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Date: May 19, 2021

To: Independent Redistricting Commission Members

From: Kevin J. Jackson, Deputy City Manager

Subject: Engagement Plan Update

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On April 7, 2021, the Long Beach Independent Redistricting Commission (IRC) approved the draft Public Engagement Plan. This report outlines some general updates regarding the Engagement Plan.

### **District Specific Outreach Meetings**

Starting June 2, 2021, the IRC will begin holding District-Specific Meetings to provide an opportunity for community to learn about the redistricting, receive map tool training, and provide public testimony on their Communities of Interest.

### **Structure**

The Commission's District-Specific meetings will begin at 6:00 PM and they are Brown-Act noticed meetings. All Commissioners are expected to attend. The meetings will consist of a presentation led by the Commissioners from their respective district or the Chair and Vice-Chair, and city staff. After the presentation, there will be public comment period in which the members of the community will be encouraged to provide testimony on their Communities of Interest. These meetings will be structured as follows:

- I. Commissioner Led Presentation (**Attachment A**)
  - a. Introduction of Presenting Commissioner (Chair)
  - b. Agenda (Commissioners)
  - c. Redistricting Basics (Commissioners)
  - d. Mapping Criteria and Process (Redistricting Partners)
  - e. Engagement Plan (Staff)
  - f. How the Community Can Get Involved (Commissioners)
  - g. Intro Online Mapping Tool (Redistricting Partners)
  - h. Next Steps – Promoting the Next Upcoming Meeting (Chair)
- II. Public Testimony on Communities of Interest (Chair) (**Attachment B**)
- III. Regular Commission Business



## **Engagement Activities**

The city staff has developed promotional content with outside vendors to promote through digital and traditional platforms. The following are activities that are currently being developed to begin promotion by late May.

- Digital Billboards
  - 405/Worthington Ford Sign
  - Convention Center
  - LB Airport
- Billboard Posters
  - Four Surface Street Locations
- Social Media Sponsored Ads
- News Outlet Sponsored Ads
  - LBPost
  - LB Business Journal
  - Grunion Gazette
  - Press Telegram
- LB Transit Ads
  - Bus Shelters
  - Bus Car Cards

## **Past Engagement Meeting**

On May 7, 2021, city staff hosted an informational webinar to begin reaching out to the community-based organizations, faith-based organizations, and neighborhood groups. The meeting gave a broad overview of the project and provided an opportunity for organizations to let us know if they would like to partner with us in the engagement process. City staff will now be reaching out to organizations directly to work with them on getting the word out about the project.

If you have any questions, please contact Bradley Bounds II at (562) 570-6787 or via email at [Bradley.Bounds@longbeach.gov](mailto:Bradley.Bounds@longbeach.gov).

C: AMY R. WEBBER, DEPUTY CITY ATTORNEY  
TAYLOR M. ANDERSON, DEPUTY CITY ATTORNEY  
MONIQUE DE LA GARZA, CITY CLERK  
JONATHAN NAGAYAMA, CITY CLERK ANALYST  
BRADLEY BOUNDS II, REDISTRICTING PROGRAM SPECIALIST  
PATRICIA ALEMAN, COMMUNICATIONS COORDINATOR

# DRAFT 2021 Redistricting District-Specific Meeting

June 2, 2021

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## AGENDA

- Redistricting Basics
- What is the Long Beach Independent Redistricting Commission (IRC)?
- Mapping Criteria and Process
- Engagement Plan
- Map Tool Demonstration

# Redistricting Basics

## What is Redistricting?

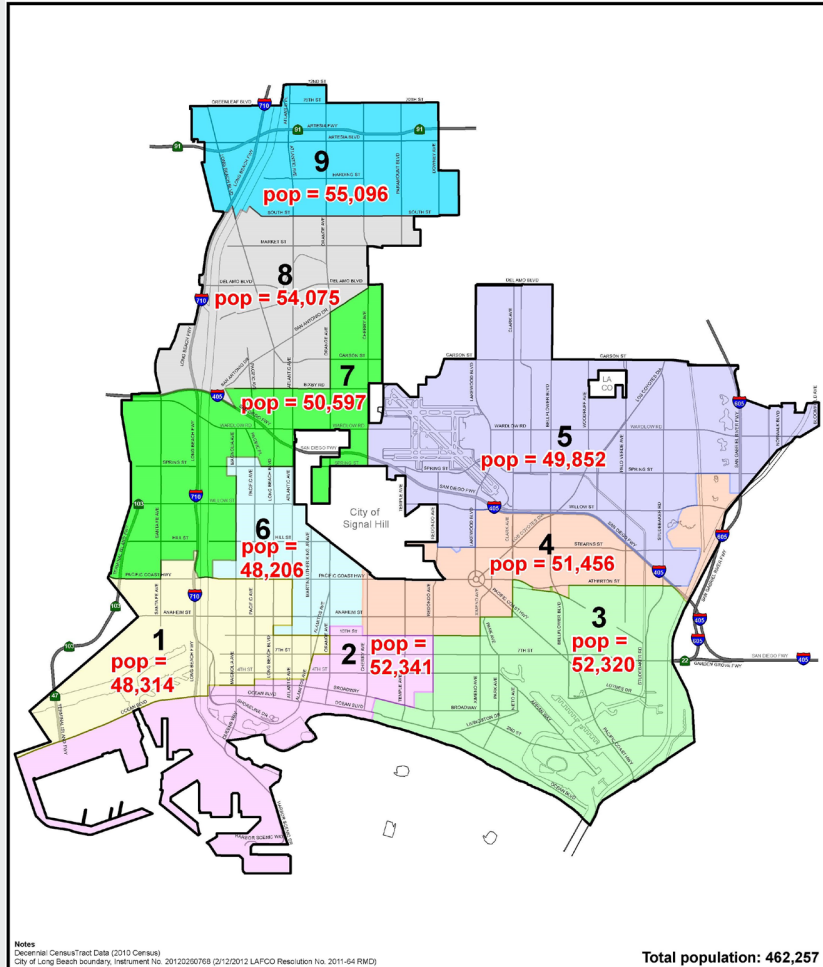
- Redistricting is the process of adjusting district lines every 10 years after the release of the U.S. Census

## Why is it Important?

- Council District boundaries determine who residents can elect for their district
- The maps drawn in 2021 create the stage for the next decade. Districts must be made as equal in population as practicable so that communities have equal access to political representation
- If districts are redrawn to keep communities intact, people are better able to elect representatives who will further their interests



# Redistricting Basics: City of Long Beach



## How did we do it before?

The last time redistricting occurred in Long Beach was in 2011 when the City Council adopted the current map after directing staff to conduct the process.

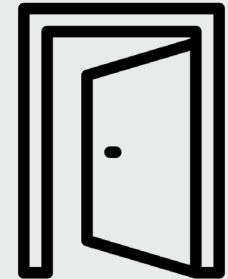
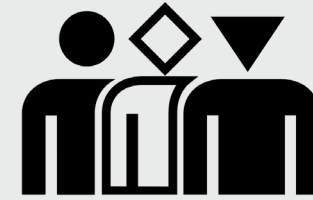
## What is the difference now?

On November 6, 2018, voters approved Measure DDD, establishing the Independent Redistricting Commission.

# Redistricting Basics: What is the IRC?

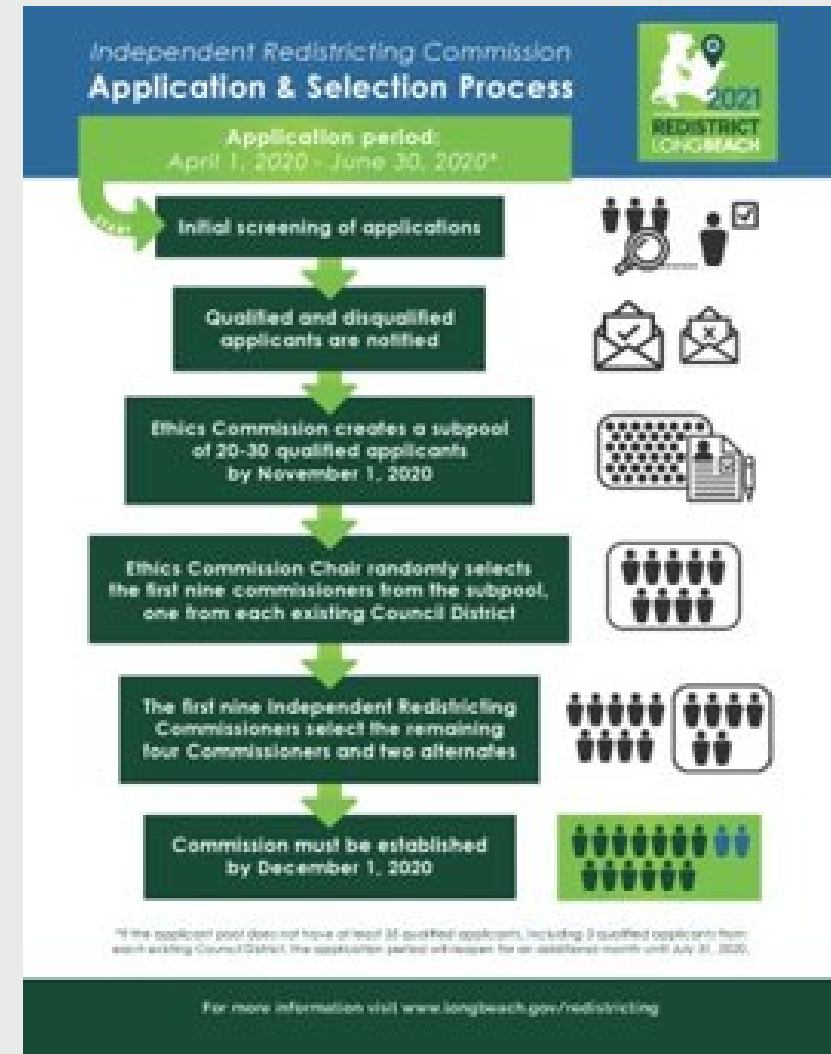
## Our Community, Our Voice

- Reasonably reflects the diversity of the city
- Independent of Mayor and City Council Control
- Will not consider place of residence of any individual, including any incumbent or political candidate
- Open and Transparent Process



# Redistricting Basics: Selection Process

- Outreach: from August 2019 to June 2020
- Application Submissions: 400
- Ethics Commission created a sub-pool of 20-30 qualified applicants and randomly selected 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





# Meet Your Commissioners



**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



**Sevely Sngun**  
CD 9



**Melody Osuna, Alt.**  
CD 8



**Josias Gonzalez, Alt.**  
CD 3

# Redistricting Basics: IRC Business and Training



- Local and Statewide use of Redistricting Commissions / Best Practices
- Federal Voting Rights Act Overview
- California's Laws
- Brown Act



- Redistricting Fundamentals
- Communities of Interest
- Demographics & Geography of Long Beach
- Map Tool Training



- IRC Rules and Procedures (By-Laws)
- Draft Redistricting Engagement Plan
- Draft Redistricting Process

# Mapping Criteria and Process

## Criteria

- 1. All Districts are of Equal Population** - State law allows for the commission to have up to 10% total deviation
- 2. Following Federal Voting Rights Act / Applicable Laws** - race cannot be a predominant factor in redistricting. Communities that have Federal Voting Rights in need of protection will be prioritized based on legal counsel input.
- 3. Contiguous** – each district shall be one whole contiguous unit
- 4. Preserving Neighborhoods** – the geographic integrity of neighborhoods should be respected in manner that minimizes division of neighborhoods.
- 5. Protecting Communities of Interest**
- 6. Prioritizing Neighborhoods and Communities** – Neighborhoods and communities sharing a common language, history, culture and identity should not be divided so as to dilute their voting power
- 7. Geography / Topography** – Districts should respect major topographic and geographic features of the City
- 8. Understandable by Voters** - making districts that are sensible and can be easily understood by residents.
- 9. Compact** – making districts compact shapes and not bypassing nearby populations for far-away populations.
- 10. Follow Census Blocks** – using the census geography provided by the State of California to preserve the validity of data and avoid arbitrary boundaries

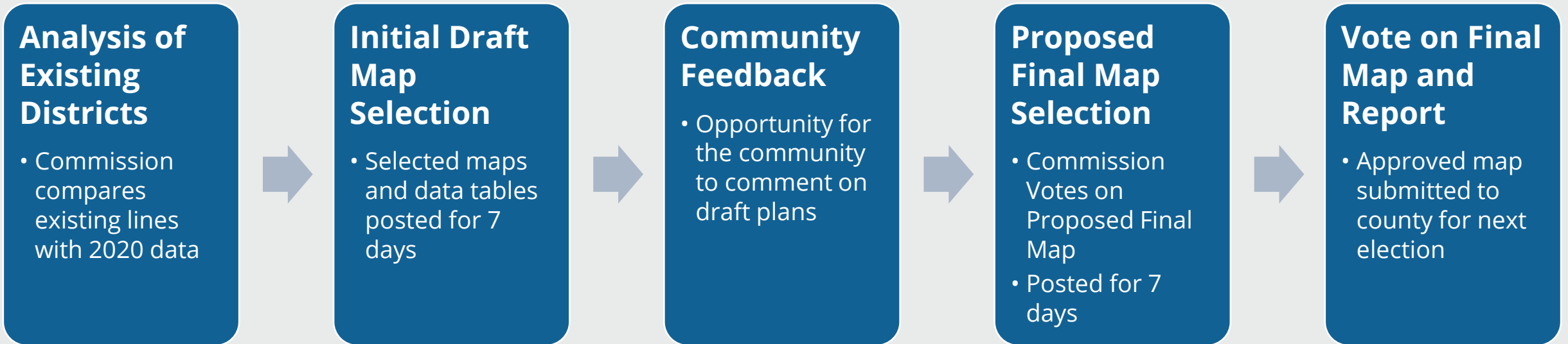
Pursuant to City Charter Section 2506. - Redistricting Requirements and Criteria

# Mapping Criteria and Process

Milestone	Time
District-Specific Outreach Meetings	June 2021 – August 2021
Map Submissions (Communities of Interest)	June 2021 – December 2021
Map Submissions (District Plans on 2010 Data)	June 2021 – September 2021
Census Data Release	September 30, 2021
Map Submissions (District Plans on 2020 Data)	September 2021 – December 2021
Commission Can Start Drawing Lines	Mid-October 2021
Mapping Hearings Begin	October 2021 – December 2021

# Mapping Criteria and Process

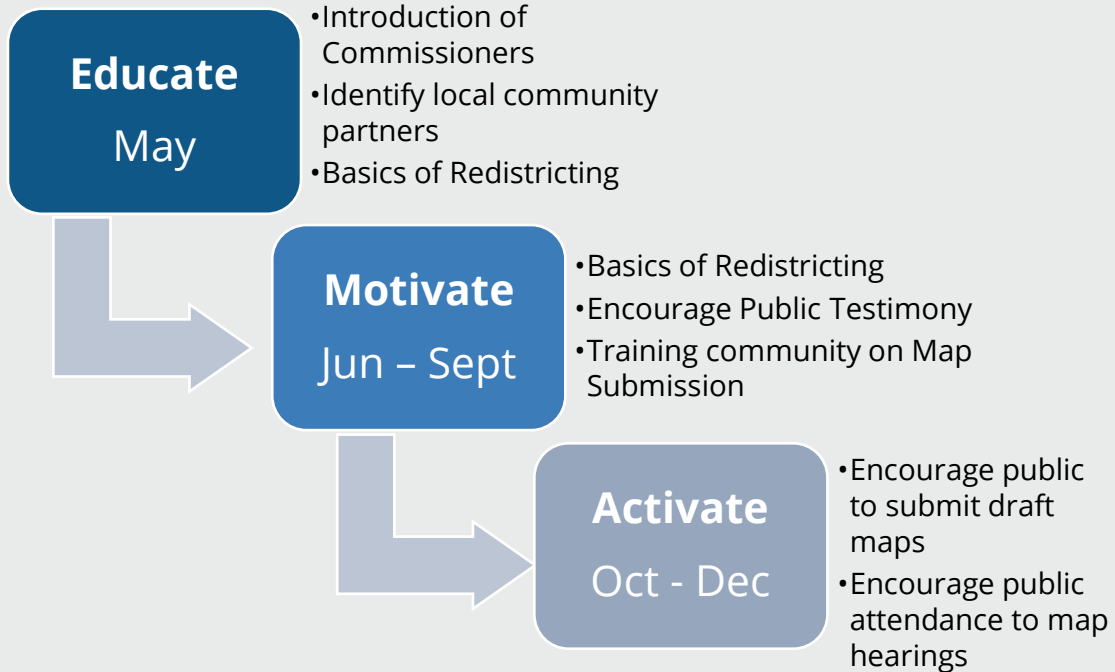
## Mapping Hearings (5 Stages)



Dates of Hearings will be updated pending Census Data Release

# Engagement Plan

## Phases of Engagement



## Methods of Engagement



### DIGITAL

Social Media  
City Newsletter  
PSA's



### TRADITIONAL

Postcards, Flyers, Posters  
Local News Outlet  
Advertisements  
Digital Billboards  
LB Transit Advertisement

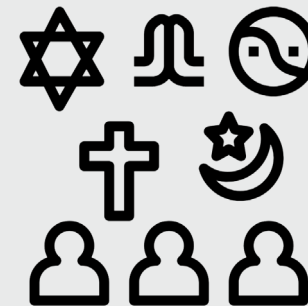
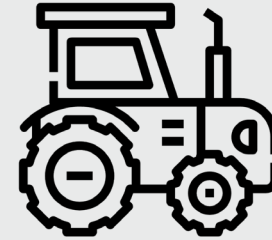
# Engagement Plan: Community of Interest

## 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 as a potential voting bloc in current or future elections

## How Can You Share?

- Attend a Meeting
- Fill out a COI Form: [http://bit.ly/2021RD\\_COI](http://bit.ly/2021RD_COI)
- Email us at: [redistricting@longbeach.gov](mailto:redistricting@longbeach.gov)



# Engagement Plan: Upcoming Outreach Meetings

Outreach Meeting Schedule	
District Specific Meetings	
June 2, 2021	District 1
June 23, 2021	District 2
July 7, 2021	District 3
July 14, 2021	District 7
July 21, 2021	District 6
July 28, 2021	District 8
August 4, 2021	District 5
August 11, 2021	District 9
August 18, 2021	District 4
September 8, 2021	Citywide Outreach Meeting

Please note these dates are still subject to change pending additional timeline updates to the 2020 Census data release, adoption of new legislation, or legal challenges.



# Engagement Plan: Outreach Meetings

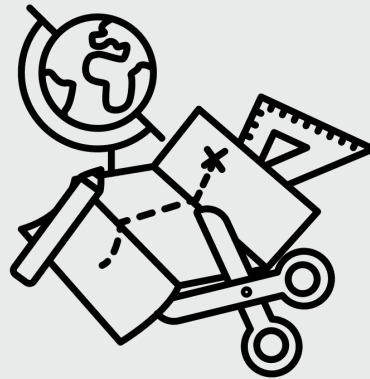
## District-Specific Meetings

There will be nine (9) Commission outreach meetings that are designed to engage residents in each City Council District in the City of Long Beach.

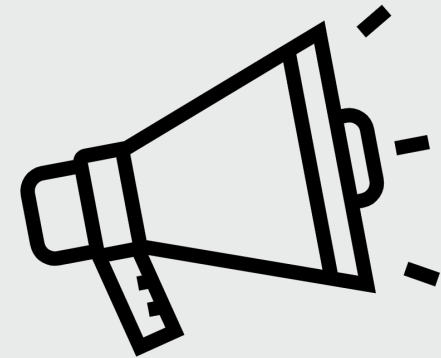
The purpose of the outreach hearings is to provide training on the Redistricting process and encourage community participation in the map drawing hearings.



Redistricting Information



Map Tool Training

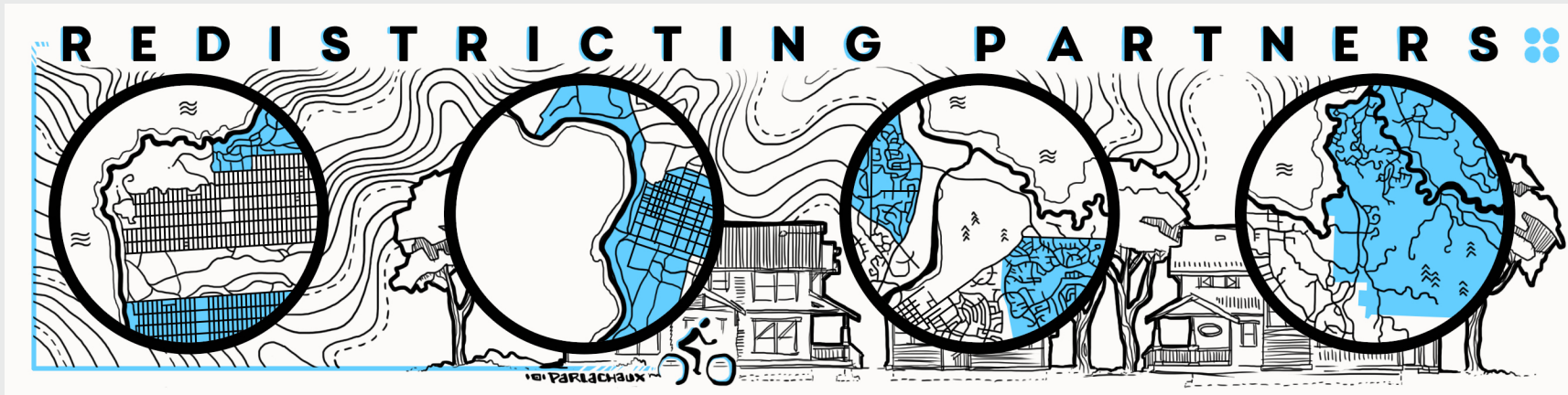


Public Testimony about your  
Communities of Interest

# How the Community Can Get Involved

1. Attend the Long Beach Independent Redistricting Commission Outreach Meetings
2. Complete the Community of Interest Form
  - Fill out the form online at: [http://bit.ly/2021RD\\_COI](http://bit.ly/2021RD_COI) **or**
  - Complete the PDF worksheet and return it by email to [redistricting@longbeach.gov](mailto:redistricting@longbeach.gov) or drop off/mail a hard copy to the Office of the City Clerk at 411 W. Ocean Blvd., Long Beach, CA 90802.
3. Map Your Community of Interest
4. Submit District Plans
5. Attend the Mapping Hearings
6. Subscribe for updates at: <https://bit.ly/RedistrictLB2021>

# Intro to Mapping Tool



# Next Steps: Attend the District-Specific Meetings!

## Wednesday, June 23, 2021

- District 2 – District-Specific Meeting
  - Meet the Entire Commission
  - Redistricting Basics
  - Map Criteria/Process
  - Map Tool Training
  - Give Public Testimony (Communities of Interest)

Outreach Meeting Schedule	
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September 8, 2021	Citywide Outreach Meeting

An aerial photograph of Long Beach, California, showing a dense urban landscape with various high-rise buildings, parking lots, and streets. The city extends to a coastline with a large harbor area. The image is overlaid with a semi-transparent green gradient that fades from the top left towards the bottom right.

# Thank You

**Bradley Bounds II, Redistricting Program  
Specialist**

**[Bradley.Bounds@longbeach.gov](mailto:Bradley.Bounds@longbeach.gov)**



# Participate in the Redistricting Process!

## How to Get Involved

### During a Public Meeting

Members of the community are encouraged to sign up to speak on an agenda item by completing an online form or calling the Office of the City Clerk. The sign-up form closes at noon (12:00 p.m.) the day of the Long Beach Independent Redistricting Commission meeting.

To best address the Commission, it is recommended members of the community identify the following:

1. Their name and where they live;
2. The location that is the subject of their public comment; and
3. If they have submitted any maps or a Community of Interest ("COI") form, provide the name of the community (on the COI form) and/or map code (each map submitted is assigned a code).

Members of the community who signed up to speak utilizing the services of a translator pursuant to the City's Language Access Policy or accommodation pursuant to the American Disabilities Act shall have double the allotted speaking time. To request a translator for public comment, first sign up to speak, then call the Office of the City Clerk at 562-570-6101 to request a translator. A Spanish translator will be available at all Commission outreach meetings.

### Electronically

Members of the community can also provide input to the Commission electronically through the following methods:

- Submitting written comments by email to [redistricting@longbeach.gov](mailto:redistricting@longbeach.gov)
- Submitting an eComment on the City's Agendas & Minutes Calendar Website
- Submitting an online Community of Interest Form on the Redistricting Website
- Submitting a Community of Interest Map on the Redistricting Website

### In Writing

Members of the Community can mail paper documents or a printed copy of your Community of Interest form to:

Office of the City Clerk  
411 W. Ocean Blvd.  
Long Beach, CA 90802

If you have questions regarding these procedures, please contact the Office of the City Clerk by phone at (562) 570-6101 or by email at [cityclerk@longbeach.gov](mailto:cityclerk@longbeach.gov)

