



CITY OF SANTA BARBARA

INDEPENDENT REDISTRICTING COMMISSION

AGENDA REPORT

AGENDA DATE: July 28, 2021

TO: Honorable Chairperson and Members of the Commission

FROM: City Attorney's Office

SUBJECT: Report on Draft Civic Engagement Plan

RECOMMENDATION:

Receive report and provide direction to staff on the Draft Civic Engagement Plan.

DISCUSSION:

Staff have developed a draft civic engagement plan composed of a public hearings timeline and public outreach methods. The IRC should provide feedback and propose questions to better develop the civic engagement plan.

Public Hearings Requirements

Before a final redistricting map may be adopted, there must be at least four public hearings where the public is invited to provide feedback. (Elec. Code, § 21627.1(a).) Before a draft redistricting map is drawn, at least one public hearing must have been held. (Elec. Code, § 21627.1(a)(1).) The city council may have city staff or a consultant conduct one or more public workshops in lieu of holding the pre-drafting hearing ("the public hearings required by paragraph (1) of subdivision (a));" (Elec. Code, § 21627.1(e).) After a draft redistricting map is drawn, at least two public hearings must be held. (Elec. Code, § 21627.1(a)(2).) Further, at least one public hearing or public workshop must take place on a Saturday, on a Sunday, or after 6 p.m. on a weekday Monday through Friday. (Elec. Code, § 21627.1(b).)

Public Hearings Timeline

Staff propose a total of eight public hearings during the redistricting process. The City will provide notice for each hearing under Elections Code Section 21628(c) & (d). The City will

also provide published notice in newspapers and on the redistricting webpage per Government Code Section 6062. The first hearing will be held in-person. The next seven hearings may be virtual, in-person, or both.

The proposed timeline is as follows:

- Introduction Hearing; Monday, September 13: The purpose of this meeting will be to introduce the IRC to the community; and explain the redistricting process and timeline. [In-person public hearing; evening meeting]
- Criteria & Technical Training Hearing; Wednesday, October 20: The purpose of this meeting will be to introduce the mapping tools; provide technical training on online mapping tool; discuss other methods for providing input; and present the redistricting criteria.
- District 1 Hearing; Saturday, January 8
- District 2 Hearing; Thursday, January 20
- District 3 Hearing; Saturday, February 12
- District 4 Hearing; Thursday, March 3
- District 5 Hearing; Saturday, March 12
- District 6 Hearing; Wednesday, March 16
- IRC Meeting and Adoption Hearing; Wednesday, March 30: The purpose of this IRC meeting is to deliberate on and adopt the redistricting map.
- City Council Adoption Hearing; Tuesday, April 12: The purpose of this hearing is for the City Council to approve the redistricting map before Sunday, April 17, 2022.

Public Outreach

The City's public outreach plan consists of translation services, childcare services, venue plans, media services, webpage updates, and "on the ground" outreach. The City's General Fund overhead will cover a variety of the costs. Thus, the total cost estimate for eight public hearings is conservatively estimated at \$8,050.

The draft public outreach plan includes the following:

- Translation Services: Spanish and American Sign Language translation at every meeting, for a minimum of three hours.
- Childcare Services: Livescan fingerprinting-verified individuals; and childcare supplies.
- Venue Plans: Venue rental; snacks and water; AV equipment; office supplies; printing of exhibits; etc.
- Media Services: Media publications and noticing; outreach to civil society organizations; social media outreach; radio advertising; Spanish TV advertising; and City TV advertising.
- Webpage Updates: Periodic updates of the redistricting process on the redistricting webpage for public awareness and accessibility.
- “On the ground” Outreach: Bilingual flyers posted in a variety of public and frequently visited locations (e.g., libraries, laundromats); and “sandwich boards” posted around the community.

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