



# Redistricting Pasadena

Vince Farhat, Chair  
Rita Moreno, Vice Chair  
2021 Redistricting  
Task Force

PASADENA CITY COUNCIL  
NOVEMBER 15, 2021  
ITEM NO. 7

ALLEGRA  
CONSULTING



TRIPEPI SMITH  
marketing • technology • public affairs



# Introduction and Overview

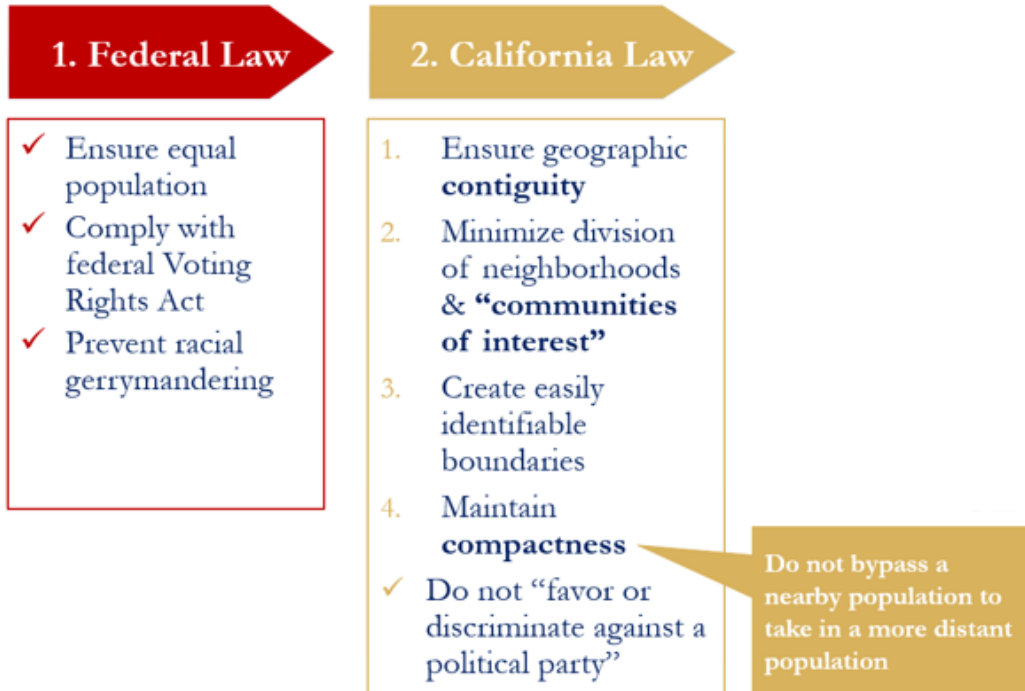
## **Overview of Task Force Process and Recommended Plan**

- Selection of Redistricting Consultant and Task Force Training
- Community Engagement Approach Prior to Release of Census Data
- Conceptual Mapping Workshop
- Review of Public Hearings and Deliberations
- Task Force Recommended Plan and Suggestions for City Council
- Next Steps for the City Council and Plan Adoption
- Questions – Chair, Vice Chair, City staff, and Consultants

# Task Force Training

## Legal Requirements for Redistricting

- Task Force Meetings in May and June – Trainings facilitated by City Attorney's Office and NDC
- Page 6 of Report – Legal Parameters



- US Census Data
- Federal and State Law – FAIR MAPS Act
- Public testimony
- American Community Survey Data
- California Statewide Database



# Task Force Training

## Other Goals and Considerations

### 3. Other Goals

- Minimize changes to election cycles
- Respect voters' choices
- Preserve core of existing districts
- Anticipate future growth

Input From City Council on July 19<sup>th</sup>:

- Preserve core of existing districts
- Maintain connection to Colorado Boulevard
- Minimize delaying voters slated for participating in 2022 election to the 2024 election
- Respect voters' choices – minimize changes to representation as a result of redistricting
- Task Force's #1 Goal: Facilitate a redistricting process that was publicly transparent and inclusive of diverse communities of interest in Pasadena

# Community Engagement



Redistricting Schedule - utilize time effectively until Census Data available:

Description	COVID-19 Schedule
Consultant Selections and Task Force Training	May & June 2021
Community Engagement and Education – Community of Interest Input	June, July, & August 2021
US Census Bureau - 2020 Census Population Data Released	<b>August 12, 2021</b>
Communities of Interest Input – Continued Community Engagement	August & September 2021
Official California Redistricting Census Data	<b>September 21, 2021</b>
Drafting Conceptual Plans – Public Input – Consensus Building	October 2, 9, 16, & 23, 2021
Recommend Plan to City Council	October 30, 2021
City Council Public Hearings and Consideration of Plan	November & December 2021
Legal deadline for Redistricting Plan Adoption	<b>December 15, 2021</b>
First election with new map City Council Districts 3, 5, and 7	June 7, 2022

# Community Engagement



- Comprehensive Summary of Outreach – Attachment G
- Wide variety of community engagement tools and formats utilized to increase public awareness and encourage participation:
  - Direct Mailers
  - Door-to-door flyer drop
  - Press Releases
  - Legal Advertisements (English, Spanish, and Chinese)
  - Emails – Flyers and Meeting Notifications
  - Social Media Posts – Passive and Boosted Posts
  - Phone Calls
  - Community Partner Meetings

# Community Engagement



- Redistricting Process: 26 public meetings, hearings and workshops
- California FAIR Maps Act - at least 4 public hearings required prior to adoption:
  - 8 Community Workshops – One in Each District plus All Spanish
  - 11 Task Force meetings held from May to October 30<sup>th</sup>
    - 6 Noticed public hearings – August, September and October
  - 7 City Council discussions held on redistricting
    - 3 held in March, July, and September
    - 2 to be held in November (public hearings)
    - 2 to be held in December (public hearing)

# Community Engagement



- 267 total participants (Zoom and in-person) at the 8 community meetings
- Over 200 participants part of the smaller community meetings
- 135 participants in the October meetings/public hearings – Averaged 27 participants per meeting
- Task Force received significant public comment during the process; over 130 letters, emails, maps, and written testimony; 75 received during public hearings
- 88 members of the public signed up for email notification via City website to receive redistricting meeting information



# Community Engagement



- Workshops at Robinson Park, Villa Parke, and Madison Elementary held in partnership with Pasadena Public Health vaccine clinics
- All meetings and workshops conducted via Zoom, with 8 workshops offering hybrid public participation (in-person and Zoom) – Delta Variant surge impacted continued hybrid plan
- Spanish language translation provided at every meeting, with the August 7 workshop held at Madison Elementary completely in Spanish
- Full record of the process available on the City's Redistricting Webpage (English, Spanish, Chinese): [www.cityofpasadena.net/redistricting](http://www.cityofpasadena.net/redistricting)

# Preliminary US Census Data

- US Census Bureau Releases 2020 Population Data on **August 12, 2021**

## 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 IDEAL	138,699 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 Censo es la población total de la ciudad dividida por siete.

\*\* The deviation from the ideal population means 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.



# Adjusted California Redistricting Census Data

- State of California Releases Official Redistricting Census Data on **September 21, 2021**

### FINAL REDISTRICTING POPULATION DATA – 2020 U.S. CENSUS

#### DATOS FINALES DE POBLACIÓN SOBRE REDISTRIBUCIÓN DE DISTRITOS – CENSO DE EE. UU. 2020

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	18,845	-1049	-5.3%
2	19,338	-556	-2.8%
3	19,511	-383	-1.9%
4	20,653	759	3.8%
5	18,760	-1134	-5.7%
6	22,196	2302	11.6%
7	19,952	58	0.3%
TOTAL	139,255		17.3%
IDEAL	19,894*		

\* Ideal population for each Council District is the total city population divided by seven.

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# Adjusted Redistricting Census Data

Date	Description
August 12, 2021	Release of Preliminary 2020 Census Population Data
August 19, 2021	<b>Task Force Public Hearing</b> Community of Interest Testimony and Input; Initial Discussion on Census Data Issues
September 18, 2021	<b>Task Force Public Hearing</b> Community of Interest Testimony and Input; Professional Input from NDC and City Staff Regarding Census Undercount
September 21, 2021	Release of Preliminary 2020 Census Population Data

- Undercount was an important factor that informed the Task Force's deliberations and recommended plan
- See Report, pp., 2-3, 9, 12, 14-15

# Deliberations and Public Hearings

Date	Description
October 2, 2021	<b>Map Drafting Workshop</b> <ul style="list-style-type: none"><li>• Community Input and Testimony</li><li>• Direction given to Consultants to Prepare Conceptual Plans for Public Hearing:<ul style="list-style-type: none"><li>• Minimal Change with 10%, 5%, 1% Deviation</li><li>• Downtown District Option</li><li>• Maps that cross or do not cross Colorado</li></ul></li></ul>
October 9, 2021	<b>Task Force Public Hearing</b> <ul style="list-style-type: none"><li>• Community Input and Testimony</li><li>• Conceptual Maps provided by Consultant at the Direction of Task Force (Attachment E);</li><li>• Ad Hoc Committee to do deeper dive into conceptual plans to study impacts on Northwest Pasadena</li></ul>
October 16, 2021	<b>Task Force Continued Public Hearing</b> <ul style="list-style-type: none"><li>• Community Input and Testimony</li><li>• Ad Hoc Committee Report; Downtown Option C Reviewed (Attachment F)</li><li>• First Vote of Task Force to Narrow Focus on Minimal Change with 10% Deviation</li></ul>



## Task Force Continued Public Hearing

- Community Input and Testimony
- Task Force considered various modifications to Minimal Change with 10% Deviation
- Due to lack of support, no modifications were made to the Minimal Change with 10% Deviation
- Task Force voted unanimously to recommend that the City Council begin the community discussion regarding anticipated population changes earlier and well in advance of the work of the next Redistricting Task Force (See Report, p. 15)
- Need a full discussion about possible significant changes that may occur given factors such as undercount, 710 stub acquisition, completion of Parsons Project, and impacts of state housing legislation

# October 30, 2021 Task Force Meeting



## Task Force Continued Public Hearing

- Community Input and Testimony
- Public Hearing Closed
- Minimal Change with 10% Deviation Plan was Recommended by Task Force on 11-1 Vote
- Why this plan?
  - Limits the impact to residents and communities of interest
  - Mitigates some impacts of apparent 2020 Census undercount in Northwest Pasadena
- Unanimous vote to recommend additional outreach to community once City Council acts to approve a newly adopted map (community meetings, Pasadena InFocus, direct mailers to affected residents, etc.). Develop additional educational materials on the importance of census participation and the resulting redistricting cycle that will occur in 2030, how to use mapping software, and provide key terms and information on how to define communities of interest (See pages 13-14 of report)

# Attachment H – Metrics Why 10%

	Minimal Change Map with 10% Deviation	Minimal Change Map with 5% Deviation	Minimal Change Map with 1% Deviation	Downtown/ Central District Option A	Downtown/ Central District Option B	Downtown/ Central District Option C	Downtown/ Central District General Correspondence	Community of Interest Correspondence	Miscellaneous Redistricting Correspondence	Community of Interest Maps
The number of areas to change Council Districts	2	5	9	15	15	3				
The number of residents that would change Council Districts	2,610	5,030	7,097	28,934	38,621	14,146				
The number of Citizen Voting Age population that would experience a delay in electing City Council District representation	693	1,087	1,618	7,275	10,785	5,140				
The degree of equalization of populations in each Council District	9.52%	5.05%	1.73%	4.51%	5.64%	9.52%				
Correspondence and testimony in support of conceptual plans	55	1	0	2	4	1	10	7	29	28
The number of low/moderate income housing units in each Council District	See attached map and table									

# Task Force's Recommended Plan

The recommended plan balances the district populations using a counterclockwise rotation (District 6 gives up population to District 7, and District 7 gives up population to District 2). The main principles or objectives considered by the Task Force in developing the recommended plan are as follows:

- **One Person, One Vote**: Equal population standard established pursuant to the City Charter, the California Elections Code, and the equal protection requirement of the 14<sup>th</sup> amendment of the U.S. Constitution. The recommended map keeps the overall plan balance below the 10% threshold considered "presumptively constitutional."
- **Voting Rights Act Compliance**: The recommended plan does not result in the dilution or diminution of voting power of any demographic or ethnic population in the city.
- **Contiguity**: The recommended plan complies with the California Fair Maps Act requirement that all districts be contiguous.
- **Communities of Interest**: The recommended plan retains the prior district map's careful respect for communities of interest across the city. The Task Force received extensive public input on communities of interest across the city based upon social and demographic characteristics including age, ethnicity, homeownership, poverty levels, educational attainment, and income patterns; information on neighborhood association areas, and public input on communities and neighborhoods.

# Task Force's Recommended Plan Cont.

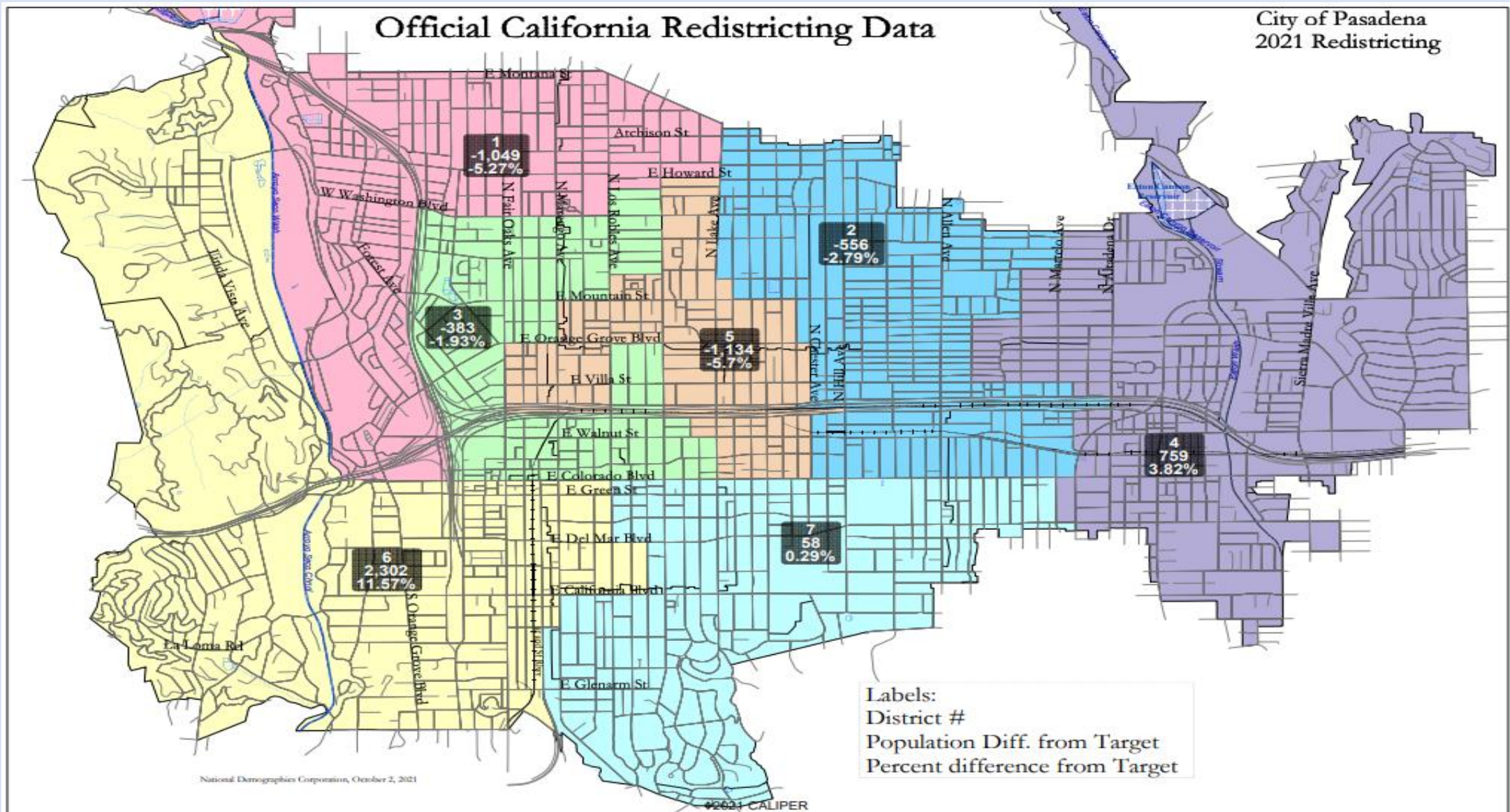


- **Compactness**: The recommended map is compact wherever possible without violating the higher-priority criteria as specified in state and federal law.
- **Continuity of Representation**: The recommended plan minimizes the number of people who would have their representation changed by the new boundaries.
- **Recognizable Boundaries**: The recommended plan maintains the major boundaries of the Arroyo Seco and most of Colorado Boulevard.
- **The tradition of all Districts connecting with Colorado Boulevard**: Given Colorado Boulevard's central location and importance to the overall city, all Pasadena Council districts have connected to Colorado Boulevard since the City's initial move to by-district elections. The recommended plan retains that connection, with one exception: District 2 joins District 4 in having population on both sides of Colorado Boulevard.

See Report, pp. 3 – 4

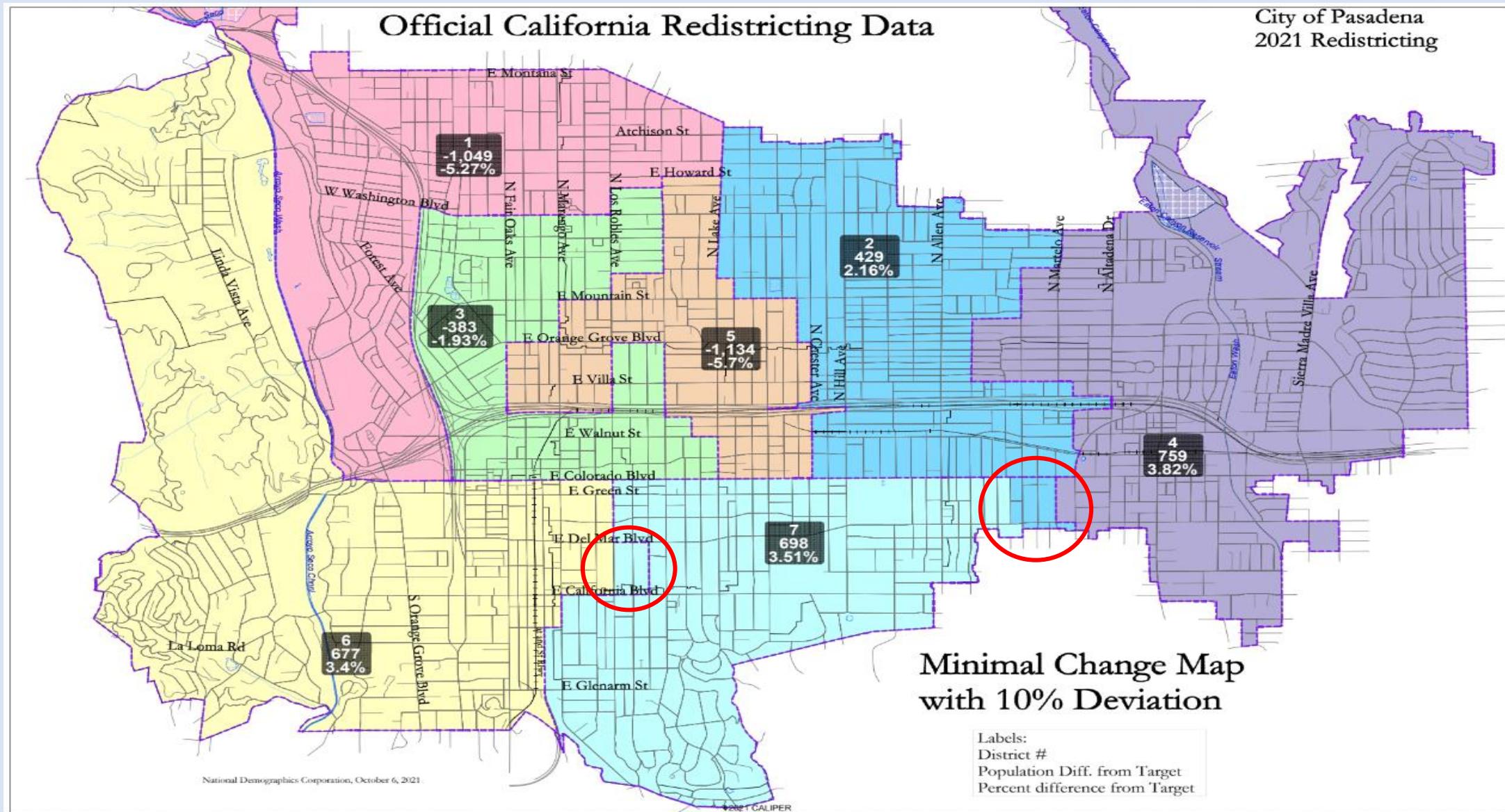


# Current City Council Districts

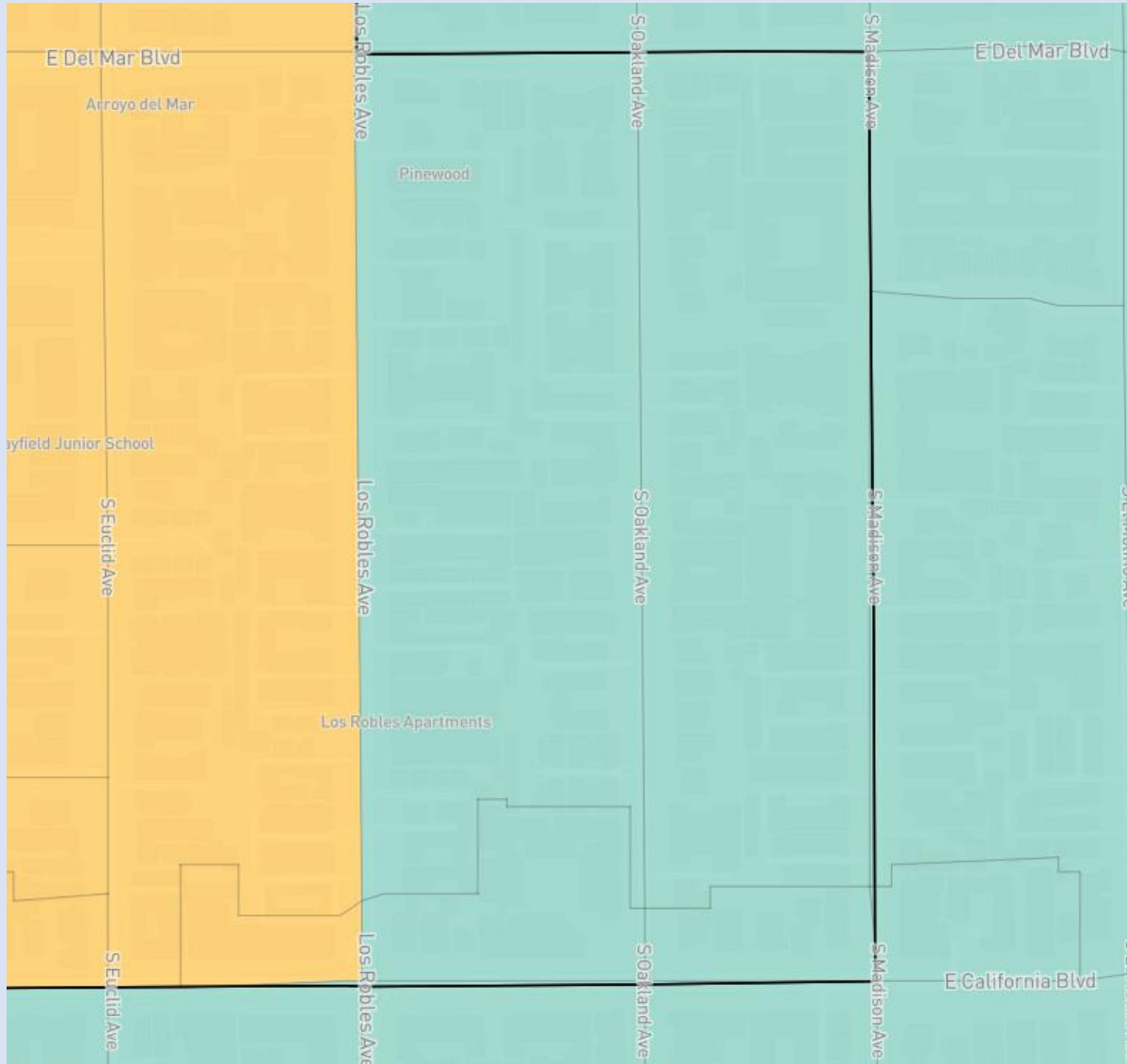




# Recommended City Council Districts



# Recommended City Council Districts



- Shifts 1,625 Residents from District 6 to District 7
- Del Mar Blvd on North
- Los Robles Ave on West
- California Blvd on South
- Madison Ave on East
- See Attachment A for Demographic Breakdown of Change

# Recommended City Council Districts



- Shifts 985 Residents from District 7 to District 2
- Colorado Boulevard on North
- Oak Ave on West
- Del Mar Blvd on South (jog in)
- Craig Ave on West (jog down)
- City Border Limit on South
- Sierra Madre Blvd on East (jog up)
- Del Mar Blvd on North (jog in)
- Roosevelt Ave on East
- See Attachment A for Demographic Breakdown of Change

# Next Steps - Continue Public Hearing



Date	Description
November 15, 2021	<b>City Council Public Hearing</b> Public Comment and Input; Conceptual Approval or Direction Regarding Any Modifications Continue Public Hearing to November 22, 2021 at 5:00 p.m.
November 22, 2021	<b>City Council Cont. Public Hearing</b>
December 6, 2021	<b>City Council Cont. Public Hearing</b> Close Public Hearing Conduct First Reading of Ordinance
December 13, 2021	<b>City Council Meeting</b> Conduct Second Reading of Ordinance and Adopt

- Upon adoption, City Clerk's Office will work with Los Angeles County Registrar-Recorder/County Clerk to implement boundary changes





**Redistricting  
Pasadena**

## **QUESTIONS?**

**Mark Jomsky, City Clerk**

**Theresa Fuentes, Assistant City Attorney**

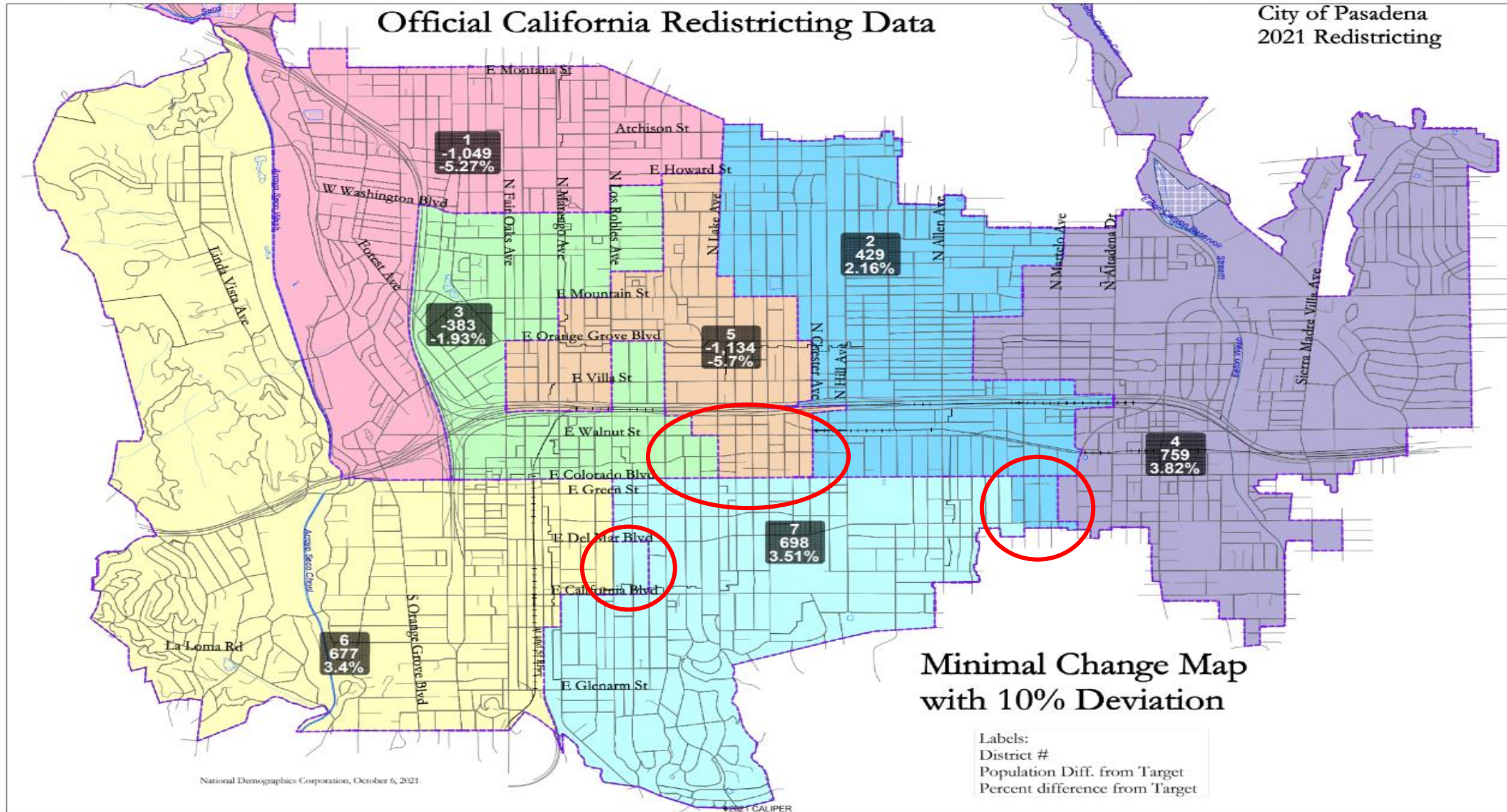
**Vince Farhat, Redistricting Task Force Chair**

**Rita Moreno, Redistricting Task Force Vice Chair**

**David Ely, National Demographics Corporation**

**Kristen Parks, National Demographics Corporation**

# Downtown Playhouses Adjustment



# Downtown Playhouses Adjustment

