2020 Redistricting Commission

To: Honorable Mayor and City Council, City of Chula Vista

From: 2020 Redistricting Commission, City of Chula Vista

Date: December 7, 2021

Subject: Recommended Redistricting Plan Report

RECOMMENDATION: City Council approve the Recommended Redistricting Plan submitted by the Redistricting Commission as the City's Final Redistricting Plan.

INTRODUCTION: This report describes the process, criteria, and evidence used by the Redistricting Commission to prepare the Recommended Redistricting Plan, as required by City Charter section 300.5(G)(5). The Recommended Redistricting Plan, adopted November 18, 2021, is included as Attachment 1.

DISCUSSION:

General Timeline. A general timeline of the activities leading to the approval of the Final Redistricting Plan map is listed below (figure 1). Details on the Commission's workshops and public meetings are described in a later section of this report.
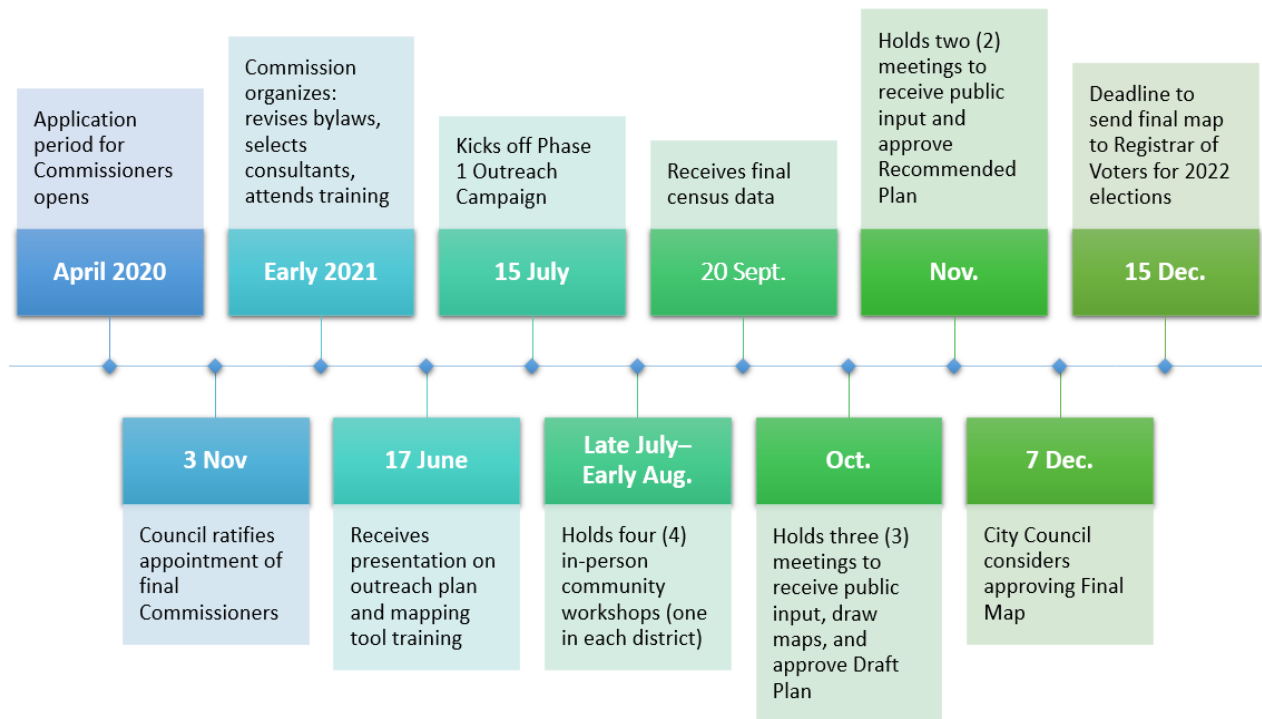

Figure 1. Redistricting Timeline

Of note, release of the 2020 census data was significantly delayed at the Federal level. Data that would typically be received in April was not received until the end of September. This delay, coupled with the deadline of December 15, 2021 to submit the final maps to the Registrar of Voters, resulted in a compressed

period for the Commission to complete its work. Other agencies with June 2022 elections, including counties, cities, school boards and districts, and the California Citizens Redistricting Commission, charged with redrawing the boundaries of the state's Congressional, State Senate, State Assembly and State Board of Equalization districts, were under similar time constraints. Despite these challenges, the Commission fulfilled its duties, as further explained in this report.

Consultants. Through the City's established purchasing procedures, requests for proposals were solicited for independent consultants for outreach and demography services to assist the Commission in developing the redistricting plan maps.

Subcommittees of the Commission worked with staff to evaluate proposals for recommendation to the full Commission and then to the City Council. In March 2020, the City entered into agreements with the following consultants:
- National Demographics Corporation (NDC) for mapping/demography services; total contract amount $86,000
- Southwest Strategies for outreach services; total contract amount $86,750

Budget. The Redistricting Commission was allocated a budget to complete its work, which was augmented by the Public, Education, Government (PEG) fund and State Census Planning Funds for appropriate expenses.

Service	Approximate Expense*
Demographer Consultant	$86,000
Outreach Consultant	$86,750
Translation of Materials	$3,700
Interpretation/In-Person Translation	$3,555
Advertisement (newspaper, social media, radio, etc.)	$15,909
Legal Advertisements	$6,000
Supplies/Printing	$3,000
TOTAL	$201,355

  * Final expenditures are not available at the time of this report.

Public Outreach. Southwest Strategies and City communications staff developed and implemented a robust communications and advertising outreach program that included
- Public Hearings/Workshops
- Digital Advertising
- Radio Advertising
- Social Media posts
- Redistricting web page
- E-mail notifications, featured articles in the City newsletter, and articles or calendar notices in partner publications
- Presentations to City Boards and Commissions
- Presentations to business and community organizations
- News media outreach

Southwest Strategies, coordinated logistics for four public workshops (one in each Council District) to build awareness about the redistricting process, secure initial input on potential changes to council district boundaries and request feedback on "communities of interest" (areas of the City where residents share similar social, cultural, ethnic, geographic, economic and government interests).

The first workshop was held in City Council Chambers (Council District 2) and was attended by all Commission members. This Public Hearing/Workshop was broadcast on public access television, streamed

live on www.chulavistaca.gov, was available in English and Spanish, and archived for anyone to view. The three subsequent workshops were held in Council Districts 1, 3 and 4. One or two commissioners participated in those workshops to welcome participants and encourage their participation in the redistricting process. Translation services were made available in Spanish, Filipino, Chinese and Vietnamese at public hearings, meetings, and workshops. Below is a table listing the date, time and location of the outreach workshops.

Wed, July 28 6 p.m.	Thurs, July 29 6 p.m.	Sat, July 31 9:30 a.m.	Mon, Aug 2 6 p.m.
Public Hearing & Workshop District 2 Council Chambers	Public Workshop District 3 Veterans Recreation Center	Public Workshop District 1 Salt Creek Community Center	Public Workshop District 4 Otay Recreation Center

Southwest Strategies also made presentations to 17 City Boards and Commissions; coordinated with partner organizations to promote the redistricting effort; developed a variety of graphics for social media and advertising; wrote copy used in press releases, digital, radio and print advertising, social media posts, and the Redistricting web page; and coordinated translation of copy in Filipino, Chinese and Vietnamese languages (the City coordinated Spanish translations).

Additional details about the communications and outreach program are included in Attachment 2.

Public Meetings and Workshops. The Redistricting Commission held 19 public meetings and workshops over the course of the redistricting timeline.

Due to the COVID-19 pandemic, initial meetings were held via teleconference. Teleconference meetings allowed the public to view the meetings remotely and submit eComments and emails. Over the summer 2021, in-person public outreach workshops were held with at least one workshop in each of the City's existing districts.

Upon the reopening of City Hall, further meetings were held in Council Chambers, which allowed the meetings to be video recorded and live streamed in English and Spanish. Meeting video can be found at www.chulavistaca.gov/redistricting. During the in-person meetings, members of the public could attend to provide testimony, as well as submit messages via email, voicemail, and eComment.

Public Mapping Tools. In addition to submitting comments and testimony, online mapping tools were made available to allow the public to provide input on communities of interest, how the district boundaries could be revised, and information about what is important to them about their district.

DistrictR is an online mapping tool that allows individuals to draw communities of interest and district maps to submit to the Commission (see figure 2). DistrictR displays 2020 Decennial Census population information in Census blocks. Using DistrictR, residents can start with a blank map of the City and choose to color in four Council districts or to identify a community of interest. After coloring an area on the map, more information becomes available, such as the total population and demographic data in the colored area. Additional demographic data can also be displayed on the map of the City, including homes with children, education levels and languages spoken at home.

A paper participation kit was also available, allowing the public to draw on maps to identify communities of interest, recommend district boundary lines, or provide other feedback. Along with the map, an Excel spreadsheet provided data by census block including population, race/ethnicity and more (see figure 3).
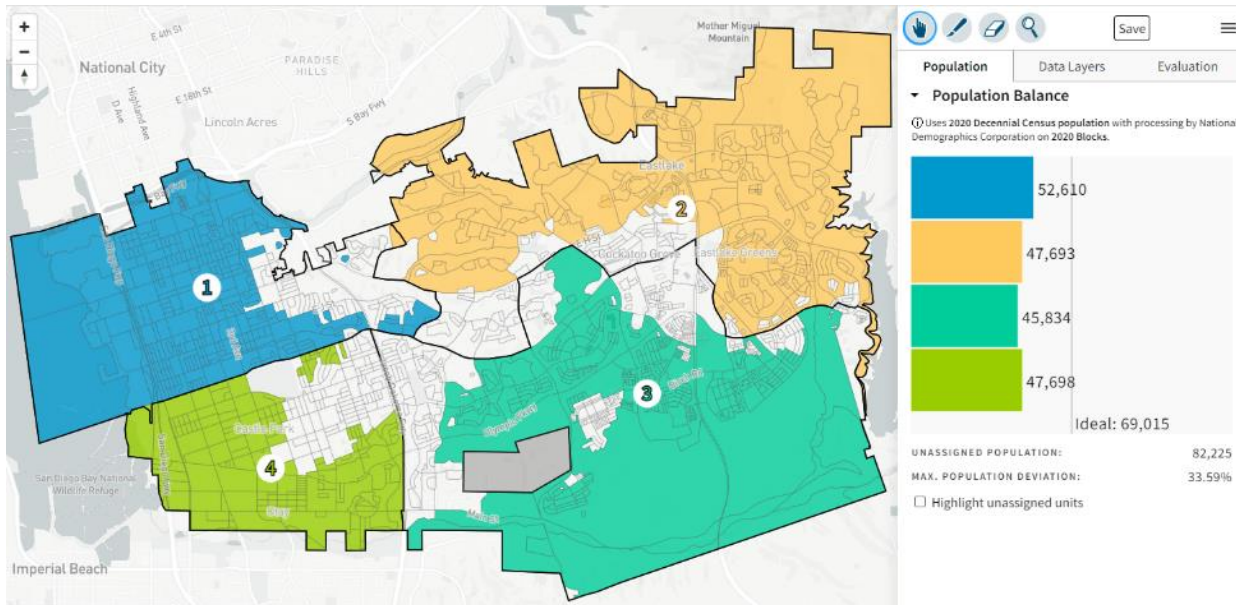
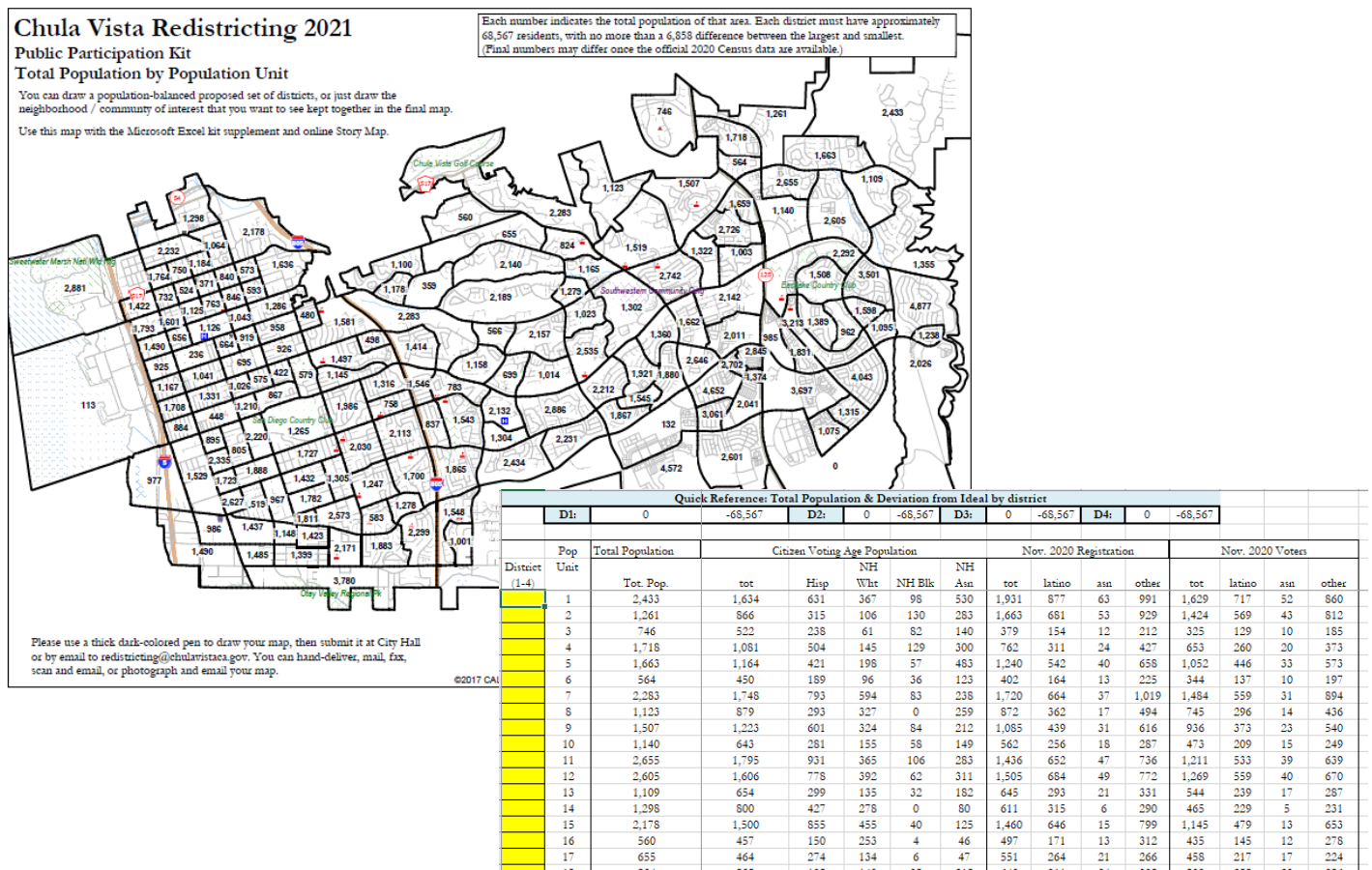*Figure 2. Image of DistrictR – For illustration purposes only*

Chula Vista Redistricting 2021
Public Participation Kit
Total Population by Population Unit

You can draw a population-balanced proposed set of districts, or just draw the neighborhood / community of interest that you want to see kept together in the final map.

Use this map with the Microsoft Excel kit supplement and online Story Map.

Each number indicates the total population of that area. Each district must have approximately 68,567 residents, with no more than a 6,858 difference between the largest and smallest. (Final numbers may differ once the official 2020 Census data are available.)

Please use a thick dark-colored pen to draw your map, then submit it at City Hall or by email to redistricting@chulavistaca.gov. You can hand-deliver, mail, fax, scan and email, or photograph and email your map.

©2017 CAL

			Quick Reference: Total Population & Deviation from Ideal by district															
D1:	0		-68,567	D2:	0	-68,567	D3:	0	-68,567	D4:	0	-68,567						

District (1-4)	Pop Unit	Total Population	Citizen Voting Age Population					Nov. 2020 Registration				Nov. 2020 Voters			
		Tot. Pop.	tot	Hisp	NH Wht	NH Blk	NH Asn	tot	latino	asn	other	tot	latino	asn	other
	1	2,433	1,634	631	367	98	530	1,931	877	63	991	1,629	717	52	860
	2	1,261	866	315	106	130	283	1,663	681	53	929	1,424	569	43	812
	3	746	522	238	61	82	140	379	154	12	212	325	129	10	185
	4	1,718	1,081	504	145	129	300	762	311	24	427	653	260	20	373
	5	1,663	1,164	421	198	57	483	1,240	542	40	658	1,052	446	33	573
	6	564	450	189	96	36	123	402	164	13	225	344	137	10	197
	7	2,283	1,748	793	594	83	238	1,720	664	37	1,019	1,484	559	31	894
	8	1,123	879	293	327	0	259	872	362	17	494	745	296	14	436
	9	1,507	1,223	601	324	84	212	1,085	439	31	616	936	373	23	540
	10	1,140	643	281	155	58	149	562	256	18	287	473	209	15	249
	11	2,655	1,795	931	365	106	283	1,436	652	47	736	1,211	533	39	639
	12	2,605	1,606	778	392	62	311	1,505	684	49	772	1,269	559	40	670
	13	1,109	654	299	135	32	182	645	293	21	331	544	239	17	287
	14	1,298	800	427	278	0	80	611	315	6	290	465	229	5	231
	15	2,178	1,500	855	455	40	125	1,460	646	15	799	1,145	479	13	653
	16	560	457	150	253	4	46	497	171	13	312	435	145	12	278
	17	655	464	274	134	6	47	551	264	21	266	458	217	17	224
	18	824	525	135	140	35	215	640	311	24	305	530	255	20	256

Figure 3. Public Participation Kit Map and Population/Demographic Spreadsheet – For illustration purposes only

2020 Census Results. The City of Chula Vista grew by 32,173 new residents, an increase of 13.2 %. Each district saw an increase in population, however, District 3 grew substantially more than the other districts. See chart below. The redistricting plan will adjust district boundaries to ensure close to equal populations in each district.

Change in Population Source: California Statewide Database (Adjusted Populations)					
Year	District				
	1	2	3	4	Total
2020	66,356	63,592	82,517	63,595	276,060
2010	62,352	60,134	60,433	60,966	243,885
Change	4,004	3,458	22,084	2,629	32,175

Redistricting Plan Criteria. The Recommended Redistricting Plan map presented to City Council for consideration is based on the 2020 decennial census data. When considering Redistricting Plan maps, the Commission adhered to the following criteria, as required by Charter section 300.5(F):

1) District shall have reasonably equal populations as required by the Federal and State constitutions.
2) District boundaries shall be geographically compact and contiguous.
3) District boundaries shall follow visible natural and man-made features, street lines and/or City boundary lines whenever possible.
4) District boundaries shall respect communities of interest to the extent practicable. A community of interest is defined as a geographic area comprised of residents who share similar interests including, but not limited to, social, cultural, ethnic, geographic or economic interests, or formal government or quasi-governmental relationships, but not including relationships with political parties, incumbents, or candidates.
5) District boundaries shall be drawn without regard for advantage or disadvantage to incumbents or challengers.
6) District boundaries shall be drawn without regard for advantage or disadvantage to any political party.

Additional guidance was provided by the City Attorney's office, which included:
- Comply with the City Charter and all applicable laws.
- Minimize shifts of large numbers of voters to a later election cycle.
- Seek close to equal populations – no greater than 5% population deviation unless tied to achieving other legitimate redistricting criteria/objectives.
- Establish process for robust public and commission participation.
- Five affirmative votes required to move forward with recommendation to City Council.

Development of Draft and Recommended Redistricting Plan Maps. At each public workshop, a representative from Southwest Strategies provided an overview of the Redistricting Process and how the public could participate. Then, a representative from National Demographics Corporation (NDC) provided an overview of how public input informs the development of new council district boundaries based on population changes, described the local, state, and federal laws that guide the redistricting process, and outlined the map-drawing process.

Following the presentations, participants gathered at workstations with oversized maps of the current Council District boundaries to discuss what kinds of changes could/should be made. They asked questions and provided written feedback directly on the maps. This information was compiled and provided to Commissioners.

In October, the Commission held three public meetings to draft and ultimately approve a Draft Redistricting Plan map. Based on population changes and input from the public and Commission, NDC provided the Commission with four working draft maps (Attachment 3). At its meeting on October 18, 2021, the Commission approved a Draft Redistricting Plan map (Attachment 4).

The Commission held two public meetings in November to receive public testimony and discuss the draft map. As a result of public testimony and Commissioner feedback, three additional maps were prepared by NDC (Attachment 5).

Following public input and Commissioner deliberations, the Commission approved the Recommended Redistricting Plan (Attachment 1) on November 18, 2021 for presentation to the City Council.

Descriptions of each of the maps are included in Attachment 6.

Characteristics of the Selected Map. The Recommended Redistricting Plan map (Attachment 1), includes the following characteristics:
- Districts 2 and 4 expand and District 3 is reduced to account for greater growth over the last 10 years in District 3. Overall, the final Recommended Redistricting Plan map keeps communities together better and creates fewer redrawing changes, while also helping Districts 2 and 4 grow because they are now the most underpopulated.
- District 1 still includes the northeast portion of the City. It is reduced by a portion of the Rancho Del Rey community between Paseo Ranchero and Paseo del Rey, south of East H Street, which is added to District 2. District 1 also gains the area around Southwestern Community College from District 3.
- District 2 expands farther east to gain the portion of the Rancho Del Rey community, which is similar to areas already included in the district. It is reduced by a portion of the Chula Vista Bayfront that is south of F street and west of I-5.
- District 3, the district requiring the most reduction due to greater growth, is reduced by the area around Southwestern College, a portion of the Eastlake Village area, and the Oleander corridor between Telegraph Canyon Road and Main Street.
- District 4 expands to add areas of the Oleander corridor east of I-805, reuniting the areas on the east and west side of I-805 that were developed around the same time and had been split by the I-805 construction in 1975. L Street remains the northern boundary of District 4, with the exception of adding the future development area of the Chula Vista Bayfront, south of F street and west of I-5. This addition gives District 4 a future population growth area that may account for continued projected growth in Districts 1 and 3 over the next 10 years and it gives District 4 a direct interest in development that will impact residents in the future.

CONCLUSION: The Recommended Redistricting Plan map was thoughtfully developed by the Redistricting Commission, while considering the required Charter criteria, all applicable state and federal laws, and public input. The Commission recommends the City Council approve the Recommended Redistricting Plan map as the City's Final Redistricting Plan.

ATTACHMENTS:
1. Recommended Redistricting Plan Map, Approved by Commission 11/18/2021
2. Final Outreach Report
3. Working Draft Maps 1, 2, 3, and 4
4. Draft Redistricting Plan Map, Approved by Commission 10/18/2021
5. Revised Maps A, B, and C
6. Descriptions of NDC Maps

2020 Redistricting Commission

Recommended Redistricting Plan Report
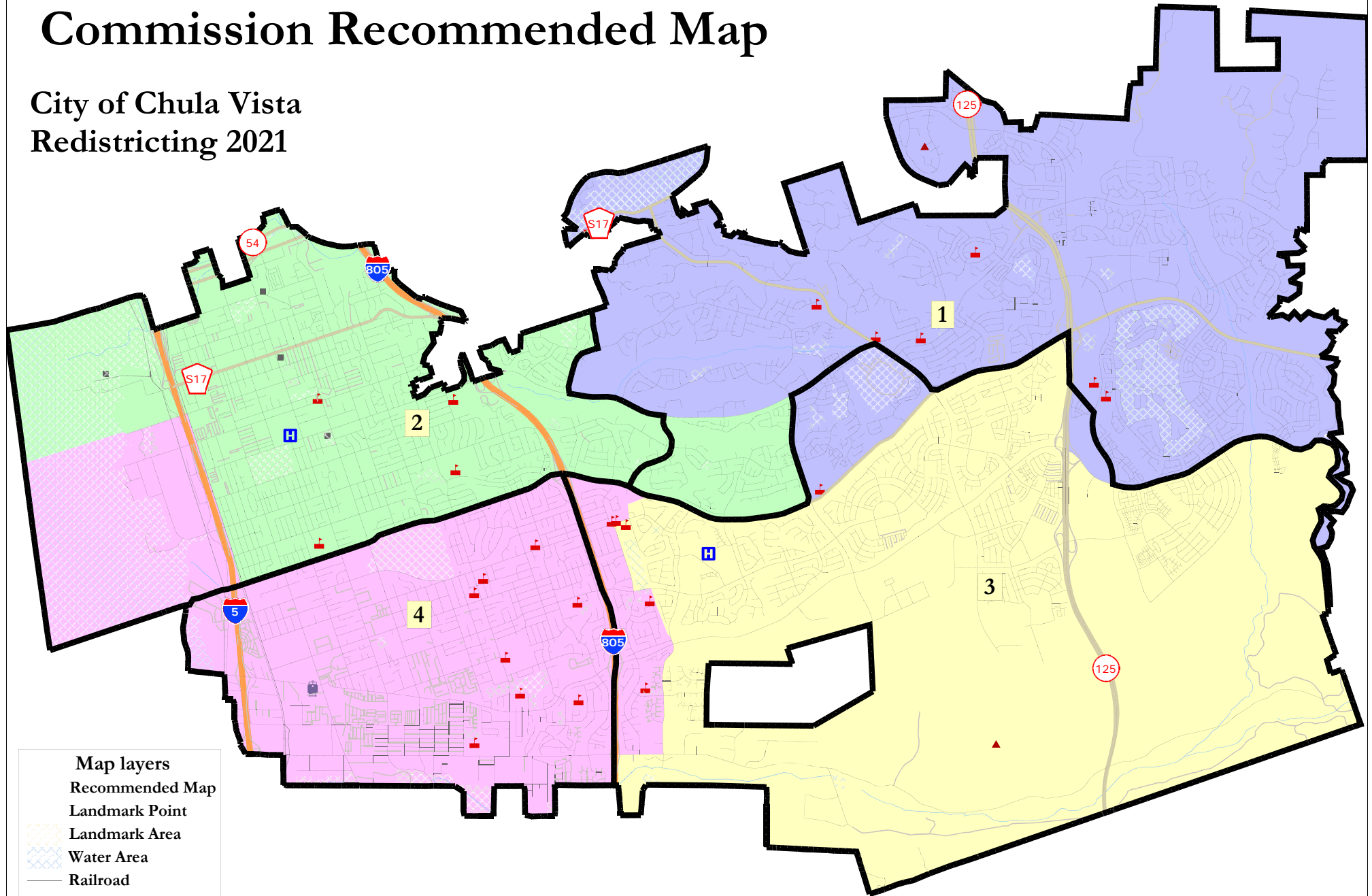
December 7, 2021

ATTACHMENT 1

RECOMMENDED REDISTRICTING PLAN MAP

PREPARED BY NATIONAL DEMOGRAPHICS CORPORATION

APPROVED BY COMMISSION NOVEMBER 18, 2021

Chula Vista Draft Map
Commission Recommended Map

City of Chula Vista
Redistricting 2021

1

2

3

4

Map layers
Recommended Map
Landmark Point
Landmark Area
Water Area
Railroad
River
Streets
Current Districts

©2021 CALIPER

District		1	2	3	4	Total
Chula Vista - Commission Recommended Map						
2020	2020 Census (Adj)	66,876	69,180	69,184	70,820	276,060
	Deviation from ideal	-2,139	165	169	1,805	3,944
	% Deviation	-3.10%	0.24%	0.24%	2.62%	5.71%
2020 Total Pop	% Hisp	50%	68%	43%	78%	60%
	% NH White	21%	18%	14%	11%	16%
	% NH Black	5%	4%	9%	3%	5%
	% Asian-American	21%	8%	31%	6%	16%
Citizen Voting Age Pop	Total	44,396	40,260	39,989	38,527	163,173
	% Hisp	43%	58%	42%	69%	52%
	% NH White	25%	29%	19%	19%	23%
	% NH Black	7%	4%	7%	4%	6%
	% Asian/Pac.Isl.	24%	8%	32%	7%	18%
Voter Registration (Nov 2020)	Total	43,428	40,262	38,362	40,176	162,228
	% Latino est.	50%	62%	51%	74%	59%
	% Spanish-Surnamed	46%	56%	47%	67%	54%
	% Asian-Surnamed	3%	2%	3%	1%	2%
	% Filipino-Surnamed	6%	3%	10%	2%	5%
	% NH White est.	36%	35%	29%	24%	31%
	% NH Black	8%	4%	10%	5%	7%
Voter Turnout (Nov 2018)	Total	24,129	20,502	16,508	17,662	78,801
	% Latino est.	45%	53%	48%	67%	53%
	% Spanish-Surnamed	41%	48%	44%	61%	48%
	% Asian-Surnamed	2%	1%	2%	1%	2%
	% Filipino-Surnamed	6%	3%	10%	2%	5%
	% NH White est.	41%	42%	31%	29%	37%
	% NH Black	9%	4%	10%	5%	7%
Voter Turnout (Nov 2020)	Total	36,296	30,694	30,843	28,614	126,447
	% Latino est.	49%	59%	50%	72%	57%
	% Spanish-Surnamed	44%	53%	46%	65%	52%
	% Asian-Surnamed	3%	2%	3%	1%	2%
	% Filipino-Surnamed	6%	3%	10%	2%	6%
	% NH White est.	38%	37%	29%	26%	33%
	% NH Black est.	8%	4%	11%	5%	7%
ACS Pop. Est.	Total	68,931	65,235	64,956	68,730	267,852
Age	age0-19	29%	25%	31%	27%	28%
	age20-60	54%	55%	56%	55%	55%
	age60plus	17%	20%	13%	19%	17%
Immigration	immigrants	28%	29%	31%	35%	31%
	naturalized	66%	42%	65%	42%	53%
Language spoken at home	english	50%	40%	43%	30%	41%
	spanish	35%	54%	37%	66%	48%
	asian-lang	13%	5%	19%	4%	10%
	other lang	2%	1%	1%	1%	1%
Language Fluency	Speaks Eng. "Less than Very Well"	14%	23%	17%	29%	21%
Education (among those age 25+)	hs-grad	40%	49%	37%	50%	44%
	bachelor	27%	15%	30%	10%	20%
	graduatedegree	13%	7%	13%	4%	9%
Child in Household	child-under18	46%	34%	56%	41%	44%
Pct of Pop. Age 16+	employed	66%	64%	67%	66%	66%
Household Income	income 0-25k	8%	19%	7%	18%	13%
	income 25-50k	11%	23%	7%	25%	17%
	income 50-75k	12%	17%	14%	21%	16%
	income 75-200k	55%	36%	58%	34%	45%
	income 200k-plus	14%	4%	14%	2%	8%
Housing Stats	single family	87%	60%	80%	63%	72%
	multi-family	13%	40%	20%	37%	28%
	rented	26%	54%	30%	52%	41%
	owned	74%	46%	70%	48%	59%

Total population data from the California adjustment to the 2020 Decennial Census. Surname-based Voter Registration and Turnout data from the California Statewide Database. Latino voter registration and turnout data are Spanish-surname counts adjusted using Census Population Department undercount estimates. NH White and NH Black registration and turnout counts estimated by NDC. Citizen Voting Age Pop., Age, Immigration, and other demographics from the 2015-2019 American Community Survey and Special Tabulation 5-year data.

2020 Redistricting Commission

Recommended Redistricting Plan Report

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ATTACHMENT 2

FINAL OUTREACH REPORT

Southwest Strategies coordinated with City staff to develop and implement a communications, advertising and outreach program to engage with Chula Vista residents in the 2020 Redistricting process.

City Meetings: These official meetings took place at City Hall or virtually.

Outreach Presentations to Boards & Commissions – A member from the Southwest Strategies (SWS) outreach team conducted a total of 17 outreach presentations at the commissions listed below. In addition, email updates were sent to all the commissions, along with materials to have commissioners share with their contacts.

1. Board of Ethics
2. Board of Library Trustees
3. Charter Review Commission
4. Measure A - Citizens' Oversight Committee
5. Civil Service Commission
6. Commission on Aging
7. Cultural Arts Commission
8. Growth Management Oversight Commission
9. Healthy Chula Vista Advisory Commission
10. Housing Advisory Commission
11. Human Relations Commission
12. International Friendship Commission
13. Mobilehome Rent Review Commission
14. Parks and Recreation Commission
15. Planning Commission
16. Safety Commission
17. Sustainability Commission

Additional Outreach Support

Two consultants with strong ties to Chula Vista Latino and Asian Americans and Pacific Islanders (AAPI) communities supported the outreach effort. These consultants helped build the coalition, gave presentations at various groups, included City commissions, posted on social media, and followed up with groups to keep promoting Chula Vista redistricting in communities that are traditionally difficult to engage.

School District Notification System (Peachjar} – Redistricting Commission meeting and workshop announcements were sent via the Chula Vista Elementary School District Peachjar notification system that included information about the upcoming meetings and how parents, residents, and stakeholders could become involved.

Chula Vista Listserv -Sixteen email notifications about Redistricting were sent to the City newsletter database that reaches approximately 28,000 subscribers. Redistricting information was included monthly in the Community Connection newsletter from November 2020 to November 2021 and additional email notifications were periodically sent specifically about Redistricting workshops and the Redistricting Plan map development process to subscribers.

<u>**Media Hits:**</u> These publications ran articles or published meeting dates.

- **Union Tribune**
  July 27, 2021 - [Chula Vista to hold series of redistricting meetings](#)
  October 24, 2021 - [Two South Bay cities unveil plans for election district boundaries](#)
  November 14, 2021 - [South County Happenings](#)

- **NBC San Diego**
  October 28, 2021 - [Chula Vista Seeks Input on Redistricting Process](#)
  October 31, 2021 - [Politically Speaking: Chula Vista Redistricting](#)

- **Chula Vista Today**
  October 11, 2021 - [Redistricting Meetings Are Open to Public Feedback](#)
  October 20, 2021 - [A draft map was selected by the Chula Vista Redistricting Committee as a focal point](#)
  November 8, 2021 - [Chula Vista approaches its final stages in the redistricting plan](#)
  November 20, 2021 - [Redistricting Commission approved a Recommended Redistricting Map for the City of Chula Vista](#)

- **Filipino Press**
  [Print Article](#)

- **Star News**
  October 29, 2021 - [Public can peek at proposed districts](#)
  [Front Page Article](#)

- **La Voz San Diego**

- **Asian Journal**
  [Print Article](#)

- **Times of San Diego**
  November 21, 2021 - [Chula Vista Redistricting Map to be Considered by City Council Next Month](#)

<u>**Outreach Events**</u>

A public workshop was held in each council district. All outreach materials were distributed in English, Spanish, Chinese, Filipino, and Vietnamese. In addition, translation services were available in Spanish as well as in Chinese, Filipino, and Vietnamese upon request. Participation materials and large maps, also provided in the five languages, were brought to each workshop to facilitate in person feedback. In addition, all participants were encouraged to visit the website to obtain more detailed information and

use the tools available online to submit feedback. Lastly, QR codes were prominently showcased at each event and added to all materials to provide quick access to online materials.

Wednesday, July 28, 6 p.m. Chula Vista City Council Chambers 276 Fourth Avenue Chula Vista, CA 91910 *Public invited to join in-person or virtually. The meeting will be televised and recorded.*	**Thursday, July 29, 6 p.m.** Veterans Recreation Center 785 E. Palomar Street Chula Vista, CA 91911 *Meeting will be in person.*
Saturday, July 31 at 9:30 a.m. Salt Creek Community Center 2710 Otay Lakes Road Chula Vista, CA 91915 *Meeting will be in person.*	**Monday, August 2 at 6 p.m.** Otay Recreation Center 3554 Main Street Chula Vista, CA 91911 *Meeting will be in person.*

Community Organization Coalition: To cast a broader net, SWS leveraged organizations that are actively involved in the community. The following community organizations shared redistricting information through one or more of these media options: social media, listserv, newsletters, and their websites.

- San Ysidro Health Center
- NAACP
- BLCI
- Chula Vista Chamber of Commerce
- Asian Business Association
- Community Through Hope
- Filipino Resource Center
- API Initiative
- Chicano Federation
- San Diego Regional Chamber of Commerce
- MAAC
- SBCS
- The Chula Vista Community Foundation

Additional Outreach Efforts

- Additional eblasts sent to coalition, Chula Vista commissions, past and current participants.
- Fielded email inquiries from eblasts and other outreach efforts
- Paid Advertisement – SWS coordinated paid ads through the following outlets
  - Print – In an effort to reach as many audiences as possible from various backgrounds, SWS placed advertisements in news sources to reflect this goal. Below are news sources that are local to Chula Vista, Spanish speaking residents, and across various Asian backgrounds.
    - Star News
    - El Latino
    - Filipino Press
    - Epoch Times

- Asian Journal
- Nguoi Viet Today

- o Social Media
  - Facebook

Phase 1 Social Media Statistics

	Residents Reached	Impressions	Reactions	Comments	Shares	Total Page Engagements	Spend
English	54,447	70,000	46	0	14	350	$552

Phase 2 Social Media Statistics

	Site Visits	Residents Reached	Impressions	Reactions	Comments	Shares	Total Page Engagements	Spend
Spanish	152	6,943	20,842	19	1	8	181	$233.41
English	445	13,796	48,644	63	7	10	526	$544.88
Totals	597	20,739	69,486	82	8	18	707	$778.29

- o Radio – As part of the final week of outreach, SWS placed 135 radio spots in both Spanish and English across six Chula Vista-serving radio stations.

	iHeart Radio	Univision (Spanish)	Radio Latina (Spanish)
Campaign Dates	11/12/21 – 11/16/21	11/10/21 -11/17/21	11/8/21 – 11/14/21
Spots	37	72	26
Stations	Channel 93.3 (12) Star 94.1 (12) Jammin 95.7 (13)	KLNV 106.5 Que Buena KLVQ 102.9 AMOR	XLTN-FM
Talent	Geena The Latina Haze Beto Perez	N/A	N/A

Redistricting Commission Meetings

- SWS attended and presented at 3 Commission meetings
- SWS attended and staffed 5 Commission meetings

Thursday, October 7, 2021, at 6:00 p.m.	Monday, October 11, 2021, at 6:00 p.m.	Monday, October 18, 2021, at 6:00 p.m.

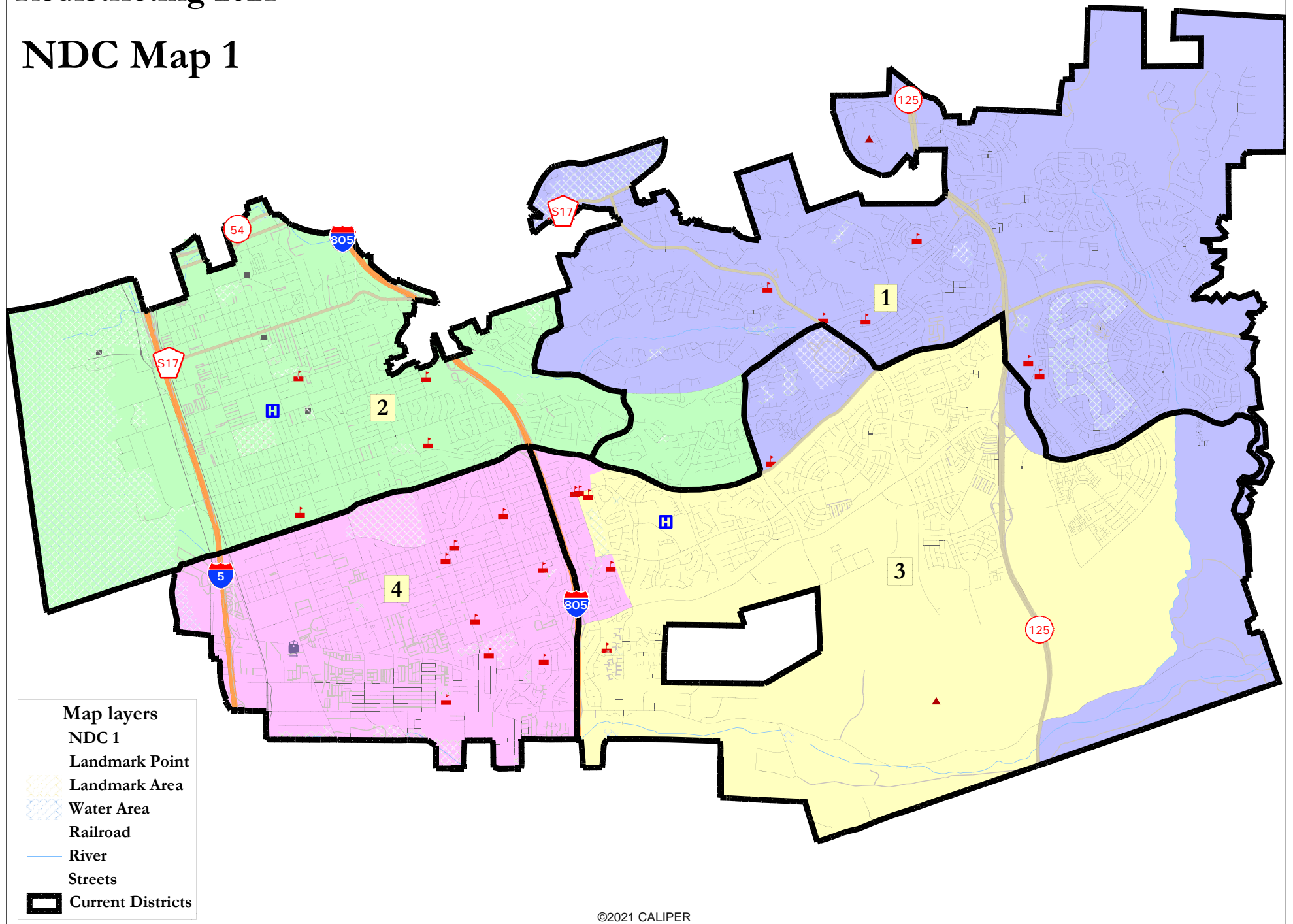| *Release of census data and presentation of mapping process*	*First map-drawing workshop*	*Second map-drawing workshop and approval of Draft Redistricting Plan*
Thursday, November 4, 2021, at 6:00 p.m. *First public meeting for input on Draft Redistricting Plan*	**Thursday, November 18, 2021, at 6:00 p.m.** *Second public meeting for input on Draft Redistricting and approval of Recommended Redistricting Plan*	

2020 Redistricting Commission

Recommended Redistricting Plan Report

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ATTACHMENT 3

WORKING DRAFT MAPS 1, 2, 3, AND 4

PREPARED BY NATIONAL DEMOGRAPHICS CORPORATION

City of Chula Vista
Redistricting 2021
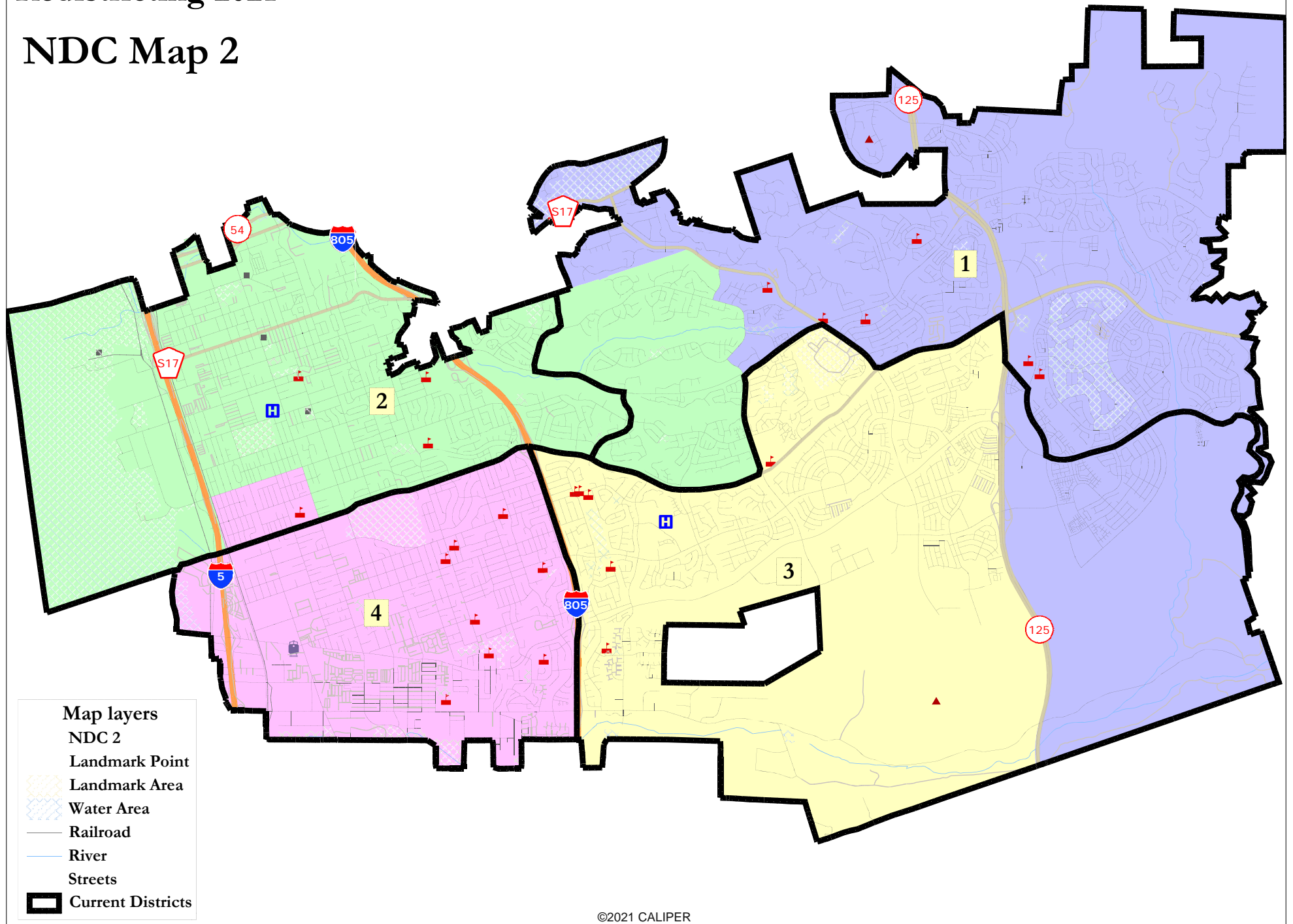
NDC Map 1

Map layers
NDC 1
Landmark Point
Landmark Area
Water Area
—— Railroad
—— River
Streets
▭ Current Districts

1

2

3

4

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District		1	2	3	4	Total
			Chula Vista - NDC Map 1			
2020	2020 Census (Raw)	68,749	69,278	70,118	67,915	276,060
	Deviation from ideal	-266	263	1,103	-1,100	2,203
	% Deviation	-0.39%	0.38%	1.60%	-1.59%	3.19%
2020 Total Pop	% Hisp	50%	67%	44%	78%	60%
	% NH White	21%	18%	14%	11%	16%
	% NH Black	5%	4%	8%	3%	5%
	% Asian-American	21%	8%	30%	6%	16%
Citizen Voting Age Pop	Total	45,613	40,322	40,325	36,913	163,173
	% Hisp	43%	57%	43%	69%	52%
	% NH White	25%	29%	18%	19%	23%
	% NH Black	7%	4%	7%	4%	6%
	% Asian/Pac.Isl.	24%	8%	32%	7%	18%
Voter Registration (Nov 2020)	Total	44,287	40,469	39,263	38,209	162,228
	% Latino est.	50%	61%	52%	75%	59%
	% Spanish-Surnamed	45%	56%	47%	67%	54%
	% Asian-Surnamed	3%	2%	3%	1%	2%
	% Filipino-Surnamed	6%	3%	10%	2%	5%
	% NH White est.	36%	35%	28%	24%	31%
	% NH Black	8%	4%	10%	5%	7%
Voter Turnout (Nov 2018)	Total	24,475	20,553	16,992	16,781	78,801
	% Latino est.	45%	53%	49%	67%	53%
	% Spanish-Surnamed	41%	48%	45%	61%	48%
	% Asian-Surnamed	2%	1%	2%	1%	2%
	% Filipino-Surnamed	6%	3%	9%	2%	5%
	% NH White est.	41%	42%	31%	29%	37%
	% NH Black	9%	4%	10%	5%	7%
Voter Turnout (Nov 2020)	Total	36,932	30,852	31,508	27,155	126,447
	% Latino est.	49%	59%	51%	73%	57%
	% Spanish-Surnamed	44%	53%	46%	66%	52%
	% Asian-Surnamed	3%	2%	3%	1%	2%
	% Filipino-Surnamed	6%	3%	10%	2%	6%
	% NH White est.	38%	37%	29%	25%	33%
	% NH Black est.	8%	4%	10%	5%	7%
ACS Pop. Est.	Total	70,777	65,326	65,659	66,089	267,852
Age	age0-19	29%	25%	31%	27%	28%
	age20-60	54%	55%	56%	55%	55%
	age60plus	17%	20%	13%	19%	17%
Immigration	immigrants	28%	29%	32%	35%	31%
	naturalized	66%	42%	65%	41%	53%
Language spoken at home	english	50%	40%	42%	29%	41%
	spanish	35%	54%	38%	66%	48%
	asian-lang	13%	5%	18%	4%	10%
	other lang	2%	1%	1%	1%	1%
Language Fluency	Speaks Eng. "Less than Very Well"	14%	23%	18%	29%	21%
Education (among those age 25+)	hs-grad	40%	49%	38%	50%	44%
	bachelor	27%	15%	29%	10%	20%
	graduatedegree	13%	7%	12%	4%	9%
Child in Household	child-under18	47%	34%	56%	41%	44%
Pct of Pop. Age 16+	employed	67%	64%	66%	66%	66%
Household Income	income 0-25k	8%	19%	8%	18%	13%
	income 25-50k	11%	23%	8%	26%	17%
	income 50-75k	12%	17%	15%	20%	16%
	income 75-200k	55%	36%	57%	33%	45%
	income 200k-plus	14%	4%	13%	2%	8%
Housing Stats	single family	87%	60%	80%	63%	72%
	multi-family	13%	40%	20%	37%	28%
	rented	26%	54%	30%	53%	41%
	owned	74%	46%	70%	47%	59%

City of Chula Vista
Redistricting 2021

NDC Map 2

Map layers
NDC 2
Landmark Point
Landmark Area
Water Area
Railroad
River
Streets
Current Districts

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District		1	2	3	4	Total
Chula Vista - NDC Map 2						
2020	2020 Census (Raw)	70,370	69,752	67,706	68,232	276,060
	Deviation from ideal	1,355	737	-1,309	-783	2,664
	% Deviation	1.96%	1.07%	-1.90%	-1.13%	3.86%
2020 Total Pop	% Hisp	48%	66%	46%	79%	60%
	% NH White	20%	18%	14%	10%	16%
	% NH Black	6%	4%	7%	3%	5%
	% Asian-American	22%	9%	29%	6%	16%
Citizen Voting Age Pop	Total	45,451	41,519	39,587	36,617	163,173
	% Hisp	44%	55%	44%	69%	52%
	% NH White	24%	29%	20%	18%	23%
	% NH Black	7%	5%	6%	4%	6%
	% Asian/Pac.Isl.	24%	10%	29%	8%	18%
Voter Registration (Nov 2020)	Total	43,909	41,374	38,984	37,961	162,228
	% Latino est.	50%	60%	53%	76%	59%
	% Spanish-Surnamed	45%	54%	48%	68%	54%
	% Asian-Surnamed	3%	2%	3%	1%	2%
	% Filipino-Surnamed	7%	3%	9%	2%	5%
	% NH White est.	35%	36%	30%	23%	31%
	% NH Black	9%	5%	9%	5%	7%
Voter Turnout (Nov 2018)	Total	23,104	21,382	17,860	16,455	78,801
	% Latino est.	45%	51%	50%	69%	53%
	% Spanish-Surnamed	41%	47%	46%	63%	48%
	% Asian-Surnamed	2%	2%	2%	1%	2%
	% Filipino-Surnamed	6%	3%	9%	2%	5%
	% NH White est.	40%	43%	33%	28%	37%
	% NH Black	9%	5%	8%	5%	7%
Voter Turnout (Nov 2020)	Total	36,454	31,910	31,213	26,870	126,447
	% Latino est.	49%	57%	52%	74%	57%
	% Spanish-Surnamed	44%	52%	47%	67%	52%
	% Asian-Surnamed	3%	2%	3%	1%	2%
	% Filipino-Surnamed	7%	3%	10%	2%	6%
	% NH White est.	36%	38%	30%	24%	33%
	% NH Black est.	9%	5%	9%	5%	7%
ACS Pop. Est.	Total	71,502	66,194	63,905	66,251	267,852
Age	age0-19	30%	25%	30%	27%	28%
	age20-60	55%	54%	56%	55%	55%
	age60plus	15%	21%	15%	18%	17%
Immigration	immigrants	27%	29%	33%	36%	31%
	naturalized	66%	45%	64%	40%	53%
Language spoken at home	english	50%	42%	41%	28%	41%
	spanish	37%	51%	39%	67%	48%
	asian-lang	11%	6%	19%	5%	10%
	other lang	2%	1%	1%	1%	1%
Language Fluency	Speaks Eng. "Less than Very Well"	13%	22%	19%	29%	21%
Education (among those age 25+)	hs-grad	39%	48%	39%	50%	44%
	bachelor	27%	17%	27%	10%	20%
	graduatedegree	13%	7%	12%	4%	9%
Child in Household	child-under18	49%	34%	53%	42%	44%
Pct of Pop. Age 16+	employed	67%	64%	66%	66%	66%
Household Income	income 0-25k	7%	19%	8%	18%	13%
	income 25-50k	12%	22%	7%	27%	17%
	income 50-75k	11%	16%	16%	20%	16%
	income 75-200k	56%	37%	57%	32%	45%
	income 200k-plus	15%	6%	11%	2%	8%
Housing Stats	single family	85%	62%	82%	62%	72%
	multi-family	15%	38%	18%	38%	28%
	rented	26%	52%	29%	55%	41%
	owned	74%	48%	71%	45%	59%

Total population data from the California adjustment to the 2020 Decennial Census. Surname-based Voter Registration and Turnout data from the California Statewide Database. Latino voter registration and turnout data are Spanish-surname counts adjusted using Census Population Department undercount estimates. NH White and NH Black registration and turnout counts estimated by NDC. Citizen Voting Age Pop., Age, Immigration, and other demographics from the 2015-2019 American Community Survey and Special Tabulation 5-year data.
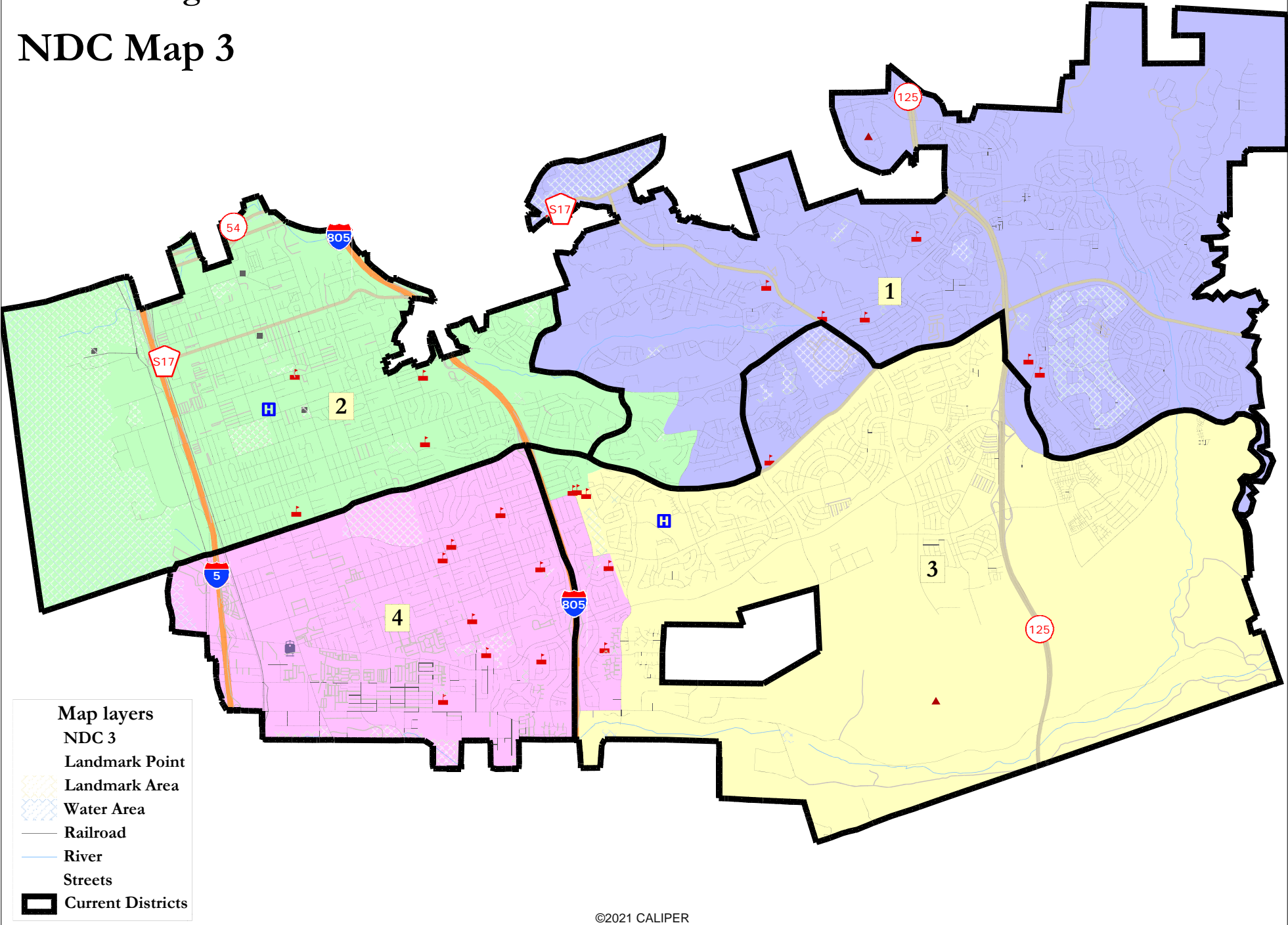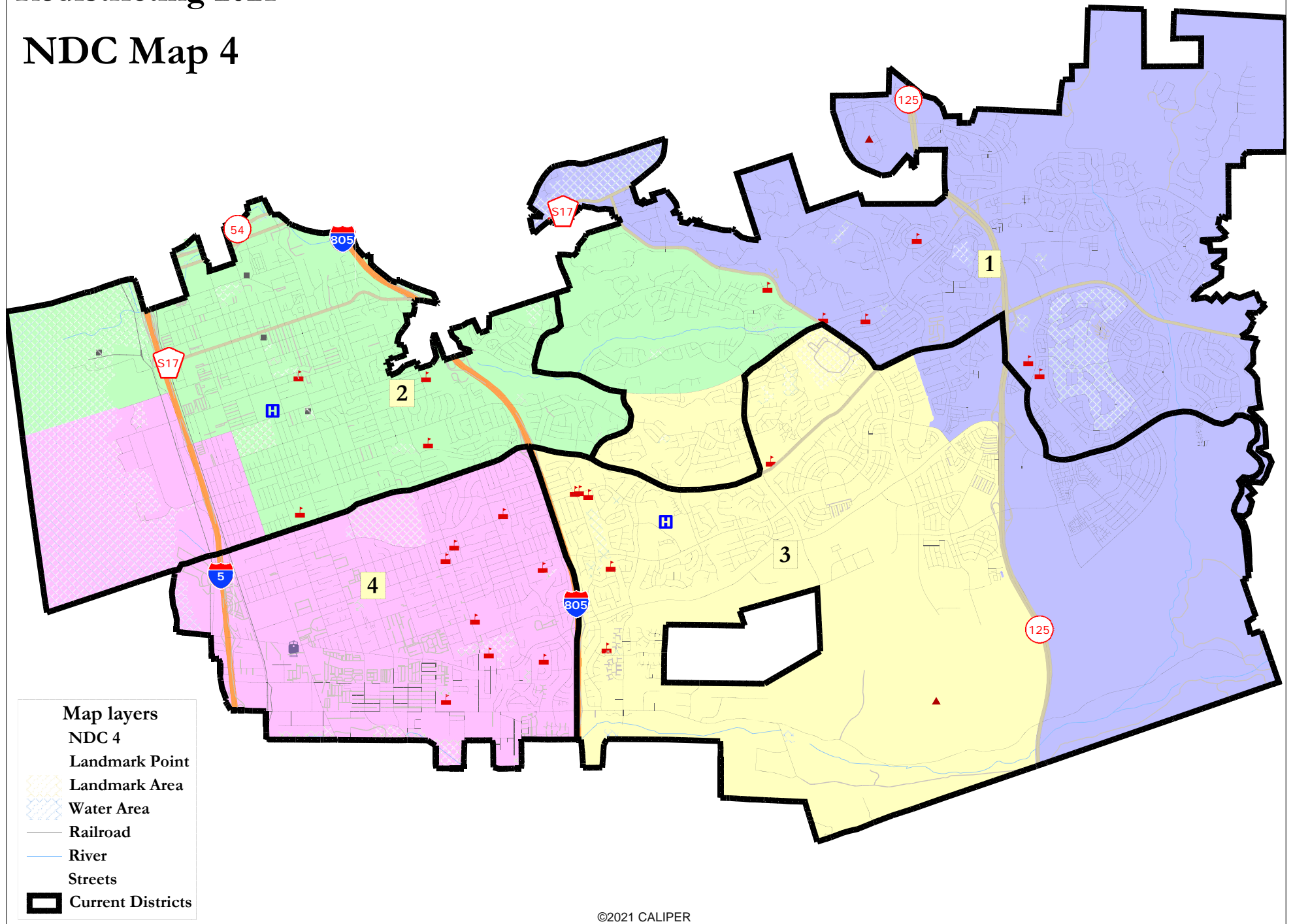
City of Chula Vista
Redistricting 2021

NDC Map 3

Map layers

NDC 3

Landmark Point

Landmark Area

Water Area

—— Railroad

—— River

Streets

Current Districts

1

2

H

3

H

4

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Chula Vista - NDC Map 3						
District		**1**	**2**	**3**	**4**	**Total**
2020	2020 Census (Raw)	70,040	67,653	69,184	69,183	276,060
	Deviation from ideal	1,025	-1,362	169	168	2,387
	% Deviation	1.49%	-1.97%	0.24%	0.24%	3.46%
2020 Total Pop	% Hisp	50%	68%	43%	78%	60%
	% NH White	21%	18%	14%	11%	16%
	% NH Black	5%	4%	9%	3%	5%
	% Asian-American	21%	7%	31%	6%	16%
Citizen Voting Age Pop	Total	46,750	39,373	39,989	37,061	163,173
	% Hisp	44%	58%	42%	69%	52%
	% NH White	25%	29%	19%	19%	23%
	% NH Black	6%	5%	7%	5%	6%
	% Asian/Pac.Isl.	24%	7%	32%	7%	18%
Voter Registration (Nov 2020)	Total	45,720	39,121	38,362	39,025	162,228
	% Latino est.	50%	62%	51%	75%	59%
	% Spanish-Surnamed	46%	56%	47%	68%	54%
	% Asian-Surnamed	3%	1%	3%	1%	2%
	% Filipino-Surnamed	7%	2%	10%	2%	5%
	% NH White est.	37%	35%	29%	24%	31%
	% NH Black	8%	5%	10%	5%	7%
Voter Turnout (Nov 2018)	Total	25,557	19,597	16,508	17,139	78,801
	% Latino est.	45%	53%	48%	68%	53%
	% Spanish-Surnamed	41%	48%	44%	61%	48%
	% Asian-Surnamed	2%	1%	2%	1%	2%
	% Filipino-Surnamed	6%	2%	10%	2%	5%
	% NH White est.	41%	42%	31%	29%	37%
	% NH Black	8%	5%	10%	5%	7%
Voter Turnout (Nov 2020)	Total	38,292	29,534	30,843	27,778	126,447
	% Latino est.	49%	59%	50%	73%	57%
	% Spanish-Surnamed	44%	54%	46%	66%	52%
	% Asian-Surnamed	3%	2%	3%	1%	2%
	% Filipino-Surnamed	7%	3%	10%	2%	6%
	% NH White est.	38%	37%	29%	25%	33%
	% NH Black est.	8%	5%	11%	5%	7%
ACS Pop. Est.	Total	72,056	64,156	64,956	66,684	267,852
Age	age0-19	28%	25%	31%	27%	28%
	age20-60	54%	55%	56%	55%	55%
	age60plus	18%	20%	13%	19%	17%
Immigration	immigrants	28%	29%	31%	36%	31%
	naturalized	66%	41%	65%	41%	53%
Language spoken at home	english	50%	39%	43%	29%	41%
	spanish	36%	55%	37%	66%	48%
	asian-lang	12%	5%	19%	4%	10%
	other lang	2%	1%	1%	1%	1%
Language Fluency	Speaks Eng. "Less than Very Well"	14%	23%	17%	29%	21%
Education (among those age 25+)	hs-grad	40%	49%	37%	50%	44%
	bachelor	27%	15%	30%	10%	20%
	graduatedegree	13%	6%	13%	4%	9%
Child in Household	child-under18	46%	34%	56%	41%	44%
Pct of Pop. Age 16+	employed	66%	64%	67%	66%	66%
Household Income	income 0-25k	7%	20%	7%	18%	13%
	income 25-50k	11%	23%	7%	26%	17%
	income 50-75k	11%	18%	14%	20%	16%
	income 75-200k	56%	35%	58%	34%	45%
	income 200k-plus	14%	4%	14%	2%	8%
Housing Stats	single family	87%	59%	80%	63%	72%
	multi-family	13%	41%	20%	37%	28%
	rented	25%	55%	30%	53%	41%
	owned	75%	45%	70%	47%	59%

City of Chula Vista
Redistricting 2021

NDC Map 4

Map layers
  NDC 4
  Landmark Point
  Landmark Area
  Water Area
  Railroad
  River
  Streets
  Current Districts

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District		1	2	3	4	Total
2020	2020 Census (Raw)	70,605	68,186	68,513	68,756	276,060
	Deviation from ideal	1,590	-829	-502	-259	2,419
	% Deviation	2.30%	-1.20%	-0.73%	-0.38%	3.51%
2020 Total Pop	% Hisp	48%	66%	47%	79%	60%
	% NH White	20%	18%	15%	10%	16%
	% NH Black	6%	4%	7%	3%	5%
	% Asian-American	23%	9%	28%	6%	16%
Citizen Voting Age Pop	Total	45,506	39,839	41,174	36,653	163,173
	% Hisp	45%	54%	44%	69%	52%
	% NH White	23%	29%	22%	18%	23%
	% NH Black	7%	5%	6%	5%	6%
	% Asian/Pac.Isl.	25%	11%	27%	8%	18%
Voter Registration (Nov 2020)	Total	44,035	39,621	40,248	38,324	162,228
	% Latino est.	50%	60%	53%	75%	59%
	% Spanish-Surnamed	46%	55%	48%	68%	54%
	% Asian-Surnamed	3%	2%	3%	1%	2%
	% Filipino-Surnamed	7%	3%	9%	2%	5%
	% NH White est.	35%	35%	31%	23%	31%
	% NH Black	9%	5%	8%	5%	7%
Voter Turnout (Nov 2018)	Total	23,058	20,300	18,939	16,504	78,801
	% Latino est.	45%	52%	49%	68%	53%
	% Spanish-Surnamed	41%	47%	45%	62%	48%
	% Asian-Surnamed	2%	1%	2%	1%	2%
	% Filipino-Surnamed	6%	3%	8%	2%	5%
	% NH White est.	39%	42%	35%	28%	37%
	% NH Black	9%	5%	8%	5%	7%
Voter Turnout (Nov 2020)	Total	36,567	30,412	32,399	27,069	126,447
	% Latino est.	49%	57%	52%	74%	57%
	% Spanish-Surnamed	44%	52%	47%	67%	52%
	% Asian-Surnamed	3%	2%	3%	1%	2%
	% Filipino-Surnamed	7%	3%	9%	2%	6%
	% NH White est.	36%	37%	32%	24%	33%
	% NH Black est.	9%	5%	8%	5%	7%
ACS Pop. Est.	Total	71,831	64,055	65,331	66,634	267,852
Age	age0-19	30%	25%	29%	27%	28%
	age20-60	55%	54%	56%	55%	55%
	age60plus	15%	20%	16%	18%	17%
Immigration	immigrants	27%	29%	32%	36%	31%
	naturalized	66%	45%	63%	39%	53%
Language spoken at home	english	49%	41%	43%	28%	41%
	spanish	38%	51%	38%	66%	48%
	asian-lang	12%	6%	18%	5%	10%
	other lang	2%	1%	1%	1%	1%
Language Fluency	Speaks Eng. "Less than Very Well"	13%	22%	18%	30%	21%
Education (among those age 25+)	hs-grad	39%	48%	40%	49%	44%
	bachelor	28%	16%	27%	10%	20%
	graduatedegree	14%	7%	12%	4%	9%
Child in Household	child-under18	50%	34%	51%	42%	44%
Pct of Pop. Age 16+	employed	67%	64%	66%	66%	66%
Household Income	income 0-25k	7%	19%	8%	19%	13%
	income 25-50k	11%	22%	7%	27%	17%
	income 50-75k	11%	18%	15%	20%	16%
	income 75-200k	56%	36%	58%	32%	45%
	income 200k-plus	15%	5%	11%	2%	8%
Housing Stats	single family	87%	58%	84%	62%	72%
	multi-family	13%	42%	16%	38%	28%
	rented	25%	55%	26%	55%	41%
	owned	75%	45%	74%	45%	59%

Total population data from the California adjustment to the 2020 Decennial Census. Surname-based Voter Registration and Turnout data from the California Statewide Database. Latino voter registration and turnout data are Spanish-surname counts adjusted using Census Population Department undercount estimates. NH White and NH Black registration and turnout counts estimated by NDC. Citizen Voting Age Pop., Age, Immigration, and other demographics from the 2015-2019 American Community Survey and Special Tabulation 5-year data.

2020 Redistricting Commission

Recommended Redistricting Plan Report

December 7, 2021

ATTACHMENT 4

DRAFT REDISTRICTING PLAN MAP

PREPARED BY NATIONAL DEMOGRAPHICS CORPORATION

APPROVED BY COMMISSION OCTOBER 18, 2021

Chula Vista Draft Map

City of Chula Vista Redistricting 2021

Selected Oct. 18, 2021
by the Chula Vista Redistricting Commission
(Formerly NDC 2)

Map layers
Draft Map
Landmark Point
Landmark Area
Water Area
Railroad
River
Streets
Current Districts

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Chula Vista - Draft Map (Selected Oct. 18, 2021)

District		1	2	3	4	Total
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Age	age0-19	30%	25%	30%	27%	28%
	age20-60	55%	54%	56%	55%	55%
	age60plus	15%	21%	15%	18%	17%
Immigration	immigrants	27%	29%	33%	36%	31%
	naturalized	66%	45%	64%	40%	53%
Language spoken at home	english	50%	42%	41%	28%	41%
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Child in Household	child-under18	49%	34%	53%	42%	44%
Pct of Pop. Age 16+	employed	67%	64%	66%	66%	66%
Household Income	income 0-25k	7%	19%	8%	18%	13%
	income 25-50k	12%	22%	7%	27%	17%
	income 50-75k	11%	16%	16%	20%	16%
	income 75-200k	56%	37%	57%	32%	45%
	income 200k-plus	15%	6%	11%	2%	8%
Housing Stats	single family	85%	62%	82%	62%	72%
	multi-family	15%	38%	18%	38%	28%
	rented	26%	52%	29%	55%	41%
	owned	74%	48%	71%	45%	59%

Total population data from the California adjustment to the 2020 Decennial Census. Surname-based Voter Registration and Turnout data from the California Statewide Database. Latino voter registration and turnout data are Spanish-surname counts adjusted using Census Population Department undercount estimates. NH White and NH Black registration and turnout counts estimated by NDC. Citizen Voting Age Pop., Age, Immigration, and other demographics from the 2015-2019 American Community Survey and Special Tabulation 5-year data.

2020 Redistricting Commission

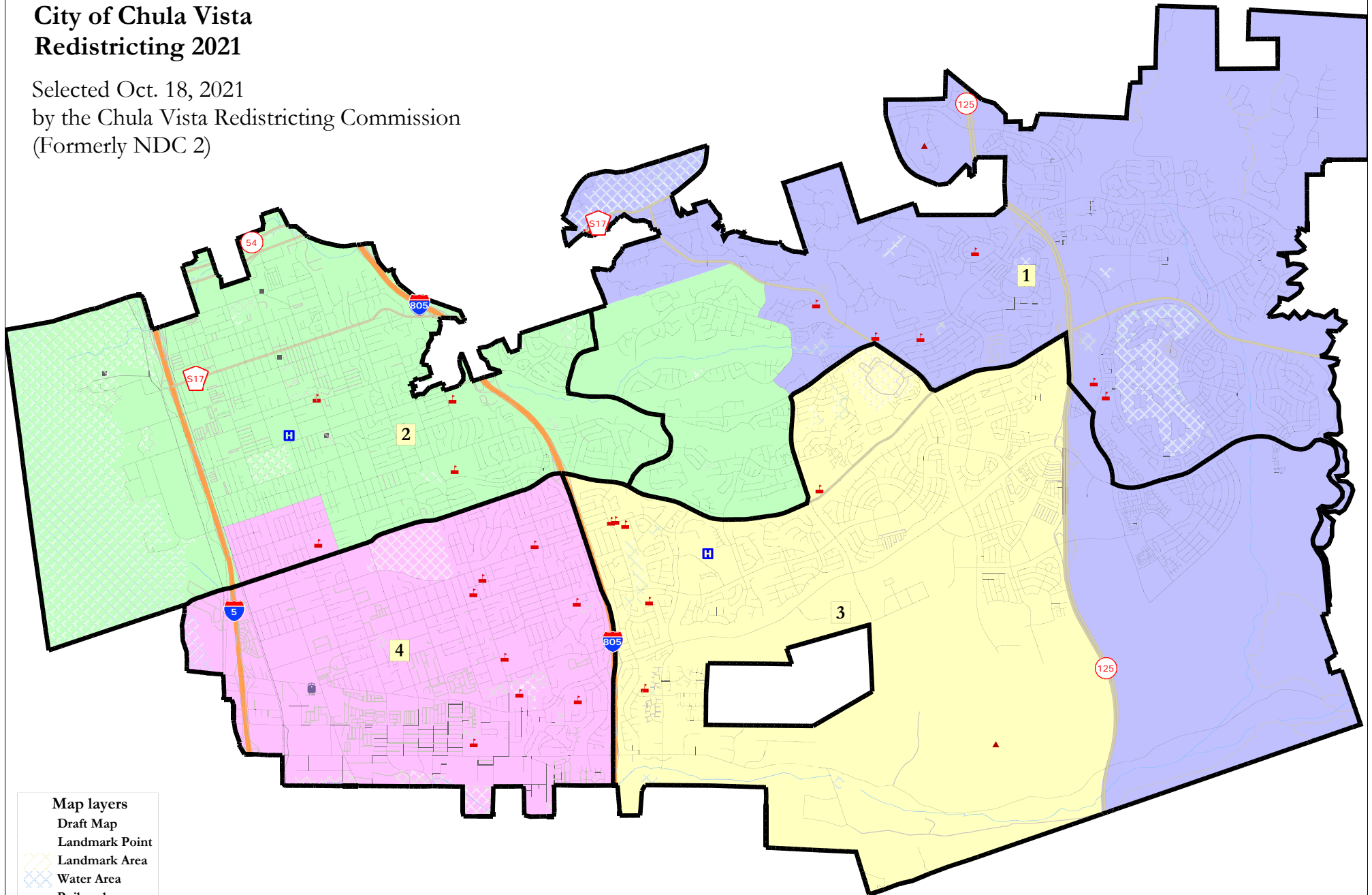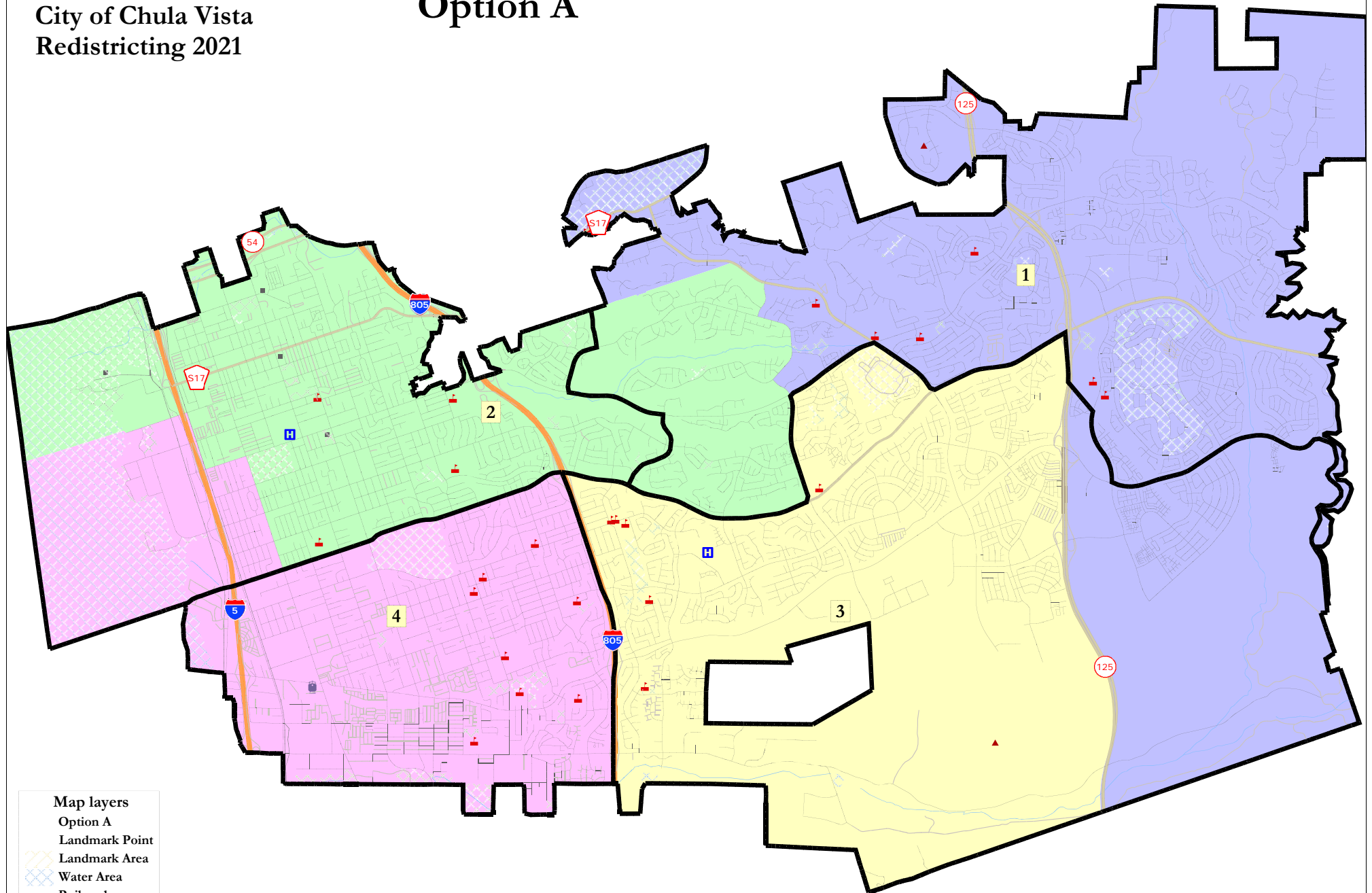Recommended Redistricting Plan Report

December 7, 2021

ATTACHMENT 5

REVISED MAPS A, B, AND C

PREPARED BY NATIONAL DEMOGRAPHICS CORPORATION
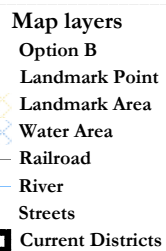
Chula Vista Draft Map
Option A

**City of Chula Vista
Redistricting 2021**

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Map layers
Option A
Landmark Point
Landmark Area
Water Area
Railroad
River
Streets
Current Districts

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Chula Vista - Draft Map - Option A						
District		1	2	3	4	Total
2020	2020 Census (Raw)	70,370	69,228	67,706	68,756	276,060
	Deviation from ideal	1,355	213	-1,309	-259	2,664
	% Deviation	1.96%	0.31%	-1.90%	-0.38%	3.86%
2020 Total Pop	% Hisp	48%	66%	46%	79%	60%
	% NH White	20%	18%	14%	10%	16%
	% NH Black	6%	4%	7%	3%	5%
	% Asian-American	22%	9%	29%	6%	16%
Citizen Voting Age Pop	Total	45,451	41,482	39,587	36,653	163,173
	% Hisp	44%	55%	44%	69%	52%
	% NH White	24%	29%	20%	18%	23%
	% NH Black	7%	5%	6%	5%	6%
	% Asian/Pac.Isl.	24%	10%	29%	8%	18%
Voter Registration (Nov 2020)	Total	43,909	41,011	38,984	38,324	162,228
	% Latino est.	50%	60%	53%	75%	59%
	% Spanish-Surnamed	45%	54%	48%	68%	54%
	% Asian-Surnamed	3%	2%	3%	1%	2%
	% Filipino-Surnamed	7%	3%	9%	2%	5%
	% NH White est.	35%	36%	30%	23%	31%
	% NH Black	9%	4%	9%	5%	7%
Voter Turnout (Nov 2018)	Total	23,104	21,333	17,860	16,504	78,801
	% Latino est.	45%	51%	50%	68%	53%
	% Spanish-Surnamed	41%	47%	46%	62%	48%
	% Asian-Surnamed	2%	2%	2%	1%	2%
	% Filipino-Surnamed	6%	3%	9%	2%	5%
	% NH White est.	40%	43%	33%	28%	37%
	% NH Black	9%	5%	8%	5%	7%
Voter Turnout (Nov 2020)	Total	36,454	31,711	31,213	27,069	126,447
	% Latino est.	49%	57%	52%	74%	57%
	% Spanish-Surnamed	44%	52%	47%	67%	52%
	% Asian-Surnamed	3%	2%	3%	1%	2%
	% Filipino-Surnamed	7%	3%	10%	2%	6%
	% NH White est.	36%	38%	30%	24%	33%
	% NH Black est.	9%	4%	9%	5%	7%
ACS Pop. Est.	Total	71,502	65,811	63,905	66,634	267,852
Age	age0-19	30%	25%	30%	27%	28%
	age20-60	55%	54%	56%	55%	55%
	age60plus	15%	21%	15%	18%	17%
Immigration	immigrants	27%	28%	33%	36%	31%
	naturalized	66%	45%	64%	39%	53%
Language spoken at home	english	50%	42%	41%	28%	41%
	spanish	37%	51%	39%	66%	48%
	asian-lang	11%	6%	19%	5%	10%
	other lang	2%	1%	1%	1%	1%
Language Fluency	Speaks Eng. "Less than Very Well"	13%	21%	19%	30%	21%
Education (among those age 25+)	hs-grad	39%	48%	39%	49%	44%
	bachelor	27%	17%	27%	10%	20%
	graduatedegree	13%	7%	12%	4%	9%
Child in Household	child-under18	49%	34%	53%	42%	44%
Pct of Pop. Age 16+	employed	67%	63%	66%	66%	66%
Household Income	income 0-25k	7%	19%	8%	19%	13%
	income 25-50k	12%	22%	7%	27%	17%
	income 50-75k	11%	17%	16%	20%	16%
	income 75-200k	56%	37%	57%	32%	45%
	income 200k-plus	15%	6%	11%	2%	8%
Housing Stats	single family	85%	61%	82%	62%	72%
	multi-family	15%	39%	18%	38%	28%
	rented	26%	52%	29%	55%	41%
	owned	74%	48%	71%	45%	59%

Total population data from the California adjustment to the 2020 Decennial Census. Surname-based Voter Registration and Turnout data from the California Statewide Database. Latino voter registration and turnout data are Spanish-surname counts adjusted using Census Population Department undercount estimates. NH White and NH Black registration and turnout counts estimated by NDC. Citizen Voting Age Pop., Age, Immigration, and other demographics from the 2015-2019 American Community Survey and Special Tabulation 5-year data.

Chula Vista Draft Map
Option B

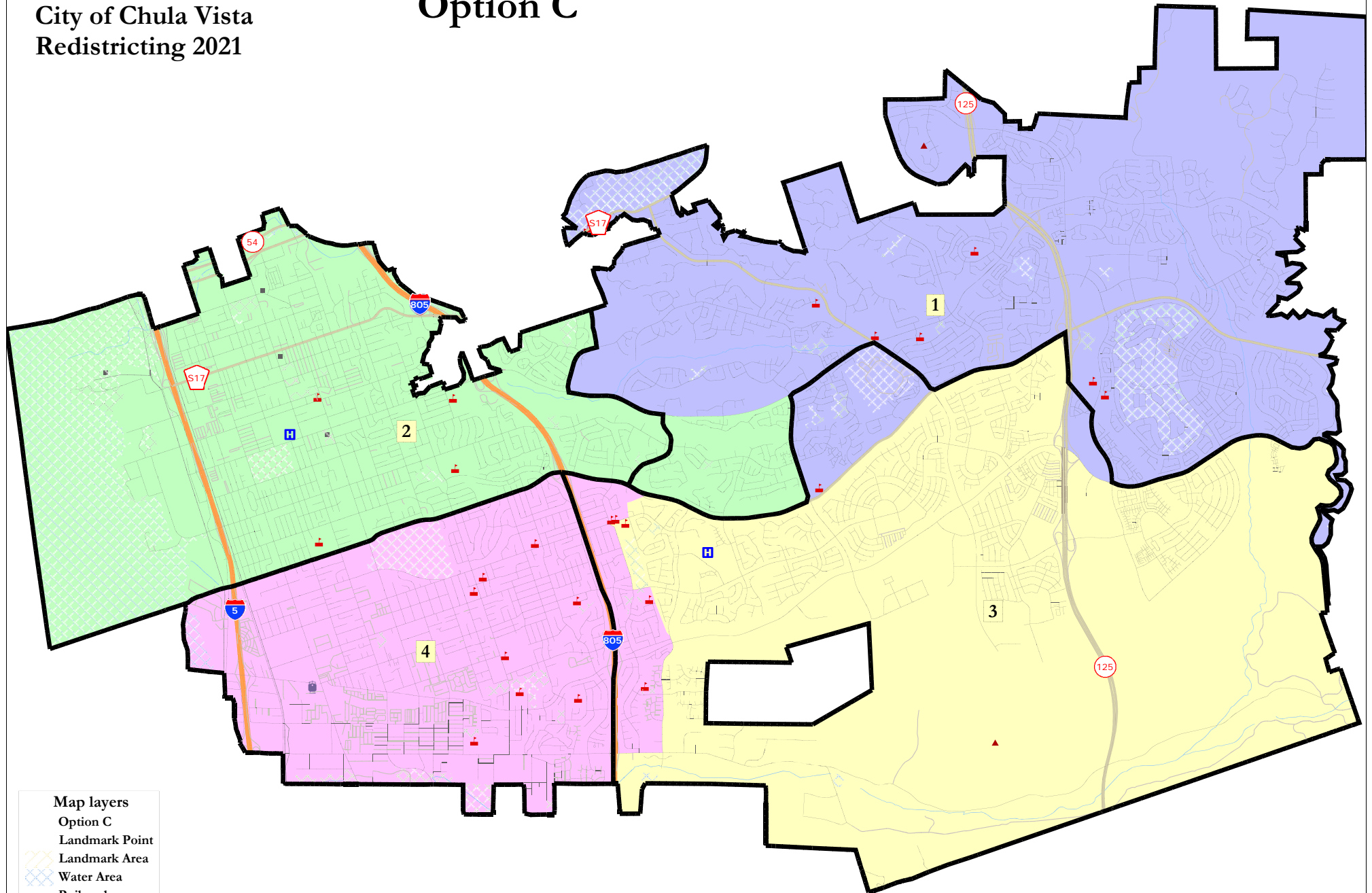**City of Chula Vista**
Redistricting 2021

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Map layers
Option B
Landmark Point
Landmark Area
Water Area
Railroad
River
Streets
Current Districts

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	Chula Vista - Draft Map - Option B					
District		1	2	3	4	Total
2020	2020 Census (Raw)	66,415	70,573	67,706	71,366	276,060
	Deviation from ideal	-2,600	1,558	-1,309	2,351	4,951
	% Deviation	-3.77%	2.26%	-1.90%	3.41%	7.17%
2020 Total Pop	% Hisp	48%	64%	46%	79%	60%
	% NH White	20%	19%	14%	10%	16%
	% NH Black	6%	4%	7%	3%	5%
	% Asian-American	22%	10%	29%	5%	16%
Citizen Voting Age Pop	Total	43,391	42,917	39,587	37,278	163,173
	% Hisp	45%	53%	44%	69%	52%
	% NH White	23%	29%	20%	18%	23%
	% NH Black	7%	5%	6%	5%	6%
	% Asian/Pac.Isl.	24%	11%	29%	8%	18%
Voter Registration (Nov 2020)	Total	41,695	42,224	38,984	39,325	162,228
	% Latino est.	50%	59%	53%	76%	59%
	% Spanish-Surnamed	45%	53%	48%	68%	54%
	% Asian-Surnamed	3%	2%	3%	1%	2%
	% Filipino-Surnamed	7%	3%	9%	2%	5%
	% NH White est.	36%	36%	30%	23%	31%
	% NH Black	9%	5%	9%	5%	7%
Voter Turnout (Nov 2018)	Total	22,018	22,126	17,860	16,797	78,801
	% Latino est.	44%	51%	50%	69%	53%
	% Spanish-Surnamed	41%	47%	46%	63%	48%
	% Asian-Surnamed	2%	2%	2%	1%	2%
	% Filipino-Surnamed	6%	3%	9%	2%	5%
	% NH White est.	40%	42%	33%	28%	37%
	% NH Black	9%	5%	8%	5%	7%
Voter Turnout (Nov 2020)	Total	34,677	32,896	31,213	27,661	126,447
	% Latino est.	48%	57%	52%	74%	57%
	% Spanish-Surnamed	44%	51%	47%	67%	52%
	% Asian-Surnamed	3%	2%	3%	1%	2%
	% Filipino-Surnamed	7%	4%	10%	2%	6%
	% NH White est.	37%	38%	30%	24%	33%
	% NH Black est.	9%	5%	9%	5%	7%
ACS Pop. Est.	Total	68,234	67,589	63,905	68,124	267,852
Age	age0-19	30%	24%	30%	27%	28%
	age20-60	54%	55%	56%	55%	55%
	age60plus	16%	21%	15%	18%	17%
Immigration	immigrants	26%	28%	33%	36%	31%
	naturalized	66%	47%	64%	39%	53%
Language spoken at home	english	50%	43%	41%	28%	41%
	spanish	37%	50%	39%	67%	48%
	asian-lang	11%	6%	19%	5%	10%
	other lang	2%	1%	1%	1%	1%
Language Fluency	Speaks Eng. "Less than Very Well"	13%	21%	19%	30%	21%
Education (among those age 25+)	hs-grad	39%	48%	39%	49%	44%
	bachelor	28%	17%	27%	10%	20%
	graduatedegree	13%	7%	12%	4%	9%
Child in Household	child-under18	50%	34%	53%	42%	44%
Pct of Pop. Age 16+	employed	68%	63%	66%	66%	66%
Household Income	income 0-25k	7%	18%	8%	19%	13%
	income 25-50k	11%	21%	7%	27%	17%
	income 50-75k	10%	17%	16%	20%	16%
	income 75-200k	56%	38%	57%	32%	45%
	income 200k-plus	15%	6%	11%	2%	8%
Housing Stats	single family	87%	61%	82%	61%	72%
	multi-family	13%	39%	18%	39%	28%
	rented	24%	52%	29%	56%	41%
	owned	76%	48%	71%	44%	59%

Total population data from the California adjustment to the 2020 Decennial Census. Surname-based Voter Registration and Turnout data from the California Statewide Database. Latino voter registration and turnout data are Spanish-surname counts adjusted using Census Population Department undercount estimates. NH White and NH Black registration and turnout counts estimated by NDC. Citizen Voting Age Pop., Age, Immigration, and other demographics from the 2015-2019 American Community Survey and Special Tabulation 5-year data.

Chula Vista Draft Map
Option C

**City of Chula Vista
Redistricting 2021**

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Map layers
Option C
Landmark Point
Landmark Area
Water Area
Railroad
River
Streets
Current Districts

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District		1	2	3	4	Total
Chula Vista - Draft Map - Option C						
2020	2020 Census (Raw)	66,876	69,278	69,184	70,722	276,060
	Deviation from ideal	-2,139	263	169	1,707	3,846
	% Deviation	-3.10%	0.38%	0.24%	2.47%	5.57%
2020 Total Pop	% Hisp	50%	67%	43%	78%	60%
	% NH White	21%	18%	14%	11%	16%
	% NH Black	5%	4%	9%	3%	5%
	% Asian-American	21%	8%	31%	6%	16%
Citizen Voting Age Pop	Total	44,396	40,322	39,989	38,466	163,173
	% Hisp	43%	57%	42%	69%	52%
	% NH White	25%	29%	19%	19%	23%
	% NH Black	7%	4%	7%	5%	6%
	% Asian/Pac.Isl.	24%	8%	32%	7%	18%
Voter Registration (Nov 2020)	Total	43,428	40,469	38,362	39,969	162,228
	% Latino est.	50%	61%	51%	74%	59%
	% Spanish-Surnamed	46%	56%	47%	67%	54%
	% Asian-Surnamed	3%	2%	3%	1%	2%
	% Filipino-Surnamed	6%	3%	10%	2%	5%
	% NH White est.	36%	35%	29%	24%	31%
	% NH Black	8%	4%	10%	5%	7%
Voter Turnout (Nov 2018)	Total	24,129	20,553	16,508	17,611	78,801
	% Latino est.	45%	53%	48%	67%	53%
	% Spanish-Surnamed	41%	48%	44%	61%	48%
	% Asian-Surnamed	2%	1%	2%	1%	2%
	% Filipino-Surnamed	6%	3%	10%	2%	5%
	% NH White est.	41%	42%	31%	29%	37%
	% NH Black	9%	4%	10%	5%	7%
Voter Turnout (Nov 2020)	Total	36,296	30,852	30,843	28,456	126,447
	% Latino est.	49%	59%	50%	73%	57%
	% Spanish-Surnamed	44%	53%	46%	66%	52%
	% Asian-Surnamed	3%	2%	3%	1%	2%
	% Filipino-Surnamed	6%	3%	10%	2%	6%
	% NH White est.	38%	37%	29%	25%	33%
	% NH Black est.	8%	4%	11%	5%	7%
ACS Pop. Est.	Total	68,931	65,326	64,956	68,638	267,852
Age	age0-19	29%	25%	31%	27%	28%
	age20-60	54%	55%	56%	55%	55%
	age60plus	17%	20%	13%	19%	17%
Immigration	immigrants	28%	29%	31%	35%	31%
	naturalized	66%	42%	65%	42%	53%
Language spoken at home	english	50%	40%	43%	30%	41%
	spanish	35%	54%	37%	66%	48%
	asian-lang	13%	5%	19%	4%	10%
	other lang	2%	1%	1%	1%	1%
Language Fluency	Speaks Eng. "Less than Very Well"	14%	23%	17%	29%	21%
Education (among those age 25+)	hs-grad	40%	49%	37%	50%	44%
	bachelor	27%	15%	30%	10%	20%
	graduatedegree	13%	7%	13%	4%	9%
Child in Household	child-under18	46%	34%	56%	41%	44%
Pct of Pop. Age 16+	employed	66%	64%	67%	66%	66%
Household Income	income 0-25k	8%	19%	7%	18%	13%
	income 25-50k	11%	23%	7%	25%	17%
	income 50-75k	12%	17%	14%	21%	16%
	income 75-200k	55%	36%	58%	34%	45%
	income 200k-plus	14%	4%	14%	2%	8%
Housing Stats	single family	87%	60%	80%	63%	72%
	multi-family	13%	40%	20%	37%	28%
	rented	26%	54%	30%	52%	41%
	owned	74%	46%	70%	48%	59%

Total population data from the California adjustment to the 2020 Decennial Census. Surname-based Voter Registration and Turnout data from the California Statewide Database. Latino voter registration and turnout data are Spanish-surname counts adjusted using Census Population Department undercount estimates. NH White and NH Black registration and turnout counts estimated by NDC. Citizen Voting Age Pop., Age, Immigration, and other demographics from the 2015-2019 American Community Survey and Special Tabulation 5-year data.

2020 Redistricting Commission

Recommended Redistricting Plan Report

December 7, 2021

ATTACHMENT 6

DESCRIPTIONS OF NDC MAPS

Descriptions of NDC Maps

All National Demographics Corporation-drawn Draft maps considered by the Commission were under 10% deviation.

All maps maintain the two majority-Latino districts by Citizen Voting Age Population (CVAP), Districts 2 and 4. While the exact percentage varies, District 4 is about 69% Latino CVAP and District 2 ranges between 55-60% Latino. In the Recommended Map, District 4 is 69% Latino and District 2 is 58% Latino by CVAP.

Initial Map Options
NDC Map 1

- Deviation of 3.19%
- Maintains L Street boundary between 2 & 4
- Maintains cores of existing districts - minor changes to the greatest extent

NDC Map 2

- Deviation of 3.68%
- Maintains 805 boundary between 3 & 4
- Emphasizes freeways and natural divisions.
- Maintains link between Southwestern CC and D3

NDC Map 3

- Deviation of 3.46%
- Maintains L Street boundary between 2 & 4
- Emphasizes Specific Plan areas; moves all of Rancho del Rey to D1, but does divide the Oleander corridor south of Telegraph Canyon.

NDC Map 4

- Deviation of 3.51%
- Maintains 805 boundary between 3 & 4
- Reflects community request to see a map that links the Bayfront to D4, and follow Otay Lakes Rd between 1 & 2.

Post-Draft Map Options

All Post-Draft Map options reflect Commission requests to review certain changes or alignments. While all options began with the Official Draft Map - NDC Map 2 - Options A and B were relatively minor adjustments and Option C was a more significant modification.

NDC Option A

- Deviation of 3.86%
- Maintains 805 boundary between 3 & 4
- Incorporates Bayfront/areas west of Broadway to D4

NDC Option B

- Deviation of 7.17%
- Maintains 805 boundary between 3 & 4
- Incorporates Bayfront/areas west of Broadway to D4
- Uses Otay Lakes as western boundary for D1

NDC Option C

- Deviation of 5.57%
- Includes entire Oleander corridor in D4
- Keeps all of Otay Ranch in D3 and Eastlake in D1

During the meeting, a small modification to NDC Option C was incorporated in the Bayfront area. This move affected approximately 140 residents so did not impact population in a substantial way.

Option C1 (Approved by Commission in Meeting)

- Deviation of 5.71%
- Includes entire Oleander corridor in D4
- Keeps all of Otay Ranch in D3 and Eastlake in D1
- Reflects Commission request to place part of the Bayfront in D4