# City of Manteca - District Formation

## Outreach & Engagement Efforts

TRIPEPI SMITH
marketing • technology • public affairs

November 23, 2021

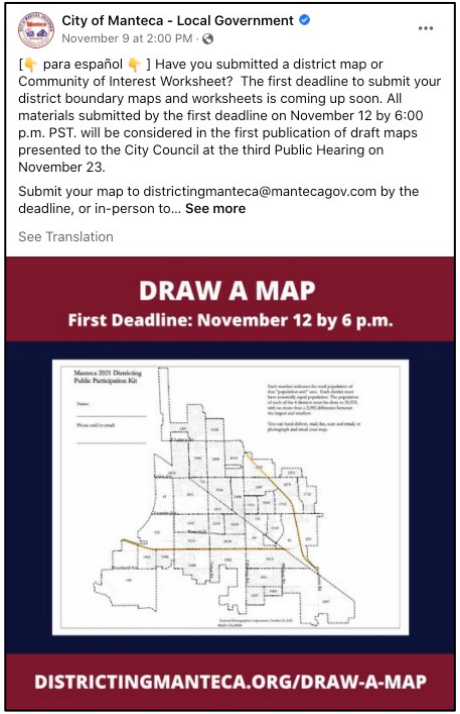
# Agenda

- Outreach & engagement efforts to date
  - Multimedia outreach – digital, print, phone, etc.
  - New dedicated website
  - Public Hearings/Workshops
- Outreach & engagement moving forward
  - Continued engagement publicizing final milestones in the process

# Outreach & Engagement Efforts to Date

# Multimedia Outreach

- Digital
  - Website
  - Emails
  - Social media
  - Press release to online media outlets
- Print
  - Flyers
  - Press release to print media outlets
- Phone
  - Phone calls to community groups




www.DistrictingManteca.org

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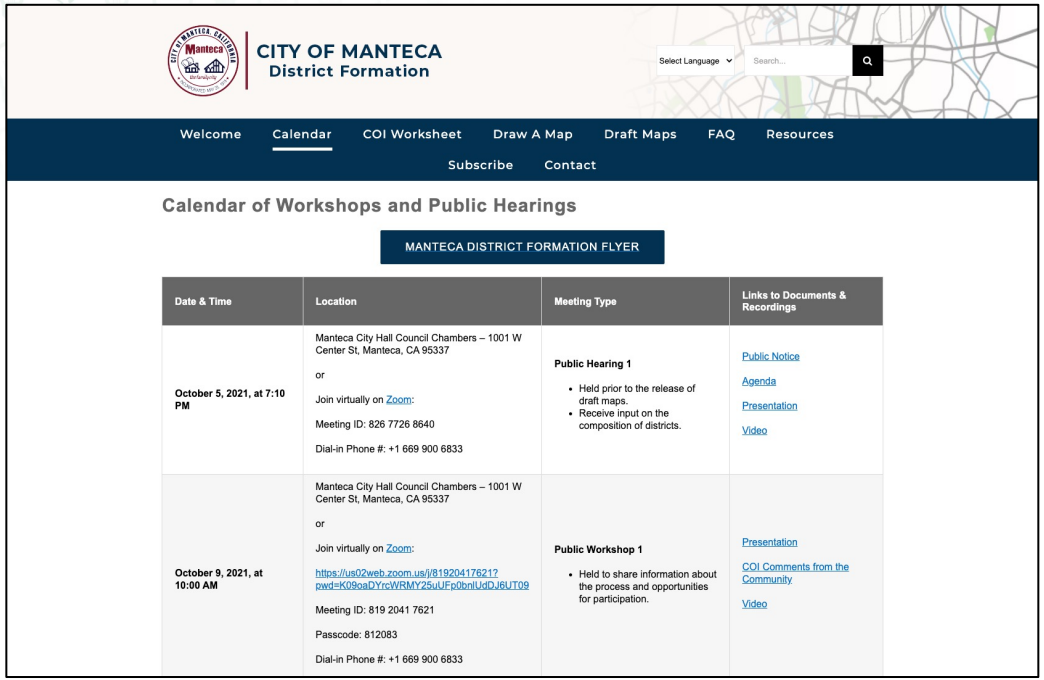
# Dedicated Website




**DistrictingManteca.org,** which launched Sept. 21, is continuously updated with information & resources.

Includes **Calendar** page with all meeting materials, **Subscribe** option to sign up for email updates & **Contact** tab to share feedback

**www.DistrictingManteca.org**

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# Public Hearings/Workshops

- Public Hearings #1 & #2
- Community Workshops #1 & #2 (In-Person)
- Community Workshop #3 (Virtual-Only)

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# Outreach & Engagement Moving Forward

# Moving Forward

- Continued engagement publicizing final milestones in the process
  - Nov. 29 by 6 p.m.: Second due date for draft maps
  - Dec. 7 at 7:10 p.m.: Public Hearing #4
  - Dec. 21: First Reading of Map Adoption
  - Jan. 18: Second Reading of Map Adoption

# Questions?

NDC
National Demographics Corporation

# City of Manteca
# Draft Map Presentation

November 23, 2021

Doug Yoakam, Consultant
National Demographics Corporation

# Redistricting Process

| Step | Description |
|---|---|
| **Census Data Release**<br>August 16, 2021 | Census Bureau releases official 2020 Census population data. |
| **California Data Release**<br>September 20 & 27, 2021 | California Statewide Database releases California's official 'prisoner-adjusted' 2020 redistricting data. |
| **First Pre-draft hearing**<br>October 5, 2021 | First Public Hearing to discuss redistricting process and answer questions from the public. |
| **Public Workshop**<br>October 9, 2021<br>10:00 a.m. | First public workshop to demonstrate mapping tools and answer questions from the public. |
| **Second Pre-draft hearing**<br>October 19, 2021 | Second Public Hearing to hear from the public regarding neighborhoods and Communities of Interest. |

# Redistricting Process

| Step | Description |
|---|---|
| **Public Workshop**<br>October 23, 2021<br>2:00 p.m. | Second public workshop to demonstrate mapping tools and answer questions from the public. |
| **Virtual Public Workshop**<br>November 6, 2021<br>10:00 a.m. | Review of timeline, rules and laws , and a virtual demonstration of public mapping tools. |
| **Deadline for map submission**<br>November 12, 2021 | Deadline for public to submit maps. In order to process for November 23rd hearing. |
| **First post-draft-map hearing**<br>November 23, 2021 | First Public Hearing to discuss and revise the draft maps and to discuss the election sequence. |
| **Deadline for map submission**<br>November 29, 2021 | Deadline for public to submit maps. In order to process for December 7th hearing. |
| **Second post-draft –map hearing & map adoption**<br>December 7, 2021 | Public and Council deliberation on Map options. Council vote on preferred map. |

# 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)

**Prohibited:** "Shall not favor or discriminate against a political party."

## 3. Other Traditional Redistricting Principles

**Respect voters' choices / continuity in office**

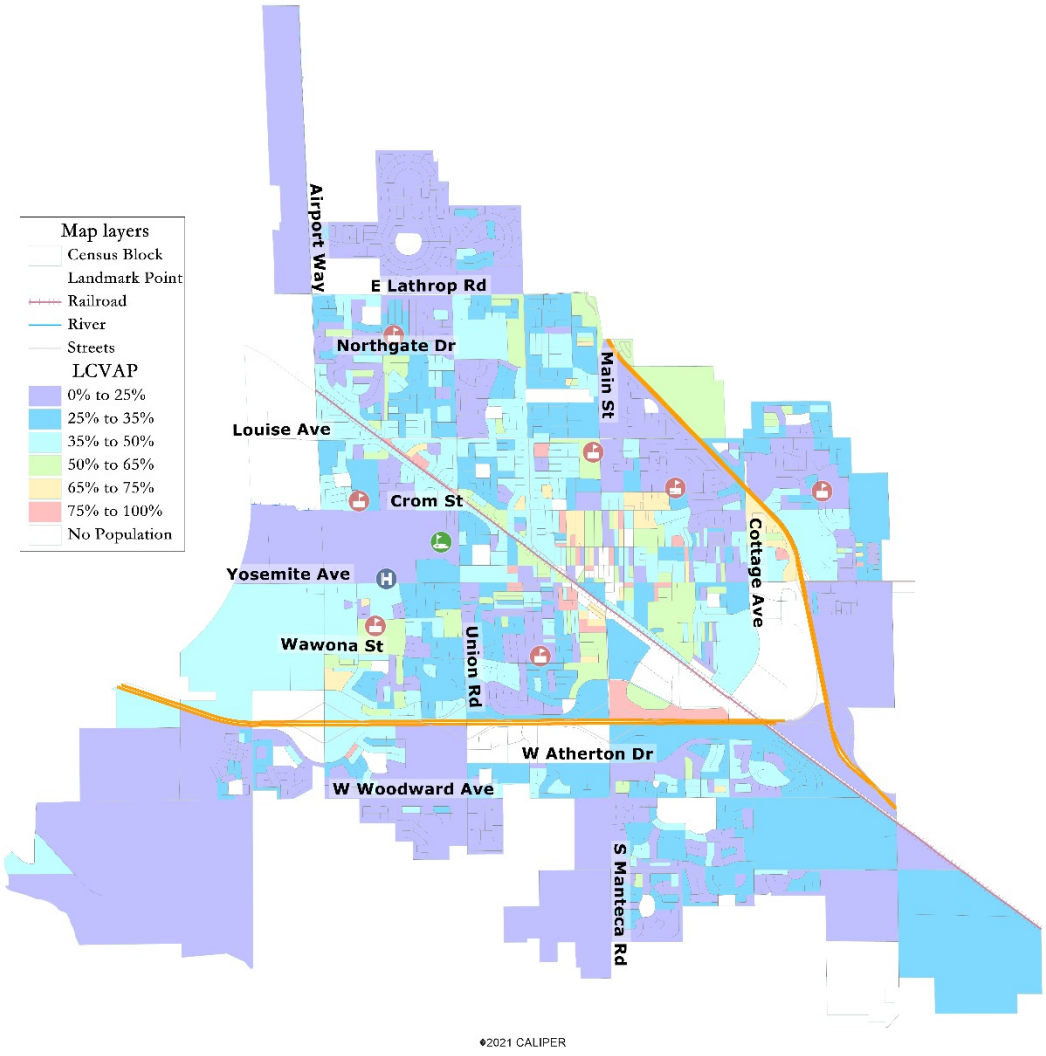
**Future population growth**

# Manteca 2020 Census

## Total Population:
## 83,740
## Ideal District population:
## 20,935

# Manteca 2020 Census

| 2020 Census | Total Population | 83,700 |
|---|---|---|
| Total Pop. | Hispanic/Latino | 41% |
| | NH White | 35% |
| | NH Black | 5% |
| | NH Asian/Pac.Isl. | 17% |
| | NH Native Amer. | 2% |
| Citizen Voting Age Pop (ACS) | Total | 52,738 |
| | Hisp | 32% |
| | NH White | 49% |
| | NH Black | 6% |
| | Asian/Pac.Isl. | 12% |
| | Native Amer. | 1% |


Map layers
Census Block
Landmark Point
Railroad
River
Streets
LCVAP
0% to 25%
25% to 35%
35% to 50%
50% to 65%
65% to 75%
75% to 100%
No Population
Airport Way
E Lathrop Rd
Northgate Dr
Main St
Louise Ave
Crom St
Cottage Ave
Yosemite Ave
Wawona St
Union Rd
W Atherton Dr
W Woodward Ave
S Manteca Rd
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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.**

# 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?

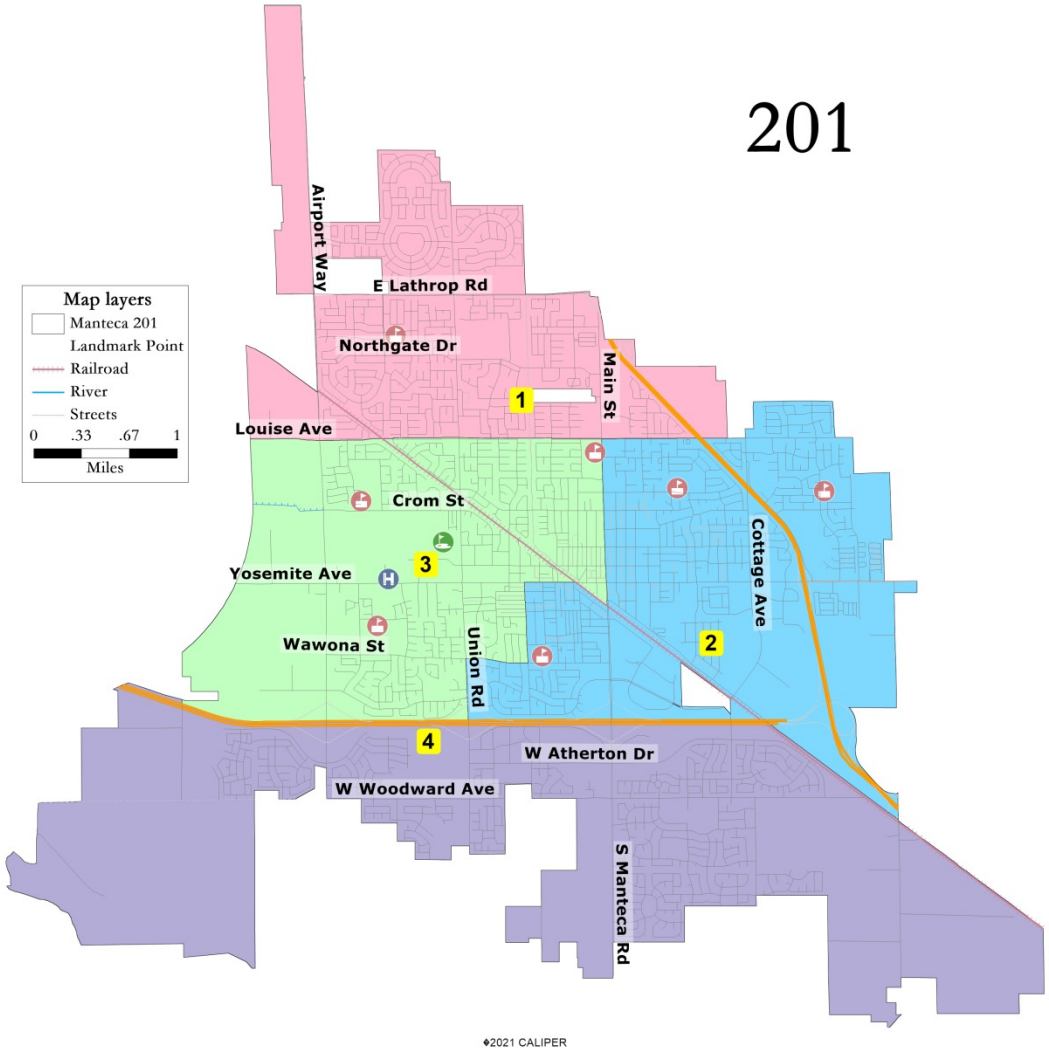
Definitions of Communities of Interest may not include relationships with political parties, incumbents, or political candidates.

# 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" 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!

# NDC Draft Map 201



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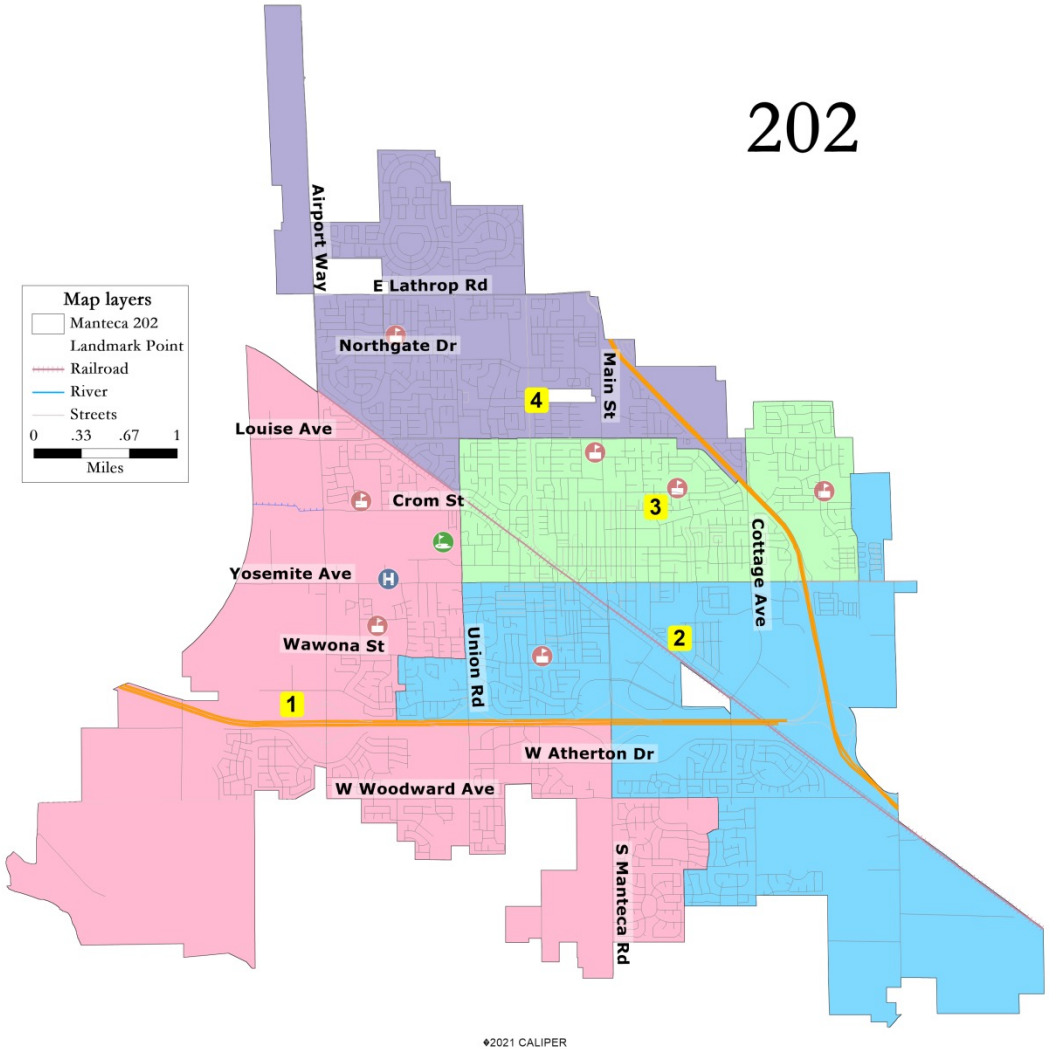

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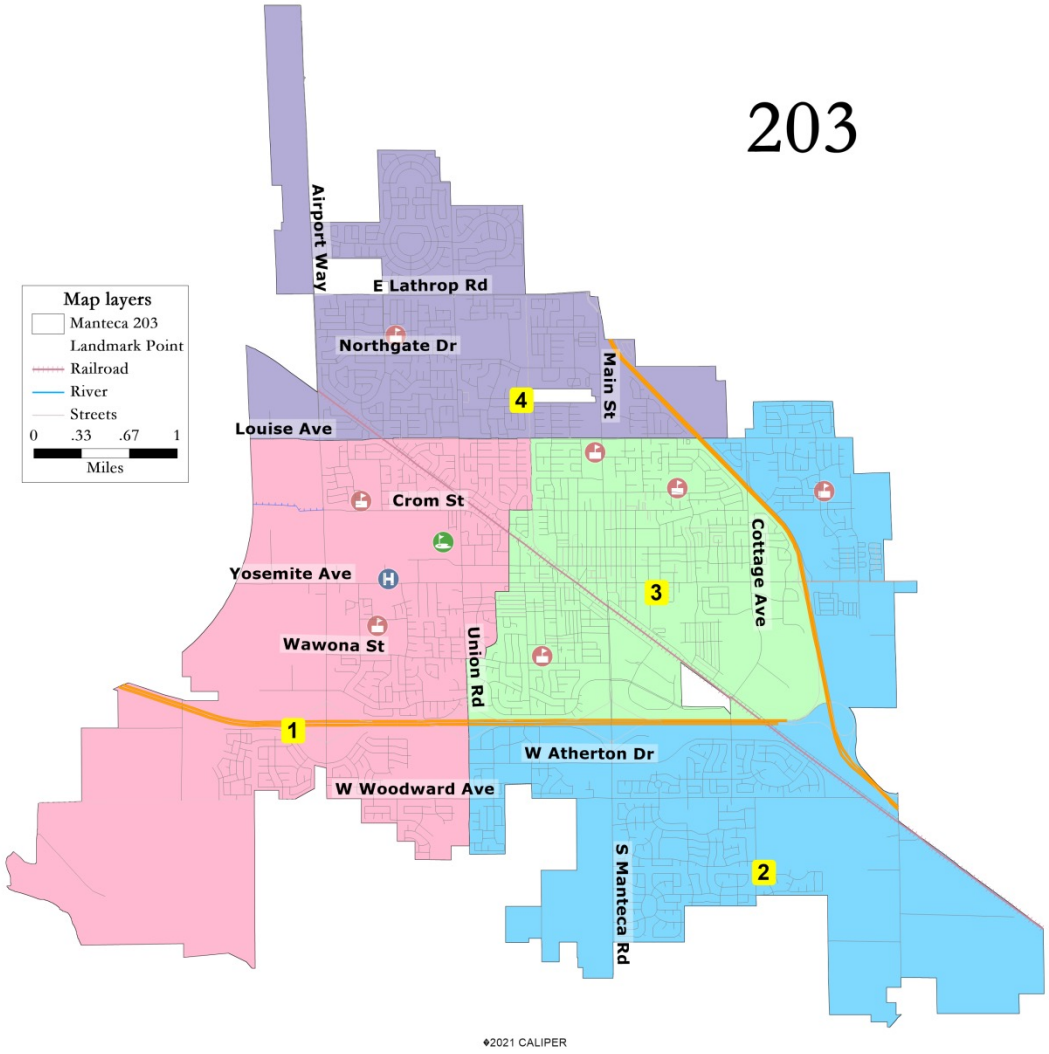
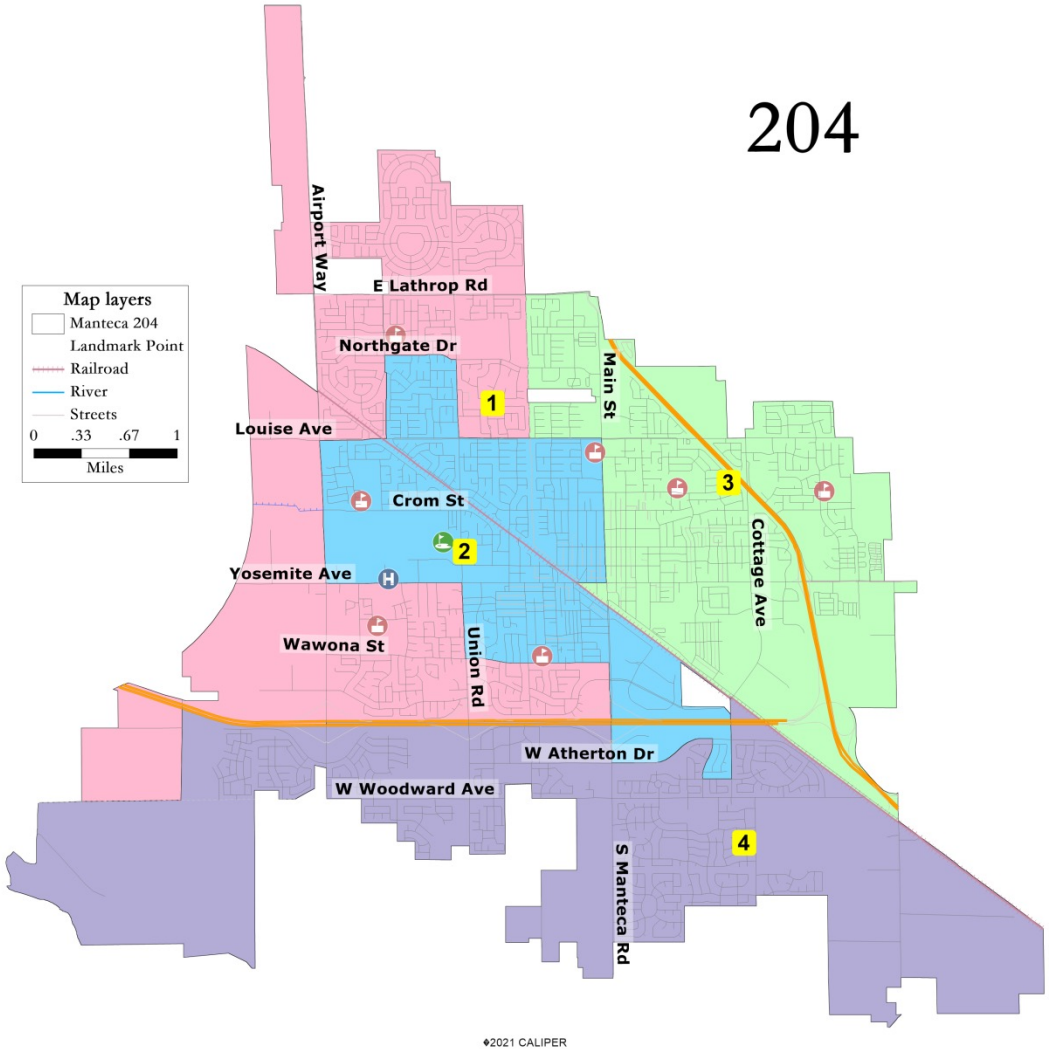


# Public Map 204



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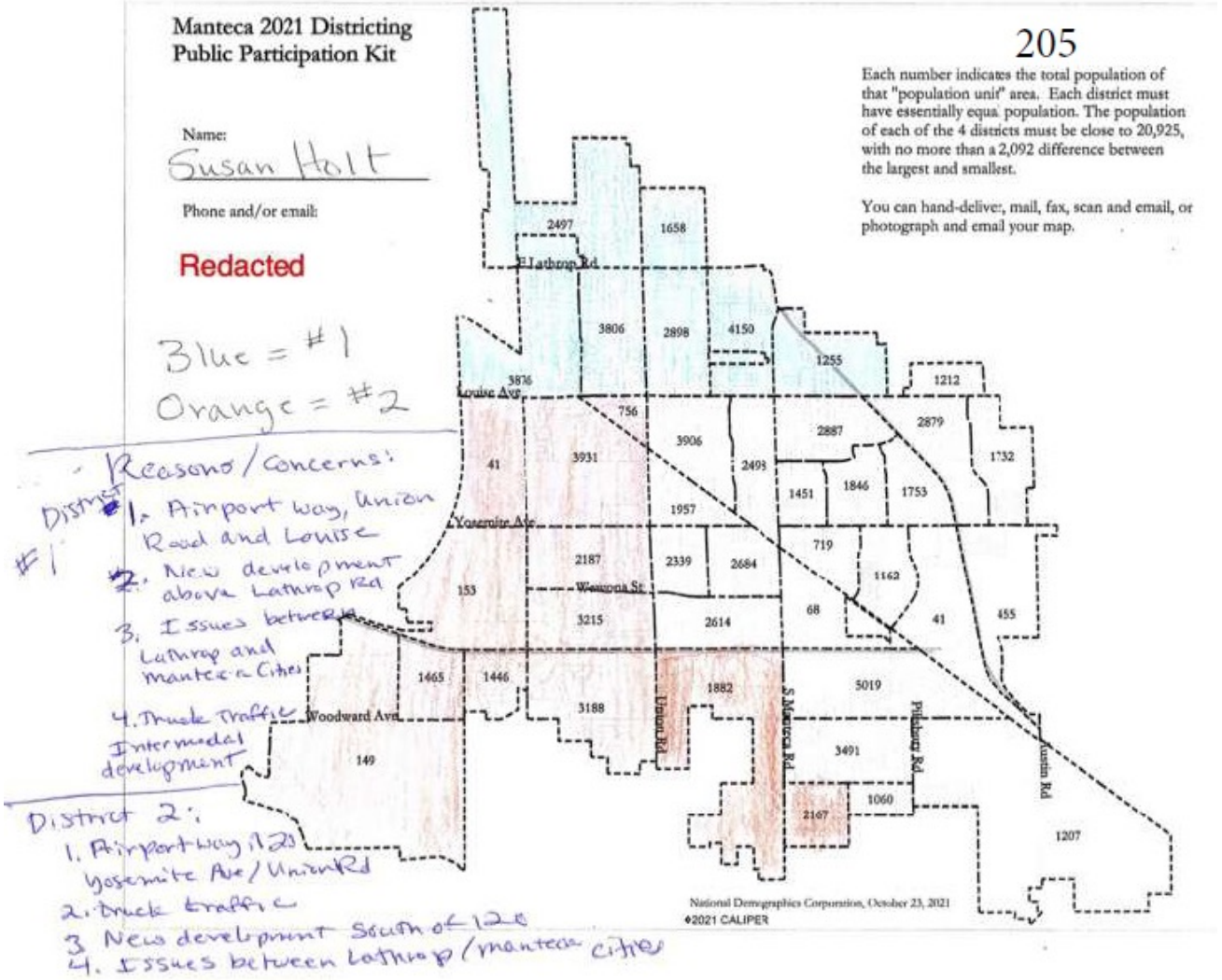

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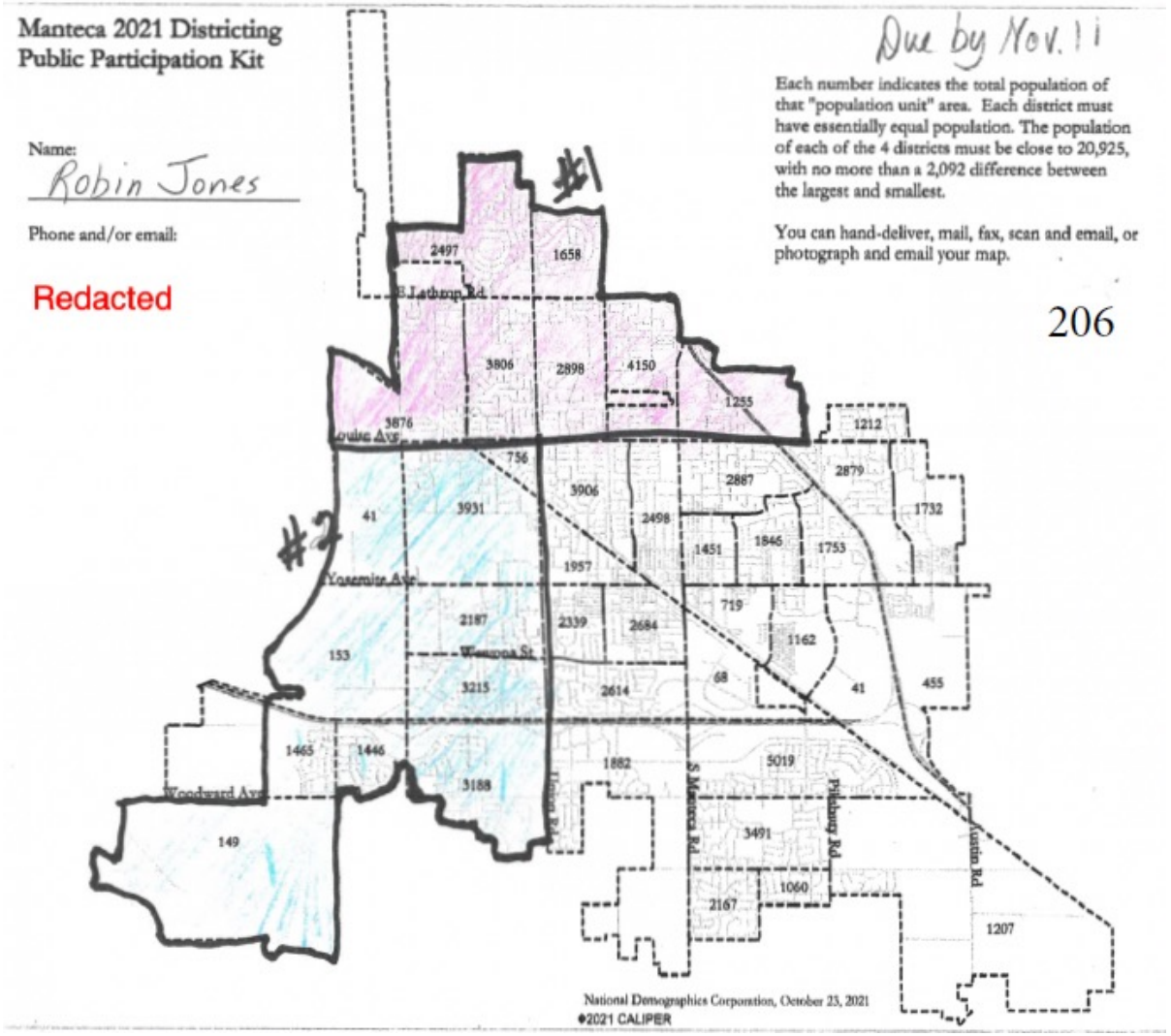

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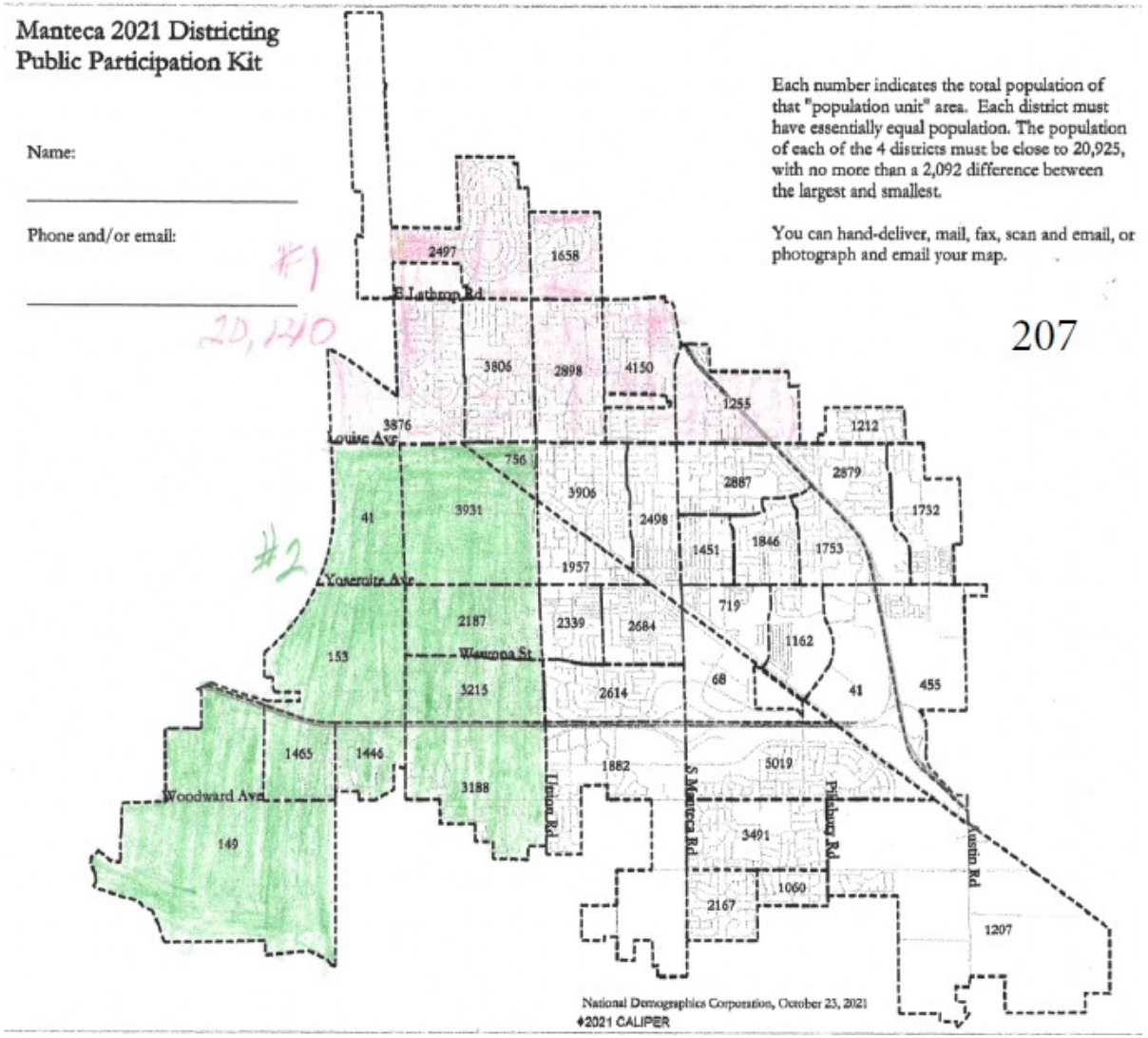

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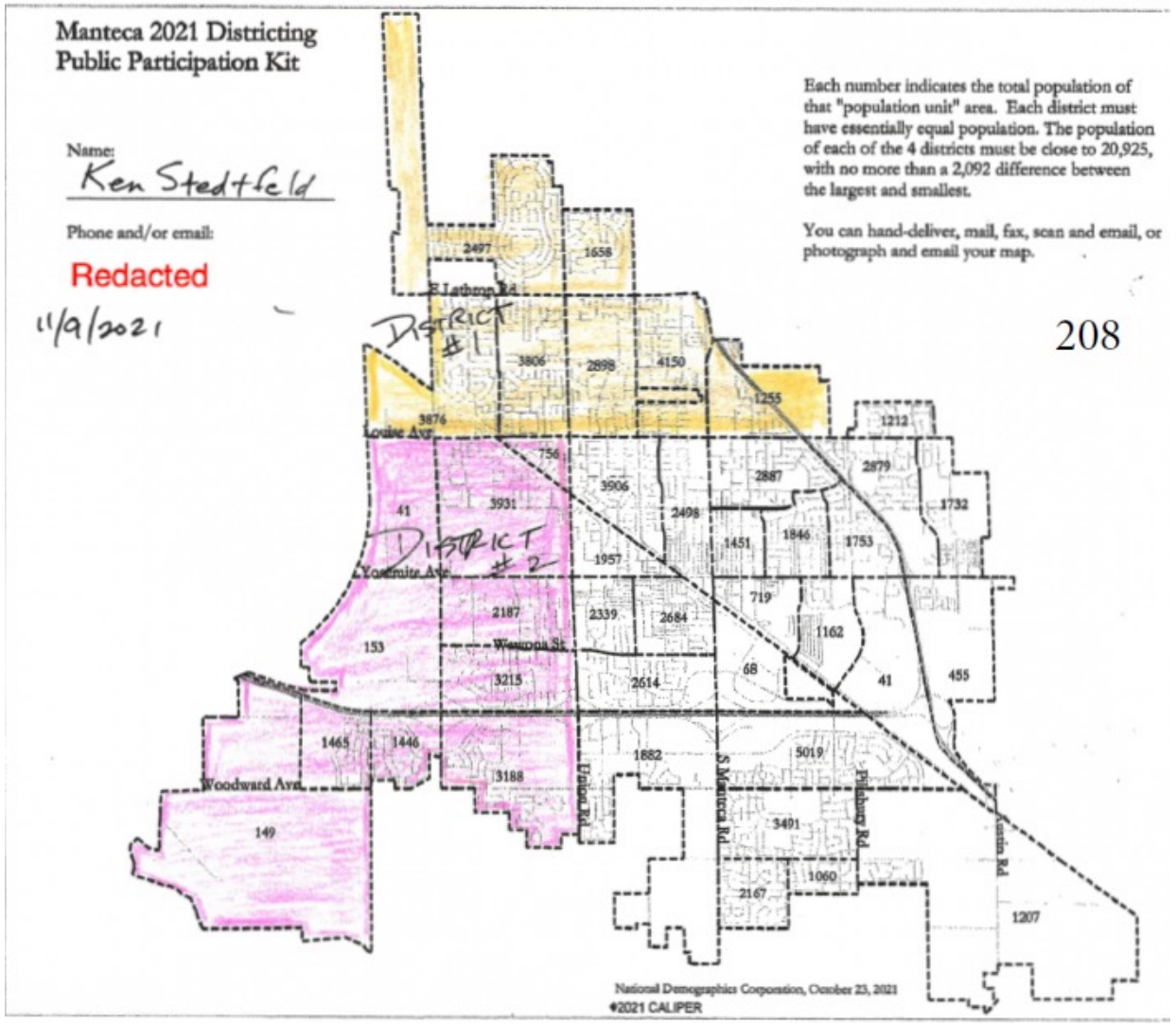

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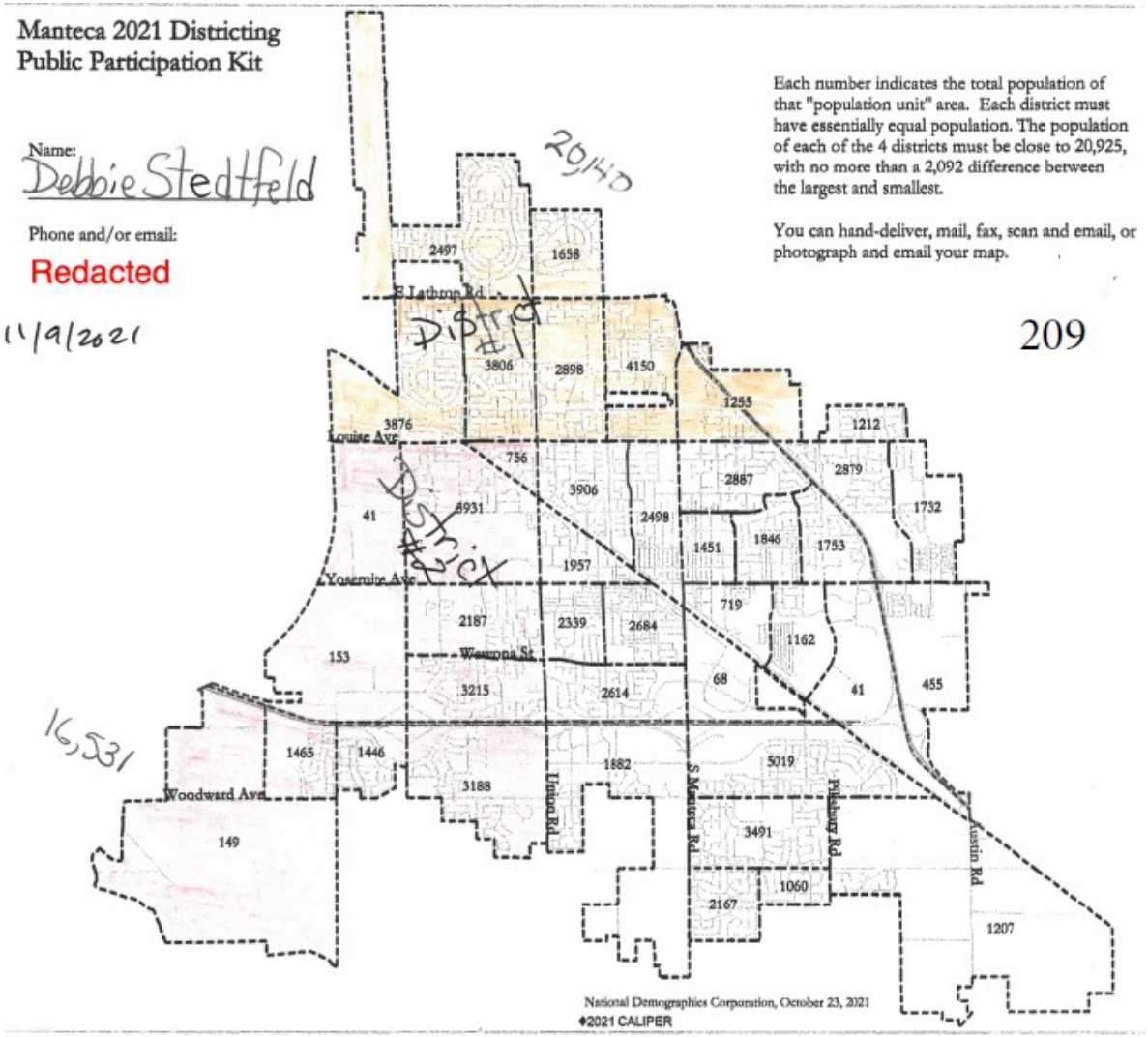

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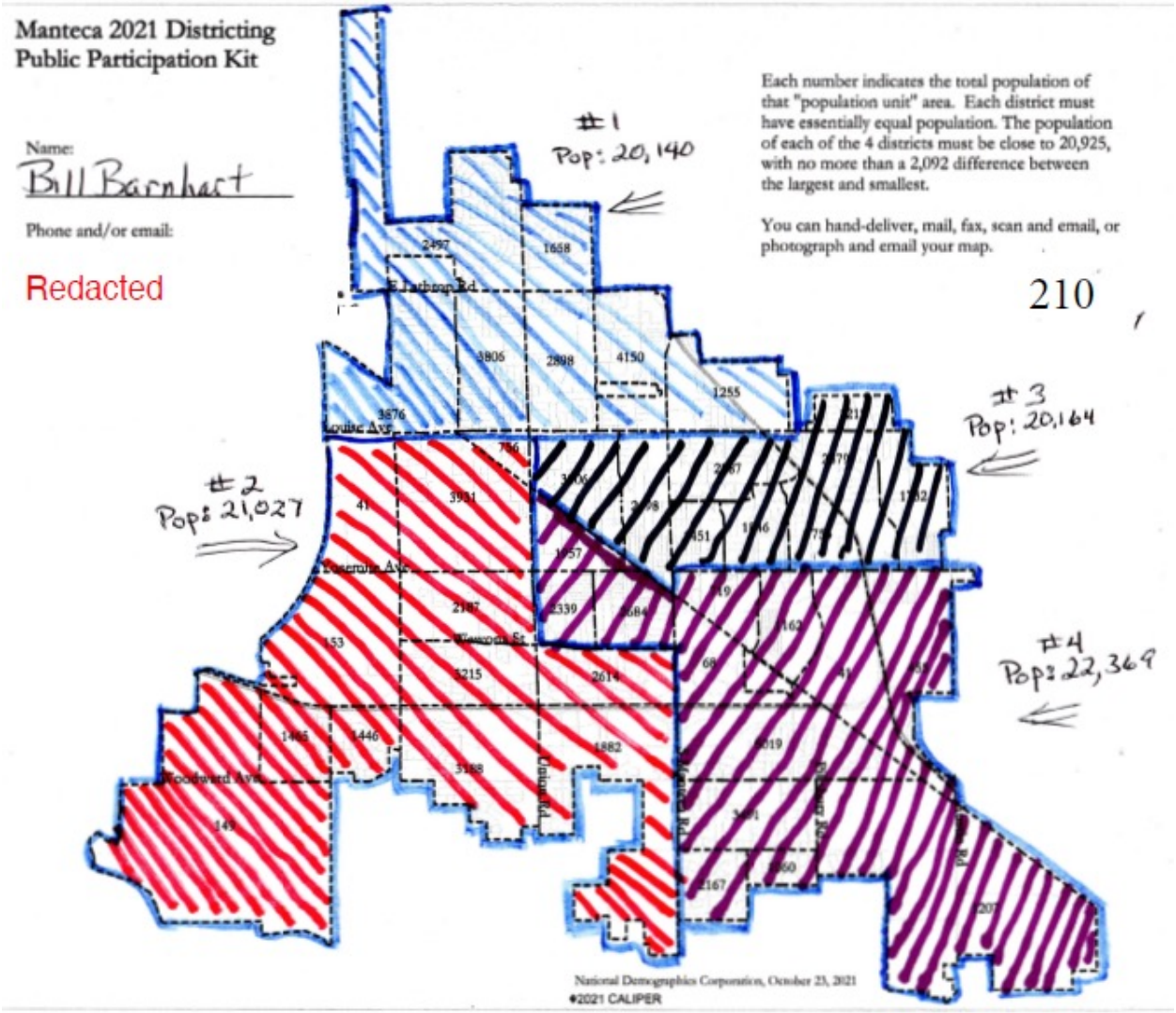

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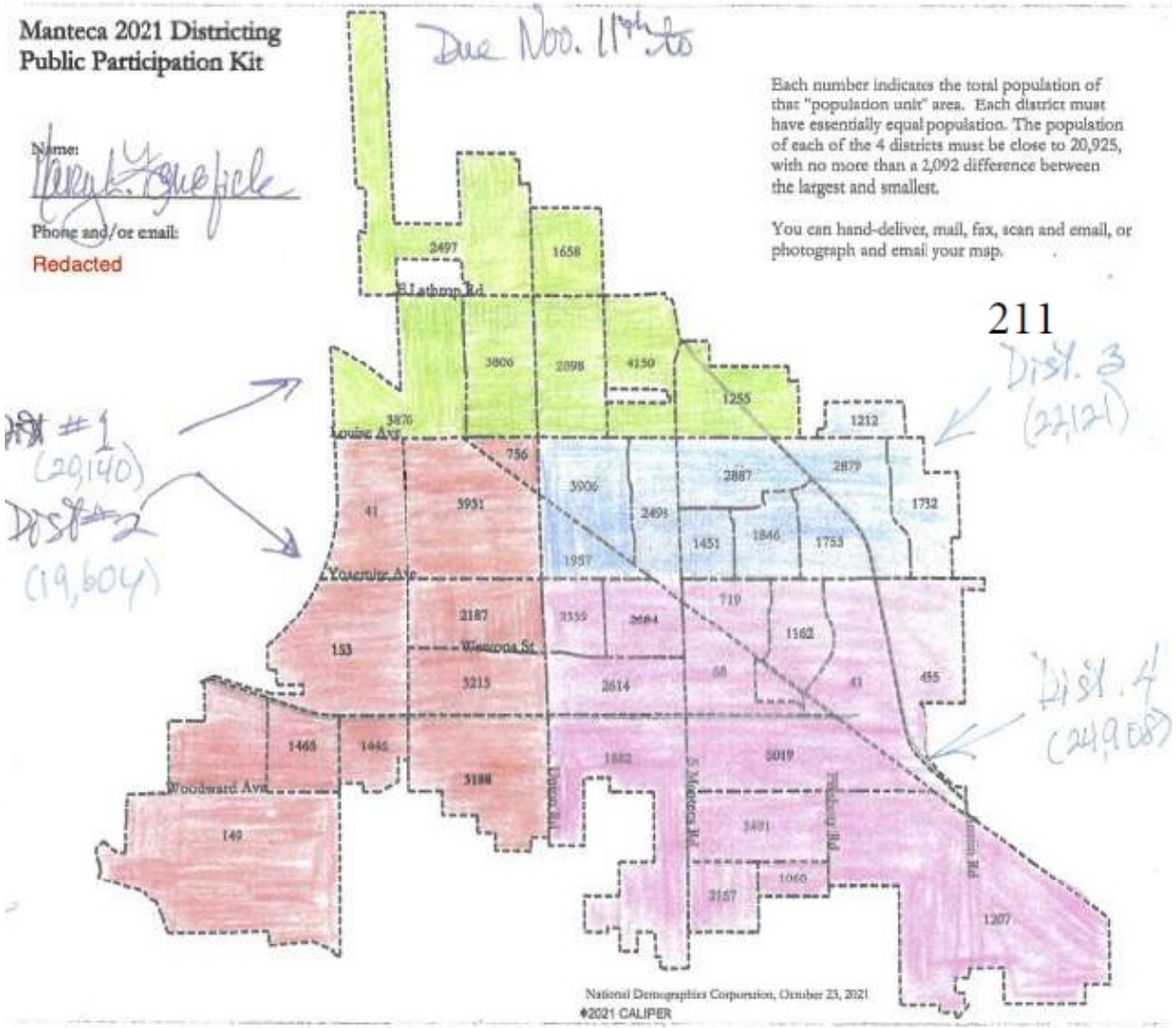

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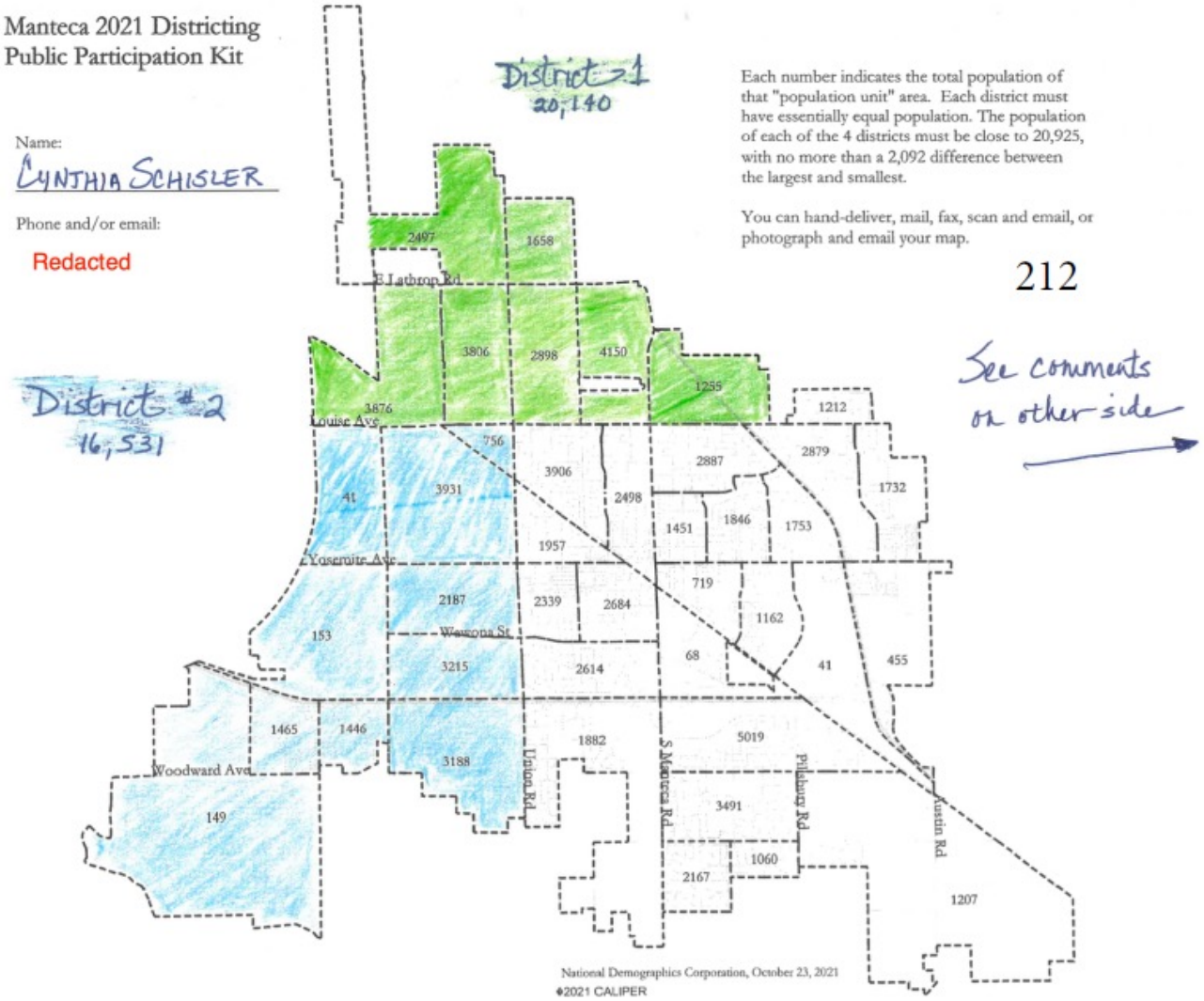

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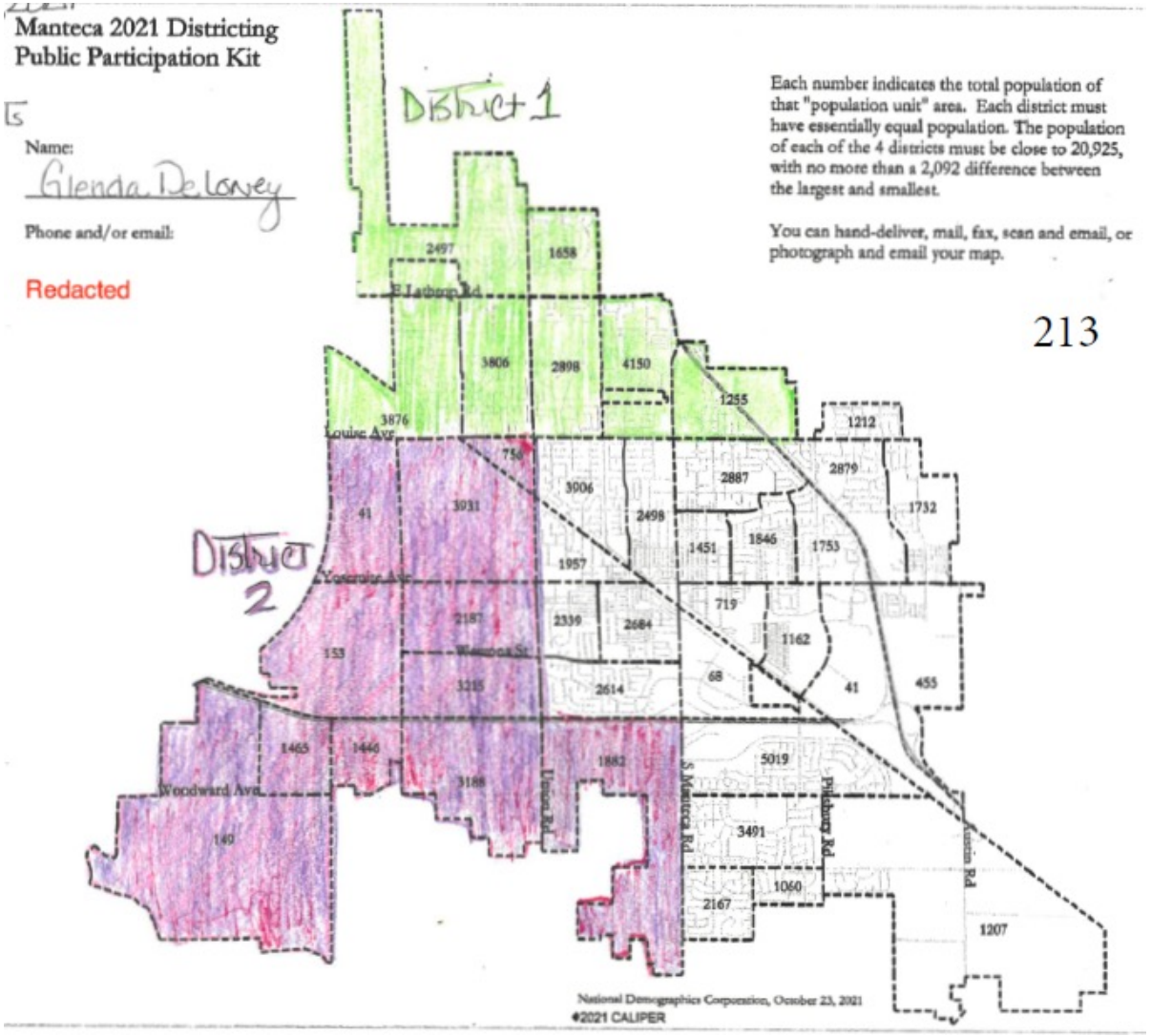

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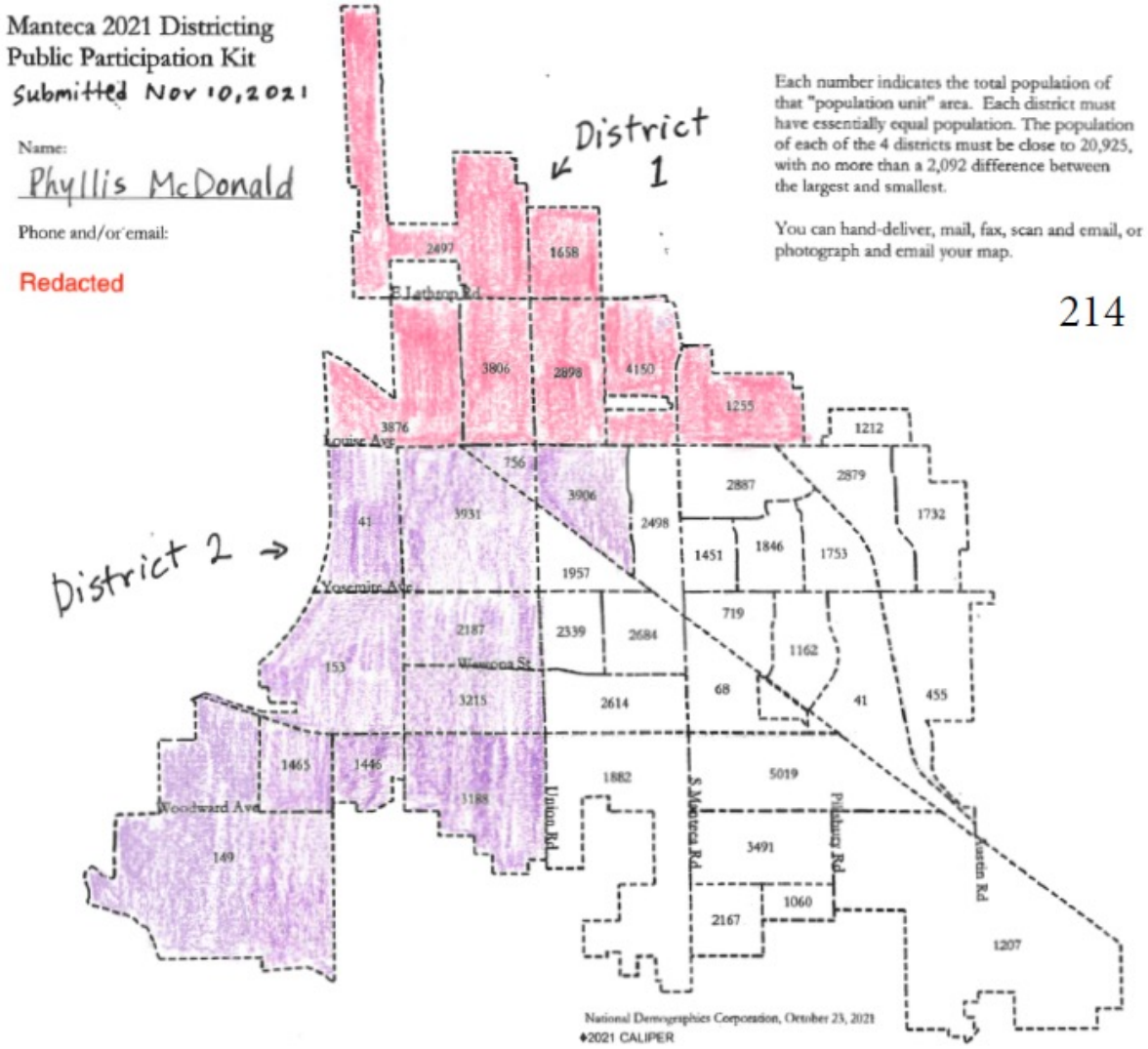

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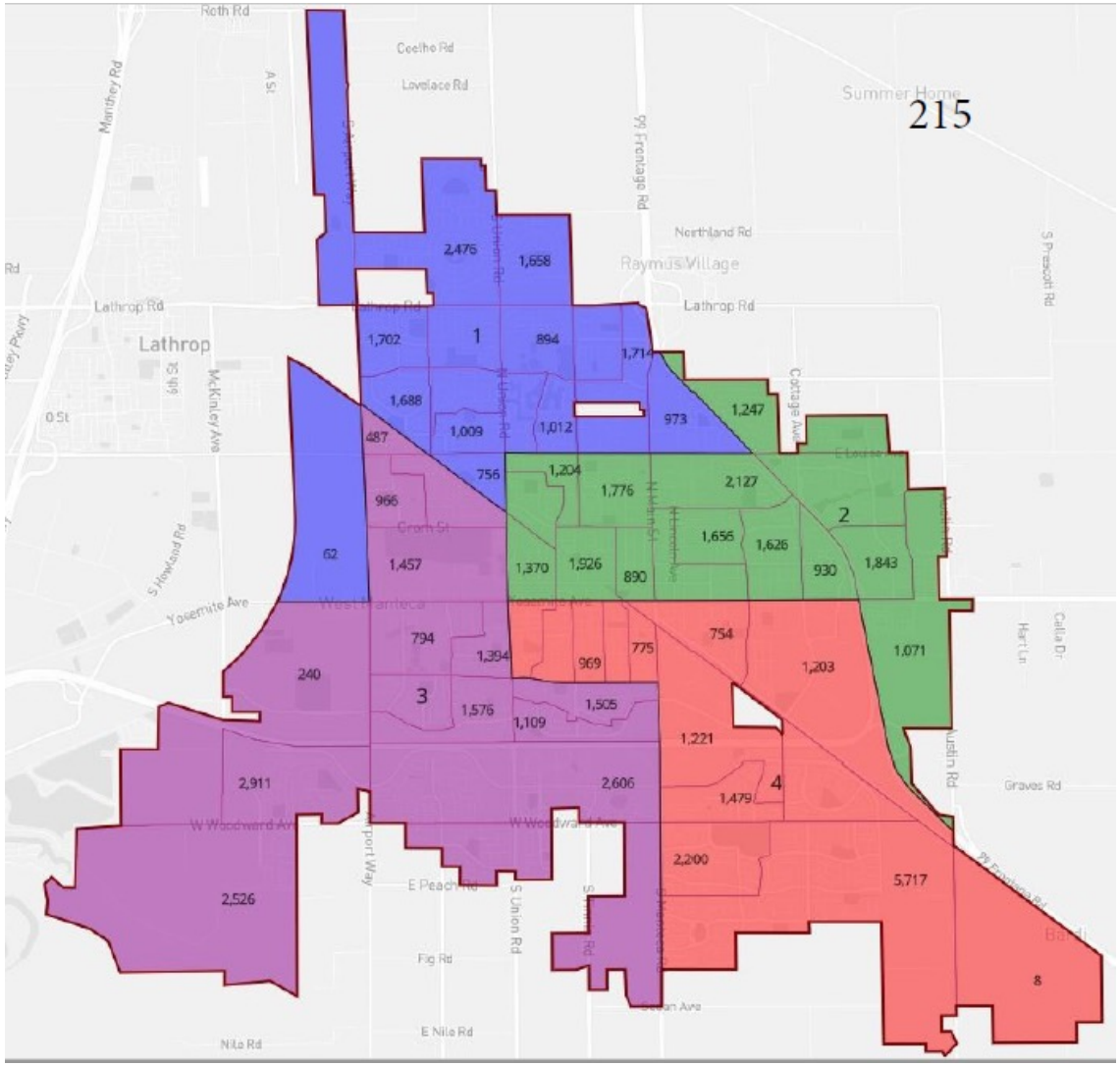

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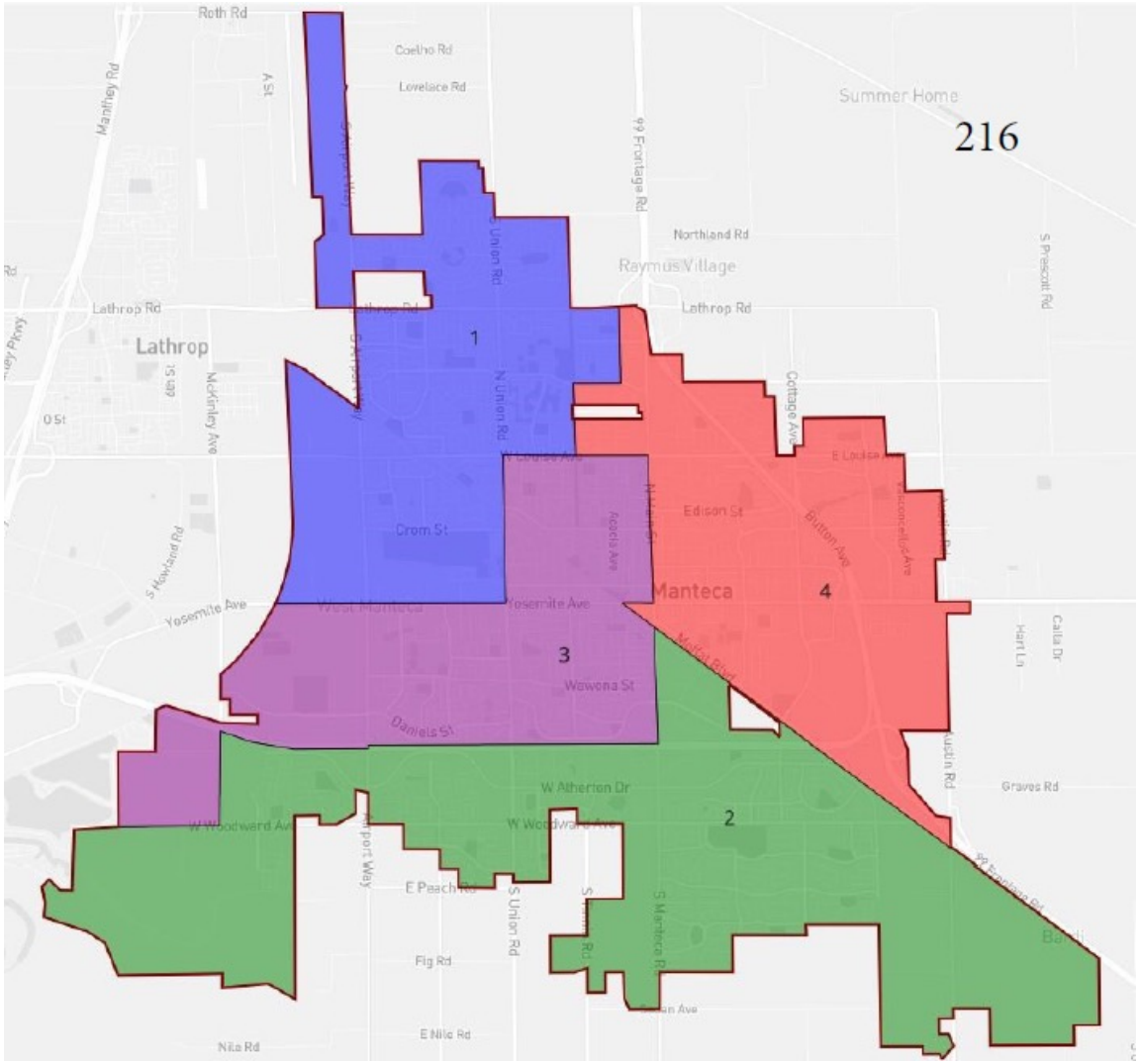

# Share Your Thoughts

## Website

**Districtingmanteca.org**

## Phone

209-456-8017

## Email

districtingmanteca@mantecagov.com