

COUNTY OF SANTA BARBARA
2011 REDISTRICTING
PUBLIC OUTREACH & PARTICIPATION PLAN

Introduction

The Public Outreach and Participation Plan has been developed to ensure the widest practical participation and dissemination of pertinent redistricting information. The schedule of public meetings and of the availability of redistricting information will be sent to those organizations, media outlets, and interest groups listed on Appendix A to this Public Participation Plan (A copy of that notice is also attached as Appendix B).

This Public Outreach and Participation Plan will include:

1. Communication concerning the desire and opportunities for suggestions and submission of redistricting plans through:
 - a. Providing print, radio and television outlets with press releases and interviews,
 - b. Direct mail to community-based organizations that supported our Census participation efforts last year,
 - c. Meeting with appropriate community-based organizations that will positively contribute to the participation in the redistricting process,
 - d. Using CSB-TV to promote attendance at public meetings, and
 - e. Developing additional web and social media resources to update interested residents as the process develops.
2. A series of seven public meetings to:
 - a. educate the community on the goals of redistricting and the process for their participation,,
 - b. solicit suggestions to existing plans as they pertain to communities of interest and other district considerations for determining appropriate district boundaries,
 - c. allow public testimony on redistricting proposals submitted by members of the public and those proposed for their consideration; and
3. Each public meeting will provide Community Workshop Kit to participants. The Kit will include a basic glossary of terms, FAQ, Redistricting Plan submittal instructions (see below) and county level demographic information from past and current Census.
4. Each public meeting will be recorded and afterwards, links will be provided on the redistricting website for viewing by the public and as part of the public record.
5. A package of Redistricting materials as described below will be provided through the County's Redistricting webpage to members of the public. The public can request these materials by calling (805) 568-3107. All members of the public are welcome to submit a redistricting proposal according to the timetable below.

- a. A database of pertinent information from which plans may be developed. This will be available online (or compact disc) in MS Excel and in paper form and includes:
 - i. Total population and voting age population by age, race, and ethnicity, sorted by census tract, and
 - ii. Total population and voting age population by age, race, and ethnicity, sorted by city and community;
- b. List of County census tracts (with partial and split tracts where appropriate) including current supervisorial district assignments, and location of tracts within incorporated cities and unincorporated areas.
- c. List of cities and unincorporated communities in the County with a list of census tracts included in each (including partial and split tracts where appropriate),
- d. Three (3) County base maps showing incorporated cities, unincorporated areas, census tracts, and current supervisorial district boundaries,
- e. California Elections Code Sections 21500-21506 regarding county redistricting, and
- f. Required forms for plan submittal.

General Instructions for Suggestions on Proposed Redistricting Plans

- Suggestions can be general or specific recommendations from individuals or groups.
- Suggestions should be ideas, solutions to a problem or recommendations that contribute to a successful redistricting process and plan.
- Suggestions can be made at any of the six public meetings or in writing through the email address provided on the Redistricting website.
- Suggestions may be compiled and made available to the Board of Supervisors prior to the Hearings scheduled for July.

General Instructions for Developing/Submitting a Proposed Redistricting Plan

- Elections Code § 21500 et seq. requires that the County be divided into five supervisorial districts, as nearly equal in population as possible. The redistricting database provides information on the population of cities and unincorporated communities and areas, census tract or tracts split by city or community boundaries and census block. A tract generally contains between 4,000 and 8,000 residents, although the population may vary from this number. For additional guidance, please see the California Elections Code materials in the Redistricting Package and the discussion below.
- A redistricting plan may not violate applicable provisions of the Voting Rights Act, 42 U.S.C. § 1973(b). The Voting Rights Act prohibits denying protected

minority groups an equal opportunity to participate in the political process and to elect representatives of their choice.

- The following factors may be considered in drawing boundaries: topography, geography, cohesiveness, contiguity, integrity, and compactness of territory and community of interests of the districts.
- Redistricting plan proposals must include the following submittal requirements:
 - A numerically ordered list of each census tract by city or unincorporated area and the supervisorial district to which it is assigned. (A required form will be available.) If portions of a tract are assigned to two or more supervisorial districts, list each census block located in each district with a description of how to split the tract. The list must be submitted in both hard copy and in MS Excel format on CD-ROM, if possible;
 - A summary table of elements of the plan. (A required form will be in the Redistricting Package ;)
 - A map outlining the proposed boundaries of all five Supervisorial districts labeled by District number. (A required map will be in the Redistricting Package.) (While a proposal submitted for consideration must include proposed boundaries for all five Supervisorial districts, public input concerning individual districts is welcome)
 - A narrative description of how the plan complies with provisions of law including, but not limited to, the equality of population principle and appropriate treatment of minority communities;
 - A proposal must include a contact name, address and telephone number, email address is optional;
 - Proposed redistricting plans must be received by 5:00 p.m. on June 17, 2011 in the County Executive Office at 105 E. Anapamu St. Santa Barbara. Postmarks, facsimile transmission or emails by that date are not acceptable.
 - Proposed plans will be reviewed for accuracy of data and conformance with legal requirements before being provided to the Board of Supervisors. The time frame for analysis is dependent on the format of the submission. Copies of staff analysis will be available upon request.
 - Plans that have been revised as a result of staff analysis may be resubmitted. Resubmissions are subject to the 5:00 p.m. June 17, 2011 deadline. Therefore, original submissions must be received in sufficient time to allow for review, revision, and resubmission. Any initial plans submitted after June 3, 2011 cannot be analyzed and returned for resubmission because of staff analysis constraints.
 - County staff and consultants will attempt to review plans submitted by June 10, 2011 but any inability of staff and consultants to do so will not constitute cause to extend the June 17, 2011 deadline.
 - Plans submitted to the County become subject to the deliberations of the Board of Supervisors and may be revised or modified as the Board of Supervisors deems appropriate.

- All plans submitted to the County by the 5:00 p.m., June 17, 2011 deadline and which meet the five (5) submittal requirements listed in the General Instructions section above will be available for public review through the Redistricting website.
- Proposed plans which meet the submittal requirements listed above and meet the 5:00 p.m., June 17, 2011 deadline will be considered at Board of Supervisor meetings. Persons proposing plans may wish to attend the meetings and testify on their plans. Attendance is not required.

Timetable for Adoption of Supervisorial District Boundary Ordinance

Key Event/Deliverable (<i>Revised</i>)	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
Community Outreach Launched/Noticing of Community Workshops	May 4-15
Community Workshops Held	May 16- June 1
GIS Sessions Held	May 16 – June 7
Redistricting Proposal Submittal Deadline	June 17
Board Hearing-Public Meeting Suggestions/Proposals- Direction to staff Set Hearing Item on Administrative Agenda	July 12
Board Hearing-Proposed Redistricting Plan (1st reading)	August 2
Board Hearing-Proposed Redistricting Ordinance Adoption (2 nd reading)	August 9
Last Date for Board to Legally Adopt Plan	October 31

Adoption of the Ordinance by August 9, 2011 allows for the requisite 30-day period for the District Boundary Ordinance to become effective. During this time, the public has the right to challenge the Ordinance.