



County Administrator's Office

Redistricting 2021

October 5, 2021

Recommended Action

- Conduct public hearing to receive an update on the 2021 redistricting process and 2020 census data

Today's Presentation

1. Update from National Demographics Corporation (NDC) on the redistricting effort to date, and 2020 Census data
2. County update
3. Closing Remarks from Vice Chair and Chair of the Advisory Redistricting Commission

Redistricting Timeline - Completed

Date	Mtg Type	Event
June 28	ARC	ARC initial meeting, redistricting overview completed.
July 26	ARC	Workshop to receive public input on communities of interest, mapping tools overview.
August 23	ARC	First Official Hearing to receive public input on communities of interest and other community mapping priorities, mapping tools training
September 1	ARC	Training Session: Federal and State map-drawing criteria, mapping tools.
September 13	ARC	ARC meeting, Equity Ad Hoc Committee report and discussion of guiding principles.
September 15	ARC	Workshop to receive public input on communities of interest, mapping tools overview.

Redistricting Timeline - Census

Date	Mtg Type	Event
August 12		Census Bureau released 2020 Census data (in legacy format).
September 20		Official California Redistricting data released September 20. All state prison incarcerated persons are counted only at their last known place of residence.
		The board and employees or contractors of the county shall not release draft maps of supervisorial districts earlier than one weeks after the Official California Redistricting data is first made publicly available
October 5	BOS	Second Official Hearing to review 2020 data and existing districts for population balance; to receive public input on communities of interest and other community mapping priorities

Redistricting Timeline - ARC

Date	Mtg Type	Event
October 8		<i>Round 1: Deadline for initial draft maps from the public</i>
October 15		<i>Round 2: Deadline for initial draft maps from the public</i>
October 18	ARC	Presentation of draft maps, identify 3-5 focus maps, direction on any map modifications
October 22	ARC	Workshop to receive public input on focus maps
October 25	ARC	Presentation of draft maps, identify 2-3 focus maps, direction on any map modifications

Redistricting Timeline - BOS

Date	Mtg Type	Event
November 2	BOS	Third Official Hearing to review ARC's focus maps and provide direction on map modifications, if any
November 16	BOS	Fourth Official Hearing to identify preferred map and provide direction on map modifications, if any
December 7	BOS	Fifth Official Hearing to introduce ordinance to adopt map.
December 14	BOS	Ordinance to adopt - consent
December 15		Statutory deadline to adopt map

Redistricting Rules and Goals

1. Federal Laws

- Equal Population
- Federal Voting Rights Act
- No Racial Gerrymandering



2. California Criteria for Counties

1. **Geographically contiguous**
2. **Undivided neighborhoods and “communities of interest”**
(Socio-economic geographic areas that should be kept together)
3. **Cities and census-designated places (CDP)**
4. **Easily identifiable boundaries**
5. **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

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

Demographic Summary of Existing Districts


Sonoma County - Current District Demographics

District		1	2	3	4	5	Total
	Total Pop	94,051	100,240	100,300	95,452	99,667	489,710
	Deviation from ideal	-3,891	2,298	2,358	-2,490	1,725	6,249
	% Deviation	-3.97%	2.35%	2.41%	-2.54%	1.76%	6.38%
Total Pop	% Hisp	21.4%	23%	34%	33%	33%	29%
	% NH White	68%	65%	49%	56%	55%	58%
	% NH Black	1%	2%	3%	2%	2%	2%
	% Asian-American	5%	6%	8%	5%	5%	6%
Citizen Voting Age Pop	Total	72,938	73,364	68,688	68,943	72,556	356,490
	% Hisp	11%	13%	19%	21%	18%	16%
	% NH White	83%	79%	70%	71%	73%	75%
	% NH Black	1%	2%	3%	1%	2%	2%
	% Asian/Pac.Isl.	4%	5%	6%	4%	4%	5%

Sonoma County - Current District Demographics

District		1	2	3	4	5	Total
Voter Registration (Nov 2020)	Total	64,440	65,208	53,519	59,308	60,072	302,547
	% Latino est.	10%	12%	19%	19%	17%	15%
	% Spanish-Surnamed	9%	11%	17%	18%	16%	14%
	% Asian-Surnamed	2%	2%	3%	2%	2%	2%
	% Filipino-Surnamed	1%	1%	1%	1%	1%	1%
	% NH White est.	86%	84%	76%	78%	79%	81%
	% NH Black	1%	1%	3%	1%	2%	1%
Voter Turnout (Nov 2020)	Total	58,458	58,720	46,050	52,731	52,610	268,569
	% Latino est.	9%	11%	17%	17%	15%	14%
	% Spanish-Surnamed	9%	10%	16%	16%	14%	13%
	% Asian-Surnamed	2%	2%	2%	2%	2%	2%
	% Filipino-Surnamed	1%	1%	1%	1%	1%	1%
	% NH White est.	87%	84%	77%	79%	80%	82%
	% NH Black	1%	1%	2%	1%	2%	1%
Voter Turnout (Nov 2018)	Total	48,382	45,853	34,265	39,747	41,011	209,258
	% Latino est.	7%	9%	13%	14%	11%	10%
	% Spanish-Surnamed	7%	8%	12%	13%	11%	10%
	% Asian-Surnamed	2%	2%	2%	2%	2%	2%
	% Filipino-Surnamed	1%	1%	1%	1%	1%	1%
	% NH White est.	90%	87%	81%	82%	84%	85%
	% NH Black est.	1%	1%	2%	1%	1%	1%

Sonoma County - Current District Demographics

District		1	2	3	4	5	Total
Age	age0-19	19%	22%	24%	24%	22%	22%
	age20-60	45%	53%	56%	51%	52%	51%
	age60plus	36%	25%	20%	26%	27%	26%
Immigration	immigrants	14%	14%	19%	16%	19%	16%
	naturalized	48%	48%	42%	46%	39%	44%
Language spoken at home	english	81%	79%	69%	72%	72%	74%
	spanish	13%	15%	25%	23%	23%	20%
	asian-lang	3%	2%	4%	2%	3%	3%
	other lang	4%	3%	3%	3%	2%	3%
Language Fluency	Speaks Eng. "Less than Very Well"	7%	9%	14%	13%	14%	11%
Education (among those age 25+)	hs-grad	39%	44%	45%	45%	45%	44%
	bachelor	26%	25%	20%	21%	19%	22%
	graduatedegree	18%	13%	11%	11%	12%	13%
Child in Household	child-under18	22%	29%	29%	31%	27%	28%
Pct of Pop. Age 16+	employed	59%	66%	68%	67%	65%	65%
Household Income	income 0-25k	12%	11%	16%	11%	14%	13%
	income 25-50k	16%	15%	20%	15%	18%	17%
	income 50-75k	16%	16%	19%	15%	17%	17%
	income 75-200k	42%	45%	39%	47%	42%	43%
	income 200k-plus	15%	13%	6%	12%	9%	11%
	single family	84%	82%	62%	84%	88%	80%
	multi-family	16%	18%	38%	16%	12%	20%
	rented	34%	36%	53%	34%	36%	39%
	owned	66%	64%	47%	66%	64%	61%

Defining Neighborhoods

1st Question: what is your neighborhood?

2nd Question: what are its geographic boundaries?



Beyond Neighborhoods: Defining Communities of Interest

1st Question: what defines your community?

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?

Public Mapping and Map Review Tools

Draw a Map

Different tools for different purposes and levels of technical interest

- Story Map, an interactive way to view community demographics and data for identifying communities of interest.
- Online Interactive Review Map, a simple map review tool
- Paper “Public Participation Kit with Population Counts” for those who do not want to use a computer
- Paper “Public Participation Kit with Population Unit IDs” an Excel-based simple “draw a draft map” tools
- “DistrictR”, an easy-to-use paint brush map drawing tool
- Caliper Maptitude Online Redistricting, a powerful, data-rich “draw a draft map” online mapping tool

All Submitted Maps are Professionally Produced by NDC for Public Review



Sonoma County - Current (2020) Districts

Category	Field	1	2	3	4	5	Count
2020 Est. Population	2020 Estimated Pop.	96,544	100,352	100,761	98,229	103,885	499,772
	Estimated Deviation	-3,410	398	807	-1,725	3,931	7,342
	Est. Pct. Deviation	-3.41%	0.40%	0.81%	-1.73%	3.93%	7.35%
Citizen Voting Age Pop	Total	73,141	73,343	68,282	68,963	72,766	356,494
	Hisp	11%	13%	19%	21%	18%	16%
	NH White	83%	79%	70%	71%	73%	75%
	NH Black	1%	2%	3%	1%	2%	2%
	Asian/Pac.Isl.	4%	5%	6%	4%	4%	5%
Voter Registration (Nov 2020)	Total	64,415	65,344	53,440	59,237	60,110	302,546
	Latino est.	10%	12%	19%	20%	18%	16%
	Spanish-Surnamed	9%	11%	17%	18%	16%	14%
	Asian-Surnamed	2%	2%	3%	2%	2%	2%
	Filipino-Surnamed	1%	1%	1%	1%	1%	1%
	NH White est.	85%	80%	71%	75%	77%	78%
	NH Black	1%	2%	3%	2%	3%	2%
Voter Turnout (Nov 2020)	Total	58,428	58,845	45,978	52,663	52,656	268,569
	Latino est.	10%	12%	18%	18%	16%	14%
	Spanish-Surnamed	9%	10%	16%	16%	14%	13%
	Asian-Surnamed	2%	2%	2%	2%	2%	2%
	Filipino-Surnamed	1%	1%	1%	1%	1%	1%
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Voter Turnout (Nov 2018)	Total	48,279	45,592	34,608	39,720	41,060	209,258
	Latino est.	7%	9%	14%	15%	12%	11%
	Spanish-Surnamed	7%	8%	12%	13%	11%	10%
	Asian-Surnamed	2%	2%	2%	2%	2%	2%
	Filipino-Surnamed	1%	1%	1%	1%	1%	1%
	NH White est.	89%	86%	79%	82%	83%	84%
Age	age0-19	19%	22%	24%	24%	22%	22%
	age20-60	45%	53%	56%	51%	52%	51%
	age60plus	36%	25%	20%	26%	27%	26%
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	income 25-50k	16%	15%	20%	15%	18%	17%
	income 50-75k	16%	16%	19%	15%	17%	17%
	income 75-200k	42%	45%	39%	47%	42%	43%
	income 200k-plus	15%	13%	6%	12%	9%	11%
Housing Stats	single family	84%	82%	62%	84%	88%	80%
	multi-family	16%	18%	38%	16%	12%	20%
	rented	34%	36%	53%	34%	36%	39%
	owned	66%	64%	47%	66%	64%	61%

Total population estimates calculated by NDC using 2010 Census and 2015-2019 American Community Survey data. Surname-based Voter Registration and Turnout data from the California Statewide Database. Latino voter registration and turnout data are Spanish-surname counts adjusted using Census Population Department undercount estimates. NH White and NH Black registration and turnout counts estimated by NDC. Citizen Voting Age Population, Age, Immigration, and other demographics from the 2015-2019 American Community Survey and Special Tabulation 5-year data.

**A Demographic
Summary is
Prepared by
NDC for All
Submitted Maps**





Bus signage

Funding the Redistricting Effort

- Your Board has approved \$243,800 in contingency funding
- The full amount will be fully expended by the end of the project, with the following primary expenditure categories:
 - Consultants (more on next slide)
 - Translation/interpretation services
 - Outreach materials, print production, placement costs
 - Commissioner stipends
- Original cost estimates have increased based on commissioner requests for additional meetings, facilitator, and establishment of ad hocs
 - Possibility of overages (e.g., stipends, translation / interpretation, contracts)

- Redistricting Consultant: **NDC**
 - NDC selected after a competitive bid process to help the County with the redistricting process
 - Contract not exceed **\$120,000**
- Facilitator: **Dr. Rosa Perez**
 - Facilitator for 8/23/21 ARC meeting on equity
 - Will provide a summary report memorializing the historical context provided by the guest panel
 - Contract not to exceed **\$10,000**
- Community engagement – **Herman G. Hernandez**
 - Selected for his position as locally known and trusted community leader
 - Contract not to exceed **\$35,000**

- English and Spanish websites
- Social media
- Flyers
- Paper maps
- Radio ads
- Videos in supermarkets
- Bus signage
- Packets with paper maps, flyers, and pre-stamped postcards for commissioners



Community Engagement

- Herman G. Hernandez is assisting the County with seeking and collecting input from underrepresented communities, including Latinx, Asian, Black, and Native communities
- Engagement plan includes the following elements:
 - In-person/virtual community meeting presentations
 - Virtual map presentations / listening sessions
 - Focus groups
 - Outdoor park mapping events
- The County enlisted Mr. Hernandez so that input could be collected leading up to the October 15th deadline to provide input for draft maps

“A local jurisdiction may establish by resolution...an advisory redistricting commission...”

CA Elections Code, Section 23000

- Advisory Redistricting Commission
 - Recommends placement of district boundaries to a legislative body
- Hybrid Redistricting Commission
 - Recommends two or more maps for placement of district boundaries to a legislative body
- Independent Redistricting Commission
 - A non-legislative body that is empowered to adopt the district boundaries of a legislative body



Sonoma
County

2011

- Supervisorial Redistricting Advisory Committee
- District Attorney, Sheriff, Clerk-Recorder-Assessor
- 3 public meetings

2021

- Advisory Redistricting Commission
- 19 (now 18) appointed members of the public
 - District 1: 3
 - District 2: 3
 - District 3: 6
 - District 4: 3
 - District 5: 4 (now 3)
- 14 public meetings
 - 7 commission meetings
 - 5 BOS meetings
 - 1 special training session
 - 1 town hall

The ARC commissioners were appointed at the June 8, 2021 and July 20, 2021 Board meetings.

- Engagement Ad Hoc
 - Four commissioners
 - Focused on how best to reach underrepresented communities
 - Suggested hiring local engagement consultant
 - Providing input and support as needed to Mr. Hernandez

- Equity Ad Hoc
 - Five commissioners
 - Drafted set of equity principles for the ARC's consideration
 - Requested and suggested panelists to provide local historical context at the ARC's 9/13/21 equity meeting
 - Requested a facilitator and suggested Dr. Rosa Perez as facilitator of 9/13 meeting
 - Dr. Perez will document the historical context provided by the guest panel for future County efforts

Closing Remarks

- Ana Horta, ARC Vice-Chair
- Ed Sheffield, ARC Chair

Questions, comments and draft maps to
Redistricting2021@sonoma-county.org



sonomacounty.ca.gov/redistricting