

# 2021 Redistricting

CITIZEN POLICE COMPLAINT COMMISSION  
June 10, 2021

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# Redistricting 101

## What is Redistricting?

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

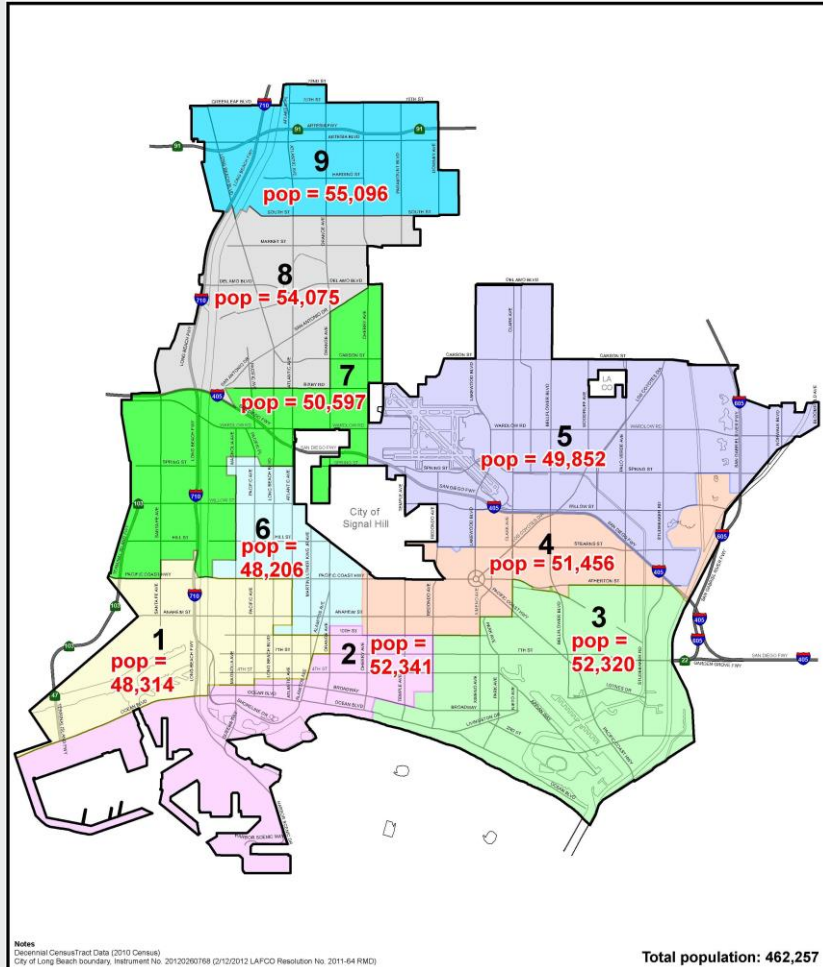
## Why is it Important?

- 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 in the 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

## Significance

Established to place the line adjustment process into the hands of community. To create map for your community, using your voice.

# 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



**Sevly Sngun**  
CD 9



**Melody Osuna, Alt.**  
CD 8



**Josias Gonzalez, Alt.**  
CD 3

# IRC Business and Training



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



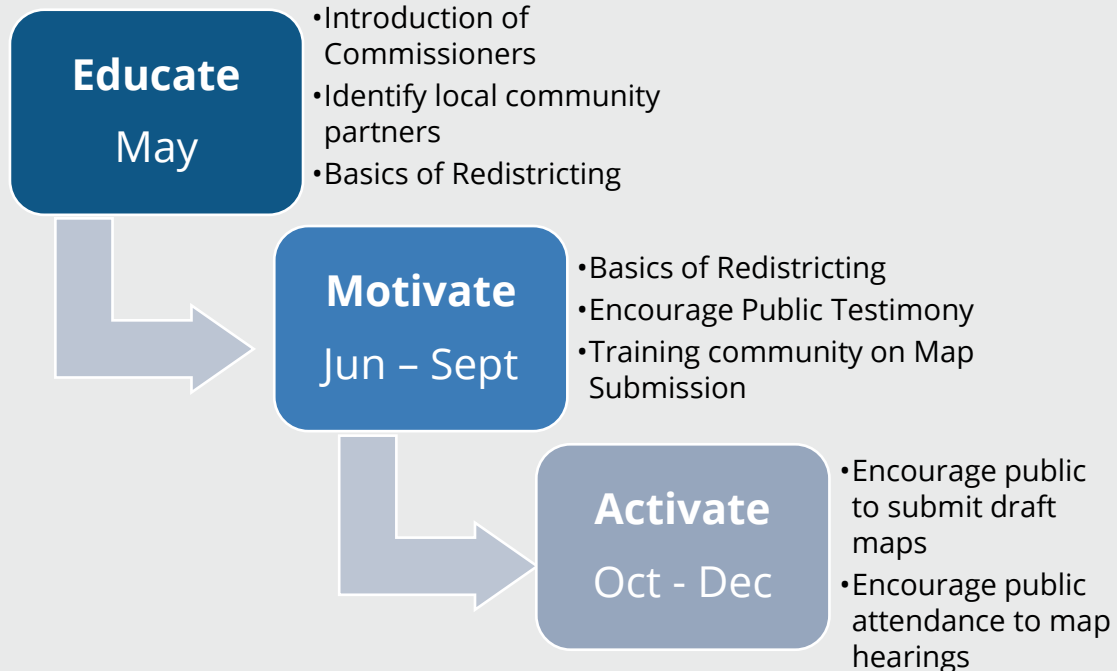
- Redistricting Fundamentals
- Communities of Interest
- Demographics & Geography of Long Beach
- Map Tool Training



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

# Redistricting 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

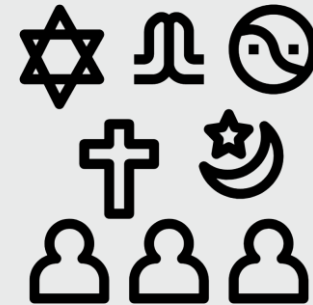
# Community of Interest (Motivate Phase)

## What is a Community of Interest (COI)?

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)
- Submit a COI Map



# Upcoming Outreach Meetings – 6 PM

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

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



# Outreach Meetings

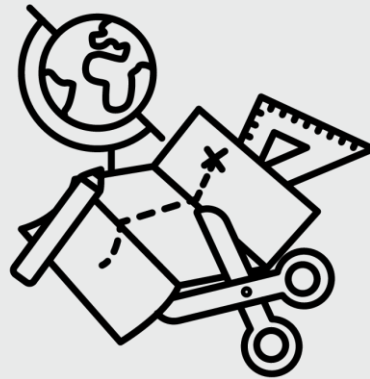
## District-Specific Meetings

Starting at 6 PM there will be nine (9) Commission outreach meetings that are designed to engage residents in each district in the City of Long Beach.

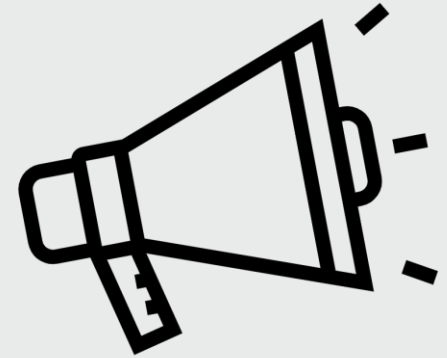
The purpose of the outreach hearings is to provide training on the Redistricting process and encourage community participation in the map drawing hearings.



Redistricting Information



Map Tool Training



Public Testimony about your  
Communities of Interest

# How Can the Community Participate?

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
  - Available: June 2, 2021
  - Example of Tool using Santa Monica:  
<http://www.longbeach.gov/redistricting/resources/videos/>
4. Submit District Plans
5. Attend the Mapping Hearings

# How Can You Help Spread the Word?

## 6 Things You Can Do to Spread the Word About 2021 Redistricting

1. Follow the City of Long Beach on Facebook, Twitter, and Instagram
2. Use hashtag **#RedistrictLB2021** to amplify promotion on your social platforms
3. Utilize our 2021 Redistricting Social Media Toolkit
4. Include 2021 Redistricting information in newsletters or email blasts
5. Encourage people in your network to get involved
6. Subscribe for updates at: <https://bit.ly/RedistrictLB2021>

**Contact:**  
**Patty Aleman**  
**2021 Redistricting Communications Coordinator**  
[Patricia.Aleman@longbeach.gov](mailto:Patricia.Aleman@longbeach.gov)

An aerial photograph of Long Beach, California, showing a dense urban landscape with various high-rise buildings, parking lots, and a waterfront area with ships. The image is overlaid with a green gradient that fades from the left to the right, where the text is located.

# Any Questions?

**Bradley Bounds II, Redistricting Program  
Specialist**

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