



BOARD OF SUPERVISORS
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Department Name: CEO
Department No.: 012
For Agenda Of: 4/12/11
Placement: Departmental
Estimated Tme: 60 minutes
Continued Item: Yes
If Yes, date from: 3/1/11
Vote Required: Majority

TO: Board of Supervisors
FROM: Department Chandra L. Wallar, County Executive Officer
Director(s)
Contact Info: Dennis Bozanich, Assistant to the CEO, 568.3400
SUBJECT: **2011 Redistricting Update**

County Counsel Concurrence

As to form: Yes

Auditor-Controller Concurrence

As to form: N/A

Recommended Actions:

1. Receive a staff report and provide guidance on 2011 census data for Santa Barbara County, revised redistricting budget and the Public Participation and Outreach Plan.
2. Direct staff on the development of proposed redistricting maps for public comment.

Summary Text:

Every ten years, the Board of Supervisors redraws the boundaries of the supervisorial districts to account for population changes over the decade using US Census data. On December 14, 2010, the Board received an overview of the 2011 Redistricting process, including a summary of efforts undertaken in 2001, possible approaches for an outreach strategy and potential timeline for consideration. On March 1, 2011, the Board approved the outreach strategy, timeline and budget for the 2011 process and requested a return on April 12, 2011 with census information and a budget update.

This item is before the Board to receive a staff report on the 2010 Census data for Santa Barbara County, updates to the Public Outreach and Participation Plan and to provide direction to staff to create three to five draft redistricting maps to be used for public discussion. If so directed, these draft redistricting maps could be approved for discussion at the public meetings at the Board meeting on May 3, 2011.

Background:

2010 Census Data Overview:

Overall population growth in the County of Santa Barbara was just over 6% between 2000 and 2010. The official 2010 Census identified 423,895 residents in Santa Barbara County. Equal division of this total population across the five districts creates an average district population of 84,779 individuals. This average becomes a target population for each district during the 2011 redistricting process. High levels of growth in Buellton (+26%), Guadalupe (+25%) and Santa Maria (+29%) coupled with declines

in Carpinteria (-8%) and Santa Barbara (-1%) have created a need to rebalance the districts. See the following chart for additional information:

	Total Population		Change
	2000	2010	Percent
County Total	399,347	423,895	6.1%
Buellton city	3,828	4,828	26.1%
Carpinteria city	14,194	13,040	-8.1%
Goleta city	NA	29,888	NA
Guadalupe city	5,659	7,080	25.1%
Lompoc city	41,103	42,434	3.2%
Santa Barbara city	89,600	88,410	-1.3%
Santa Maria city	77,423	99,553	28.6%
Solvang city	5,332	5,245	-1.6%

The California Elections Code Section 21500 allows for consideration of topography, geography, cohesiveness, contiguity, integrity, compactness and community of interests to be considered when redrawing districts with nearly equal populations. The following chart shows the 2010 population within each of the existing district boundaries and the population gain or loss needed to reach the target population for redistricting:

District	Population	Gain/loss to average (84,779)
District 1	75,906	+8,873
District 2	81,698	+3,081
District 3	81,948	+2,831
District 4	82,812	+1,967
District 5	101,531	-16,752

Public Outreach and Participation Plan Update:

The Outreach and Participation Plan has been developed to clearly outline the communication plan for informing the public of:

- participation options,
- the goals of the public meetings,
- general instructions for submitting suggestions, and
- instructions for submitting complete redistricting plans for consideration.

The proposed Public Outreach and Participation Plan is Attachment A.

Revised Budget Plan:

The Board authorized \$50,000 for outreach to County residents while being mindful of opportunities to reduce the amount actually spent. The revised budget is proposed as follows:

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

Draft Redistricting Maps:

To begin public participation, it is suggested the Board direct staff to develop three to five proposed maps to be presented at each of the six public meetings. Staff would develop these maps in conformity with required laws and regulations. These proposed maps will be brought back to the Board for acceptance as **proposed** maps for the purpose of initiating public comment at the May 3, 2011 Board meeting. These maps maybe amended in alignment with public suggestions, combined, merged or abandoned. The remaining proposed maps and any maps submitted by members of the public which meet the criteria outlined in the Public Outreach and Participation Plan will be considered by the Board at the hearing scheduled for July 5, 2011.

Revised Proposed Timeline/Deliverables:

Key Event/Deliverable (Revised)	Date (2011)
County Redistricting website available	March 18
US Census provides Redistricting data to States	By April 1
Board meeting to review US Census data and confirm community workshop schedule and content	April 12
Board meeting to approve draft maps for public meeting discussions	May 3
Community Outreach Launched/Noticing of Community Workshops	May 4-15
Community Workshops Held	May 16- June 3
GIS Sessions Held	June 2-4
Board Hearing-Summary of Community Input Received	June 7
Redistricting Proposal Submittal Deadline	June 10
Board Hearing-Review of Proposals	July 5
Board Hearing-Proposed Redistricting Plan (2nd reading required)	July 12
Board Hearing-Proposed Redistricting Plan (2nd reading required)	August 2
<i>Board Hearing-Proposed Redistricting Ordinance Adoption</i>	August 9
Last Date for Board to Legally Adopt Plan	October 31

Next Steps: The next key deliverable will be a staff presentation to the Board on the draft maps for public discussion, including a demonstration of GIS, on May 3, 2011.

Fiscal and Facilities Impacts:

Budgeted: No

Fiscal Analysis:

Narrative: The proposed budget for the 2011 Redistricting effort is \$40,000 (less if possible).

The proposed budget is anticipated to be funded by Contingency. A budget revision to transfer required funds to the County Executive Office for this project will be forthcoming based upon the Board’s approval of this budget. Significant staff time will be devoted to this project and absorbed by the

existing budgets of County Counsel, County Executive Office, General Services and Public Works, Surveyor.

Staffing Impacts:

This project will require the use of existing staff to complete Redistricting, including tasks such as developing and updating the website, scheduled and conducting community workshops, preparing public notices, developing and analyzing boundary proposals, drafting ordinances and writing the legal boundary description to effectuate any forthcoming change in the supervisorial districts.

cc: Gustavo Lavayen
Michael Emmons, Surveyor
Jennifer Slayman, Assistant Director, IT