

DISTRICT ELECTIONS PUBLIC HEARING

CITY COUNCIL
MEETING

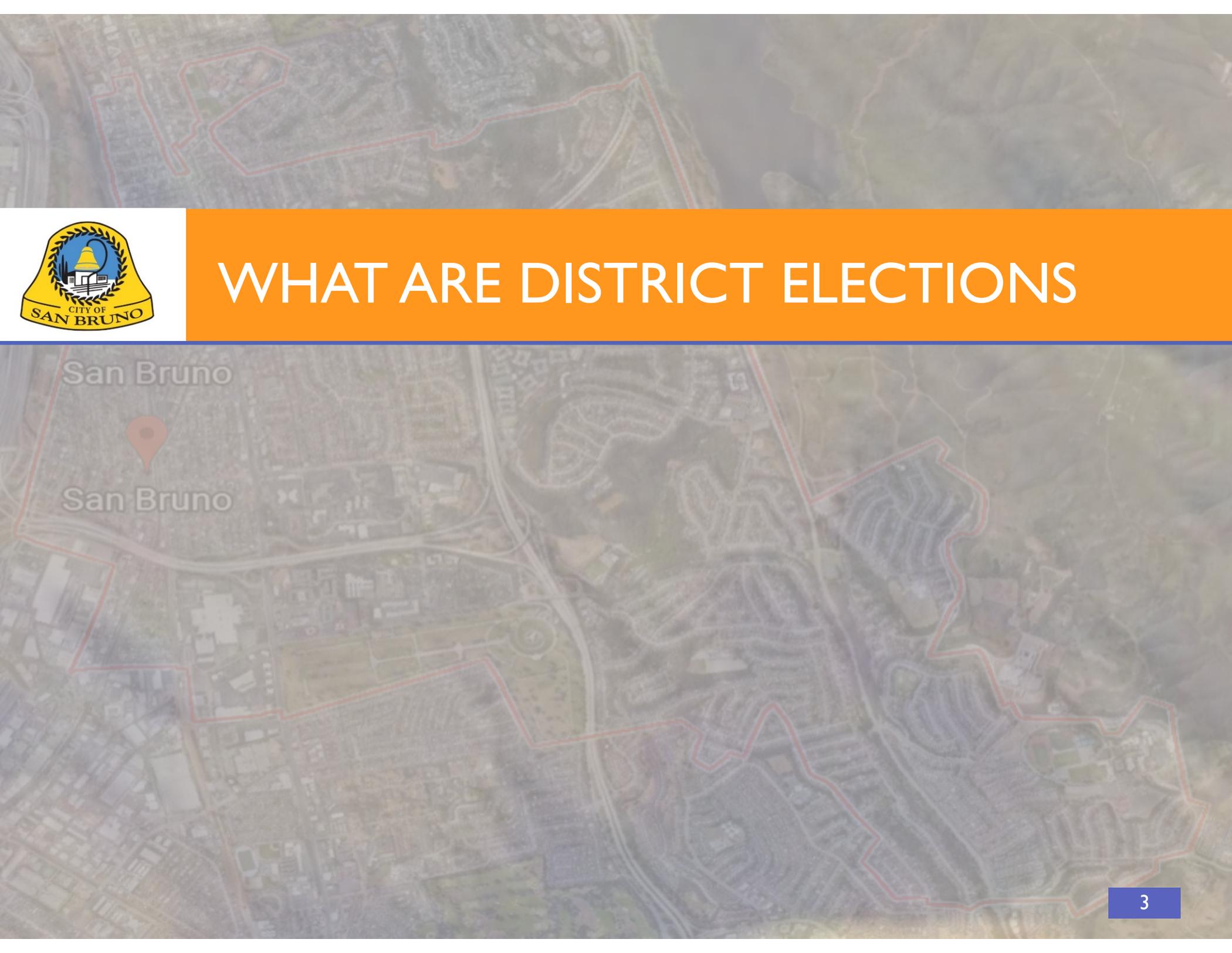
Jovan D. Grogan, City Manager and
Project Team:
NDC | Tripepi Smith

September 28, 2021



Agenda

- I. What are District Elections?
- II. Project Team Introductions
- III. NDC
 - I. Demography and Process Update
- IV. Tripepi Smith
 - I.  Communications and Outreach
- V. Questions and Discussion



WHAT ARE DISTRICT ELECTIONS



San Bruno

San Bruno



District Elections for the City of San Bruno

districtingsanbruno.org

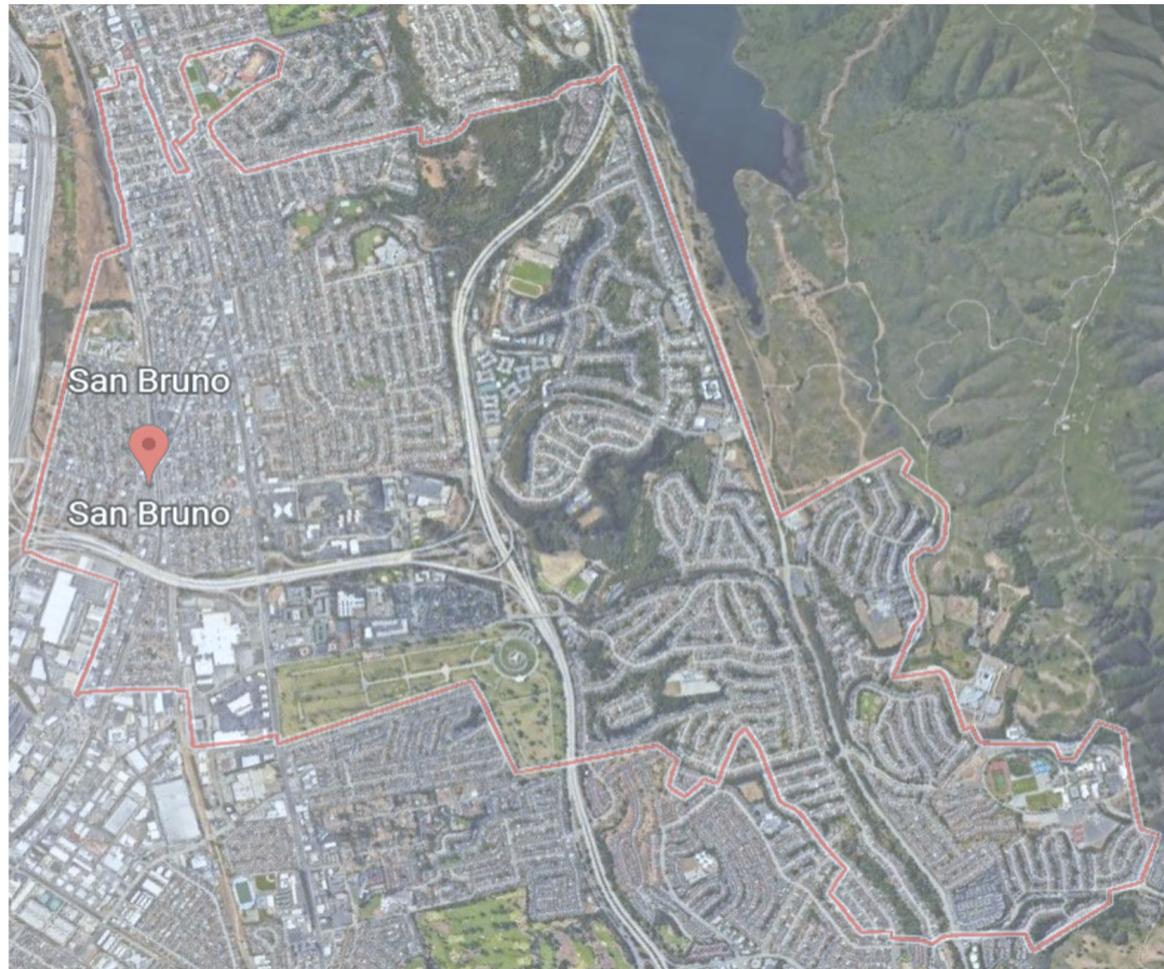
- ▲ The City of San Bruno is making a change to how voters elect the San Bruno City Council, along with hundreds of cities and school districts across the state undergoing similar changes.
- ▲ This will replace the current system of at-large citywide elections in which voters have the ability to vote for all five City Council Members.
- ▲ One of our primary goals when drawing San Bruno City Council districts is to draw lines that respect neighborhoods, geographical elements, and other factors as required by law.
 - So we want to know: What do you consider the boundaries of your neighborhood?

District Elections for the City of San Bruno



districtingsanbruno.org

We need your help to make this change
and draw new City Council districts!





PROJECT TEAM INTRODUCTIONS

San Bruno

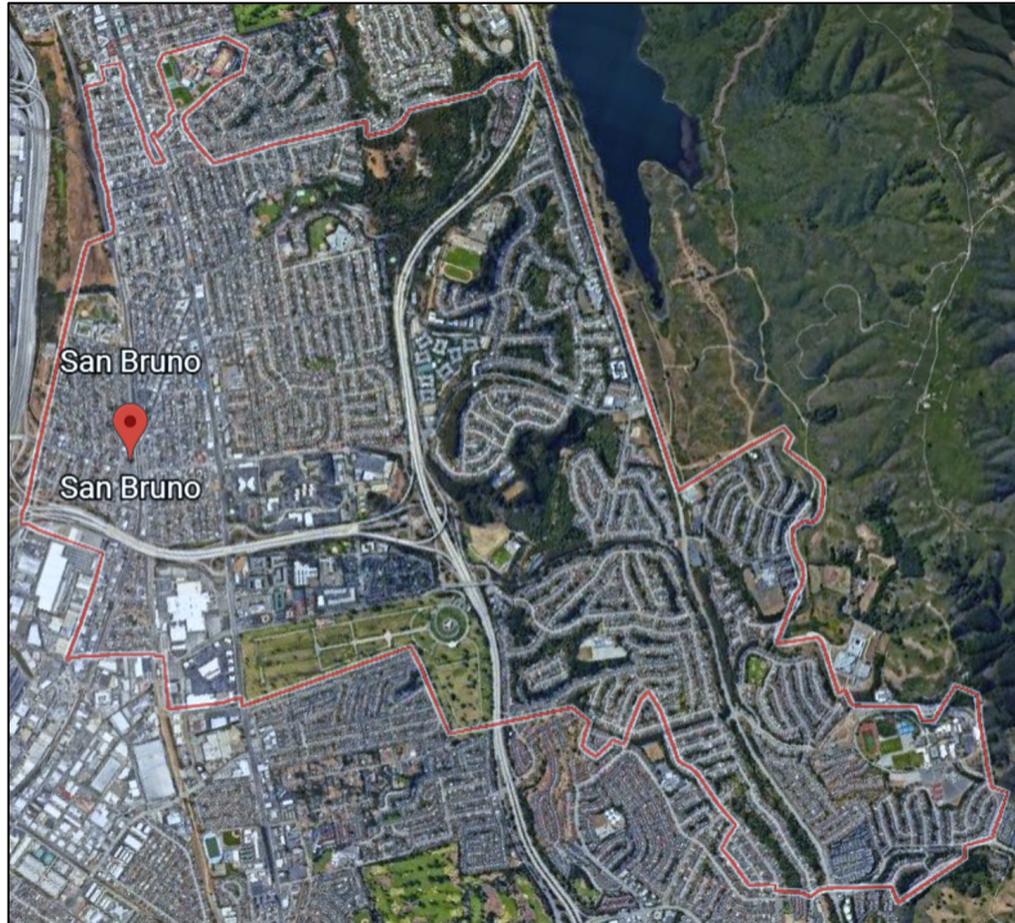
San Bruno



Project Team Introductions

- ▲ City Staff
- ▲ National Demographics Corporation (NDC)
 - Kristen Parks, *Consultant*
 - Demographic Analysis and Process
- ▲ Tripepi Smith
 - Jennifer Nentwig, *Director*
 - Public Communications and Outreach

City of San Bruno



Districting Public Hearing #1

Election Systems

1. “At-Large”

Currently, San Bruno uses an “at-large” system to elect city councilmembers

2. “From District” or “Residence” Districts

3. “By-District”

On March 10, 2020, San Bruno adopted a resolution of intent to transition to by-district elections

California Voting Rights Act (CVRA)

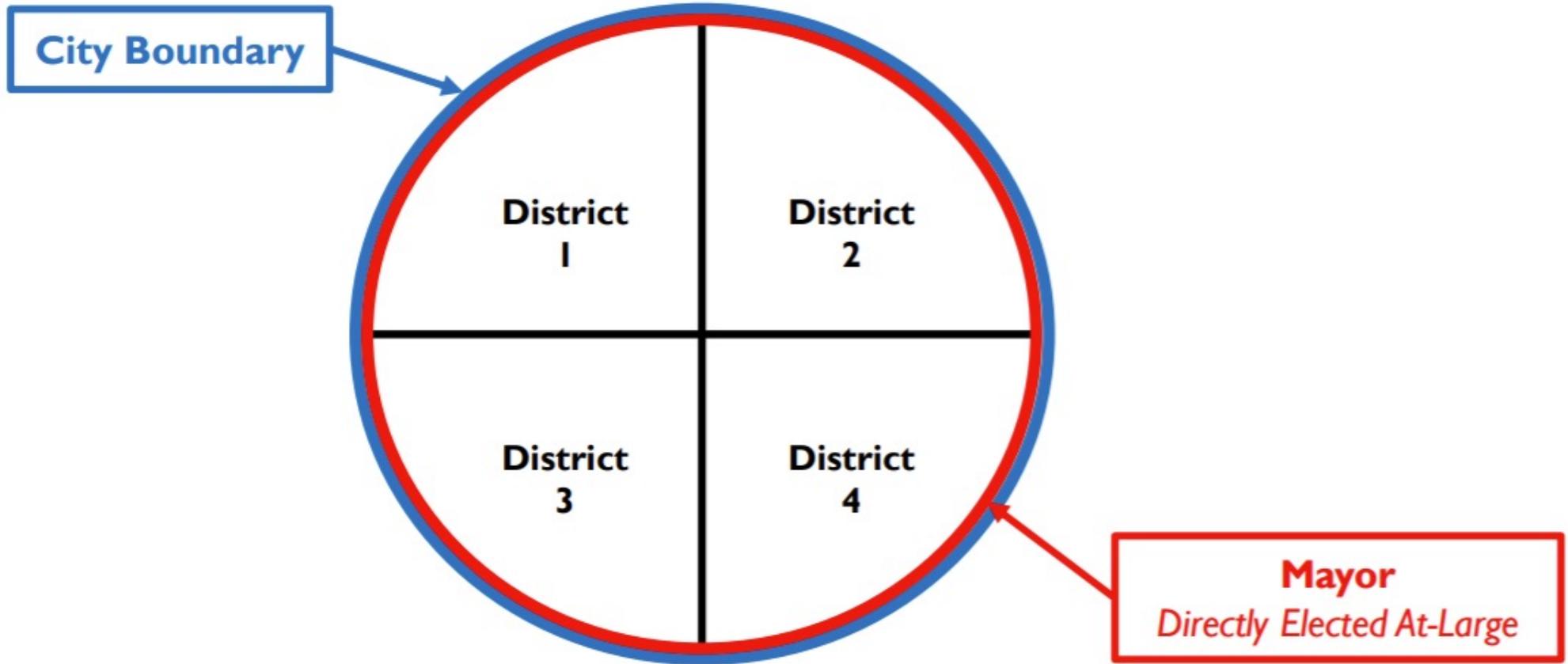
- ❑ Written to specifically encourage “by-district” elections
- ❑ Makes it significantly easier for plaintiffs to force jurisdictions into “by-district” election systems
- ❑ Liability determined only by the presence of racially polarized voting
- ❑ **San Bruno avoided potentially costly litigation by proactively adopting a resolution to transition to “by-district” elections**

San Bruno's Transition to Districts

- ❑ San Bruno currently has a directly-elected mayor and a 4-member City Council *
- ❑ The districting process will create 4 City Council districts
- ❑ Each district will elect one City Council member

*** Voter approval may be required to alter this structure (established by Prop F in 1977)**

San Bruno's Transition to Districts



Districting Timeline

Step	Description
Census Data Release August 12, 2021	Census Bureau releases official 2020 Census population data
California Data Release September 20, 2021	California Statewide Database releases official 'prisoner-adjusted' 2020 redistricting data
Two Initial Hearings September 28, 2021 October 19, 2021	Held prior to release of draft maps to receive public input on the composition of districts
Community Workshops November TBD	Informational presentation and demo of public mapping tools
November 2021 – January 2022	Time for the public to draw and submit maps
Two Hearings on Maps January 25, 2022 February 22, 2022	Two meetings to discuss and revise the draft maps and to discuss the election sequence
Map adoption By April 17, 2022	City Council adopts district map via ordinance

Procedural Options for Districting

Council must choose one of the following options:

1. City Council

- Council adopts final map after a period of public outreach and engagement

2. Advisory Commission

- Council appoints Commission
- Commission recommends a map to Council
- Council retains authority to revise and adopt final map

3. Independent or Hybrid Commission

- Council sets appointment process, but may not directly appoint
- Commission develops final map(s)
- Council cannot revise map(s)

Legal Criteria for Districts

1. Federal Law

- ✓ Ensure equal population
- ✓ Comply with federal Voting Rights Act
- ✓ Prevent racial gerrymandering

2. California Law

1. Ensure geographic **contiguity**
 2. Minimize division of neighborhoods & “**communities of interest**”
 3. Create easily identifiable boundaries
 4. Maintain **compactness**
- ✓ Do not “favor or discriminate against a political party”

3. Other Goals

- Minimize changes to election cycles
- Respect voters’ choices
- Preserve core of existing districts
- Anticipate future growth

Do not bypass a nearby population to take in a more distant population

Demographic Summary

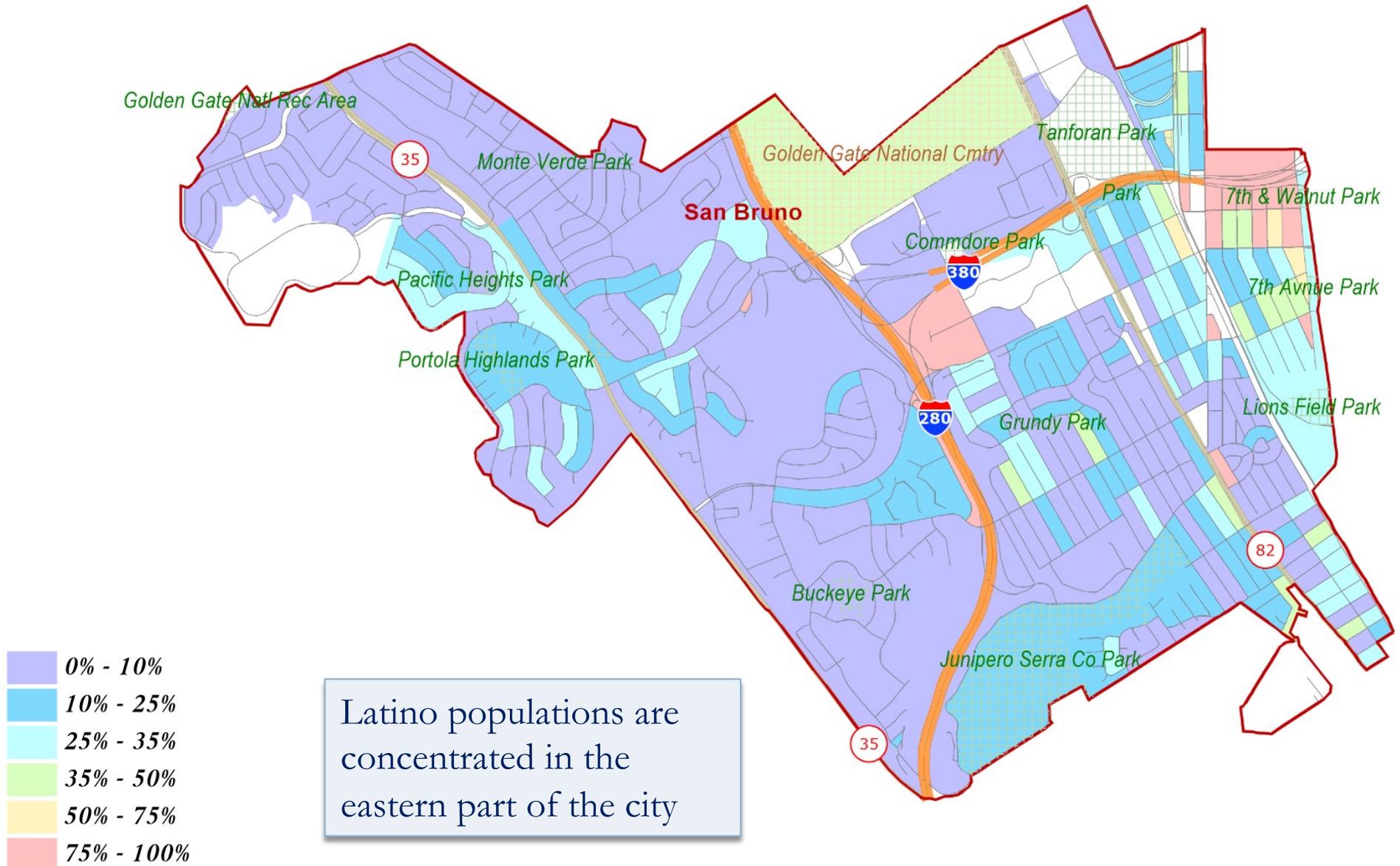
City of San Bruno - 2020 Census		
2020	Total Population	43,908
	% Hisp	28%
	% NH White	30%
	% NH Black	2%
	% Asian-American	35%
Citizen Voting Age Pop (CVAP)	Total CVAP	29,777
	% Hisp	23%
	% NH White	38%
	% NH Black	1%
	% Asian/Pac.Isl.	36%
Age	age0-19	21%
	age20-60	59%
	age60plus	21%
Immigration	immigrants	37%
	naturalized	67%
Language spoken at home	english	50%
	spanish	19%
	asian-lang	19%
	other lang	12%

Ideal District Size: Each district must contain about 10,977 people

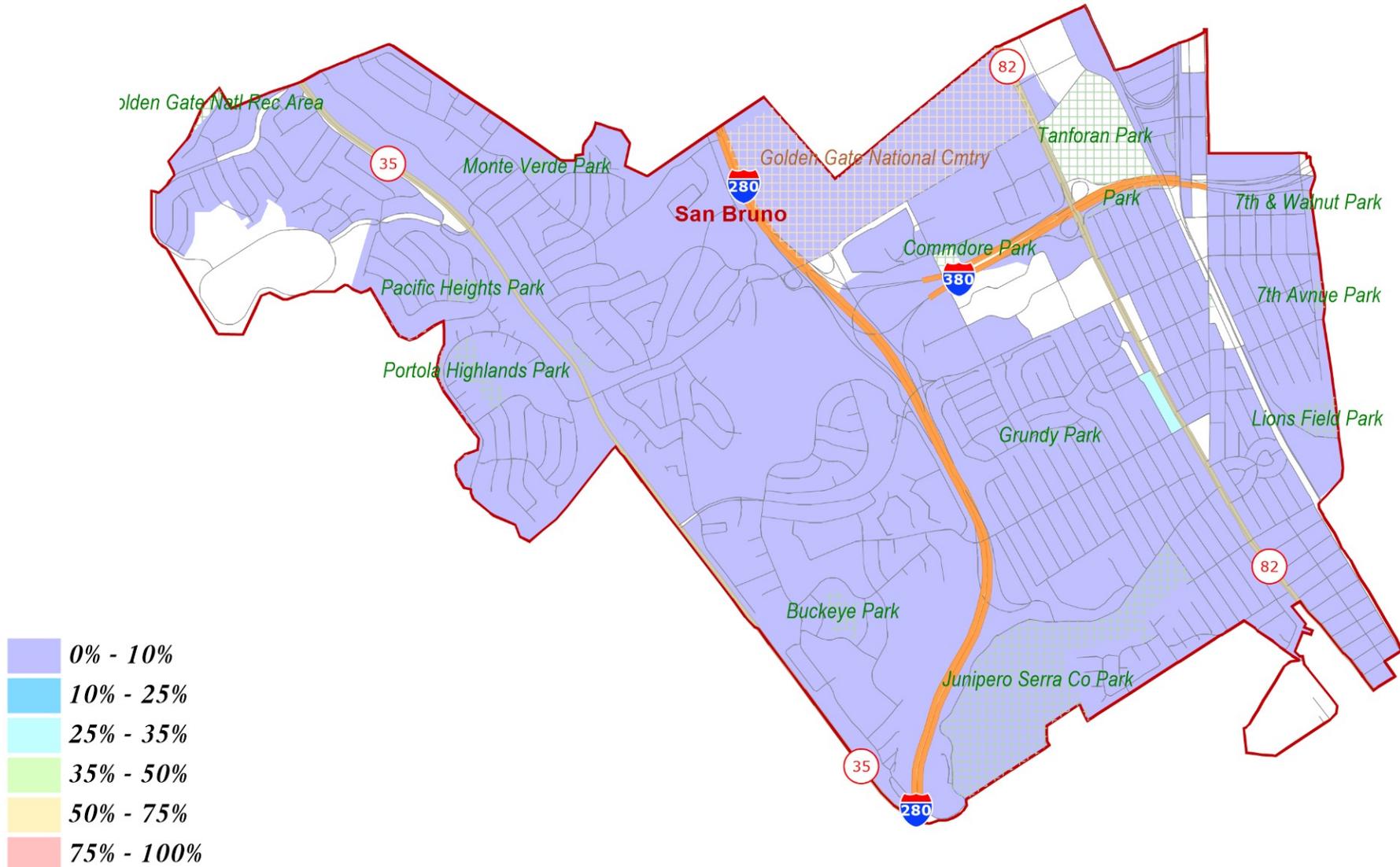
Child in Household	child-under18	31%
Household Income	income 0-25k	9%
	income 25-50k	12%
	income 50-75k	10%
	income 75-200k	50%
	income 200k-plus	19%
Housing Stats	single family	59%
	multi-family	35%
	rented	41%
	owned	59%

Total population data from the 2020 Decennial Census. Citizen Voting Age Pop., Age, Immigration, and other demographics from the 2015-2019 American Community Survey and Special Tabulation 5-year data.

Latino CVAP

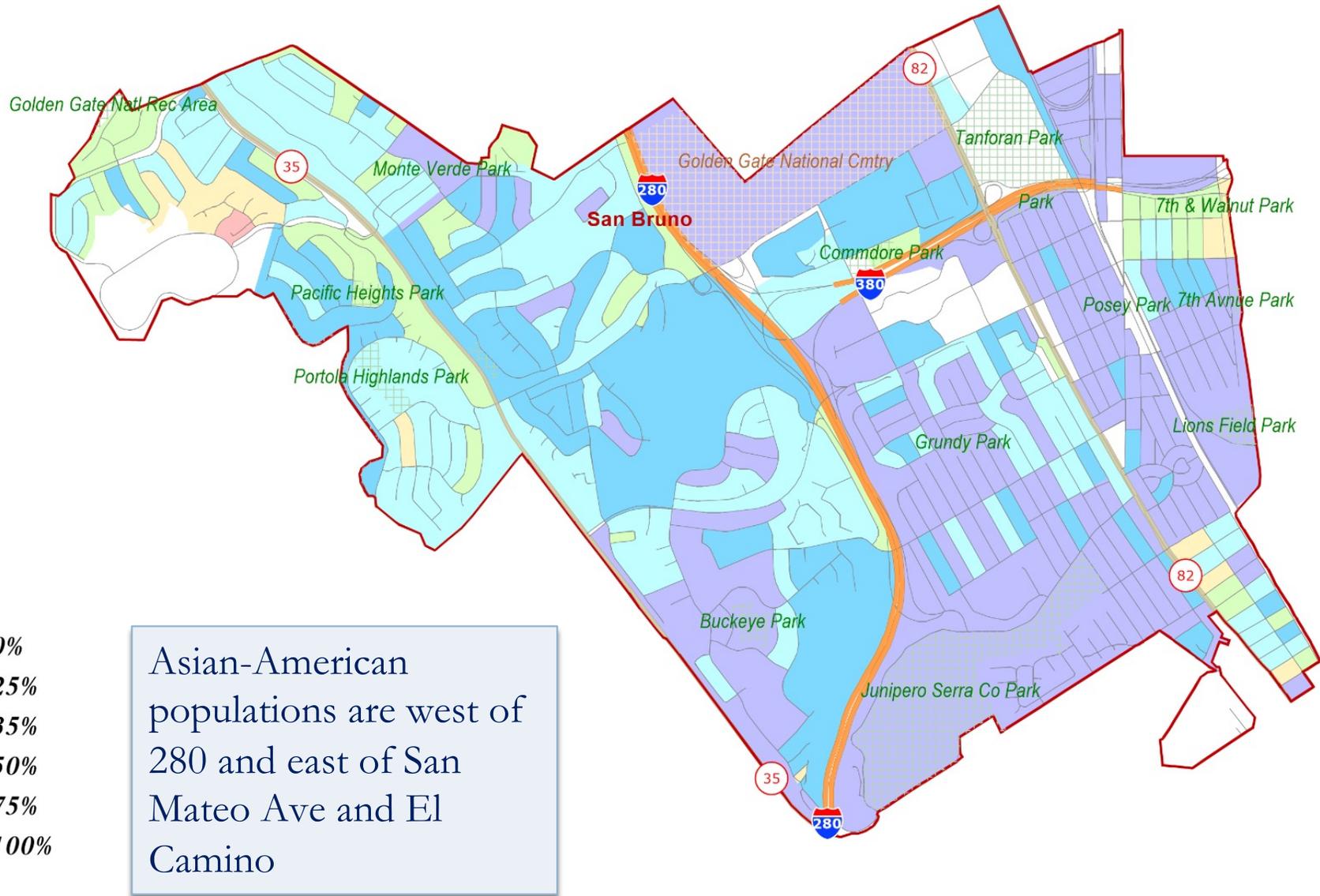


African-American CVAP



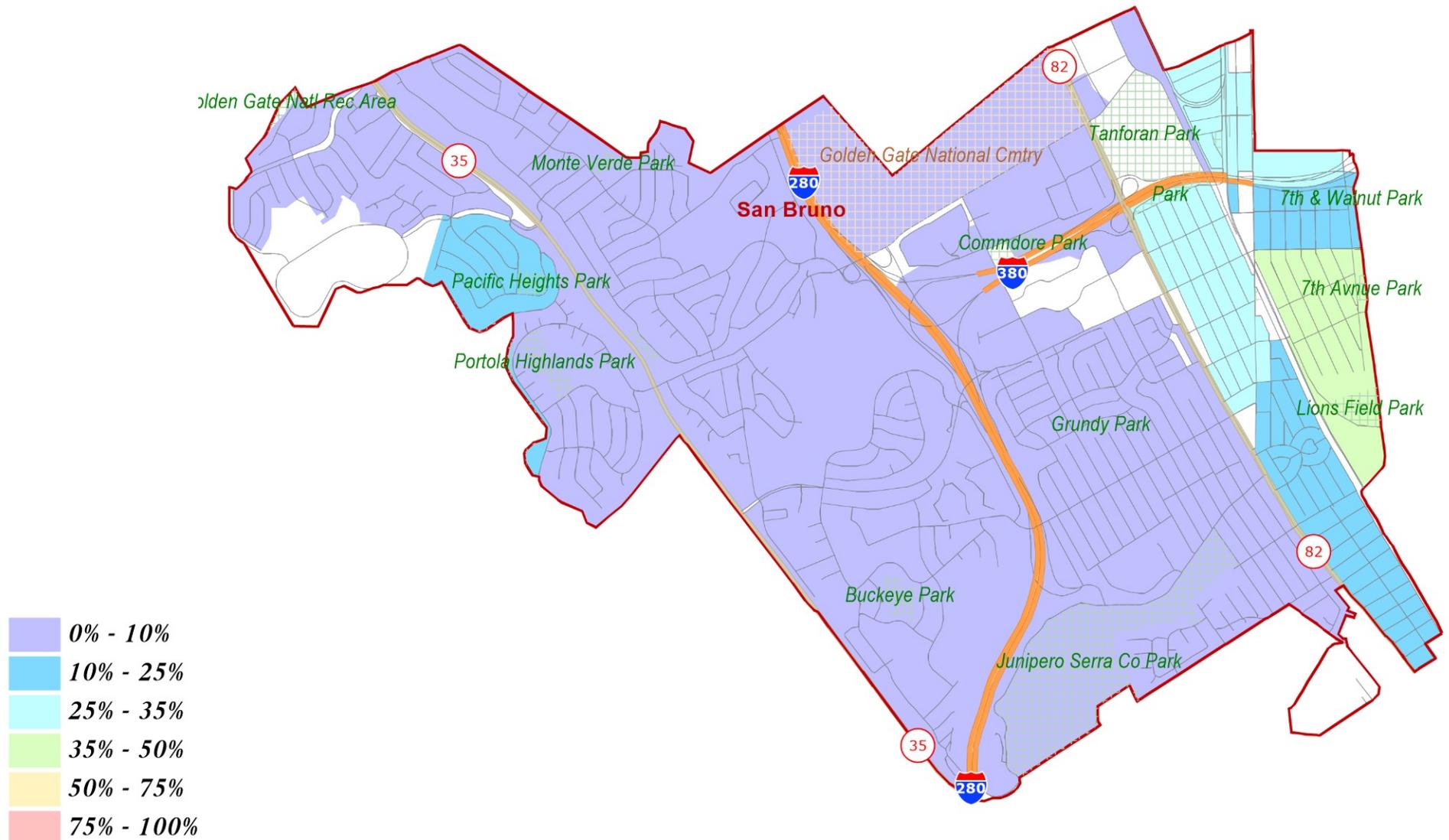
©2017 CALIPER

Asian-American CVAP



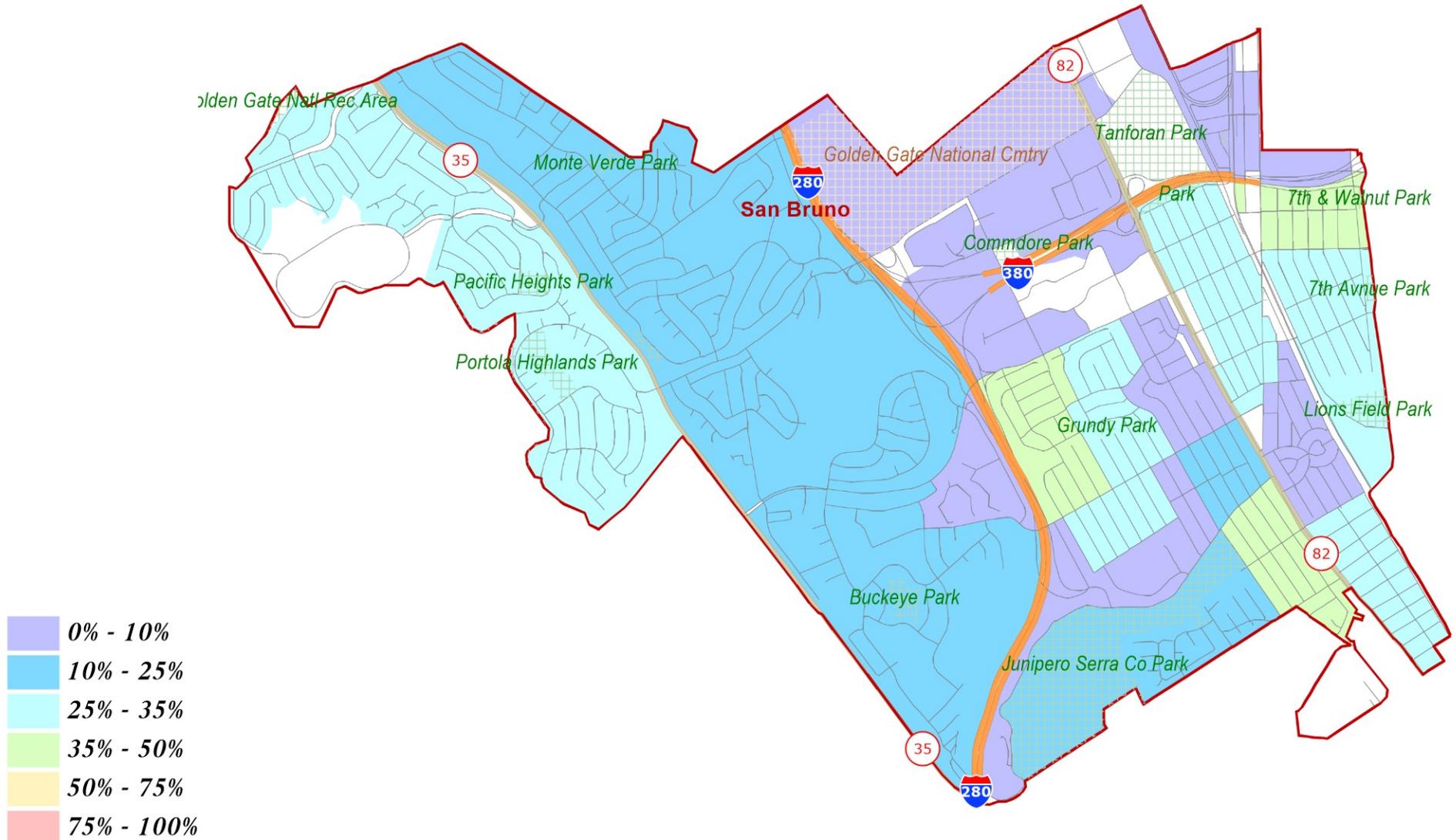
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Speak Spanish at Home



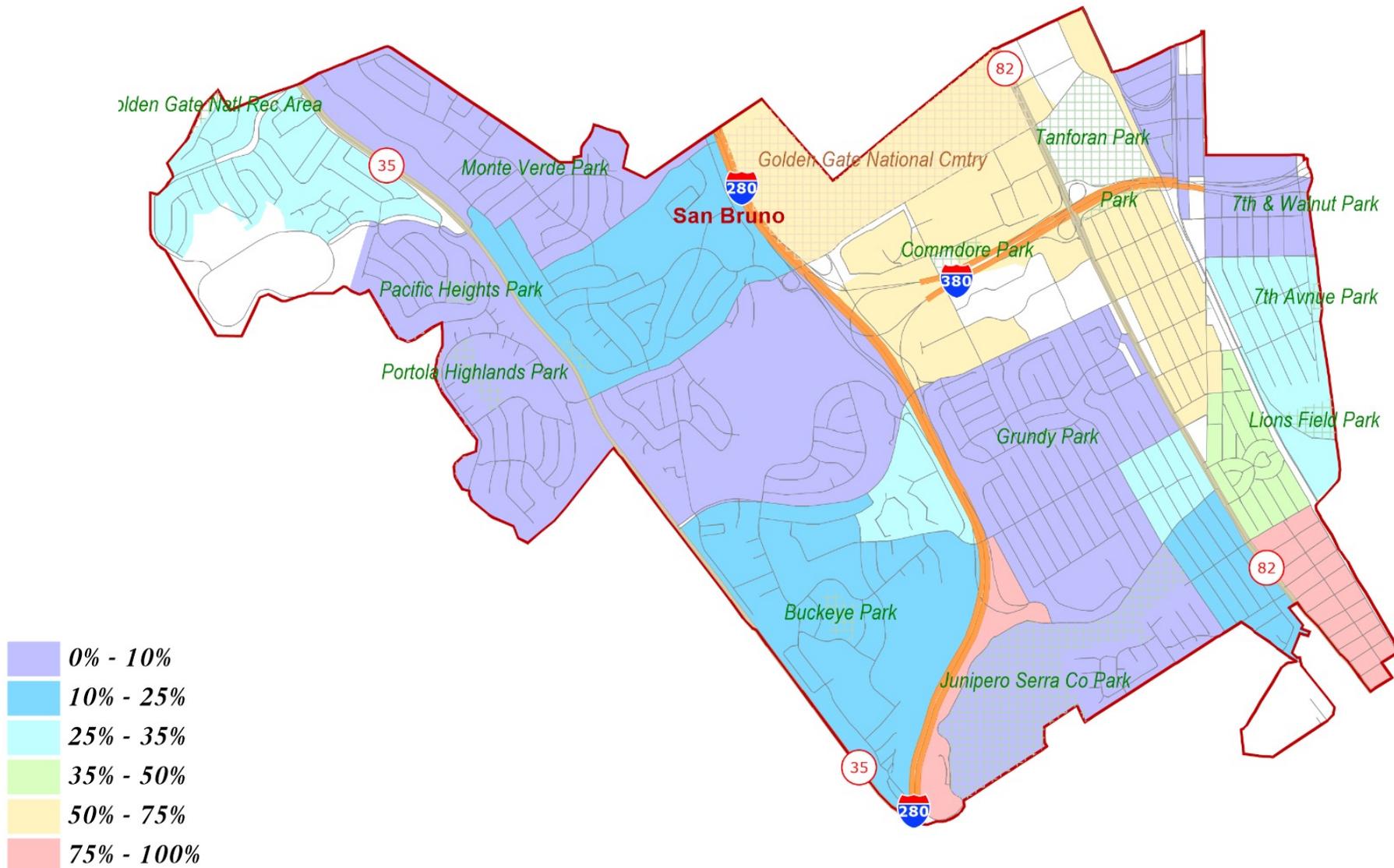
©2017 CALIPER

Children at Home



©2017 CALIPER

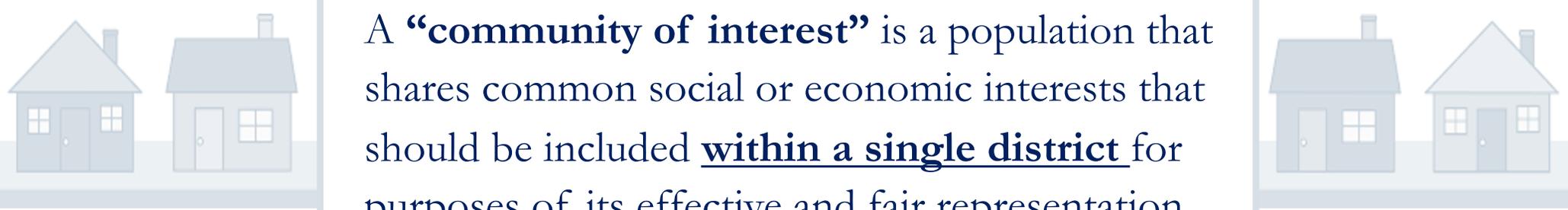
Renters



©2017 CALIPER

Beyond Neighborhoods: Defining “Communities of Interest”

Under California Elections Code, “community of interest” has a very specific definition in the context of redistricting:



A “community of interest” is a population that shares common social or economic interests that should be included within a single district for purposes of its effective and fair representation.

Definitions of “communities of interest” do **not** include relationships with political parties, incumbents, or political candidates.

What Defines YOUR Community?

Ask yourself...

What brings us together?

- Common social or economic interests
- Shared characteristics or experiences
- Similar issues or impacts of city policies

+

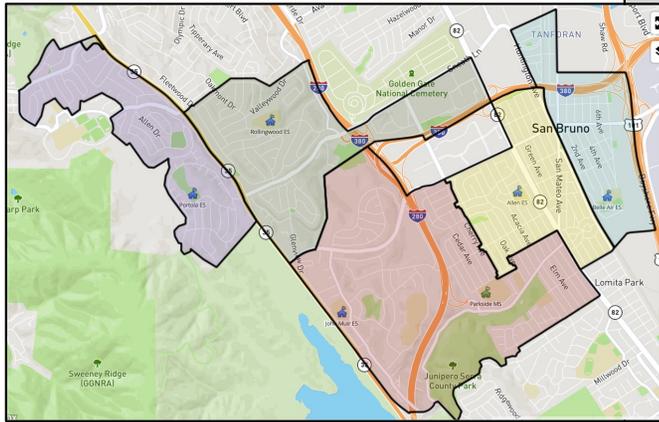
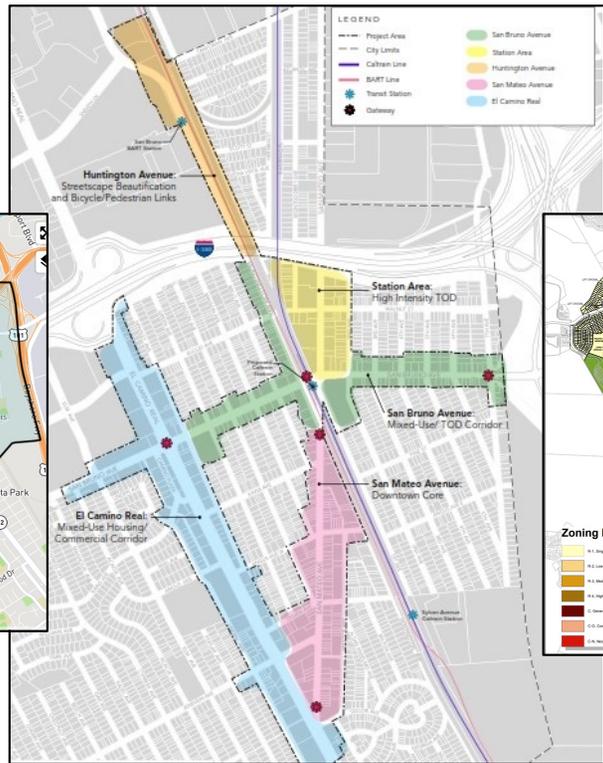
Where are we?

- Physical boundaries, such as highways or major roads, waterways, hills, etc.
- Areas around parks, schools, or other landmarks

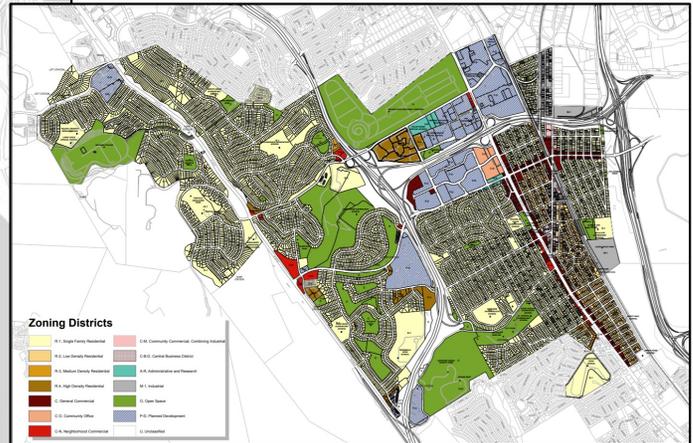
Would my community be best represented within a single district?

Possible Neighborhoods / Communities

Transit Corridors



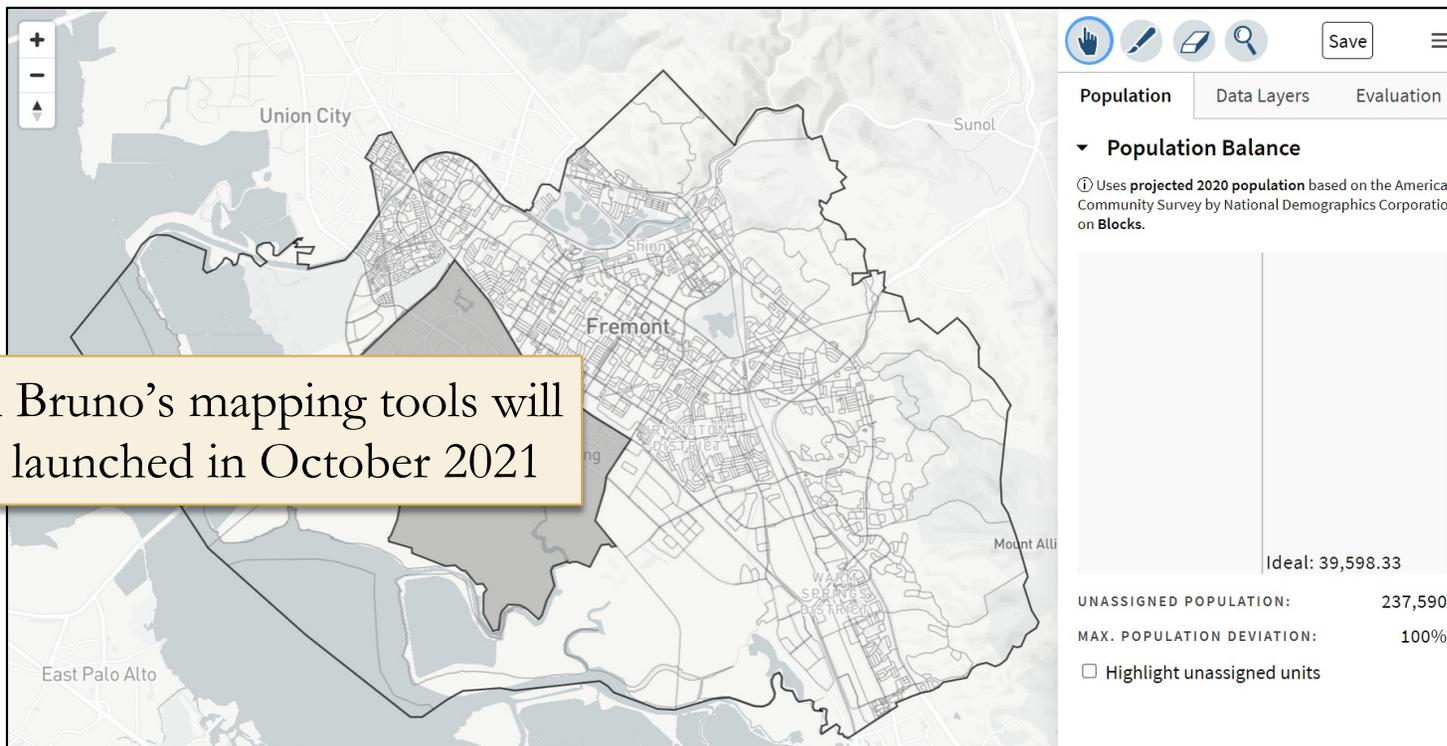
School Attendance Zones

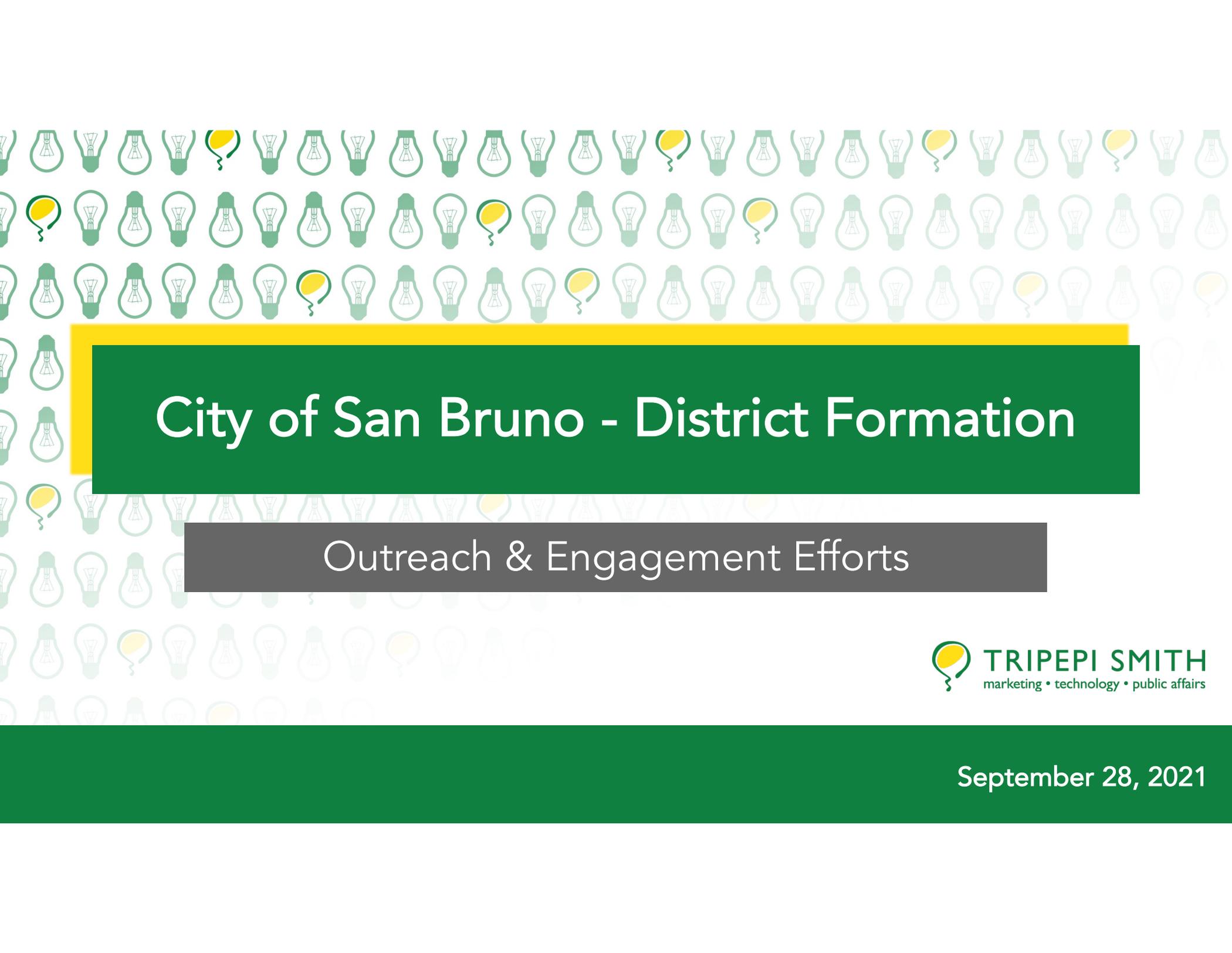


Zoning Areas

Public Mapping Tools

1. **Paper Participation Kit:** Paper- and Excel-based map drawing tools
2. **DistrictR:** Easy-to-use online map drawing tool





City of San Bruno - District Formation

Outreach & Engagement Efforts



September 28, 2021

Agenda

- Outreach & engagement efforts to date
 - Dedicated website
 - Press release
 - Social media
 - Multilingual approach
 - Direct outreach to community groups
- Outreach & engagement moving forward
 - CityNet “What’s Happening Around Town”
 - Community Workshops
 - Continued engagement publicizing each milestone in the process

Dedicated Website

CITY OF SAN BRUNO
DISTRICTING

Select Language Search...

Welcome Calendar Draw A Map Draft Maps FAQ Resources Subscribe Contact

District Elections

The City of San Bruno is making a change to how voters elect the San Bruno City Council, along with hundreds of cities and school districts across the state undergoing similar changes. Beginning in 2022, voters will vote for one City Council Member who lives in their district. This will replace the current system of at-large citywide elections in which all voters have the ability to elect the Mayor and four City Council Members.

We need your help to make this change and draw new City Council districts!

One of our primary goals when drawing San Bruno City Council districts is to draw lines that respect neighborhoods, geographical elements, and other factors as required by law. So we want to know: What do you consider the boundaries of your neighborhood?

How to participate

Share your specific thoughts, draw a map, or attend an upcoming workshop to get involved!

- Submit written testimony about your community, the process, or a specific map to districting@sanbruno.ca.gov.
- [Click here to see the calendar](#) of workshops and public hearings at which you can speak about the process or a specific map.
- [Click here for information](#) on drawing and submitting maps.

At the hearings and workshops, we want you to:

- Share your story
- Define your neighborhood or community of interest
- Explain why districting is relevant to your community
- Get the tools you need to draw a map of one district or of all five districts
- Share your opinions of the draft maps
- Talk to your neighbors and local organizations

DistrictingSanBruno.org, which launched Sept. 21, is continuously updated with information & resources.

Includes **Subscribe** option to sign up for email updates & **Contact** tab to share feedback



Press Release

Press release
announcing the process
sent on Sept. 23 to
both print and online
media



Contact:
Mr. Jovan D. Grogan, City Manager
Phone: (650) 616-7056
Email: Districting@sanbruno.ca.gov

23 Sept 2021
For Immediate Release:

**City of San Bruno to Launch District Formation
Process with First Public Hearing on September 28**

San Bruno, CA – The City of San Bruno, like hundreds of other cities across the state, is forming City districts to elect Council members. The City is launching the district formation process with the first of four Public Hearings scheduled to take place via Zoom on September 28 at 5:30 p.m. To attend, please join the meeting:

Zoom Meeting Details
<https://sanbruno-ca-gov.zoom.us/j/82284822527?pwd=NzoyQ280VHJlTGxSc0ZlZlYVBLYjJkZ0Rl>
Webinar or Meeting ID: 822 9482 2527
Webinar or Meeting Password: 071078
Zoom Phone Line: 1-669-900-9128 (same webinar ID and password as above)

Beginning in 2022, voters will vote for one City Council Member who lives in their district, as opposed to voting for all City Council Members in the current system of "at-large" citywide elections. The districting process being launched now will determine who on the City Council represents which San Bruno community members moving forward.

San Bruno invites residents to participate in the district formation process to ensure district lines respect neighborhoods, history, and geographical elements. Community members can participate by attending a Public Hearing, sharing their specific thoughts, submitting a proposed map, or eventually providing feedback on draft maps.

During the process, mapping tools will become available for residents to draw what they believe should be the new district lines that define their communities of interest. Communities of interest can include shared interests, social and civic networks, racial and ethnic compositions, cultural identities, socioeconomic status, etc. The City anticipates first-hand insight from residents on their communities of interest during the process and at upcoming hearings.

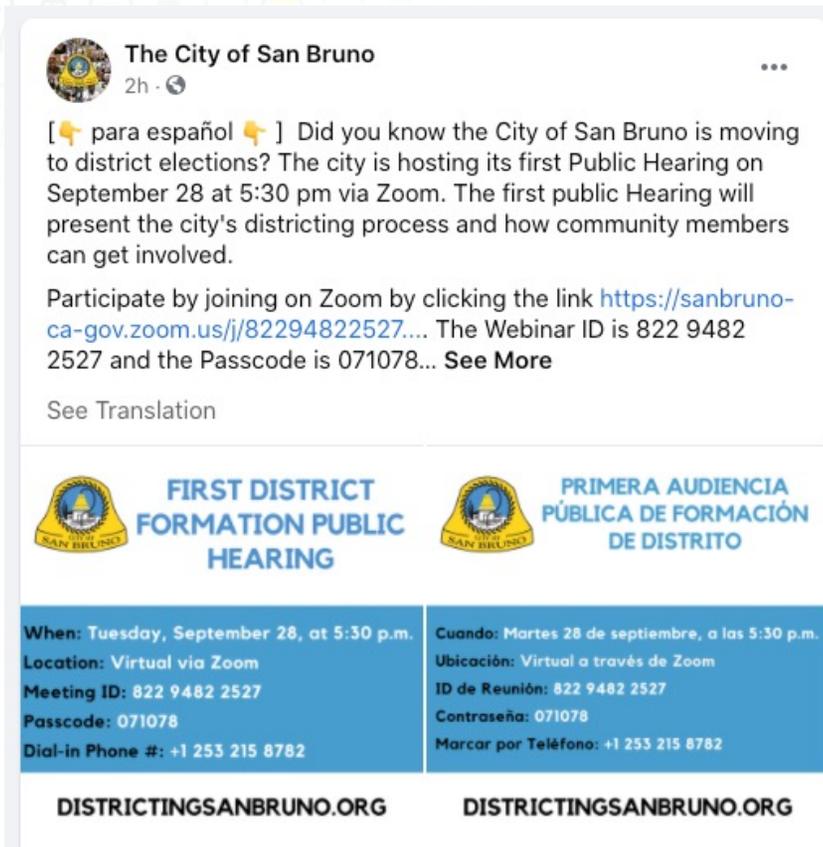
To help share information about the district formation and collect public feedback, the City of San Bruno has launched a dedicated district formation website: DistrictingSanBruno.org. The

Page 1 of 2



TRIPEPI SMITH

Social Media



The City of San Bruno
2h · 🌐

[👉 para español 👈] Did you know the City of San Bruno is moving to district elections? The city is hosting its first Public Hearing on September 28 at 5:30 pm via Zoom. The first public Hearing will present the city's districting process and how community members can get involved.

Participate by joining on Zoom by clicking the link <https://sanbruno-ca-gov.zoom.us/j/82294822527>.... The Webinar ID is 822 9482 2527 and the Passcode is 071078... **See More**

See Translation

 FIRST DISTRICT FORMATION PUBLIC HEARING	 PRIMERA AUDIENCIA PÚBLICA DE FORMACIÓN DE DISTRITO
When: Tuesday, September 28, at 5:30 p.m. Location: Virtual via Zoom Meeting ID: 822 9482 2527 Passcode: 071078 Dial-in Phone #: +1 253 215 8782	Cuando: Martes 28 de septiembre, a las 5:30 p.m. Ubicación: Virtual a través de Zoom ID de Reunión: 822 9482 2527 Contraseña: 071078 Marcar por Teléfono: +1 253 215 8782
DISTRICTINGSANBRUNO.ORG	DISTRICTINGSANBRUNO.ORG

Social media content on districting launched Sept. 24 (on Facebook, Twitter, Instagram and Nextdoor) and will be shared weekly moving forward

Multilingual Approach

The screenshot shows the City of San Bruno Districting website. The header includes the City of San Bruno logo and the text "CITY OF SAN BRUNO DISTRICTING". The navigation menu contains "Welcome", "Calendar", "Draw A Map", "Draft Maps", "FAQ", "Res", "Subscribe", and "Contact". The main content area is titled "District Elections" and contains text about the city's plan to change how voters elect the City Council. Below this is a "How to participate" section with a list of actions for citizens. A language selection dropdown menu is open, showing a list of languages including English, Español, Afrikaans, Shqip, বাংলা, العربية, Azərbaycan dili, Euskara, Azərbaycanca, Босански, Български, Català, Cebuano, Chichewa, 繁體中文, 简体中文, Corsu, Hrvatski, Čeština, Dansk, Nederlands, Esperanto, Eesti, Filipino, Suomi, Français, Frysk, Galego, Deutsch, Ελληνικά, ગુજરાતી, Kiswahili, Hausa, ʻŌlelo Hawaiʻi, ཇུང་ཁྲིའུ་གྲུབ་པོ་, हिमोंग, Magyar, Ido, Bahasa Indonesia, Gaeilge, Italiano, 日本語, Basa Jawa, ལོ་ལོ་མོ་, Қазақ тілі, မြန်မာစာ, 한국어, ಕನ್ನಡ, Қазақша, Esperanto, Latin, Lietuvių kalba, Lietuvos lietuvių kalba, Lëtzebuergesch, Македонски јазик, Malagasy, Bahasa Melayu, and မြန်မာစာ.

Translated materials and/or interpreters available for:

- Social media
- Website
- Community Workshops

Direct Outreach to Community Groups

Direct emails to reach out to groups prior to this Hearing

Elections Code 21628 requires a good faith effort to provide:

“information through good government, civil rights, civic engagement, and community groups or organizations that are active in the city, including those active in language minority communities”

Moving Forward

- Next Hearing
 - Hearing #2 scheduled for October 19 at 5 p.m.
- Community Workshops
 - Community Workshop #1 scheduled for November 1 at 7 p.m.
 - Community Workshop #2 scheduled for November (exact date/time TBD)
- CityNet “What’s Happening Around Town”
 - Segment on districting scheduled to air in October
- City Manager eNewsletters
- Continued multilingual engagement publicizing each milestone in the process
 - Will continue to publicize each subsequent hearing and public workshop to continue spreading the word

Recap of Staff Report Recommendations

- Receive a report from staff on the districting process and permissible criteria to be considered to create district boundaries
- Direct staff on the possible formation of a districting commission
- Conduct a public hearing to receive public input on district boundaries



Public Hearing & Discussion

Public Hearing on:

- ✓ “Neighborhoods”
 - ✓ “Communities of interest”
-
- **What is your neighborhood/community and what are its boundaries?**
 - **What other notable areas are in the City and what are their boundaries?**



Share Your Thoughts

Website

districtingsanbruno.org

Phone

(650) 616-7058

Email

districting@sanbruno.ca.gov



TRIPEPI SMITH