

ATTACHMENT G

City's Final Outreach and Community Engagement Summary Report



Redistricting Pasadena

Final Outreach Summary Report

November 15, 2021

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Introduction

The City of Pasadena launched an aggressive outreach effort to reach across the entire Pasadena community to engage and educate the public about the redistricting process. This Outreach Summary Report is intended to provide a high-level overview of the outreach philosophy, process and results through the completion of the work of the City's Redistricting Task Force that concluded its final meeting on October 30, 2021.

Key highlights from these communication efforts include:

- Email or phone contact with nearly 350 people and organizations to proactively outreach to key influencers, community leaders and community-based organizations.
- 64 social media posts spread across Facebook, Instagram and Twitter during the months of June, July, August, September and October that reached 132,500+ impressions and garnered 3,328 engagements.
- For the series of Community Workshops, there were 121 in-person attendees (excluding staff and consultants) and 146 online participants via Zoom. Each workshop had Spanish translation, except for the Spanish-language workshop that had English translation. The first Community Workshop held at the H&H Jivalagian Youth Center also offered an Armenian language option.
- An extensive direct mailer campaign to residents (sent district by district) to drive awareness of the redistricting effort and the opportunity to participate in upcoming Community Workshops.
- Rollout of the Redistricting website (using the friendly URL of cityofpasadena.net/redistricting) where extensive resources are available for the public to learn about the redistricting process, access all the materials and meeting information, and to draw maps based upon their understanding of communities of interest and submit them for consideration in the future.
- Creation of the Task Force Outreach Tool Kit for Task Force members to utilize for community presentations
- As part of a partnership with the Public Health Department, 1,700 paper flyers were delivered door to door at Kings Villages, Community Arms, Pilgrim Towers, and the neighborhoods around Villa Parke Community Center and Madison Elementary School encouraging participation at redistricting workshops and also encouraging vaccinations at concurrent mobile COVID-19 vaccine clinics held at the Robinson Park, Villa Parke, and Madison Elementary (Spanish Language) workshops.



Image Description - 1: Community members attend a community workshop.

- Task force meetings that were publicized via social media weekly and outreach calls for the public to attend and provide public comments.
- Redistricting Task Force meetings flyer (English/Spanish) updated weekly sent to organizations, contact list of attendees from our workshops, and community leaders.
- Updated bilingual (English/Spanish) flyers promoting the Redistricting Task Force meetings were dropped off in-person at various Pasadena locations, including: Villa Parke Community Center, Starbucks at Fair Oaks and Orange Grove, Vallarta Pasadena, Madison Elementary School, Jackie Robinson Community Center, Young & Healthy, Victory Park, La Pintoresca Branch Library, Pasadena Public Health Department Office, Chapcare Lincoln Center, PACTL, and Pasadena Community Job Center. These locations were selected based on efforts to reach underserved communities in Northwest Pasadena.

A Unique Timeline Challenge



Image Description - 2: Pasadena residents gather at the Rose Bowl locker room to listen to a presentation on redistricting in Pasadena.

The redistricting process that was triggered by the 2020 Census is unique as a result of the delay in release of the Census data. In normal years, the Census data would become available in April of the year after the Census (April 2021), but due primarily to the impact of the COVID-19 Pandemic, the data release was significantly delayed. The official redistricting data provided by the State of California to cities required for drawing maps was not available until September 21, 2021.

The delayed data release created a compressed timeline affecting the redistricting process in hundreds of agencies across California; especially those with a June 7, 2022 election date. To address this challenge, the City of Pasadena launched a process to engage and inform the public during the summer with a focus on empowering community members with redistricting information and preparing them to participate in the process once the official data was released in late September to facilitate map drawing.

Building an Outreach Team

The City of Pasadena built a team of professionals to effectively execute the community outreach component of the project. This team includes City of Pasadena staff, Allegra Consulting, Tripepi Smith, and National Demographics Corporation (NDC). These parties have been meeting jointly on regular calls to discuss the project and coordinate efforts. The integration of the demographer (NDC) into the outreach plan was designed to ensure that communications properly contributed to the broader goals of public information and the participation in drawing maps. This team approach has helped to eliminate silos of knowledge in this critical project, made more important by the challenging compressed timeline.



Allegra Consulting is a known and respected outreach firm with a history of work in the Pasadena area. They were engaged for their graphic design skills, community familiarity and history of collaboration with the City of Pasadena on high profile outreach projects.

Tripepi Smith was engaged as an outreach expert on the redistricting and district formation process. The firm has a long history of collaboration with NDC, and has worked with other cities to assist with their migration to district election. During this redistricting cycle, the firm is working with over 20 other cities and counties on their redistricting outreach.

These outreach efforts were ably assisted by the City Clerk's team and the Public Information Office staff for the City of Pasadena. Additionally, the technical teams with the City who assisted with executing the audio-visual services for the Community Workshops and stream services via Zoom were critical partners to the overall project.

Prioritizing Language Access

It was recognized from the outset that translation and interpretation services were going to be a priority for the project. The City exceeded State of California requirements and chose to automatically translate materials into Spanish and Mandarin. Additionally, Spanish language interpretation was provided by default at all Community Workshops and Redistricting Task Force meetings. The State law merely requires that interpretation be provided if requested in advance of a hearing.

2021年重划选区

2021年重划选区

English Español (Spanish) 中文 (Chinese)

加入电子邮寄名单

帕沙第纳市的地區重劃計畫 - 点击此处

地图工具

有关函件及信息

下载和提供有关“共同利益社区”信息，送交选区重划工作组和市议员

实体地图工具

此简易地图工具为确认“共同利益社区”提供单层信息

故事地图工具

此地图工具为共同利益社区和重划选区提供多层信息

ArcGIS地图工具

用此地图工具在网上绘制和提交用户定义的“共同利益社区”

DistrictR地图工具

函件 信息和演示

函件

滑动看到更多

- 2021-08-11-Redistricting Correspondence
- 2021-08-06-Redistricting Correspondence
- 2021-08-02-Redistricting Correspondence
- 2021-07-23-Redistricting Correspondence
- 2021-07-20-Redistricting Correspondence
- 2021-07-19-Redistricting Correspondence

重划选区历史和档案

Image Description - 3: Redistricting Pasadena website with Mandarin language selected.

Mailers that were sent to community members were bilingual, in English and Spanish, and a brief mention in Mandarin was included to inform community members of the availability of and how to find the content in Mandarin on the City’s website.

Public notices were also provided in ethnic media outlets such as the Epoch Times.

刺殺五角大樓警察凶手 曾被海軍陸戰隊開除

▲ 刺殺五角大樓警察的兇手... 曾被海軍陸戰隊開除... 兇手在五角大樓... 兇手在五角大樓... 兇手在五角大樓...

Notice of Public Hearing

Redistricting Task Force

特此通知

帕薩迪納市重新區劃工作組將於2021年8月19日(星期四)下午5時根據《選舉法》第21627.1節舉行公開聽證會。臨時工作組將聽取公眾對相關社區的意見及/或對一個或多個議會選區組成的建議和諮詢。可透過以下網站觀看電子會議，會議內容有字幕，並有提出公眾評論意見的機會：www.pasadenamedia.org 或 www.cityofpasadena.net/commissions/agendas

請注意，本次公眾會議將根據GAVIN NEWSOM州長的第8-29-20號行政命令舉行，該會議僅透過視頻會議/電話會議的方式召開，供公眾參與。

公開資訊：

所有感興趣的人均可在工作組會議開始之前發電子郵件至 correspondence@cityofpasadena.net。公眾可透過以下網頁提交線上電子表格提出對公眾評論意見：www.cityofpasadena.net/city-clerk/public-comment；或打電話給市書記官辦公室(626)744-4124。相關瞭解有關如何提出公共評論意見的資訊，請參閱已公佈的會議議程，獲取更多詳細資訊和說明。

《美國殘障人法案》(ADA)：

根據《美國殘障人法案》(ADA)，如果您無法按照上述規定以電子方式參與，需要進行合理的更改或調整，請盡快與市書記官辦公室聯繫。請致電(626)744-4124，或發電子郵件至 cityclerk@cityofpasadena.net。

如果本次聽證會與相關選區的視頻會議，請致電(626)744-4124，與市書記官辦公室聯繫。會議前72小時發出通知將使本局作出合理的安排。

Mark Jomsky, 市書記官
發佈日期：2021年8月15日

Image Description - 4: Public notice in Epoch Times publication.

Aviso de Audiencia Pública

Grupo de Trabajo de Redistribución

Por medio del presente se comunica que el Grupo de Trabajo de Redistribución (Redistricting Task Force) de la Ciudad de Pasadena llevará a cabo una audiencia pública, de acuerdo con el Artículo 21627.1 del Código Electoral, el jueves 19 de agosto de 2021 a las 5:00 p.m. en ese momento el Grupo de Trabajo recibirá comentarios del público sobre comunidades de interés y/o recomendaciones y testimonios sobre la composición de uno o más distritos concejales. En los siguientes sitios web se puede ver la reunión electrónica, con subtítulo, y enviar comentarios públicos:

www.pasadenamedia.org o www.cityofpasadena.net/commissions/agendas.

ESTA REUNIÓN PÚBLICA TENDRÁ LUGAR ÚNICAMENTE POR VIDEOCONFERENCIA (TELECONFERENCIA) PARA LA PARTICIPACIÓN DEL PÚBLICO, DE ACUERDO CON LA ORDEN EJECUTIVA N-29-20 DEL GOBERNADOR GAVIN NEWSOM.

Información pública:

Todas las personas interesadas pueden enviar correspondencia a correspondence@cityofpasadena.net antes del inicio de la reunión del Grupo de Trabajo. Los miembros del público pueden enviar comentarios en vivo presentando un formulario de orador en línea en el siguiente sitio web: www.cityofpasadena.net/city-clerk/public-comment, o llamando a la Oficina de la Secretaría Municipal al (626) 744-4124. Para obtener información sobre cómo enviar comentarios públicos en vivo, consulte el orden del día publicado, donde encontrará detalles e instrucciones adicionales.

Image Description - 5: Spanish language public notice.



Spanning Channels of Outreach

The City of Pasadena leveraged a full array of outreach platforms to connect with the public. These included:

- City social media channels including boosted posts
- The City’s website (see website traffic report below)
- Mailers to each resident and business address within the City district tied to each District Community Workshop location (see examples below)
- Advertisements and public notices in ethnic media outlets (see examples below)
- Production of redistricting overview video to inform the public of the redistricting process using alternative media formats.
- Direct calls and emails to nearly 350 community leaders and organization throughout Pasadena and the surrounding area (see list included in report)*
- Press releases to traditional media outlets
- Email outreach to those that sign up for Redistricting email notifications
- Specially designed Pasadena InFocus printed community newsletter on redistricting
- Distribution of flyers to neighborhood associations, churches and community-based organizations, as well as door-to-door flyer drops

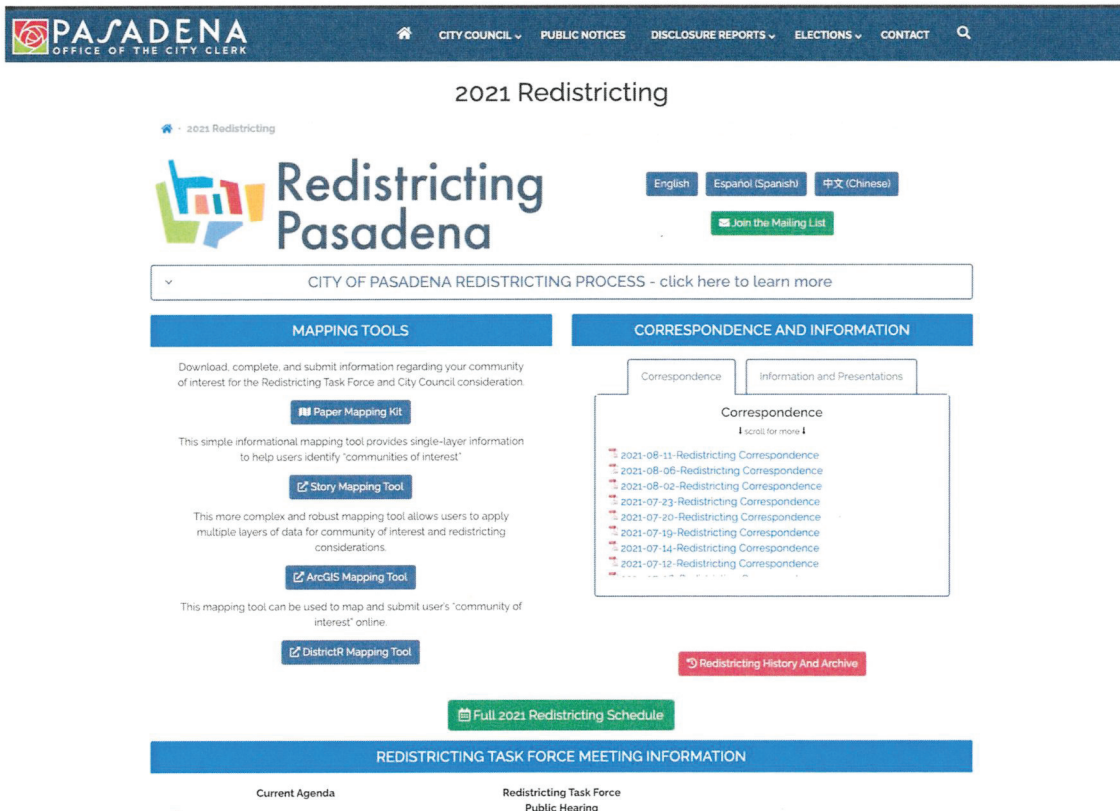


Image Description - 6: City of Pasadena landing page for Redistricting Pasadena project.

*Phone calls were conducted several times throughout the process, before major milestones and events.

Pasadena el 4 de julio sean incautados.

Disfrute de la 95° celebración anual del AmericaFest en el estadio Rose Bowl

El estadio Rose Bowl, reconocido como el hogar de uno de los espectáculos más grandes y de mayor duración del país para celebrar el cumpleaños de Estados Unidos, será el anfitrión de su 95° AmericaFest anual en persona este año el domingo 4 de julio. Este evento, único en su tipo, reúne a familias y amigos para celebrar y disfrutar del cumpleaños de Estados Unidos en Arroyo.

Las actividades de la jornada incluirán un "Fan Fest" abierto al público en el Área H, que comenzará en las primeras horas de la tarde. Como en años anteriores, también se ofrecerá programación paga dentro del estadio por la noche, diseñada para familias. Este día completo de actividades estará seguido de la estrella de la jornada, la celebración de fuegos artificiales del estadio Rose Bowl.

¡Venga a pasar el 4 de julio en el Rose Bowl y diviértase en grande! Visite el sitio web del estadio tinyurl.com/AmericaFest2021 para información adicional sobre la edición número 95 del AmericaFest.

June 15 and Villa Parke on June 28. Hill Avenue Branch Library will continue to offer curbside pick-up service. Library phone, chat, online content, and virtual programming continue without change.

Pasadena Public Library staff look forward to welcoming you back in person!



Monday

VILLA P
363 E. Vi
Monday



Redistricting Pasadena

GET INVOLVED!

Redistricting Pasadena is a community conversation

LEARN ABOUT REDISTRICTING AND SHARE YOUR INPUT

- Understand how shifts in population affect Council District boundaries
- Brief redistricting explanations and mapping exercises
- Civic engagement experience
- Learn how to define communities of interest and build community values
- Consensus building



For more information about redistricting workshop opportunities, visit CityOfPasadena.net/redistricting
cityclerk@cityofpasadena.net
 (626) 744-4124

10TH ANNUAL

PARKS After Dark

7.7.21 TO 8.7.21

Locations:

- Grant Park
232 S. Michigan Ave.
- Robinson Park
1081 N. Fair Oaks Ave.
- Victory Park
2575 Paloma St.
- Washington Park
700 E. Washington Blvd.
- Villa Parke
363 E. Villa St.

*Hybrid
A mix of in-person and online activity

FOLLOW US!




@PASADENAPARKSANDREC

FREE

Robin
Kick-Of
Basket
Art Cha
COVID-
Movie i

Villa
3 on 3 P
COVID-
Coffee
Movie in
Scaven
Wind D
Pickleb

Victo
Coffee
Movie i

Gran
Wind D
Movie i
Coffee

Wash
Wind D
Pickleb
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Movie i

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protoc

Online
CityOff



Image Description - 7: Placement of Redistricting Pasadena advertisement placement in In Focus City publication.

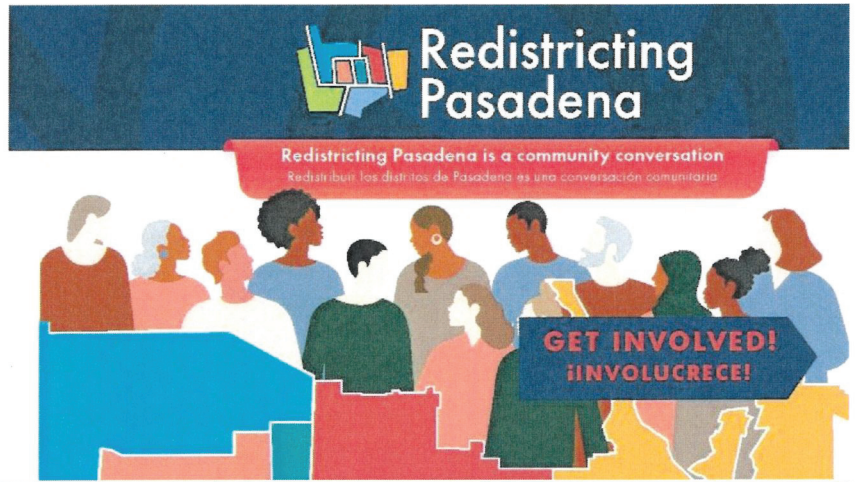
Example Collateral Materials

Printed direct mailers in English and Spanish were directly mailed to all Pasadena residents and businesses seven to ten days prior to each Community Workshop for each Council District location and respective region. Flyers were also available at the redistricting workshops and a digital one-page flyer was sent to all community leaders.

Side A

Presorted First Class
U.S. Postage
PAID
Pasadena, CA
Permit #000

PASADENA
CALIFORNIA • WWW.CITYOFPASADENA.NET
City of Pasadena
City Clerk
Redistricting Pasadena
100 North Garfield Avenue
Pasadena, CA 91101



Side B

Redistricting Pasadena

GET INVOLVED!
Redistricting Pasadena is a community conversation

¡¡INVOLUCRESE!
Redistribuir los distritos de Pasadena es una conversación comunitaria

Attend a community workshop, learn about redistricting, and share your input:

- Understand how shifts in population affect Council District boundaries
- Learn about the redistricting process and how to utilize mapping tools
- Civic engagement experience
- Help to define communities of interest and share community values
- Consensus building

Asista al taller comunitario, aprenda sobre la redistribución de distritos y comparta su opinión:

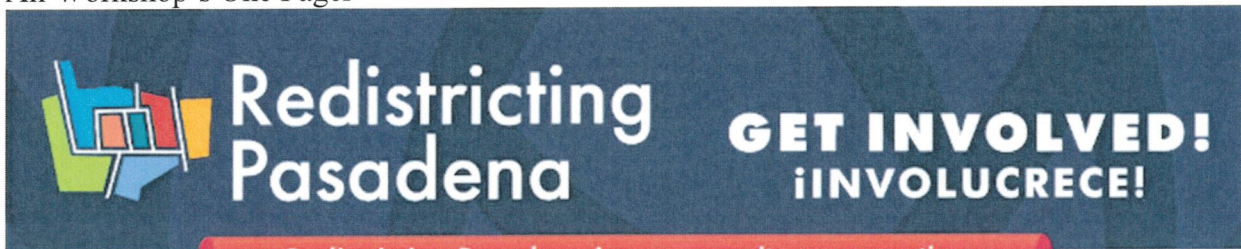
- Comprenda cómo los cambios en la población afectan los límites del distrito del consejo
- Aprenda acerca de redistribución y como utilizar herramientas para dibujar mapas
- Experiencia de compromiso cívico
- Ayude a definir comunidades de interés y comparta valores comunitarios
- La creación de consenso

Community Workshop
Wednesday, June 30, 2021
6pm - 8pm
District 1
Rose Bowl Locker
Room 1001
Rose Bowl Dr.
Parking Lot F

Accessible on ZOOM
<https://us02web.zoom.us/j/85300442855>

For more information
www.cityofpasadena.net/redistricting
cityclerk@cityofpasadena.net
(626) 744-4124

City of Pasadena logo and a map of Pasadena with numbered districts (1-7) are also present.



Redistricting Pasadena is a community conversation
 Redistribuir los distritos de Pasadena es una conversación comunitaria

Participate in a community workshop, receive information on the process and, share your input:

- Understand how shifts in population affect Council District boundaries
- Learn about the redistricting process and how to utilize mapping tools
- Civic engagement experience
- Help to define communities of interest and shared community values
- Consensus building



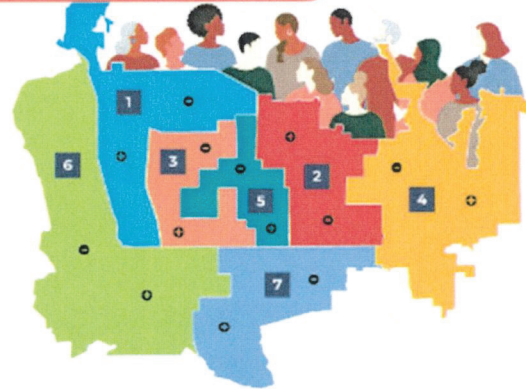
Participar en un taller comunitario, recibir información sobre el proceso y comparte tu opinión:

- Comprenda cómo los cambios en la población afectan los límites del distrito del consejo
- Aprenda acerca de redistribución y como utilizar herramientas para dibujar mapas
- Experiencia de compromiso cívico
- Ayude a definir comunidades de interés y comparta valores comunitarios
- La creación de consenso


Accessible on ZOOM
<https://us02web.zoom.us/j/85300442855>

For more information
www.cityofpasadena.net/redistricting
cityclerk@cityofpasadena.net
 (626) 744-4124

要了解有關分區變更更多信息，請訪問



DATE	DISTRICT	WORKSHOP LOCATION
June 26 10 a.m. - 12 p.m.	2	H&H Jivalagian Youth Center 2242 E. Foothill Blvd.
June 30 6 p.m. - 8 p.m.	1	Rose Bowl Locker Room 1001 Rose Bowl Dr. Parking Lot F
July 8 6 p.m. - 8 p.m.	3	Robinson Park Recreation Center Multipurpose Room 1081 N. Fair Oaks Ave.
July 15 7 p.m. - 9 p.m.	4	Pasadena City College Foothill Campus Jack Scott Community Room 3035 E. Foothill Blvd.
July 17 10 a.m. - 12 p.m.	7	Caltech Beckman Auditorium 332 S. Michigan Ave.
July 20 6 p.m. - 8 p.m.	6	Pasadena Convention Center Ballroom A 300 E. Green St. Parking Validated at Paseo Colorado
August 5 6 p.m. - 8 p.m.	5	Villa Parke Community Center Auditorium 363 E. Villa St.



**Redistricting
Pasadena**

GET INVOLVED!

**Redistricting Pasadena is
a community conversation**


**LEARN ABOUT REDISTRICTING
AND SHARE YOUR INPUT**

- Understand how shifts in population affect Council District boundaries
- Brief redistricting explanations and mapping exercises
- Civic engagement experience
- Learn how to define communities of interests and build community values
 - Consensus building



For more information about
redistricting workshop opportunities visit
www.cityofpasadena.net/redistricting
cityclerk@cityofpasadena.net
(626) 744-4124

All District's Spanish Workshop – August 7th



Redistricting Pasadena

iParticipe!

Redistribuir los distritos de Pasadena es una conversación comunitaria

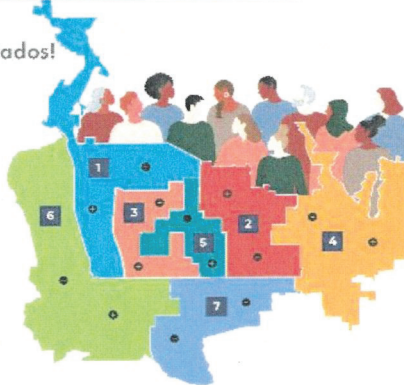
¡Todos los residentes de Pasadena son invitados!

Fecha:

7 de agosto de 2021
10 a.m. - 12 del mediodía

Lugar:

Madison Elementary School
Auditorio
515 E Ashtabula St,
Pasadena, CA 91104
Entrada al estacionamiento en
N. Madison Avenue



EVENTO HÍBRIDO: En persona y virtual.
Este taller se presentará en español.

Accesible en ZOOM

<https://us02web.zoom.us/j/85300442855>

Participe en un taller comunitario, reciba información sobre el proceso y comparta su opinión:

Comprenda cómo los cambios en la población afectan los límites del distrito del consejo



Ayude a definir comunidades de interés y comparta valores comunitarios

Aprenda acerca de redistribución y como utilizar herramientas para dibujar mapas



La creación de consenso

Experiencia de compromiso cívico



Sea parte de este proceso histórico

Para más información
www.cityofpasadena.net/redistricting
cityclerk@cityofpasadena.net
(626) 714-4124

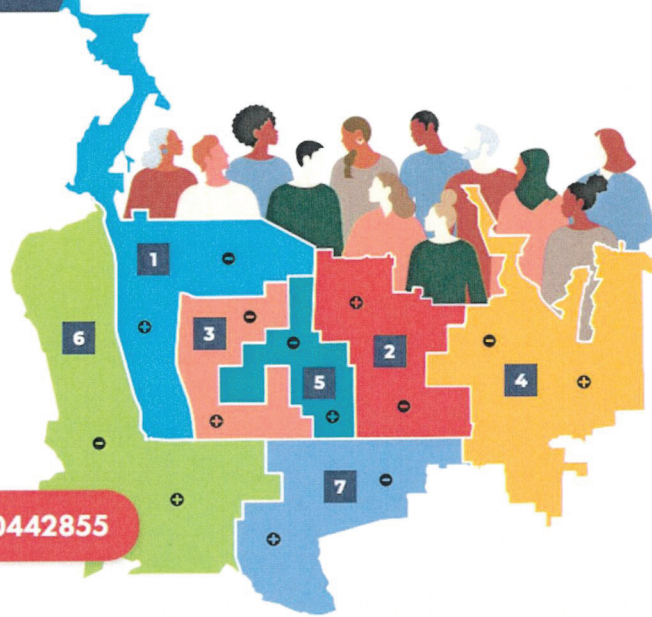


Redistricting Pasadena

What's happening to district boundaries?

Get Involved!

The Redistricting Task Force is meeting every Saturday morning in October 2021 to discuss City Council redistricting plan options.



<https://us02web.zoom.us/j/85300442855>

- Join the Task Force as they review draft map options for council district boundaries
- Participate to provide input and ideas for the Task Force to consider and help build consensus around a preferred plan to recommend to the City Council
- Learn how fellow Pasadenans are defining their communities of interest

Meeting Dates & Times

- October 9 at 9 a.m. on Zoom
- October 16 at 9 a.m. on Zoom
- October 23 at 9 a.m. on Zoom
- October 30 at 9 a.m. on Zoom

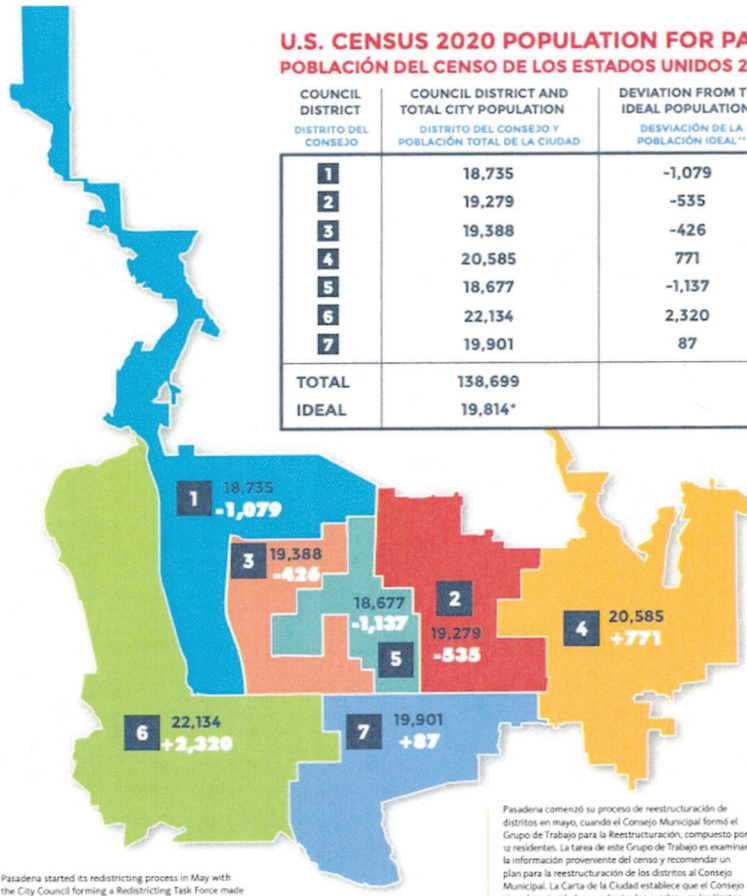
Learn More

Visit the City's website: www.cityofpasadena.net/redistricting

Email the City Clerk: cityclerk@cityofpasadena.net

Call (626) 744-4124 for more information on how to get involved.

Pasadena InFocus Press Release Publication



U.S. CENSUS 2020 POPULATION FOR PASADENA POBLACIÓN DEL CENSO DE LOS ESTADOS UNIDOS 2020 PARA PASADENA

COUNCIL DISTRICT DISTRITO DEL CONSEJO	COUNCIL DISTRICT AND TOTAL CITY POPULATION DISTRITO DEL CONSEJO Y POBLACIÓN TOTAL DE LA CIUDAD	DEVIATION FROM THE IDEAL POPULATION** DESVIACIÓN DE LA POBLACIÓN IDEAL**	DEVIATION FROM THE IDEAL POPULATION % DESVIACIÓN DE LA POBLACIÓN IDEAL %
1	18,735	-1,079	-5.45%
2	19,279	-535	-2.70%
3	19,388	-426	-2.15%
4	20,585	771	3.89%
5	18,677	-1,137	-5.74%
6	22,134	2,320	11.71%
7	19,901	87	0.44%
TOTAL	138,699		
IDEAL	19,814*		17.45%

* Ideal population for each Council District is the total city population divided by seven.
* La población ideal para cada Distrito del Consejo es la población total de la ciudad dividida por siete.

** The deviation from the ideal population measures the amount above or below the "ideal" population.
** La desviación de la población ideal significa la cantidad por encima o por debajo de la población ideal.

Pasadena started its redistricting process in May with the City Council forming a Redistricting Task Force made up of 12 residents. The Task Force's assignment is to examine the census data and recommend a redistricting plan to the City Council. Under the City Charter, the Council is empowered with the authority to adopt district boundary changes by ordinance. In preparing their recommended redistricting plan for City Council consideration, the Task Force must follow legal guidelines and redistricting criteria as required by federal and state law.

PUBLIC PARTICIPATION NEEDED

Pasadena residents play an essential role in the redistricting process through public participation, testimony, and input to the Redistricting Task Force and City Council. Residents have been asked to identify "communities of interest," or areas in which they live where community members share common social or economic interests so that these communities might be kept intact during redistricting. This could be a neighborhood surrounding a school or business district, or an area with common interests in a geographic landmark, such as the Arroyo Seco. By defining communities of interest, the public's input will help the Redistricting Task Force to properly consider the impacts of any changes to a district's boundary.

To support and encourage community engagement, the Task Force held a series of workshops across the city, received communities of interest submissions, and heard testimony from community members. But the work has only just begun, and there is still time for community members to provide more information and detail about the current districts and how boundary changes might impact residents within the seven Council Districts.

TELL US ABOUT REDISTRICTING

Members of the public and leaders of community groups may submit communities of interest information or testimony to the Redistricting Task Force through the City Clerk's Office.

- Visit the City Clerk's redistricting webpage, www.CityOfPasadena.net/redistricting, to learn more about redistricting, sign up for notifications, get information about upcoming Task Force meetings and view the City's redistricting schedule.
- Email the City Clerk's Office, CityClerk@CityOfPasadena.net, to provide testimony

or correspondence regarding the redistricting process, communities of interest, potential changes to current Council District boundaries, etc. Your correspondence will be made part of the City's redistricting record and will be distributed to the Task Force and City Council.

- Draw a community of interest map using a paper map template or the online mapping tools found on the City Clerk's redistricting webpage. If you have questions or need assistance, you can call the City Clerk's Office at (626) 744-4724.

WHY THE AUGUST 12 DATA IS PRELIMINARY

The Aug. 12, 2021 preliminary data released by the U.S. Census Bureau is not final. The State of California is currently reviewing the data and updating local population counts throughout the state to include (or reallocate) incarcerated individuals back to the local jurisdiction population counts based on their last known residential address, as required by state law. Only once that process has completed will the official redistricting database be made available to the City to begin the map drawing process. To meet the legal deadline for the June 7, 2022 City Primary Election, redistricting maps must be adopted by the City Council no later than Dec. 15, 2021. The late release of data and the requirement to wait for the adjusted population counts creates a compressed timeline to complete redistricting.

Residents are encouraged to get involved and share community knowledge and feedback during the redistricting process. Explore the City's redistricting webpage, www.CityOfPasadena.net/redistricting, to understand how to use the mapping tools, watch prior Task Force meetings, and learn more about this important process. You can also sign up to receive redistricting notifications.

Visit www.CityOfPasadena.net/redistricting or call the City Clerk's Office for more information at (626) 744-4724.

Pasadena comenzó su proceso de reestructuración de distritos en mayo, cuando el Consejo Municipal formó el Grupo de Trabajo para la Reestructuración, compuesto por 12 residentes. La tarea de este Grupo de Trabajo es examinar la información proveniente del censo y recomendar un plan para la reestructuración de los distritos al Consejo Municipal. La Carta de la Ciudad establece que el Consejo tiene la autoridad para adoptar los cambios en los límites de los distritos por medio de una ordenanza. Para preparar su plan de reestructuración del distrito para consideración del Consejo Municipal, el Grupo de Trabajo debe seguir los lineamientos legales y criterios de reestructuración estipulados por las leyes federales y estatales.

SE REQUIERE LA PARTICIPACIÓN DEL PÚBLICO

Los residentes de Pasadena juegan un rol fundamental en el proceso de reestructuración de los distritos mediante la participación pública, los testimonios y los aportes al Grupo de Trabajo de Reestructuración y al Consejo Municipal. Se solicitó a los residentes que identificaran "comunidades de interés," o zonas en las que viven donde los miembros de la comunidad comparten intereses sociales o económicos, para poder mantener estas comunidades intactas durante la reestructuración. Esto podría ser, por ejemplo, un barrio alrededor de una escuela o distrito comercial, o una zona con intereses comunes en un sitio geográfico, como Arroyo Seco. Al definir comunidades de interés, los aportes del público ayudan al Grupo de Trabajo de Reestructuración a tener debidamente en cuenta los impactos de cualquier cambio en los límites de un distrito.

Para apoyar y fomentar la participación del público, el Grupo de Trabajo llevó a cabo una serie de talleres en toda la Ciudad, recibió propuestas de comunidades de interés y atendió al testimonio de miembros de diferentes comunidades. Pero el trabajo recién empieza y hay tiempo aún para que los miembros de la comunidad aporten más información y detalles sobre los distritos actuales y cómo los cambios en los límites podrían afectar a los residentes de los siete distritos concejales.

CUÉNTENOS SOBRE LAS REESTRUCTURACIONES

Los miembros del público y líderes de grupos comunitarios pueden presentar información sobre comunidades de interés ante el Grupo de Trabajo de Reestructuración por medio de la Oficina de la Secretaría Municipal.

- Visite el sitio web de reestructuración de la Secretaría Municipal, www.CityOfPasadena.net/redistricting, para obtener más información sobre la reestructuración, recibir notificaciones, encontrar información sobre las próximas reuniones del Grupo de Trabajo y el cronograma de Reestructuración de la Ciudad.

- Envíe un correo electrónico a la Oficina de la Secretaría Municipal a CityClerk@CityOfPasadena.net para aportar un testimonio o correspondencia sobre el proceso de reestructuración, comunidades de interés, cambios potenciales a límites actuales de Distritos Concejales, etc. Su correspondencia se incorporará al registro de la reestructuración de la Ciudad y se distribuirá al Grupo de Trabajo y al Consejo Municipal.
- Dibuje un mapa de la comunidad de interés usando una plantilla de mapa impreso o las herramientas para mapas en línea que se encuentran disponibles en el sitio web de reestructuración de la Secretaría Municipal. Si tiene alguna pregunta o necesita asistencia, puede llamar a la Oficina de la Secretaría Municipal al (626) 744-4724.

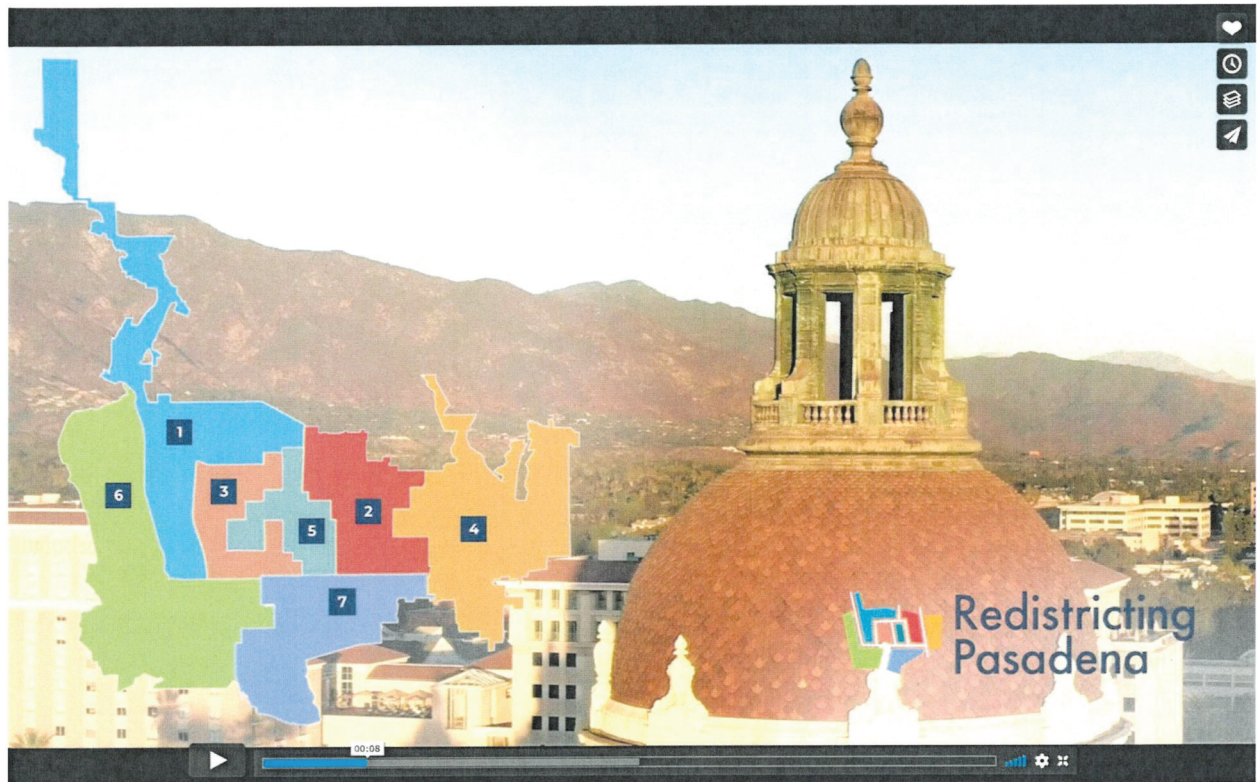
POR QUÉ ES PRELIMINAR LA INFORMACIÓN DEL 12 DE AGOSTO

Los datos publicados preliminarmente el 12 de agosto de 2021 por la Oficina del Censo de Estados Unidos no son definitivos. Actualmente, el Estado de California está revisando los datos y actualizando los recuentos de poblaciones locales en todo el estado para incluir (o reubicar) a personas privadas de libertad en los conteos de la población de las jurisdicciones correspondientes, según su última dirección conocida, como exige la ley estatal. Recién cuando se haya completado el proceso, se pondrá a disposición de la Ciudad la base de datos de reestructuración oficial, para comenzar el proceso de dibujo de mapas. Para cumplir con la fecha límite legal establecida para las Elecciones Municipales Primarias del 7 de junio de 2022, el Consejo Municipal debe adoptar los mapas de reestructuración de los distritos antes del 15 de diciembre de 2021. La publicación tardía de los datos y el requisito de esperar por los conteos de población ajustados generan una línea de tiempo comprimida para completar la reestructuración de los distritos.

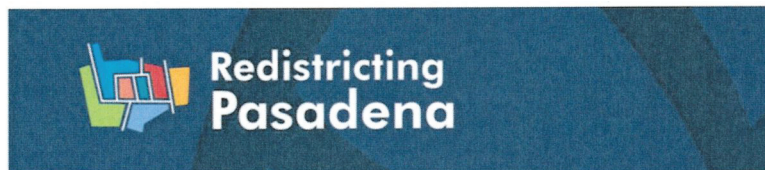
Se anima a los residentes a participar y compartir sus conocimientos de la comunidad y sus comentarios durante el proceso de reestructuración de los distritos. Explore el sitio web de reestructuración de la Ciudad, www.CityOfPasadena.net/redistricting, para comprender cómo usar las herramientas para la elaboración de mapas, ver reuniones anteriores del Grupo de Trabajo y obtener más información sobre este importante proceso. También puede registrarse para recibir notificaciones sobre la reestructuración.

Visite www.CityOfPasadena.net/redistricting o llame a la Oficina de la Secretaría Municipal al (626) 744-4724 para obtener más información.

Redistricting Informational Video - <https://vimeo.com/592930261>



Old Pasadena Management District Newsletter



Redistricting Pasadena

Redistricting Task Force Special Meeting and Public Hearing

Join the process as the City's Redistricting Task Force continues its work. Give your input at a special ZOOM meeting on Saturday, September 18, at 10:00 am. The meeting will include a public hearing to allow for additional public testimony on communities of interest and a discussion by the Task Force on submissions and testimony received to date. A second item will provide an opportunity for the Task Force and the public to receive information on the preliminary 2020 Census population data recently released by the US Census Bureau.

Visit the City's Redistricting webpage for more information: www.cityofpasadena.net/redistricting. If you have any questions, please contact the City Clerk's Office at (626) 744-4124.

Redistricting Task Force Special Meeting and Public Hearing
Saturday, September 18, 2021 at 10:00 a.m.

VIRTUAL ZOOM MEETING ACCESS:
[Zoom Meeting Link](#)

Community Workshop and Meeting Participation Metrics

June 26 - Workshop - District 2				
Number of People	Speakers	Translation presence	Duration of Meeting	People working on mapping tools
In-person: 16	Councilmember Felicia Williams	Armenian	1h 15m	Three - laptops
Via Zoom: 21	Task Force Chair Vince Farhat	Spanish		
	Task Force Member Margaret McAustin	Zoom and simultaneous translation headsets		

June 30 - Workshop - District 1				
Number of People	Speakers	Translation presence	Duration of Meeting	People working on mapping tools
In-person: 15	Councilmember Tyron Hampton	Spanish	1h 21m	None
Via Zoom: 18	Task Force Member David Coher	Headsets with translation and Zoom		
	District Liaison Cushon Bell on behalf of Tyron Hampton (Tyron Hampton provided a virtual welcoming message at the beginning of the meeting)	Loop Hearing Assistive Listening Devices		

July 8 - Workshop - District 3				
Number of People	Speakers	Translation presence	Duration of Meeting	People working on mapping tools
In-person: 17	Councilmember John J. Kennedy	Spanish	1h 20m	None
Via Zoom: 23	Task Force Member Delano Yarbrough	Zoom and simultaneous translation headsets		
	Task Force Member Terry Tornek	Loop Hearing Assistive Listening Devices		

July 17 - Workshop - District 4				
Number of People	Speakers	Translation presence	Duration of Meeting	People working on mapping tools
In-person: 25	Councilmember Gene Masuda	Spanish	1h 20m	One - Laptops
Via Zoom: 32	Task Force Member Donald C. Nanney	Zoom and simultaneous translation headsets		
	Task Force Member Adriana Lim	Closed Captioning on Zoom		
	Task Force Member David Coher	Loop Hearing Assistive Listening Devices		
	Task Force Member Patrice Marshall McKenzie			

July 17 - Workshop - District 7				
Number of People	Speakers	Translation presence	Duration of Meeting	People working on mapping tools
In-person: 15	Vice Mayor Andy Wilson	Spanish	1h 20m	None
Via Zoom: 13	Task Force Member Francis Chen	Zoom and simultaneous translation headsets		
		Closed Captioning on Zoom		
		Loop Hearing Assistive Listening Devices		

July 20 - Workshop - District 6				
Number of People	Speakers	Translation presence	Duration of Meeting	People working on mapping tools
In-person: 13	Councilmember Steve Madison	Spanish	1h 20m	One - paper map
Via Zoom: 22	Task Force Member Geoff Baum	Zoom and simultaneous translation headsets		
		Closed Captioning on Zoom		
		Loop Hearing Assistive Listening Devices		

August 5 - Workshop - District 5				
Number of People	Speakers	Translation presence	Duration of Meeting	People working on mapping tools
In-person: 13	Councilmember Jessica Rivas	Spanish	59m	None
Via Zoom: 15	Task Force Member Jordan Vannini	Zoom and simultaneous translation headsets		
		Closed Captioning on Zoom Loop Hearing Assistive Listening Devices		

August 7 - Workshop - Spanish				
Number of People	Speakers	Translation presence	Duration of Meeting	People working on mapping tools
In-person: 7	Vice Chair Rita Moreno	English	47m	3 - Laptops
Via Zoom: 2		Zoom and simultaneous translation headsets		
		Closed Captioning on Zoom; Loop Hearing Assistive Listening Devices		

August 12 - Neighborhood Network Meeting		
Neighborhood Associations	Neighborhood Reps.	Speakers
8	Via Zoom: 11	Mark Jomsky Chair Farhat

September 9 – Northwest Community Meeting	
Number of People	Speakers
Via Zoom: 125	Mark Jomsky
	Task Force Members Tornek, Yarbrough, McKenzie

September 16 - NAACP Meeting	
Number of People	Speakers
Via Zoom: 48	Brenda Morales (Allegra Consulting)

October 5 - Bungalow Heaven	
Number of People	Speakers
Via Zoom: 4	Mark Jomsky
	Councilmember Williams Task Force Member McAustin

Workshop Photos

District 2 – H&H Jivalagian Youth Center, June 26th



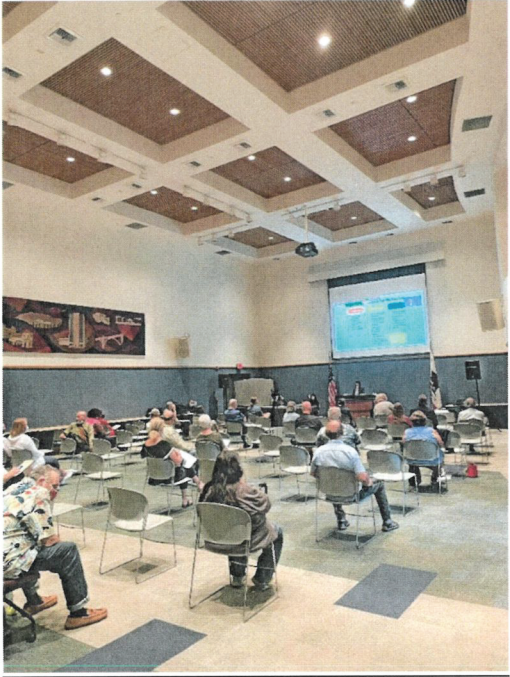
District 1 – Rose Bowl Locker Room 1, June 30th



District 3 – Robinson Park Recreation Center, July 8th



District 4 – Pasadena City College, July 15th



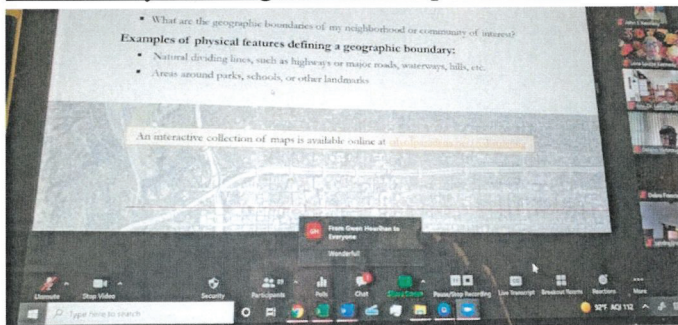
District 7 – Caltech, July 17th



District 6 – Pasadena Convention Center, July 20th



Community Meeting – Zoom, September 9th



October Task Force Meeting Overview

Every Saturday in October, the task force met to determine the direction of the map they were going to present to the City Council at the November 15 public hearing. The City’s demographers, NDC, lead the task force through the impacts updated Census data to the mapping process, several mapping options and heard the direction of the task force.

October 2 - Task Force Meeting			
Meeting Decision	Number of people	Translation presence	Duration of Meeting
Three maps were approved for NDC to create:	Zoom: 31	Spanish via Zoom	47m
<ul style="list-style-type: none"> - Map one: Minimal changes with two variations <ul style="list-style-type: none"> • One with 0% deviation • One with 5% and • One with 10% - Map two: Downtown neighborhood associations 			

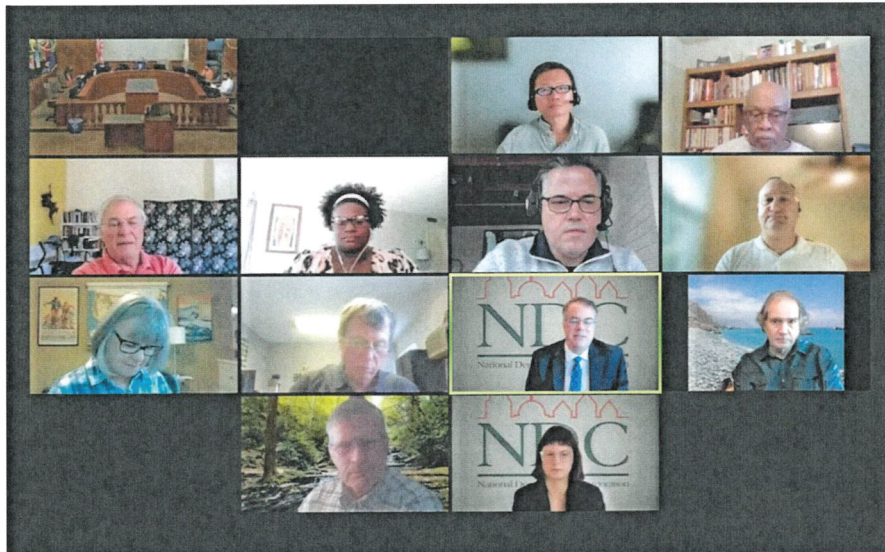


Image Description: Snapshot of October 2nd task force Zoom meeting.

October 9 - Task Force Meeting			
Meeting Decision	Number of people	Translation presence	Duration of Meeting
Task Force members did not narrow down or cut any maps out but asked for more data to compare the communities of interests to.	Zoom: 19	Spanish via Zoom	2h 30m

From the October 9th task force meeting, it was determined that the data and maps needed to be examined further to understand the impacts of the changes to the 2010 district map would have on communities of interest and various demographic populations in Northwest Pasadena. On October 11, 2021, the Ad Hoc Committee comprised of Vice Chair Rita Moreno, Member Adriana Lim, Member Patrice Marshall McKenzie, and Member Delano Yarbrough met with redistricting consultants David Ely and Kristen Parks, and City Clerk Mark Jomsky. David Ely led the group in a review of the proposed changes to district boundaries based on map variations discussed at the October 9, 2021 Redistricting Task Force meeting. As part of the review, the consultants provided a breakdown that included the total number of people that would move districts, the demographic composition of those affected, the geographic details of each adjustment, the number of voters that would change voting cycles, and whether the proposed change in population fit within the character of the existing district.



Image Description: Snapshot of October 9th task force Zoom meeting.

October 16 - Task Force Meeting			
Meeting Decision	Number of people	Translation presence	Duration of Meeting
Task Force voted to forward with the minimal change, 10% deviation map and give further consideration for further changes. The minimal change map was the base line map for Task Force consideration.	Zoom: 29	Spanish via Zoom	2h



Image Description: Snapshot of October 16th task force Zoom meeting.

October 23 - Task Force Meeting			
Meeting Decision	Number of people	Translation presence	Duration of Meeting
Task Force voted on three possible motions and approved to include a report of the potential impacts to the population within the next 10 years and suggest that the Council take an early look to the data in 10 years to combat these changes.	Zoom: 24	Spanish via Zoom	3h 30m

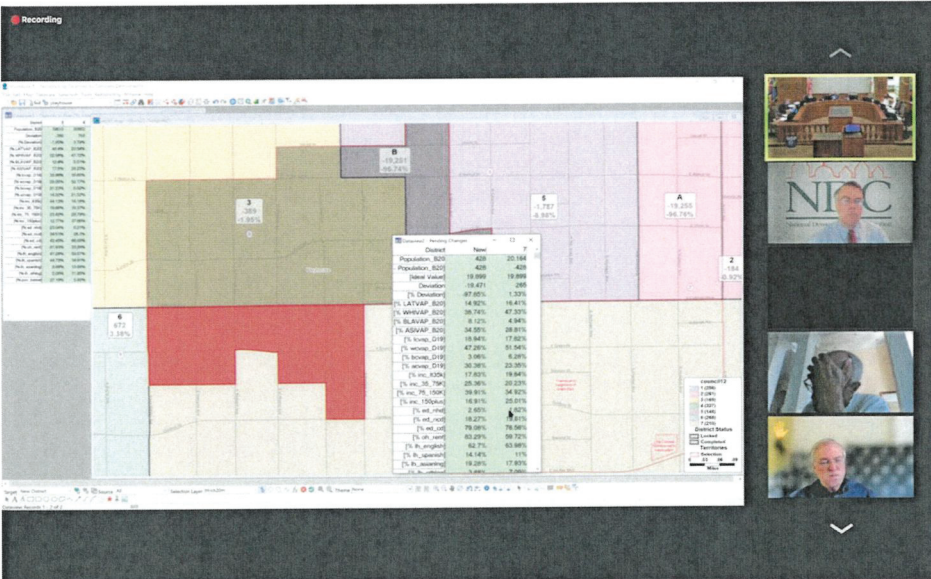


Image Description: Snapshot of October 23rd task force Zoom meeting.

October 30 - Task Force Meeting			
Meeting Decision	Number of people	Translation presence	Duration of Meeting
Task force voted to recommend the adoption the map with 10% deviation to City Council. Another motion was made to adopt draft the report, including a demonstrative chart; ask City council to host community meetings for those whose districts change; alert people of their change and new map in Pasadena InFocus; and empower Chair and Vice-Chair to make edits to the task force summary report.	Zoom: 32	Spanish via Zoom	1h 45m

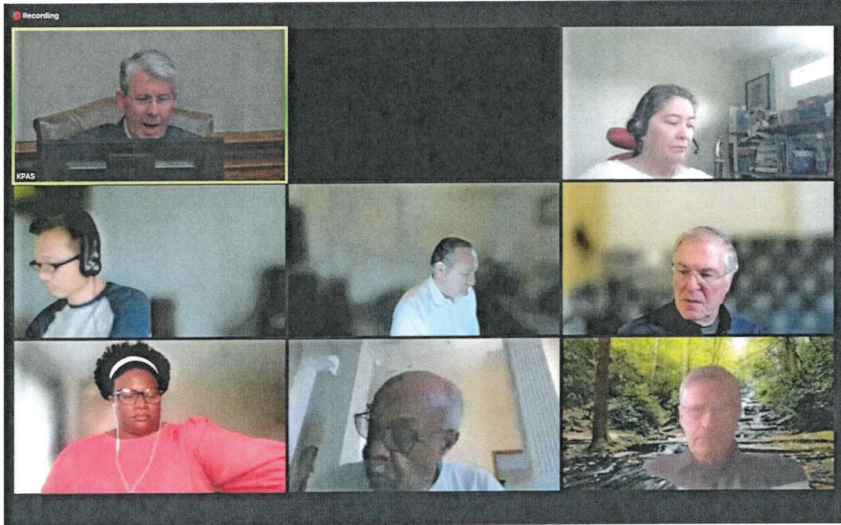


Image Description: Snapshot of October 30th task force Zoom meeting.

Social Media Data

NUMBER OF POSTS	Facebook	Instagram	Twitter	SUM
June	3	5	5	13
July	7	8	12	27
August	2	2	3	7
September	1	2	1	4
October	3	4	7	14
November				0
December				0

REACH	Facebook	Instagram	Twitter	TOTAL
6/17/21	453	3,834	1,376	5,663
6/22/21	977	643	2,616	4,236
6/25/21		4,664	2,554	7,218
6/29/21	367	2,775	2,017	5,159
6/30/21		689	3,386	4,075
7/1/21	3,666			3,666
7/2/21		1,154	1,653	2,807
7/6/21		2,663	1,945	4,608
7/7/21		1,242	1,763	3,005
7/8/21		2,809	1,560	4,369
7/9/21	4,869			4,869
7/12/21			1,809	1,809
7/14/21		2,573	4,297	6,870
7/15/21	221		1,859	2,080
7/17/21	230	3,403	1,809	5,442
7/19/21	447	2,853	2,878	6,178
7/20/21			2,453	2,453
7/26/21	5,715			5,715
7/28/21			1,414	1,414
7/31/21	521	3,303	1,561	5,385
8/2/21		775	1,471	2,246
8/4/21			2,209	2,209
8/5/21	127		794	921

8/6/21	276	1,008		1,284
8/18/21	7,729			7,729
9/30/21	315	2,637	1489	4,441
10/1/21		457	900	1,357
10/6/21	6,861		1082	7,943
10/7/21		2,509		2,509
10/8/21		510	943	1,453
10/12/21	2,046	2,614	726	5,386
10/14/21			1105	1,105
10/15/21			1363	1,363
10/19/21	11,329	2,385	955	14,669
10/20/21		476	844	1,320
10/21/21			744	744
10/26/21	9055	568	1208	10,831
10/27/21		2,942	851	3,793
10/28/21		417	780	1,197
10/30/21			916	916

ENGAGEMENT	Facebook	Instagram	Twitter	TOTAL
6/17/21	7	45	20	72
6/22/21	35		44	79
6/25/21		65	83	148
6/29/21	8	39	27	74
6/30/21			39	39
7/1/21	293			293
7/2/21			21	21
7/6/21		42	35	77
7/7/21			25	25
7/8/21		29	29	58
7/9/21	491			491
7/12/21			14	14
7/14/21		36	29	65

7/15/21	4		16	20
7/17/21	4	42	49	95
7/19/21	6	34	56	96
7/20/21			42	42
7/26/21	375			375
7/28/21			16	16
7/31/21	15	34	18	67
8/2/21			16	16
8/4/21			40	40
8/5/21	1		18	19
8/6/21	6			6
8/18/21	227			227
9/30/21	8	35	29	72
10/1/21			20	20
10/6/21	364		15	379
10/7/21		27		27
10/8/21			8	8
10/12/21	115	28	9	152
10/14/21			21	21
10/15/21			24	24
10/19/21	116	216	10	342
10/20/21			10	10
10/21/21			8	8
10/26/21		119	30	149
10/27/21		23	18	41
10/28/21			7	7
10/30/21			10	10

*The City posted 12 Instagram stories in addition to regular posts. However, Instagram story analytics data unavailable after 24-hours.

Redistricting Website Traffic Report

Pages SAVE EXPORT SHARE INSIGHTS

All Users 100.00% Pageviews + Add Segment

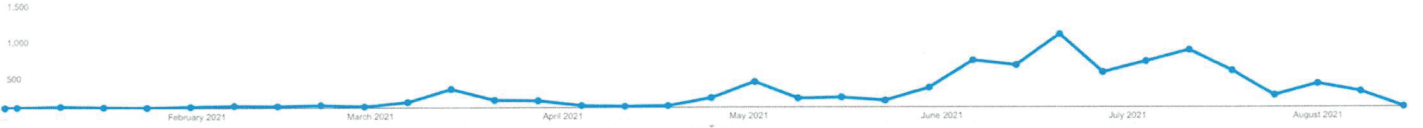
Jan 1, 2021 - Aug 15, 2021

Explorer Navigation Summary

Pageviews VS. Select a metric

Day Week Month

Pageviews



Primary Dimension: Page Page Title Other

Secondary dimension Sort Type: Default

/redistricting advanced

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	7,251 <small>% of Total: 9.13% (3,897,026)</small>	4,963 <small>% of Total: 9.16% (3,026,645)</small>	00:03:11 <small>Avg for View: 00:01:37 (96.80%)</small>	3,127 <small>% of Total: 9.17% (1,825,956)</small>	57.08% <small>Avg for View: 58.27% (2.05%)</small>	48.81% <small>Avg for View: 46.98% (3.90%)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. /city-clerk/redistricting/	4,155 (57.30%)	2,825 (56.92%)	00:03:59	1,946 (62.23%)	54.92%	52.80%	\$0.00 (0.00%)
2. /city-clerk/redistricting	803 (11.07%)	694 (13.95%)	00:04:27	509 (16.28%)	57.12%	68.49%	\$0.00 (0.00%)
3. /city-clerk/redistricting/redistricting-history-and-archive/	415 (5.72%)	329 (6.62%)	00:02:27	98 (3.12%)	73.20%	39.76%	\$0.00 (0.00%)
4. /city-clerk/redistricting-es/	386 (5.32%)	161 (3.24%)	00:01:20	20 (0.64%)	33.33%	8.81%	\$0.00 (0.00%)
5. /city-clerk/redistricting-ch/	198 (2.72%)	107 (2.16%)	00:01:03	4 (0.12%)	100.00%	7.58%	\$0.00 (0.00%)
6. /city-clerk/redistricting/mailling-list/	177 (2.44%)	82 (1.63%)	00:00:56	17 (0.54%)	23.53%	20.34%	\$0.00 (0.00%)
7. /city-clerk/redistricting/#process	157 (2.17%)	119 (2.40%)	00:03:27	96 (3.07%)	51.58%	60.51%	\$0.00 (0.00%)
8. /city-clerk/redistricting/#archived-meeting-recordings	91 (1.25%)	48 (0.97%)	00:03:34	26 (0.83%)	34.62%	27.47%	\$0.00 (0.00%)
9. /city-clerk/redistricting/redistricting-history-and-archive/#2011	66 (0.91%)	41 (0.82%)	00:02:39	18 (0.58%)	66.67%	42.42%	\$0.00 (0.00%)
10. /city-clerk/redistricting#archived-meeting-recordings	65 (0.89%)	25 (0.50%)	00:02:15	23 (0.74%)	8.70%	36.92%	\$0.00 (0.00%)
11. /city-clerk/redistricting/#correspondence	60 (0.83%)	40 (0.81%)	00:03:43	28 (0.90%)	15.38%	46.67%	\$0.00 (0.00%)
12. /city-clerk/redistricting/#information-presentations	53 (0.73%)	29 (0.58%)	00:03:22	12 (0.38%)	27.27%	24.53%	\$0.00 (0.00%)
13. /city-clerk/redistricting/#past-agendas-minutes	50 (0.69%)	28 (0.56%)	00:03:19	15 (0.48%)	33.33%	40.00%	\$0.00 (0.00%)
14. /city-clerk/redistricting/#task-force-members	41 (0.57%)	13 (0.26%)	00:01:51	4 (0.12%)	50.00%	17.07%	\$0.00 (0.00%)
15. /city-clerk/redistricting/#contact-info-member-roster	33 (0.46%)	19 (0.38%)	00:05:02	12 (0.38%)	33.33%	45.45%	\$0.00 (0.00%)

Aug 16, 2021 - Oct 19, 2021

All Users 100.00% Pageviews + Add Segment

Explorer Navigation Summary

Pageviews VS. Select a metric

Day Week Month

Pageviews



Primary Dimension: Page Page Title Other

Secondary dimension Sort Type: Default

redistricting advanced

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	3,945 <small>% of Total: 0.44% (289,123)</small>	2,781 <small>% of Total: 0.40% (198,192)</small>	00:04:25 <small>Avg for View: 00:01:46 (151.34%)</small>	1,889 <small>% of Total: 0.43% (142,899)</small>	58.02% <small>Avg for View: 54.93% (14.92%)</small>	54.07% <small>Avg for View: 47.03% (14.97%)</small>	\$0.00 <small>% of Total: 0.00% (0.00)</small>
1. /city-clerk/redistricting/	1,607 (40.73%)	1,176 (42.30%)	00:06:03	765 (41.16%)	39.17%	50.29%	\$0.00 (0.00%)
2. /city-clerk/redistricting	775 (19.65%)	679 (24.42%)	00:04:36	513 (27.16%)	71.51%	72.65%	\$0.00 (0.00%)
3. /city-clerk/redistricting-es/	111 (2.81%)	52 (1.87%)	00:00:57	9 (0.48%)	33.33%	9.91%	\$0.00 (0.00%)
4. /city-clerk/redistricting/#information-presentations	99 (2.51%)	64 (2.30%)	00:02:38	45 (2.38%)	47.73%	48.48%	\$0.00 (0.00%)
5. /city-clerk/redistricting/#archived-meeting-recordings	94 (2.38%)	52 (1.87%)	00:03:24	34 (1.80%)	52.94%	37.23%	\$0.00 (0.00%)
6. /city-clerk/redistricting/#past-agendas-minutes	85 (2.15%)	39 (1.40%)	00:02:55	14 (0.74%)	28.57%	23.53%	\$0.00 (0.00%)
7. /city-clerk/redistricting/redistricting-history-and-archive/	69 (1.75%)	57 (2.05%)	00:01:42	10 (0.53%)	10.00%	26.09%	\$0.00 (0.00%)
8. /city-clerk/redistricting-ch/	67 (1.70%)	41 (1.47%)	00:02:49	8 (0.42%)	57.14%	20.90%	\$0.00 (0.00%)
9. /event/2021-redistricting-public-hearing/	60 (1.52%)	43 (1.55%)	00:00:56	35 (1.85%)	40.00%	40.00%	\$0.00 (0.00%)
10. /city-clerk/public-comment-redistricting/	55 (1.39%)	34 (1.22%)	00:03:24	17 (0.90%)	56.25%	40.00%	\$0.00 (0.00%)

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Direct Call and Email Outreach List

Organization or Person Name	Organization/Contact Type
Madison Heights Neighborhood Association	Neighborhood Association
N.A.T.H.A.	Neighborhood Association
Lamanda Park Merchants & Resident's Neighborhood Assn	Neighborhood Association
Historic Highlands Neighborhood Association	Neighborhood Association
Victory Rose Neighborhood Association	Neighborhood Association
Putney Area Neighbors	Neighborhood Association
Pleasant View Neighborhood Association	Neighborhood Association
Arroyo Gardens Homeowner's Association	Neighborhood Association
Linda Vista/Annandale Association	Neighborhood Association
West Pasadena Residents' Association (WPRA)	Neighborhood Association
Victory Neighborhood Association	Neighborhood Association
Bellevue Dr, Waldo, Pleasant & Euclid Residents	Neighborhood Association
Vinedo Gardens Homeowner's Association	Neighborhood Association
Madison Neighborhood Partners MNP	Neighborhood Association
Villa Parke Neighborhood Association	Neighborhood Association
Garfield Heights Neighborhood Association	Neighborhood Association
Mentor Catalina Neighborhood Association	Neighborhood Association
Orange Grove Village No. 1 Homeowners	Neighborhood Association
Altos Arroyo Association	Neighborhood Association
Mountain Place Neighborhood Association	Neighborhood Association
Bungalow Heaven Neighborhood Association	Neighborhood Association
Michillinda Park Association , Inc.	Neighborhood Association
El Rio/Lake Neighborhood Association	Neighborhood Association
Villa Vista Neighbors	Neighborhood Association
Fort Outpost Homeowner's Association	Neighborhood Association
Monk's Hill	Neighborhood Association
Brigden-Ranch Neighborhood Association	Neighborhood Association
Dundee Heights Neighborhood Association	Neighborhood Association
Brookmere Association	Neighborhood Association
Seco Neighborhood Association	Neighborhood Association
Singer Park Neighborhood Association	Neighborhood Association
Jefferson Park Neighborhood Association	Neighborhood Association
Oakdale/Rose Villa/Sierra Bonita Association	Neighborhood Association
Orange Heights Neighborhood Association	Neighborhood Association
Banbury Oaks Neighborhood Association	Neighborhood Association
Upper Hastings Ranch Association	Neighborhood Association

Neighborhood Strengthening Project	Neighborhood Association
Lower Hastings Ranch Association	Neighborhood Association
East Eaton Wash Neighborhood Association	Neighborhood Association
North Pasadena Heights Neighborhood Association	Neighborhood Association
7 Streets East Neighborhood Association	Neighborhood Association
Daisy-Villa Neighborhood Association	Neighborhood Association
Lincoln, Howard, Arroyo, Freeway (L.H.A.F.)	Neighborhood Association
El Molino Orchard Neighborhood Association	Neighborhood Association
Neighbors of Arden Road	Neighborhood Association
Loma Vista Neighbors	Neighborhood Association
Greenwood/Allen Neighborhood Association	Neighborhood Association
Friends of the Foothills	Neighborhood Association
Arroyo Seco Community Action Committee	Neighborhood Association
Howard Street Neighbors	Neighborhood Association
La Cresta Drive Association	Neighborhood Association
Normandie Heights Neighborhood Association	Neighborhood Association
Circle Preservation Association	Neighborhood Association
Huntington Circle Neighborhood Group	Neighborhood Association
The Front Porch Coalition	Neighborhood Association
Friends of Washington Park	Neighborhood Association
Eaton Blanche Park Neighborhood Association	Neighborhood Association
East Orange Grove Neighborhood Association	Neighborhood Association
Madison/Oakland Neighborhood Association	Neighborhood Association
Dearborn Groves Neighborhood Association	Neighborhood Association
California Rose Court	Neighborhood Association
Sunset Oaks Neighborhood Association	Neighborhood Association
Florencia Farm Association of Neighbors	Neighborhood Association
Marion Avenue Neighbors	Neighborhood Association
Villa Corona Homeowner's Association	Neighborhood Association
Elizabeth Street Neighbors	Neighborhood Association
Flowers of Marengo	Neighborhood Association
Windsor-Arroyo Neighborhood Association	Neighborhood Association
Community Arms Residents Council	Neighborhood Association
Kings Villages	Neighborhood Association
Lincoln Triangle Neighborhood Association	Neighborhood Association
W.D. Edson Neighborhood Association	Neighborhood Association
Chapman Woods Association	Neighborhood Association
Eaton Canyon Wash Homes Association & Neighborhood Watch	Neighborhood Association
Sierra Madre Villa Neighborhood Association	Neighborhood Association

Asociación de Vecinos Unidos	Neighborhood Association
Villa Marengo Homeowner's Association	Neighborhood Association
Washington Square Neighborhood Association	Neighborhood Association
Alta San Rafael Association	Neighborhood Association
Friends and Neighbors of Grant Park	Neighborhood Association
Oak Knoll Improvement Association	Neighborhood Association
South Allen Neighborhood Association	Neighborhood Association
Pasadena Neighborhood Coalition	Neighborhood Association
East Arroyo Resident's Association	Neighborhood Association
Mo Hyman (with College Access Plan)	Census Committee Community Leaders
Tarek Shawky (District 3 former Commissioner)	Census Committee Community Leaders
Mitch Aiken	Census Committee Community Leaders
Steve Allen	Census Committee Community Leaders
Geoffrey Albert	Census Committee Community Leaders
Pablo Alvarado	Census Committee Community Leaders
Roberto Alvarez	Census Committee Community Leaders
Dana Bean	Census Committee Community Leaders
Jennifer Berger	Census Committee Community Leaders
Christina Bolanos	Census Committee Community Leaders
Chanel Boutakidis	Census Committee Community Leaders
Peggy Buchanan	Census Committee Community Leaders
Marie Cantor	Census Committee Community Leaders
Jan Cantwell	Census Committee Community Leaders
Lisa Cavalier	Census Committee Community Leaders
Patrick Conyers	Census Committee Community Leaders
Joe Costa	Census Committee Community Leaders
Diane Cullinane	Census Committee Community Leaders
Jennifer Devoll	Census Committee Community Leaders
Danny Donabedian	Census Committee Community Leaders
Mary Donnelly-Crocker	Census Committee Community Leaders
Nancy Dufford	Census Committee Community Leaders
Hector LaFarga	Census Committee Community Leaders
Foothill WIB	Census Committee Community Leaders
Lori Gangemi	Census Committee Community Leaders
Akila Gibbs	Census Committee Community Leaders
Rabbi Joshua Levine Grater	Census Committee Community Leaders
Karen Hopkins	Census Committee Community Leaders
Mo Hyman	Census Committee Community Leaders
Megan Katerjian	Census Committee Community Leaders

Paul Little	Census Committee Community Leaders
Debbie Manners	Census Committee Community Leaders
Pastor Kerwin L. Manning	Census Committee Community Leaders
Margaret Martinez	Census Committee Community Leaders
Dr. Brian McDonald	Census Committee Community Leaders
Dr. Steven Miller	Census Committee Community Leaders
Anne Miskey	Census Committee Community Leaders
Stella Murga	Census Committee Community Leaders
Dr. Cynthia Olivo	Census Committee Community Leaders
Gioia Pastre	Census Committee Community Leaders
Pastor Carlos Quintero	Census Committee Community Leaders
Mikala Rahn	Census Committee Community Leaders
Elva Sandoval	Census Committee Community Leaders
Dadee Schlick	Census Committee Community Leaders
Nancy Stiles	Census Committee Community Leaders
Yoland Trevino	Census Committee Community Leaders
Debbie Unruh	Census Committee Community Leaders
Mary Weaver	Census Committee Community Leaders
Lisa Wilson	Census Committee Community Leaders
Christy Zamani	Census Committee Community Leaders
Martha Zavala	Census Committee Community Leaders
Cushon Bell	District Liaisons
Darla Dyson	District Liaisons
Susana Porras	District Liaisons
Noreen Sullivan	District Liaisons
Margo Morales	District Liaisons
Takako Suzuki	District Liaisons
Pam Thyret	District Liaisons
Vannia de la Cuba	Liaison to the Mayor
Ali Everett	Pasadena Staff
Cy Warren Estabrook	Pasadena Commissions
Mark Waterson	Pasadena Commissions
Danielle Friberg	Pasadena Commissions
Casey Jagusch	Pasadena Commissions
James Farr, Chair	Pasadena Commissions
Sharon M. Rogers	Pasadena Commissions
Michael Warner, II	Pasadena Commissions
Martin Sweeney	Pasadena Commissions
Andrea Jennings	Pasadena Commissions

Patricia Valencia	Pasadena Commissions
Michelle Leon	Pasadena Commissions
Julius Metoyer, Jr.	Pasadena Commissions
Daniel Yen	Pasadena Commissions
Yolanda Sepulveda	Pasadena Commissions
Estelle Campbell	Pasadena Commissions
Erica Gutierrez	Pasadena Commissions
Mireya Asturias Jones	Pasadena Commissions
James B. Harnagel	Pasadena Commissions
Valeria Castillo	Pasadena Commissions
Mary Machado	Pasadena Commissions
Ellie Podway	Pasadena Commissions
Patrick Cabral	Pasadena Commissions
Corey Harper	Pasadena Commissions
Renee Morgan- Hampton	Pasadena Commissions
Harvey Cordner	Pasadena Commissions
Michael Warner	Pasadena Commissions
William R. Francis	Pasadena Commissions
Imran Chaudhry	Pasadena Commissions
Peggy Sisson	Pasadena Commissions
Beverley Morgan-Sandoz, Chair	Pasadena Commissions
Lorraine Montgomery	Pasadena Commissions
Valinda M. Bowens	Pasadena Commissions
Sandra Lindoerfer	Pasadena Commissions
Vanessa F. Rodriguez	Pasadena Commissions
Maura Harrington Roggero	Pasadena Commissions
Margaret de Larios	Pasadena Commissions
Michi Takeda	Pasadena Staff
Philip C. Chiao	Pasadena Commissions
Jose Noel Toro	Pasadena Commissions
Christopher Hawthorne	Pasadena Commissions
Srinivas Rao	Pasadena Commissions
Robert Carpenter, Chair	Pasadena Commissions
Yolanda Sepulveda	Pasadena Commissions
Ali Barar	Pasadena Commissions
Timothy Sales	Pasadena Commissions
Ariel Hudgins	Pasadena Commissions
Nicole Cobleigh	Pasadena Commissions
C. Robert Kurkjian	Pasadena Commissions

Dr. Weslee Sinclair Glenn	Pasadena Commissions
Mark R. Nay	Pasadena Commissions
David Cutter	Pasadena Commissions
Julie Vallante	Pasadena Commissions
Ilesha Siler	Pasadena Commissions
Daniel Rossman	Pasadena Commissions
Jonathan Levy	Pasadena Commissions
Juan de la Cruz	Pasadena Commissions
Carrie Chasteen-Elfarrá	Pasadena Commissions
Carol Potter	Pasadena Commissions
Tina Miller	Pasadena Commissions
Susan Kranwinkle	Pasadena Commissions
John Arbogast	Pasadena Commissions
Sophia Gutierrez	Pasadena Commissions
Phyllis Mueller	Pasadena Commissions
Alejandro Menchaca	Pasadena Commissions
Yiorgos Frangescou	Pasadena Commissions
Carol A. Polanskey	Pasadena Commissions
Kenneth Ayala	Pasadena Commissions
Fred Pickel	Pasadena Commissions
Steven Sunshine*	Pasadena Commissions
Carla St. Romain*	Pasadena Commissions
Barbara Lamprecht*	Pasadena Commissions
John S. Miller*	Pasadena Commissions
Helen Rahder*	Pasadena Commissions
LaWayne Williams	Pasadena Staff
Brandon Lamar	Pasadena Commissions
Hamed Shirmohammadi	Pasadena Commissions
Wilhelmina Robertson	Pasadena Commissions
Theresa Robinett	Pasadena Commissions
Rene H. Gonzalez	Pasadena Commissions
Kevork Keushkerian	Pasadena Commissions
Katie Young	Pasadena Commissions
Sandy Greenstein	Pasadena Commissions
Lila Guirguis	Pasadena Commissions
Latasha D. Jamal	Pasadena Commissions
Christopher Matthes	Pasadena Commissions
Jamie Wright	Pasadena Commissions
Nasir Rasheed	Pasadena Commissions

Gloria Medel	Pasadena Commissions
Michael R. Albrecht	Pasadena Commissions
Jessica Xie, Chair	Pasadena Commissions
James Aragon	Pasadena Commissions
Ana Maria Apodaca	Pasadena Commissions
Joe Ford	Pasadena Commissions
Jacques Bolton	Pasadena Commissions
Priscilla Lam	Pasadena Commissions
Boghos Patatian	Pasadena Commissions
Kenneth Rotter	Pasadena Commissions
Chelsea Dickerson	Pasadena Commissions
Adrienne Bass	Pasadena Commissions
Jordan Hutkin	Pasadena Commissions
Robert Karatsu, Chair	Pasadena Commissions
Jonathan Pacheco Bell	Pasadena Commissions
Leslie Rosenthal	Pasadena Commissions
Michael Stammer	Pasadena Commissions
Lola Osborne	Pasadena Staff
Beverly Sims	Pasadena Commissions
Alfred Lomax Carr, Chair	Pasadena Commissions
Monique Preyer	Pasadena Commissions
Michael Anthony Cullins	Pasadena Commissions
Allen Shay	Pasadena Commissions
Pat Amsbry	Pasadena Commissions
Cindy Schnuelle	Pasadena Commissions
Ryan Bell	Pasadena Commissions
Kimberly Douglas	Pasadena Commissions
George Falardeau	Pasadena Commissions
Gail Schaper-Gordon	Pasadena Commissions
Ann Marie Hickambottom	Pasadena Commissions
Jan Sanders	Pasadena Commissions
Anna Hawkey Jablonski	Pasadena Commissions
Perry Helm	Pasadena Commissions
Yuny Parada	Pasadena Commissions
Ken Chawkins	Pasadena Commissions
Sally Howell, Chair	Pasadena Commissions
Lisa Derderian	Pasadena Staff
Alexander Boekelheide	Pasadena Commissions
Beth Leyden	Pasadena Commissions

Tess Varsh	Pasadena Staff
Mic Hansen	Pasadena Commissions
Carol Hunt Hernandez	Pasadena Commissions
David Coher	Pasadena Commissions
Julianna Delgado	Pasadena Commissions
Steven Olivas, Chair	Pasadena Commissions
Tim Wendler	Pasadena Commissions
Ali Barar	Pasadena Commissions
D. Jason Lyon	Pasadena Commissions
Stacy Houser	Pasadena Staff
Totress Beasley	Pasadena Commissions
Tim Martinez	Pasadena Commissions
Jennifer Higginbotham	Pasadena Commissions
Howard Tan	Pasadena Commissions
Betsy Mitchell	Pasadena Commissions
Treasure Sheppard	Pasadena Commissions
Jonathan Fuhrman	Pasadena Commissions
Terri Ashley-Macquarrie	Pasadena Commissions
Mark Mastromatteo	Pasadena Commissions
Eileen Williamson, Chair	Pasadena Commissions
Darryl Dunn	RBOC Staff
Lisa Stevens	Pasadena Commissions
Patricia Barajas Tavera	Pasadena Commissions
Councilmember Steve Madison	Pasadena Commissions
Philip Hawkey	Pasadena Commissions
Raphael Henderson	Pasadena Commissions
Aaron Milam	Pasadena Commissions
C. Douglas Kranwinkle	Pasadena Commissions
Steve Haderlein, President	Pasadena Commissions
Paul Arevalo	Pasadena Commissions
Fred Claire	Pasadena Commissions
Richard Schammel	Pasadena Commissions
Terry Madigan	Pasadena Commissions
Gregg Goldman	Pasadena Commissions
Pamela Cantero	Pasadena Commissions
Charles E. Nelson	Pasadena Commissions
Leni Fleming	Pasadena Commissions
Dave Folz	Pasadena Commissions
Marna Cornell	Pasadena Commissions

Mattie Betts	Pasadena Commissions
Harald Zechner, Chair	Pasadena Commissions
Gabriel Ceja, Sr.	Pasadena Commissions
Angie Mont O'Brien	Pasadena Commissions
Chelsea Mason	Pasadena Commissions
Patricia Wright	Pasadena Commissions
Martha Celis	Pasadena Commissions
Alejandra E. Flores	Pasadena Commissions
Sam Morrissey, Chair	Pasadena Commissions
Nicholas Saponara	Pasadena Commissions
Jeffery Potter	Pasadena Commissions
Gary Floyd	Pasadena Commissions
Jessica Bowles-Martinez	Pasadena Commissions
Adriana Lim	Pasadena Commissions
Timothy S. Sales	Pasadena Commissions
Richard D. Beal	Pasadena Commissions
Glenn Camhi	Pasadena Commissions

Comparing the Law

Task Area	Redistricting Law Minimal Requirements	City of Pasadena's Redistricting Efforts
Outreach Strategy	No Execution Requirements	<ul style="list-style-type: none"> Partnered with experienced outreach firms like Tripepi Smith & Associates and Allegra Consulting
Mapping Tools	No Tools are Required	<ul style="list-style-type: none"> Provided paper and online mapping tools for residents on the redistricting website to empower the community to engage in the map creation process.
Project Governance Strategy	Independent Redistricting Commission, Advisory Commission, Council-Only Process	<ul style="list-style-type: none"> City Council directed the creation of an Advisory Task Force to evaluate options and make recommendations to the City Council.
Hearing Requirements	Conduct At Least Four Public Hearings	<p>Conducted both the four required public hearings and held a series of other workshops and meetings to invite public comments:</p> <ul style="list-style-type: none"> June 26: First community workshop June 30: Second community workshop

		<ul style="list-style-type: none"> • July 8: Third community workshop • July 15: Fourth community workshop • July 17: Fifth community workshop • July 20: Sixth community workshop • Aug. 5: Seventh community workshop • Aug. 7: Spanish community workshop • Aug 19: First Task Force Public Hearing • Sept 18: Second Task Force Public Hearing • Oct. 9: Third Task Force Public Hearing • Oct. 16: Fourth Task Force Public Hearing • Oct. 23: Fifth Task Force Public Hearing • Oct. 30: Sixth Task Force Public Hearing - Voted to recommend the adoption the map with 10% deviation to City Council. Another motion was made to adopt the draft report, including a demonstrative chart. • Nov. 15: City Council public hearing • Nov. 22: Continued public hearing for public input • Dec. 6: Continued public hearing for public input; public hearing closed; City Council 1st reading of ordinance to adopt Council District Boundaries • Dec. 13: City Council conducts 2nd reading of ordinance (Adoption) <p>The Community Workshops had 121 in person attendees and 146 Zoom participants. All workshops had Spanish and English language options. The first workshop offered Armenian translations.</p>
Website Strategy	<p>Create a website or a web page with the following resources:</p> <ul style="list-style-type: none"> • An explanation of the redistricting process • Procedures for testifying or submitting written testimony • Calendar of all hearings and workshops • Notice and agenda for each hearing and workshop 	<ul style="list-style-type: none"> • Created a redistricting mini-website: https://www.cityofpasadena.net/city-clerk/redistricting/ • Redistricting calendar that was modified through COVID-19 changes • Agendas distributed to agenda distribution list and on website • Each hearing and workshops were recorded and posted to the website • Residents could draw and submit maps, find redistricting information, draft maps and access meeting information. Materials in English, Spanish and Mandarin could be found on the website. • The website received 7,251 page views and 4,963 unique page views between Feb., 2021 – Aug., 2021.

	<ul style="list-style-type: none"> • Recording or written summary of each hearing and workshop • All draft maps & adopted map • Translations in applicable language • Optional: Public participation tools, such as paper maps and online drawing tools 	<ul style="list-style-type: none"> • All mapping tool options were placed on the website for residents to use.
<p>Sustained Outreach and Media Strategy</p>	<p>It is mandatory that Cities and Counties take specific steps to encourage residents to participate in the redistricting the process. These steps include:</p> <ul style="list-style-type: none"> • Provide information to media; good government, civil rights, civic engagement, and active community groups; language minority communities; and those who have requested notification. • Arrange for live translation at hearings and workshops if requested 72 hours in advance. 	<ul style="list-style-type: none"> • Emailed or phoned nearly 350 people and organizations to proactively outreach to community leaders and community-based organizations. • Held 8 community workshops, one of which was dedicated to Spanish. Each workshop contained live simultaneous translation and hearing. • Met with various community groups and City commissions: June 3: ACT meeting; Aug. 12: Neighborhood Network Association Meeting; Sept. 9: Northwest Pasadena Community meeting; Sept 14: Northwest Commission meeting; Sept. 16: NAACP Meeting; Sept 28: Accessibility and Disability Commission meeting; Oct. 5: Bungalow Heaven meeting; Oct. 21: the Civitas meeting. • Executed 64 social media posts (Facebook, Instagram, Twitter) during July-October that reached 132,500+ impressions and garnered 3,328 engagements. • Launched an extensive direct mailer campaign for every household in the City. • Delivered 1,700 paper flyers to individual doors in Kings Villages, Community Arms, Pilgrim Towers, and surrounding neighborhoods of Villa Parke Community Center and Madison Elementary School. These flyers encouraged residents to participate in redistricting workshops and to get COVID-19 vaccines. • Created a Task Force Outreach Tool Kit for Task Force members to utilize for community presentations. Task force meetings were publicized on social media and through

		<p>outreach calls for the public to attend and provide public comments.</p> <ul style="list-style-type: none"> • Redistricting Task Force meetings flyers (English/Spanish) were updated weekly sent to organizations, contact list of attendees from workshops and community leaders. • Flyers promoting the redistricting task force meetings were dropped off in-person at various Pasadena locations, including: Villa Parke Community Center, Starbucks at Fair Oaks and Orange Grove, Vallarta Pasadena, Madison Elementary School, Jackie Robinson Community Center, Young & Healthy, Victory Park, La Pintoresca Branch Library, Pasadena Public Health Department Office, Chapcare Lincoln Center, PACTL, Pasadena Community Job Center. These locations were selected based on efforts to reach the Hispanic/Latino communities.
Map Transparency and Publication	Publish maps on website in advance of hearings.	<ul style="list-style-type: none"> • All maps were published to the website before each hearing for public consideration in alignment with legal requirements. The final map will be published on the website at least 7 days prior to adoption by the City Council.