

January 23, 2015

Mayor Salas  
Deputy Mayor Bensoussan  
Councilmember Aguilar  
Councilmember McCann  
Councilmember Miesen  
City of Chula Vista  
276 Fourth Avenue  
Chula Vista, California 91910

Subject: Districting Commission FY 2014-15 Budget

Honorable Mayor and Councilmembers:

At its inaugural meeting, the Commission expressed its concerns about the original budget appropriation of \$75,000 and whether this funding level was adequate for the Commission to fulfill its mandate under Section 300.5 of the City Charter.

On December 16, 2014, City staff and the Commission Chairperson presented a detailed line item budget illustrating the need for a budget appropriation increase of \$55,500 for the current fiscal year. However, this matter failed to garner the required 4/5 approval by the City Council. To assist the City Council in its deliberations, provided as Attachment A, is a matrix showing the respective Scope of Work for both the hired Mapping Consultant (Q2) and the prospective Outreach Consultant (Southwest Strategies). Provided as Attachment B is the Draft Framework of the Outreach/Communications Strategic Work Plan developed by the Commission.

Presently, \$68,000 of the original \$75,000 has now been earmarked for the Mapping Consultant. Sufficient City funds should be provided to enable the Commission to undertake the robust and more inclusive community outreach efforts envisioned by the attached Work Plan. Of paramount importance is the required oral and written translation services that would be provided by the hired Outreach Consultant to ensure access to, and participation by, all members of our community. Failure to approve the budget increase would compel the Commission to rely on City in-kind contributions and/or donations and in-kind contributions of the community to provide a legally defensible community outreach effort. Thus, the Commission respectfully asks for your unanimous support and approval of the budget appropriation increase.

Respectfully submitted,

Jerome Torres, Chairperson  
Rita Buencamino-Andrews, Member  
William Richter, Member

Reynaldo Monzon, Member  
Cheryl Goddard, Member  
John Korey, Member

Attachments

## ATTACHMENT A

### MAPPING CONSULTANT AND OUTREACH CONSULTANT SCOPE OF WORK

**NOTE:** Scope of Work for Q2 has been approved by City Council. Scope of Work for Southwest Strategies is “preliminary” and is subject to final contract negotiation by City staff (if funding is approved by City Council).

Q2 Data and Research, LLC Scope of Work and Deliverables	Southwest Strategies, LLC <u>Preliminary</u> Scope of Work and Deliverables
<p>8. Scope of Work and Schedule:</p> <p>A. Detailed Scope of Work:</p> <p><b>1. PUBLIC EDUCATION AND ENGAGEMENT</b> Consultant shall:</p> <p>a. Collaborate with Outreach Consultant in development and implementation of a multilingual Strategic Public Outreach/Communications Work Plan, including attending Commission meetings as required, establishing a timeline for public outreach, identifying venues for public meetings, and creating public education materials.</p> <p>b. Develop informational documents and a Frequently Asked Questions (“FAQ”) handout that explains the process, how the public may participate, the districting criteria, and applicable laws and regulations.</p> <p>c. Work with City staff to populate Commission website, to the satisfaction of the Commission.</p> <p>d. Collaborate with City staff and the City’s Outreach Consultant in the establishment of one or more Technical Assistance Centers (“TAC”). Each TAC shall be in a public forum, preferably at City libraries, when feasible. The TACs will be designed to train and assist interested stakeholder groups in the development of public testimony for consideration by the Districting Commission.</p> <p>e. Attend Standing and Special Meetings, as required, to:</p>	<p>8. Scope of Work and Schedule:</p> <p>A. Detailed Scope of Work:</p> <p><b>1. PUBLIC EDUCATION AND ENGAGEMENT</b> Consultant shall:</p> <p>a. Collaborate with City staff and Mapping Consultant to develop and implement a multilingual Strategic Public Outreach/Communications Work Plan, including attending Commission meetings as required, establishing a timeline for public outreach, identifying venues for public meetings, and creating public education materials.</p> <p>b. Work with the Districting Commission, City staff and the mapping consultant to implement the Work Plan to promote broad-based public input by residents and targeted Chula Vista stakeholders in the development of various districting maps. The targeted stakeholders may include, but are not limited to businesses, community, social and/or non-profit organizations</p> <p>c. Work with the Districting Commission, City staff and the mapping consultant to coordinate with community-based stakeholder committee. Project manager to assist with planning and attending stakeholder meetings.</p> <p>d. Work with City staff to develop key messages to incorporate into Districting outreach materials. Assess effectiveness of messages and make recommendations for updating messaging as needed.</p>

<p align="center"><b>Q2 Data and Research, LLC</b> <b>Scope of Work and Deliverables</b></p>	<p align="center"><b>Southwest Strategies, LLC</b> <b><u>Preliminary</u> Scope of Work and Deliverables</b></p>
<p>i. Conduct training sessions on districting process, VRA, districting criteria, and other matters, as directed by Commission, for targeted stakeholders and general public.</p> <p>ii. Solicit, compile and record public input from targeted stakeholders and general public in identifying and addressing communities of common interest and other relevant factors associated with development of districting maps.</p> <p><b>2. COMMISSION TRAINING</b> Consultant shall, in cooperation with the City Attorney, conduct in-depth training of the Districting Commission prior to development of district maps. Training shall include: the Federal and California Voting Rights Acts (VRA), legal framework applicable to districting, City Charter requirements, districting criteria definitions and approaches to line drawing, collection of data, visual presentation of districting software, ability for Commissioners and public to access software, and explanation of “packing” and “cracking,” with examples of same from other jurisdictions.</p> <p><b>3. DATA, REPORTS AND MAPS</b> Consultant shall:</p> <p>a. Gather and test a comprehensive data set of Chula Vista that includes, to the extent available and legally permissible, 2010 (PL94-171) census data, American Community Survey (e.g., citizen voting age population, etc.), registration and turnout data, zoning maps, school attendance boundaries population and any other applicable demographic information required to create the districting maps at the census block level within the geographic boundaries of the City of Chula Vista. The district maps to be included in the Draft, Recommended and Final Districting Plans shall include no district that deviates from the mean district population by more than +/-5%. The data set shall be available for download from the Commission website.</p> <p>b. Employ any software necessary, including statistical software and GIS software to create districting maps, analyze census data, statistics and demographics and provide the Commission and City with reports as requested and required.</p>	<p>e. Develop a variety of written materials which may include: fact sheet(s), advertising, web content, public meeting fliers, social media posts, press releases, newsletter articles, presentations and other documents that explain the process, how the public may participate, the districting criteria, and applicable laws and regulations. The consultant also will coordinate multi-lingual translation of certain materials, as requested. Coordinate writing, graphic design, printing, advertising placement, and other collateral production tasks.</p> <p>f. Work with City staff to populate Commission website and manage and monitor social media posts.</p> <p>g. Develop and implement outreach program including but not limited to email newsletter, advertising, social media, and other methods. Collaborate with City staff on distribution of outreach items.</p> <p>h. Coordinate with City staff to field questions and record comments received on Districting Commission phone, email, and by U.S. Postal Service.</p> <p>i. Collaborate with City staff and the City’s Mapping Consultant in the establishment and utilization of one or more Technical Assistance Centers (“TAC”). Each TAC shall be in a public forum, preferably at City libraries, when feasible. The TACs will be designed to train and assist interested stakeholder groups in the development of public input for consideration by the Districting Commission.</p> <p>j. Attend Standing and Special Meetings, as required, and collaborate with City staff and the City’s Mapping Consultant to solicit, compile and record public input from targeted stakeholders and general public in identifying and addressing communities of common interest and other relevant factors associated with development of districting maps.</p> <p><b>2. OUTREACH MEETINGS</b> Consultant shall:</p> <p>a. Coordinate, schedule, and attend up to ten (10) public outreach meetings/workshops in various areas</p>

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<p>c. Assess the jurisdiction to determine whether a racially polarized voting analysis (RPV) will have to be performed and advise the City and the Commission of the outcome of the assessment. If, based on that assessment, the Commission or City determines that it is necessary, the Consultant will conduct an RPV vulnerability assessment of past voting patterns of registered voters of Chula Vista.</p> <p>d. Cooperate with City staff in the uploading of all relevant documents, reports and maps to the City's webpage dedicated to the Districting Commission.</p> <p>e. Assist Commission in preparing report to 2020 Districting Commission.</p> <p><b>4. DISTRICTING PLANS</b> Consultant shall:</p> <p>a. Pursuant to the City Charter, assist Districting Commission in the development of a:</p> <p>i. Draft Districting Plan (which shall contain preliminary districting maps, as appropriate, based on the Commission's determination in consultation with the Consultant) for distribution to targeted stakeholders and general public;</p> <p>ii. Recommended Districting Plan, pursuant to the City Charter to be submitted to City Council; and</p> <p>iii. Final Districting Plan to be approved by the City Council, or Commission.</p> <p>b. Conduct "real time" line drawings to create preliminary and final district maps.</p> <p>c. Assist Commission and City staff in preparing report to City Council to accompany the Recommended Districting Plan.</p> <p>d. Develop all necessary documents for City to submit new Districting Plan to Registrar of Voters; draft metes and bounds as required; submit any remaining documents, maps and data to City.</p> <p>e. Assist Commission in considering and responding to City Council reasons for disapproving</p>	<p>of the City to educate and engage targeted stakeholders on the development of districting maps.</p> <p>b. Provide staff support including but not limited to: secure meeting locations, coordinate meeting logistics; prepare sign-in sheets, comment cards, workshop information, and other printed materials (including multi-lingual translation as needed); provide staff to support meeting logistics including for welcome table, set up, etc.</p> <p>c. Secure multi-lingual translation services to provide simultaneous translation at public outreach meetings/workshops. All meetings to have Spanish and Filipino translation services provided with other languages based on anticipated demand.</p> <p>d. Assist with facilitating meetings as requested</p> <p><b>3. COMMISSION/COUNCIL MEETINGS</b></p> <p>a. Project manager to participate, in person or remotely, at regular meetings of the Commission.</p> <p>b. Project manager to attend City Council meeting(s) when recommended Districting Plan is presented to the Council.</p>

<b>Q2 Data and Research, LLC</b> <b>Scope of Work and Deliverables</b>	<b>Southwest Strategies, LLC</b> <b><u>Preliminary</u> Scope of Work and Deliverables</b>
<p>Recommended Districting Plan, and approval of same, if necessary.</p> <p><b>5. MEETINGS</b></p> <p>Consultant shall:</p> <p>a. Ensure that the Project Manager attend at least two of the Districting Commission’s public outreach meetings and that at least one Senior Consultant and one Geographic Information System (“GIS”) specialist attend all other public outreach meetings (up to eight such meetings). The Senior Consultant shall be available to serve as an informational resource and to provide short districting training to members of the public in advance of collecting public input. The GIS specialist will operate a computer with districting software to show members of the public the areas for which public input is being received.</p> <p>b. Be available for at least two “office hours” before or after each public hearing to work with members of the public individually and make available the districting software on a laptop for development of submissions.</p> <p>c. Participate, remotely, at three regular meetings of the Commission.</p> <p>d. Attend City Council meeting to present Recommended Districting Plan to the Council.</p>	

## ATTACHMENT B

### PROPOSED OUTREACH/COMMUNICATIONS STRATEGIC WORK PLAN FRAMEWORK (Based on funding scenarios and subject to sufficient funding.)

Element	Additional Funding (\$55,500)	Existing Funding (\$>7,000)
<b>District Commission</b>	Each workshop will be classified as a "Special" Board Meeting thus allowing all members to attend. The March 9 Standing Meeting will be rescheduled to March 23.	
<b>Number of workshops per phase</b>	<p><b>PHASE I:</b> Five (5) workshops with two (2) held in West Chula Vista and three (3) held in East Chula Vista.</p> <p><b>PHASE II:</b> Same as Phase I (for a total of 10 workshops).</p>	<p><b>PHASE I:</b> Two workshops with one (1) held in West and East Chula Vista, respectively.</p> <p><b>PHASE II:</b> Same as Phase I (for a total of 4 total workshops)</p>
<b>Location of workshops</b>	<p>Sites to be located east and west of 805 as follows:</p> <ul style="list-style-type: none"> <li>• <b>West:</b> Two locations – Main Library Auditorium and MAAC Project Charter School</li> <li>• <b>East:</b> Three locations – Bonita Vista HS Auditorium, Greg Rogers Elementary Auditorium and Otay Ranch Community Center.</li> </ul>	<p>Sites to be located east and west of 805 as follows:</p> <ul style="list-style-type: none"> <li>• <b>West:</b> Main Library Auditorium</li> <li>• <b>East:</b> Bonita Vista HS Auditorium</li> </ul>
<p><b>Master Schedule</b></p> <p><i>(Dates and locations are tentative and subject to change.)</i></p>	<p><b>GENERAL:</b> Weekday meetings will be held at 6:00pm.</p> <p>On Saturday, two meetings will be held as follows: First meeting – 9:00am. Second meeting – 2:00pm.</p> <p><b>PHASE I:</b></p> <p>March 11 (Wed) – Bonita Vista HS Auditorium</p> <p>March 12 (Thu) – Main Library Auditorium</p> <p>March 14 (Sat) Morning: MAAC Project Charter School Afternoon: Greg Rogers Elementary Auditorium</p>	<p><b>PHASE I:</b> Meetings to be held on March 14 (Sat) as follows:</p> <p>First meeting – 9:00am. Location: Main Library Auditorium</p> <p>Second meeting – 2:00pm. Location: Bonita Vista HS Auditorium</p> <p><b>PHASE II:</b> Meeting to be held on April 25 (Sat) as follows:</p> <p>First meeting – 9:00am. Location: Main Library Auditorium</p> <p>Second meeting – 2:00pm.</p>

Element	Additional Funding (\$55,500)	Existing Funding (\$>7,000)
	<p>March 16 (Mon) – Otay Ranch Community Center</p> <p><b>PHASE II:</b></p> <p>April 22 (Wed) – Bonita Vista HS Auditorium</p> <p>April 23 (Thu) – Main Library Auditorium</p> <p>April 25 (Sat) Morning: MAAC Project Charter School Afternoon: Greg Rogers Elementary Auditorium</p> <p>April 27 (Mon) – Otay Ranch Community Center</p>	<p>Location: Bonita Vista HS Auditorium</p>
<b>Translation services at workshops</b>	<p>Translation will be provided in Spanish and Filipino for all ten (10) workshops.</p> <p>Translation in Vietnamese and Traditional Chinese may be provided if request is made at least 24 hours in advance and sufficient funding is available.</p>	<p>Translation will be provided in Spanish and Filipino for all four (4) workshops.</p> <p>Translation in Vietnamese and Traditional Chinese may be provided if request is made at least 24 hours in advance and sufficient funding is available.</p>
<b>Targeted stakeholders and general public</b>	<p>All meetings are open to the general public. Neighborhood schools, churches, non-profits and community/business associations will be utilized as resources to galvanize attendance to the workshops. This effort is designed to generate a high level of community awareness and involvement in the districting process.</p>	
<b>Publicity</b>	<p>All main publications to be hand-distributed will be translated in Spanish and Filipino. All publications posted on the District Commission webpage will be translated in Spanish, Filipino, Traditional Chinese and Vietnamese.</p>	<p>All main publications to be hand-distributed will be made available on the City’s website which shall provide a <i>translation engine</i> such that the materials may be translated into Spanish, Filipino, Vietnamese and Traditional Chinese.</p>
<b>Publicity</b>	<p>All meeting notices will be published in English, Spanish, Filipino, Vietnamese and Traditional Chinese, and will include a statement in each language that requests for translation services for the meeting must be made at least 24 hours in advance.</p> <p>The draft and final map(s), with information about providing input, will be posted at community locations including City hall, libraries, recreation centers, schools, non-profit locations, and any other venue that agrees to post the information.</p>	

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	Depending on which option is adopted, to ensure high turnout, the following mediums will be utilized: City's March 2015 Trash Bill Insert, Newspaper Ads, Facebook, Twitter, Email Newsletters, etc.	
<b>Districting Access Centers (DAC)</b>	<p>A DAC will be centrally located at the Main Library with stations included at the South and Otay Ranch branches and, possibly, the Southwestern Community College Library. The hours of operation will coincide with hours of Libraries. General information/assistance will be provided by library staff during regular business hours. Technical assistance will be provided, as requested, by appointment (during the weeks that workshops are being conducted).</p> <p>To ensure demand, the DACs will be highly publicized during both phases.</p>	
<b>Messaging</b>	What "universal" message should we adopt to publicize the workshops and encourage participation of all targeted stakeholders and the general public?	