



2021 Redistricting Kickoff Zoom Event

May 19, 2021



AGENDA

- Redistricting 101
- What is the Long Beach Independent Redistricting Commission?
- How Can the Community Get Involved?
- Map Tool Demonstration
- Q&A Session

Redistricting 101

What is Redistricting?

- Redistricting is the process of adjusting district lines every 10 years after the release of the U.S. Census

Why is it Important?

- Council District boundaries determine who residents can elect for their district
- The maps drawn in 2021 create the stage for the next decade. Districts must be made as equal in population as practicable so that communities have equal access to political representation
- If districts are redrawn to keep communities intact, people are better able to elect representatives who will further their interests



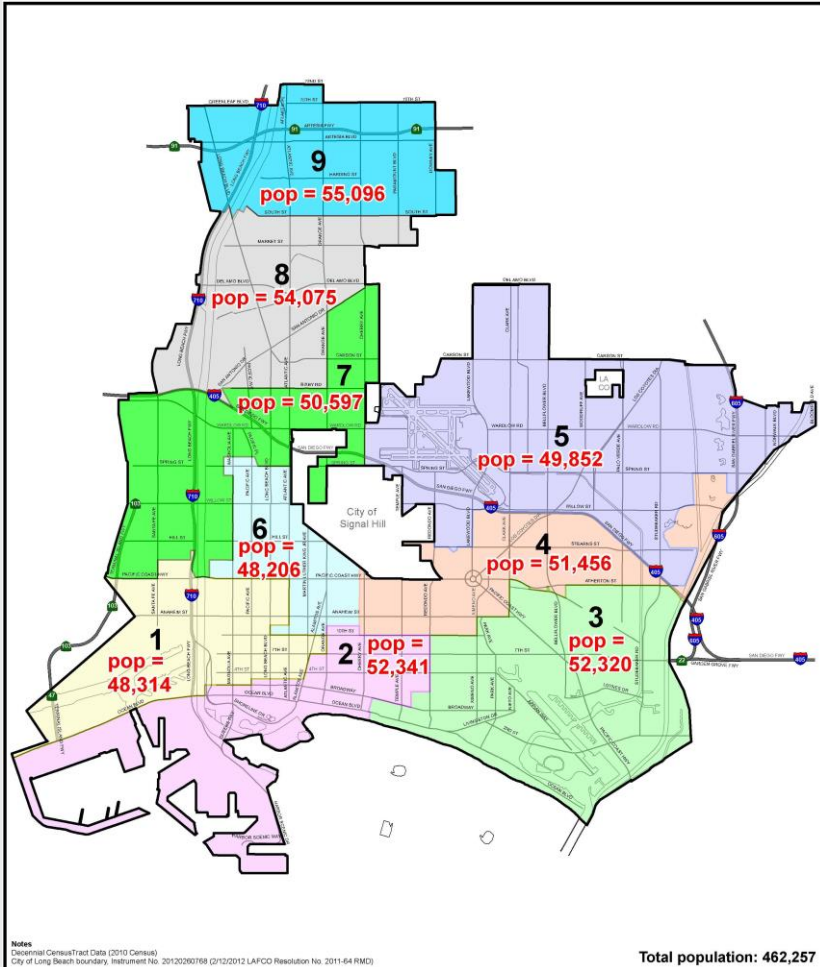
Redistricting in the City of Long Beach

How did we do it before?

The last time redistricting occurred in Long Beach was in 2011 when the City Council adopted the current map after directing staff to conduct the process

What is the difference now?

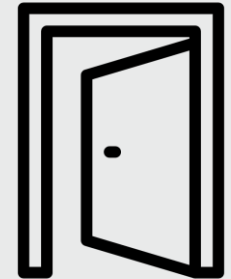
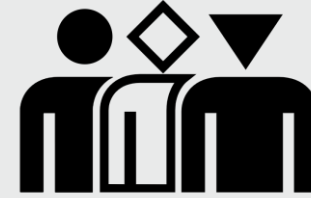
On November 6, 2018, voters approved Measure DDD, establishing the Independent Redistricting Commission (IRC)



What is the Independent Redistricting Commission (IRC)?

Our Community, Our Voice

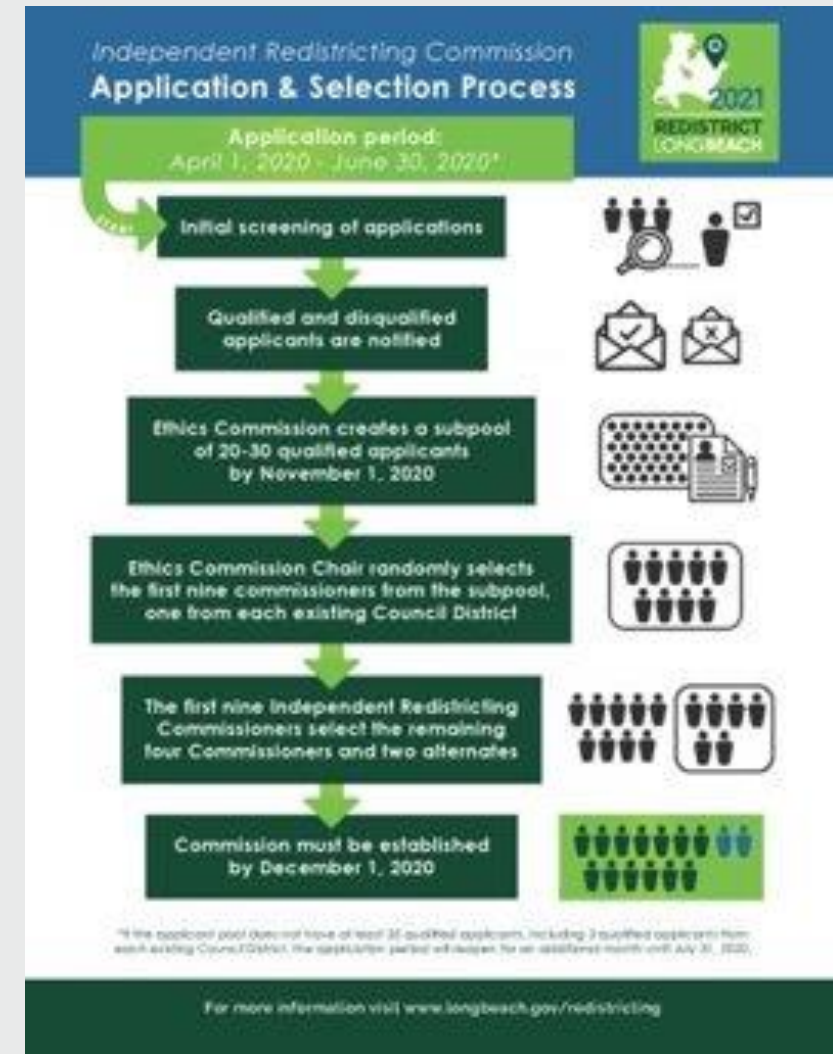
- Reasonably reflects the diversity of the city
- Independent of Mayor and City Council Control
- Will not consider place of residence of any individual, including any incumbent or political candidate, in the creation of a map
- Open and Transparent Process



What is the Independent Redistricting Commission (IRC)?

The Selection Process

- Outreach: from August 2019 to June 2020
- Application Submissions: 400
- Ethics Commission created a sub-pool of 20-30 qualified applicants and randomly selected the first 9 Commissioners
- First 9 Commissioners selected the remaining 4 members and 2 alternates
- Seated on November 20, 2020 and began holding training meetings on January 6, 2021



Meet Your Commissioners



Alejandra Gutierrez
Chair, CD 6



Sharon Diggs-Jackson
Vice-Chair, CD 5



Eric R. Oates
CD 1



Ryan Giffen
CD 2



Thomas J. Cooper
CD 3



Genna L. Beckenhaupt
CD 2



Nicole Lopez
CD 4



Feliza I. Ortiz-Licon
CD 5



Kelly Nhim
CD 6



Frank Gutierrez
CD 7



Zhelinrentice Scott
CD 7



Marissa Martinez
CD 8



Sevly Sngun
CD 9



Melody Osuna, Alt.
CD 8



Josias Gonzalez, Alt.
CD 3

IRC Business and Training



- Local and Statewide use of Redistricting Commissions / Best Practices
- Federal Voting Rights Act Overview
- California's Laws
- Brown Act



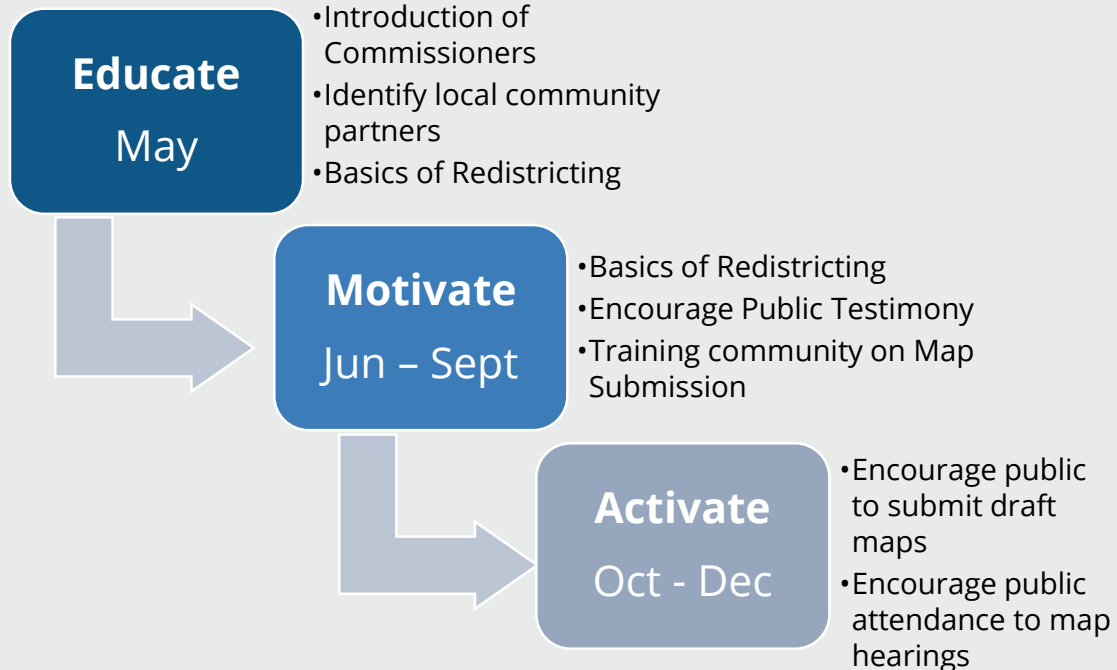
- Redistricting Fundamentals
- Communities of Interest
- Demographics & Geography of Long Beach
- Map Tool Training



- IRC Rules and Procedures (By-Laws)
- Draft Redistricting Engagement Plan
- Draft Redistricting Process

Redistricting Engagement Plan

Phases of Engagement



Methods of Engagement



DIGITAL

Social Media
City Newsletter
PSA's



TRADITIONAL

Postcards, Flyers, Posters
Local News Outlet
Advertisements
Digital Billboards
LB Transit Advertisement

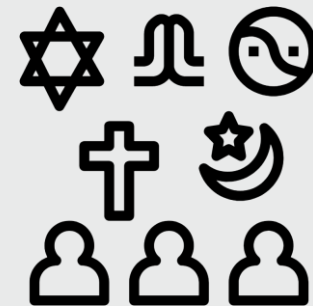
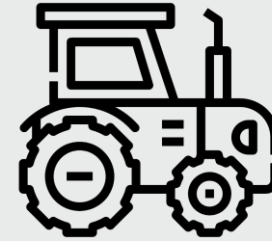
Community of Interest (Motivate Phase)

What is a Community of Interest (COI)?

Connected population that shares common social and economic interests that should be included within a single district for its effective and fair representation as a potential voting bloc in current or future elections

How Can You Share?

- Attend a Meeting
- Fill out a COI Form: http://bit.ly/2021RD_COI
- Submit a COI Map



Upcoming Outreach Meetings

Outreach Meeting Schedule	
District Specific Meetings	
June 2, 2021	District 1
June 23, 2021	District 2
July 7, 2021	District 3
July 14, 2021	District 7
July 21, 2021	District 6
July 28, 2021	District 8
August 4, 2021	District 5
August 11, 2021	District 9
August 18, 2021	District 4
September 8, 2021	Citywide Outreach Meeting

Subscribe for updates at: <https://bit.ly/RedistrictLB2021>

Outreach Meetings – 6 PM

District-Specific Meetings

There will be nine (9) Commission outreach meetings that are designed to engage residents in each City Council District in the City of Long Beach.

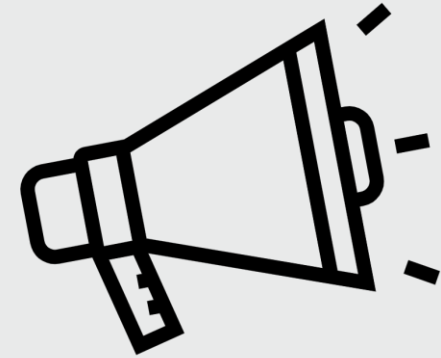
The purpose of the outreach hearings is to provide training on the Redistricting process and encourage community participation in the map drawing hearings.



Redistricting Information



Map Tool Training



Public Testimony about your
Communities of Interest

How to Participate in the Meetings

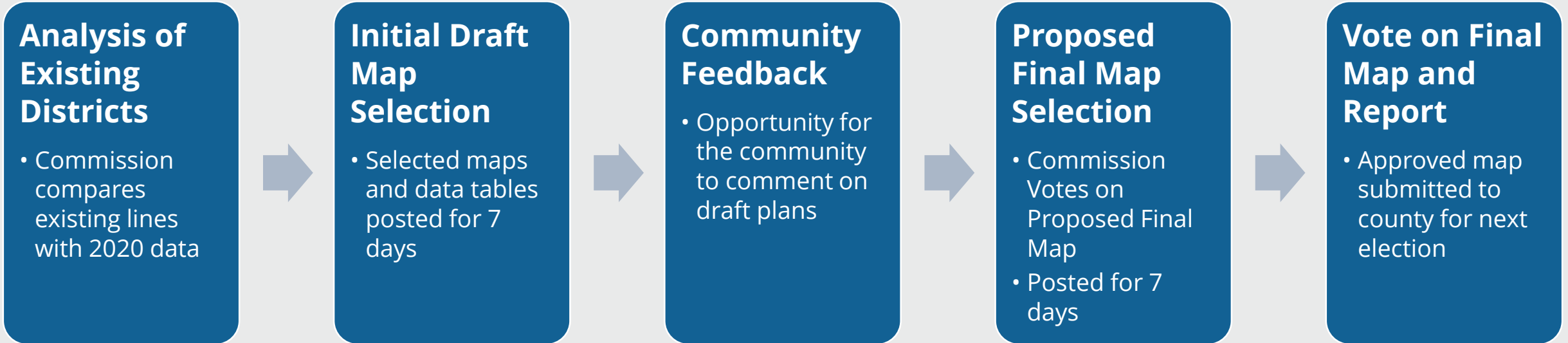
1. Sign up to speak on an Agenda Item by noon (12:00 PM) the day of the meeting at <https://longbeach.gov/cityclerk/services/public-comment-sign-up/>
2. Best Practice
 1. Name and where you live
 2. Location that is the subject of your public comment
 3. If any maps or a Community of Interest ("COI") form, provide the name of the community (on the COI form) and/or map code (each map submitted is assigned a code)
3. Access (Language Access Policy or ADA)
 1. To request a translator for public comment, first sign up to speak, then email redistricting@longbeach.gov or call the Office of the City Clerk at 562-570-6101 to request a translator

Redistricting Process

Milestone	Time
District-Specific Outreach Meetings	June 2021 – August 2021
Map Submissions (Communities of Interest)	June 2021 – December 2021
Map Submissions (District Plans on 2010 Data)	June 2021 – September 2021
Census Data Release	September 30, 2021
Map Submissions (District Plans on 2020 Data)	September 2021 – December 2021
Commission Can Start Drawing Lines	Mid-October 2021
Mapping Hearings Begin	October 2021 – December 2021

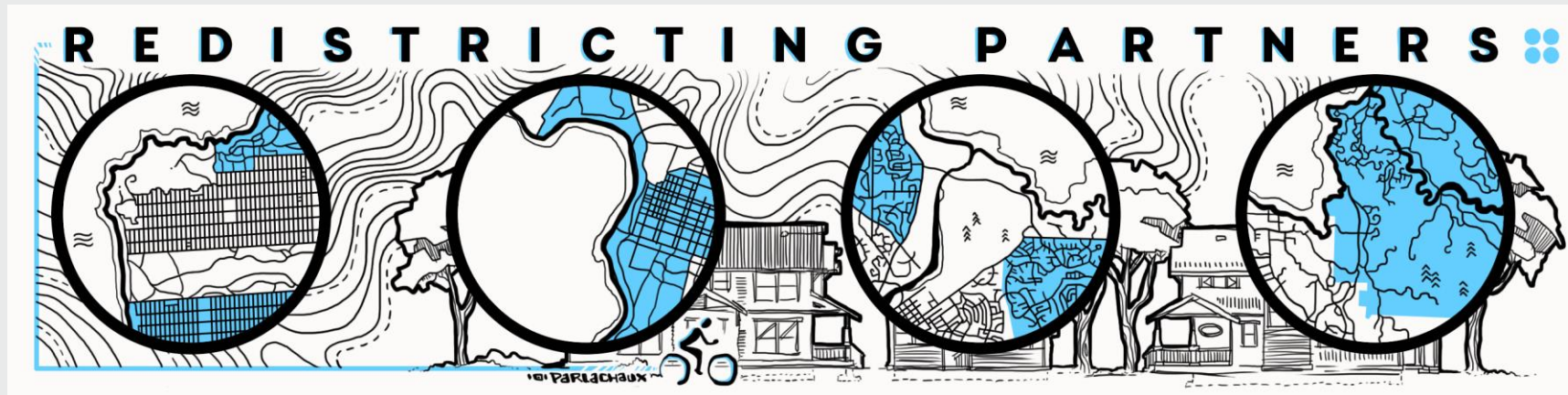
Redistricting Process

Mapping Hearings (5 Stages)



Dates of Hearings will be updated pending Census Data Release

Map Tool Demonstration



How Can the Community Participate?

1. Attend the Long Beach Independent Redistricting Commission Outreach Meetings
2. Complete the Community of Interest Form
 - Fill out the form online at: http://bit.ly/2021RD_COI **or**
 - Complete the PDF worksheet and return it by email to redistricting@longbeach.gov or drop off/mail a hard copy to the Office of the City Clerk at 411 W. Ocean Blvd., Long Beach, CA 90802.
3. Map Your Community of Interest
 - Available: June 2, 2021
 - Example of Tool using Santa Monica:
<http://www.longbeach.gov/redistricting/resources/videos/>
4. Submit District Plans
5. Attend the Mapping Hearings

How Can You Help Spread the Word?

4 Things You Can Do to Spread the Word About 2021 Redistricting

1. Follow the City of Long Beach on Facebook, Twitter, and Instagram
2. Use hashtag **#RedistrictLB2021** to amplify promotion on your social platforms
3. Encourage people in your network to get involved.
4. Subscribe for updates at: <https://bit.ly/RedistrictLB2021>

Next Steps: Attend the District-Specific Meetings!

Wednesday, June 2, 2021

- District 1 – District-Specific Meeting
 - Meet the Entire Commission
 - Redistricting Basics
 - Map Criteria/Process
 - Map Tool Training
 - Give Public Testimony (Communities of Interest)

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An aerial photograph of a city skyline at sunset, with a green gradient overlay. The city features various high-rise buildings, including a prominent cylindrical tower and several rectangular skyscrapers. The sun is low on the horizon, casting a warm glow over the scene. The water is visible in the background, with a few ships. The text "Q & A" is overlaid in white on the right side of the image.

Q & A

An aerial photograph of Long Beach, California, showing a dense urban landscape with various high-rise buildings, parking lots, and a waterfront area with ships. The image is overlaid with a semi-transparent green gradient that covers the right side and bottom of the frame.

Thank You!

Stay updated at:
<https://bit.ly/RedistrictLB2021>

**Bradley Bounds II, Redistricting Program
Specialist**

Bradley.Bounds@longbeach.gov