NDC
National Demographics Corporation

City of Marina

Introduction to Redistricting

Sept. 21, 2021

Shalice Tilton, Sr. Senior Consultant
National Demographics Corporation

Redistricting Process

Step	Description
Two Initial Hearings July 6 & September 21	• Held prior to release of draft maps • Educate, solicit input on the communities in the Districts
Census Data Release August 12, 2021	• Census Bureau releases official 2020 Census population data
California Data Release September 2021	• California Statewide Database releases California's official 'prisoner-adjusted' 2020 redistricting data
Public Workshops November 19 & 20 *Community Center*	• November 19, 6 – 8 p.m. • November 20, 10 a.m. – 12 p.m.
Draft Map Hearing January 4, 2022 *6:30 p.m.*	• Discuss and revise the draft maps and to discuss the election sequence. • Deadline to submit drafts: December 21, 2021, 5 p.m. • Maps posted to website by: December 28, 2021, 5 p.m.
Draft Map Hearing February 15, 2022 *8 p.m.*	• Discuss and select map, discuss the determine election sequence • First reading of ordinance • Deadline to submit drafts: February 1, 2022, 5 p.m. • Maps posted to website by: February 8, 2022, 5 p.m.
Map Adoption March 1, 2022	• Second reading of ordinance

Redistricting Rules and Goals

1. Federal Laws

- **Equal Population**
- **Federal Voting Rights Act**
- **No Racial Gerrymandering**

2. California Criteria for Cities

1. **Geographically contiguous**
2. **Undivided neighborhoods and "communities of interest"**
   (Socio-economic geographic areas that should be kept together)
3. **Easily identifiable boundaries**
4. **Compact**
   (Do not bypass one group of people to get to a more distant group of people)

Prohibited: "Shall not favor or discriminate against a political party."

3. Other Traditional Redistricting Principles

- **Minimize voters shifted to different election years**
- **Respect voters' choices / continuity in office**
- **Future population growth**
- **Preserving the core of existing districts**
- **Equal Population**
- **Federal Voting Rights Act**
- **No Racial Gerrymandering**

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Defining Neighborhoods

1st Question: What is your neighborhood?

2nd Question: What are its geographic boundaries?

Examples of physical features defining a neighborhood boundary:

- Natural neighborhood dividing lines, such as highway or major roads, rivers, canals and/or hills
- Areas around parks or schools
- Other neighborhood landmarks

In the absence of public testimony, planning records and other similar documents may provide definition.

Beyond Neighborhoods: Defining Communities of Interest

1st Question: What defines your community?

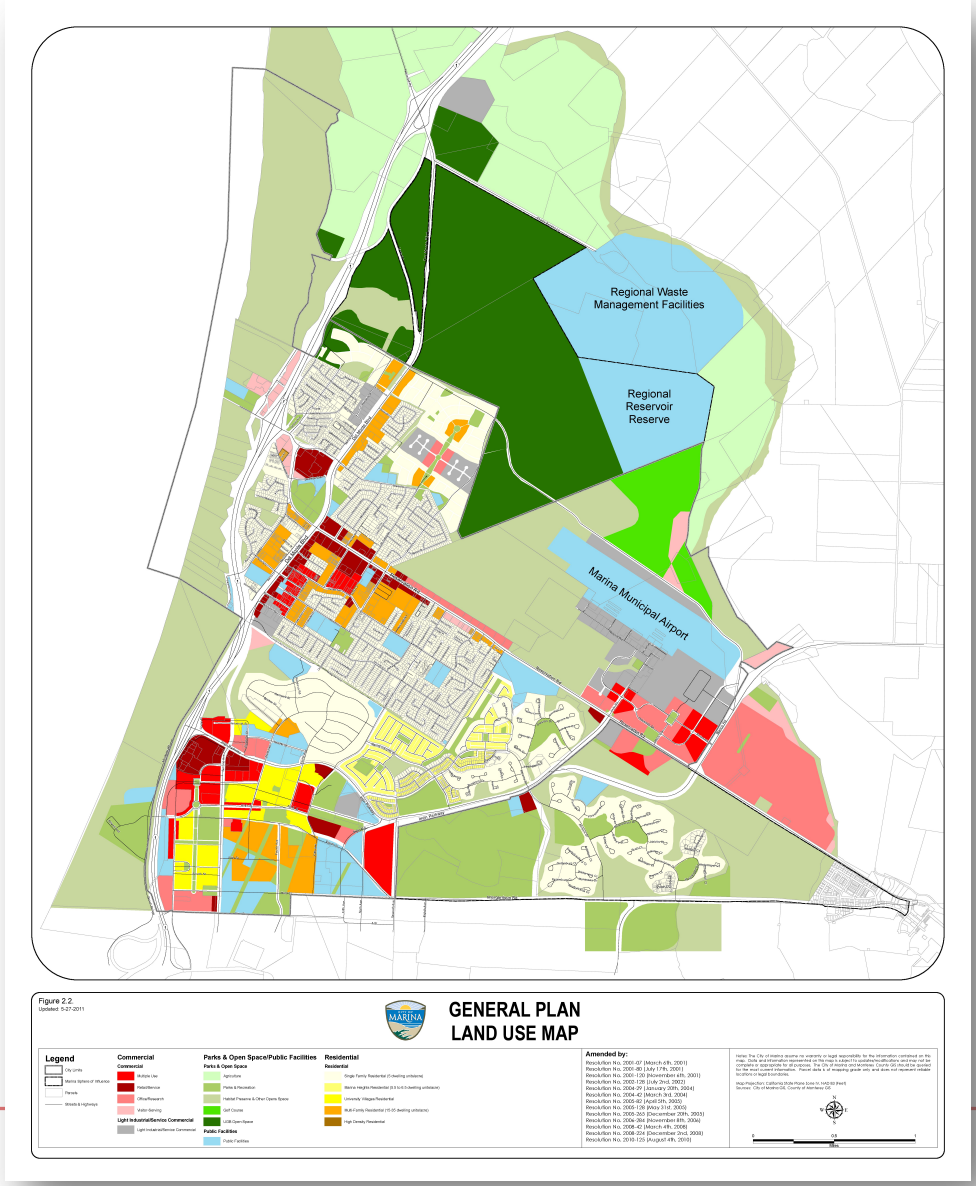
- Geographic Area, plus
- Shared issue or characteristic
  - Shared social or economic interest
  - Impacted by city or county policies
- Tell us "your community's story"

2nd Question: Would this community benefit from being "included within a single district for purposes of its effective and fair representation"?

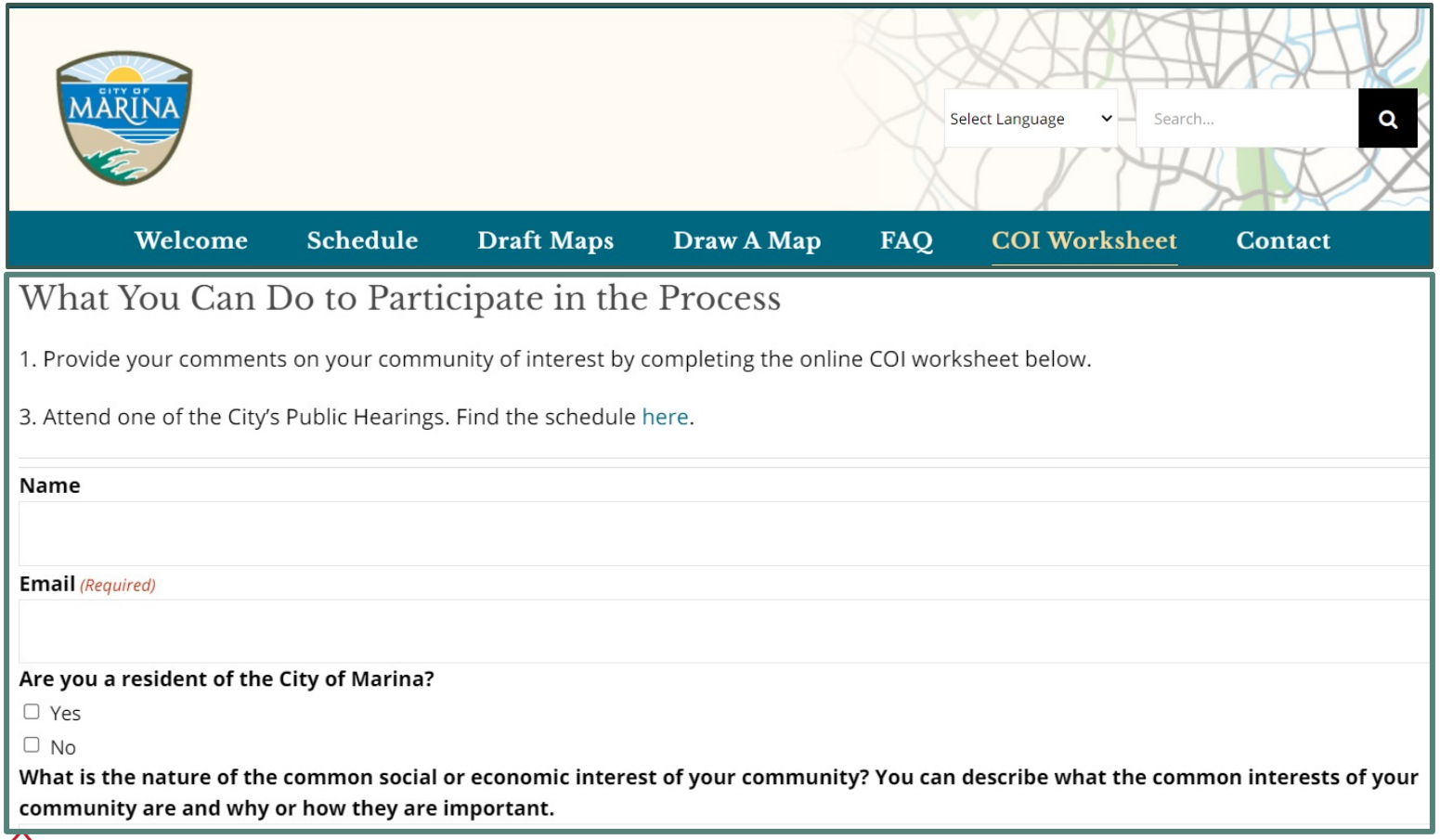
- Or would it benefit more from having multiple representatives?

Definitions of Communities of Interest may not include relationships with political parties, incumbents, or political candidates.

Possible Neighborhoods / Communities



Visit MapMarina.org to Describe Your Community Complete a COI Survey



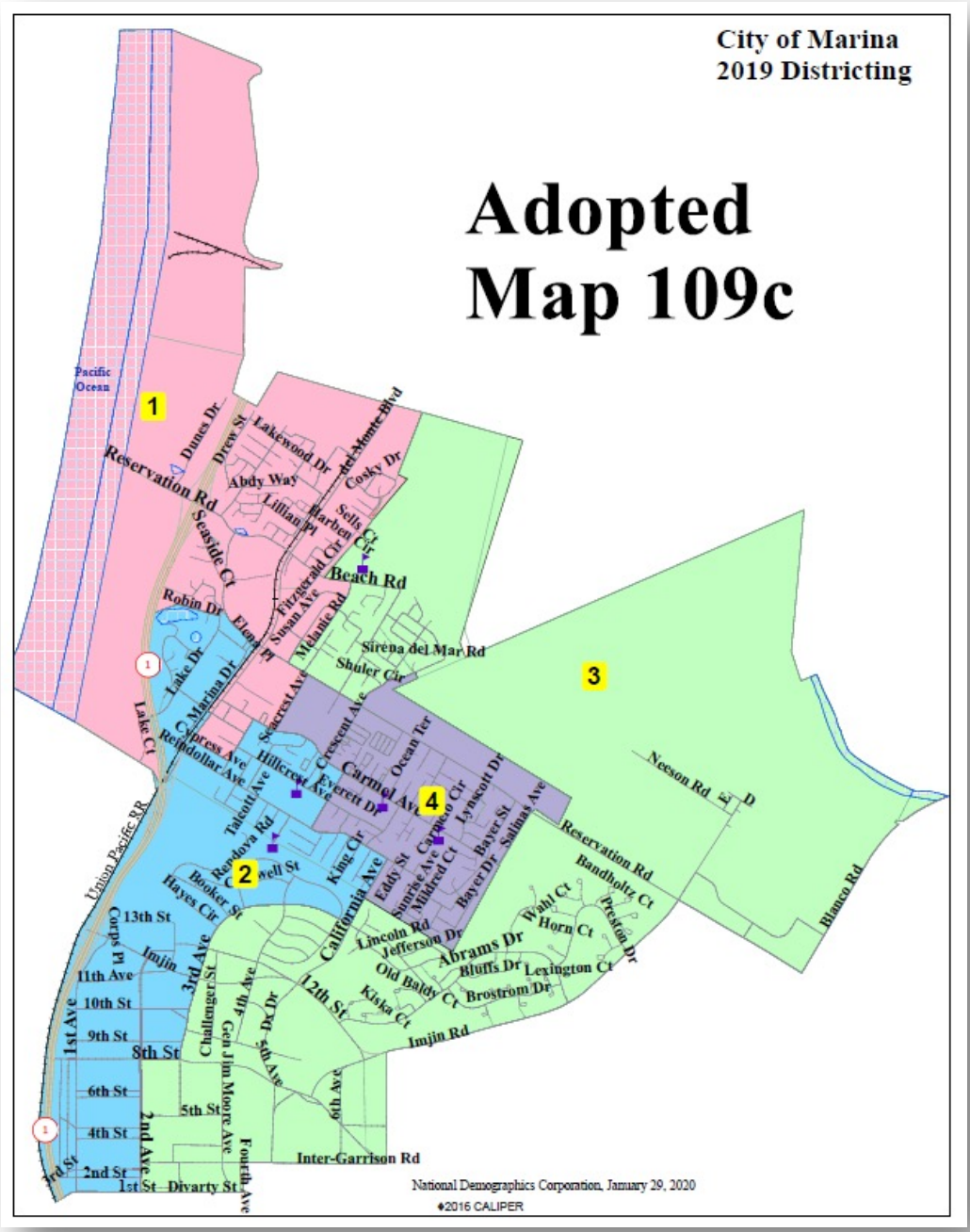
Public Mapping and Map Review Tools

Draw a Map

- **Different tools for different purposes and levels of technical interest**
  - Interactive Review Map, a simple map review tool
  - Paper "Public Participation Kit," for those who do not want to use a computer
  - Paper- and Excel-based simple "draw a draft map" tools
  - DistrictR, an easy-to-use paint brush map drawing tool
  - Caliper Maptitude Online Redistricting, a powerful, data-rich "draw a draft map" online mapping tool

Whether you use the powerful (but complicated) online mapping tool, Excel, the paper kit, or just draw on a napkin, we welcome your maps!

All Submitted Maps are Professionally Produced by NDC for Public Review



A Demographic Summary is Prepared by NDC for All Submitted Maps

City of Marina - Map 109c						
District		1	2	3	4	Total
	Total Pop	4,978	4,840	4,784	5,116	19,718
	Deviation from ideal	48	-90	-146	186	332
	% Deviation	0.97%	-1.83%	-2.96%	3.77%	6.73%
Total Pop	% Hisp	24%	35%	25%	25%	27%
	% NH White	38%	31%	36%	38%	36%
	% NH Black	8%	8%	10%	7%	8%
	% Asian-American	24%	20%	22%	22%	22%
Citizen Voting Age Pop	Total	3,447	3,122	3,720	4,132	14,422
	% Hisp	14%	24%	21%	12%	17%
	% NH White	47%	42%	42%	48%	45%
	% NH Black	9%	8%	13%	7%	9%
	% Asian/Pac Isl	27%	21%	17%	27%	23%
Voter Registration (Nov 2018)	Total	2,798	2,313	2,546	2,814	10,471
	% Latino est.	23%	25%	21%	22%	23%
	% Spanish-Surnamed	21%	23%	19%	20%	21%
	% Asian-Surnamed	9%	9%	7%	9%	9%
	% Filipino-Surnamed	3%	4%	3%	4%	3%
	% NH White est.	58%	56%	52%	59%	56%
	% NH Black	10%	10%	19%	9%	12%
Voter Turnout (Nov 2018)	Total	1,723	1,383	1,507	1,775	6,389
	% Latino est.	21%	23%	16%	19%	20%
	% Spanish-Surnamed	19%	21%	15%	17%	18%
	% Asian-Surnamed	6%	6%	6%	7%	7%
	% Filipino-Surnamed	2%	3%	3%	4%	3%
	% NH White est.	62%	60%	57%	64%	61%
	% NH Black	11%	11%	21%	10%	13%
Voter Turnout (Nov 2016)	Total	2,067	1,704	1,647	2,055	7,473
	% Latino est.	21%	23%	20%	20%	21%
	% Spanish-Surnamed	19%	21%	18%	18%	19%
	% Asian-Surnamed	7%	7%	6%	7%	7%
	% Filipino-Surnamed	3%	4%	3%	4%	3%
	% NH White est.	61%	58%	55%	58%	58%
	% NH Black est.	8%	8%	16%	10%	11%
ACS Pop. Est.	Total	5,186	4,924	5,417	5,674	21,200
Age	age0-19	23%	22%	32%	26%	26%
	age20-60	55%	55%	54%	53%	54%
	age60plus	23%	23%	14%	21%	20%
Immigration	immigrants	24%	23%	19%	27%	24%
	naturalized	63%	53%	54%	53%	56%
Language spoken at home	english	65%	64%	67%	59%	64%
	spanish	14%	17%	17%	19%	17%
	asian-lang	17%	15%	11%	18%	15%
	other lang	4%	4%	6%	5%	5%
Language Fluency	Speaks Eng. "Less than Very Well"	16%	17%	12%	24%	17%
Education (among those age 25+)	hs-grad	53%	57%	54%	56%	55%
	bachelor	21%	20%	20%	16%	19%
	graduatedegree	12%	11%	11%	10%	11%
Child in Household	child-under18	26%	25%	34%	24%	27%
Pct of Pop. Age 16+	employed	62%	63%	52%	59%	59%
Household Income	income 0-25k	16%	15%	21%	24%	19%
	income 25-50k	21%	22%	21%	24%	22%
	income 50-75k	20%	18%	17%	19%	19%
	income 75-200k	39%	40%	39%	31%	37%
	income 200k-plus	4%	6%	2%	2%	3%
Housing Stats	single family	60%	65%	56%	55%	59%
	multi-family	40%	35%	44%	45%	41%
	rented	52%	51%	72%	58%	57%
	owned	48%	49%	28%	42%	43%

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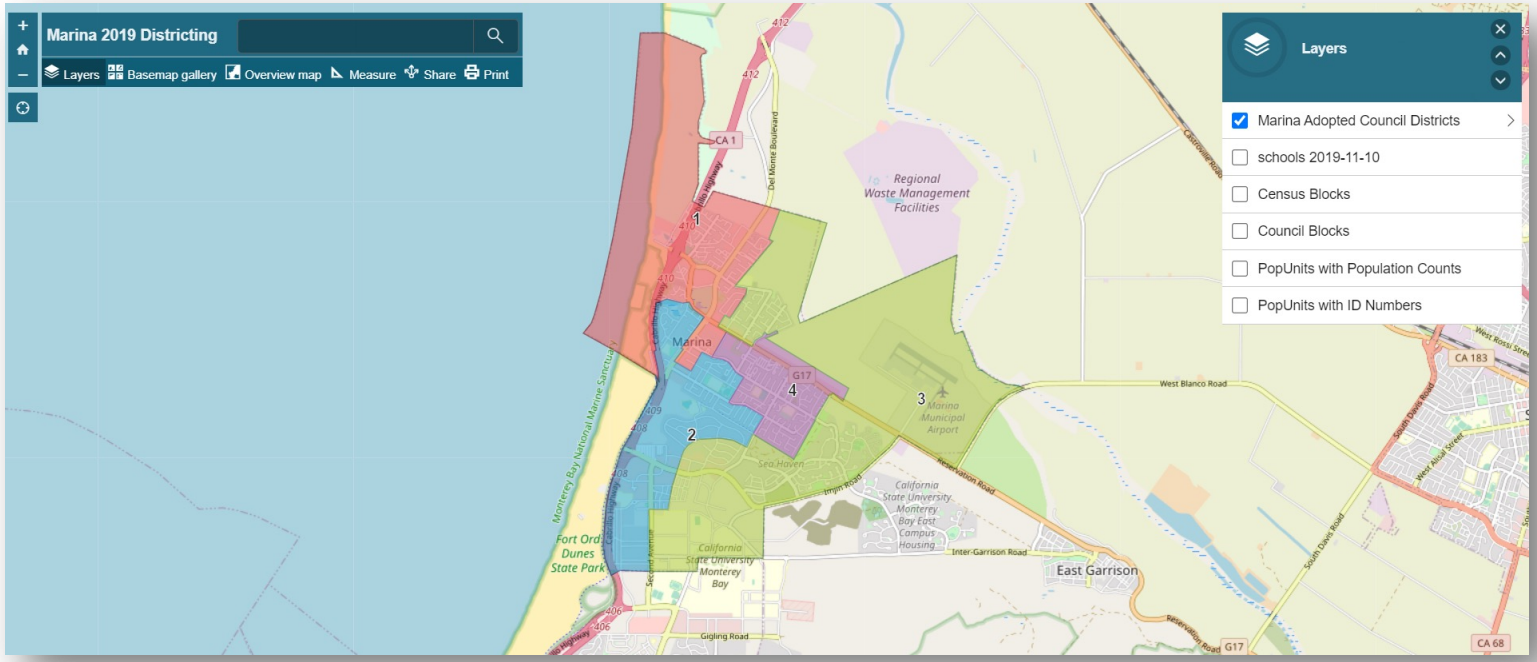
Simple Map Review Tool

Online Interactive Review Map

- ESRI's "ArcGIS Online" – similar to Google Maps in ease of use
- Used to review, analyze and compare maps, not to create them
- Includes overlays of "community of interest" and other data

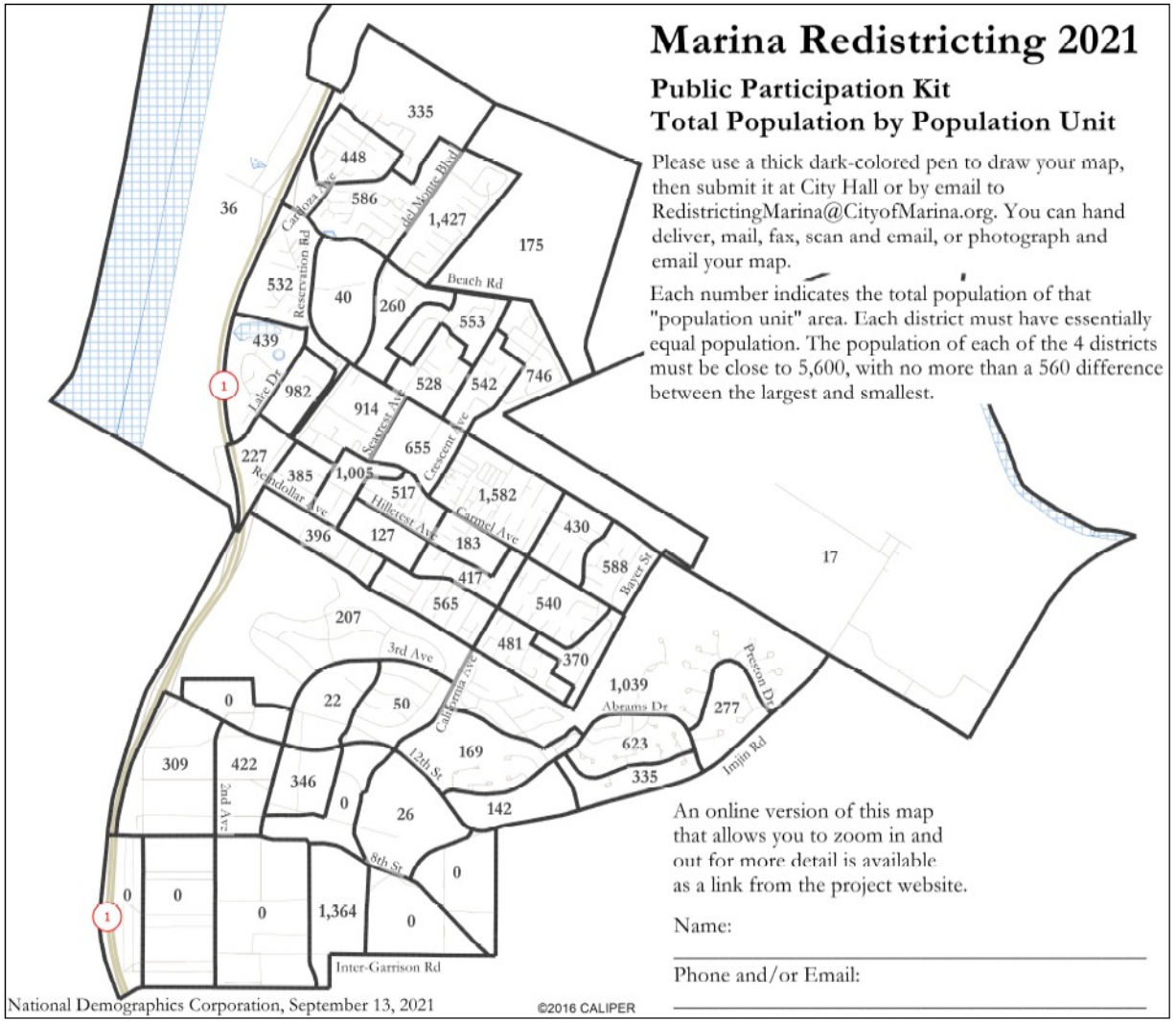


Simple Map Drawing Tool

Paper "Public Participation Kit"

For those without internet access or who prefer paper

Total Population Counts only – no demographic numbers



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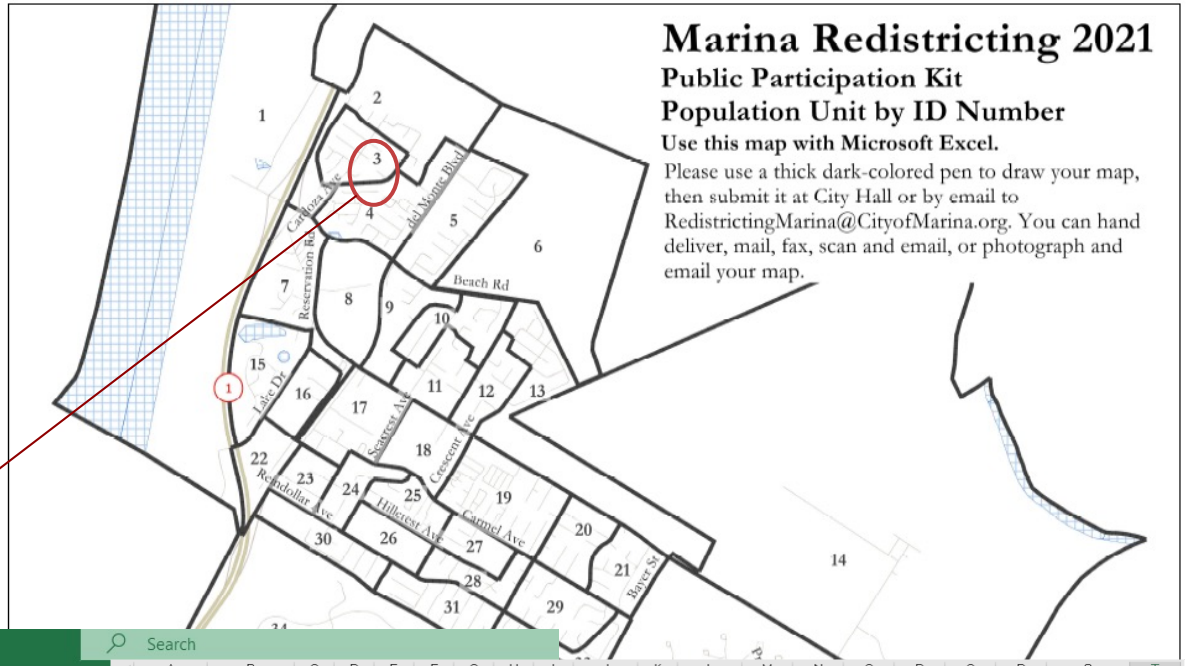
Simple Map Drawing Tool + Excel Supplement

"Public Participation Kit"

- For those who know Excel and do not wish to use online tools
- Adds CVAP data
- Excel does the math



Quick Reference: Total Population & Deviation from Ideal by district

D1:	0	-4,930	D2:	0	-4,930	D3:	0	-4,930	D4:	0	-4,930

District (1-4)	Pop Unit	Total Population Tot. Pop.	Hisp	NH Wht	NH Blk	NH Asn	Citizen Voting Age Population tot	Hisp	NH Wht	NH Blk	NH Asn	tot
	1	24	7	16	0	1	16	6	9	0	1	12
	2	10	0	5	4	0	9	0	4	4	0	1
	3	321	44	156	17	79	239	23	117	18	60	224
	4	315	71	109	24	89	213	36	78	20	74	183
	5	187	36	98	6	43	127	21	65	5	36	116
	6	552	76	272	19	155	427	40	203	17	124	355
	7	194	22	127	11	32	139	11	90	10	26	123
	8	118	21	64	2	31	77	9	50	0	19	74
	9	239	40	94	17	65	153	18	65	15	54	172
	10	189	26	100	15	44	119	9	66	13	32	109
	11	2	0	2	0	0	2	0	2	0	0	2
	12	1,194	367	439	121	179	749	158	338	106	137	512
	13	257	99	72	23	47	151	41	54	20	33	92
	14	278	38	134	38	57	221	19	142	22	35	397
	15	1,038	239	384	77	261	746	94	404	41	159	378

Sums by Distict Assigned — Ideal population: 15,314

City of San Buenaventura 2017 Public Participation Kit

enter your name here

Group	Category	Counts 1	2	3	4	5	6	7	Unassigned	Total	Percentages 1	2	3	4	5	6	7	Unassigned	Total
Total Population	Tot. Pop.	0	0	0	0	0	0	0	107,197	107,197									
	Deviation from Ideal	-15,314	-15,314	-15,314	-15,314	-15,314	-15,314	-15,314		0	-100%	-100%	-100%	-100%	-100%	-100%	-100%		0.00%
Voting Age Population	Hisp	0	0	0	0	0	0	0	34,182	34,182	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	32%	32%
	NH Wht	0	0	0	0	0	0	0	64,294	64,294	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	60%	60%
	NH Blk	0	0	0	0	0	0	0	1,919	1,919	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	2%	2%
	NH Asn	0	0	0	0	0	0	0	4,530	4,530	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	4%	4%
	Total VAP	0	0	0	0	0	0	0	83,090	83,090									
	Hisp	0	0	0	0	0	0	0	22,928	22,928	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	21%	28%
	NH Wht	0	0	0	0	0	0	0	53,657	53,657	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	50%	65%
	NH Blk	0	0	0	0	0	0	0	3,401	3,401	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	3%	4%
	NH Asn	0	0	0	0	0	0	0	77,963	77,963	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	72%	93%
Citizen Voting Age Population	Total CVAP	0	0	0	0	0	0	0	18,936	18,936									
	Hisp	0	0	0	0	0	0	0	52,843	52,843	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	49%	279%
	NH Wht	0	0	0	0	0	0	0	1,675	1,675	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	2%	9%
	NH Blk	0	0	0	0	0	0	0	2,630	2,630	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	2%	14%
	NH Asn	0	0	0	0	0	0	0	63,996	63,996	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	60%	338%
Nov. 2014 Registration	Total Reg.	0	0	0	0	0	0	0	13,374	13,374									
	Latino	0	0	0	0	0	0	0	1,100	1,100	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	1%	8%
	Asian-American	0	0	0	0	0	0	0	463	463	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0%	3%
	Filipino	0	0	0	0	0	0	0	30,448	30,448	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	28%	228%
Nov. 2014 Voters	Total Votes	0	0	0	0	0	0	0	4,317	4,317									
	Latino	0	0	0	0	0	0	0	461	461	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0%	11%
	Asian-American	0	0	0	0	0	0	0	181	181	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0%	4%
	Filipino	0	0	0	0	0	0	0	164	164	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0%	4%

Submitter's Comments about the plan:

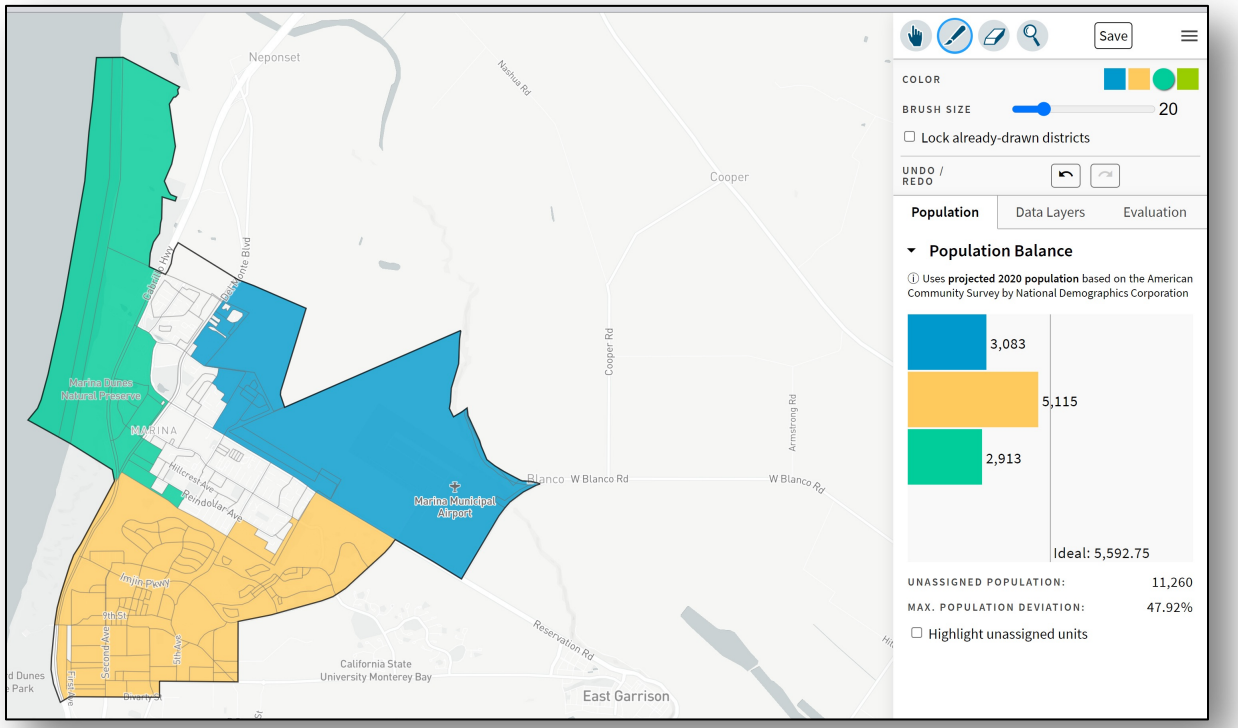
I think this map makes sense because . . . .

Instructions | Assignments | 7-district balance

DistrictR

"Draw Your Community of Interest" focus

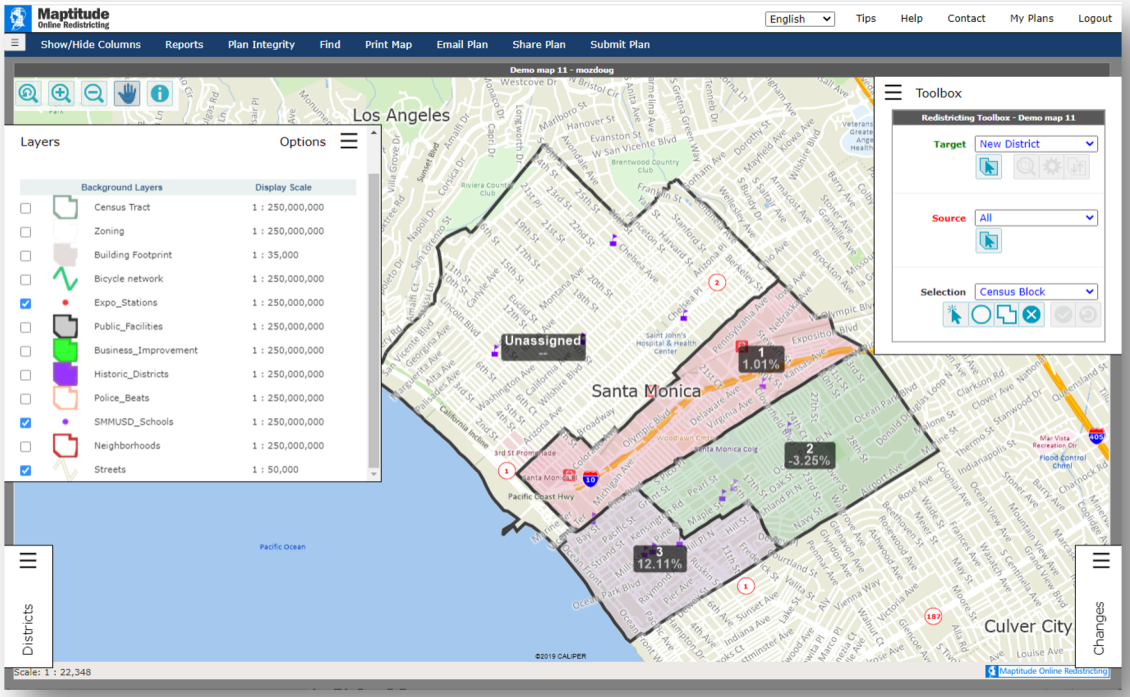
- DistrictR.org
- Also includes simple district-mapping tool; Only available in English
- Similar external options: Representable.org, DrawMyCACommunity.org



Caliper's "Maptitude Online Redistricting"

Full Database, Powerful Online Mapping Tool

- Powerful, common, data-rich online tool
- Six language options: English, Spanish, Portuguese, Vietnamese, Mandarin and Korean



Share Your Thoughts

Website

www.MapMarina.org

Phone

831.884.1278

Email

RedistrictingMarina@cityofmarina.org

Public Hearing & Discussion

- **What is your neighborhood and what are its boundaries?**
- **What other notable areas are in the City, and what are their boundaries?**

- **Any questions about the mapping tools?**

Council Discussion:

- "neighborhoods"
- "communities of interest"