

2021 Independent Redistricting Commission Overview and Recommendations

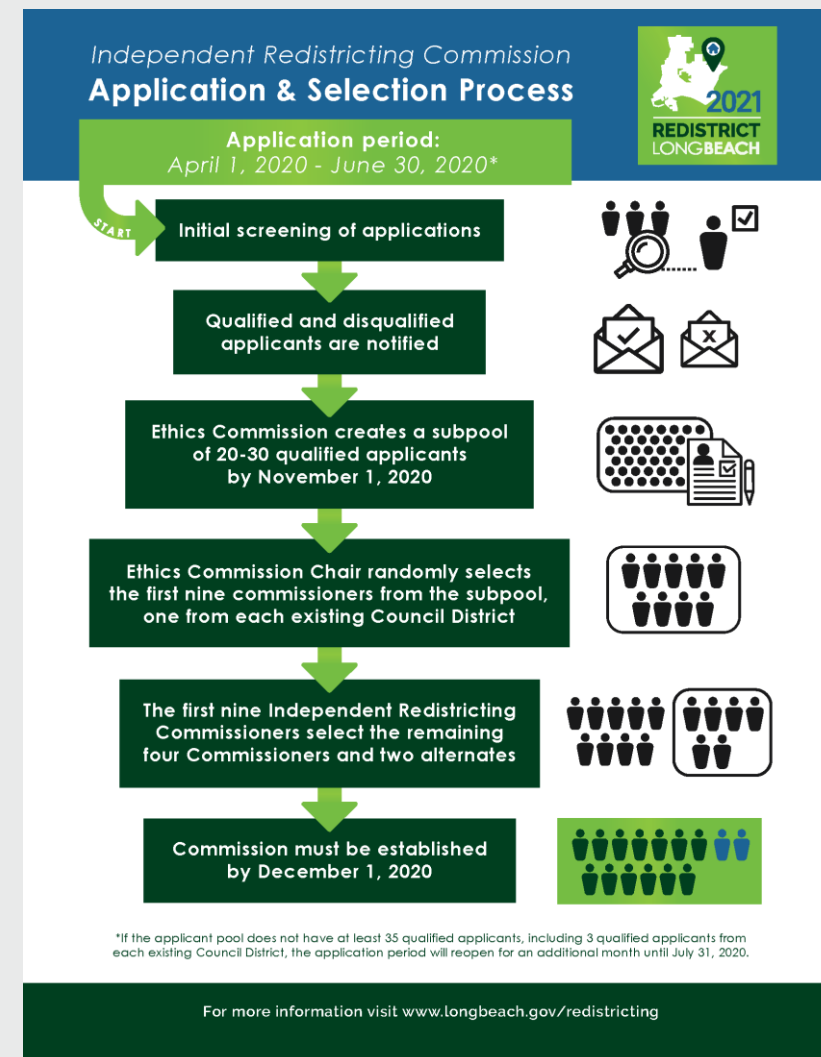
February 8, 2022



Overview: IRC Application and Selection Process

The Selection Process

- Designed to produce a Commission that is independent and that reasonably reflects the diversity of the City
- Outreach: from August 2019 to June 2020
- Application Submissions: 400
- Ethics Commission created a sub-pool of 20-30 qualified applicants and randomly select the first 9 Commissioners
- First 9 Commissioners selected the remaining 4 members and 2 alternates
- Seated on November 20, 2020, and began holding training meetings on January 6, 2021



Overview: Commission Members & Alternates



Alejandra Gutierrez
Chair, CD 6



Sharon Diggs-Jackson
Vice-Chair, CD 5



Eric R. Oates
CD 1



Ryan Giffen
CD 2



Thomas J. Cooper
CD 3



Genna L. Beckenhaupt
CD 2



Nicole Lopez
CD 4



Feliza I. Ortiz-Licon
CD 5



Kelly Nhim
CD 6



Frank Gutierrez
CD 7



Zhelinrentice Scott
CD 7



Marissa Martinez
CD 8



Sevly Sngun
CD 9



Melody Osuna, Alt.
CD 8

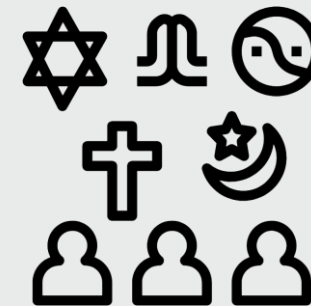
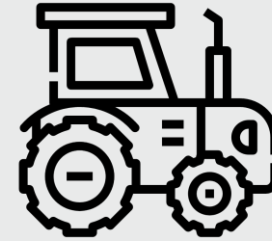


Josias Gonzalez, Alt.
CD 3

Overview: Community of Interest

What is a Community of Interest?

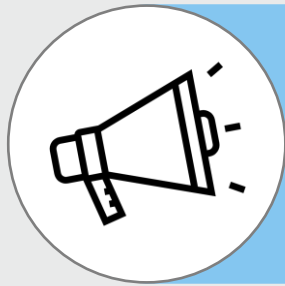
Connected population that shares common social and economic interests that should be included within a single district for its effective and fair representation



Overview: IRC Meetings Held



- **17 Training/Business Meetings**
 - Brown Act and Voting Rights Act
 - Redistricting Fundamentals
 - Demographics
 - Map Tool Training and Teambuilding



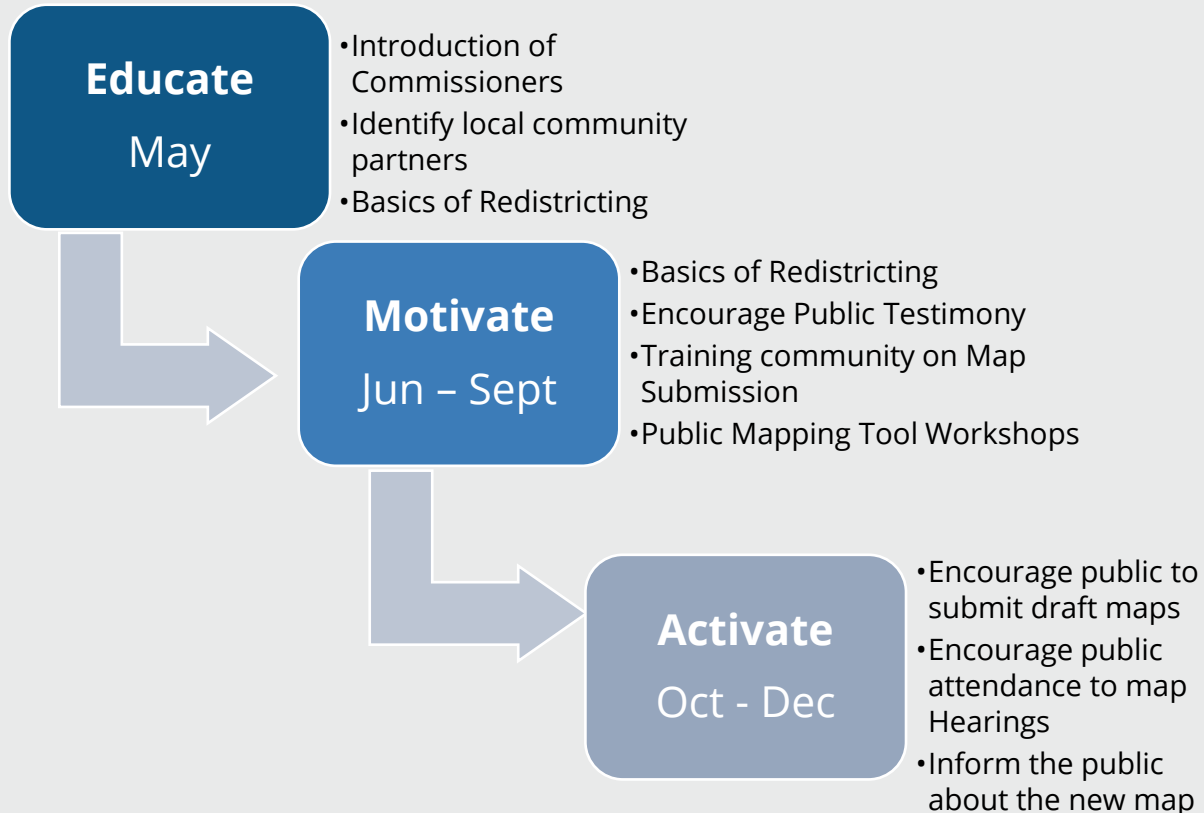
- **10 Community of Interest Outreach Meetings**
 - 9 District-Specific
 - 1 Citywide



- **6 Mapping Hearings**

Overview: Community Redistricting Engagement

Phases of Engagement



Methods of Engagement



DIGITAL

- Social Media
- City Newsletter
- PSA's
- Email Blasts
- Text Messages



TRADITIONAL

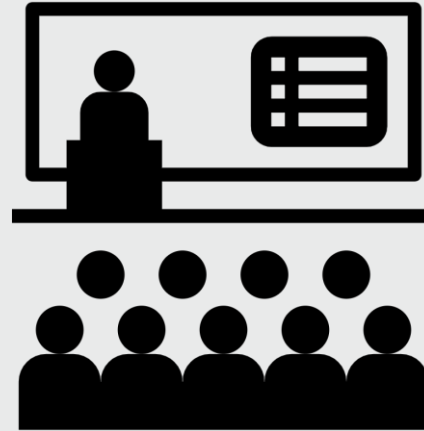
- Flyers and Posters
- Local News Outlet Advertisements
- Digital Billboards
- LB Transit Advertisement

Overview: Community of Interest Testimony

May – November 2021



772 Community of Interest (COI) Form submissions



16 total hours of public comment heard

Over 1,000 pages of emails submitted from the community

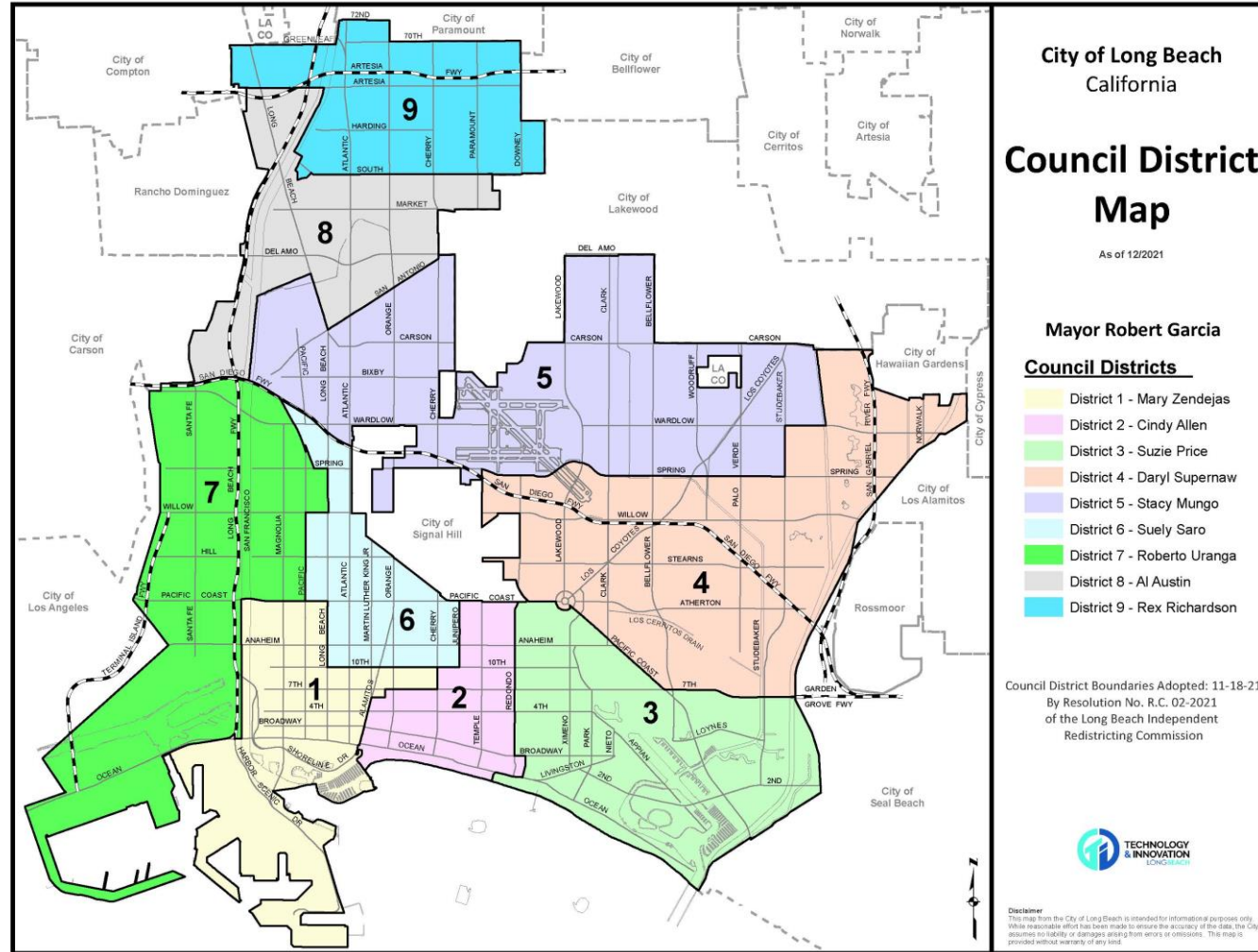


90 COI mapping tool submissions

110 partial and full District Plans

New Map Adopted – 11/18/21

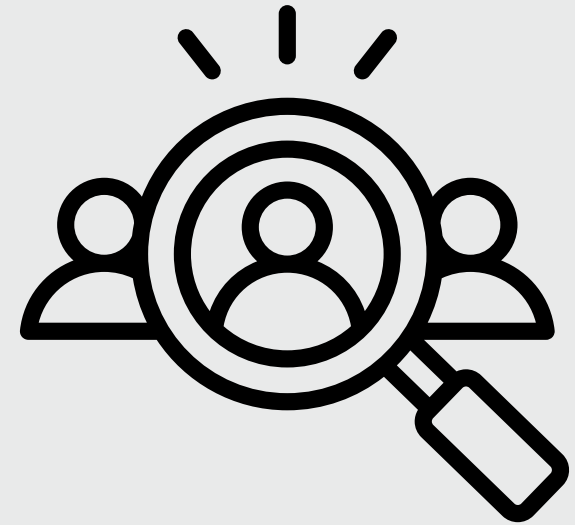
The new Council District Map became effective on December 18, 2021



Overview of IRC Recommendations

Application and Recruitment

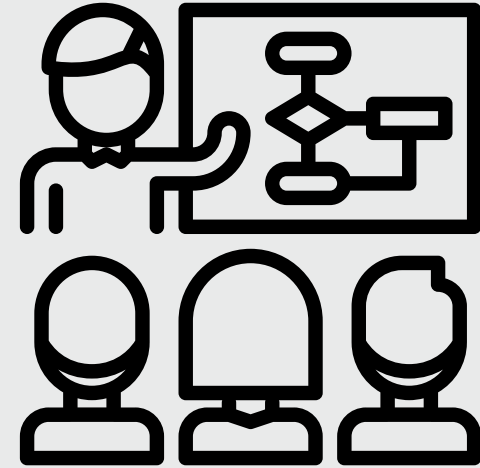
- Be clear at the beginning about the time commitment and limitations on political participation during term of appointment
- Assessment of analytical skills of applicants



Overview of IRC Recommendations

Training

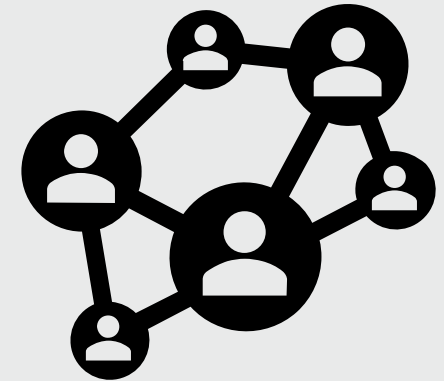
- Future Commissions should receive training assistance from the 2021 Commissioners and City staff with direct experience with Independent Redistricting Commissions



Overview of IRC Recommendations

Staffing

- Commission involvement in the budget and spending
- Commission should select the demographer
- Work directly with independent legal counsel
- Develop rules around Commissioner outreach activities



Overview of IRC Recommendations

Public Input

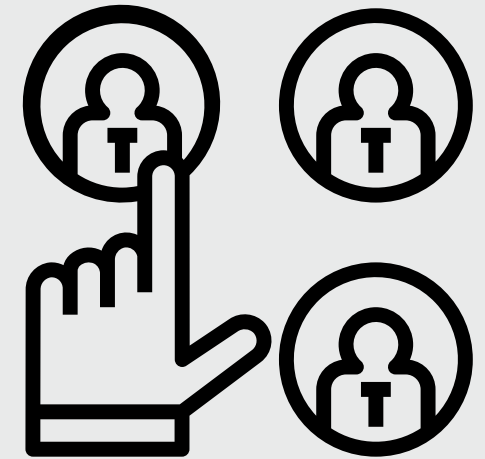
- Hold meetings at schools and community centers
- If mapping begins after district-specific meetings, then another round of district outreach should occur
- To avoid skewing towards a political outcome, incumbents, their staff, consultants, candidates, or City lobbyists should be discouraged from participating
- Provide the Commission with a list of registered lobbyists



Overview of IRC Recommendations

Chair/Vice Chair Selection

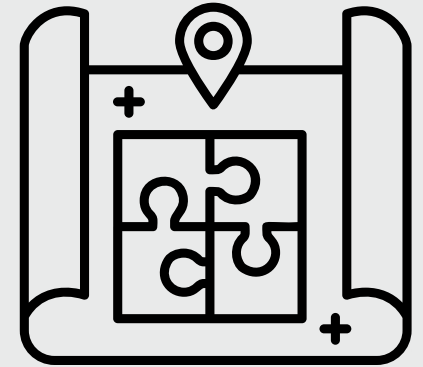
- Before selection, Commissions should create opportunities to get to know each other and assess leadership skills
- Consider the use of interim Chair and Vice Chair prior to selecting permanent chairs



Overview of IRC Recommendations

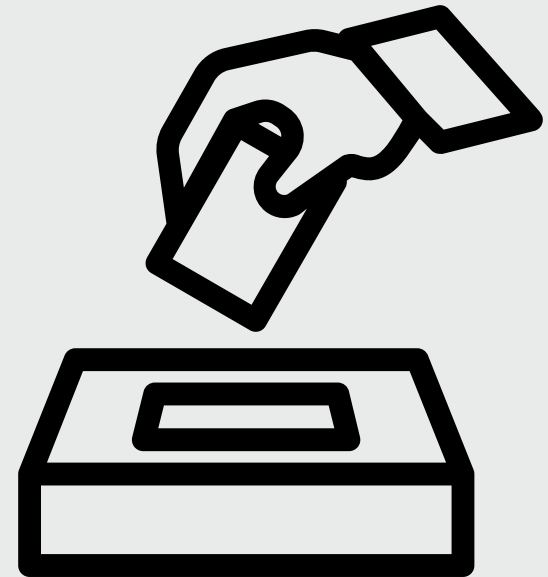
Creation of Redistricting Plans

- Start with public-drawn and consultant-drawn maps to avoid starting with a blank map
- Transition to public live-line drawing to increase transparency and allow the public and Commissioners to understand the intent behind every line change



Conclusion

- The new map has been delivered to the LA County Registrar.
- The map will be used for the 2022 upcoming election.
- The IRC Report has been posted to the Redistricting website at www.longbeach.gov/redistricting/resources/





Thank you

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