



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

**FROM:** Kristy Schmidt, Assistant City Manager  
Deborah Lopez, City Clerk

**SUBJECT:** Update on the Districting Election Process to Date, the Remaining Process and Timeline

**RECOMMENDATION:**

Receive an update on the districting process and timeline and provide staff with feedback.

**BACKGROUND**

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

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

On June 7, 2021, the City held its first Public Workshop where Dr. Doug Johnson and Dr. Daniel Phillips from NDC presented information on the districting process and the tools for residents to use in developing maps. This meeting was held virtually. On June 26, 2021, a second, in-person Public Workshop was held at the Goleta Union School Board Room.

A third Public Workshop was held on August 2, 2021, outdoors at City Hall. This third Public Workshop served as a workshop in lieu of a public hearing, as permitted under

Election Code section 21607.1. At this third workshop, all of the various mapping tools were live and participants had the opportunity to stay afterward for assistance with using the paper and online mapping tools to draw and submit their own maps. Public Engagement Commissioners were in attendance at all of the workshops. While the third workshop was initially intended to be the final workshop, due to the delay in official 2020 Census data, staff have added an additional fourth workshop for October, as reflected under “Next Steps” later in this report.

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

Various mapping tools are live on DrawGoleta.org and residents are beginning to use them now to draw and submit maps. These tools include official socio-economic data from the American Communities Survey (including the official Citizen Voting Age Population data that is central to analysis of compliance with the Federal Voting Rights Act).

It is important to note that, since the official Census population numbers are delayed, these tools will initially use unofficial estimates of total population. These population numbers will not be exact, especially in areas with new residential development. Once the official total population numbers are released, which is expected in late September, residents will be able to double-check and fine tune their draft district map proposals if necessary. Maps are due by January 6, 2022.

On August 17, 2021, the City Council held the second of four required public hearings prior to adopting Council District maps to transition to District Based Elections. The purpose of that public hearing was to receive any and all public input and testimony regarding the composition of districts for City Council elections. It is not until the third public hearing (scheduled for February 2022) that the City Council may consider draft district maps, as well as the sequence of elections in which district-based elections will be implemented. The public will have the opportunity to submit maps through January 6, 2022, and Council will then consider the maps and sequencing at the third and fourth required public hearings, beginning in February 2022.

Dr. Doug Johnson and Daniel Phillips from the National Demographics Corporation (NDC) presented information on the districting process and the tools for residents to use in developing maps. The City Council was asked to approve a list of “communities of interest” to inform the map drawing process (Attachment 1).

The communities of interest proposed to the City Council were those approved and suggested by the Public Engagement Commission, as well as those suggested by members of the public at the three Public Workshops and, in one case, via email to the City Clerk. Approval of the Communities of Interest list is not required by law but is recommended by NDC to help create a common understanding of Goleta’s communities

of interest. The list will be posted on the DrawGoleta.org site so that members of the public may consider them while drawing their maps. The list of communities of interest can also be referred to later by the Commission as it develops input and recommendations for the City Council, and by the City Council as it considers various versions of district maps to select the map that is best for the community.

**DISCUSSION:**

Tonight’s meeting provides an opportunity for staff to give an update to the Commission on the districting process to date and to go over the remaining process and timeline. It will provide the Commission the opportunity to provide feedback to staff. Staff are also interested in the Commission’s input on the outreach provided to the community so far, and any ideas for additional outreach or messaging that might be effective in ensuring public participation.

There are still months to go before a district map is reviewed by the Public Engagement Commission and adopted by Council, and several steps that will be taken along the way.

Below is a tentative list of the next steps in the District Drawing Process.

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

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

Approved By:

**Meeting Date: August 19, 2021**



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Kristy Schmidt  
Assistant City Manager