

Agenda

City of Visalia Measure N Oversight Committee

Don Sharp – Board of Realtors/Building Industry
Anil Chagan – Downtown Visalians/Property Owners
Vincent Salinas – Hispanic/Visalia Chamber
Rick Feder – Visalia Economic Development Council
David Winters – Citizens Advisory Committee

Janice Avila – Council appointee
Berkley Johnson – Council appointee
Erica Tootle – Council appointee
Brad Maaske – Council appointee

Also in attendance was Jeff Tilton with NDC, staff members from Radiant Valley Interpreting, City staff members Allison Mackey, Michelle Nicholson, Greg Mattis and City Attorney Alex Peltzer

Monday, August 23, 2021
7 p.m.

Visalia Convention Center
San Joaquin Room
303 E. Acequia Ave.
Visalia, CA 93291

1. Welcome and Public Comment.

This is a time set aside for the Committee to receive public comment on issues which are not already included on the agenda. Public comment regarding items on the agenda may be open to public comment prior to the committee's discussion of the agenda item and before any action is taken on the agenda item. Members ask that comments are kept brief and positive. In fairness to all who wish to speak, each speaker will be allowed three minutes. Please begin your comments by stating your name and the street you live on.

- Don Sharp welcomed those in attendance.
- City Staff member Allison Mackey noted that anyone who would like Spanish language translation could still receive the equipment from our interpreter in attendance and the meeting could take a few moments for anyone to be set-up.
- There was no public comment.

2. "City of Visalia Introduction to Redistricting" Presentation from Jeff Tilton, National Demographics Corporation

- PowerPoint presentation with accompanying narration provided by Jeff Tilton, in-person, attached.
- Vincent Salinas asked if the districts would remain as they are now, Jeff said that seldom the Census data is similar enough for districts to remain exactly the same.
- Berkley Johnson asked how the City of Visalia got the current districts and Brad Maaske answered, providing information on the City's previous process, with Vincent Salinas adding information.
- Brad Maaske and Vincent Salinas discussed population distribution and what the 2020 Census data could potentially show.
- Don Sharp noted that the law is really specific and briefly discussed the Fair Maps Act, noting that the City Council will vote to adopt a specific map.

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- It was noted that there is not a legal definition of communities of interest.
- Rick Feder noted that this was an important that the group provide feedback.
- Brad Maaske said that voters and non-voters/non-citizens are weighted the same by the Census.

3. Discussion on the City of Visalia Public Outreach Plan for City Council Redistricting 2021-2022

- City staff member Allison Mackey discussed the Public Outreach Plan and reviewed the different sections of the plan.
- The Oversight Board noted that NextDoor is a popular in Visalia and that we should use common tools recommended to us by NDC.
- They suggested that we stream future public hearings and it was noted that those will be streamed, as all City Council streams all meetings and our new system retains the video. They also suggested that we try to be guests on local podcasts, reach out to Visalia Unified School District and College of the Sequoias, connect with neighborhood watch groups and place information with local Chambers of Commerce.
- The Oversight Board further suggested we provide information to Neighborhood Church and local, faith-based organizations.
- They had no revisions or suggestions on the material presented in the plan as presented.

4. Future meetings and items for discussion.

- Brad Maaske said he would like to make more suggestions and that the Oversight Board should work on maps, review them and make recommendations to the City Council.
- There was no group consensus on Brad Maaske's comments, Vincent Salinas echoed that the Oversight Board should be more involved in the process than as an oversight committee.
- Don Sharp said that the group had too much knowledge and experience to just be "cheerleaders" for the process, that they were more valuable than just community ambassadors to share information the process and explain to community members the need for public feedback.
- Janice Avila said that she appreciated the City Council seeking the input and experience of the Oversight Board and that she felt they could be good ambassadors for sharing information on the process to the community.
- Several group members asked why the districts needed to be changed at all, and City Attorney Alex Peltzer provided an explainer on why and how the district lines will most likely be affected by the 2020 Census results and that other cities and government organizations were following the same, if not similar, processes.
- Brad Maaske said that he thinks the Oversight Board should be the City's official redistricting committee and be enabled to review maps, provide recommendations and choose a map. He asked how this could happen, to which City Attorney Alex Peltzer said that we would need to present that to the City Council.
- City staff member Allison Mackey asked if the group wanted to formally vote on seeking the distinction Brad Maaske was asking for and asked if there were any motions. There were none and no Oversight Board member provided a reply.
- City staff member Allison Mackey noted that the next public hearing would be on 9/20/21 during the City Council meeting. Several board members asked if they

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needed to be present at that meeting or at any of the upcoming hearings or workshops. Allison Mackey said that it was their decision, but that she felt it would be beneficial to the process and could help community members be aware of the process.

- City Staff member Allison Mackey asked the Oversight Board if there was a wish to schedule another meeting regarding the redistricting process or if there were any motions any member wanted to bring to the floor. There were none.

5. Good of the Order.

- City staff member Allison Mackey thanked the Oversight Board for attending and City Attorney Alex Peltzer said that City staff would be preparing an agenda item to take to the City Council asking for direction on designating any City Committee or Commission with further redistricting duties.

6. Adjourn.

- Meeting adjourned at 7:44 p.m.

Next meeting: None scheduled.

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City of Visalia

Introduction to Redistricting

August 23, 2021

Dr. Jeff Tilton, Senior Consultant
National Demographics Corporation

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Redistricting Process

Step	Description
Two Initial Hearings August 23 & September 20 7 p.m.	• Held prior to release of draft maps • Education and to solicit input on the communities in the Districts
Census Data Release Mid/Late August	• Census Bureau releases official 2020 Census population data
California Data Release Early October 2021	• California Statewide Database releases California's official 'prisoner-adjusted' 2020 redistricting data
Mapping Workshops	• Discuss communities of interest, neighborhoods; learn the mapping tools • October 13, 6 p.m. • October 23, 10 a.m.
Draft Map Hearing December 6, 2021 7 p.m.	• Discuss and revise the draft maps • Discuss the election sequence • Deadline to submit draft maps: November 22, 2021, 5 p.m. • Post draft maps by November 29, 2021, 5 p.m.
Draft Map Hearing January 10, 2022 7 p.m.	• Discuss and select final map • Discuss and determine election sequence • Deadline to submit draft maps: December 27, 2021, 5 p.m. • Post draft maps by January 3, 2022, 2022, 5 p.m.

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Redistricting Rules and Goals

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)

3. Other Traditional Redistricting Principles

- Minimize voters shifted to different election years
- Respect voters’ choices / continuity in office
- Future population growth
- Preserving the core of existing districts

Prohibited: “Shall not favor or discriminate against a political party.”



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Defining Neighborhoods

1st Question: What is your neighborhood?

2nd Question: What are its geographic boundaries?

Examples of physical features defining a neighborhood boundary:

- Natural neighborhood dividing lines, such as highway or major roads, rivers, canals and/or hills
- Areas around parks or schools
- Other neighborhood landmarks

In the absence of public testimony, planning records and other similar documents may provide definition.



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Beyond Neighborhoods: Defining Communities of Interest

1st Question: What defines your community?

- Geographic Area, plus
- Shared issue or characteristic
 - Shared social or economic interest
 - Impacted by city policies
- Tell us “your community’s story”

2nd Question: Would this community benefit from being “included within a single district for purposes of its effective and fair representation”?

- Or would it benefit more from having multiple representatives?

Definitions of Communities of Interest may not include relationships with political parties, incumbents, or political candidates.



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Possible Neighborhoods / Communities



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Public Mapping and Map Review Tools

- **Different tools for different purposes**
- **Different tools for different levels of technical skill and interest**
 - Simple “review draft maps” tool
 - Easy-to-use “Draw your neighborhood” tool
 - Paper- and Excel-based simple “Draw a draft map” tools
 - Powerful, data-rich “Draw a draft map” tool

Whether you use the powerful (but complicated) online mapping tool, Excel, the paper kit, or just draw on a napkin, we welcome your maps!



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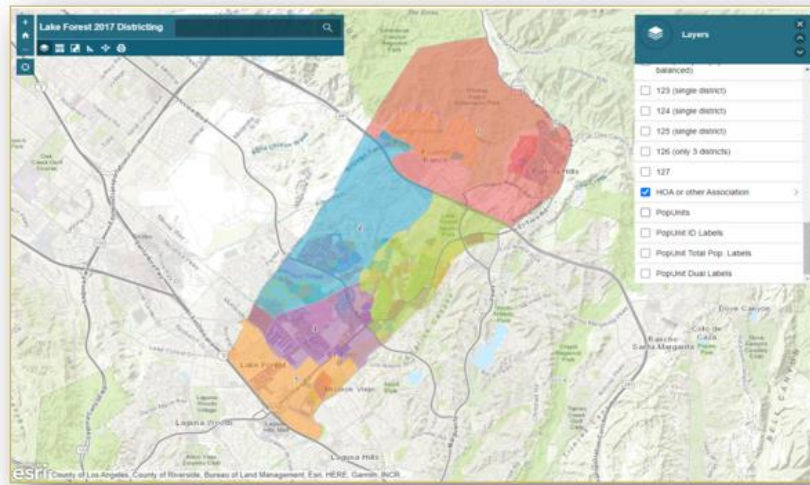
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Simple Map Review Tool

Online Interactive Review Map

- ESRI's "ArcGIS Online" – similar to Google Maps in ease of use
- Used to review, analyze and compare maps, not to create them
- Includes overlays of "community of interest" and other data



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Simple Map Drawing Tool

Paper “Public Participation Kit”

- For those without internet access or who prefer paper
- Total Population Counts only – no demographic numbers

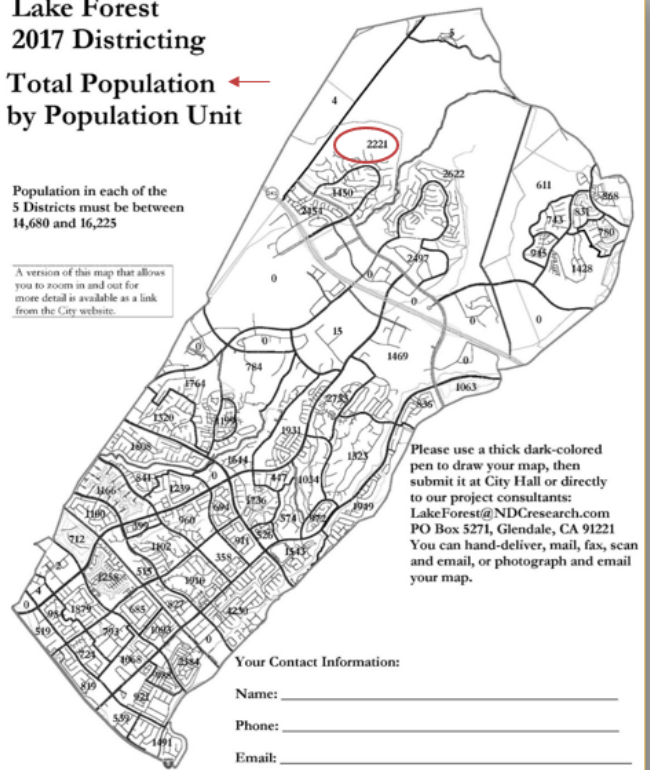


Lake Forest 2017 Districting

Total Population by Population Unit

Population in each of the
5 Districts must be between
14,680 and 16,225

A version of this map that allows
you to zoom in and out for
more detail is available as a link
from the City website.



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National Demographics Corporation, July 30, 2017

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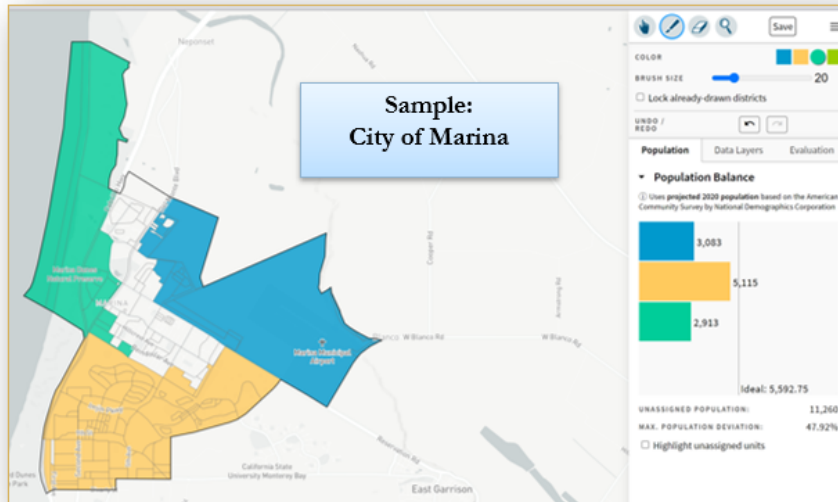
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DistrictR

“Draw Your Community of Interest” focus

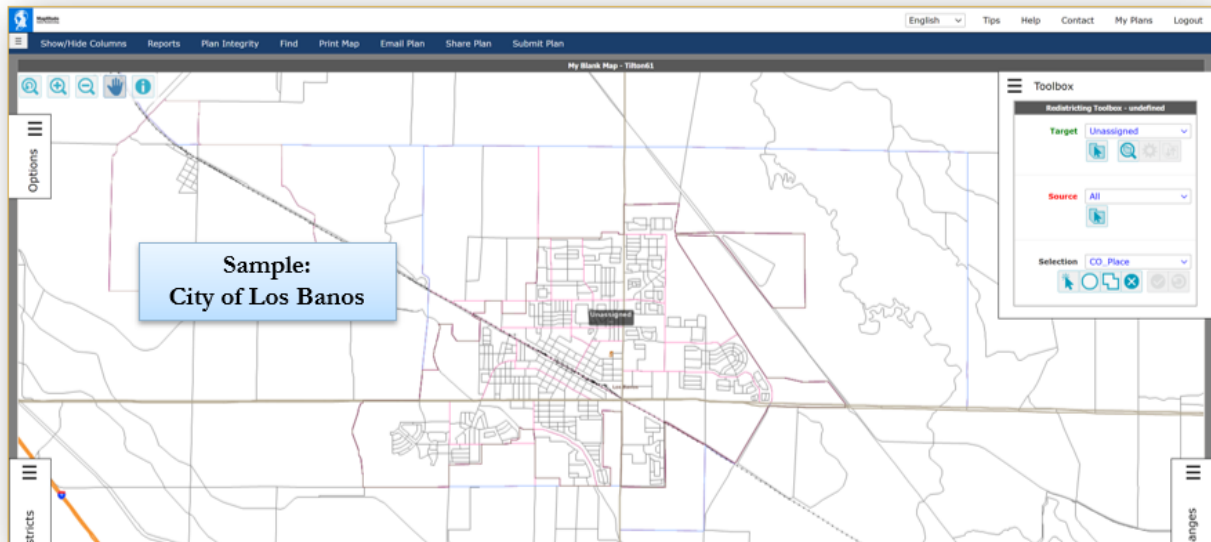
- **districtR.org**
- Also includes simple district-mapping tool; Only available in English
- Similar external options: [Representable.org](https://representable.org), [DrawMyCACommunity.org](https://drawmycacomunity.org)



Caliper's “Maptitude Online Redistricting”

Full Database, Powerful Online Mapping Tool

- Powerful, common, data-rich online tool
- Six language options: English, Spanish, Portuguese, Vietnamese, Mandarin and Korean



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Share Your Thoughts



Website: www.visalia.city/drawvisalia

Phone: 559.713.4535 | **Email:** CommunityFeedback@visalia.city



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Public Hearing & Discussion

- ❑ What is your neighborhood and what are its boundaries?
- ❑ What other notable areas are in the City, and what are their boundaries?
- ❑ Any questions about the mapping tools?

Council Discussion on:

- “neighborhoods”
- “communities of interest”



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Public Outreach Plan for City Council Redistricting 2021-2022

Section I: Overview

Communication Objectives

1. Educate the public on the redistricting process
2. Communicate the public hearings and public meeting schedule
3. Ask for the public's help in helping to plan and draw new City districts

Target Audience

1. Visalia Citizens
2. Community Groups and Influencers

Section II: Schedule

The redistricting process will include the following:

- Two Initial Hearings
 - August 23rd at 7 p.m. – City of Visalia Convention Center San Joaquin Room, 303 E. Acequia Ave. Visalia, CA
 - September 20th at 7 p.m. – City of Visalia Council Chambers, City Hall West, 707 W. Acequia, Visalia, CA
 - Held prior to release of draft maps
 - Education and to solicit input on the communities in the districts
- Census Data Release
 - Mid/Late August
 - Census bureau releases official 2020 Census population data
- California Data Release
 - Early October 2021
 - California Statewide Database releases California's official "prisoner-adjusted" 2020 redistricting data
- Mapping Workshops
 - October 13th at 6 p.m. – City of Visalia Whitendale Community Center, Main Room, 630 W. Beech Ave., Visalia, CA (To be confirmed)
 - October 23rd at 10 a.m. – City of Visalia Anthony Community Center, Main Room, 345 N. Jacob St., Visalia, CA (To be confirmed)
- Deadline to Submit Draft Maps
 - November 22, 2021 at 5 p.m.
- Deadline to Post Draft Maps
 - November 29, 2021 at 5 p.m.
- Draft Map Hearing
 - December 6, 2021 at 7 p.m. – City of Visalia Council Chambers, City Hall West, 707 W. Acequia Ave., Visalia, CA
 - Discuss and revise the draft maps
 - Discuss the election sequence
- Deadline to Submit Draft Maps
 - December 27, 2021 at 5 p.m.
- Deadline to Post Draft Maps
 - January 3, 2022 at 5 p.m.

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- Draft Map Hearing
 - January 10, 2022 at 7 p.m. – City of Visalia Council Chambers, City Hall West, 707 W. Acequia Ave., Visalia, CA
 - Discuss and select final map
 - Discuss and determine election sequence
- Deadline to Adopt Map
 - April 17, 2022

Section III: Actions

The communication channels and messaging that will facilitate spreading the message once the locations of the public outreach meetings are determined.

Medium	Agency	Cost
City Website	City of Visalia	Free
Press Releases	City of Visalia	Free
City Utility Bill Message	City of Visalia (Finance)	Free
Print/Hard Copy Fliers	City of Visalia	TBD
Inside City Hall Newsletter	City of Visalia (Admin)	Free
Live & Play Activity Guide	City of Visalia (Recreation)	TBD
Social Media	Facebook	Free
Social Media	LinkedIn	Free
Social Media	Twitter	Free
Social Media	Instagram	Free
Presentations	City of Visalia/Community	Free
Radio PSAs	Momentum, Campesina	Free
Print Public Notices	VTD/Vida en el Valle	TBD
Local Chambers	Visalia Chamber of Commerce & Tulare Kings Hispanic Chamber of Commerce	Free
Community Group Messaging	Varied	Free

- City Website
 - Section titled “Redistricting” has been created under “City Government”.
 - Child pages will include Schedule, Draft Maps, Draw A Map, FAQ and Resources.
 - Information shared from the City of Tulare will be utilized and personalized for City use with pertinent Visalia information.
 - QuickLink for easy access is www.visalia.city/drawvisalia.
 - Of note, other jurisdictions are using a third-party website and the domain www.drawcityname.org. To prevent a fake website being built with incorrect information, I have purchased (with IS blessing and assistance) www.drawvisalia.org and www.drawvisalia.com.
 - Information will also be shared under the News section and all public hearings/meetings will be noted on the Calendar
 - While not connected to the City website, the employee Intranet will be utilized to host updates on the redistricting process and the dates of public hearings and meetings.
 - Cost: Free, will be housed under existing section on website.
- Press Releases

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- Draft and release press releases that outline the redistricting process and note the public hearings and outreach meetings.
 - Schedule of Releases:
 - Press Release #1 – City Announces Redistricting Process
 - Release Date: TBD
 - English and Spanish
 - Press Release #2 – City of Visalia Hosts Public Hearing on Redistricting
 - Release Date: TBD or 9/9/21
 - Press Release – City of Visalia Hosts Redistricting Workshops
 - Release Date: TBD or 9/20/21
 - Press Release – City of Visalia to Host Redistricting Draft Map Hearing
 - Release Date: TBD or 11/22/21
 - Send these releases to local media, including (but not limited to) the Visalia Times-Delta, Fresno Bee, Vida en el Valle, Sun-Gazette, Valley Voice, KMJ, KTIP, Momentum Broadcasting, La Campesina, La Buena, La Preciosa, and others.
 - Press releases will also be utilized as News items under “News” on the City website and then shared on City social media channels.
 - News articles will appear on the City homepage and in the Media Slideshow on the front page of the website
 - Cost: Free
- City Utility Bill Message
 - Work with City Finance/Public Works Department to include meeting notices, pertinent updates on the process and map information via the text/message section on print City of Visalia utility bills.
 - Schedule of Information:
 - Will work with Finance/Public Works on this
 - Cost: Free
 - Print/Hard Copy Materials
 - Create full (8.5 x 11”) and half size print/hard copy fliers with meeting information and website.
 - Have these print materials on hand at City of Visalia office locations with public lobbies and material display areas.
 - Also provide to Departments:
 - Public Works to hand out at Dump On Us
 - Recreation to staple to registration receipts and put in Senior Center to go lunches
 - These will include:
 - General flier with meeting/workshop dates
 - This will be English one side, Spanish the other
 - Schedule: TBD
 - Cost: TBD, will be minimal.
 - Car Cards in Transit Buses
 - Schedule: TBD
 - Cost: TBD, will check with Transit staff

- Inside City Hall Newsletter

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- Utilize the weekly enewsletter to include announcement on public hearings and outreach meeting schedule, details on how to be involved and general reminders.
- Schedule:
 - TBD
 - Will include a Redistricting item each time a press release is sent
- Live & Play Activity Guide
 - Place advertisement (if allowable by date/print schedule, confirming) in the City of Visalia Community Services Live & Play activity guide.
 - A fall Live & Play is in the planning stages, more details on availability of using this as an avenue for advertising is coming from Recreation Division staff.
 - Schedule:
 - TBD, obtaining information from Recreation staff if this is possible
- Social Media
 - Facebook
 - Use the City's main Facebook page for distribution of public hearing and meeting information, as well as general redistricting details.
 - Enlist help of the other City Facebook pages, including Police Department, Transit, Community Services and Animal Care Center.
 - Utilize the Events feature and share media coverage and applicable posts from community groups.
 - Twitter
 - Use the City's main Twitter page for distribution of public hearing and meeting information, as well as general redistricting details.
 - Enlist help of the other City Facebook pages, including Police Department, Transit, Community Services and Fire Department.
 - Utilize appropriate hashtags in addition to #DrawVisalia and RT media coverage and applicable community tweets.
 - Instagram
 - Use the City's main Instagram account for distribution of public hearing and meeting information, as well as general redistricting details.
 - Enlist help of the other City Instagram accounts, including Police Department, Transit, Community Services and Animal Care Center.
 - Utilize appropriate hashtags in addition to #DrawVisalia.
 - LinkedIn
 - Use the City's main LinkedIn account for distribution of public hearing and meeting information, as well as general redistricting details.
 - Schedule:
 - Schedule of posts is TBD at this time
 - Posts will coincide with press releases, News announcements, Inside City Hall inclusion and will also have general reminders
- Presentations
 - Provide the presentation by NDC at the public hearings and outreach meetings.
 - Schedule:
 - See Section II: Schedule
 - Provide brief breakdown on redistricting to each City Committee and Commission
 - Schedule:

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- TBD
 - Will work with staff Committee and Commission reps to be added to an upcoming agenda
- Make presentation provided to Measure N group and City Council available on the City website.
- Reach out to community groups and service clubs to gauge interest on receiving a presentation on the process.
- Radio PSAs
 - Draft redistricting specific PSAs and provide to Visalia based radio stations.
 - Connect with those seeking guests for community affairs programming.
 - Continue to send press release to all radio stations, making sure the on-air talent who is responsible for community news/events is notified and when applicable, tag or tweet their social media handles.
 - Schedule:
 - TBD
- Print Public Notices
 - Run Public Notices for each of the six meetings (public hearings and outreach meetings) in the Visalia Times-Delta and Vida en el Valle newspaper.
 - Schedule:
 - Public Notice #1
 - Fresno Bee on 8/12/21 in Legal Notices
 - Visalia Times Delta on 8/13/21 in Legal Notices
 - Public Notice #2
 - Visalia Times Delta no later than 9/10/21 in Legal Notices
 - Public Notice #3
 - Visalia Times Delta no later than 11/26/21
 - Public Notice #4
 - Visalia Times Delta no later than 1/1/22
- Local Chambers
 - Visalia Chamber Newsletter
 - The City has a standing monthly column in the Visalia Chamber of Commerce newsletter, we can use one of the monthly columns to outline the redistricting process and provide details on how to participate.
 - Schedule:
 - Submitted general information via column for September 2021
 - Tulare/Kings Hispanic Chamber of Commerce
 - Connect and ask if they can support with messaging
- Community Group Messaging
 - Connect with key team members at local community groups and organizations and ask them to share the public hearing and meeting schedule and information with their groups, contacts and through their social media networks.
 - Also connect with local podcasts and ask if they'd be willing to host brief interviews on the process

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- Community groups would include, but not be limited to, the Tulare/Kings Hispanic Chamber of Commerce, service clubs, League of Women Voters of Tulare County, Tulare Workforce Investment Board, Visalia Chamber of Commerce Young Professionals, Leadership Visalia, and more.
- Local organizations/businesses would include, but not be limited to, Kaweah Health, Visalia Unified School District, College of the Sequoias, Brandman University, Fresno Pacific, Visalia Farmers Market, AYSO, community billboards (coffee shops, restaurants, etc.) and more.
- Schedule:
 - TBD

Section III: Messaging

- The Process
 - Every 10 years, local governments use new data from the Census to redraw their district lines to reflect how local populations have changed.
 - State law requires cities and counties to engage communities in the redistricting process by holding Public Hearings and doing public outreach, including to underrepresented and non-English-speaking communities.
 - The City of Visalia is asking for your help to plan and draw new City districts.
 - The finalized maps that you will help us create will define the City of Visalia district borders, and these new districts will impact how you elect your council members for the next 10 years.
 - Our primary goal when developing election districts is to draw lines that respect neighborhoods, history and geographical elements.
 - We want to know: What do you consider the boundaries of your neighborhood?
- How to Participate
 - We need your help Visalia!
 - Share your specific thoughts, draw a map, or attend an upcoming workshop to get involved.
 - Submit written testimony about the process or a specific map to communityfeedback@visalia.city.
 - See the calendar of workshops and public hearings at which you can speak about the process or a specific map.
 - Get information on drawing and submitting maps.
 - At the hearings and workshops, we want you to:
 - Share your story
 - Define your neighborhood or community of interest
 - Explain why redistricting is relevant to your community
 - Get the tools you need to draw a map of one district or of all the districts
 - Share your opinions of the draft maps
 - Talk to your neighbors and local organizations
- FAQs
 - Sample FAQs available from the California Secretary of State website at <https://www.sos.ca.gov/elections/helpful-resources/redistricting> and from the City of Tulare website

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