

RESOLUTION NO. 2015- 006

RESOLUTION OF THE CHULA VISTA DISTRICTING COMMISSION APPROVING THE REPORT TO CITY COUNCIL REGARDING THE RECOMMENDED DISTRICTING PLAN AND AUTHORIZING ITS SUBMISSION TO THE CITY COUNCIL

WHEREAS, the Chula Vista Districting Commission (the "Commission") was established pursuant to Chula Vista Charter Section 300.5; and

WHEREAS, Charter section 300.5.A.2. tasks the Commission with recommending for City Council approval a Recommended Districting Plan (the Plan") to establish four Council electoral districts to be used in the City's municipal elections, beginning in 2016; and

WHEREAS, Charter section 300.5.G.5. requires that the Commission prepare a report to accompany the Plan submitted to the City Council, describing the process, criteria, and evidence used by the Commission to prepare the Plan (the "Report"); and

WHEREAS, the Commission has prepared the Report in accordance with the Charter requirements and the Report accurately details the process, criteria, and evidence used by the Commission in preparing the Plan; and

WHEREAS, the Commission desires to submit the Report to the City Council along with the Plan.


NOW, THEREFORE, BE IT RESOLVED by the Districting Commission of the City of Chula Vista, that it:

- (i) Finds that the Report to the City Council, attached to this Resolution as Exhibit A, accurately details the process, criteria, and evidence used by the Commission in preparing the Recommended Districting Plan (the "Report"); and
- (ii) Approves the Report and authorizes it to be submitted to the City Council along with the Recommended Districting Plan, in accordance with Charter section 300.5.G.5.

Presented by


Jerome Torres, Chairman
Districting Commission

Approved as to form by


Jill Maland
Assistant City Attorney

PASSED, APPROVED, and ADOPTED by the Districting Commission of the City of Chula Vista, California, this 24th day of June, 2015 by the following vote:

AYES: Commissioners: Andrews, Goddard, Korey, Richter, Vasquez, Monzon & Torres

NAYS: Commissioners:

ABSENT: Commissioners:

ATTEST:




Cheryl Ponds-Poole, Commission Secretary

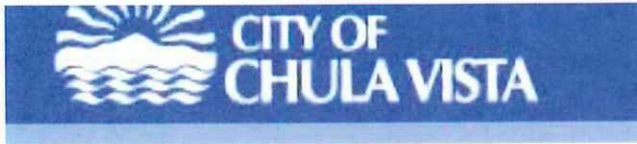
STATE OF CALIFORNIA)
COUNTY OF SAN DIEGO)
CITY OF CHULA VISTA)

I, Cheryl Ponds-Poole, Secretary of the Districting Commission of the City of Chula Vista, California, do hereby certify that the foregoing Resolution No. 2015-006 was duly passed, approved, and adopted by the Districting Commission at its regular meeting held on 24th day of June 2015.

Executed this 24th day of June, 2015.



Cheryl Ponds-Poole, Commission Secretary



To: Chula Vista City Council
From: Chula Vista Districting Commission
Subject: **Recommended Districting Plan**

Recommendation: City Council adopt the Recommended Districting Plan submitted by the Districting Commission.

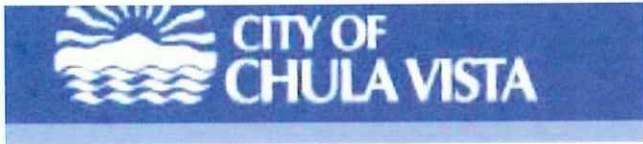
Introduction: Pursuant to Section 300.5(G)(5) of the City Charter, this report describes the process, criteria and evidence used by the Districting Commission in its preparation of the Recommended Plan.

Background: The Districting Commission held its Inaugural Meeting on September 11, 2014 at the Police Department Headquarters. At that time, the Commission elected its Chairperson and Vice-Chairperson and received training on the Brown Act and other related matters. Since the Inaugural Meeting, the Commission has held its Regular Meetings in the Council Chambers each month thereafter. These meetings have been televised via webcast. At these meetings, the Commission has received testimony from past members of the California Districting Commission and the Escondido Districting Commission, developed its by-laws, received reports from assigned Subcommittees¹ on such matters as the Commission's budget, public outreach and RFPs for the hiring of the mapping and outreach consultants, as well as received training on the Voting Rights Act, etc.

Through an open bid process conducted by City staff, the consulting firm of Q2 Data and Research, LLC was selected by the Commission to serve as the mapping consultant. This firm has substantial experience and was recently hired by the City of Escondido to assist the Independent Districting Commission in creating its City Council district maps. The Q2 contract was subsequently approved by the City Council.

Initially, the Commission was allocated \$75,000 to conduct its affairs. The cost for the Q2 contract was \$68,000, leaving only \$7,000 for public outreach, staff overtime and other related costs. Consequently, the Commission, by a unanimous vote, requested a budget increase of \$55,500 to enable the Commission to hire an outreach consultant to assist its efforts in undertaking a robust public outreach/communications campaign. This request was presented to the City Council on December 16, 2014, but was denied due to a lack of four affirmative votes. On January 27, 2015, the City Council reconsidered the budget increase at which time it was presented the Draft Framework of the Outreach/Communications Strategic Work Plan developed by the Commission. The budget request was subsequently approved. With this budget increase, an open bid

¹ It should be noted that the Commission invited representatives from the community non-profit organizations mentioned in this report to provide input at the Subcommittee meetings.



process was conducted by City staff for the outreach consultant. The firm of Southwest Strategies, LLC was selected by the Commission. The firm was paid \$36,000 for its services. An additional \$8,000 was paid for translation services at the 10 public workshops.

Analysis

Public Outreach/Communications--

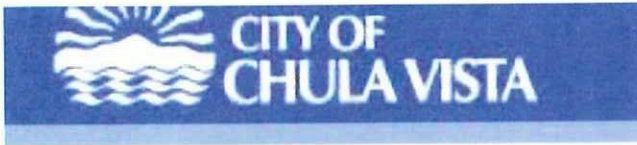
The Districting Commission held two series of five public workshops throughout the city limits. In each series, two workshops were held on the west-side while three were held on the east-side of the city. Translation services were made available in Spanish, Filipino, Chinese and Vietnamese at all ten workshops. Provided below is a table listing the date, time and location of these workshops:

April 7	April 8	April 9	April 11
Bonita Vista Middle School @ 6:00pm	Parkway Women's Center @ 6:00pm	Otay Ranch Library – Hub @ 6:00pm	MAAC Charter School @ 9:00am Greg Rogers Elementary @ 3:00pm
May 12	May 13	May 14	May 16
Bonita Vista Middle School @ 6:00pm	Rosebank Elementary @ 6:00pm	Camarena Elementary @ 6:00pm	MAAC Charter School @ 9:00am Greg Rogers Elementary @ 3:00pm

Toolkits were made available to workshop participants in the above-listed languages as well as in English. The toolkits consisted of history and process overview, instructions and forms to identify, formulate and submit communities of interest (COIs), contact information, and frequently asked questions (FAQs). Provided as Attachment E are the performance metrics of Outreach/Communications Strategic Work Plan.

Development of Draft Plan--

The primary objective of the Phase I Public Workshops was to solicit public testimony on the identification of communities of interest (COIs); which is one of the criteria set forth in the City Charter. During the workshops, the Commission received testimony on a wide array of COIs identified throughout the City, including various themes for both the east and west side Chula Vista.



On the east, the principal COI presented to the Commission was the Asian Pacific American Cultural Economic (APACE) Corridor. This identified Corridor begins from Greg Rogers Elementary down to East Palomar Street eastward to La Media and northward to Bonita Vista Middle School. A centerpiece of the *APACE Corridor* was Southwestern Community College. Considerable testimony (e.g., oral, written and via petition) was provided by representatives of Asian/Pacific Islander (API) non-profits² and residents of Chula Vista in support of the APACE Corridor.

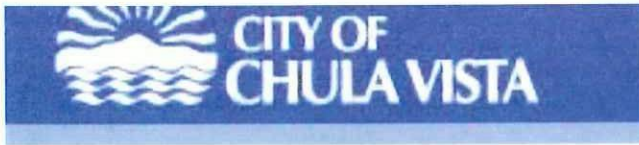
On the west, several COIs were presented addressing the southwest section of the city. Principal among these was the former 3.5 square miles of unincorporated area formerly known as *Montgomery* which was annexed by the City in 1986. Considerable testimony (e.g., oral and written) was provided by members of the Southwest Civic Association and residents of this community.

On April 23 & 24, 2015, the Commission held Special Meetings to deliberate on the formation of the Draft Districting Plan based on these COIs, and the criteria enumerated in the Charter. Public testimony was provided by all interested parties present. At the April 23rd meeting, a map and corresponding report was formally introduced by a group called the Neighborhood Unity Districting Coalition. This Coalition is composed of non-profit representatives³ and residents of Chula Vista. The City Attorney, in consultation with Q2, provided a memorandum with suggested guidelines regarding the process for creating the Draft Districting Plan. These guidelines, along with others recommended by the Chairperson, were approved by the Commission. Q2 displayed various maps based on the COIs and assisted the Commission in the development and evaluation of a series of "preliminary" maps. The Commission attempted to develop two Draft Districting Plans for consideration by the general public during the Phase II public workshops. However, the Commission later opted, on a vote of 5-2, to approve only one Draft Plan. Provided as Attachment B, is the Draft Districting Plan that was approved by a 6-1 vote of the Commission for dissemination to the general public. The districts were distinguished solely by color.

Development of Recommended Plan—

² The community-based non-profits include the Asian Pacific American Coalition of San Diego County (APAC); Council for Teaching Filipino Language and Culture (FTFLC); Filipino American Educators Association of San Diego County (FILAMEDA); Pilipino American Youth Organization (PAYO); Office of the Honorary Philippine Consulate General, San Diego; National Federation of Filipino American Associations, Region X; Council of Philippine American Organizations of San Diego County – Civic Education & Policy Advocacy Network (CEPA NET) and Southwestern Center of Asian Pacific American Law (SCAPAL).

³ The community-based non-profits include Alliance of Californians for Community Empowerment (ACCE), Asian Pacific American Labor Alliance (APALA), Black American Political Association of California (BAPAC) and Center on Policy Initiatives (CPI).



The primary objective of the Phase II Public Workshops was to solicit public testimony on the Draft Districting Plan and its impact on previously identified communities of interest. During the workshops, members of the API community who supported the APACE Corridor introduced a modification to the Draft Districting Plan which included one additional census block (1054). The inclusion of this census block would incorporate the area designated for the proposed university campus planned for Chula Vista. The Neighborhood Unity Districting Coalition introduced a modified version of its original map that incorporated elements of the Draft Districting Plan as well. Considerable testimony was provided by residents of Chula Vista including by many in support of these maps. Testimony in favor of these maps included oral and written testimony as well as petitions.

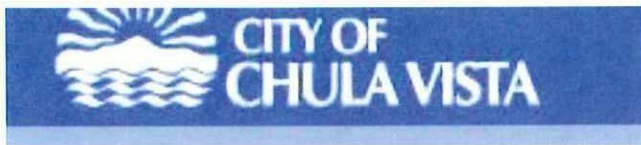
On June 8, 2015, the Commission held a Special Meeting to deliberate on the formation of the Recommended Districting Plan. Public testimony was provided by all interested parties present. As before, the City Attorney, in consultation with Q2, provided a memorandum with suggested guidelines regarding the process for creating the Recommended Districting Plan, including the assignment of numbers.

During its deliberations, the Commission considered a new "alternative" map that was introduced by Commissioner Goddard. The map differed from the publicized Draft Districting Plan. The Commission considered the map but, ultimately, it did not garner the five votes necessary to advance it to the City Council as the Recommended Districting Plan. Some of the concerns voiced during the Commission's discussion of the map were: 1) its being so different from the publicized Draft Plan and its introduction late in the process might necessitate the Commission reconvening additional meetings to receive further public testimony at additional costs; and 2) the process could delay submission of the Recommended Plan to the City Council.

Consequently, the Commission returned to considering proposed modifications to the Draft Districting Plan. After lengthy discussion and compromise on behalf of all interested parties, the Commission, by a vote of 5-2, approved the Recommended Districting Plan which is provided as Attachment C to this report. Provided as Attachment A is a dissenting statement by Commissioner Goddard on the selection of the Recommended Plan.

The Draft and Recommended Plans are based on the 2010 decennial census data and conform to the requirement of no greater than $\pm 5\%$ deviation between districts. In the development of both Plans, the Commission also considered the Citizen Voting Age Population (CVAP) which comes from the annual American Community Survey. A breakdown of these statistics is provided in Attachment D.

In adopting the Recommended Districting Plan, the Commission found that it conformed to the criteria set forth in Charter Section 300(5)(F), specifically that the boundaries:



**CITY OF CHULA VISTA
DISTRICTING COMMISSION**

June 24, 2015 Meeting

Agenda Item:

1. Result in districts that have reasonably equal populations;
2. Be geographically compact and contiguous; and
3. Follow visible natural and man-made features, street lines and/or City boundary lines whenever possible; and
4. Respect communities of interest to the extent practicable; and
5. Be drawn without regard for advantage or disadvantage to incumbents or challengers; and
6. Be drawn without regard for advantage or disadvantage to any political party.

On June 11, 2015, the Commission reconvened its Special Meeting to deliberate on the assignment of numbers to the districts of the Recommended Districting Plan. As provided in Section 300.5(K)(2) of the City Charter, beginning 2016, Council Districts 3 and 4 are to transition to the by-district election process. Council Districts 1 and 2 are to transition to the by-district election process in 2018.

During the meeting, three possible options were presented to the Commission by the City Attorney. They included pure, controlled and informed randomness. The City Attorney explained the legal parameters governing the Commission within each option. The Commission determined that, based on public testimony received by the Commission during the 10 workshops and Commission meetings, there was a compelling basis to ensure that the southwestern district (blue) and the southeastern district (green) be the first to have representatives elected to the Council. As a result, the Commission voted 6-1 to assign numbers 3 and 4 to those districts, randomly. Accordingly, the green and blue districts were randomly designated districts 3 and 4, respectively. The Commission then randomly assigned numbers 1 and 2 to the purple (northeast) and orange (northwest), respectively.

Conclusion: Pursuant to Section 300.5(F), the Recommended Plan fully complies with the criteria set forth therein. Principal among these are: reasonably equal populations; compactness and contiguity; boundaries that follow visible natural and man-made features, and street lines; and respecting communities of interest – *to the extent practicable*. Additionally, the boundaries were drawn and numbers assigned by the Commission with no regard to incumbents, challengers or political parties.

Attachments

- A – Dissenting Opinion by Commissioner Goddard
- B – Draft District Plan
- C – Recommended Plan
- D – Statistical Breakdown for Draft and Recommended Districting Plans.
- E – Outreach/Communications Strategic Work Plan Performance Metrics

**ATTACHMENT A
DISSENTING STATEMENT OF
COMMISSIONER CHERYL GODDARD**

June 17, 2015

I dissent from the Commission's decision to approve the Recommended Districting Plan, attached as Exhibit A to Resolution 2015-005 because, *I believe*, the Recommended Districting Plan does not adhere to respecting communities of interest to the extent practicable as outlined as a criterion per Charter section 300.5F.

From the onset of the districting process, the Commission stressed the importance of public outreach and solicitation of comments and testimony from Chula Vista residents defining their communities of interest. The Commission regarded this process component so highly that on December 16, 2014 (Item 20), City staff and the Commission requested a budget increase of \$55,500 from \$75,000 to \$130,500 in order to undertake a robust and more inclusive community outreach efforts. This item was continued to January 23, 2015 (Item 9) where the budget increase was approved. The increased budget allowed for 10 public workshops and secured multi-lingual translation services to provide simultaneous translation at all 10 public outreach workshops. City staff along with the outreach consultant, Southwest Strategies, heavily publicized the districting process which resulted in receiving nearly 300 comments during the public commenting/testimony period.

Of the nearly 300 comments received, there were two main groups that brought forward proposed district lines for eastern Chula Vista. One was the Asian Pacific Islander community and the other was the Neighborhood Unity Coalition. During the June 8th Districting Commission meeting, the Commission's goal was to modify the Draft Districting Plan dated April 25, 2015 based on comments and testimony received after the release of the Draft Plan. I attended all 10 public workshops, Districting Commission meetings, and reviewed all public comments received since the formation of the Commission. Upon review of all testimony and public comments received, I proposed district lines that I believe respected the communities of interest to the extent practicable. This proposed district map received a vote of 4-3 to move forward as the Recommended Districting Plan. As we needed five votes to affirm the motion, the motion failed. The Commission then considered the proposed Neighborhood Unity Coalition map and modified the map to combine some aspects of the Asian Pacific Islander proposed map. This modified Neighborhood Unity Coalition map received a vote of 5-2 and was approved as the Recommended Districting Plan.

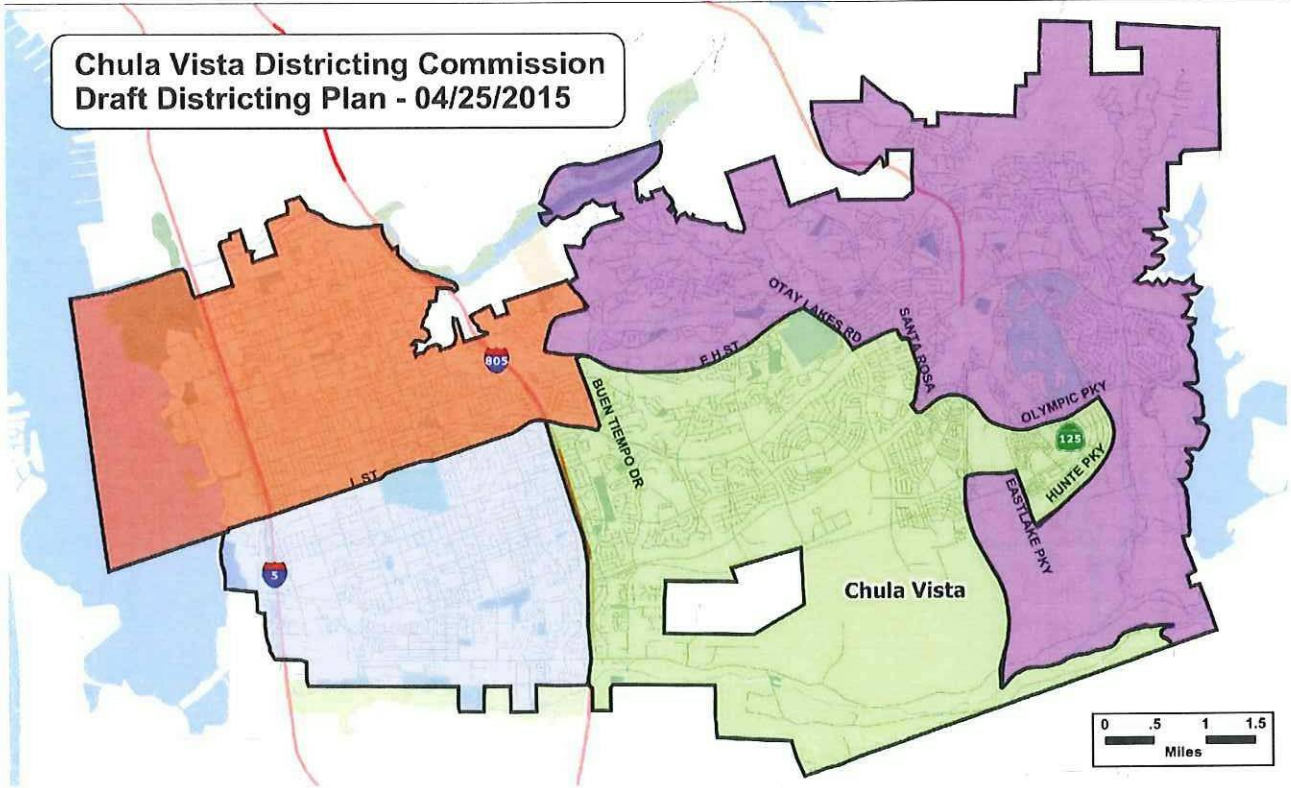
The Recommended Districting Plan splits communities of interest heard by a number of community members including 1) Keep the Rancho Del Rey community whole (including Rancho Del Rey Middle School, Southwestern College, and Voyager Park), 2) Rancho Del Rey is unique from Eastlake, and 3) Windingwalk and Eastlake interests are similar. I believe the proposed Neighborhood Unity Coalition and Asian Pacific Islander maps were too heavily relied upon for drawing the districting lines resulting in the process not respecting the communities of interests of those community members who provided testimony and comments as individuals and not as an organized group.

Understanding that "respecting communities of interest to the extent practicable" is a subjective matter, I do agree that the Recommended Districting Plan meets all other criterion set forth under Charter section 300.5F.

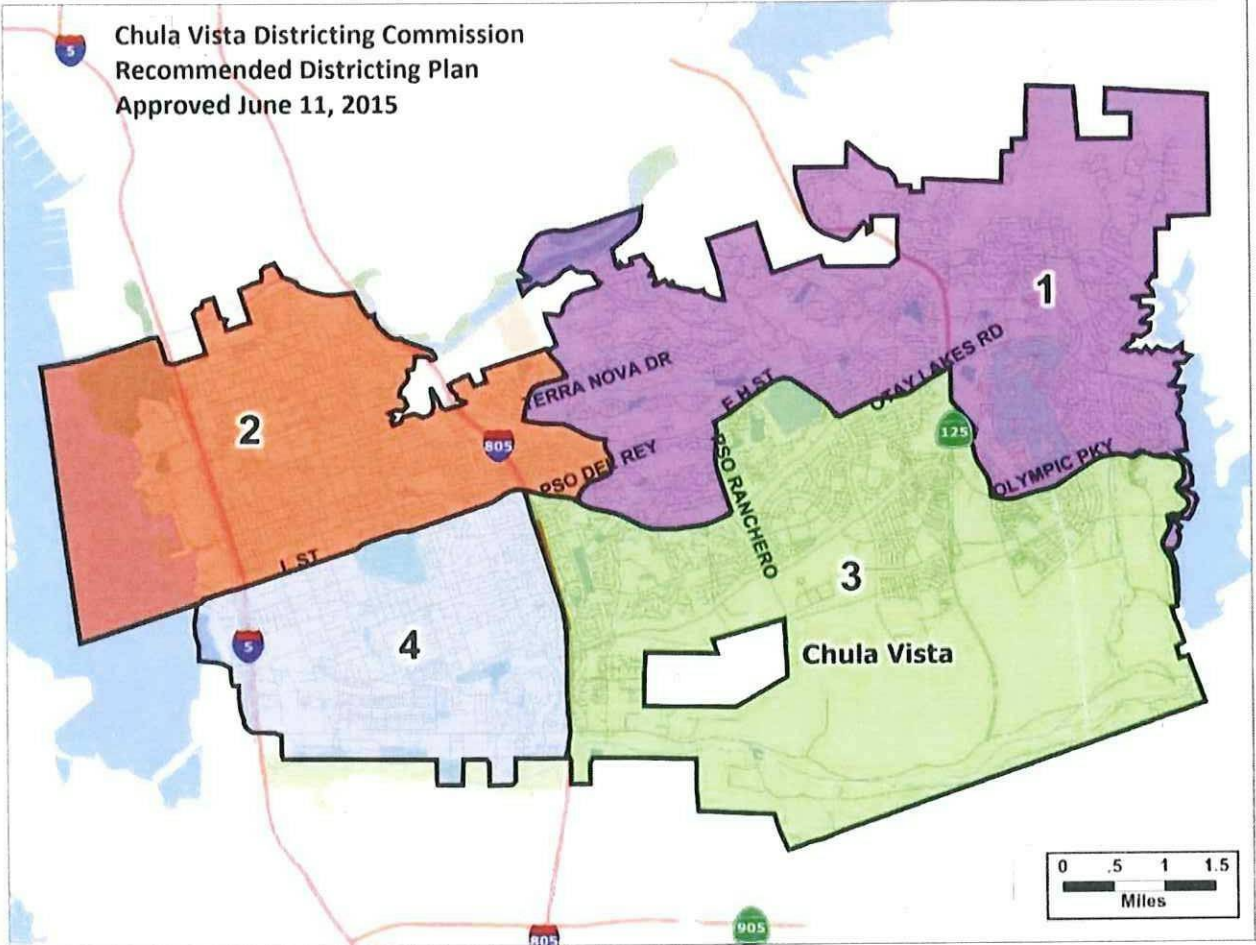
Commissioner Korey agrees with this dissenting comment as it relates to map boundaries and its impact on communities of interest.

ATTACHMENT B
DRAFT DISTRICTING PLAN

Chula Vista Districting Commission
Draft Districting Plan - 04/25/2015



**ATTACHMENT C
RECOMMENDED DISTRICTING PLAN**



**ATTACHMENT D
STATISTICAL BREAKDOWN OF
DRAFT AND RECOMMENDED
DISTRICTING PLANS**

**Chula Vista Districting Commission
Draft Districting Plan – District Statistics**

District	Total Population	% Deviation	%Latino	%Asian	%Black	%White	% Latino CVAP	% Asian CVAP	% Black CVAP	% White CVAP
GREEN	61,656	1.11%	47.06%	26.43%	5.43%	18.86%	39.98%	25.65%	5.42%	26.56%
PURPLE	61,952	1.60%	46.96%	21.53%	4.84%	24.73%	42.18%	20.95%	7.08%	28.33%
BLUE	60,966	-0.02%	75.68%	5.18%	3.44%	14.11%	67.86%	5.53%	3.46%	21.96%
ORANGE	59,342	-2.68%	63.74%	6.53%	4.14%	23.75%	51.66%	7.96%	5.20%	33.72%

Data Sources:

- (1) 2010 Census Redistricting Data [P.L. 94-171] Summary File, U.S. Census Bureau
- (2) 2009 - 2013 American Community Survey - 5 Year Estimates

**Chula Vista Districting Commission
Recommended Districting Plan – District Statistics**

District	Total Population	% Deviation	% Latino	% Asian	% Black	% White	% Latino CVAP	% Asian CVAP	% Black CVAP	% White CVAP
GREEN	60,384	-0.98%	46.47%	27.29%	5.66%	18.29%	40.15%	26.31%	6.15%	24.94%
PURPLE	62,401	2.33%	47.46%	20.94%	4.67%	25.05%	41.82%	20.67%	6.44%	29.63%
BLUE	60,966	-0.02%	75.68%	5.18%	3.44%	14.11%	67.86%	5.53%	3.46%	21.96%
ORANGE	60,165	-1.33%	63.58%	6.59%	4.11%	23.87%	51.66%	8.02%	5.16%	33.70%

Data Sources:

- (1) 2010 Census Redistricting Data [P.L. 94-171] Summary File, U.S. Census Bureau
- (2) 2009 - 2013 American Community Survey - 5 Year Estimates

ATTACHMENT E OUTREACH/COMMUNICATIONS STRATEGIC WORK PLAN PERFORMANCE METRICS

WORKSHOPS

- 10 public workshops held: five workshops were held in April; five workshops were held in May
- 300+ participated in workshops with 242 people signing in.

Translation Services

All printed materials were provided in English, Spanish, Filipino, Chinese and Vietnamese. Simultaneous translation in Spanish, Filipino, Chinese and Vietnamese was provided at all 10 public workshops.

COMMENTS

Nearly 300 comments – includes written comments or COI maps received, those who signed petitions, and those who provided Public Testimony

ADVERTISING

Advertising was featured in various publications to promote each series of workshops. The publications were selected to reach the variety of communities in Chula Vista.

Publications:

- Star News
- Voice and Viewpoint
- El Latino
- Filipino Press
- Epoch Times
- Asian Journal
- Nguoi Viet Today
- Our Hometown

MEDIA OUTREACH/COVERAGE

Press Releases

- Media Advisory re: public input workshops (April)
- Media Advisory re: line drawing workshops (April)
- Press Release Draft Districting Plan released (April)
- Star News Op-Ed authored by Jerome Torres and Rey Monzon (April)
- Media Advisory: public input workshops (May)
- Media Advisory Finalizing Recommended Plan (June)
- Press Release: Recommended Plan Developed (June)

Media Coverage

- January 9 – *El Latino*, Discuten presupuesto
- January 29 – *Union Tribune*, C.V. Voting district panel gets new member
- January 30 – *Star News*, New commissioner
- March 7 – *Star News*, Coalition's Aim is to influence representation
- March 20 – *San Diego Free Press*, Chula Vista Transitions to District Elections
- April 2 – *Union Tribune*, Feedback sought on CV's districting
- April 10 – *La Prensa*, Chula Vista Districting Commission Public Workshops Scheduled
- April 11 – *Star News*, Residents voice interests in forum on district boundaries
- April 15 – *El Latino*, Minima participacion
- April 21 – *Star News*, Choose to participate in guiding Chula Vista history by Jerome Torres and Rey Monzon
- April 25 – 92.5 radio program – Commissioner Bill Richter
- April 30 – Univision radio program – Commissioner Bernardo Vasquez
- April 30 – 10News segment with Joe Little – Chair Jerome Torres
- April 30 – *El Latino*, Respetar diversidad
- May 1 – *Union Tribune*, Voting district map open for review
- May 2 – *Star News*, Board & public closer to drawing dividing lines
- May 12 – Univision 17 KBNT – Suzy Villegas, Southwest Strategies
- May 15 – *Star News*, Residents chime in over ways to divide City
- May 19 – *El Latino*, Oportunidad historic
- June 7 – *Union Tribune*, New voting districts get final look
- June 17 – *El Latino*, Notables diferencias
- June 17 – *Union Tribune*, Commission Oks plan for city's council districts
- June 18 – *El Latino*, ¡Hacen historia! Miembros de la comunidad de Chula Vista al presentarse Plan de Distritación Recomendado!
- June 20 – *Star News*, Lines drawn, map to council

SOCIAL MEDIA

Robust social media program on Twitter and Facebook

Twitter: 45 tweets (all were retweeted) from April – June resulted in estimated 15,750 impressions

Facebook: 33 Facebook Posts. Reach 280,000

Facebook ad created to promote May workshops

- Posted for one week May 6 - 16
- Resulted in 2,254 clicks to the website
- Targeted Chula Vista ZIP codes.
- Reached 28,000 residents

WEBSITE

A dedicated webpage was established to include all Districting Commission information at www.chulavistaca.gov/districting. The webpage was updated frequently and users could select from a variety of languages for translation. Information included:

- Districting background information
- Meeting and workshop information
- Districting toolkits in five languages – posted in April then updated in early May after draft Districting Plan developed
- Maps: Draft Districting Plan, Recommended Plan, and interactive map displaying draft and recommended boundaries, colors and numbers
- Public Comment form
- Districting FAQ
- Districting Commissioners information
- Map and Comment form posted on Districting web page for easy viewing in all five languages.
- Web page visitors – March to June – 4,577

OUTREACH AND ANNOUNCEMENTS

- City and Library newsletters distributed information before both workshop series – 24,000 emails for each distribution
- City's Community Connection (3,000 emails) newsletter featured information monthly (Mar – June)
- Promoted workshops in March insert in City trash bill (distributed to 55,000 households)
- Sixty-eight member ambassador team conducted outreach to community and business groups
- Email newsletter sent to ambassadors and re-sent to thousands of others
- Email blasts sent to parents at CVESD and SUHSD
- PTAs (32) and ELACS (31) received information; presentations at several meetings
- Rosebank Elementary printed fliers and sent home with students
- Coalition members distributed outreach information
- Districting flyers and regular updates distributed to La Voz email database, composed of 6,000 community leaders in Chula Vista and the San Diego region
- South Bay Community Services CEO forwarded LA Voz Newsletter to her entire staff
- Outreach to South County EDC and South County Albondigas
- San Ysidro Health Services outreach workers distributed information in Chula Vista

- Presentations/Events:
 - Chula Vista Collaborative
 - CEPANET meeting
 - Black American Political Association (BAPAC)
 - Filipino Educators Meeting
 - Unity Coalition Meeting
 - Council for Teaching Filipino Language & Culture
 - Chula Vista State of the City Address outreach
 - Third Avenue Village Street Fair
 - Day of the Child
 - Councilmember Pat Aguilar Third Thursday Breakfast
 - Sweetwater Women's Club
 - Chula Vista Kiwanis
 - Eastlake Business Association
 - May and June - First Friday Breakfast announcements