

The background of the slide is a repeating pattern of lightbulbs and speech bubbles. Some lightbulbs are green with a yellow glow, while others are plain green. Some speech bubbles are yellow, and others are green. The pattern is dense and covers the entire slide.

# City of Livermore - Redistricting

## Outreach & Engagement Efforts



**TRIPEPI SMITH**  
marketing • technology • public affairs

January 24, 2022

# Introduction

- Outreach & engagement efforts to date
  - Public Hearing #1 & Community Workshop
  - Bilingual approach
  - Multimedia outreach (highlights: digital, print, in-person)
- Outreach & engagement moving forward
  - Public Hearings #3 and #4
    - Draft maps due date January 31
  - Continued engagement publicizing each milestone in the process





## Outreach & Engagement Efforts to Date

# Bilingual Approach

<b>SAVE THE DATE!</b> Join upcoming Redistricting Hearings:	<b>¡RESERVA!</b> Únase a las próximas audiencias de redistribución de distritos:
<ul style="list-style-type: none"><li>January 24, 2022, at 7:05 p.m.</li><li>February 14, 2022, at 7:05 p.m.</li><li>March 14, 2022, at 7:05 p.m.</li></ul>	<ul style="list-style-type: none"><li>24 de enero de 2022 a las 7:05 p.m.</li><li>14 de febrero de 2022 a las 7:05 p.m.</li><li>14 de marzo de 2022 a las 7:05 p.m.</li></ul>
<a href="https://drawlivermore.org">drawlivermore.org</a>	<a href="https://drawlivermore.org">drawlivermore.org</a>
	

Material has been bilingual and redistricting public hearings now include simultaneous Spanish interpretation.



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# Multimedia Outreach

- Digital

- Website (*1,055 sessions*)
- Emails (*13,432 emails*)
- Social media - including boosted content (*58,413 reach*)
- Press release to online media outlets (*50 outlets*)
- Chamber's Buzz Newsletter

- Print

- Flyers/Posters (*13,432+ shares*)
- Newspaper Ad (*26,121 circulation*)
- Press release to print media outlets (*50 outlets*)
- Public Notice

- Phone

- Phone calls to community groups (*73 groups*)

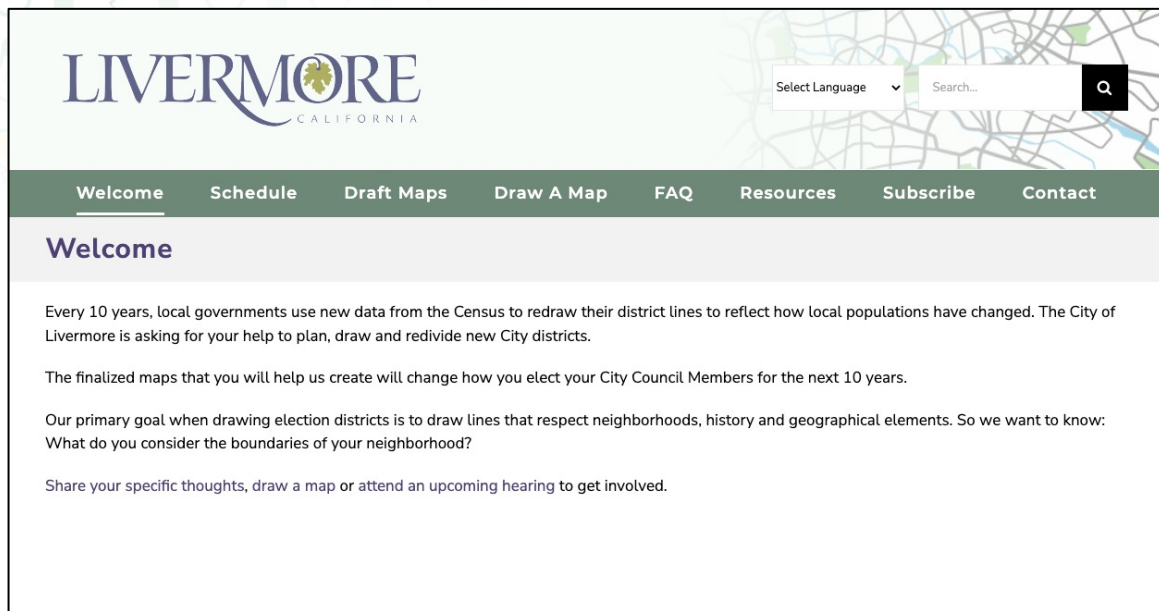
- In-Person

- Farmer's Market
- Flyers posted at kiosks downtown
- Redistricting kiosks at Rincon, Civic Center and Springtown libraries
- Livermore Valley Chamber of Commerce
- City Clerk's Office



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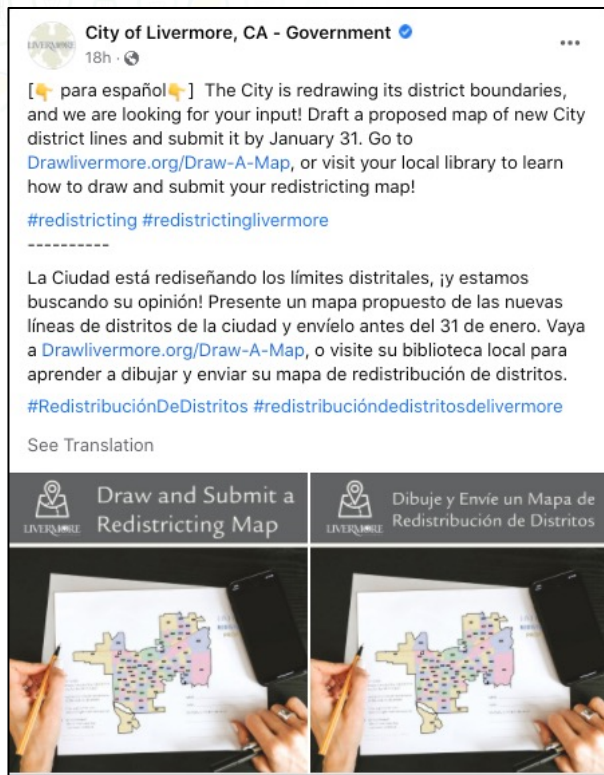
# Digital Outreach Highlight: Dedicated Website



**DrawLivermore.org**, which launched Sept. 28, is continuously updated with information & resources.

Includes **Subscribe** option to sign up for email updates & **Contact** tab to share feedback

# Digital Outreach Highlight: Social Media



Weekly social media content on redistricting launched October 6 (on Facebook, Twitter, Instagram and Nextdoor)



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# Print Outreach Highlight: Flyers/Posters

**HELP SHAPE LIVERMORE'S FUTURE**

Participate in the Process of Redrawing District Boundaries for the City of Livermore

Join us at a Public Hearing or Community Workshop to get involved!

October 11 at 7:05 PM  
Public Hearing 1

January 24 at 7:05 PM  
Public Hearing 2

March 14 at 7:05 PM  
Public Hearing 4

October 18 at 7:00 PM  
Community Workshop

February 14 at 7:05 PM  
Public Hearing 3

For additional meeting details visit [DrawLivermore.org/Schedule](https://drawlivermore.org/Schedule).

We want you to weigh in on how district lines should be redrawn by sharing your thoughts on Communities of Interest, submitting your own proposed maps, and reviewing draft maps.

For additional details and tools to help you participate, visit [drawlivermore.org](https://drawlivermore.org).

**LIVERMORE**  
CALIFORNIA

Flyers shared with schools, senior living facilities, libraries, Chamber of Commerce, and other community groups. Posters displayed at libraries, Downtown kiosks, and Chamber of Commerce.



# Print Outreach Highlight: Newspaper Ad



## HELP SHAPE LIVERMORE'S FUTURE

**Participate in the Process of Redrawing District Boundaries for the City of Livermore**

Every 10 years, local governments use new data from the Census to redraw their district lines to reflect how local populations have changed. The City of Livermore is asking for your help to plan, draw and redive City Council electoral district boundaries.

The City welcomes input on Livermore's communities of interest (COI), which you can provide using the COI tools on [DrawLivermore.org/Draw-A-Map](https://DrawLivermore.org/Draw-A-Map) or by emailing [redistricting@cityoflivermore.net](mailto:redistricting@cityoflivermore.net).

**Learn more and share your feedback during an upcoming redistricting Public Hearing:**

- January 24, 2022, at 7:05 p.m.
- February 14, 2022, at 7:05 p.m.
- March 14, 2022, at 7:05 p.m.

*Live Spanish interpretation will be available.*

**Make your voice heard**  
**Submit a draft map by January 31!**

Draw a map using online mapping tools (just scan the QR code with your cell phone camera or QR reader app), or use paper mapping tools at the Livermore Valley Chamber of Commerce or in redistricting kiosks at the Rincon, Civic Center, and Springtown libraries.



[DrawLivermore.org/Draw-A-Map](https://DrawLivermore.org/Draw-A-Map)

Newspaper ad  
running in The  
Independent  
beginning  
January 13



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# In-Person Outreach Highlight: Farmer's Market



City hosting a  
booth Jan. 9 & 16

84 booth  
interactions on  
Jan. 9



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# In-Person Outreach Highlight: Redistricting Kiosks

REDISTRICTING RESOURCES  
Available Now!

-  Civic Center Library
-  Rincon Library
-  Springtown Library



DrawLivermore.org

In-person materials  
available at redistricting  
kiosks at the Rincon, Civic  
Center and Springtown  
libraries, as well as the  
Livermore Valley Chamber  
of Commerce and the City  
Clerk's Office

The background is a solid dark green color with a repeating pattern of lightbulbs and speech bubbles in a lighter shade of green. A white rectangular box with a yellow border is positioned in the upper left quadrant, containing the text.

# Outreach & Engagement Moving Forward

# Outreach Moving Forward

- Public Hearings #3 and #4
  - Draft maps due date January 31
- Continued engagement publicizing each milestone in the process





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Questions?



# Redistricting

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Livermore  
Public Input and Initial Direction

January 24, 2022



# Actions Requested

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Conduct second of two public hearings to receive input on the composition of voting districts before maps are drafted

Provide initial direction to demographer on composition of draft maps

# Timeline

Hearing	Purpose	Date
1	<ul style="list-style-type: none"> <li>• Education</li> <li>• Public input</li> </ul>	October 11
2	<ul style="list-style-type: none"> <li>• Public input</li> <li>• Initial direction</li> </ul>	January 24
3	<ul style="list-style-type: none"> <li>• Review plans (public &amp; draft)</li> <li>• Provide additional direction</li> </ul>	February 14
4	<ul style="list-style-type: none"> <li>• Review or further revise plans</li> <li>• Select final plan</li> </ul>	March 14

*\* Additionally, community workshop was held on October 18.*

# Criteria

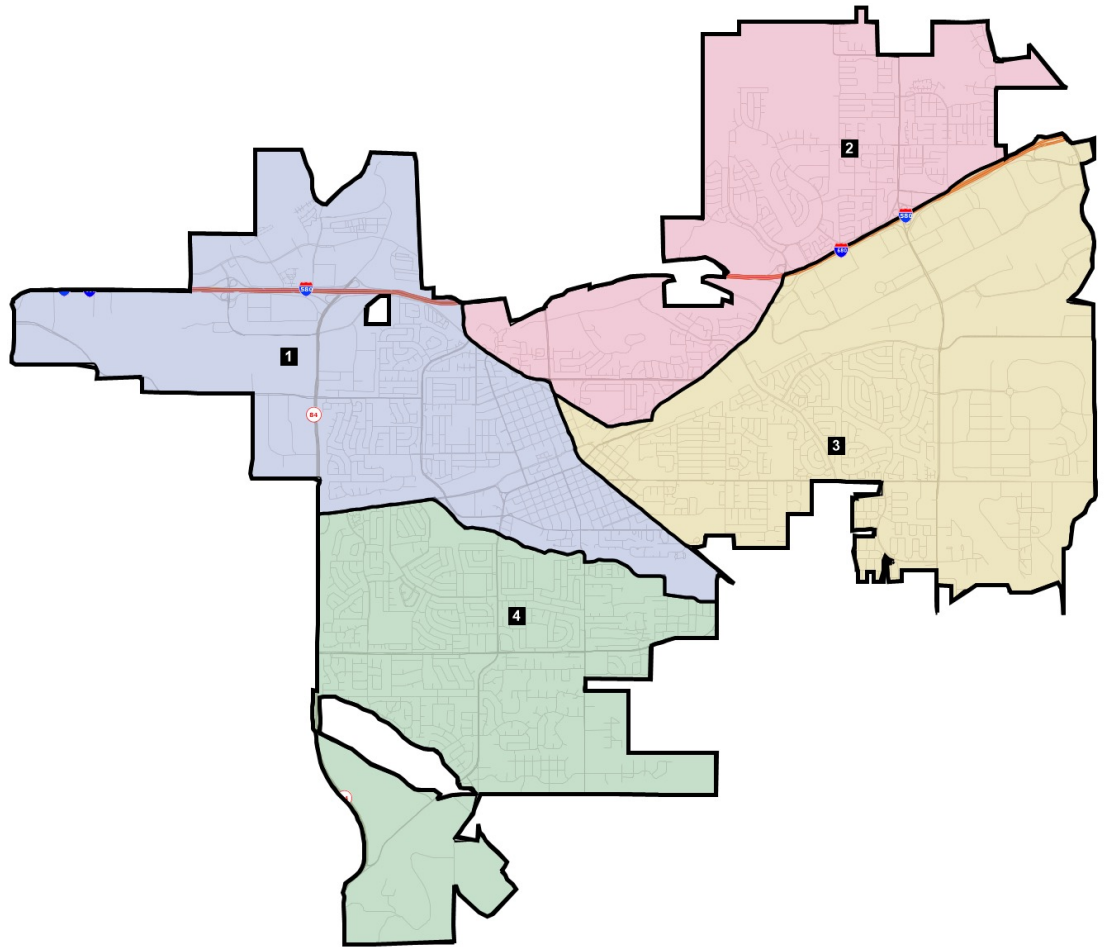
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## In order of priority:

- Equal Population
- Federal Law
- Contiguous
- Neighborhoods & communities of interest
- Understandable boundaries
- Compactness

# Current Lines

#	Population <sup>^</sup>	
	Total	Deviation
1	22,837	+3.8%
2	21,020	-4.5%
3	22,292	+1.3%
4	21,857	-0.7%
Total	88,006	
Ideal	22,002	



<sup>^</sup> 2020 Census Redistricting Data. Adjusted for incarcerated populations  
 + Boundaries adjusted to conform to 2020 Census geography when necessary.

# Neighborhoods & Communities

## Community of Interest:

Population with common social or economic interests that should be in a single district for fair/effective representation

## Examples:

Common assets like schools and shopping areas, housing, culture and language, and employment

Can consider existing data such as city planning information

No definitive dataset. **Need public testimony!**

# Things to Remember

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**Strive for population equality.** Be prepared to justify deviations

**Focus on traditional criteria.** Draw contiguous districts that respect communities, while using understandable boundaries, and are compact when possible

**Do not use race as the predominant factor.** Only as one of many factors and cannot subordinate other redistricting criteria

# Resources

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## Webpage

- <https://drawlivermore.org/>
- Will be maintained for ten years

## Email

- [redistricting@cityoflivermore.net](mailto:redistricting@cityoflivermore.net)