



2021 Redistricting

SUSTAINABLE CITY COMMISSION
June 24, 2021



Redistricting 101

What is Redistricting?

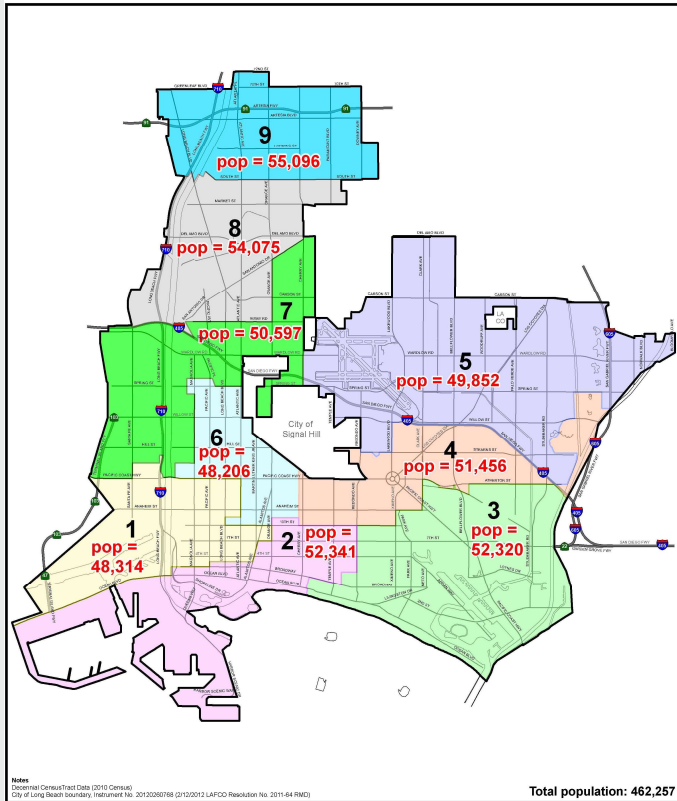
- Redistricting is the process of adjusting district lines every 10 years after the release of the U.S. Census

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 Sngoun
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



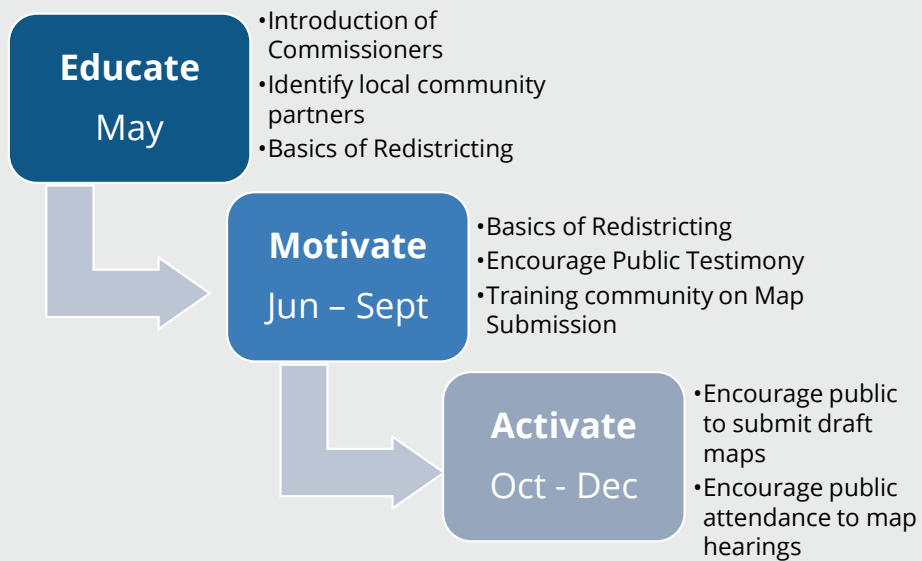
- Redistricting Fundamentals
- Communities of Interest
- Demographics & Geography of Long Beach
- Map Tool Training



- 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

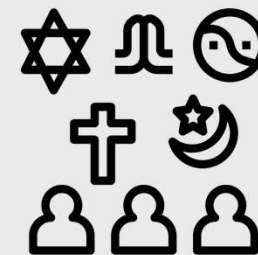
Community of Interest (Motivate Phase)

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

How Can You Share?

- Attend an Outreach Meeting
- Fill out a COI Form: http://bit.ly/2021RD_COI
- Submit a COI Map



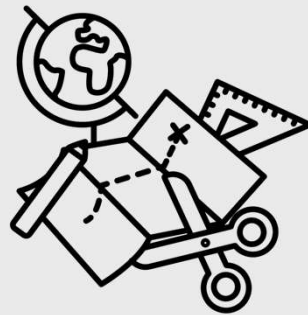
Community of Interest Outreach Meetings

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.

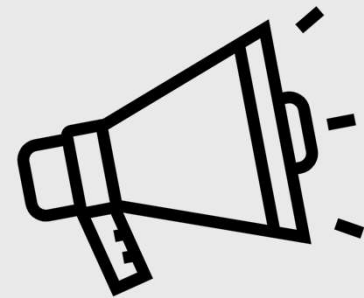
The purpose of the outreach hearings is to provide training on the Redistricting process and encourage community participation in the map drawing hearings.



Redistricting Information



Map Tool Training



Public Testimony about your
Communities of Interest

Upcoming Outreach Meetings – 6 PM

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>

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 **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.
3. Map Your Community of Interest
 - Available at: <https://bit.ly/2021LBMappingTool>
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

An aerial photograph of Long Beach, California, showing a dense urban landscape with various high-rise buildings, parking lots, and a large body of water (the harbor) in the background. The image is partially covered by a green gradient that fades into white on the right side, where the text is located.

Any Questions?

**Bradley Bounds II, Redistricting Program
Specialist**

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