

Redistricting Community Engagement Report

Hernandez Consulting

September 13, 2021 - October 15, 2021

1. 4-Prong Approach Outreach Plan

- a. **Total community engagements:** 34
- b. **Total attendees:** 518
- c. **Community Presentations** - presented to 12 groups
 - i. NAACP Santa Rosa - Sonoma County
 - ii. Asian American Pacific Islander Coalition
 - iii. Indigenous/Tribal Parent Group - Santa Rosa City Schools
 - iv. Petaluma Health Center Patient Advisory Council (English)
 - v. Graton Day Labor Center (All Men/Spanish)
 - vi. Russian River Chamber of Commerce
 - vii. Promotoras Luchadoras - La Luz (Spanish)
 - viii. Springs Municipal Advisory Council
 - ix. Petaluma Health Center Patient Advisory Council (Spanish)
 - x. Santa Rosa City Schools DELAC Parent Group (Spanish)
 - xi. Sonoma County Disability Services & Legal Center Staff
 - xii. Almas Group (All women/Spanish)
- d. **Focus Groups** - conducted 13 Focus Group Sessions
 - i. Black/African American #1
 - ii. Asian American Pacific Islander #1
 - iii. Latinx/Hispanic #1
 - iv. Coastal Region #1
 - v. Asian American Pacific Islander #2
 - vi. Black/African American #2
 - vii. Springs Session #1
 - viii. Coastal Region #2
 - ix. Springs Session #2
 - x. Indigenous/Tribal/Native Community
 - xi. Latinx/Hispanic #2
 - xii. LGBTQI+
 - xiii. Lower Russian River Area
- e. **Virtual Town Hall** - conducted 3 virtual town halls
 - i. September 29, 2021
 - ii. October 6, 2021
 - iii. October 13, 2021
- f. **Map Drawing Party** - conducted 2 in-person map drawing events
 - i. Map Drawing Party - Roseland
 - ii. Map Drawing Party - Springs/Sonoma Valley
- g. **Radio Interviews** - participated in 3 radio interviews
 - i. Los Sin Cuenta

- ii. KSRO - Meetings with Mayor
- iii. La Luz Podcast
- iv. Community Action Partnership - Conversations on Race Show

2. Focus Groups feedback themes

a. *Asian American Pacific Islander*

- i. Number of Focus Groups: 2
- ii. Total Attendees: 10
 1. Questioned why the County is doing outreach at the last minute.
 2. Appreciated being able to participate.
 3. It is hard to draw a map for the whole County because they only know the specific community they live in.
 4. The AAPI community lives in different areas of the County so this process is difficult.
 5. The AAPI community has a strong presence in Petaluma -- most Asian folks keep to themselves, they have their families, and stay quiet for the most part.
 6. Feel that there is a significant disconnect between the AAPI community and local County government.
 7. It makes sense to have Roseland be part of the Santa Rosa district.
 8. We want to see the commissioners considering the black, indigenous, and people of color communities who have not historically been engaged.

b. *Black/African American*

- i. Number of Focus Groups: 2
- ii. Total Attendees: 6
 1. It sounds like they are doing this at the last minute and we do not have the time to provide feedback.
 2. Appreciated being able to participate.
 3. The map tools are not very user friendly and questioned if the County was intentionally making it difficult for people to participate.
 4. Appreciated the information.
 5. Wanted examples as to how this impacts people's day-to-day lives.
 6. The Latinx community will continue to expand in population -- when you look at the makeup of the Board of supervisors we do not have representation of Latinx, Black, Asian, etc. for me that is a problem I hope this process can address.

c. *Coastal Region*

- i. Number of Focus Groups: 2
- ii. Total Attendees: 47
 1. Overwhelming majority do not want the coast to be split.

2. The coastal community has been a community of interest since the 1970s, and should not be split up.
3. The whole coast has a lot in common -- highway 1, tourist, ocean, rural living, same resource challenges.
4. One Supervisor having a good relationship with the coastal commission is better than having two.
5. If we have two Supervisors we run the risk of them not agreeing and sending mixed messages to the coastal commission.
6. How is Roseland part of the Coastal district?

d. *Indigenous/Tribal/Native Americans*

- i. **Number of Focus Groups:** 1
- ii. **Total Attendees:** 7
 1. Appreciated being able to participate.
 2. Why did the County wait so long to engage us?
 3. We are not even a demographic data point on the information you are providing -- do we not matter?
 4. When will the County count us as community members that live here?
 5. Can we add tribal territories within the maps that are being provided?
 6. How can we create a district that increases our chances for getting a person of color elected?

e. *Latinx or Hispanic*

- i. **Number of Focus Groups:** 2
- ii. **Total Attendees:** 30
 1. Appreciated being able to participate.
 2. They didn't know this process was happening -- they also were confused by the mapping tools and how to give feedback.
 3. We will not have a representative in Roseland until we draw a district that truly uplifts the Roseland area.
 4. How can we design a district that would give us the best opportunity to elect a person of color -- that would be my suggestion. This is an opportunity to create real opportunity for our Latino, Black, Asian, and Native community.
 5. How does this affect the everyday life of a Latinx community member?
 6. I am in agreement that we have to design these maps to give the best opportunity of electing people of color in the future.

f. *LGBTQI+ Community*

- i. **Number of Focus Groups:** 1
- ii. **Total Attendees:** 8
 1. It is important that the LGBTQI+ is represented and acknowledged.
 2. Why is LGBT information not available on the map drawing tools?

3. Thank you for the information but the mapping tools and ways to give feedback is confusing.

g. Lower Russian River

- i. **Number of Focus Groups:** 1
- ii. **Total Attendees:** 22
 1. Having this workshop with less than 24 hours to participate in the mapping process is just continuing the disenfranchisement of the lower river. This meeting seems to be an afterthought.
 2. West County has a different culture and way of living than Santa Rosa and Windsor.
 3. We want to be kept within our community and we have a lot in common with our coastal community.
 4. The coast and the Russian River face the same problems and have the same concerns as the coast.
 5. We do not want to think of breaking up the 5th district and this is one of the reasons -- we have to be united when it comes to the tourism industry.
 6. Appreciated that we coordinated the presentation and focus group.

h. Sonoma Valley/Springs Area

- i. **Number of Focus Groups:** 2
- ii. **Total Attendees:** 16
 1. The commission is heavily dominated with commissioners from Santa Rosa which is why our community of interest has to advocate for ourselves.
 2. We do not wish to be divided -- we are already at a disadvantage with Santa Rosa voters. Our Supervisor historically is elected from East Santa Rosa and the Oakmont area.
 3. We do not trust that the counts from the census is accurate because our Latinx immigrant community was afraid to participate due to the past administration.
 4. Our local government is the Board of Supervisors. We do not have a City Council representative that advocates for our area. We do not wish to be split.
 5. I see Glen Ellen, Kenwood, Oakmont and the Springs being more alike than some of these other places.
 6. Questioned the outreach and were concerned that there was not enough time to give feedback.

3. Virtual Town Hall feedback themes

a. Virtual Town Halls

- i. **Number of Focus Groups:** 3
- ii. **Total Attendees:** 54

1. Questions about the process and why there is such an emphasis on population.
2. Appreciated the presentation.
3. Conversation about splitting up the coast -- overwhelming majority of people who spoke at Town Halls were against splitting up the coast.
4. Questions about Native American community not being included came up at two of the three town halls.

4. Map Drawing Party feedback themes

a. Map Drawing Party - Roseland

- i. **Date:** October 10, 2021
- ii. **Location:** Mitote Foodpark - Roseland
 1. My community is Moorland Avenue and we live in a friendly community; I believe our community is united; we are hard working and we do our best to stay informed.
 2. My community is located inside the Roseland area. There are different neighborhoods where my community comes from -- Moorland, Hearn and Aston areas.
 3. What makes my community special is we share food, we celebrate with our families -- we care alot about education, Roseland Library, we want community centers for people to get together.
 4. My community is Roseland. My community is similar to Moorland. My community is not the same as Montgomery Village.
 5. I live in Santa Rosa. My community is a place full of our (Latina) culture and my kids were born here. My kids love the Roseland neighborhoods because of the food, stores and parks. I identify alot with the people of Roseland because it reminds me of where I immigrated from. I would like to see our County improve our roads; improve our parks; pick up the trash more; and have safer streets.
 6. The people of my community (Roseland) are special because we share the same culture and language.
 7. My community (Roseland) needs to have access to better resources.
 8. My community (West Santa Rosa) is special because we have alot of hard working people that does not give up. We also share alot culture and a strong union.

b. Map Drawing Party - Sonoma Valley

- i. **Date:** October 10, 2021
- ii. **Location:** La Luz Sonoma (Sonoma Valley/Springs Area)
 1. My community in my neighborhood is very Hispanic and they range from ages of newborns to maybe 60-year-olds, there are about 2-3 white families who we don't talk to. School community at

SVHS has many Hispanic kids and white kids but school is also very segregated and divided with race, sexuality, etc. An important place for me is La Luz, and the Sonoma community center as well as sports. I see every organization I'm part of as a family and I do wish the entirety of Sonoma was able to feel that way as well.

2. The square defines Sonoma. It feels like the central hub for gathering. We love the farmers market. There are very rich live in our community.
3. In my community there is a lot of diversity -- anglos and immigrants.
4. The BOS should understand the unique needs and values of the Sonoma Valley and Springs area -- with affordable housing at the center of those concerns and needs.
5. There is a lot of culture but I do not think it's represented as well as it could be.
6. Absolutely, we need a Latina to support and also bring programs for our Latino community.
7. Of course more voices representing my community would be beneficial. Outside of the 101 corridor my community is ignored unless their voice of the rich and connected -- representation of the working class, middle-class, multi-generational Sonoma who desperately want to keep living here.
8. We are a mixed community where our Latino community is growing.