



AGENDA

September 27, 2021

ROSEVILLE INDEPENDENT REDISTRICTING COMMISSION

6:00 p.m.

Council Chambers
311 Vernon Street
Roseville, California

The meeting may be viewed on Comcast channel 14, Consolidated Communications channel 73, and AT&T U-Verse. Meetings are also streamed live on the City's website at roseville.ca.us/watch and roseville.ca.us/agenda, and the City's YouTube channel at youtube.com/CityofRosevilleCa.

THE CITY OF ROSEVILLE WELCOMES YOUR PARTICIPATION

If an agenda item is open to public comment, such public comment shall be addressed to the chair of the meeting.

Public Comment - Speakers have three minutes under Public Comment to speak on issues that are not listed on the agenda and are within the City's jurisdiction. The Brown Act does not permit any action or discussion on items not listed on the agenda.

Agenda Items - Speakers have five minutes to address items that are listed on the agenda.

Americans with Disabilities Act - Notify the City Clerk or Secretary at least 72 hours in advance if special assistance is required to participate in a meeting including the need of auxiliary aids or services.

Audio/Visual Presentations - If making a presentation regarding an agenda item, audio/visual materials must be submitted to the City Clerk or Secretary at least 72 hours in advance.

Roseville City Clerk 311 Vernon Street, Roseville, CA 916-774-5200 TDD 916-774-5220

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. PLEDGE OF ALLEGIANCE**
- 4. PUBLIC COMMENTS**
- 5. MINUTES**

5.1. Minutes of Previous Meetings

Memo from Assistant City Clerk Helen Dreyer and City Clerk Sonia Orozco recommending the Independent Redistricting Commission approve the minutes of the July 26, 2021 meeting.

CONTACT: Helen Dreyer 916-774-5356 hdreyer@roseville.ca.us
Sonia Orozco 916-774-5269 sorozco@roseville.ca.us

6. REPORTS/PRESENTATIONS

6.1. Independent Redistricting Commission Training - The Commissioner Role

Commissioner training will be presented by Redistricting Partners representative Connie Malloy who served on the 2010-2020 California Citizens Redistricting Commission, Cynthia Dai who served on the 2010-2020 California Citizens Redistricting Commission, and Carlos Marquez who served as a San Diego Redistricting Commissioner from 2011-2012.

CONTACT: Helen Dreyer 916-774-5356 hdreyer@roseville.ca.us
Sonia Orozco 916-774-5269 sorozco@roseville.ca.us
Joe Mandell 916-774-5325 jmandell@roseville.ca.us

6.2. Independent Redistricting Commission Training - Redistricting 101

Commissioner training will be presented by Redistricting Partners owner Paul Mitchell on Redistricting 101. The presentation will cover a range of topics to provide background on the redistricting process, census data, and the City of Roseville's timeline.

CONTACT: Helen Dreyer 916-774-5356 hdreyer@roseville.ca.us
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Joe Mandell 916-774-5325 jmandell@roseville.ca.us

6.3. Preliminary Data - Current Districts 2020 Legacy File

Memo from Assistant City Clerk Helen Dreyer, Senior Deputy City Attorney Joe Mandell, and City Clerk Sonia Orozco providing the Independent Redistricting Commission (IRC) an informational report on the City of Roseville current districts completed by Redistricting Partners depicting the 2020 Census data (Legacy File). The information is not the final data, as the city and contractors are awaiting prison population adjustments from the Statewide database.

CONTACT: Helen Dreyer 916-774-5356 hdreyer@roseville.ca.us
Sonia Orozco 916-774-5269 sorozco@roseville.ca.us
Joe Mandell 916-774-5325 jmandell@roseville.ca.us

6.4. Roseville Redistricting Commission - Meeting Schedule and Pertinent Dates

Memo from Assistant City Clerk Helen Dreyer, Senior Deputy City Attorney Joe Mandell, and City Clerk Sonia Orozco providing the Independent Redistricting Commission (IRC) an informational report on the meeting schedule and

pertinent dates for the redistricting process.

CONTACT: Helen Dreyer 916-774-5356 hdreyer@roseville.ca.us
Sonia Orozco 916-774-5269 sorozco@roseville.ca.us
Joe Mandell 916-774-5325 jmandell@roseville.ca.us

6.5. City of Roseville Redistricting - Community Engagement Plan

Memo from Assistant City Clerk Helen Dreyer, Senior Deputy City Attorney Joe Mandell, and City Clerk Sonia Orozco providing the Independent Redistricting Commission (IRC) an informational report on the City of Roseville Redistricting Community Engagement Plan.

CONTACT: Helen Dreyer 916-774-5356 hdreyer@roseville.ca.us
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Joe Mandell 916-774-5325 jmandell@roseville.ca.us

7. ADJOURNMENT



ROSEVILLE INDEPENDENT REDISTRICTING COMMUNICATION

Title: Minutes of Previous Meetings
Helen Dreyer 916-774-5356 hdreyer@roseville.ca.us
Contact: Sonia Orozco 916-774-5269 sorozco@roseville.ca.us

Meeting Date: 9/27/2021
Item #: 5.1.

RECOMMENDATION

Recommend the Independent Redistricting Commission approve the minutes of the July 26, 2021 meeting.

BACKGROUND

There is no background associated with this item. The request is to approve the minutes of previous meetings.

Respectfully Submitted,

Helen Dreyer, Assistant City Clerk

Sonia Orozco, City Clerk

ATTACHMENTS:

Description

July 26, 2021 Independent Redistricting Commission Minutes



MINUTES
July 26, 2021

**ROSEVILLE INDEPENDENT
REDISTRICTING COMMISSION**

6:00 p.m.

Council Chambers

311 Vernon Street

Roseville, California

www.roseville.ca.us/CORTV

The meeting may be viewed on Comcast channel 14, Consolidated Communications channel 73, and AT&T U-Verse. City Council meetings are also video streamed live and are available on the City's website and YouTube channel.

Members of the public may offer public comment by phone:

Dial in Phone Number: 916-774-5353

If you need a disability-related modification or accommodation to participate in this meeting, please contact Voice: 916-774-5200, TDD: 916-774-5220. Requests must be made as early as possible.

1. CALL TO ORDER

Chair Paul Frank called the meeting to order at 6:00 p.m.

2. ROLL CALL

Commission members present: Borowiak, Cuthbertson, Frank, Griffith, Ludwig, McPhail, Waggoner, Waldrop, Willoughby

Commission members absent: O'Keefe, Sweeney

Alternates present: Dohner, Kuehn, Slaughter

Alternates absent: Krafka

3. PLEDGE OF ALLEGIANCE

Vice Chair Renee Borowiak led the Pledge of Allegiance.

4. PUBLIC COMMENTS

No public comment received.

5. MINUTES

5.1. Minutes of Previous Meetings

Memo from Assistant City Clerk Helen Dreyer and City Clerk Sonia Orozco recommending the Independent Redistricting Commission approve the minutes of the June 28, 2021 meeting.

CONTACT: Helen Dreyer 916-774-5356 hdreyer@roseville.ca.us
Sonia Orozco 916-774-5269 sorozco@roseville.ca.us

No public comment received.

Motion by Bryan Ludwig, seconded by Jefferson Willoughby, to approve the minutes of the June 28, 2021 Independent Redistricting Commission meeting. The Motion Passed.

Roll call vote: Ayes: Borowiak, Cuthbertson, Frank, Griffith, Ludwig, McPhail, Waggoner, Waldrop, Willoughby

Absent: O'Keefe, Sweeney

6. REPORTS/PRESENTATIONS

6.1. Revised Scope of Work - FLO Analytics

Memo from Senior Deputy City Attorney Joe Mandell providing the Independent Redistricting Commission (IRC) an informational report on the revised scope of work for demography and mapping services from FLO Analytics. Item is for information only and requires no action by the IRC.

CONTACT: Joe Mandell 916-774-5325 jmandell@roseville.ca.us

Senior Deputy City Attorney Joe Mandell made the presentation to the Commission.

No public comment received.

For information only. No action required.

6.2. Commissioner Training - Brown Act, Public Records Request, and Conflict of Interest

CONTACT: Joe Mandell 916-774-5325 jmandell@roseville.ca.us

Senior Deputy City Attorney Joe Mandell made the presentation to the Commission.

No public comment received.

For information only. No action required.

7. ADJOURNMENT

Motion by Mary Griffith, seconded by Renee Borowiak, to adjourn the meeting at 6:56 p.m.

Vote: All ayes



ROSEVILLE INDEPENDENT REDISTRICTING COMMUNICATION

Title: Independent Redistricting Commission Training - The Commissioner Role
Helen Dreyer 916-774-5356 hdreyer@roseville.ca.us
Sonia Orozco 916-774-5269 sorozco@roseville.ca.us
Contact: Joe Mandell 916-774-5325 jmandell@roseville.ca.us

Meeting Date: 9/27/2021
Item #: 6.1.

RECOMMENDATION

Commissioner training will be presented by Redistricting Partners representative Connie Malloy who served on the 2010-2020 California Citizens Redistricting Commission, Cynthia Dai who served on the 2010-2020 California Citizens Redistricting Commission, and Carlos Marquez who served as a San Diego Redistricting Commissioner from 2011-2012.

BACKGROUND

Item is for information only. No action is required by the IRC.

Respectfully Submitted,

Helen Dreyer, Assistant City Clerk

Sonia Orozco, City Clerk

ATTACHMENTS:

Description

PowerPoint - Training - The Commissioner Role



The Commissioner Role

September 27, 2021

The Commissioner Role



Connie Malloy – 2010-2020 California Citizens Redistricting Commission member.



Cynthia Dai – 2010-2020 California Citizens Redistricting Commission member.



Carlos Marquez - 2011-2012 San Diego Redistricting Commissioner.



California Redistricting Commission

Connie Malloy and **Cynthia Dai** were members of the inaugural California Citizens Redistricting Commission.



The California Commission was groundbreaking – for the first time in the state’s history, district lines would be drawn without a focus on incumbency or political party by an independent body.

As fourteen people - 5 Republicans, 5 Democrats, and 4 Independents - their backgrounds varied, but none had redistricting experience.

San Diego Redistricting Commission



Carlos Marquez was a member of the independent San Diego Redistricting Commission – redrawing the council lines in 2011, and adding a new seat.

The Commission had a **long history** as one of the first municipal independent redistricting commissions.

The city grew significantly from 2001-2011, making redistricting more complex with an increasingly diverse population.



California Redistricting Commission

Your local commission has the added pressure of needing to conduct redistricting in a COVID era, learning and developing new best practices.



The Commissioner Role



This is your chance to hear first-hand from other redistricting commissioners who were in your shoes ten years ago, sitting on their first commission, and learning about the process.



ROSEVILLE INDEPENDENT REDISTRICTING COMMUNICATION

Title: Independent Redistricting Commission Training - Redistricting 101
Helen Dreyer 916-774-5356 hdreyer@roseville.ca.us
Sonia Orozco 916-774-5269 sorozco@roseville.ca.us
Contact: Joe Mandell 916-774-5325 jmandell@roseville.ca.us

Meeting Date: 9/27/2021
Item #: 6.2.

RECOMMENDATION

Commissioner training will be presented by Redistricting Partners owner Paul Mitchell on Redistricting 101. The presentation will cover a range of topics to provide background on the redistricting process, census data, and the City of Roseville's timeline.

BACKGROUND

Item is for information only. No action is required by the IRC.

Respectfully Submitted,

Helen Dreyer, Assistant City Clerk

Sonia Orozco, City Clerk

ATTACHMENTS:

Description

PowerPoint - Redistricting 101

City of Roseville



Redistricting 101
September 27th, 2021

Overview

This presentation will cover a range of topics to provide background on the redistricting process, census data, and our timeline.

- The Processes under the Fair Maps Act
- What is Redistricting?
- State and Federal Voting Rights Act
- What is Gerrymandering
- Traditional Redistricting Principles
- Census Data
- Timeline
- Current District Demographics

Overview

This presentation will cover a range of topics to provide background on the redistricting process, census data, and our timeline.

- **The Processes under the Fair Maps Act**
- What is Redistricting?
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The Redistricting Process

Under the Fair Maps Act

The City of Roseville is required to hold at least four hearings under the Fair Maps Act (FMA).

- One to two pre-map hearings to collect community of interest testimony
- Two map hearings to discuss proposed maps, the second hearing can be the final if now changes are made to the maps presented
- An optional final hearing to pass the final map

Overview

This presentation will cover a range of topics to provide background on the redistricting process, census data, and our timeline.

- The Processes under the Fair Maps Act
- **What is Redistricting?**
- State and Federal Voting Rights Act
- What is Gerrymandering
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What is Redistricting?

Redistricting is at its core the act of equalizing population among districts.

This is important in order to meet two requirements - one constitutional, one from Supreme Court precedent:

- *Equal Representation (14th Amendment)* - how effective any resident can be at advocating for themselves or being represented within a jurisdiction.
- *One Person One Vote* - equal ability to elect a candidate of choice.

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What is the Voting Rights Act?

The Voting Rights Act is federal Law that seeks to remedy racial disenfranchisement. It has two sections impacting redistricting:

Section 2 – Majority Minority Districts

Section 5 – Preclearance (inactive)

The California Voting Rights Act prohibits the use of At Large Election Systems in local government if there is Racially Polarized Voting. *Does not impact Roseville.*

What is the Voting Rights Act?

The Voting Rights Act Section 2 is enforced when a jurisdiction meets certain preconditions:

- 1) A minority group must be sufficiently large and geographically compact to comprise a majority of the district;
- 2) The minority group must be politically cohesive (it must demonstrate a pattern of voting for the same candidates, also known as “bloc voting”); and,
- 3) A majority of voters vote sufficiently as a bloc usually to defeat the minority group’s preferred candidate.

What is the Voting Rights Act?

Determining Section 2 obligation requires legal counsel and sometimes a racially polarized voting analysis.

- Does the minority population qualify under Section 2?
- Is the proposed district a sufficient remedy – is it an “effective” majority minority district?
- Is there a claim for a coalition district?
- *Without Section 2, a community of interest can still be supported but race cannot be a predominant factor in drawing lines.*

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What is Gerrymandering

The Gerrymander

The term Gerrymander came from a cartoon depicting a rather serpentine looking district created by Governor Elbridge Gerry in Massachusetts.

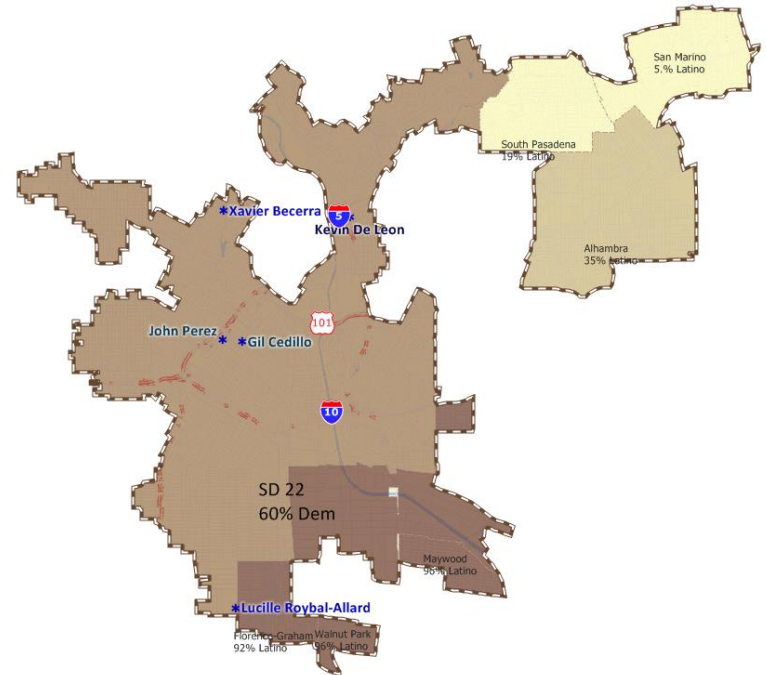


What is Gerrymandering

The Gerrymander

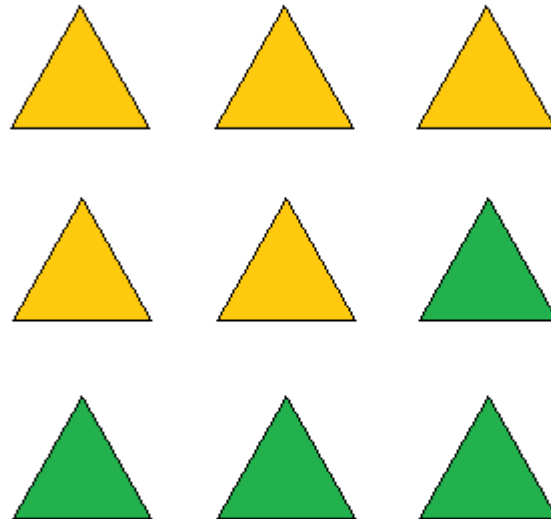
There are more recent examples of gerrymandering, even in California.

This 2001 Senate District is a great example.



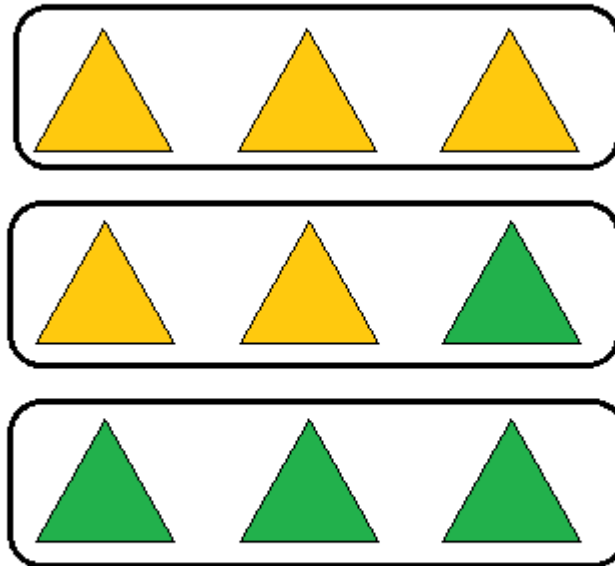
What is Gerrymandering

How does gerrymandering work?



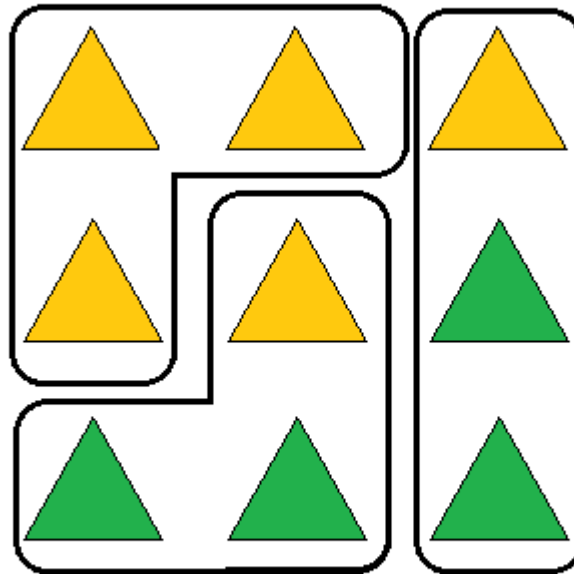
What is Gerrymandering

How does gerrymandering work?



What is Gerrymandering

How does gerrymandering work?



What is Gerrymandering

Types of Gerrymanders

The two primary types of gerrymanders are Partisan and Racial, but there are more.

Partisan Gerrymandering – current Supreme Court has determined these *non-justiciable* but some state and local laws have stepped in to ban them.

Racial Gerrymandering – courts have repeatedly found these to be unlawful.

Incumbent Gerrymandering – common in any redistricting conducted by the agency itself.

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- **Traditional Redistricting Principles**
- Census Data
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Traditional Redistricting Principles

Preventing a Districting from becoming a Gerrymander

There are a number of criteria that have been used nationally and upheld by courts.

- Relatively equal size - people, not citizens
- Contiguous – districts should not hop/jump
- Maintain “*communities of interest*”
- Follow city and census designated place boundaries
- Keep districts compact – appearance/function

Traditional Redistricting Principles

Preventing a Districting from becoming a Gerrymander

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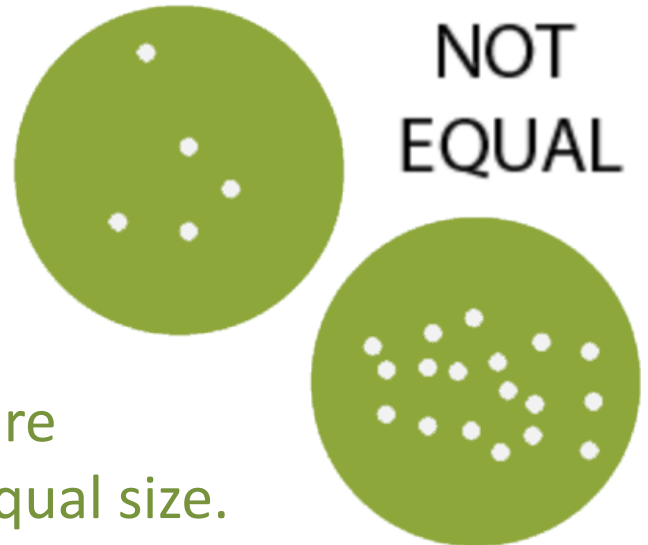
- **Relatively equal size - people, not citizens**
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Equal Population

Utilizing the U.S. Census Decennial File

What is “equal” population has been a key subject in redistricting litigation.

- Population Equality is based on “People” not citizens or voters or other metrics.
- The metric used is called “deviation” which is a measure of how close a district is to equal size.

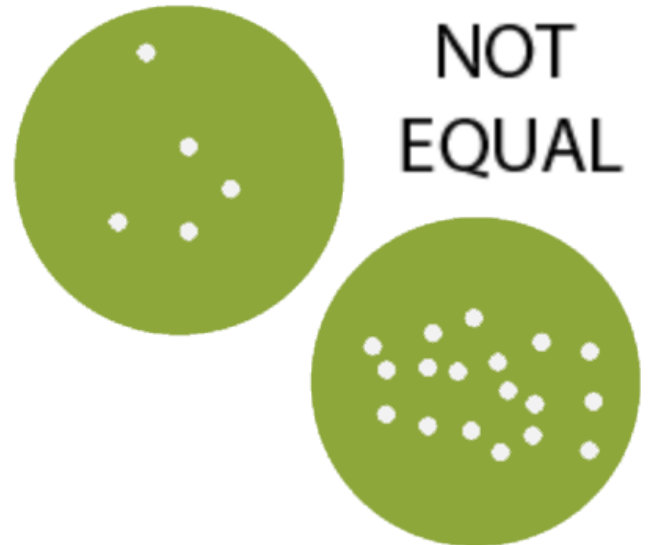


Equal Population

Utilizing the U.S. Census Decennial File

What is “equal” population has been a key subject in redistricting litigation.

- Congress: 1 Person
- Local Govt: 10%
- Legislative/others: 1%-5% or other more restrictive by choice.

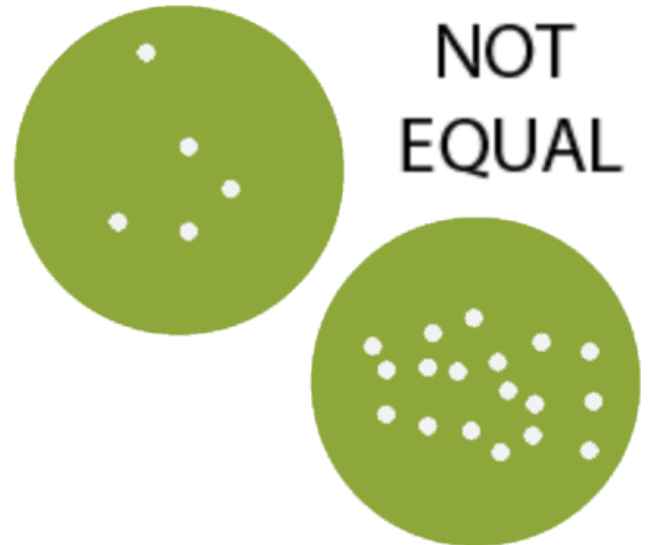


Equal Population

Utilizing the U.S. Census Decennial File

What is “equal” population has been a key subject in redistricting litigation.

- Equality is Required
- *Strict adherence to a numeric goal for equality beyond what is required is not necessarily better.*



Traditional Redistricting Principles

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Contiguity

Two definitions for what is contiguous

Contiguity should be thought of as “literal” and “functional.”

- An area that is one whole piece is “literally contiguous.”
- An area that represents how the population functions or how people are connected is “functionally contiguous.”



Traditional Redistricting Principles

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- Keep districts compact – appearance/function

Communities of Interest

Bringing like people together for representation

A community of interest includes ethnic and language minorities and other groups as discussed.

- Many more, including:
 - Senior Citizens or Students
 - Downtown / Urban
 - Rural or Agricultural
 - Homeowners or Renters
 - Wilderness – Urban Interface

Communities of Interest

Bringing like people together for representation

What are you looking for in trying to judge the applicability of a Community of Interest to the redistricting process?

- Group with shared culture / characteristics
- Geographic Nature / Density / Ability to be mapped
- Relationship to Agency / Policies

Traditional Redistricting Principles

Preventing a Districting from becoming a Gerrymander

There are a number of criteria that have been used nationally and upheld by courts.

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- **Follow city and census designated place boundaries**
- Keep districts compact – appearance/function

Protecting Cities & Census Designated Places

Bringing like people together for representation

FAIR MAPS Act:

To the extent practicable, the geographic integrity of a city or census designated place shall be respected in a manner that minimizes its division.

Traditional Redistricting Principles

Preventing a Districting from becoming a Gerrymander

There are a number of criteria that have been used nationally and upheld by courts.

- Relatively equal size - people, not citizens
- Contiguous – districts should not hop/jump
- Maintain “*communities of interest*”
- Follow city and census designated place boundaries
- **Keep districts compact – appearance/function**

Compactness

Determining what is “compact”

The measure of compactness can get complicated.

- Ratio of the circumference of a district and the area of a district.
- Measuring the number of distinct straight lines and the number of kinks and bends.
- Simply outlawing funny shapes.

NOT
COMPACT



Compactness

Determining what is “compact”

California has a rather elegant/simple definition.

- Not bypassing nearby populated areas in favor of more distant populated areas

Additional Redistricting Rules

Criteria required in the City of Roseville Beyond Traditional Principles

The FAIR MAPS Act adds more criteria to the process.

- Not consider Incumbents / Candidates.
- Not draw districts to advantage or disadvantage a political party.
- Hold minimum set of hearings, encourage public engagement.
- Posting of all redistricting commission information on a website that is maintained *for the next 10 years*.

Completion of Redistricting

Late Census is complicating process

The current deadline for final passage of plans is December 15th as set forth in the FAIR MAPS Act.

- This deadline set by the Legislature may change.
- Need to proceed under the assumption that this deadline will not change as if you miss it, the courts will step in and draw the supervisorial lines.
- *We will be updating if/when there are any changes.*

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- **Census Data**
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The mechanics of Redistricting

Census Data

Census Files come in two parts:

Geography – the underlying framework of the data

Data – the counts of population and demographics

And they can convey different information:

Point in Time – Decennial Census

Multi-year Averages – Trends/Estimates

The mechanics of Redistricting

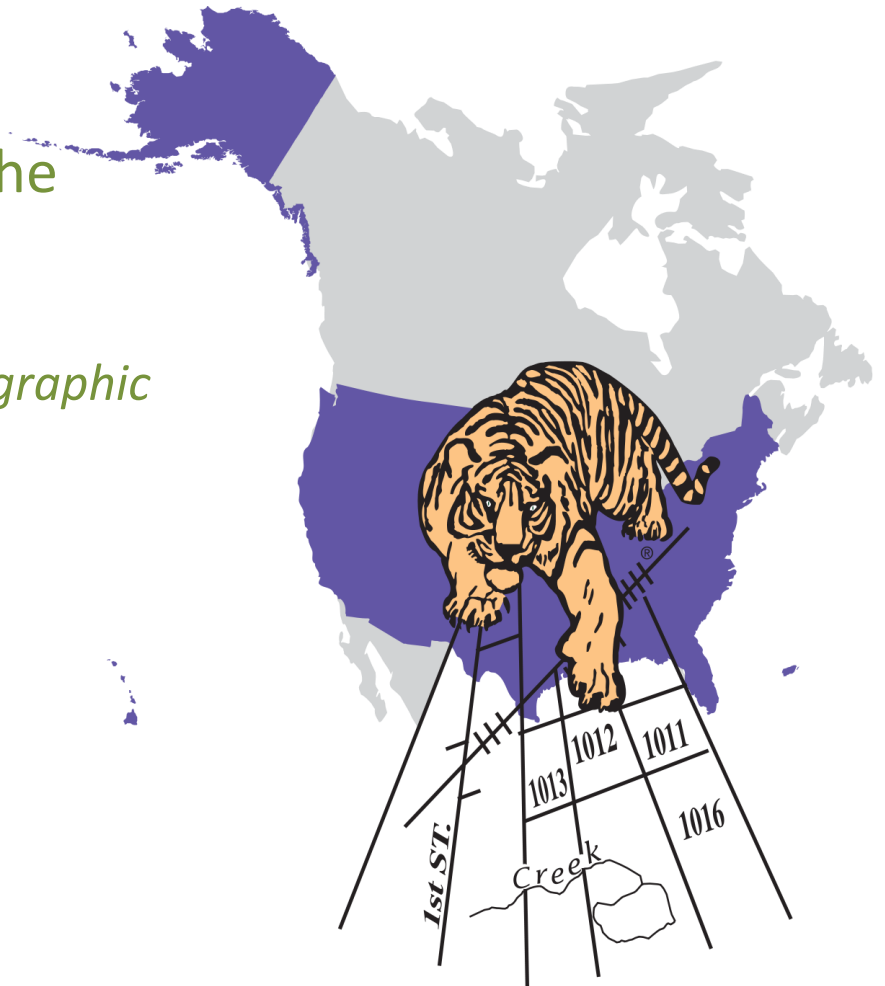
Census Data

The Geography is called the
TIGER Files

- *Topologically Integrated Geographic
Encoding and Referencing*

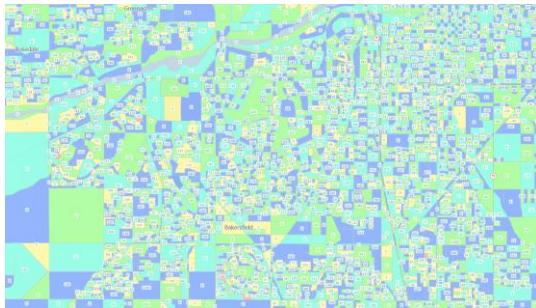
- *Nested geographic units*

- *Block*
- *Block Group*
- *Tract*

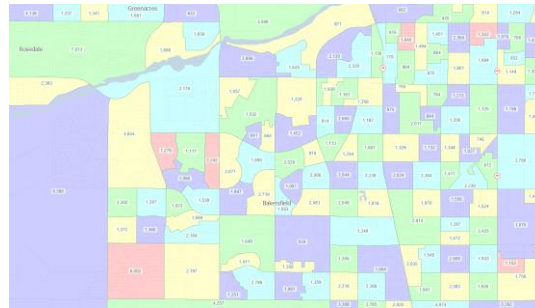


The mechanics of Redistricting

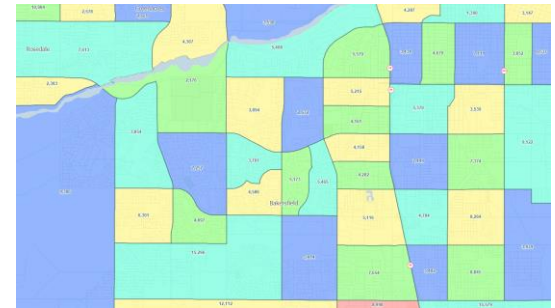
Census Data



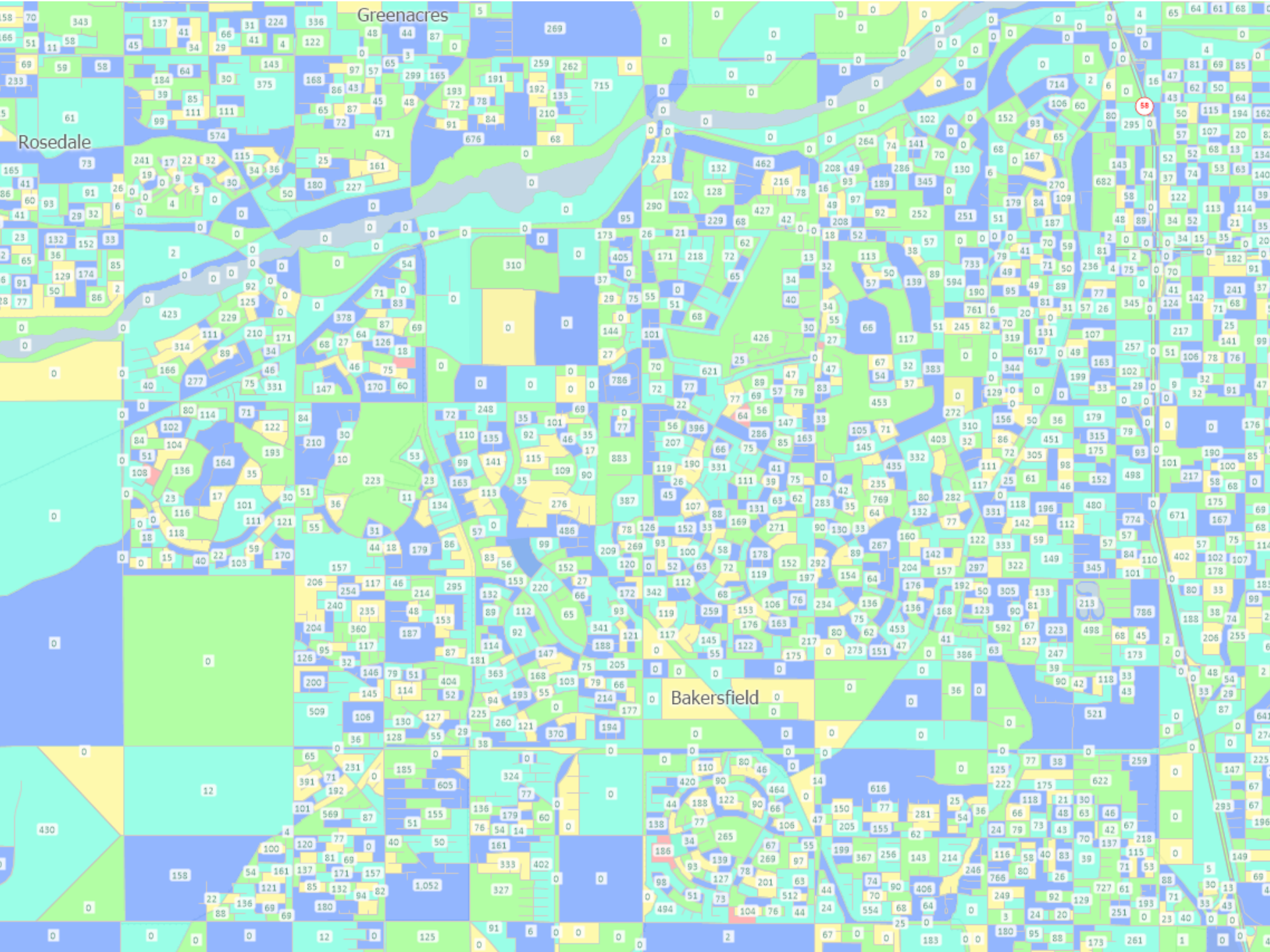
Census Blocks



Census Block Groups



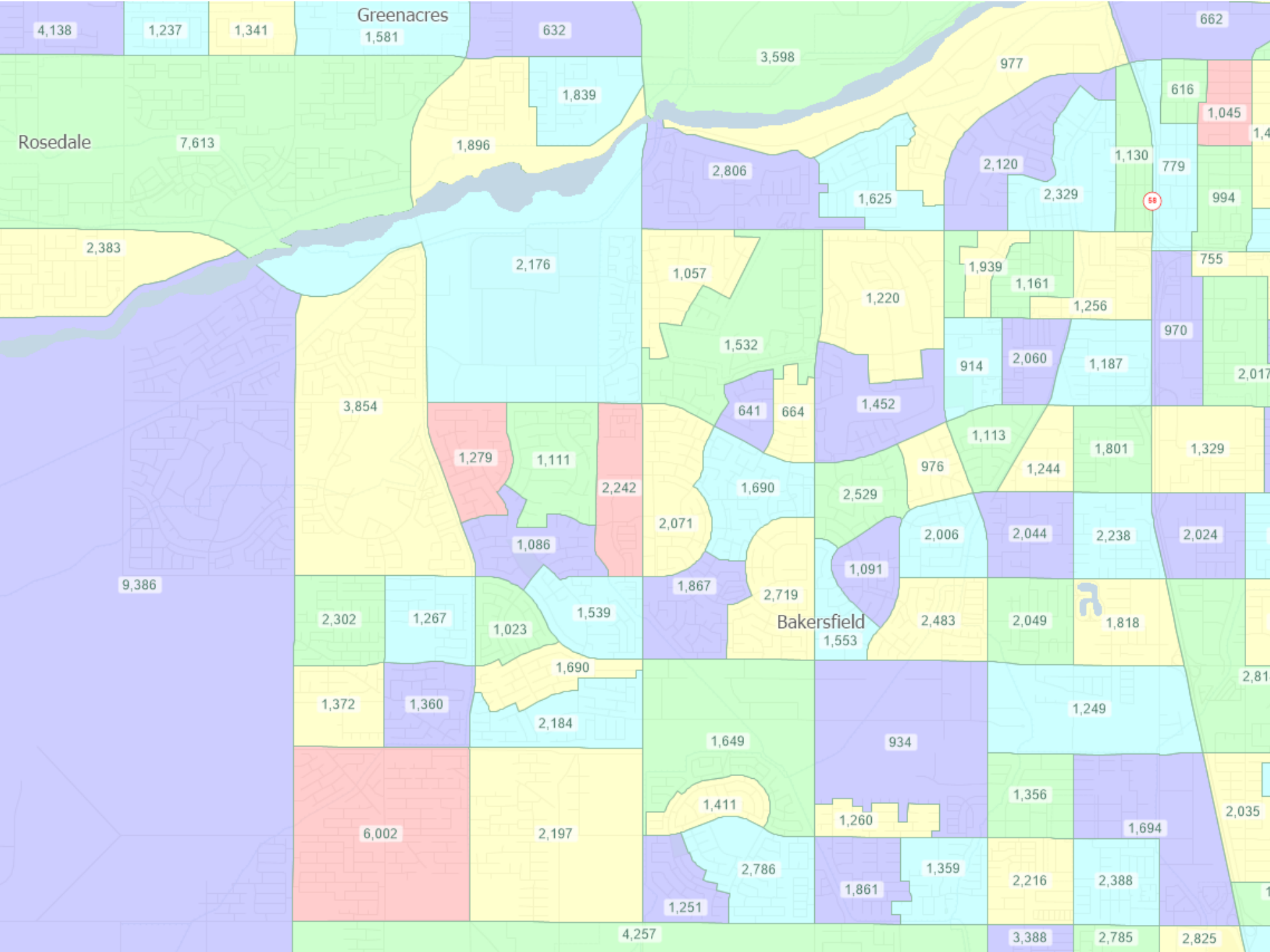
Census Tracts



Rosedale

Greenacres

Bakersfield



The mechanics of Redistricting

Census Data

Two different datasets most commonly used in redistricting:

- PL 94-171 - the Decennial Census File
 - Census Block Geography
 - Total Population Counts for April 1, 2020, used to determine the size of each district
 - Required to be released before April 1, 2021, but delayed until September 30th, with a “legacy” dataset released on Aug. 12th

The mechanics of Redistricting

Census Data

The Census data file the city is required to use will be slightly different:

- Statewide Prisoner Reallocation
 - California Statewide Database | UC Berkeley – will adjust population removing state prison population and reallocating them based on where they lived prior to being incarcerated.
 - This allows a more equitable redistricting.

The mechanics of Redistricting

Census Data

Two different datasets most commonly used in redistricting:

- American Community Survey (ACS)
 - Census Block Group and Census Tract or larger geographies
 - Results in estimated data that provides more context to the Census results with demographic and socioeconomic info.
 - Provides Citizen Voting Age Population (CVAP)

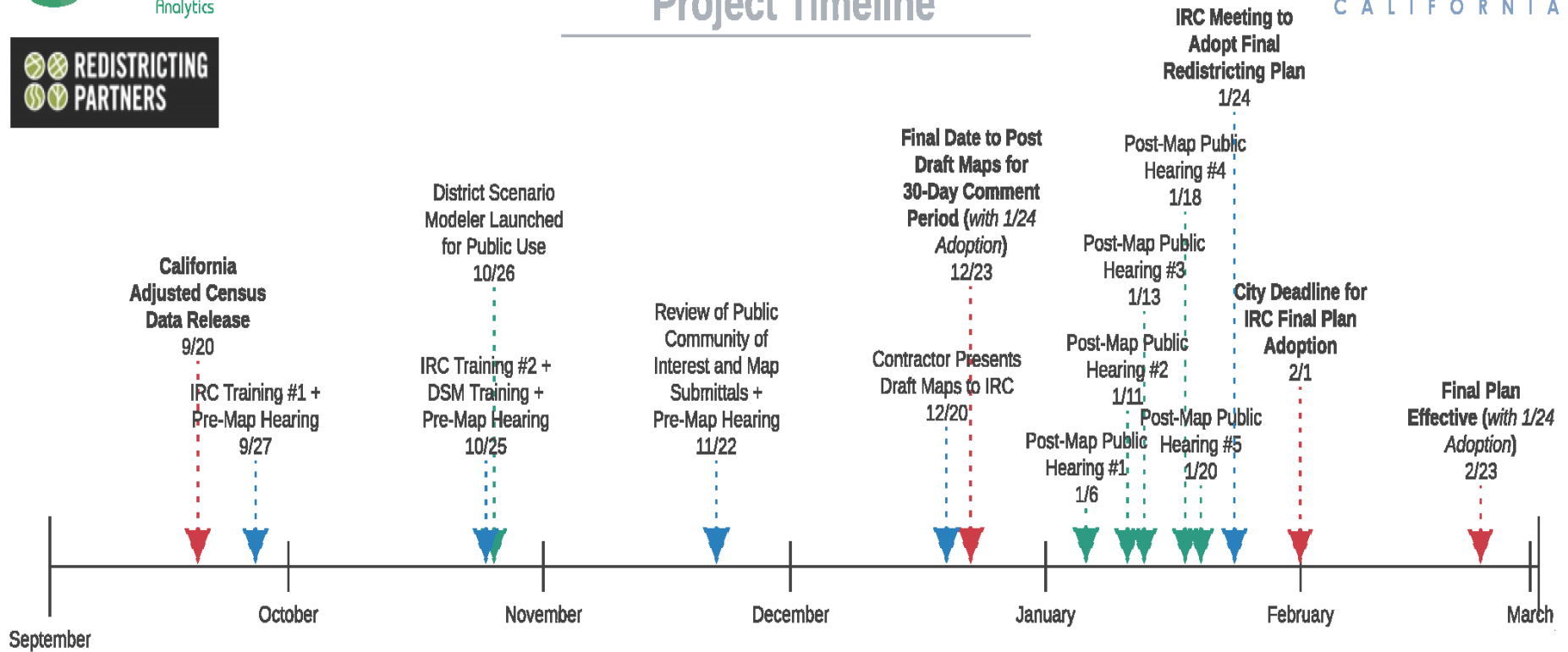
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Roseville City Council Redistricting - Project Timeline



FLO/City Project Team Meetings - every other Tuesday

IRC Training

Draft Redistricting Plan

Final Redistricting Plan

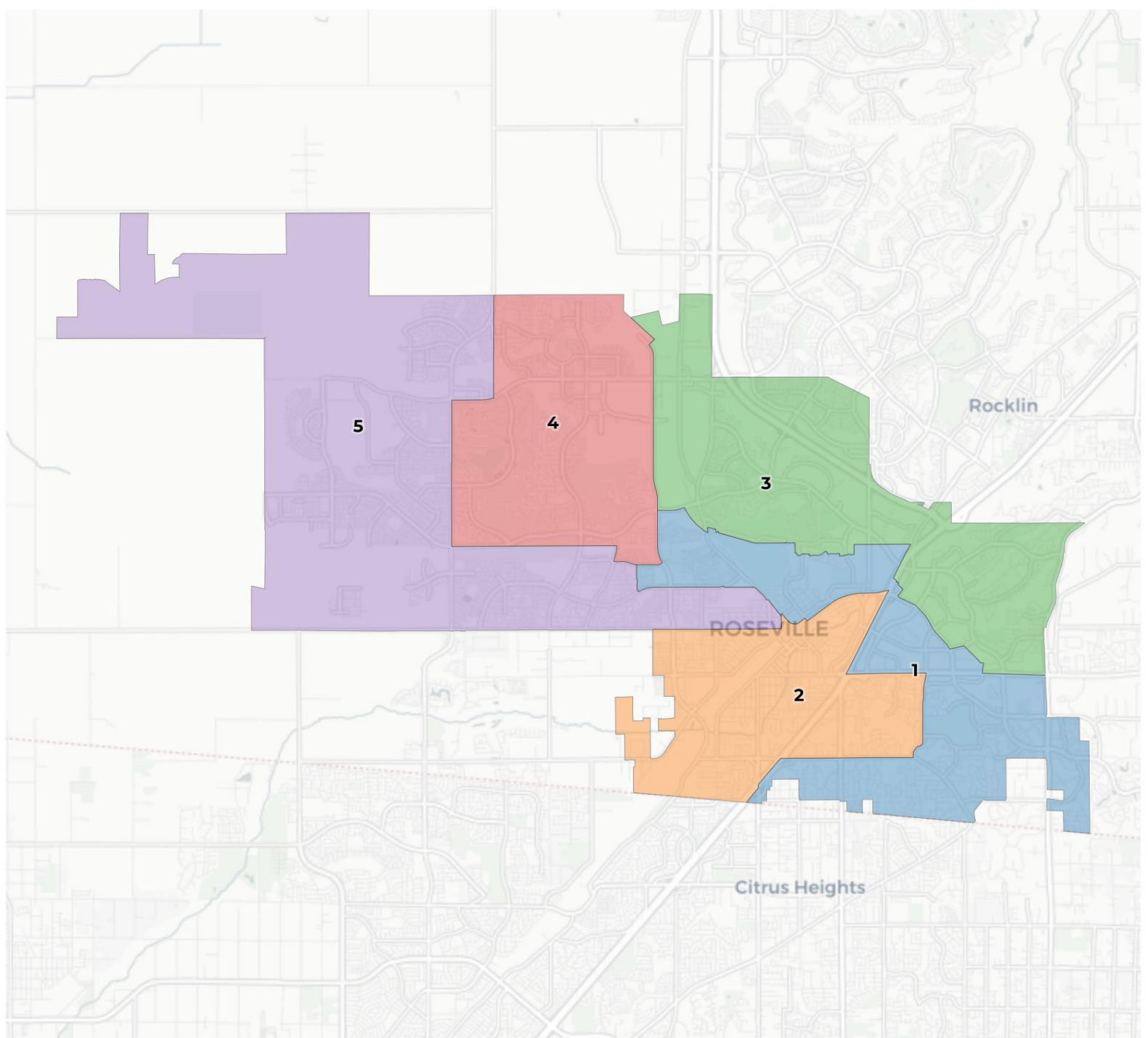
Community Engagement Plan

Community Outreach

Overview

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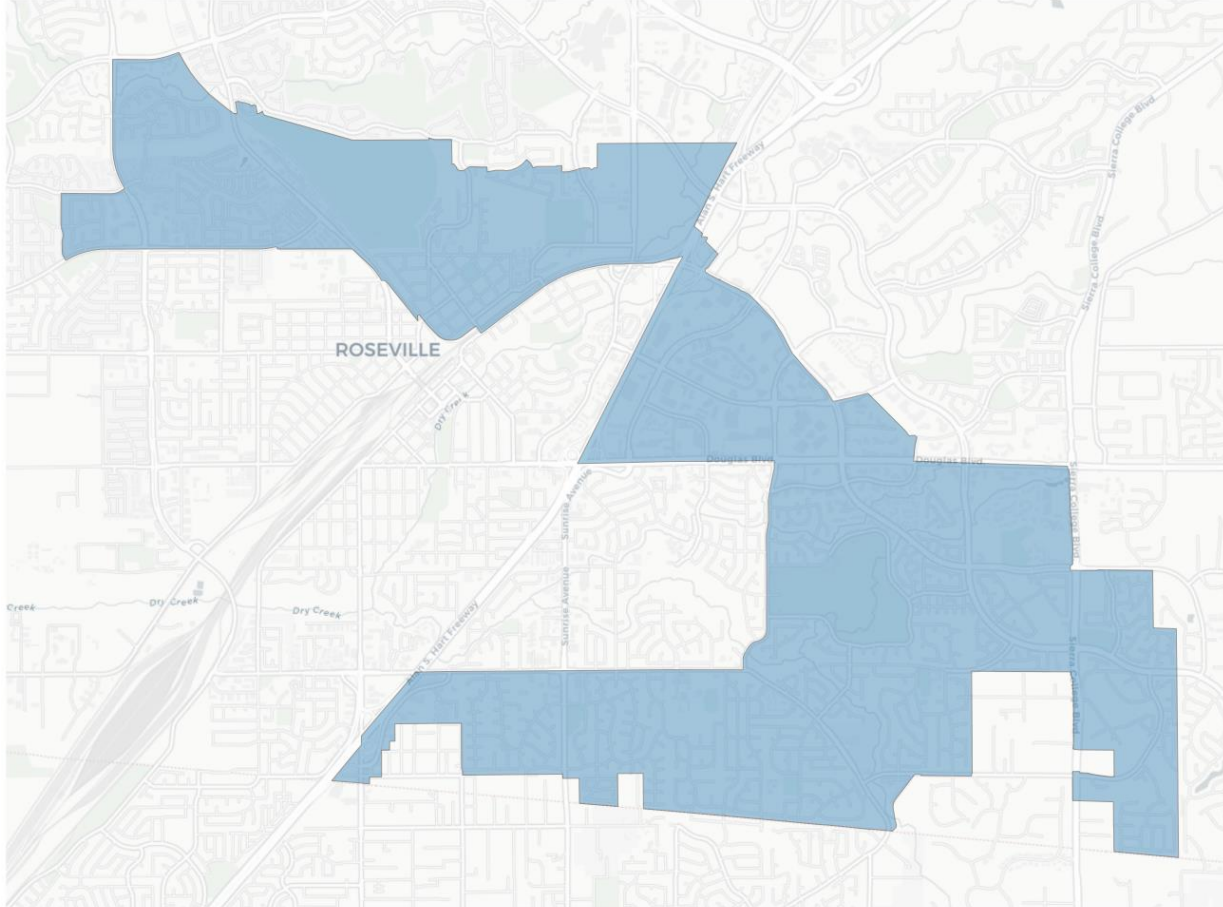
2020 Census

	1	2	3	4	5
Population	24,568	24,869	28,102	27,136	43,098
Deviation	-4,987	-4,686	-1,453	-2,419	13,543
Deviation %	-16.9%	-15.9%	-4.9%	-8.2%	45.8%
Other	18,365	16,980	19,159	20,122	27,228
Other %	74.8%	68.3%	68.2%	74.2%	63.2%
Latino	3,806	6,355	3,804	3,254	6,838
Latino %	15.5%	25.6%	13.5%	12.0%	15.9%
Asian	1,916	1,089	4,375	3,136	7,806
Asian %	7.8%	4.4%	15.6%	11.6%	18.1%
Black	481	445	764	624	1,226
Black %	2.0%	1.8%	2.7%	2.3%	2.8%

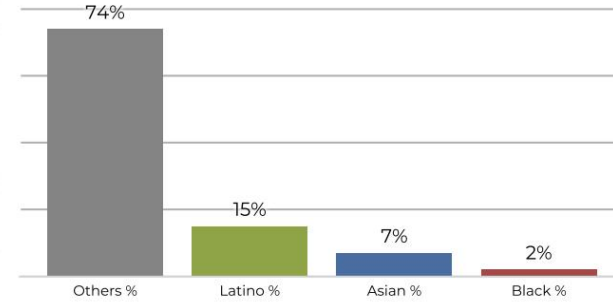
Citizen Voting Age Population (CVAP)

	1	2	3	4	5
Total CVAP	18,734	17,833	18,245	21,144	19,683
Other CVAP	15,509	13,427	13,783	17,036	14,512
Other CVAP %	82.8%	75.3%	75.5%	80.6%	73.7%
Latino CVAP	1,829	3,504	1,970	1,720	2,497
Latino CVAP %	9.8%	19.6%	10.8%	8.1%	12.7%
Asian CVAP	1,103	554	2,008	2,138	2,179
Asian CVAP %	5.9%	3.1%	11.0%	10.1%	11.1%
Black CVAP	294	348	485	250	494
Black CVAP %	1.6%	1.9%	2.7%	1.2%	2.5%

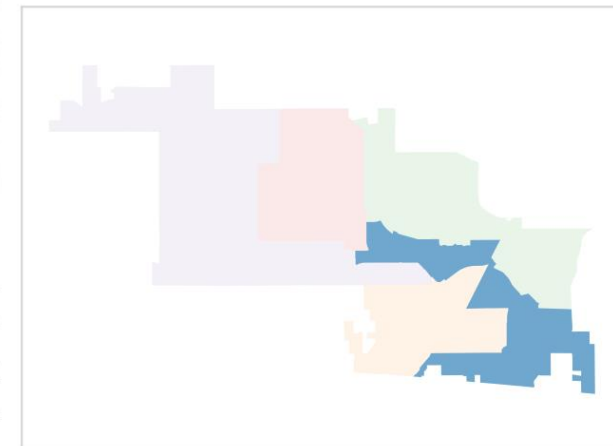
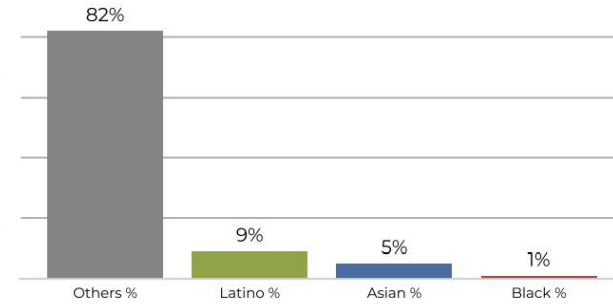
District 1



2020 Census

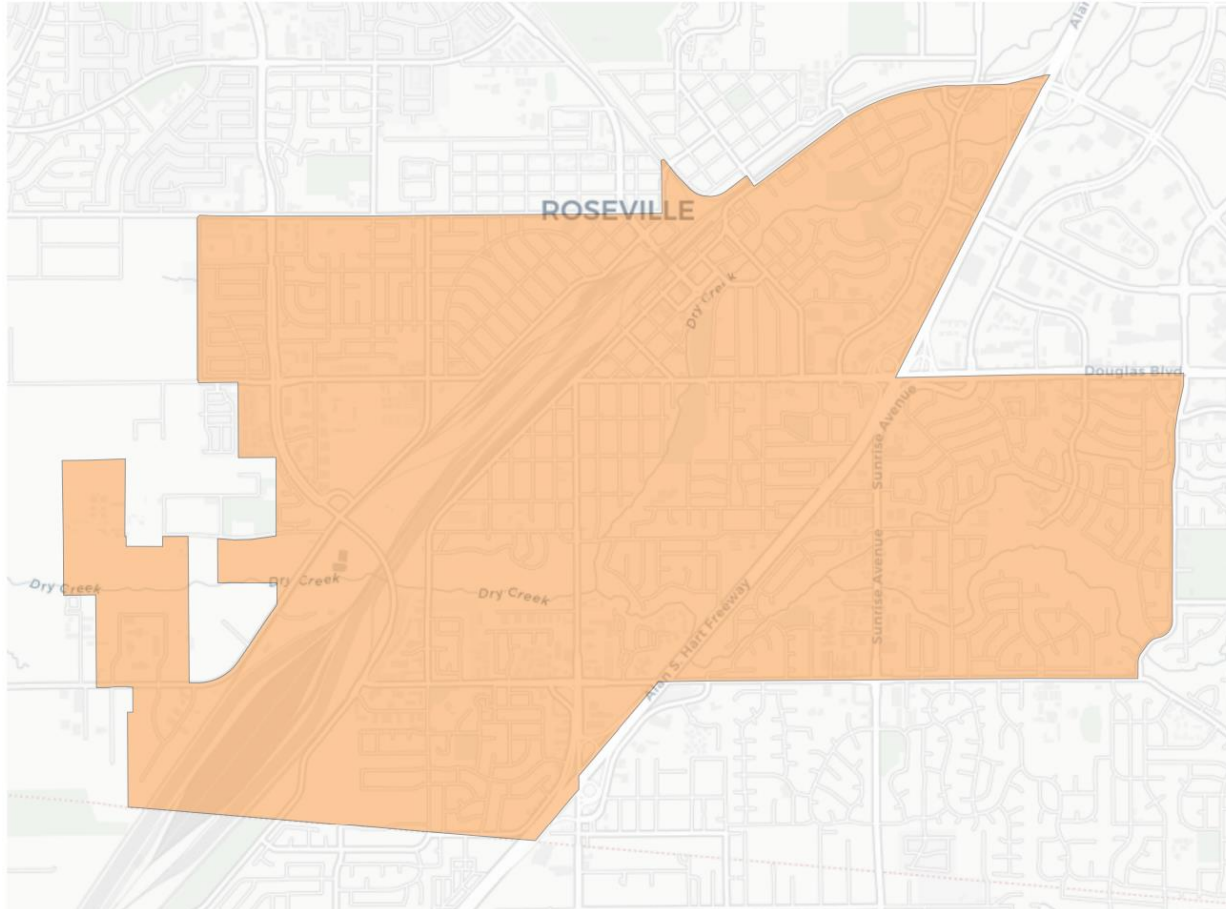


Citizen Voting Age Population

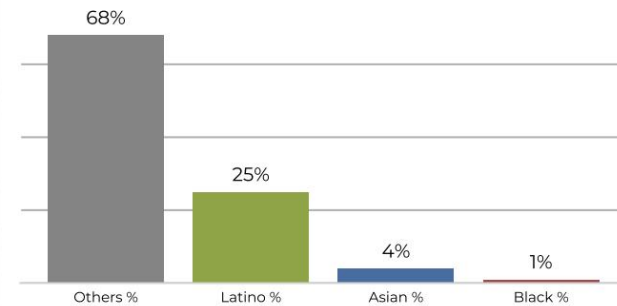


Population	Deviation	Deviation %	Other	Other %	Latino	Latino %	Asian	Asian %	Black	Black %
24,568	-4,987	-16.9%	18,365	74.8%	3,806	15.5%	1,916	7.8%	481	2.0%
Total CVAP	Other CVAP	Other CVAP %	Latino CVAP	Latino CVAP %	Asian CVAP	Asian CVAP %	Black CVAP	Black CVAP %		
18,734	15,509	82.8%	1,829	9.8%	1,103	5.9%	294	1.6%		

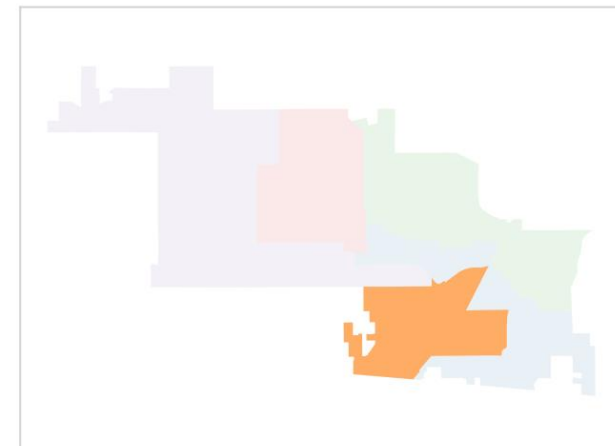
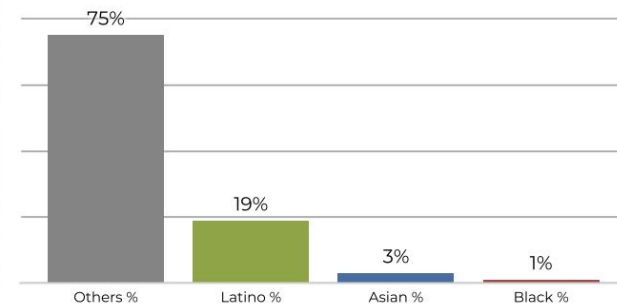
District 2



2020 Census



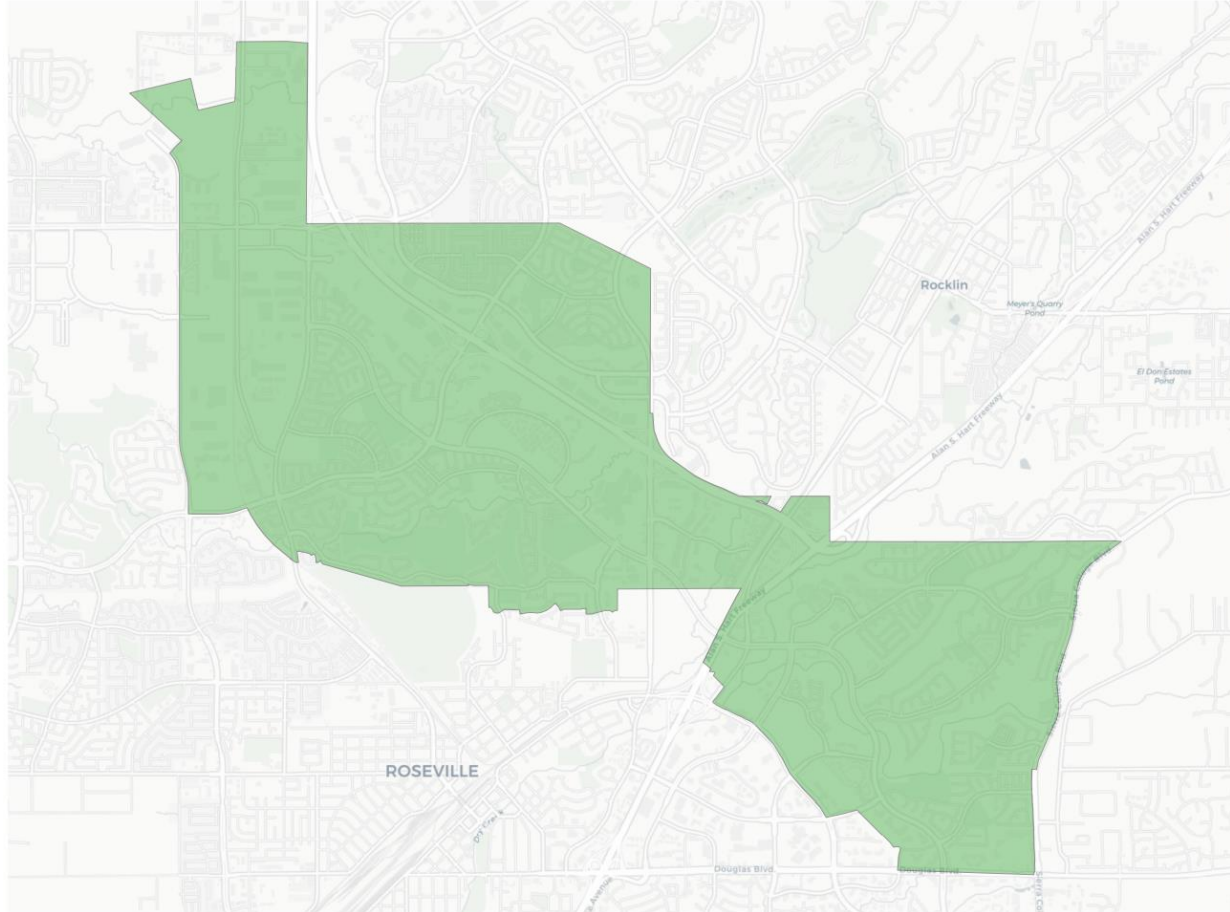
Citizen Voting Age Population



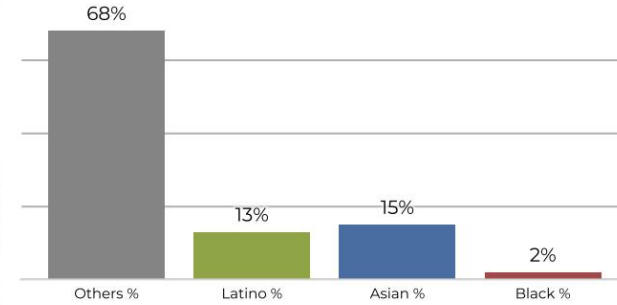
Population	Deviation	Deviation %	Other	Other %	Latino	Latino %	Asian	Asian %	Black	Black %
24,869	-4,686	-15.9%	16,980	68.3%	6,355	25.6%	1,089	4.4%	445	1.8%

Total CVAP	Other CVAP	Other CVAP %	Latino CVAP	Latino CVAP %	Asian CVAP	Asian CVAP %	Black CVAP	Black CVAP %
17,833	13,427	75.3%	3,504	19.6%	554	3.1%	348	1.9%

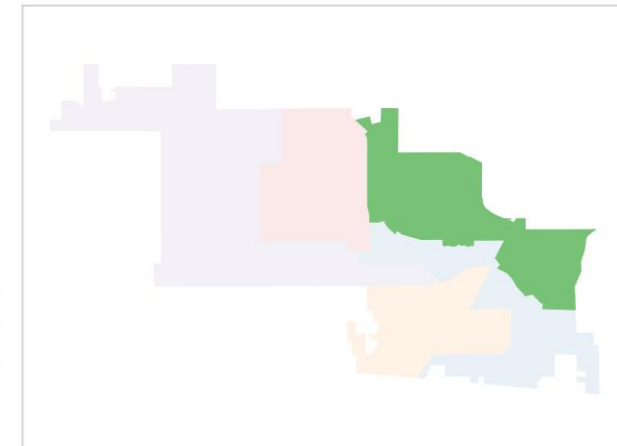
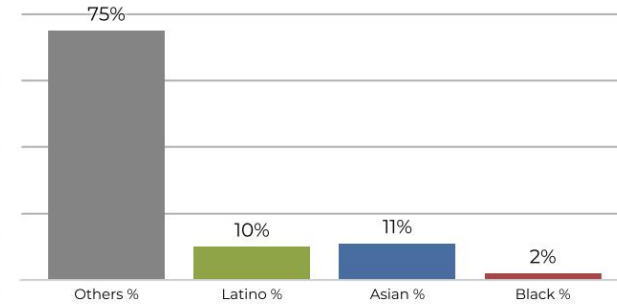
District 3



2020 Census



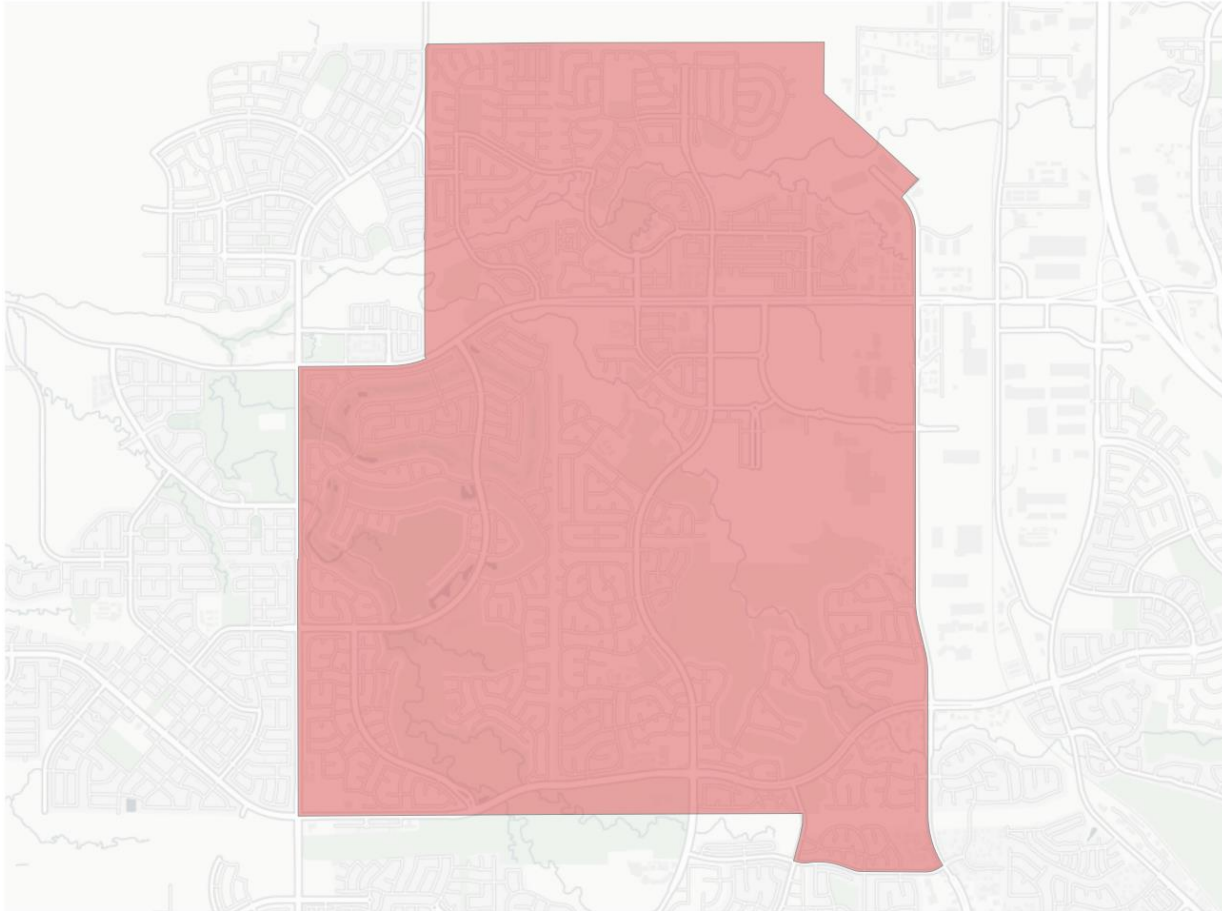
Citizen Voting Age Population



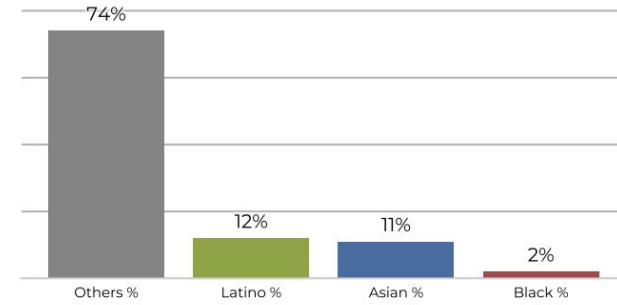
Population	Deviation	Deviation %	Other	Other %	Latino	Latino %	Asian	Asian %	Black	Black %
28,102	-1,453	-4.9%	19,159	68.2%	3,804	13.5%	4,375	15.6%	764	2.7%

Total CVAP	Other CVAP	Other CVAP %	Latino CVAP	Latino CVAP %	Asian CVAP	Asian CVAP %	Black CVAP	Black CVAP %
18,245	13,783	75.5%	1,970	10.8%	2,008	11.0%	485	2.7%

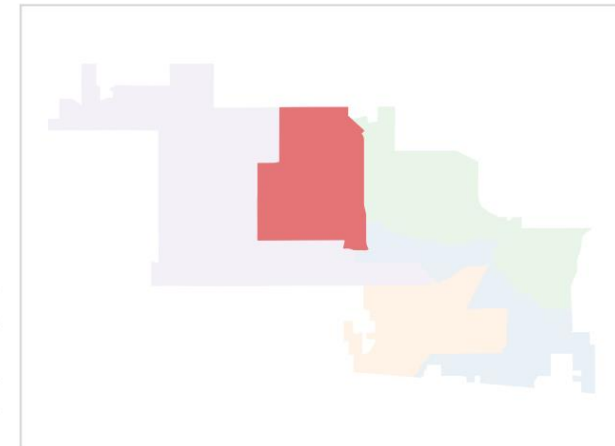
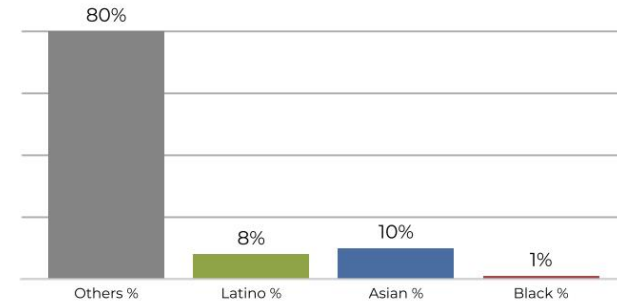
District 4



2020 Census

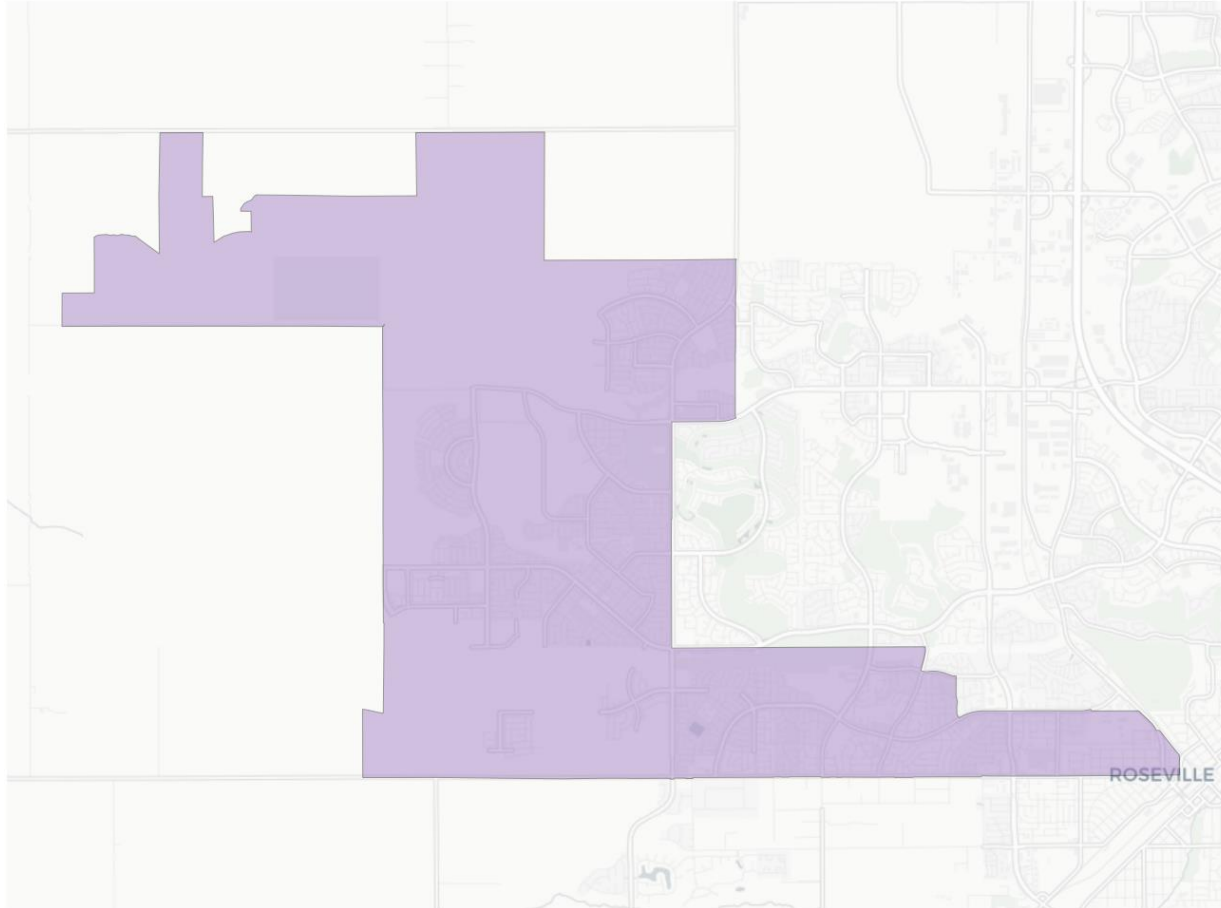


Citizen Voting Age Population

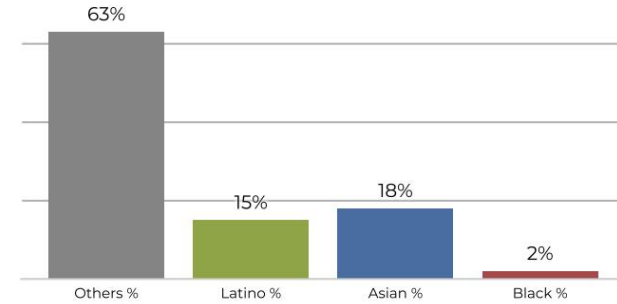


Population	Deviation	Deviation %	Other	Other %	Latino	Latino %	Asian	Asian %	Black	Black %
27,136	-2,419	-8.2%	20,122	74.2%	3,254	12.0%	3,136	11.6%	624	2.3%
Total CVAP	Other CVAP	Other CVAP %	Latino CVAP	Latino CVAP %	Asian CVAP	Asian CVAP %	Black CVAP	Black CVAP %		
21,144	17,036	80.6%	1,720	8.1%	2,138	10.1%	250	1.2%		

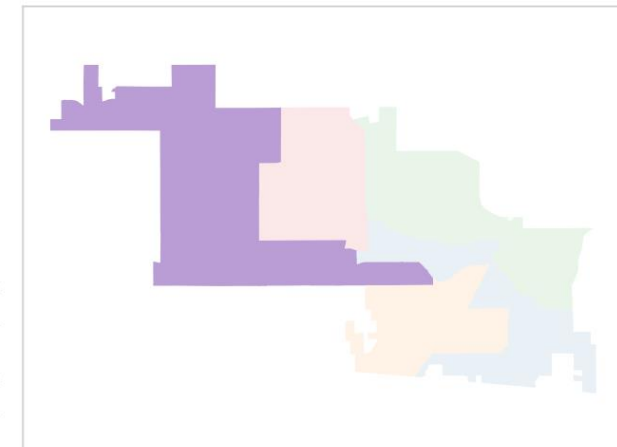
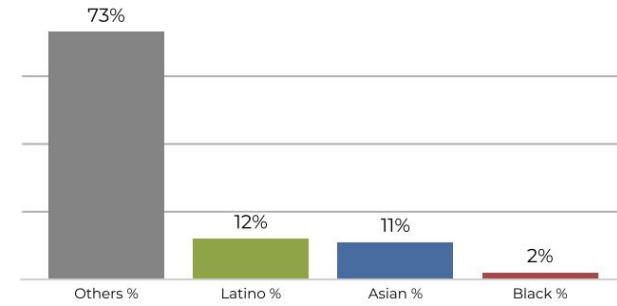
District 5



2020 Census



Citizen Voting Age Population



Population	Deviation	Deviation %	Other	Other %	Latino	Latino %	Asian	Asian %	Black	Black %
43,098	13,543	45.8%	27,228	63.2%	6,838	15.9%	7,806	18.1%	1,226	2.8%
Total CVAP	Other CVAP	Other CVAP %	Latino CVAP	Latino CVAP %	Asian CVAP	Asian CVAP %	Black CVAP	Black CVAP %		
19,683	14,512	73.7%	2,497	12.7%	2,179	11.1%	494	2.5%		



REDISTRICTING PARTNERS



ROSEVILLE INDEPENDENT REDISTRICTING COMMUNICATION

Title: Preliminary Data - Current Districts 2020 Legacy File
 Helen Dreyer 916-774-5356 hdreyer@roseville.ca.us
 Sonia Orozco 916-774-5269 sorozco@roseville.ca.us
Contact: Joe Mandell 916-774-5325 jmandell@roseville.ca.us

Meeting Date: 9/27/2021
Item #: 6.3.

RECOMMENDATION

Provide the IRC an informational report on preliminary Legacy File data prepared by Redistricting Partners denoting population shifts within the current City Council districts.

BACKGROUND

The City of Roseville underwent a mid-decade conversion from an at-large election system to a district based process. The populations of each district at that time were based on 2010 Decennial Census data as follows:

District	2010 Census Population	Deviation	
1	23,735	-38	-0.2%
2	23,491	-282	-1.2%
3	23,872	99	0.4%
4	24,236	463	1.9%
5	23,530	-243	-1%
Total Deviation		3.1%	

The U.S. Census has released in a "legacy format" the data from the 2020 Decennial Census, identifying the whole count of persons and where they resided as of April 1, 2020. Redistricting Partners has concluded the work of placing this data into the census blocks, block groups, and tracts.

This data represents the whole population data prior to a state required reallocation of prison

population that will be conducted by the Statewide Database at UC Berkeley. The adjusted data will be completed in the coming weeks and the updated counts will be provided by Redistricting Partners at that time.

Based on the data, the city has increased by 28,909 residents or 24.3% since the 2010 census. This is significantly higher than the state population change of 6.1%.

This population change included a significant growth of 19,568 residents in District 5 as follows:

District	2020	2010	Change	
1	24,568	23,735	833	3.5%
2	24,869	23,491	1,378	5.9%
3	28,102	23,872	4,230	17.7%
4	27,136	24,236	2,900	12%
5	43,098	23,530	19,568	86.2%
Total	147,773	118,864	28,909	24.3%

Item is for information only. No action is required by the IRC.

Respectfully Submitted,

Helen Dreyer, Assistant City Clerk

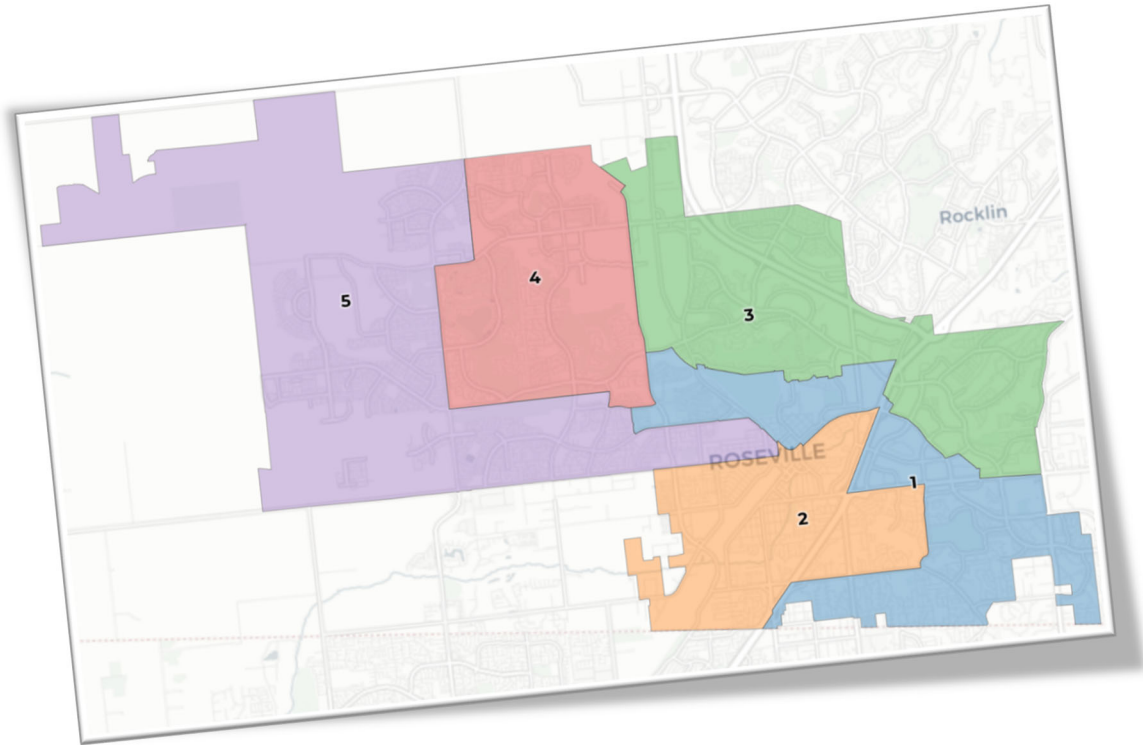
Sonia Orozco, City Clerk

ATTACHMENTS:

Description

Current District with Growth - Legacy File

PowerPoint - City of Roseville Current Districts - 2020 Census Legacy File



City of Roseville

Current Districts | 2020 Census (Legacy File)

2010 District Populations

The City of Roseville underwent a mid-decade conversion from an at-large election system to a council-based process. The populations of each district at that time were based on the 2010 Decennial Census.¹

2010 Census Population

	Population	Deviation	
1	23,735	-38	-0.2%
2	23,491	-282	-1.2%
3	23,872	99	0.4%
4	24,236	463	1.9%
5	23,530	-243	-1%
<i>Total Deviation</i>			3.1%

Population Growth and Deviations

The US Census has released in a “legacy format” the data from the decennial census, identifying the whole count of persons and where they resided as of April 1, 2020. Redistricting Partners has concluded the work of placing this data into the census blocks, block groups, and tracts.

This data represents the whole population data prior to a state required reallocation of prison population that will be conducted by the Statewide Database at UC Berkeley. This adjusted data will be completed in the coming weeks and updated counts will be provided at that time.

Based on this data, the city has increased by 28,909 residents or 24.3% since the last decennial census. This is significantly higher than the state population change of 6.1%.

This population change has included a significant growth of 19,568 residents in District 5.

2020 Census Populations and Growth
(2010 Census to 2020 Census)

	2020	2010	Change	
1	24,568	23,735	833	3.5%
2	24,869	23,491	1,378	5.9%
3	28,102	23,872	4,230	17.7%
4	27,136	24,236	2,900	12%
5	43,098	23,530	19,568	83.2%
<i>Total</i>	<i>147,773</i>	<i>118,864</i>	<i>28,909</i>	<i>24.3%</i>

¹ The 2020 geographic files from the US Census consolidated approximately 200,000 census blocks statewide. This can cause small differences in these totals compared to the totals that may have been produced by the city at the time.

With a total population of 147,773 the ideal population for any district would be 29,555. The seat with the greatest population is District 5 with a deviation of +45.8% and the district with the lowest population is District 1 with a deviation of -16.9%, placing the city at a total of 62.7% deviation, far outside of the 10% required deviation range.

2020 Total Census Population and Deviations

	Population	Deviation	
1	24,568	-4,987	-16.9%
2	24,869	-4,686	-15.9%
3	28,102	-1,453	-4.9%
4	27,136	-2,419	-8.2%
5	43,098	13,543	45.8%
<i>Total Deviation</i>		62.7%	

The data on ethnic and racial subgroups utilized for Voting Rights Act calculations have been finalized for the current redistricting cycle. This shows the composition of districts based on the racial makeup of eligible voters – those who are citizens and over the age of 18.

Current Citizen Voting Age Population

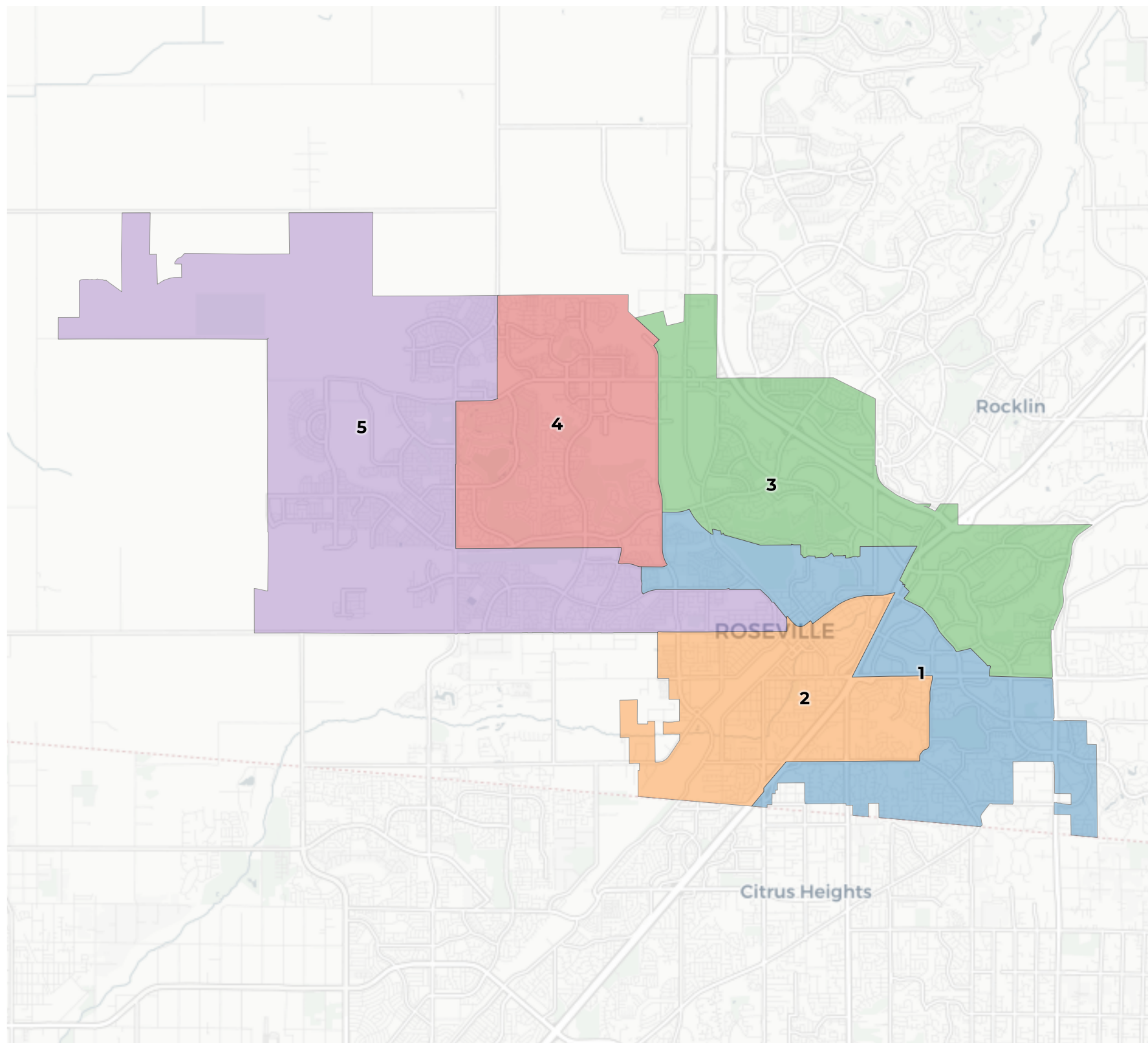
	Total CVAP	CVAP Asian		CVAP Black		CVAP Latino	
1	18,734	1,103	5.9%	294	1.6%	1,829	9.8%
2	17,833	554	3.1%	348	1.9%	3,504	19.6%
3	18,245	2,008	11%	485	2.7%	1,970	10.8%
4	21,144	2,138	10.1%	250	1.2%	1,720	8.1%
5	19,683	2,179	11.1%	494	2.5%	2,497	12.7%

Attached is a full packet with a map of each district and their population details based on the Total Population count of the 2020 Census. This data is expected to be finalized with the State Prison Population reallocation by September 23rd.

This memorandum will be updated as more data become available.

**REDISTRICTING
PARTNERS**

**City of Roseville
2017 Districts**

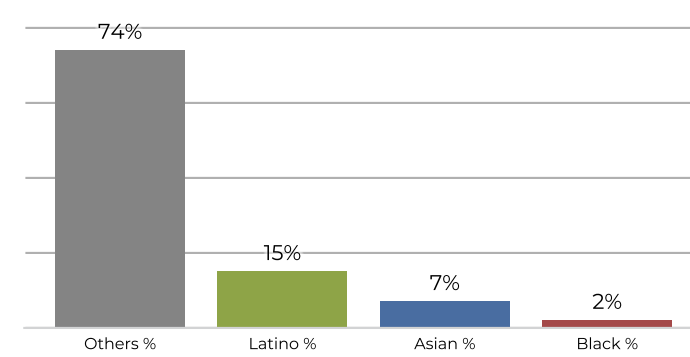
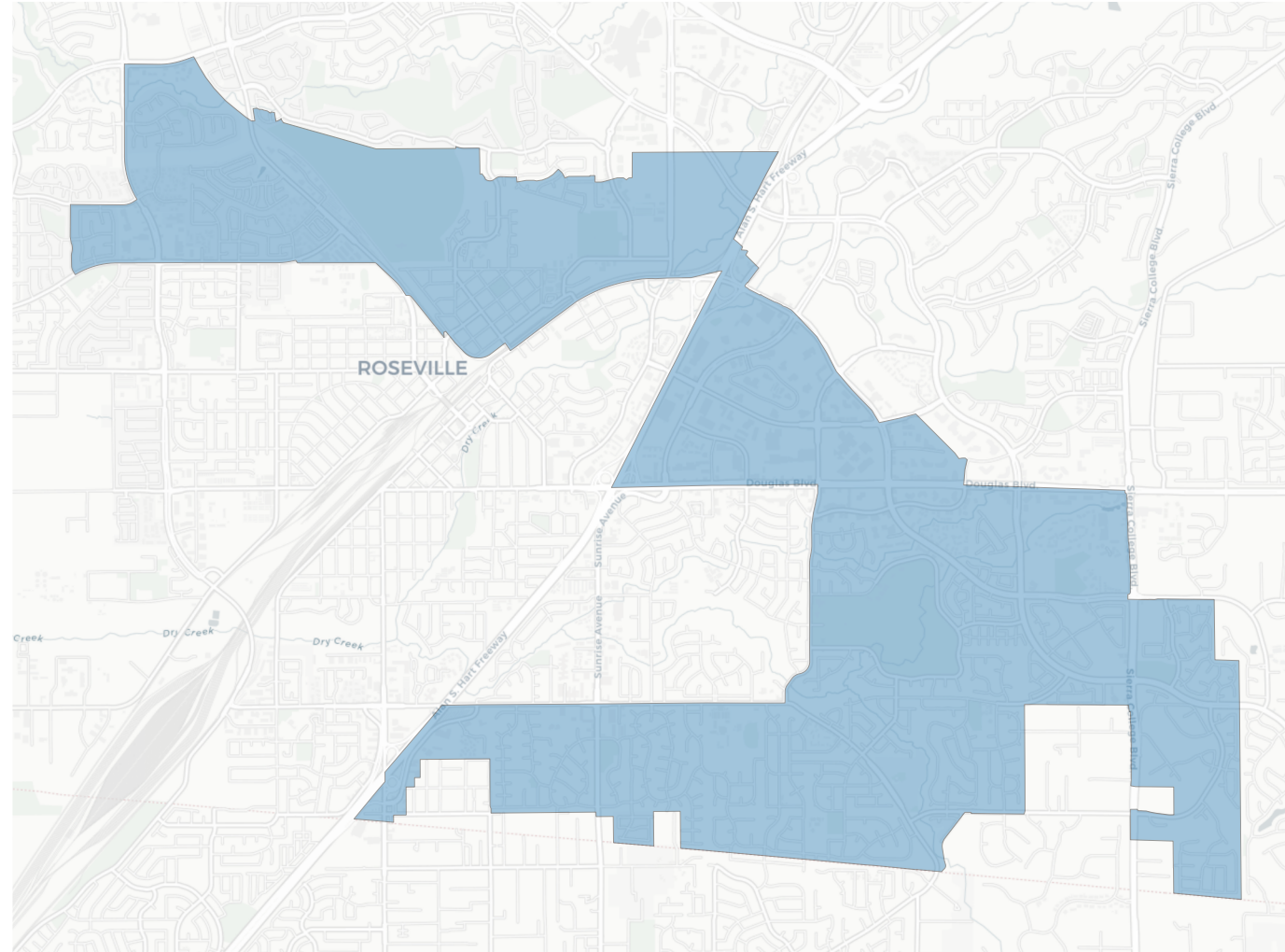
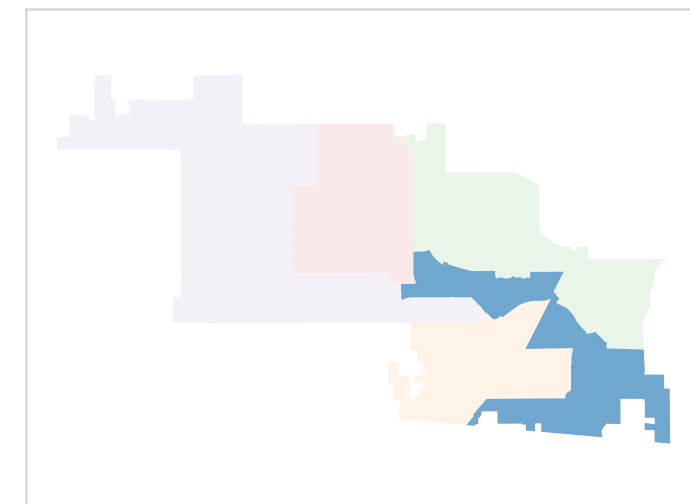
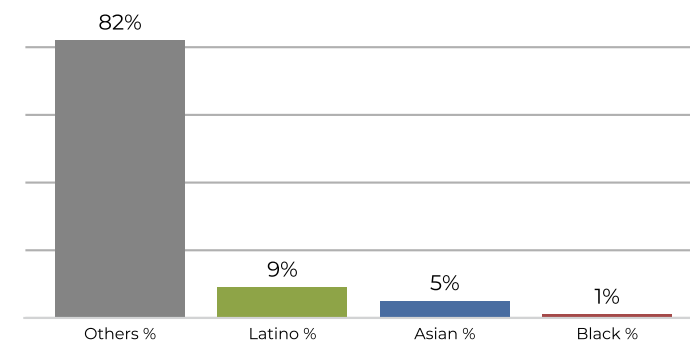


2020 Census

	1	2	3	4	5
Population	24,568	24,869	28,102	27,136	43,098
Deviation	-4,987	-4,686	-1,453	-2,419	13,543
Deviation %	-16.9%	-15.9%	-4.9%	-8.2%	45.8%
Other	18,365	16,980	19,159	20,122	27,228
Other %	74.8%	68.3%	68.2%	74.2%	63.2%
Latino	3,806	6,355	3,804	3,254	6,838
Latino %	15.5%	25.6%	13.5%	12.0%	15.9%
Asian	1,916	1,089	4,375	3,136	7,806
Asian %	7.8%	4.4%	15.6%	11.6%	18.1%
Black	481	445	764	624	1,226
Black %	2.0%	1.8%	2.7%	2.3%	2.8%

Citizen Voting Age Population (CVAP)

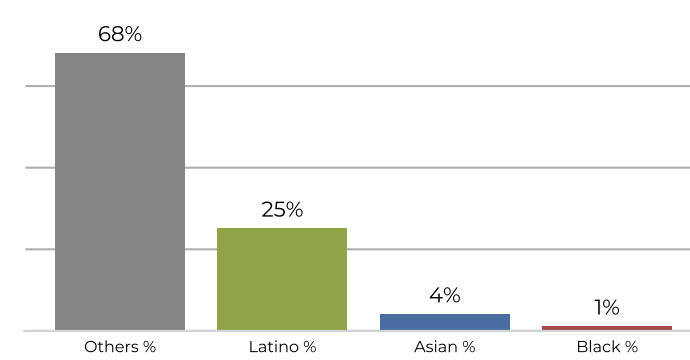
	1	2	3	4	5
Total CVAP	18,734	17,833	18,245	21,144	19,683
Other CVAP	15,509	13,427	13,783	17,036	14,512
Other CVAP %	82.8%	75.3%	75.5%	80.6%	73.7%
Latino CVAP	1,829	3,504	1,970	1,720	2,497
Latino CVAP %	9.8%	19.6%	10.8%	8.1%	12.7%
Asian CVAP	1,103	554	2,008	2,138	2,179
Asian CVAP %	5.9%	3.1%	11.0%	10.1%	11.1%
Black CVAP	294	348	485	250	494
Black CVAP %	1.6%	1.9%	2.7%	1.2%	2.5%

District 1
2020 Census

Citizen Voting Age Population


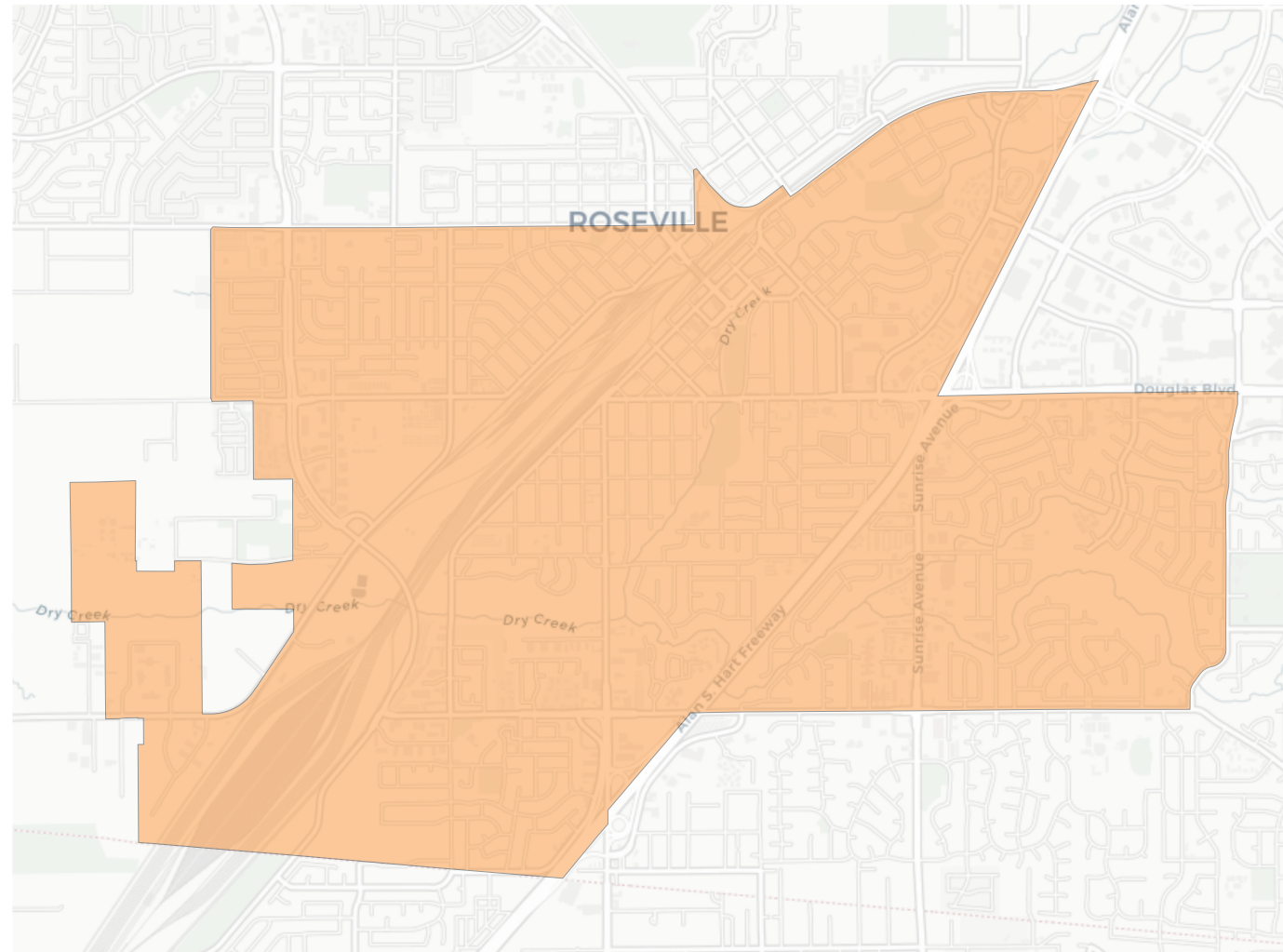
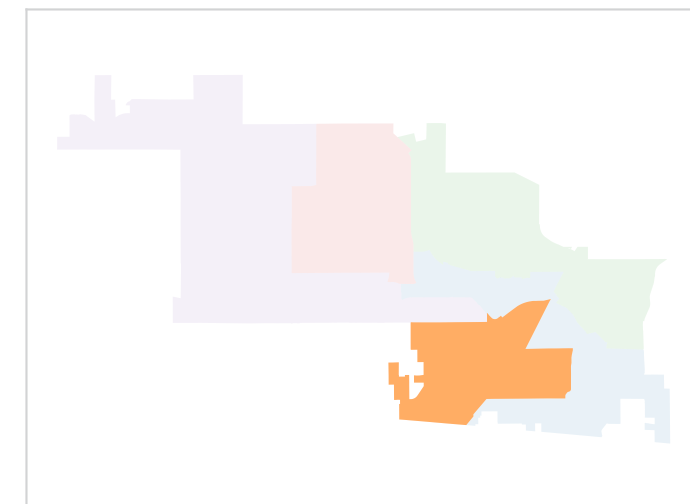
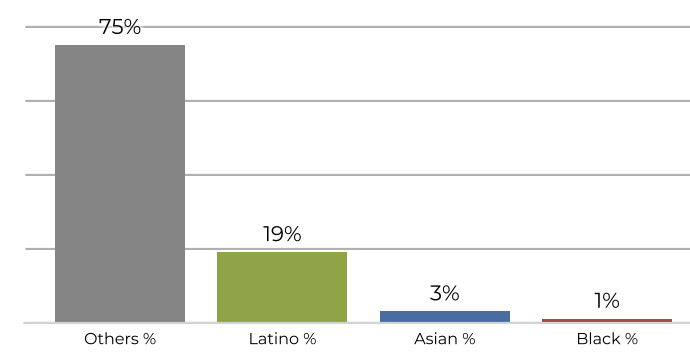
Population	Deviation	Deviation %	Other	Other %	Latino	Latino %	Asian	Asian %	Black	Black %
24,568	-4,987	-16.9%	18,365	74.8%	3,806	15.5%	1,916	7.8%	481	2.0%
Total CVAP	Other CVAP	Other CVAP %	Latino CVAP	Latino CVAP %	Asian CVAP	Asian CVAP %	Black CVAP	Black CVAP %		
18,734	15,509	82.8%	1,829	9.8%	1,103	5.9%	294	1.6%		

District 2

2020 Census



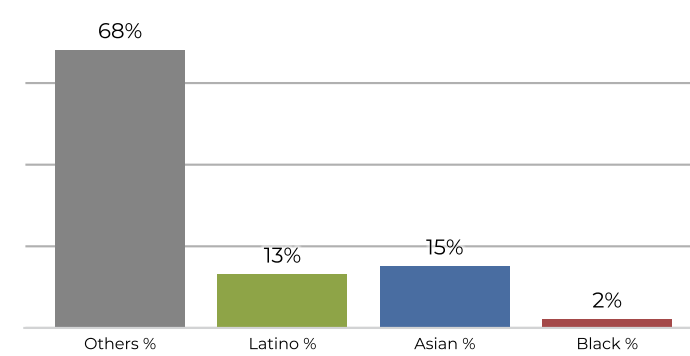
Citizen Voting Age Population



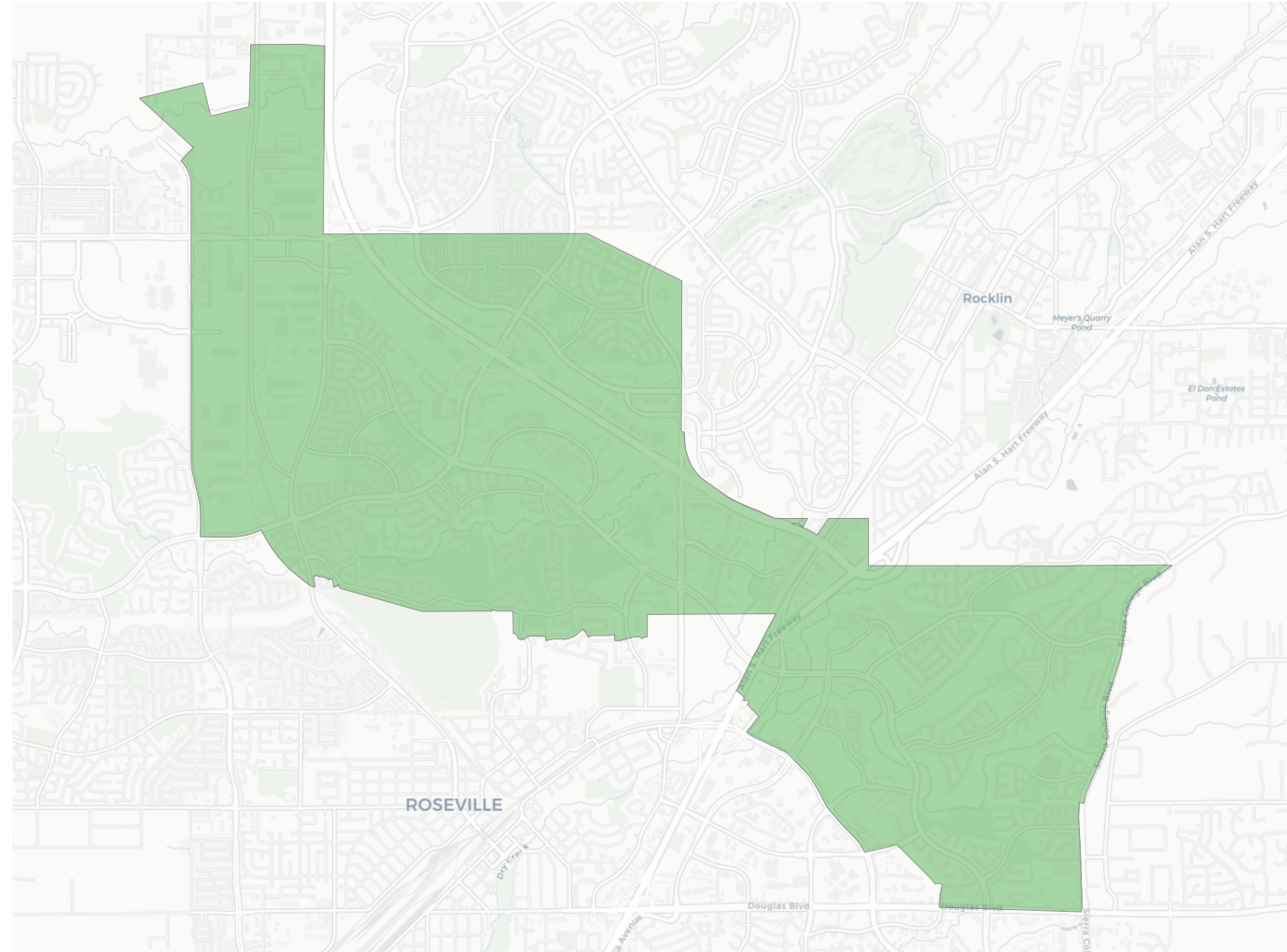
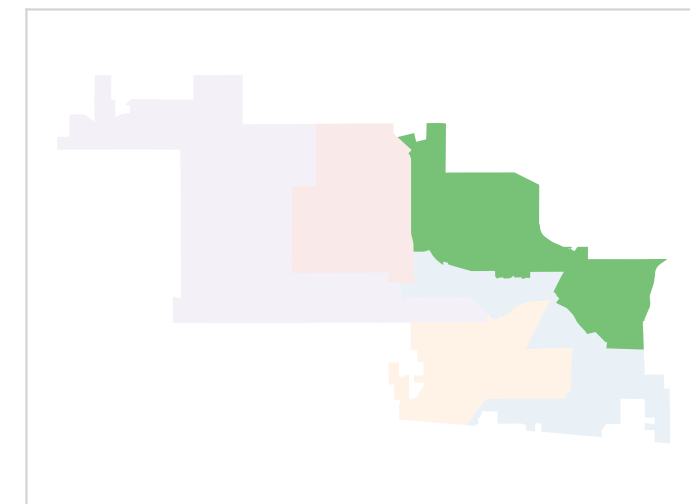
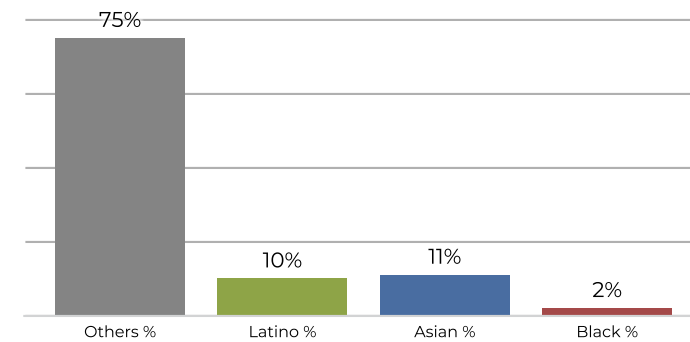
Population	Deviation	Deviation %	Other	Other %	Latino	Latino %	Asian	Asian %	Black	Black %
24,869	-4,686	-15.9%	16,980	68.3%	6,355	25.6%	1,089	4.4%	445	1.8%
Total CVAP	Other CVAP	Other CVAP %	Latino CVAP	Latino CVAP %	Asian CVAP	Asian CVAP %	Black CVAP	Black CVAP %		
17,833	13,427	75.3%	3,504	19.6%	554	3.1%	348	1.9%		

District 3

2020 Census



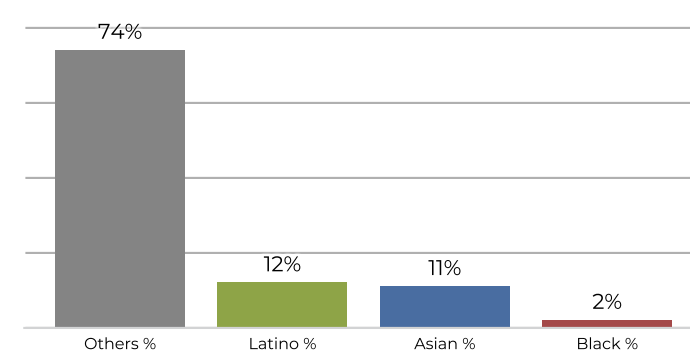
Citizen Voting Age Population



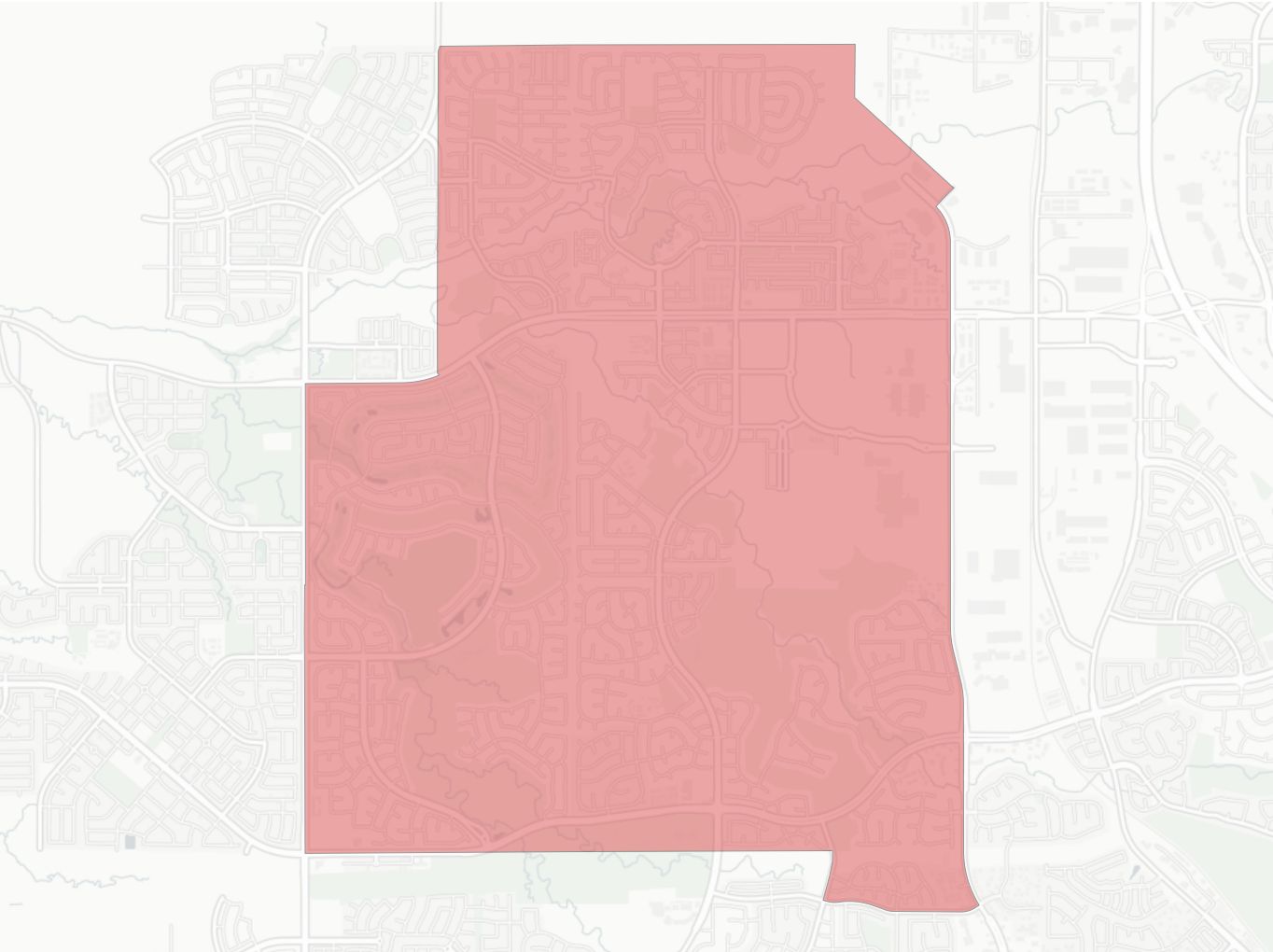
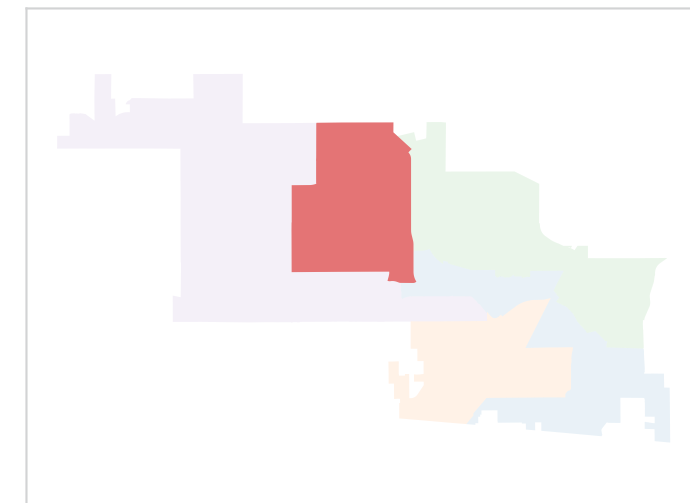
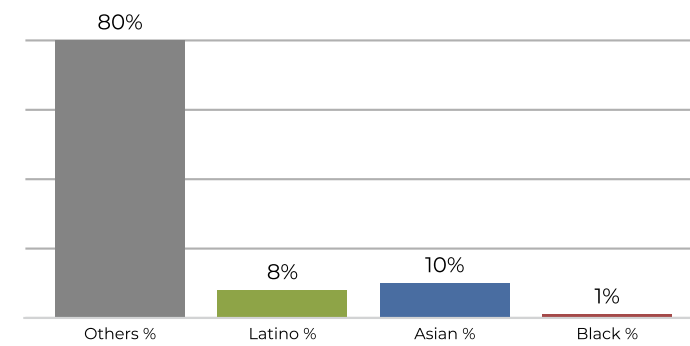
Population	Deviation	Deviation %	Other	Other %	Latino	Latino %	Asian	Asian %	Black	Black %
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Total CVAP	Other CVAP	Other CVAP %	Latino CVAP	Latino CVAP %	Asian CVAP	Asian CVAP %	Black CVAP	Black CVAP %		
18,245	13,783	75.5%	1,970	10.8%	2,008	11.0%	485	2.7%		

District 4

2020 Census



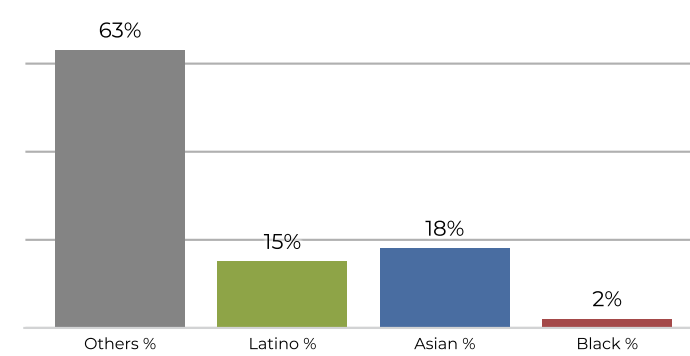
Citizen Voting Age Population



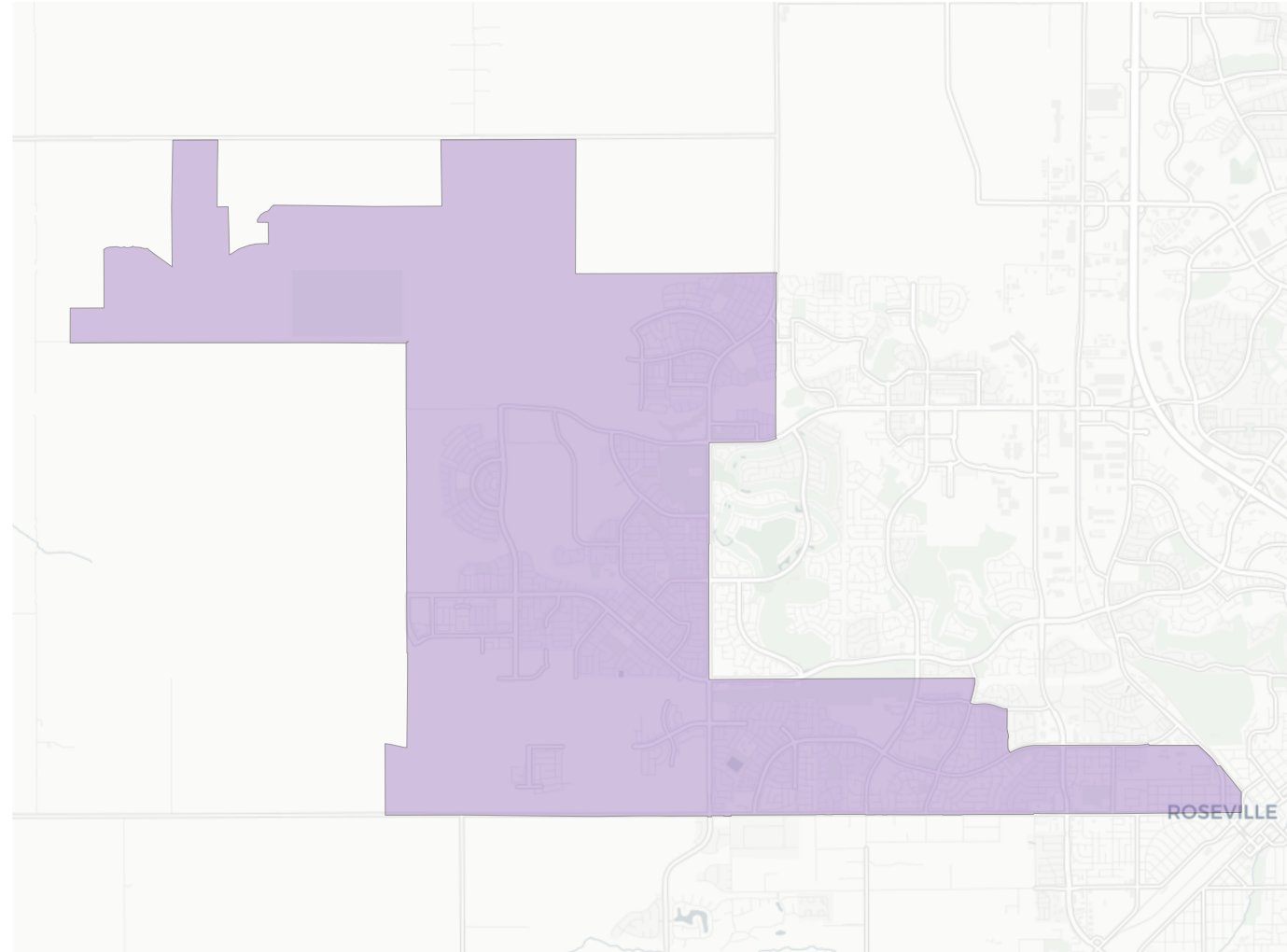
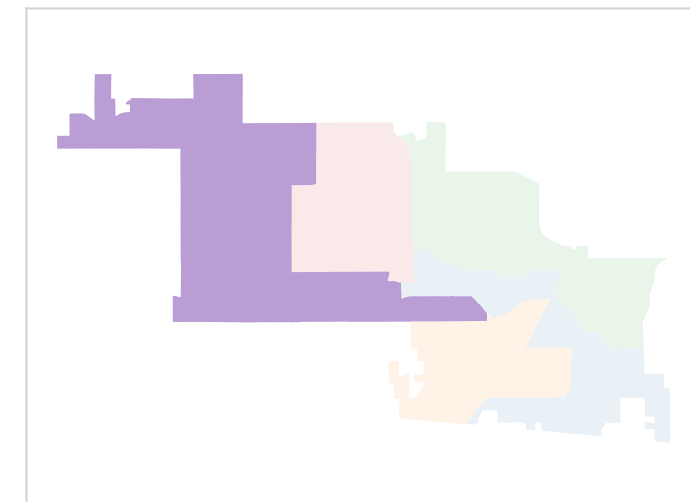
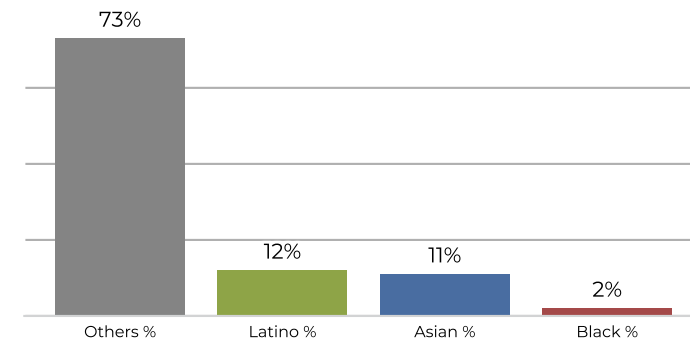
Population	Deviation	Deviation %	Other	Other %	Latino	Latino %	Asian	Asian %	Black	Black %
27,136	-2,419	-8.2%	20,122	74.2%	3,254	12.0%	3,136	11.6%	624	2.3%
Total CVAP	Other CVAP	Other CVAP %	Latino CVAP	Latino CVAP %	Asian CVAP	Asian CVAP %	Black CVAP	Black CVAP %		
21,144	17,036	80.6%	1,720	8.1%	2,138	10.1%	250	1.2%		

District 5

2020 Census



Citizen Voting Age Population



Population	Deviation	Deviation %	Other	Other %	Latino	Latino %	Asian	Asian %	Black	Black %
43,098	13,543	45.8%	27,228	63.2%	6,838	15.9%	7,806	18.1%	1,226	2.8%
Total CVAP	Other CVAP	Other CVAP %	Latino CVAP	Latino CVAP %	Asian CVAP	Asian CVAP %	Black CVAP	Black CVAP %		
19,683	14,512	73.7%	2,497	12.7%	2,179	11.1%	494	2.5%		



City of Roseville Current City Council Districts with 2020 Census (Legacy File) Information

September 27, 2021

2010 Census Population

District	Population	Deviation	
1	23,735	-38	-0.2%
2	23,491	-282	-1.2%
3	23,872	99	0.4%
4	24,236	463	1.9%
5	23,530	-243	1.0%
Total Deviation			3.1%

2020 Census Population

District	2020	2010	Change	% of Growth
1	24,568	23,735	833	3.5%
2	24,869	23,491	1,378	5.9%
3	28,102	23,872	4,230	17.7%
4	27,136	24,236	2,900	12%
5	43,098	23,530	19,568	86.2%
Total	147,773	118,864	28,909	24.3%

Data Information

- The data represents the whole population prior to a state required reallocation of prison population that will be conducted by the Statewide database at UC Berkeley
- Based on this data, the city has increased by 28,909 residents or grown 24.3% since the last Decennial Census
- Growth is significantly higher than the state population change of 6.1%
- Redistricting Partners will provide adjusted data in the coming weeks and update the counts
- Item for information only. No action is required by the IRC



ROSEVILLE INDEPENDENT REDISTRICTING COMMUNICATION

Title: Roseville Redistricting Commission - Meeting Schedule and Pertinent Dates
 Helen Dreyer 916-774-5356 hdreyer@roseville.ca.us
 Sonia Orozco 916-774-5269 sorozco@roseville.ca.us
Contact: Joe Mandell 916-774-5325 jmandell@roseville.ca.us

Meeting Date: 9/27/2021
Item #: 6.4.

RECOMMENDATION

Provide the Independent Redistricting Commission (IRC) an informational update on the meeting schedule and pertinent dates for trainings, pre-map hearings and public hearings.

BACKGROUND

The report and attachments establish the schedule for the redrawing of City Council district boundaries. FLO Analytics, Redistricting Partners and city staff met to establish the proposed schedule.

The process for the 2020 redistricting is to include an opportunity for the public to participate in the redrawing of City Council districts. The timeline includes three (3) pre-map hearings and five (5) public hearing dates as required by law.

The following dates, times and locations identify milestones throughout the project:

Meetings	Date	Location
IRC Training # 1 – Pre-Map Hearing Topics: Redistricting 101 and Role of the IRC	Monday, September 27, 2021	City Council Chambers 311 Vernon Street 6:00 pm

IRC Training #2 – Pre-Map Hearing Topics: Communities of Interest, Outreach Plan and District Scenario Modeler	Monday, October 25, 2021	City Council Chambers 311 Vernon Street 6:00 pm
Pre-Map Hearing #3 Topics: Communities of Interest Testimony and Review of Any Publicly Submitted Maps	Monday, November 22, 2021	City Council Chambers 311 Vernon Street 6:00 pm
FLO Analytics and Redistricting Partners to present draft maps to IRC	Monday, December 20, 2021	City Council Chambers 311 Vernon Street 6:00 pm
Final Date to Post Draft Maps for 30 day comment period	Thursday, December 23, 2021	City Website – Send Hard Copy to Community Interest Groups – Post on Social media platforms
Post-Map Public Hearing #1	Thursday, January 6, 2022	Maidu Community Center 1550 Maidu Drive 6:00 pm
Post-Map Public Hearing #2	Tuesday, January 11, 2022	City Council Chambers 311 Vernon Street 6:00 pm
Post-Map Public Hearing #3	Thursday, January 13, 2022	Mike Shellito Indoor Pool – Meeting Rooms 10210 Fairway Drive #1969 6:00 pm
Post-Map Public Hearing #4	Tuesday, January 18, 2022	Martha Riley Library 1501 Pleasant Grove Blvd 6:00 pm
Post-Map Public Hearing #5	Thursday, January 20, 2022	St. John’s Episcopal Church 2351 Pleasant Grove Blvd 6:00 pm
IRC Meeting to Adopt Final Redistricting Map	Monday, January 24, 2022	City Council Chambers

		311 Vernon Street 6:00 pm
City Deadline for IRC Final Plan Adoption	Tuesday, February 1, 2022	City Council Chambers 311 Vernon Street 6:00 pm
District Map and Plan Complete	February 1, 2022	

Item is for information only. No action is required by the IRC.

Respectfully Submitted,

Helen Dreyer, Assistant City Clerk

Sonia Orozco, City Clerk

ATTACHMENTS:

Description

Calendar Schedule for 2022 Map Adoption

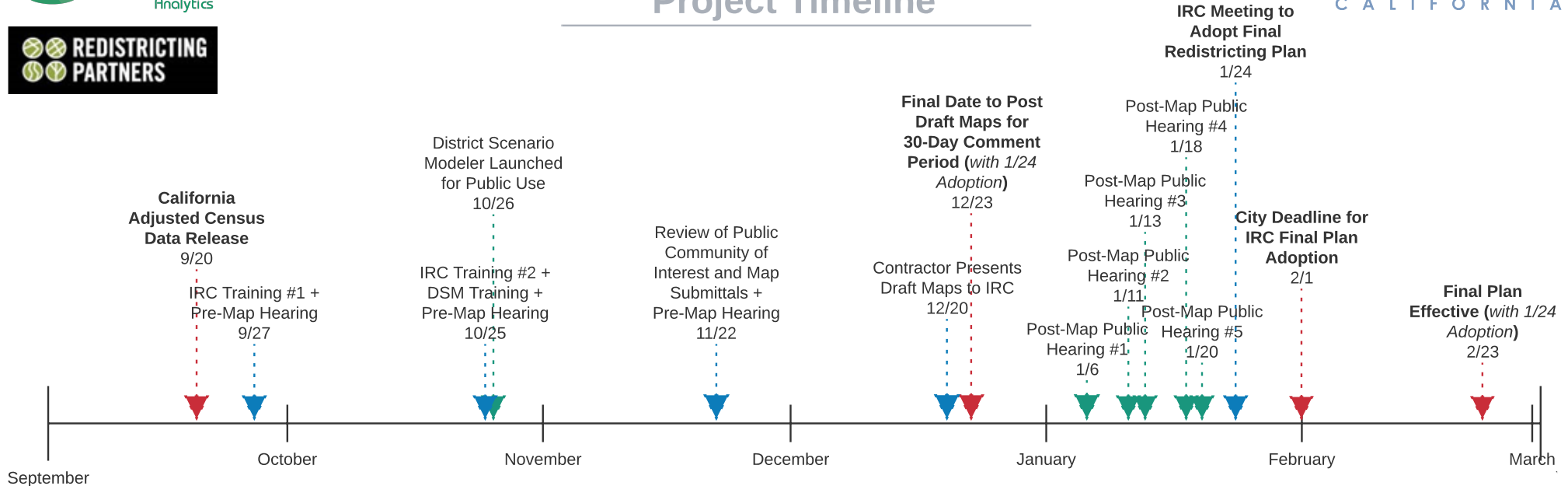
GANNT Schedule for 2022 Map Adoption

PowerPoint - Schedule for 2022 Redistricting Effort

**Roseville Redistricting Commission (IRC)
Meeting Schedule and Pertinent Dates for 2022 Map Adoption**

Meetings	Date	Location
IRC Training # 1 – Pre-Map Hearing Topics: Redistricting 101 and Role of the IRC	Monday, September 27, 2021	City Council Chambers 311 Vernon Street 6:00 pm
IRC Training #2 – Pre-Map Hearing Topics: Communities of Interest, Outreach Plan and District Scenario Modeler	Monday, October 25, 2021	City Council Chambers 311 Vernon Street 6:00 pm
Pre-Map Hearing #3 Topics: Communities of Interest Testimony and Review of Any Publicly Submitted Maps	Monday, November 22, 2021	City Council Chambers 311 Vernon Street 6:00 pm
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District Map and Plan Complete	February 1, 2022	

Roseville City Council Redistricting - Project Timeline



FLO/City Project Team Meetings - every other Tuesday

IRC Training

Draft Redistricting Plan

Final Redistricting Plan

Community Engagement Plan

Community Outreach



Redistricting Schedule – Pertinent Dates and Timeline

September 27, 2021

City of Roseville's Redistricting Schedule

- Total of Three (3) Pre-Map Hearings:
 - All held at City Council Chambers
 - Monday, September 27
 - Monday, October 25
 - Monday, November 22
- Draft Maps to Independent Redistricting Commission (IRC):
 - Monday, December 20

Public Hearings

Date	Location
Thursday, January 6, 2022 6:00 pm	Maidu Community Center 1550 Maidu Drive
Tuesday, January 11, 2022 6:00 pm	City Council Chambers 311 Vernon Street
Thursday, January 13, 2022 6:00 pm	Mike Shellito Indoor Pool 10210 Fairway Drive
Tuesday, January 18, 2022 6:00 pm	Martha Riley Library 1501 Pleasant Grove Blvd.
Thursday, January 20, 2022 6:00 pm	St. John's Episcopal Church 2351 Pleasant Grove Blvd.

City Deadline

- Monday, January 24, 2022
 - IRC meeting to adopt final redistricting map

- Tuesday, February 1, 2022
 - City Deadline for IRC Final Plan Adoption



ROSEVILLE INDEPENDENT REDISTRICTING COMMUNICATION

Title: City of Roseville Redistricting - Community Engagement Plan
Helen Dreyer 916-774-5356 hdreyer@roseville.ca.us
Sonia Orozco 916-774-5269 sorozco@roseville.ca.us
Contact: Joe Mandell 916-774-5325 jmandell@roseville.ca.us

Meeting Date: 9/27/2021
Item #: 6.5.

RECOMMENDATION

Provide the IRC an informational report on the City of Roseville Redistricting Community Engagement Plan.

BACKGROUND

The goal of the City of Roseville Community Engagement Plan is to provide a robust community engagement effort to help ensure the community is aware of the process and knows how to participate.

Goals are as follows:

- Engage the entire Roseville community and communicate broadly to ensure an inclusive, interactive, and transparent redistricting process;
- Educate and inform community members and key stakeholders about the redistricting process, including how to submit comments and/or draft maps; and
- Spur public involvement that contributes to equitable, community-centric outcomes while adhering to California state regulations for redistricting.

As outlined in the plan, audiences include:

- All community members living in the City of Roseville
- Media
 - The Roseville Press Tribune
 - Roseville Today (web)

- West Roseville / Sun City neighborhood newspapers
- Neighborhood associations
 - Roseville Coalition of Neighborhood Associations (RCONA)
- Chamber of Commerce
 - Roseville Area Chamber of Commerce
- Latino Leadership Council
- Sikh Temple
- Invest Health partnership

Milestones are fully outlined in the plan.

Item is for information only. No action is required by the IRC.

Respectfully Submitted,

Helen Dreyer, Assistant City Clerk

Sonia Orozco, City Clerk

ATTACHMENTS:

Description

City of Roseville Redistricting - Community Engagement Plan

City of Roseville Redistricting – Community Engagement Plan

Updated September 22, 2021

Background

The City of Roseville is beginning its decennial redistricting process. Between September 2021 and January 2022, the Independent Redistricting Commission (IRC) will draw and decide on new City Council district boundaries to be in effect for 10 years. The IRC will be supported by City staff and demographer contractor FLO Analytics throughout the process. The City of Roseville and the IRC desire a robust community engagement effort to help ensure that the community is aware of the process and knows how to participate and provide input.

Goals

Community engagement will:

- Engage the entire Roseville community and communicate broadly to ensure an inclusive, interactive, and transparent redistricting process.
- Educate and inform community members and key stakeholders about the redistricting process, including how to submit comments and/or draft maps.
- Spur public involvement that contributes to equitable, community-centric outcomes while adhering to California state regulations for redistricting.

Audiences

- All community members living in the City of Roseville
- Media
 - The Roseville Press Tribune
 - Roseville Today (web)
 - West Roseville / Sun City neighborhood newspapers
- Neighborhood associations
 - Roseville Coalition of Neighborhood Associations (RCONA)
- Chambers of Commerce
 - Roseville Area Chamber of Commerce
- Latino Leadership Council
- Sikh Temple
- Invest Health partnership

Key messages

Decennial redistricting

- Every 10 years following the U.S. Census, city, county, state and federal districts must be redrawn so that each district is substantially equal in population. This is called redistricting and is an important part of the electoral process.
- In 2021, an Independent Redistricting Commission made up entirely of community members was formed to establish district boundaries in a process that is free from special interests and political influence. The Commission consists of eleven members and five alternates.
- The redistricting process for the City of Roseville is planned to be complete with a final plan effective Feb. 23, 2022.
- The city will remain divided into five districts, roughly equal in population, and those districts will each be represented by an elected councilmember.
- Depending on how district boundaries are set, you could be represented by a different councilmember than the one who currently represents you on the City Council.
- The City of Roseville last underwent the redistricting process in 2019, when the city changed to a district-based system from an at-large system for City Council elections. Those district boundaries were drawn based on data from the 2010 census. This process will update those boundaries based on population data from the 2020 census and community input.

Community involvement

- Redistricting determines which neighborhoods and communities are grouped together into a district for purposes of electing a City Councilmember.
- The IRC is seeking broad, robust community input in drawing district boundaries and selecting the next district map for the city's five districts.
- Members of the community will have multiple opportunities to share with the IRC their thoughts about how district boundaries should be drawn to best represent their communities. We encourage residents of Roseville to attend and provide testimony at public meetings, and to submit comments to the city.
- More information on the process is available at www.roseville.ca.us/IRC, www.roseville.ca.us/redistricting or by contacting us at cityclerkroseville@roseville.ca.us.

Communications calendar

This calendar outlines the timing, tactics, audiences and lead for planning communications initiatives surrounding major project milestones and opportunities for public input. Additional tactics beyond what's included may likely be needed as the process continues into 2022, and this calendar primarily serves to show communications tactics for upcoming milestones.

Timing	Communications Tactic	Audience	Lead
September 2021	<p>Develop Redistricting logo/emblem as way to easily identify the topic when presenting to the public</p> <p>Publish web page</p> <ol style="list-style-type: none"> 1. Agendas for hearings 2. A calendar of all meetings/hearings including dates and times 3. Archived videos of all meetings/hearings 4. All presentations and handouts 5. Instructions on how community members can provide input 6. All complete draft and final maps being considered by the committee 7. Email address for direct public inquiries or comment submissions 8. Community of Interest (COI) testimony resources 9. Link to District Scenario Modeler tool 	All	Roseville
Prior to Oct. 25 District Scenario Modeler Public Launch			
Late Sept./ Early Oct.	<p>News release</p> <p>Process overview Census data released Link to redistricting web page Link to District Scenario Modeler tool (if available)</p>	Press Tribune, Roseville Today,	FLO to draft Roseville send
Late Sept./ Early Oct.	<p>City News Bureau story (website)</p> <p>Process overview Census data released Link to redistricting web page Link to District Scenario Modeler tool (if available)</p>	Community	Based on press release

Timing	Communications Tactic	Audience	Lead
Late Sept./ Early Oct.	E-newsletter update Process overview Census data released Upcoming public hearings Link to redistricting web page Link to District Scenario Modeler tool (if available)	Community stakeholders RCONA Chambers of Commerce	FLO to draft Roseville send
Late Sept./ Early Oct.	Post to social media channels Notice of process starting Link to redistricting web page	Community	FLO to draft Roseville post
Due Oct. 11 to fulfillment house Reach mailboxes late Oct. through Nov.	Utility bill insert mailer Include overview of the process, encourage participation and listing important dates	Roseville community	Roseville
Reach mailboxes late Oct. through Nov.	City-wide mailer Include overview of the process, encourage participation and listing important dates	Roseville community	Roseville
Communications in advance of public hearings 1/6, 1/11, 1/13, 1/18, 1/20			
Mid- December	City News Bureau (website) Information about upcoming hearing Encourage attendance and public input Status of the redistricting process Link to redistricting web page Send to West Roseville /Sun City News for early January publication	Community Media	Roseville
Mid- December through last meeting date	E-newsletter update Information about upcoming hearing Encourage attendance and public input Status of the redistricting process Link to redistricting web page	Community stakeholders RCONA Chambers of Commerce	Roseville
5 days in advance	Public notice Notice of hearing	Community	Roseville

Timing	Communications Tactic	Audience	Lead
7 days in advance	Social media post Notice of public hearing Link to redistricting web page	Community stakeholders	Roseville
Regular Redistricting Status Updates			
September 2021 – February 2022	City News Bureau (website) Updates as needed	Community	Roseville
After each meeting starting September 27, 2021	Update IRC/Redistricting webpage Update web with hearing materials, including: - Presentations - Handouts - Public comments	Community	Roseville
Monthly, starting Dec. 1, 2021 through end of Feb. 2022	E-newsletter update Information about the current status of the redistricting process Upcoming hearings and opportunities for involvement Link to redistricting web page	Community stakeholders RCONA Chambers of Commerce	Roseville
Monthly, starting Dec. 1, 2021 through end of Feb. 2022	Social media post Information about the current status of the redistricting process, emphasizing upcoming involvement opportunities/hearings Link to redistricting web page	Community stakeholders	Roseville
After Public Hearings 1/6, 1/11, 1/13, 1/18, 1/20			
Post-hearing	Update web page Update web with hearing materials, including: - Presentations - Handouts - Public comments	Community	Roseville

Measuring success

Some of the tactics included in this plan can be measured with numbers and some are more qualitative. The plan emphasizes a “web first” approach, so most of the tools proposed drive traffic to the redistricting web page. Website analytics will be a useful way to gauge our engagement efforts and will help inform future tactics.

Tool	Metrics	Goals
Web page	Page views/time on page	City of Roseville-typical stats

Tool	Metrics	Goals
E-newsletter updates	Open rate/click rate	29% / 2.7% (if using MailChimp or other email tool)
Facebook/social media posts	Engagement	0.09%
Other: Earned media	Amount/tone of coverage	Relatively broad/accurate and positive