



**TO:** Mayor and Councilmembers

**FROM:** Kristy Schmidt, Assistant City Manager

**CONTACT:** Deborah Lopez, City Clerk

**SUBJECT:** Public Hearing Regarding the Composition of the City's Voting Districts Pursuant to California Elections Code Section 10010(a)(1) and Approval of a List of Communities of Interest

**RECOMMENDATION:**

- A. Receive a presentation on the Districting Process, Online Mapping Tools and outreach efforts of staff and the Public Engagement Commission; and
- B. Hold a Public Hearing to receive public comment regarding the composition of the City Council voting districts; and
- C. Approve a list of "Potential Communities of Interest" to inform the map drawing process.

**BACKGROUND:**

On February 6, 2017, the City received a demand letter from Lindsey Rojas and Hector Mendez, asserting that the City's at-large electoral system violated the California Voting Rights Act, codified at California Elections Code sections 14025-14032 ("CVRA). Pursuant to a conditional settlement and release agreement related to those claims, on May 16, 2017, the City adopted Resolution of Intention No. 17-17 to transition from at-large to district-based elections of City Councilmembers in November 2022. Council also established the Public Engagement Commission to, among other things, provide input to the City Council on the process of determining the district lines for future district elections.

The Public Engagement Commission considered and advised staff and Council on many different matters over the next several years including, but not limited to, the other specific goals initially delegated to them by Council (i.e.: explore whether the City should become a charter city; explore whether Councilmembers should be paid greater compensation, and, if so, how much; explore whether City Council meetings should be held after 5 p.m.; explore whether the Mayor's term should be 4 years; explore outreach efforts between 2017 and 2022 to increase participation in government). However, staff and the Public Engagement Commission members recognized that the goal of providing input on the process of determining district lines, at the appropriate time, was one of the most important goals delegated to the Commission.

On February 20, 2019, the Public Engagement Commission received an initial report by staff on the upcoming district election transition process and the requirements under the Election Code to change from at-large to district-based elections. On August 21, 2019, the Commission received a preliminary overview of the District Drawing Process. In both of these cases, it was still too early to engage a demographic consultant and formally kick off the process for the November 2022 Election.

On February 2, 2021, City Council approved a professional services agreement with National Demographics Corporation (NDC) to assist the City with the preparation of information and data to help the City transition from at-large to district based elections. NDC has experience advising and supporting over 365 other public agencies in their district drawing processes.

On February 17, 2021, the Public Engagement Commission received a presentation from City staff and NDC to formally kick off the 2022 Electoral Districting Process and provided feedback and input on the process and the project timeline.

On April 22, 2021, the Commission provided input on a preliminary Stakeholder Outreach List, preliminary Media Outreach List, and a list of potential venues for in-person workshops/meetings, and also began to identify Goleta's "Communities of Interest", as defined by state law. Some of these Communities of Interest were suggested by NDC and approved by the Commission and others were generated by the Commission. During that meeting NDC provided a presentation listing out some Potential Communities of Interest Identified in the General Plan as significant divisions in the City of Goleta. The Public Engagement Commission supported the Sub Areas officially defined by the City in our General Plan as Communities of Interest. There was also a request to consider the forming of districts that take in both sides of Highway 101, like Winchester Commons connecting to the Coastal area, the Hideaway and the Bluffs. There was also concern raised of combining or breaking up community areas particularly La Patera Area. Other feedback received from the public was to make sure that Retirement Communities were recognized as Communities of Interest.

On June 7, 2021, the City held its first Public Workshop where Dr. Doug Johnson and Dr. Daniel Phillips from NDC presented information on the districting process and the tools for residents to use in developing maps. This meeting was held virtually. On June 26, 2021, a second, in-person Public Workshop was held at the Goleta Union School Board Room. A third Public Workshop was held on August 2, 2021, outdoors at City Hall. This third Public Workshop served as a workshop in lieu of a public hearing, as permitted under Election Code section 21607.1. At this third workshop, all of the various mapping tools were live and participants had the opportunity to stay afterward for assistance with using the paper and online mapping tools to draw and submit their own maps. Public Engagement Commissioners were in attendance at all of the workshops. While the third workshop was initially intended to be the final workshop, due to the delay in official 2020 Census data, staff have added an additional fourth workshop for October, as reflected under "Next Steps" later in this report.

Throughout the process, staff has been working with the Public Engagement Commission and the City's Community Relations Division staff on outreach to inform the public about district elections and seek input in developing district maps. NDC and City staff have created a Council districting project page on the City's website "DrawGoleta.org" with information about the districting process and how the public can be involved and use online mapping tools. The Public Engagement Commissioners recently helped Community Relations by filming a video message to encourage participation in the process, which will run on the City's various outreach channels through January 6, 2022, the deadline for the public to submit their proposed maps.

Various mapping tools are live on DrawGoleta.org and residents may begin to use them now to draw and submit maps. These tools include official socio-economic data from the American Communities Survey (including the official Citizen Voting Age Population data that is central to analysis of compliance with the Federal Voting Rights Act). However, it is important to note that, since the official Census population numbers are delayed, these tools will initially use unofficial estimates of total population. These population numbers will not be exact, especially in areas with new residential development. Once the official total population numbers are released, which is expected in late September, residents will be able to double-check and fine tune their draft district map proposals if necessary. Maps are due by January 6, 2022.

## **DISCUSSION:**

Today is essentially the second of four required public hearings prior to adopting Council District maps to transition to District Based Elections. The purpose of this public hearing is to receive any and all public input and testimony regarding the composition of districts for City Council elections. It is not until the third public hearing (scheduled for February 2022) that the City Council may consider draft district maps, as well as the sequence of elections in which district-based elections will be implemented. The public will have the opportunity to submit maps through January 6, 2022, and Council will then consider the maps and sequencing at the third and fourth required public hearings, beginning in February 2022.

Dr. Doug Johnson and Daniel Phillips from the National Demographics Corporation (NDC) will present information on the districting process and the tools for residents to use in developing maps. The City Council will also be asked to approve a list of "communities of interest" to inform the map drawing process (Attachment 1). A community of interest is a neighborhood or geographically contiguous population that would benefit from being in the same district because of shared interests, views, or characteristics. Categories where communities of interest may exist include, but are not limited to:

- Neighborhoods
- Housing Developments (Senior housing, mobile home parks)
- School attendance areas
- Special interest areas (e.g., environmental, cultural, economic, a neighborhood park, etc.)
- Other

Communities of interest may not include relationships with political parties, incumbents, or political candidates.

The communities of interest proposed in Attachment 1 are those approved and suggested by the Public Engagement Commission, as well as those suggested by members of the public at the three Public Workshops and, in one case, via email to the City Clerk. The Council and public are encouraged to provide any additional input regarding Goleta’s “communities of interest” and their boundaries for addition to the list.

The approval of this list is not required by law but is recommended by NDC to help create a common understanding of Goleta’s communities of interest. The list will be posted on the DrawGoleta.org site so that members of the public may consider them while drawing their maps. The list of communities of interest can also be referred to by the City Council later as it considers various versions of district maps to select the map that is best for the community. Approving the list today does not limit the Council in adding to the list later.

Next Steps

There are still months to go before a district map is adopted by Council, and several steps that will be taken along the way. Below is a tentative list of the next steps in the District Drawing Process.

August 19, 2021	Staff will provide an update to the Public Engagement Commission on the districting process to date, the remaining process and timeline and give them an opportunity to provide staff feedback.
Late September	Census Data is due to be released.
October 21, 2021	Public Engagement Commission to hold a fourth and final Public Workshop on the districting process and how to submit a proposed district map.
December 9, 2021	Regular Public Engagement Commission Meeting (if needed).
January 6, 2022	Final date for the public to submit proposed maps.
January 24, 2022	Draft maps will be posted.
January 26, 2022	Public Engagement Commission meeting to consider the maps submitted and to provide input and recommendation to the City Council.
February 1, 2022	City Council will hold the third formal public hearing and will consider all of the draft maps as well as the input and recommendations of the Public Engagement Commission.
February 15, 2022	City Council to hold the fourth formal public hearing and will potentially select a district map and conduct a first reading of the ordinance adopting the draft map. If the Council decides to approve one of the published proposed maps, at this meeting then the City Council may introduce an ordinance approving the map and setting the election sequencing. The ordinance would return to the City Council on March 1, 2022 for adoption.

If the Council decides on February 15, 2022 to revise one of the published proposed maps, then the revised map will need to be published and another public hearing will be scheduled for March 1, 2022 for the introduction of an ordinance adopting the map and setting the election sequencing. There would then be a public hearing on March 15, 2022 for the adoption of the ordinance.

**FISCAL IMPACTS:**

The City Council previously authorized an agreement with NDC for consulting services related to the transition to district-based elections, and the drawing of district maps, including the consultant's attendance at future public hearings. Staff has added additional workshops and meetings to the initial schedule to ensure adequate public outreach and engagement. If needed, staff will return to Council for additional appropriations to cover the expanded scope of work.

**ALTERNATIVES:**

Council could decline to approve the list of communities of interest.

**Reviewed By:**

**Legal Review By:**

**Approved By:**



Kristine Schmidt  
Assistant City Manager



Michael Jenkins  
City Attorney



Michelle Greene  
City Manager

**ATTACHMENTS:**

1. City of Goleta Potential Communities of Interest
2. Presentation from National Demographics Corporation

**Attachment 1**

City of Goleta Potential Communities of Interest

## City of Goleta Potential Communities of Interest

Prepared by Daniel Phillips, National Demographics Corporation

### Areas with Official Boundaries:

General Plan Subareas:

- Central Area
- Central Resource Area
- Coastal Resource Area
- Northeast Community Center
- Northeast Residential Area
- Northwest Residential Area
- Old Town
- Southwest Residential Area

Elementary School Attendance Areas:

- Brandon
- El Camino
- Ellwood
- Hollister
- Isla Vista
- Kellogg
- La Patera
- Mountain View

Census Tracts:

- 29.06 (west of N Fairview)
- 29.07 (north of Cathedral Oaks)
- 29.09 (El Encanto Heights)
- 29.13 (Maravilla)
- 29.14 (east of N Fairview)
- 29.32 (Winchester Canyon)
- 29.33 (east of Storke)
- 29.34 (Ellwood)
- 29.35 (west of Storke, north of Phelps)
- 29.37 (west of Storke, south of Phelps)
- 30.01 (Old Town)

Airport Noise Corridor:

Hollister to Phelps, Los Carneros to Cannon Green

Demographic Outliers:

- Cannon Green/Pacific Oaks (low income, families with children)
- Ellwood Beach/Mathilda (low income, high multi-family housing, high renter housing)
- Encina Royale (low families with children)
- Old Town (high Spanish speakers, high families with children, low income, low college education, high multi-family housing, high renter housing)

List of Unofficial Neighborhoods (not necessarily exhaustive):

- Armstrong/Scripps Crescent
- Berkeley/Cambridge/Kellogg
- The Bluffs
- Brandon/Evergreen
- Cannon Green
- Carlo/Vega
- Dearborn Green
- Dos Pueblos/El Encanto Heights
- Ellwood Beach/Mathilda
- Ellwood Mesa/Coronado
- Ellwood Station
- Encina Royale
- Eucalyptus Grove
- Evergreen Terrace
- Fairview/Cathedral Oaks
- The Hideaway
- Hollister Village
- La Goleta
- Lake Los Carneros East
- Lake Los Carneros North
- Maravilla
- Mariposa at Ellwood Shores
- Meadow Tree/Santa Barbara Fairways
- Mobile Home Parks
  - Rancho Estates
  - Rancho Goleta
  - Santa Barbara West
  - Wayside Village
- Mountain View Ranch
- Old Town
- Pacific Oaks
- Patterson Place

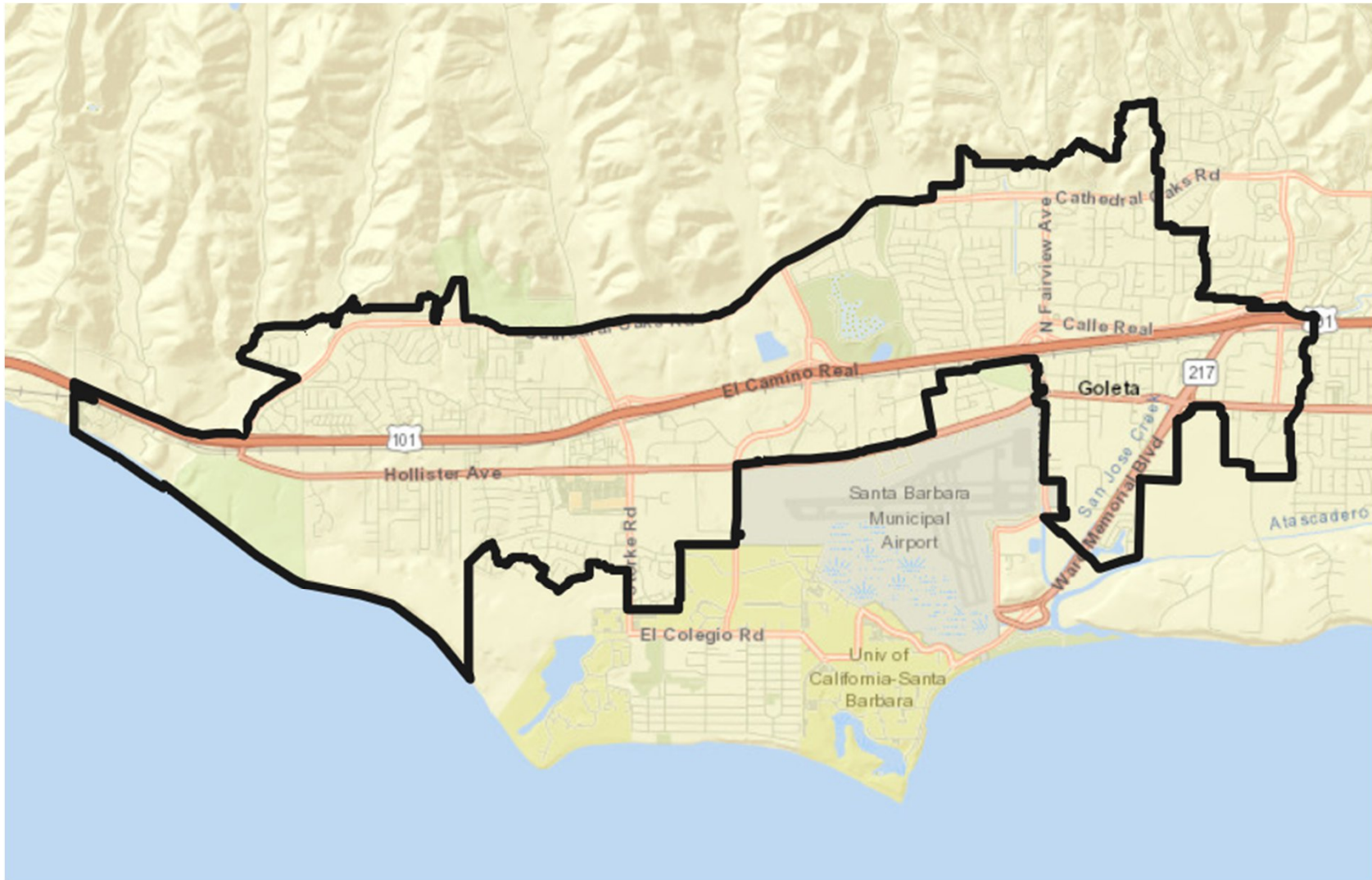


- Sanderling
- Santa Barbara Shores
- Sesame Tree/Whittier
- Storke Ranch
- Suellen
- Sumida Gardens
- The Village at Los Carneros/Elacora
- Village Terrace
- Willow Springs
- Winchester Canyon
- Winchester Commons
- Winslowe

General notes:

- A Public Engagement Commissioner noted that districts that cross the freeway should also be considered

**Attachment 2**  
Presentation



# City of Goleta

## Introduction to Districting

# Election Systems

1. “At Large”
2. “From District” or “Residence” Districts
3. “By District”

The California Voting Rights Act was written to specifically encourage by-district elections.

# Districting Process

Dates	Step and Description
May 16, 2017	<b>Resolution of Intent:</b> The City adopted a Resolution of Intent to transition from an at-large system to a by-district system in time for the 2022 election.
2020 Census: April 1, 2020	The Census collected information on the population living in Goleta on this date.
Feb. 17, Apr. 22, 2021	<b>Public Engagement Commission Meetings:</b> The Commission was educated on the process and provided input.

# Districting Process, cont.

Dates	Step and Description
June 7, 26, August 2, 2021	<b>Public Workshops:</b> The public was educated on the process and provided input. First workshop virtual, second and third in person. Third workshop also serves as Pre-Draft Hearing #1.
August 2 & 17, 2021	<b>Two Pre-Draft Map Hearings:</b> Two meetings held prior to release of draft maps. The public and council are asked to identify “neighborhoods” and “communities of interest.” Second hearing taking place during a regular City Council meeting.
Aug. 19, Oct. 21, Dec. 9, 2021	<b>Public Engagement Commission Meetings:</b> The Commission will receive updates on the process and host an additional workshop (October) to inform and educate the public on contributing to the process, including drawing their own maps.

# Districting Process, cont.

Dates	Step and Description
Late September, 2021	Statewide Database Data Release: The prisoner-adjusted California Statewide Database will release its official redistricting data.
January 6, 2022	Deadline for Public Map Submissions: Deadline for the public to submit draft maps for inclusion in the next hearing packet and presentation.
January 24, 2022	Release of Draft Maps: Initial draft maps posted to project website.

# Districting Process, cont.

Dates	Step and Description
January 26, 2022	<b>Public Engagement Commission Meeting:</b> The Commission will consider the maps submitted and to provide input and recommendations to the City Council.
February 1 & 15, 2022	<b>Two Post-Draft Map Hearings:</b> Two meetings to discuss and revise the draft maps and to discuss the election sequence. Will take place during regular City Council meetings.
March 1, 2022	<b>Map Adoption:</b> Map adopted via ordinance at a regular City Council meeting. Final map must be posted at least 7 days prior to adoption.



# Districting Rules and Goals

## 1. Federal Laws

- Equal Population
- Federal Voting Rights Act
- No Racial Gerrymandering



## 2. California Criteria for Cities

1. Geographically contiguous
2. Undivided neighborhoods and “communities of interest”  
(Socio-economic geographic areas that should be kept together)
3. Easily identifiable boundaries
4. Compact  
(Do not bypass one group of people to get to a more distant group of people)

### *Prohibited:*

“Shall not favor or discriminate against a political party.”

## 3. Other Traditional Districting Principles

- Respect voters’ choices / continuity in office
- Future population growth

# Demographic Summary

Estimates using official 2020 demographic data and NDC's estimated total population figures.

Each of the 4 districts must contain about 7,800 people.

Check out the Goleta [Story Map](#) for more demographics.

<i>Goleta</i>			
Category	Field	Count	Pct
	2020 Est. Tot. Pop.	31,112	
Citizen Voting Age Pop	Total	21,151	
	Hispanic	5,081	24%
	NH White	13,434	64%
	NH Black	808	4%
	Asian/Pac.Isl.	1,705	8%

# Public Hearing & Discussion

- ❑ What are the neighborhoods in the city, and what are their boundaries?
- ❑ What are the communities of interest in the city, and what are their boundaries?
- ❑ Please visit [drawgoleta.org](https://drawgoleta.org) for more information and to access the mapping tools
- ❑ Disclaimer about the mapping tools: The population totals are estimates, not official data, so any maps drawn using those estimates may have to be tweaked in order to be population balanced once the official data is available

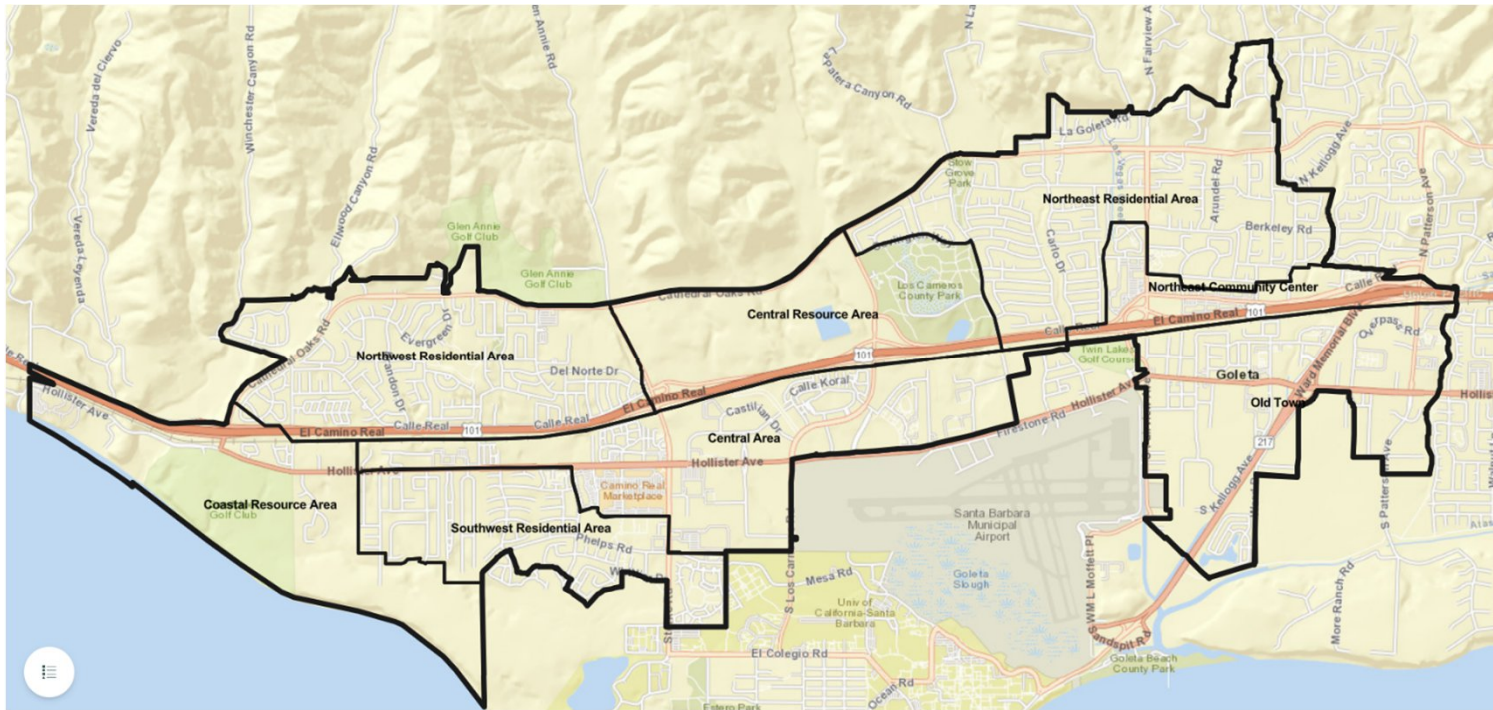
# Council Discussion, then Action

- Vote on “communities of interest” that meet the Fair Maps Act definition:
- “A population that shares common social or economic interests that should be included within a single district for purposes of its effective and fair representation”
- “Do not include relationships with political parties, incumbents, or political candidates”
- Consultants and staff have prepared a list of potential communities of interest that you may consider officially recognizing; this will establish a record of important areas that should be kept undivided in the map-drawing process, to the extent practicable

# Council Discussion, then Action

## □ General Plan Subareas

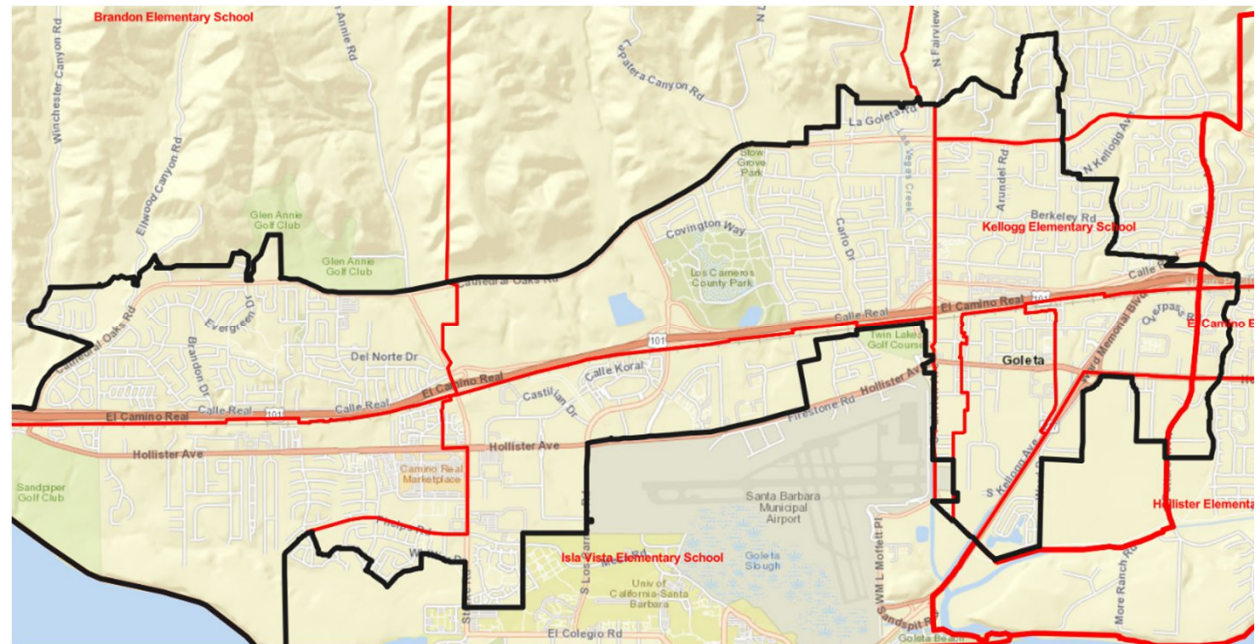
- Central Area
- Central Resource Area
- Coastal Resource Area
- Northeast Community Center
- Northeast Residential Area
- Northwest Residential Area
- Old Town
- Southwest Residential Area





# Council Discussion, then Action

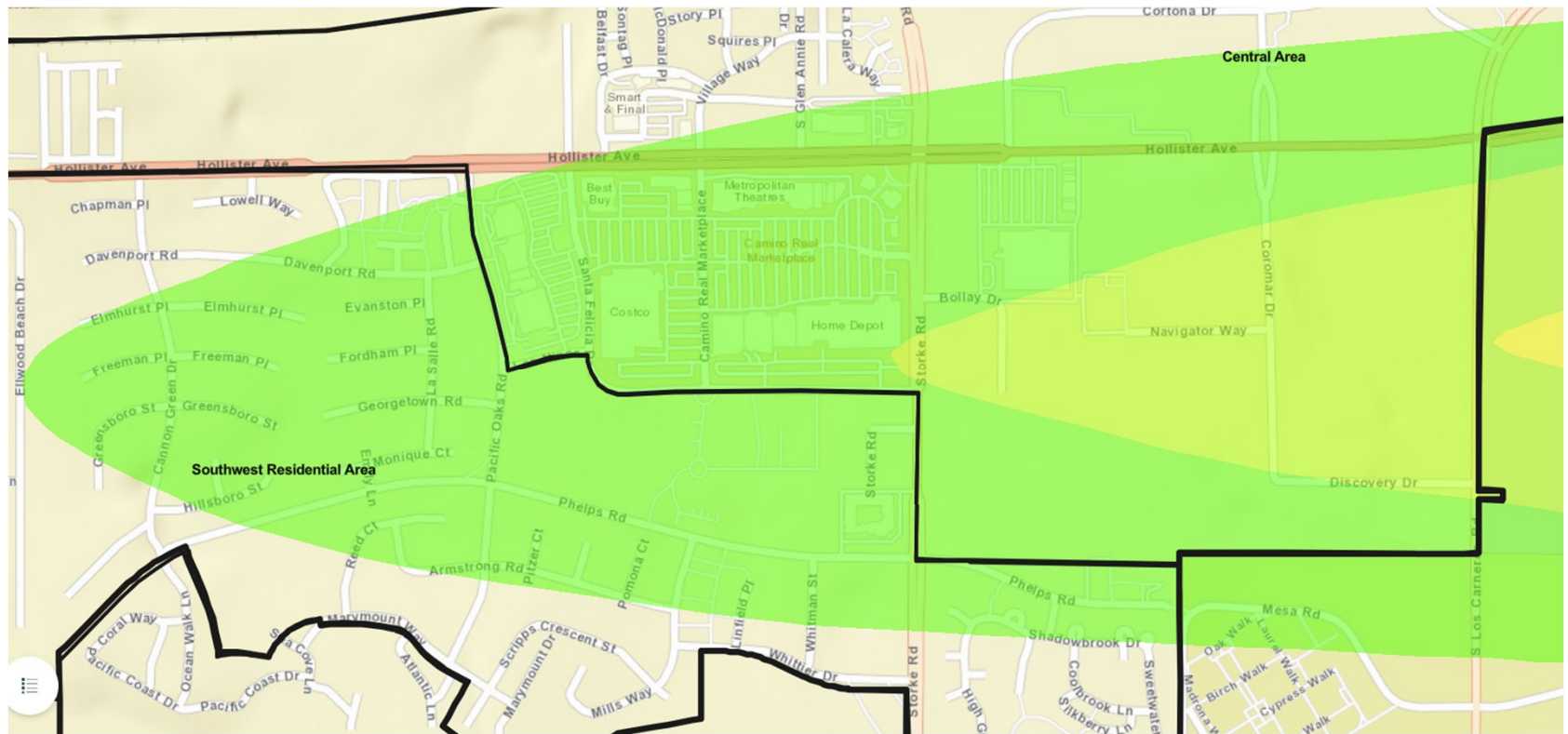
- Elementary School Attendance Areas
  - Brandon (northwest)
  - El Camino (far east)
  - Ellwood (southwest)
  - Hollister (far southeast)
  - Isla Vista (south-central)
  - Kellogg (northeast & part of Old Town)
  - La Patera (north-central & part of Old Town)
  - Mountain View (far northeast)



# Council Discussion, then Action

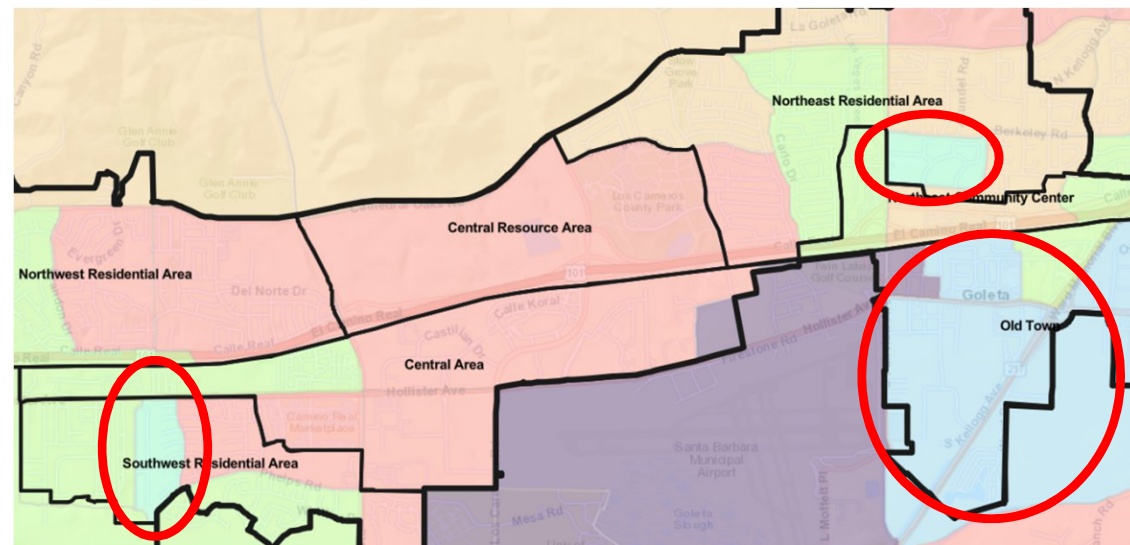
## □ Airport Noise Corridor

- From Hollister Ave in the north to Phelps Rd in the south
- From Los Carneros Rd in the east to Cannon Green Dr in the west



# Council Discussion, then Action

- Demographic Outliers
  - Ellwood Beach/Mathilda: Lower income, more multi-family housing, more renter housing
  - Encina Royale: Older, fewer with children at home
  - Old Town: More Spanish speakers, more with children at home, lower income, fewer college educated, more multi-family housing, more renters





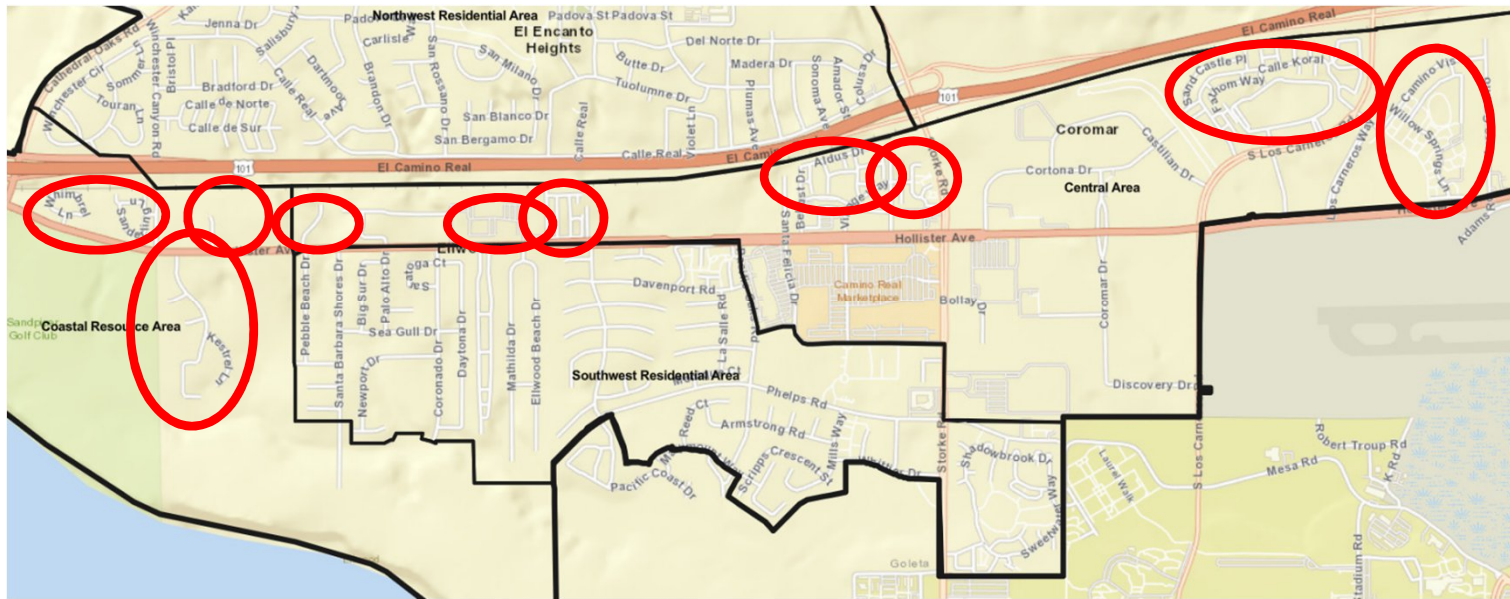
# Council Discussion, then Action

- ❑ Vote on “neighborhoods”
- ❑ Not defined in law, so it is up to you what qualifies as a neighborhood within Goleta
- ❑ Consultants and staff have prepared a list of potential neighborhoods that you may consider officially recognizing; this will establish a record of important areas that should be kept undivided in the map-drawing process, to the extent practicable
- ❑ The list provided is unofficial and may not necessarily be exhaustive or reflective of residents’ perceptions; feel free to modify or add any that were missed

# Council Discussion, then Action

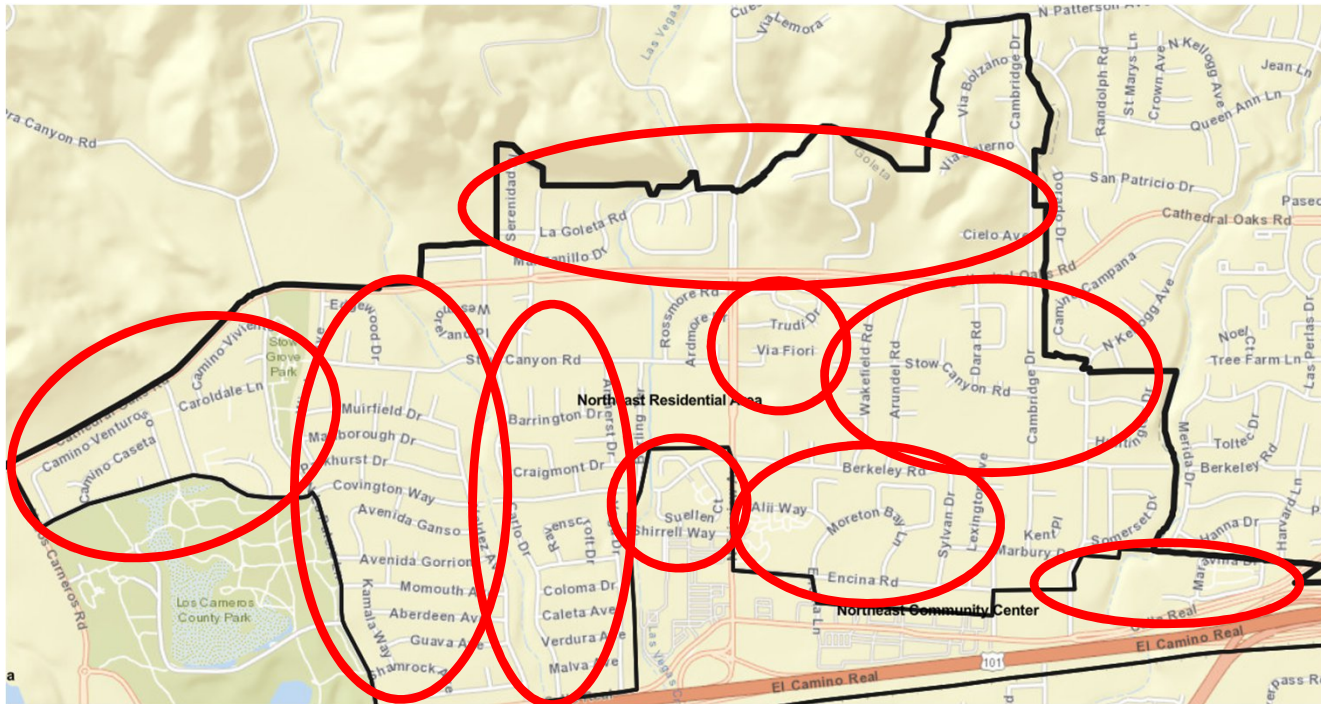
- ❑ Central Area/Coastal Resource Area
  - ❑ The Bluffs
  - ❑ Ellwood Station
  - ❑ Eucalyptus Grove
  - ❑ The Hideaway/Sanderling
  - ❑ Hollister Village

- ❑ La Calera/Pacific Glen
- ❑ Mariposa at Ellwood Shores
- ❑ The Village at Los Carneros/Elacora
- ❑ Wayside Village (Mobile Home Park)
- ❑ Willow Springs



# Council Discussion, then Action

- ❑ Northeast Community Center/Residential Area
  - ❑ Berkeley/Cambridge/Kellogg
  - ❑ Carlo/Vega
  - ❑ Encina Royale
  - ❑ La Goleta
  - ❑ Lake Los Carneros East
  - ❑ Lake Los Carneros North
  - ❑ Maravilla
  - ❑ Suellen
  - ❑ Village Terrace



# Council Discussion, then Action

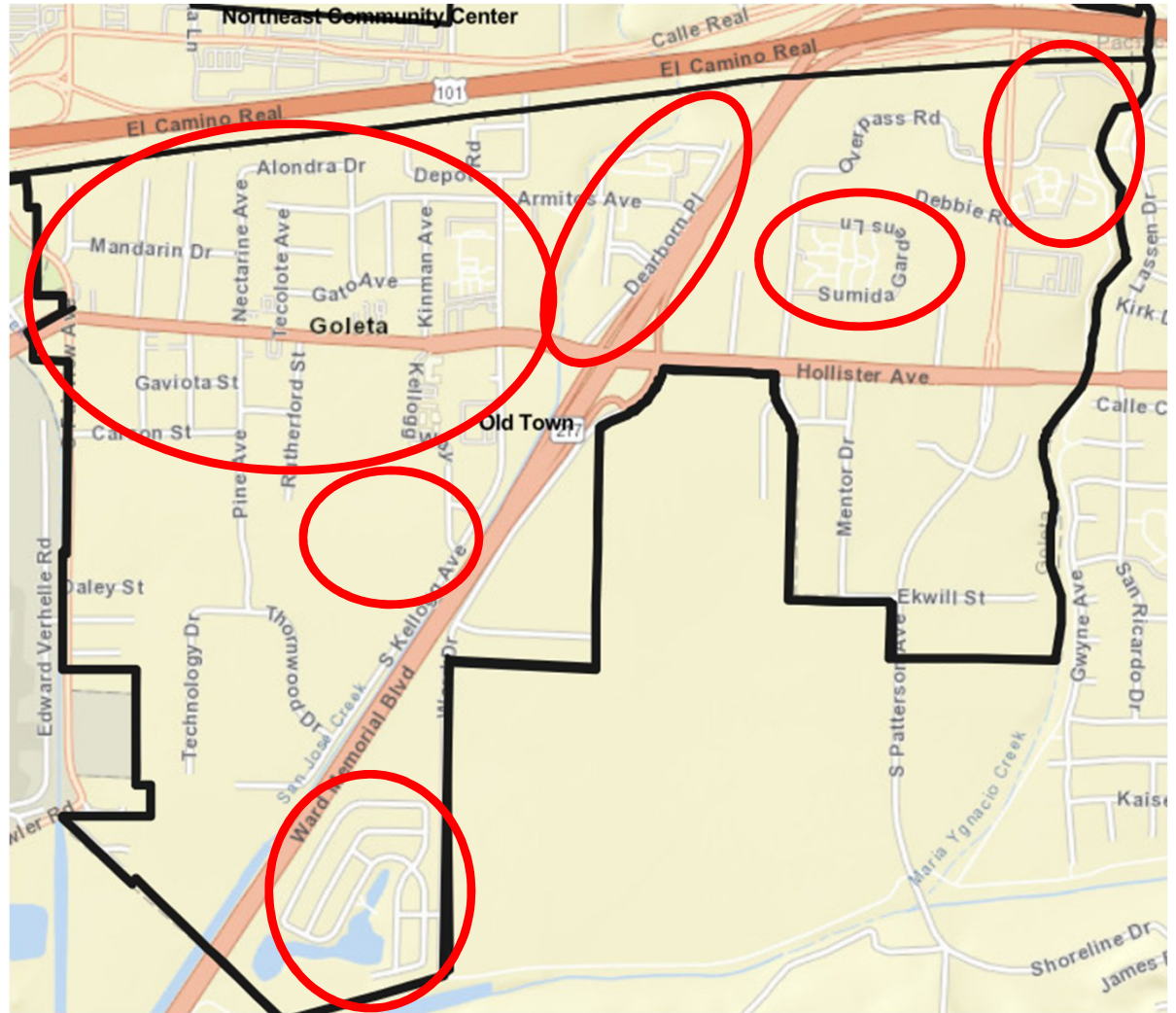
- Northwest Residential Area
  - ▣ Brandon/Evergreen
  - ▣ Dos Pueblos/El Encanto Heights
  - ▣ Evergreen Terrace
  - ▣ Mountain View Ranch
  - ▣ Santa Barbara West (Mobile Home Park)
  - ▣ Winchester Canyon
  - ▣ Winchester Commons





# Council Discussion, then Action

- Old Town
  - ▣ Dearborn Green
  - ▣ Old Town Proper
  - ▣ Patterson Place
  - ▣ Rancho Goleta (Mobile Home Park)
  - ▣ Sumida Gardens
  - ▣ Winslowe



# Council Discussion, then Action

- ❑ Southwest Residential Area
  - ❑ Armstrong/Scripps Crescent
  - ❑ Cannon Green
  - ❑ Ellwood Beach/Mathilda
  - ❑ Ellwood Mesa/Coronado
  - ❑ Meadow Tree/Santa Barbara Fairways
- ❑ Pacific Oaks
- ❑ Rancho Estates (Mobile Home Park)
- ❑ Santa Barbara Shores
- ❑ Sesame Tree/Whittier
- ❑ Storke Ranch

