

County of Santa Clara
2021 Advisory Redistricting Commission



DATE: August 4, 2021, Regular Meeting
TIME: 6:30 PM
PLACE: ****By Virtual Teleconference Only****

AGENDA

Pursuant to the provisions of California Governor's Executive Order N-08-21, issued on June 11, 2021, this meeting will be held by teleconference only. No physical location will be available for this meeting; however, members of the public will be able to participate in the meeting as noted below.

To address the Commission in public comment, please review the Public Comment Instructions below, then access the teleconference at <https://sccgov-org.zoom.us/j/93275497748> (recommended) or (669) 219-2599, meeting ID 93275497748# (participant ID not required).

Further instructions for accessing the teleconference will be posted online at: www.sccgov.org/bosmeeting.

Notice to the Public - Meeting Procedures

In compliance with the Americans with Disabilities Act and the Brown Act, those requiring accommodations in this meeting should notify the Clerk of the 2021 Advisory Redistricting Commission no less than 24 hours prior to the meeting at (408) 299-5001, or TDD (408) 993-8272.

Please note: To contact the Commission and/or to inspect any disclosable public records related to an open session item on a regular meeting agenda and distributed by the County to all or a majority of the Board of Supervisors (or any other commission, board, or committee) less than 72 hours prior to that meeting, visit our website at <http://www.sccgov.org> or contact the Clerk at (408) 299-5001 or 70 West Hedding Street, 10th Floor, San Jose, CA 95110, during normal business hours.

Persons wishing to address the Commission are requested to limit their comments to two minutes. Groups of speakers on a specific item are asked to limit their total presentation to a maximum of twenty minutes for each side of the issue.

Translation Services

English: Language interpretation services are available. Please contact the Office of the Clerk of the Board at (408) 299-5001 no less than three business days prior to the meeting to request an interpreter.

Español: Hay servicios disponibles de interpretación de idiomas. Por favor, póngase en contacto con la Oficina del Secretario de la Junta de Supervisores al (408) 299-5001 no menos de tres días antes de la junta para solicitar un intérprete.

Tiếng Việt: Có dịch vụ thông dịch cho ngôn ngữ của quý vị. Hãy liên lạc Văn Phòng Thư Ký Ban Quản Trị tại số (408) 299-5001 ít nhất ba ngày làm việc trước cuộc hẹn để yêu cầu cho người thông dịch.

中文: 提供語言翻譯服務。請在會議召開前至少三個工作日致電 (408) 299-5001 聯絡書記委員辦公室 (Clerk of the Board) 尋求翻譯服務。

Tagalog: Ang mga serbisyo sa interpretasyon ng wika ay available. Mangyaring makipag-ugnayan sa Office of the Clerk of the Board sa (408) 299-5001 ng hindi bababa sa tatlong araw ng negosyo bago ang pulong upang humiling ng interpreter.

Public Comment Instructions

Members of the Public may provide public comments at this meeting as follows:

- Written public comments may be submitted by email to 2021redistricting@ceo.sccgov.org. Written comments will be distributed to the Commission and posted to the agenda outline as quickly as possible.
- Spoken public comments will be accepted through the teleconference meeting. To address the Commission, click on the link above for the appropriate meeting to access the Zoom-based meeting. Please read the following instructions carefully.

1. You may download the Zoom client or connect to the meeting in-browser. If using your browser, make sure you are using a current, up-to-date browser: Chrome 30+, Firefox 27+, Microsoft Edge 12+, Safari 7+. Certain functionality may be disabled in older browsers including Internet Explorer.
2. You will be asked to enter an email address and name. The Clerk requests that you identify yourself by name as this will be visible online and will be used to notify you that it is your turn to speak.
3. When the Chairperson calls for the item on which you wish to speak, click on “raise hand.” The Clerk will activate and unmute speakers in turn. Speakers will be notified shortly before they are called to speak. (Call in attendees press *9 to request to speak, and *6 to unmute when prompted.)
4. When called to speak, please limit your remarks to the time limit allotted.

Opening

1. Roll Call.
2. Public Comment.

This item is reserved for persons desiring to address the Commission on any matter not on this agenda. Members of the public who wish to address the Commission on any item not listed on the agenda should request to speak at this time. Individuals will be called to speak in turn.

Speakers are limited to the following: three minutes if the Chairperson or designee determines that five or fewer persons wish to address the Commission; two minutes if the Chairperson or designee determines that between six and fourteen persons wish to address the Commission; and one minute if the Chairperson or designee determines that fifteen or more person wish to address the Commission.

The law does not permit Commission action or extended discussion of any item not on the agenda except under special circumstances. If Commission action is requested, the Commission may place the matter on a future agenda. Statements that require a response may be referred to staff for reply in writing.

Regular Agenda - Items for Discussion

3. Approve minutes of the July 21, 2021 Regular Meeting.
4. Receive report from the Office of the County Executive relating to the 2021 Redistricting Process. (ID# 106927)
5. Receive report from the Office of the County Executive and Redistricting Partners relating to mapping software. (ID# 107003)
6. Receive report from Redistricting Partners relating to redistricting principles. (ID# 107002)
7. Receive report from Redistricting Partners relating to the role of the Commissioner in the redistricting process. (ID# 107045)

Announcements

8. Announcements and correspondence:

- a. Chairperson's announcements.
- b. Commissioners' announcements.
- c. The County of Santa Clara provides reimbursement to appointed Commissioners for family care expenses incurred during the time spent performing their official County duties. For additional information, please contact the Office of the Clerk of the Board at (408) 299-5001.

Adjourn

9. Adjourn to the next regular meeting on Wednesday, August 18, 2021 at 6:30 p.m., by virtual teleconference.

County of Santa Clara
2021 Advisory Redistricting Commission



DATE: July 21, 2021, Regular Meeting
TIME: 6:30 PM
PLACE: By Virtual Teleconference Only

MINUTES

Opening

1. Roll Call.

Melanie Jimenez Perez, Program Manager II, Office of the County Executive, called the meeting to order at 6:31 p.m. A quorum was present via virtual teleconference, pursuant to the provisions of Executive Order N-08-21 issued on June 11, 2021 by the Governor of the State of California.

Attendee Name	Title	Status	Arrived
Cynthia Cooper	Commissioner, Seat No. 1	Remote	
Bob Staedler	Commissioner, Seat No. 2	Remote	
Mario Burnias	Commissioner, Seat No. 3	Late	6:33 PM
Juan Velazquez	Commissioner, Seat No. 4	Remote	
Dana Tom	Commissioner, Seat No. 5	Remote	
Dolores Alvarado	Commissioner, Seat No. 6	Remote	
Peter Pham	Commissioner, Seat No. 7	Late	8:10 PM
Laura McAllister	Commissioner, Seat No. 9	Remote	
Nancy Smith	Commissioner, Seat No. 8	Remote	
Katie Zoglin	Commissioner, Seat No. 10	Remote	

2. Public Comment.

No public comments were received.

Regular Agenda - Items for Discussion

3. Elect Chairperson Pro Tem for the July 21, 2021 regular meeting of the 2021 Advisory Redistricting Commission.

Commissioner Burnias joined the meeting at 6:33 p.m.

Commissioner Smith was elected Chairperson Pro Tem for the July 21, 2021 meeting.

3 RESULT: APPROVED [14 TO 0]**MOVER:** Dolores Alvarado, Commissioner, Seat No. 6**SECONDER:** Dana Tom, Commissioner, Seat No. 5**AYES:** Cooper, Burnias, Velazquez, Tom, Alvarado, McAllister, Zoglin, Pineda, Swenson, Tan, Nguyen, Malone, Staedler, Smith**ABSENT:** Pham**4. Approve minutes of the July 7, 2021 Special Meeting.****4 RESULT: APPROVED [11 TO 0]****MOVER:** Dana Tom, Commissioner, Seat No. 5**SECONDER:** Cynthia Cooper, Commissioner, Seat No. 1**AYES:** Cooper, Burnias, Velazquez, Tom, Alvarado, McAllister, Zoglin, Tan, Nguyen, Staedler, Smith**ABSENT:** Pham, Pineda, Swenson, Malone**5. Consider recommendations relating to applicants for the 2021 Advisory Redistricting Commission. (ID# 106928)**

Possible action:

- a. Receive report relating to the remaining applicants for the 2021 Advisory Redistricting Commission.
- b. Discuss and review the remaining applicants for the 2021 Advisory Redistricting Commission.
- c. Appoint Commissioners to fill Seat Nos. 11-15 of the 2021 Advisory Redistricting Commission.

Ms. Jimenez Perez provided information relating to Commissioner nominations for Seat Nos. 11-15. Ms. Jimenez Perez noted that applicant information is self-reported.

Discussion ensued relating to options for the nomination process.

Ms. Jimenez Perez provided a presentation relating to County and applicant demographics regarding gender, race and ethnicity, political affiliation, age, housing, and city of residence. Ms. Jimenez Perez outlined options for the nomination process.

Further discussion ensued relating to options for the nomination process and regarding specific nominations for Seat Nos. 11-15.

One individual addressed the Commission.

Further discussion ensued relating to options for the nomination process and regarding specific nominations for Seat Nos. 11-15.

Maria Pineda was appointed to Seat No. 11 (District One), Katie Swenson was appointed to Seat No. 12 (District Two), Edwin Tony Tan was appointed to Seat

No. 13 (District Three), Daniel Nguyen was appointed to Seat No. 14 (District Four), and Raven Malone was appointed to Seat No. 15 (District Five).

Newly appointed Commissioners Tam and Nguyen joined the meeting.

5 RESULT: APPROVED [8 TO 1]
MOVER: Bob Staedler, Vice Chairperson, Seat No. 2
SECONDER: Dolores Alvarado, Commissioner, Seat No. 6
AYES: Cooper, Staedler, Burnias, Velazquez, Tom, Alvarado, Smith, McAllister
NAYS: Zoglin
ABSENT: Pham

6. Elect Officers for Calendar Year 2021.

a. Elect Chairperson.

Commissioner Smith was elected Chairperson.

6.a RESULT: APPROVED [11 TO 0]
MOVER: Katie Zoglin, Commissioner, Seat No. 10
SECONDER: Cynthia Cooper, Commissioner, Seat No. 1
AYES: Cooper, Staedler, Burnias, Velazquez, Tom, Alvarado, Smith, McAllister, Zoglin, Tan, Nguyen
ABSENT: Pham, Pineda, Swenson, Malone

b. Elect Vice Chairperson.

In response to an inquiry by Commissioner Cooper, Mary Hanna-Weir, Deputy County Counsel, provided information relating to duties of the Vice Chairperson.

Commissioner Staedler was elected Vice Chairperson.

6.b RESULT: APPROVED [11 TO 0]
MOVER: Juan Velazquez, Commissioner, Seat No. 4
SECONDER: Katie Zoglin, Commissioner, Seat No. 10
AYES: Cooper, Staedler, Burnias, Velazquez, Tom, Alvarado, Smith, McAllister, Zoglin, Tan, Nguyen
ABSENT: Pham, Pineda, Swenson, Malone

7. Receive report from the Office of the County Counsel relating to an overview of the Ralph M. Brown Act, Statement of Economic Interests Disclosure, and Procedural Information. (ID# 106939)

Ms. Hanna-Weir provided a presentation relating to the purpose and application of the Ralph M. Brown Act to Commission work, meeting procedures, Commissioner qualifications, prohibition against *ex parte* communications, and conflicts of interest due to financial interests.

Minutes Acceptance: Minutes of Jul 21, 2021 6:30 PM (Regular Agenda - Items for Discussion)

Commissioner Pham joined the meeting at 8:10 p.m.

Discussion ensued relating to Robert's Rules of Order, the use of social media, public meeting procedures, mapping, timing of public comment at meetings, and limited potential for conflict of interest in performance of Commission work.

7 RESULT: RECEIVED

8. Receive report from the Office of the County Counsel relating to redistricting criteria. (ID# 106940)

Ms. Hanna-Weir provided a presentation relating an overview of the 2021 redistricting process and legal criteria, including updates to Federal and State law; redistricting criteria, timeline, and process; and, roles of the Commission and Board of Supervisors in the redistricting process.

Discussion ensued relating to in-person meetings, conducting community outreach during regular Commission meetings, effective dates of legal updates, requirement of a substantially equal number of total residents in each district, and ability of the public to remotely access in-person meetings.

8 RESULT: RECEIVED

Announcements

9. Announcements and correspondence:

a. Chairperson's announcements.

Chairperson Smith congratulated the Commission on successfully appointing Seat Nos. 11-15.

b. Commissioners' announcements.

Chairperson Smith noted that although she is ineligible to participate in the City of Sunnyvale redistricting process, she may provide information relating to future meetings so that others may participate in their process.

c. The County of Santa Clara provides reimbursement to appointed Commissioners for family care expenses incurred during the time spent performing their official County duties. For additional information, please contact the Office of the Clerk of the Board at (408) 299-5001.

Adjourn

10. Adjourn to the next regular meeting on Wednesday, August 4, 2021 at 6:30 p.m., by virtual teleconference.

Chairperson Smith adjourned the meeting at 8:55 p.m.

Respectfully submitted,

Peggy Doyle
Deputy Clerk

County of Santa Clara
Office of the County Executive



106927

DATE: August 4, 2021

TO: 2021 Advisory Redistricting Commission

FROM: Miguel Marquez, Chief Operating Officer
Melanie Jimenez Perez, Program Manager II
Danielle Christian, Legislative Manager

SUBJECT: 2021 Redistricting Process

RECOMMENDED ACTION

Receive report from the Office of the County Executive relating to the 2021 Redistricting Process.

REASONS FOR RECOMMENDATION

Outreach and community engagement are important throughout the redistricting process to inform the community about public workshops and hearings where community members can submit their input on redistricting recommendations and submit proposed maps.

Meetings of the 2021 Advisory Redistricting Commission (Commission) are public meetings and are planned to be conducted virtually through September and in-person starting in October. It is important to note that the date, time, and location for any Commission meeting must be noticed on the internet at least five days prior. Minutes and video from meetings will be posted to the agenda website within two weeks after the public hearing or workshop so the public can review the input provided to the Commission.

Administration will continue to monitor public health orders and guidelines associated with the pandemic to determine the best method for ensuring public access to participate in meetings. One potential recommendation Administration is exploring to ensure participation, is working with outreach partners to identify community locations that can host members of the public to leverage existing technology to participate in virtual Commission meetings, submit community of interest information, and/or submit draft maps for consideration. This will allow participation of members of the public who may not otherwise have access to appropriate technology or who may feel more welcome and able to participate in a familiar space.

To ensure redistricting work is completed in public, Commissioners are prohibited from communicating about redistricting matters outside of a public meeting. Should input

from non-commissioners be submitted outside of a public meeting, the Administration will post communications to the redistricting website and notice communications during public Commission meetings. Administration is also available to meet with community groups to explain the process and encourage participation.

To comply with redistricting requirements and encourage community participation, the County will provide language assistance and disability accommodations upon request for all public workshops and meetings, with the process and languages outlined below.

Administration has established a redistricting website at www.sccgov.org/2021redistricting. The website will have content in English, Spanish, Vietnamese, Chinese, and Tagalog and will remain on the County's homepage for ten years. The redistricting website will also include, but is not limited to: an overview of the 2021 redistricting process, draft maps, County information (population, voter information, racial, and ethnic information), mechanisms for accepting public submissions of testimony or draft maps, and meeting notices, materials, and minutes. Since this is the main source of information on redistricting, the website will continue to evolve, and the Commission and members of the public may submit content suggestions to 2021redistricting@ceo.sccgov.org.

Commission Meeting Translation Services

The County is required to ensure non-English speaking communities may participate in the redistricting process. Language interpretation services must be available in Spanish, Vietnamese, Chinese, and Tagalog upon request, but when possible, Administration will leverage existing resources to provide interpretation services in other languages. If language interpretation services are needed for a Commission meeting, they can be requested through the Office of the Clerk of the Board at (408) 299-5001, no less than three business days prior to the meeting to request an interpreter. This information is also included on each Commission meeting agenda in Spanish, Vietnamese, Chinese, and Tagalog.

Community Engagement Process

The condensed timeline requires an expedited, wide-reaching outreach strategy. Clear and concise messaging is needed to increase awareness regarding the redistricting process. The Administration will closely coordinate with outreach partners to ensure thorough outreach and leverage the robust community contacts engaged in the Census 2020 process, the 2020 elections outreach process, and pandemic outreach and response efforts. Community outreach partners will be identified to reflect our diverse county. A draft list for Commission consideration is attached to this report for discussion and Commission input. Outreach partners will include, but are not limited to the sectors below:

- Board of Supervisors and elected leaders
- Business Leaders and Associations
 - Chambers of Commerce
- Census 2020 Partners

- Cities
- CBOs
- Education partners
- Community Based Organizations (CBOs) and Non-profits
 - Silicon Valley Council of Nonprofits (SVCN)
 - Community Health Partnership
 - Destination: HOME
 - First5
 - Sacred Heart Community Services
- Community/Neighborhood Leaders
 - Latina Coalition of Silicon Valley
 - Silicon Valley NAACP
 - Vietnamese American Roundtable
- Democracy and Civic Engagement Organizations
 - American Civil Liberties Union (ACLU)
 - Asian Law Alliance
 - California Common Cause
 - League of Women Voters
- Elections Outreach Partners
 - Citizens' Advisory Commission on Elections (CACE)
 - Language Accessibility Advisory Committee
 - Voter Accessibility Advisory Committee
 - Voter Education and Outreach Coalition
- Faith-based Organizations
 - Catholic Charities
 - People Acting in Community Together (PACT)
- Labor Organizations
 - Working Partnerships, USA
 - Employee Organizations
 - Behavioral Health Contractor's Association
- Geographic Targets (supervisory districts, neighborhoods, unincorporated areas)
- Women's Organizations

- Commission on the Status of Women
- Young Adult Organizations

Throughout the community engagement process, the redistricting team is available to attend community meetings to present the County’s 2021 redistricting process and demonstrate how the community can get involved. Given the compressed timeline, Administration recommends three outreach phases, which are described in greater detail below:

Outreach Phase	Timeframe
1. Public Awareness	August 2021
2. Community of Interest	August – September 2021
3. Mapping	October 2021

1. Public Awareness

The Administration recommends a public awareness campaign in August regarding the 2021 redistricting process. The campaign would include launching the Redistricting Toolkit and Commissioner informational videos or social media posts, which can be created by the County’s Office of Communications and Public Affairs. Commissioner content would be optional, but include the following information:

- Why Commissioners want to be on the Commission
- Why redistricting is important
- Why the community should participate

Administration will also seek to complete an informational video or social media post in English, Spanish, Vietnamese, Chinese, and Tagalog.

2. Community of Interest

In August and September, Administration recommends focusing on the Community of Interest process. A community of interest (COI) is a neighborhood, community, or group of people who are likely to have common policy concerns and who might therefore benefit from being in a single district. The California Elections Code defines community of interest as “a population that shares common social or economic interests that should be included within a single supervisorial district for purposes of its effective and fair representation. Communities of interest do not include relationships with political parties, incumbents, or political candidates.” Cal. Elec. Code § 21500(c)(2). Communities of interest (COIs) are self-defined

and create a common story. They can be described by creating maps and narrative profiles and providing community stories.

Consideration of COIs is essential to successful redistricting, particularly since counties are required to prioritize communities of interest and local neighborhoods in drawing district boundaries above other criteria such as cities and census designated places. Redistricting should build up electoral boundaries from the underlying communities – using the process to empower groups that have similar backgrounds, experiences, and viewpoints in order to allow them to unify and elect candidates of their choice. Developing communities of interest for a redistricting process is the most important part of public outreach. Listening to residents allows for the development of knowledge about what communities exist, and how they interact with the County.

A draft Community of Interest (COI) Form is attached to this report to facilitate the gathering of narrative profiles for the Commission. Redistricting Partners will also present an overview of the mapping software, DistrictR so the community can also create and submit maps outlining their community of interest. In addition to completing a Community of Interest Form, or creating a map, the community can provide public comment directly to the Commission at any meeting. Public comment should also address the questions established on the COI form:

1. What binds your community together or creates its shared identify? Are there common interests or issues in your community? Describe how they are important.
2. Explain the geographical location of your community of interest. What are the physical boundaries? Are there nearby areas you want to be with? Include any key landmarks such as parks, county facilities, schools, church, or other boundaries.
3. What is the rationale for your community of interest to be used in the Board of Supervisor redistricting process? Please describe how the issues before the Board of Supervisors have an impact on your community.
4. What else would you like to tell us about your community? How would keeping your community intact enhance the quality of its representation?

COI forms and maps may be submitted in many ways:

- a. Return by email to 2021redistricting@ceo.sccgov.org
- b. Mailing or dropping off a hard copy to:

Office of the County Executive (c/o Melanie Jimenez Perez)
70 W. Hedding Street 11th Floor, East Wing
San José, CA 95110

- c. Attend a Commission meeting and read your comments to the 2021 Advisory Redistricting Commission.

Administration also recommends the Commission agendaize community presentations where groups can be scheduled to present to the Commission for 3 to 5 minutes on their community of interest. Community groups can sign up to make a presentation by emailing 2021redistricting@ceo.sccgov.org to be scheduled by staff in coordination with the Chair. Community presentations will serve as the initial phase to review COI testimony to develop the basis upon which eventual districts will be constructed.

3. Mapping

In October, once census data is available the mapping process can begin. Outreach at this point will focus on how the public can submit draft plans and feedback on any plans created by the staff, consultants, or the Advisory Redistricting Commission. COI testimony should continue, as it will help inform changes to the plans and provide ways for the new districting plan to be justified by these elements rather than disallowed criteria.

Redistricting Toolkit

Administration has prepared draft documents for discussion by the Commission. Once finalized, these documents will be packaged as a Redistricting Toolkit with fillable forms and translated into English, Spanish, Vietnamese, Chinese, and Tagalog. The Redistricting Toolkit will be posted on the redistricting website and distributed to outreach partners. The proposed Redistricting Toolkit will contain:

- Commission Meeting Schedule
- 2021 Advisory Redistricting Commission Workplan
- Redistricting Information Sheet
- Community of Interest Form
- Outreach Partners

Media Outreach

The proposed approach to media for the 2021 Advisory Redistricting Commission will involve a mix of traditional and non-traditional media. The Redistricting Toolkit will be provided to media organizations, with an emphasis on non-English speaking media utilizing television and radio to minority communities.

The County's Office of Communications and Public Affairs will continue to prepare media releases announcing important milestones in the process. Information will also be posted regular through the County's official social media channels such as Facebook, nextdoor, and Twitter. Commissioners and interested community members are encouraged to connect with the county (sscgov) on social media through the following profiles:

- Facebook: <https://www.facebook.com/county.of.santa.clara/>
- nextdoor: <https://nextdoor.com/agency-detail/ca/santa-clara-county/county-of-santa-clara-office-of-public-affairs/>
- Twitter: @SCCGov

Additional Outreach References and Toolkits

The County's redistricting website contains links to various resource on redistricting. The table below has additional outreach references and toolkits that may assist the Commission in their review of the community engagement process outlined in this report:

<i>Title</i>	<i>Source</i>	<i>Link</i>
Best Practices for Outreach to AAPI and Limited-English-Proficient Communities in Local Redistricting	Asian Law Caucus	https://www.advancingjustice-alc.org/wp-content/uploads/2021/06/Best-Practices-for-Reaching-AAPI-LEP-Communities.pdf
The Fair Maps of California Local Redistricting Toolkit	League of Women Voters of California	https://lwvc.org/sites/default/files/downloads/LWVC%20FairMaps%20California%20Local%20Redistricting%20Toolkit%2010-1-20.pdf
Roadmap to Local Redistricting in California	Common Cause	https://countyexec.sccgov.org/sites/g/files/exjcpb621/files/document/Roadmap-to-Local-Redistricting-in-California.pdf

CHILD IMPACT

The recommended action will have no/neutral impact on children and youth.

SENIOR IMPACT

The recommended action will have no/neutral impact on seniors.

SUSTAINABILITY IMPLICATIONS

The recommended action will have no/neutral sustainability implications.

BACKGROUND

At the April 6, 2021 (Item. No 22) Board of Supervisors meeting, the framework was established for the 2021 Redistricting Process. The framework aims to maintain flexibility to maximize opportunities for community engagement during a compressed timeline because of the significant delay in the release of the 2020 census data. This framework also included establishing a fifteen-member 2021 Advisory Redistricting Commission, with three commissioners from each supervisorial district.

The Board of Supervisors adopted Resolution BOS-2021-50 establishing the 2021 Advisory Redistricting Commission on April 20, 2021 (Item No. 59). The resolution directed Administration to establish an advisory redistricting commission composed of 15 members to hold public hearings, collect community input, and recommend to the Board updated supervisorial district boundaries. The resolution sets forth the criteria for membership on the Commission as well as the selection and appointment process for the members.

Statutory Guidelines

In addition to the County's process, the California Elections Code establishes statutory guidelines for the reapportionment of supervisorial districts in Division 21, Chapter 6. Supervisorial Districts. Those provisions include detailed requirements for outreach and encouraging public participation in the redistricting process:

§21508¹. (a) The board shall take steps to encourage residents, including those in underrepresented communities and non-English speaking communities, to participate in the redistricting public review process. These steps shall include a good faith effort to do all of the following:

- (1) Providing information to media organizations that provide county news coverage, including media organizations that serve language minority communities.
- (2) Providing information through good government, civil rights, civic engagement, and community groups or organizations that are active in the county, including those active in language minority communities, and those that have requested to be notified concerning county redistricting.

(b) The board shall arrange for the live translation in an applicable language of a public hearing or workshop held pursuant to this chapter if a request for translation is made at least 72 hours before the hearing or workshop, unless less than five days' notice are provided for the hearing or workshop, in which case the request shall be made at least 48 hours before the hearing or workshop.

(c) Notwithstanding Section 54954.2 of the Government Code, the board shall publish the date, time, and location for any public hearing or workshop on the internet at least five days before the hearing or workshop. However, if there are fewer than 28 days until the deadline

¹ https://leginfo.legislature.ca.gov/faces/codes_displaySection.xhtml?lawCode=ELEC§ionNum=21508.

to adopt boundaries, the board may publish the agenda on the internet for at least three days before the hearing or workshop.

(d) (1) A draft map shall be published on the internet for at least seven days before being adopted as a final map by the board provided that, if there are fewer than 28 days until the deadline to adopt boundaries, the draft map may instead be published on the internet for at least three days.

(2) Each draft map prepared by a member of the board or by employees or contractors of the county shall be accompanied by information on the total population, citizen voting age population, and racial and ethnic characteristics of the citizen voting age population of each proposed supervisorial district, to the extent the county has that data.

(3) (A) The board and employees or contractors of the county shall not release draft maps of supervisorial districts earlier than three weeks after the block-level redistricting database required by subdivision (b) of Section 8253 of the Government Code is first made publicly available. This subparagraph does not prohibit the board from holding public hearings or workshops on the placement of supervisorial district boundaries before the earliest date that draft maps of supervisorial districts may be released.

(B) If the period of time between the date that the redistricting database is made publicly available and the map adoption deadline is fewer than 90 days and more than 59 days, then the waiting period required by subparagraph (A) is reduced to one week. If the period of time between the date that the redistricting database is made publicly available and the map adoption deadline is fewer than 60 days, then the waiting period required by subparagraph (A) is waived.

(e) The board shall allow the public to submit testimony or draft maps in writing and electronically.

(f) The county shall either record or prepare a written summary of each public comment and board deliberation made at every public hearing or workshop held pursuant to this article. The county shall make the recording or written summary available to the public within two weeks after the public hearing or workshop.

(g) The board shall establish, and maintain for at least 10 years after the adoption of new supervisorial district boundaries, an internet web page dedicated to redistricting. The web page may be hosted on the county's existing internet website or another internet website maintained by the county. The web page shall include, or link to, all of the following information:

- (1) A general explanation of the redistricting process for the county, in English and applicable languages.
- (2) The procedures for a member of the public to testify during a public hearing or to submit written testimony directly to the board, in English and applicable languages.

(3) A calendar of all public hearing and workshop dates. A calendar listing that includes the time and location of the public hearing or workshop satisfies the notice required by subdivision (c).

(4) The notice and agenda for each public hearing and workshop.

(5) The recording or written summary of each public hearing and workshop.

(6) Each draft map considered by the board at a public hearing.

(7) The adopted final map of supervisorial district boundaries.

(h) For purposes of this section, “applicable language” means any language in which ballots are required to be provided in the county pursuant to Section 203 of the federal Voting Rights Act of 1965 (52 U.S.C. Sec. 10503).

(i) This section does not apply when a county transitions from at-large to district-based elections.

(j) Before January 1, 2021, and before January in each year ending in the number one thereafter, the Secretary of State shall publish on the internet a template explaining the county redistricting process that meets the requirements of paragraphs (1) and (2), inclusive, of subdivision (g). The Secretary of State shall publish the template in all of the languages into which ballots are required to be translated in the state pursuant to Section 203 of the federal Voting Rights Act of 1965 (52 U.S.C. Sec. 10503). The template shall be published in a conspicuous location on the Secretary of State’s internet website.

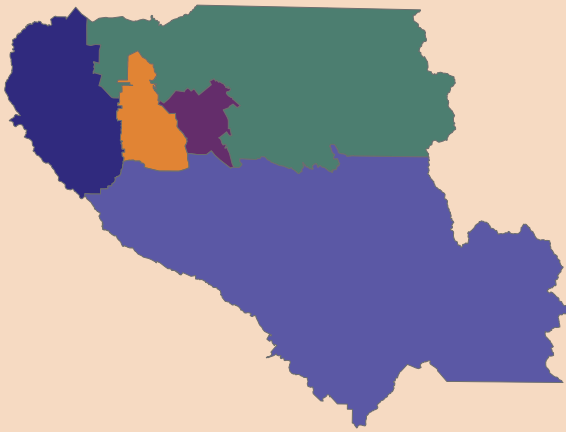
(Amended by Stats. 2020, Ch. 90, Sec. 6. (AB 1276) Effective January 1, 2021.)

CONSEQUENCES OF NEGATIVE ACTION

The Commission would not receive this informational report and provide input on the redistricting process and community engagement process.

ATTACHMENTS:

- Commission Meeting Schedule (PDF)
- ARC Workplan (PDF)
- Redistricting Information Sheet DRAFT (DOCX)
- COI Form DRAFT(DOCX)
- Item 4 Process Presentation (PDF)



Advisory Redistricting Commission

Meetings of the 2021 Advisory Redistricting Commission will occur by virtual teleconference every other Wednesday from 6:30 pm to 8:30 pm from July through September.

MEETINGS ARE SCHEDULED:

- July 7, 2021
- July 21, 2021
- August 4, 2021
- August 18, 2021
- September 1, 2021
- September 22, 2021
- September 29, 2021

In October, Advisory Redistricting Commission meetings will occur weekly on Wednesdays from 6:30 pm to 8:30 pm as scheduled with a location to be determined.

MEETINGS ARE SCHEDULED:

- October 6, 2021
- October 13, 2021
- October 20, 2021
- October 27, 2021

A Joint Hearing will occur with the Board of Supervisors on November 2, 2021 at 6:00 pm.

Additional meetings may be scheduled to finalize a recommendation to the Board of Supervisors

www.sccgov.org/2021redistricting
2021redistricting@ceo.sccgov.org



2021 Advisory Redistricting Commission
Proposed Fiscal Year 2021-2022 Workplan

Meeting Date	Topic	Presenter
August 4, 2021	Redistricting Process and Proposed Outreach Plan	Office of the County Executive
August 4, 2021	Overview of Mapping Software DistrictR	Redistricting Partners
August 4, 2021	Redistricting Principles	Common Cause <i>Kathay Feng, National Redistricting Director</i>
August 4, 2021	Role of the Commissioner	Redistricting Partners with Expert Panel: <i>Connie Malloy, Chief Executive Officer of the Panta Rhea Foundation</i> <i>Carlos Marquez, Owner of CM3 Advocacy, LLC</i> <i>Cynthia Dai, Chief Executive Officer of Dainamic Consulting, Inc</i>
August 18, 2021	Communities of Interest and a Legal Overview of Redistricting	Angelo Ancheta, member and rotating chair of the inaugural California Citizens Redistricting Commission from 2011-2020
September 1, 2021	Outreach and DistrictR Training	Redistricting Partners: Sophia Garcia
September 1, 2021	Communities of Interest Presentations	Community Members
September 22, 2021	Redistricting 201	Redistricting Partners: Paul Mitchell
September 22, 2021	Communities of Interest Presentations	Community Members
October 2021	Mapping Sessions	All
October 2021	Community Map Presentations	Community Members

Attachment: ARC Workplan (106927 : 2021 Redistricting Process)



County of Santa Clara Redistricting Process

Every ten years, local governments use new census data to redraw their district lines to reflect how local populations have changed. [Assembly Bill 849 \(2019\)](#) requires cities and counties to engage communities in the redistricting process by holding public hearings and/or workshops and doing public outreach, including to non-English-speaking communities.

What is redistricting?

Every ten years, districts must be redrawn so that each district is substantially equal in population. This process, called redistricting, is important in ensuring that each board member represents about the same number of constituents. In Santa Clara County, the Board of Supervisors is responsible for drawing supervisorial districts. Redistricting is done using U.S. Census data, which is released around March 31, 2021. For the County of Santa Clara, the redistricting process must be completed by December 15, 2021.

Why does redistricting matter to me?

Redistricting determines which neighborhoods and communities are grouped together into a district for purposes of electing a board member.

The Board of Supervisors will seek input in selecting the next district map for our supervisorial districts. You have an opportunity to share with the Board of Supervisors how you think district boundaries should be drawn to best represent your community.

You can contact the redistricting team at 2021redistricting@ceo.sccgov.org or visit the redistricting website at www.sccgov.org/2021redistricting to find out more about how the process works.

What do the existing supervisorial districts look like?

You can find a map of the County's current supervisorial districts here:

https://board.sccgov.org/sites/g/files/exjcpb936/files/2021-06/scc_all_districts_map.jpg

What criteria will our Board of Supervisors use when drawing district lines?

To the extent practicable, district lines will be adopted using the following criteria: (1) geographically contiguous districts (each supervisorial district should share a common border with the next), (2) the geographic integrity of local neighborhoods or communities shall be respected in a manner that minimizes its division, (3) geographic integrity of a city shall be respected in a manner that minimizes its division, (4) easily identifiable boundaries that follow natural or artificial barriers (rivers, streets, highways, rail lines, etc.), and (5) lines shall be drawn to encourage geographic compactness. In addition, boundaries shall not be drawn for purposes of favoring or discriminating against a political party.

How will our Board of Supervisors notify the public about redistricting?

The Board of Supervisors will reach out to local media to publicize the redistricting process. Also, we will make a good faith effort to notify community groups of various kinds about the redistricting process. Commission meetings are public and will be provided in applicable languages if residents submit a request in advance. The Board of Supervisors will notify the public about redistricting commission meetings, post maps online before adoption, and create a dedicated web page for redistricting information.

How can I get involved?

The 2021 Advisory Redistricting Commission will be holding hearings to receive public input on where district lines should be drawn. The hearings schedule is posted online: <https://countyexec.sccgov.org/2021-redistricting-process/2021-redistricting-events>

You can also learn more or submit public comments, including suggested draft maps, by emailing: 2021redistricting@ceo.sccgov.org



Tell Us About Your Community

The 2021 Advisory Redistricting Commission and the Santa Clara County Board of Supervisors want to hear from you! We invite members of our community to submit a Community of Interest (COI) form to show how you want your community to be considered in the Redistricting process. Submissions will become part of the public record.

Help shape the future of Santa Clara County's Supervisorial Districts

Every ten years, U.S. Census data is used to redraw Santa Clara County supervisorial district boundaries. Redistricting based on updated census data ensures districts are balanced by population. The Board of Supervisors established the 2021 Advisory Redistricting Commission to ensure robust community participation in the redistricting process. The Commission wants to hear from you on how boundaries should be drawn. Complete this form to tell the Commission about your **community of interest** and to ensure one person, one vote.

What is a Community of Interest?

A **Community of Interest** is a group of people in a geographically definable area who share common social and economic interests. Some examples of Communities of Interest may be:

- Senior citizens
- LGBTQIA+ communities
- College students living near campus
- People who live downtown, in a neighborhood, or in a rural or unincorporated area
- Residents who share a common language
- People that use the same transportation systems

What criteria will help the Commission and the Board of Supervisors understand the importance of your community in the redistricting process?

When completing a Community of Interest form, please address the following:

1. Does your community have a shared culture, characteristics, or bond?
2. Does your community live in an identifiable area? Is your community able to be mapped? Is there density within your community?
3. Describe your community's relationship with the County and how it is affected by policy decisions made by the Board of Supervisors.

The public can submit any testimony, but it is important to remember that your input can be best used if it addresses all three of these questions.

How Can You Participate in the Redistricting Process?

1. Provide your comments on your community of interest by completing the Community of Interest form and you have many options to return your form:
 - a. Return by email to 2021redistricting@ceo.sccgov.org
 - b. Mailing or dropping off a hard copy to:

Office of the County Executive (c/o Melanie Jimenez Perez)
70 W. Hedding Street 11th Floor, East Wing
San José, CA 95110
 - c. Attend a Commission meeting and read your comments to the 2021 Advisory Redistricting Commission.
2. Attend one of the Santa Clara County Board of Supervisors public meetings where redistricting will be discussed, with times and locations to be publicized on the redistricting website: www.sccgov.org/2021redistricting.
3. Stay engaged! Meetings of the 2021 Advisory Redistricting Commission are open to the public. Information will be updated on the website regularly. You can also be added to the redistricting email distribution list to receive updates.

Questions or comments?



Email the County's redistricting team at 2021redistricting@ceo.sccgov.org



Visit the redistricting webpage at www.sccgov.org/2021redistricting



In person: Call (408) 299-6006 to make an appointment for assistance



Mail: Office of the County Executive (c/o Melanie Jimenez Perez)

70 W. Hedding Street 11th Floor, East Wing

San José, CA 95110

Community of Interest Form

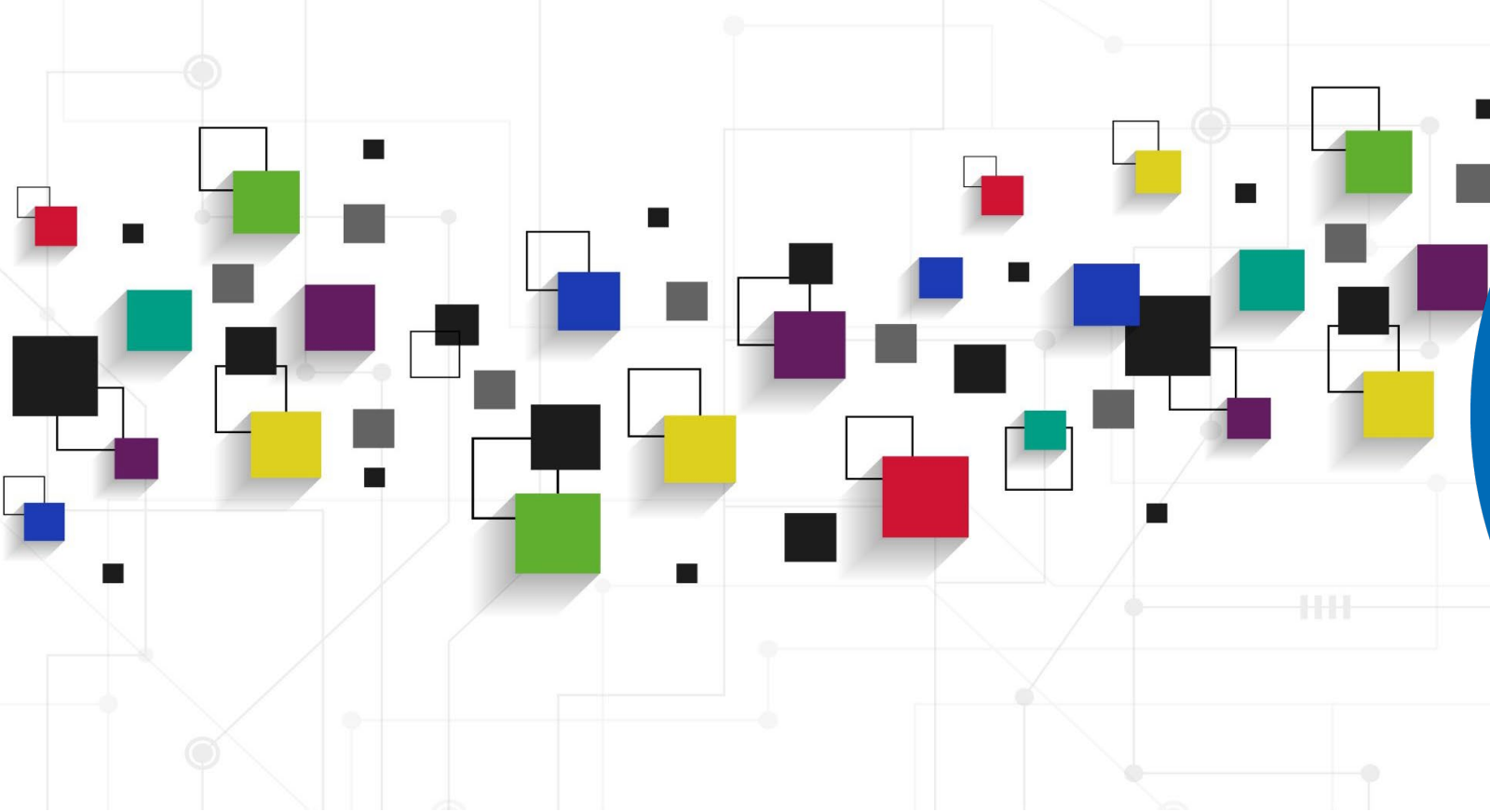
1. What binds your community together or creates its shared identify? Are there common interests or issues in your community? Describe how they are important:
2. Explain the geographical location of your community of interest. What are the physical boundaries? Are there nearby areas you want to be with? Include any key landmarks such as parks, county facilities, schools, church, or other boundaries.
3. What is the rationale for your community of interest to be used in the Board of Supervisor redistricting process? Please describe how the issues before the Board of Supervisors have an impact on your community.
4. What else would you like to tell us about your community? How would keeping your community intact enhance the quality of its representation?

Attachment: COI Form DRAFT (106927 : 2021 Redistricting Process)

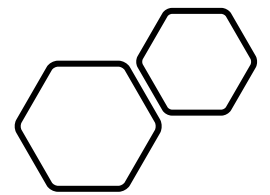
Optional Information: Community of Interest Form

If you provide an email address, we can send you updates on the process, contact you for potential presentation to the Commission, or request clarifying information regarding your submission.

First name:		Email:		
Which district do you live in? If you're not sure, look up your district at: https://eservices.sccgov.org/rov?tab=dt				
<input type="checkbox"/> District 1	<input type="checkbox"/> District 2	<input type="checkbox"/> District 3	<input type="checkbox"/> District 4	<input type="checkbox"/> District 5
Are you interested in presenting your submission to the Commission?		<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Can we contact you with additional redistricting information?		<input type="checkbox"/> Yes	<input type="checkbox"/> No	



2021 Redistricting Process



2021 Advisory Redistricting Commission
August 4, 2021
Item 4

Advisory Redistricting Commission
August 4, 2021
Item 4

Report Overview

Commission Meeting Information



Advisory Redistricting Commission

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Community Engagement Process

- Public Awareness
- Community of Interest
- Mapping

Redistricting Toolkit

- Meeting Schedule
- Commission Workplan
- Information Sheet
- COI Form
- Outreach Partners

Commission Meetings

sccgov.iqm2.com/citizens/default.aspx

BOARD OF SUPERVISORS & BOARDS AND COMMISSIONS

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Meeting Group
2021 Advisory Redistrict

Print This Page

2021 Advisory Redistricting Commission

Enabling Legislation:
- Resolution No. BOS-2021-50

More Information:
- Maddy report

Please note: Certain audio and video files are available for this meeting body by clicking the video link for the desired meeting date.

Pursuant to the provisions of California Governor's Executive Order N-08-21, issued on June 11, 2021, meetings of the 2021 Advisory Redistricting Commission will be held by teleconference only. No physical location will be available for these teleconference meetings; however, members of the public will be able to participate in the meetings as noted below.

Members of the public may provide public comments to teleconference meetings as follows:

- **Written public comments** may be submitted by email to BoardOperations@cob.sccgov.org. Written comments will be distributed to the Commission as quickly as possible; however, please note that documents may take up to 24 hours to be posted to the agenda outline.
- **Spoken public comments** will be accepted through the teleconference meeting. To address the Commission, click on the

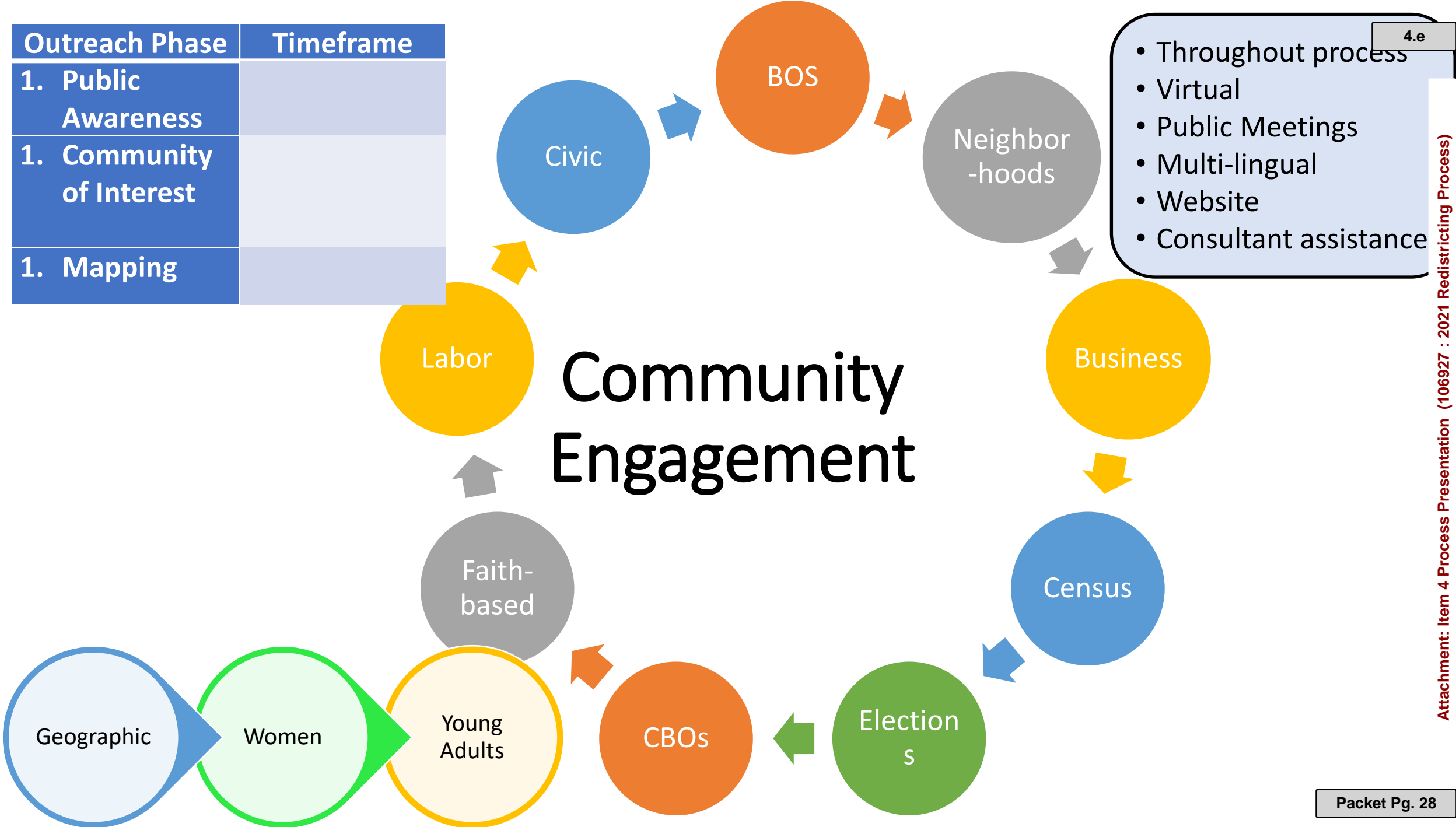
Peggy Doyle
Deputy Clerk

70 West Hedding Street, 10th Floor
San Jose, CA 95110

No Photo Available

- Virtual through September, In-person in October
- Publicly noticed and videos posted
 - No *ex parte* communications
- Translation services available upon request 72 hours prior
 - Spanish, Vietnamese, Chinese, and Tagalog
 - Additional languages upon request when possible

Outreach Phase	Timeframe
1. Public Awareness	
1. Community of Interest	
1. Mapping	



Redistricting Toolkit

- Commission Meeting Schedule
- 2021 Advisory Redistricting Commission Workplan
- Redistricting Information Sheet
- Community of Interest Form
- Outreach Partners



Tell Us About Your Community

The 2021 Advisory Redistricting Commission and the Santa Clara County Board of Supervisors want to hear from you! We invite members of our community to submit a Community of Interest (COI) form to show how you want your community to be considered in the Redistricting process. Submissions will become part of the public record.

Help shape the future of Santa Clara County's Supervisorial Districts

Every ten years, U.S. Census data is used to redraw Santa Clara County supervisorial district boundaries. Redistricting based on updated census data ensures districts are balanced by population. The Board of Supervisors established the 2021 Advisory Redistricting Commission to ensure robust community participation in the redistricting process. The Commission wants to hear from you on how boundaries should be drawn. Complete this form to tell the Commission about your **community of interest** and to ensure one person, one vote.

What is a Community of Interest?

A **Community of Interest** is a group of people in a geographically definable area who share common social and economic interests. Some examples of Communities of Interest may be:

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- LGBTQIA+ communities
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- People who live downtown, in a neighborhood, or in a rural or unincorporated area
- Residents who share a common language
- People that use the same transportation systems

Questions and
Commission
Discussion



County of Santa Clara
Office of the County Executive



107003

DATE: August 4, 2021
TO: 2021 Advisory Redistricting Commission
FROM: Miguel Marquez, Chief Operating Officer
 Danielle Christian, Legislative Manager
 Melanie Jimenez Perez, Program Manager II
SUBJECT: Redistricting Mapping Software

RECOMMENDED ACTION

Receive report from the Office of the County Executive and Redistricting Partners relating to mapping software.

REASONS FOR RECOMMENDATION

The 2021 Redistricting Process will utilize an online mapping tool. This tool will allow for public participation in the process by making it possible for the public to draw where their community is geographically and to generate proposed redistricting plans for the supervisorial districts through their web-browsers. Online submissions will be agendized, distributed, and posted to the Commission's agenda as quickly as possible.

The County will be utilizing the online mapping tool DistrictR for the 2021 redistricting process. DistrictR operates in-browser and does not require login or downloads and works on tablets as well as computers, which provides for maximum accessibility. It is an open source program, with permissive licenses and does not collect information about users.

Redistricting Partners, the County's consultant for the 2021 Redistricting Process, will provide training on DistrictR to the 2021 Advisory Redistricting Commission during its public commission meetings, which are open to the community.

The initial overview training will be presented as part of this report and will formally kick-off the community of interest process, during which the community will be asked to draw their Communities of Interest on DistrictR and complete Communities of Interest forms. This process will occur from August through September. Maps and forms can be submitted electronically online or:

- a. Returned by email to 2021redistricting@ceo.sccgov.org
- b. Mailed or dropped off a hard copy to:

Office of the County Executive (c/o Melanie Jimenez Perez)
70 W. Hedding Street 11th Floor, East Wing
San José, CA 95110

In September, Redistricting Partners will provide a comprehensive training on DistrictR to ensure the community and the public are comfortable using the software to draw maps. Once the US Census Bureau data has been received and added to DistrictR, the community will be able to draw proposed maps. It will provide the community the opportunity to draw proposed supervisorial district boundaries that complement communities of interest. The mapping phase is expected to occur in October.

Community members who have difficulty using the software can contact the County's redistricting team via email at 2021redistricting@ceo.sccgov.org for assistance.

CHILD IMPACT

The recommended action will have no/neutral impact on children and youth.

SENIOR IMPACT

The recommended action will have no/neutral impact on seniors.

SUSTAINABILITY IMPLICATIONS

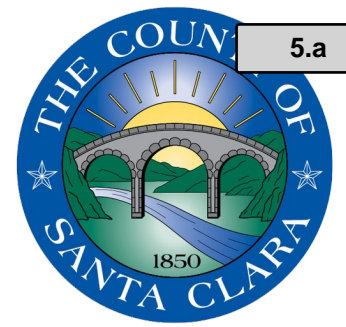
The recommended action will have no/neutral sustainability implications.

BACKGROUND

Every 10 years, following the release of data from the decennial Census, jurisdictions that elect members of their legislative body by districts must revise district boundary lines to ensure the districts are consistent with federal, state, and local legal requirements.

ATTACHMENTS:

- Item 5 Mapping Presentation (PDF)



5.a



How to Create Community of Interest (COI) Maps in DistrictR

2021 Advisory Redistricting Commission
August 4, 2021 Item 5



California

[Draw Districts](#)[Draw Communities](#)

Draw your community

[Statewide](#)[Counties](#)[Cities](#)[School Districts](#)[California](#)
Identify a community
Built out of block groups

What are the building blocks?

What are the data layers?

Why?

Start by clicking on Draw Communities. Then you can find your community by clicking on California, which will take you to the mapping tool

Redistricting is dividing a state into legislative districts. It's a process that has a big impact on how the lines are drawn influences everything from who is likely to be elected to how resources get allocated. And when it comes to democratic representation, **communities matter**. If your community is split up into different small pieces every ten years, it makes it harder to have a voice in government.

The official line-drawing process is different in every state, and in 2021 a record number of states will ask the public for input. Districtr is a tool to help you try your hand at identifying your community or drawing your own districts. Speak up for your community – and show the

Search

Map navigation controls: a red circle highlights a vertical toolbar containing a plus sign (+), a minus sign (-), and a hand icon.

5.a

Drawing | Data Layers | Evaluation



Use the hand to pan around the map, and zoom in by scrolling with your mouse or using the + and – in the upper lefthand corner to find your community

Areas of Interest

SELECT

Community 1

NAME

Community 1

Describe this community

These details are updated automatically

Important Places

New

Attachment: Item 5 Mapping Presentation (107003 : Redistricting Mapping



Once you find your community, use the paintbrush to fill the area. You can adjust the size of the paintbrush by toggling Brush Size.

5.a

COLOR

BRUSH SIZE

Paint counties

Lock already-drawn communities

UNDO / REDO

Drawing | Data Layers | Evaluate

▼ Areas of Interest

SELECT

Community 1

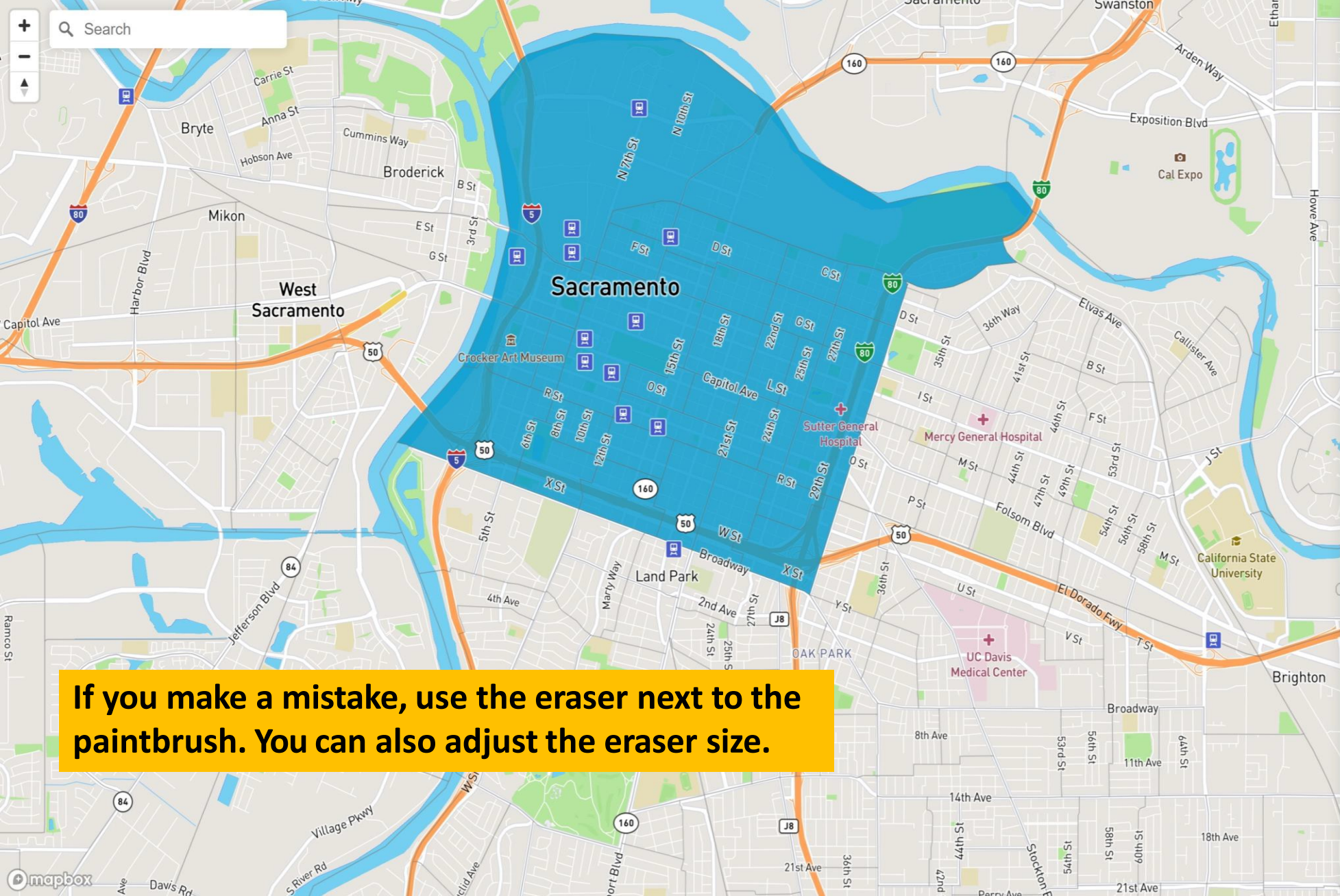
NAME

Community 1

Describe this community

These details are updated automatically

▼ Important Places



If you make a mistake, use the eraser next to the paintbrush. You can also adjust the eraser size.

5.a

ERASER SIZE

UNDO / REDO

Drawing Data Layers Eval

▼ Areas of Interest

SELECT

Community 1

NAME

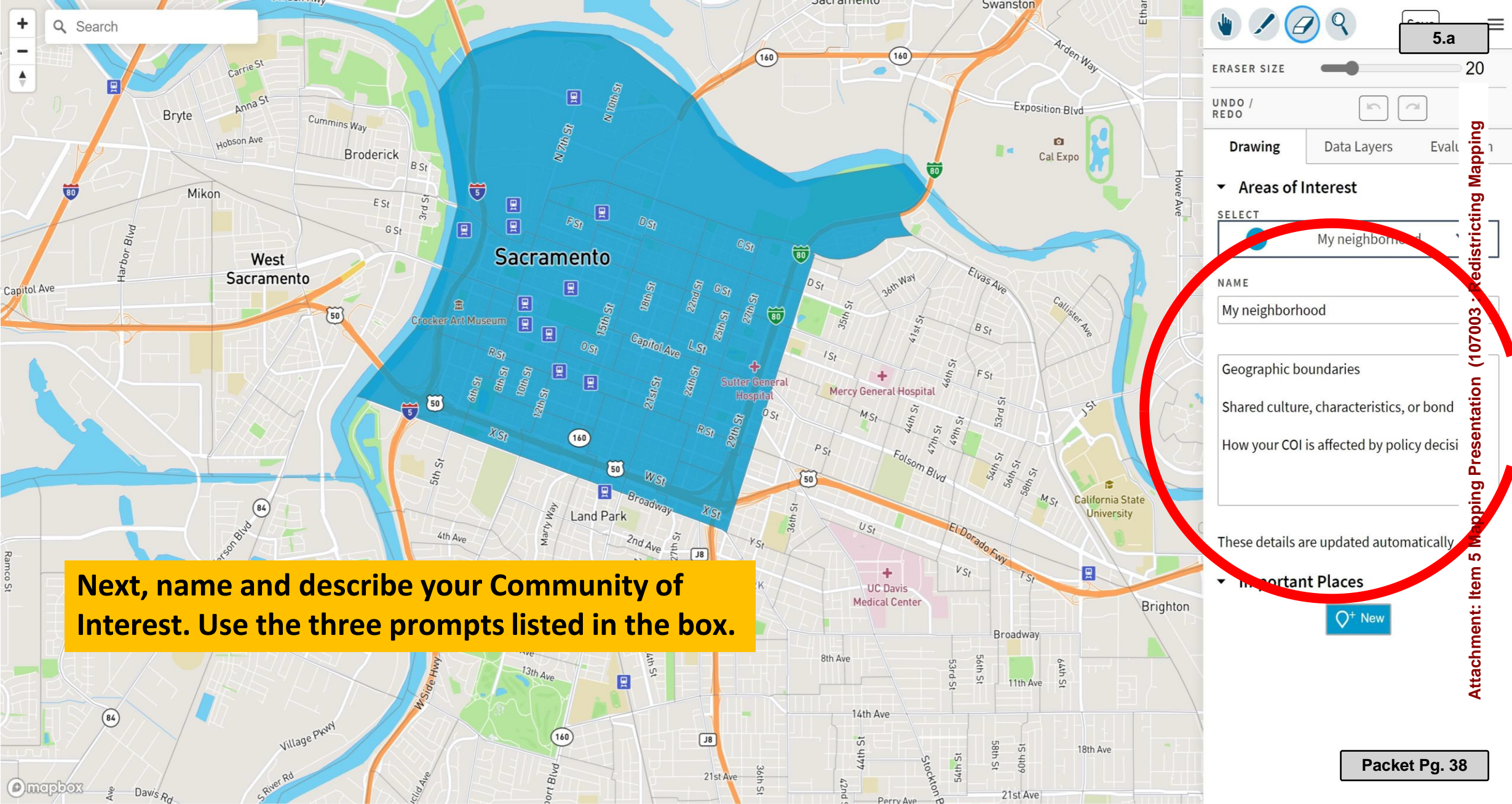
Community 1

Describe this community

These details are updated automatically

▼ Important Places

Packet Pg. 37



Search

5.a

ERASER SIZE 20

UNDO / REDO

Drawing Data Layers Eval

Areas of Interest

SELECT My neighborhood

NAME My neighborhood

- Geographic boundaries
- Shared culture, characteristics, or bond
- How your COI is affected by policy decisions

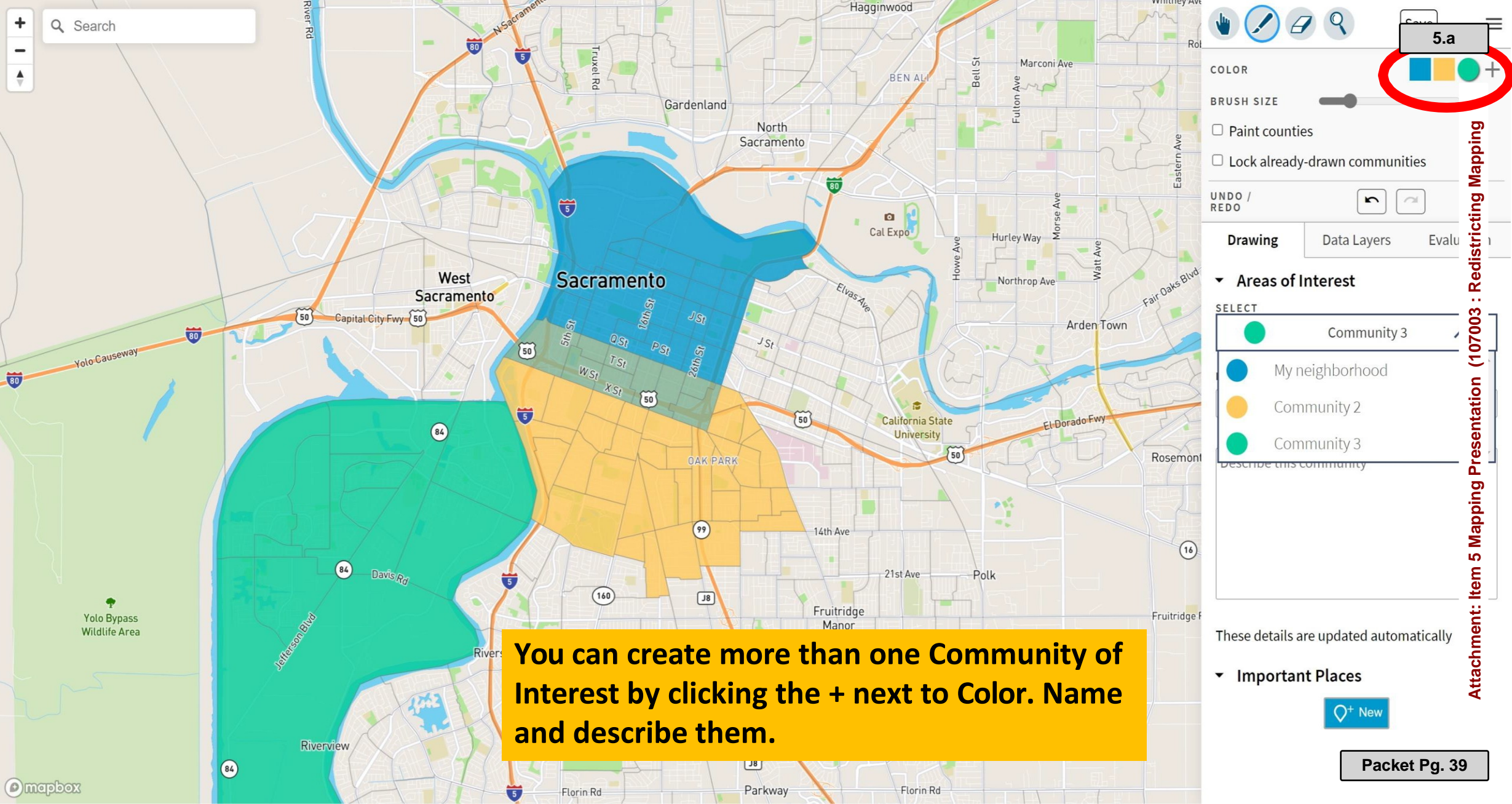
These details are updated automatically

Important Places

+ New

Next, name and describe your Community of Interest. Use the three prompts listed in the box.

Attachment: Item 5 Mapping Presentation (107003) - Redistricting Mapping



Search

5.a

COLOR

BRUSH SIZE

Paint counties

Lock already-drawn communities

UNDO / REDO

Drawing Data Layers Evalu

Areas of Interest

SELECT

- Community 3
- My neighborhood
- Community 2
- Community 3

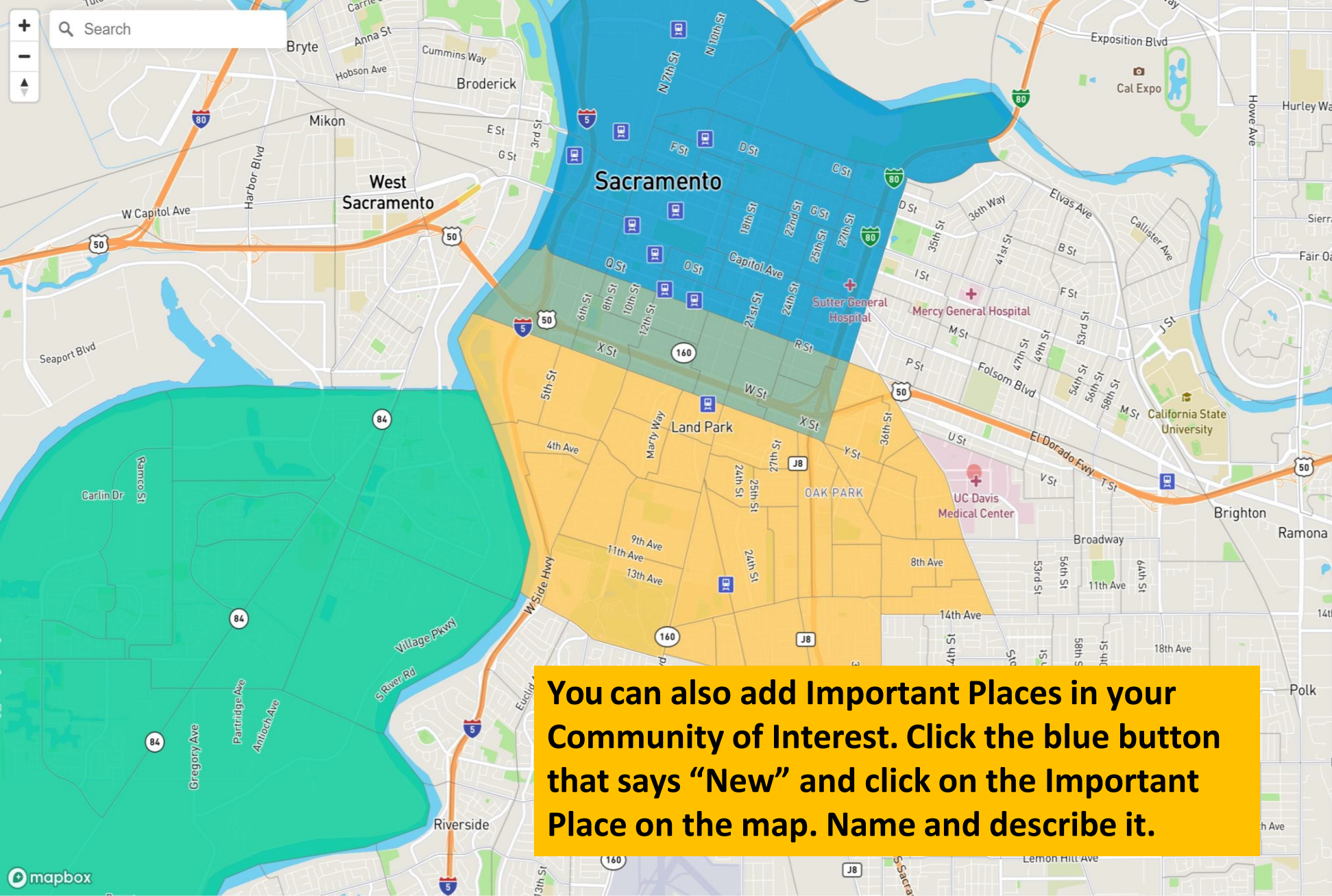
Describe this community

You can create more than one Community of Interest by clicking the + next to Color. Name and describe them.

Attachment: Item 5 Mapping Presentation (107003 : Redistricting Mapping

+ New

Packet Pg. 39



You can also add Important Places in your Community of Interest. Click the blue button that says “New” and click on the Important Place on the map. Name and describe it.

5.a


Drawing Data Layers Evaluation

NAME
Community 3

Describe this community

These details are updated automatically

Important Places

 New

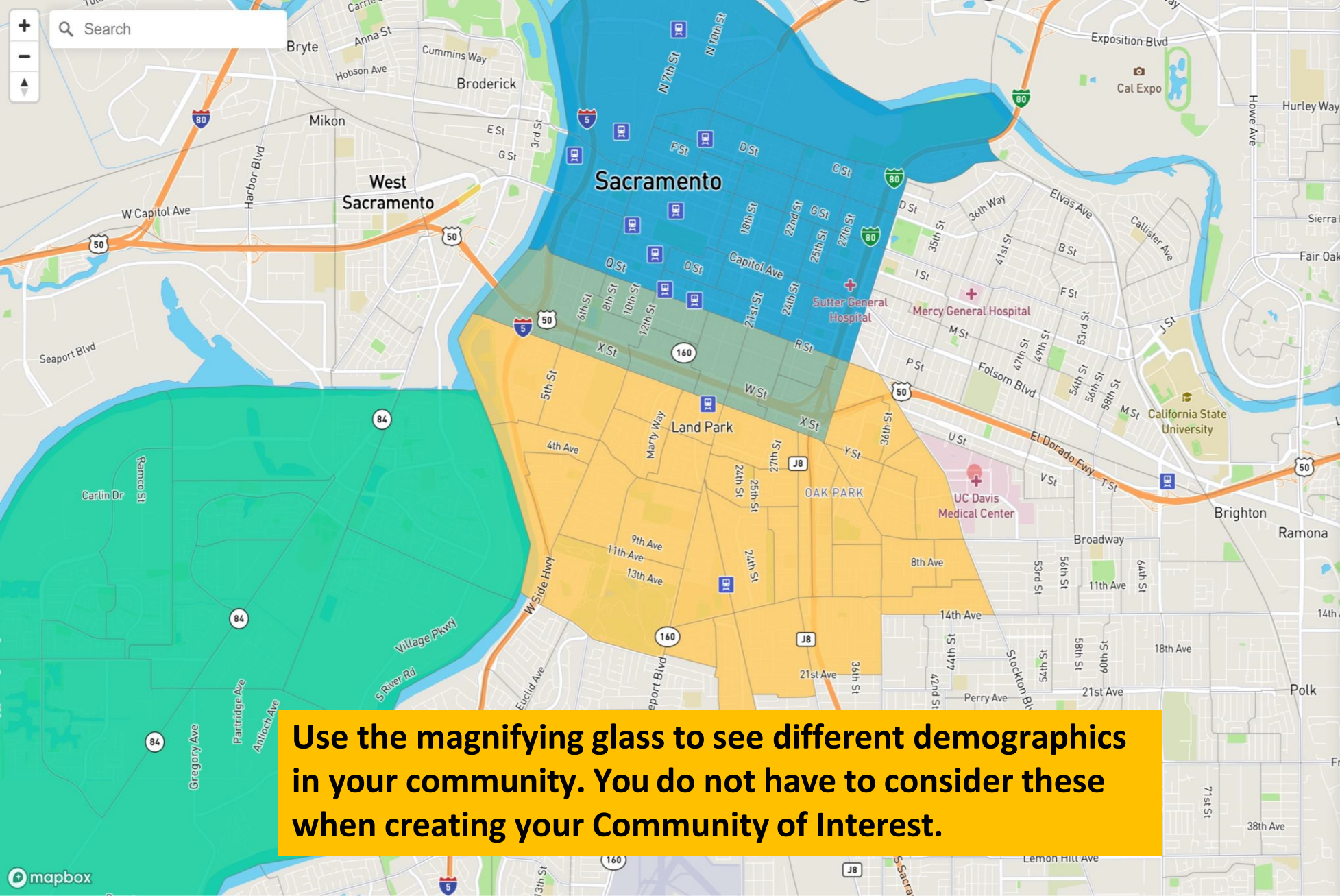
Click on map to place marker for this point; edit below

SELECT
UC Davis Medical Center

PLACE NAME
UC Davis Medical Center

Describe this point

Packet Pg. 40



Use the magnifying glass to see different demographics in your community. You do not have to consider these when creating your Community of Interest.

5.a

TOOLTIP DATA Population

SPOTLIGHT SIZE

Drawing Data Layers Evaluate

Communities

- Show my communities
- Show community numbers

Boundaries

- Show County Boundaries
- Show Indian Communities

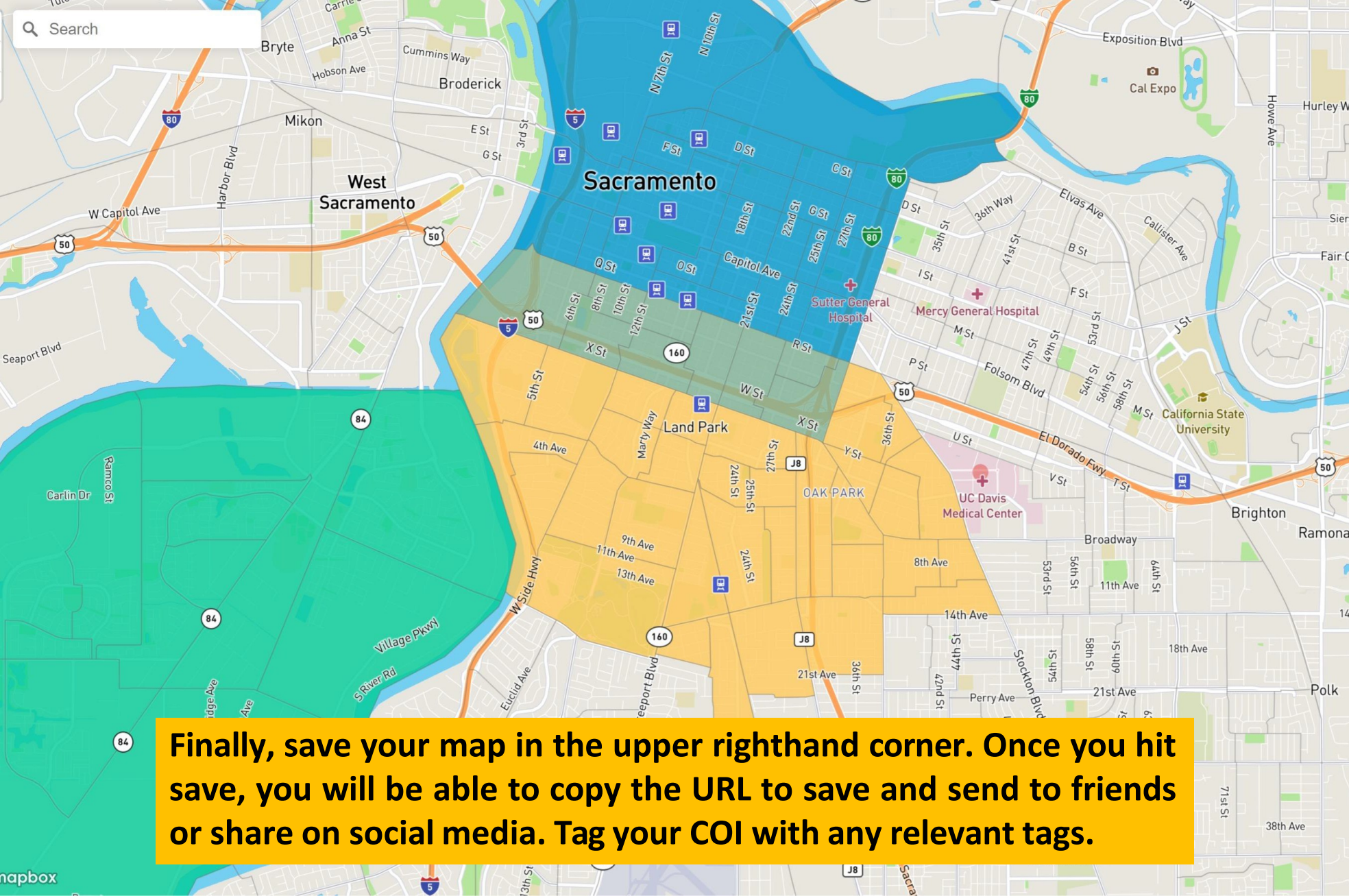
Demographics

- ▼ **Population by Race**
- Show population
- VARIABLE: Total population
- DISPLAY AS: shaded regions
- Show voting age population (VAP)
- VARIABLE: Voting age population
- DISPLAY AS: shaded regions

**Use the coalition builder to define a collection of racial and ethnic groups from the Census. In the other data layers below, you'll be able to select the coalition you have defined.*

▼ **Coalition Builder**

Attachment: Item 5 Mapping Presentation (107003 : Redistricting Mapping



5.a

Your plan has been saved!
 You can share your current plan by copying this URL:
<https://districtr.org/COI/30723>

Tag or Event Code Save ; Dra

Team or Plan Name

Demographics

▼ **Population by Race**

Show population
 VARIABLE:
 DISPLAY AS:

Show voting age population (VA)
 VARIABLE:
 DISPLAY AS:

**Use the coalition builder to define a coalition of racial and ethnic groups from the Census. Other data layers below, you'll be able to select the coalition you have defined.*

▼ **Coalition Builder**

Finally, save your map in the upper righthand corner. Once you hit save, you will be able to copy the URL to save and send to friends or share on social media. Tag your COI with any relevant tags.

Attachment: Item 5 Mapping Presentation (107003 : Redistricting Mapping

County of Santa Clara Process

- ▶ Communities of Interest: August through September
- ▶ Link to DistrictR on redistricting website:
www.sccgov.org/2021redistricting
- ▶ Submissions can be done electronically online or:
 - ▶ Emailing to 2021redistricting@ceo.sccgov.org
 - ▶ Mailing or dropping off a hard copy to:

Office of the County Executive (c/o Melanie Jimenez Perez)
70 W. Hedding Street 11th Floor, East Wing
San José, CA 95110

Next Steps

Sept 1, 2021

DistrictR Training
& Community
COI
Presentations

Sept 30, 2021

US Census
Bureau Data
Complete

October 2021

Community
Mapping
Process

Questions or Comments?



Email

2021redistricting@
ceo.sccgov.org



Website

[www.sccgov.org/
2021redistricting](http://www.sccgov.org/2021redistricting)



Call

(408) 299-6006



Mail

Office of the County Executive
c/o Melanie Jimenez Perez
70 W. Hedding Street, 11th Floor, East Wing
San José, CA 95110



County of Santa Clara
Office of the County Executive

107002

DATE: August 4, 2021
TO: 2021 Advisory Redistricting Commission
FROM: Miguel Marquez, Chief Operating Officer
SUBJECT: Redistricting Principles

RECOMMENDED ACTION

Receive report from Redistricting Partners relating to redistricting principles.

REASONS FOR RECOMMENDATION

The County has contracted with Redistricting Partners to serve as expert consultants to assist with the 2021 Redistricting Process. They will be hosting a series of trainings to assist the Commissioners and the community to understand the redistricting process. For the training on redistricting principles, Kathay Feng, the National Redistricting Director for Common Cause will present to the 2021 Advisory Redistricting Commission.

Ms. Feng has led Common Cause's work to challenge partisan and incumbent gerrymandering, through litigation, state-based organizing around ballot initiatives and legislation, and creating new platforms for community-based redistricting. As Executive Director of California Common Cause, she championed and won election and redistricting reforms, stronger government sunshine and accountability laws, campaign finance reforms, stronger net neutrality laws, and the voting rights of traditionally disenfranchised communities.

Ms. Feng is the architect of California's Citizens Redistricting Commission, leading the multi-year effort to study, write, and pass the two initiatives, Propositions 11 and 20, which created the commission and new community-focused process. She also led efforts that secured passage of California laws bringing online voter registration and same day registration to the state.

Before joining Common Cause in 2005, she headed the Voting Rights and Anti-Discrimination Unit at the Asian Pacific American Legal Center. She serves, or has served, on numerous boards including the California Secretary of State's Advisory Committee on Voter Participation and Outreach, the Los Angeles County Human Relations Commission, and the Asian Pacific Policy and Planning Council. She is a graduate of Cornell University, and holds a law degree from UCLA School of Law.

CHILD IMPACT

The recommended action will have no/neutral impact on children and youth.

SENIOR IMPACT

The recommended action will have no/neutral impact on seniors.

SUSTAINABILITY IMPLICATIONS

The recommended action will have no/neutral sustainability implications.

BACKGROUND

Every 10 years, following the release of data from the decennial Census, jurisdictions that elect members of their legislative body by districts must revise district boundary lines to ensure the districts are consistent with federal, state, and local legal requirements.

In April 2021, the Board of Supervisors established a framework for the 2021 Redistricting Process, which included the establishment of a fifteen-member 2021 Advisory Redistricting Commission. The framework also included the use of a consultant to help facilitate community engagement and participation in the Redistricting Process.

The County's consultant is Redistricting Partners. The firm has worked at the statewide and local level, with the tools to help local governments complete the process and make redistricting bring people closer to their government.

ATTACHMENTS:

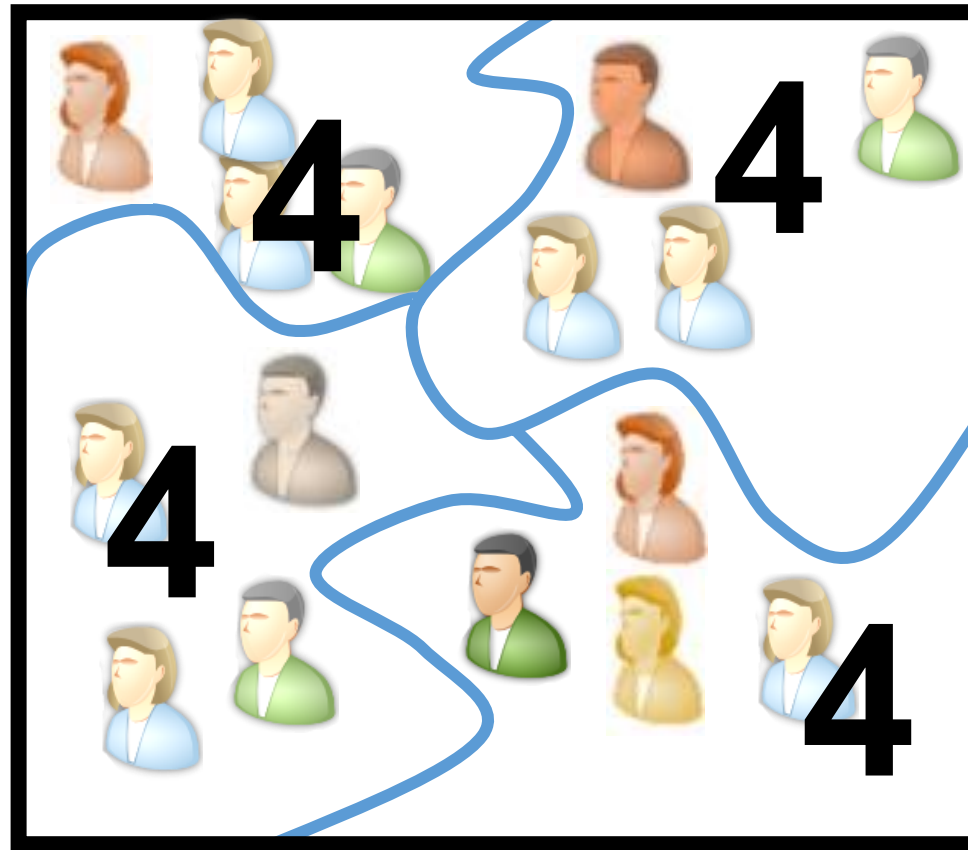
- Common Cause Presentation on Redistricting Principles (PDF)



Common Cause

Holding Power Accountable

Redistricting is when we redraw districts so each has the same number of residents.



Total Census
count = 16

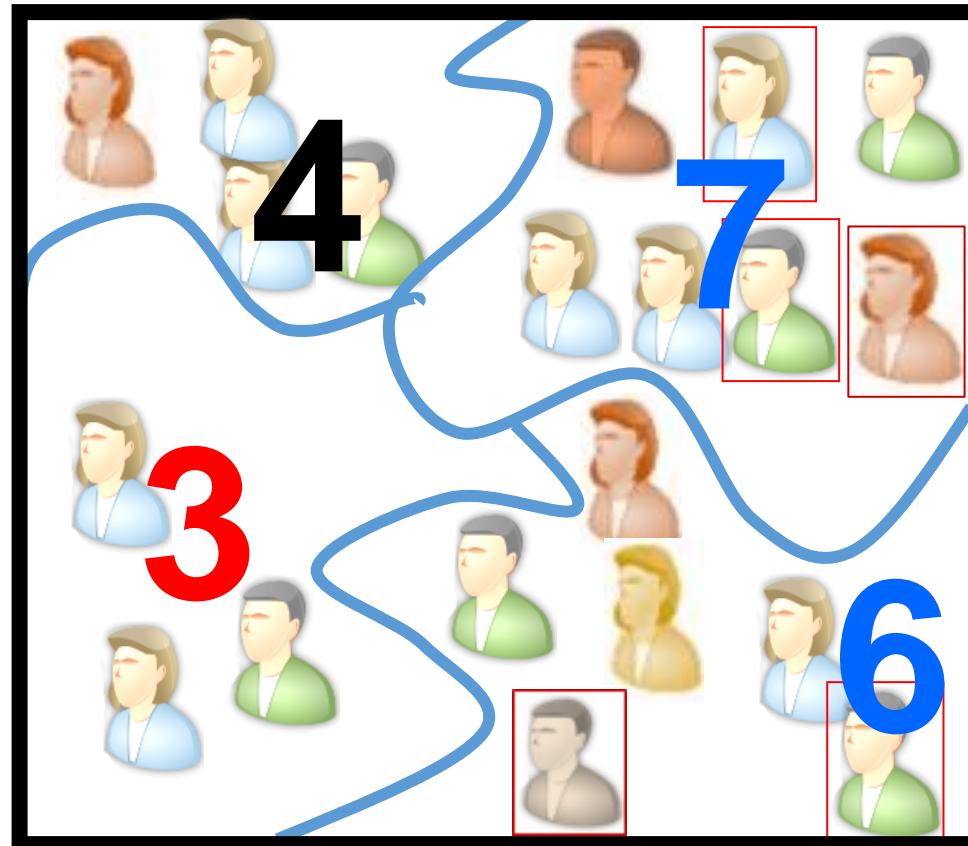
Number of
districts = 4

$$16 \div 4 = 4$$

Ideal number
of people in
district = 4

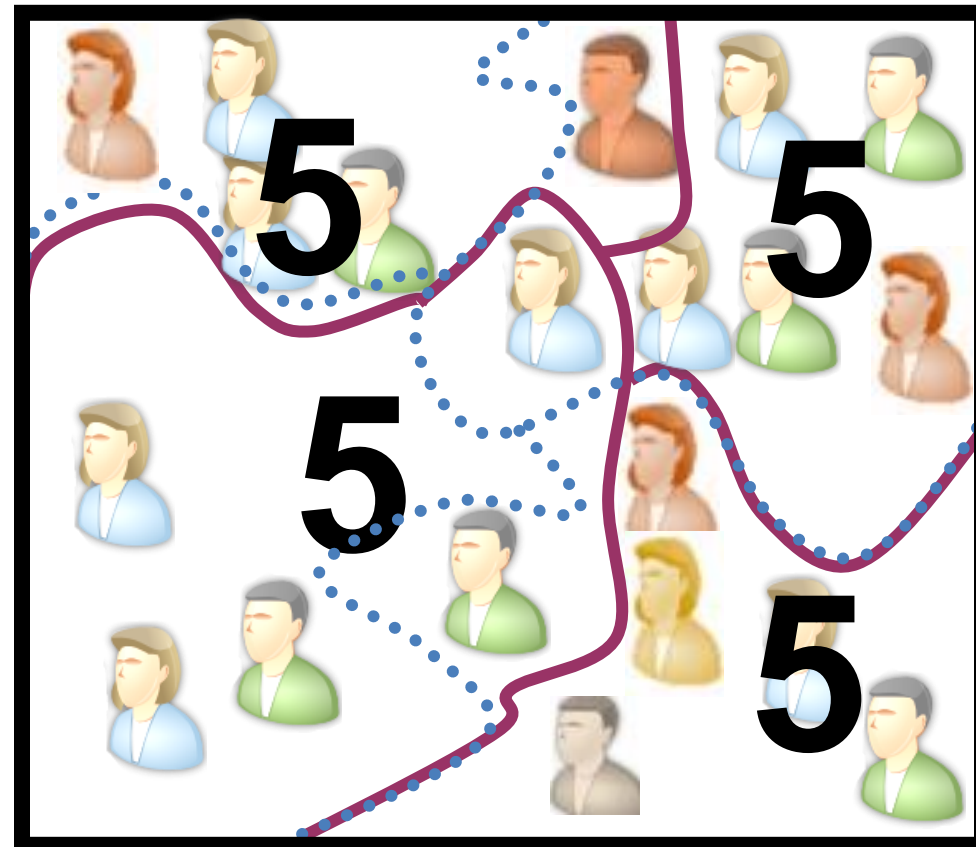
**What is
Redistricting?**

Over time, districts become uneven in population.



What is
Redistricting?

Every ten years, the district lines have to be redrawn to make each district even in the number of people again.



Total Census count = 20

Number of districts = 4

$$20 \div 4 = 5$$

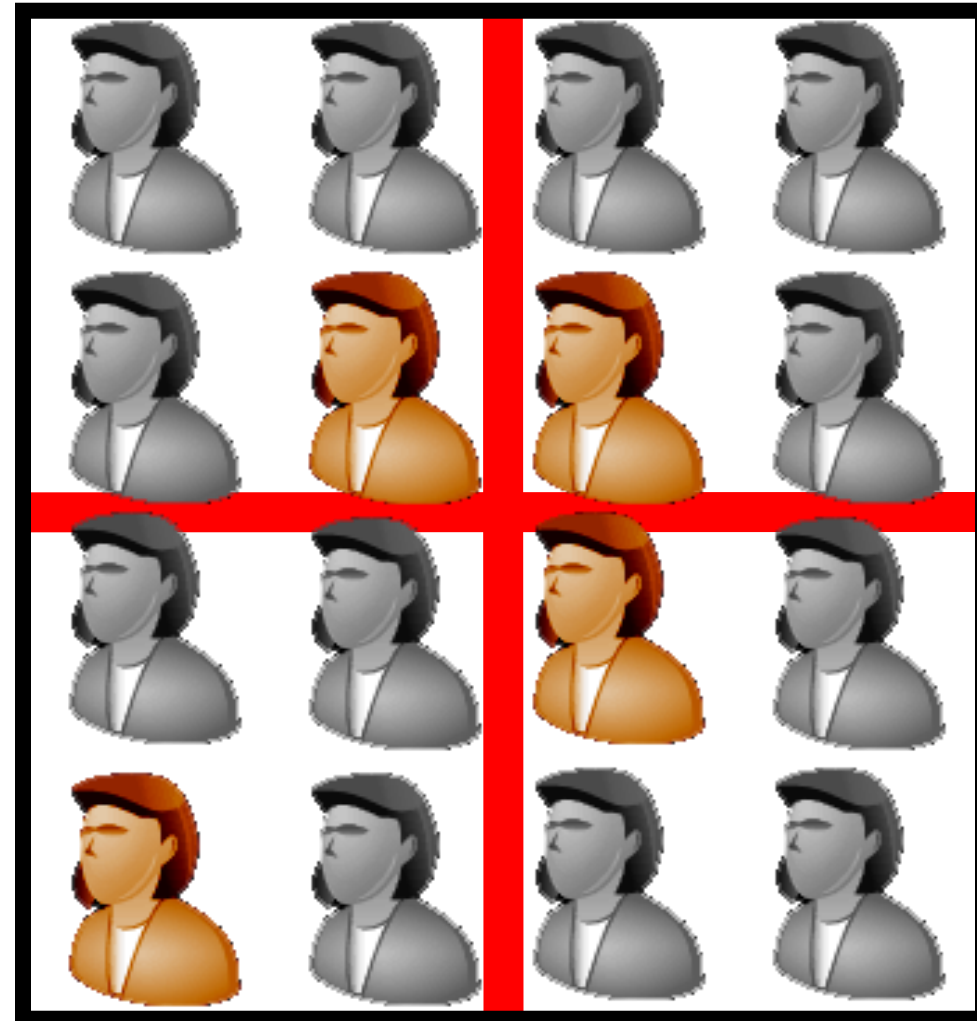
Ideal number of people in district = 5

What is Redistricting?

The way the lines are drawn can be used to take away **minority voting rights.**

Why does Redistricting Matter?

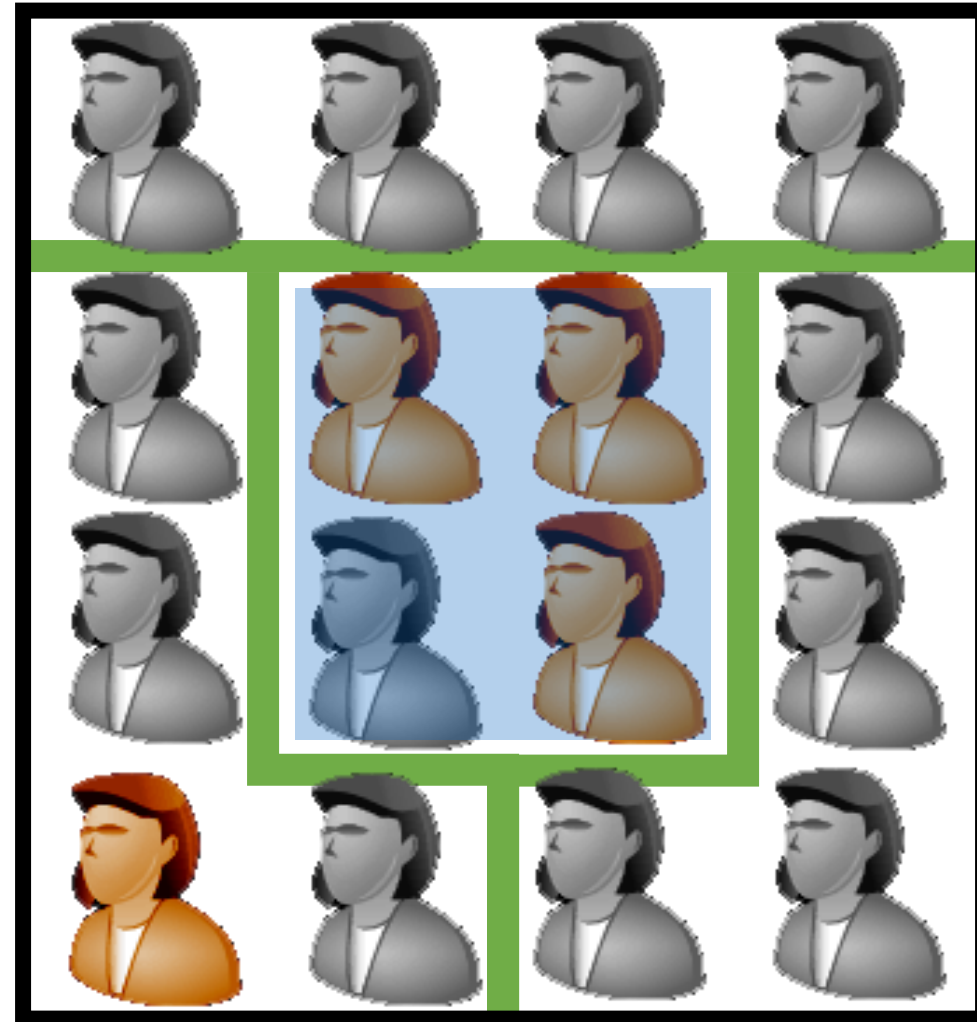
Minorities make up only $\frac{1}{4}$ in all four districts



When people organize, we can elect candidates of our **community's choice**.

Minorities
make up $\frac{3}{4}$
of this
district

If a majority
can be
drawn, the
Voting
Rights Act
requires it



**Why does
Redistricting
Matter?**

California's Redistricting Story



HEY, MR. GOVERNMENT OFFICIAL, WHAT'S GOING ON UNDER THERE?

TRUST ME. YOU DON'T NEED TO KNOW.



CLOAK
of
SECRECY

September 12, 2001



**Take a
guess where
this picture is
from**

**What are the real life
impacts of gerrymanders?**





6.a

**In a time of
need, Watts
was ignored.**

In 2001, Watts was split by incumbents into 3 districts at the Congressional level.

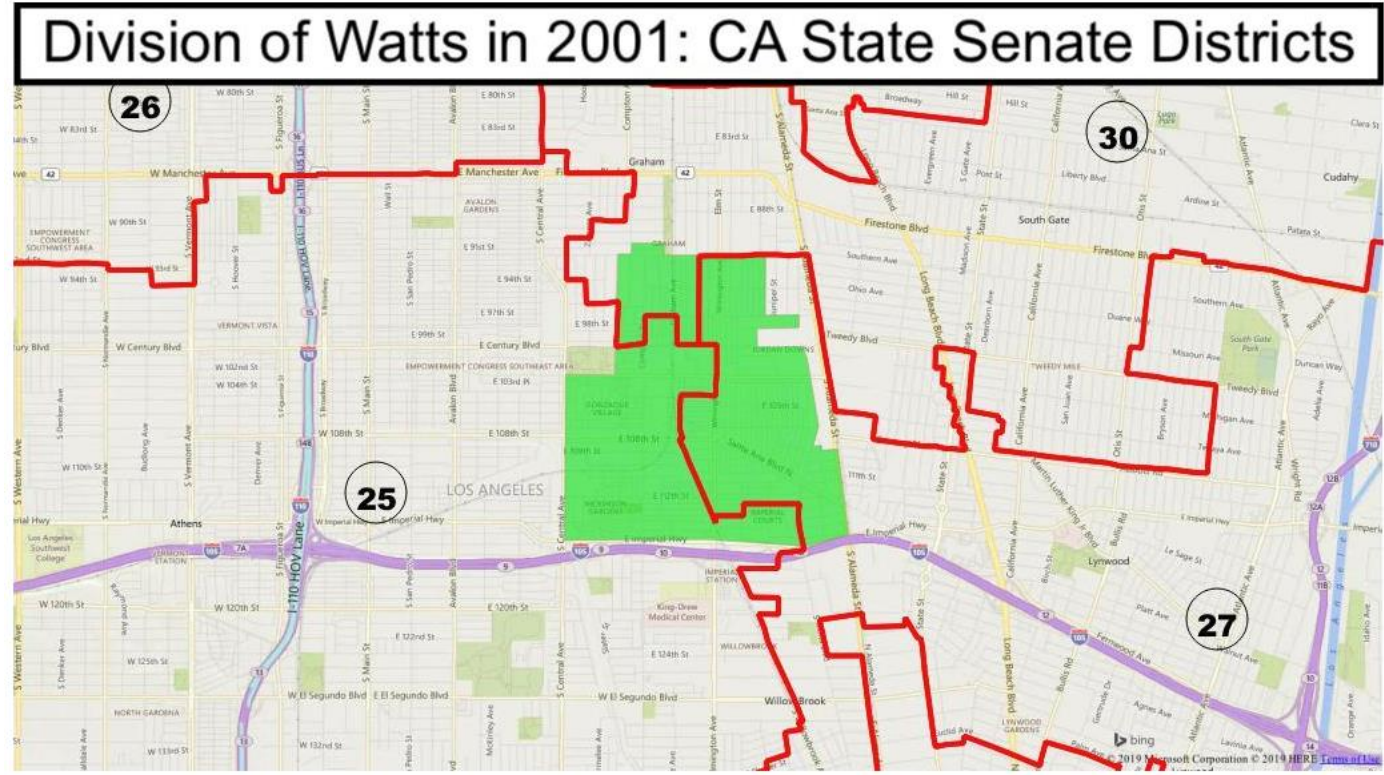
Division of Watts in 2001: CA Congressional Districts



Why? Because the Watts neighborhood was split by district lines

Attachment: Common Cause Presentation on Redistricting Principles (107002 :

In 2001, Watts was split by incumbents into 3 districts at the state Senate level.

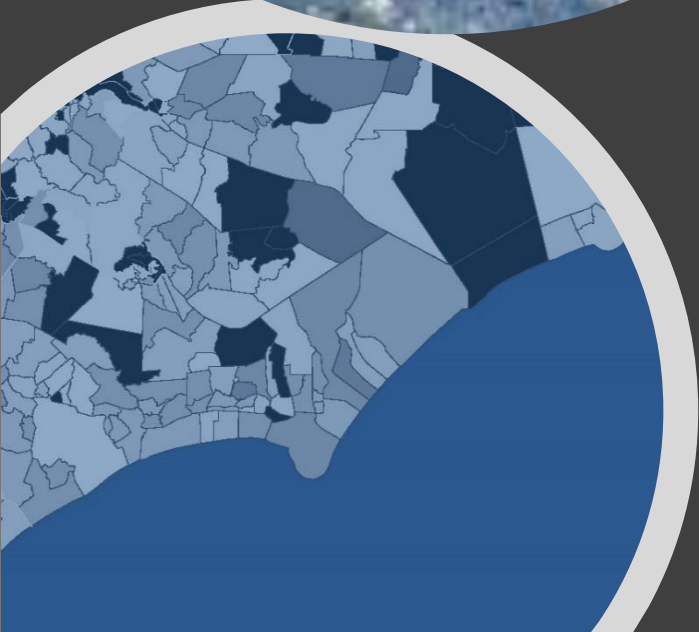


Why? Because the Watts neighborhood was split by district lines

Attachment: Common Cause Presentation on Redistricting Principles (107002)



**Because of
redistricting,
community voices
and needs were
abandoned.**



“At the time of the 2003 flood, I remember our office trying to be very responsive, but there was a lot of ping-ponging of constituents between elected representatives. Residents weren't sure who actually was their member of Congress.”

Watts is cut into three different Congressional and state Senate districts. Residents who live on the same street may live in different districts. There was a lot of unnecessary frustration for constituents during a difficult time.

This would have never happened if all of Watts belonged to one district.”

- Romulo Rivera, former Congressional staffer

In 2008, an unusual coalition of people from left, right and center pushed for **Prop 11's** redistricting reform.



CA's Citizen Redistricting Commission

6.a

CITIZEN EMPOWERMENT

nciples (107002 :



A

CA's Citizen Redistricting Commission

PUBLIC ACCESS

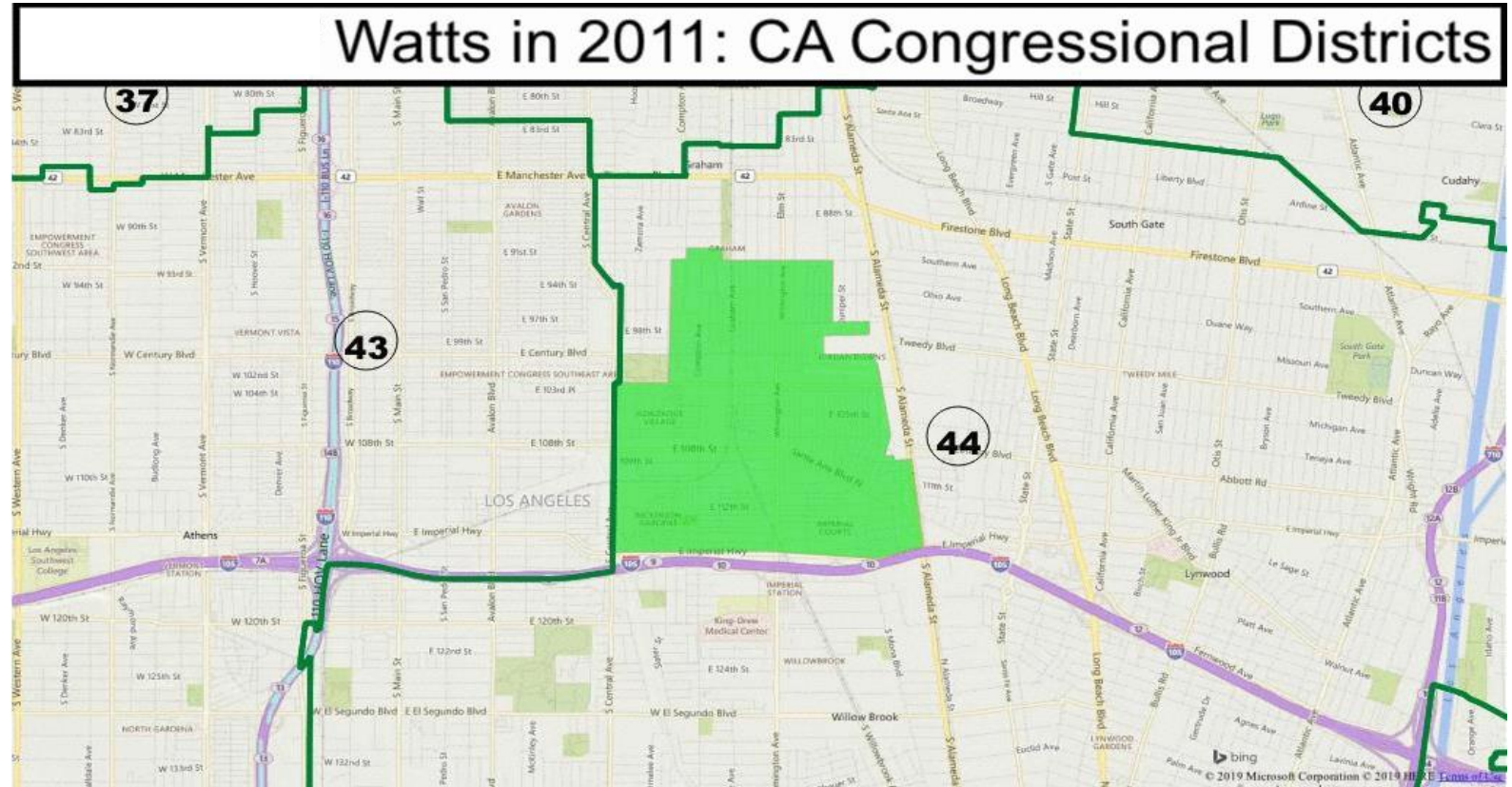


In all, the California Citizens Redistricting Commission:

- Held over 100 public meetings
- Met in 32 cities over an eight month period.
- Received input from over 20,000 members of the public

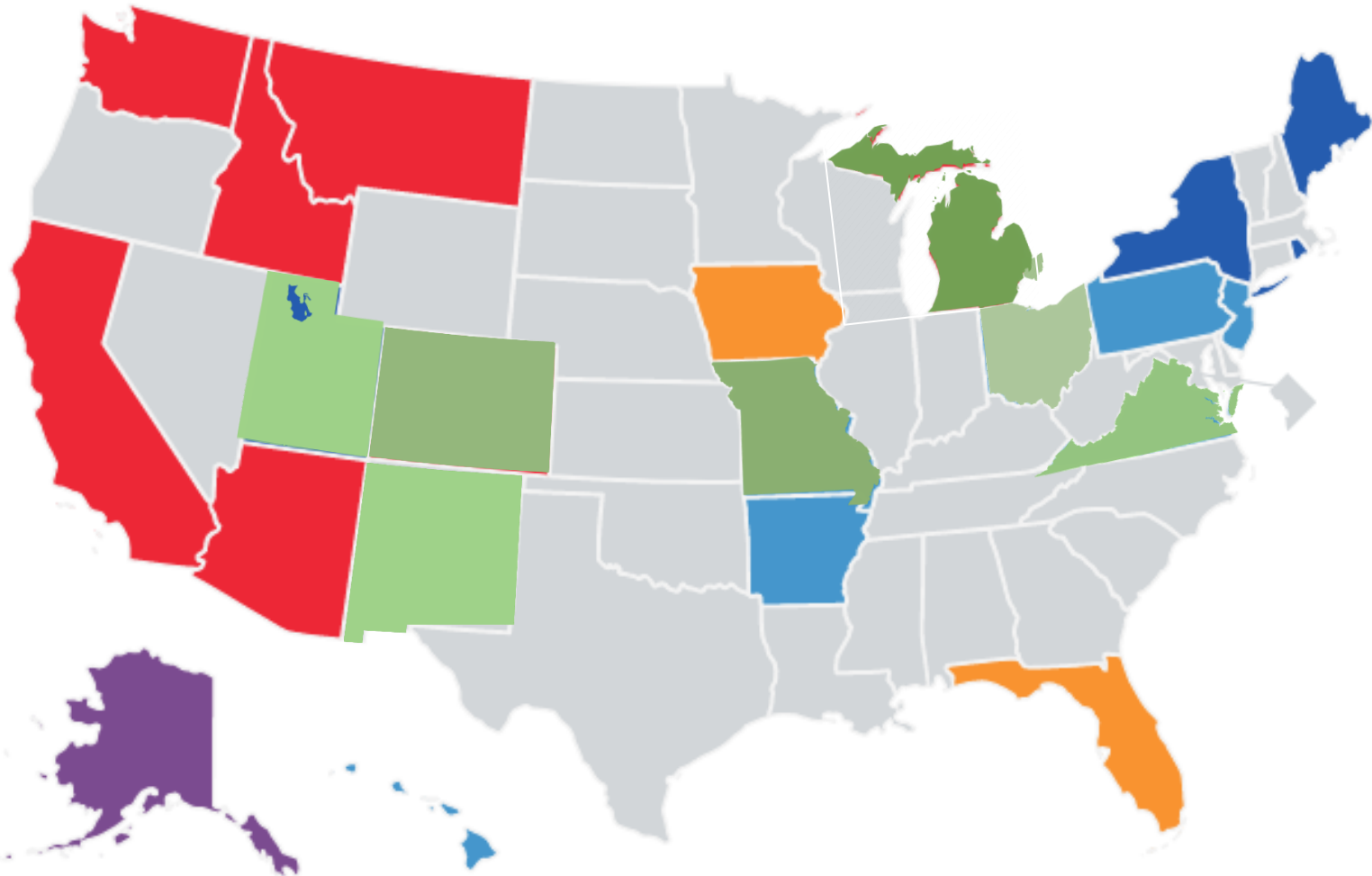


After 2011, leaders united to testify about Watts before the CA Citizens Commission. Watts was made whole.



Redistricting matters because it can lift community voices

CA sparked a Redistricting Revolution



7 states have adopted Redistricting Reforms in 2018-2021

- Colorado
- Michigan
- Missouri
- New Mexico
- Ohio
- Utah
- Virginia

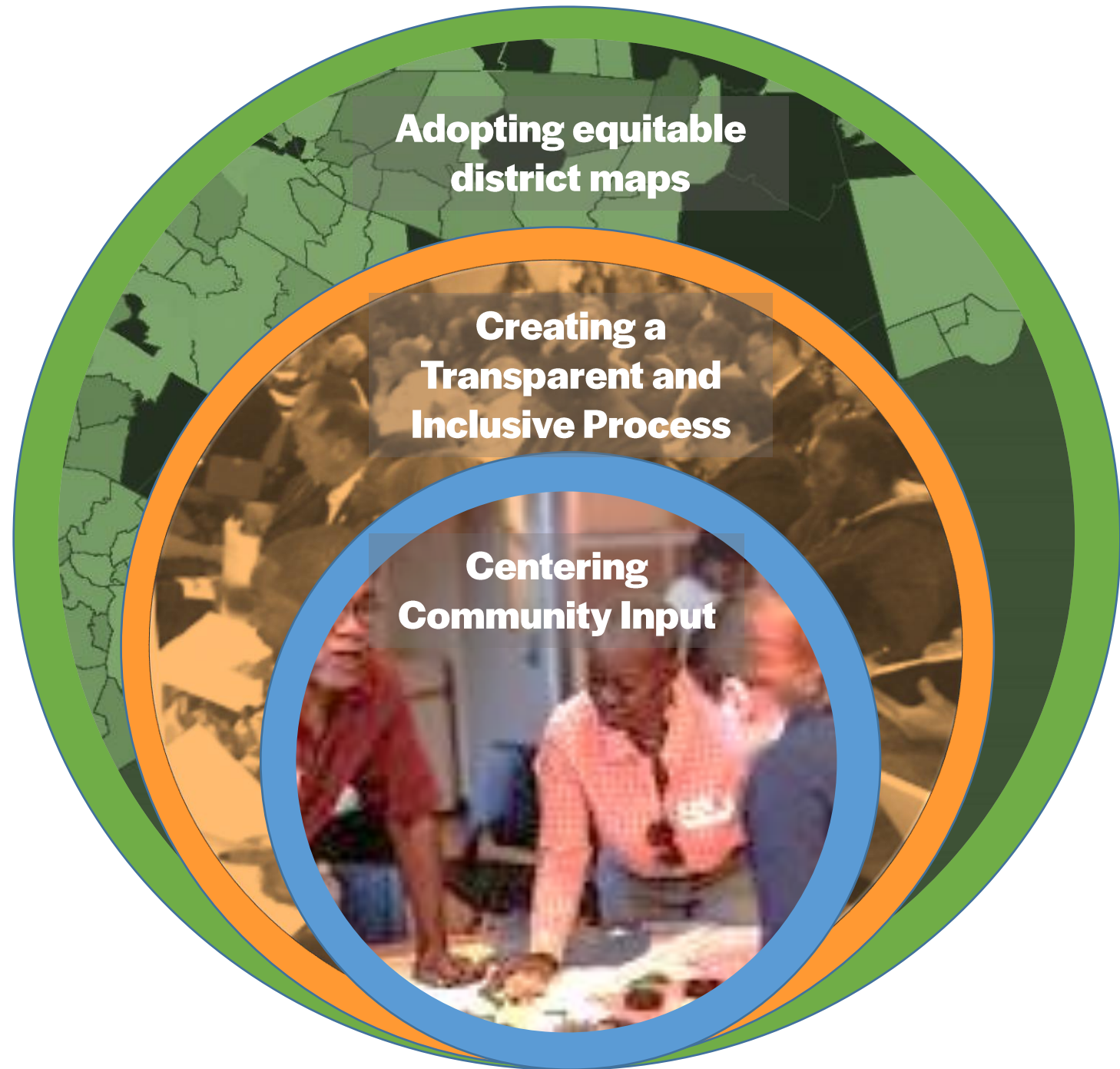
CA sparked a Redistricting Revolution



California cities and counties also moved to independent and advisory commissions including:

- **Berkeley**
- **Chula Vista**
- **Escondido**
- **Oakland**
- **Long Beach**
- **Los Angeles City and County**
- **Roseville**
- **Sacramento**
- **San Diego City and County**
- **San Francisco City and County**
- **Santa Barbara County**
- **Santa Clara County**

3 Driving Principles





How can you help communities participate?

Listen to the stories of communities

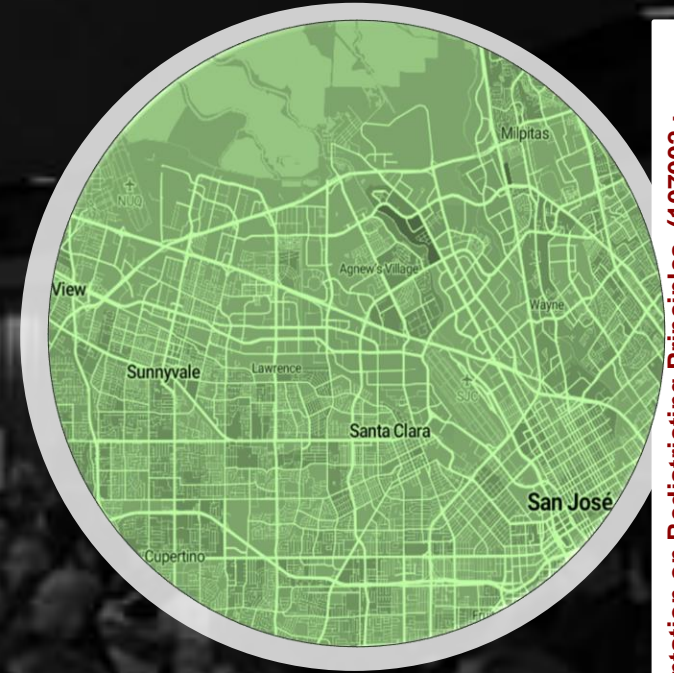
- Explain how to give input
- Organize community-centered redistricting workshops
- Adopt a free mapping software platform like Districtr.org for input



How can you create a transparent and inclusive process?

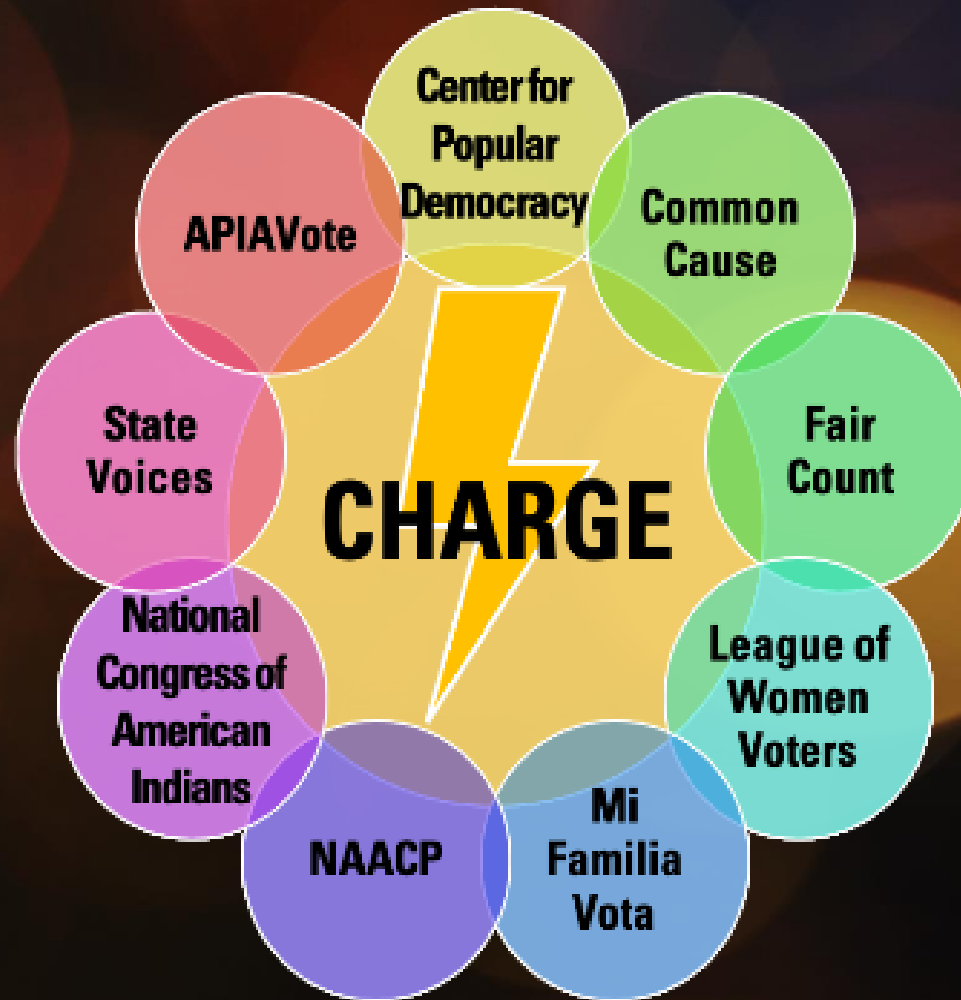
- Allow community leaders to submit district proposals for consideration
- Hold meetings / webinars with videos turned on
- Maps are visual!
- Give people time to comment on draft maps
- Think about language and disability access

Attachment: Common Cause Presentation on Redistricting Principles (107002 :



How can you lead us to more equitable government?

- Bring your lived experience, listen to others' stories
- Engage your fellow commissioners.
- Document your experience.
- Set an example for the country.



Shareable trainings, materials, and videos can be found at:

www.RedistrictingCommunityCollege.com



 **Common Cause**
Holding Power Accountable

[www.commoncause.org
/localredistricting2021](http://www.commoncause.org/localredistricting2021)



Thank you!

Got Questions?

Kathay Feng – kfeng@commoncause.org



107045

DATE: August 4, 2021
TO: 2021 Advisory Redistricting Commission
FROM: Miguel Marquez, Chief Operating Officer
SUBJECT: Role of the Commissioner

RECOMMENDED ACTION

Receive report from Redistricting Partners relating to the role of the Commissioner in the redistricting process.

REASONS FOR RECOMMENDATION

The County has contracted with Redistricting Partners to serve as expert consultants to assist with the 2021 Redistricting Process. They will be hosting a series of trainings to assist the Commissioners and the community to understand the redistricting process. For the training on the role of the Commissioner - Cynthia Dai, Connie Mallory, and Carlos Marquez - who each served as redistricting commissioners in other efforts ten years ago, will present to the 2021 Advisory Redistricting Commission.

Ms. Dai and Ms. Mallory were members of the inaugural California Citizens Redistricting Commission. Mr. Marquez was a member of the independent San Diego Redistricting Commission for the City of San Diego. Biographies on each are attached.

CHILD IMPACT

The recommended action will have no/neutral impact on children and youth.

SENIOR IMPACT

The recommended action will have no/neutral impact on seniors.

SUSTAINABILITY IMPLICATIONS

The recommended action will have no/neutral sustainability implications.

BACKGROUND

Every 10 years, following the release of data from the decennial Census, jurisdictions that elect members of their legislative body by districts must revise district boundary lines to ensure the districts are consistent with federal, state, and local legal requirements.

In April 2021, the Board of Supervisors established a framework for the 2021 Redistricting Process, which included the establishment of a fifteen-member 2021 Advisory Redistricting Commission. The framework also included the use of a consultant to help facilitate community engagement and participation in the Redistricting Process.

The County's consultant is Redistricting Partners. The firm has worked at the statewide and local level, with the tools to help local governments complete the process and make redistricting bring people closer to their government.

ATTACHMENTS:

- Presenter Biographies (PDF)
- Presentation on Commissioner Role (PDF)



Cynthia Dai is founder and CEO of Dainamic Consulting, Inc., a San Francisco-based strategy and interim executive firm that accelerates growth. Her diverse clientele includes social enterprise and public sector organizations such as Benetech, Digital Divide Data, Frameline, Sutardja Center for Entrepreneurship and Technology, UnidosUS (formerly National Council of La Raza), and the Skoll Foundation; global companies like Canon, Cisco, Intel, Microsoft, Motorola, Philips Electronics, and Toyota; as well as Silicon Valley startups such as Gigster, Pacific Data Images (now PDI DreamWorks), Persistence (acquired by Progress Software), and Salon.com.

Cynthia was one of 14 selected to serve on California's inaugural 2010 Citizens Redistricting Commission (CRC), widely considered the gold standard in independent redistricting. The CRC eliminated partisan gerrymandering in under eight months with fair electoral maps, upheld by the California Supreme Court in multiple unanimous decisions, and approved by voters with a 2-to-1 margin. This work was recognized by an Innovation for Public Engagement in Government grant from Harvard Kennedy's Ash Center. In addition to participating on the CRC's rotating leadership, Cynthia chaired the effort to deploy multi-partisan Commissioner teams to share Redistricting Partner's model via 30+ visits to support reform advocates in a dozen states.

Last summer, Cynthia was a 2020 Census Enumerator. She is active in the Open Primaries movement and speaks on ranked-choice voting. Also an educator and mentor, Cynthia launched an entrepreneurship program in China and works with accelerators like the European Innovation Academy and Global Social Benefit Institute. She previously served on the boards of the Miller Center for Social Entrepreneurship, Lyon-Martin Women's Health Services, and Habitat for Humanity San Francisco. Cynthia earned an MBA from the Stanford Graduate School of Business and a B.S. in Electrical Engineering and Computer Science with honors from University of California Berkeley.



Connie Malloy serves as Chief Executive Officer of the Panta Rhea Foundation, catalyzing a just and sustainable world. She also serves as a strategic advisor to individual donors, families, foundations, and philanthropic collaboratives.

Connie served as a Commissioner and Chair of California's inaugural Citizens Redistricting Commission from 2010-2020, and now consults and trains on independent redistricting. She is a Board Director for the national Funders Committee for Civic Participation, and for Southern California Grantmakers.

Connie previously served as Portfolio Director at The James Irvine Foundation. During her seven-year tenure she deployed over \$200 million in grants to support economic and workforce development, expand voting access, social impact bonds, and the foundation's annual Leadership Awards. Prior to her funder roles, Connie oversaw programs at Urban Habitat where she launched the Boards and Commissions Leadership Institute. The institute trains leaders committed to advancing social justice for service on local and regional boards and commissions and provides individualized support throughout their leadership roles.

Earlier in her career, Connie served as a U.S. Department of Housing and Urban Development Fellow and Peace Corps Volunteer in Bolivia. Connie earned her master's degree in urban planning from the University of California, Berkeley, and a bachelor's degree from La Sierra University in Riverside, California.



Carlos Marquez is the owner of CM3 Advocacy LLC, a Sacramento-based government affairs firm that represents public education and healthcare clients. He joined the team at Redistricting Partners in 2020 with over a decade of local government and statewide policymaking experience. Most recently, Carlos served on the executive committee of Proposition 13, a statewide public school bond campaign.

Prior to founding CM3 Advocacy in 2019, Carlos served as Senior Vice President, Government Affairs at the California Charter Schools Association (CCSA) where he managed the organization's legislative, budget, and regulatory priorities and interfaced with a host of school districts, county offices of education, city councils, the state legislature, and several state agencies.

In 2011, Carlos steered the citizen-led San Diego Redistricting Commission, as Vice-Chair, in adopting a map that was lauded fair, on-time and under-budget. Additionally, under Carlos' leadership, the San Diego Redistricting Commission produced a map that preserved high-ranking communities of interest and established two new empowerment districts.

Since then, Carlos has helped advance the missions of national advocacy organizations that include the American Civil Liberties Union, United Way Worldwide, Service Employees International Union, and the LGBTQ Victory Fund.



The Commissioner Role

August 4, 2021

The Commissioner Role



Connie Malloy – 2010-2020 California Citizens Redistricting Commission member.



Cynthia Dai – 2010-2020 California Citizens Redistricting Commission member.



Carlos Marquez - 2011-2012 San Diego Redistricting Commissioner.



California Redistricting Commission

Connie Malloy and **Cynthia Dai** were members of the inaugural California Citizens Redistricting Commission.



The California Commission was groundbreaking – for the first time in the state’s history, district lines would be drawn without a focus on incumbency or political party by an independent body.

As fourteen people - 5 Republicans, 5 Democrats, and 4 Independents - their backgrounds varied, but none had redistricting experience.



San Diego Redistricting Commission



Carlos Marquez was a member of the independent San Diego Redistricting Commission – redrawing the council lines in 2011, and adding a new seat.

The Commission had a **long history** as one of the first municipal independent redistricting commissions.

The city grew significantly from 2001-2011, making redistricting more complex. The commission aimed to strengthen a historic African American district, while expanding opportunities for growing Latino and Asian populations and LGBTQ voters.



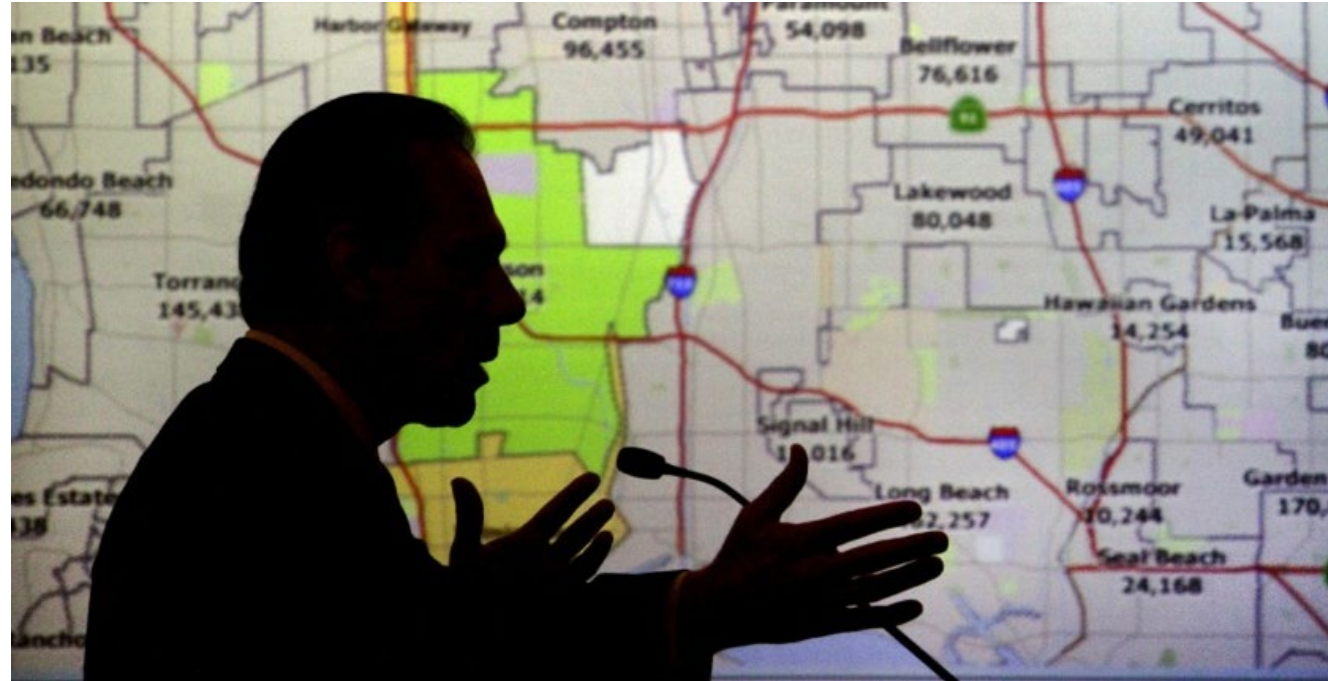
California Redistricting Commission

Your local commission has the added pressure of needing to conduct redistricting in a COVID era, learning and developing new best practices.



Attachment: Presentation on Commissioner Role (107045 : Role of the Commissioner)

The Commissioner Role



This is your chance to hear first-hand from other redistricting commissioners who were in your shoes ten years ago, sitting on their first commission, and learning about the process.

Attachment: Presentation on Commissioner Role (107045 : Role of the Commissioner)



The Commissioner Role

August 4, 2021