 (new!)
- Outreach & engagement moving forward
 - 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

**NOTICE OF FOURTH
PUBLIC HEARING**

***TO CONSIDER SWITCH TO DISTRICT
ELECTIONS***

- WHEN: Monday, October 25 at 7 PM
- 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**

The City of Tustin is hosting its fourth public hearing regarding the City's potential move to district elections on **Monday, October 25 at 7 p.m.**, in-person at City Hall and via Zoom.

The fourth hearing will present the additional draft district maps based on new community map submissions and feedback. In addition, the City Council will conduct a public hearing before potentially selecting a district map, selecting district election sequencing, and conducting the first reading of an ordinance to transition from at-large to district-based elections.

To review the draft district maps, visit drawtustin.org/draft-maps.

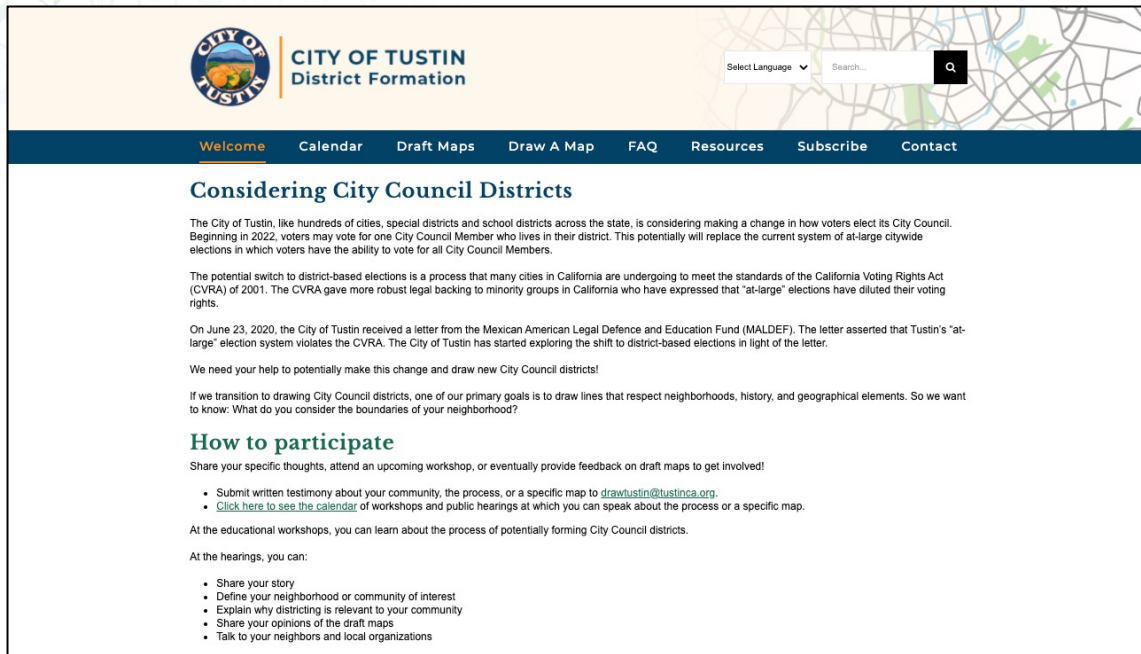
#DistrictFormation2021 #TustinDistrictFormation

Example email to subscribers



TRIPEPI SMITH

Dedicated Website



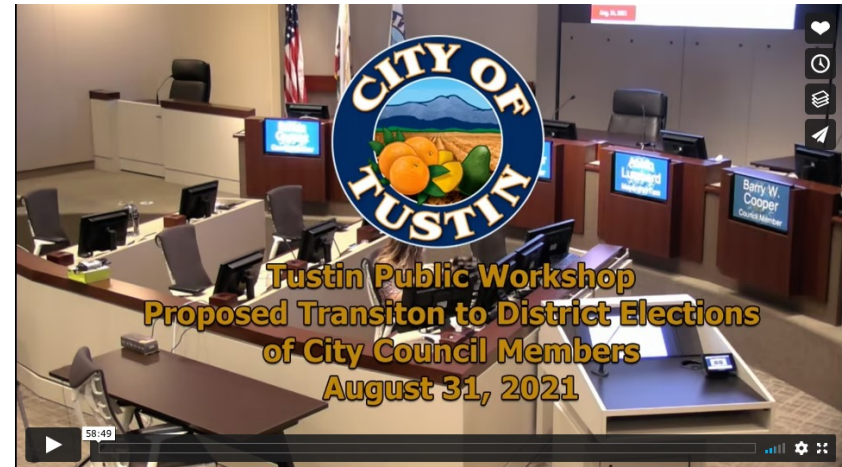
DrawTustin.org,
which launched
August 30, is
continuously updated
with information &
resources.



TRIPEPI SMITH

Public Workshop #1 and #2

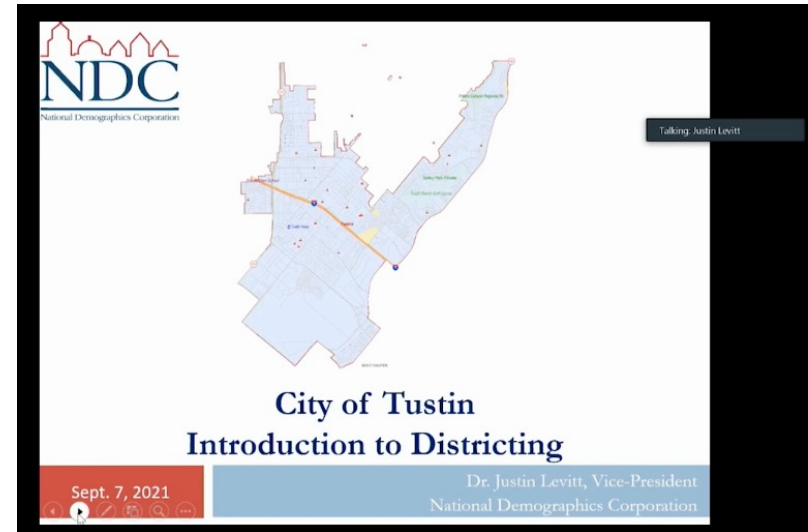
- Public Workshops #1 and #2 held Aug. 31 and Sept. 22
 - Shared background information, introduced public mapping tools & answered questions about the process/tools
 - Hosted by Tripepi Smith, featuring National Demographics Corporation



Example video posted to DrawTustin.org

Public Hearings #1, #2 and #3


- Public Hearings #1, #2 and #3 held Sept. 7, Sept. 17 and Oct. 9
 - Public Hearings educated community members about the potential shift, answered questions about the process & solicited public input
 - Hearing #3 included the first publication of draft district maps for consideration
 - Hearing materials (including Public Notices, slides, videos and Public Comments) can all be found on DrawTustin.org/Schedule



Example video posted to DrawTustin.org

Publicizing Due Dates for Draft Maps

DRAW A MAP
Submit by October 14



The City of Tustin held its third public hearing on October 9 to present the first publication of draft district maps. A recording of the hearing and other meeting materials are now available on the [Calendar Page](#). (Translated versions of the hearing presentation are in work and will be posted once available.)

Visit the [Draft Maps Page](#) to review the first publication map submissions. If you have feedback about any of the maps, please submit a comment to drawtustin@tustincta.org.

The submission deadline for the second round of draft maps is **October 14 at 5 p.m.** If you would like to draw a district map, please visit the [Draw A Map Page](#) and submit it to drawtustin@tustincta.org or drop it off at the City Clerk's Office at 300 Centennial Way, Tustin, CA 92780 dropbox by the deadline. The second publication of draft maps will be presented at the fourth public hearing on **October 25 at 7 p.m.**

Example email


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

Animated Explainer Video




Posted to City of Tustin YouTube with captions/subtitles in English, Spanish, Chinese (traditional), Korean and Vietnamese

Publicizing Public Hearing #4

 **City of Tustin - Municipal Government** 3h · 🌐

The City of Tustin is hosting its fourth public hearing regarding the City's potential move to district elections on Monday, October 25 at 7 p.m., in-person at City Hall and via Zoom.

The fourth hearing will present the additional draft district maps based on new community map submissions and feedback. In addition, the City Council will conduct a public hearing before potentially selecting a district map, selecting district election sequencing, and conducting the first read... [See More](#)

 **NOTICE OF FOURTH PUBLIC HEARING**

TO CONSIDER SWITCH TO DISTRICT ELECTIONS

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LEARN MORE:
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

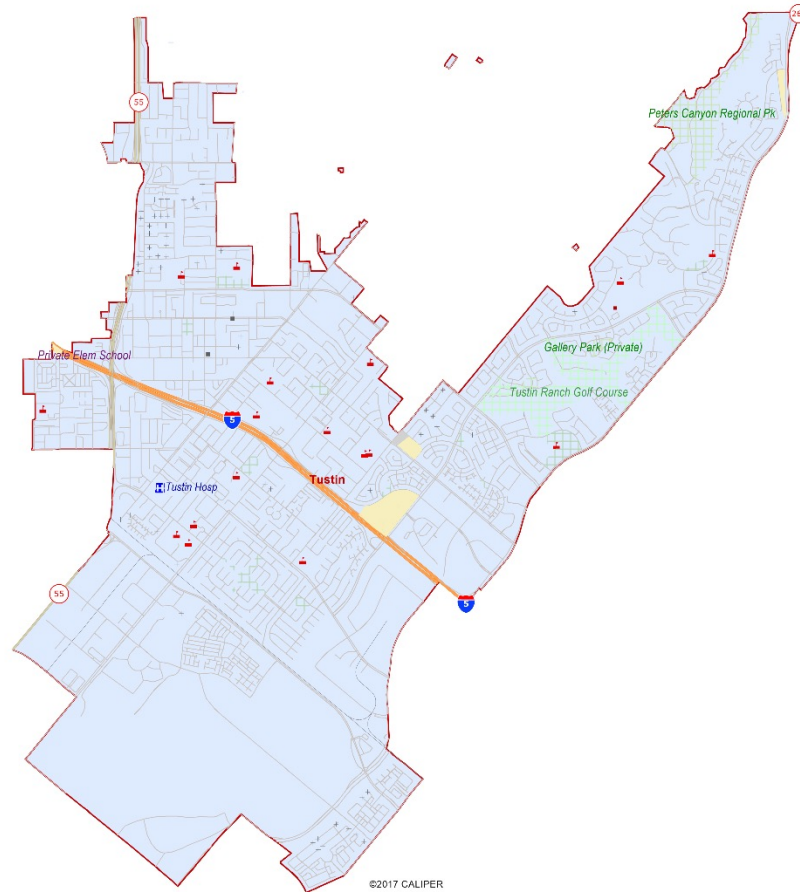
Moving Forward

- Continued engagement publicizing each milestone in the process
 - Will follow the same multimedia approach for the final milestones and completion of the process





Questions?



City of Tustin

Draft Map Presentation

Oct 25, 2021

Dr. Justin Levitt, National Demographics Corporation

Districting Process

Step	Description
Initial Workshop August 31, 2021	Education and to solicit input on the composition of districts.
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.
Release draft maps	Maps must be posted at least 7 days prior to 3 rd hearing.
Two hearings on draft maps Oct. 9 & Oct. 25	Two meetings to discuss and revise the draft maps and to discuss the election sequence.
Map adoption By November 1, 2021	Map adopted via ordinance. Final map must be posted at least 7 days prior to adoption.

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

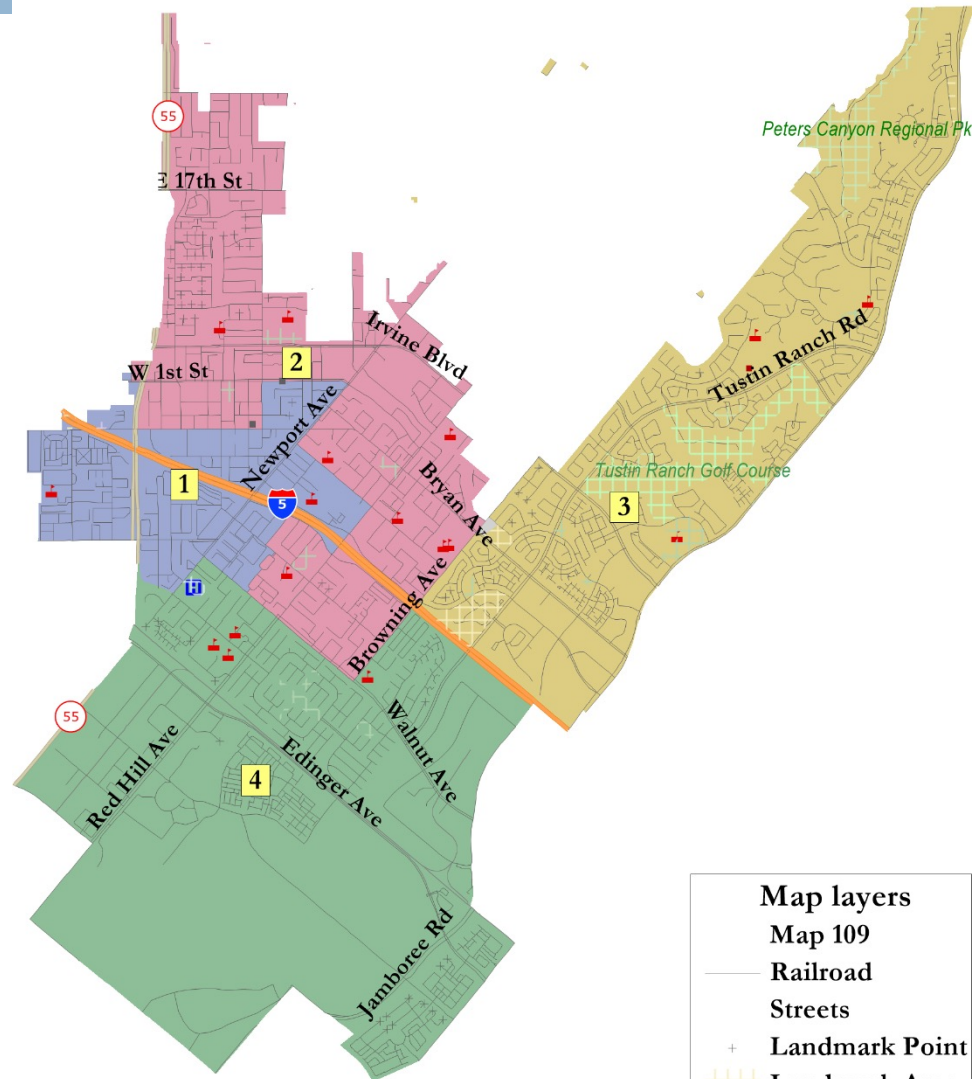
- 16 maps total submitted by residents
 - ▣ 11 original maps shown 10/9
 - ▣ 5 new public maps
 - 1 new population-balanced, four-district map
 - 1 map received after the submission deadline but before the posting deadline
- 5 maps drawn by NDC based on community input and public map concepts
 - ▣ 2 new maps 120 and 121 based on direction received on 10/9
- Maps available for public viewing:
 - ▣ PDFs on city website
 - ▣ Online viewer
 - ▣ Paper copies available

Additional New Maps

Oct 25, 2021

Population-Balanced Maps

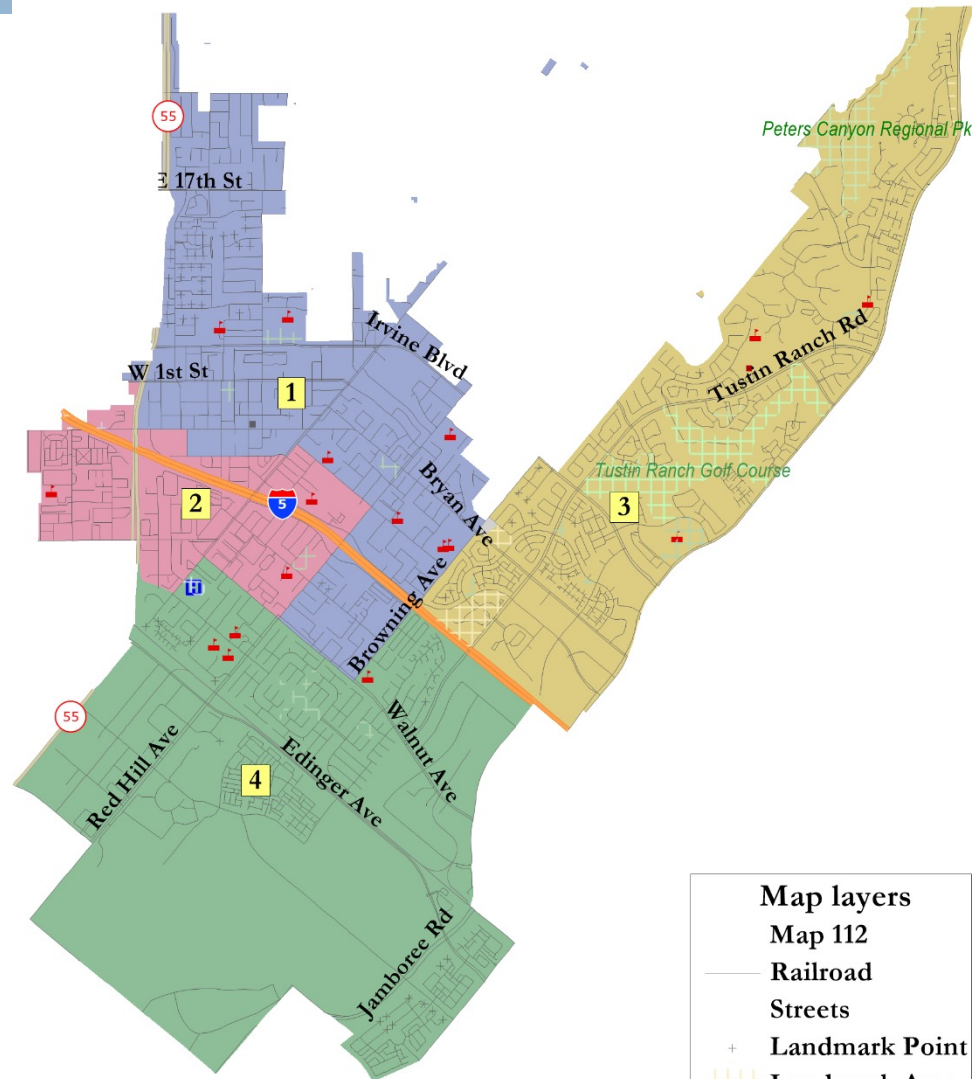
Map 109



Map layers

- Map 109
- Railroad
- Streets
- Landmark Point
- Landmark Area

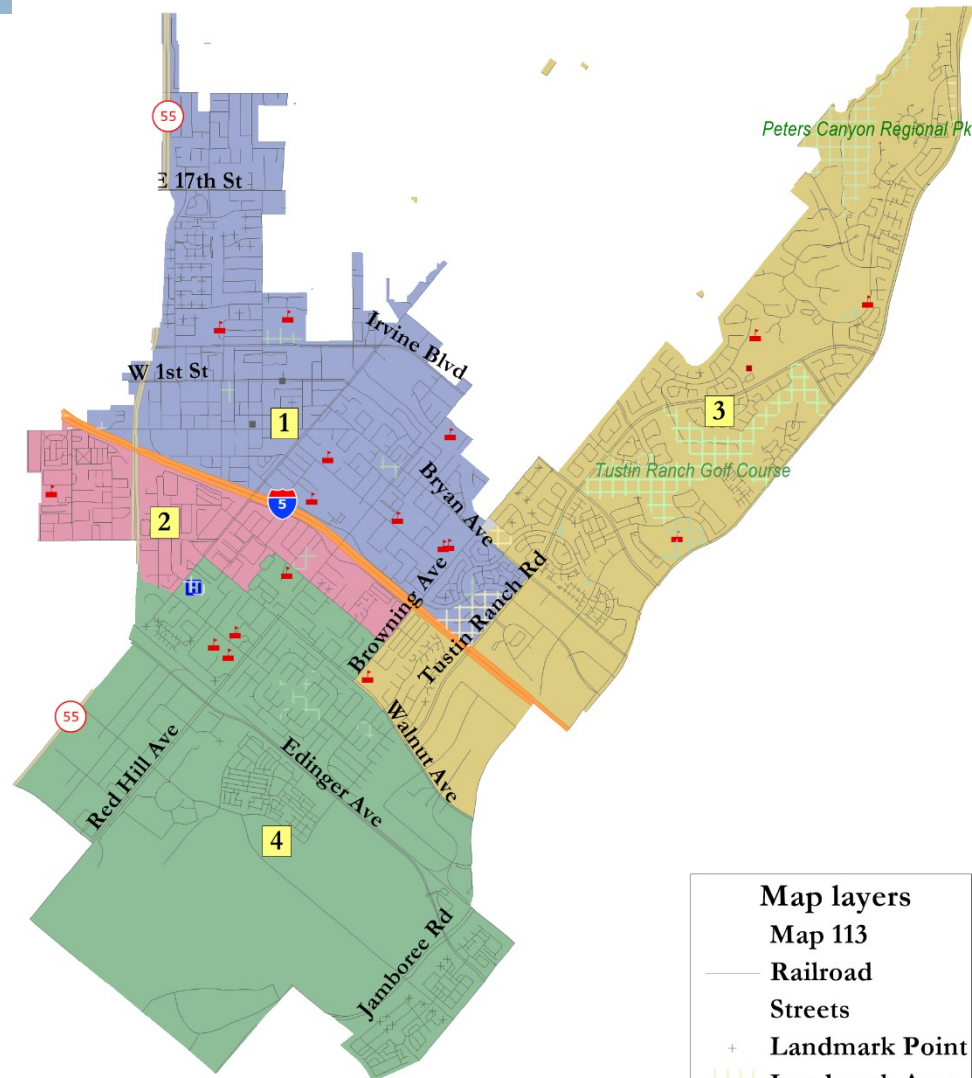
Map 112



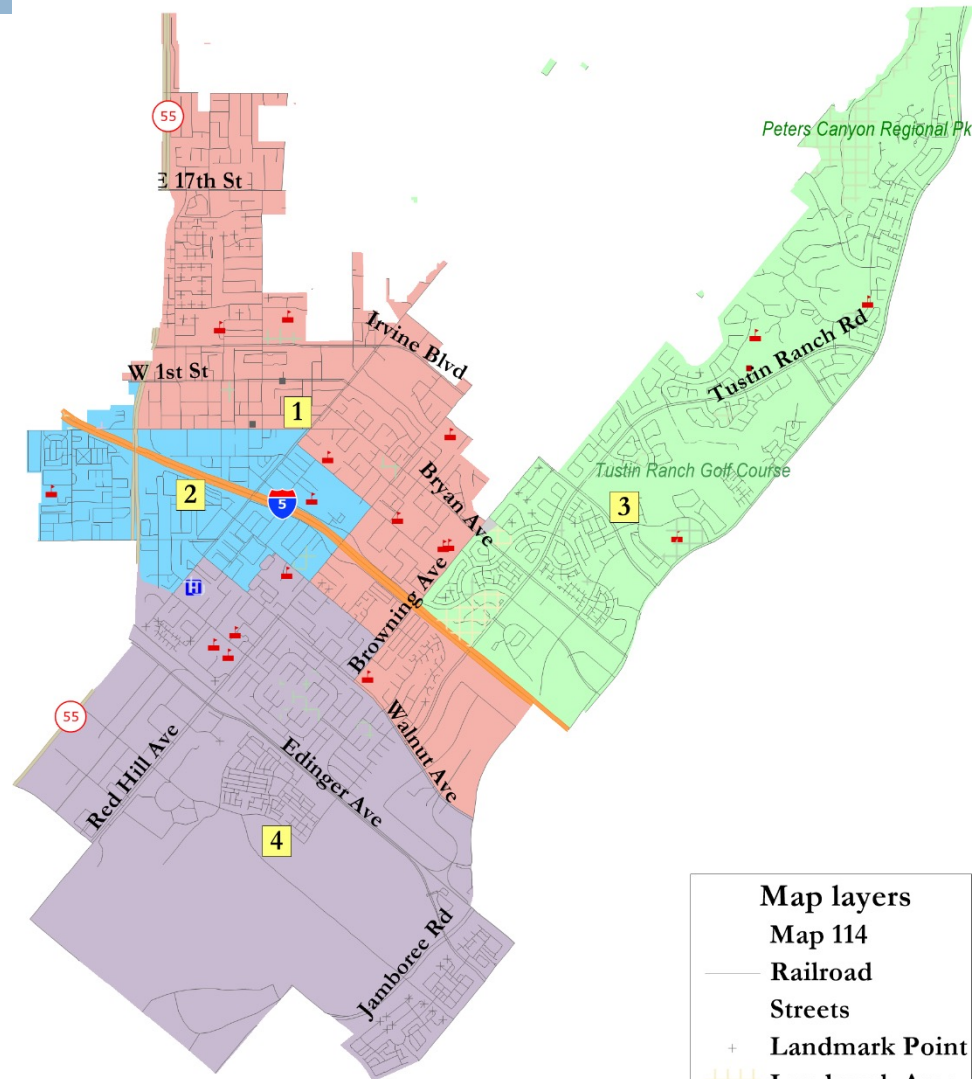
Map layers





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

Map 113

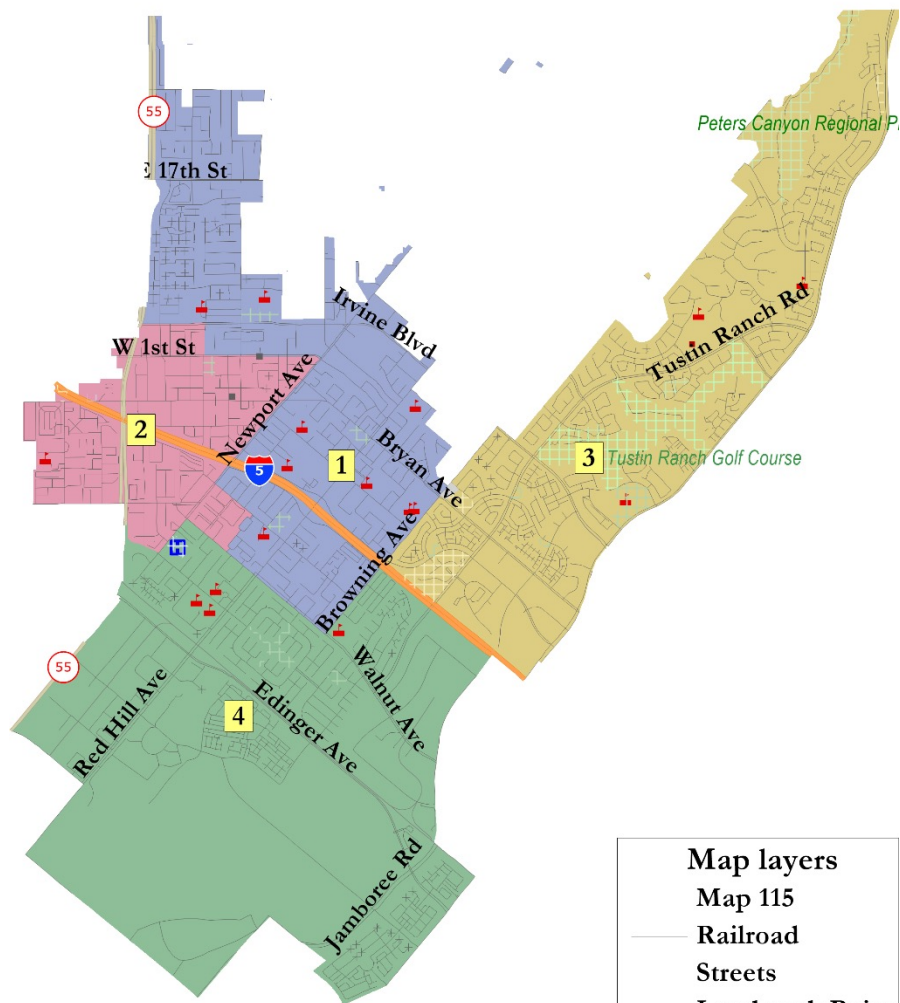


Map 114



Map layers	
	Map 114
	Railroad
	Streets
	Landmark Point
	Landmark Area

Map 115



Map layers

Map 115

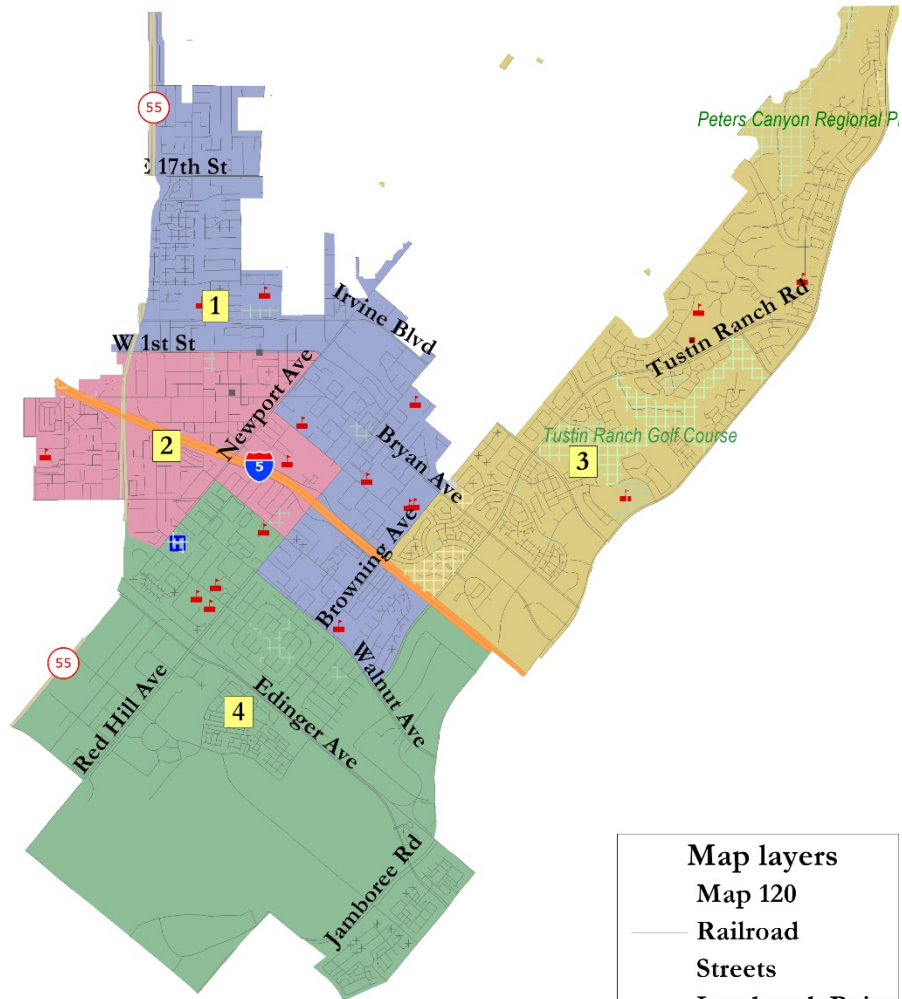
Railroad





Streets

+ Landmark Point

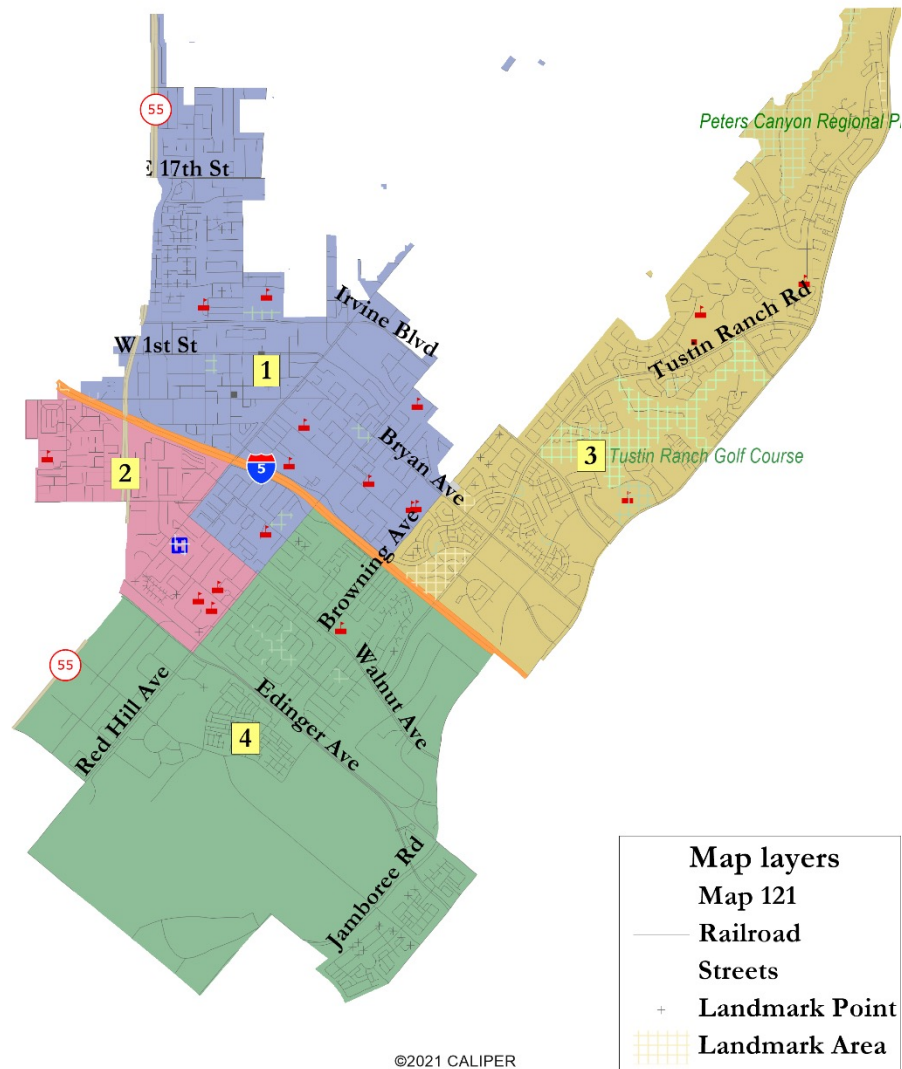
Landmark Area

Map 120



Map layers	
	Map 120
	Railroad
	Streets
	Landmark Point
	Landmark Area

Map 121



Map Comparison Table

Map	109	112	113	114	115	120	121
Total Deviation	4.01%	5.17%	8.70%	2.76%	3.17%	3.68%	8.58%
Highest Latino CVAP	60% (D1)	58% (D2)	60% (D2)	59% (D2)	57% (D2)	57% (D2)	54% (D2)
Highest Asian CVAP	35% (D4) 34% (D3)	35% (D4) 34% (D3)	35% (D4) 32% (D3)	35% (D4) 34% (D3)	35% (D4) 34% (D3)	35% (D4) 34% (D3)	34% (D3) 32% (D4)
Districts crossing I-5	D1 & D2	D1 & D2	D3	D1 & D2	D1 & D2	D1 & D2	D1

Sequencing

Election Year Sequencing

- Once a map is chosen, each district must be assigned an initial election year
- A move to by-district elections cannot shorten the term of a current Representative
- Districts come up for election as current terms end (no change in the number of elections in a given year)
- Any other combination results in the wrong number of people on the dais
- The Mayor counts as one of the five positions that must be assigned an election year

Tustin must place **two** districts on the 2022 election cycle and **three** in 2024

‘Representation ASAP’ Goal Conflict

- ❑ Traditionally under-represented areas generally want to hold the by-district election in their new district as soon as possible.
 - ❑ When the next election is a Presidential election (as was the case when Elections Code Section 10010(b) was written in 2016), this makes the decision easy.
 - ❑ When the next election is a Gubernatorial election (as it is now), this may conflict with the goal of enhancing the ability of a historically low-turnout area to elect their preferred candidate.
- ❑ Historically low-turnout areas tend to have more extreme turnout differences between gubernatorial and presidential election years
 - ❑ The degree of impact is correlated with other factors such as income and immigration status, leading to the greatest impacts on the most under-represented communities.
- ❑ The “next election” is a one-time event, but assigning an area to a Gubernatorial or a Presidential election is essentially a permanent decision.
 - ❑ Once someone is elected from that area, future post-census redistrictings generally keep the district on the same election cycle as the local representative.
 - ❑ With low turnout in midterm election cycles, a district could repeatedly fail to perform

Assigning Election Years

□ Sequencing Goals:

▣ Elections Code Section 10010 (b):

- “In determining the final sequence of the district elections . . . the governing body shall give special consideration to the purposes of the California Voting Rights Act of 2001, and it shall take into account the preferences expressed by members of the districts.”

- ▣ Enhance historically under-represented areas’ ability to elect their preferred candidate(s)
- ▣ Provide historically under-represented areas representation sooner rather than later
 - This goal can conflict with the previous goal when the first by-district elections fall in a gubernatorial election year
- ▣ Do not arbitrarily block voters from opportunity to re-elect a current Representative

Representation in “Vacant” Districts

- Representatives up for re-election in the later election year remain “at-large” representatives until the later election year, representing (and subject to recall by) the entire jurisdiction.
- The residents of any district assigned to a later-year election remain represented by the at-large, later-year representatives.

Re-Election Impacts

	Representative Resides in 2022 district	Representative Resides in 2024 District
Representative's Term Ends in 2022	Representative can run for re-election in the district at end of current term.	Representative leaves office at end of term. Representative can run for the office two years later, though not as an incumbent.
Representative's Term Ends in 2024	<p>(Option 1) Representative leaves office at end of term, and could run again two years later (in 2026), though not as an incumbent.</p> <p>(Option 2) Representative runs for by-district seat in 2022. If elected, resigns at-large seat (leaving a 2-year vacancy in the at-large seat) and is sworn into by-district seat. If unsuccessful, remains in office until 2024 end of current at-large term. *</p>	Representative can run for re-election in the district at end of current term.

* There is an unresolved legal question whether the representative must resign to run mid-term, or can run and wait to see if he/she wins before resigning.

Sequencing Impacts on Council

Map	1	2	3	4
109	<i>Vacant</i>	Gomez	Clark	Cooper, Gallagher, & Lumbard
112	Gomez	<i>Vacant</i>	Clark	Cooper, Gallagher, & Lumbard
113	Gomez	<i>Vacant</i>	Clark & Cooper	Gallagher & Lumbard
114	Gomez & Cooper	<i>Vacant</i>	Clark	Gallagher & Lumbard
115	Gomez	<i>Vacant</i>	Clark	Cooper, Gallagher, & Lumbard
120	Gomez & Cooper	<i>Vacant</i>	Clark	Gallagher & Lumbard
121	Gomez	<i>Vacant</i>	Clark	Cooper, Gallagher, & Lumbard

Current Term End Date:

2022 – Mayor pro tem Lumbard, Councilmember Cooper

2024 – Mayor Clark, Councilmembers Gomez and Gallagher

Discussion & Hearing

□ Next Steps:

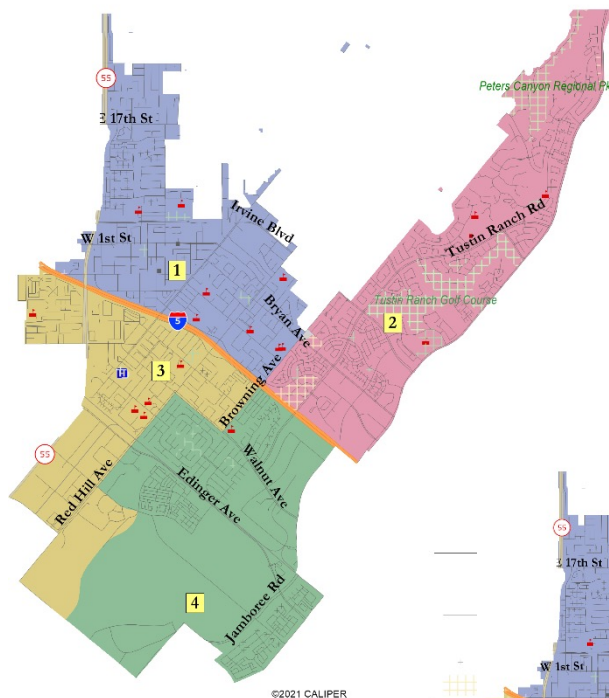
1. Conduct a public hearing to receive public input regarding selection of a district map and the sequence of district elections
2. Approve a motion to select a district map and determine the sequence of district elections
3. Approve a motion to introduce and have first reading of the ordinance adopting by-district elections

Old Maps

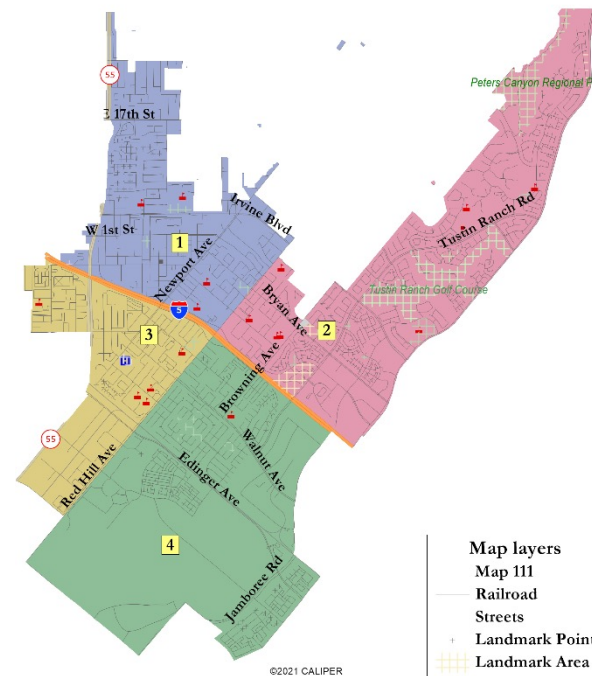
Oct 25, 2021

Not Balanced Maps: Quadrants

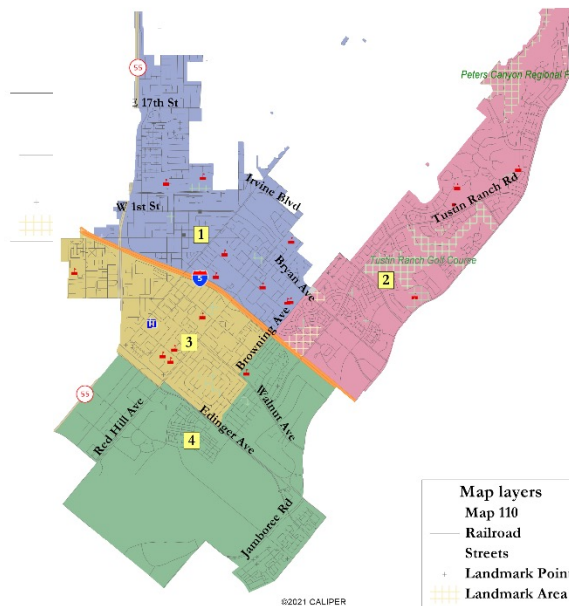
101



111



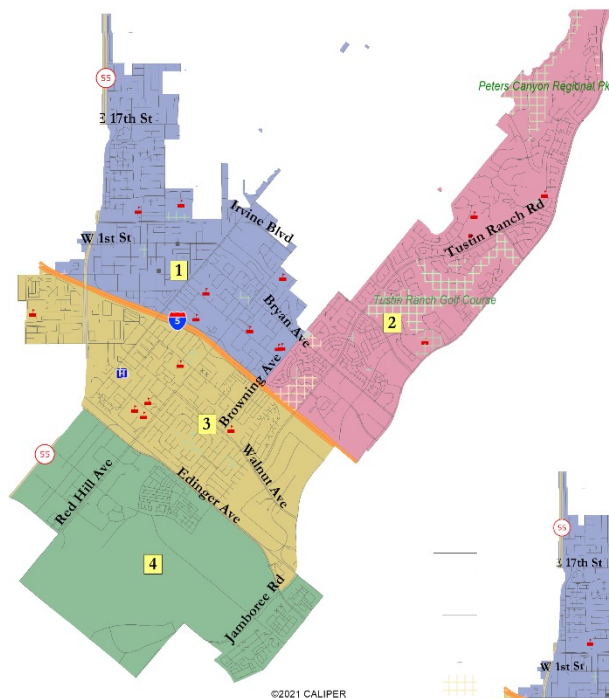
110



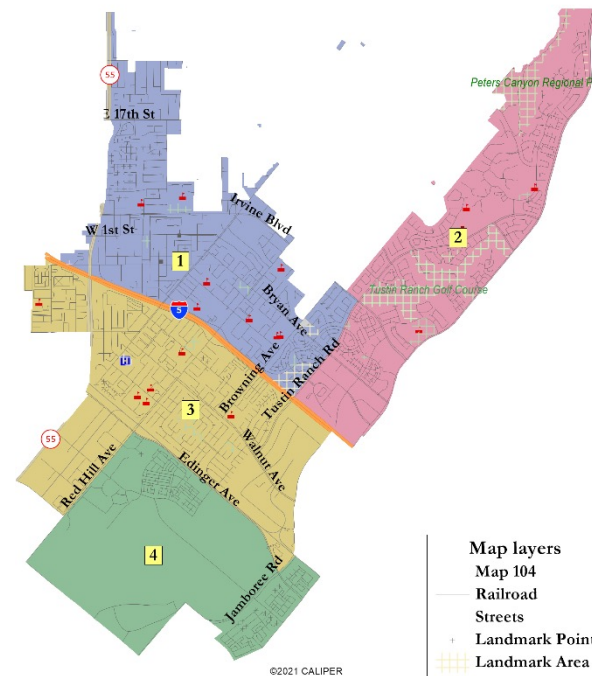
Map layers
Map 110
Railroad
Streets
Landmark Point
Landmark Area

Not Balanced Maps: Freeway

103

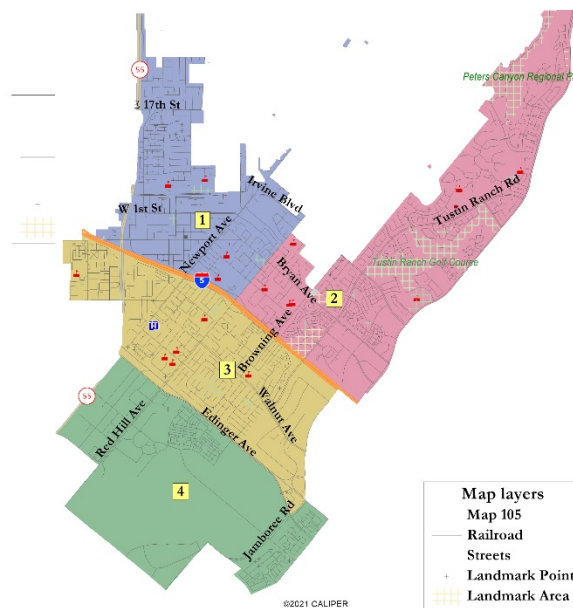


104



Map layers
Map 104
Railroad
Streets
Landmark Point
Landmark Area

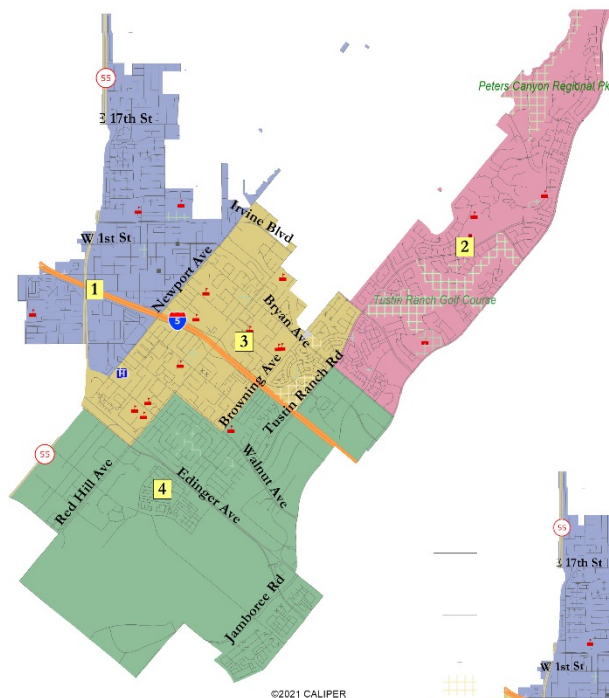
105



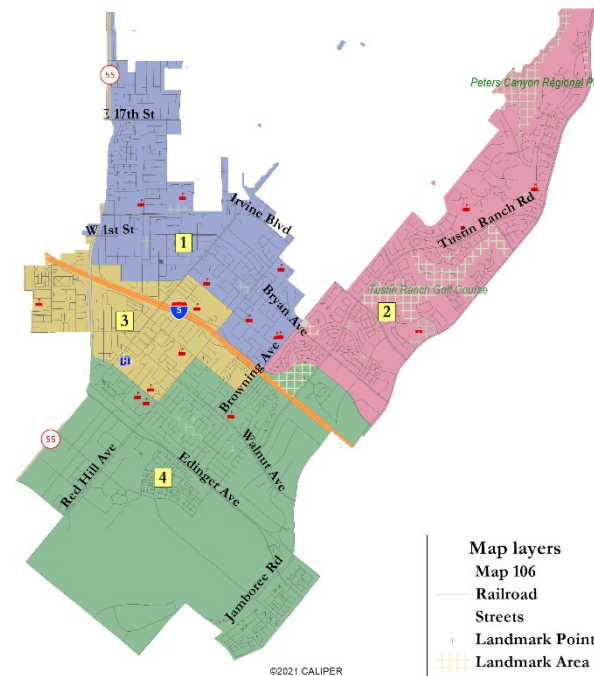
Map layers
Map 105
Railroad
Streets
Landmark Point
Landmark Area

Not Balanced Maps: Other

102

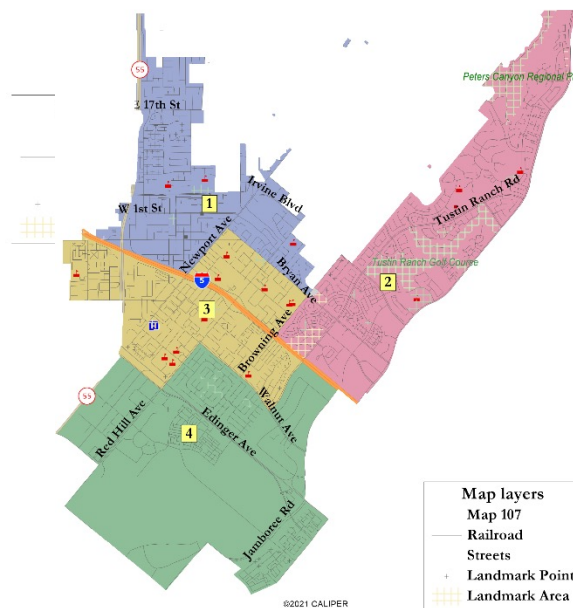


106



Map layers
Map 106
Railroad
Streets
Landmark Point
Landmark Area

107



Map layers
Map 107
Railroad
Streets
Landmark Point
Landmark Area

Five District Map: 108

