



CITY of BRISBANE

Charter City & Election Issues Subcommittee Agenda

Monday, May 13th, 2024 at 2:30PM • Hybrid Meeting
Brisbane City Hall, Large Conference Room, 50 Park Place, Brisbane, CA

The public may observe/participate in the Subcommittee meetings by using remote public comment options or attending in person. Subcommittee members shall attend in person unless remote participation is permitted by law. The Subcommittee may take action on any item listed in the agenda.

JOIN IN PERSON

Location: 50 Park Place, Brisbane, CA 94005 - [Large Conference Room](#)

Masks are no longer required but are highly recommended in accordance with California Department of Health Guidelines. To maintain public health and safety, please do not attend in person if you are experiencing symptoms associated with COVID-19 or respiratory illness.

JOIN VIRTUALLY

Join Zoom Webinar (please use the latest version: zoom.us/download):

Join Zoom: <https://us06web.zoom.us/j/81353391725>

Meeting ID: 813 5339 1725

Call In Number: 1 (669) 900-9128

Note: Callers dial *9 to “raise hand” and dial *6 to mute/unmute.

The agenda materials may be viewed online at www.brisbaneca.org at least 72 hours prior to a Meeting. Please be advised that if there are technological difficulties, the meeting will nevertheless continue.

TO ADDRESS THE SUBCOMMITTEE

IN PERSON PARTICIPATION

To address the Subcommittee on any item on or not on the posted agenda, please wait until Public Comments are being accepted.

REMOTE PARTICIPATION

Members of the public may observe/participate in the Committee meeting by logging into the Zoom Webinar. Aside from commenting while in the Zoom meeting, the following email line will be monitored during the meeting, and public comments received will be noted for the record during Public Comment or during the Item.

Email: IPadilla@brisbaneca.org

SPECIAL ASSISTANCE

If you need special assistance to participate in this meeting, please contact Ingrid Padilla at (415) 508-2113 or IPadilla@brisbaneca.org. Notification in advance of the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

SUBCOMMITTEE MEMBERS:

Councilmember Davis, Councilmember Lentz

ROLL CALL

- A. Consider any request of a City Councilmember to attend the meeting remotely under the “Emergency Circumstances” of AB 2449

PRESENTATIONS AND DISCUSSION ITEMS

- B. Meet with National Demographics Corporation (NDC) President Douglas Johnson
- C. Follow Up Discussion on Brisbane Election Options

PUBLIC COMMENT

ADJOURNMENT

File Attachments for Item:

B. Meet with National Demographics Corporation (NDC) President Douglas Johnson



March 8, 2024

Introduction

Since 1979, NDC has assisted local governments with demographic analysis, voting rights act liability studies, districting, and redistricting projects. The firm has completed well over 600 such projects with more than 475 local governments across California and Arizona.

Our local clients include South San Francisco, South San Francisco Unified, San Bruno, Pacifica, Half Moon Bay, Woodside, the San Mateo Board of Supervisors, San Mateo Union High School District, Sequoia Union High School District, and Cabrillo Unified High School District, among others.

In December 2023 NDC merged with Lapkoff and Gobalet Demographic Research (LGDR), adding the expertise of Drs. Lapkoff and Gobalet (both of whom have worked in this field since 1990) to our already best-in-class consulting team.

More information on NDC's experience, methodology and tools is in the background document that accompanies this proposal.

Step 1: Demographic Analysis

Demographic Summary and Test Map

Task A: Create the demographic database

This database will include 2020 Census data on total population and voting age population counts by race and ethnicity; California Statewide Database data on voter registration and recent turnout by Spanish- and Asian-American surnames; American Community Survey (ACS) data from the Census Bureau socio-economic data on language spoken at home, renters vs homeowners, age, education level, and other factors useful in identifying communities of interest, and the Census Bureau's ACS Special Tabulation data on Citizens of Voting Age by race and ethnicity (also known as "eligible voters").

Task B: Test District Map(s)

Task: NDC will analyze whether it is possible to draw one or more majority-minority districts based on each of the following demographic databases:

- Most recent available general election voter turnout by surname

- Most recent available general election voter registration by surname
- Citizen Voting Age Population (Using the most recent available Census Bureau Special Tabulation data)
- Citizen Voting Age Population (Using the most recent available Census Bureau American Community Survey)
- Voting Age Population (2020 Census)
- Total Population (2020 Census)

Deliverables:

- Spreadsheet of District demographics in electronic and PDF format.
- Interactive online map of demographic and socio-economic data.
- Demographic data on test district(s) and PDF map of test districts.

Step 2 – Districting Scope of Work (if requested)

At the conclusion of Step 1, the City may decide to conclude the project or the City may decide to implement by-district elections. If the City decides to move ahead, the districting “Step 2” would include:

- **Districting Project Setup and coordination:**
 - Incorporation of any Geographic Information System (GIS) data that the jurisdiction wishes to include and provides (often including school locations; school attendance areas; important local landmarks; or local neighborhood boundaries);
 - Initial telephonic discussion with about data, communities of interest, schedule, criteria and special concerns of the jurisdiction;
 - Assist jurisdiction with developing a communications plan for public outreach, including suggestions for webpage content and design, public feedback logistics, and strategies for engaging constituents;
 - Assist jurisdiction with developing a project plan, including a detailed timeline, goals and objectives, and specific deliverables list;
 - Provide progress reports on an as-needed basis as determined by the project manager and meet regularly with project team;
 - Any phone- or web-conference calls to discuss the project's progress or to answer any questions that may arise;
 - Provide education and guidance on required redistricting criteria, and advice on selecting optional redistricting criteria, for staff and elected officials;



- Preparation and delivery of reports required under Elections Code Section 21130(b);
- **Districting Plan Development:**
 - Creation of 2 to 4 initial draft maps;
 - Analysis and preparation for presentation of all whole or partial plans submitted by the public;
 - Conversion of all maps and reports to web-friendly versions;
 - Online posting of all maps to an interactive review website;
 - Create any requested additional and/or revised maps as requested;
- **Plan implementation:**
 - Provide spatial data in GIS-friendly format of any dataset used or created for this project to staff upon request;
 - Work with the County Registrar of Voters to implement the final adopted plan;
- **Project Options**
 - Number of virtual or in-person meetings (and resulting per-meeting fee);
 - Consultant-prepared and -managed project website;
 - Online mapping tool allowing residents to draw and submit maps;
 - Paper-based mapping tool allowing residents to draw and submit maps.

Project Pricing

Step 1 – Demographic Profile and Test Map(s)

Analysis, report and one phone/virtual presentation of results.....	\$ 2,000
Any additional virtual presentation (if requested by jurisdiction).....	\$ 1,500
Any in-person meeting presentation (if requested by jurisdiction).....	\$ 3,000

Step 2 – Districting (if necessary)

1. **Districting Project Elements** (Covers everything listed above except for per-meeting and optional expenses):..... \$ 8,000
2. **Per-Meeting expense:**
 - In-person attendance, per meeting \$ 3,000
 - Virtual (telephonic, Zoom, etc.) attendance, per meeting..... \$ 1,500

For each meeting, NDC will prepare meeting materials, including presentation materials and maps; present and explain key concepts, including mandatory and traditional redistricting criteria and “communities of interest”; facilitate conversations; answer questions; and gather



feedback on existing and proposed boundaries. Per-meeting prices include all travel and other anticipated meeting-related expenses. Telephone calls to answer questions, discuss project status, and other standard project management tasks do not count as meetings and do not result in any charge.

3. Optional Project Elements:

- a) Project website \$ 6,500
- b) Public mapping tool options:
 - Online and paper system including all elements below \$ 3,500
 - DRA (an easy-to-use online mapping tool, also known as "Dave's Redistricting App")
 - Public Participation Kit paper- and Excel-based mapping tool
- c) Public Participation Kit mapping tool alone \$ 2,500

Project Timing

Step 1 (Demographic Analysis) can be completed in seven to ten days.

Step 2 (Districting) must follow extensive statutory requirements for districting projects.

When necessary, these requirements can be met in as little as two to four weeks, but that requires special meetings of the Council and results in a highly rushed project with little opportunity for public input.

A jurisdiction wishing to conduct extensive public outreach as part of its districting effort usually plans for a three- to six-month-long project.

To implement by-district elections for the November 2024 elections, the County Registrar of Voters usually requests to receive the final adopted map in mid- to late-May, but it is usually possible to implement if adopted by late June.



Proposal Acceptance

The terms of this proposal are available for 90 calendar days from its delivery to you. In most situations, NDC is open to extending that period of time to meet any particular needs of your jurisdiction.

If your jurisdiction has specific contract and/or letter of agreement language you prefer to use, please provide it and ignore the signature block below. If you prefer, simply sign two copies of this proposal in the signature block below and return them to NDC. Once signed by NDC, one copy will be returned to you.

Thank you.

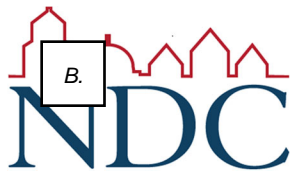
For National Demographics Corporation

For City of Brisbane

Douglas Johnson, President

Date

Date



National Demographics Corporation

Company Background and Additional Details on Project Elements

By National Demographics Corporation

Douglas Johnson, President



Table of Contents

Brief History of National Demographics Corporation 2

Company Philosophy 3

 Professionalism 3

 Local Leadership and Non-Partisan Professionals 3

 Openness 4

 Public Engagement 4

 Project Software..... 4

The NDC Team 5

Recognition of the NDC’s Expertise 5

NDC Client Testimonials 10

NDC Approach to Public Engagement..... 12

 The Three E’s of Public Participation: Engage, Educate, and Empower..... 12

Districing and Redistricting References 16

Additional Details of Optional Project Elements 17

 Advisory or Independent Redistricting Commissions 17

 Outreach Assistance..... 17

 Project Website 17

 Online Mapping Tool for Public / Resident Use..... 18

 DRA Online Mapping Tool..... 19

 Paper-based Public Mapping Tool..... 20

Other Potential Project-Related Expenses: 20

Conclusion 21

Resumes of NDC President Dr. Douglas Johnson and
 Vice President Dr. Justin Levitt 22

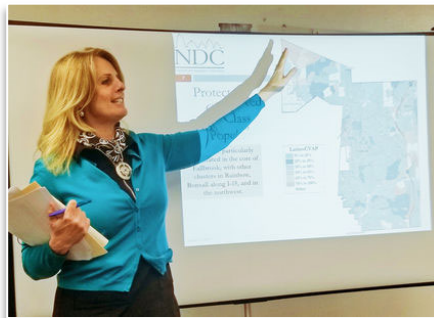


Brief History of National Demographics Corporation

Since our founding in 1979, NDC has served hundreds of local governments. While most of NDC’s work is in California and Arizona, the firm has performed projects in all regions of the country, serving clients as varied as the States of Mississippi, Arizona, Florida and Illinois; Clark County (Nevada); Jacksonville (Florida); numerous counties of all sizes across California and Arizona; the San Diego Unified School District; and relatively smaller jurisdictions such as the City of Bradbury, the City of Solvang, and Clay Elementary School District.

The company is especially well known for its districting and redistricting work with local governments. No company has been responsible for addressing the electoral demographic needs of more local governments, as NDC has conducted over 450 local government districting and/or redistricting projects, including 215 such projects in the 2021/2022 post-Census redistricting cycle alone. By our count, NDC performed the districting work for over 85% of the nearly 200 California cities that moved from at-large to by-district elections since the 2001 passage of the California Voting Rights Act.

Nationally recognized as a pioneer in good government districting and redistricting, NDC has unmatched expertise in the issues, questions, and decisions jurisdictions face in any discussion regarding districting, redistricting, the Federal and local state Voting Rights Acts, and related election system choices.





Company Philosophy

Professionalism

NDC’s personnel are nationally recognized as leaders in the districting field and are responsible for numerous books and articles on the subject. NDC possesses all the hardware and software necessary to meet the districting and redistricting needs of any jurisdiction, and its personnel have unmatched experience in the line-drawing side of this work, as well as in developing the databases used for these purposes. But more important are the firm’s interpersonal skills and the team’s understanding of the perspective of all parties in this process.

Local Leadership and Non-Partisan Professionals

NDC is an advisor and technical resource. The firm’s role is to assist our clients through the complicated demographic and legal framework for their project. NDC shares its experience and expertise, but the final plan is selected by the jurisdiction’s elected leaders, not NDC. The firm is sometimes criticized, usually by people from outside of the client jurisdiction, for not acting as an advocate or proselytizer for what these outsiders think is “right” for the client. But NDC team members are expert advisors, not proselytizers. NDC guides our clients through the process to a map that meets all legal requirements and the goals of our client – not the goals of outside critics. NDC welcomes the chance to assist each client through this process following the direction of the jurisdiction's elected leadership, key staff members, and the entire community.

A common question in many districting or redistricting projects is whether there is any influence of any improper political bias on the process. NDC’s four decades of success working for jurisdictions with all-Democratic leadership, jurisdictions with all-Republican leadership, and every possible combination in between, reflects our steadfast dedication to non-partisan service. At work, each of us puts our personal political feelings aside and focuses on implementing the policy goals and directions of our clients using NDC’s non-partisan, professional and expert guidance regarding the requirements and options facing each client. We believe most of our clients would be hard-pressed to guess which NDC team members are registered as independents or with any political party, and we are proud to have satisfied customers and clients whose partisan leanings (even in their non-partisan local government offices) similarly cross the entire partisan spectrum.

**Openness**

Any change in election systems can have momentous implications for the distribution of political power in a jurisdiction and for access by groups and individuals to the governance process. Not surprisingly, such changes often attract considerable public attention, sometimes generate intense controversy, and may draw charges of manipulation and abuse of power. It is crucial, therefore, that the jurisdiction establish, at the beginning, a process that is not only fair, but that is seen to be fair, to all contending groups and individuals.

Public Engagement

NDC pioneered the “transparent districting” approach that involves the public at every stage of the process and the company invented the “public participation kit” back in 1990. But NDC’s most valuable service is the firm’s experience transforming often contentious and passionate debates into thoughtful, constructive discussions focused on the options and outcomes rather than individual personalities. NDC also has considerable experience working with translators in public forums and providing materials in English and Spanish.

NDC’s approach has been widely praised in the media, and NDC has worked extensively with all types of press including radio, television, newspaper, and new media.

Project Software

NDC uses Caliper Corporation’s Maptitude for Redistricting software for processing public map submissions and drawing NDC’s draft maps and Board-directed revisions. Maptitude for Redistricting can open and use the standard “Shapefile” and “File Geodatabase” GIS data formats, and Maptitude for Redistricting can export all files to “Shapefile” and “File Geodatabase” formats.

NDC uses ESRI’s ArcGIS Online to present those maps for Board, Staff and Public review in an easy-to-use, interactive format. NDC also uses ArcGIS Pro for some specialized Geographic Information System (GIS) analysis; for opening and reviewing data received from clients or from other jurisdictions; and when needed for final map post-adoption processing for delivery to the jurisdiction and to the County Registrar. Microsoft PowerPoint is also used for many presentations, along with the ArcGIS Online interactive maps.



The NDC Team

NDC's 40 years of service to local governments is grounded in our academic founding and decades of professional relationships with all forms of local governments. Each NDC team member has been extensively trained in the legal requirements, demographic details, and complicated personal and community interests involved in every districting and redistricting project. And every NDC team member has been briefed on the wide range of unusual and bizarre challenges NDC has encountered over our more than 250 successfully completed local government projects. Whatever question or situation arises, your NDC team can handle it.

NDC President Dr. Douglas Johnson leads all team training and closely monitors the progress of every client project. NDC President Dr. Johnson and Vice President Dr. Levitt are always available to all clients, and typically are personally involved whenever particularly unusual or complex situations arise. Each NDC team member brings their personal expertise in demographics, city governance, school district governance and/or special district management to every project. And each team leader has particular expertise and focus in specific geographic areas.

All team members profiles are available on www.ndcresearch.com/about-us/.

Recognition of the NDC's Expertise

Both national and local organizations have recognized NDC's unmatched experience and expertise in the Census, districting, and redistricting.

National Recognition

Nationally, the National Conference of State Legislatures hosted NDC as a panelist at five different forums held for state legislators and legislative staff from across the country. NDC President Douglas Johnson addressed these forums on the following topics:

1. *Citizen Voting Age Data from a line-drawer's viewpoint*
2. *Communities of Interest in Redistricting: A key to drawing 2011 plans (and for their defense)*
3. *The Key to Successful Redistricting*
4. *Communities of Interest In Redistricting: A Practical Guide*
5. *The Arizona Independent Redistricting Commissions' experiences with the first-ever independent redistricting*



In addition:

- The National League of Women Voters hosted NDC President Douglas Johnson at a 2006 conference on “Building a National Redistricting Reform Movement,”
- Texas Tech University hosted Dr. Johnson as a panelist at its “Symposium on Redistricting;”
- The Arizona League of Cities and Towns hosted Dr. Johnson as a panelist on “Redistricting Law and the Voting Rights Act: What It Means for Your City or Town in 2011” and
- The Arizona Bar Association hosted Dr. Johnson as a panelist on “Communities of interest and technology in redistricting.”

California League of Cities Recognition

The California League of Cities hosted NDC as panelists over a dozen times to date:

- General Meeting panel: 2006 and 2015
- Executive Forum panel: 2018 and 2020
- City Clerk Department panel: 2014, 2017, 2018, twice in 2019, and 2020
- City Manager Department panel: 2015 and 2019
- City Attorney Department panel: 2018
- Inland Empire Chapter presentation: 2016
- South Bay Chapter presentation: 2020 and 2021

Recognition by Additional California Organizations

Other California organizations and conferences since 2011 recognizing NDC’s expertise in this field include:

2020	California County Counsel Assoc.	2021 Redistricting - What Local Government Attorneys Need to Know
2020	“Voice of San Diego” Politifest	Redistricting--What it means for our community
2020	County Committee Secretaries Annual Summit	The California Voting Rights Act
2020	Rose Institute of State and Local Government	2021 Redistricting: New Rules for California Local Governments



National Demographics Corporation

2020	California Special Districts Association	California Voting Rights Act Challenge Factors
2020	Associated Cities of California – Orange County	2021 Redistricting: The Rules have Changed
2020	California Municipal Law Conference	Municipal Redistricting in 2021: New Rules of the Road
2019	California Association of School Business Officials	Transitioning to By-Trustee-Areas Elections
2019	USC City/County Fellowship Program	The Challenges of Municipal Election Districts
2019	California Special Districts Association	District Elections and the California Voting Rights Act
2018	California Special Districts Association	Converting From At-Large to By-District Elections Under the California Voting Rights Act
2018	Riverside County Bar Assoc.	Redistricting and the California Voting Rights Act
2018	California School Board Assoc.	Voter Districts: The Link Between Strong Community Engagement and a Successful Process
2017	California School Board Assoc.	15 Years with the California Voting Rights Act: Lessons Learned and Challenges Ahead
2017	UC’s National Public Service Law Conference	Moderator, “Voting Rights 101”
2016	Los Angeles County School Business Officials	CVRA: What CBO’s Need to Know
2016	Los Angeles County School Trustees Assoc.	The CVRA: What School Board Members Need to Know
2015	Associated Cities of California – Orange County	The California Voting Rights Act
2015	California School Board Assoc.	The California Voting Rights Act: What Board Members Must Know



National Demographics Corporation

2015	Los Angeles County School Boards Assoc.	CVRA & Districting: The Demographer's Perspective
2011	Channel Cities Club	Lunch Keynote: "California's next experiment: independent, public redistricting"

Trusted Advisor to Local Government and Redistricting Reform Groups

NDC acted as an informal advisor to the California League of Cities and the California School Board Association during the debate over the AB849 "FAIR MAPS Act" in 2019.

NDC acted as an informal advisor to the California League of Cities during the debate over AB1276 (revising the FAIR MAPS Act provisions) in 2020.

NDC provided ideas, advice, maps and research to the 2008 Common Cause-led coalition that drafted and successfully advocated for Proposition 11, which created California's State-level Independent Redistricting Commission.

Advisor to Charter Review Commissions on Redistricting Provisions

NDC advised the following groups on the redistricting and voting rights provisions of their charter revisions and ordinances:

2016	City of El Cajon charter revision and public education outreach
2015/16	Castaic Lake Water Agency and Newhall County Water District merger
2015/16	City of Corona Charter Revision
2011/12	Pasadena Unified advisor to Charter Revision Commission creating a redistricting commission and moving District to by-district elections
2009/10	City of Menifee advisor to by-district-elections ordinance language committee
2006-08	City of Modesto advisor to Charter Revision Commission creating an independent redistricting commission and public education outreach
2003	City of Goleta ordinance writing and public education outreach

Expert Witness and Litigation Consultant



National Demographics Corporation

NDC President Douglas Johnson served as an expert witness in the following election and redistricting law cases:

2020	Chestnut v Merrill (Alabama)
2019	City of Redondo Beach vs State of California
2019	Ruiz-Lozito vs West Contra Costa Unified School District
2019	Common Cause v Lewis (North Carolina)
2018	Phillip Randolph Institute v Smith (Ohio)
2018	League et al. v. Johnson (Michigan)
2017	Luna v County of Kern
2018	Covington v State of North Carolina
2016	Garrett v City of Highland
2015	Jamarillo v City of Fullerton
2015	Harris vs Arizona Independent Redistricting Commission
2015	Solis v Santa Clarita Community College District
2015	Jauregui et al vs City of Palmdale
2014	Diego v City of Whittier

NDC Staff also served as litigation consultants for jurisdictions in the following California Voting Rights Act cases:

- | | |
|--------------|---|
| 1. Anaheim | 7. Santa Clarita |
| 2. Carson | 8. Whittier |
| 3. Compton | 9. Santa Clarita Community College District |
| 4. Escondido | 10. Tulare Health Care District |
| 5. Modesto | |
| 6. Poway | |

Trusted Advisor to Local Government and Redistricting Reform Groups

NDC acted as an informal advisor to the California League of Cities and the California School Board Association during the debate over the AB849 “FAIR MAPS Act” in 2019. NDC acted as an informal advisor to the California League of Cities during the debate over AB1276 (revising the FAIR MAPS Act provisions) in 2020. NDC provided ideas, advice, maps and research to the 2008 Common Cause-led coalition that drafted and successfully advocated for Proposition 11, which created California’s State-level Independent Redistricting Commission.

NDC President Douglas Johnson at Governor Schwarzenegger’s press conference in support of redistricting reform.



(Left to right: Assembly Democratic Legislator John Laird, USC Senior Fellow Dan Schnur, Greenlining Institute representative (name unknown), AARP President Jeannine English, NDC President Douglas Johnson, Governor Arnold Schwarzenegger, League of Women Voters Senior Director Trudy Schafer, State Senate Republican Bill Leonard, League of Women Voters President Jacqueline Jacobberger, and three unidentified men).

NDC Client Testimonials

Here is a sampling of what NDC’s people have to say about NDC:

“Here’s a great expert. . . . today you bring him in for what sounds like good information, very smart man up here.”

United States Fourth District Court Judge James A Wynn, Covington v North Carolina, United States District Court for the Middle District of North Carolina, Case No. 1:15CV399

“I have worked on Congressional, Legislative, Los Angeles County and Los Angeles City redistricting maps on behalf of the Latino Caucus and grassroots Latino organizations for over 30 years. Douglas Johnson is one of the top redistricting experts in California, and he is who I would pick to draw a map for me anywhere in the state.”

Alan Clayton, retired Executive Director of the Los Angeles County Chicano Employees Association

“The excel spreadsheet is a fantastic tool. Just plug in the letter by district and on the tab see a running total of population by assigned district. It’s cool.”



National Demographics Corporation

Modesto resident's comment, June 16, 2008

“One of the first, and in retrospect one of the best, decisions made by our commission was to hire Douglas Johnson and his colleagues at National Demographics Corporation as our primary consultants. I have never had the opportunity to work with a more highly qualified, hard-working, dedicated, professional and classy individual or group than Mr. Johnson and his associates at NDC.”

Jim Huntwork, Arizona Independent Redistricting Commissioner
(Republican)

“In addition to his technical expertise, Doug had a keen sense of how to help us navigate the complexities of the process. He understands redistricting better than any person I know. He has a unique ability to synthesize that which is very complicated and make it very understandable for the public. He frequently would present various options, without representing any position, clearly delineating differences and challenges of each option in a clear and succinct manner.”

Josh Hall, Arizona Independent Redistricting Commissioner (Democrat)

“It was a great pleasure to work with Doug Johnson and NDC during the first Independent redistricting effort in Arizona. Doug and his staff were professional, efficient, responsive, and even-handed. They listened very carefully to the instructions given by the commission and performed each mapping task without bias of any kind. I would highly recommend NDC to any jurisdiction, or commission, wishing to have a successful redistricting process.”

Steven W. Lynn, Chair, Arizona Independent Redistricting Commission
(Independent)

“Thank you for all of your hard work, assistance, and patience with me during this year of CVRA conversion to by-area trustee elections. Your continual reassurance and support in dealing with all of the details was sincerely appreciated. We all have jobs to do, but when working with all of you I felt that you always went the extra mile to support our District with excellent customer service. The multiple revisions, extra conference calls, and follow up suggestions made a difference to Scott, Linda, and me. I personally enjoyed joking around with each of you while remaining professional in all presentations. It was a pleasure working with all of you. “

Jennifer Williams, Ed. D., Fullerton Joint Union High School District,
Executive Director Administrative Services

“Thank you for taking time out of your busy schedule to participate in the City Official Roundtable I hosted on the 2020 U.S. Census at the Redondo Beach Performing Arts Center. I appreciate that you shared your expertise on the Census to the government officials



who were present. It is critical that we work together to ensure that everyone is counted in the upcoming Census.”

Ted W. Lieu, Member of Congress, California 33rd District.

NDC Approach to Public Engagement

The Three E’s of Public Participation: Engage, Educate, and Empower

NDC’s “Three E’s” approach recognizes the complex and daunting nature of districting and redistricting projects, while emphasizing the importance of public participation in such projects.

Given the complexity of the issue, the public cannot be expected to jump in with constructive ideas and input without encouragement. So NDC’s approach begins with the first “E”: **Engage**. NDC works with our clients to get the word out about why the project matters – and how input from residents can be a decisive element of the project.

Once their interest is engaged, the second “E” is **Educate**. Most media coverage of this topic focuses on congressional gerrymandering, giving the entire field a tainted and hopeless feel. NDC works with our clients to explain how local districting and redistricting is based on neighborhoods and communities – not national politics. We educate the public on the data, requirements and goals of redistricting, and on the many options residents have to formulate and share their own maps or other constructive input.

The third “E” is **Empower**. For those projects where the level of public interest and engagement justify the expense, NDC offers an unmatched array of paper, Excel-based, and online mapping tools that residents can use to draw detailed, population-balanced maps for consideration by the jurisdiction.

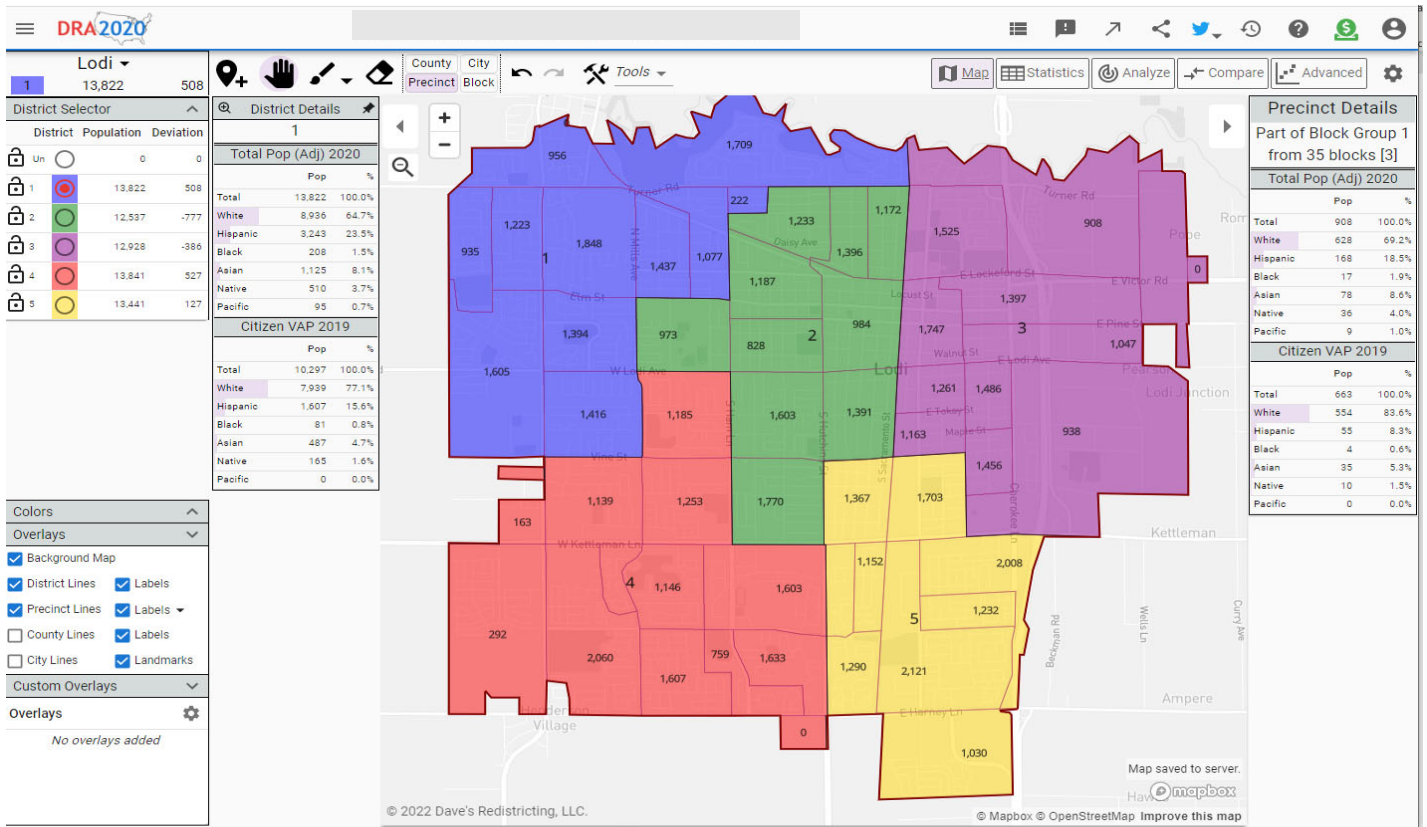
When included in a project, NDC has seen considerable public interest in these optional public participation tools. Often five, ten or even twenty or thirty draft maps are proposed by community residents. And NDC developed a highly refined and proven methodology for efficiently guiding our clients through selecting and refining a map, even when starting from 10, 20, 30 or more initial draft maps.

For those jurisdictions where the expense of the optional mapping tools is too high, NDC always welcomes any letters, comments, or hand-drawn maps that residents wish to submit during the districting or redistricting process.

For every project, at no extra expense, NDC includes an online “interactive review map” that allows residents to analyze draft maps zooming in and out, searching for specific addresses, and by changing between street maps, satellite images, and other underlying base maps.

Samples of these tools are shown on the following pages, and additional details on each of them appears later in this proposal.

Sample Online Mapping Tool



Sample Public Participation Mapping Tool

Public Participation Kit

Each number indicates the total population of that "population unit" area. Each district must have essentially equal population.

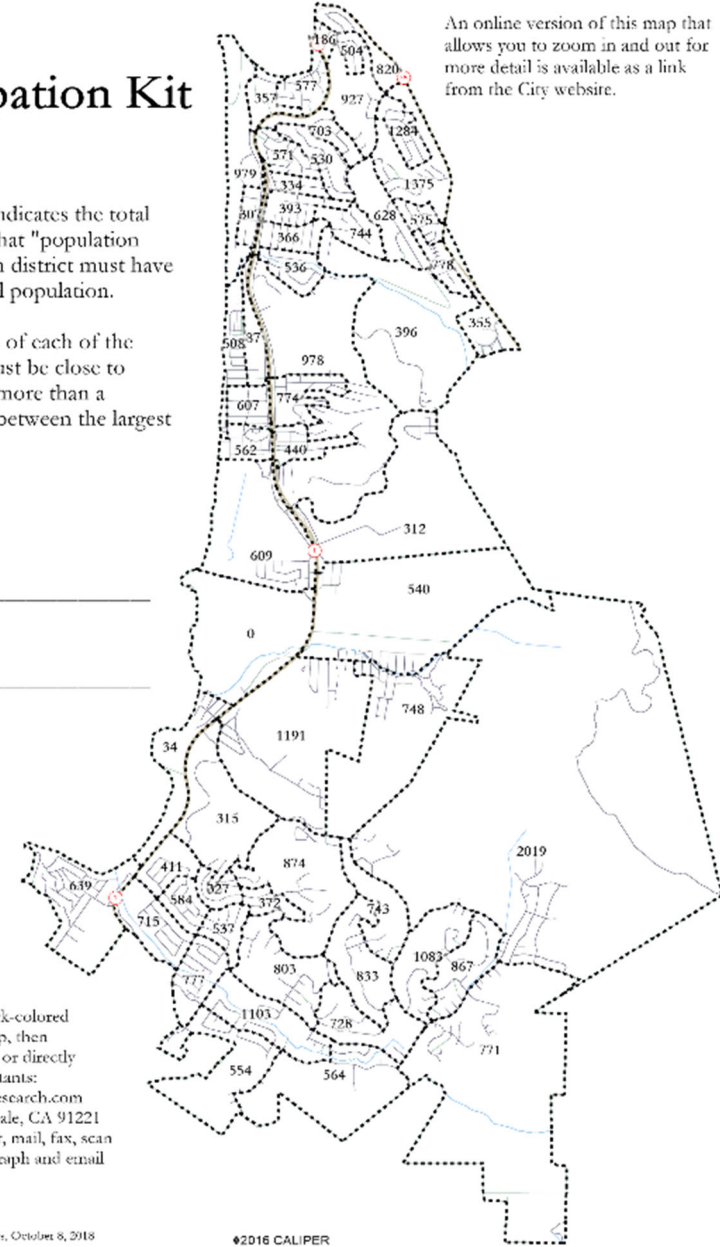
The population of each of the five districts must be close to 7,447, with no more than a 745 difference between the largest and smallest.

Name: _____

Phone or email: _____

Please use a thick dark-colored pen to draw your map, then submit it at City Hall or directly to our project consultants:
 Submission@NDCresearch.com
 P/O Box 5271, Glendale, CA 91221
 You can hand-deliver, mail, fax, scan and email, or photograph and email your map.

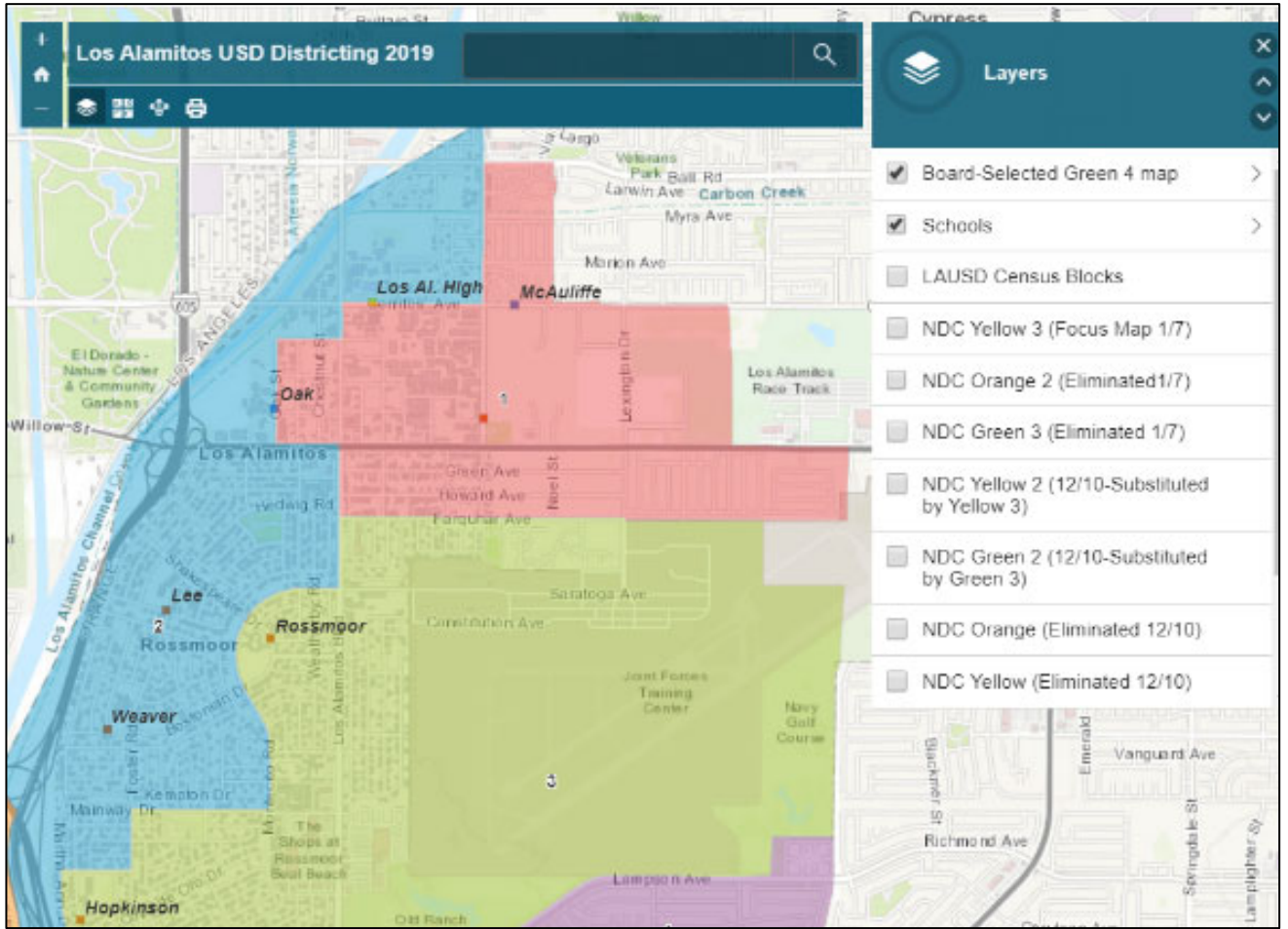
National Demographics, October 8, 2018



An online version of this map that allows you to zoom in and out for more detail is available as a link from the City website.

◆2D16 CALIPER

Sample NDC “Interactive Review Map”
(used to view and evaluate, not to draw, maps)



**Districing and Redistricting References**

All of NDC's former clients – without exception – can be contacted for references. The following is only a sample of references:

Mr. Graham Mitchell. City Manager. City of El Cajon. 200 Civic Center Way. El Cajon. CA 92020. (619) 441-1716. GMitchell@cityofelcajon.us.

Mr. Jason Stilwell. City Manager. City of Santa Maria. 110 E. Cook Street. Santa Maria. CA 93454-5190. (805) 925-0951 ext. 2200. jstilwell@cityofsantamaria.org.

Mr. Marcus Walton. Communications Director. West Contra Costa Unified. 1108 Bissell Ave., Room 211-215. Richmond, CA 94801. 510-205-3092. mwalton@wccusd.net.

Mr. Jonathan Vasquez. Superintendent. Los Nietos School District. 8324 S. Westman Ave., Whittier, CA 90606. (562) 692-0271 Ext. 3212 jonathan_vasquez@lnsd.net.

Mr. James Atencio. Assistant City Attorney. City of Richmond. 450 Civic Center Plaza. Richmond, CA 94804. 510-620-6509. James_Atencio@ci.richmond.ca.us.

Mr. Darrell Talbert. City Manager. City of Corona. 400 S Vicentia Avenue. Corona. CA 92882-2187. 951.279.3670. Darrell.Talbert@ci.corona.ca.us.

Mr. David Silberman. Deputy County Counsel. San Mateo County. 400 County Center. 6th Floor. Redwood City. CA 94063. 650-363-4749 dsilberman@smcgov.org.



Additional Details of Optional Project Elements

Advisory or Independent Redistricting Commissions

NDC anticipates that many California jurisdictions will create advisory or independent commissions to manage the redistricting process. NDC welcomes the use of such commissions, and our pricing does not change for jurisdictions creating commissions. But the creation, training, operation and reporting of such commissions often leads to more meetings (and a resulting increase in the “per meeting” project expenses) than a traditional redistricting process conducted primarily by the jurisdiction’s elected leadership.

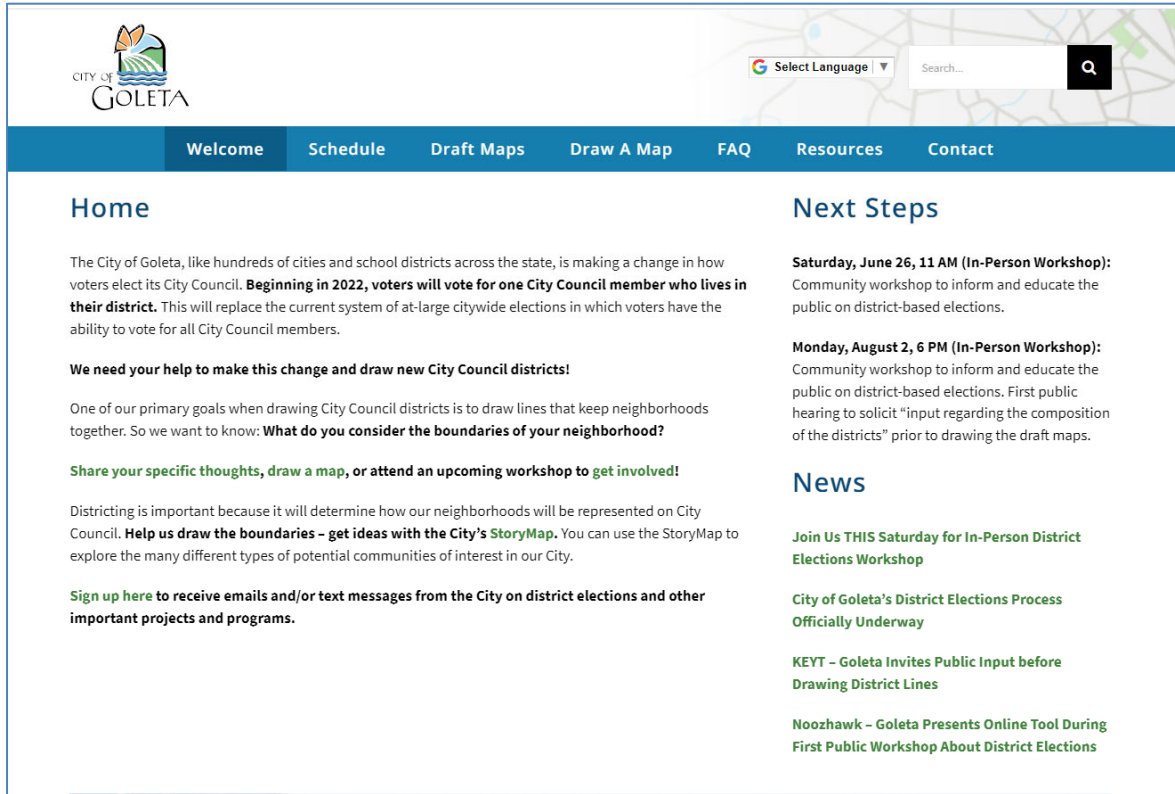
Outreach Assistance

NDC brings topical expertise to your jurisdiction’s outreach efforts, and NDC makes available to all clients our library of sample outreach materials including op-ed articles, postcards, utility bill inserts, flyers, and social media messages. NDC provides all of these materials along with our advice and input on outreach strategy and materials to any interested jurisdiction, but we do not have graphic artists to customize or design such materials in-house.

For larger-scale outreach efforts, especially where jurisdictions wish to send representatives out to regular meetings of existing community organizations, NDC typically works together with a jurisdiction’s in-house communications staff and/or with one or more outreach organizations. We often work with, and highly recommend, Tripepi-Smith, and some information on the services they offer is included at the end of this proposal. And we would be happy to work with any in-house team at the jurisdiction or with any firm or organization the jurisdiction selects. Many projects can be handled by a jurisdiction’s in-house or regular outreach and communications teams (with samples and topic expertise provided by NDC), but a number of jurisdictions seek supplemental outside communications assistance.

Project Website

NDC provides all project materials in website-friendly formats for posting on the jurisdiction’s website. At no cost, NDC will provide project website samples and website language for use on the jurisdiction’s project website. But for jurisdictions that prefer not to take on the challenge of creating and managing a rapidly-changing project website, NDC will create, host, and update project website (below is an image of one such site).



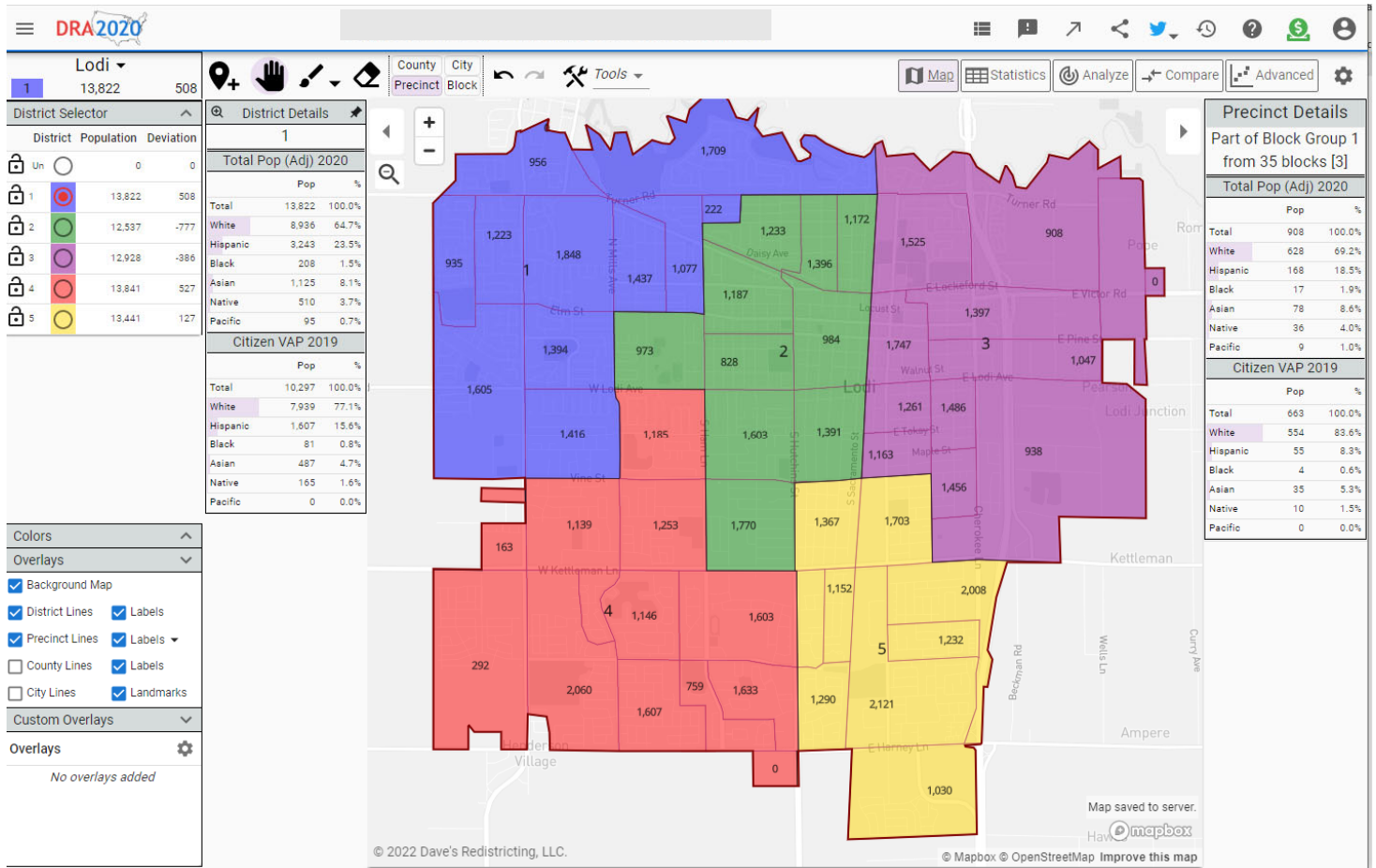
The screenshot shows the City of Goleta website with a navigation menu including Welcome, Schedule, Draft Maps, Draw A Map, FAQ, Resources, and Contact. The main content area is divided into three columns: Home, Next Steps, and News. The Home section contains text about the 2022 election change and a call to action for public input. The Next Steps section lists two workshops: Saturday, June 26, 11 AM and Monday, August 2, 6 PM. The News section lists several recent articles related to district elections.

Online Mapping Tool for Public / Resident Use

NDC is the unmatched leader in redistricting tools that empower residents to review draft maps and to develop and submit their own map proposals. NDC is the only firm that has used the online mapping solutions from both ESRI and Caliper Corporation in major redistricting projects.

In literally hundreds of local redistricting projects, NDC has successfully trained members of the public, processed public map submissions, and presented the public map proposals to public hearings and commission meetings. NDC’s online mapping tool options provide user support, hosting, managing, and processing submitted plans in an online interactive system that allows public to draw and submit proposed maps through a standard web browser. Our current preferred public online mapping tool is DRA (detailed below), however if the client prefers NDC also has extensive experience with a number of other options currently available (though often at significantly higher prices).

DRA Online Mapping Tool



DRA is a simple paintbrush-based tool the public can use to draw and submit proposed draft maps.

Residents simply go to the website link, overlay any of the many demographic shadings they wish to see, and then “paint” the Precincts or Census Blocks that are part of the neighborhood or community of interest they wish to see kept together.

NDC provides both short and in-depth “how to” videos on use of the DRA tool. It is both simple to use for everyone and full of powerful analytic analytics for the “power user” who want them.

Paper-based Public Mapping Tool

While online mapping tools are very popular, NDC never forgets those residents who do not have internet access or who simply prefer to not drawing maps online.

At no cost with every online mapping tool, and as a separate option for jurisdictions that for budget or other reasons do not include an online mapping tool, NDC offers our “Public Participation Kit.”

The Kit is a simple one-page map showing streets, city borders, and population counts for NDC-created “Population Unit” geographic areas. Residents draw the map they wish to propose and add up the population counts by hand until they get the right population count in each district. All of the directions needed are right on the single-page form. Examples of these tools, from our work for the City of Lake Forest, are available here: <https://drawlf.org/draw-a-map/>.

Public Participation Kit

An online version of this map that allows you to zoom in and out for more detail is available as a link from the City website.

Each number indicates the total population of that "population unit" area. Each district must have essentially equal population.

The population of each of the five districts must be close to 7,447, with no more than a 745 difference between the largest and smallest.

Name: _____

Phone or email: _____

Please use a thick dark-colored pen to draw your map, then submit it at City Hall or directly to our project consultants:
 Submission@NDCresearch.com
 PO Box 5271, Glendale, CA 91221
 You can hand-deliver, mail, fax, scan and email, or photograph and email your map.

National Demographics, October 8, 2018

Other Potential Project-Related Expenses:

The most common additional project expenses would be any site or staff costs for conducting the community forums and the cost of printing or copying paper copies of the “Public Participation Kit.” In NDC’s experience, most participants will download and print the Kits in their own homes or offices.



Conclusion

Since its founding NDC has been the nation's preeminent company devoted to local election systems. To summarize:

1. NDC has more experience in the field of municipal political election systems than any other company.
2. NDC's experience and expertise has been recognized by our hundreds of clients, the California League of Cities, the California School Board Association, the California Special District Association, and the National Conference of State Legislatures.
3. NDC, founded in 1979, has a demonstrated record of financial solvency.
4. NDC's hardware and software resources were specially designed and acquired for districting and redistricting purposes.
5. NDC's highly respected personnel have impeccable credentials in each aspect of the districting and redistricting processes.
6. NDC's suggested approach has been tested in many jurisdictions.
7. Any NDC client can be contacted for testimonials and reference.
8. NDC has demonstrated experience over many years in working with the press and media on local election system issues.
9. Neither the Justice Department nor any Court has ever rejected any of the hundreds of local government districting or redistricting plan submitted by NDC.

NDC takes pride in tailoring each project to the needs and goals of each individual client. NDC is open to any feedback, concerns, requests, or changes regarding this proposal.

NDC looks forward to the opportunity to work with you on this project.

File Attachments for Item:

C. Follow Up Discussion on Brisbane Election Options



**CHARTER CITY AND ELECTION ISSUES
SUBCOMMITTEE AGENDA REPORT
MEETING DATE: MAY 13, 2024
FROM: Ingrid Padilla, City Clerk
SUBJECT: Election Issues**

Purpose

Provide information to subcommittee members on by-district elections using two small cities as a case study.

Background

At the 4/25/24 Elections Issues Subcommittee Meeting, staff was directed to bring back an update on how the City of Solvang and City of Ojai are faring after making the switch from electing their city councilmembers from at large elections to by-district elections.

Discussion

The City of Solvang held their first by-district election in November 2022. At this election, one councilmember won by 11 votes in their district and one former Councilmember lost in the District race.

The City of Ojai held their first by-district election in 2020. In this election, a former City Councilmember won the District race. In the November 2022 elections, district maps were redrawn. Two measures impacting the shape of Ojai's future city elections were also on the ballot.

- Measure L, which failed, would have returned the City Council to an elected five-member panel with the mayor's post rotating among council members. Some 1,876 residents voted against it, or more than 54%, while 1,593 voted in favor.
- Measure M, which passed, will change future council elections by abandoning district-based seats in favor of ranked-choice ballots that allow for an instant runoff. The measure passed with more than 55% of voters, or 1,909 in favor, while 1,510 were opposed. The new framework will start with the November 2024 general election.

Attachments:

1. City of Solvang Election November 2022 Results
2. City of Ojai Election November 2020 & November 2022 Results

Ingrid Padilla

Ingrid Padilla, City Clerk

City of Solvang Election November 2022 Results**November 2022 Election Results****City of Solvang Mayor****Mark L. Infanti:** 1,138 (94.68%)**Write-In:** 64 (5.32%)**City of Solvang City Council Member – District 3****David Brown:** 81 (47.65%)**V. Louise Smith:** 70 (41.18%)**Janice Mathews:** 18 (10.59%)**Write-In:** 1 (0.59%)**City of Solvang City Council Member – District 4****Elizabeth Orona:** 220 (57.14%)**Robert Clarke:** 165 (42.86%)***Write-In:** 0 (0.00%)

*During, the first Council meeting of 2023, the Solvang City Council discussed how to approach the seat left vacant by newly elected Mayor Mark Infanti, as two years remain on his City Council member term. The motion to appoint Robert Clarke to fill the vacancy passed after a 3-1 vote, with Elizabeth Orona dissenting.

City of Ojai Election* Results

*Election Sequence as Outlined in Ordinance 889

District 4: Commencing with the general municipal election in November 2020 and every 4 years

District 1, 2, & 3: At the November 2022 election and every 4 years

November 2020 Election Results

Betsy Stix and Suza Francina won their races for mayor and City Council in Ojai, according to election results released Tuesday night.

Mayor Race

Stix, a teacher, ran against William Weirick, a current city councilmember. The mayor's seat is a two-year term.

Tuesday's election marked the third time in city history that Ojai residents directly elected their own mayor. Prior to 2016, the mayor was chosen by the City Council.

- Betsy Stix 2,877 Votes (64.12%)
- William Weirick 1,610 Votes (35.88%)

Total Votes: 4,487

Ojai District 4

Two candidates also vied for a City Council seat in the city's first district-based election. Current city councilmember Suza Francina maintained a lead against real estate broker Jeri Becker to represent residents in the city's newly created District 4.

- Jeri Becker 506 votes (42.63%)
- Suza Francina 681 votes (57.37%)

Total Votes: 1,187

November 8, 2022 Election Results

The 2022 election saw the implementation of updated City Council Districts, a move that is required by the federal government in conjunction with the Census every 10 years, the re-election of Mayor Betsy Stix and the election of three new Council Members.

- Mayor Betsy Stix holds a two-year, at large term (2022-2024)
- Mayor Pro Tem Suza Francina represents District 4 through 2024
- Council Member Rachel Lang represents District 2 (2022-2026)
- Council Member Leslie Rule represents District 1 (2022-2026)
- Council Member Andrew Whitman represents District 3 (2022-2026)

District 1

The 1st District, which covers a central section of the city, had no incumbent.

- Leslie Rule won the seat with 338 votes, or nearly 49% of the total.
- Michelle Pineiro followed with 321 votes.
- A third candidate on the ballot, Lorelei Korn Grace, chose not to campaign but still garnered 31 votes.

District 2

Ojai's 2nd District, which includes the city's northeast, saw challenger Rachel Lang edge out incumbent Randy Haney.

- Lang had 466 votes, or more than 47% of the total. Haney had 431, or a little less than 44%.
- Haney initially led, but Lang later emerged as the frontrunner as more votes were tallied.
- A third candidate, Kathryn Donwen, had 85 votes.

District 3

In the northwest 3rd District, which had no incumbent, Andrew Whitman won with commanding lead of more than 18 percentage points.

- Whitman had 536 votes, or more than 59% of the total, while Carol "Renee" Roth had 370, or nearly 41%.

Measures L and M

Two measures impacting the shape of Ojai's future city elections were also on the ballot.

- Measure L, which failed, would have returned the City Council to an elected five-member panel with the mayor's post rotating among council members. Some 1,876 residents voted against it, or more than 54%, while 1,593 voted in favor.
- Measure M, which passed, will change future council elections by abandoning district-based seats in favor of ranked-choice ballots that allow for an instant runoff. The measure passed with more than 55% of voters, or 1,909 in favor, while 1,510 were opposed. The new framework will start with the November 2024 general election.

Official Recount Results For Election Results Certification For the Office of Ojai City Mayor In The November 8, 2022 Election

The certified results for the election were announced on December 7, 2022 with the following vote count:

Elizabeth Stix	1,823 votes
Anson Williams	1,781 votes

The results of the recount held December 16-21 confirmed the original vote count results:

Elizabeth Stix	1,823 votes
Anson Williams	1,781 votes

The recount cost was estimated at \$28,500, requiring an initial deposit of \$8,000 and a daily rate of \$5,500 to be paid as the recount progressed.