



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: 3/1/11
Placement: Departmental
Estimated Tme: 20 minutes
Continued Item: Yes
If Yes, date from: 12/14/10
Vote Required: Majority

TO: Board of Supervisors
FROM: Department Chandra L. Wallar, County Executive Officer
Director(s)
Contact Info: Sharon Friedrichsen, Assistant to the CEO, 568.3400
SUBJECT: 2011 Redistricting Outreach Plan

County Counsel Concurrence

As to form:

Auditor-Controller Concurrence

As to form: N/A

Recommended Actions:

Approve the outreach strategy, timeline and budget for the County's 2011 Redistricting process.

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. This item is before the Board to approve the outreach strategy, timeline and budget and provide direction to staff.

Background:

Proposed Outreach Strategy: Staff recommends an outreach strategy that is based upon using technology and other lower-cost options to inform and engage the public about the Redistricting process. In terms of technology, the County proposes using a Redistricting Mapping website that will include information about Redistricting, upcoming community and Board meeting dates and interactive software that allows the public to use Geographical Information System (GIS) to develop boundary scenarios. The use of technology will be augmented with community workshops and GIS sessions that allow the public to consult with GIS technicians to develop redistricting proposals. Notice of community workshops and Board meetings will occur through the website, press releases and announcements using newspaper, radio and television (county and city government channels).

The following workshop locations are recommended for Board consideration:

- Cities of Carpinteria, Goleta and Santa Barbara and unincorporated area to be held in Santa Barbara
- Cities of Buellton and Solvang and unincorporated area to be held in Solvang
- Cities of Guadalupe, Lompoc and Santa Maria and unincorporated area to be held in Santa Maria

Research indicates that other counties will be conducting a range of meetings, from no community meetings (all meetings scheduled to take place as Board hearings), 4 countywide community meetings to 1-2 meetings per district. It is recommended that community workshops take place in May and June, after the Board of Supervisors has received an informational briefing regarding the 2010 Census Redistricting Data (P.L. 94-171). The schedule of meeting dates, times and locations will be brought forward to the Board for adoption during its May 3, 2011 meeting.

Use of Consultant: It is not recommended that a media/public relation consultant be used for this effort. However, minimal funds have been budgeted for technical consultants to assist with developing and evaluating map proposals as needed.

Content of Workshops: In 2001, the purpose of the community workshops was to introduce the concept and purpose of redistricting to the public, share Census data on the population and variance and receive community input regarding the types of items the Board should consider when creating and evaluating boundary proposals. Community input was then brought forward to the Board for consideration and then the Board directed staff to return with various map alternatives for consideration by the Board during a Board hearing. The recommended approach is to mirror the 2001 process. Direction should be given to staff should the Board wish staff to develop map alternatives prior to the community workshops and include these alternatives within the content of the workshop.

As part of the workshops, the public will be asked to provide input on the criteria identified when establishing districts per California Elections Code §21500: topography; geography; cohesiveness, contiguity, integrity and compactness of territory; and community of interests. These criteria are guidelines that the Board of Supervisors *may* use in considering map alternatives. The Board may also consider other factors not specified within the California Elections Code as long as plans comply with the legal mandate of population equality and nondiscrimination. The Board may wish to give direction to staff on other factors to consider or provide additional guidelines on map alternatives now and/or during the May 3, 2011 meeting.

Proposed Timeline/Deliverable:

Key Event/Deliverable	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	May 3
Community Outreach Launched/Noticing of Community Workshops	May 4-15
Community Workshops Held	May 16- June 1
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-Review of Proposals	July 12
Board Hearing-Proposed Redistricting Plan	August 2
Board Hearing-Proposed Redistricting Plan (2nd reading required)	August 9
Board Hearing-Proposed Redistricting Plan (2nd reading required)	August 16 as necessary
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 US Census data, including a demonstration of GIS, on May 3, 2011. At that time, it is requested that the Board finalize the community workshop schedule and provide direction to staff on the content of the workshops and guiding principles for developing map alternatives/scenarios.

Fiscal and Facilities Impacts:

Budgeted: No

Fiscal Analysis:

Narrative: The proposed budget for the 2011 Redistricting effort is \$25,000 and includes:

Category	Types of Costs	Budget
Software for Redistricting Mapping website	Allow online mapping component to website	\$15,000
Media Outreach	Print ads, radio announcements	\$5,000
Town Hall Meetings	Printed materials/handouts, facility costs	\$2,000
Technical Consulting/Training/Translation	Consulting on proposals; GIS staffing; staff training on redistricting; Spanish translation as needed	\$2,000
Miscellaneous/Contingency	Other unanticipated costs as needed	\$1,000
Total		\$25,000

The proposed budget is anticipated to be funded by Contingency. A budget revision to transfer 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