



Agenda Report

MEETING DATE: Thursday, January 20, 2022

TO: City Council

FROM: CITY CLERK VÁZQUEZ FLORES

SUBJECT: COMMUNITY REDISTRICTING ADVISORY COMMITTEE OUTREACH REPORT

STATEMENT OF ISSUES:

The Fair and Inclusive Redistricting for Municipalities and Political Subdivisions (FAIR MAPS) Act (AB 849, 2019) codified in California Elections Code §§ 21500 et seq, requires the Council to encourage public participation (Election Code Section 21628) in the redistricting review process.

RECOMMENDED ACTION:

No action required.

DISCUSSION:

The City underwent an exhaustive campaign to inform its residents about redistricting. As required by the Act, the City created a Webpage that explained the redistricting process, a mapping tool, meeting times, etc.

NOTICES

Required meeting notices were published in both the Register Pajaronian and the Santa Cruz Sentinel. The notices were posted on the City's Website in the Public Hearings and Legal Notices Page with a link to the Redistricting Committee webpage. The notices were also sent to hundreds of emails consisting of media organizations, civil rights, civic engagement, and community groups and organizations that are active in the city, including those active in language minority communities according to Election Code subdivisions (1) and (2) of subdivision 21628 (a). Notices were also emailed to interested individuals.

FLYERS

Informational flyers were emailed to community partners, City commissions, and media outlets. Media releases were also emailed to all the local media outlets.

A redistricting article was published in the City's Our Town newsletter that was sent out to nearly 16,000 City utility customers in October. The Newsletter is also available online.

SOCIAL MEDIA

Information regarding all the meetings were published in the City's website, Facebook, and Instagram accounts. The day of the meeting the information was reposted on all City social media pages.

MISCELLANEOUS

From October 25 to December 10, 2021, a banner was hung across Main Street, encouraging the community to submit Community of Interest forms and draw proposed district lines.

City Clerk staff attended the Watsonville Farmer's Market to distribute flyers, inform the public about redistricting, and help with Communities of Interest Forms and/or draw maps.

Ads were published on the online version of the Register Pajaronian for five days before each meeting.

All of these materials and efforts were provided in English and Spanish.

STRATEGIC PLAN:

The recommendation supports Strategic Plan of Priority 7-Efficient and High Performing Government.

FINANCIAL IMPACT:

The City has spent approximately \$6000 on outreach.

ALTERNATIVE ACTION:

No action required.