

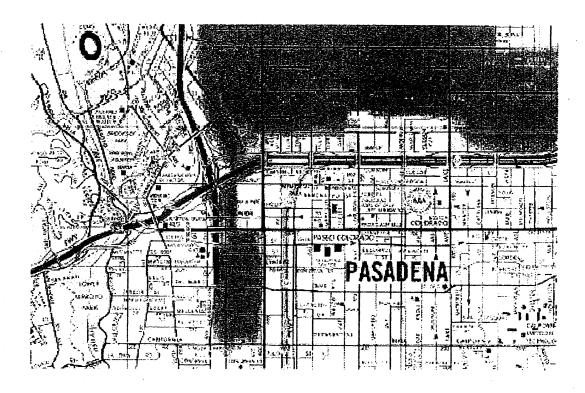
Pasadena Area Community College Existing Districts

% Black
0.0% 5.0%
10.0% 30.0%
30.0% 50.0%
50.0% 100.0%

Additionally, it was unveiled prematurely and displayed throughout the entire proceedings at PCC's Creveling Lounge for the Candidates Forum on October 26, 2011.

Spanish Speaking Alta-Pasadena COI Map is very similar to the map posted at

http://wedrawthelines.ca.gov/downloads/public-comments-201110/public_comment_4langeles_20111007_1n.pdf. The major difference is on the Westside:



In the area bound by the Colorado, Fair Oaks, California and Pasadena Avenue; no longer included is the area NORTH of Del Mar Blvd. Since the creation of *Spanish Speaking Alta-Pasadena COI Map* and publication on October 7th, 2011, I have visually inspected the housing stock found there.

All the economically challenged residents have been cleared and bright shiny multi-story LUXURY condominiums have been erected. Therefore, it is NO longer part of shared community of the October 7th, 2011 Spanish Speaking Alta-Pasadena COI Map.

In the NEW <u>Spanish Speaking Alta-Pasadena COI Map</u> of October 26th, 2011, exhibits extreme poverty; any housing stock with the word LUXURY in peripheral areas does not include the target groups of <u>Spanish Speaking Alta-Pasadena COI Map</u>.

Respectfully,

Martin

Subject: CHL Spanish Speaking Pasadena COI 10.06.11

From: "M.A.C. Maestro Enriquez" <

Date: Thu, 6 Oct 2011 21:19:35 -0700

To: votersfirstact@crc.ca.gov,

Dear CRC,

In a continuing effort to strengthen the ability of voters to choosing a candidate of their choice, I present the boundaries

to the future Trustee district of the Pasadena Area Community College District (PACCD or Pasadena City College).

Respectfully,

M. A. C. "Maestro" Enriquez-Marquez

October 6, 2011

CC: Astrid Garcia

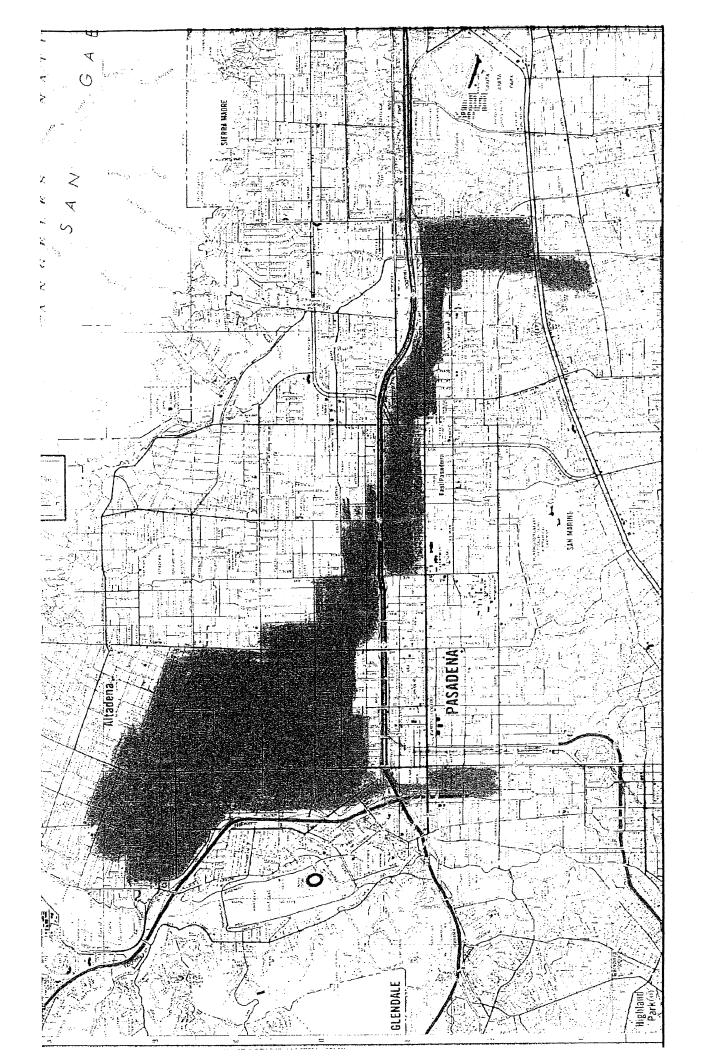
Steven Ochoa

11. CHL Spanish Speaking Pasadena COI 10.06.11.pdf

Content-Type:

application/pdf

Content-Encoding: base64



CORRESPONDENCE FOR MEETING OF NOVEMBER 19, 2011

From:

Robert Tait <ritait@me.com>

Sent:

Wednesday, November 16, 2011 4:29 PM

Γο: Cc: cityclerk Jane Finley

Subject:

Attention: Bill Crowfoot - Redistricting Comment

Mr. Crowfoot:

The Board of Directors of the El Rio/Lake Neighborhood Association has discussed the redistricting situation with various members, and has looked at the preliminary possibilities presented by City staff. We have one general and major comment to offer.

We strongly recommend that changes to the present district boundaries be limited to the minimum required by population changes in the City.

We have numerous reasons for this strategy and a few of them are as follows:

- 1. Considerable time and effort has been expended by various groups such as neighborhood associations to familiarize themselves with other groups and interests within the same district. Working relationships and informal support agreements have been developed. We do not want to start over with this process.
- 2. In the same vein, these groups have learned to work with their district representatives and staff members. Issues have been developed and worked on from both sides.
- 3. From the perspective of the City Staff of various departments, again, an understanding of issues for various Districts and their problems has been achieved that may no longer be valid if the District oundaries are significantly altered. A whole new mix of issues may result for the newly formed Districts.

To summarize these and other issues in another way - The City of Pasadena is operating very well. The cooperation and interactions between the citizens, citizen groups and their Council Members is quite effective. Let's not mess it up by making unproductive changes.

Robert J. Tait Secretary/Treasurer El Rio/Lake Neighborhood Association.

CORRESPONDENCE FOR MEETING OF JANUARY 18, 2012

From:

Bob Kneisel cpresident@bungalowheaven.org>

Sent:

Friday, January 06, 2012 5:38 PM

To:

cityclerk

Cc: Subject: McAustin, Margaret
Attn: Bill Crowfoot, Redistricting Committee

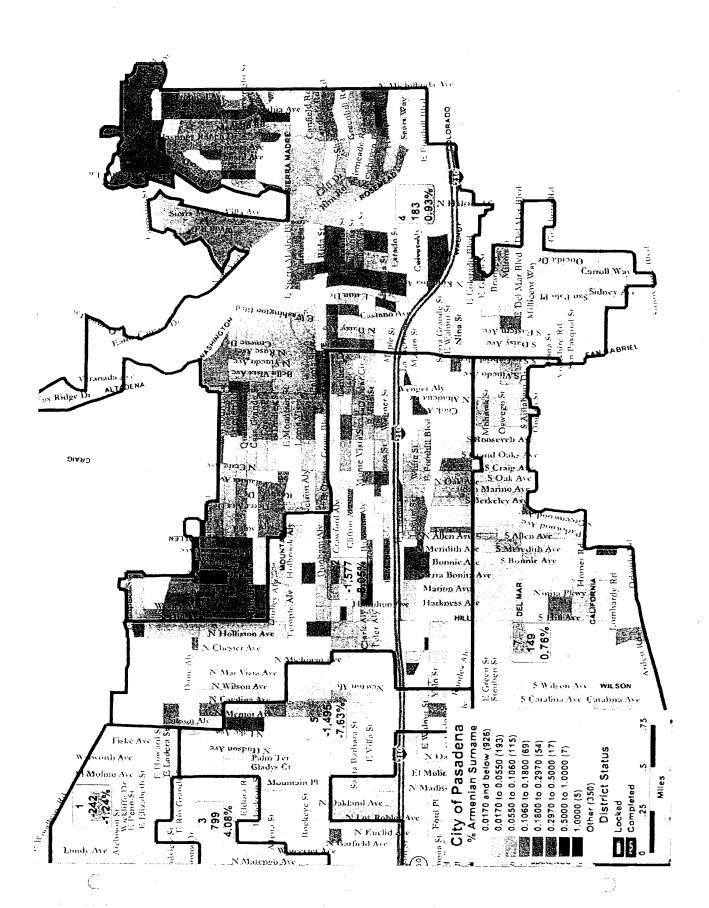
The Board of the Bungalow Heaven Neighborhood Association (BHNA) has reviewed the proposed redisticting maps, and finds that they provide the appropriate representation of the neighborhood, on the east by District 2 and on the west by District 5. The changes from the district map of the last ten years are minor, and are similar to the adjustments we have experienced over the decades.

The Board of the BHNA wishes to express appreciation to the Redistricting Committee for performing its important public service.

Bob Kneisel president@bungalowheaven.org

PROPOSED REDISTRICTING PLAN SUBMITTED BY ARMENIAN COMMUNITY COALITION

				*						*
% Armenian	0.52%	4.83%	0.74%	10.97%	1.76%	1.04%	2.21%	1.52%	2.86%	13.23%
Armenian % Surname	51	488	61	1391	124	149	246	1321	272	2387
Registration Surr	9807	10104	8247	12683	7060	14371	11153	87060	9519	18043
% Deviation R	-1.24%	-8.05%	4.08%	0.93%	-7.63%	11.14%	0.76%	4.537062	-0.528346	-0.008682
Deviation %	-242	-1577	799	183	-1495	2182	149	131171	-15275	-251
Population D	19347	18012	20388	19772	18094	21771	19738	160082	13636	28660
District	1	7	Ja 3	4	2	9	7		r-1	2
			Pasadena	City	Council			Daradona	Tasadar	<u> </u>



From:

Daphne Bell <tishy@pacbell.net>

Sent: To: Monday, January 16, 2012 7:52 PM Jomsky, Mark

Cc:

Gordo, Victor; De La Cuba, Vannia

Subject:

Fw: Comments regarding Sample Redistricting Plans

Mr. Jomsky,

In regard to my previous email, I realized after I sent it that I misread the Sample Plan 2 map. Apparently, Sample Plan 2 calls for all of the Washington Square Landmark District to become part of District 3. Please disregard the paragraph in my email regarding the bifurcation of our landmark district. I still urge the city not to adopt Sample Plan 2.

Thank you, Daphne Bell

--- On Mon, 1/16/12, Daphne Bell < tishy@pacbell.net > wrote:

From: Daphne Bell < tishy@pacbell.net>

Subject: Comments regarding Sample Redistricting Plans

To: MJomsky@cityofpasadena.net

Cc: Vgordo@cityofpasadena.net, VDeLaCuba@cityofpasadena.net

Date: Monday, January 16, 2012, 7:01 PM

Mr. Jomsky,

My name is Daphne Bell and I am a 20+ year homeowner and resident of the Washington Square Landmark District (District 5). I live at 821 E. Claremont Street.

I recently reviewed the sample redistricting maps and I am very concerned that Sample Map 2 involves the transfer/annexation of a portion of the northern part of District 5 to District 3. I would urge the city not to adopt Sample Plan 2.

The issues of interest to the residents of the northern portion of District 5 and all of the Washington Square Landmark District neighbors include improvements to the north Lake Business area, parking and traffic issues on north Lake Avenue, criminal activity in and around the Washington/Lake shopping plaza (Food 4 Less shopping center) and north Lake Avenue, and code enforcement issues along Washington and north Lake. These are unique and important issues to us based on our geographic proximity to north Lake Avenue.

The majority of District 3 is several miles west of Lake Avenue and if my block and a few surrounding blocks were to be annexed to District 3, our concerns/issues would take a secondary position to the important issues District 3 is already dealing with. I believe continuity in dealing with the north Lake Avenue issues is important and annexing my neighborhood to District 3 would disrupt that continuity.

Additionally, implementation of Sample Plan 2 would split the Washington Square Landmark District between two council districts. When the Washington Square neighborhood association conducts regular/special meetings, we traditionally ask our council person or their representative to attend. Many times we rely on the council person's office for assistance, guidance and resolution of issues impacting our neighborhood. Having two council offices represent the landmark district would place an additional burden on the staff of council districts 3 and 5 as both offices would have to become involved in our neighborhood issues. Dealing with two council offices would also bifurcate our neighborhood and landmark district after we have worked diligently to foster a sense of community among residents.

Thank you for taking the time to read this email. I would appreciate receiving an acknowledgement of this email so that I

know it reached you.

I plan on attending the community meeting at the Villa Parke Community Center on Wednesday evening, January 18th.

From:

C. Cannariato, True And Correct <trueandcorrect@gmail.com>

Sent:

Monday, January 16, 2012 6:39 AM

To: Subject:

Jomsky, Mark Redistricting Plan 1

Hello,

I wish to express my support to Sample Plan 1 and opposition to Plan 2.

I am a homeowner and business owner in District 5. With the development going on and planned for North Lake Ave that affects our neighborhoods that border Lake, as my home does, it makes the most sense to keep No Lake within a single district so that a single councilperson can represent our interests and concerns.

Plan 2 puts No Lake into at least 4 districts and could only produce gridlock and incoherence which will slow business and job growth.

Thank you for your attention.

Christy Cannariato 984 N Hudson Ave

Sent from phone.

From:

Betty Sword

bjsword@earthlink.net>

Sent:

Monday, January 16, 2012 9:53 PM

To: Subject: Jomsky, Mark Redistricting Plans

Dear Mr. Jomsky,

l am writing regarding the proposed redistricting maps and to urge the redistricting Task Force to reject Sample Map 2.

My name is Betty Sword and I am a resident of the current District 5. I have lived at 1155 Heather Square for the past twenty-one years.

I am opposed to the modifications to District 5 that would take place if Sample Map 2 is adopted. District 5 currently includes much of the North Lake area. Many in our neighborhood, including myself, have been members of the North Lake Specific Plan Working Group, and have long been involved in issues related to the North Lake area. Revitilization of Lake Avenue is key to improving our neighborhood. Splitting the North Lake area into several council districts may well disrupt the continuity of planning for area improvements. In addition, District 3 extends far to the west and has many issues that are specific to that area. Adding part of the North Lake area to District 3 would dilute representation for the entire area.

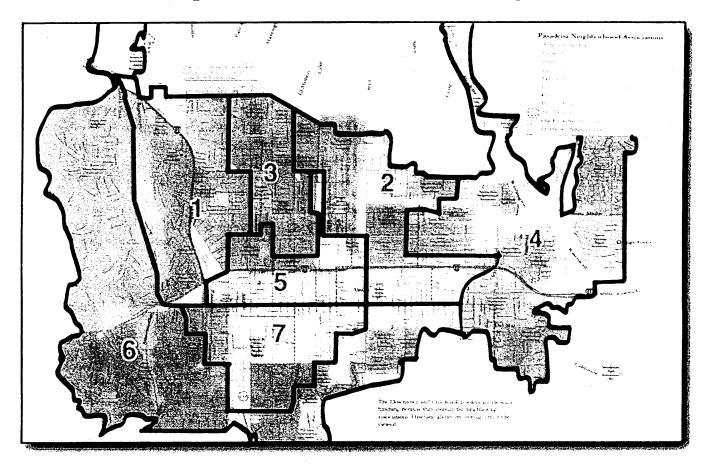
Sincerely,

Betty Sword bjsword@earthlink.net

C I T Y O F P A S A D E N A Redistricting Task Force

2012 REDISTRICTING MAP PROPOSAL

A Neighborhood-Sensitive Redistricting Plan



. by

JONATHAN EDEWARDS

acting as an individual

Tuesday, January 17, 2012

A Neighborhood-Sensitive Redistricting Plan

Respect the Boundaries of Neighborhood Associations; Respect Common Interests

Pasadena's Neighborhood Associations represent self-selected communities of interest. Pasadena should respect the common interests of these neighbors by choosing Council Districts that do not unnecessarily split a neighborhood association, unless that association specifically requests a split.

In addition, and more importantly, Pasadena should avoid unnecessarily and/or intentionally combining dissimilar neighborhoods, when a feasible more-homogenous alternative exists. That is, if neighborhoods "A" and "B" are similar, but different from the similar neighborhoods of "1" and "2," a city should not combine "A" and "1" when it is just as feasible to combine "A" with "B". This is particularly true when the neighborhoods are not equal in power, influence, wealth, population, etc. To intentionally and avoidably combine a weaker neighborhood with a more powerful but dissimilar neighborhood is to pre-decide the outcome of an election, or at least stack the deck against the weaker neighborhood at the redistricting stage.

The current 2001 (and previous) maps do exactly that, with respect to Downtown Pasadena. They unnecessarily split Downtown Pasadena--which is a distinct and cohesive neighborhood with characteristics that are very different from other areas 1--into FOUR weak districts, and then combine those 4 weak portions of Downtown with very different and non-adjacent neighborhoods.

The largest portion of Downtown, that which lies within the current District 6, is currently combined with West Pasadena and Linda Vista/Annandale, neighborhoods that, while technically adjacent, are geographically far-removed and extremely dissimilar in terms of power, wealth, lifestyle preferences, and demographics. The second-largest portion of Downtown, District 3, is currently combined with neighborhoods that are dissimilar, and are also non-adjacent and geographically removed. The shape of District 3 is contorted and non-compact. Districts 5 and 7 contain such small portions of Downtown that they aren't worth discussing, except to say that similarities between the other neighborhoods within the current 5 & 7 to Downtown are mixed at best.

There is no mandate or unavoidable reason that compels the current dissimilar combination of neighborhoods, and better, feasible alternatives exist, alternatives that combine similar adjacent neighborhoods. This proposal is one of those alternatives.

This plan corrects the flaws identified above by treating Downtown Pasadena as an important neighborhood in its own right, and combining it with neighborhoods that DO share similar characteristics and goals (those closest geographically). Under this plan, Downtown Pasadena lies at the center of Districts 5 and 7, like two sentinels standing back to back, the center of the city, and neighborhoods with some similar interests (Villa Park, Glenarm/S Arroyo, Upper Madison Heights) radiate out from it. Rather than being joined with Downtown, District 6 joins the similar neighborhoods of Linda Vista/Annandale, West Pasadena, Oak Knoll/Lower Madison Heights, and South Allen/Caltech. By losing its portion of Downtown, District 3 becomes more compact and homogenous, as does District 1.

Rather than splitting common interests and dis-advantaging weaker communities, as the current map does, this proposed map seeks to unite and fairly empower.







Reconsider and Reject the Tradition that "All Districts Must Contain Colorado Boulevard"

At its essence, the rule that "All districts must contain a portion of Colorado Boulevard," is a purely arbitrary tradition, weakly supported by the argument that, since business is important to our city's success, each council district should maintain a stake in the business community, and since Colorado Boulevard is our city's primary commercial thoroughfare, therefore each district should contain a portion of Colorado Boulevard.

Business is unquestionably important to Pasadena; there is no argument there. But it is not a given that each and every Council District must contain a commercial area in order to promote business vitality; it may be that such an arrangement weakens business interests by "cracking" or diluting the business interests among the residential interests. Nor is it a given that commercial areas exists *only* along Colorado Boulevard. Fair Oaks, Lake, Washington, Foothill, Walnut, and Lincoln are also commercial areas, and the inclusion of Colorado Boulevard may not be necessary to supply a district with the desired commercial interests.

As it stands, the current council districts honor the Colorado Boulevard tradition, but only in a token manner. District 5 contains a grand total of just three short blocks of Colorado Boulevard, and District 1 contains a similarly short span that consists of only 2 businesses. Such short spans are comparatively insignificant and indicate the arbitrary nature of the tradition.

Colorado Boulevard is indeed an iconic part of our city, and the symbolism of having each district touch it at some point is a noble ideal, an ideal that would be worth preserving if it didn't have any ill effects. But it does have ill effects. Anyone can see by a cursory examination of the current map that Districts 1, 3, and 5 have been unnaturally contorted to "fit a square peg into a round hole" in order to fulfill this ideal. Compactness has been sacrificed.

In addition, Downtown Pasadena is currently split up between 4 different council districts, an arrangement due in large part to the Colorado Boulevard tradition, and one that is harmful to both Downtown residents and Downtown businesses, who have unique characteristics and interests that are underserved by the four-way split. By splitting Downtown businesses and residents into 4 different Council districts, Downtown businesses and residents are made the weaker party of 4 districts and deprived of their full political rights. Because of the Colorado Boulevard tradition and therefore the four-way split, Downtown interests have been underserved or ignored, as demonstrated by bias in official city documents (i.e. Guiding Principle #1,² which insinuates that Downtown Pasadena is not a neighborhood and that the city belongs [the word "our"] only to residents who live outside of Downtown Pasadena), and by the actions of City Council members, including the failure to proportionately appoint Downtown residents to commissions and advisory boards, "kitchen cabinets" etc., and by policy decisions, communications, and general inattentiveness.

A Neighborhood-Sensitive Redistricting Plan

We can continue to honor Colorado Boulevard's iconic status in our city by placing most of our city council districts along the Boulevard, but it is unnecessary and harmful to require that all seven council districts retain a piece of it.







Glendale and Arcadia are Threatening Pasadena's Role as the Regional Hub of the San Gabriel Valley and its Retail Tax Base; Business Districts that are United will be key to Remaining Competitive.

The recent Caruso development in Glendale and the Westfield Mall in Arcadia are luring shoppers who might otherwise be spending their retail dollars in Pasadena. Recently, news that Bloomingdales will be opening up in the Glendale Galleria dashed hopes that it might replace the outdated and duplicate Macy's that is the last remnant of the Plaza Pasadena. The Bloomingdales announcement is merely another point in a trend that indicates that Pasadena is no longer the shopping hub of the San Gabriel Valley.

The fact that Pasadena is no longer the shopping destination that it once was not only harms Pasadena residents' quality of life by requiring one to drive out of town to fulfill one's shopping needs, it also severely injures Pasadena's tax base and reduces the services that the city can afford to provide.

Whatever the retail strategy that Pasadena merchants adopt to compete with Arcadia and Glendale (and it will almost certainly require a Pasadena "3rd Way" that capitalizes on Pasadena's unique urban downtown, rather than trying to "out-Caruso" Caruso), it will be essential that Pasadena's Business Districts work together to realize that strategy.

Downtown Pasadena consists of 3 separate and distinct Business Associations: the Old Pasadena Management District (OPMD), The Playhouse District Association (PDA), and the South Lake Business Association. These Business Associations work independently and sometimes act in competition with one another. If Pasadena is to compete with Glendale and Arcadia, though, they must work *together* so that shoppers in Old Pasadena are also shoppers in the Playhouse District and on South Lake, too.

Drawing the Council map so that these 3 business associations are represented by the same City Council person (District 7) will assist in coordination and communication among the 3 business associations.

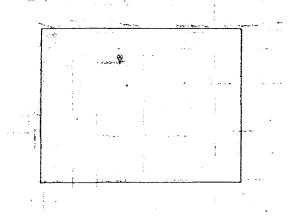
How a 4th business Association—the North Lake Business Association—fits into Downtown's revitalization isn't clear. However, Lake Avenue is clearly the main North–South commercial corridor extending from the 210 Freeway to the very base of the mountains, it serves neighborhoods that are somewhat compact, and it's my personal opinion that if Downtown Pasadena is successful, that success could extend itself to North Lake so that southern half of OPMD+PDA+South Lake (District 7) is mirrored by the northern half of OPMD+PDA+North Lake (District 5).

In Summary

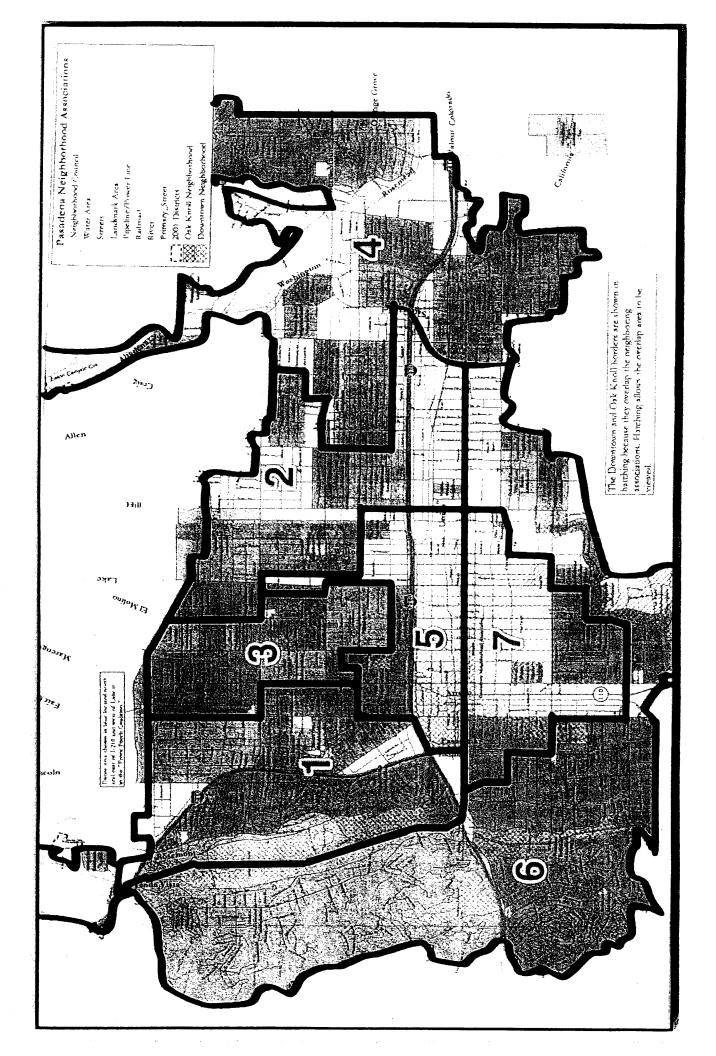
Pasadena would be better served by a district map characterized by compact, intuitively-shaped districts that unite common interests.

1 Where is Downtown Pasadena?

Roughly, the 210 freeway (north), Catalina Ave (east), California Blvd (south), and Pasadena Ave (west).



² * **Guiding Principle** £1, the wording of which displays a bias against Downtown Pasadena as its own distinct neighborhood: "Growth will be targeted to serve community needs and...will be redirected away from our mightorhoods and into our downtown."



CORRESPONDENCE FOR MEETING OF FEBRUARY 1, 2012

From:

elizabeth@acc-us.org

Sent:

Wednesday, January 25, 2012 11:40 AM

To: Cc: cityclerk; jrmarlatt@earthlink.net; mmschammel@yahoo.com; rmcdonald@horganrosen.com mano agulian; Vahe Atchabahian; Vruyr Boulghourjian; Khatchik Chahinian; Anto Chahinian;

Kevork Keushkarian; Hovig Latchinian; Aline Mksoudian; Antranik zartarian

Subject:

City Redistricting plan

Dear Pasadena City Redistricting Task force members,

The Armenian Community has been an active part of the city of Pasadena. We have found unity with all the ethnic groups within this city, and we have a right to have a more united district for the Armenian community. We have been in Pasadena since 1889; we have attended redistricting meetings many times. We were asked to submit a plan and we did, working with the consultant Doug Johnson. Even that plan is not 100% satisfactory, but all we ask of you is to act accordingly and give our community the right which is given by the California voting rights act. Yet we are now hearing that your members are ignoring our community's request and isolating us from our rights as residents of this city. Like all other ethnic groups in Pasadena we call this home too, yet the African American Community and the Latin community of Pasadena have a right to have their united districts, and we are being ignored.

All we are asking is that the Armenian community not be discriminated against, not to be isolated. Give the Armenian community credit for our achievements and not to the masses. We are a community which participates and brings unity with all cultures. These discriminatory actions show the lack of consideration, and the lack of Respect to our requests and community.

The Armenian Community Coalition asks that you inform us of the reasons for this treatment and disregard to our community. We look forward to hearing your response regarding this issue.

Regards,

Khatchik "Chris" Chahinian Chairman Armenian Community Coalition

-Elizabeth
Executive Secretary
Armenian Community Coalition
www.acc-us.org

From:

cityclerk

Sent:

Wednesday, February 01, 2012 3:45 PM

To:

Jomsky, Mark

Subject:

FW: Comment about Redistricting

Importance:

High

FYI ... from cityclerk email ...

Kathy Vandervort Assistant City Clerk City Hall – Room S211 Phone: 626.744.7398 Fax 626.396.7277

From: CityWeb-Server@cityofpasadena.net [mailto:CityWeb-Server@cityofpasadena.net]

Sent: Wednesday, February 01, 2012 2:58 PM

To: cityclerk

Subject: Comment about Redistricting

Data from form "Redistricting Comments" was received on 2/1/2012 2:57:49 PM.

Send Comments

Field	Value
Your Name	Robert J. Tait
Council District	5
Email	rjtait@me.com
Comments	I would like to congratulate the Task Force and their consultant for doing an excellent job of outreach as well as fulfilling the legal requirements in coming up with the plan proposed for consideration at the 2/1/2012 meeting. As Secretary/Treasurer of the El Rio/Lake Neighborhood Association, I can tell you that the Board of Directors of the Association are completely in favor of this proposed plan.

Email "Comment about Redistricting" originally sent to cityclerk@cityofpasadena.net from CityWeb-Server@cityofpasadena.net on 2/1/2012 2:57:49 PM.

From:

cityclerk

Sent:

Wednesday, February 01, 2012 7:55 AM

To: Subject: Jomsky, Mark FW: Redistricting

importance:

High

FYI ... from cityclerk email ...

Kathy Vandervort Assistant City Clerk City Hall – Room S211 Phone: 626.744.7398 Fax 626.396.7277

From: rudraamadeusroy@gmail.com [mailto:rudraamadeusroy@gmail.com] On Behalf Of Rudy Roy

Sent: Tuesday, January 31, 2012 10:34 PM

To: cityclerk

Subject: Redistricting

Dear City Clerk,

I grew up in district 4 (Brigden/Allen) in Pasadena, which is currently represented by Council Member Gene Masuda. My parents still reside there and I wanted to write you to voice a concern that they and their neighbors share.

I am referring to the current redistricting discussion going on in Pasadena. While I am sympathetic with the City's need to consider redistricting to achieve more equal numbers, I'd ask that you listen to District 4 residents' opinions that are in strong support for Brigden Road remaining in district 4 with Mr. Masuda. He has consistently invested time and energy in walking the neighborhoods, learning residents' situation first-hand, and effectively responding to their needs. This kind of genuine investment in people results in good representation and effective governance.

Thank you for your time and attention.

With Best Regards

Rudy Roy

Rudy A. Roy noy@alumni.caltech.edu

From:

cityclerk

Sent:

Tuesday, January 31, 2012 3:23 PM

To:

Jomsky, Mark

Subject:

FW: Comment about Redistricting

Importance:

High

FYI ... from cityclerk email ...

Kathy Vandervort Assistant City Clerk City Hall – Room S211 Phone: 626.744.7398 Fax 626.396.7277

Fax 020.390.7277

From: CityWeb-Server@cityofpasadena.net [mailto:CityWeb-Server@cityofpasadena.net]

Sent: Tuesday, January 31, 2012 11:26 AM

To: cityclerk

Subject: Comment about Redistricting

Data from form "Redistricting Comments" was received on 1/31/2012 11:26:01 AM.

Send Comments

Field	Value							
Your Name	Gerald Orcholski							
Council District	4							
Email	gerryjim@sbcglobal.net							
Comments	I would like to keep Gene Masuda as my councilmember and stay in District 4. I live at 2400 Brigden Rd							

Email "Comment about Redistricting" originally sent to <u>cityclerk@cityofpasadena.net</u> from <u>CityWeb-Server@cityofpasadena.net</u> on 1/31/2012 11:26:01 AM.