



Council District 2

Community of Interest Outreach Meeting

June 23, 2021



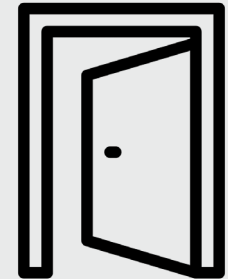
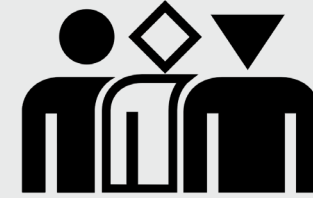
AGENDA

- Redistricting Basics
- Mapping Criteria and Process
- Engagement Plan
- Map Tool Demonstration
- Public Testimony on Communities of Interest

Redistricting Basics: What is the IRC?

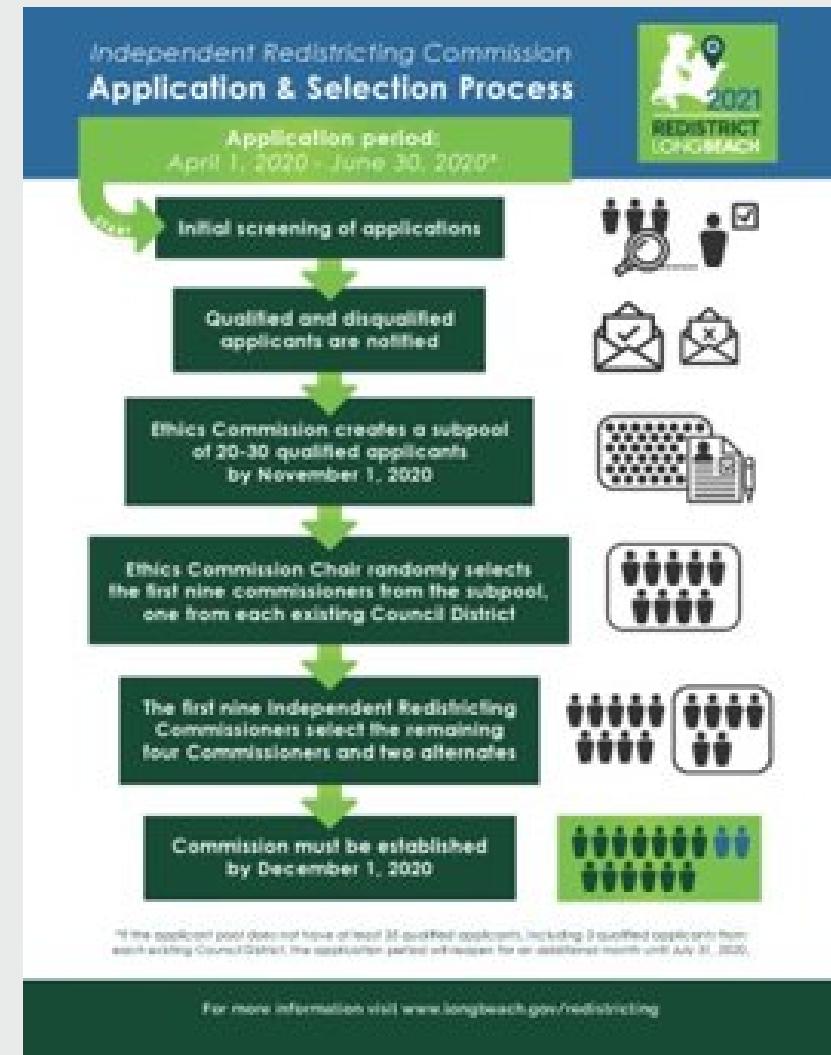
Our Community, Our Voice

- 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: 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

What is Redistricting?

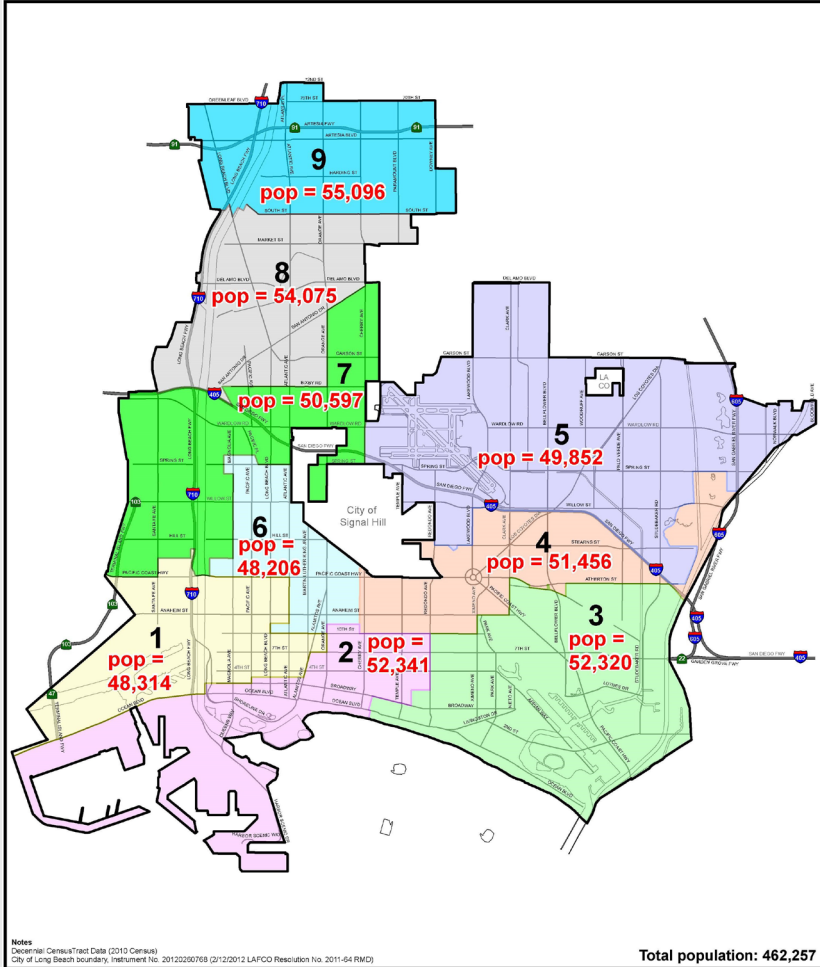
- Redistricting is the process of adjusting district lines every 10 years after the release of the U.S. Census

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: 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** - The geographic integrity of a community of interest should be respected in a manner that minimizes its division.
- 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

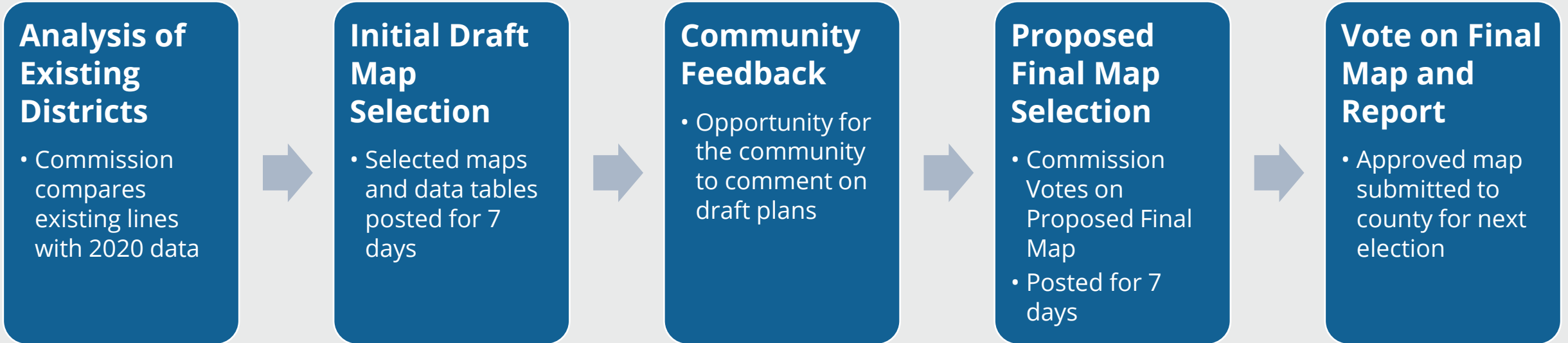
Mapping Criteria and Process

Milestone	Timeframe
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

Timeframe will be updated pending Census Data Release

Mapping Criteria and Process

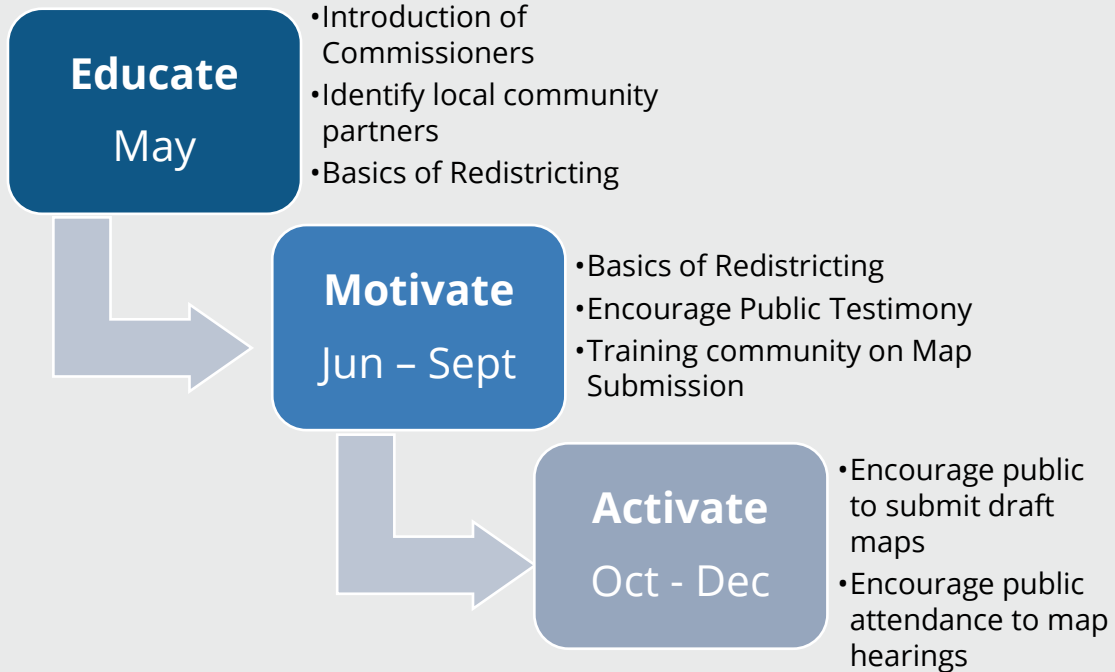
Mapping Hearings (5 Stages)



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

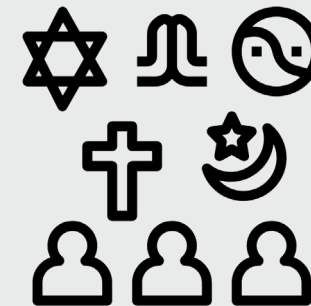
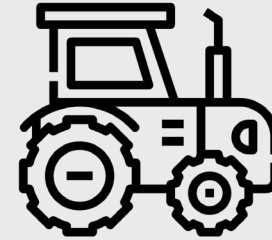
Engagement Plan: Community of Interest

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

How Can You Share?

- Attend an Outreach Meeting
- Fill out a COI Form: http://bit.ly/2021RD_COI
- Email us at: redistricting@longbeach.gov



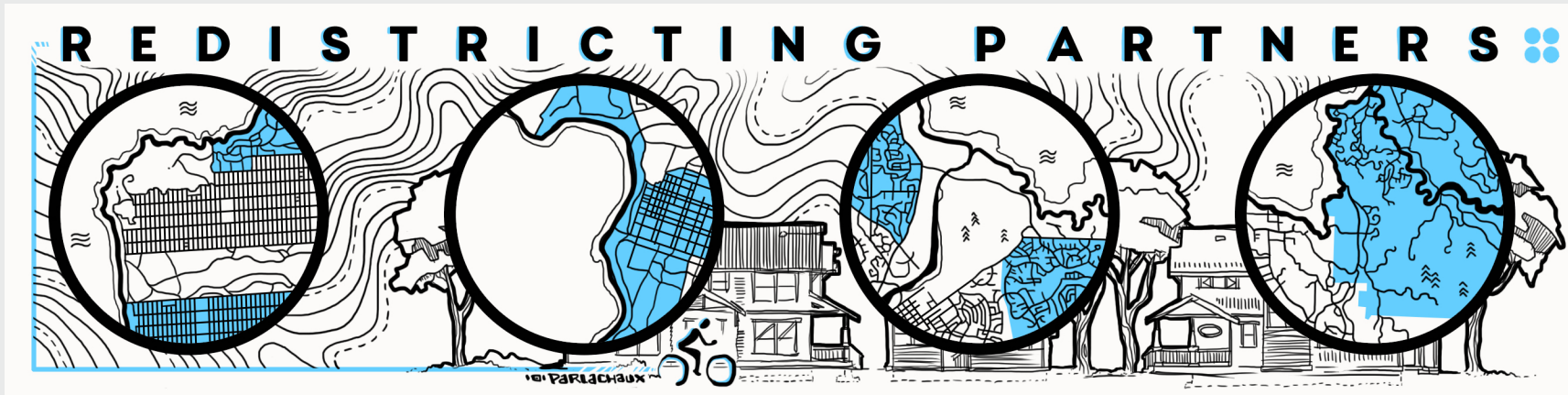
Engagement Plan: Upcoming Outreach Meetings

Outreach Meeting Schedule	
District Specific Meetings	
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

Subscribe for updates at: <https://bit.ly/RedistrictLB2021>

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.

Intro to Mapping Tool



How the Community Can Get Involved

1. Complete the Community of Interest Form
 - Fill out the form online at: http://bit.ly/2021RD_COI **or**
 - Complete the PDF worksheet and return it by email to 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.
2. Map Your Community of Interest
3. Attend the Fall Mapping Hearings
4. Subscribe for updates at: <https://bit.ly/RedistrictLB2021>
5. Attend Upcoming Meetings the Long Beach Independent Redistricting Commission Outreach Meetings
 1. Established community groups and organizations will have an opportunity to present their Communities of Interest during a September (9/8 or 9/23) meeting.

Schedule of Upcoming Meetings

Next Meeting – Council District 3

- Wednesday, July 7, 2021
- 6:00 PM

Subscribe for updates at:
<https://bit.ly/RedistrictLB2021>

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

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**

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