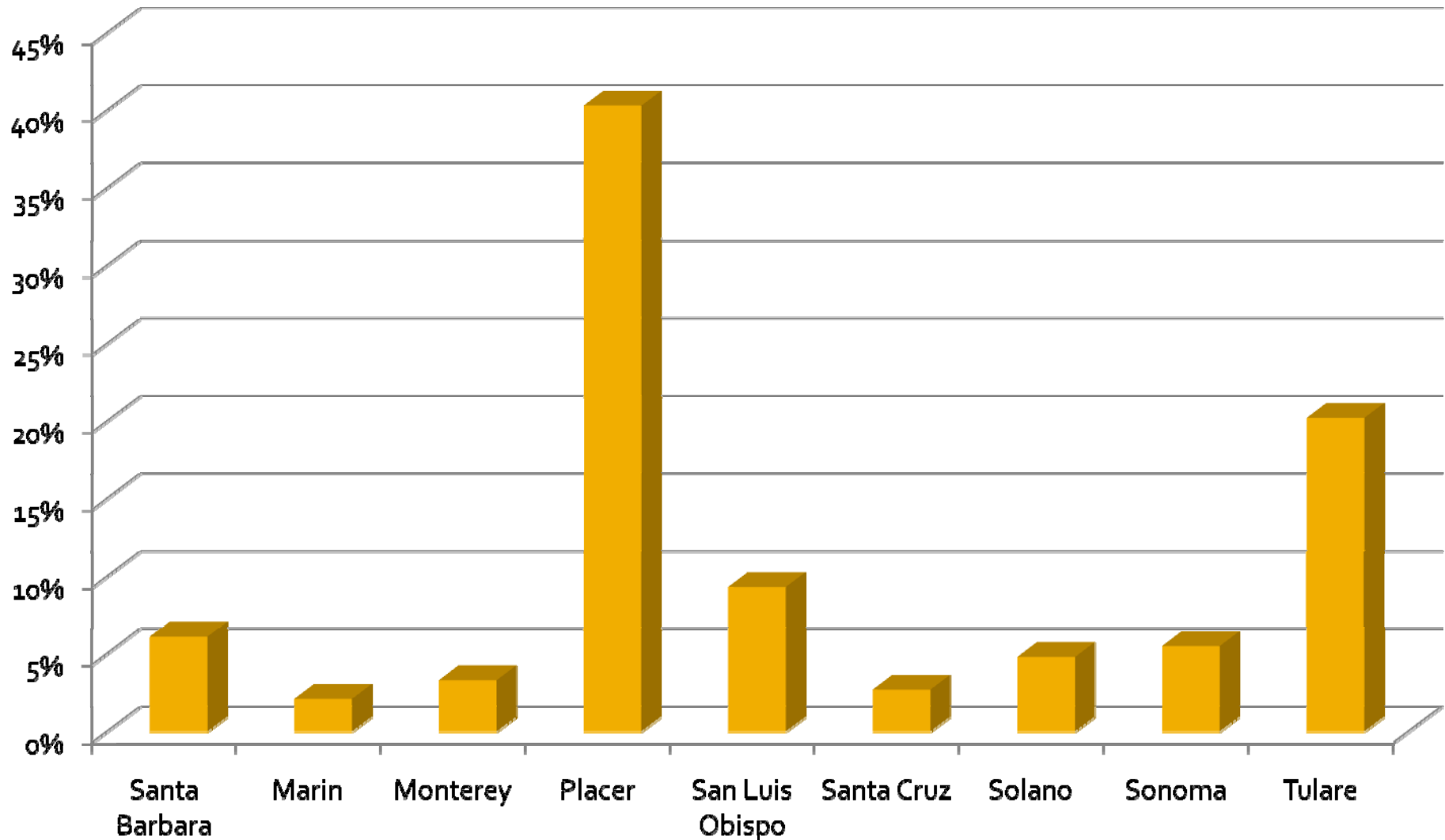


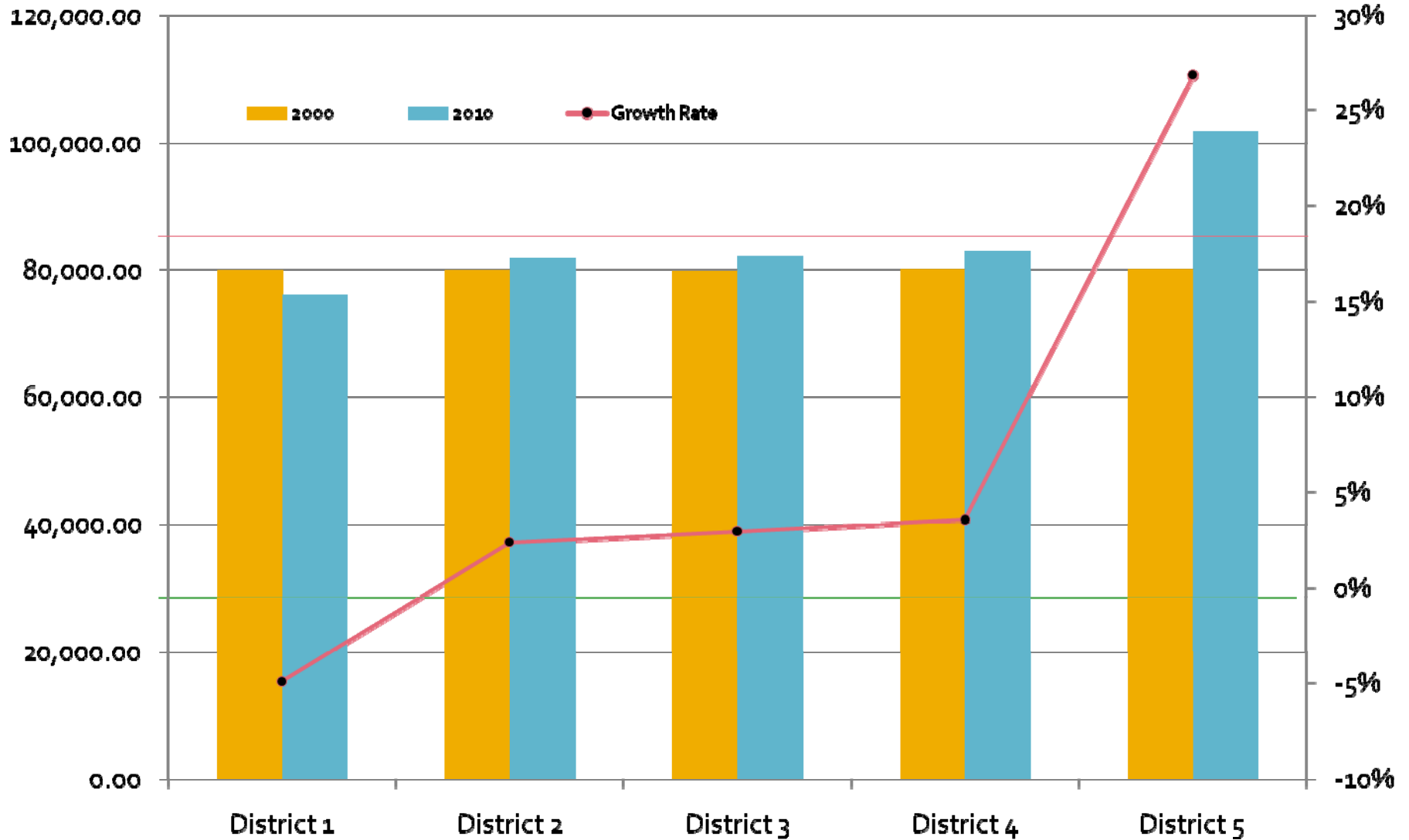
Redistricting 2011

County of Santa Barbara
County Executive Office
Dennis Bozanich

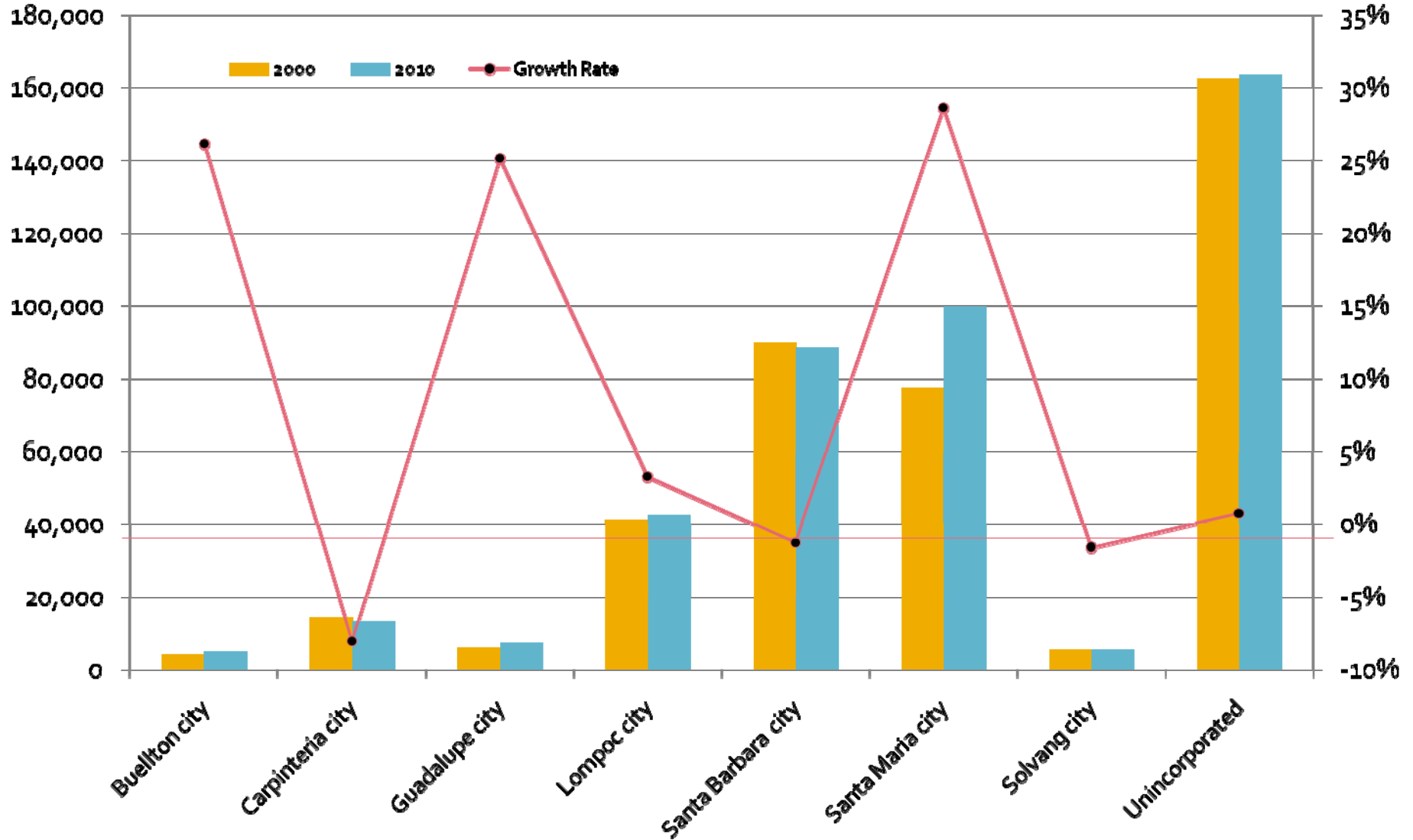
Population Changes in Comparison Counties



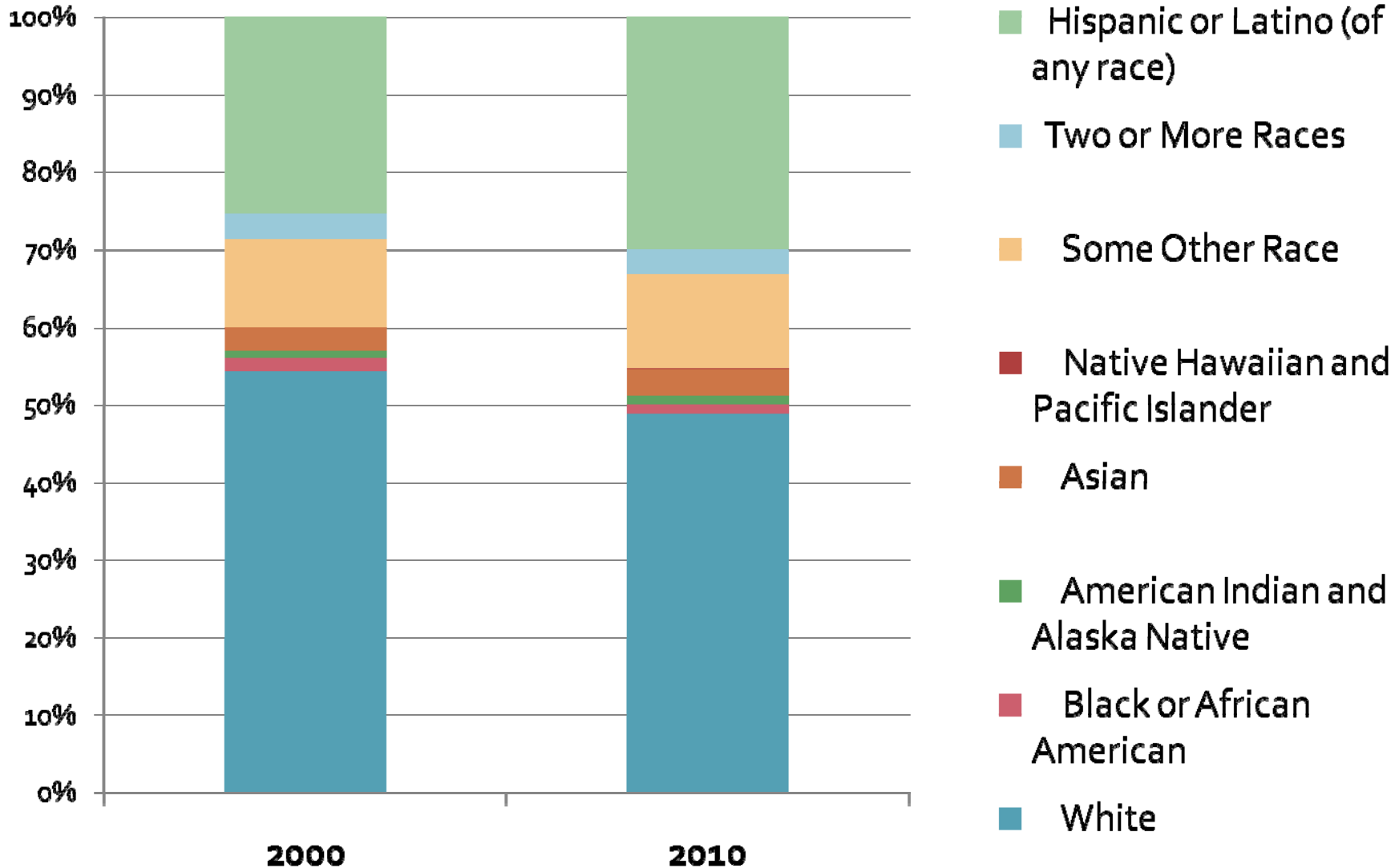
District Population Changes: 2000 to 2010



City Population Changes: 2000 - 2010



Demographic Changes: 2000 - 2010



Public Outreach and Participation Plan



- Outreach strategies
 - Traditional & social media
 - Direct mail to community organizations
- Participation opportunities
 - Public meetings
 - Submitting suggestions
 - Submitting proposals

Public Information



www.countyofsb.org/ceo/redistricting2011

- Features:
 - Maps
 - Census data
 - Participation resources
- Data map
- Data table

Public Participation



Location	Date	Time
Carpinteria City Hall	Monday, May 16, 2011	6:00 – 9:00 PM
Board Hearing Room, Santa Barbara (Eng/Spa)	Wednesday, May 18, 2011	1:00 – 4:00 PM
Lompoc City Hall	Monday, May 23, 2011	1:00 – 4:00 PM
Guadalupe City Hall (Eng/Spa)	Monday, May 23, 2011	6:00 – 9:00 PM
Board Hearing Room, Santa Maria (Eng/Spa)	Wednesday, May 25, 2011	6:00 – 9:00 PM
Goleta	Tuesday, May 31, 2011	6:00 – 9:00 PM
Solvang	Wednesday, June 1, 2011	6:00 – 9:00 PM

Revised Budget



Category	Types of Costs	Budget
Software for Redistricting Mapping	Allows data analysis of various redistricting proposals	\$3,500
Media Outreach	Print ads, radio announcements	\$17,500
Town Hall Meetings	Printed materials/handouts, facility costs	\$5,000
Technical Consulting/Training/Translation	Consulting on proposals; GIS staffing; staff training on redistricting; Spanish translation as needed	\$10,000
Miscellaneous/Contingency	Other unanticipated costs as needed	\$4,000
Total		\$40,000

Recommended Actions



- Receive the staff report on the 2010 Census data and provide guidance on the:
 - Revised redistricting budget, and
 - Public Outreach and Participation Plan
- Direct staff on the development of proposed redistricting maps for public comment