



**TO:** Members of the Public Engagement Commission

**FROM:** Kristine Schmidt, Assistant City Manager  
Kelly Hoover, Community Relations Manager  
Deborah S. Lopez, City Clerk

**SUBJECT:** 2022 Electoral Districting Process – Organization and Outreach Efforts

**RECOMMENDATION:**

- A. Review and provide input on and additions to the preliminary Stakeholder Outreach List;
- B. Review and provide input on and additions to the preliminary Media Outreach List;
- C. Review and provide input and additions to the potential workshop/meeting venues list;
- D. Receive a presentation from National Demographics Corporation on “Story Maps”; and
- E. Provide input to identify Goleta’s Communities of Interest.

**BACKGROUND:**

On February 17, 2021, the Public Engagement Commission received a presentation from City staff and National Demographics Corporation to kickoff of the 2022 Electoral Districting Process and provided feedback and input on the process and the revised timeline.

**DISCUSSION:**

This report will provide an opportunity and tools for the Public Engagement Commission (Commission) to begin to engage and educate the Goleta residents of the transition from an at-large election system to a by-district election system. The Commission will be asked to provide its input on a preliminary Stakeholder Outreach List, preliminary Media Outreach List, and a list of potential venues for in-person workshops/meetings, and to begin to identify Goleta’s “Communities of Interest”, as defined by state law.

Outreach Lists

This report provides an opportunity for the Commission to review and provide feedback on and additions to the preliminary Stakeholder Outreach list (Attachment 1) and the Media Outreach List (Attachment 2) so that we ensure that we have captured appropriate contacts for our outreach campaign.

Commission members are invited to suggest additional media organizations; local organizations that specialize in good government, civil rights, and civic engagement; other community groups or organizations that are active in the city; and contacts that can help us reach hard-to-reach or historically marginalized populations: “trusted messengers”.

### Potential Venues

Other than Council Chambers at City Hall, staff has identified some possible locations for community meetings, should such in-person meetings be appropriate:

- Goleta Valley Community Center (auditorium and dining hall not available)
- Goleta Valley Library
- Dos Pueblos
- Encina Royal meeting room
- Boys and Girls Club
- Brandon School
- Kellogg School
- School District Headquarters at Fairview
- Churches

Commission members are invited to suggest additional possible venues for potential in-person workshops and other outreach meetings.

### Story Map

National Demographics will also provide a presentation "Story Map" which is a series of maps that tells a story about the City of Goleta. This is a more useful and interactive version of a PowerPoint presentation. This Story Map presents various ways that data might identify and delineate "communities of interest" within the city. A community of interest (COI), as defined by state law, is "a population that shares common social or economic interests that should be included within a single city council district for purposes of its effective and fair representation." Since there are many possible ways to define such a population, this story map presents several options for doing so, but this is certainly not exhaustive. Readers of the map can explore each data layer in more detail by clicking on the appropriate button on the left side panel.

The goal of the "story map" is to offer a rich and engaging picture of the diversity within the City of Goleta and enables city residents to explore different aspects of their city. With this potentially relevant information in hand, residents will have a useful tool to identify communities of interest in the city that should be kept intact during the districting process.

In the near future, the City will also be launching a dedicated District Election webpage to provide a central location for citizens to obtain background on why the district transition was being undertaken and to obtain current information on the status of the transition process, and ultimately to access the various mapping tools provided to enable citizens to draw and submit their own proposed map(s).

Communities of Interest

Commission members are invited to begin suggesting communities of interest that map drawers may wish to consider in drawing their maps. As mentioned above, a community of interest (COI), as defined by state law, is "a population that shares **common social or economic interests** that should be included within a single city council district for purposes of its effective and fair representation." (emphasis added)

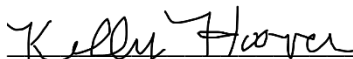
Categories where communities of interest may exist include, but are not limited to:

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

Updated Goleta Districting Timeline

Previous Dates	Updated Dates	Project Stage
February – April, 2021	February – April, 2021	Project Planning and Initial Outreach
April – June, 2021	May, 2021	Ongoing Outreach, incl. website launch
June – July, 2021	June – October, 2021	Pre-Draft-Map Hearings and availability of public mapping tools
August – October, 2021	October, 2021	Early October: Official Population Data released End of October: Deadline for Initial Draft Maps
October – November, 2021	November, 2021	Initial Public Engagement Commission and Council Map Review and Direction
January – March, 2022	January – March, 2022	Map Adoption by City Council

Reviewed By:

  
 Kelly Hoover  
 Community Relations Manager

Approved By:

  
 Kristy Schmidt  
 Assistant City Manager

**ATTACHMENTS:**

1. Preliminary Stakeholders Outreach List
2. Preliminary Media Outreach List

**ATTACHMENT 1:**

Preliminary Stakeholders Outreach List

## **Goleta Stakeholder List - General**

- 1 Caltrans**
- 2 CAUSE Now**
- 3 Central Coast Labor**
- 4 Central Coast United Alliance for a Sustainable Economy**
- 5 Child Abuse Listening and Meditation (CALM)**
- 6 Coalition for Sustainable Transportation**
- 7 CommUnify**
- 8 Community Environmental Council**
- 9 County of Santa Barbara**
- 10 Deckers**
- 11 Democratic Party of Santa Barbara County**
- 12 Direct Relief**
- 13 Elks Lodge**
- 14 Environmental Defense Center**
- 15 Equalitech**
- 16 Fairview Gardens**
- 17 Family Service Agency**
- 18 First Five of Santa Barbara County**
- 19 Foodbank of Santa Barbara County**
- 20 Fund for Santa Barbara**
- 21 Girls Inc.**
- 22 Goleta Education Foundation**
- 23 Goleta Union School District**
- 24 Goleta Valley Community Center**
- 25 Goleta Valley Cottage Hospital**
- 26 Goleta Valley Historical Society**
- 27 Goodland Coalition**
- 28 Homeless Resource Center of Santa Barbara**
- 29 Housing Authority of Santa Barbara**
- 30 Immigrant Hope**
- 31 Isla Vista Community Services District (IVCSD)**
- 32 Isla Vista Food Coop**
- 33 Isla Vista Teen Center**
- 34 Isla Vista Youth Projects (IVYP)**
- 35 IV Parks and Recreation**
- 36 Just Communities**
- 37 Leading from Within**
- 38 League of Women Voters**
- 39 Legal Aid Foundation**
- 40 Mixteco**
- 41 New Town Goleta Association**
- 42 Old Town Goleta Community Association**
- 43 Partners in Education**

## **Goleta Stakeholder List - General**

- 44** People's Self-Help Housing
- 45** Raytheon
- 46** Religious Organizations (see next sheet)
- 47** Rotary Club of Goleta
- 48** Rotary Club of Goleta Noontime
- 49** Salvation Army
- 50** Santa Babara Republican Party
- 51** Santa Barbara Airport
- 52** Santa Barbara City College
- 53** Santa Barbara County Associaion of Governments
- 54** Santa Barbara County Fire Department
- 55** Santa Barbara County Sheriff's Office
- 56** Santa Barbara Food Action Network
- 57** Santa Barbara Foundation
- 58** Santa Barbara MTD
- 59** Santa Barbara Neighborhood Clinics
- 60** Santa Barbara Promotores
- 61** South Coast Chamber of Commerce
- 62** St. George Family Youth Center
- 63** Towbes Foundation
- 64** UCSB
- 65** United Boys & Girls Club of Santa Barbara
- 66** United Way of Santa Barbara County
- 67** Yardi Corporation

## **Goleta Stakeholder List - Religions Organizations**

- 1** Cambridge Drive Community Church
- 2** Christ Lutheran Church
- 3** Congregation B'nai B'rith
- 4** Goleta Valley Church
- 5** Good Shepherd Lutheran Church and Preschool
- 6** Jubilee Christian Church
- 7** Light and Life Goleta
- 8** Live Oak Unitarian Universalist Congregation of Goleta
- 9** South Coast Church
- 10** South Coast Church
- 11** St. Athanasius Orthodox Church
- 12** St. Raphael's

**ATTACHMENT 2:**

Preliminary Media Outreach List



## **Media Organizations**

- 1** Cox Communications
- 2** Cumulus Radio
- 3** Daily Nexus
- 4** Edhat
- 5** El Latino
- 6** Goleta Gazette
- 7** IVYP
- 8** KCET
- 9** KCLU News
- 10** KCOY
- 11** KCSB
- 12** KEYT
- 13** KLITE
- 14** KSBY
- 15** KTAS-TV Telemundo
- 16** KTMS
- 17** KZBN - AM 1290
- 18** Noozhawk
- 19** Pac Biz Times
- 20** Pacific Coast Business Times
- 21** Radio Bronco
- 22** Rincon Broadcasting
- 23** Santa Barbara Association of Governments
- 24** Santa Barbara News Press
- 25** Santa Barbara Unified School District
- 26** Santa Maria Times
- 27** The Santa Barbara Independent
- 28** TVSB