



# SAN DIEGO COUNTY INDEPENDENT REDISTRICTING COMMISSION DEMOGRAPHIC SERVICES

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## INDUSTRY DAY

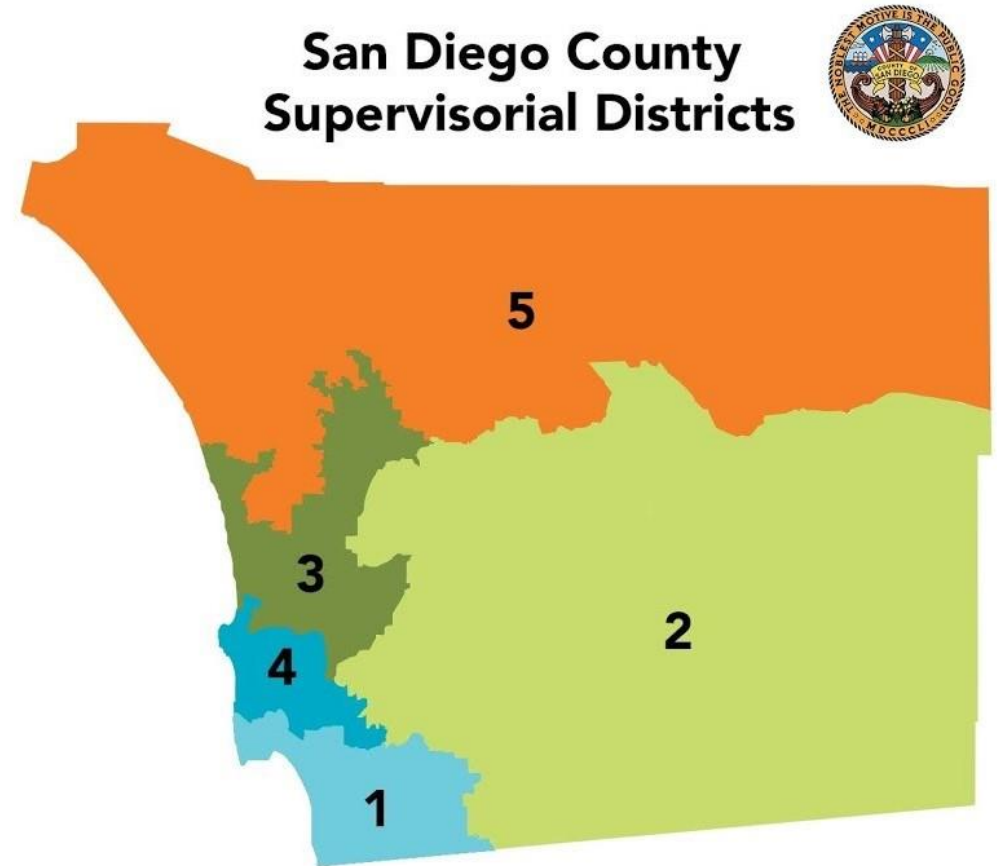


LIVE WELL  
SAN DIEGO

# AGENDA



- Purpose
- Background
- Program Management & Geographic Service Area
- Service Delivery
- Contract Reporting
- Open Forum and Topics for Discussion



# PURPOSE



- Every 10 years, after the federal census, district boundaries for federal, state, and local elected offices are redrawn as necessary to ensure substantially equal population representation.
- To support the redrawing of supervisorial district boundaries in San Diego County, the Independent Redistricting Commission (IRC) plans to retain a consultant to provide necessary demographic services.
- The fourteen members of the IRC are selected to reasonably represent COSD diversity.



# BACKGROUND



- The redistricting process is conducted in conformance with ***California Elections Code Section 21550-21553 and other applicable law.***
- Of specific relevance to this process is the legal requirement that COSD must encourage public participation in redistricting through:
  - Media Outreach
  - Good government, civil rights, civic engagement, and community groups
  - Live translation
  - Publication of notices, relevant demographic data and draft maps
  - Ready access by the public to redistricting data and computer software equivalent to what is available to the commission members
  - Receipt of maps or testimony from the public in writing or electronically
- Per State law, the process is independent from the influence of the Board of Supervisors and the County provides funding and staffing support for the work of the IRC



# PROGRAM MANAGEMENT & GEOGRAPHIC SERVICE AREA



- The Contractor shall provide demographic services at the **direction of the IRC**
- All contracted services will be provided within **San Diego County**



# REQUIREMENTS FOR SERVICE DELIVERY



- Provide **ongoing and special consultation, analysis, and support** to the IRC
- **Analyze census and other data, statistics, demographics, and maps** for the current and proposed revisions of the supervisorial districts
- **Prepare, draw, and revise draft redistricting maps and prepare recommendations for final revised supervisorial districts** based on IRC and public input
- In coordination with the IRC's public outreach and engagement contractor and County staff, **develop and implement a process to allow for public comment and suggestions** in the drawing of supervisorial district maps, including the submittal of full and partial maps.

# REQUIREMENTS FOR SERVICE DELIVERY CONT'D



- **Provide IRC with access to appropriate software systems** for use in the evaluation of the redistricting map alternatives
- **Develop and execute a training plan** serving to instruct the IRC and the public participants in use of mapping software and related products
- **Provide hands-on, live training sessions** in use of mapping software and related products (virtually or in-person, as possible)
- **Mapping software must also be made available to the public** to draw and submit draft supervisorial districts and identify communities of interest
- Mapping software should include **standard demographic profile reports** as well as the ability to **create customized reports**

# Questions?

**Email:** [redistricting@sdcountry.ca.gov](mailto:redistricting@sdcountry.ca.gov)

**Phone:** 619-409-3003



# TOPICS OF DISCUSSION



What criteria should be considered in determining whether redrawn districts meet state and federal requirements?

Example: Is testing for Racially Polarized Voting required? Is there a need for independent review of redrawn districts.

# TOPICS OF DISCUSSION



What are some best practices to ensure an effective and efficient working relationship between the Demographic Service contractor and the IRC? What are some logical measures to consider?

Example: formalize reporting and communication

# TOPICS OF DISCUSSION



San Diego County is home to a demographically and culturally diverse population that spans from densely populated urban ethnic neighborhoods to sparsely populated ranch land.

Given this, what unique challenges does this present to the Commission in redrawing representative districts?

# TOPICS OF DISCUSSION



What are some common objections raised by stakeholders to redrawn boundaries? What can be done to avoid or tackle those challenges?

# TOPICS OF DISCUSSION



What are some key functions of the mapping software that would be most useful to the IRC and members of the public as part of this proposal?

Example: thematic maps, creation of presentation-ready reports, the ability to navigate and create districts, easy access to creating/running demographic reports, import/export of boundary files and other data