



**TO:** Mayor and Councilmembers

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

**CONTACT:** Deborah S. Lopez, City Clerk

**SUBJECT:** Consideration of Draft Maps for City Council Voting District Boundaries and Sequencing for District Elections

**RECOMMENDATION:**

- A. Pursuant to California Elections Code Section 10010(a)(2), hold a public hearing to receive public comment regarding draft maps submitted for City Council district boundaries and the proposed sequence of district elections to begin with the November 2022 General Election; and
- B. Following the public hearing, select a district map and election sequencing and direct staff to return with actions necessary to implement district elections for the November 2022 General Elections.

**BACKGROUND:**

The purpose of this report is to introduce a fifth public hearing, pursuant to California Elections Code Section 10010(a)(2), prior to the establishment of a City Council district map and the sequencing of district elections for the City’s first by-district City Council elections (also referred to as “district elections”) in November 2022. The timeline of Council consideration of this matter is reflected in the chart below.

<b>Date</b>	<b>Agenda Item</b>	<b>Notes</b>
August 2, 2021	Workshop in Lieu of Hearing #1	
August 17, 2021	Public Hearing #2	
February 1, 2022	Public Hearing #3	Review/discuss draft maps
February 3, 2022	Special Meeting - Public Hearing #4	Review/discuss draft maps
February 24, 2022	Special Meeting - Public Hearing #5	Review/discuss draft maps Select map and sequencing

On February 1, 2022, and February 3, 2022, the City Council held the third and fourth public hearings for the public to provide input into the composition of electoral districts, the content of various proposed maps submitted through an extensive public engagement

process, and the proposed sequence of the elections for new electoral districts (see Attachment 1). The agendas, staff reports and video recordings for these hearings, as well as for numerous other public workshops and meetings related to the districting process that have been held over the last year, are available through the following link: <https://drawgoleta.org/schedule/>

Following the close of the public hearing on February 3, 2022, the City Council directed NDC to renumber the districts in draft Map 701, and unanimously voted to return with renumbered map 701 for consideration at a fifth public hearing scheduled for February 24, 2022, which would allow for the renumbered map to be available to the public on the DrawGoleta.org website for at least seven days before being considered for adoption. This revised map is included as Attachment 2.

A full collection of the maps for consideration as well as a demographic analysis of each map and a proposed sequencing, are available for public review on the City's DrawGoleta.org website at <https://DrawGoleta.org/draft-maps/>.

The maps have also been loaded by NDC into an interactive tool which, among other things, allows the viewer to zoom in to see district boundaries in greater detail. This tool is available through the following link: <https://ndcresearch.maps.arcgis.com/apps/View/index.html?appid=8d7cbd5588914037bd8e46188cb905b6>

On January 20, 2022, NDC added the ability for members of the public to comment on the various maps right on the DrawGoleta.org website. Members of the public were also invited to submit public comment on the maps via email to the City Clerk. Written comments posted or received for this Public Hearing and/or posted on the DrawGoleta.org website as of noon on February 23, 2022, are included in this report in Attachment 3.

## **DISCUSSION:**

This evening, staff requests that at the close of the public hearing, the City Council decide on its preferred voting District Map and associated election sequence and direct staff to come back with a report on March 1, 2022, to introduce for first reading an ordinance establishing a by-district election system. A second reading and adoption of the ordinance is tentatively scheduled for March 15, 2022.

The anticipated next steps, which are designed to meet County Elections Office deadlines and are subject to change, are reflected in the chart below:

<b>Date</b>	<b>Agenda Item</b>	<b>Notes</b>
February 24, 2022	Special Meeting - Public Hearing #5	Select map and sequencing
March 1, 2022	Regular Meeting – Public Hearing #6	Introduce Ordinance
March 15, 2022	Regular Meeting	Second reading and Adoption of Ordinance

**FISCAL IMPACTS:**

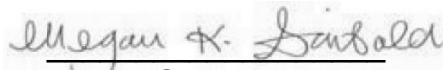
The City has budgeted \$80,000 to cover the cost of the consultant demographic and mapping services, outside legal counsel and any and all publications and/or mailers. So far, this amount appears to be sufficient. However, because this is such an important process, should additional resources be needed staff will return to Council to request them.


**Reviewed By:**

**Legal Review By:**

**Approved By:**

  
 Kristine Schmidt  
 Assistant City Manager

  
 Megan Garibaldi  
 City Attorney

  
 Michelle Greene  
 City Manager

**ATTACHMENTS:**

1. February 3, 2022, Staff Report on City Council Consideration of Draft Maps for City Council voting District Boundaries and Sequencing for District Elections (Includes staff report from the February 1, 2022, Public Hearing)
2. Revised Map 701
3. Comments Received as of noon on February 23, 2022 (to be added)
4. NDC Presentation

**ATTACHMENT 1:**

February 3, 2022, Staff report on City Council Consideration of Draft Maps for City Council voting District Boundaries and Sequencing for District Elections



**TO:** Mayor and Councilmembers

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

**CONTACT:** Deborah Lopez, City Clerk

**SUBJECT:** City Council Consideration of Draft Maps for City Council Voting Districts Boundaries and Sequencing for District Elections

**RECOMMENDATION:**

- A. Pursuant to California Elections Code Section 10010(a)(2), hold a public hearing to receive public comment regarding draft maps submitted for City Council district boundaries and the proposed sequence of district elections to begin with the November 2022 General Election; and
- B. Following the public hearing, select a district map and election sequencing and direct staff to return with actions necessary to implement district elections for the November 2022 General Elections.

**BACKGROUND:**

The purpose of this report is to introduce a public hearing, as required under California Elections Code Section 10010(a)(2), prior to the establishment of a City Council district map and the sequencing of district elections for the City's first by-district City Council elections (also referred to as "district elections") in November 2022.

After a lengthy community engagement effort, the City's Public Engagement Commission met on January 26, 2022, to review maps submitted for consideration by the public and voted unanimously after its Public Hearing to recommend the following maps to the City Council: Map # 202; Map # 226; Map # 701; and Map # 703. No particular priority was recommended between the map options. The staff report and the video from that meeting can be reviewed through the following link:

<https://www.cityofgoleta.org/i-want-to/news-and-updates/government-meeting-agendas-and-videos>

On February 1, 2022, the City Council conducted its third public hearing to receive input from the community regarding the creation of a District-Based Election system. The staff report for February 1, 2022, detailed the Map Drawing Process and the criteria for

selection of maps and electoral sequencing. That report also included: a summary chart of maps submitted; pdf copies of each of the maps for consideration; the Communities of Interest adopted by Council in August 2021; public comments received before noon on February 1, 2022; a summary of the Public Engagement Commission recommendations; the revised District-Election-Timeline, and the PowerPoint presentation from National Demographics Corporation, the City's demographer. The full staff report and attachments, as well as the video from the meeting, can be reviewed through the following link.

<https://www.cityofgoleta.org/i-want-to/news-and-updates/government-meeting-agendas-and-videos>.

## **DISCUSSION:**

At the February 3, 2022, City Council Meeting, the City Council will conduct Public Hearing No. 4 to seek public input on the draft district map(s) and corresponding proposed sequence of elections. NDC will continue the presentation of the draft plans and be available for Council questions. Following the public hearing, Council may select a preferred map and the corresponding district election sequencing (two districts in 2022 and two districts in 2024), or Council may direct map amendments as necessary.

A full collection of the maps for consideration is included in the February 1, 2022, staff report (Attachment 1). All maps for consideration are also available at <https://DrawGoleta.org/draft-maps/>. NDC has also added the ability for members of the public to comment on the various maps right on the DrawGoleta.org website. Written comments posted or received as of noon on Monday January 31, 2022, are included in this report as Attachment 2. This list will again be updated by noon on Thursday, February 3.

All the maps for consideration have also been loaded by NDC into an interactive tool which, among other things, allows the viewer to zoom in to see district boundaries in greater detail. This tool is available through the following link:

<https://ndcresearch.maps.arcgis.com/apps/View/index.html?appid=8d7cbd5588914037bd8e46188cb905b6>

## **Next Steps**

To ensure compliance with Election Code Section 10010, staff recommends that Council hold this public hearing (in addition to the in-lieu workshop that was held on August 2, 2021, and the public hearings that were held on August 17, 2021, and February 1, 2022) before selecting a map or drawing its own map. At the close of the February 3, 2022, public hearing, Councilmembers may propose one or more maps for consideration. By the close of the subsequent final public hearing on February 24, 2022, which may be cancelled if unnecessary, Council should plan to select a map or draw its own map. Thereafter, staff will return for introduction and adoption of the ordinance establishing district elections according to Council's selected map and sequencing.

The anticipated next steps, which are designed to meet County Elections Office deadlines and are subject to change, are as follows:

<b>Date</b>	<b>Agenda Item</b>	<b>Notes</b>
August 2, 2021	Workshop in Lieu of Hearing #1	
August 17, 2021	Public Hearing #2	
February 1, 2022	Public Hearing #3	Review/discuss draft maps
<b>February 3, 2022</b>	<b>Special Meeting - Public Hearing #4</b>	<b>Review/discuss draft maps</b>
<b>February 24, 2022 (if needed)</b>	<b>Special Meeting - Public Hearing #5</b>	<b>Select or draw a map</b>
<b>March 1, 2022</b>	<b>Regular Meeting</b>	<b>Introduce Ordinance</b>
<b>March 15, 2022</b>	<b>Regular Meeting</b>	<b>Adopt Ordinance</b>

**FISCAL IMPACTS:**

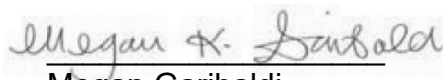
The City has budgeted \$80,000 to cover the cost of the consultant demographic and mapping services, legal counsel and any and all publications and/or mailers. So far, this amount appears to be sufficient. However, because this is such an important process, should additional resources be needed staff will return to Council to request them.

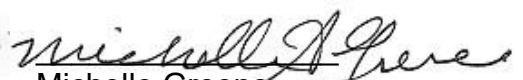
**Reviewed By:**

**Legal Review By:**

**Approved By:**

  
 Kristine Schmidt  
 Assistant City Manager

  
 Megan Garibaldi  
 City Attorney

  
 Michelle Greene  
 City Manager

**ATTACHMENTS:**

1. February 1, 2022, Staff Report on City Council Consideration of Draft Maps for City Council Voting Districts Boundaries and Sequencing for District Elections
2. Comments Received as of noon on February 3, 2022
3. NDC Presentation

**ATTACHMENT 1 :**

February 1, 2022, Staff Report on City Council Consideration of Draft Maps for City Council  
Voting Districts Boundaries and Sequencing for District





**TO:** Mayor and Councilmembers

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

**CONTACT:** Deborah Lopez, City Clerk

**SUBJECT:** City Council Consideration of Draft Maps for City Council Voting Districts Boundaries and Sequencing for District Elections

**RECOMMENDATION:**

- A. Pursuant to California Elections Code Section 10010(a)(2), hold a public hearing to receive public comment regarding draft maps submitted for City Council district boundaries and the proposed sequence of district elections to begin with the November 2022 General Election; and
- B. Receive the recommendations of the Public Engagement Commission related to the establishment of district boundaries.

**BACKGROUND:**

The purpose of this report is to introduce a public hearing, as required under California Elections Code Section 10010(a)(2), prior to the establishment of a City Council district map and the sequencing of district elections for the City's first by-district City Council elections (also referred to as "district elections") in November 2022. What follows is a history of the impetus for the change to district elections and the City's Districting Drawing Process so far.

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 seven-member 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.

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. Then 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 start the process for the November 2022 Election.

On February 2, 2021, City Council received a report about district elections and 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 launch the 2022 Electoral Districting Process and provided feedback and input on the process and the project timeline.

On April 22, 2021, the Public Engagement Commission provided input to staff and NDC 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.

In June 2021, NDC launched the DrawGoleta.org website. The website was actively updated throughout the District Drawing Process with important information about districting and with various tools to allow the public to draw and submit their own draft maps for consideration.

Four Public Workshops were held over a period of six months. The purpose of these workshops was to educate the public on the districting process, hear public input, answer questions, and demonstrate the tools available for the public to use to draw and submit their own maps. Public Engagement Commissioners attended all of the workshops. On June 7, 2021, the City held the first virtual 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. 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, in-person outdoors at City Hall. This Public Workshop served as a workshop in lieu of a Public Hearing #1, 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. While the third workshop was initially intended to be the final workshop, due to the delay in official 2020 Census data, staff added an additional fourth workshop, hosted by the Public Engagement Commission. This fourth workshop was held virtually on Thursday, November 4, 2021.

In addition to the workshops, the Public Engagement Commission received updates, took public comment, and provided feedback to staff on the Districting Process at its regular meetings on August 19, 2021 and December 9, 2021.

As mentioned above, the August 2, 2021 Public Workshop served in lieu of a first Public Hearing in the districting process, as permitted under Election Code section 21607.1. On August 17, 2021, the City Council held a second public hearing at its regular meeting. The purpose of that public hearing was to receive public input and testimony regarding the composition of districts and to approve a list of “communities of interest” for consideration by the public and the Council in drawing districts.

The City’s Community Relations division supported the District Drawing Process through an extensive #DrawGoleta outreach campaign that included 16 press releases which resulted in a considerable amount of media coverage throughout the process. The press releases in English and Spanish were also sent as e-mails and text messages via the City’s news notification list and were posted on the City’s social media pages, Nextdoor and the City’s website. The #DrawGoleta campaign was also promoted monthly in the City newsletter the Monarch Press beginning in March of 2021 (9 articles in all) through the January 6, 2022 deadline. The Communications Team also put together two videos in English and Spanish, including one video made with the Public Engagement Commission encouraging the public to #Draw Goleta which aired on Goleta TV Channel 19, the website and all of the City’s outreach platforms. This video also played at Pump Flix (local gas station pumps) and was shown on local media websites including KEYT ABC Channel 3/Fox 11, Noozhawk and the Santa Barbara Independent. In the weeks leading up to the deadline to submit maps, the City completed Geo-Targeted paid advertising on KEYT and Noozhawk which included having the spot play during prime time newscasts. The second video the City produced was a “How to Draw a Map” tutorial with step-by-step instructions on how to draw and submit a map. That video played on the Goleta TV Channel 19, all of the City’s outreach platforms and was prominently featured on the City’s website and its Draw Goleta website. To go along with all of the messaging, the Communications Team also created #DrawGoleta graphics that were used on all of its platforms and were also displayed on A-Frame signs throughout the City.

## **DISCUSSION:**

### **Draft Maps**

The process for a general law city moving from at-large method of election to a district-based method of election is covered under California Election Code Section 10010 and favors public participation in the process of drawing district boundaries. In conjunction with NDC and in consultation with the Public Engagement Commission, staff conducted a District Drawing Process that allowed any member of the public to submit a draft map for consideration. Residents were able to submit a basic paper-and-pen map, a paper map with the assistance of a companion Excel spreadsheet, or a digital map using the online districting tool (DistrictR).

Maps were due to the City by January 6, 2022. 68 maps or partial maps were submitted using the District R online tool, one pen and paper map was submitted, and one map was submitted using Maptitude Online Redistricting (a tool that was removed from the public website at the request of the Public Engagement Commission early in the process due to the vendor's inability to update the data in a timely way). A total of 51 draft maps submitted by the public are presented by NDC for consideration; 47 maps depict all four districts while 4 maps depict a partial set of districts or one or more single communities of interest. 17 maps were not included for consideration as they were duplicates of other maps (all population were included in identical districts) or because NDC determined that they were obvious drafts (e.g., from the same presenter who submitted a nearly identical map without any significant population shift shortly thereafter). For transparency, identification of these 17 maps is included in a separate list in Attachment 1, and NDC will explain this further as part of its presentation.

It should be noted that a delay in the Federal 2020 Census data led to a corresponding delay in the release of the State of California's prison adjusted population numbers, which resulted in the City's district drawing tools not being updated with final data until October 20, 2021. Before that date, the City's mapping tools included a warning that they used population estimates. After this date, anyone who had submitted a map already (19 maps) was encouraged to redraw their map using the final population data to ensure their map was population balanced, as required under the law. Though staff expect that many of the earlier maps were resubmitted using the final population data, the maps presented for consideration in Attachment 2 still include those submitted prior to October 20, 2021 even if they are not population balanced.

Four additional maps (map numbers 701, 702, 703 and 704) that are presented for consideration were created by NDC and are clearly marked as such. NDC offers these maps for the Public Engagement Commission and City Council consideration in the interest of a full consideration of options because they illustrate ideas that the public maps did not, and not because they recommend them for adoption.

Attachment 1 includes a summary list of the maps that were submitted and a corresponding sequencing of district elections for each map. For each map, this list shows the following:

- Plan Identification Number
- Source (online tool, paper, etc.)
- Data used (either estimated before 10/20/21 or Official)
- Name or ID number of the submitter (DistrictR and MOR tool submissions are anonymous)
- Whether the map meets the requirement to be Contiguous (or was able to be fixed by NDC to be contiguous)
- Whether the population meets the requirement to be population Balanced within 10%
- Group assignment based on the submitter and whether the map represents all districts or a discreet community(ies) of interest

- Theme based on whether the map is legally compliant and how many freeway crossings the map makes (to assist with conceptual groupings)
- The proposed sequencing of the district elections (3 options).

NDC will explain all of these categories further in their presentation.

A full collection of the maps for consideration is included in Attachment 2. All maps submitted as well as a demographic analysis of each map and a proposed sequencing, were made available for public review on the City's website at <https://DrawGoleta.org/draft-maps/> as of January 19, 2022.

All the maps for consideration have also been loaded by NDC into an interactive tool which, among other things, allows the viewer to zoom in to see district boundaries in greater detail. This tool is available through the following link:

<https://ndcresearch.maps.arcgis.com/apps/View/index.html?appid=8d7cbd5588914037bd8e46188cb905b6>

On January 20, 2022, NDC added the ability for members of the public to comment on the various maps right on the DrawGoleta.org website. Members of the public were also invited to submit public comment on the maps via email to the City Clerk, and to the Public Engagement Commission in advance of its January 26, 2022, meeting. Written comments posted or received as of noon on January 26, 2022, are included in this report as Attachment 4.

### **Evaluation of Maps**

The total population of the City of Goleta according to the California Statewide Database is 32,754 as of April 1, 2020. As such, each of the four new City Council districts for November 2022 must have a population close to 8,189, with no more than a difference of 819 between the most populated district and the least populated one.

The districts must be evaluated against districting rules and goals. Federal laws establish the following requirements: equal population; federal Voting Rights Act compliance (not diluting the voting power of minority communities); no racial gerrymandering. State laws establish the following evaluative criteria in priority order: geographically contiguous; undivided neighborhoods and "communities of interest"; easily identifiable boundaries; and compact (map does not bypass one group of people to get to a more distant group of people). State law also states the map drawing "Shall not favor or discriminate against a political party." Other traditional considerations that are permitted but not required include: Respect voters' choices / continuity in office for incumbents, and future population growth. NDC will assist with an analysis of each map applying these criteria.

Council established a list of "communities of interest", a record of important geographic areas and neighborhoods that should be kept undivided in the map-drawing process, to the extent practicable (Attachment 3). It is not necessarily an exhaustive list, and it is unlikely that every community of interest can practically kept together, but it is intended as a starting point for map evaluation. At its December 9, 2021, meeting, the Public

Engagement Commission asked that NDC make its best effort to create a map of City neighborhoods that Council included as Communities of Interest for its reference. NDC agreed to do so with the caveat that neighborhoods are fluid and different people may have different ideas about where a neighborhood begins and where it ends. This map is available on theDrawGoleta.org website (Map 401) and as an overlay in the interactive mapping tool, and NDC will be prepared to share this map for reference during its presentations to the Public Engagement Commission and City Council.

While all maps submitted are included for Council review and consideration, only maps which meet the legal criteria requirements can be adopted by the City Council. After discussion with the Public Engagement Commission, it was determined that even maps that don't meet the legal criteria should be presented for reference, though they can't be adopted as drafted, because all maps may illustrate concepts or ideas that the City Council may wish to consider. Attachment 1 reflects which maps are not able to be adopted as drafted, either because they are not population balanced, or because they are not contiguous (and could not be fixed to be contiguous by NDC).

You will note that maps assigned numbers in the 100 series, 500 series 600, and some of the 200 series are full district maps submitted by the public using the various tools that do not meet minimum legal requirements. Most of the Full district maps in the 200 series do meet legal requirements. Maps in the 300 and 400 series are neighborhood and/or community of interest maps, not district maps, one of which (Map 401) is the neighborhood map that the Public Engagement Commission asked NDC to create. The 700 series are those full district maps, described above, that were created by NDC for reference.

The maps submitted were evaluated by NDC. In its presentation to the City Council, NDC will walk through the maps and present their observations about how well each map meets districting rules and goals. While NDC will point out features and attributes of various maps, NDC's role is not to recommend adoption of one map over another. Council should develop its own map preference in consultation with the community. NDC's PowerPoint presentation is included as Attachment 7.

### **Public Engagement Commission Recommendation**

By the time this hearing is held, the Public Engagement Commission will have met to consider the draft maps and provide its recommendations to the City Council. This meeting will be open to the public and can be viewed through the City website the following day. The Public Engagement Commission recommendations are included in Attachment 5. The goal of the Public Engagement Commission meeting on January 26, 2022 was for the Public Engagement Commission to make recommendations to Council, including but not limited to:

- General principles for map selection. (e.g., "We recommend you keep X area with Y area")
- Specific recommended map(s) with context for recommendation "We recommend you choose map A, B, or C and here is why..."
- Maps that should not be considered, and why

## **Proposed Sequencing**

Elections Code Section 10010(a)(2) requires the City to “...publish and make available for release at least one draft map and, *if members of the governing body of the political subdivision will be elected in their districts at different times to provide for staggered terms of office, the potential sequence of the elections.*” (Emphasis added) Since Council terms in Goleta are staggered, the potential sequence of elections must be posted.

Therefore, each of the draft maps has been assigned a proposed and alternate sequencing by NDC for consideration as reflected in Attachment 1, as follows:

	Proposed Sequencing	Alternative Sequencing
Option 1	2022: D3 & D4, 2024: D1 & D2	2022: D2 & D4, 2024: D1 & D3
Option 2	2022: D3 & D4, 2024: D1 & D2	2022: D1 & D3, 2024: D2 & D4
Option 3	2022: D3 & D4, 2024: D1 & D2	2022: D2 & D3, 2024: D1 & D4

*D= District*

Council should feel free to change that sequencing. California Elections Code Section 10010(b) states, “In determining the final sequence of the district elections conducted in a political subdivision in which members of the governing body will be elected at different times to provide for staggered terms of office, the governing body shall give special consideration to the purposes of the California Voting Rights Act of 2001, and it shall take into account the preferences expressed by members of the districts.”

It should be noted that, where two incumbent Councilmembers live in the same district on a draft map, and one or more incumbents’ term expires in 2022, the sequencing has been proposed for that district to be initially up for election in 2022, which would allow both incumbent Councilmembers to run for the district seat as incumbents. This is consistent with the concept of respecting the voters’ prior election choice of the incumbents. However, that initial proposed sequencing can be changed by the Council.

## **Next Steps**

To ensure compliance with Election Code Section 10010, staff recommends that Council hold this public hearing and one more public hearing (in addition to the in-lieu workshop that was held on August 2, 2021, and the public hearing that was held on August 17, 2021) before selecting a map or drawing its own map. These additional hearings include the February 1, 2022, hearing and the February 3, 2022, hearing. At the close of the February 3, 2022, public hearing, Councilmembers may propose one or more maps for consideration. By the close of the subsequent final public hearing on February 24, 2022, Council should plan to select a map or draw its own map. Thereafter, staff will return for introduction and adoption of the ordinance establishing district elections according to Council’s selected map and sequencing.

The anticipated next steps, which are designed to meet County Elections Office deadlines and are subject to change, are as follows:

Date	Agenda Item	Notes
August 2, 2021	Workshop in Lieu of Hearing #1	
August 17, 2021	Public Hearing #2	
February 1, 2022	Public Hearing #3	Review/discuss draft maps
February 3, 2022	Special Meeting - Public Hearing #4	Review/discuss draft maps
February 24, 2022	Special Meeting - Public Hearing #5	Select or draw a map
March 1, 2022	Regular Meeting	Introduce Ordinance
March 15, 2022	Regular Meeting	Adopt Ordinance

**FISCAL IMPACTS:**

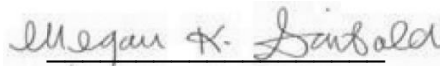
The City has budgeted \$80,000 to cover the cost of the consultant demographic and mapping services, outside legal counsel and any and all publications and/or mailers. So far, this amount appears to be sufficient. However, because this is such an important process, should additional resources be needed staff will return to Council to request them.


**Reviewed By:**

**Legal Review By:**

**Approved By:**

  
 Kristine Schmidt  
 Assistant City Manager

  
 Megan Garibaldi  
 City Attorney

  
 Michelle Greene  
 City Manager

**ATTACHMENTS:**

1. Master List of Draft Maps and Sequencing
2. Draft Maps
3. Communities of Interest adopted by Council on August 17, 2021
4. Comments Received as of noon on January 26, 2022
5. Public Engagement Commission Recommendations
6. Revised-District-Election-Timeline
7. Revised NDC Presentation



**ATTACHMENT 1:**

Master List of Draft Maps and Sequencing

Goleta Plan List								
Label	Source	Data	Name/ID	Contiguous	Balanced	Group	Theme	Sequencing
Plan 101	DistrictR Full Plan	Estimated	32180	NDC Fixed	20.1%	Public Districts	Noncompliant	Irrelevant
Plan 102	DistrictR Full Plan	Estimated	32247	Yes	27.8%	Public Districts	Noncompliant	Irrelevant
Plan 103	DistrictR Full Plan	Estimated	32250	Yes	22.3%	Public Districts	Noncompliant	Irrelevant
Plan 104	DistrictR Full Plan	Estimated	32261	Yes	31.8%	Public Districts	Noncompliant	Irrelevant
Plan 105	DistrictR Full Plan	Estimated	33782	Yes	20.6%	Public Districts	Noncompliant	Irrelevant
Plan 106	DistrictR Full Plan	Estimated	33872	NDC Fixed	20.6%	Public Districts	Noncompliant	Irrelevant
Plan 107	DistrictR Full Plan	Estimated	34114	Yes	20.1%	Public Districts	Noncompliant	Irrelevant
Plan 108	DistrictR Full Plan	Estimated	34742	NDC Fixed	24.7%	Public Districts	Noncompliant	Irrelevant
Plan 109	DistrictR Full Plan	Estimated	37396	Yes	18.1%	Public Districts	Noncompliant	Irrelevant
Plan 110	DistrictR Full Plan	Estimated	37890	NDC Fixed	11.4%	Public Districts	Noncompliant	Irrelevant
Plan 111	DistrictR Full Plan	Estimated	37897	NDC Fixed	22.4%	Public Districts	Noncompliant	Irrelevant
Plan 112	DistrictR Full Plan	Estimated	37964	NDC Fixed	25.9%	Public Districts	Noncompliant	Irrelevant
Plan 201	DistrictR Full Plan	Official	67502	Not Fixable	3.7%	Public Districts	Noncompliant	Irrelevant
Plan 202	DistrictR Full Plan	Official	74226	NDC Fixed	4.0%	Public Districts	2 Crossings	Option 1
Plan 203	DistrictR Full Plan	Official	75901	Yes	5.2%	Public Districts	1 Crossing	Option 1
Plan 204	DistrictR Full Plan	Official	76182	Yes	2.3%	Public Districts	2 Crossings	Option 1
Plan 205	DistrictR Full Plan	Official	76245	Yes	3.5%	Public Districts	1 Crossing	Option 1
Plan 206	DistrictR Full Plan	Official	94257	Yes	9.4%	Public Districts	1 Crossing	Option 2
Plan 207	DistrictR Full Plan	Official	79269	Yes	7.6%	Public Districts	4 Crossings	Option 1
Plan 208	DistrictR Full Plan	Official	80243	Yes	7.1%	Public Districts	2 Crossings	Option 1
Plan 209	DistrictR Full Plan	Official	89299	Yes	9.4%	Public Districts	1 Crossing	Option 2
Plan 210A	DistrictR Full Plan	Official	92501	NDC Fixed	10.1%	Public Districts	Noncompliant	Irrelevant
Plan 210B	DistrictR Full Plan	Official	92794	NDC Fixed	9.2%	Public Districts	1 Crossing	Option 2
Plan 210C	DistrictR Full Plan	Official	92795	NDC Fixed	6.9%	Public Districts	1 Crossing	Option 1
Plan 210D	DistrictR Full Plan	Official	93127	NDC Fixed	9.8%	Public Districts	1 Crossing	Option 2
Plan 210E	DistrictR Full Plan	Official	95532	NDC Fixed	10.2%	Public Districts	Noncompliant	Irrelevant
Plan 210F	DistrictR Full Plan	Official	95538	NDC Fixed	9.4%	Public Districts	1 Crossing	Option 2
Plan 211	DistrictR Full Plan	Official	90101	NDC Fixed	7.5%	Public Districts	4 Crossings	Option 1
Plan 212	DistrictR Full Plan	Official	91612	NDC Fixed	4.4%	Public Districts	2 Crossings	Option 1

Plan 213	DistrictR Full Plan	Official	92530	Yes	6.0%	Public Districts	4 Crossings	Option 1
Plan 214	DistrictR Full Plan	Official	93387	NDC Fixed	1.7%	Public Districts	4 Crossings	Option 2
Plan 215	DistrictR Full Plan	Official	94284	NDC Fixed	2.9%	Public Districts	1 Crossing	Option 2
Plan 216	DistrictR Full Plan	Official	94859	Yes	1.1%	Public Districts	1 Crossing	Option 1
Plan 217	DistrictR Full Plan	Official	95516	NDC Fixed	5.1%	Public Districts	1 Crossing	Option 1
Plan 218	DistrictR Full Plan	Official	97817	NDC Fixed	3.8%	Public Districts	2 Crossings	Option 1
Plan 219A	DistrictR Full Plan	Official	98010	Yes	118.3%	Public Districts	Noncompliant	Irrelevant
Plan 219B	DistrictR Full Plan	Official	98984	Yes	6.5%	Public Districts	4 Crossings	Option 1
Plan 220A	DistrictR Full Plan	Official	98727	Yes	62.9%	Public Districts	Noncompliant	Irrelevant
Plan 220B	DistrictR Full Plan	Official	98975	NDC Fixed	9.2%	Public Districts	2 Crossings	Option 2
Plan 221	DistrictR Full Plan	Official	98787	NDC Fixed	1.2%	Public Districts	3 Crossings	Option 1
Plan 222A	DistrictR Full Plan	Official	98888	NDC Fixed	2.1%	Public Districts	4 Crossings	Option 1
Plan 222B	DistrictR Full Plan	Official	98890	NDC Fixed	1.9%	Public Districts	4 Crossings	Option 1
Plan 223	DistrictR Full Plan	Official	98949	Yes	5.7%	Public Districts	4 Crossings	Option 1
Plan 224	DistrictR Full Plan	Official	98978	Yes	5.4%	Public Districts	3 Crossings	Option 1
Plan 225	DistrictR Full Plan	Official	98992	Not Fixable	2.3%	Public Districts	Noncompliant	Irrelevant
Plan 226	DistrictR Full Plan	Official	99056	Yes	4.6%	Public Districts	1 Crossing	Option 2
Plan 301	DistrictR Partial Plan	Estimated	33832	Yes	19.9%	Public Districts	Noncompliant	Irrelevant
Plan 401	DistrictR Communities of Interest	Official	94535			NDC COI		
Plan 402	DistrictR Communities of Interest	Official	97684			Public COI		
Plan 403	DistrictR Communities of Interest	Official	98639	Yes	9.2%	Public Districts	1 Crossing	Option 2
Plan 501	MOR Full Plan	Estimated	2021 08 10 16 54	Yes	13.2%	Public Districts	Noncompliant	Irrelevant
Plan 601	Paper Kit Full Plan	Estimated	Bill Woodbridge	Yes	11.4%	Public Districts	Noncompliant	Irrelevant
Plan 701	Maptitude Full Plan	Official	NDC	Yes	9.2%	NDC Districts	1 Crossing	Option 2
Plan 702	Maptitude Full Plan	Official	NDC	Yes	9.5%	NDC Districts	1 Crossing	Option 2
Plan 703	Maptitude Full Plan	Official	NDC	Yes	9.9%	NDC Districts	1 Crossing	Option 1
Plan 704	Maptitude Full Plan	Official	NDC	Yes	5.7%	NDC Districts	4 Crossings	Option 3
	Proposed Sequencing	Alternative Sequencing						
Option 1	2022: D3 & D4, 2024: D1 & D2	2022: D2 & D3, 2024: D1 & D4						
Option 2	2022: D3 & D4, 2024: D1 & D2	2022: D1 & D3, 2024: D2 & D4						
Option 3	2022: D3 & D4, 2024: D1 & D2	2022: D2 & D4, 2024: D1 & D3						

DistrictR ID	Reason for exclusion
28731	Test map by staff
33777	Obvious first draft; same person submitted "balanced" (by est. data) 33782 just 10 minutes later
34775	Duplicate of 34742 by the same person
37351	Obvious first draft; same person submitted full plan 37897
37508	Demo map by staff
52096	No districts drawn
77433	Obvious first draft; same person submitted 94257 (minor revisions and titled 2.0)
89770	Obvious first draft; same person submitted several more maps that were more balanced and titled
90328	Test map by staff
94221	Near duplicate of 95538 by the same person; 95538 appears to be the final draft
95520	Near duplicate of 95538 by the same person; 95538 appears to be the final draft
95522	Near duplicate of 95538 by the same person; 95538 appears to be the final draft
95537	Near duplicate of 95538 by the same person; 95538 appears to be the final draft
96638	Near duplicate of 95538 by the same person; 95538 appears to be the final draft
98853	Duplicate of 98888 by the same person
98910	Near duplicate of 98984 by the same person; 98984 appears to be the final draft
98912	Near duplicate of 98984 by the same person; 98984 appears to be the final draft
98980	Near duplicate of 98984 by the same person; 98984 appears to be the final draft

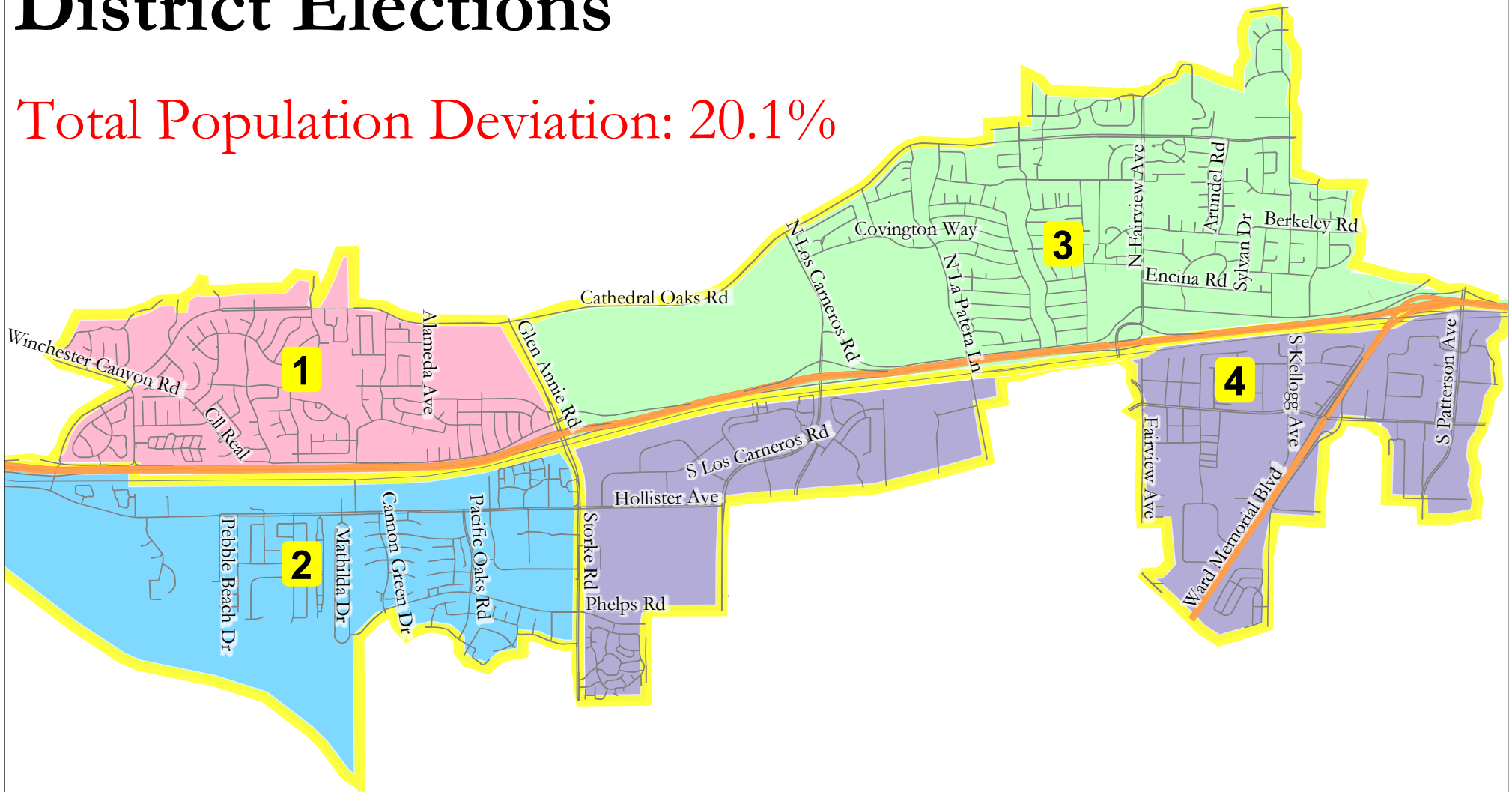
**ATTACHMENT 2:**

Draft Maps

# City of Goleta 2021/22 Transition to District Elections

# Plan 101

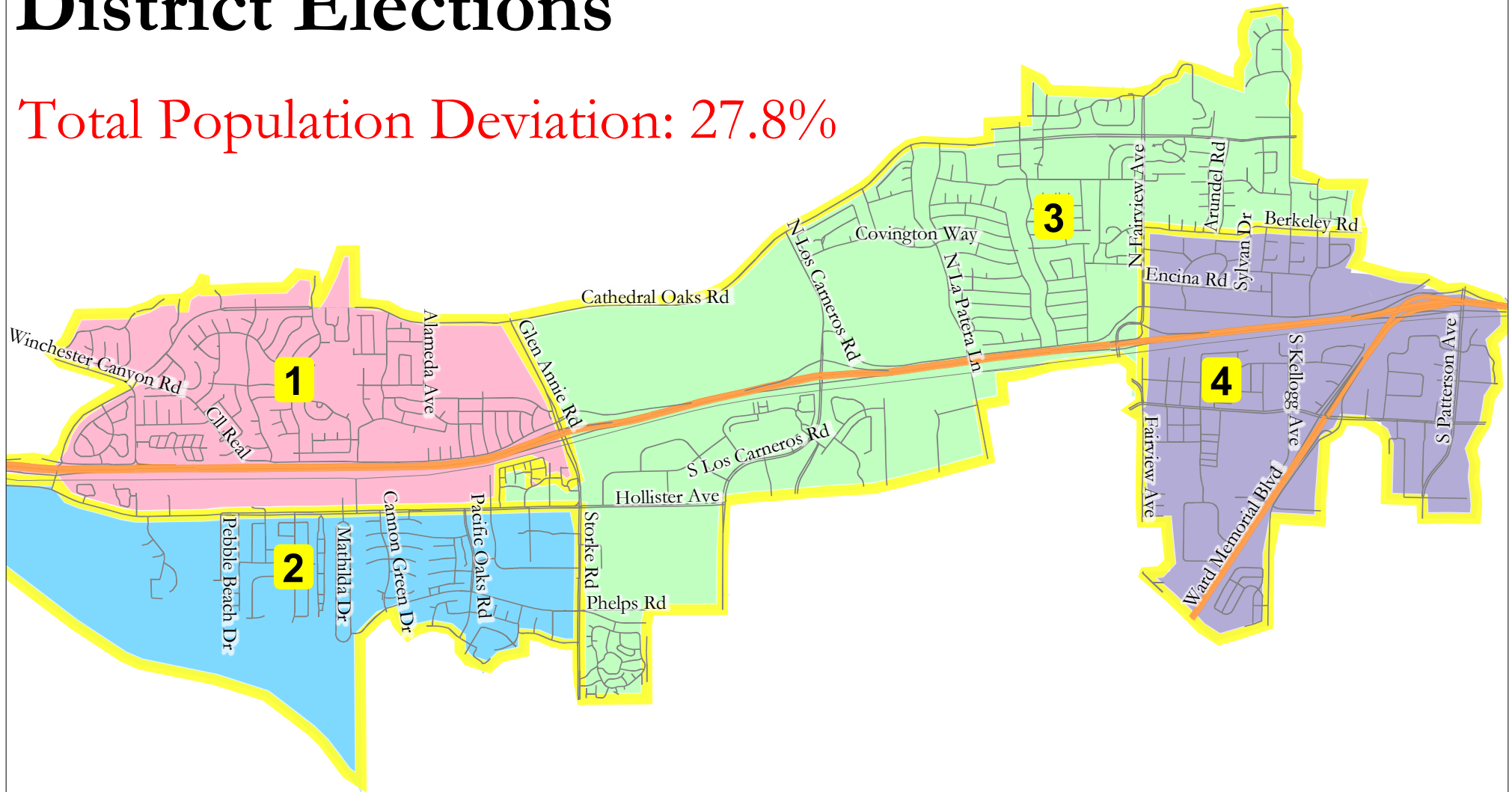
Total Population Deviation: 20.1%



# City of Goleta 2021/22 Transition to District Elections

# Plan 102

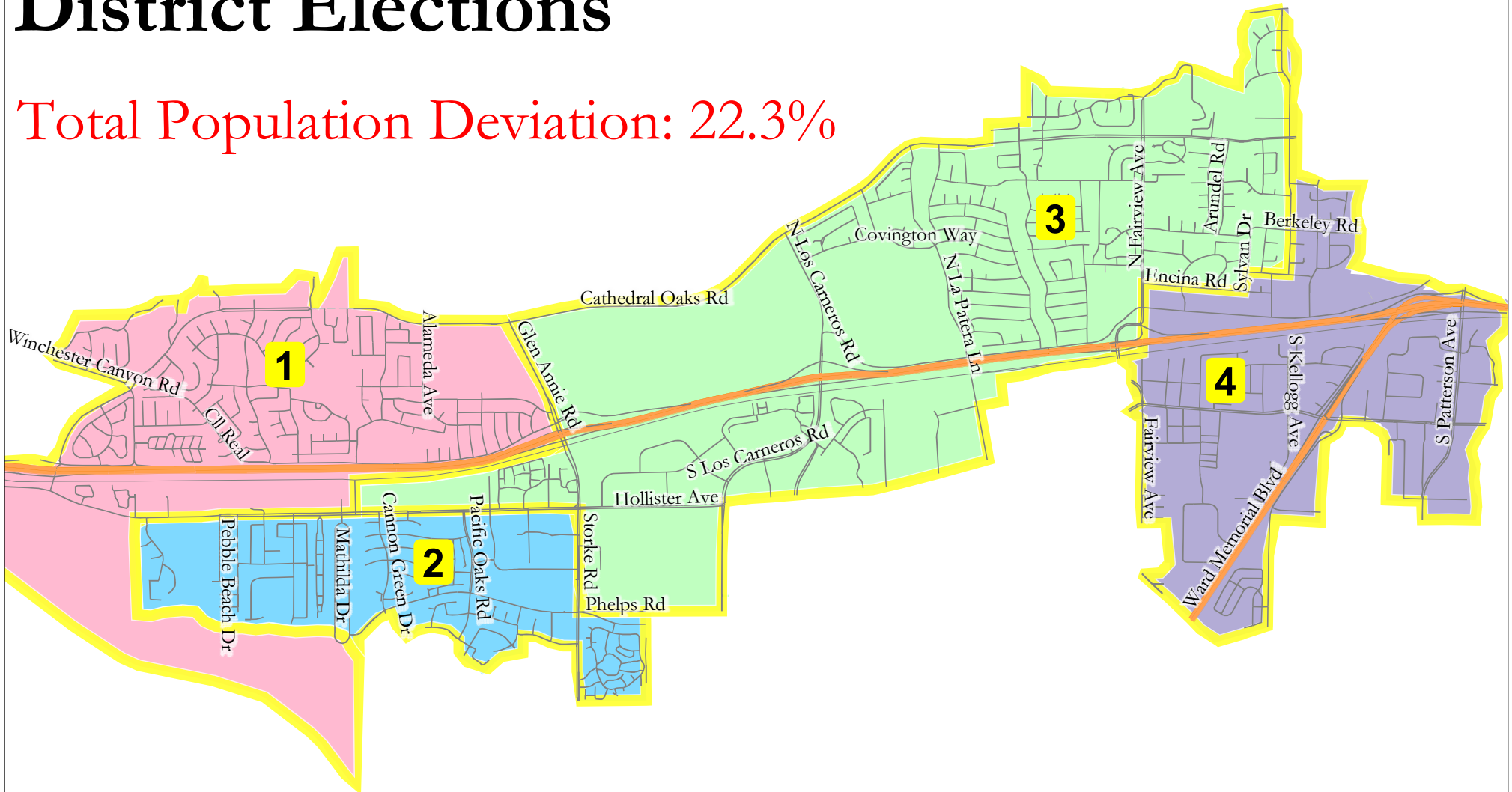
Total Population Deviation: 27.8%



# City of Goleta 2021/22 Transition to District Elections

# Plan 103

Total Population Deviation: 22.3%

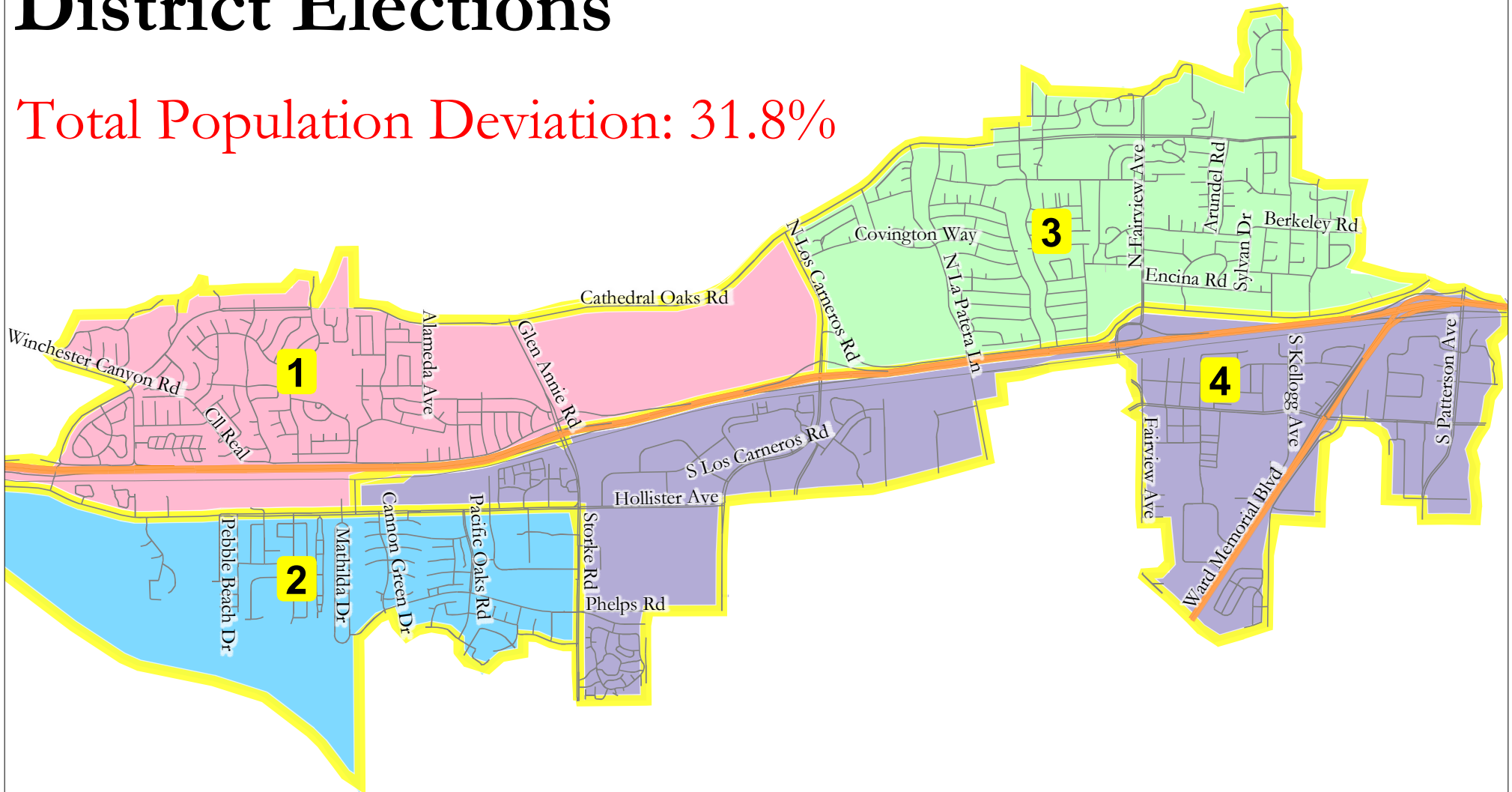




# City of Goleta 2021/22 Transition to District Elections

# Plan 104

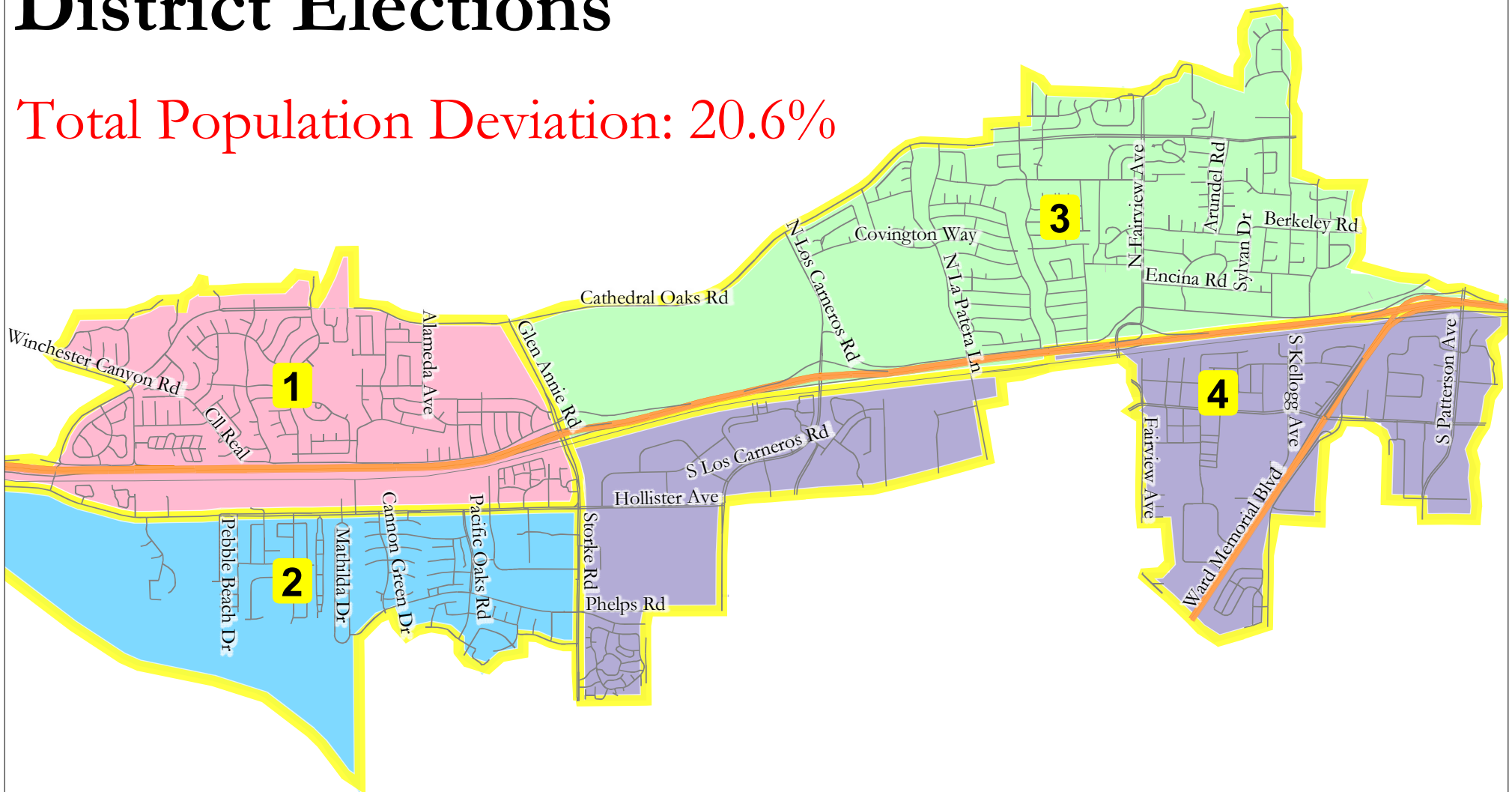
Total Population Deviation: 31.8%



# City of Goleta 2021/22 Transition to District Elections

# Plan 105

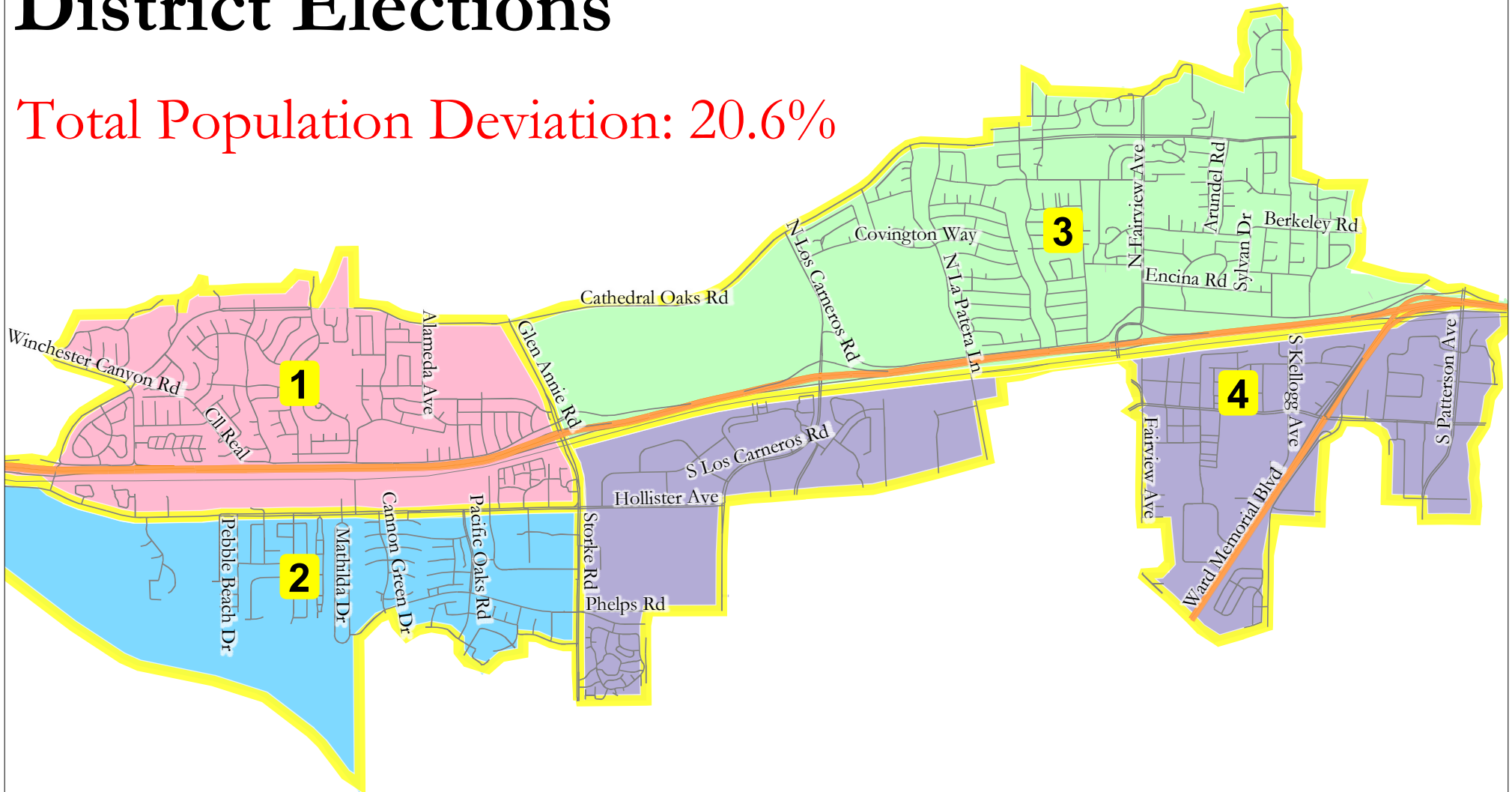
Total Population Deviation: 20.6%



# City of Goleta 2021/22 Transition to District Elections

# Plan 106

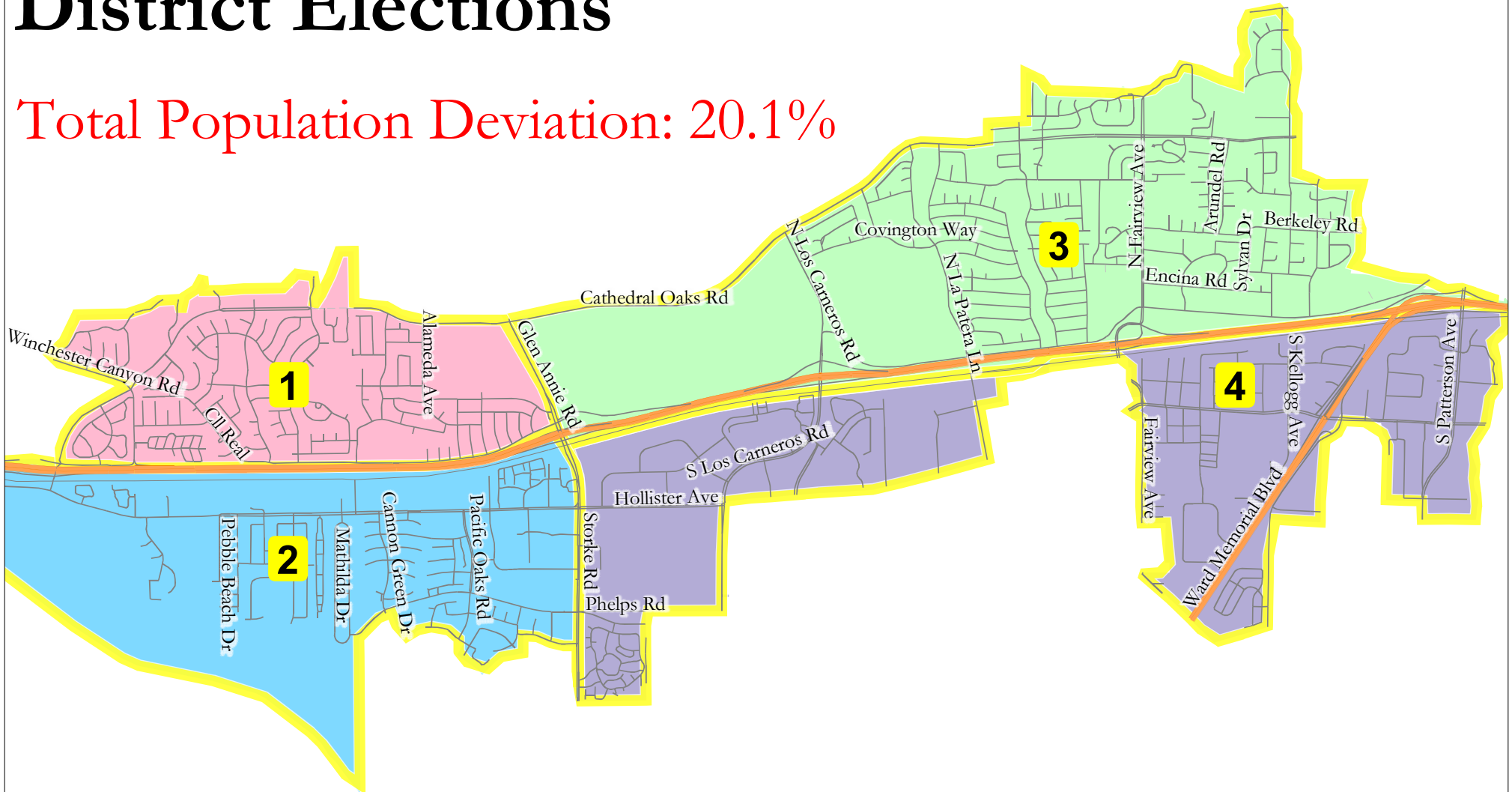
Total Population Deviation: 20.6%



# City of Goleta 2021/22 Transition to District Elections

# Plan 107

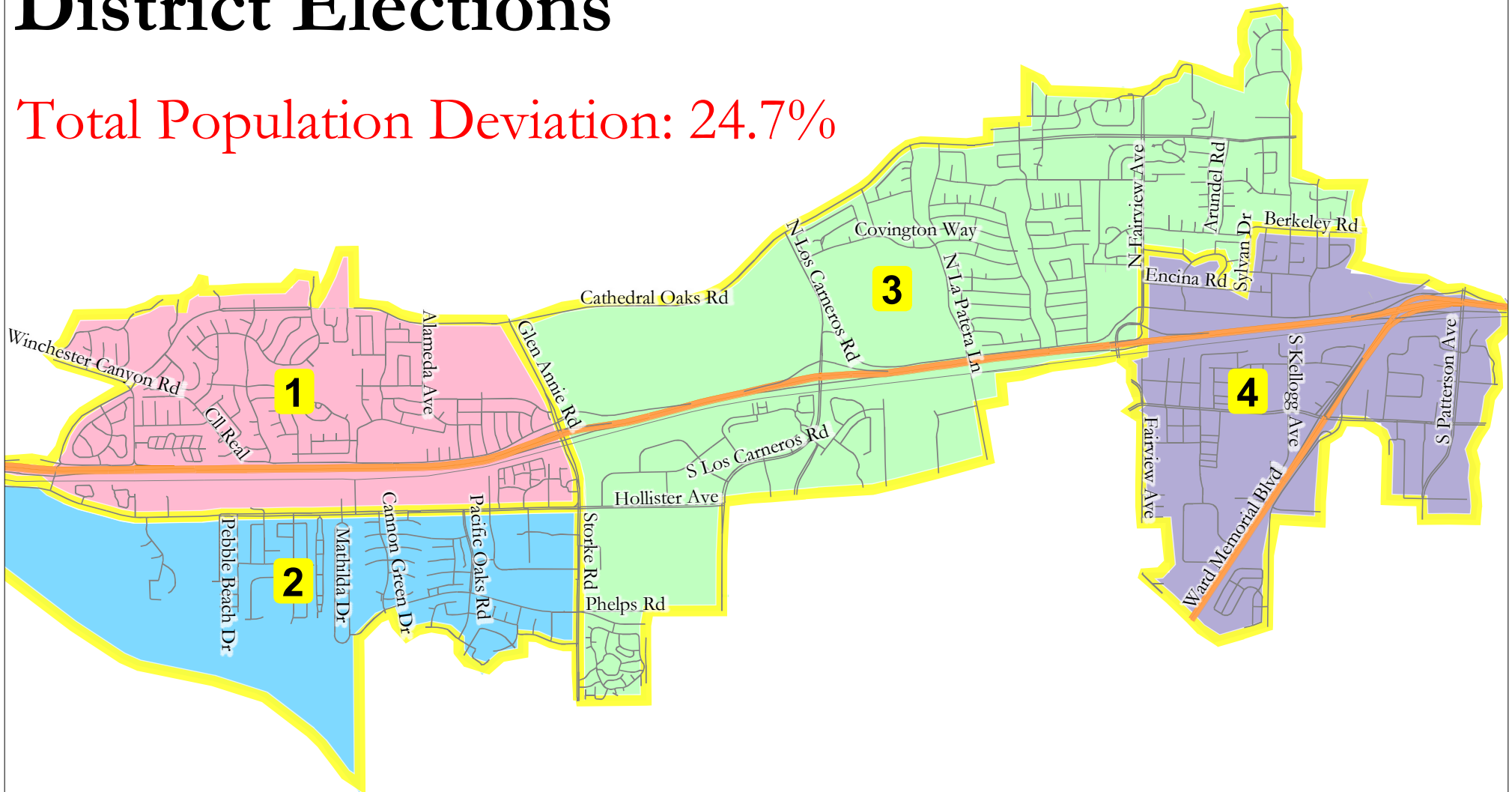
Total Population Deviation: 20.1%



# City of Goleta 2021/22 Transition to District Elections

# Plan 108

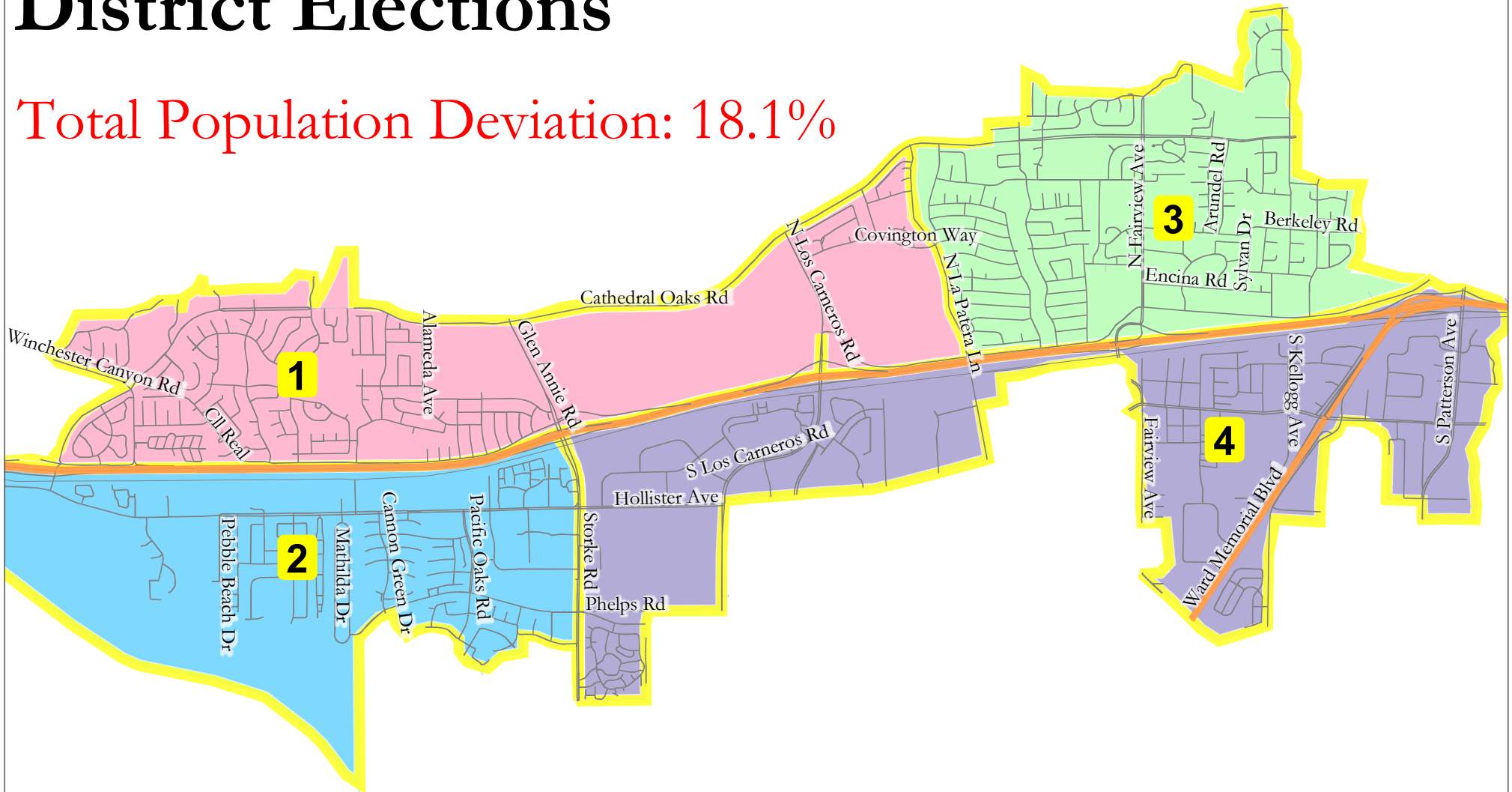
Total Population Deviation: 24.7%



# City of Goleta 2021/22 Transition to District Elections

# Plan 109

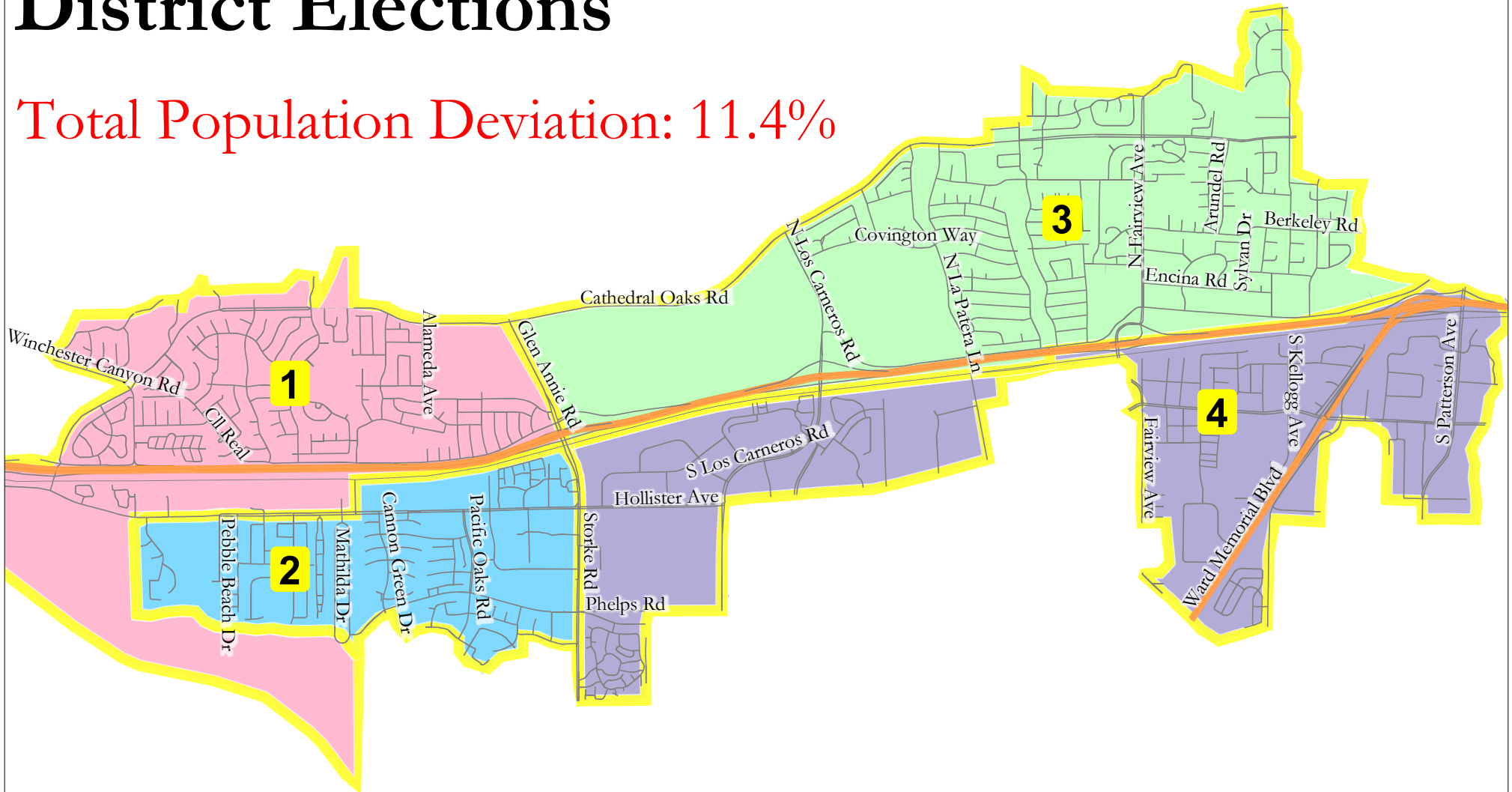
Total Population Deviation: 18.1%



# City of Goleta 2021/22 Transition to District Elections

# Plan 110

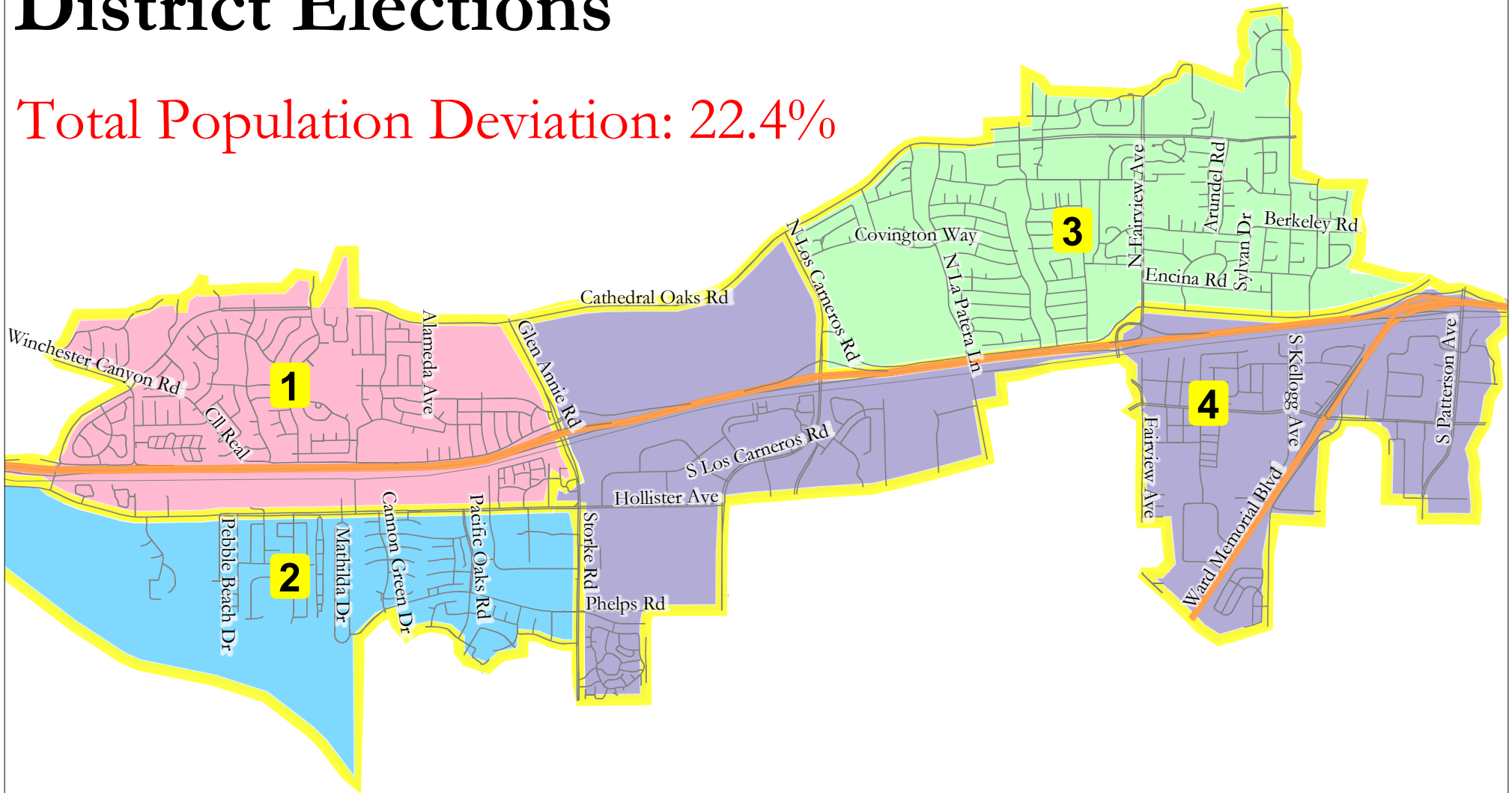
Total Population Deviation: 11.4%



# City of Goleta 2021/22 Transition to District Elections

# Plan 111

Total Population Deviation: 22.4%

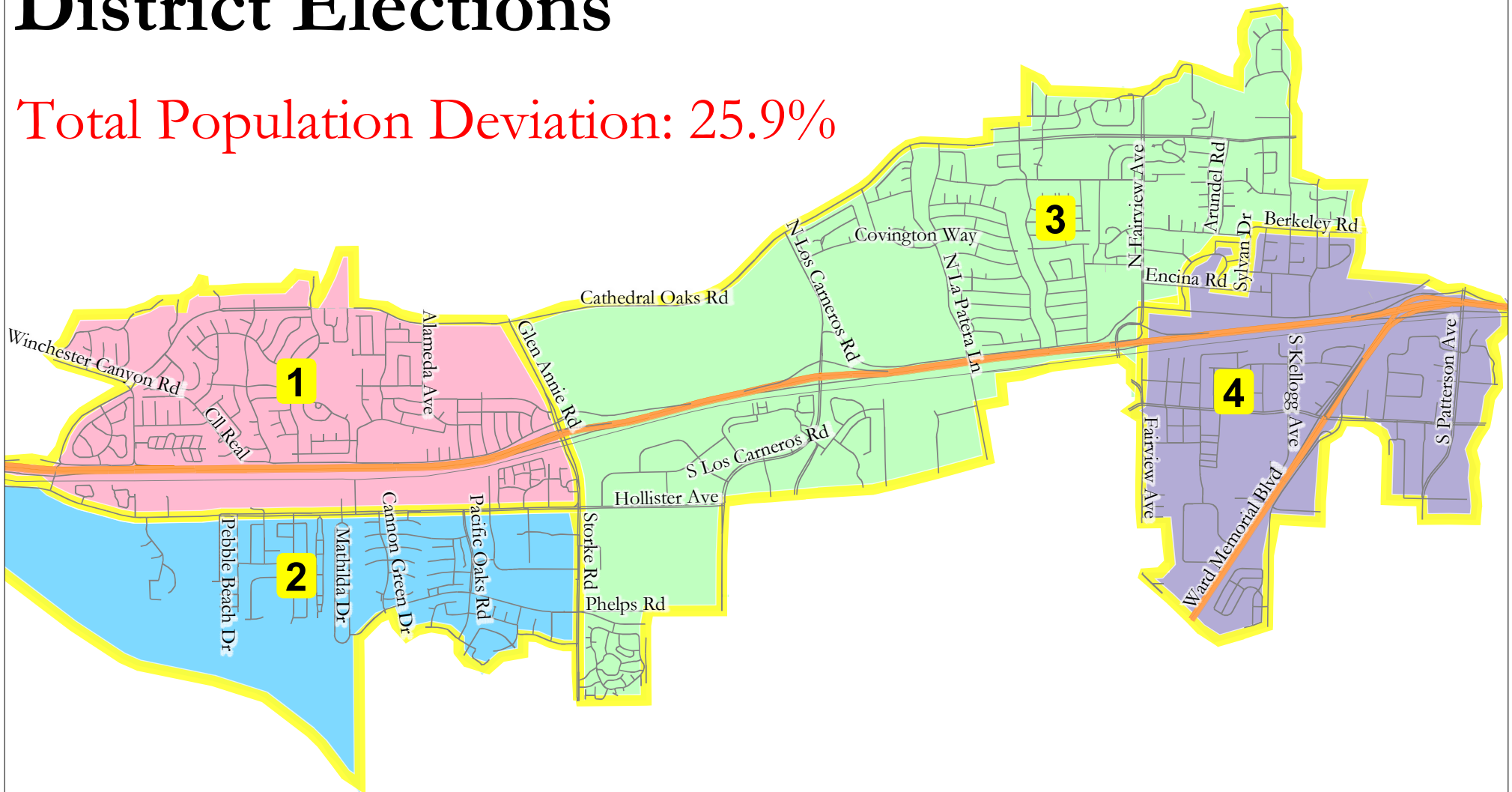




# City of Goleta 2021/22 Transition to District Elections

# Plan 112

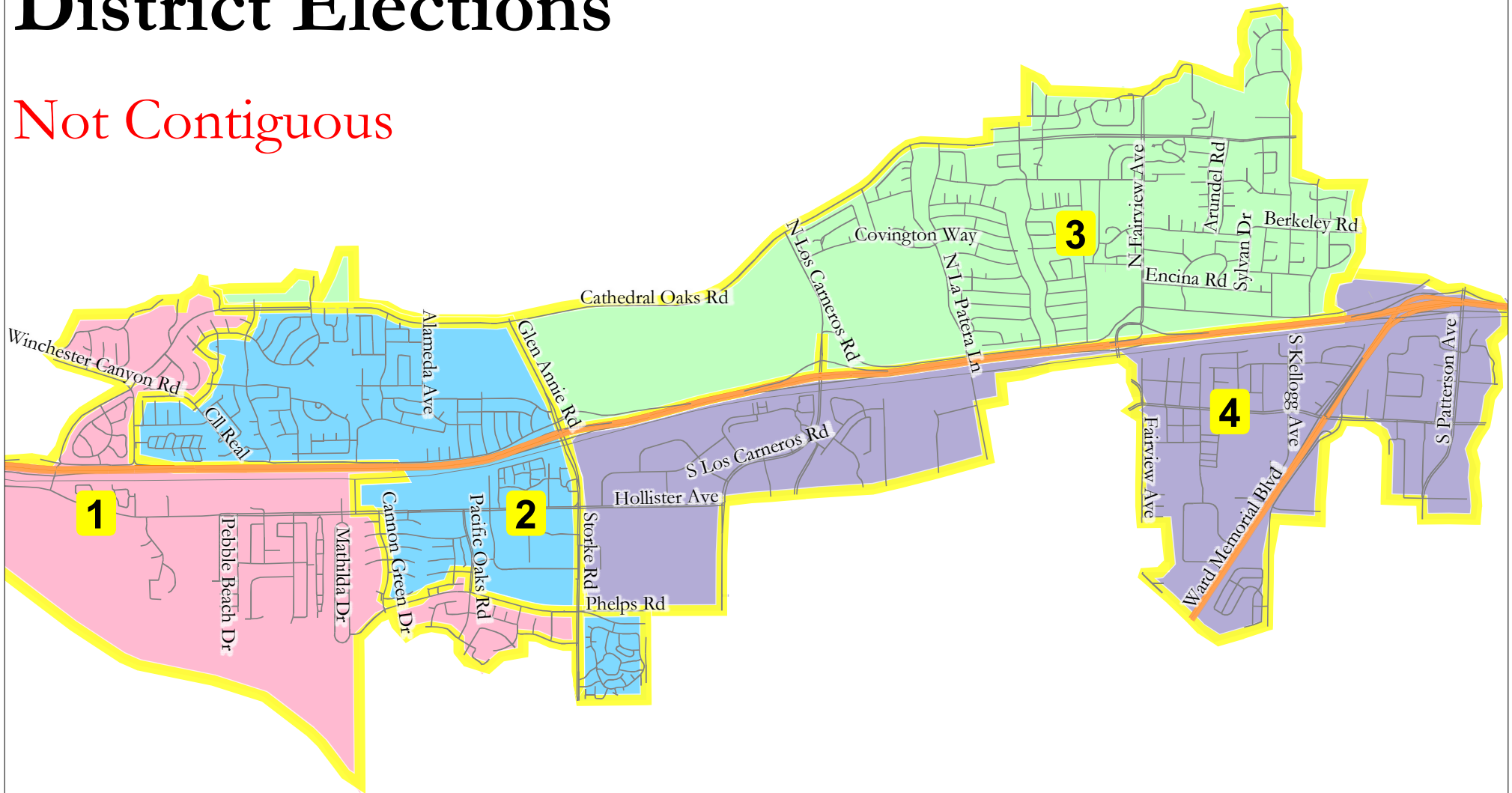
Total Population Deviation: 25.9%



# City of Goleta 2021/22 Transition to District Elections

# Plan 201

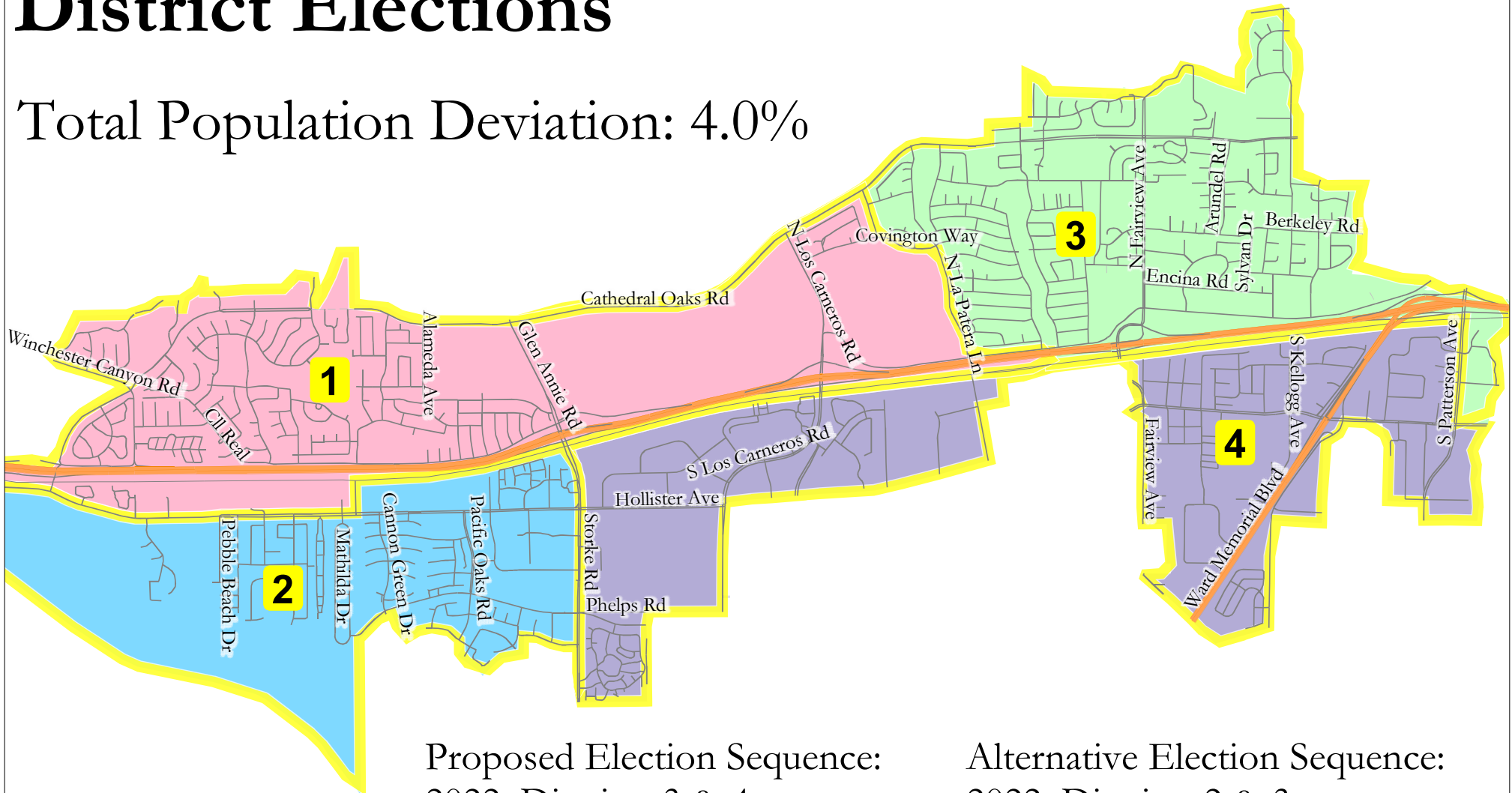
Not Contiguous



# City of Goleta 2021/22 Transition to District Elections

# Plan 202

Total Population Deviation: 4.0%



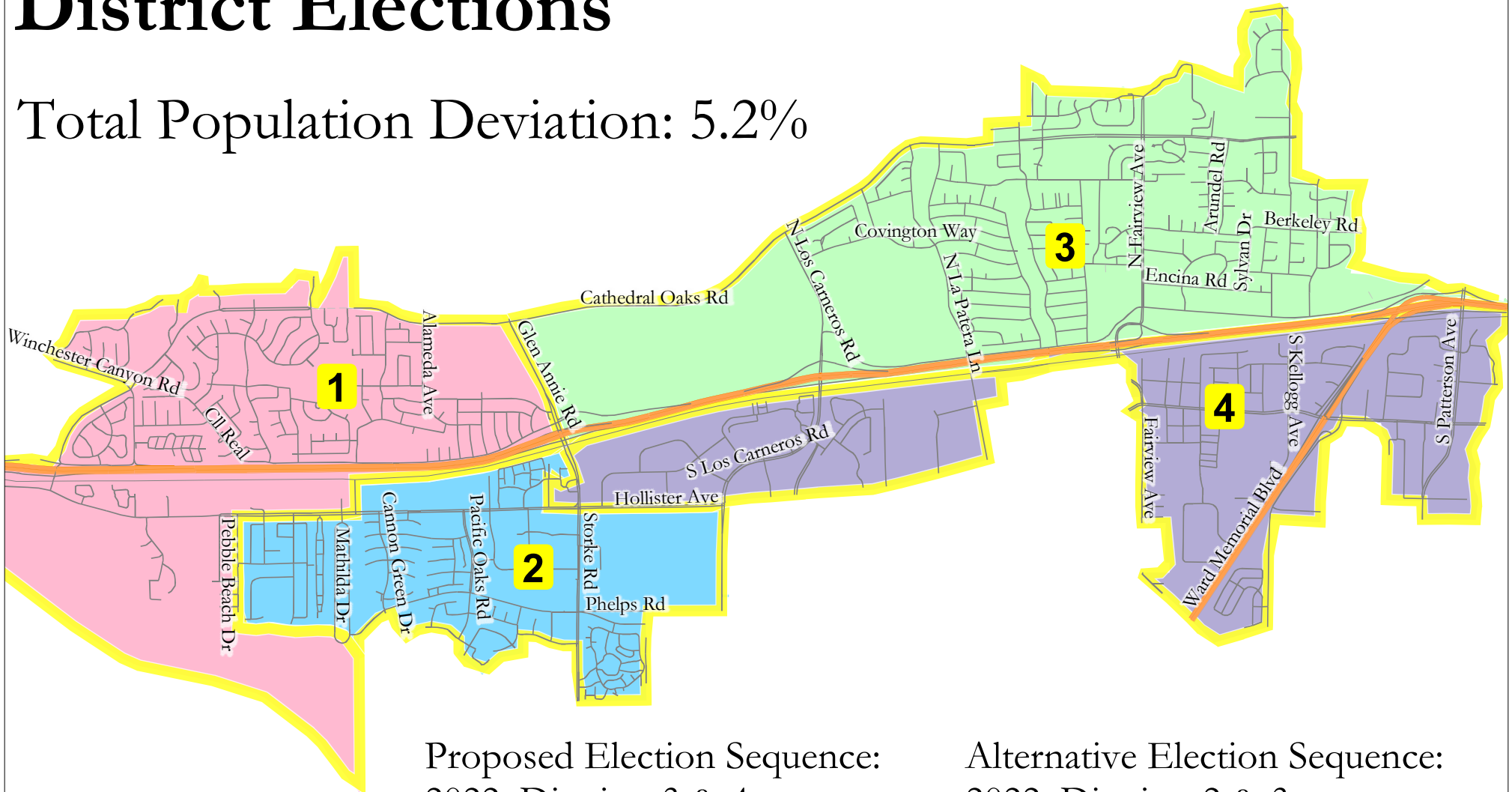
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 2 & 3  
2024: Districts 1 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 203

Total Population Deviation: 5.2%



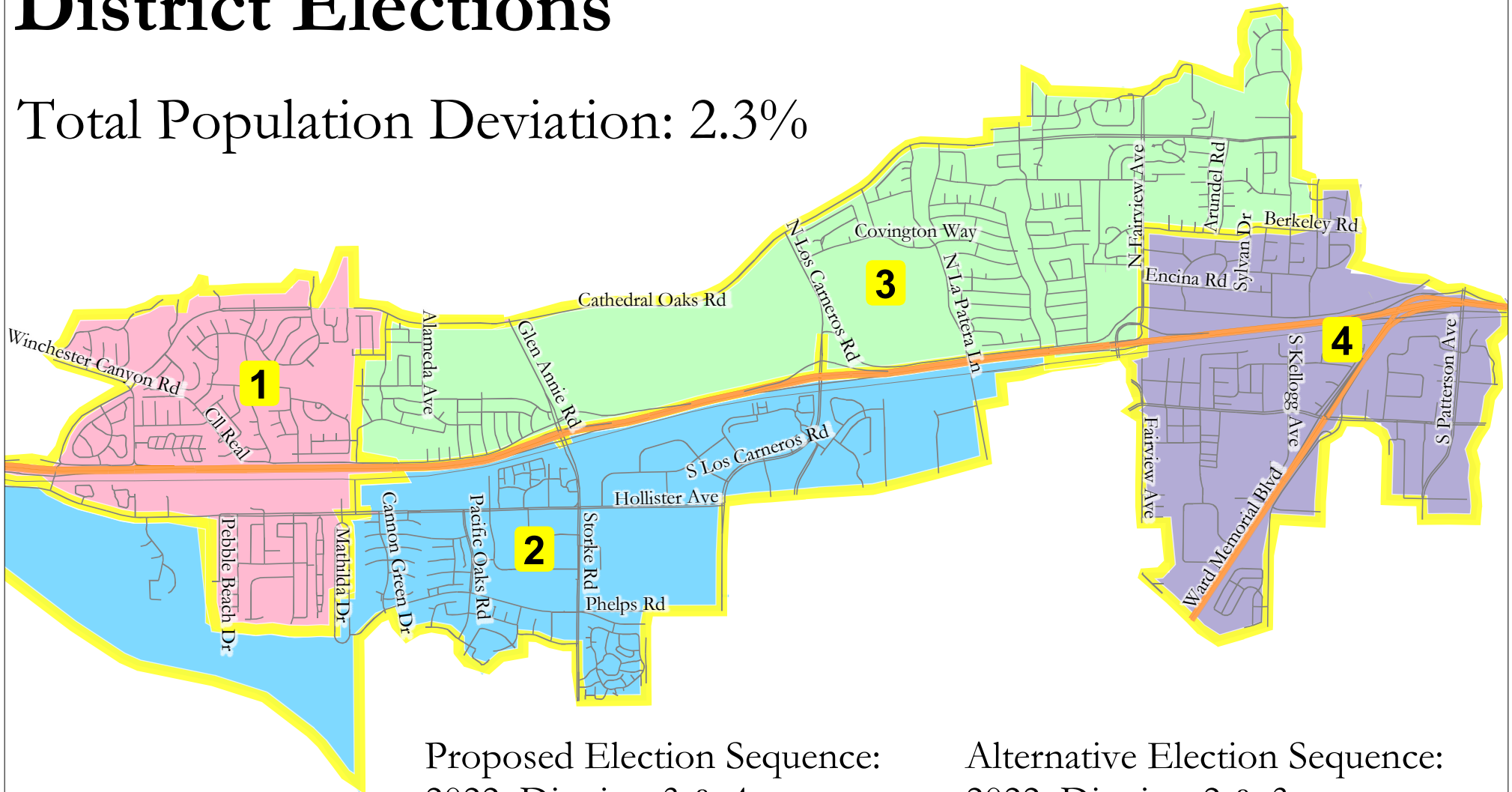
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 2 & 3  
2024: Districts 1 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 204

Total Population Deviation: 2.3%



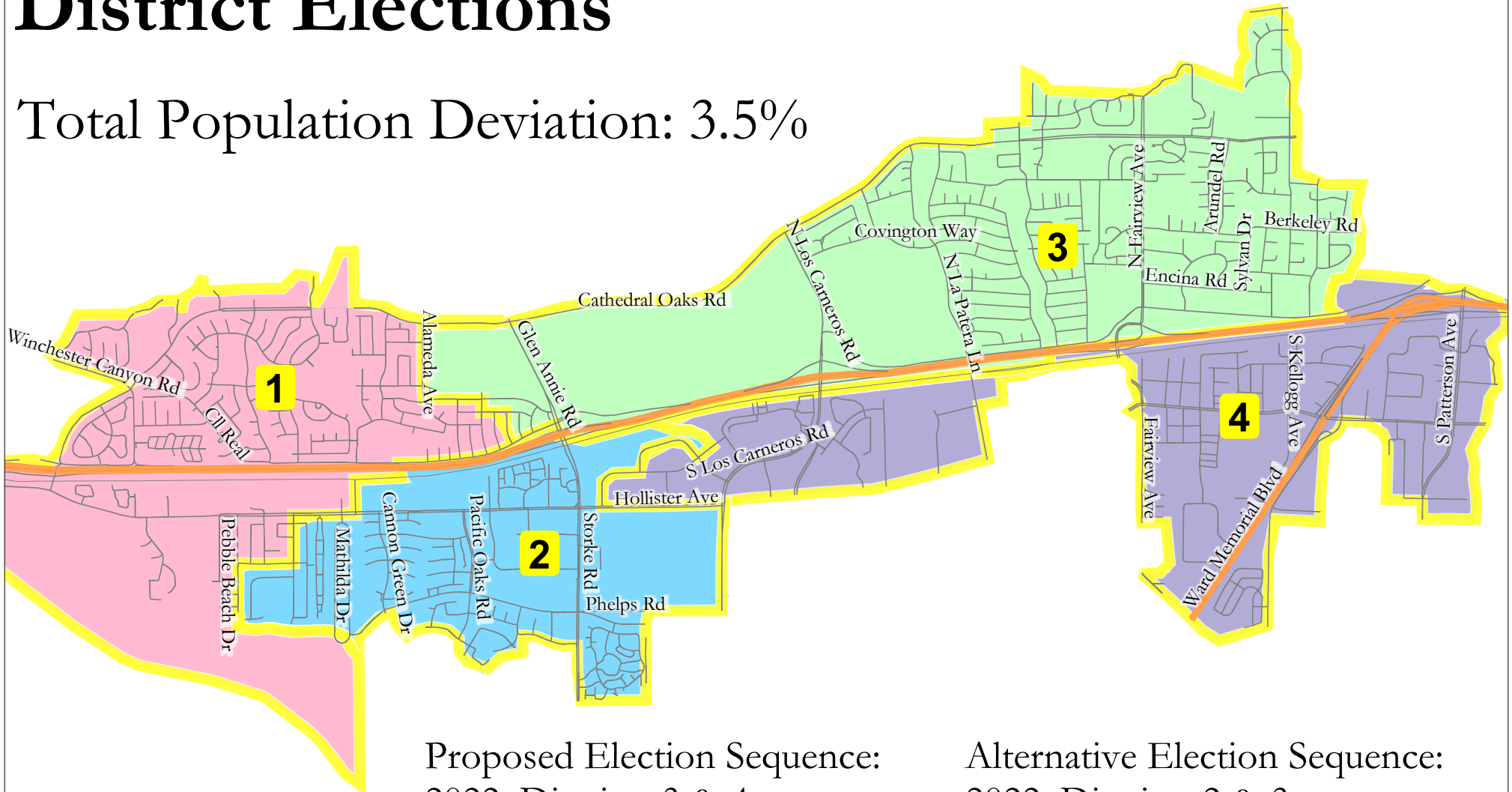
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 2 & 3  
2024: Districts 1 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 205

Total Population Deviation: 3.5%



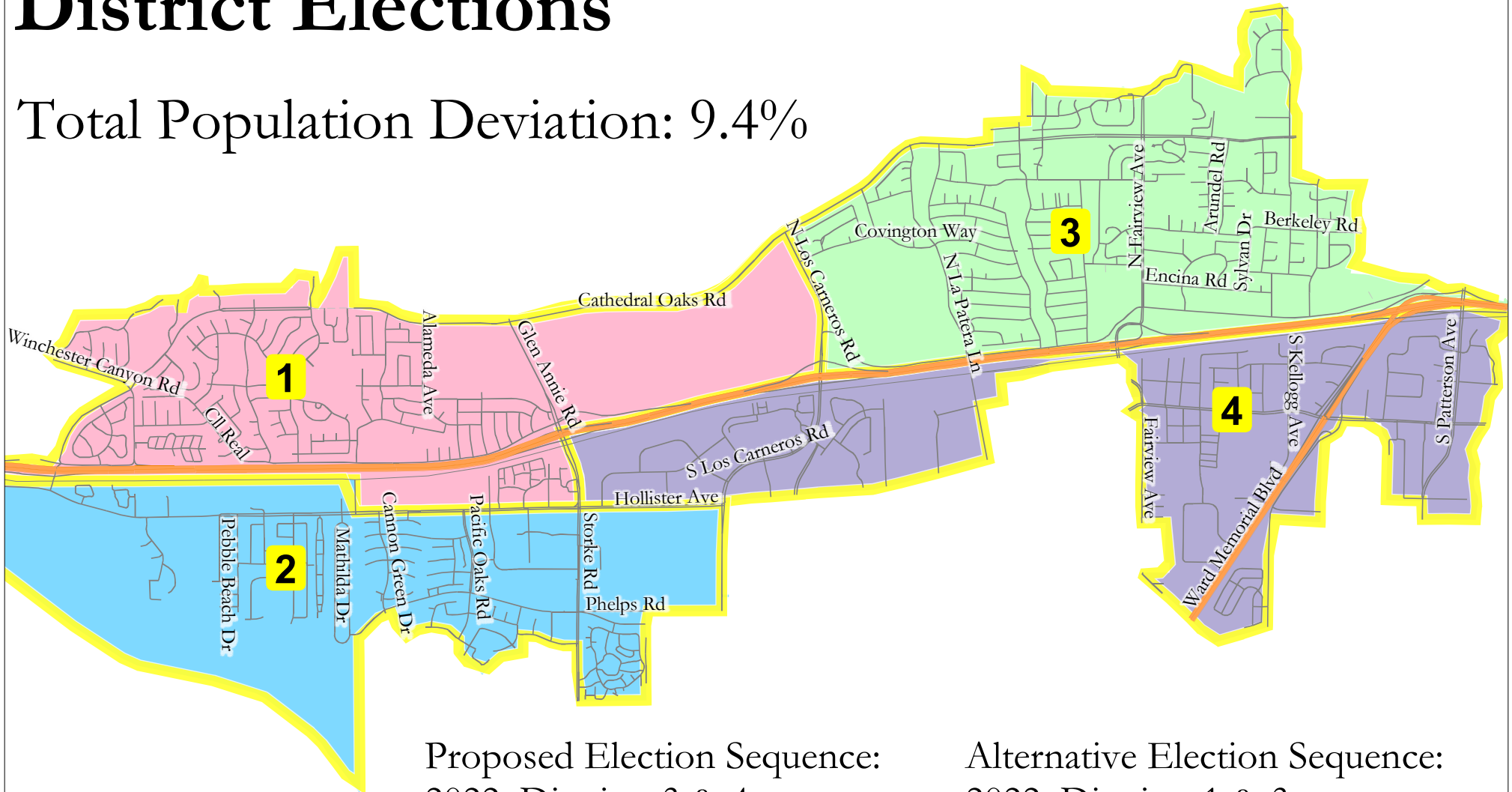
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 2 & 3  
2024: Districts 1 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 206

Total Population Deviation: 9.4%



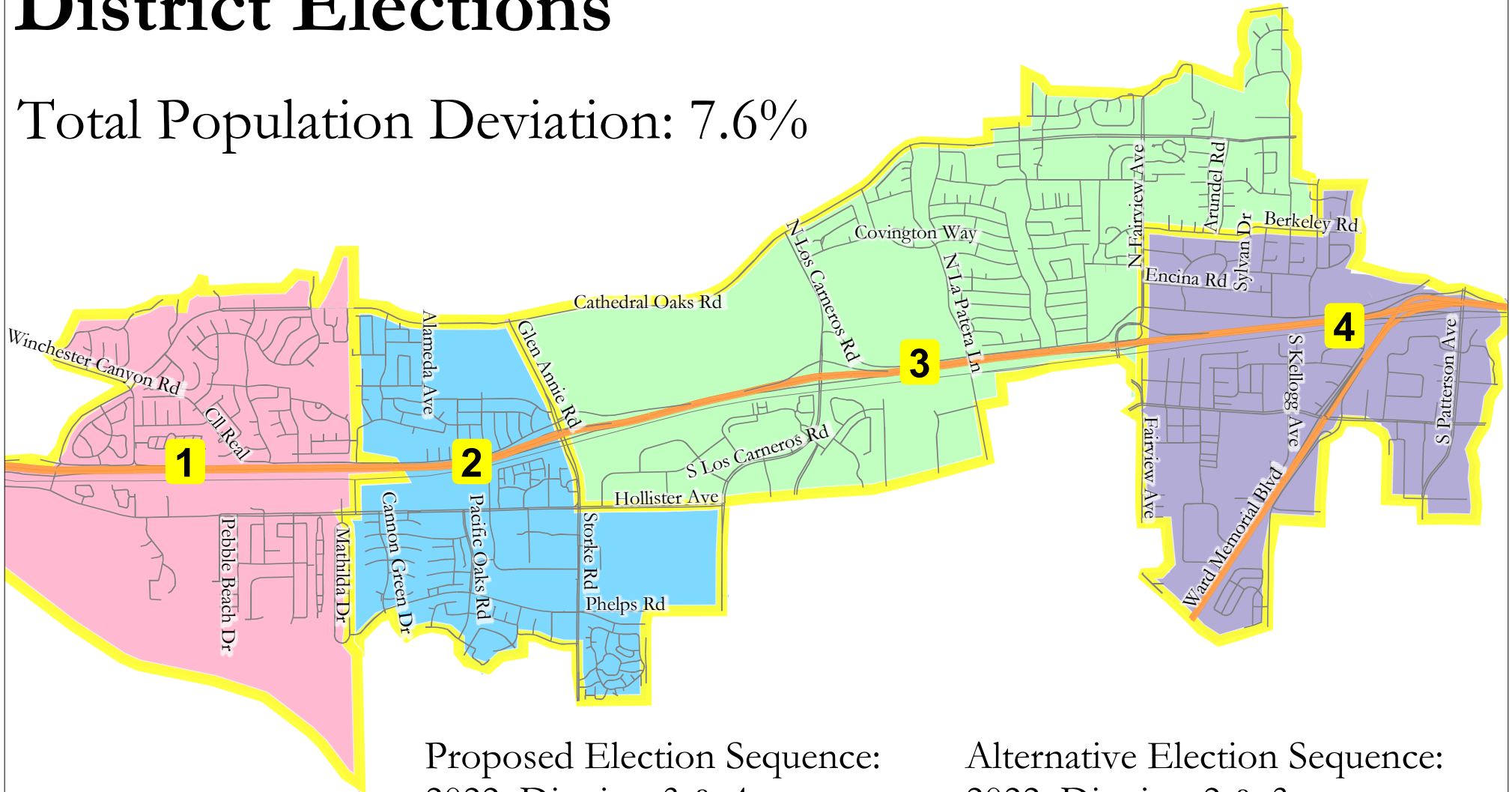
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 1 & 3  
2024: Districts 2 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 207

Total Population Deviation: 7.6%



Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

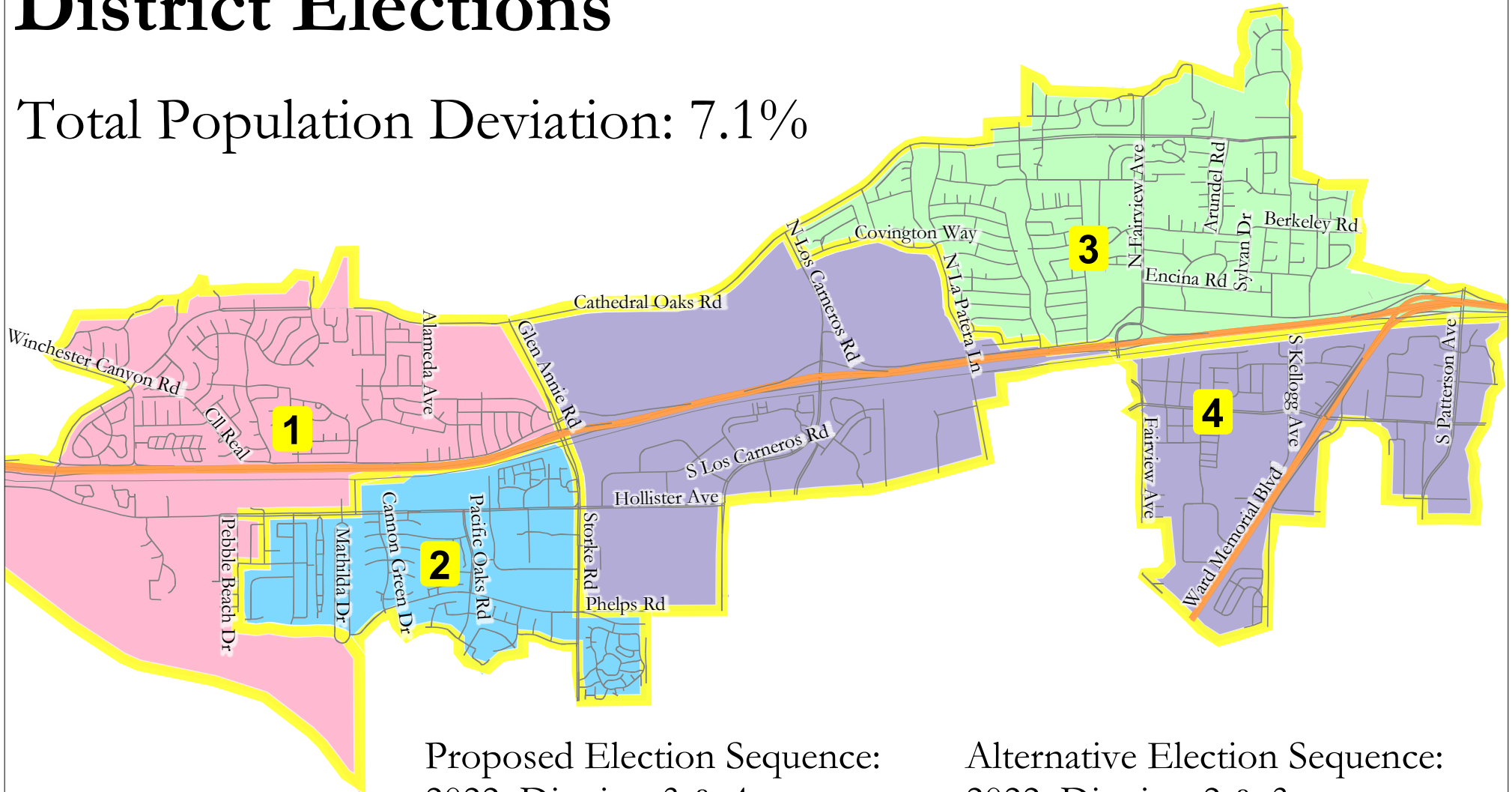
Alternative Election Sequence:  
2022: Districts 2 & 3  
2024: Districts 1 & 4



# City of Goleta 2021/22 Transition to District Elections

# Plan 208

Total Population Deviation: 7.1%



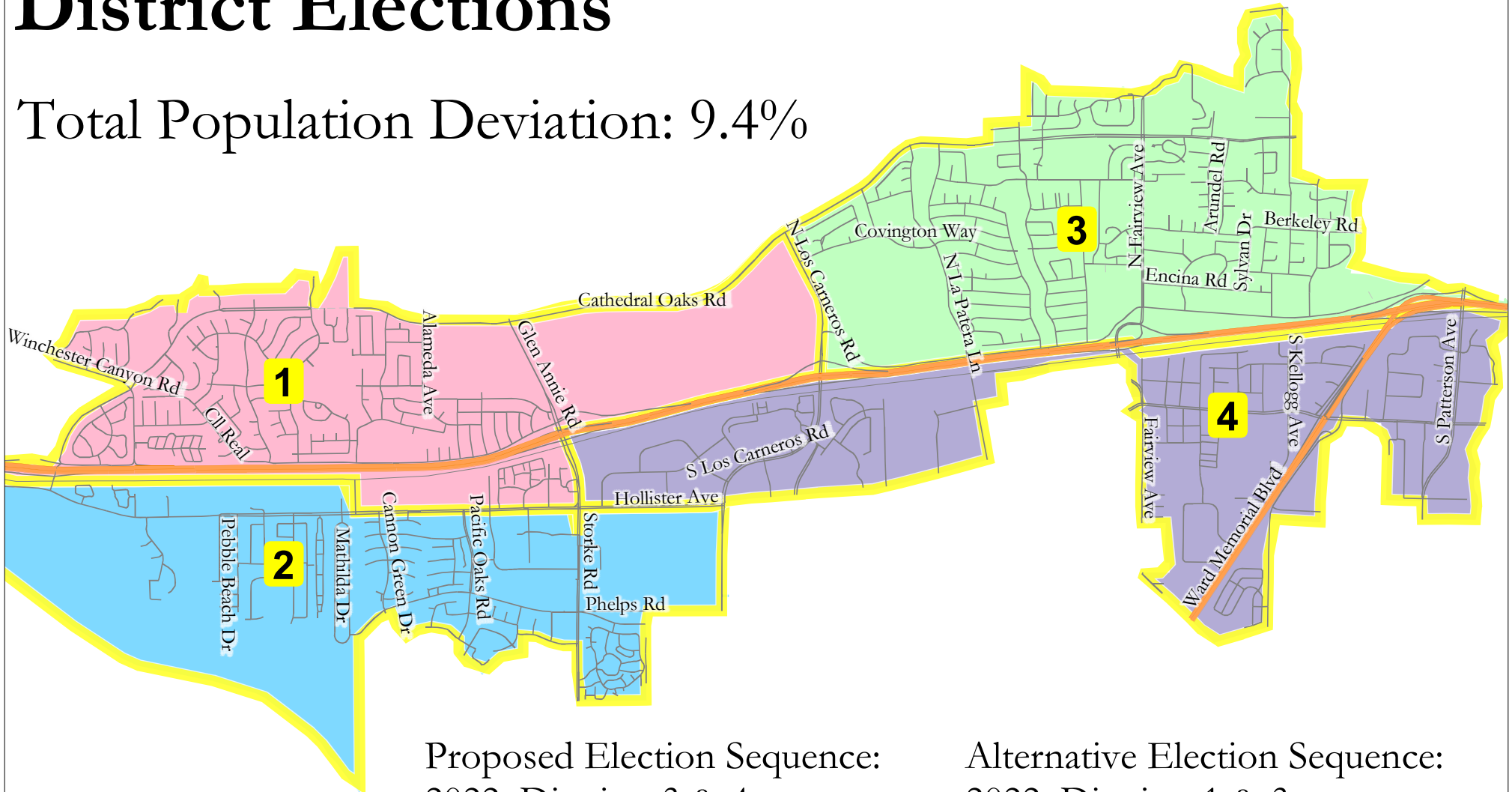
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 2 & 3  
2024: Districts 1 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 209

Total Population Deviation: 9.4%



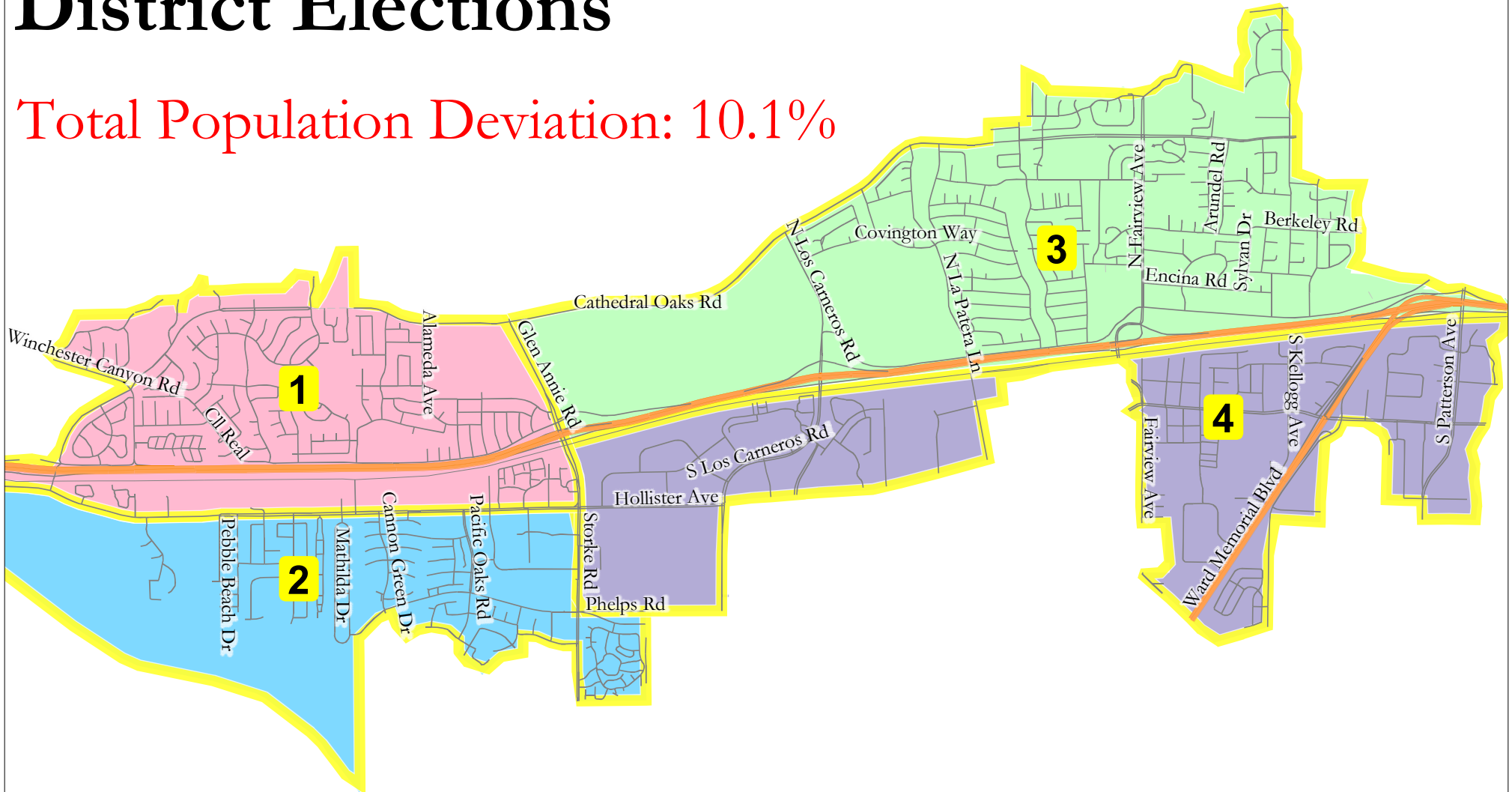
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 1 & 3  
2024: Districts 2 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 210A

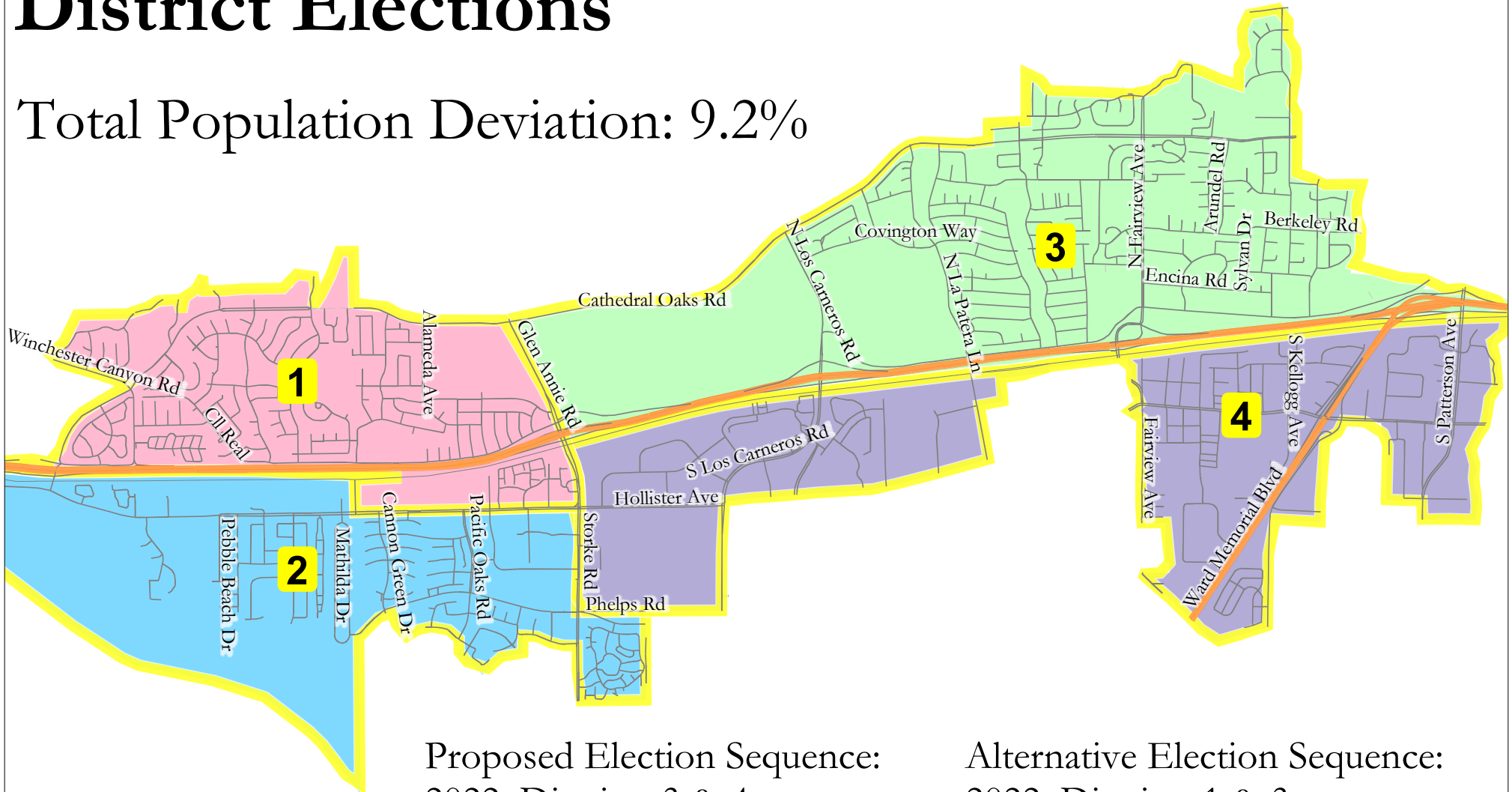
Total Population Deviation: 10.1%



# City of Goleta 2021/22 Transition to District Elections

# Plan 210B

Total Population Deviation: 9.2%



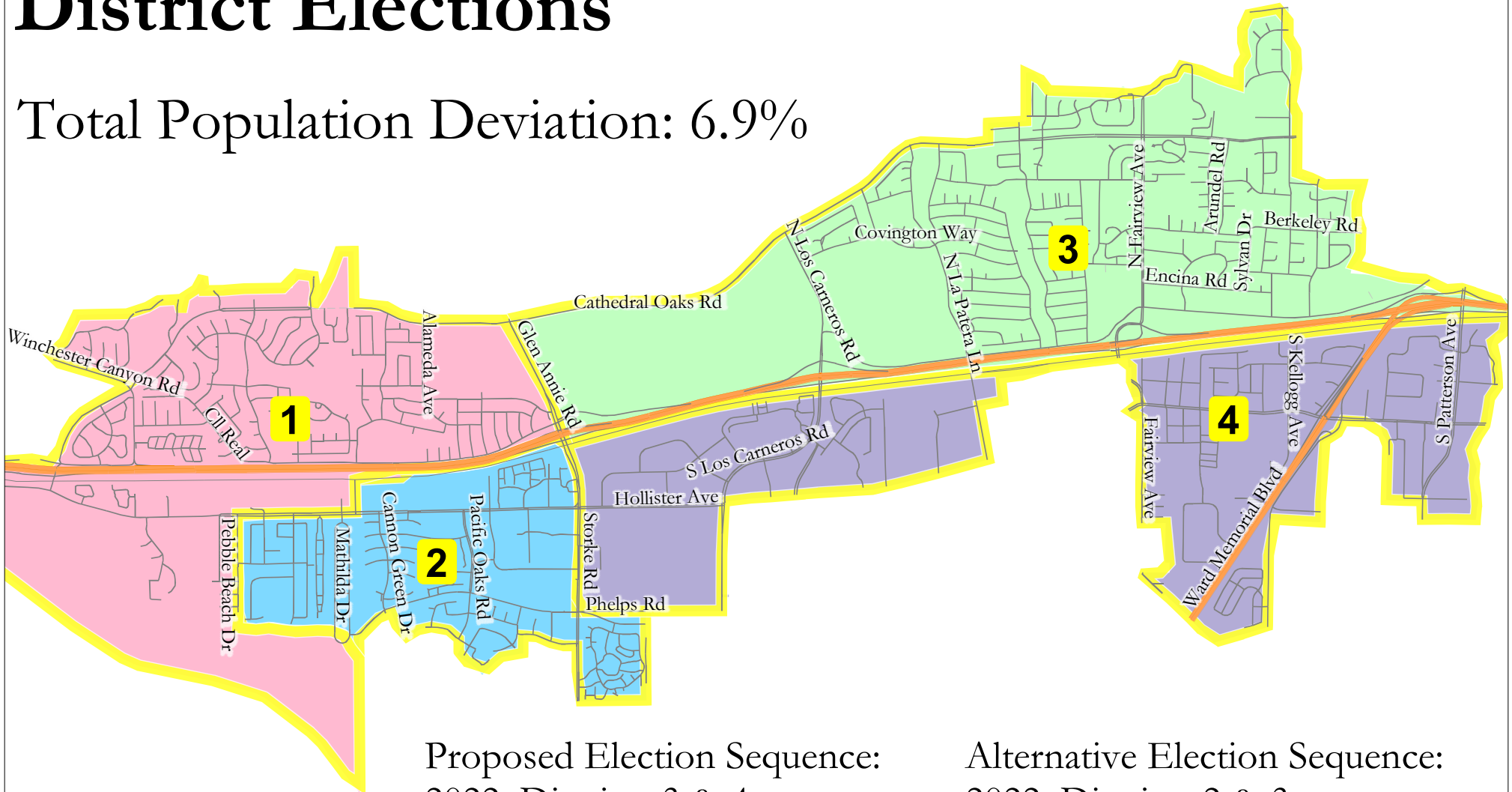
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 1 & 3  
2024: Districts 2 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 210C

Total Population Deviation: 6.9%



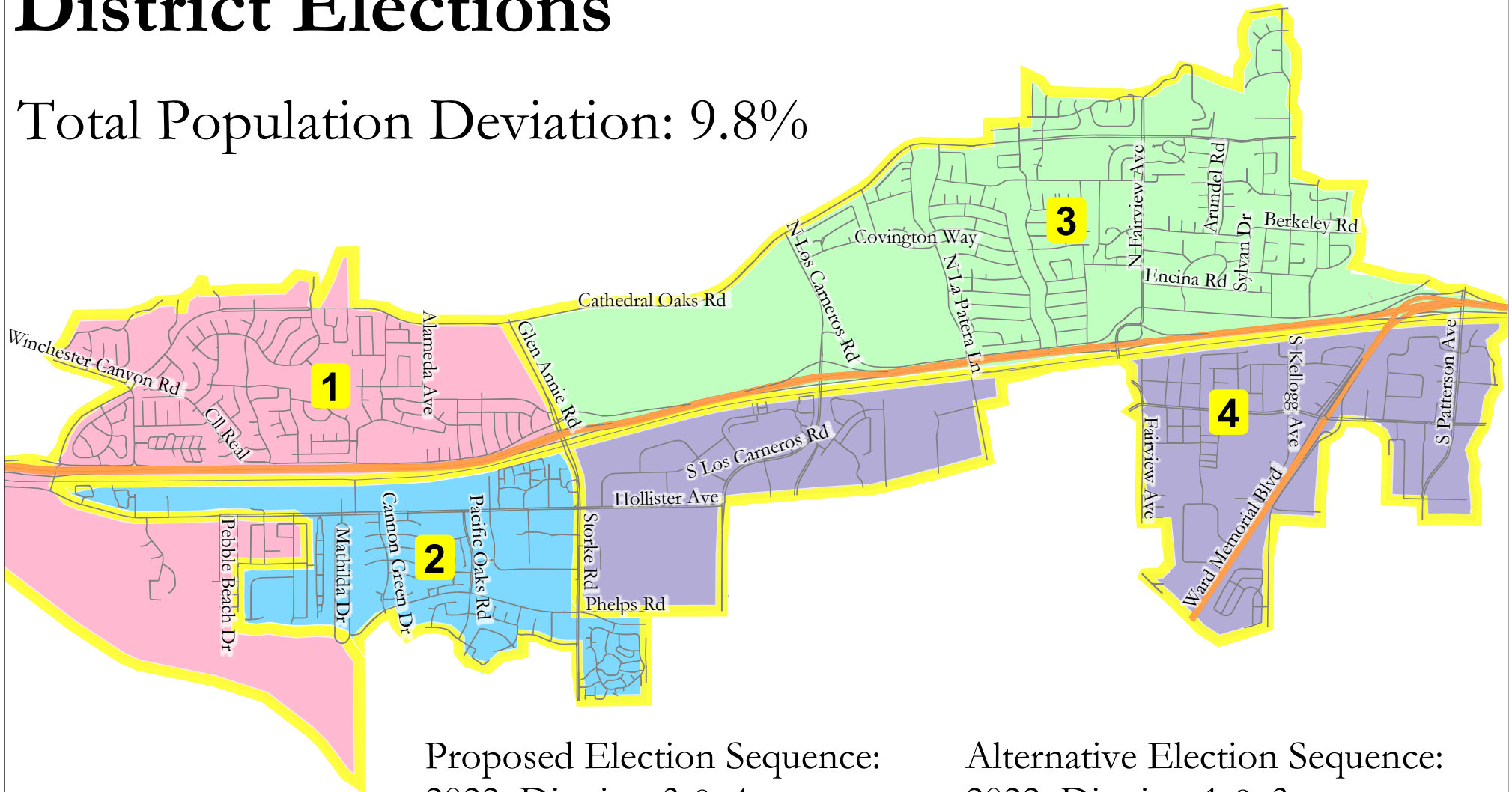
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 2 & 3  
2024: Districts 1 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 210D

Total Population Deviation: 9.8%



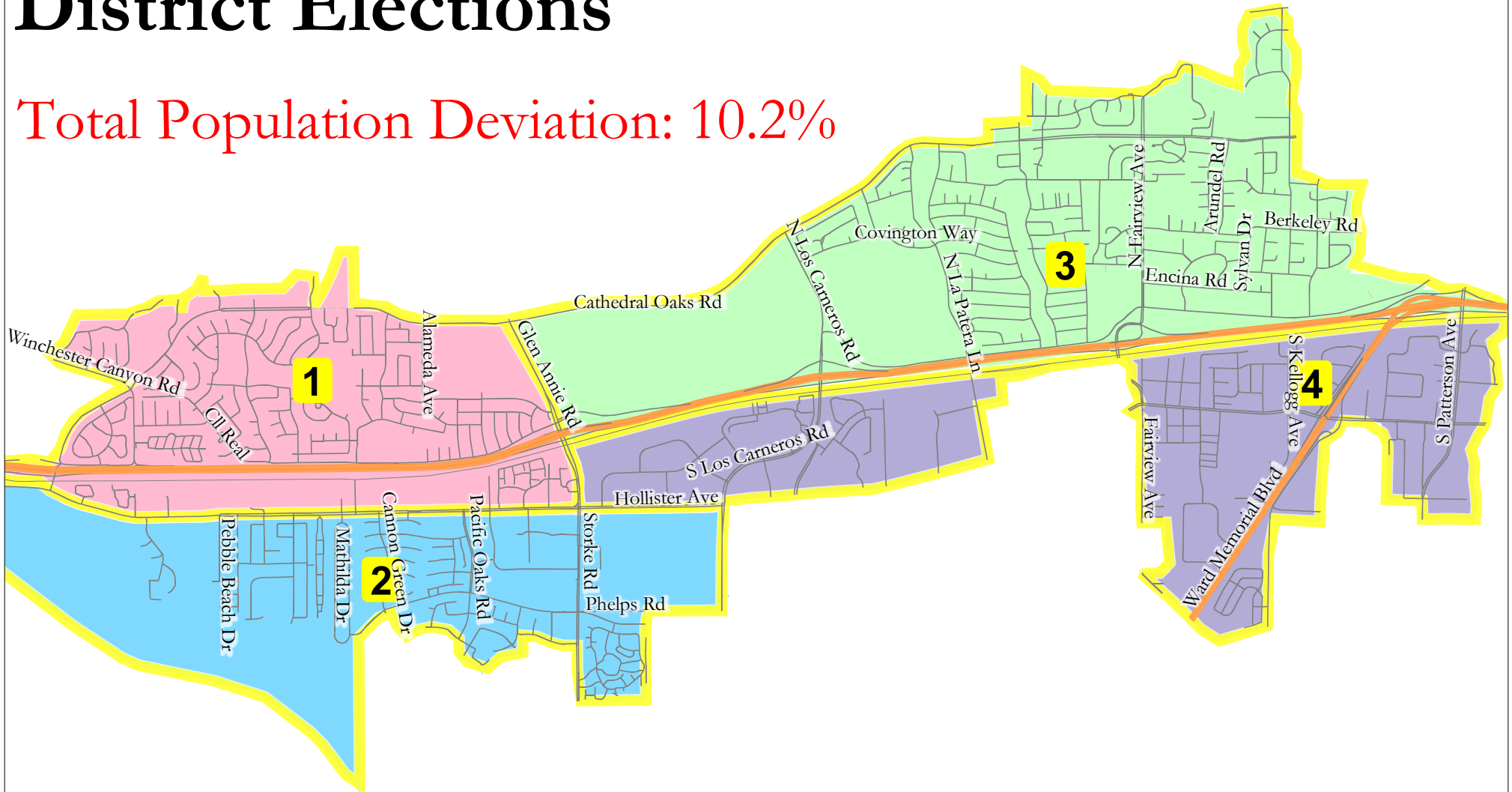
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 1 & 3  
2024: Districts 2 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 210E

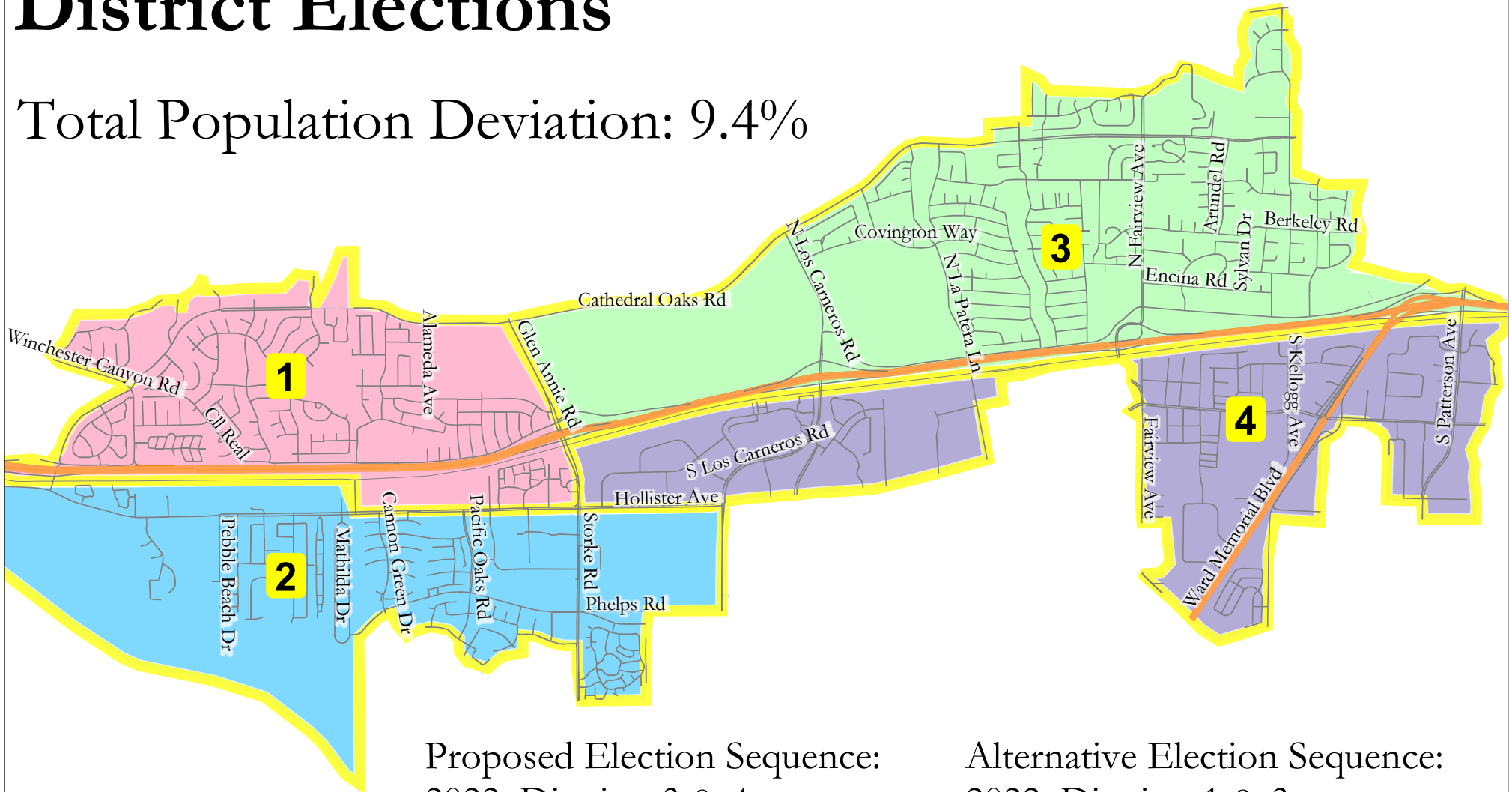
Total Population Deviation: 10.2%



# City of Goleta 2021/22 Transition to District Elections

# Plan 210F

Total Population Deviation: 9.4%



Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

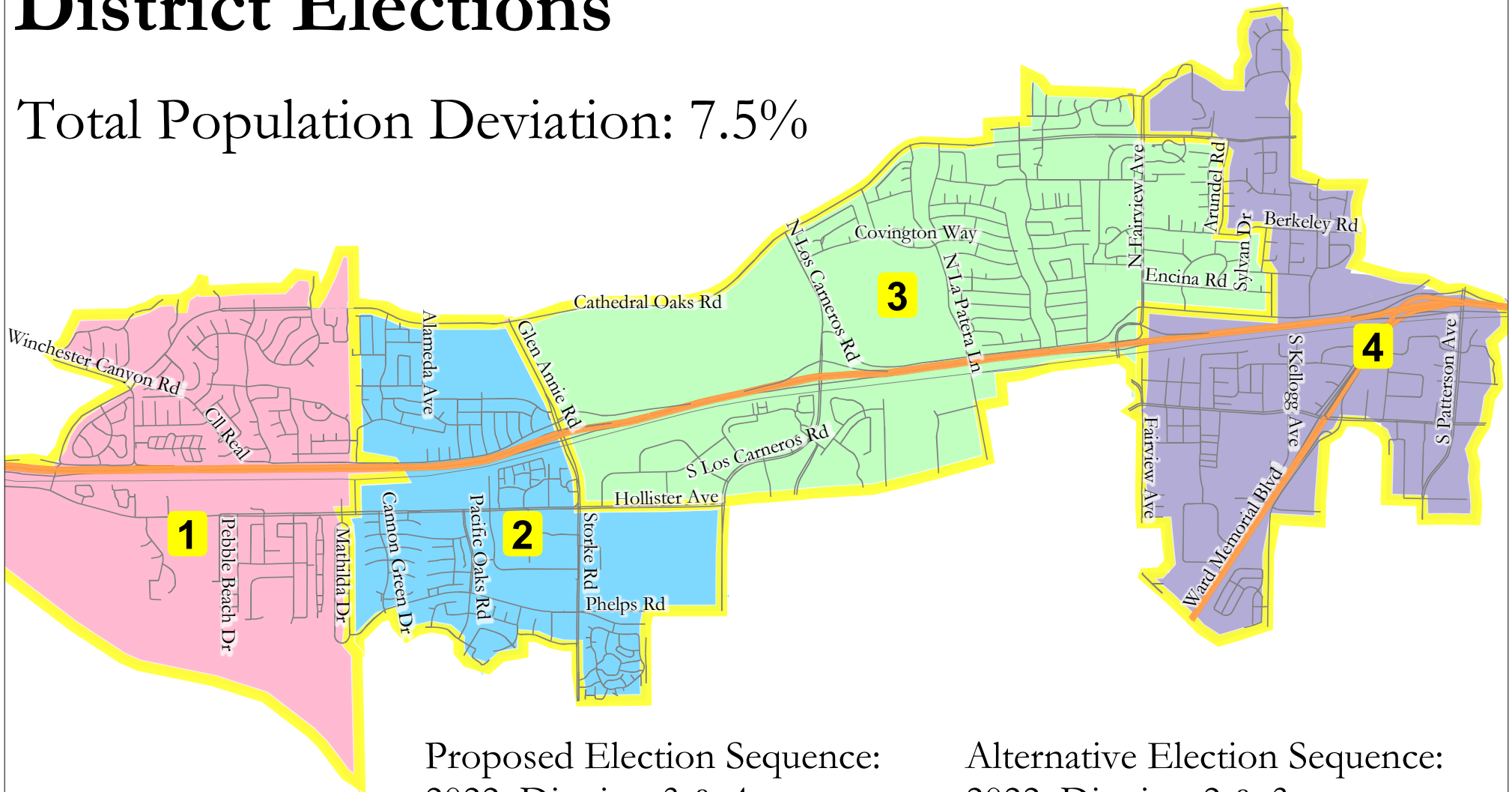
Alternative Election Sequence:  
2022: Districts 1 & 3  
2024: Districts 2 & 4



# City of Goleta 2021/22 Transition to District Elections

# Plan 211

Total Population Deviation: 7.5%



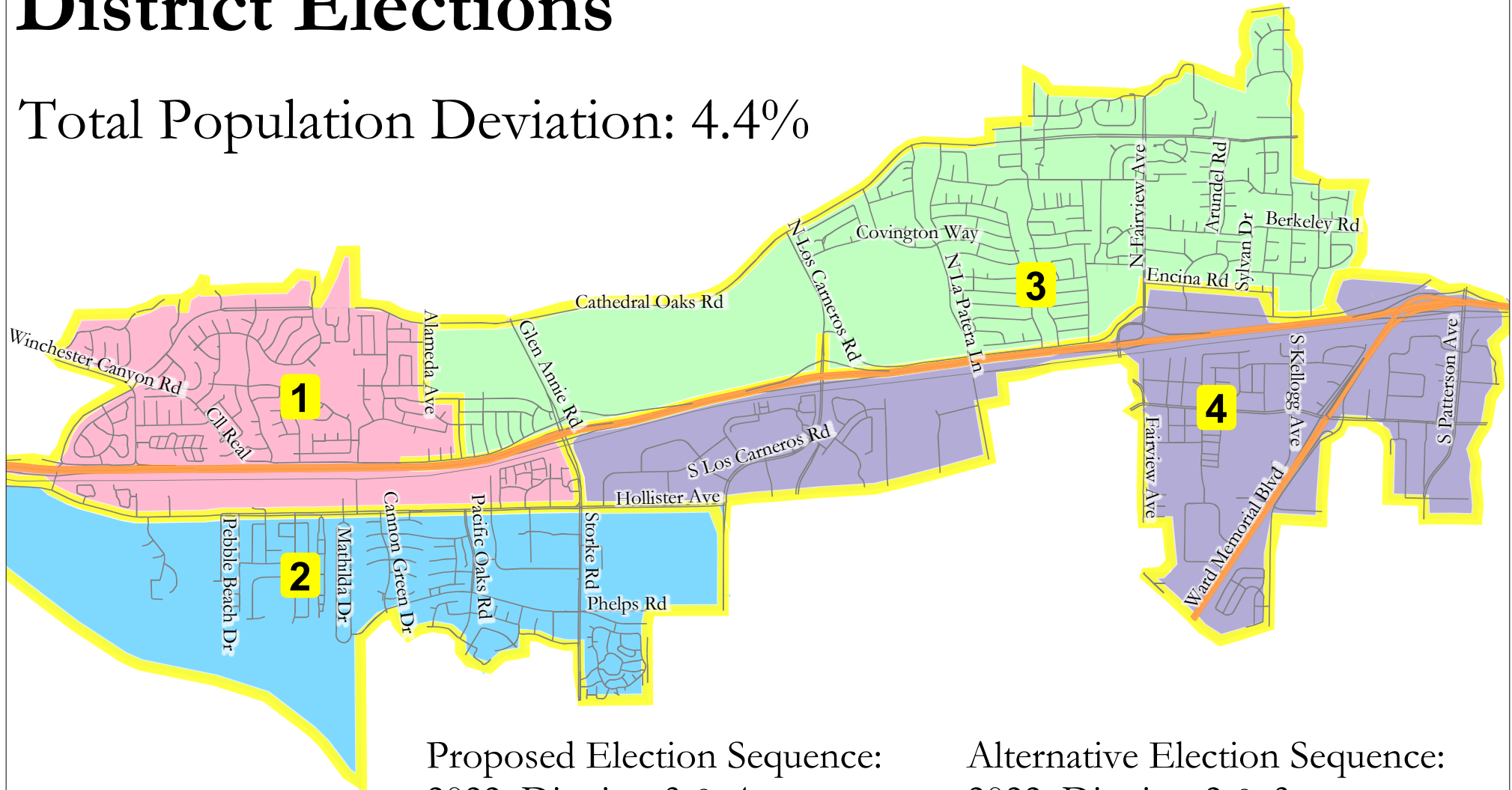
**Proposed Election Sequence:**  
2022: Districts 3 & 4  
2024: Districts 1 & 2

**Alternative Election Sequence:**  
2022: Districts 2 & 3  
2024: Districts 1 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 212

Total Population Deviation: 4.4%



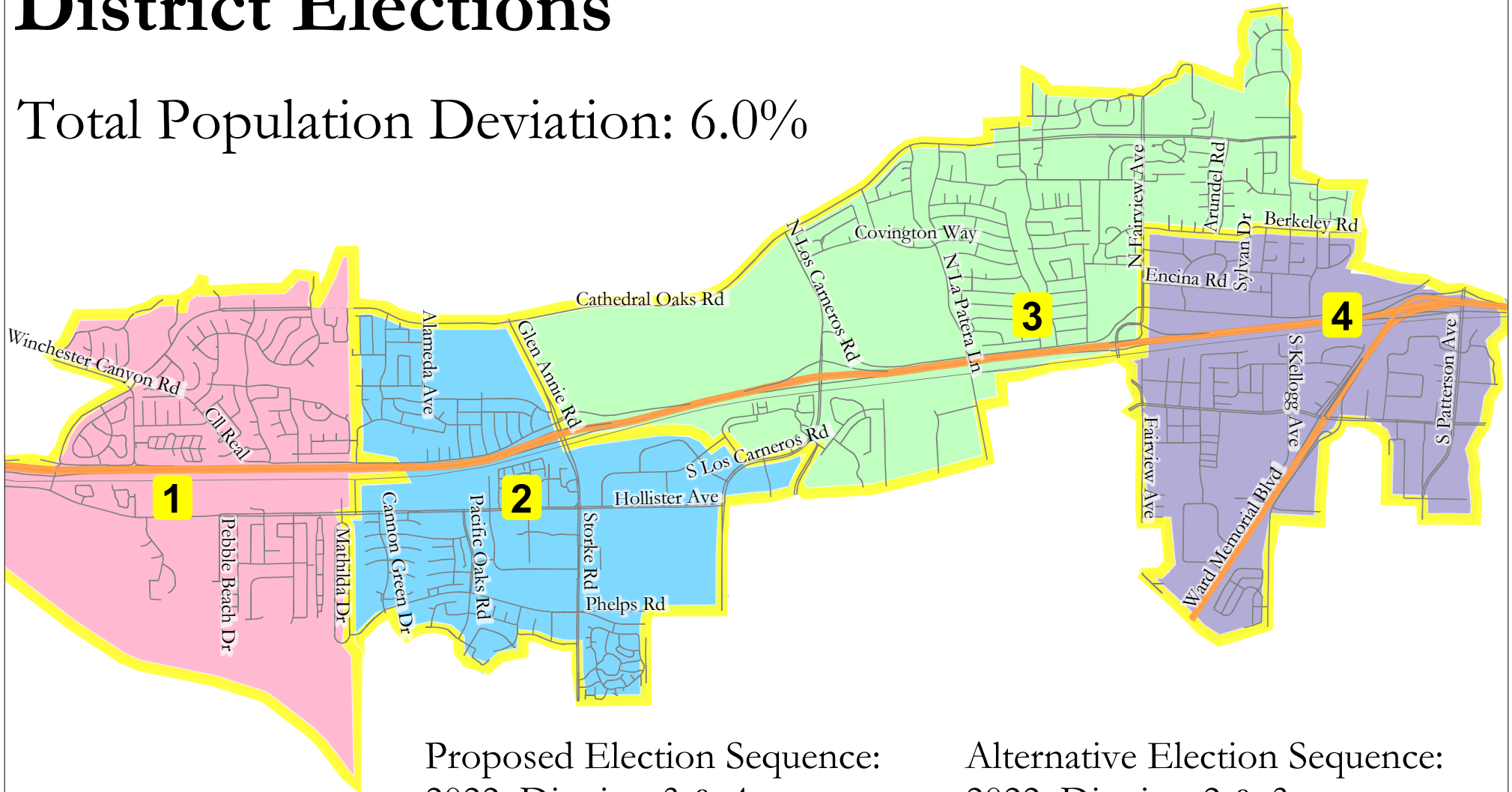
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 2 & 3  
2024: Districts 1 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 213

Total Population Deviation: 6.0%



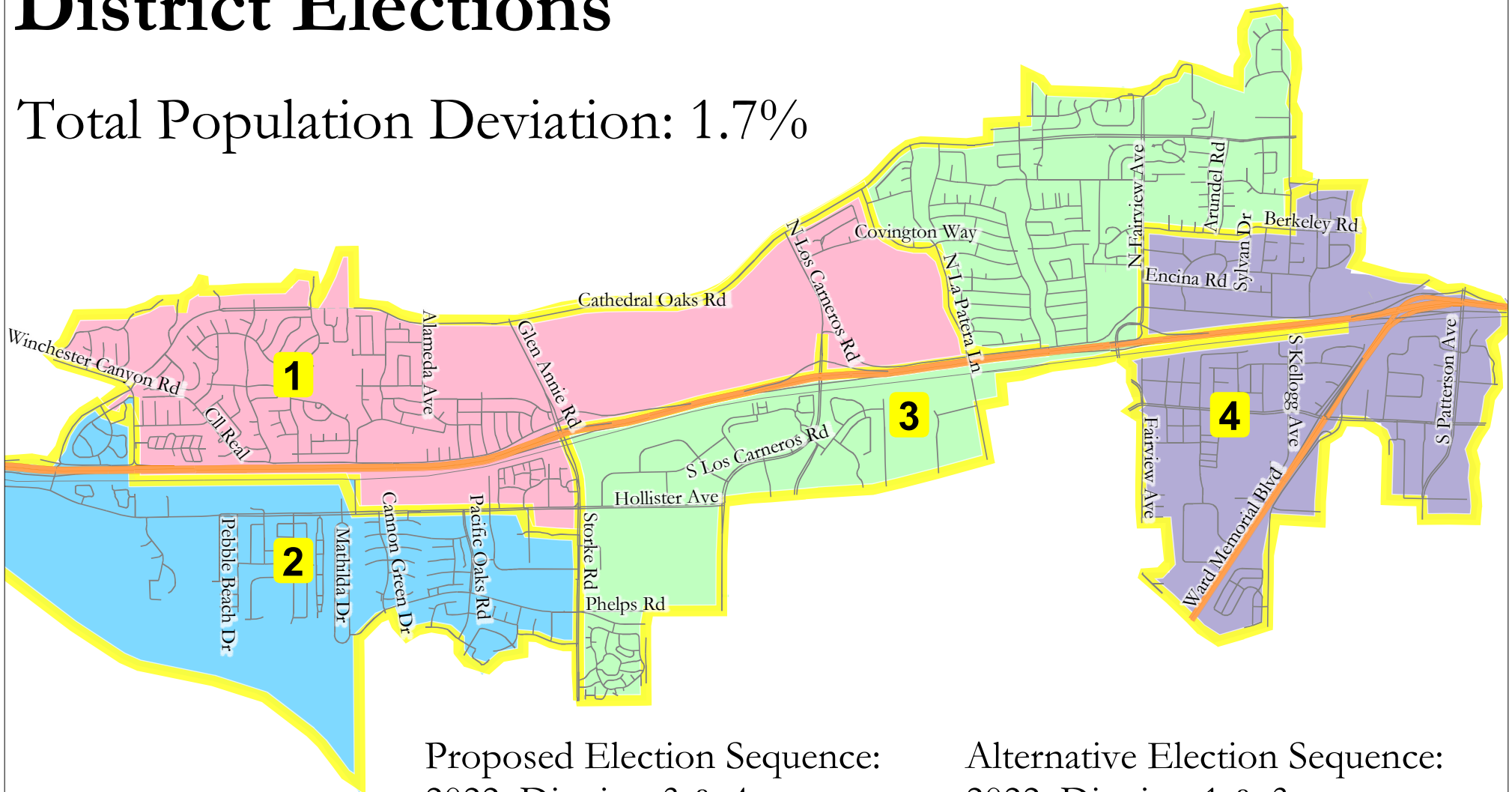
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 2 & 3  
2024: Districts 1 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 214

Total Population Deviation: 1.7%



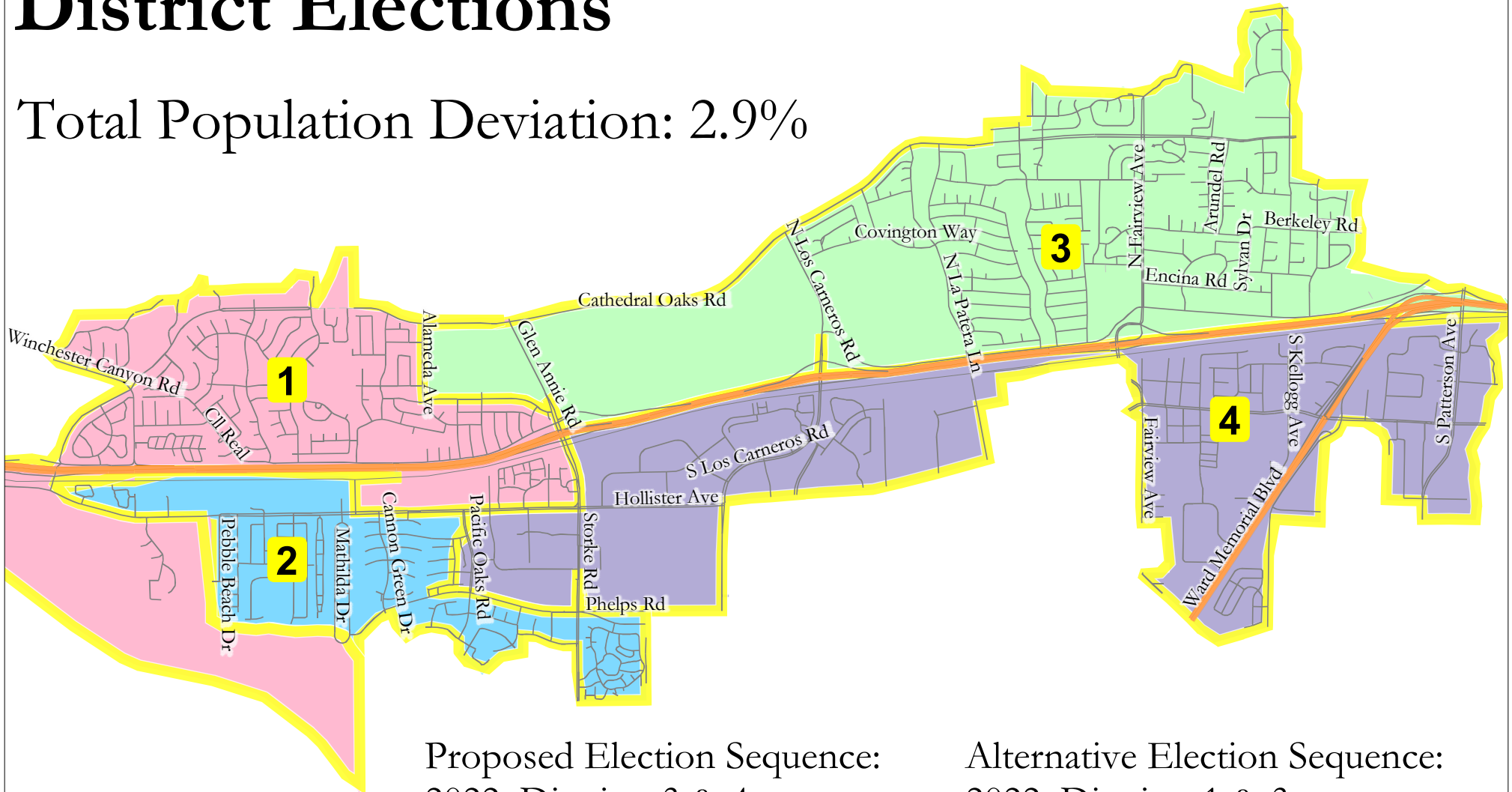
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 1 & 3  
2024: Districts 2 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 215

Total Population Deviation: 2.9%



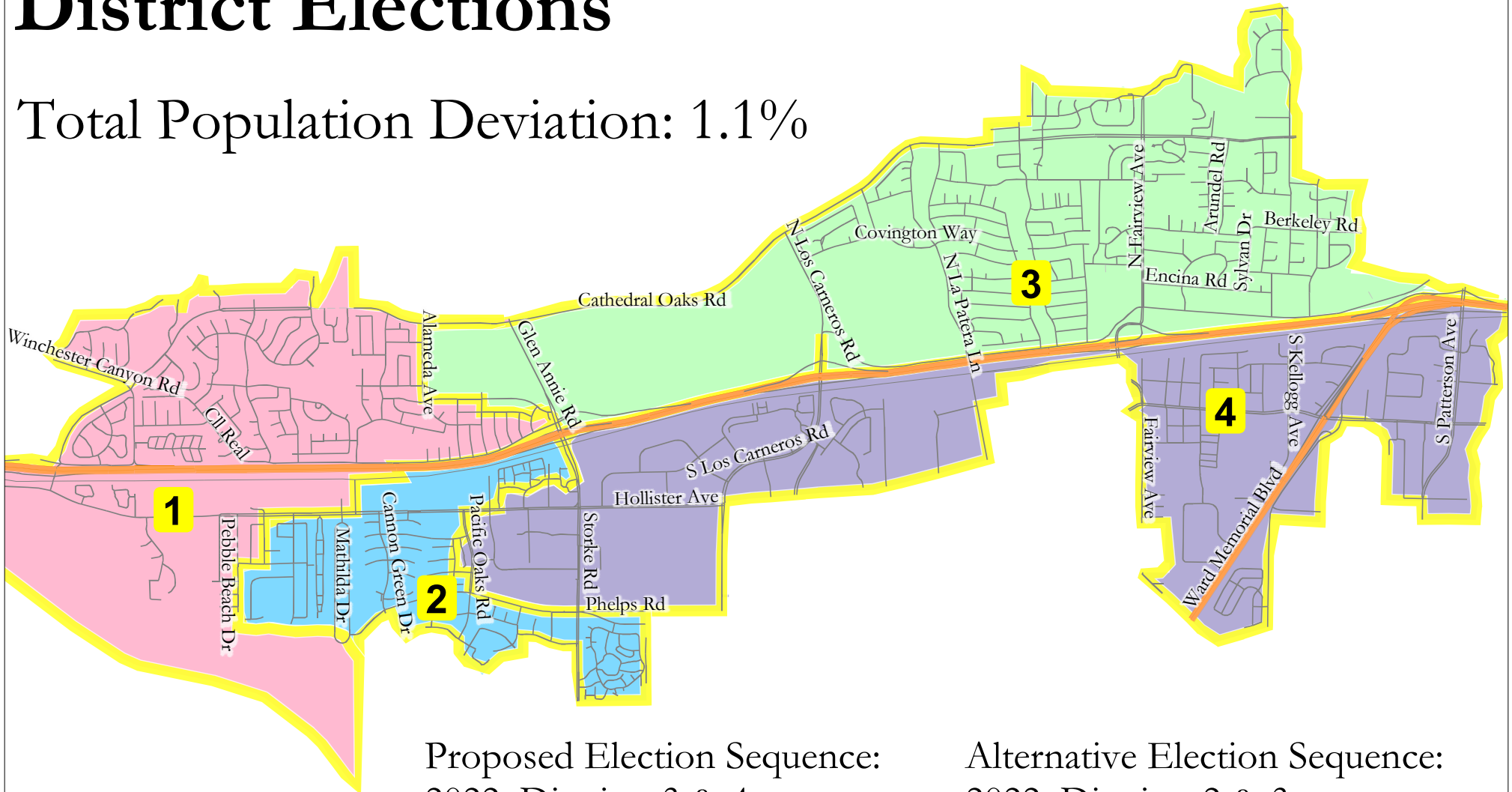
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 1 & 3  
2024: Districts 2 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 216

Total Population Deviation: 1.1%



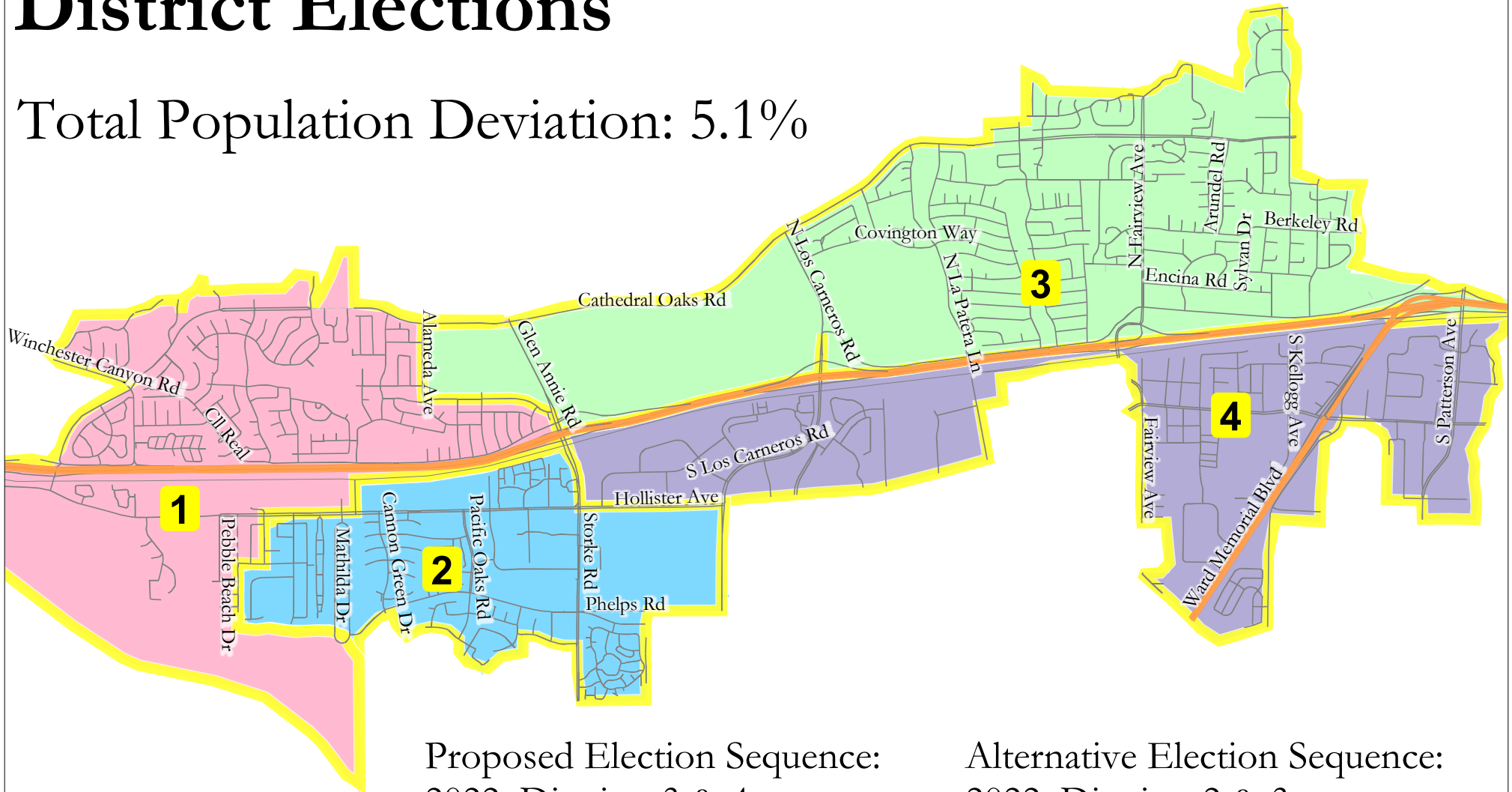
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 2 & 3  
2024: Districts 1 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 217

Total Population Deviation: 5.1%



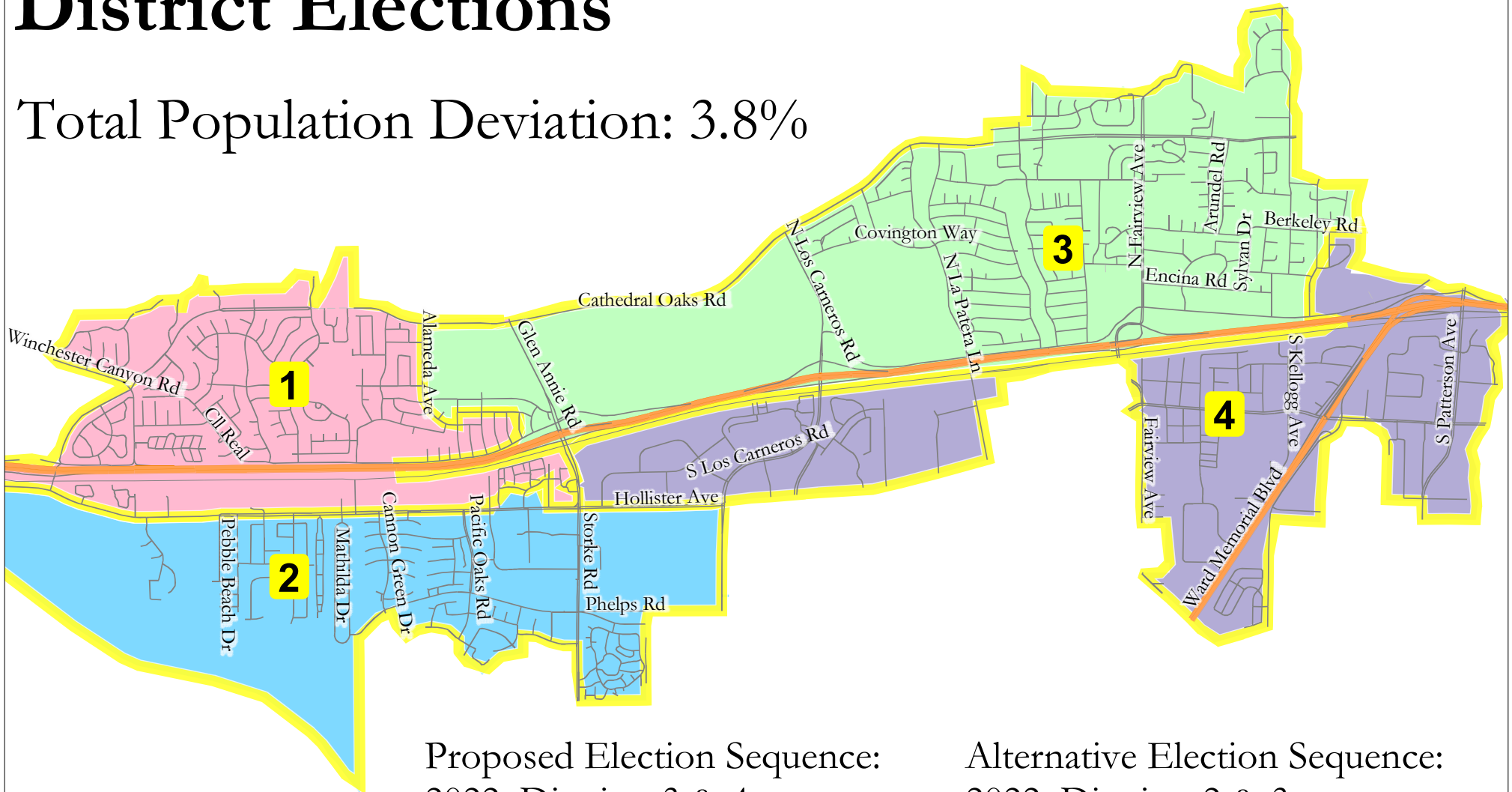
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 2 & 3  
2024: Districts 1 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 218

Total Population Deviation: 3.8%



Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

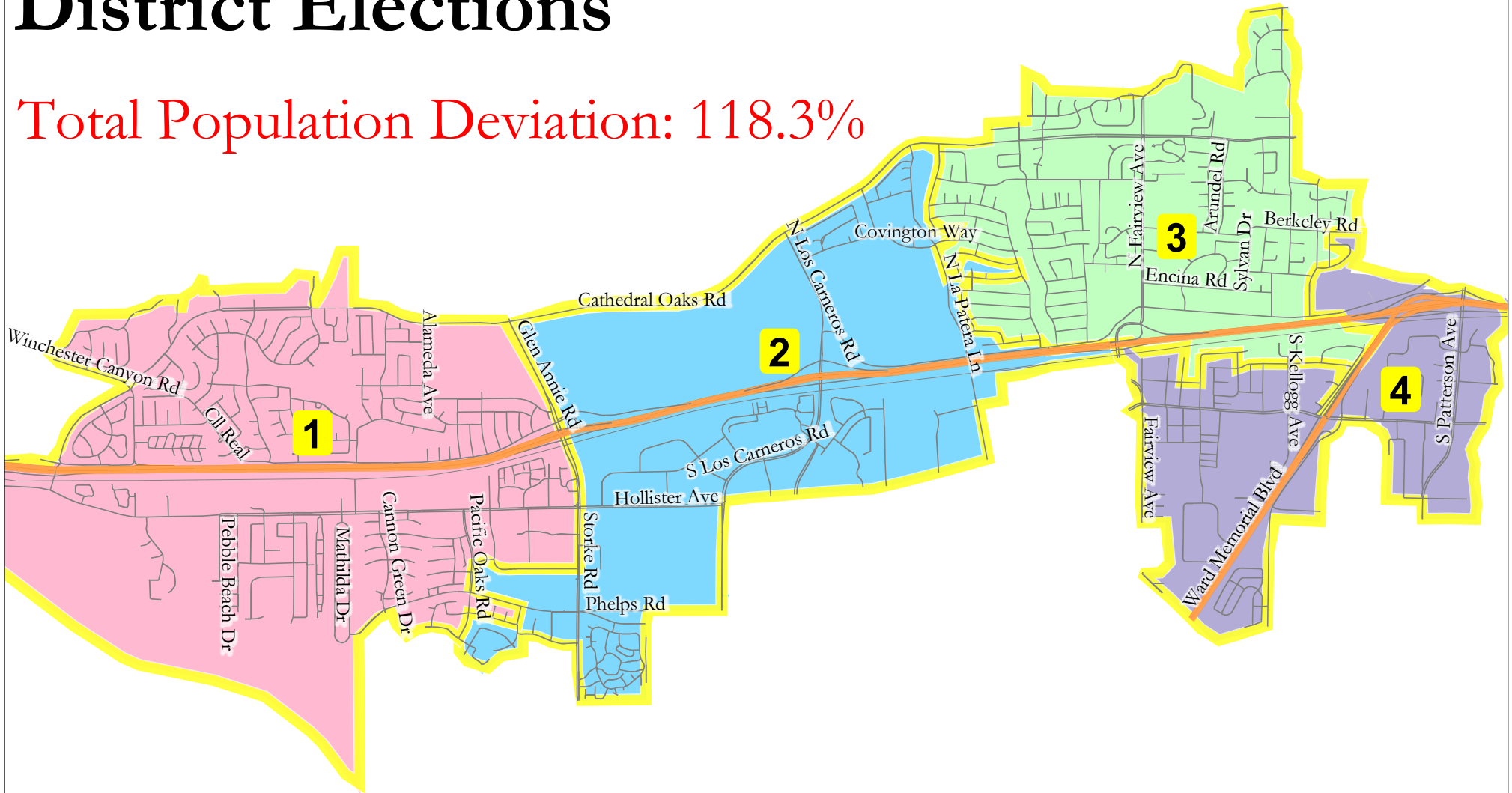
Alternative Election Sequence:  
2022: Districts 2 & 3  
2024: Districts 1 & 4



# City of Goleta 2021/22 Transition to District Elections

# Plan 219A

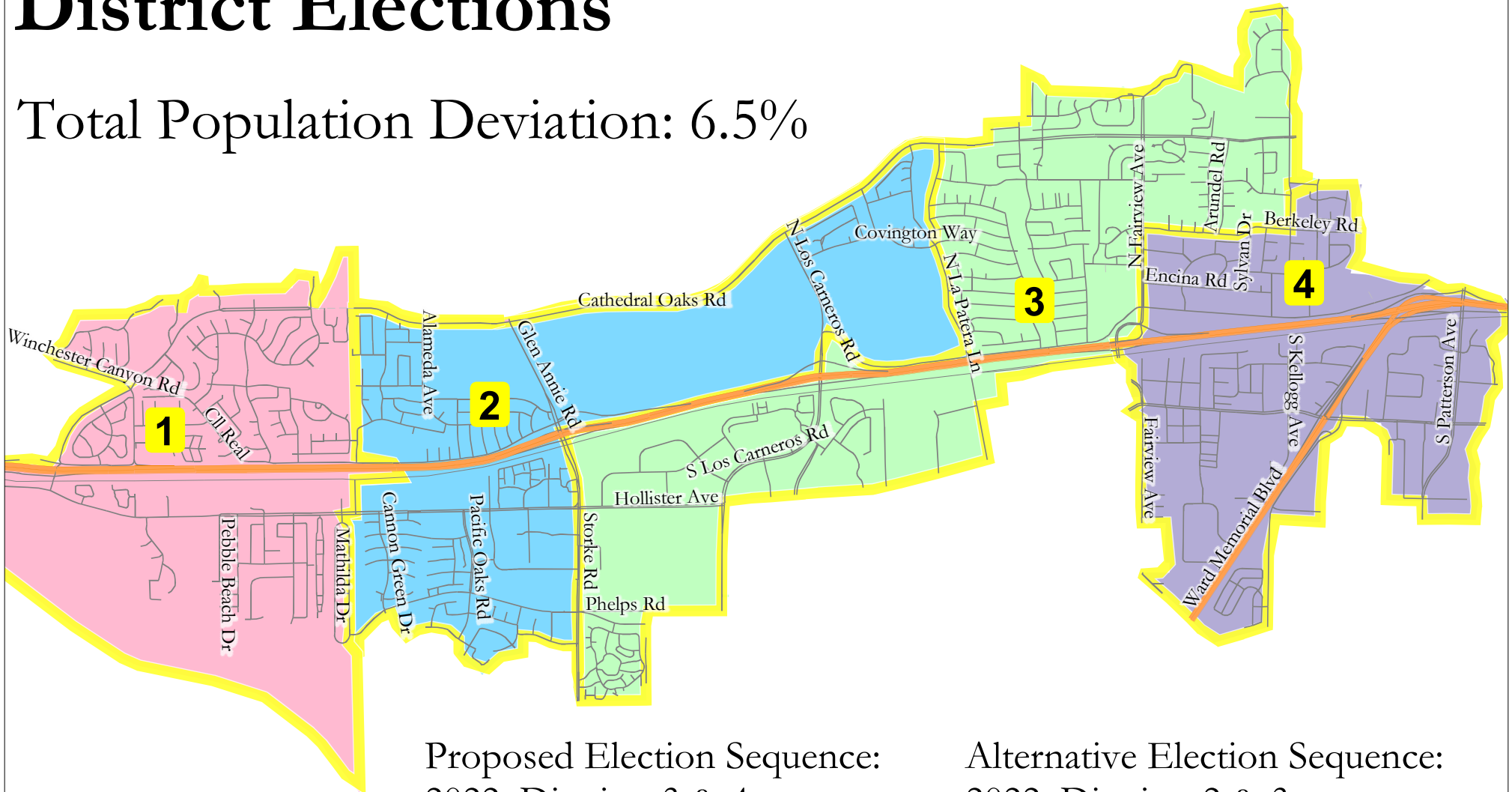
Total Population Deviation: 118.3%



# City of Goleta 2021/22 Transition to District Elections

# Plan 219B

Total Population Deviation: 6.5%



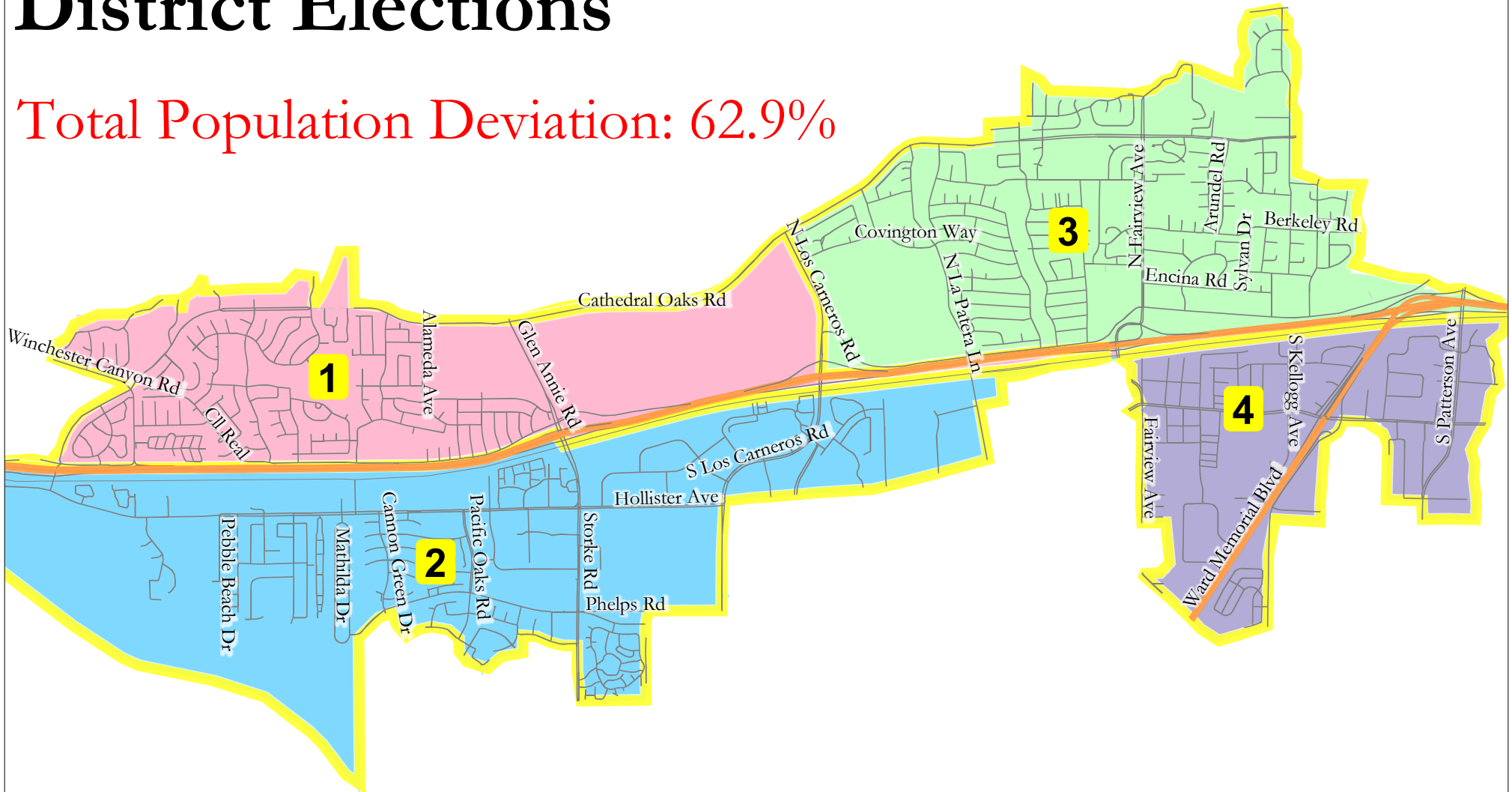
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 2 & 3  
2024: Districts 1 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 220A

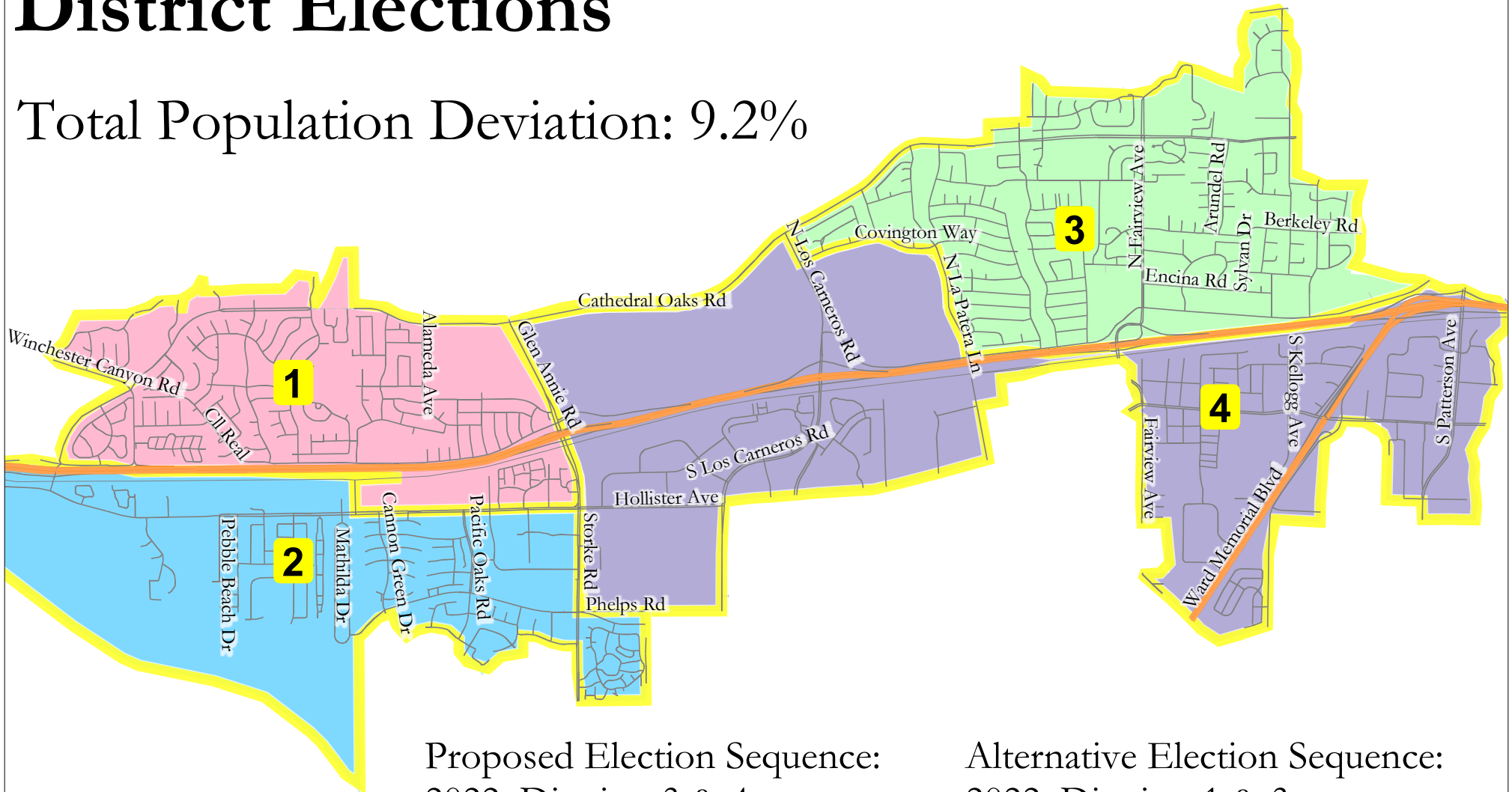
Total Population Deviation: 62.9%



# City of Goleta 2021/22 Transition to District Elections

# Plan 220B

Total Population Deviation: 9.2%



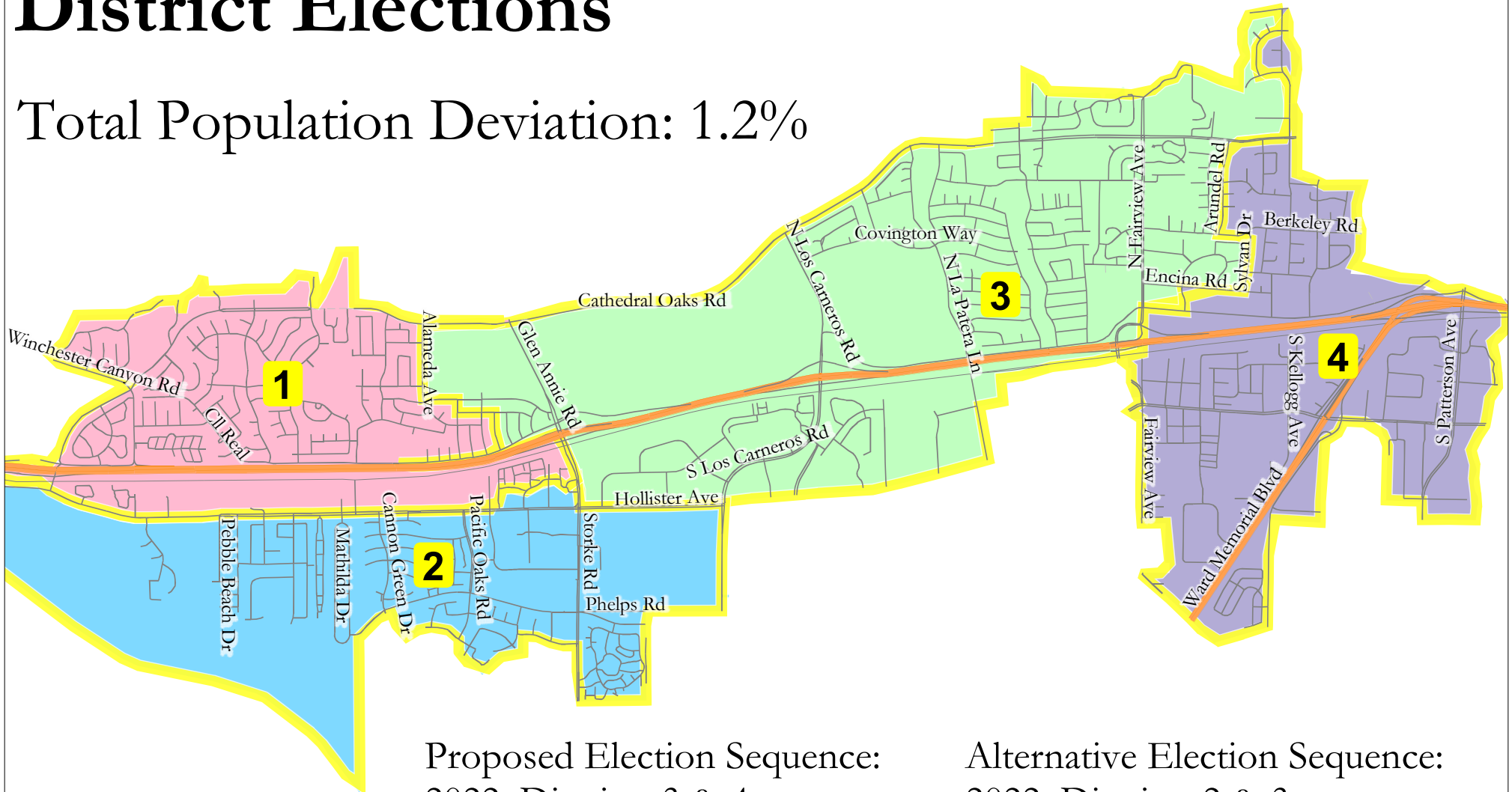
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 1 & 3  
2024: Districts 2 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 221

Total Population Deviation: 1.2%



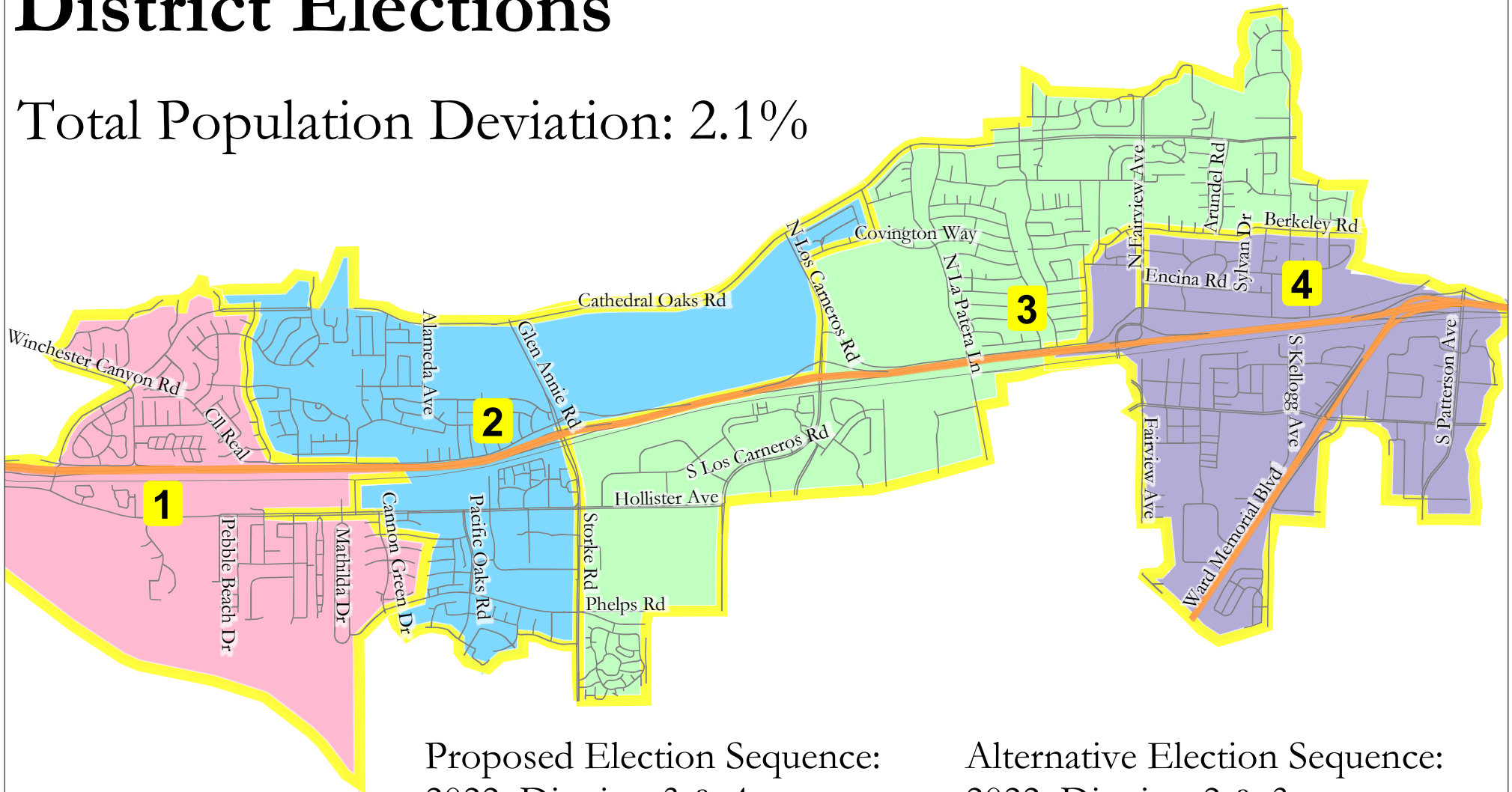
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 2 & 3  
2024: Districts 1 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 222A

Total Population Deviation: 2.1%



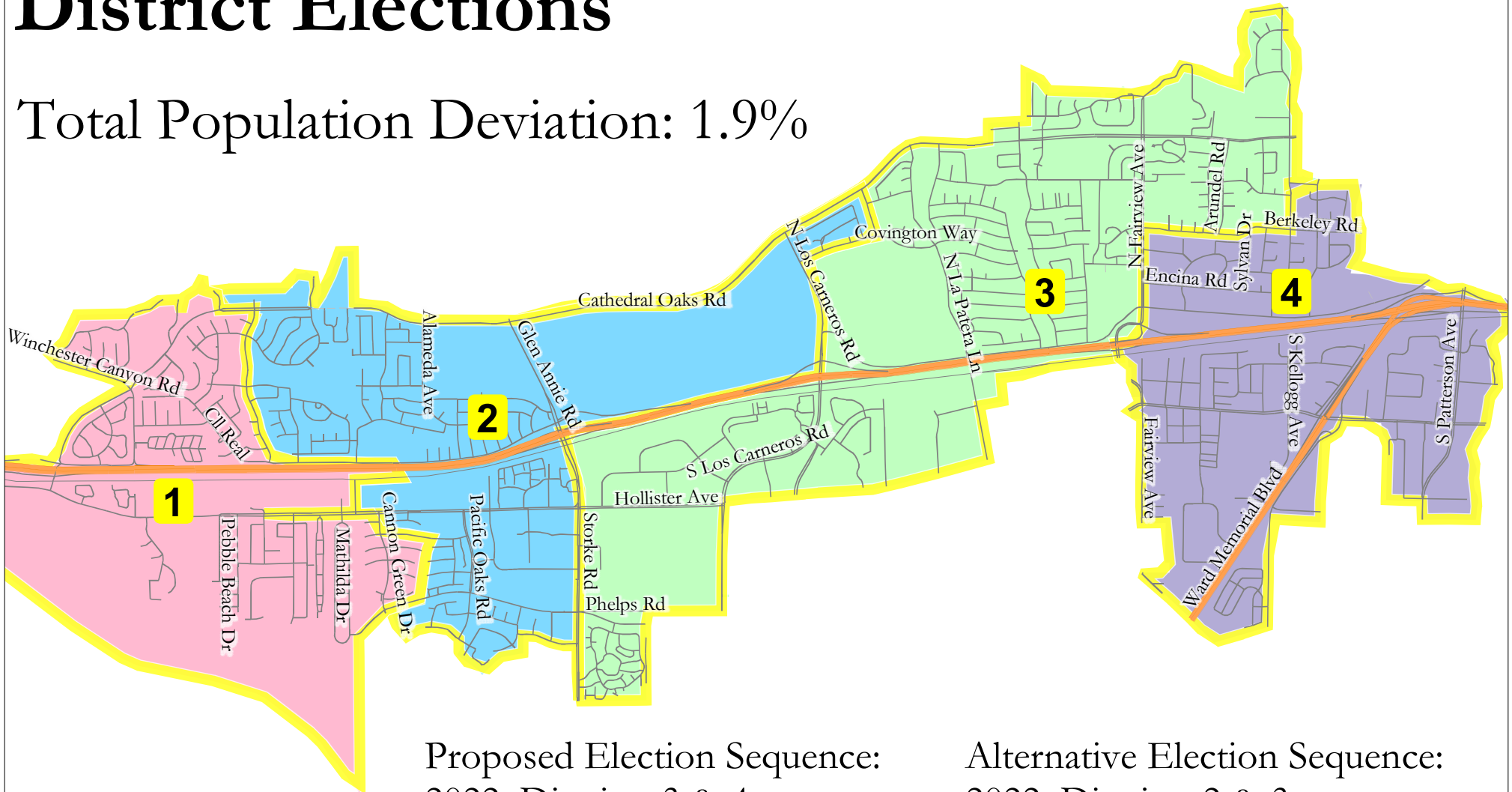
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 2 & 3  
2024: Districts 1 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 222B

Total Population Deviation: 1.9%



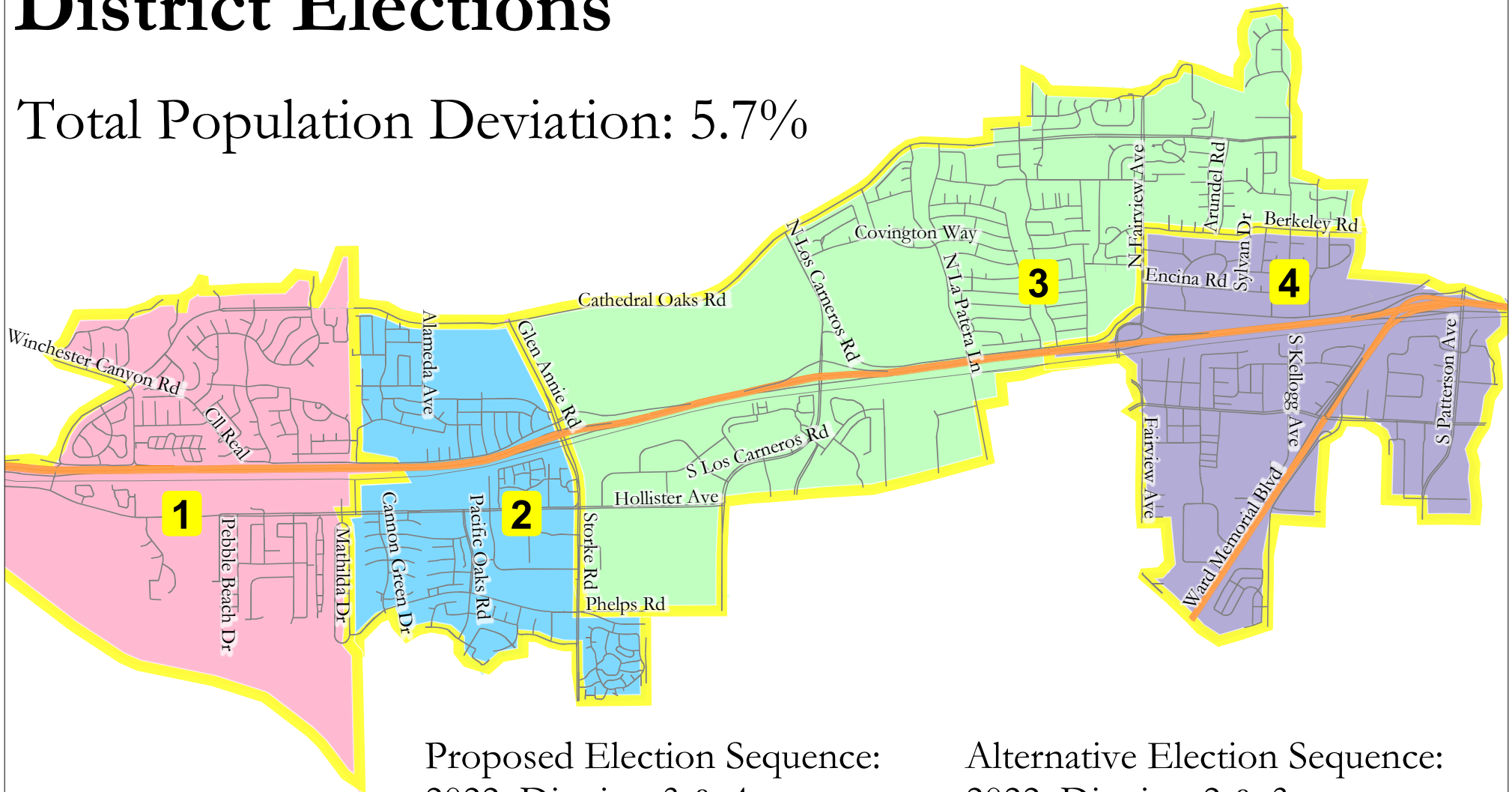
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 2 & 3  
2024: Districts 1 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 223

Total Population Deviation: 5.7%



Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

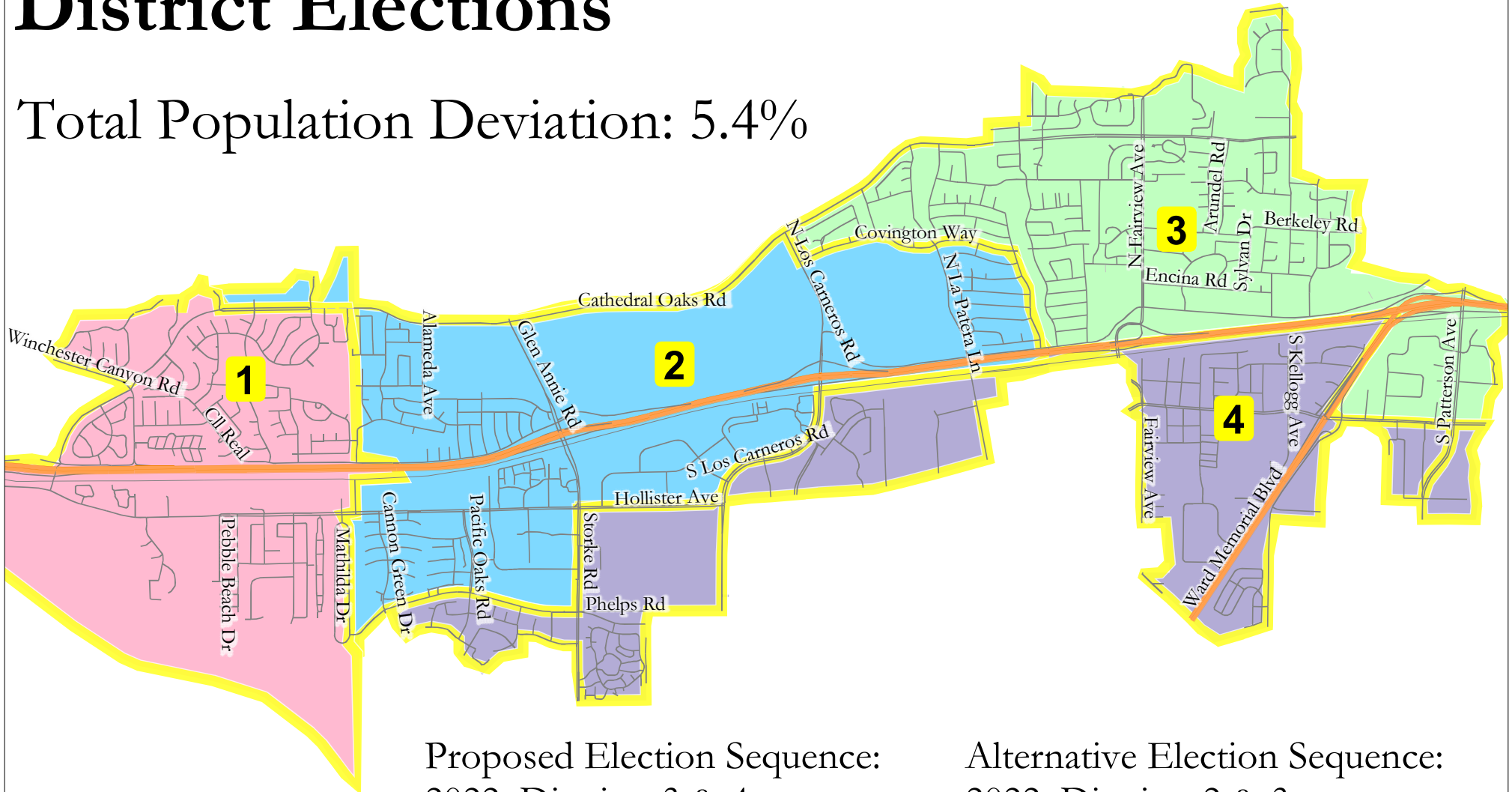
Alternative Election Sequence:  
2022: Districts 2 & 3  
2024: Districts 1 & 4



# City of Goleta 2021/22 Transition to District Elections

# Plan 224

Total Population Deviation: 5.4%



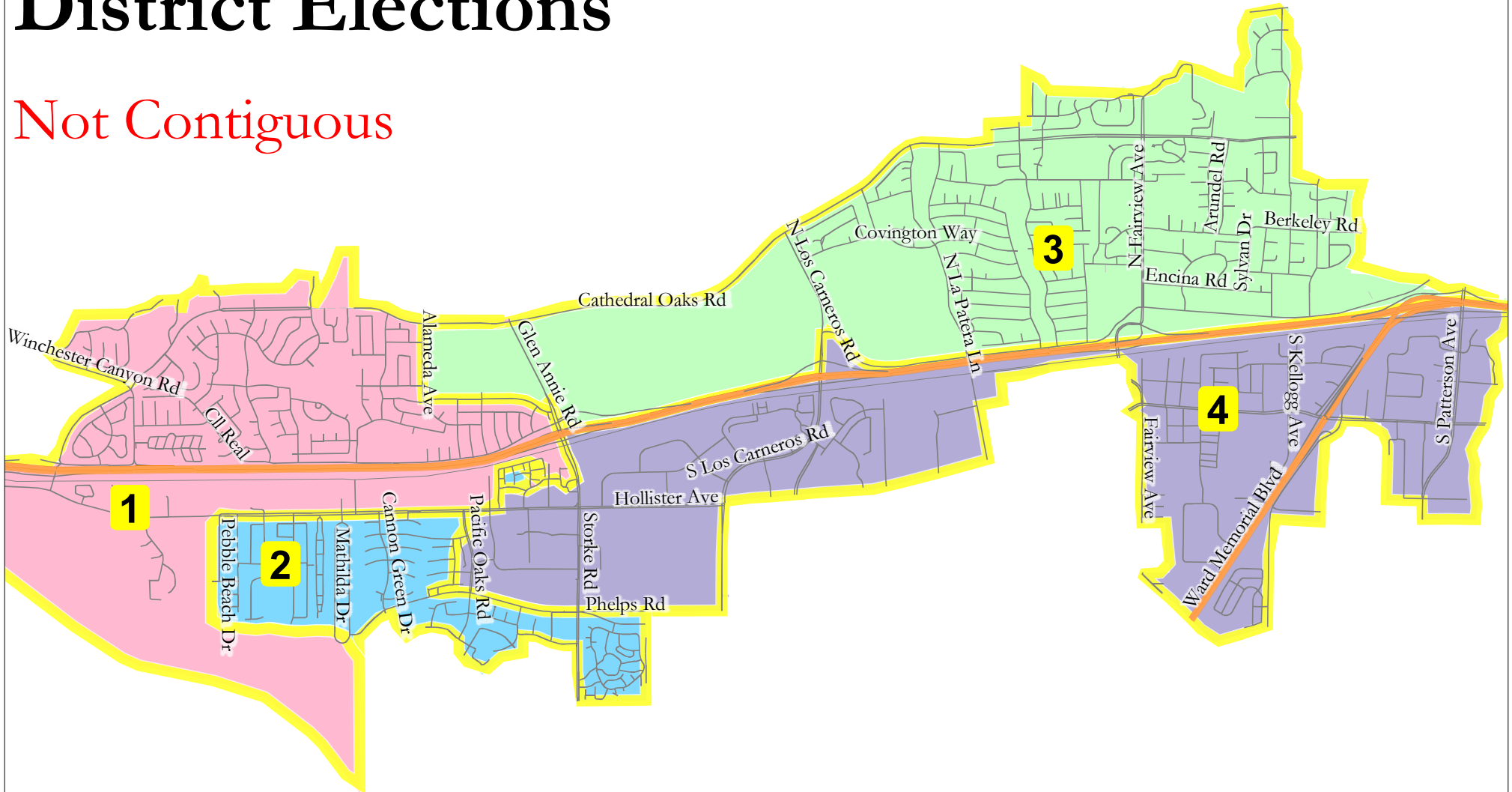
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 2 & 3  
2024: Districts 1 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 225

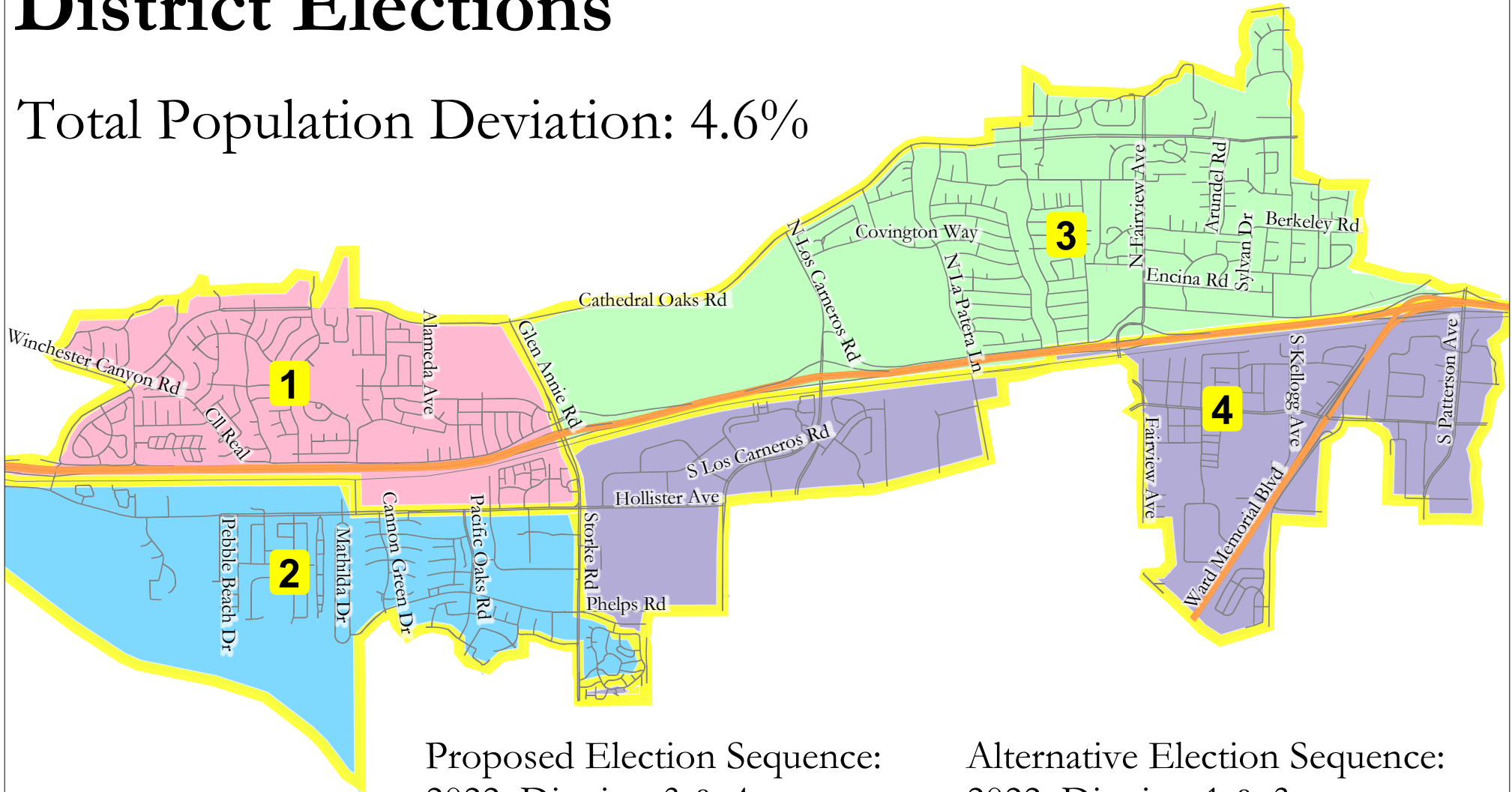
Not Contiguous



# City of Goleta 2021/22 Transition to District Elections

# Plan 226

Total Population Deviation: 4.6%



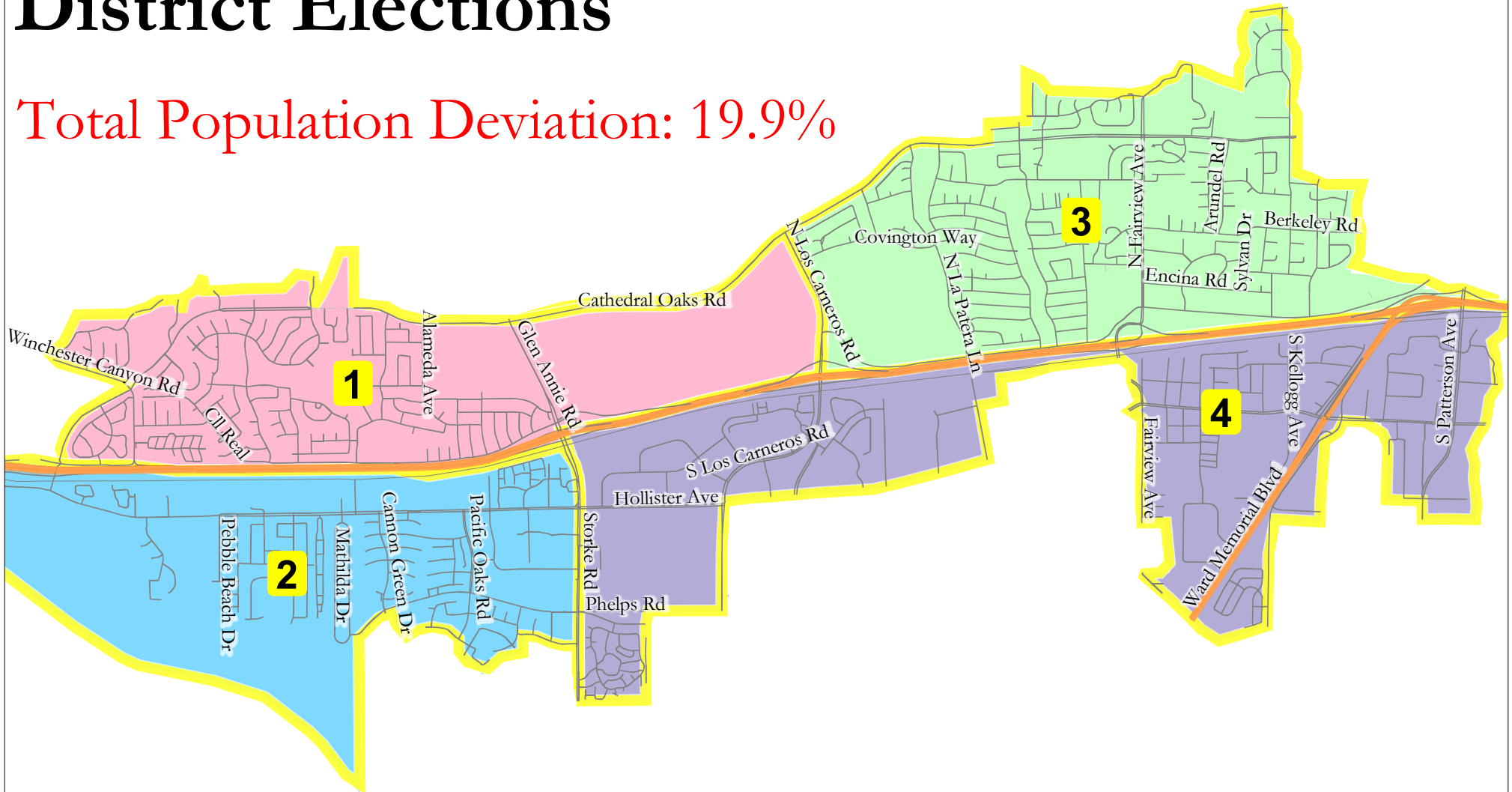
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 1 & 3  
2024: Districts 2 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 301

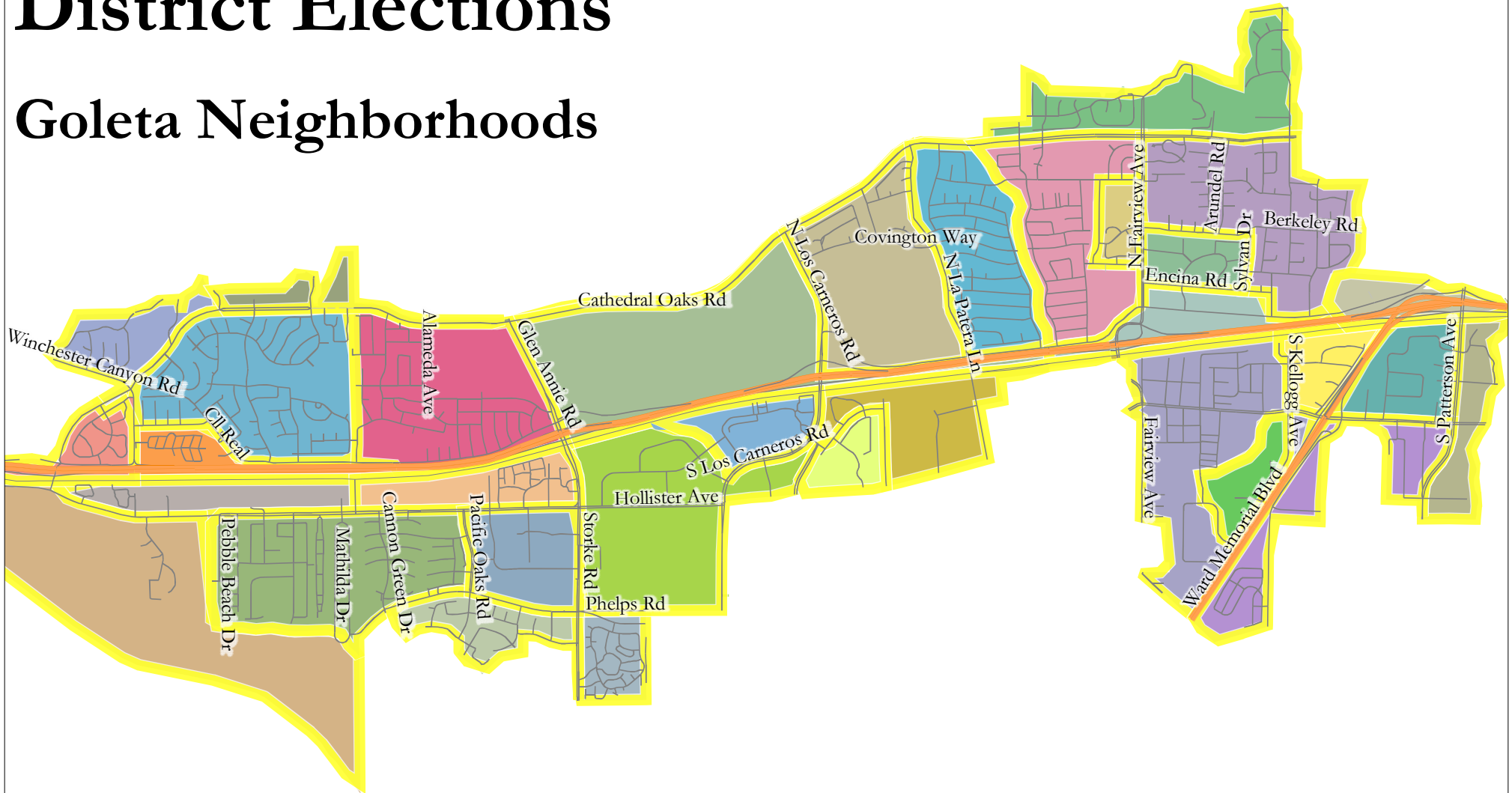
Total Population Deviation: 19.9%



# City of Goleta 2021/22 Transition to District Elections

# Plan 401 Drafted by NDC

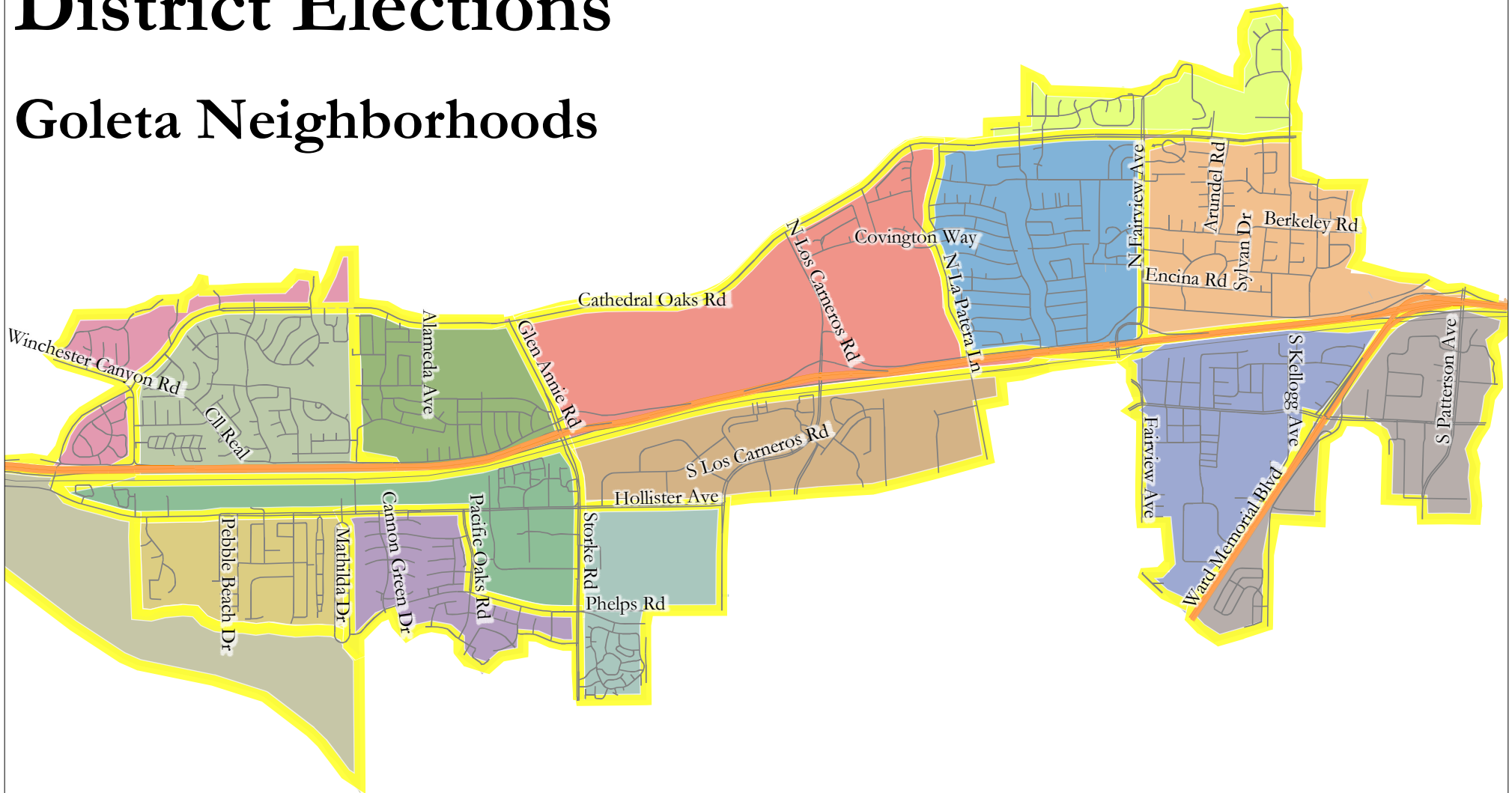
## Goleta Neighborhoods



# City of Goleta 2021/22 Transition to District Elections

# Plan 402

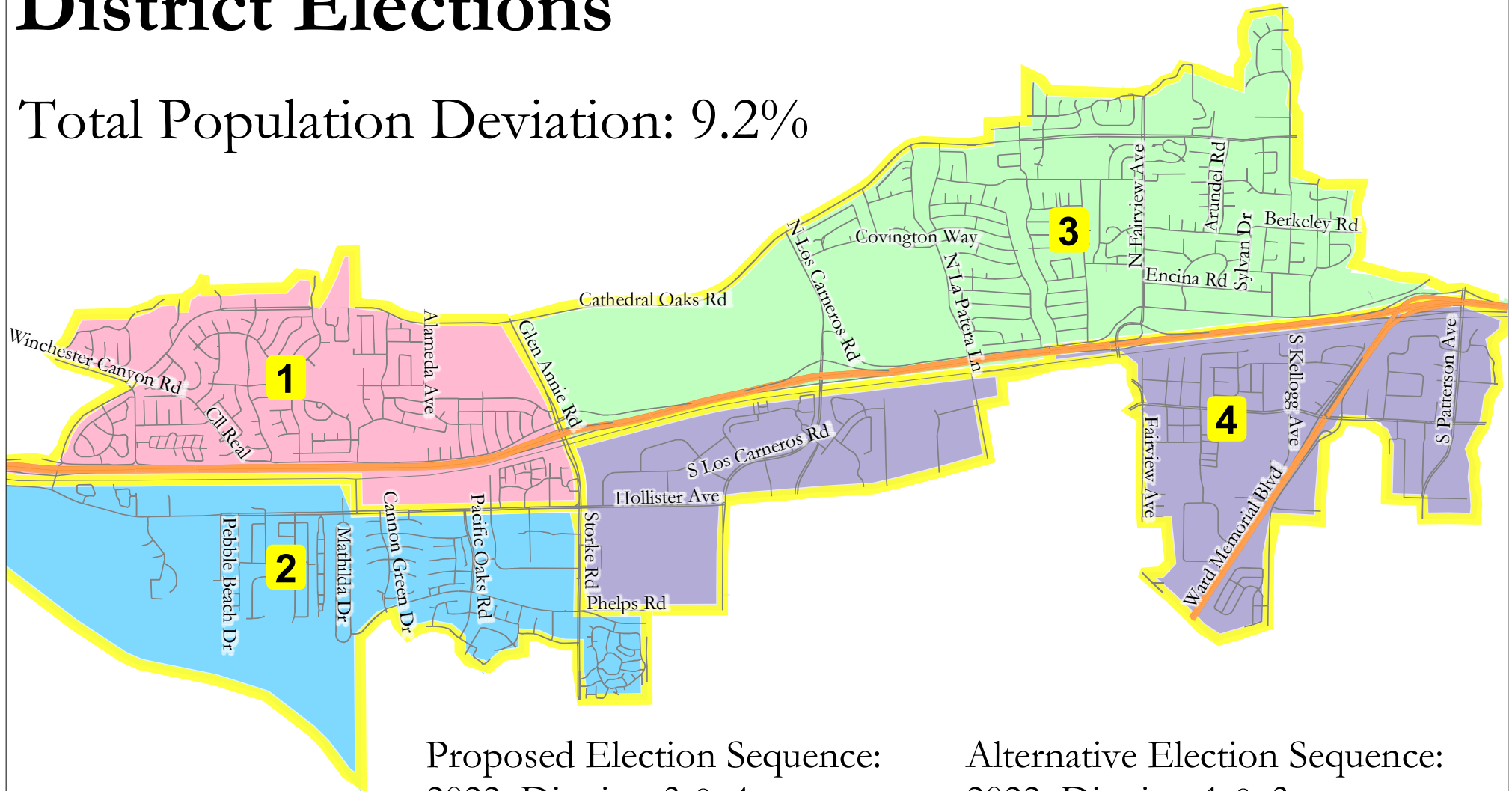
## Goleta Neighborhoods



# City of Goleta 2021/22 Transition to District Elections

# Plan 403

Total Population Deviation: 9.2%



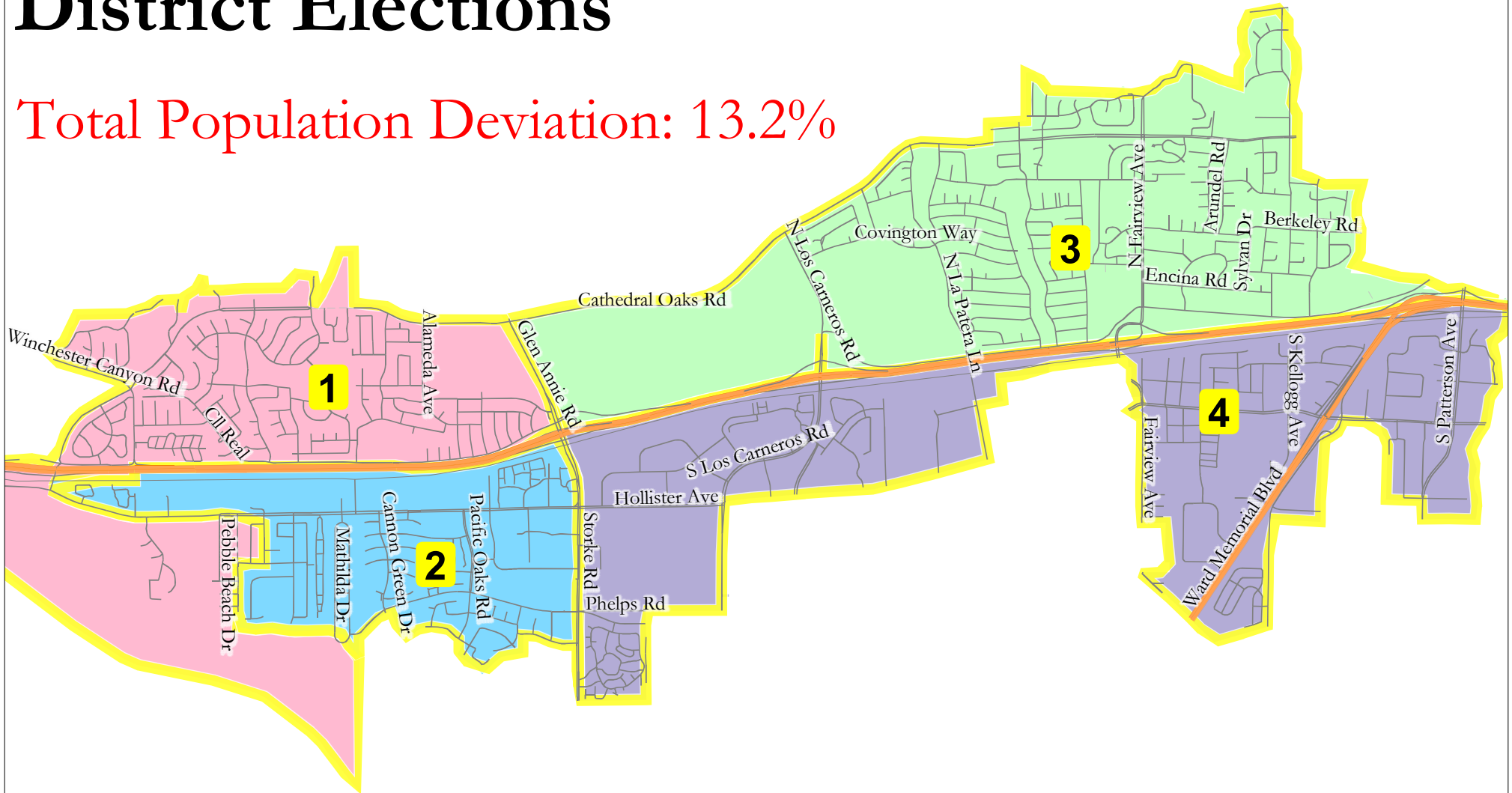
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 1 & 3  
2024: Districts 2 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 501

Total Population Deviation: 13.2%

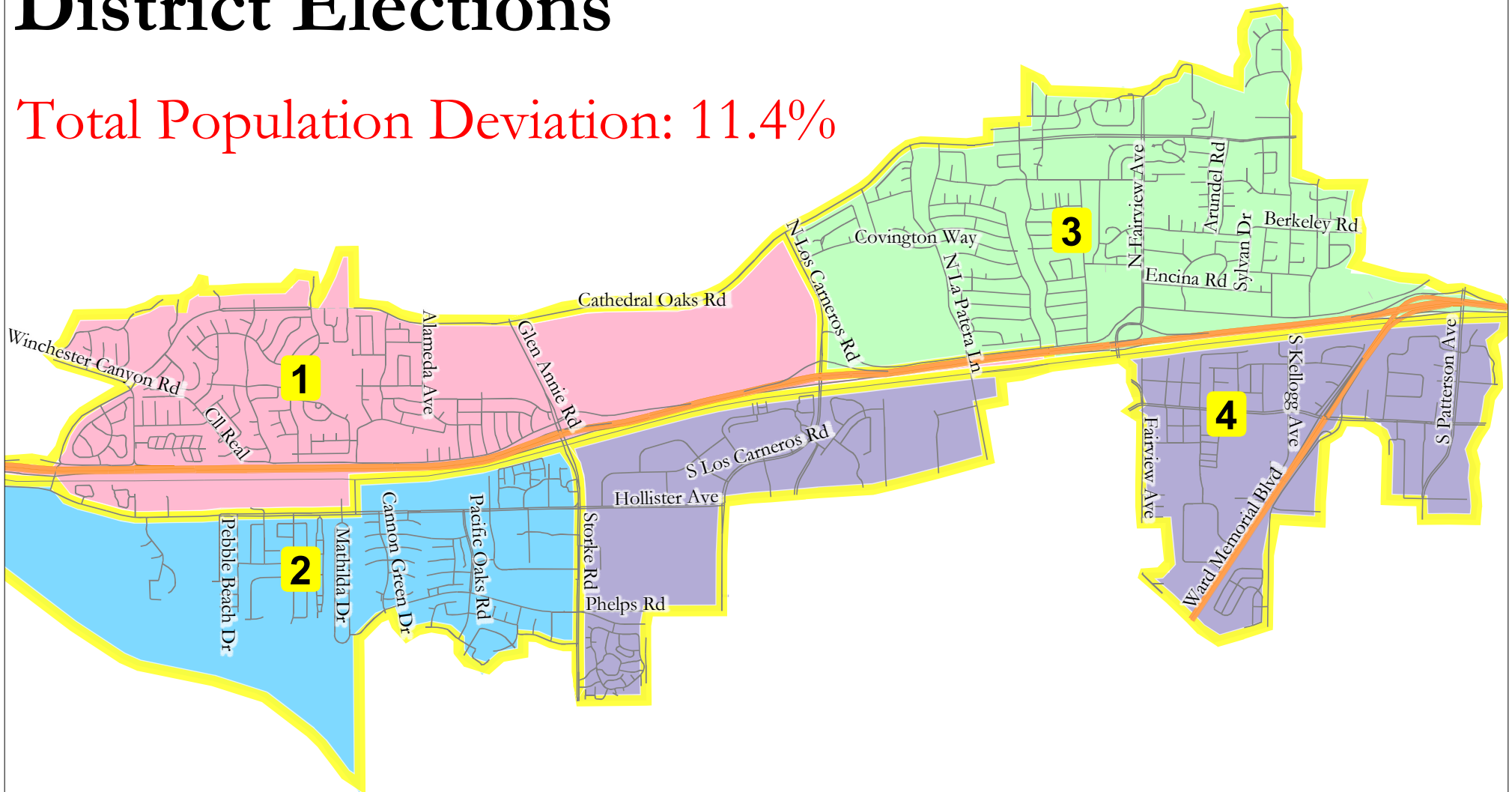




# City of Goleta 2021/22 Transition to District Elections

# Plan 601

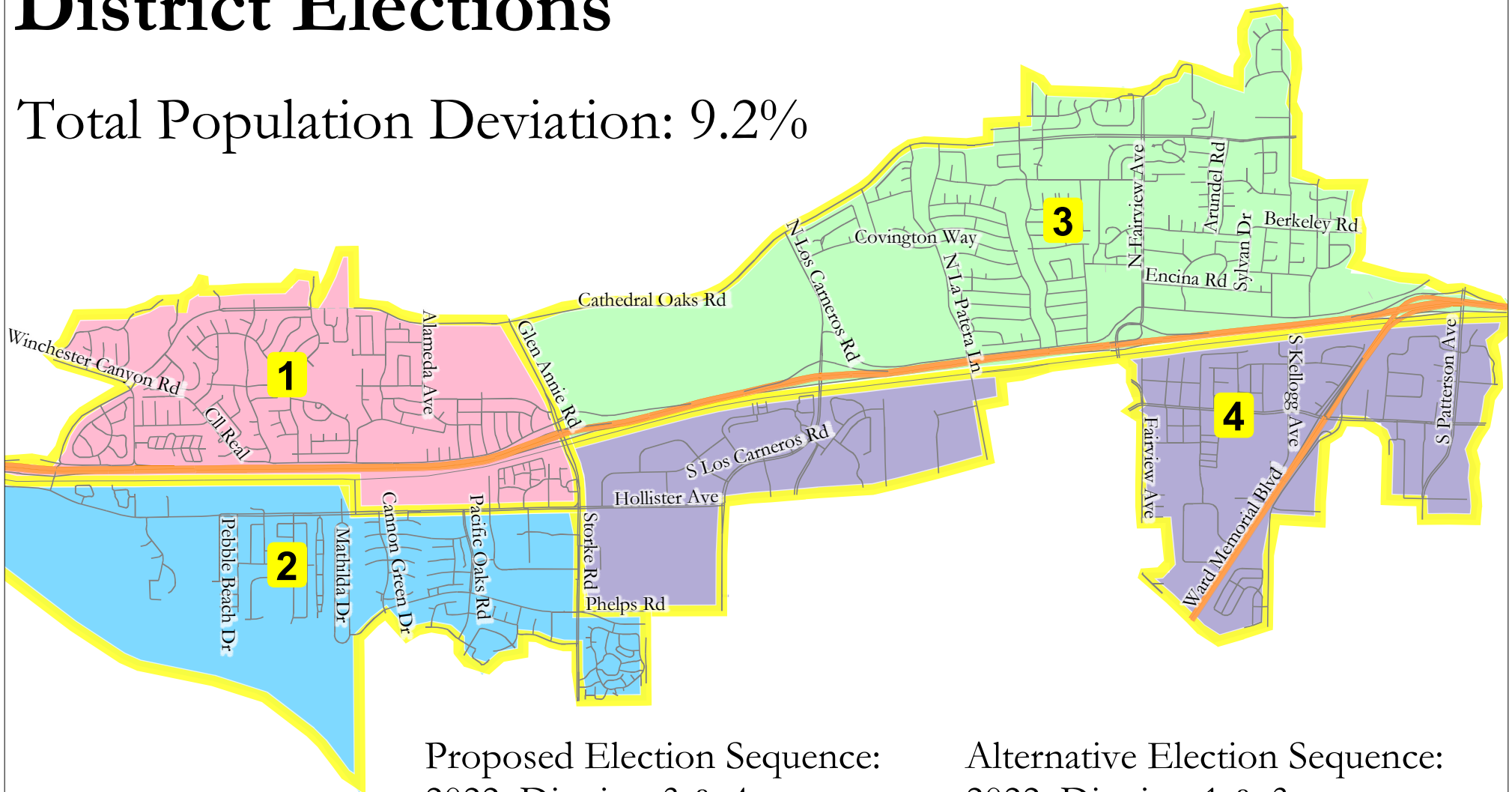
Total Population Deviation: 11.4%



# City of Goleta 2021/22 Transition to District Elections

# Plan 701 Drafted by NDC

Total Population Deviation: 9.2%



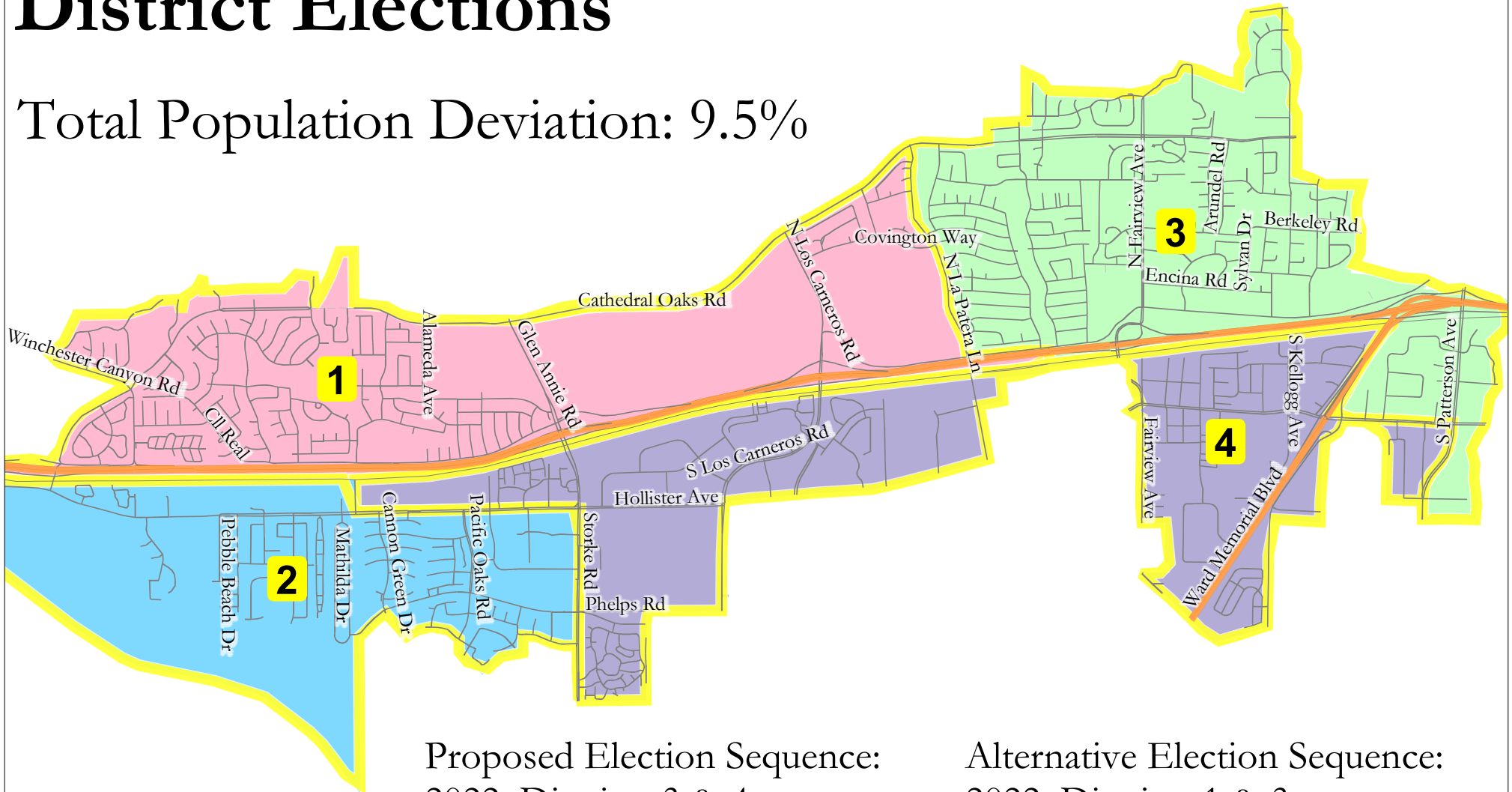
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 1 & 3  
2024: Districts 2 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 702 Drafted by NDC

Total Population Deviation: 9.5%



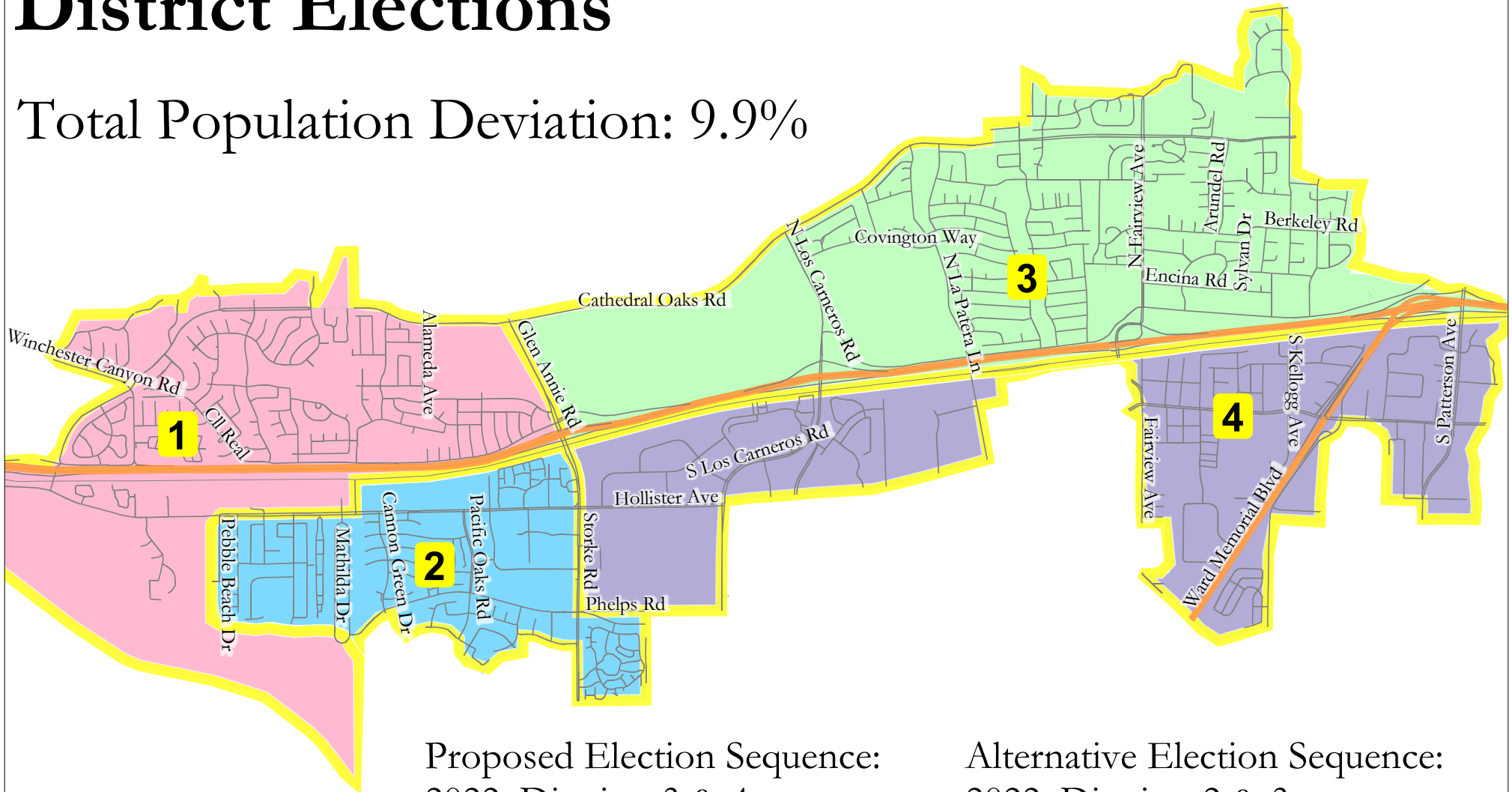
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 1 & 3  
2024: Districts 2 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 703 Drafted by NDC

Total Population Deviation: 9.9%



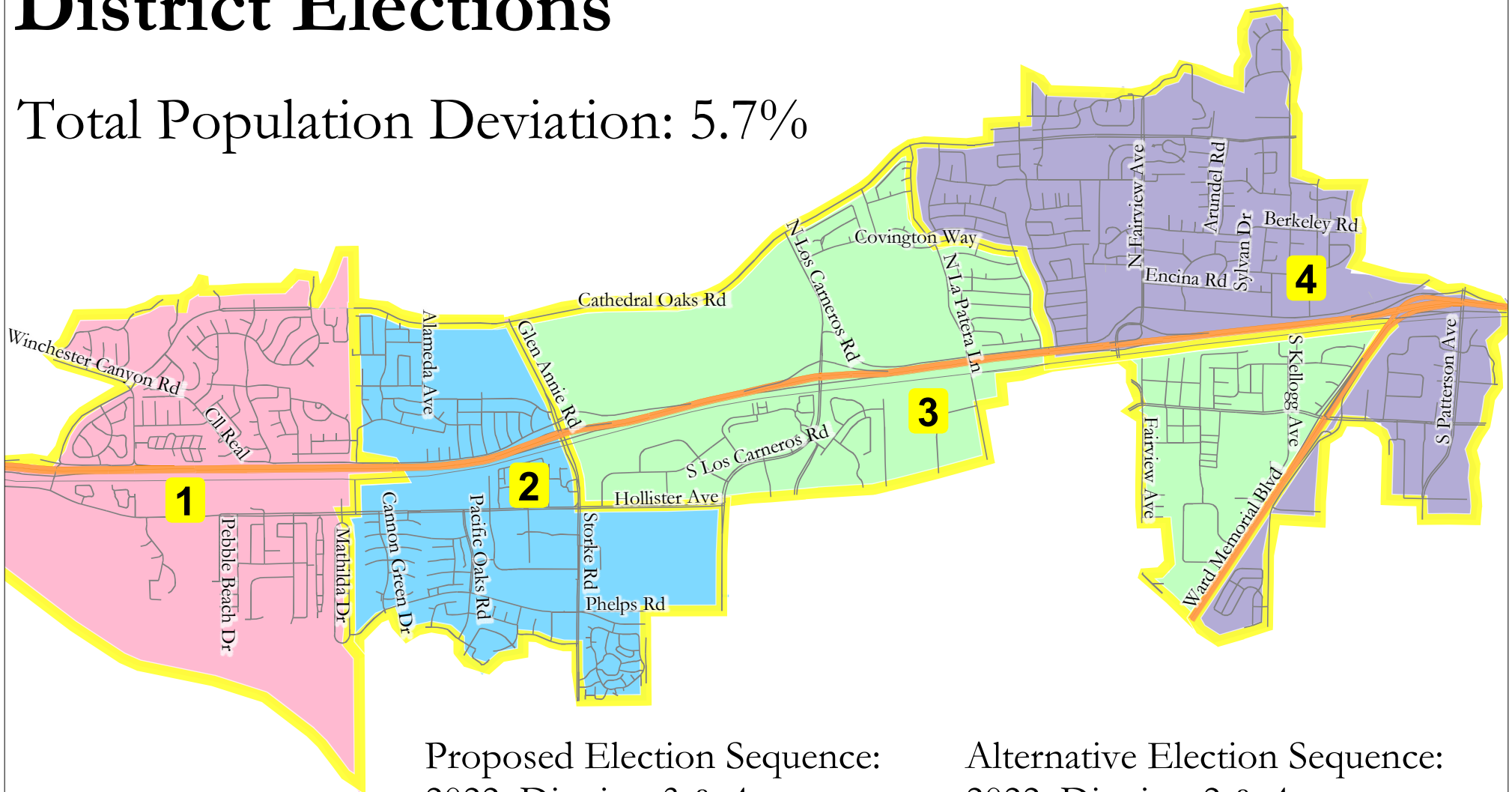
Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 2 & 3  
2024: Districts 1 & 4

# City of Goleta 2021/22 Transition to District Elections

# Plan 704 Drafted by NDC

Total Population Deviation: 5.7%



Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 2 & 4  
2024: Districts 1 & 3

**ATTACHMENT 3:**

Communities of Interest adopted by Council on August 17, 2021

# City of Goleta Potential Communities of Interest and Neighborhoods

Prepared by Daniel Phillips, National Demographics Corporation, January 20, 2022

## Communities of Interest:

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

Airport Noise Corridor:

Hollister to Phelps, Los Carneros to Cannon Green

Demographic Outliers:

- 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)

**Neighborhoods (unofficial, not necessarily exhaustive):**

- Armstrong/Scripps Crescent
- Berkeley/Cambridge/Kellogg
- The Bluffs
- Brandon/Evergreen
- Cannon Green

- Carlo/Vega
- Dearborn Green/La Goleta
- Dos Pueblos/El Encanto Heights
- Ellwood Beach/Mathilda
- Ellwood Mesa/Coronado
- Ellwood Station
- Encina Royale
- Eucalyptus Grove
- Evergreen Terrace
- Fairview/Cathedral Oaks
- The Hideaway/Sanderling
- Hollister Village
- La Calera/Pacific Glen
- 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/Overpass Road
- Sanderling
- Santa Barbara Shores
- Sesame Tree/Whittier
- Storke Ranch
- Suellen
- Sumida Gardens
- The Village at Los Carneros/Elacora/Arrive
- Village Terrace
- Willow Springs
- Winchester Canyon/San Miguel
- Winchester Commons
- Winslowe



**ATTACHMENT 4:**

Comments Received as of noon on January 26, 2022

<b>Neighborhood Maps (for Reference)</b>				
<b>Plan Number</b>		<b>Date</b>	<b>Name</b>	<b>Comment</b>
Plan 401	Drafted by NDC	1/21/2022	Paula Johnson	Where is the outline of each of the 4 Districts?
Plan 401	Drafted by NDC	1/21/2022	Mark Preston	So I can see that most maps are out of balance. I understand. But, maps 401 and 402 are utterly and completely incomprehensible. What are the districts proposed ??? My goodness, 4 districts with 2 north and 2 south makes sense. Just tweak East/West. It should not be a Sudoku puzzle.
Plan 401	Drafted by NDC	1/23/2022	Nicola Camacho	Gerrymandering at the local level, very cool. Why not one-person one-vote upon the law, like a shareholder meeting, but with constituents.
Plan 401	Drafted by NDC	1/24/2022	Nicola Camacho	<a href="http://www.ncid.us/amendment">http://www.ncid.us/amendment</a> Something like this could help solve the problem of monetary corruption in politics. The politicians are mostly bought, let the people vote on the law.
Plan 401	Drafted by NDC	1/24/2022	Ted Anagnoson	I think these are just neighborhoods. comparing this map with the ones below shows that this one doesn't have any district boundaries. it's a background map. In this case the neighborhoods are pretty detailed. The other map has bigger groupings
Plan 401	Drafted by NDC	1/24/2022	Anonymous	You are correct, this is a Neighborhood Map meant to show those communities of interest. It was not submitted as a district map.
Plan 401	Drafted by NDC	1/25/2022	Claudia Dato	The Old Town Neighborhood should include everything west of Ward Memorial Blvd/Hwy 217 over to Fairview.
Plan 401	Drafted by NDC	1/25/2022	CDG	Question: Where's the legend to this map? Since this is a component of the evaluation criteria (i.e., undivided neighborhoods and "communities of interest"), where's the legend to this map listing each of the color coded Communities of Interest and Neighborhoods as prepared by NDC and adopted by the City Council on August 17, 2021 (see Pages 5 & 7 of Agenda Item A.1, Subj: Recommendations to the City Council regarding Draft Maps for City Council Voting Districts Boundaries for District Elections, meeting date January 26, 2022, Attachment 3 on Pages 69 - 71). As such, it would be helpful for reviewers, including myself, if either a link to this legend or a pdf was attached – thank you.
Plan 402		1/24/2022	Anonymous	You are correct, this is a Neighborhood Map meant to show those communities of interest. It was not submitted as a district map.
Plan 402		1/24/2022	Anonymous	What is the purpose of all these divisions? You have already allowed the splitting of our individual very residential lots which will reduce the value of our homes. Why divide our areas also?
Plan 402		1/21/2022	R Mc	I prefer this map. It is more logically divided. Map 401 explicitly excludes my neighborhood from the same district as all the other surrounding neighborhoods.
Plan 402		1/21/2022	Paula Johnson	Where is the outline of each of the 4 Districts?
Plan 402		1/24/2022	Ted Anagnoson	this again is a neighborhood background map, with the smaller neighborhoods of the other map grouped together here
Plan 402		1/25/2022	Claudia Dato	This map makes much more sense than Map 401. Old Town boundaries are correct in my view as a 7 year resident of Old Town.
Plan 402		1/26/2022	Anonymous	I think the City did not label this very well based on some of the comments. why call it PLAN 402 when it is not a plan at all? need to be clear.

District Maps that Meet Minimum Legal Requirements				
Plan Number		Date	Name	Comment
Plan 202		1/24/2022	Bruce Wilson	Of the plans that meet the minimum My #1 preference is #202 first, and #702 second. So many of the other plans divide cohesive residential communities. While there are some small differences in these 2 plans, they both have a good distribution of various people and are in geographic areas that are mostly the same. They have schools that serve most of the residents of that district.
Plan 202		1/24/2022	Kalia	I think this is a good plan for reasons mentioned above. It keeps neighborhoods cohesive. We need this to be able to have a sense of community and to work with our council member on any issues and improvements.
Plan 203		1/24/2022	Anonymous	This plan keeps neighborhoods cohesive, which is good.
Plan 204		1/24/2022	Kalia	This map does not make sense because it divides the Berkeley neighborhood ! Please don't choose a map that divides on Berkeley Road. It's right in the middle of a neighborhood.
Plan 204		1/23/2022	Alejandra S.	I am supportive of this map. It has one of the lowest population deviations of any of the maps. Probably is no perfect map, but this one makes sense.
Plan 205				
Plan 206		1/26/2022	Anonymous	I like the concept to divide at 101 (except move the small pink #1 to #2 district) , like what I see to divide at Los Carneros and Storke along hollister to border district #3 and #4. >From a Parks an Open Space Perspective I strongly feel each distract >should include large parks Goleta is know for, for example this plan:  A. This places Ellwood Mesa & Girsh Park in district #1. B. Bishop Ranch in district #2, (will give incentive to make a big chunk of Bishop Ranch into a park in future) C. Lake Los Carneros & Stow Park in district #3. D Old Town is completely in district #4 and includes Jonny Wallace Park & GV Community Center
Plan 207		1/24/2022	Kalia	Please don't divide in Berkeley Road. This is right in the middle of a neighborhood.
Plan 207		1/24/2022	Kalia	Again, please do not choose a map that divides districts along Berkeley Road. This is right in the middle of a neighborhood. Maybe Calle Real or even Encina Road.
Plan 207		1/26/2022	Anonymous	US 101 is a natural divider, don't chop hoods up like this.
Plan 208		1/24/2022	Marsha	I like being included with DPHS area
Plan 208		1/26/2022	Anonymous	Dont like this Old Town being part of Lake Los Carneros. Not a not wise or natural choice. Better for the residents who live and play adjacent to these large open space areas to be in the same district district as the park or open space.
Plan 209		1/24/2022	Anonymous	This is very logical division of Goleta as folks will have common interests in their areas, NW, SW, NE, SE parts of Goleta
Plan 209		1/25/2022	Anonymous	This map includes communities of interest such as senior citizen complexes.
Plan 209		1/26/2022	Anonymous	agree with comments above regarding natural boundaries for Goleta. Note this plan is same as 206.
Plan 209		1/25/2022	Anonymous	Agree that this map looks like a natural division that is easy to understand and recognizes natural boundaries and demographic distribution. Not sure I understand what is happening near the 101 freeway between districts 3 ad 4. Maps 210F and 403 a closely related maps to this one.

Plan 210B				
Plan 210C				
Plan 210D				
Plan 210F		1/25/2022	Anonymous	This is my favorite map, though the lines along highway 101 are difficult to understand. This one looks very much like 403. A simple and straightforward set of boundaries that are easy to see.
Plan 211		1/24/2022	Anonymous	This plan splits a neighborhood along Kellogg Road, and splits a neighborhood arbitrarily— not good! Please don't choose this plan.
Plan 211		1/26/2022	Anonymous	Please stick with the first divide line as US101 , natural districts are NOT displayed in this plan, please resist to divide this way. plan no good reject this style.
Plan 212				
Plan 213		1/24/2022	Kalia	Dividing districts along Berkeley Road is not a good idea. This line would be right in the middle of a neighborhood and put me in a different district than my neighbors. We have good dialogue here about elections and it would be sad not to be able to continue that!
Plan 214				
Plan 215				
Plan 216				
Plan 217				
Plan 218		1/24/2022	Kalia	This map puts just part of Somerset Lane in a different district! That will lead to all sorts of confusion and the people in those few houses will feel left out!
Plan 219B		1/24/2022	Anonymous	please don't divide along Berkeley Road, which is in the middle of a neighborhood
Plan 220B				
Plan 221		1/21/2022	Deborah Williams	This is my favorite map/plan. It has the second least population deviation of any of the plans, and the best, most compact boundaries.
Plan 221		1/21/2022	Ken Tatro	What I was looking for turns out to be in full agreement with Deborah Williams above. the least population deviation and the most together boundaries. thus keep it straight forward and simple, right? Thanks for all the hard work putting this together.
Plan 221		1/25/2022	Anonymous	Deborah, this plan splits my neighborhood. I think this is not a good idea. Berkeley Road goes right through the middle and it just feels weird that my neighbors would have a different council member. We go to the same parks, have the same issues. We need to be in the same district. Please don't split a district along Berkeley Road!
Plan 221		1/24/2022	Kalia	Above comment from me. (Forgot to leave my name).
Plan 221				I would suggest not letting the population deviation value overshadow the discussion. In order to get that low value, a small "island" was created in district 4. I would be in favor of slightly higher population deviation to avoid strange boundaries and possibly disenfranchised segments. Plan 226 looks good, but suffers from the same issue.
Plan 222A		1/24/2022	Anonymous	Same comment as other plans that split a neighborhood in two: please don't divide along Berkeley Road.
Plan 222B		1/24/2022	Anonymous	Please don't split districts along Berkeley Road!
Plan 223		1/24/2022	Anonymous	For reasons mentioned earlier, please don't split districts along Berkeley Road (shown top of district 4).
Plan 224		1/23/2022	Joseph Guron	Looking at the demographics of this map, it makes sense. Other than District 3, it has close demographics between White vs Non-white (Hispanic) voters. It's almost impossible to divide each group and population equally while as the same time having neighborhoods stay continuous
Plan 224		1/24/2022	Steve Maas	Please consider maps 224, 702, & 704. Thank you.

Plan 224		1/25/2022	CDG	NDC's review of Map 224 identifies this map as having "Three Districts Cross Substantially" and further states, "Splits the Mathilda neighborhood; technically contiguous but "iffy" (see Page 137 of Agenda Item A.1, Subj: Recommendations to the City Council regarding Draft Maps for City Council Voting Districts Boundaries for District Elections, meeting date January 26, 2022: hereinafter "Agenda Item A.1"). Additionally, NDC states on Page 70 of Agenda Item A.1 under the heading of Demographic Outliers: "Ellwood Beach/Mathilda (low income, high multi-family housing, high renter housing)." However, the percent Household Income difference between District 1 and District 2 appears to be negligible and is presented as follows (as extracted from the Demographics button at <a href="https://drawgoleta.org/plan-224/">https://drawgoleta.org/plan-224/</a> ): A) 1 % difference for household income 0 – 25K, B) 1 % difference for household income 25K – 50K, C) 3 % difference for household income 50K – 75K, D) 8 % difference for household income 75K – 200K, and E) 3 % difference for household income 200K plus. Furthermore, the percent Housing Stats difference between District 1 and District 2 appears to be minor and is presented as follows (extracted from the same Demographics button as above): A) 8 % difference for single family, B) 8 % difference for multi-family, C) 12 % difference for rented, and D) 12 % difference for owned. Nonetheless, if the minor concerns identified above by NDC appear to be significant when evaluated by the PEC (Public Engagement Commission), then NDC's Map Plan 704 (four districts cross; same splits of the Mathilda neighborhood) is my preferred option to Map Plan 224 followed by NDC's Map Plan 702 as my third choice.
Plan 226		1/24/2022	Steve Nelson	After doing my best to review these proposals I like this one the best. It respects neighborhoods and geographical and other physical boundaries (major roads, freeways, etc) pretty well with a pretty good population deviation number. I think this is the least forced, most natural, and best balanced of the plans.
Plan 226		1/25/2022	Anonymous	On the whole, I would agree with this comment (above), but then if you look very carefully at District 4, there's a strange little island in the lower left part of District 4 which must be how the population deviation was reduced. Doesn't look good. For the same reasons as stated above (respecting neighborhoods and natural boundaries), I'd go with 403 or 209 or 210F instead.
Plan 226		1/26/2022	Anonymous	this could be a good plan if the district 1 and 3 Glen Anne Rd divider was moved to N Lake Los Carneros Rd. This way Bishop Ranch is in district 1 and Lake Los Careros in district 3.
Plan 403		1/25/2022	Anonymous	Second favorite map, though the lines along highway 101 are difficult to understand. This one looks very much like 210F (which also has the apparent 101 crossover?). Otherwise is a simple and straightforward set of boundaries that are easy to see.
Plan 403		1/26/2022	Anonymous	Seems many of these plans put those Smart and Final or Hollister Village apts in DPHS district #1. like it or not we should NOT make districts cross US 101. So move these apartments to #2 or 4 and district #1 border with #3 to N Los Carneros.
Plan 701	Drafted by NDC	1/24/2022	Leslie	Very good plan. Uses the natural divisions of Hwy 101 and Glen Annie the best, with the exception of the district 1 crossover to balance population, which still feels natural to that neighborhood.
Plan 701	Drafted by NDC	1/24/2022	Kalia	This seems like a fair plan.
Plan 701	Drafted by NDC	1/26/2022	Anonymous	put Bishop Ranch in district #1 and this is a workable plan. in other words divide #1 and #3 at N Los Carneros.
Plan 702	Drafted by NDC	1/24/2022	Anne Rae	My friends south of 101 are concerned about flooding and airplane noise. North of 101 areas do not have those concerns. Group areas so the city council member can focus on the specifics of the area they represent.

Plan 702	Drafted by NDC	1/24/2022	Bruce Wilson	Of the plans that meet the minimum My #1 preference is #202 first, and #702 second. So many of the other plans divide cohesive residential communities. While there are some small differences in these 2 plans, they both have a good distribution of various people and are in geographic areas that are mostly the same. They have schools that serve most of the residents of that district.
Plan 702	Drafted by NDC	1/24/2022	Steve Maas	Please consider maps 224, 702, & 704. Thank you.
Plan 702	Drafted by NDC	1/25/2022	CDG	<p>NDC's review of NDC's Map 702 identifies this map as having "One District Crosses Minimally" and further appears, of noteworthy importance, to have drawn districts without splitting any communities of interest or neighborhoods (see Page 114 of Agenda Item A.1, Subj: Recommendations to the City Council regarding Draft Maps for City Council Voting Districts Boundaries for District Elections, meeting date January 26, 2022: hereinafter "Agenda Item A.1"). Additionally, Page 147 of Agenda Item A.1 reads in relevant part as,</p> <p>"District 3 crosses over minimally, all other districts stay on one side of the freeway; Population deviation: 9.5%; District Latino CVAP: 29%, 25%, 17%, 31%; All four districts are contiguous; Does not split any neighborhoods; Closely adheres to general plan subareas as communities of interest and, to a lesser extent, elementary school attendance areas; Does not split the airport noise corridor or "demographic outliers;" District boundaries follow the railroad and major streets; District 3 may not be compact."</p> <p>On a related side note, I am a big proponent of offering each incumbent City Councilmember the opportunity to finish their elected four-year term in the newly formed district where they currently live. Page 5 of Agenda Item A.1 states, "Other traditional considerations that are permitted but not required include: Respect voters' choices / continuity in office for incumbents, and future population growth."</p>
Plan 703	Drafted by NDC	1/24/2022	Amante A Mangaser	I glanced mostly at the NDC-generated maps along with the demographics data. I think this redistricting map is the most logical of all three.
Plan 703	Drafted by NDC	1/25/2022	Leslie	<p>I like plan 701 and I like this plan also, because they best use the natural division lines of Hwy 101 and Glen Annie Rd. However, this plan might have more appeal to those in area 1.</p> <p>I'd like to add that I think it's important for area 3 residents to be grouped with the Fairview and Calle Real shopping areas, and also with the Cathedral Oaks corridor along La Patera Ranch. That encompasses "Goleta North" which is already akin to a district or small town.</p>
Plan 703	Drafted by NDC	1/26/2022	Anonymous	no we should not make a district straddle US 101 so much like #1 in this plan. Goleta west and south of 101 should definitely include Ellwood Mesa. why would Ellwood as we know it be divided?
Plan 704	Drafted by NDC	1/24/2022	Steve Maas	Please consider maps 224, 702, & 704. Thank you.

Plan 704	Drafted by NDC	1/25/2022	CDG	<p>NDC’s review of NDC’s Map 704 identifies this map as having “Four Districts Cross, District 3 Minimally” and further states, “Splits the Mathilda neighborhood” (see Page 142 of Agenda Item A.1, Subj: Recommendations to the City Council regarding Draft Maps for City Council Voting Districts Boundaries for District Elections, meeting date January 26, 2022: hereinafter “Agenda Item A.1”). Additionally, Page 148 of Agenda Item A.1 reads in relevant part as,</p> <p>“All four districts cross over the freeway; Population deviation: 5.7%, District Latino CVAP: 30%, 24%, 31%, 16%; All four districts are contiguous; Splits the Ellwood Beach / Mathilda neighborhood; Does not adhere as closely to general plan subareas as communities of interest, but splits them fairly significantly; Does not split the airport noise corridor, but does split one “demographic outlier” (Ellwood Beach / Mathilda); Only some district boundaries follow the railroad and major streets; District 4 may not be compact.”</p> <p>On a related side note, I am a big proponent of offering each incumbent City Councilmember the opportunity to finish their elected four-year term in the newly formed district where they currently live. Page 5 of Agenda Item A.1 states, “Other traditional considerations that are permitted but not required include: Respect voters’ choices / continuity in office for incumbents, and future population growth.”</p>
Plan 704	Drafted by NDC	1/26/2022	CDG	<p>Dear PEC: Please spend considerable time analyzing the demographics between each of the draft maps with public comments received including analyzing data such as percent minorities, percent renters, percent multi-family housing, percent with BA or higher education, etc., from the Interactive Review Map @ <a href="https://ndcresearch.maps.arcgis.com/apps/View/index.html?appid=8d7cbd5588914037bd8e46188cb905b6">https://ndcresearch.maps.arcgis.com/apps/View/index.html?appid=8d7cbd5588914037bd8e46188cb905b6</a> in order to select a suitable theme in line with the public comments.</p> <p>Thank you!</p>
<b>District Maps that Do Not Meet Minimum Legal Requirements</b>				
<b>Plan Number</b>	<b>Date</b>		<b>Name</b>	<b>Comment</b>
Plan 101	Not Population Balanced			
Plan 102	Not Population Balanced			
Plan 103	Not Population Balanced	1/21/2022	Madlyn Monchamp	I prefer plan 103 On this plan the land area in Number 4 remains continuous. It makes no sense to have an area divided in two by Santa Barbara airport/Santa Barbara City.
Plan 104	Not Population Balanced			
Plan 105	Not Population Balanced			
Plan 106	Not Population Balanced			
Plan 107	Not Population Balanced			
Plan 108	Not Population Balanced			
Plan 109	Not Population Balanced			
Plan 110	Not Population Balanced			
Plan 111	Not Population Balanced			
Plan 112	Not Population Balanced			
Plan 201	Not Contiguous			
Plan 210A	Not Population Balanced			
Plan 210E	Not Population Balanced			
Plan 219A	Not Population Balanced			

Plan 220A	Not Population Balanced			
Plan 225	Not Contiguous			
Plan 301	Not Population Balanced	1/24/2022	Anne Rae Breck	I think it is good to have 101 as a divide. South Goleta with more shopping and apartments may have a different set of concerns than mostly single family homes in the north. Also south more in the 80-100 year flood zone \ those residence will have different issues than residence north of 101. Anne Breck
Plan 501	Not Population Balanced			
Plan 601	Not Population Balanced			



**Jaime Shaw**

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**Subject:** FW: Election district maps comment

Begin forwarded message:

**From:** BILL WOODBRIDGE <[bill.woodbridge@verizon.net](mailto:bill.woodbridge@verizon.net)>

**Date:** January 21, 2022 at 5:46:59 PM PST

**To:** Kelly Hoover <[khoover@cityofgoleta.org](mailto:khoover@cityofgoleta.org)>

**Subject:** Election district maps comment

The "Pick your favorite Goleta Elections district map" email does not offer a clear way to respond to or select/group together several maps that seem to be nearly identical. I am in favor of keeping 2 districts north of the 101 (as much as possible) one being Northeast and the other being Northwest ,and 2 districts south of the 101, one being Southeast and the other being Southwest. As much as I can tell, 5 of the maps seem to achieve that with the least amount of crossing over the 101. I like any of these: #206, #210F, #226, \$403, #701.

Please forward this email to the appropriate person(s) or advise to whom I should send it.

Thanks,

Bill Woodbridge

**From:** [Clint](#)  
**To:** [Jaime Shaw](#)  
**Subject:** District maps  
**Date:** Friday, January 21, 2022 4:42:20 PM

---

Hi:

Map 226 appears to provide clear and fair districts for all.

Respectfully,  
Clinton and Allena Donati  
5550 Pembroke Ave.

**From:** [Lisa Kus](#)  
**To:** [Jaime Shaw](#)  
**Subject:** District Map Comment  
**Date:** Monday, January 24, 2022 1:56:00 PM

---

Hello.

We are in favor of any option where there are 2 districts on one side of the 101 and 2 on the other, especially the 2 on the north side should not be bisected by the 101. As one who lives on the northside we want to protect the rural aspects.

Lisa and Steve Kus

## Jaime Shaw

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**From:** C. Dave G <cdg55@earthlink.net>  
**Sent:** Tuesday, January 25, 2022 7:22 PM  
**To:** Jaime Shaw  
**Cc:** City Clerk Group; Dave G  
**Subject:** Agenda Item A.1 22-037, Recommendations to the City Council regarding Draft Maps for City Council Voting Districts Boundaries for District Elections, meeting date January 26, 2022.

Dear Jamie Shaw – I respectfully request the distribution of my written email response regarding Agenda Item A.1 to the members of the PEC (Public Engagement Commission), and for this response to be entered into the appropriate public record.

My name is C. Dave Gaughen, email address of [cdg55@earthlink.net](mailto:cdg55@earthlink.net), and phone number of (805) 275-6457.

### **REVIEW OF DRAFT MAP PLANS @ <https://drawgoleta.org/draft-maps/>**

First Choice: Map Plan 224. Second Choice: NDC's Map Plan 704. Third Choice: NDC's Map Plan 702\*

*\*the following comments have also been posted to the respective three maps at <https://drawgoleta.org/draft-maps/>*

#### Map Plan 224

NDC's review of Map 224 identifies this map as having "Three Districts Cross Substantially" and further states, "Splits the Mathilda neighborhood; technically contiguous but "iffy" (see Page 137 of Agenda Item A.1, Subj: Recommendations to the City Council regarding Draft Maps for City Council Voting Districts Boundaries for District Elections, meeting date January 26, 2022: hereinafter "Agenda Item A.1"). Additionally, NDC states on Page 70 of Agenda Item A.1 under the heading of Demographic Outliers: "Ellwood Beach/Mathilda (low income, high multi-family housing, high renter housing)." However, the percent Household Income difference between District 1 and District 2 appears to be negligible and is presented as follows (as extracted from the Demographics button at <https://drawgoleta.org/plan-224/>): A) 1 % difference for household income 0 – 25K, B) 1 % difference for household income 25K – 50K, C) 3 % difference for household income 50K – 75K, D) 8 % difference for household income 75K – 200K, and E) 3 % difference for household income 200K plus. Furthermore, the percent Housing Stats difference between District 1 and District 2 appears to

be minor and is presented as follows (extracted from the same Demographics button as above): A) 8 % difference for single family, B) 8 % difference for multi-family, C) 12 % difference for rented, and D) 12 % difference for owned. Nonetheless, if the minor concerns identified above by NDC appear to be significant when evaluated by the PEC (Public Engagement Commission), then NDC's Map Plan 704 (four districts cross; same splits of the Mathilda neighborhood) is my preferred option to Map Plan 224 followed by NDC's Map Plan 702 as my third choice.

### Map Plan 704

NDC's review of NDC's Map 704 identifies this map as having "Four Districts Cross, District 3 Minimally" and further states, "Splits the Mathilda neighborhood" (see Page 142 of Agenda Item A.1). Additionally, Page 148 of Agenda Item A.1 reads in relevant part as,

"All four districts cross over the freeway; Population deviation: 5.7%, District Latino CVAP: 30%, 24%, 31%, 16%; All four districts are contiguous; Splits the Ellwood Beach / Mathilda neighborhood; Does not adhere as closely to general plan subareas as communities of interest, but splits them fairly significantly; Does not split the airport noise corridor, but does split one "demographic outlier" (Ellwood Beach / Mathilda); Only some district boundaries follow the railroad and major streets; District 4 may not be compact."

### Map Plan 702

NDC's review of NDC's Map 702 identifies this map as having "One District Crosses Minimally" and further appears, of noteworthy importance, to have drawn districts without splitting any communities of interest or neighborhoods (see Page 114 of Agenda Item A.1). Additionally, Page 147 of Agenda Item A.1 reads in relevant part as,

"District 3 crosses over minimally, all other districts stay on one side of the freeway; Population deviation: 9.5%; District Latino CVAP: 29%, 25%, 17%, 31%; All four districts are contiguous; Does not split any neighborhoods; Closely adheres to general plan subareas as communities of interest and, to a lesser extent, elementary school attendance areas; Does not split the airport noise corridor or "demographic outliers;" District boundaries follow the railroad and major streets; District 3 may not be compact."

On a related side note, I am a big proponent of offering each incumbent City Councilmember the opportunity to finish their elected four-year term in the newly formed district where they currently live. Page 5 of Agenda Item A.1 states, "Other traditional considerations that are permitted but not required include: Respect voters' choices / continuity in office for incumbents, and future population growth."

*\*\*presently, I do not plan on speaking on Agenda Item A.1.*

Thank you for your time and consideration.

Respectfully, C. Dave Gaughen

## Jaime Shaw

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**From:** kitnjon <kitnjon@aol.com>  
**Sent:** Wednesday, January 26, 2022 9:09 AM  
**To:** Jaime Shaw  
**Subject:** Letter to Public Engagement Commission re District Boundaries

**Categories:** 1\_PEC

Chair Paz and Commissioners,

I hope after studying the many draft maps submitted via DrawGoleta that you will recommend at least one map that does not divide the city at the 101, with two districts north of the freeway and two south of it.

I don't think that reflects the reality of life in Goleta. Many of us cross that freeway several times a week, and Goleta is still a small enough city that what happens in neighborhoods north and south of the freeway affects all of us.

Your task is a challenging one, and I thank you for the time and thought that you have devoted to that effort.

Sincerely,  
Kitty Bednar

**From:** [Lorna](#)  
**To:** [Jaime Shaw](#)  
**Subject:** Input for Public Engagement Commission Meeting  
**Date:** Wednesday, January 26, 2022 9:57:40 AM

---

Dear Members of the Goleta Public Engagement Commission,

We recommend that the City of Goleta adopt the proposed Districting **Plan Number 703 (NDC Proposal)**. After a thorough review of all of the proposed plans, we feel that Plan 703 is logical, well thought out, and would be beneficial to our city. Each of the districts in Plan 703 appear to have unique aspects and qualities that tie them together as the separate districts that are proposed under this plan. Adopting this plan would keep the characteristics of each of these communities in place. In addition, people residing in each of these areas appear to share common perspectives about their neighborhoods which will help to plan appropriately for the future of each area. As Goleta residents for over 22 years, we have seen much change impact the character of our city. Goleta is a very special place and we hope that its qualities will be preserved.

Thank you for considering our input and thank you for your time on this important project.

Sincerely,

Lorna and Mike Owens  
Winchester Commons, Goleta



**ATTACHMENT 5:**

Public Engagement Commission Recommendations

## Attachment 5

### Public Engagement Commission Recommendation

The Public Engagement Commission voted unanimously after its Public Hearing on January 26, 2022, to recommend the following maps to the City Council:

- Map # 202,
- Map # 226,
- Map # 701,
- Map # 703

No particular priority was recommended between the map options.

The full Public Engagement Commission meeting from January 26, 2022, can be viewed through the following link:

[https://goleta.granicus.com/player/clip/1643?view\\_id=2&redirect=true](https://goleta.granicus.com/player/clip/1643?view_id=2&redirect=true)

(Meeting opens at 9 minutes)

The agenda and a link to the staff report and attachments can be viewed through the following link.

[https://goleta.legistar1.com/goleta/meetings/2022/1/2681\\_A\\_Public\\_Engagement\\_Commission\\_22-01-26\\_Agenda.pdf](https://goleta.legistar1.com/goleta/meetings/2022/1/2681_A_Public_Engagement_Commission_22-01-26_Agenda.pdf)

**ATTACHMENT 6:**

Revised-District-Election-Timeline

Meeting	Date	Task	Code
	February 6, 2017	Demand letter from asserting that the City's at-large electoral system violated the California Voting Rights Act, codified at California Elections Code sections 14025-14032 ("CVRA)	
	May 16, 2017	City Council Resolution 17-17 Adopted Declaring its Intention to Transition to District-Based Election	
<b>Public Engagement Commission Meeting</b>	February 17, 2021 6:00 p.m.	The Commission received an introduction to the 2022 electoral districting process and provided input.	
<b>Public Engagement Commission Meeting</b>	Thursday, April 22, 2021 6:00 p.m.	The Commission continued to learn and provide input on the 2022 electoral districting process. The meeting included a discussion and input on the stakeholder list, media list, venue list, and communities of interest, as well as a presentation on how to use the online mapping tools.	
<b>1<sup>st</sup> Public Workshop</b> Virtual	Monday, June 7, 2021 6:00 p.m.	Districting process and the tools for residents to use in developing maps	
<b>2<sup>nd</sup> Public Workshop</b> In-person	Saturday, June 26, 2021 11:00 a.m. Held at the Goleta Union School Board Room	Districting process and to Encourage Public Participation	
<b>3<sup>rd</sup> Public Workshop/In Lieu of 1<sup>st</sup> Public Hearing</b> In Person **(In lieu of holding one of the Public Hearings)	Monday, August 2, 2021 <b>6:00 P.M. Time Certain</b> Held outdoors at City Hall	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	Before Map(s) Drawn E.C. 10010(a)(1)
<b>2<sup>nd</sup> Public Hearing</b> City Council meeting - Regular	Tuesday, August 17, 2021	Consider Public Input on Composition of Districts and approve a list of communities of interest	Before Map(s) Drawn – E.C. 10010(a)(1), within 30 days of Public Hearing #1
<b>Public Engagement Commission Meeting</b>	Thursday, August 19, 2021	Update on districting process to date, remaining process and timeline feedback	
<b>4<sup>th</sup> Public Workshop</b> Public Engagement Commission	Thursday, November 4, 2021,	Districting process, Mapping tools are live and following the presentation the consultant and staff assisted people to use the tools to draw and submit their own paper and/or online maps.	
<b>Public Engagement Commission Meeting</b>	Thursday, December 9, 2021	Next steps in the district map drawing process in advance of the January 26, 2022	
Deadline for Public Submission of Maps	Thursday, January 6, 2022,		100

Publish Draft Map(s) and Sequencing	By January 19, 2021		E.C. 10010(a)(2), Published Once at Least 7 Days Prior to Public Hearing #3
<b>Public Engagement Commission Meeting</b>	Wednesday, January 26, 2022 Public Hearing	The Commission will consider the maps submitted and to provide input and recommendations to the City Council.	
<b>3<sup>rd</sup> Public Hearing</b> City Council Meeting (Regular)	Tuesday, February 1, 2022 6:00 P.M. (time certain)	NDC Presentation, Council Questions, Open the Public Hearing and take public comment, continue to Thursday 2/3 (no deliberations)	After Map(s) and Sequencing Published E.C. 10010(a)(2), More than 7 Days After Draft Map(s) and Sequencing Publication
<b>4<sup>th</sup> Public Hearing</b> City Council Meeting (Special)	Thursday, February 3, 2022 4:30 - 6:00 P.M. (time certain)	Recap the first NDC Presentation, Council Questions, Public Comment, Deliberations	
<b>5<sup>th</sup> Public Hearing</b> City Council Meeting (Special)	Monday, February 24, 2022 4:30- 6:30 P.M. (time certain)	NDC Presentation, Council Questions, Open Public Hearing, take public comment, Deliberations	After Map(s) and Sequencing Published E.C. 10010(a)(2), within 45 days of Public Hearing#3
<b>6<sup>th</sup> Public Hearing</b> City Council Meeting (Regular)	Tuesday, March 1, 2022 5:45 P.M. (time certain)	First Reading	Publish Entire Adopted Ordinance - 10010(a)(2), must be published 7 days before adoption.
<b>7<sup>th</sup> Public Hearing</b> City Council Meeting (Regular)	Tuesday, March 15, 2022 6:00 P.M. (time certain)	Second Reading – Must be on Regular City Council meeting date.	
Ordinance Effective	Effective 30 days after adoption		
Council Members Transition to Respective Districts via Ordinance	November 2022 November 2024		

**ATTACHMENT 7:**

Revised NDC Presentation



# City of Goleta

## Transition to 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.
April 1, 2020	<b>2020 Census:</b> 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 were asked to identify “neighborhoods” and “communities of interest.” Second hearing took place during a regular City Council meeting.
Aug. 19, Nov. 4, Dec. 9, 2021	<b>Public Engagement Commission Meetings:</b> The Commission received an update on the process, and hosted an additional workshop to inform and educate the public on contributing to the process, including drawing their own maps.

# Districting Process, cont.

Dates	Step and Description
Sep. 20, 2021	<b>Statewide Database Data Release:</b> The prisoner-adjusted California Statewide Database released its official redistricting data.
January 6, 2022	<b>Deadline for Public Map Submissions:</b> Deadline for the public to submit draft maps for inclusion in the next hearing packet and presentation.
January 19, 2022	<b>Release of Draft Maps:</b> Initial draft maps were posted to the project website.

# Districting Process, cont.

Dates	Step and Description
January 26, 2022	<b>Public Engagement Commission Meeting:</b> The Commission considered the maps submitted and provided input and recommendations to the City Council.
Feb. 1, 3 & 24, 2022	<b>Three Post-Draft Map Hearings:</b> Three meetings to discuss and revise the draft maps and to discuss the election sequence. Will take place during regular and special City Council meetings.
March 1 & 15, 2022	<b>First and Second Readings of Map Adoption Ordinance:</b> Map adopted via ordinance at a regular City Council meeting. Final map must be posted at least 7 days prior to adoption.

# Rules and Goals for Drawing Districts

## 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

Each of the 4 districts must contain about 8,190 people.

Check out the [Story Map](#) for maps of some of this demographic data.

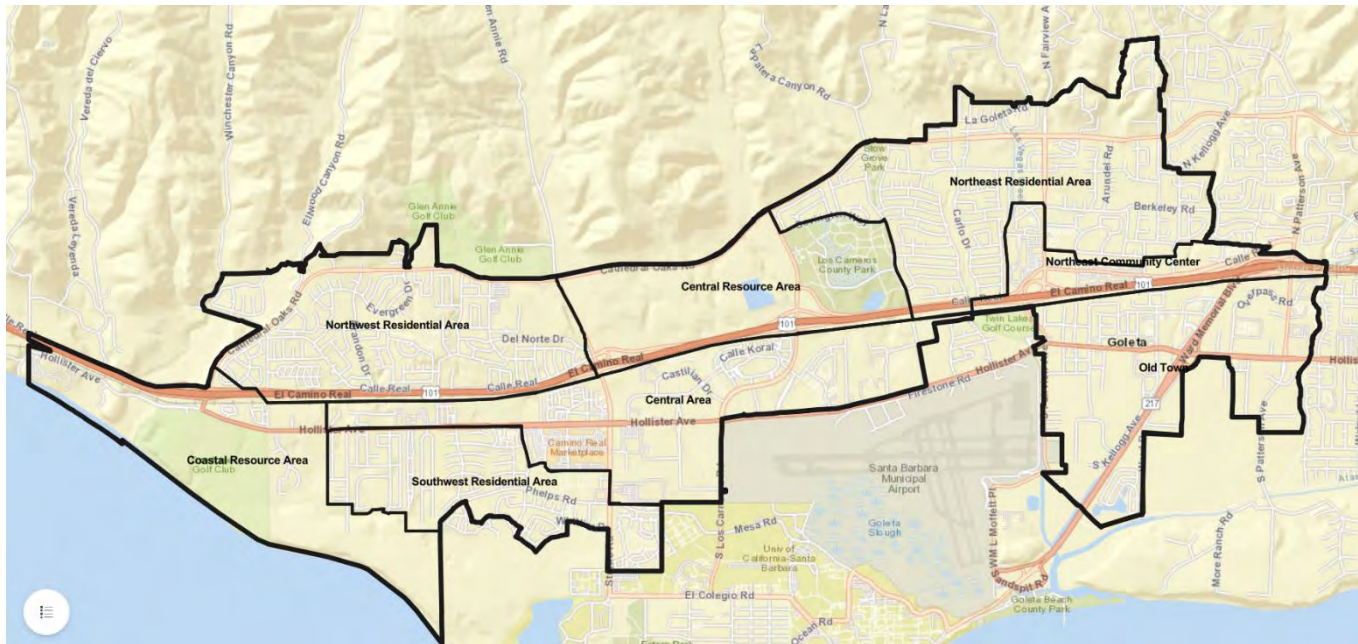
<i>City of Goleta</i>			
Category	Field	Count	Pct
	2010 Census Tot. Pop.	29,888	
	2020 Est. Tot. Pop.	31,112	
	2020 Census Tot. Pop.	32,690	
	<b>2020 Adj. Tot. Pop.</b>	<b>32,754</b>	
Citizen Voting Age Pop	Total	21,151	
	Hispanic	5,081	24%
	NH White	13,434	64%
	NH Black	808	4%
	Asian/Pac.Isl.	1,705	8%

# Communities of Interest & Neighborhoods Identified by the City Council

- The City Council has recognized a list of communities of interest and neighborhoods to respect
- This establishes a record of important areas that should be kept undivided in the map-drawing process, to the extent practicable
- Not necessarily an exhaustive list, but intended as a starting point
- What follows are maps showing each of the communities of interest that have been identified
- A map of neighborhoods is available as Plan 401

# Communities of Interest

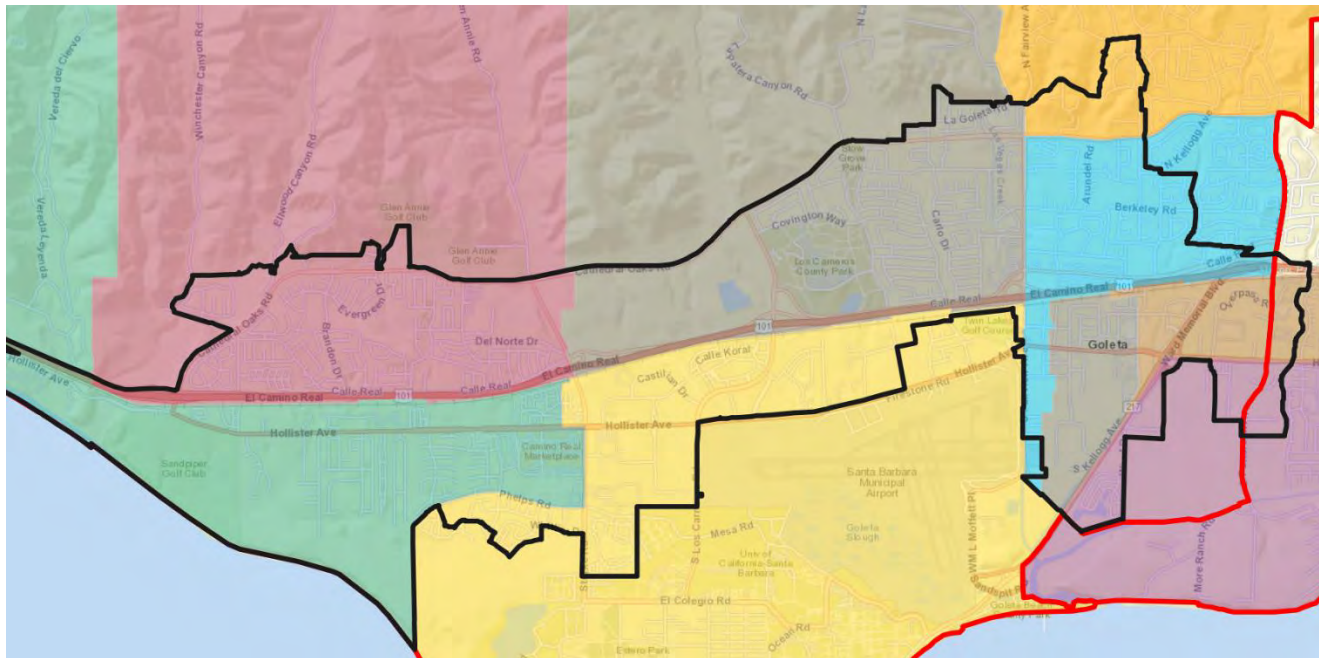
- General Plan Subareas (more helpful as organizing frameworks)
  - Central Area
  - Central Resource Area
  - Coastal Resource Area
  - Northeast Community Center
  - Northeast Residential Area
  - Northwest Residential Area
  - Old Town
  - Southwest Residential Area



# Communities of Interest

## □ Elementary School Attendance Areas

- Brandon (pink)
- El Camino (brown)
- Ellwood (green)
- Hollister (purple)
- Isla Vista (yellow)
- Kellogg (blue)
- La Patera (gray)
- Mountain View (orange)

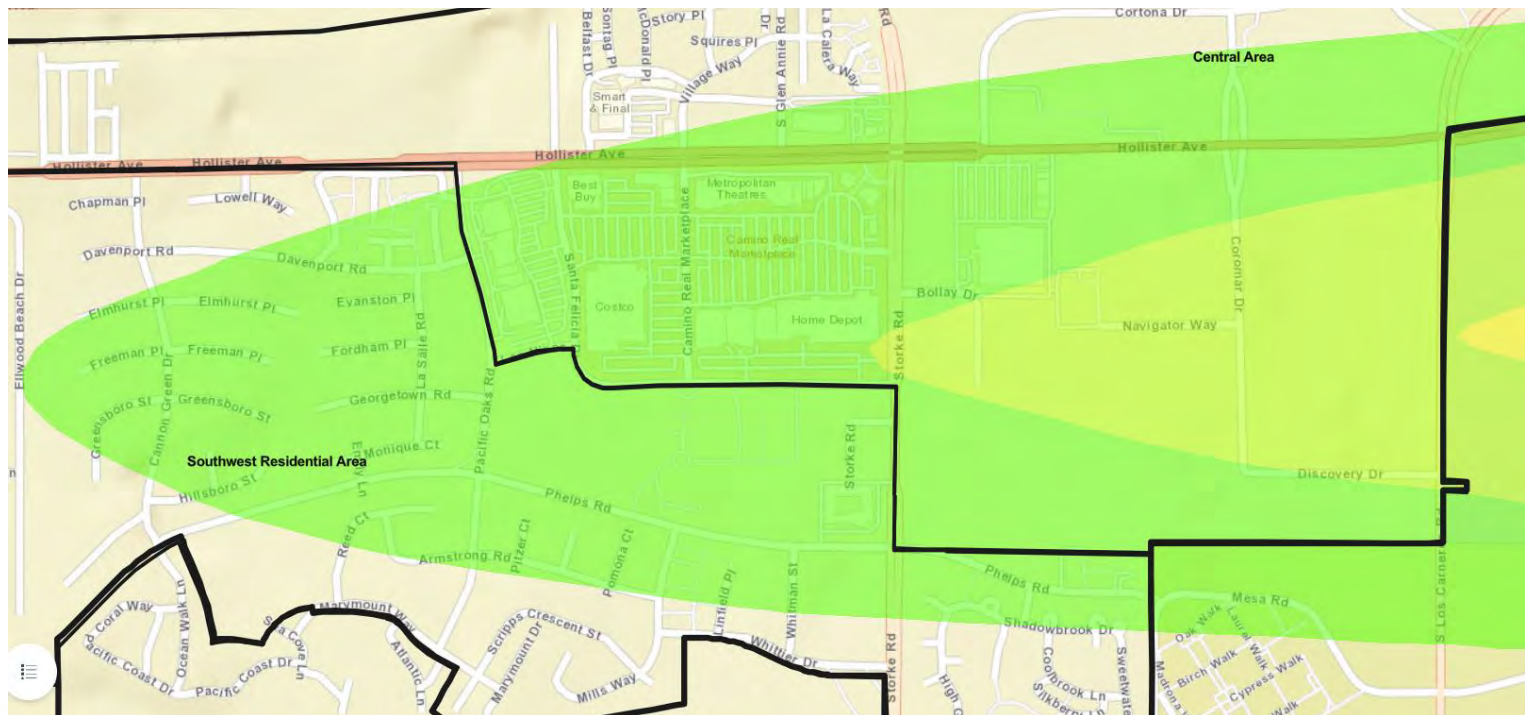




# Communities of Interest

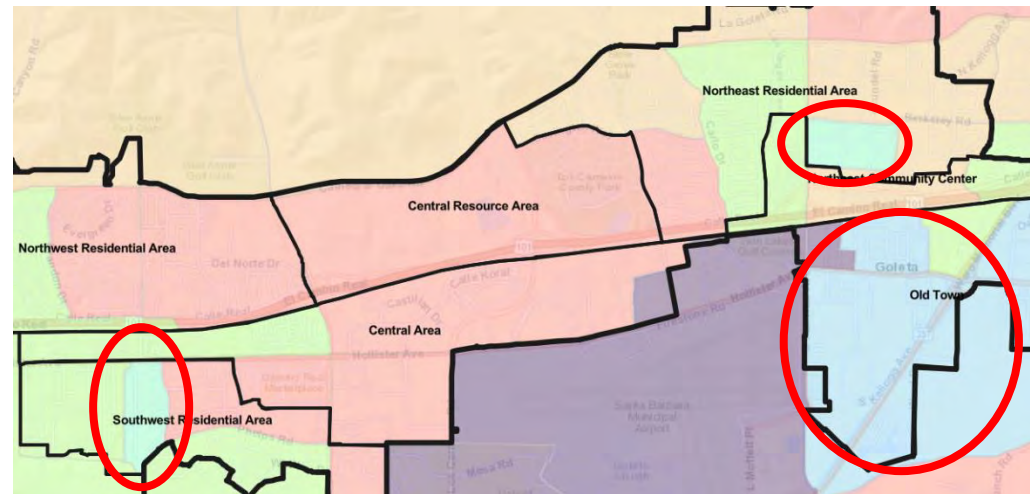
## □ Airport Noise Corridor

- 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



# Communities of Interest

- 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



# District Numbering

- An attempt was made to keep the numbering of the districts consistent across all draft plans, with consistent coloring as well
- The numbering scheme is just a proposal and it is ultimately up to the Council to determine how the four districts should be numbered
- In general, the numbers go from north to south and west to east, with District 1 in the north/west and District 4 in the south/east
- Here are the colors by which each district is symbolized:
  - ▣ District 1 is pink
  - ▣ District 2 is blue
  - ▣ District 3 is green
  - ▣ District 4 is purple

# Plan Numbering

- 100s: DistrictR four district plan using estimated data (12)
- 200s: DistrictR four district plan using official data (34)
- 300s: DistrictR three district plan using estimated data (1)
- 400s: DistrictR communities of interest (3, including 1 drafted by NDC)
- 500s: MOR four district plan using estimated data (1)
- 600s: Paper tool four district plan using estimated data (1)
- 700s: NDC drafted four district plan using official data (4)
- 56 plans total

# Plan Groupings

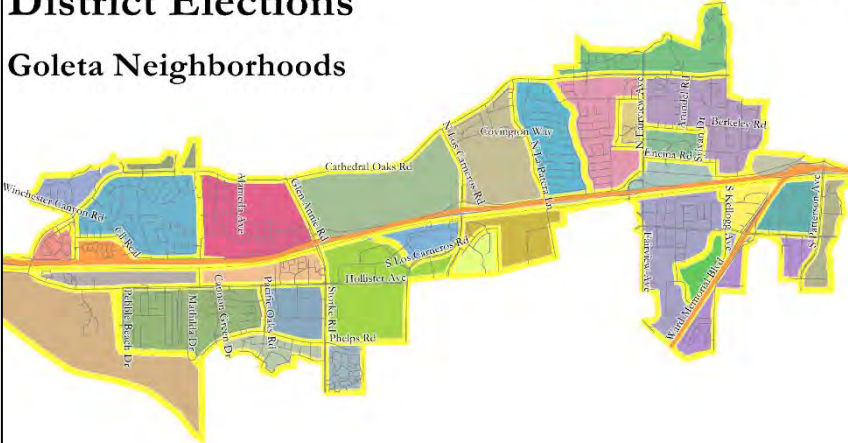
- Neighborhood maps (2)
- District maps that do not meet minimum legal requirements (21)
  - ▣ Not contiguous (2)
  - ▣ Not population balanced (19)
- District maps that meet minimum legal requirements (33)
  - ▣ One district crosses Highway 101 (16)
    - Minimal crossing (8)
    - Substantial crossing (8)
  - ▣ Two districts cross Highway 101 (6)
    - Minimal crossing (3)
    - Substantial crossing (3)
  - ▣ Three districts cross Highway 101 (2)
  - ▣ Four districts cross Highway 101 (9)
    - Minimal crossing of District 3 (5)
    - Substantial crossing of District 3 (4)

# Neighborhood Maps

**City of Goleta**  
**2021/22 Transition to**  
**District Elections**

**Plan 401**  
 Drafted by NDC

Goleta Neighborhoods

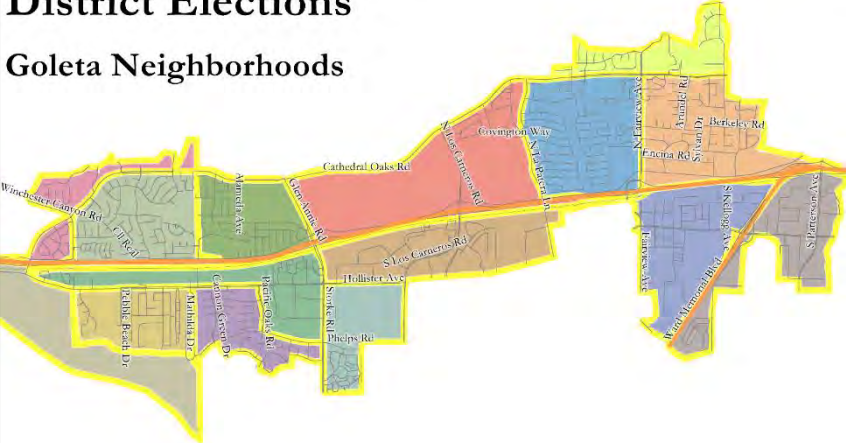


National Demographics Corporation, January 19, 2022 ©2021 CALIPER

**City of Goleta**  
**2021/22 Transition to**  
**District Elections**

**Plan 402**

Goleta Neighborhoods



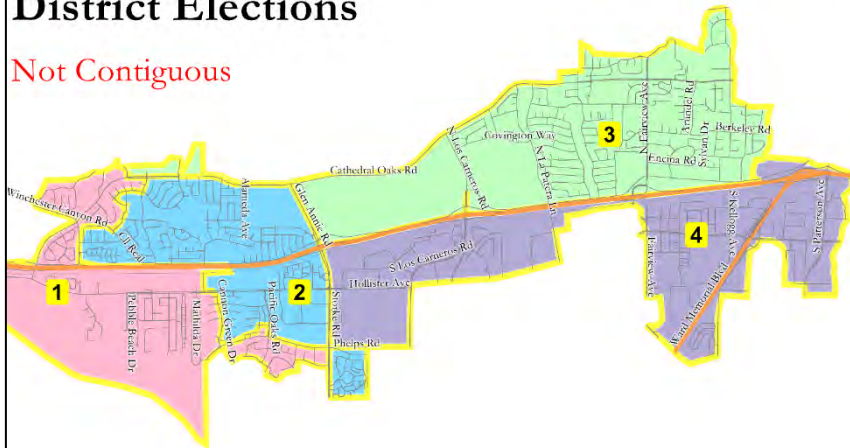
National Demographics Corporation, January 19, 2022 ©2021 CALIPER

# Noncontiguous Districts

City of Goleta  
2021/22 Transition to  
District Elections

## Plan 201

Not Contiguous

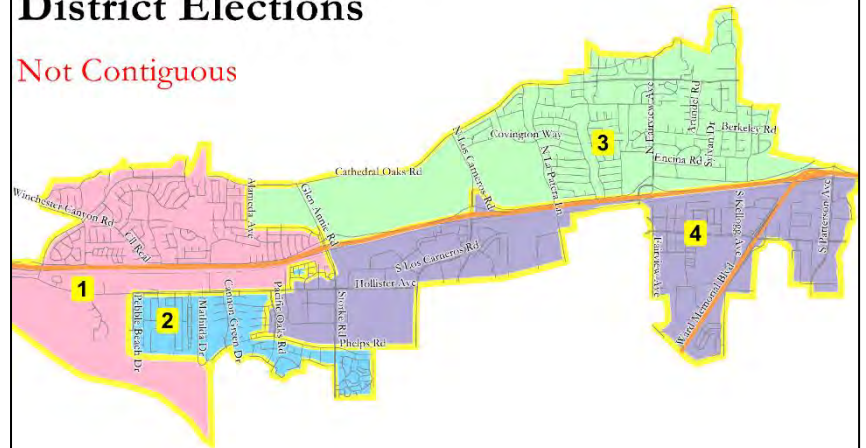


National Demographics Corporation, January 19, 2022 ©2021 CALIPER

City of Goleta  
2021/22 Transition to  
District Elections

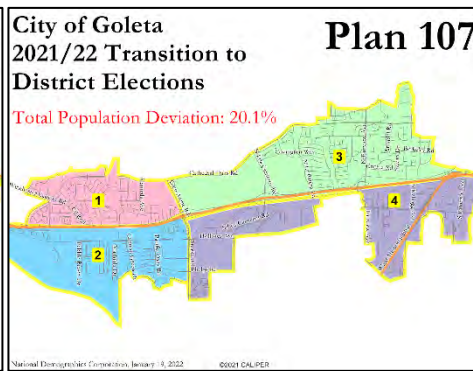
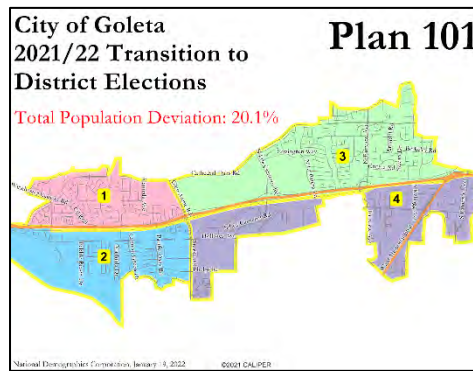
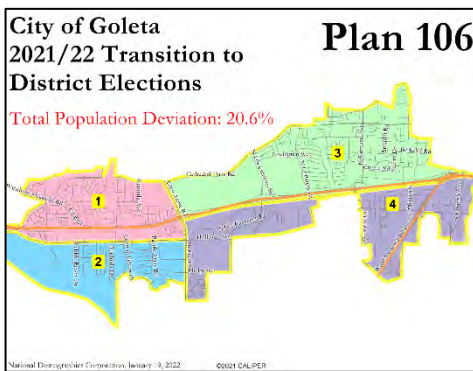
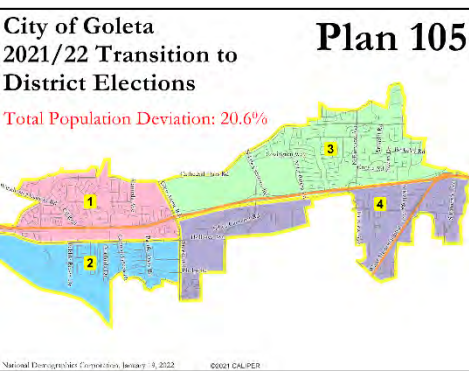
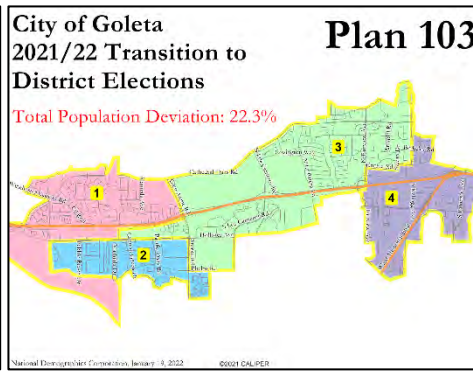
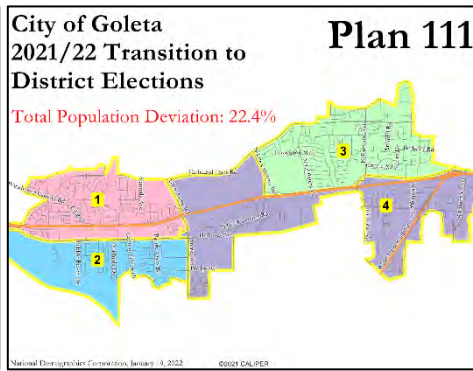
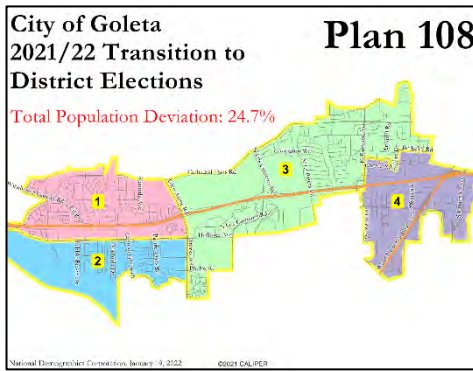
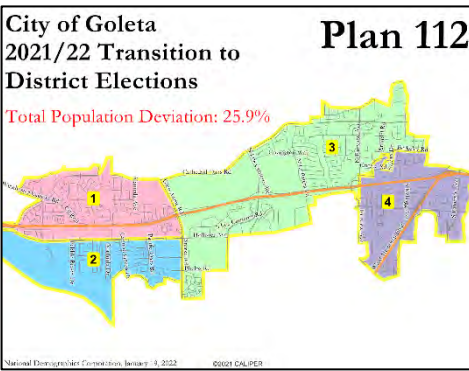
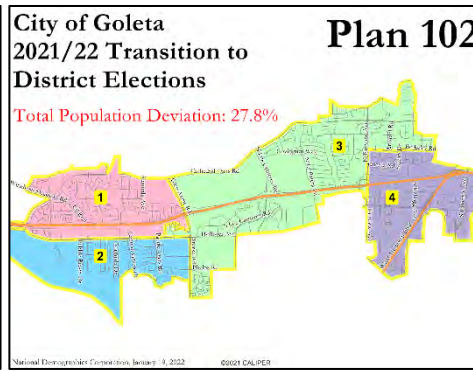
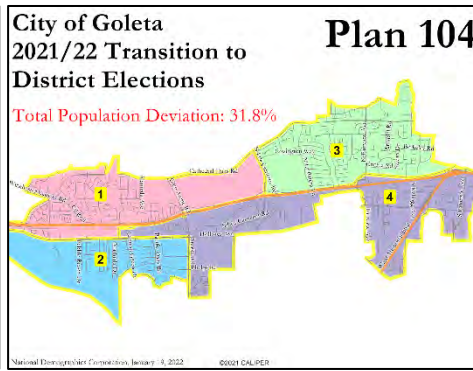
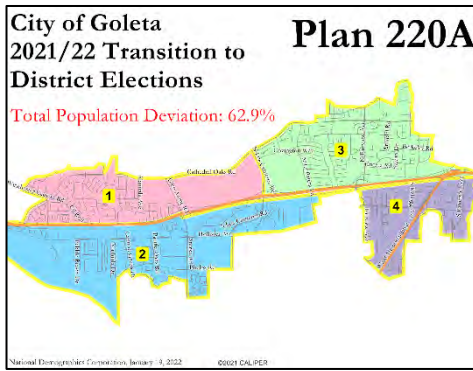
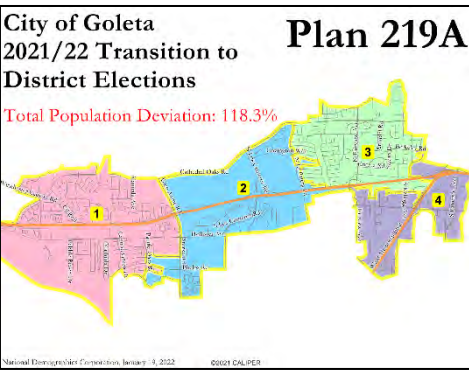
## Plan 225

Not Contiguous



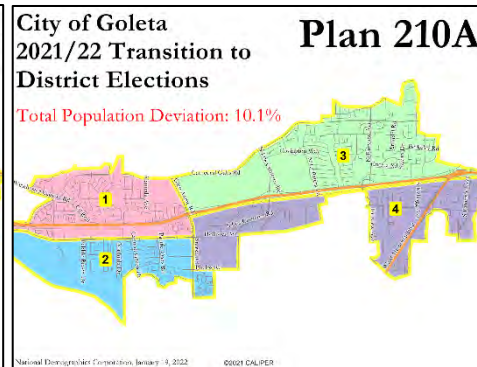
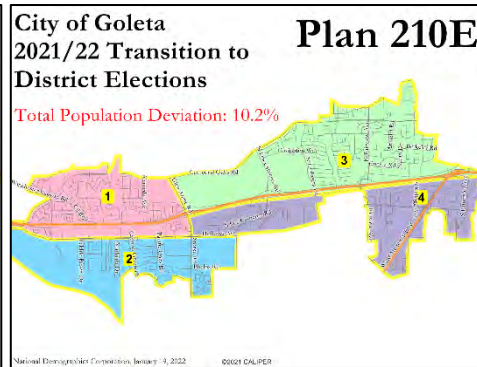
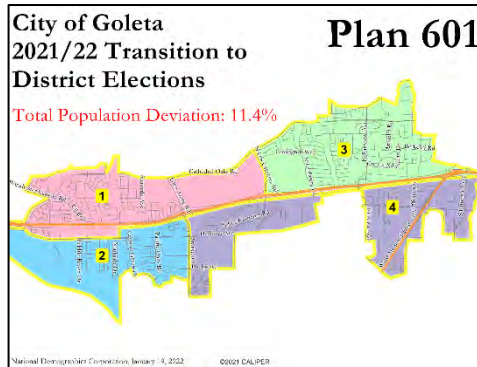
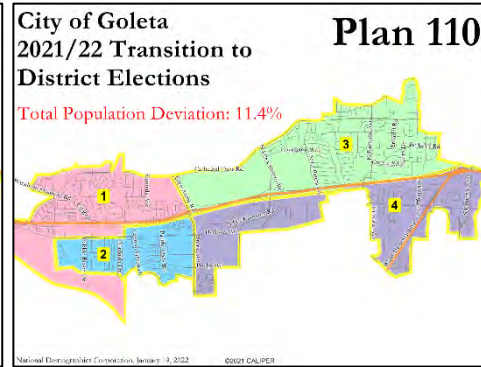
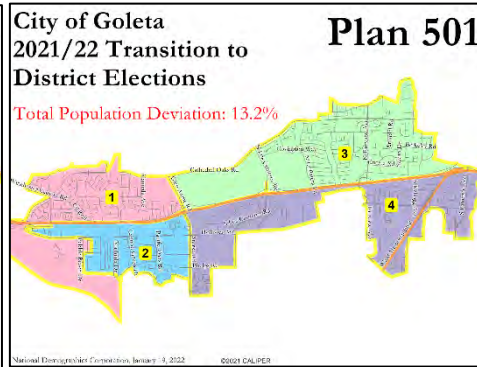
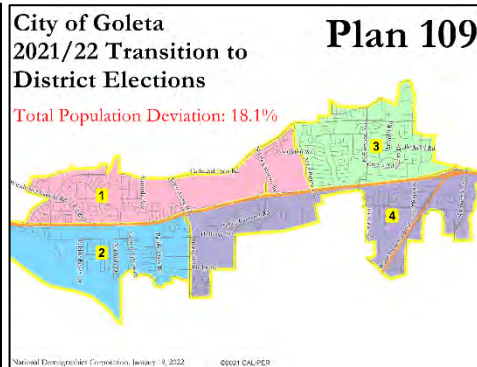
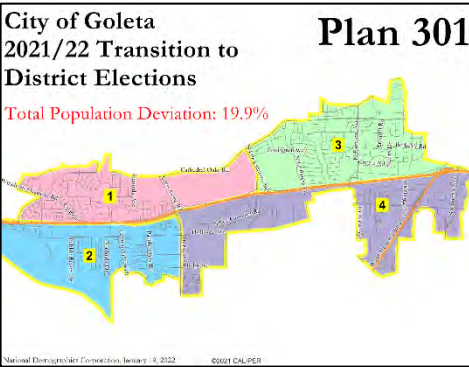
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# Unbalanced Districts

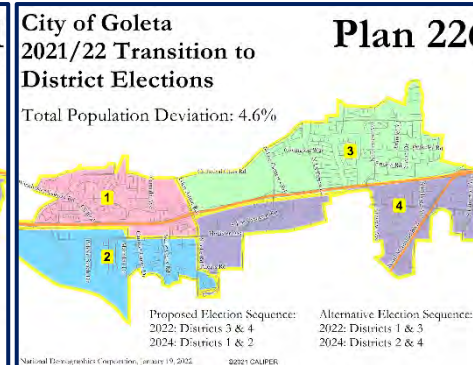
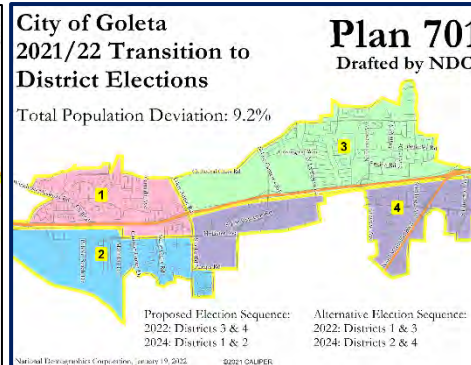
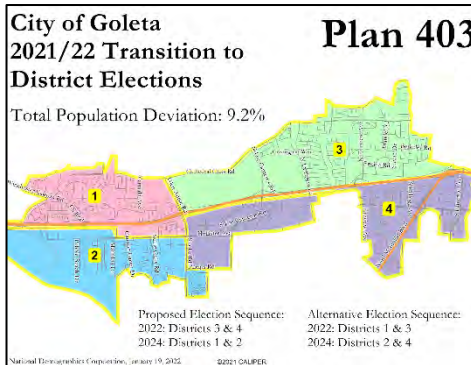
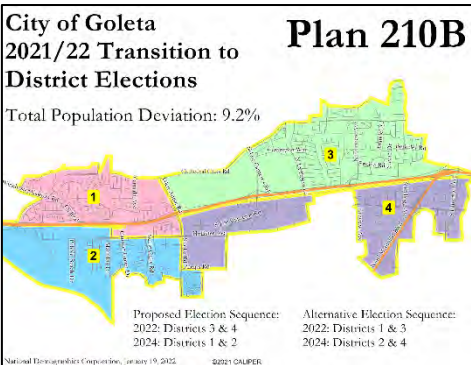
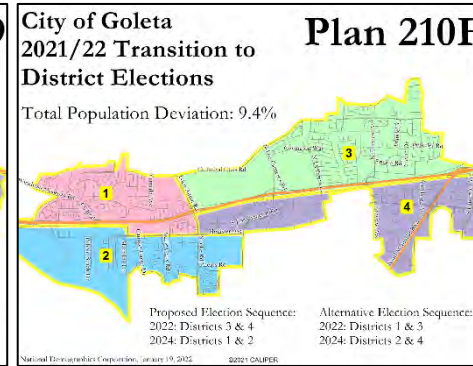
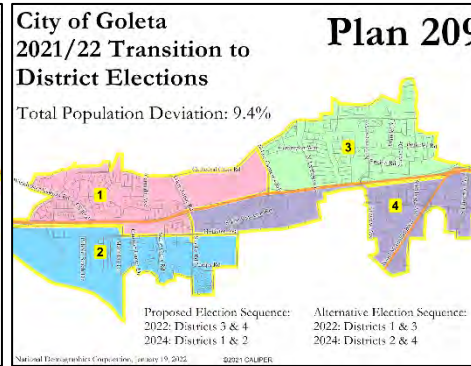
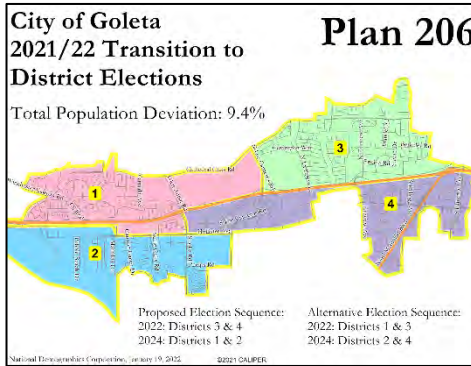
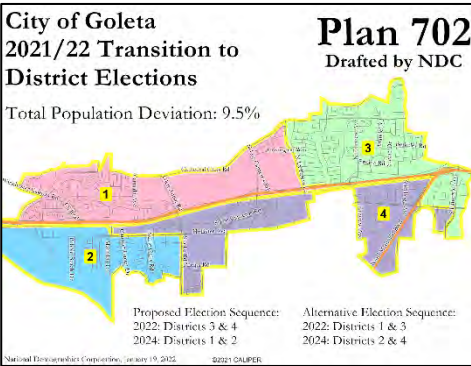




# Unbalanced Districts



# One District Crosses Minimally

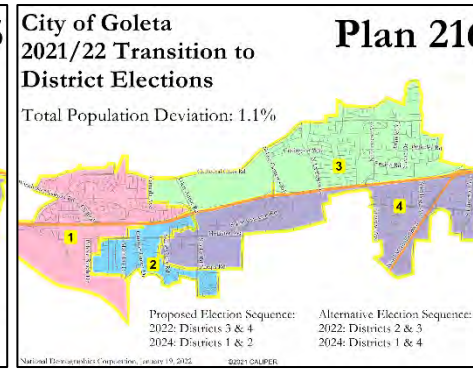
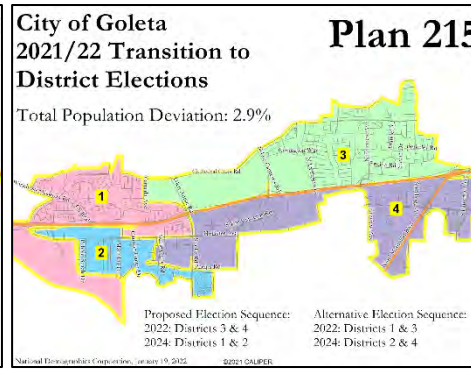
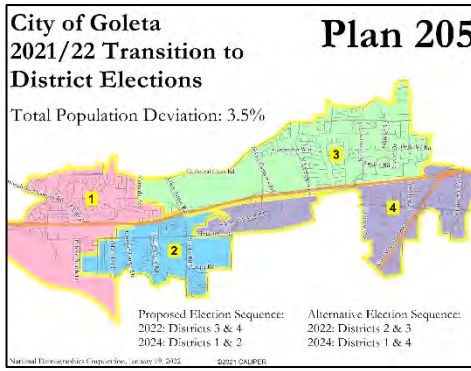
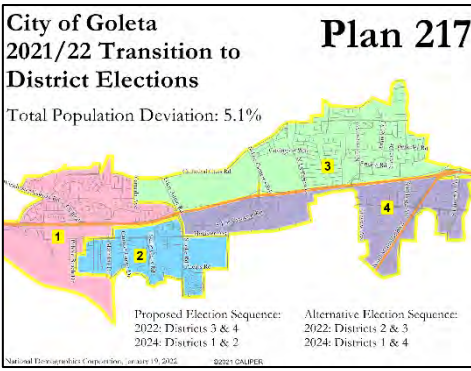
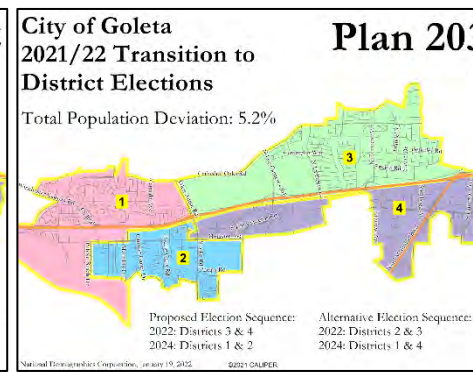
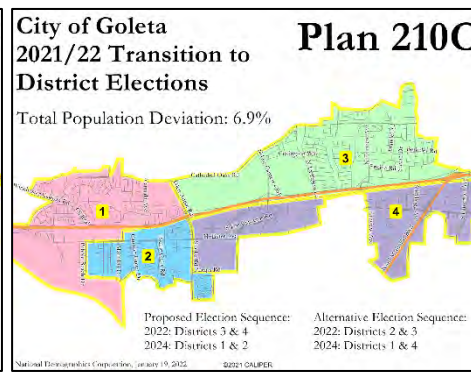
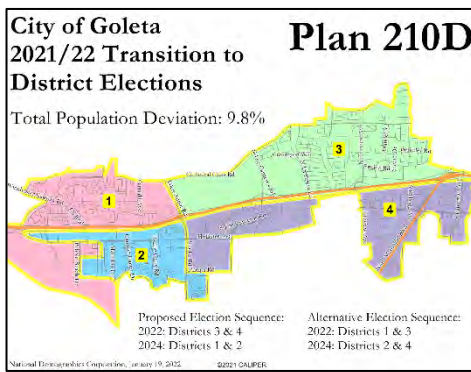
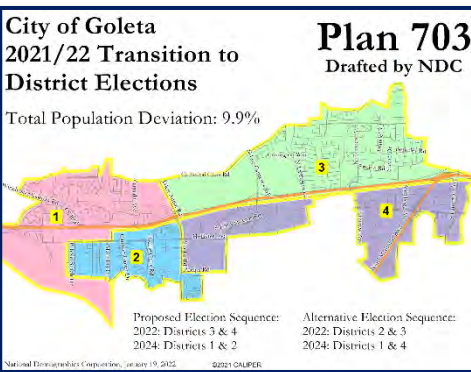


**Recommended**

**Recommended**

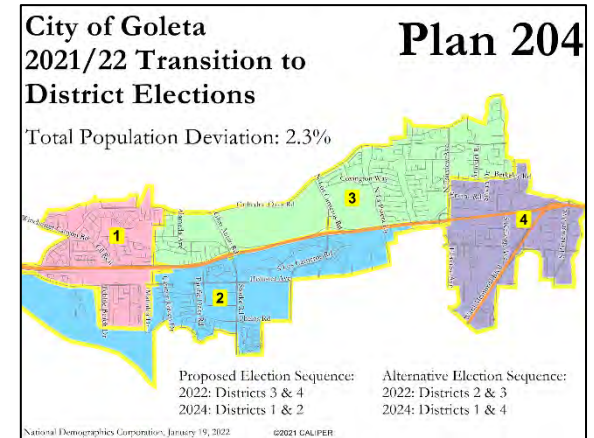
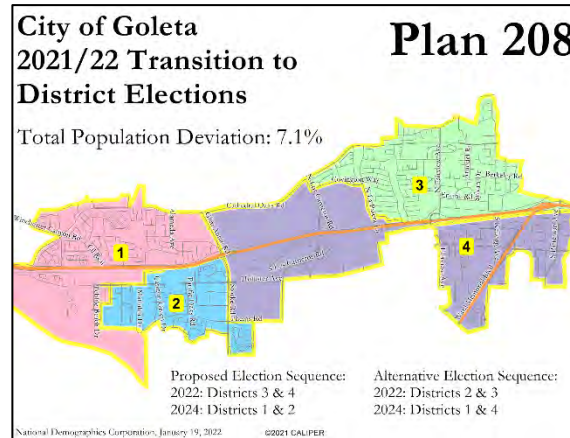
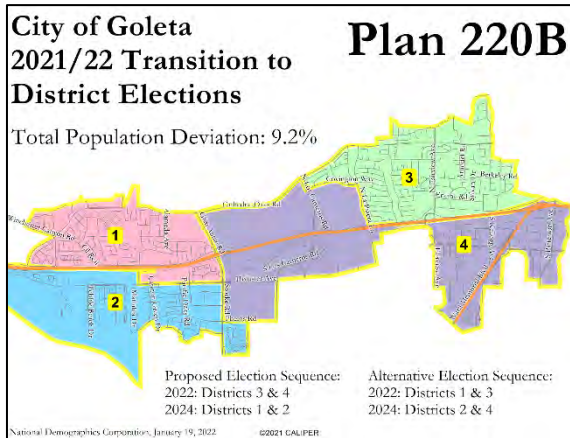
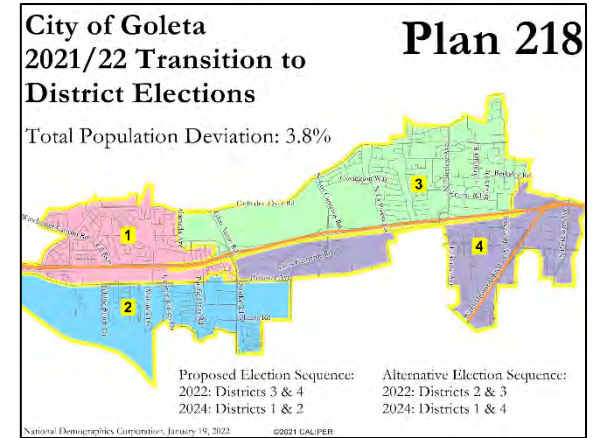
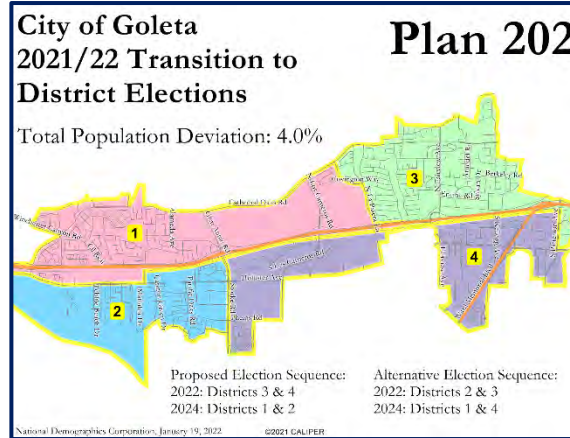
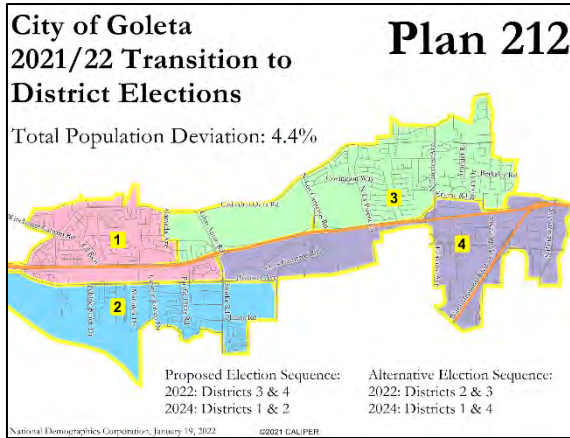
# One District Crosses Substantially

## Recommended

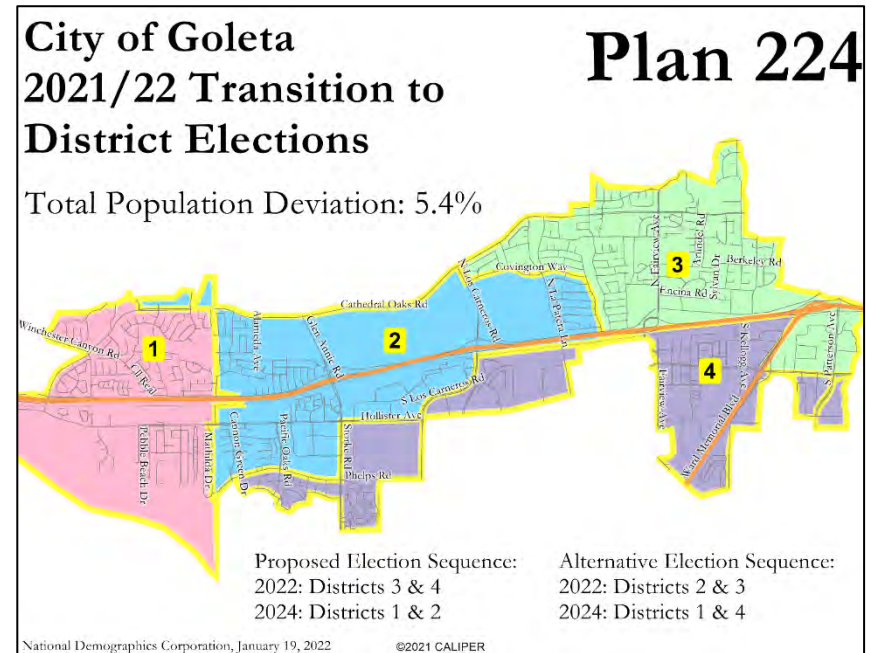
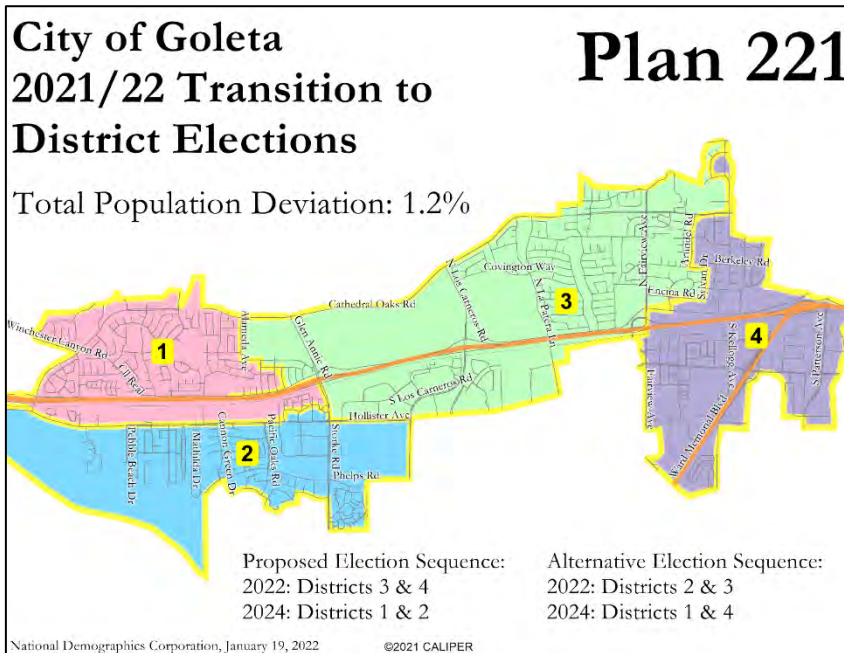


# Two Districts Cross, Minimally or Substantially

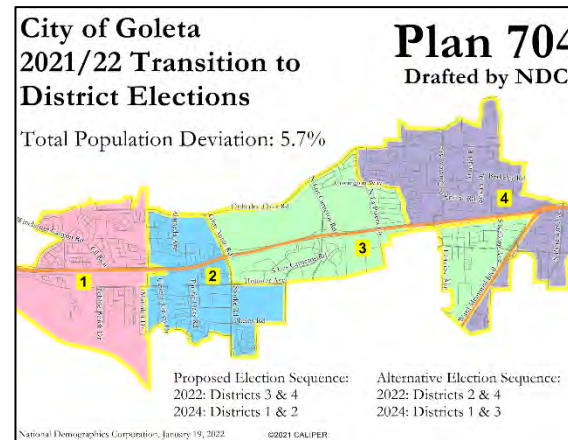
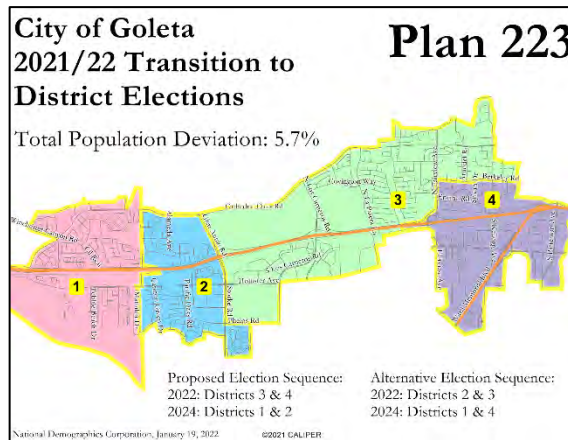
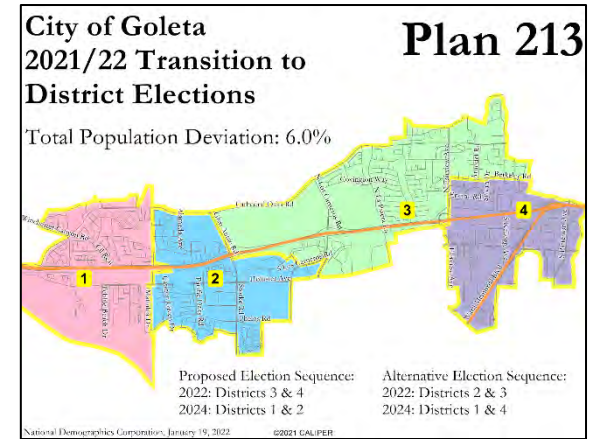
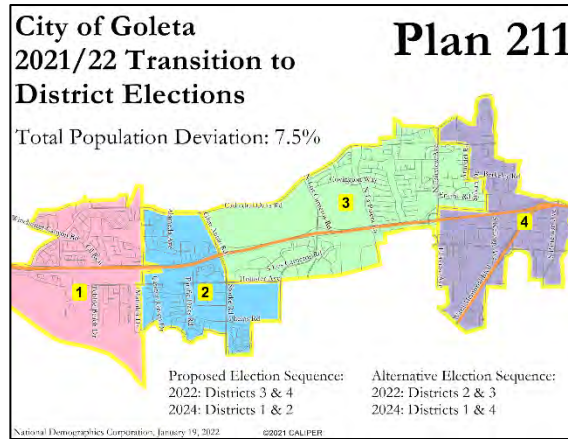
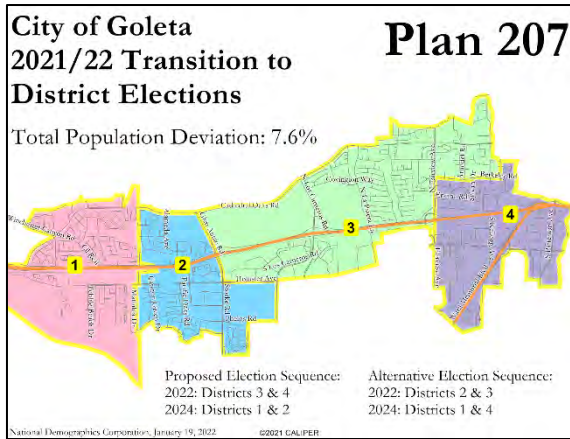
## Recommended



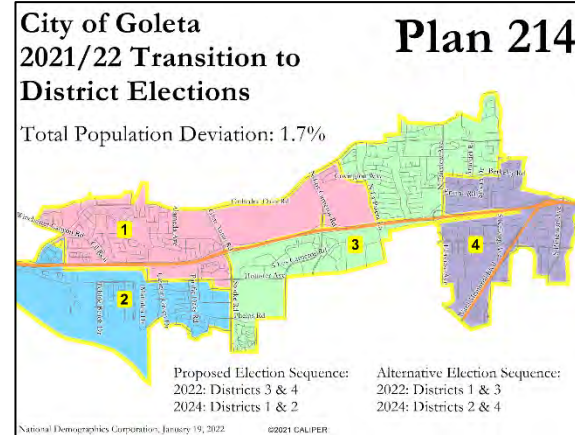
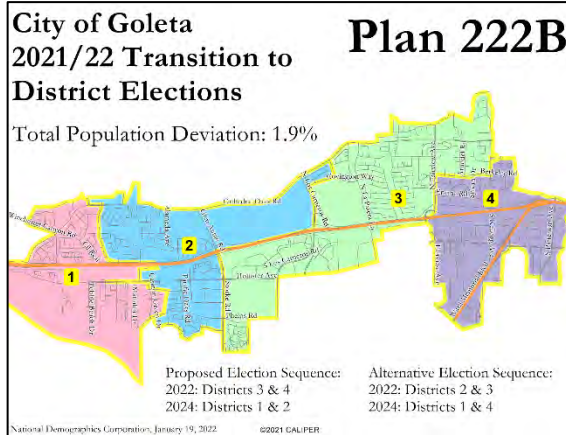
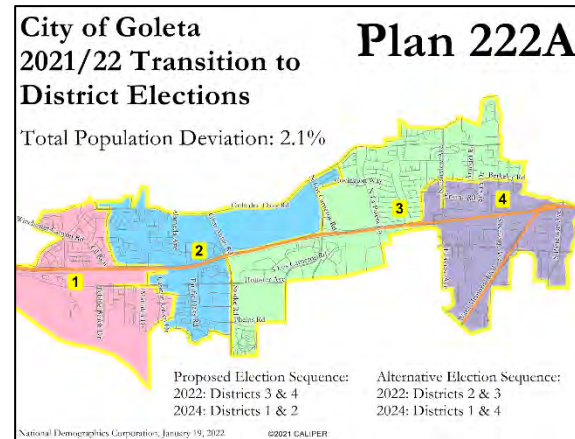
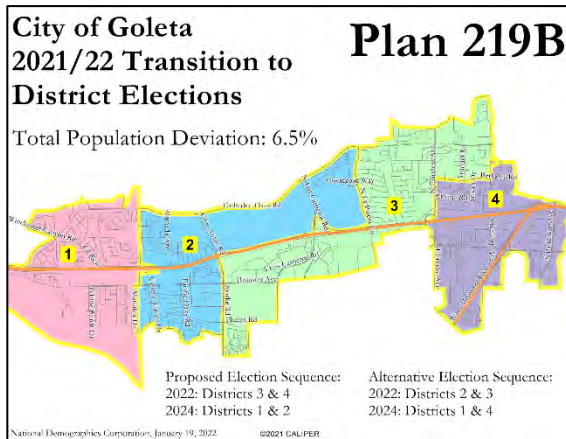
# Three Districts Cross, Minimally or Substantially



# Four Districts Cross, District 3 Minimally



# Four Districts Cross, District 3 Substantially

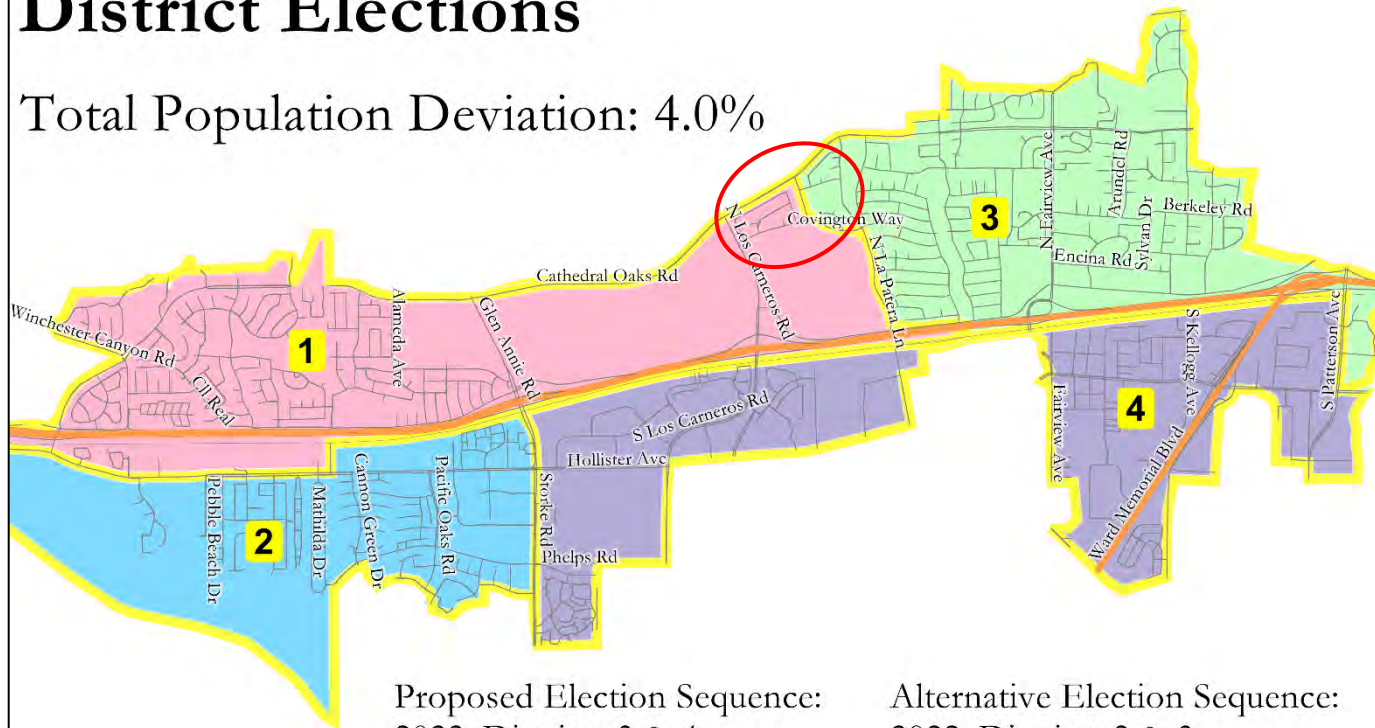


# Draft Plans Recommended by the PEC

## City of Goleta 2021/22 Transition to District Elections

## Plan 202

Total Population Deviation: 4.0%



Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 2 & 3  
2024: Districts 1 & 4

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Splits the Lake Los Carneros North neighborhood

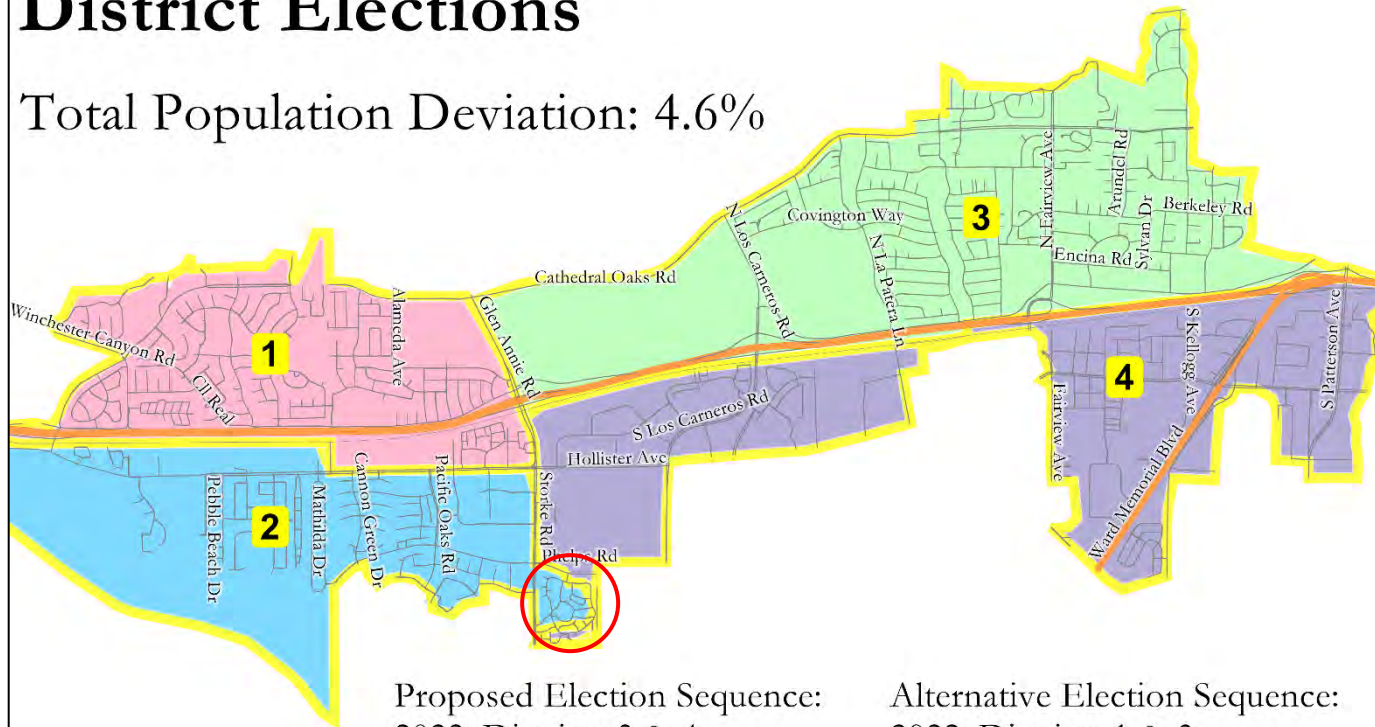


# Draft Plans Recommended by the PEC

## City of Goleta 2021/22 Transition to District Elections

# Plan 226

Total Population Deviation: 4.6%



Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 1 & 3  
2024: Districts 2 & 4

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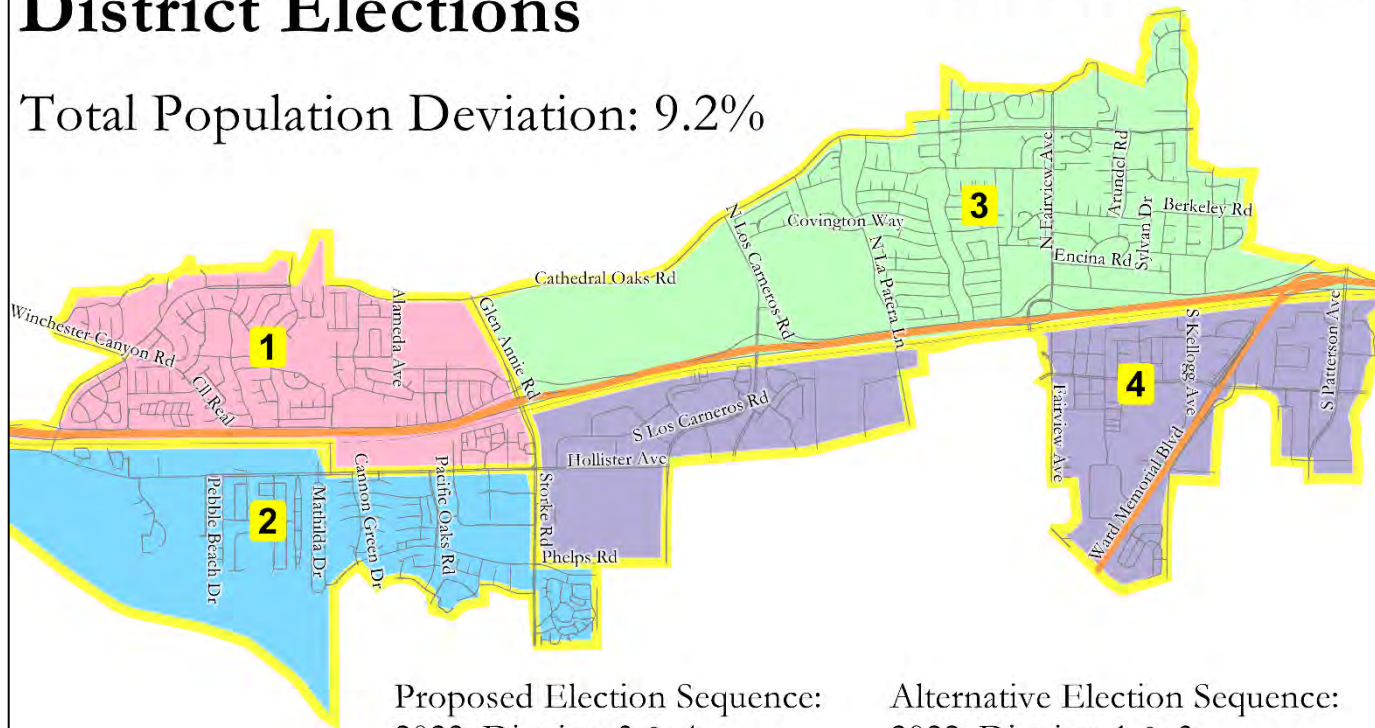
Splits the Storke Ranch neighborhood

# Draft Plans Recommended by the PEC

## City of Goleta 2021/22 Transition to District Elections

## Plan 701 Drafted by NDC

Total Population Deviation: 9.2%



Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 1 & 3  
2024: Districts 2 & 4

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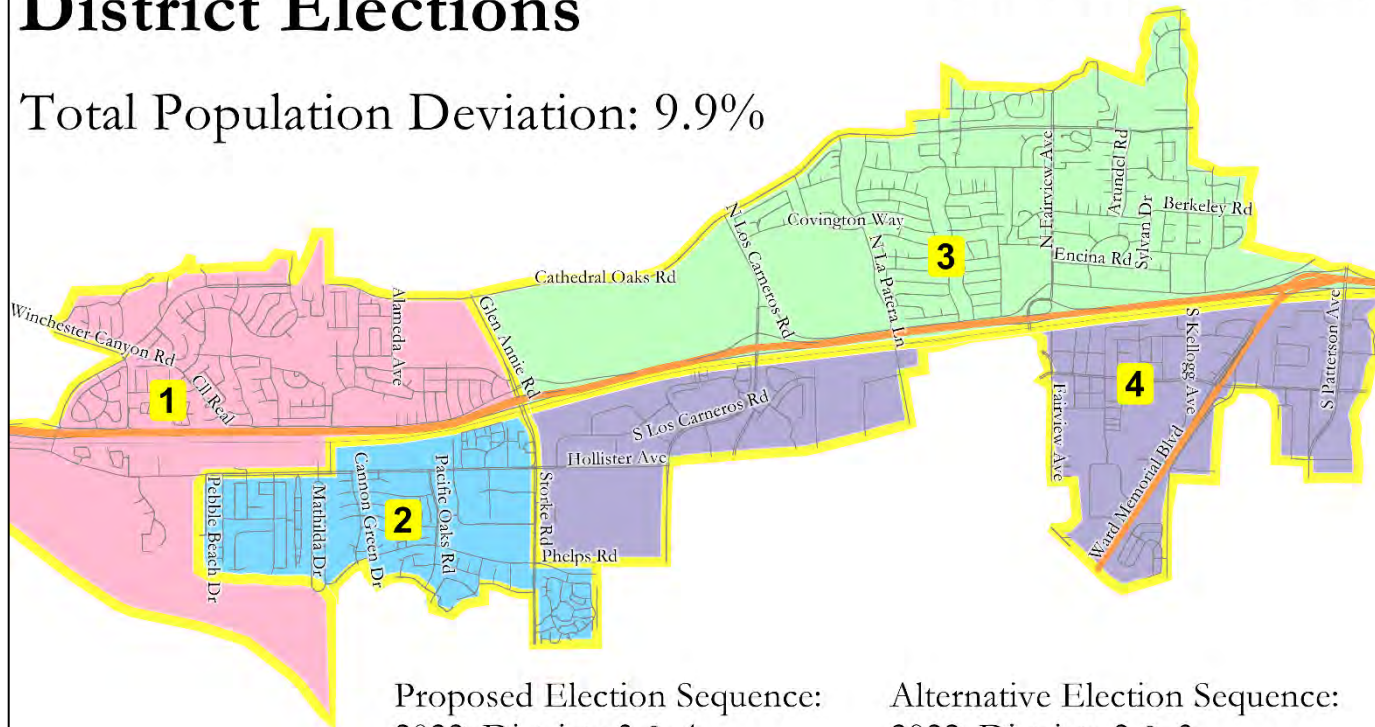
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# Draft Plans Recommended by the PEC

## City of Goleta 2021/22 Transition to District Elections

## Plan 703 Drafted by NDC

Total Population Deviation: 9.9%



Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 2 & 3  
2024: Districts 1 & 4

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# Analysis of Recommended Draft Plans

## Plan 202

- Districts 1 & 3 cross over minimally; the two other districts stay on one side of the freeway
- Population deviation: 4.0% (District 4 +2.2%)
- District Latino CVAP: 28%, 26%, 16%, 32%
- All four districts are contiguous
- Splits the Lake Los Carneros North neighb.
- Mostly adheres to general plan subareas as communities of interest, but there are a couple areas that deviate
- Does not split the airport noise corridor or “demographic outliers”
- District boundaries follow the railroad and major streets, with one exception
- All four districts are compact

## Plan 226

- District 1 crosses over minimally; all other districts stay on one side of the freeway
- Population deviation: 4.6% (District 4 +2.2%)
- District Latino CVAP: 29%, 24%, 15%, 32%
- All districts are contiguous, but 4 is just barely
- Splits the Storke Ranch neighborhood
- Mostly adheres to general plan subareas as communities of interest, but there is one area that deviates
- Does not split the airport noise corridor or “demographic outliers”
- District boundaries follow the railroad and major streets, with one exception
- All four districts are compact, with one exception

# Analysis of Recommended Draft Plans

## Plan 701

- District 1 crosses over minimally; all other districts stay on one side of the freeway
- Population deviation: 9.2% (District 4 –2.8%)
- District Latino CVAP: 29%, 25%, 15%, 32%
- All four districts are contiguous
- Does not split any neighborhoods
- Closely adheres to general plan subareas as communities of interest and, to a lesser extent, elementary school attendance areas
- Does not split the airport noise corridor or “demographic outliers”
- District boundaries follow the railroad and major streets
- All four districts are compact

## Plan 703

- District 1 crosses over substantially; all other districts stay on one side of the freeway
- Population deviation: 9.9% (District 4 –2.8%)
- District Latino CVAP: 28%, 26%, 15%, 32%
- All four districts are contiguous
- Does not split any neighborhoods
- Closely adheres to general plan subareas as communities of interest and, to a lesser extent, elementary school attendance areas
- Does not split the airport noise corridor or “demographic outliers”
- District boundaries follow the railroad and major streets
- All four districts are compact

# Election Sequence Options for Recommended Draft Plans

<b>District</b>	<b>Plan 202</b>	<b>Plan 226</b>	<b>Plan 701</b>	<b>Plan 703</b>
<b>1</b>	2024	2022 or 2024 (vacant)	2022 or 2024 (vacant)	2024
<b>2</b>	2022 or 2024 (vacant)	2024	2024	2022 or 2024 (vacant)
<b>3</b>	2022	2022	2022	2022
<b>4</b>	2022 or 2024? (pairing)	2022 or 2024? (pairing)	2022 or 2024? (pairing)	2022 or 2024? (pairing)

(There must be two districts up in 2022 and two in 2024)

# Public Hearing & Discussion

- ❑ Questions about the proposed districting plans?
- ❑ Which plan(s) do you prefer?
- ❑ What, if anything, would you like to see revised in your preferred plan(s)?
- ❑ Please refer to the [Interactive Review Map](#) for a detailed look at each plan

**ATTACHMENT 2:**

Comments Received as of noon on February 3, 2022



<b>Neighborhood Maps (for Reference)</b>				
<b>Plan Number</b>		<b>Date</b>	<b>Name</b>	<b>Comment</b>
Plan 401	Drafted by NDC	1/21/2022	Paula Johnson	Where is the outline of each of the 4 Districts?
Plan 401	Drafted by NDC	1/21/2022	Mark Preston	So I can see that most maps are out of balance. I understand. But, maps 401 and 402 are utterly and completely incomprehensible. What are the districts proposed ??? My goodness, 4 districts with 2 north and 2 south makes sense. Just tweak East/West. It should not be a Sudoku puzzle.
Plan 401	Drafted by NDC	1/23/2022	Niccola Camacho	Gerrymandering at the local level, very cool. Why not one-person one-vote upon the law, like a shareholder meeting, but with constituents.
Plan 401	Drafted by NDC	1/24/2022	Niccola Camacho	<a href="http://www.ncid.us/amendment">http://www.ncid.us/amendment</a> Something like this could help solve the problem of monetary corruption in politics. The politicians are mostly bought, let the people vote on the law.
Plan 401	Drafted by NDC	1/24/2022	Ted Anagnnoson	I think these are just neighborhoods. comparing this map with the ones below shows that this one doesn't have any district boundaries. it's a background map. In this case the neighborhoods are pretty detailed. The other map has bigger groupings
Plan 401	Drafted by NDC	1/24/2022	Anonymous	You are correct, this is a Neighborhood Map meant to show those communities of interest. It was not submitted as a district map.
Plan 401	Drafted by NDC	1/25/2022	Claudia Dato	The Old Town Neighborhood should include everything west of Ward Memorial Blvd/Hwy 217 over to Fairview.
Plan 401	Drafted by NDC	1/25/2022	CDG	Question: Where's the legend to this map? Since this is a component of the evaluation criteria (i.e., undivided neighborhoods and "communities of interest"), where's the legend to this map listing each of the color coded Communities of Interest and Neighborhoods as prepared by NDC and adopted by the City Council on August 17, 2021 (see Pages 5 & 7 of Agenda Item A.1, Subj: Recommendations to the City Council regarding Draft Maps for City Council Voting Districts Boundaries for District Elections, meeting date January 26, 2022, Attachment 3 on Pages 69 - 71). As such, it would be helpful for reviewers, including myself, if either a link to this legend or a pdf was attached – thank you.
Plan 401	Drafted by NDC	2/2/2022	Aaron B	Neither 401 or 402 appear legible in that you cannot see (clearly) any outline of the four districts. Please revise the labeling or color scheme.
Plan 402		1/24/2022	Anonymous	You are correct, this is a Neighborhood Map meant to show those communities of interest. It was not submitted as a district map.
Plan 402		1/24/2022	Anonymous	What is the purpose of all these divisions? You have already allowed the splitting of our individual very residential lots which will reduce the value of our homes. Why divide our areas also?
Plan 402		1/21/2022	R Mc	I prefer this map. It is more logically divided. Map 401 explicitly excludes my neighborhood from the same district as all the other surrounding neighborhoods.
Plan 402		1/21/2022	Paula Johnson	Where is the outline of each of the 4 Districts?

Plan 402		1/24/2022	Ted Anagnnoson	this again is a neighborhood background map, with the smaller neighborhoods of the other map grouped together here
Plan 402		1/25/2022	Claudia Dato	This map makes much more sense than Map 401. Old Town boundaries are correct in my view as a 7 year resident of Old Town.
Plan 402		1/26/2022	Anonymous	I think the City did not label this very well based on some of the comments. why call it PLAN 402 when it is not a plan at all? need to be clear.
<b>District Maps that Meet Minimum Legal Requirements</b>				
<b>Plan Number</b>		<b>Date</b>	<b>Name</b>	<b>Comment</b>
Plan 202		1/24/2022	Bruce Wilson	Of the plans that meet the minimum My #1 preference is #202 first, and #702 second. So many of the other plans divide cohesive residential communities. While there are some small differences in these 2 plans, they both have a good distribution of various people and are in geographic areas that are mostly the same. They have schools that serve most of the residents of that district.
Plan 202		1/24/2022	Kalia	I think this is a good plan for reasons mentioned above. It keeps neighborhoods cohesive. We need this to be able to have a sense of community and to work with our council member on any issues and improvements.
Plan 202		2/1/2022	Aaron B	This one makes the most sense, -and though there are no perfect solutions the borders are at least mostly contiguous.
Plan 202		2/1/2022	Kelly Hildner	I don't like that this one separates my neighborhood from our adjacent neighborhoods to the west and instead groups Storke Ranch with a bunch of commercial areas and Old Town.
Plan 203		1/24/2022	Anonymous	This plan keeps neighborhoods cohesive, which is good.
Plan 203		1/27/2022	Anonymous	This plan divides our neighborhood in a really odd way, it would be weird to have one block represented by a different council member.
Plan 204		1/24/2022	Kalia	This map does not make sense because it divides the Berkeley neighborhood ! Please don't choose a map that divides on Berkeley Road. It's right in the middle of a neighborhood.
Plan 204		1/23/2022	Alejandra S.	I am supportive of this map. It has one of the lowest population deviations of any of the maps. Probably is no perfect map, but this one makes sense.
Plan 205				
Plan 206		1/26/2022	Anonymous	I like the concept to divide at 101 (except move the small pink #1 to #2 district) , like what I see to divide at Los Carneros and Storke along hollister to border district #3 and #4. >From a Parks an Open Space Perspective I strongly feel each distract >should include large parks Goleta is know for, for example this plan:  A. This places Ellwood Mesa & Girsh Park in district #1. B. Bishop Ranch in district #2, (will give incentive to make a big chunk of Bishop Ranch into a park in future) C. Lake Los Carneros & Stow Park in district #3. D Old Town is completely in district #4 and includes Jonny Wallace Park & GV Community Center
Plan 207		1/24/2022	Kalia	Please don't divide in Berkeley Road. This is right in the middle of a neighborhood.

Plan 207		1/24/2022	Kalia	Again, please do not choose a map that divides districts along Berkeley Road. This is right in the middle of a neighborhood. Maybe Calle Real or even Encina Road.
Plan 207		1/26/2022	Anonymous	US 101 is a natural divider, don't chop hoods up like this.
Plan 208		1/24/2022	Marsha	I like being included with DPHS area
Plan 208		1/26/2022	Anonymous	Dont like this Old Town being part of Lake Los Carneros. Not a not wise or natural choice. Better for the residents who live and play adjacent to these large open space areas to be in the same district district as the park or open space.
Plan 208		1/27/2022	Anonymous	Odd neighborhood division in Ellwood, half the neighborhood is represented by one council member and half would be represented by another.
Plan 209		1/24/2022	Anonymous	This is very logical division of Goleta as folks will have common interests in their areas, NW, SW, NE, SE parts of Goleta
Plan 209		1/25/2022	Anonymous	This map includes communities of interest such as senior citizen complexes.
Plan 209		1/26/2022	Anonymous	agree with comments above regarding natural boundaries for Goleta. Note this plan is same as 206.
Plan 209		1/25/2022	Anonymous	Agree that this map looks like a natural division that is easy to understand and recognizes natural boundaries and demographic distribution. Not sure I understand what is happening near the 101 freeway between districts 3 ad 4. Maps 210F and 403 a closely related maps to this one.
Plan 210B				
Plan 210C				
Plan 210D				
Plan 210F		1/25/2022	Anonymous	This is my favorite map, though the lines along highway 101 are difficult to understand. This one looks very much like 403. A simple and straightforward set of boundaries that are easy to see.
Plan 211		1/24/2022	Anonymous	This plan splits a neighborhood along Kellogg Road, and splits a neighborhood arbitrarily— not good! Please don't choose this plan.
Plan 211		1/26/2022	Anonymous	Please stick with the first divide line as US101 , natural districts are NOT displayed in this plan, please resist to divide this way. plan no good reject this style.
Plan 212				
Plan 213		1/24/2022	Kalia	Dividing districts along Berkeley Road is not a good idea. This line would be right in the middle of a neighborhood and put me in a different district than my neighbors. We have good dialogue here about elections and it would be sad not to be able to continue that!
Plan 214				
Plan 215				
Plan 216				
Plan 217				
Plan 218		1/24/2022	Kalia	This map puts just part of Somerset Lane in a different district! That will lead to all sorts of confusion and the people in those few houses will feel left out!
Plan 219B		1/24/2022	Anonymous	please don't divide along Berkeley Road, which is in the middle of a neighborhood
Plan 220B				
Plan 221		1/21/2022	Deborah Williams	This is my favorite map/plan. It has the second least population deviation of any of the plans, and the best, most compact boundaries.
Plan 221		1/21/2022	Ken Tatro	What I was lookg for turns out to be in full agreement with Deborah Williams above. the least populationn deviation and the most together boundaries. thus keep it straight forward and simple, right? Thanks for all the hard work putting this together.

Plan 221		1/25/2022	Anonymous	Deborah, this plan spilts my neighborhood. I think this is not a good idea. Berkeley Road goes right through the middle and it just feels weird that my neighbors would have a different council member. We go to the same parks, have the same issues. We need to be in the same district. Please don't split a district along Berkeley Road!
Plan 221		1/24/2022	Kalia	Above comment from me. (Forgot to leave my name).
Plan 221				I would suggest not letting the population deviation value overshadow the discussion. In order to get that low value, a small "island" was created in district 4. I would be in favor of slightly higher population deviation to avoid strange boundaries and possibly disenfranchised segments. Plan 226 looks good, but suffers from the same issue.
Plan 222A		1/24/2022	Anonymous	Same comment as other plans that split a neighborhood in two: please don't divide along Berkeley Road.
Plan 222B		1/24/2022	Anonymous	Please don't split districts along Berkeley Road!
Plan 223		1/24/2022	Anonymous	For reasons mentioned earlier, please don't split districts along Berkeley Road (shown top of district 4).
Plan 224		1/23/2022	Joseph Guron	Looking at the demographics of this map, it makes sense. Other than District 3, it has close demographics between White vs Non-white (Hispanic) voters. It's almost impossible to divide each group and population equally while as the same time having neighborhoods stay continuous
Plan 224		1/24/2022	Steve Maas	Please consider maps 224, 702, & 704. Thank you.
Plan 224		1/25/2022	CDG	NDC's review of Map 224 identifies this map as having "Three Districts Cross Substantially" and further states, "Splits the Mathilda neighborhood; technically contiguous but "iffy" (see Page 137 of Agenda Item A.1, Subj: Recommendations to the City Council regarding Draft Maps for City Council Voting Districts Boundaries for District Elections, meeting date January 26, 2022: hereinafter "Agenda Item A.1"). Additionally, NDC states on Page 70 of Agenda Item A.1 under the heading of Demographic Outliers: "Ellwood Beach/Mathilda (low income, high multi-family housing, high renter housing)." However, the percent Household Income difference between District 1 and District 2 appears to be negligible and is presented as follows (as extracted from the Demographics button at <a href="https://drawgoleta.org/plan-224/">https://drawgoleta.org/plan-224/</a> ): A) 1 % difference for household income 0 – 25K, B) 1 % difference for household income 25K – 50K, C) 3 % difference for household income 50K – 75K, D) 8 % difference for household income 75K – 200K, and E) 3 % difference for household income 200K plus. Furthermore, the percent Housing Stats difference between District 1 and District 2 appears to be minor and is presented as follows (extracted from the same Demographics button as above): A) 8 % difference for single family, B) 8 % difference for multi-family, C) 12 % difference for rented, and D) 12 % difference for owned. Nonetheless, if the minor concerns identified above by NDC appear to be significant when evaluated by the PEC (Public Engagement Commission), then NDC's Map Plan 704 (four districts cross; same splits of the Mathilda neighborhood) is my preferred option to Map Plan 224 followed by NDC's Map Plan 702 as my third choice.
Plan 226		1/24/2022	Steve Nelson	After doing my best to review these proposals I like this one the best. It respects neighborhoods and geographical and other physical boundaries (major roads, freeways, etc) pretty well with a pretty good population deviation number. I think this is the least forced, most natural, and best balanced of the plans.
Plan 226		1/25/2022	Anonymous	On the whole, I would agree with this comment (above), but then if you look very carefully at District 4, there's a strange little island in the lower left part of District 4 which must be how the population deviation was reduced. Doesn't look good. For the same reasons as stated above (respecting neighborhoods and natural boundaries), I'd go with 403 or 209 or 210F instead.
Plan 226		1/26/2022	Anonymous	this could be a good plan if the district 1 and 3 Glen Anne Rd divider was moved to N Lake Los Carneros Rd. This way Bishop Ranch is in district 1 and Lake Los Careros in district 3.
Plan 226		1/28/2022	Steve Nelson	This process is way too complicated for most civilians. There needs to be a better, more streamlined way of presenting this information to the public to elicit participation!

Plan 226		2/1/2022	Anonymous	This plan breaks up my neighborhood (Storke Ranch) in a weird way, so it doesn't make sense to me.
Plan 226		2/1/2022	Kelly Hildner	This plan breaks up my neighborhood (Storke Ranch) in a weird way, so it doesn't make sense to me.
Plan 403		1/25/2022	Anonymous	Second favorite map, though the lines along highway 101 are difficult to understand. This one looks very much like 210F (which also has the apparent 101 crossover?). Otherwise is a simple and straightforward set of boundaries that are easy to see.
Plan 403		1/26/2022	Anonymous	Seems many of these plans put those Smart and Final or Hollister Village apts in DPHS district #1. like it or not we should NOT make districts cross US 101. So move these apartments to #2 or 4 and district #1 border with #3 to N Los Carneros.
Plan 701	Drafted by NDC	1/24/2022	Leslie	Very good plan. Uses the natural divisions of Hwy 101 and Glen Annie the best, with the exception of the district 1 crossover to balance population, which still feels natural to that neighborhood.
Plan 701	Drafted by NDC	1/24/2022	Kalia	This seems like a fair plan.
Plan 701	Drafted by NDC	1/26/2022	Anonymous	put Bishop Ranch in district #1 and this is a workable plan. in other words divide #1 and #3 at N Los Carneros.
Plan 701	Drafted by NDC	2/1/2022	Kelly Hildner	Of the four maps recommended after the last meeting, this seems the most coherent. It uses natural breaks well (101, Hollister, Glen Annie) and keeps many common interests/needs within the same district. Regarding the note above (and on many other draft maps), putting Bishop Ranch in District 1 vs. 3 seems to be a specific interest which may need to be explored.
Plan 701	Drafted by NDC	2/1/2022	Kelly Hildner	Of the 4 recommended maps, I think this one or 703 make the most sense, with continuous borders and keeping neighborhoods cohesive.
Plan 702	Drafted by NDC	1/24/2022	Anne Rae	My friends south of 101 are concerned about flooding and airplane noise. North of 101 areas do not have those concerns. Group areas so the city council member can focus on the specifics of the area they represent.
Plan 702	Drafted by NDC	1/24/2022	Bruce Wilson	Of the plans that meet the minimum My #1 preference is #202 first, and #702 second. So many of the other plans divide cohesive residential communities. While there are some small differences in these 2 plans, they both have a good distribution of various people and are in geographic areas that are mostly the same. They have schools that serve most of the residents of that district.
Plan 702	Drafted by NDC	1/24/2022	Steve Maas	Please consider maps 224, 702, & 704. Thank you.
Plan 702	Drafted by NDC	1/25/2022	CDG	NDC's review of NDC's Map 702 identifies this map as having "One District Crosses Minimally" and further appears, of noteworthy importance, to have drawn districts without splitting any communities of interest or neighborhoods (see Page 114 of Agenda Item A.1, Subj: Recommendations to the City Council regarding Draft Maps for City Council Voting Districts Boundaries for District Elections, meeting date January 26, 2022: hereinafter "Agenda Item A.1"). Additionally, Page 147 of Agenda Item A.1 reads in relevant part as,  "District 3 crosses over minimally, all other districts stay on one side of the freeway; Population deviation: 9.5%; District Latino CVAP: 29%, 25%, 17%, 31%; All four districts are contiguous; Does not split any neighborhoods; Closely adheres to general plan subareas as communities of interest and, to a lesser extent, elementary school attendance areas; Does not split the airport noise corridor or "demographic outliers;" District boundaries follow the railroad and major streets; District 3 may not be compact."  On a related side note, I am a big proponent of offering each incumbent City Councilmember the opportunity to finish their elected four-year term in the newly formed district where they currently live. Page 5 of Agenda Item A.1 states, "Other traditional considerations that are permitted but not required include: Respect voters' choices / continuity in office for incumbents, and future population growth."
Plan 703	Drafted by NDC	1/24/2022	Amante A Mangaser	I glanced mostly at the NDC-generated maps along with the demographics data. I think this redistricting map is the most logical of all three.

Plan 703	Drafted by NDC	1/25/2022	Leslie	I like plan 701 and I like this plan also, because they best use the natural division lines of Hwy 101 and Glen Annie Rd. However, this plan might have more appeal to those in area 1. I'd like to add that I think it's important for area 3 residents to be grouped with the Fairview and Calle Real shopping areas, and also with the Cathedral Oaks corridor along La Patera Ranch. That encompasses "Goleta North" which is already akin to a district or small town.
Plan 703	Drafted by NDC	1/26/2022	Anonymous	no we should not make a district straddle US 101 so much like #1 in this plan. Goleta west and south of 101 should definitely include Ellwood Mesa. why would Ellwood as we know it be divided?
Plan 704	Drafted by NDC	1/24/2022	Steve Maas	Please consider maps 224, 702, & 704. Thank you.
Plan 704	Drafted by NDC	1/25/2022	CDG	NDC's review of NDC's Map 704 identifies this map as having "Four Districts Cross, District 3 Minimally" and further states, "Splits the Mathilda neighborhood" (see Page 142 of Agenda Item A.1, Subj: Recommendations to the City Council regarding Draft Maps for City Council Voting Districts Boundaries for District Elections, meeting date January 26, 2022: hereinafter "Agenda Item A.1"). Additionally, Page 148 of Agenda Item A.1 reads in relevant part as,  "All four districts cross over the freeway; Population deviation: 5.7%, District Latino CVAP: 30%, 24%, 31%, 16%; All four districts are contiguous; Splits the Ellwood Beach / Mathilda neighborhood; Does not adhere as closely to general plan subareas as communities of interest, but splits them fairly significantly; Does not split the airport noise corridor, but does split one "demographic outlier" (Ellwood Beach / Mathilda); Only some district boundaries follow the railroad and major streets; District 4 may not be compact."  On a related side note, I am a big proponent of offering each incumbent City Councilmember the opportunity to finish their elected four-year term in the newly formed district where they currently live. Page 5 of Agenda Item A.1 states, "Other traditional considerations that are permitted but not required include: Respect voters' choices / continuity in office for incumbents, and future population growth."
Plan 704	Drafted by NDC	1/26/2022	CDG	Dear PEC: Please spend considerable time analyzing the demographics between each of the draft maps with public comments received including analyzing data such as percent minorities, percent renters, percent multi-family housing, percent with BA or higher education, etc., from the Interactive Review Map @ <a href="https://ndcresearch.maps.arcgis.com/apps/View/index.html?appid=8d7cbd5588914037bd8e46188cb905b6">https://ndcresearch.maps.arcgis.com/apps/View/index.html?appid=8d7cbd5588914037bd8e46188cb905b6</a> in order to select a suitable theme in line with the public comments.  Thank you!

**District Maps that Do Not Meet Minimum Legal Requirements**

Plan Number	Date		Name	Comment
Plan 101	Not Population Balanced			
Plan 102	Not Population Balanced			
Plan 103	Not Population Balanced	1/21/2022	Madlyn Monchamp	I prefer plan 103 On this plan the land area in Number 4 remains continuous. It makes no sense to have an area divided in two by Santa Barbara airport/Santa Barbara City.
Plan 104	Not Population Balanced			
Plan 105	Not Population Balanced			
Plan 106	Not Population Balanced			
Plan 107	Not Population Balanced			
Plan 108	Not Population Balanced			
Plan 109	Not Population Balanced			

Plan 110	Not Population Balanced			
Plan 111	Not Population Balanced			
Plan 112	Not Population Balanced			
Plan 201	Not Contiguous			
Plan 210A	Not Population Balanced			
Plan 210E	Not Population Balanced			
Plan 219A	Not Population Balanced			
Plan 220A	Not Population Balanced			
Plan 225	Not Contiguous			
Plan 301	Not Population Balanced	1/24/2022	Anne Rae Breck	I think it is good to have 101 as a divide. South Goleta with more shopping and apartments may have a different set of concerns than mostly single family homes in the north. Also south more in the 80-100 year flood zone \ those residence will have different issues than residence north of 101. Anne Breck
Plan 501	Not Population Balanced			
Plan 601	Not Population Balanced			

**Attachment 3**  
NDC Presentation





# City of Goleta

## Transition to District Elections

# Rules and Goals for Drawing Districts

## 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

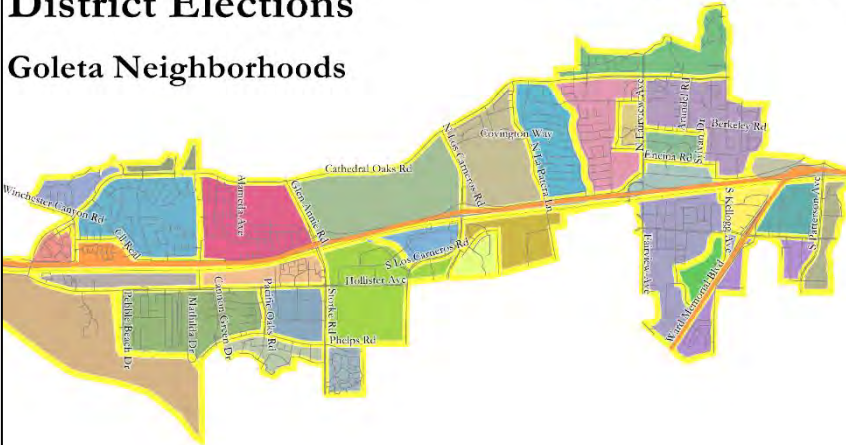
- **Respect voters’ choices / continuity in office**
- **Future population growth**

# Neighborhood Maps

**City of Goleta**  
**2021/22 Transition to**  
**District Elections**

**Plan 401**  
 Drafted by NDC

**Goleta Neighborhoods**

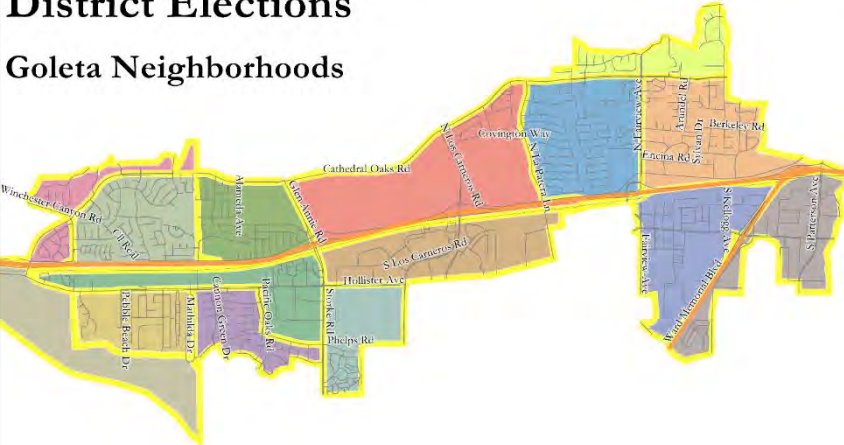


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**City of Goleta**  
**2021/22 Transition to**  
**District Elections**

**Plan 402**

**Goleta Neighborhoods**



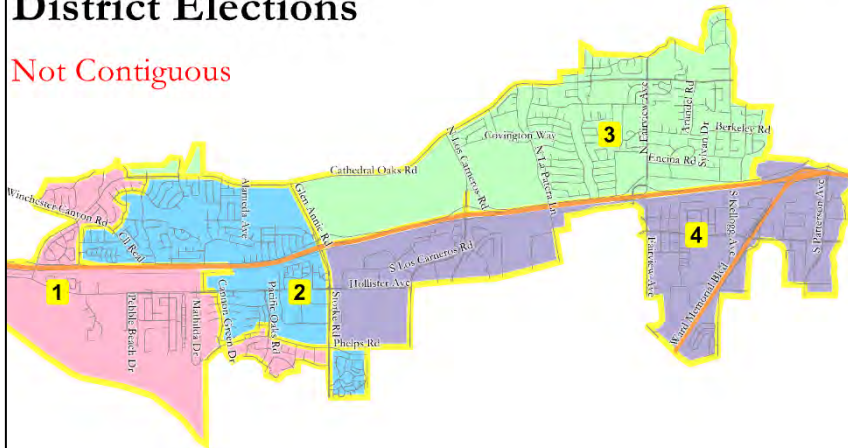
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# Noncontiguous Districts

City of Goleta  
2021/22 Transition to  
District Elections

## Plan 201

Not Contiguous



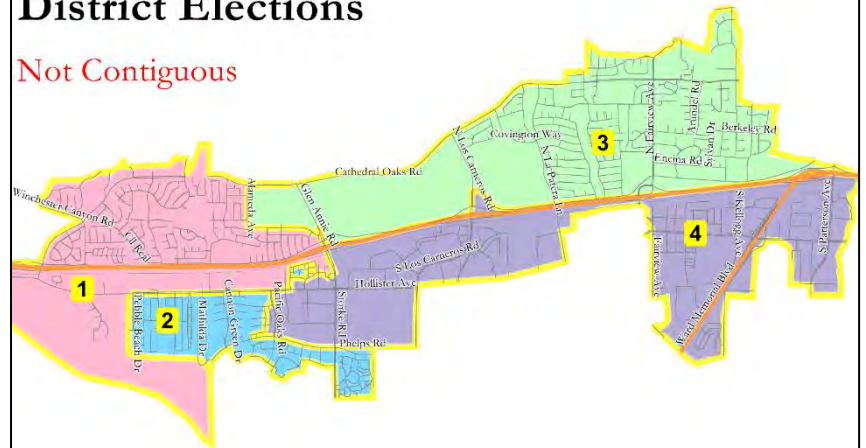
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City of Goleta  
2021/22 Transition to  
District Elections

## Plan 225

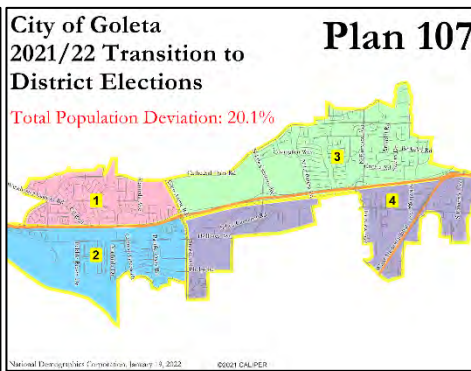
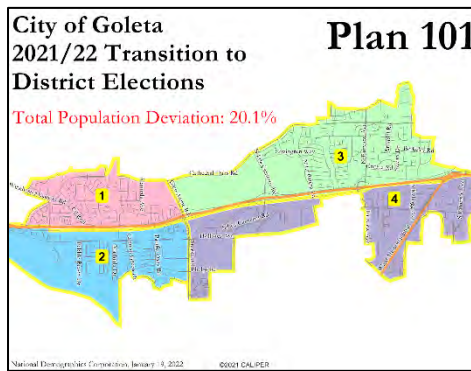
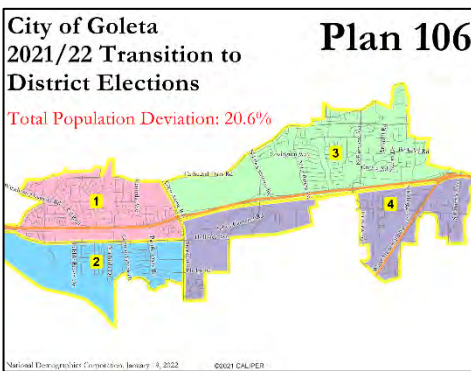
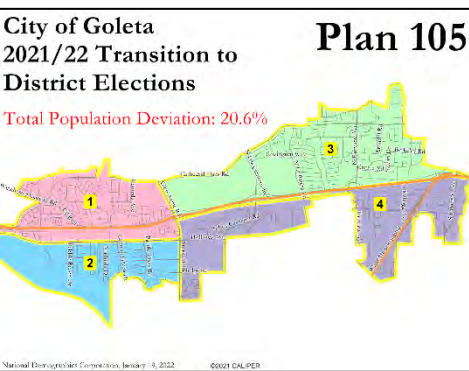
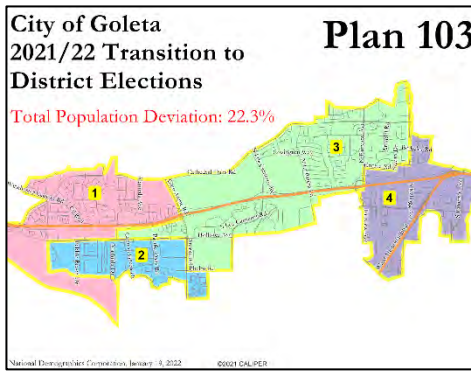
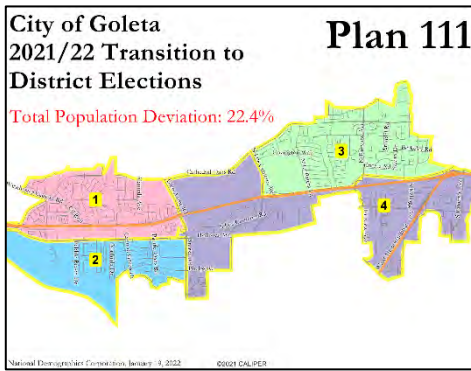
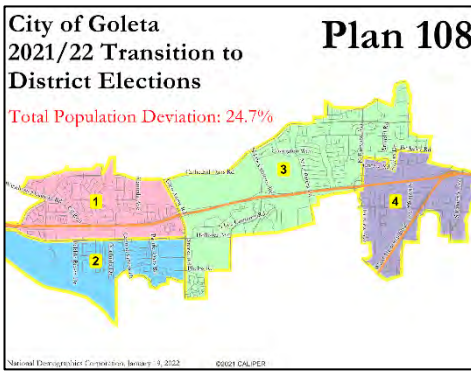
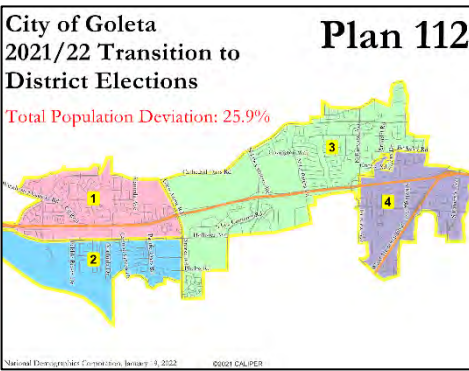
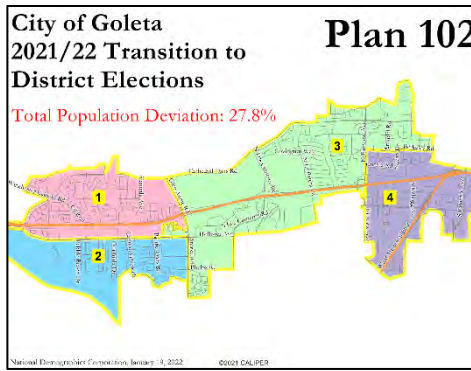
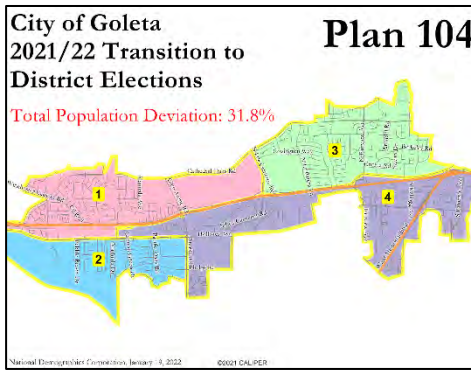
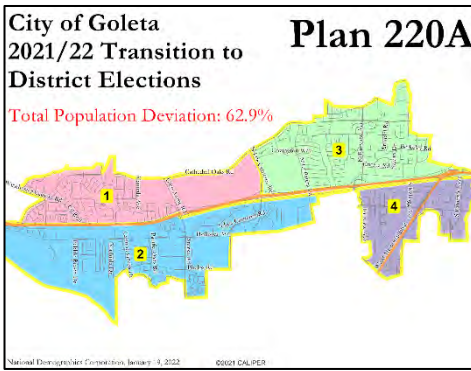
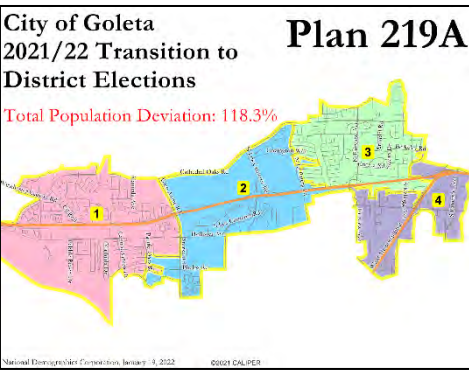
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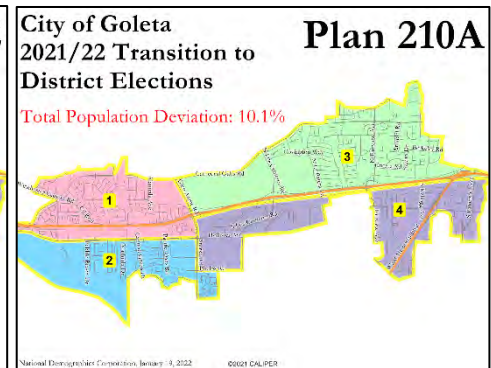
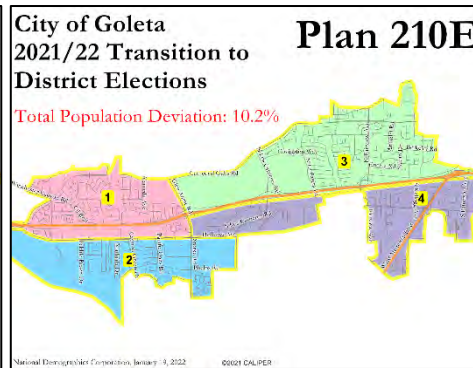
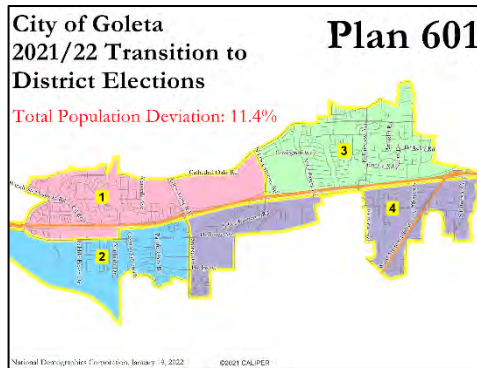
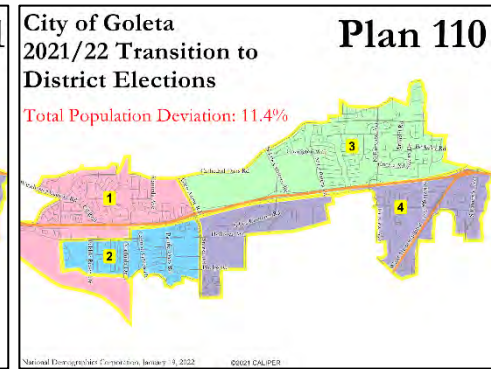
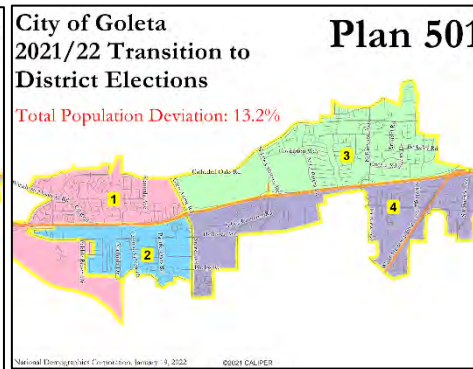
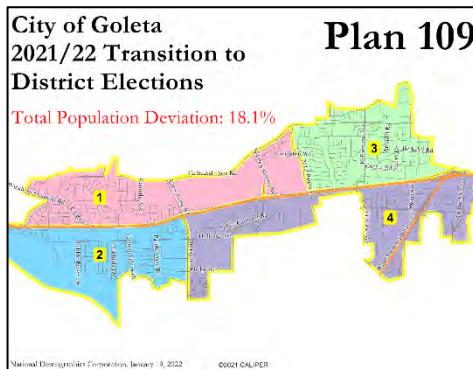
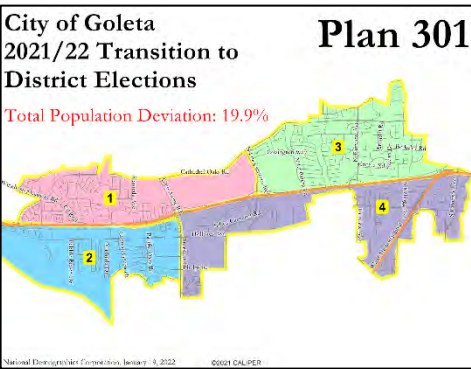
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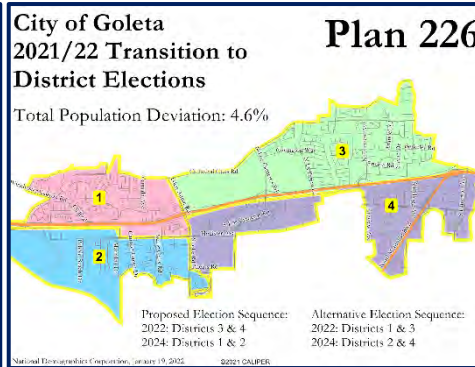
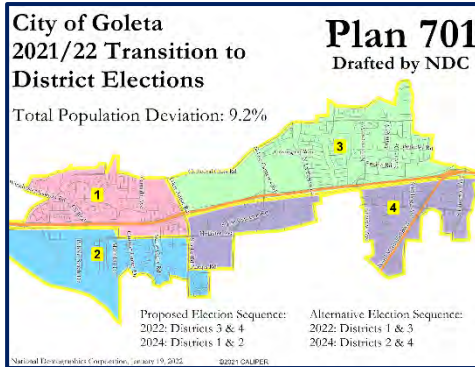
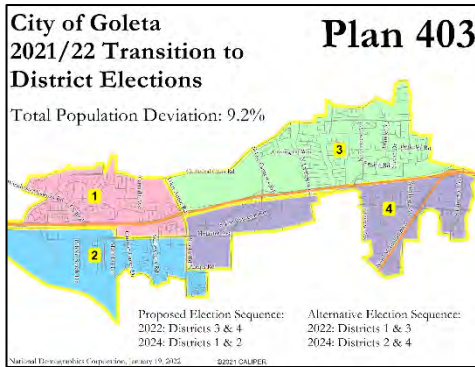
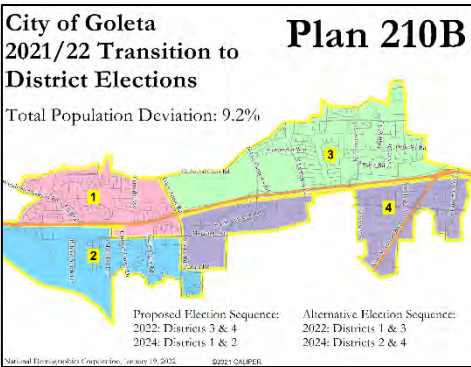
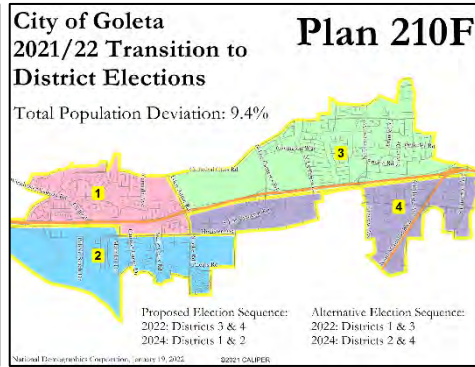
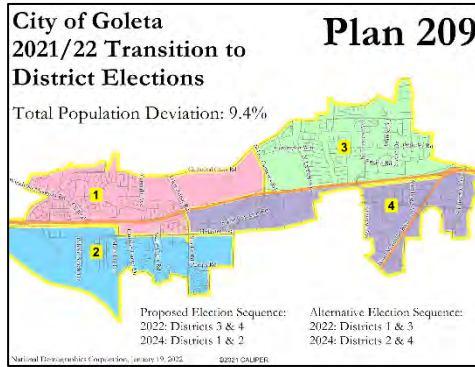
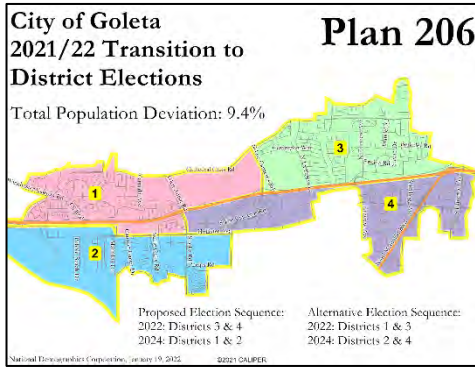
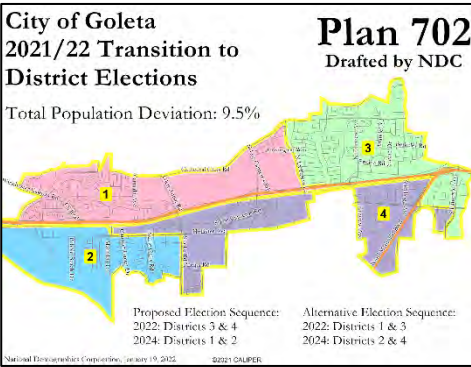
# Unbalanced Districts



# Unbalanced Districts



# One District Crosses Minimally

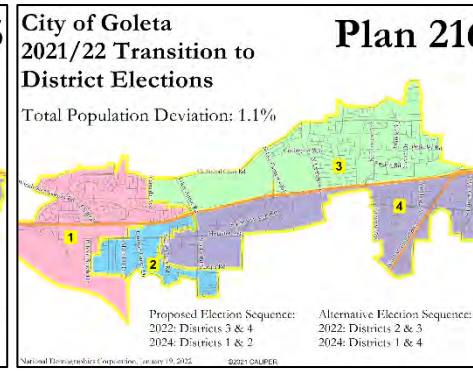
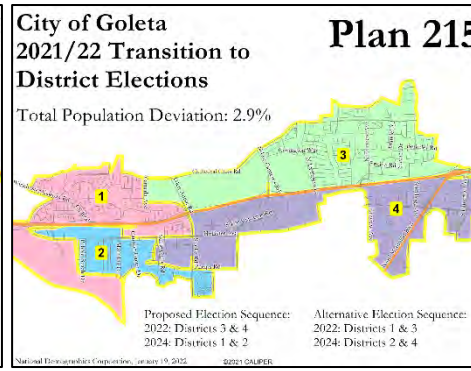
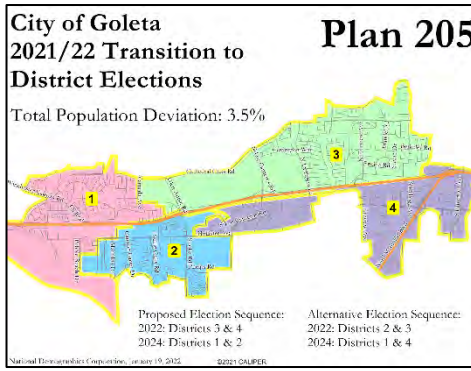
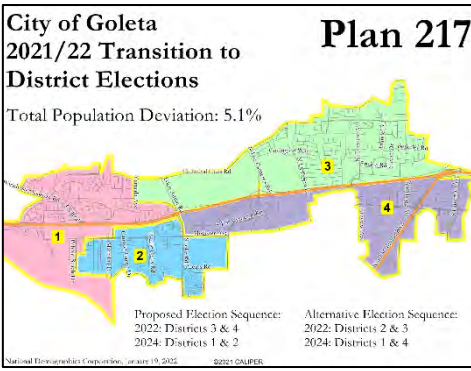
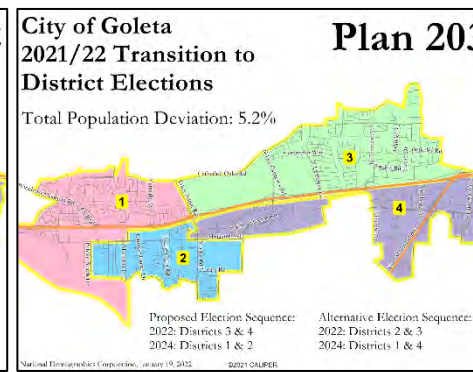
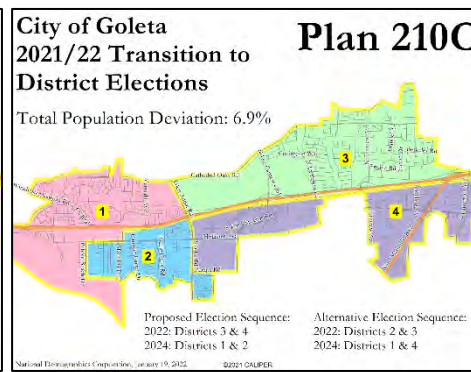
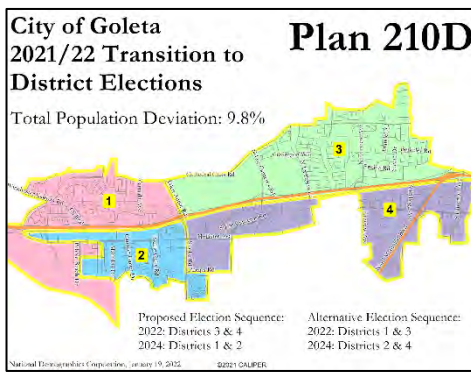
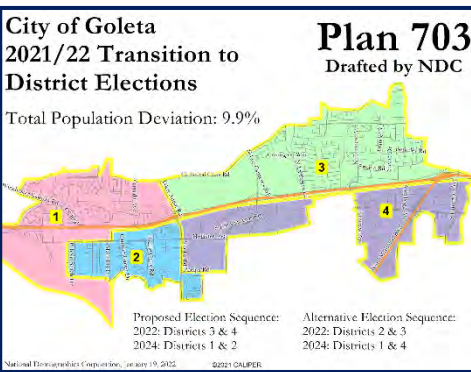


**Recommended**

**Recommended**

# One District Crosses Substantially

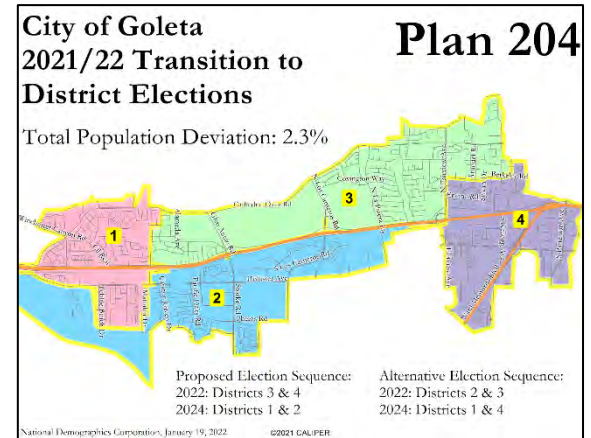
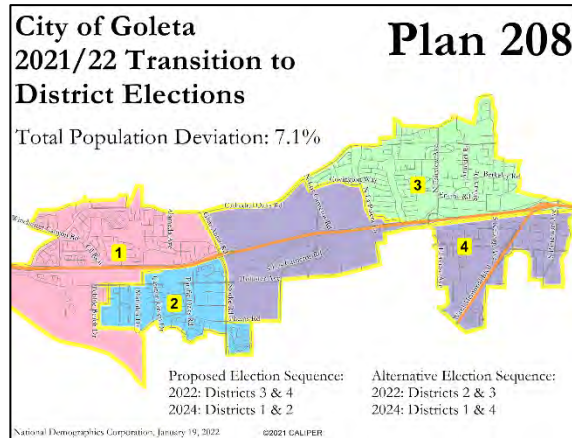
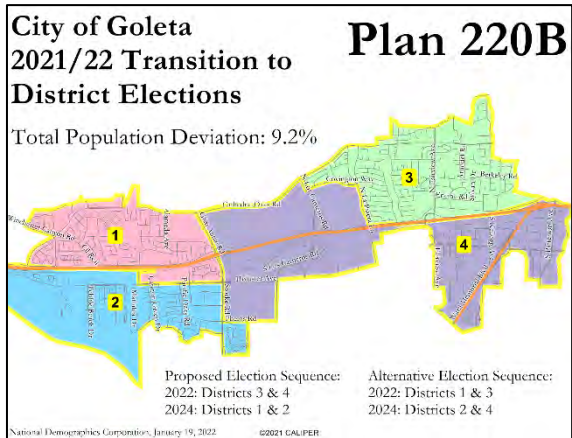
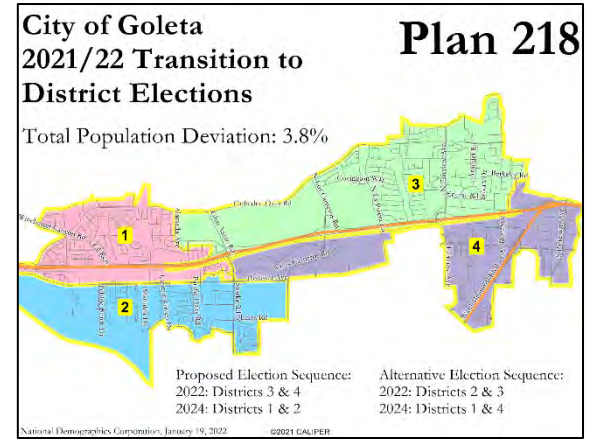
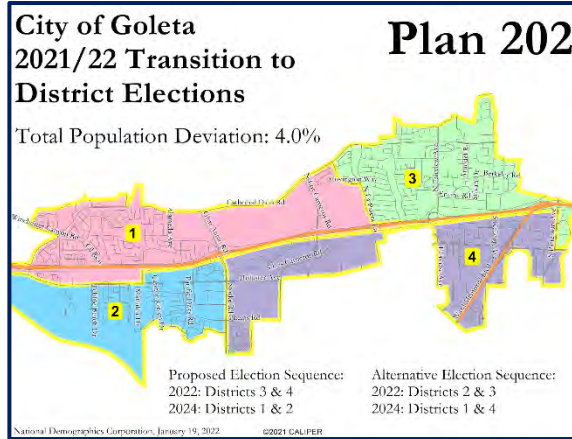
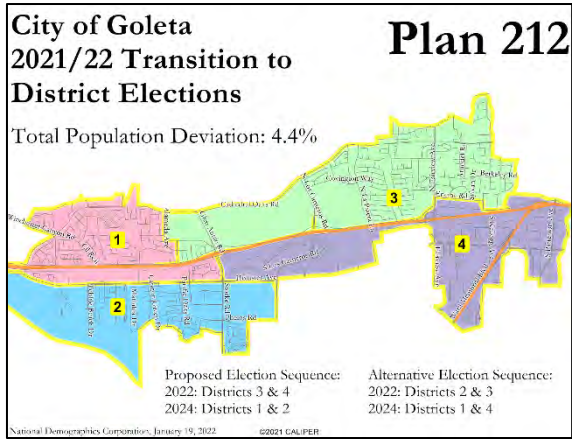
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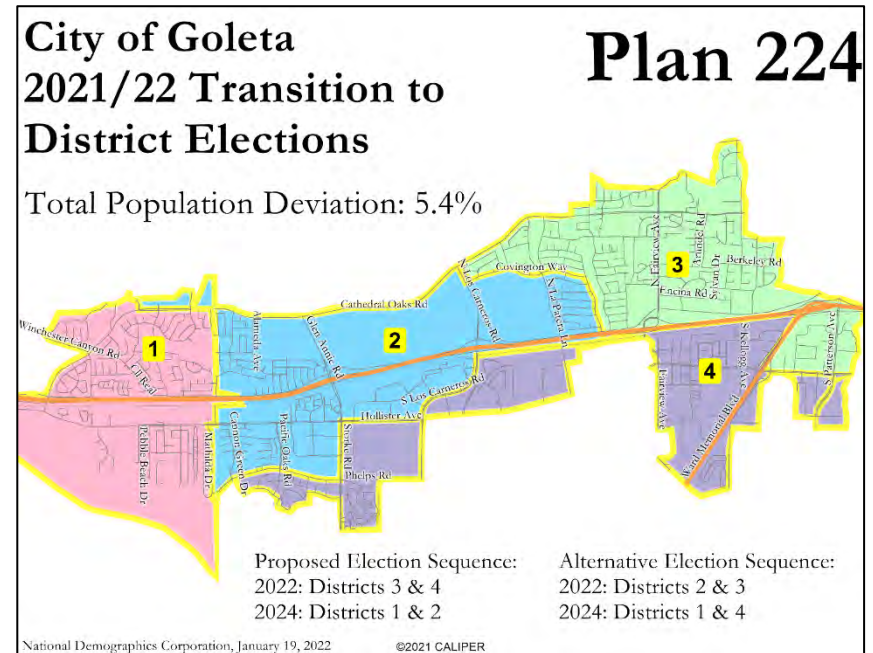
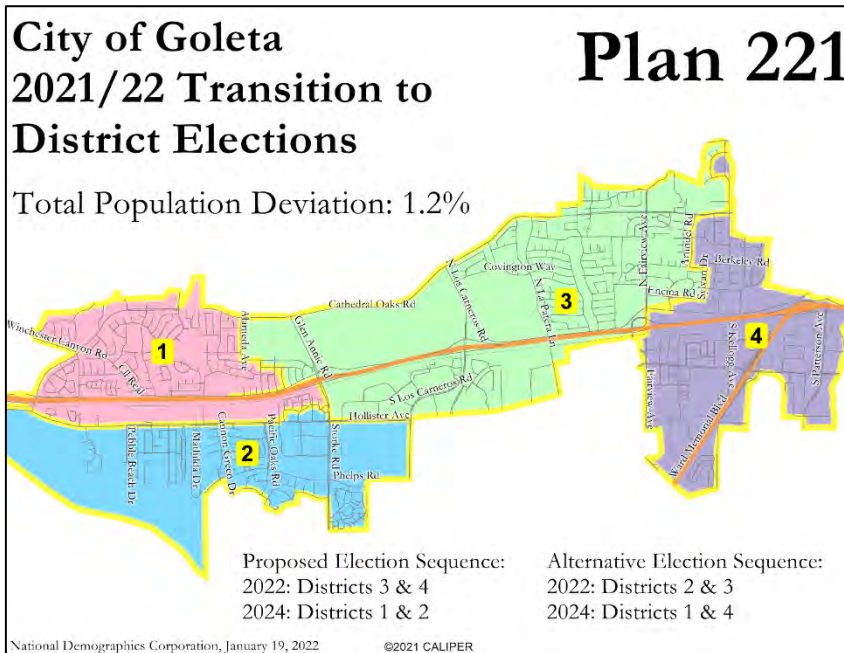


# Two Districts Cross, Minimally or Substantially

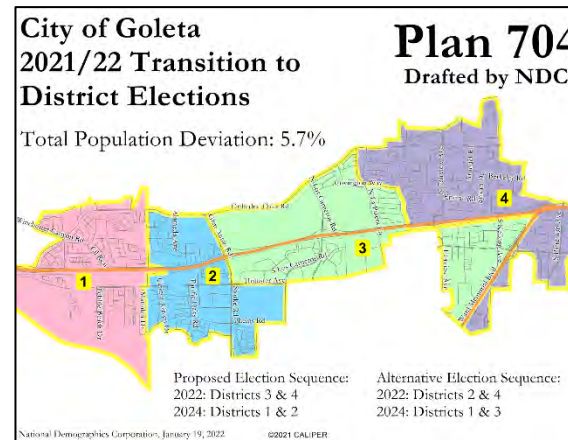
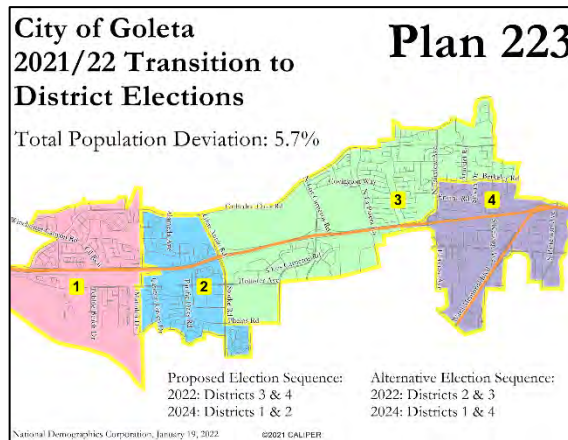
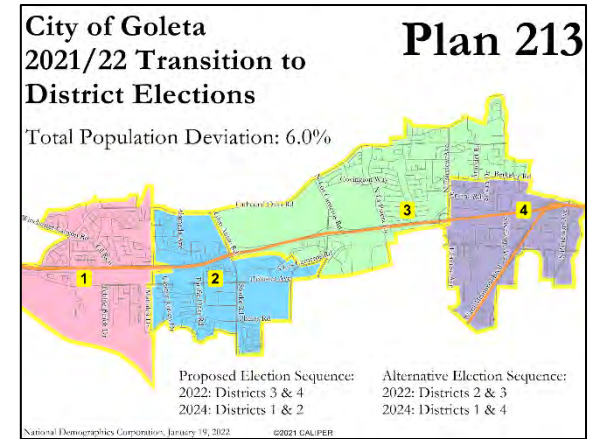
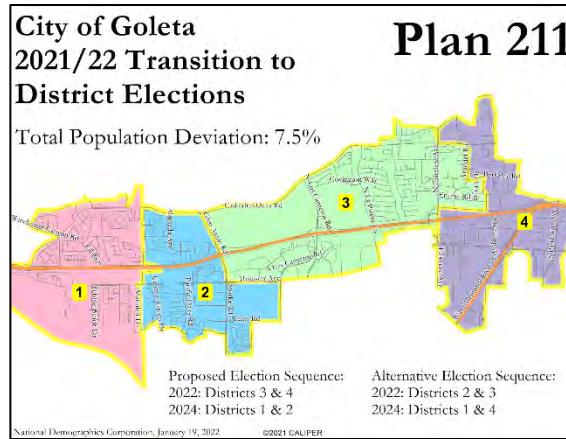
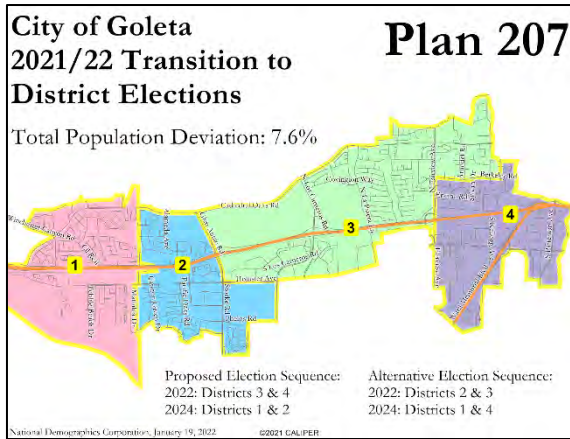
## Recommended



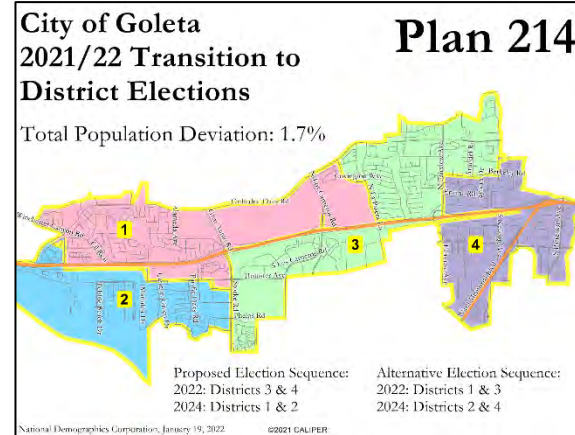
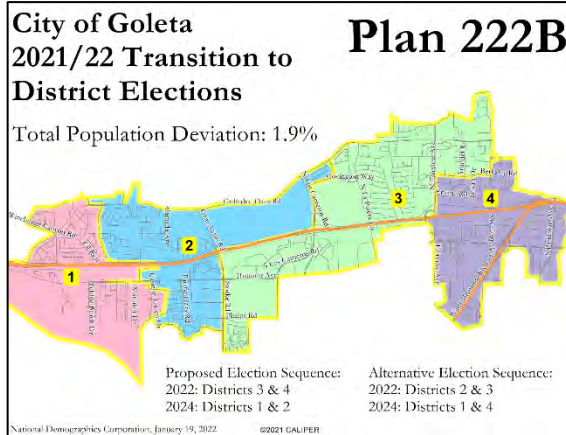
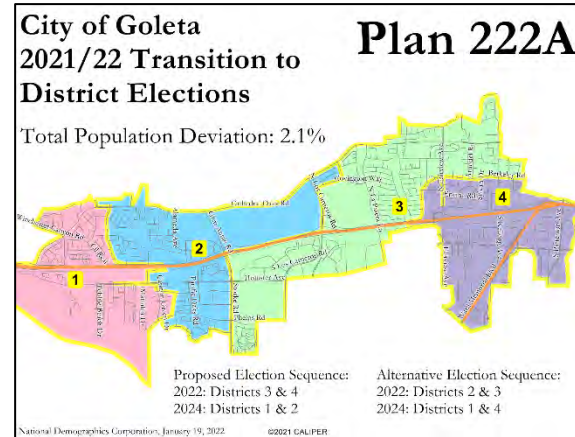
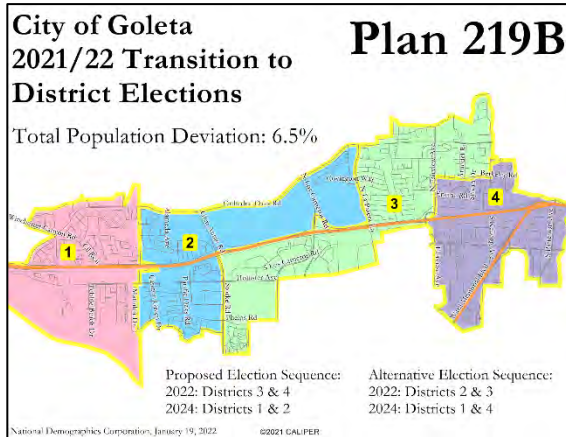
# Three Districts Cross, Minimally or Substantially



# Four Districts Cross, District 3 Minimally



# Four Districts Cross, District 3 Substantially

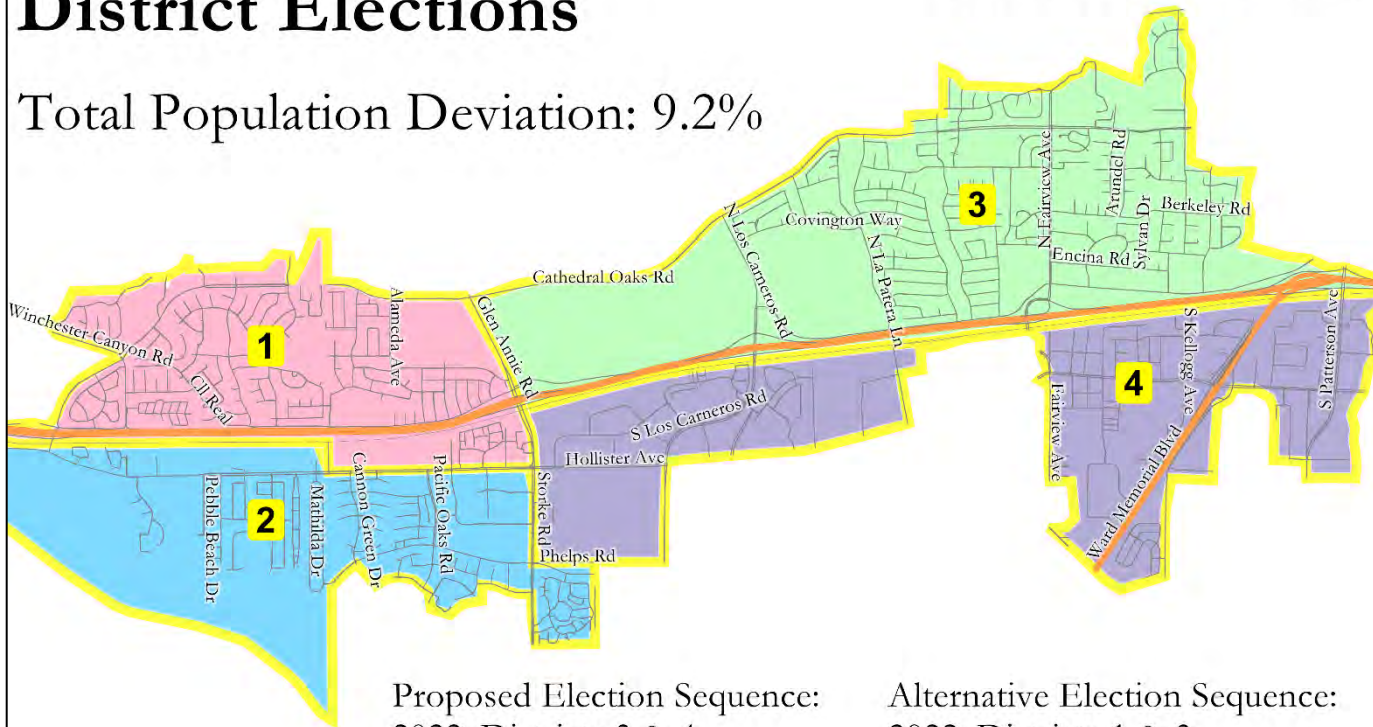


# Focus Plans

## City of Goleta 2021/22 Transition to District Elections

## Plan 701 Drafted by NDC

Total Population Deviation: 9.2%



Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 1 & 3  
2024: Districts 2 & 4

National Demographics Corporation, January 19, 2022

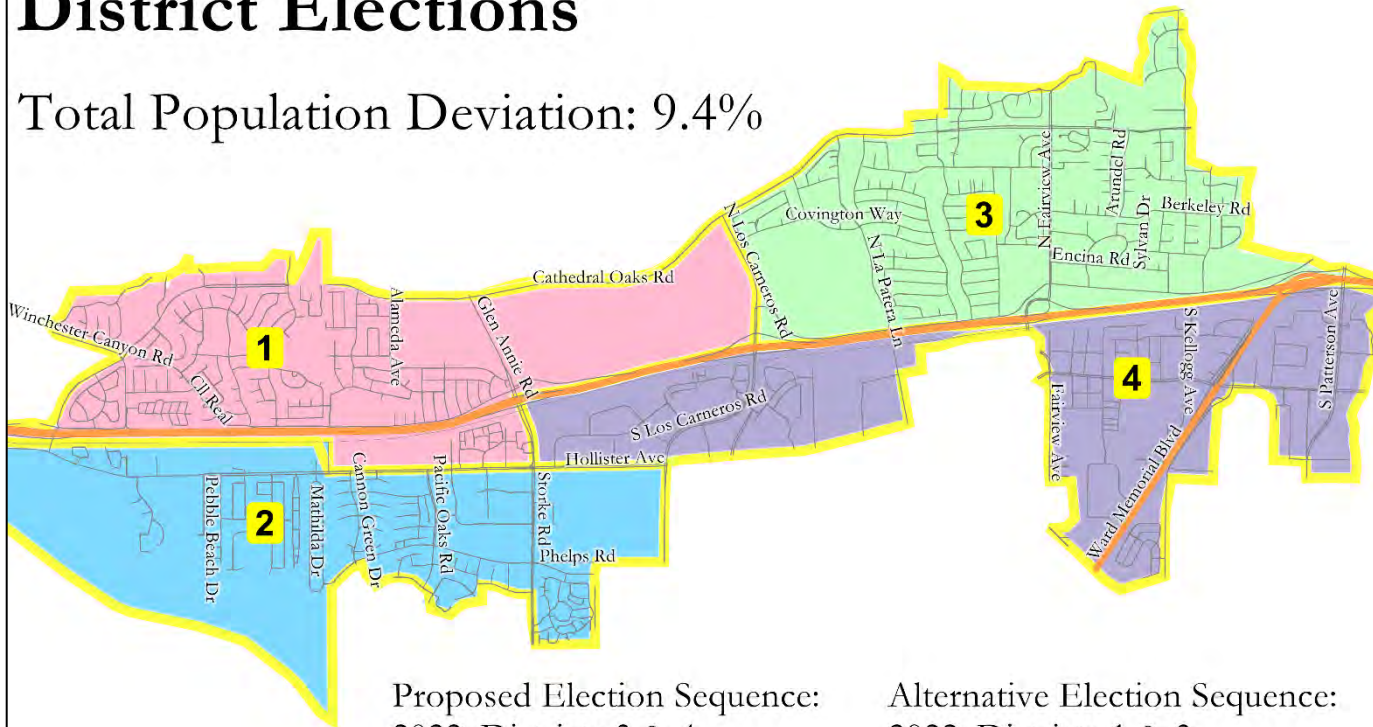
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# Focus Plans

## City of Goleta 2021/22 Transition to District Elections

## Plan 206

Total Population Deviation: 9.4%



Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 1 & 3  
2024: Districts 2 & 4

National Demographics Corporation, January 19, 2022

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# Analysis of Focus Plans

## Plan 701

- District 1 crosses over minimally; all other districts stay on one side of the freeway
- Population deviation: 9.2% (District 4 –2.8%)
- District Latino CVAP: 29%, 25%, 15%, 32%
- All four districts are contiguous
- Does not split any neighborhoods
- Closely adheres to general plan subareas as communities of interest and, to a lesser extent, elementary school attendance areas
- Does not split the airport noise corridor or “demographic outliers”
- District boundaries follow the railroad and major streets
- All four districts are compact

## Plan 206

- District 1 crosses over minimally; all other districts stay on one side of the freeway
- Population deviation: 9.4% (District 4 –2.9%)
- District Latino CVAP: 29%, 25%, 15%, 32%
- All four districts are contiguous
- Does not split any neighborhoods
- Closely adheres to general plan subareas as communities of interest and, to a lesser extent, elementary school attendance areas
- Does not split the airport noise corridor or “demographic outliers”
- District boundaries follow the freeway and major streets
- All four districts are compact

# Public Hearing & Discussion

- ❑ Questions about the proposed districting plans?
- ❑ Which plan(s) do you prefer?
- ❑ What, if anything, would you like to see revised in your preferred plan(s)?
- ❑ Please refer to the [Interactive Review Map](#) for a detailed look at each plan



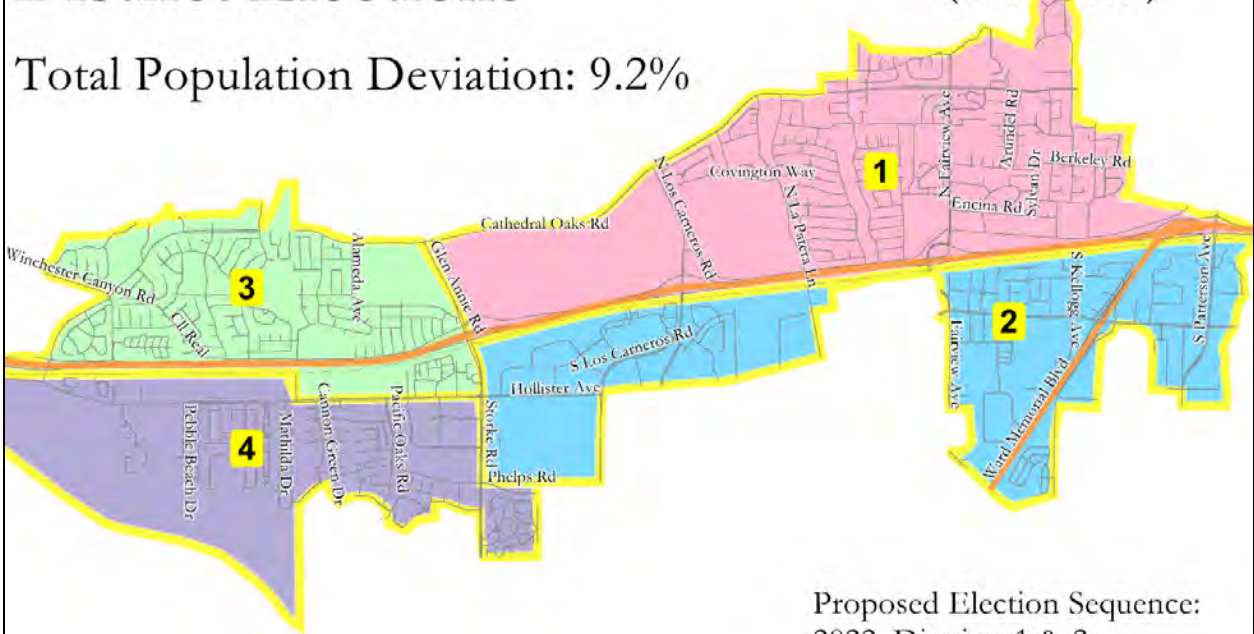
**ATTACHMENT 2:**

Revised Map 701

# City of Goleta 2021/22 Transition to District Elections

# Plan 701 Drafted by NDC (Renumbered)

Total Population Deviation: 9.2%



Proposed Election Sequence:  
2022: Districts 1 & 2  
2024: Districts 3 & 4

**ATTACHMENT 3:**

Comments Received as of noon on February 23, 2022 (to be added)

<b>Neighborhood Maps (for Reference)</b>				
<b>Plan Number</b>		<b>Date</b>	<b>Name</b>	<b>Comment</b>
Plan 401	Drafted by NDC	1/21/2022	Paula Johnson	Where is the outline of each of the 4 Districts?
Plan 401	Drafted by NDC	1/21/2022	Mark Preston	So I can see that most maps are out of balance. I understand. But, maps 401 and 402 are utterly and completely incomprehensible. What are the districts proposed ??? My goodness, 4 districts with 2 north and 2 south makes sense. Just tweak East/West. It should not be a Sudoku puzzle.
Plan 401	Drafted by NDC	1/23/2022	Niccola Camacho	Gerrymandering at the local level, very cool. Why not one-person one-vote upon the law, like a shareholder meeting, but with constituents.
Plan 401	Drafted by NDC	1/24/2022	Niccola Camacho	<a href="http://www.ncid.us/amendment">http://www.ncid.us/amendment</a> Something like this could help solve the problem of monetary corruption in politics. The politicians are mostly bought, let the people vote on the law.
Plan 401	Drafted by NDC	1/24/2022	Ted Anagnnoson	I think these are just neighborhoods. comparing this map with the ones below shows that this one doesn't have any district boundaries. it's a background map. In this case the neighborhoods are pretty detailed. The other map has bigger groupings
Plan 401	Drafted by NDC	1/24/2022	Anonymous	You are correct, this is a Neighborhood Map meant to show those communities of interest. It was not submitted as a district map.
Plan 401	Drafted by NDC	1/25/2022	Claudia Dato	The Old Town Neighborhood should include everything west of Ward Memorial Blvd/Hwy 217 over to Fairview.
Plan 401	Drafted by NDC	1/25/2022	CDG	Question: Where's the legend to this map? Since this is a component of the evaluation criteria (i.e., undivided neighborhoods and "communities of interest"), where's the legend to this map listing each of the color coded Communities of Interest and Neighborhoods as prepared by NDC and adopted by the City Council on August 17, 2021 (see Pages 5 & 7 of Agenda Item A.1, Subj: Recommendations to the City Council regarding Draft Maps for City Council Voting Districts Boundaries for District Elections, meeting date January 26, 2022, Attachment 3 on Pages 69 - 71). As such, it would be helpful for reviewers, including myself, if either a link to this legend or a pdf was attached – thank you.
Plan 401	Drafted by NDC	2/2/2022	Aaron B	Neither 401 or 402 appear legible in that you cannot see (clearly) any outline of the four districts. Please revise the labeling or color scheme.
Plan 402		1/24/2022	Anonymous	You are correct, this is a Neighborhood Map meant to show those communities of interest. It was not submitted as a district map.
Plan 402		1/24/2022	Anonymous	What is the purpose of all these divisions? You have already allowed the splitting of our individual very residential lots which will reduce the value of our homes. Why divide our areas also?
Plan 402		1/21/2022	R Mc	I prefer this map. It is more logically divided. Map 401 explicitly excludes my neighborhood from the same district as all the other surrounding neighborhoods.
Plan 402		1/21/2022	Paula Johnson	Where is the outline of each of the 4 Districts?

Plan 402		1/24/2022	Ted Anagnnoson	this again is a neighborhood background map, with the smaller neighborhoods of the other map grouped together here
Plan 402		1/25/2022	Claudia Dato	This map makes much more sense than Map 401. Old Town boundaries are correct in my view as a 7 year resident of Old Town.
Plan 402		1/26/2022	Anonymous	I think the City did not label this very well based on some of the comments. why call it PLAN 402 when it is not a plan at all? need to be clear.
<b>District Maps that Meet Minimum Legal Requirements</b>				
<b>Plan Number</b>		<b>Date</b>	<b>Name</b>	<b>Comment</b>
Plan 202		1/24/2022	Bruce Wilson	Of the plans that meet the minimum My #1 preference is #202 first, and #702 second. So many of the other plans divide cohesive residential communities. While there are some small differences in these 2 plans, they both have a good distribution of various people and are in geographic areas that are mostly the same. They have schools that serve most of the residents of that district.
Plan 202		1/24/2022	Kalia	I think this is a good plan for reasons mentioned above. It keeps neighborhoods cohesive. We need this to be able to have a sense of community and to work with our council member on any issues and improvements.
Plan 202		2/1/2022	Aaron B	This one makes the most sense, -and though there are no perfect solutions the borders are at least mostly contiguous.
Plan 202		2/1/2022	Kelly Hildner	I don't like that this one separates my neighborhood from our adjacent neighborhoods to the west and instead groups Storke Ranch with a bunch of commercial areas and Old Town.
Plan 203		1/24/2022	Anonymous	This plan keeps neighborhoods cohesive, which is good.
Plan 203		1/27/2022	Anonymous	This plan divides our neighborhood in a really odd way, it would be weird to have one block represented by a different council member.
Plan 203		2/4/2022	North Fairview Avenue area resident	Supporting this plan currently however I believe the city of Goleta should move forward with incorporating areas north of La Goleta Road into District 3. I have concerns that this area will be developed to the detriment of the semi-rural character many Goleta residents cherish. Current residents will be negatively impacted by development in the wild-fire prone areas in the foothills. Organic farms and horse facilities are already at risk to development. Lot splits threaten this area. Goleta should be making zoning and land use policy in this area -- not the County. The Goleta foothills need protection as do the farms and orchards and natural open space that currently exists in the Goleta area.
Plan 204		1/24/2022	Kalia	This map does not make sense because it divides the Berkeley neighborhood ! Please don't choose a map that divides on Berkeley Road. It's right in the middle of a neighborhood.
Plan 204		1/23/2022	Alejandra S.	I am supportive of this map. It has one of the lowest population deviations of any of the maps. Probably is no perfect map, but this one makes sense.
Plan 205				

Plan 206		1/26/2022	Anonymous	I like the concept to divide at 101 (except move the small pink #1 to #2 district) , like what I see to divide at Los Carneros and Storke along hollister to border district #3 and #4. >From a Parks an Open Space Perspective I strongly feel each distract >should include large parks Goleta is know for, for example this plan:  A. This places Ellwood Mesa & Girsh Park in district #1. B. Bishop Ranch in district #2, (will give incentive to make a big chunk of Bishop Ranch into a park in future) C. Lake Los Carneros & Stow Park in district #3. D Old Town is completely in district #4 and includes Jonny Wallace Park & GV Community Center
Plan 207		1/24/2022	Kalia	Please don't divide in Berkeley Road. This is right in the middle of a neighborhood.
Plan 207		1/24/2022	Kalia	Again, please do not choose a map that divides districts along Berkeley Road. This is right in the middle of a neighborhood. Maybe Calle Real or even Encina Road.
Plan 207		1/26/2022	Anonymous	US 101 is a natural divider, don't chop hoods up like this.
Plan 208		1/24/2022	Marsha	I like being included with DPHS area
Plan 208		1/26/2022	Anonymous	Dont like this Old Town being part of Lake Los Carneros. Not a not wise or natural choice. Better for the residents who live and play adjacent to these large open space areas to be in the same district district as the park or open space.
Plan 208		1/27/2022	Anonymous	Odd neighborhood division in Ellwood, half the neighborhood is represented by one council member and half would be represented by another.
Plan 209		1/24/2022	Anonymous	This is very logical division of Goleta as folks will have common interests in their areas, NW, SW, NE, SE parts of Goleta
Plan 209		1/25/2022	Anonymous	This map includes communities of interest such as senior citizen complexes.
Plan 209		1/26/2022	Anonymous	agree with comments above regarding natural boundaries for Goleta. Note this plan is same as 206.
Plan 209		1/25/2022	Anonymous	Agree that this map looks like a natural division that is easy to understand and recognizes natural boundaries and demographic distribution. Not sure I understand what is happening near the 101 freeway between districts 3 ad 4. Maps 210F and 403 a closely related maps to this one.
Plan 210B				
Plan 210C				
Plan 210D				
Plan 210F		1/25/2022	Anonymous	This is my favorite map, though the lines along highway 101 are difficult to understand. This one looks very much like 403. A simple and straightforward set of boundaries that are easy to see.
Plan 211		1/24/2022	Anonymous	This plan splits a neighborhood along Kellogg Road, and splits a neighborhood arbitrarily— not good! Please don't choose this plan.
Plan 211		1/26/2022	Anonymous	Please stick with the first divide line as US101 , natural districts are NOT displayed in this plan, please resist to divide this way. plan no good reject this style.
Plan 212				
Plan 213		1/24/2022	Kalia	Dividing districts along Berkeley Road is not a good idea. This line would be right in the middle of a neighborhood and put me in a different district than my neighbors. We have good dialogue here about elections and it would be sad not to be able to continue that!
Plan 214				
Plan 215				

Plan 216				
Plan 217				
Plan 218		1/24/2022	Kalia	This map puts just part of Somerset Lane in a different district! That will lead to all sorts of confusion and the people in those few houses will feel left out!
Plan 219B		1/24/2022	Anonymous	please don't divide along Berkeley Road, which is in the middle of a neighborhood
Plan 220B				
Plan 221		1/21/2022	Deborah Williams	This is my favorite map/plan. It has the second least population deviation of any of the plans, and the best, most compact boundaries.
Plan 221		1/21/2022	Ken Tatro	What I was lookg for turns out to be in full agreement with Deborah Williams above. the least populationn deviation and the most together boundaries. thus keep it straight forward and simple, right? Thanks for all the hard work putting this together.
Plan 221		1/25/2022	Anonymous	Deborah, this plan spiltts my neighborhood. I think this is not a good idea. Berkeley Road goes right through the middle and it just feels weird that my neighbors would have a different council member. We go to the same parks, have the same issues. We need to be in the same district. Please don't split a district along Berkeley Road!
Plan 221		1/24/2022	Kalia	Above comment from me. (Forgot to leave my name).
Plan 221				I would suggest not letting the population deviation value overshadow the discussion. In order to get that low value, a small "island" was created in district 4. I would be in favor of slightly higher population deviation to avoid strange boundaries and possibly disenfranchised segments. Plan 226 looks good, but suffers from the same issue.
Plan 222A		1/24/2022	Anonymous	Same comment as other plans that split a neighborhood in two: please don't divide along Berkeley Road.
Plan 222B		1/24/2022	Anonymous	Please don't split districts along Berkeley Road!
Plan 223		1/24/2022	Anonymous	For reasons mentioned earlier, please don't split districts along Berkeley Road (shown top of district 4).
Plan 224		1/23/2022	Joseph Guron	Looking at the demographics of this map, it makes sense. Other than District 3, it has close demographics between White vs Non-white (Hispanic) voters. It's almost impossible to divide each group and population equally while as the same time having neighborhoods stay continuous
Plan 224		1/24/2022	Steve Maas	Please consider maps 224, 702, & 704. Thank you.
Plan 224		1/25/2022	CDG	NDC's review of Map 224 identifies this map as having "Three Districts Cross Substantially" and further states, "Splits the Mathilda neighborhood; technically contiguous but "iffy" (see Page 137 of Agenda Item A.1, Subj: Recommendations to the City Council regarding Draft Maps for City Council Voting Districts Boundaries for District Elections, meeting date January 26, 2022: hereinafter "Agenda Item A.1"). Additionally, NDC states on Page 70 of Agenda Item A.1 under the heading of Demographic Outliers: "Ellwood Beach/Mathilda (low income, high multi-family housing, high renter housing)." However, the percent Household Income difference between District 1 and District 2 appears to be negligible and is presented as follows (as extracted from the Demographics button at <a href="https://drawgoleta.org/plan-224/">https://drawgoleta.org/plan-224/</a> ): A) 1 % difference for household income 0 – 25K, B) 1 % difference for household income 25K – 50K, C) 3 % difference for household income 50K – 75K, D) 8 % difference for household income 75K – 200K, and E) 3 % difference for household income 200K plus. Furthermore, the percent Housing Stats difference between District 1 and District 2 appears to be minor and is presented as follows (extracted from the same Demographics button as above): A) 8 % difference for single family, B) 8 % difference for multi-family, C) 12 % difference for rented, and D) 12 % difference for owned. Nonetheless, if the minor concerns identified above by NDC appear to be significant when evaluated by the PEC (Public Engagement Commission), then NDC's Map Plan 704 (four districts cross; same splits of the Mathilda neighborhood) is my preferred option to Map Plan 224 followed by NDC's Map Plan 702 as my third choice.

Plan 226		1/24/2022	Steve Nelson	After doing my best to review these proposals I like this one the best. It respects neighborhoods and geographical and other physical boundaries (major roads, freeways, etc) pretty well with a pretty good population deviation number. I think this is the least forced, most natural, and best balanced of the plans.
Plan 226		1/25/2022	Anonymous	On the whole, I would agree with this comment (above), but then if you look very carefully at District 4, there's a strange little island in the lower left part of District 4 which must be how the population deviation was reduced. Doesn't look good. For the same reasons as stated above (respecting neighborhoods and natural boundaries), I'd go with 403 or 209 or 210F instead.
Plan 226		1/26/2022	Anonymous	this could be a good plan if the district 1 and 3 Glen Anne Rd divider was moved to N Lake Los Carneros Rd. This way Bishop Ranch is in district 1 and Lake Los Careros in district 3.
Plan 226		1/28/2022	Steve Nelson	This process is way too complicated for most civilians. There needs to be a better, more streamlined way of presenting this information to the public to elicit participation!
Plan 226		2/1/2022	Anonymous	This plan breaks up my neighborhood (Storke Ranch) in a weird way, so it doesn't make sense to me.
Plan 226		2/1/2022	Kelly Hildner	This plan breaks up my neighborhood (Storke Ranch) in a weird way, so it doesn't make sense to me.
Plan 403		1/25/2022	Anonymous	Second favorite map, though the lines along highway 101 are difficult to understand. This one looks very much like 210F (which also has the apparent 101 crossover?). Otherwise is a simple and straightforward set of boundaries that are easy to see.
Plan 403		1/26/2022	Anonymous	Seems many of these plans put those Smart and Final or Hollister Village apts in DPHS district #1. like it or not we should NOT make districts cross US 101. So move these apartments to #2 or 4 and district #1 border with #3 to N Los Carneros.
Plan 701	Drafted by NDC	1/24/2022	Leslie	Very good plan. Uses the natural divisions of Hwy 101 and Glen Annie the best, with the exception of the district 1 crossover to balance population, which still feels natural to that neighborhood.
Plan 701	Drafted by NDC	1/24/2022	Kalia	This seems like a fair plan.
Plan 701	Drafted by NDC	1/26/2022	Anonymous	put Bishop Ranch in district #1 and this is a workable plan. in other words divide #1 and #3 at N Los Carneros.
Plan 701	Drafted by NDC	2/1/2022	Kelly Hildner	Of the four maps recommended after the last meeting, this seems the most coherent. It uses natural breaks well (101, Hollister, Glen Annie) and keeps many common interests/needs within the same district. Regarding the note above (and on many other draft maps), putting Bishop Ranch in District 1 vs. 3 seems to be a specific interest which may need to be explored.
Plan 701	Drafted by NDC	2/1/2022	Kelly Hildner	Of the 4 recommended maps, I think this one or 703 make the most sense, with continuous borders and keeping neighborhoods cohesive.
Plan 701	Renumbered	2/4/2022	Ted Anagnnoson	This is a good map in terms of following natural boundaries between neighborhoods. It's one of the ones I thought was best when I looked through all 50+ 2 weeks ago. I particularly like that the freeway is the boundary between district 1 and 2, and that the boundaries between 3 and 4 following well-known streets. you could do a lot worse than to use this map. I guess you can't avoid pairing two of the districts with the Mayor's election without giving the Mayor either a 2 year term (that the voters voted not to have recently) or giving the Mayor a six year term. I guess two of the districts will be paired with the Mayor and 2 will never be.....
Plan 701	Renumbered	2/5/2022	Anonymous	It is better to have Hollister village in district 4 rather than be the odd ball on this map
Plan 701	Renumbered	2/6/2022	AB	N Los Carneros could be the boundary b/w 1&3 vs Glenn Annie, and the Hollister Village could be in 4 with some of 4's south-East area moved into 2.
Plan 702	Drafted by NDC	1/24/2022	Anne Rae	My friends south of 101 are concerned about flooding and airplane noise. North of 101 areas do not have those concerns. Group areas so the city council member can focus on the specifics of the area they represent.



Plan 702	Drafted by NDC	1/24/2022	Bruce Wilson	Of the plans that meet the minimum My #1 preference is #202 first, and #702 second. So many of the other plans divide cohesive residential communities. While there are some small differences in these 2 plans, they both have a good distribution of various people and are in geographic areas that are mostly the same. They have schools that serve most of the residents of that district.
Plan 702	Drafted by NDC	1/24/2022	Steve Maas	Please consider maps 224, 702, & 704. Thank you.
Plan 702	Drafted by NDC	1/25/2022	CDG	<p>NDC's review of NDC's Map 702 identifies this map as having "One District Crosses Minimally" and further appears, of noteworthy importance, to have drawn districts without splitting any communities of interest or neighborhoods (see Page 114 of Agenda Item A.1, Subj: Recommendations to the City Council regarding Draft Maps for City Council Voting Districts Boundaries for District Elections, meeting date January 26, 2022: hereinafter "Agenda Item A.1"). Additionally, Page 147 of Agenda Item A.1 reads in relevant part as,</p> <p>"District 3 crosses over minimally, all other districts stay on one side of the freeway; Population deviation: 9.5%; District Latino CVAP: 29%, 25%, 17%, 31%; All four districts are contiguous; Does not split any neighborhoods; Closely adheres to general plan subareas as communities of interest and, to a lesser extent, elementary school attendance areas; Does not split the airport noise corridor or "demographic outliers;" District boundaries follow the railroad and major streets; District 3 may not be compact."</p> <p>On a related side note, I am a big proponent of offering each incumbent City Councilmember the opportunity to finish their elected four-year term in the newly formed district where they currently live. Page 5 of Agenda Item A.1 states, "Other traditional considerations that are permitted but not required include: Respect voters' choices / continuity in office for incumbents, and future population growth."</p>
Plan 703	Drafted by NDC	1/24/2022	Amante A Mangaser	I glanced mostly at the NDC-generated maps along with the demographics data. I think this redistricting map is the most logical of all three.
Plan 703	Drafted by NDC	1/25/2022	Leslie	<p>I like plan 701 and I like this plan also, because they best use the natural division lines of Hwy 101 and Glen Annie Rd. However, this plan might have more appeal to those in area 1.</p> <p>I'd like to add that I think it's important for area 3 residents to be grouped with the Fairview and Calle Real shopping areas, and also with the Cathedral Oaks corridor along La Patera Ranch. That encompasses "Goleta North" which is already akin to a district or small town.</p>
Plan 703	Drafted by NDC	1/26/2022	Anonymous	no we should not make a district straddle US 101 so much like #1 in this plan. Goleta west and south of 101 should definitely include Ellwood Mesa. why would Ellwood as we know it be divided?
Plan 704	Drafted by NDC	1/24/2022	Steve Maas	Please consider maps 224, 702, & 704. Thank you.

Plan 704	Drafted by NDC	1/25/2022	CDG	<p>NDC's review of NDC's Map 704 identifies this map as having "Four Districts Cross, District 3 Minimally" and further states, "Splits the Mathilda neighborhood" (see Page 142 of Agenda Item A.1, Subj: Recommendations to the City Council regarding Draft Maps for City Council Voting Districts Boundaries for District Elections, meeting date January 26, 2022: hereinafter "Agenda Item A.1"). Additionally, Page 148 of Agenda Item A.1 reads in relevant part as,</p> <p>"All four districts cross over the freeway; Population deviation: 5.7%, District Latino CVAP: 30%, 24%, 31%, 16%; All four districts are contiguous; Splits the Ellwood Beach / Mathilda neighborhood; Does not adhere as closely to general plan subareas as communities of interest, but splits them fairly significantly; Does not split the airport noise corridor, but does split one "demographic outlier" (Ellwood Beach / Mathilda); Only some district boundaries follow the railroad and major streets; District 4 may not be compact."</p> <p>On a related side note, I am a big proponent of offering each incumbent City Councilmember the opportunity to finish their elected four-year term in the newly formed district where they currently live. Page 5 of Agenda Item A.1 states, "Other traditional considerations that are permitted but not required include: Respect voters' choices / continuity in office for incumbents, and future population growth."</p>
Plan 704	Drafted by NDC	1/26/2022	CDG	<p>Dear PEC: Please spend considerable time analyzing the demographics between each of the draft maps with public comments received including analyzing data such as percent minorities, percent renters, percent multi-family housing, percent with BA or higher education, etc., from the Interactive Review Map @ <a href="https://ndcresearch.maps.arcgis.com/apps/View/index.html?appid=8d7cbd5588914037bd8e46188cb905b6">https://ndcresearch.maps.arcgis.com/apps/View/index.html?appid=8d7cbd5588914037bd8e46188cb905b6</a> in order to select a suitable theme in line with the public comments.</p> <p>Thank you!</p>

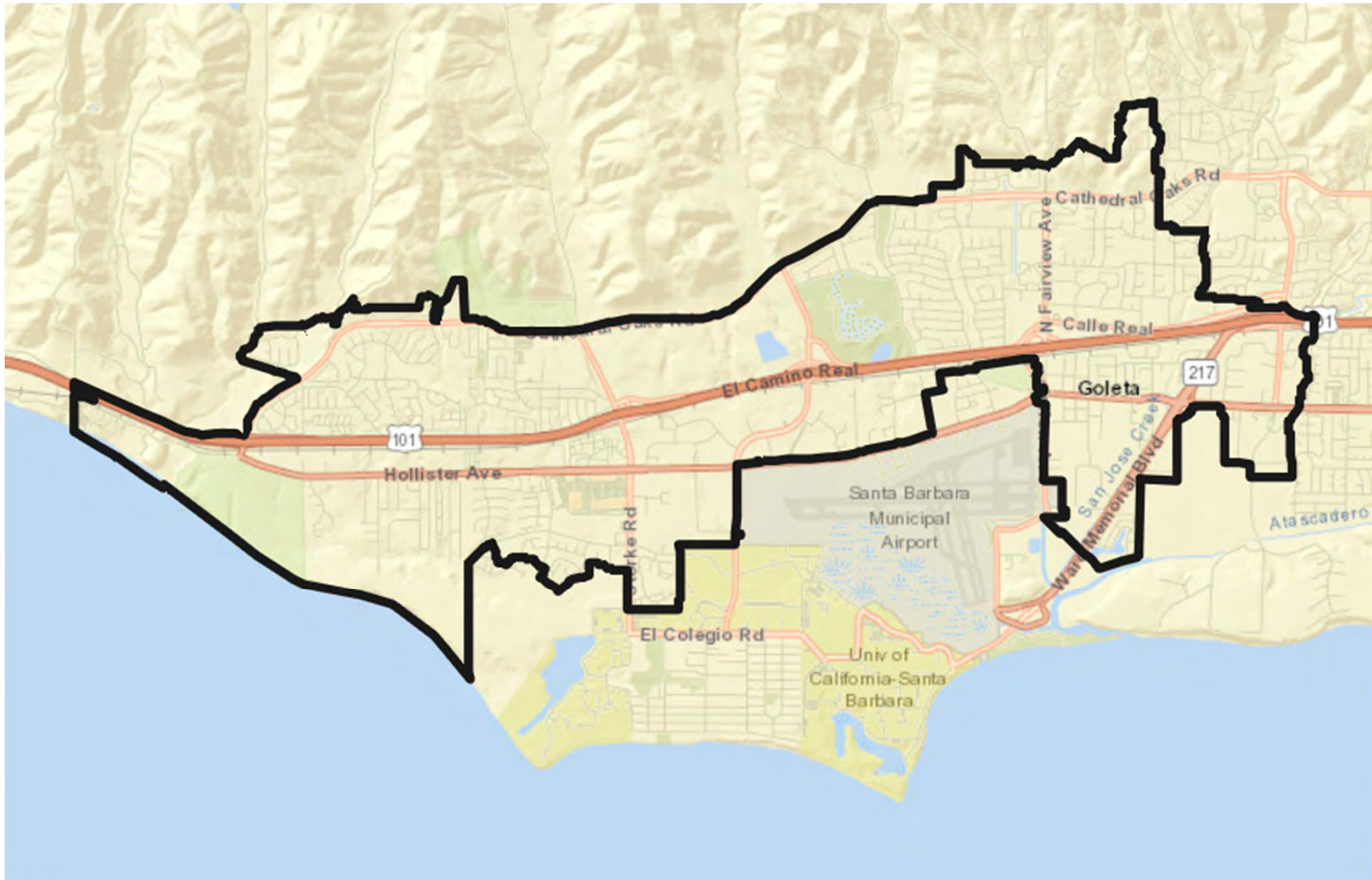
**District Maps that Do Not Meet Minimum Legal Requirements**

Plan Number	Date	Name	Comment
Plan 101	Not Population Balanced		
Plan 102	Not Population Balanced		
Plan 103	Not Population Balanced	1/21/2022 Madlyn Monchamp	I prefer plan 103 On this plan the land area in Number 4 remains continuous. It makes no sense to have an area divided in two by Santa Barbara airport/Santa Barbara City.
Plan 104	Not Population Balanced		
Plan 105	Not Population Balanced		
Plan 106	Not Population Balanced		
Plan 107	Not Population Balanced		
Plan 108	Not Population Balanced		
Plan 109	Not Population Balanced		
Plan 110	Not Population Balanced		
Plan 111	Not Population Balanced		
Plan 112	Not Population Balanced		
Plan 201	Not Contiguous		
Plan 210A	Not Population Balanced		
Plan 210E	Not Population Balanced		
Plan 219A	Not Population Balanced		
Plan 220A	Not Population Balanced		

Plan 225	Not Contiguous			
Plan 301	Not Population Balanced	1/24/2022	Anne Rae Breck	I think it is good to have 101 as a divide. South Goleta with more shopping and apartments may have a different set of concerns than mostly single family homes in the north. Also south more in the 80-100 year flood zone \ those residence will have different issues than residence north of 101. Anne Breck
Plan 501	Not Population Balanced			
Plan 601	Not Population Balanced			

**ATTACHMENT 4:**

NDC Presentation



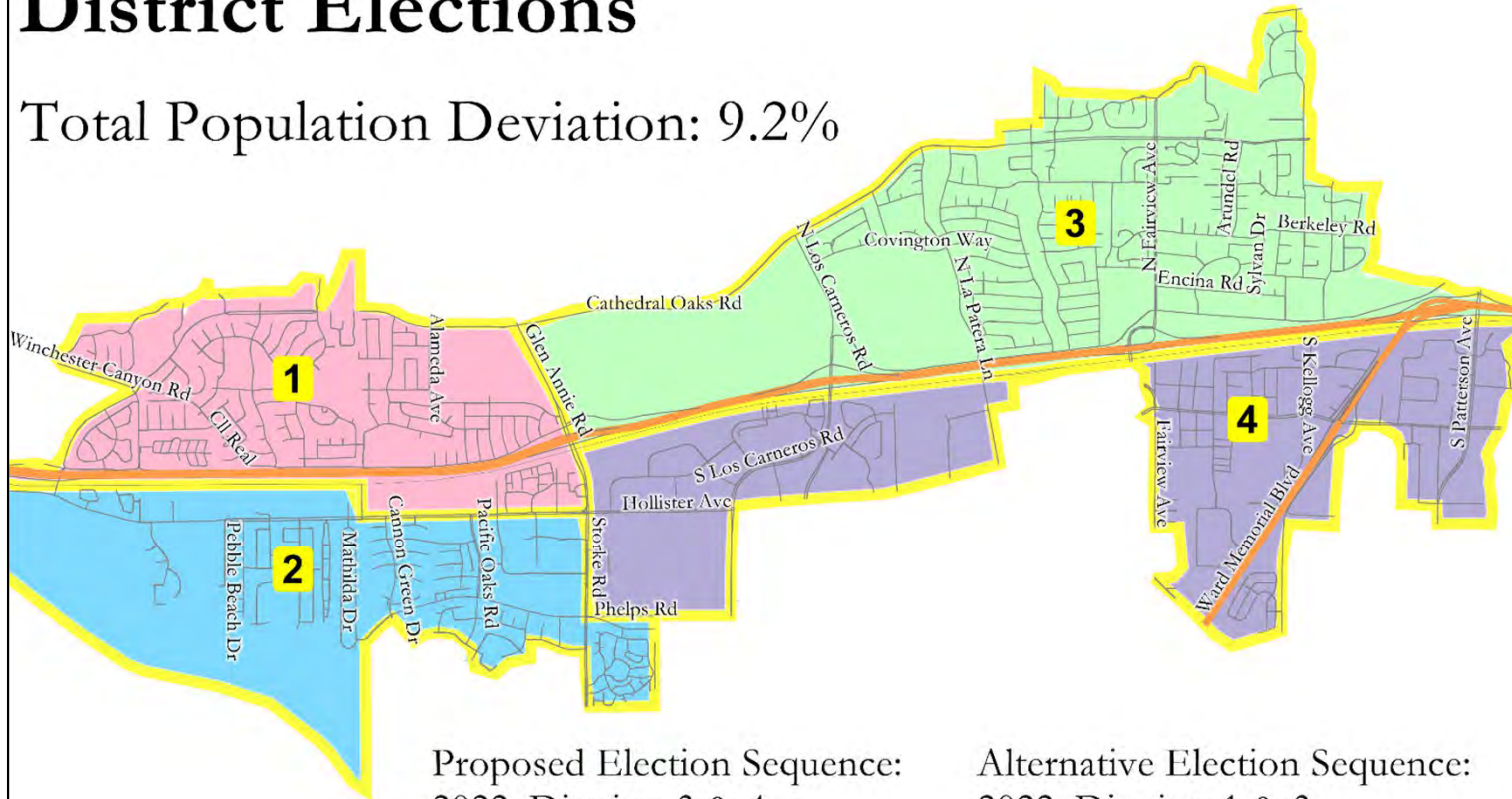
# City of Goleta Transition to District Elections

# Focus Plan

## City of Goleta 2021/22 Transition to District Elections

## Plan 701 Drafted by NDC

Total Population Deviation: 9.2%



Proposed Election Sequence:  
2022: Districts 3 & 4  
2024: Districts 1 & 2

Alternative Election Sequence:  
2022: Districts 1 & 3  
2024: Districts 2 & 4

National Demographics Corporation, January 19, 2022

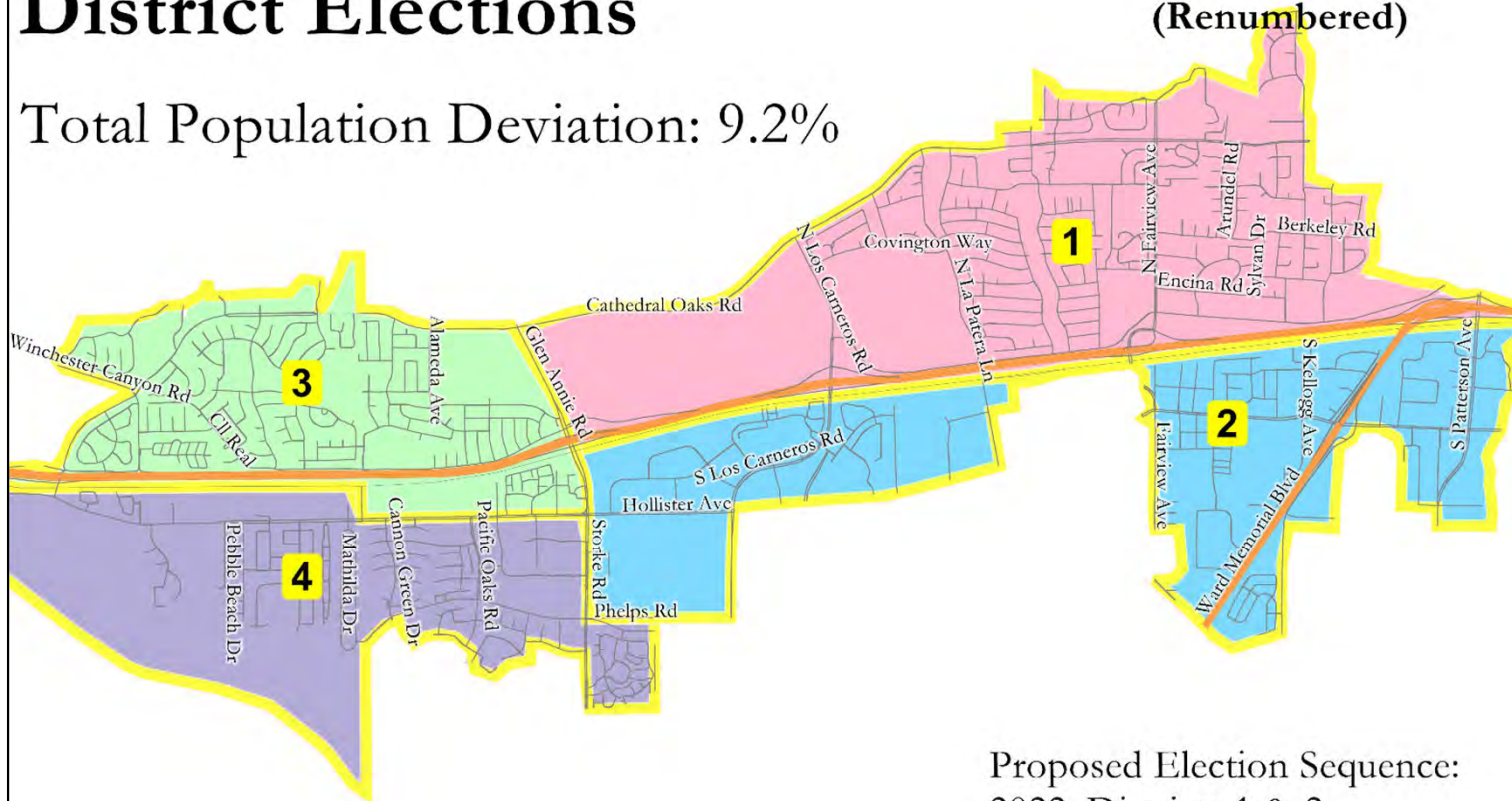
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# Focus Plan

## City of Goleta 2021/22 Transition to District Elections

## Plan 701 Drafted by NDC (Renumbered)

Total Population Deviation: 9.2%



National Demographics Corporation, February 4, 2022

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# Analysis of Focus Plan

## Plan 701 (Renumbered)

- District 3 crosses over minimally; all other districts stay on one side of the freeway
- Total population deviation: 9.2% (District 2 population deviation: -2.8%)
- Latino CVAP by District: D1: 15%, D2: 32%, D3: 29%, D4: 25%
- All four districts are contiguous
- Does not split any neighborhoods
- Closely adheres to general plan subareas as communities of interest and, to a lesser extent, elementary school attendance areas
- Does not split the airport noise corridor or “demographic outliers”
- District boundaries follow the railroad and major streets
- All four districts are compact