



CITY OF LONG BEACH

OFFICE OF THE CITY MANAGER

R-15

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July 5, 2011

HONORABLE MAYOR AND CITY COUNCIL

City of Long Beach

California

RECOMMENDATION

Receive and discuss redistricting of City Council districts and provide direction to staff on the redistricting option released for public comment. (Citywide)

DISCUSSION

At the June 7, 2011 City Council meeting, the City Council voted to release a map (attached) for public comment and request that staff return to the City Council on July 5, 2011 for further discussion. On June 10, 2011, City staff released and posted the map on the City's redistricting website at www.longbeach.gov/redistricting. The City has provided an online public comment feature on the website that the community can use to provide direct written comments to the Mayor and City Council. A copy of the responses received thus far is attached.

City staff is requesting direction from the City Council on the next steps for redistricting. The City Council may take the following actions:

1. Approve the map as the final redistricting map and direct the creation of the official ordinance describing the new boundaries;
2. Provide direction through a motion to change or modify the map; or
3. Provide other direction as appropriate.

This matter was reviewed by Chief Assistant City Attorney Heather Mahood and by Budget Management Officer Victoria Bell on June 23, 2011.

TIMING CONSIDERATIONS

In order for the redistricting Ordinance to take effect in August 2011, City Council action is required on July 5, 2011.

FISCAL IMPACT

There is no fiscal impact or local job impact associated with this recommendation.

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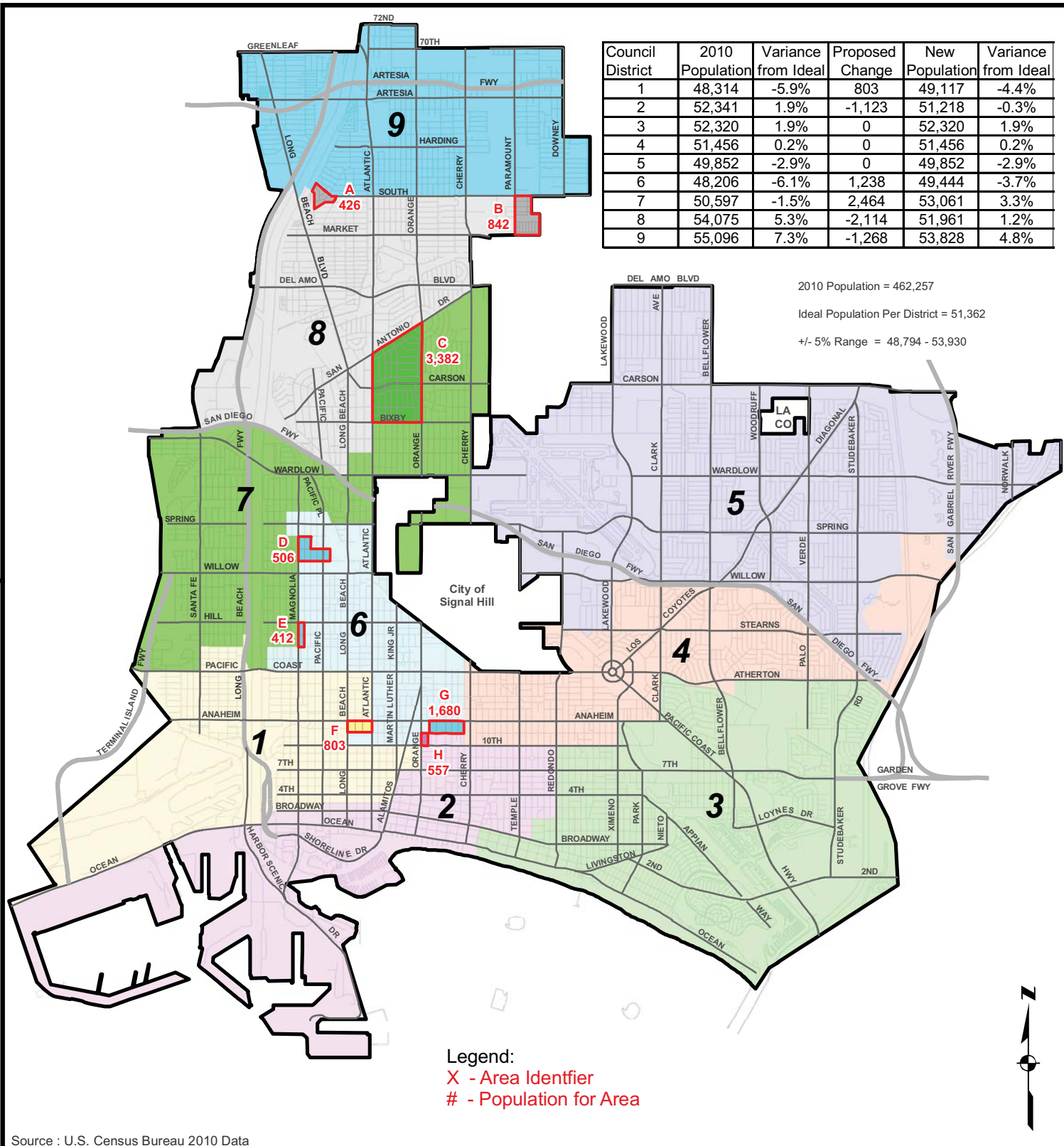
SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

PATRICK W. WEST
CITY MANAGER

Attachments: Redistricting Map for Public Comment
List of Website Comments Received



Source : U.S. Census Bureau 2010 Data



Department of
Technology Services GIS

City Council Districts

Proposed Redistricting Plan

City of Long Beach, California

Disclaimer
This map of the City of Long Beach is intended for informational purposes only. While reasonable effort has been made to ensure the accuracy of the data, The City assumes no liability or damages arising from errors or omissions. This map is provided without warranty of any kind. Do not make any business decisions based on this map before validating your decision with the appropriate City office.

PROPOSED REDISTRICTING PLAN

- This option utilizes South Street as the District 9 border. The neighborhood south of South Street and east of Paramount Blvd. would be moved into the 8th District, as would the neighborhood south of South Street (between DeForest and Daisy).
- In the current 8th District, the neighborhood south of San Antonio to Bixby (from Atlantic to Orange) would be moved from the 8th District into the 7th District.
- In Districts 6 and 7, Magnolia is established as the dividing line creating a clear line up to 29th Street.
- In the current 6th District, the neighborhood from Anaheim to 11th Street between Long Beach Blvd. and Atlantic would move from the 6th District to the 1st District.
- In the current 2nd District, the neighborhood from Anaheim to 11th Street between Mahanna Ave. and Gardenia Ave. would move from the 2nd District to the 6th District, while the area between 11th Street and 10th Street and Orange Ave. to Almond Ct. would move from the 6th District to the 2nd District.

Proposed Redistricting Plan Demographic Change (as percent of population)

Council District	Total Population		Hispanic		White		Black		Asian		American Indian		Pacific Islander		Other		2 or more	
	Before	After	Before	After	Before	After	Before	After	Before	After	Before	After	Before	After	Before	After	Before	After
1	48314	49117	64.5	64.2	11.9	11.9	13.9	14.0	6.3	6.7	0.4	0.4	0.8	0.8	0.2	0.2	1.9	1.9
2	52341	51218	38.4	38.2	34.6	35.1	13.4	13.4	9.4	9.1	0.4	0.4	0.4	0.4	0.3	0.3	3.1	3.1
3	52320	52320	15.0	15.0	69.9	69.9	3.6	3.6	7.4	7.4	0.3	0.3	0.2	0.2	0.3	0.3	3.3	3.3
4	51456	51456	35.9	35.9	33.2	33.2	11.2	11.2	15.5	15.5	0.3	0.3	0.4	0.4	0.4	0.4	3.3	3.3
5	49852	49852	19.8	19.8	63.9	63.9	3.4	3.4	8.2	8.2	0.3	0.3	0.5	0.5	0.2	0.2	3.7	3.7
6	48206	49444	54.9	54.8	5.1	5.5	17.0	16.8	19.8	19.9	0.2	0.2	1.1	1.0	0.2	0.2	1.7	1.7
7	50597	53061	37.0	35.7	17.9	19.7	15.4	15.6	24.4	23.7	0.2	0.3	1.8	1.8	0.2	0.2	3.0	3.1
8	54075	51961	43.8	45.5	17.7	15.8	19.7	19.7	13.6	13.8	0.3	0.3	2.0	2.1	0.2	0.2	2.8	2.7
9	55096	53828	58.1	58.4	9.5	9.2	18.6	18.7	9.3	9.1	0.2	0.2	2.4	2.4	0.2	0.2	1.7	1.7

REDISTRICTING: Long Beach City Council Districts
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Comment Number	Comment Date	District you live in:	District you want to comment on:	General Comments:	First Name:	Last Name:
1462014486	6/21/11	District 8	District 7	There is no reason for the redistricting of 8 into 7, at all.	JOSEPH	CROOM
1461987684	6/21/11	District 8	District 8	I am completely against the redistricting of any portion of districts 7 and 8.	KAREN	MAYER
1461130750	6/21/11	District 8	District 8	The idea that James Johnson wants to promote as, unifying the Bixbys is just stupid. Why in the world would the council vote to create a new boundary for the 8th district that would physically split the business district on Atlantic Ave between Bixby Rd. and San Antonio Ave down the middle? As a resident and a business owner in the 8th district, I strongly oppose this action. If the residents of the proposed new boundaries are not heard and suddenly inherit a new council person, he had better be prepared to lose his next election. Many of us will be protesting his next library reading event on First Fridays that promotes both sides of Atlantic Ave.		
1460887639	6/20/11	District 8	District 8	James Johnson's claim to reunite Bixby Knolls is true "misinformation". Bixby Knolls has always been in Dist. 8. This proposal gives the distinct impression of a power grab. To annex Bixby Knolls and its viable business district is nothing more than a move to claim for Dist. 7 what rightfully belongs in Dist. 8. Furthermore, B.K. citizens want and deserve a Representative who lives in the area; who knows the concerns of the residents and is able to address these concerns with knowledge and first hand experience. Dist. 7 is a sprawled out district in which the residents of Bixby Knolls do not want to join.	Donald and Mildred	Carr

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1459460546	6/19/11	District 8	District 8	<p>I am not in favor of dividing the Atlantic corridor and essentially segregating the area between Carson to Bixby and Atlantic to Orange to District 7. I grew up in the California Heights-Chateau Thierry area from 1963-1979, downtown Long Beach from 1980-1984, the Bixby Knolls area from 1985-1991, and currently the Rancho Los Cerritos/Virginia Country Club area from 1992 to the present. As a long time resident of Long Beach and District 8, the current re-districting proposal would undermine the cohesiveness of the greater 'Bixby Knolls' area. I would have great concern in having two council people represent our area, potentially creating division amongst residents and businesses by proposing opposite agendas in the name of 'greater good' for what each believes the people who live in this area want. I would also have a concern that residents in the area would have trouble identifying their appropriate councilperson for issues affecting the overall neighborhood or having those issues addressed timely or even at all, if their issue was mis-directed to an incorrect district. I would also have a concern that there would be two council people when trying to get things done for the area. The Atlantic corridor has (finally and) recently had a resurgence of neighborhood support in the businesses. It's been a long, long time coming and one that I'm glad to finally see happen. What happens on the east side of Atlantic greatly affects the residents and businesses to the west, how our neighborhood is perceived, real estate prices, etc. Dividing us, the residents-- into two distinct districts would not give us a large enough voice and it would only serve in the mid-long term to be divisive in support of our respective councilperson's agenda, should this happen. The greater 'Bixby Knolls' area needs to remain intact in District 8 and be represented by one councilperson, one that has the 'greater good' in mind for residents and business people on both sides of Atlantic. I hope you consider my comments and vote to NOT redistrict/split up the Bixby Knolls/Cal Heights/Los Cerritos community. Thank you.</p>	Connie	Hughes

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1459424592	6/19/11	District 7	District 7	I would like to see the redistricting happen. I applaude our new councilman James Johnson as he is trying to bring businesses to the 7th district. If this helps him with this goal, good.	Patricia	Turner
1458951373	6/18/11	District 8	District 7	Tell Councilmember Johnson to leave the 8th district in tact. He has enough on his plate and will only divide the community.		
1457718115	6/16/11	District 8	District 8	I feel this is an outrage! There are plenty of ways to proceed with this - but where is the input from our district? Doing nothing is an option - splitting the heart of Bixby Knolls and the heart of the business district is not an option, it is inexcusable.		
1456310345	6/15/11	District 5	District 6	Since District 6 already borders on Signal Hill, why doesn't District 6 (rather than District 7) have the area surrounded by Signal Hill south of Wardlow?	G.G.	Richardson
1456304629	6/15/11	District 5	District 4	Why is the Eldorado Park area on the city's far east side included in District 4 rather than District 5? Wouldn't it make more sense to have the Recreation Park area rather than Eldo park area in District 4?	G.G.	Richardson
1456161498	6/15/11	District 7	District 7	I understand only ONE map was approved by the council to be discussed with the public. What does this say for a sincere attempt at the integration of public comment? Will other maps be considered? When and where are the public meetings? to my knowledge only the 9th and 8th district had meetings and the communities most impacted have not been consulted.	Tonia	Uranga

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1452261335	6/11/11	District 8	District 7	We do not want to be in the 7th. District. This map excludes the best candidate for Council office in the 8th. District and this would eliminate him. Also, we would not be able to vote in the 2012 election.	Wilma and John	Oppenheim
1451893444	6/10/11	District 5	District 4	If District 4 moved back up to Willow Street going East to the County line, District 6 could move East to Redondo and District 7 could move East to Pacific, This would alleviate the pressure for District 7 to move North and leave 8 as much as it is as possible. The communities South of Willow were in the 4th before and fit better. The idea that the 3rd, 4th and 5th don't have to change needs to be reviewed.	Ron	Nelson

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1450822758	6/10/11	District 7	District 7	<p>As a resident of the 2700 block of Eucalyptus, I take pride in living on one of the nicest, most kept-up blocks in our neighborhood. While much of the North Wrigley neighborhood (north of Willow between Magnolia and Pacific) is decent, our block stands out as a particular jewel. This is a direct result of our historic inclusion in District 7 where we have long shared the same goals, resources, and leadership of neighborhoods including Bixby Knolls and California Heights. We owe much of our block's success to the support of James Johnson and Tonia Reyes Uranga before him. Council Redistricting Proposal #4 would eject our block from District 7 and relegate us to District 6, with which we have little in common. The vast difference in street surface quality and general neighborhood appearance between District 6 and 7 is painfully evident. Forcing our block into District 6 would disenfranchise a group of families that takes pride in their neighborhood and homes, and discount the investments we have made as a small community to create a Block of Pride over the past several decades. Maintaining the 2700 block of Euc District 7 would send a loud message to citizens from across our city that Long Beach leadership recognizes and appreciates the efforts of its citizens to maintain a shared environment of quality and pride of ownership. I fear that by forcing our block to District 6, we will be regretfully linked with neighborhoods stretching for miles to the east and south that do not share the same quality focus that our block has worked to build over the years. Sincerely, Andrew Downin District 7</p>	Andrew	Downin
1450572241	6/9/11	District 9	District 8	<p>I was appalled at the action that took place at the June 7th council meeting by Council person Johnson. He said that it was a move for the people but what I saw was a blatant power move to improve his district. Shame on you Council Person Johnson you are not for the people at all you are only for yourself.</p>		

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1450555540	6/9/11	District 6	District 7	During the last re-districting process(2001), then councilwoman, Laura Richardson gerrymandered our portion of the seventh district (Wrigley area) to her sixth district(Central). I would like for the city council to put our portion of the Wrigley district (3000 block of Chestnut) back into the seventh district. Dee Andrews of the sixth district has issues in his area that have nothing to do with the Wrigley district and I believe we do not receive good representation for our area. Please consider my proposal.	Rick	Hibbard
1450458755	6/9/11	District 8	City Wide	In general, the districts need to be more compacted as all the council offices are endorsing rather than allowing for more sprawl. Fix these problems now or they will only get worse. Even though it will mean some serious, but necessary, tweaks to each council district. Utilize the MOST compact lines without splitting up important business districts or neighborhoods - such as Bixby Knolls, downtown, 2nd street, etc. Anticipating growth is another important consideration. Rather than making such a convoluted mess of the 7th and 8th, why not clean up the boundaries all around? It will require some compromise by all, but the council districts need to share in this exercise. Just be mature, apolitical (for the best of the city) â€" stop paying favorites and stop punishing council members you donâ€™t like â€" because they are independent thinkers, and take care of business. That is what the public expects. Some obvious suggestions, that should be seriously considered and calculated out to the extent necessary: For the 9th: OK as proposed For the 8th: Keep north of the 405, preferably Wardlow, maybe even Bixb Move the 7th out of there. Allow the 4th or 5th to move west and north, where the 7th CD is now - after considerations for movements proposed in ALL other council areas. For the 7th: rather than gerrymandering into the 8th on the east side (that was never a natural move) stay south as much as possible. It would make more sense for the 4th or 5th to move into the area. The 7th should stay south of Carson, south of Bixby would be better, south of Wardlow better still and south of the 405 best of all, and make PCH or Anaheim the southern border, if necessary - moving east to Signal Hill. West of the I710 or LA River only it would	Laurie	Angel

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	6/9/2011 (cont.)	District 8 (cont.)	City Wide (cont.)	<p>make sense to go north of the 405, up to Del Amo, rather than crawling up and around the eastern edge north of the 405. However, the 7th would be more compact if it moved west and south of the 405 east of Signal Hill. For the 6th: Head south and east -south of Willow, Hill or PCH to allow for the 7th to be south of the 405. Move east using 10th as the southern dividing line. For the 5th: On the eastern side use the 405 as the southern border. East of Palo Verde, use Sterns as the southern boundary or use Palo Verde as the western border to Atherton. Take the port and airport out of the mix. Make them citywide assets as they are. If not, move the 1st into the port - remove the 2nd CD gerrymander, keeping west of Alamitos to the shore. For the 4th: Make the 405 the natural boundary, west of Lakewood, and Sterns or Willow south of the 405, the northern boundary to the eastern city limit to Signal Hill. Keep the 5th north of the 405 west of Palo Verde. The 4th could expand northward around Signal Hill. For the 3rd: Redondo or Temple could be the natural western boundary, all the way to the shore and north to Atherton to the eastern city limit. For the 2nd: Orange or Alamitos should be the natural western border, as the ocean should be the southern border. Will probably have to move east to Redondo, possibly Ximeno. For the 1st: Depending on the port, will have to move east, but would all the additional housing downtown would assume substantial residential growth over the next 5 years. I'll work on a sample map and send it in.</p>	Laurie (cont.)	Angel (cont.)
1449153228	6/8/11	District 5	City Wide	<p>Redistricting Criteria #7 states, "Splits in neighborhoods, ethnic communities and other groups having a clear identity should be avoided." The 4 alternatives splits the core of the Cambodian community, generally between PCH/7th and Alamitos/Redondo, between 4 council districts. What has been done to prevent splitting up this ethnic group?</p>	Ray	Pok

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1449148323	6/8/11	District 8	City Wide	Council, I reside on E Cartagena Street in the 8th district. I vehemently oppose any redistricting option that splits the core Bixby Knolls neighborhood from the Atlantic Avenue business corridor. Bixby Knolls and Atlantic Avenue rely on each other completely, and it makes absolutely no sense to separate them. This is far more important than reuniting the Bixby-area neighborhoods. Please do not consider any proposal that will split Bixby Knolls from Atlantic Avenue. Thank you, Justin Bovee	Justin	Bovee
1448797909	6/8/11	District 8	District 8	While I can honestly say that I'm not political, I feel that it would be extremely detrimental to divide the 8th district along Atlantic Ave. Since I've lived here the area has gone from having a blighted out-dated business district to an area with a positive neighborhood identity, as semi-hip, even in our minivans, and totally eclectic, diverse population that wants to have a neighborhood in which to shop and hang out. Dividing the district along Atlantic Ave. would only make it more difficult to continue that forward momentum.	Diane	Fruta
1448782153	6/8/11	District 8	District 7	I think all of Bixby Knolls should be moved to District 7. It would better unify the community and assist us in obtaining a better council person. The only area that the District 8 council person listens to is the Country club. So i would like another chance to get better representation and actually a person who will listen.	Steven	Cantrell
1448529829	6/8/11	District 8	District 8	Of course he will add something now... But MK's claim to fame and only accomplishment (if you can call it that) is his www.lbneighborhoodsfirst.org. It has not had ANY update since June 16, 2009! Dat-a-boy MK! Thanks for all you've helped out with on Atlantic along side BC (from the BIA) who really has delivered results. Maybe if MK gets the power of 8, we'll see a new nail salon every 2 or 3 years on the "ave". Will somebody please buy a house from him. Maybe he will not have to take this jobby job then.	The BK poonS GGOD	

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1448518828	6/8/11	District 8	District 8	Can we get back to the business of focusing on the 7th & 8th districts needs for revitalization? If our next leader is MK, I say give all of the 8th to JJ as well. God save the 8th from MK!	The BK poonS GGOD	
1448299051	6/8/11	District 4	District 4	I have difficulty believing the accuracy of percentages provided through (a census?) that proposes levity amongst all districts, when the County Recorder's website fails accuracy of our very own existence within the 4th District. ie. Entered our address info within the County Recorders website to determine Location<>District association, the results came back as though our address does not exists within the very district that we do belong within. Were's the accuracy in the figures and how can they be trusted? based on my recent findings. Link: http://rrccmap1.co.la.ca.us/imf/imf.jsp?site=District_Maps&qlyr=INCORPORATED_CITIES1&qry=Districtmapping.sde.INCORPORATED_CITIES1.ABBR='08LO004'&qhlt=true&qzoom=true&mapTitle=CITY OF LONG BEACH 4TH COUNCIL&abbr=08LO004 Use the locate button to enter the following as instructed: 4500 E. 14th St. Results show the address within the 4th District, but the site responds with it not being within.	Dan	Halverson

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1448127958	6/7/11	District 7	District 7	<p>The gerrymandering that was done in Northeast and Southwest Wrigley during the 2001 redistricting process is being perpetuated and not fixed during the current effort. District boundaries can, and should be, redrawn to honor natural neighborhood boundaries. 1. Southeast Wrigley between Pacific Coast Highway and Willow Street from Magnolia to the LA River should be part of the 7th District. 2. Northeast Wrigley between Willow and Spring Street from Magnolia to Del Mar/Blue Line Tracks should also be part of the 7th District. 3. The area from Spring Street to the 405 between Long Beach Boulevard and Atlantic Avenue should be redistricted from the 7th District to the 6th District. 4. The area from Spring Street to 31st Street from Del Mar to Long Beach Boulevard should also be redistricted from the 7th District to the 6th District. 5. The area east of Magnolia identified as E in Option 2 should be redistricted from the 7th to the 6th as proposed in Option 2; Area H should remain in District 1. 6. The narrow strip west of Cherry from the Signal Hill line to 10th Street should be redistricted from the 4th to the 6th. (Note: Area G in Option 2 stops at PCH but should be continued down to 10th.) 7. Area H in Option 2 should remain in the first District and be expanded to include the 6th District Area just south of it between Long Beach Boulevard and Atlantic Avenue. 8. The area south of Anaheim to 10th that is currently in the 2nd District should be redistricted into the 6th. The approach outlined above would honor the natural boundaries of Wrigley neighborhoods and allow the 6th the District to increase more than in the four Options presented by staff for City Council consideration. The 4th and 2nd Districts, despite being above the ideal number, were left out of consideration. The 7th District, which was under the ideal number, is once again being gerrymandered to satisfy political motives.</p>	Joan	Greenwood

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1448074964	6/7/11	District 9	District 9	In 1964, the Supreme Court ruled that districts in the state legislature must be as close to equal in population as possible. In 1968, they extended this ruling to include local municipalities. Recognizing that districts cannot be completely equal (down to each and every voter), the City Attorney's office has relied on case law to formulate an opinion that it is sufficient to be within 5% of the average for all districts. While this may be acceptable in cases where an attempt was made to balance all districts equally, I have trouble believing that there is a 5% "safe harbor" in our city under the circumstances. When the Long Beach City Council voted to avoid disruption by maintaining boundaries as close as possible to what they have been the last 10 years, they in essence were going against the mandate of the Supreme Court that they must strive to make them as equitable as possible. (In other words, they were saying we should resist the Court to the extent we could get away with it.) I doubt if the case law supports this thinking and must wonder if this approach would withstand a legal challenge.	Dennis	O'Hoyt
1447509245	6/7/11	District 8	District 8	I do not believe the 7th and 8th district lines should be changed to move Atlantic Ave into the 7th district. The Bixby Knolls Business Improvement Association has done a fabulous job improving life on Atlantic Ave. A lot of hard work has gone into bringing more businesses and recognition to the 8th district and it should not be altered so the 7th district benefits. If the discrepancies in population are in the 9th district, then their boundaries should change to move people into the 7th and 8th and everyone else stays the same. Residents take pride in the district they live in as well as being a resident of Long Beach. Change is a good thing however, it should be make sense for the majority and the options we are being offered do not.	Jane	Nadeau
1446931152	6/7/11	District 7	District 8	The present aliingment of 7th & 8th districts do not reflect their respective communités. Cal Heights and Bixby Highlands have no connection nor do they share the same environmental concerns(ie: The Airport and it's proposed expansion) as the Wrigley area residents of the 7th district. The council needs to look beyond the population and racial boudries they are attempting to address in the redistricting.	Rick	Meier

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1446844382	6/7/11	District 8	City Wide	After reviewing the maps and I must say I emphasize with the District 7 voters - especially voters on the east side of that district who have limited, other than City wide, similar issues and concerns with the west side of District 7. But my primary concerns are District 8. Redistricting Options #1 and #2 have the most potential because neither of these plans break up the Atlantic business district significantly. The Atlantic business district is just now very, very slowly growing and developing. This growth had been stimulated first by Jeff Kellogg when he was the representative and Ray Gabelich has continued to support development of businesses. The local business associations will continue, but a single voice on our City Council will benefit continued promotion of this challenged business district.	Barbara	Tidball
1446761952	6/6/11	District 8	District 7	As a potentially impacted resident on district 7, I have no problems with redistricting option #4 and would support that option. Thank you.	Naomi	D
1444538441	6/4/11	District 6	District 6	For many ,many years I lived in the 7th district. I always felt like I was represented....Then they "redistricted" me into the 6th district. I only feel "represented" when someone is running for my district and wants my vote.The rest of tihe time I am forgotten. When voting was going on....no one knew where we were supposed to vote. The address on our sample ballots was wrong, Birney School, where we had been voting for 20 years(and is 1/2 block from my house) is no longer in "my district" so they couldn't help.I drove around to different places that I was told to check for an hour, and FINALLY found a place to cast my vote. I now vote by mail because that was totally screwed up. I live in 2900 block of Daisy Ave...Please put us back into the 7th district...Wrigley...ALL of Wrigley should be in ONE district!	Susan	Brasch
1433277524	5/24/11	District 8	District 8	Please do your best to maintain community boundaries. Many of the criteria overlap, but the community boundaries should be #1 after absolute legal requirements.	Bob	Gill

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1421752435	5/15/11	District 8	District 8	who is my librarians for my district, and parks and recreation along ith who is the Public work person names?	Benita	McGlothen
1406917284	5/3/11	District 5	District 5	I hope the City will consider redefining the lines between the 4th & 5th district, I think the 4th District should extend along Willow to as far needed east to off set the finger which covers the area east of Studebaker along the San Gabriel Riverbed. It seems to me that these would represent more uniform lines.	Ron	Beeler
1406916416	5/3/11	District 7	District 7	We are in the Gerrymandered sliver of Cal Heights that receives little recognition in comparison to Wrigley. We provide money to candidates, but receive no benefit from our representation. Bordered on the North by the 8th District and on the South by Signal Hill, we are plagued by MedPot shops on the Wardlow (six at one time!), liquor stores, and a smoke shop. Atlantic gets redevelopment money and traffic gets pushed to Orange Ave. Atlantic gets resurfacing and three new stoplights and we are told we will not get a traffic light. It would be better if we were placed in the 8th District as it is contiguous on the north side. But at least we are not in the 4th which is a blatantly gerrymandered district. And let's get rid of race based districts. I should not be judged by my race and political leaders should not pick us on this basis! We all have common needs--fix the roads, cover graffitti, pay for police. I should be treated the same as anyone else. Yes, I am a minority but am tired of being used by politicians who claim to represent me.		

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james.johnson@longbeach.gov, suja.lowenthal@longbeach.gov
Cc: tom.modica@longbeach.gov
Date: 05/26/2011 05:28 PM
Subject: Posted on LBPost 5/26/2011

I attended and spoke at the council meeting last Tuesday. As an resident and candidate for the 8th district in the upcoming election I certainly don't want to see my neighborhood moved into another district. I have looked at the census data and maps. Long Beach's total population has grown less than .2%, some 735 people since the last census. Bottom line is that the city need not do anything. The +-5% is merely a guideline. The city attorney called it a "safe harbor". What staffers and council need to be asking is why have the districts fallen outside the 5% range, suggesting redistricting may be necessary. There has not been any new residential development to speak of in the 9th or 8th districts, or city wide for that matter except in 1st and 2nd districts. And if they look at current vacancy factors district wide they will find the highest vacancy rates are in the 1st and 2nd while among the lowest are the 9th and 8th. What does that tell you? With our challenging economy residents have relocated into more affordable housing with many now sharing housing with families and friends while weathering the storm. I say lets save ourselves a bunch of time and money in re-drawing council lines, breaking up neighborhoods and keep the districts intact as they now exist. All council has to do is justify the reasons (as stated above) for no change.

**Business Improvement District**

Junipero to PCH & 11th to 14th Streets

June 6, 2011

Mr. Pat West
Long Beach City Hall
333 W. Ocean Blvd. 14th floor
Long Beach, California 90802

Dear Mr. West:

As the city moves forward with its city council redistricting plans, the East Anaheim Street Business Alliance, representing nearly 600 businesses in the city of Long Beach, strongly supports retaining current 4th and 3rd City Council District boundaries along the Anaheim Corridor as much as possible so that our growing business coalition may continue to be ably represented at City Hall. We understand that there are requirements within the redistricting process to keep neighborhoods and alliances in the same districts and we support doing that.

After more than two years of hard work, EASBA finally established a formal Business Improvement District (BID) in 2010, thanks in large part to strong support and guidance from Council Members Patrick O'Donnell and Gary DeLong. Currently, our business district - and all of our member businesses lie within the 3rd and 4th Council Districts. We strongly desire for this to remain so.

We recently launched a multifaceted campaign promoting our vibrant business district and the historic Zaferia Village, where many member businesses operate. Redistricting, however, could force a change to our organization's long-term marketing plans.

We have built a solid, mutually-beneficial relationship with Council Members O'Donnell and DeLong over the years; we hope to continue working with them and their future successors as an integral part of the East Anaheim Corridor for years to come.

Sincerely,

Rod Wilson
President

Ken Buck
Treasurer

Carl Dene
Board Member

Lee Vieira
Vice President

Lorie Stack
Secretary

Renee Kim
Board Member

Jan Ward
Board Member

Transforming East Anaheim Street in Long Beach

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