

# Community Engagement in Redistricting

2021 ESRI UC  
Social Justice Track



# Mission

Redistricting Partners is focused on building a large redistricting business for the 2021 cycle based on a growing marketplace, a shortage of qualified professionals, and our unique background, reputation and experience. Our work is to be for the public good, performed in accordance with state and federal laws, and provide a positive environment for all clients, employees and others who engage with us in this venture.

# Sophia Garcia

GIS/Outreach Director

- Lead presenter on civic engagement in local redistricting
- Involved in GIS and equity work, previously with the Dolores Huerta Foundation
- Nationally-recognized leader in using GIS for Equity and Social Justice
- Co Vice Chair of the URISA Pro Equity Social Justice Equity Committee.



# Redistricting Has Begun

## State and Local Processes

Redistricting is known for statewide process, but local changes will have greater impact

- Statewide there are three agencies, Assembly, Senate and Congressional, that comprise 173 districts.
- In LA County Alone there are more than 100 cities and agencies with districts – over 500 actual seats that need to be drawn!

# Overview

This presentation will cover a range of topics to facilitate a process of public education and involvement in a transparent and fair districting process.

- Fair Maps Act and California's Voting Rights Act
- Districting vs. Redistricting vs. Gerrymandering
- Traditional Redistricting Principles
- Public Input
- Engagement Opportunities
- Methods for Line Drawing

# New Opportunities This Decade

Reforms Allow for Demographic Changes to Be Better Reflected

## FAIR MAPS Act

- Requires better transparency and increases public engagement in local redistricting.
- More public involvement and accountability will benefit underrepresented communities.

## California Voting Rights Act

- A local government with an at-large election system can be challenged if it has racially polarized voting.
- Minority representation on city councils and school boards has nearly doubled since enactment in 2001.

# Fair Maps Act: AB849

The FAIR MAPS Act increases transparency and engagement with communities

- Not consider Incumbents / Candidates.
- Not draw districts to advantage or disadvantage a political party.
- Hold minimum set of hearings, encourage public engagement.
- Posting of all redistricting commission information on a website that is maintained *for the next 10 years*.
- Translation available if requested 72 hours in advance
- Redistricting meetings at set time
- Evening/weekend meetings

# What is Districting

## Definition

Districting is the initial process of creating election district boundaries.

These boundaries determine:

- Eligibility to run for office – must live within boundaries to qualify for election.
- Who votes in the election – only voters within the district vote for their board member.

# What is Redistricting

## Definition

Redistricting is the process of adjusting district lines every 10 years after the release of the U.S. Census. The well known examples are Congress and the legislature.

Within the U.S., redistricting has become an extremely politicized process and been the subject of more high-profile Supreme Court decisions than any other part of our elections system.

# What is Gerrymandering

## The Gerrymander

The term Gerrymander came from a cartoon depicting a rather serpentine looking district created by Governor Elbridge Gerry in Massachusetts.

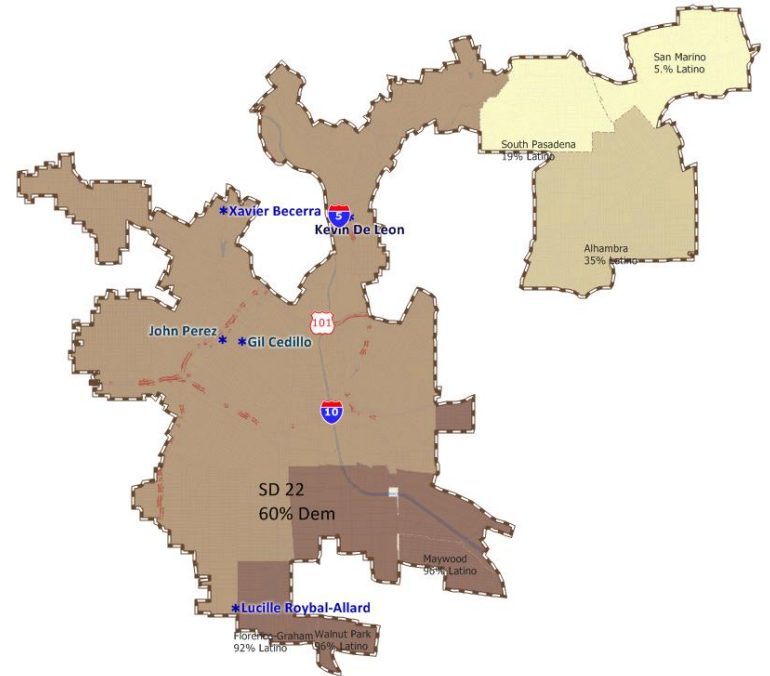


# What is Gerrymandering

## the Gerrymander

There are more recent examples of gerrymandering, even in California.

This 2001 Senate District is a great example.



# What is Gerrymandering

## Types of Gerrymanders

The two primary types of gerrymanders are Partisan and Racial, but there are more.

**Partisan Gerrymandering** – current Supreme Court has determined these *non-justiciable* but some state and local laws have stepped in to ban them.

**Racial Gerrymandering** – courts have repeatedly found these to be unlawful.

**Incumbent Gerrymandering** – common in any redistricting conducted by the agency itself.

# Traditional Redistricting Principles

Preventing a Districting from becoming a Gerrymander

There are a number of criteria that have been used nationally and upheld by courts.

- Relatively equal size - people, not citizens
- Contiguous – districts should not hop/jump
- Maintain “*communities of interest*”
- Follow city/county/local government lines
- Keep districts compact – appearance/function

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# Communities of Interest

Bringing like people together for representation

A community of interest includes ethnic and language minorities and other groups as discussed.

- Many more, including:
  - LGBTQ+ Communities
  - Senior Citizens or Students
  - Downtown / Urban
  - Rural or Agricultural
  - Homeowners or Renters
  - Specific Job Sectors
  - Reliance on Services or Facilities

# Communities of Interest

Important to think through these three questions when developing COI testimony

- Does your community have a shared culture, characteristics or bond?
- Is your community geographic in nature? Is your community able to be mapped?
- Describe your community's relationship with the jurisdiction and how it is affected by the policy decisions made by the state legislatures.

# Community of Interest Forms

## Multiple methods for obtaining input

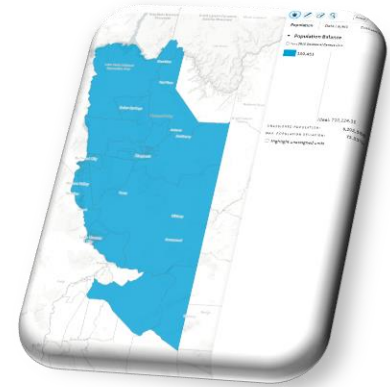
- Input can be provided in public hearings or using our “Community of Interest Worksheet.”
- This can be provided on the website as a part of overall community engagement strategy.
- Some agencies convert these to a webform or survey instrument.



# Communities of Interest

## Potential Tools

- Photos
- Maps
- Community of Interest Worksheets



**How to Document Your Community of Interest:**

1. What is the nature of the bond or common interest of your community? You can describe what the common interests of your community are and why or how they are important.  


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*More child care service for early childhood education*


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2. Where is your community located? You can define it by counties, neighborhoods, streets, address, a key landmark such as college campus, facility, school, church, or other boundaries.  


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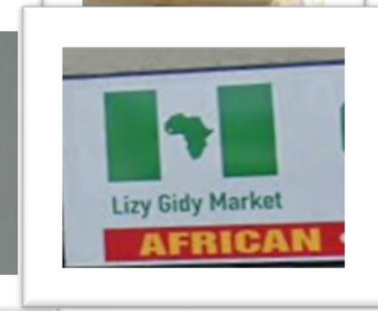
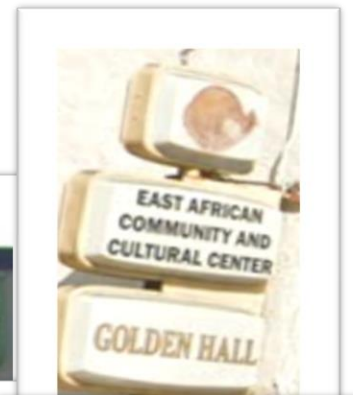
*I live by South High School*  
*White Ln, Planz Rd Bakersfield, CA*


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3. What is the rationale for your community of interest to be used in this community college redistricting? Please describe how the issues before the college board have a unique impact on your group.  


---

*Not enough classes offered such as sciences.*  
*One, maybe two professors offer earth science and its impossible to get into them.*


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# Public Input

## Windows for public input

Community of Interest testimony is critical to an open/transparent redistricting process. There are three timeframes to be thinking of:

**Pre-data** – from now until release of the PL files. Opportunity for COI testimony.

**Post-data, pre draft lines** – after release, but before you can draw lines. Community gets to draft plans.

**After draft lines** – Community feedback, suggestions for changes, alternate plans, more COI Testimony

# Input at Public Hearings

Multiple methods for obtaining input

Online hearings of the commission – both business hearings and outreach meetings should be avenues for public engagement.

The commission will work with city staff and consultants to develop and implement public engagement during commission hearings.



# Online Mapping

Multiple methods for obtaining input

Online Mapping tools will be available for the community to draw their community of interest or potential maps for the city to consider.



## Esri Redistricting

Bringing clarity to the redistricting process



# Online Mapping

Multiple methods for obtaining input

There are other mapping tools the public may use.

- These tools are *perfectly appropriate* for the community to use as input.
- Data and maps from these programs can be imported to our tools and reviewed by the commission.



# The Methods for Line Drawing

## Multiple Options

Once the commission can draw draft lines, there are three primary methods, and they can overlap.

- 1) Start with a selection of Public Maps that you make your draft maps.
- 2) Direct staff to produce multiple draft maps.
- 3) Perform live line-drawing during a commission hearing.



# The Methods for Line Drawing

## Multiple Options

The line drawing process does not end with the publishing of initial draft plans

- Community input on draft plans is critical.
- The Commission will notice a change in the kinds of input and map feedback it receives on actual maps.
- 7-Day posting requirement.



# Public Engagement

Some best practices for involvement

Redistricting Commissions can provide new ways to impact the process.

- *Attend and Speak Out!*

Redistricting commissions provide greater opportunities for public engagement.

- More commissions are forming now – check with your local city or school boards.

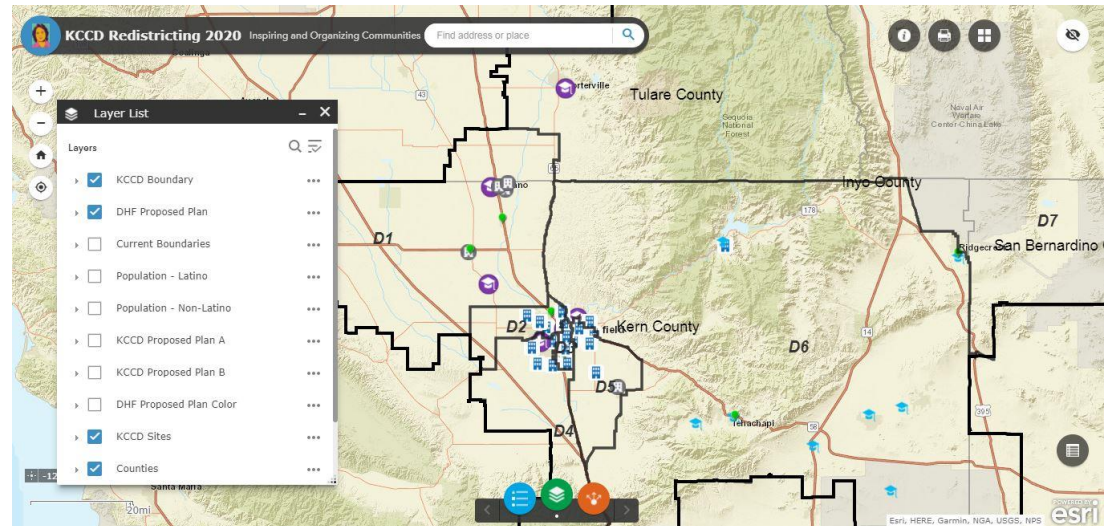


# Public Engagement

Some best practices for involvement

Redistricting has been made more public with rules for public participation and requirements for open / transparent process. **Redistricting will impact communities for a decade**

- *Make a connection with your community about why redistricting impacts their lives*
- *Collaborate with other partners on education and outreach*



# Public Engagement

Some best practices for involvement

Become familiar with Redistricting terminology and help outreach to your community

- *Dialogue with community*
- *Create FAQs*
- *Utilize Social Media*

**KERN COMMUNITY COLLEGE DISTRICT (KCCD) FAQ**

THE NEXT BOARD MEETING IS APRIL 9TH @1PM

**Join by:**  
 iPhone one-tap: US: +16699006833.276691164# or +13462487799.276691164#  
 (Computer Audio Only) Meeting URL: <https://cccconfer.zoom.us/j/276691164>  
 Meeting ID: 276 691 164, then follow the prompt and press # Password: 013123#

**Join by Telephone:**  
 For higher quality, dial a number based on your current location. Dial:  
 US: +1 669 900 6833 or +1 346 248 7799 or +1 253 215 8782 or +1 301 715 8592 or +1 312 626 6799 or +1 646 876 9923  
 Meeting ID: 276 691 164, then follow the prompt and press #

**Skype for Business (Lync)**  
<https://cccconfer.zoom.us/skype/276691164>

**WHAT IS REDISTRICTING?**  
 Every ten years governing bodies around the US are constitutionally required to redraw electoral district boundaries.

**WHY IS KCCD REDISTRICTING NOW?**  
 Under the threat of a lawsuit, KCCD, has agreed to redraw voting districts. The Dolores Huerta Foundation (DHF) believes this is an opportunity to enhance representation of Latinos and other under-represented communities on the Board of Trustees and to create equitable districts for the entire KCCD District.

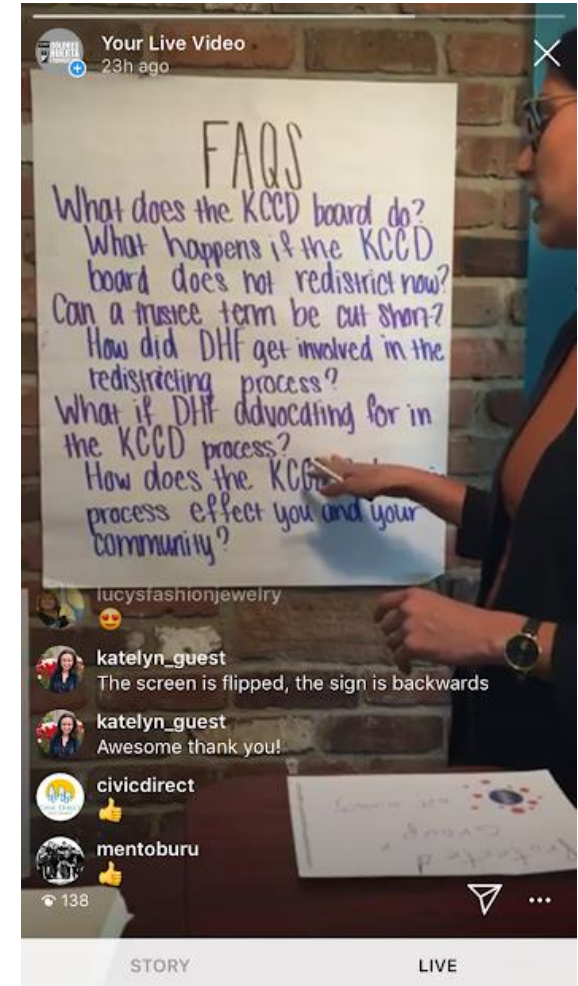


**WHAT DOES THE KCCD BOARD OF TRUSTEES DO?**  
 The KCCD board serves an area approximately 24,800 square miles (making it one of the largest community college districts in the United States), serves a population base of over 1.28 million, has an estimated enrollment of 45,000 students, an annual budget of close to \$253 million dollars and in addition to the three main campuses operates over 56 satellite campuses district wide.

**WHAT IS A COMMUNITY OF INTEREST?**  
 A community of Interest is any cohesive group of people that live in a geographically defined area and should be considered as a potential voting bloc in current or future elections.

**WHAT IS DHF ADVOCATING FOR?**

1. 3 Majority Latino Districts
2. Keep Communities of Interest together
3. Keep North Kern together
4. Keep Rosedale together
5. Keep South Kern together
6. Keep Mountain Communities together
7. Accept DHF community plan
8. Or modify Plan D District 6 to ensure South Kern and Mountain Communities are in separate districts.

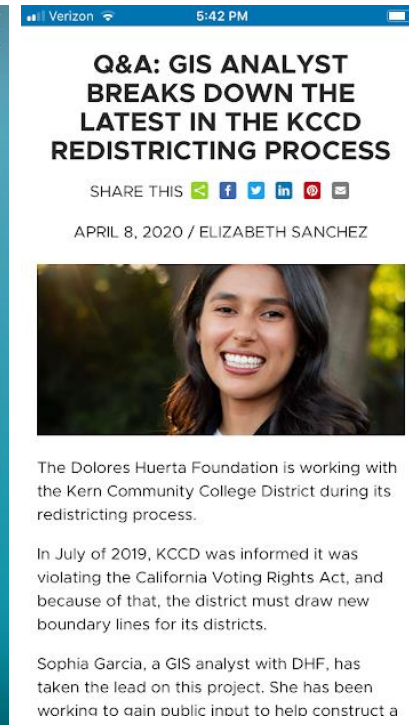
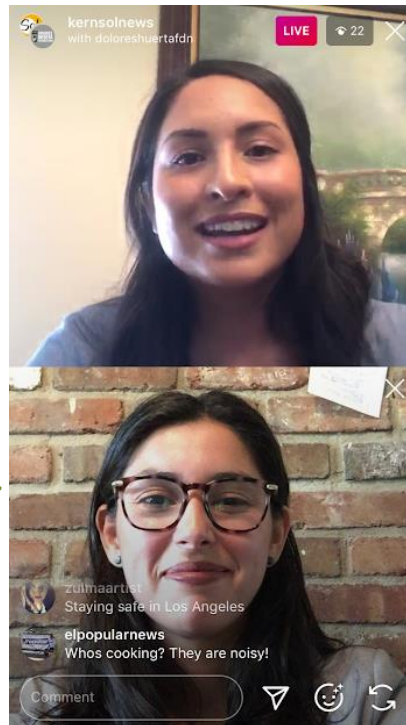


# Public Engagement

Some best practices for involvement

Outreach to local Latino news outlets and reporters

- *Create redistricting content on multiple platforms*
- *Communities listen to people they are familiar with*



# Public Engagement

## Some best practices for involvement

Attend community meetings to listen and assist with COI forms or mapping platforms

- *CBOs host monthly meetings and have a captive audience*
- *COIs can be collected via form, online platform or verbally.*

### How to Document Your Community of Interest:

1. What is the nature of the bond or common interest of your community? You can describe what the common interests of your community are and why or how they are important.

More child care service for early childhood education.

2. Where is your community located? You can define it by counties, neighborhoods, streets, address, a key landmark such as college campus, facility, school, church, or other boundaries.

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# Contact Information

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# REDISTRICTING PARTNERS