

Application to Serve on the County of San Diego Independent Redistricting Commission

This is your application to serve as a Commissioner on the County of San Diego's 2020-2021 Independent Redistricting Commission.

Read the tips below to
make sure your
application is complete.

William

First Name

MacPhail

Last Name

Make sure you have all the pages.

There are nine (9) total pages that make up this application, including this page. The pages are numbered in the bottom right corners.

Initial the top right corner of pages 2-9 in the "Initial Here" box. This will make sure your application stays together.

Print clearly and legibly or type your application. Doing so will speed up processing time. Unclear handwriting may cause delays.

Don't know if you're eligible to serve on the County's Redistricting Commission? Among other requirements, you must be a registered voter in San Diego County to serve on the Commission. See page 3 for more details.

Questions? Learn more at www.sandiegocounty.gov/redistricting or redistricting@sdcounty.ca.gov.

This application must be received no later than Friday, July 31, 2020, at 5 p.m. See page 9 for submittal instructions.



Application Timeline

July 31, 2020	Applications must be received by the San Diego County Clerk of the Board of Supervisors no later than 5 p.m.
August 26, 2020	From the pool of qualified applicants, the Clerk of the Board of Supervisors will post the names of the 60 most qualified applicants. The names will be posted online for at least 30 days.
October 13, 2020	The Clerk of the Board of Supervisors will conduct a random drawing of the qualified applicants at the Board of Supervisors meeting to select eight Commissioners.
October 22 and November 5, 2020	The selected eight Commissioners will meet to choose the remaining six Commissioners from the remaining pool of qualified applicants.

Important Things to Know

- The questions in this application ensure you are eligible to serve on the Commission.
- Answer the questions to the best of your ability.

A. Tell us About Yourself

First Name: William Last Name: MacPhail

Address (where you are registered to vote)

Street Address: [REDACTED]

City: [REDACTED]

State: [REDACTED] Zip Code: [REDACTED]

Mailing Address (if different than the address listed above)

Street Address: _____

City: _____

State: _____ Zip Code: _____

Contact Information

Phone 1: [REDACTED] Type: cell

Phone 2: _____ Type: _____

E-mail: [REDACTED]

B. How This Application Will Be Used

I understand the contents of this application may be made available to the public.

☒ Yes, I understand

I understand that while this application is a public document, my personal e-mail address, street address, and phone number(s) will be kept confidential to the extent authorized by law.

☒ Yes, I understand

C. Questions to Determine Eligibility

Government Code section 21550 sets forth certain qualifications to serve on this Commission. Please check the appropriate box for each question. Applicants may be asked to verify and update information at various points in the process.

1. Are you a resident of the County of San Diego? ☒ Yes ☐ No

2. Which supervisorial district do you live in?
If you're not sure, visit www.sandiegocounty.gov, click on "Find My District" under the Board of Supervisors, and enter your address in the top right of the web page.

☐ 1
☐ 2
☐ 3
☒ 4
☐ 5

3. Which political party are you currently registered?

☒ Democratic ☐ Republican ☐ American Independent ☐ Green ☐ Libertarian
☐ Peace and Freedom ☐ Other: _____

☐ I am not registered with a political party (non-partisan)

4. Have you been continuously registered to vote in the County of San Diego with the same political party preference or with no political party preference and have not changed your political party preference for at least five years?

☒ Yes ☐ No

If you're not sure, you can check your voter registration at www.sdvote.com.

5. Have you voted in at least one of the last three statewide elections immediately preceding your application to be a member of the Commission?

☒ Yes ☐ No

Explanatory Notes: If necessary, you may further explain answers to the questions above.

Application to Serve on the
County of San Diego Independent Redistricting Commission

INITIAL
HERE: →

WRM

6. Within the 10 years immediately preceding the date of this application to the Commission, have either you, or an immediate family member, done any of the following? For purposes of these questions, immediate family members means a spouse, child, in-law, parent, or sibling.

You are not eligible to serve on the Commission if you answer "Yes" to any of the following:

- a. Been appointed to, elected to, or have been a candidate for office at the local, state, or federal level representing the County of San Diego, including as a member of the Board of Supervisors. ☐ Yes ☒ No
- b. Served as an employee of, or paid consultant for, an elected representative at the local, state, or federal level representing the County of San Diego. ☐ Yes ☒ No
- c. Served as an employee of, or paid consultant for, a candidate for office at the local, state, or federal level representing the County of San Diego. ☐ Yes ☒ No
- d. Served as an officer, employee, or paid consultant of a political party or as an appointed member of a political party central committee. ☐ Yes ☒ No
- e. Been a registered federal, state, or local lobbyist ☐ Yes ☒ No

Explanatory Notes: If necessary, you may further explain answers to the questions above.

D. Experience Qualifications

State law requires candidates demonstrate experience in areas related to redistricting. Please provide responses to the following questions.

1. What experience do you possess that demonstrates analytical skills relevant to the redistricting process and voting rights, and demonstrates your ability to comprehend and apply the applicable state and federal legal requirements?

I have both formal analytical qualifications and also experience from my career that I feel would make me a strong candidate for the Commission.

My B.Sc. and M.A. degrees are in Geography, including courses in demography, statistics, urban planning, computer science and GIS (Geographic Information Systems). I first worked for a company providing GIS applications for school districts & police departments to analyze data spatially for crime analysis, enrollment forecasting and the redrawing of school attendance boundaries, and traveled the country to train clients in these skills.

The bulk of my career was in a school district environment (in Virginia Beach, VA for 3 years, and San Diego for 21 years) where I applied the analytical skills from my academic background. As a demographer, having the technical ability to create and maintain complex spreadsheets & databases, read maps and statistical data or reports from the US Census, the State Department of Finance or San Diego Association of Governments was important, but it was also important to consider data quality and the limits of the data sources used to produce projections or attendance boundary changes.

As a supervisor and later a director of planning at San Diego Unified School District, I assumed a more public role and learned how to reach impacted communities and gain their more qualitative input, both on my own as department head and often as a member of a district team. I also learned the necessity to collaborate as part of an internal leadership team, where we all brought our skills and perspectives to the table to make recommendations for the Board or community at large to consider. I also learned to read and apply state regulations, in particular those surrounding Proposition 39, which governs how to evaluate submissions by charter schools for the allocation of space on district-owned facilities. As an administrator in the second largest public school district in the state, I have experience in reading, understanding and applying state regulations, and recognize the importance of consulting with legal staff to make sure the application was in compliance with recent case law.

I think a good commissioner should have evidence of an analytical/technical background, but just as important, the ability to discern and evaluate both quantitative data and the more qualitative input from public testimony. I believe my experience exhibits both elements.

You are encouraged to limit your response to one page, however if more space is needed, you may attach an additional page.

2. What experience do you possess that demonstrates an ability to be impartial?

The ability to be impartial is essential for a commissioner, who must weigh evidence gathered through public testimony with as unbiased a perspective as possible. No one is free of bias, but it is vital to be open to the diverse opinions likely to be encountered at public hearings and to evaluate them without preconceived notions about those delivering the opinions. Commissioners can be seen to be impartial by committing to follow the rules and laws pertaining to the redistricting of County Supervisor districts.

In my career at SDUSD, I was often part of committees created by the Board or Superintendent to engage the community, requiring me to present information to the public, and to respectfully and thoughtfully receive input which at times was at variance with my own opinions, and to incorporate that input into proposals for the Board to act on.

A specific example is when I was a member of the District's School Closure and Realignment Committee in 2009-10. I created and presented data to the committee to identify schools that could be closed or amalgamated as our enrollment declined, from which a list of possible closure candidates was created through committee consensus, then presented to the public at many community meetings. School closure is a highly emotional and charged topic, and public testimony was of course uniformly against the idea in the affected communities.

But it was important to realize that the quantitative measures I was in part responsible for developing were only one part of the process, and that the community input regarding more qualitative issues (such as the impact on families of increased travel times to their new school, or the loss of a particular program if their neighborhood school closed) was equally valid, and as we combined our initial proposals with the community input, a smaller list was developed for the Board to consider. As a participant, it was essential for me to not be a rigid advocate for the initial proposals I had had a significant role in creating, but to understand that community input would result in a stronger proposal, even if it was at variance with my own views, since those directly affected had important knowledge and perspective to add.

You are encouraged to limit your response to one page, however if more space is needed, you may attach an additional page.

3. What experience do you possess that demonstrates an appreciation for the diverse demographics and geography of the County of San Diego?

I have lived in San Diego County for 29 of the last 32 years, and have lived in Del Mar Heights, University City, Mira Mesa, Sorrento Valley and North Park in that time. As a Geography graduate, I have always been intrigued by the difference in places, both in terms of their physical & human geography, and I have a great interest in the diversity of our county. Most of my experience of our county has been in an urban or suburban environment, but I was brought up in a rural part of the highlands of Scotland and have an appreciation for rural life & culture, which is a vital part of the identity of East County.

In terms of demographic diversity, as a member of the LGBT community and also as an immigrant, I am sensitive to the importance of all groups having a seat at the table when decisions are made. Historically, my own community has suffered from laws that enshrined bias, and whose participation was shunned. While I cannot directly know the experiences of other disadvantaged groups, I feel I have some kindred understanding of what it means to be a member of a minority community. While none of us are bias-free, having a perspective as a member of a community that has experienced bias can be helpful in questioning and reexamining assumptions when soliciting input from the diverse populations affected by the work of the commission.

While a commission of just 14 individuals cannot possibly represent the many diverse strands of our population, it is important that it be broadly reflective of the diversity of the county, both demographically & geographically, so that all areas and groups have confidence that their differing interests will be listened to and carefully considered, so they feel they have a genuine role to play in our electoral system.

A project I worked on which expresses in microcosm the importance of representation of diverse geographic and demographic communities was when I was technical lead on the redistricting of the Board of Trustee boundaries for SDUSD in 2011.

We expressly created an advisory committee representing the five existing districts of SDUSD, which covers ethnically diverse urban and suburban areas of greatly differing economic status. The committee was comprised of African American, Latino, Asian American, White and LGBT representation, and meetings were held across the district to gain comments from our diverse community. This representation was useful as the committee had an appreciation of the importance of keeping communities of interest together as far as possible, keeping in mind the need to ensure that the districts were approximately equal in population. The outreach, plus the representation built into the committee, resulted in the Board unanimously adopting the new boundaries for elections.

You are encouraged to limit your response to one page, however if more space is needed, you may attach an additional page.

E. Demographic Information

Providing this information is optional. You may select "decline to state" for each answer. Elections Code section 21550(g)(2) requires six of the 14 appointees, in addition to meeting minimum requirements, be chosen in a way that ensures the Commission reflects the County's diversity, including racial, ethnic, geographic, and gender diversity. However, formulas or specific ratios shall not be applied for this purpose.

1. Please describe your ethnic origin. Mark one or more boxes.

- ☐ BLACK/AFRICAN AMERICAN: All persons having origins in any of the original Black racial groups of Africa.
- ☐ HISPANIC/LATINO: All persons of Mexican, Puerto Rican, Cuban, Central or South American, or other Spanish culture or origin, regardless of race.
- ☐ ASIAN: All persons having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- ☐ NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER: All persons having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
- ☐ AMERICAN INDIAN/ALASKA NATIVE: All persons having origins in any of the original peoples of North and South America (including Central America), and who maintain cultural affiliation or community recognition.
- ☒ WHITE (not of Hispanic Origin): All persons having origins in any of the original peoples of Europe, North Africa, or the Middle East.
- ☐ Prefer to Self-Describe: _____
- ☐ Decline to state

2. What is your date of birth?



☐ Decline to state

3. Select the gender you identify as:

- ☐ Female
- ☒ Male
- ☐ Non-binary
- ☐ Decline to state

F. Signature

By signing below, I declare under penalty of perjury that the answers provided in this application are true to the best of my knowledge.

First Name: William

Last Name: MacPhail

Signature:



Date: July 22, 2020

G. Submittal

Completed applications must be received by the Clerk of the Board of Supervisors no later than Friday, July 31, 2020 at 5 p.m. Double check your answers in the application; once submitted, applications cannot be amended. Remember that you must answer all questions on this application to be considered for the Commission. Incomplete applications will not be considered.

Option 1: Mail or drop off the signed paper copy of your completed application to:

County of San Diego
Clerk of the Board of Supervisors
Redistricting Commission
1600 Pacific Highway, Room 402
San Diego, CA 92101-2471
(619) 531-5434

Postmarks are not accepted. Applications must be received by the Clerk of the Board by the due date.

Option 2: E-mail your completed application.

Ensure the application is signed, then e-mail the application to:
redistricting@sdcounty.ca.gov.

Applications must be received by Friday, July 31, 2020, at 5:00 p.m.