



City of El Cajon

Redistricting: Public Hearing #4

January 22, 2021

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National Demographics Corporation

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

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

FAIR MAPS ACT

Hearings

4 Required:

One after 6 p.m. or Weekend

4 Provided:

- Three after 6 p.m. and,
- One on a Weekend
- Four different locations

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Languages

Required*

- Arabic
- Spanish
- Somali

Provided

- Arabic
- Spanish
- Somali
- Dari
- Pashto

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Interpreted Materials

Required

- Secretary of State Redistricting Process template on Website

Offered

- Secretary of State Redistricting Process template on Website*
- Flyer
- Banner
- Press Release
- Social Media Posts
- Redistricting Process Presentation*
- Tutorial Video for mapping software*

* Provided in Spanish, Arabic, Somali, Dari, and Pashto

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Outreach

Required

- Public Participation and Engagement (Good Faith Effort)
- Broadly distribute information to community groups and media

Offered

- Targeted outreach – Middle Eastern and Spanish media and community groups
- 16 social media posts
- 4 press releases and e-notifications
- Multilingual flyers
- Multilingual banners
- Outreach booth at community events
- Presentation to community group
- Announcements at City Council meetings
- 4 City Council presentations

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Noticing

Required:

- 5-days on website

Provided:

- Print publications
- Website in June

Timeline

Average Timeline: 3 months

City's Timeline: 7 months

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Process

Average timeline:

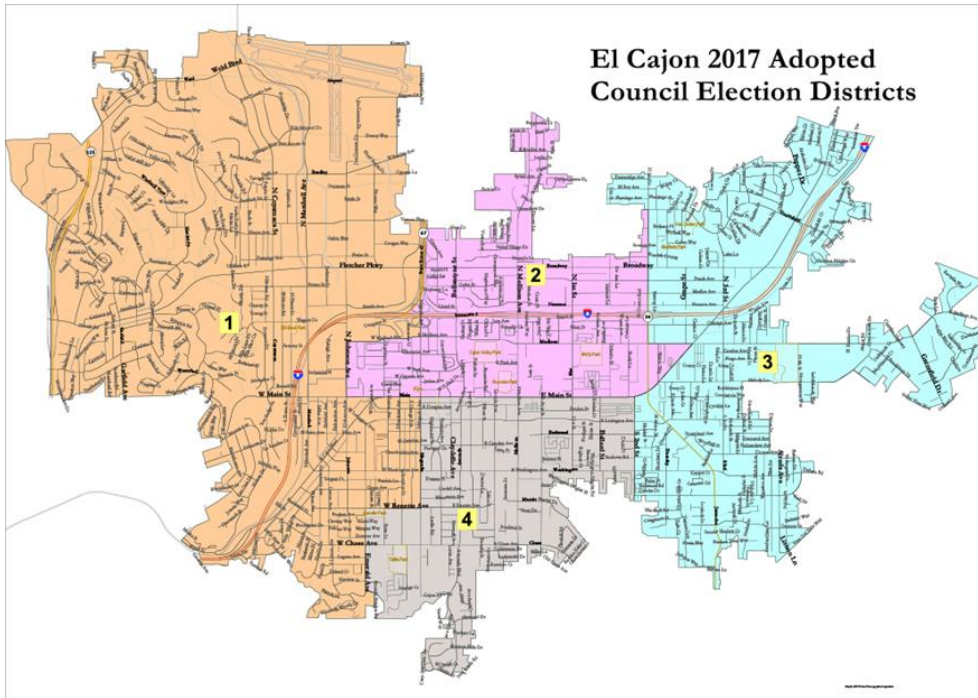
- 3 months

City's Timeline:

- 7 months

El Cajon Current District Map is Balanced

**Ideal population is
per district is 26,646**



District 1: +527

District 2: +504

District 3: -132

District 4: -899

Total Deviation 5.35%

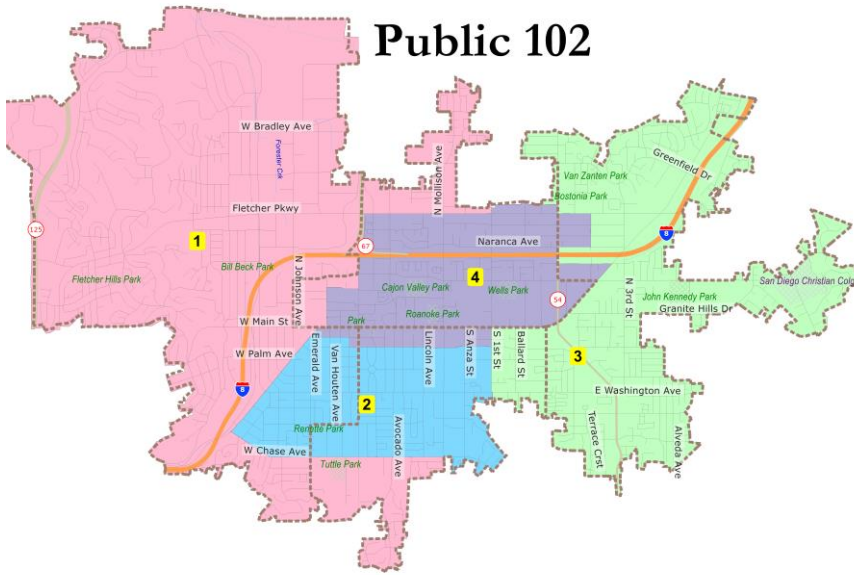
Draft Maps

- **Total drafts maps: 13**
 - Current Map: 1
 - Submitted by the Public: 12
- **Incomplete, Communities of Interest, Significantly Not Balanced: 0**
- **Included Here: 13**

Deadline for map submissions was January 14 at Noon

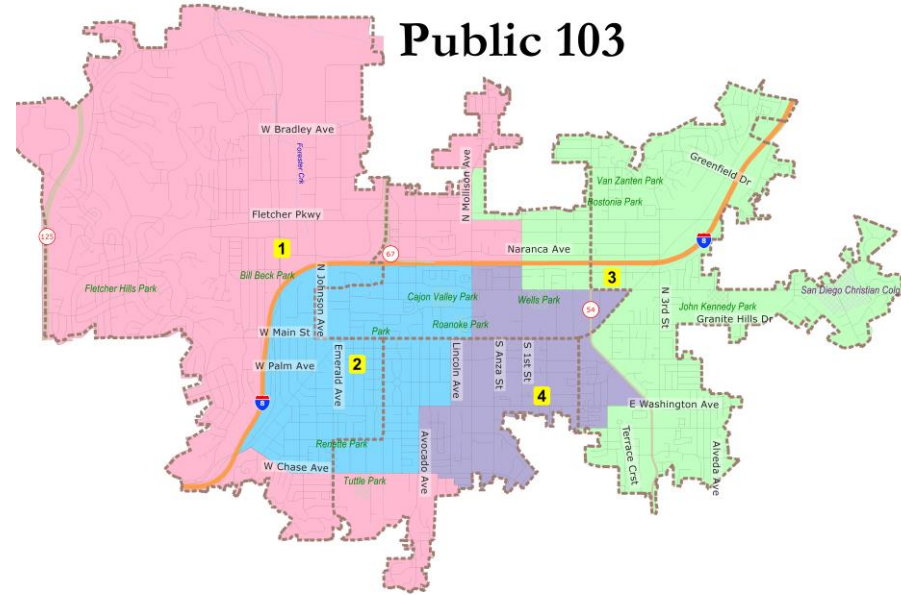
Overview of Maps

Public 102



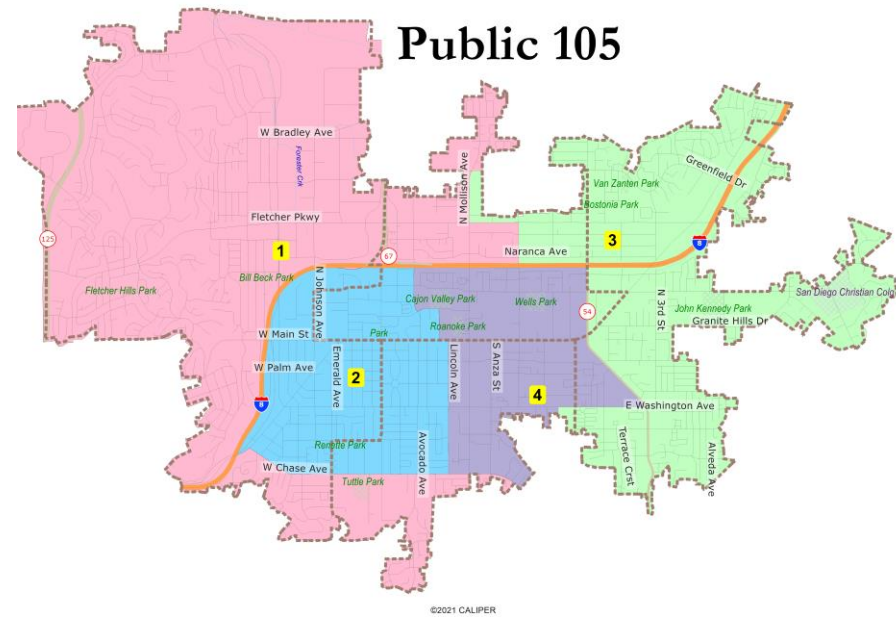
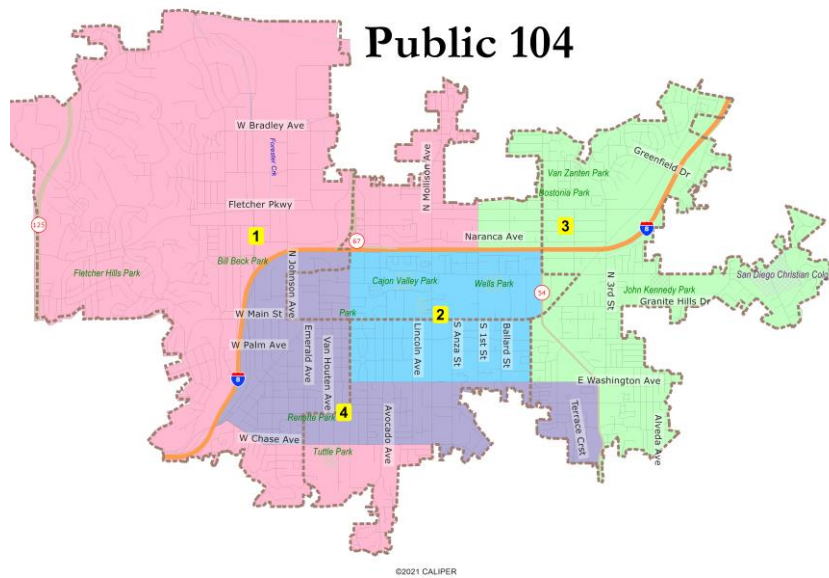
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Public 103



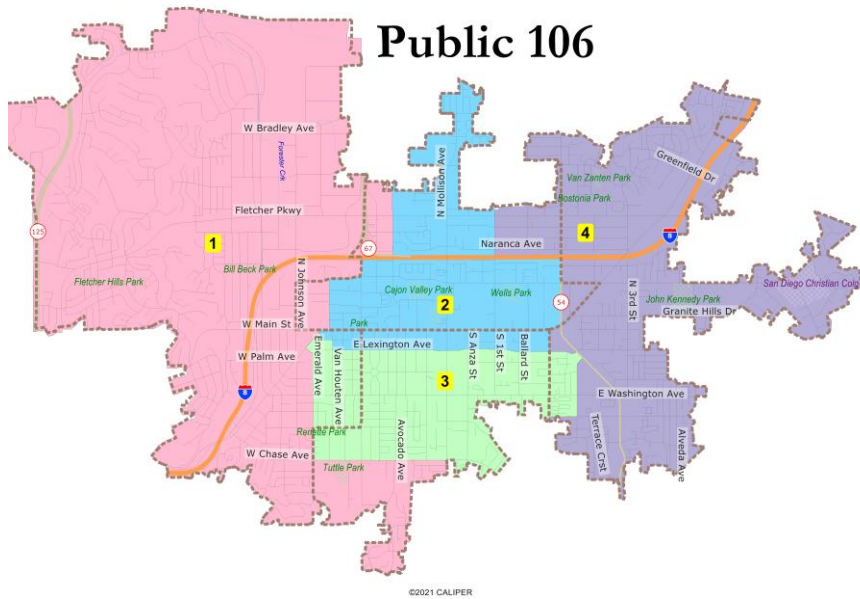
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Overview of Maps

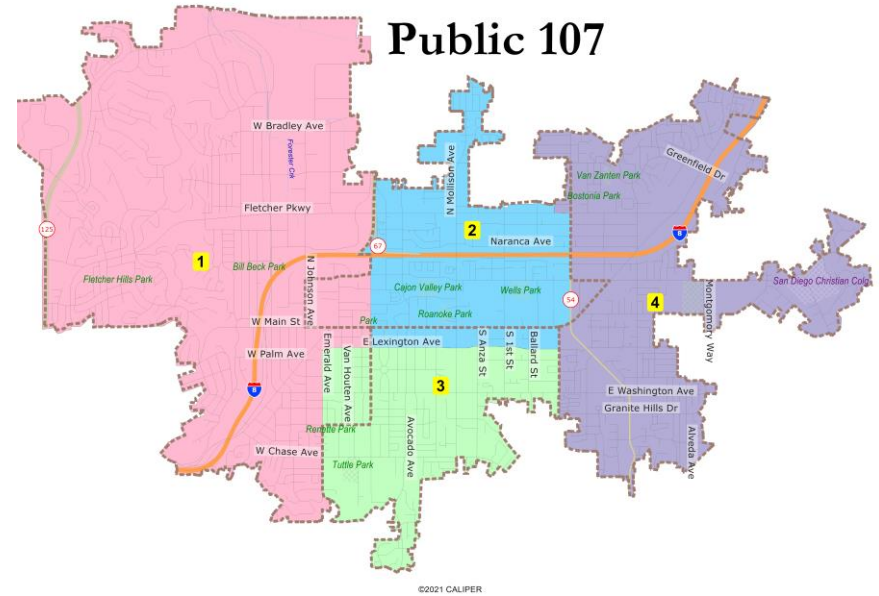


Overview of Maps

Public 106

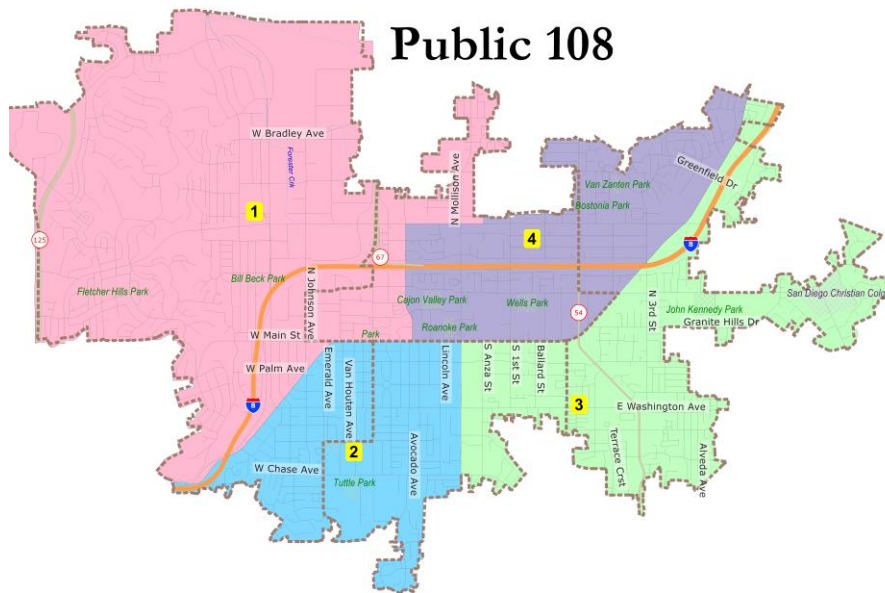


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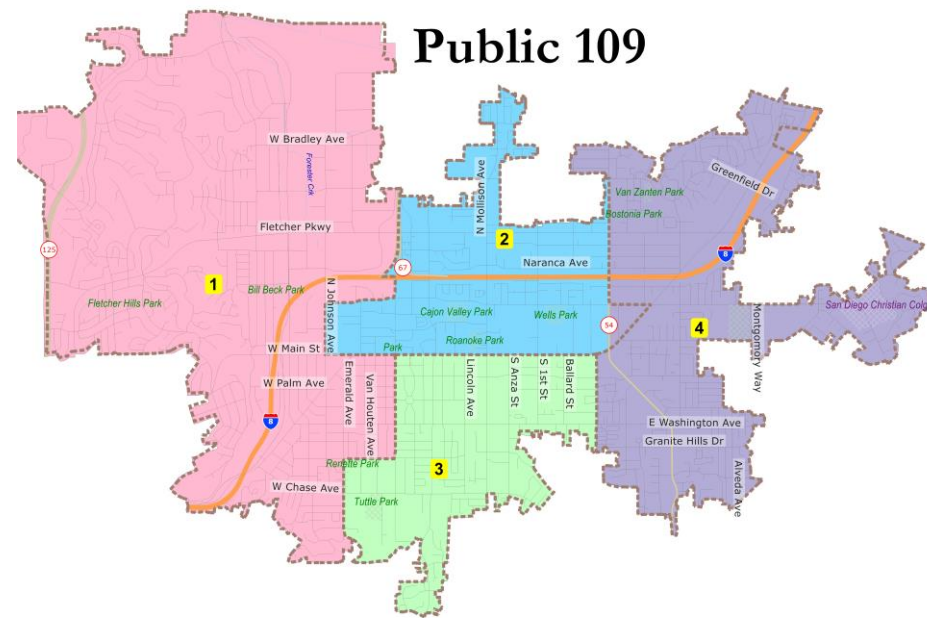
Overview of Maps

Public 108



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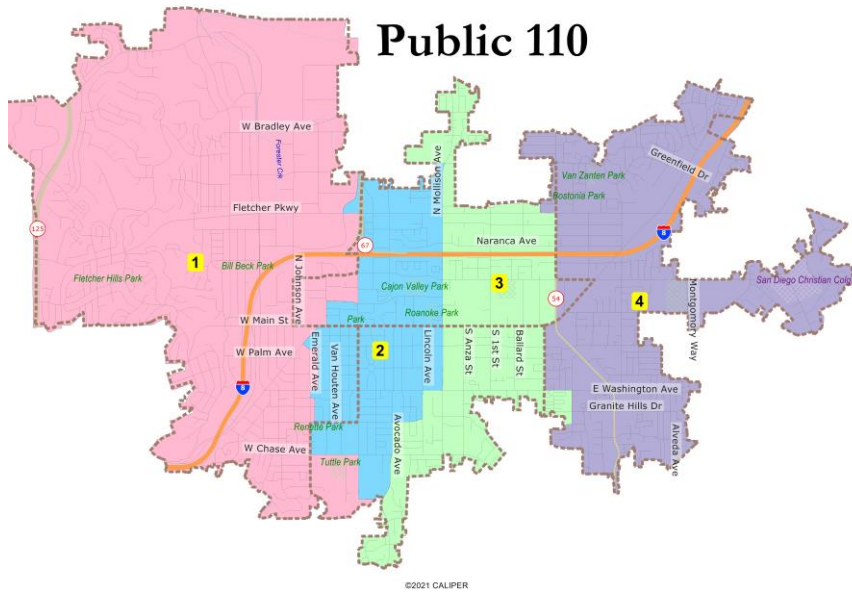
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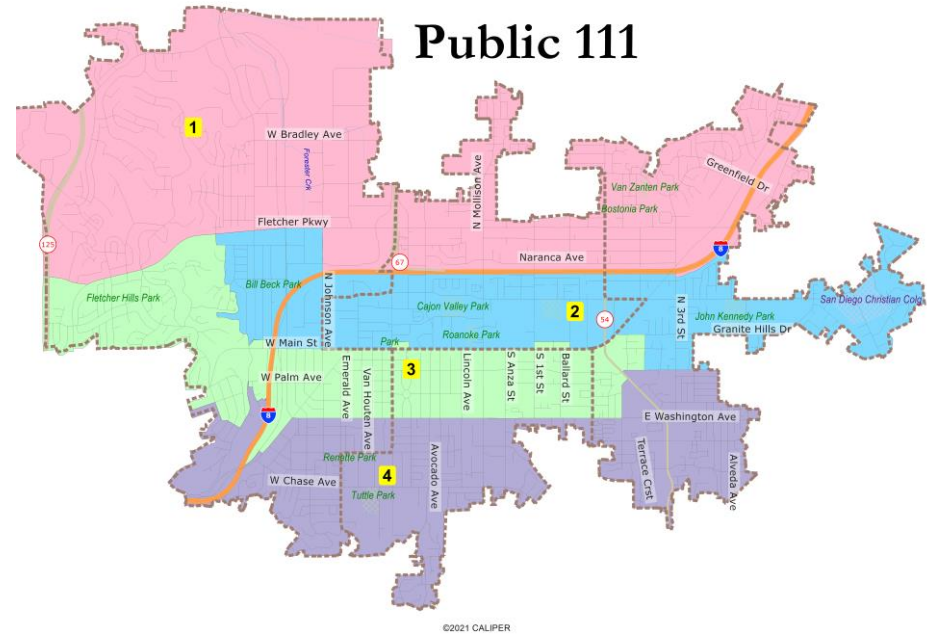
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Overview of Maps

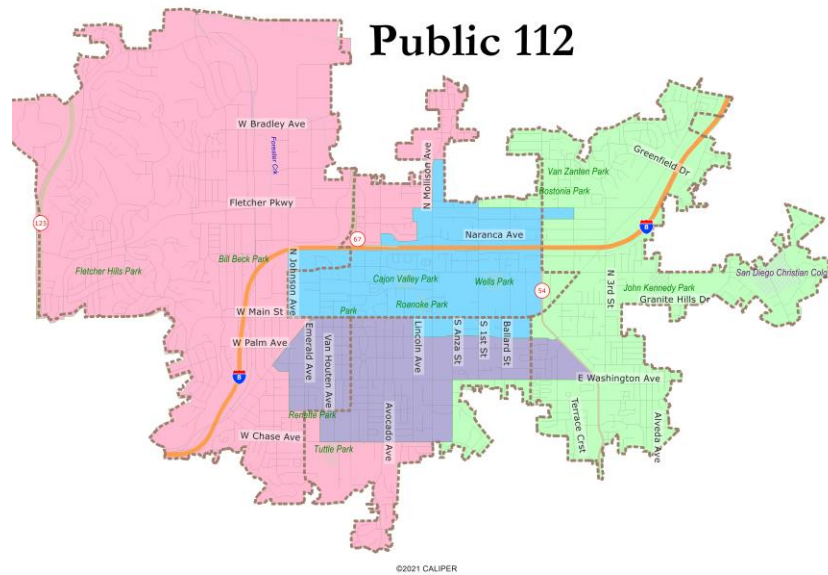
Public 110



Public 111



Overview of Maps



Discussion/Actions for Today

- Are there any questions regarding the maps
- Take public comment regarding the map options
- Council to select preferred map