



Independent Redistricting Commission

REGULAR MEETING MINUTES

Date: 12/9/2021
Time: 6:00 p.m.
Location: Zoom

Regular Meeting

A. Call To Order

Chair Arellano called the meeting to order at 6:22 p.m.

B. Roll Call

Present: Arellano, Bahles, Erhart, Gilmer, Hill, Marquardt, Wolter
Absent: Kissel, Saad
Staff: City Clerk Judi A. Herren, Administrative Assistant Sarah Sandoval

C. Public Comment

- District 1 resident Pam D. Jones spoke in support of increased safety for in-person meetings.

D. Consent Calendar

- D1. Accept the Independent Redistricting Commission meeting minutes for November 8, 2021 (Attachment)

ACTION: Motion and second (Gilmer/ Bahles), to accept the Independent Redistricting Commission meeting minutes for November 8, 2021, passed (Saad absent).

E. Presentations

- E1. Introduction to Redistricting: Menlo Park Independent Redistricting Commission

GEOinovo demographers Alex Sainz and Jesus Garcia made the presentation (Attachment).

The IRC received background information on the demographer selection process as well as GEOinovo's scope of services and geographic information system (GIS) mapping tools.

The IRC received clarification on how the mapping tools work, how the public can access them, and how public input provided via the mapping tools will be made available to the IRC for consideration.

- Pam D. Jones spoke in support of the communities of interest tool.
- Joan Skurnick requested clarification on age groups as communities of interest.

F. Informational Items

- F1. Redistricting overview (Staff Report #21-004-IRC)

City Clerk Herren introduced the item.

The IRC received clarification from GEOinovo and staff regarding the redistricting process and the public engagement.

G. Reports and Announcements

G1. Commissioner reports

Commissioner Hill reported out on utilizing the League of Women Voters as a community outreach resource.

The Commission received clarification on the available meeting translation services.

H. Adjournment

Chair Arellano adjourned the meeting at 7:46 p.m.

Sarah Sandoval, Administrative Assistant

These minutes were approved at the Independent Redistricting Commission meeting of January 27, 2022.



Introduction to Redistricting: Menlo Park Independent Redistricting Commission

Presentation

December 9, 2021



GEOinovo Team Intro



Program Manager



Luciane Musa

- Certified Geographic Information System Professional (GISP)
- 20 + years of experience
- OSHA Certified
- BA in Geography with emphasis in GIS
- Expert in Esri Products
- Expert in GIS
- Expert GeoEvent, real time mapping and analytics

President of GEOinovo Solutions



Demographer



Jesus Garcia

- ❑ 30 + years of experience in data analytics and GIS
- ❑ Masters in Urban Planning, UCLA
- ❑ Expert in Redistricting
- ❑ Subject-matter expert in over 20 California Voting Rights Act cases
- ❑ Moved district boundaries to comply with State and Federal Voting Rights Act
- ❑ Former Demographic Statistician, US Census Bureau, Population Division

Project Manager



Alex Sainz

- 13 years of experience
- Proven Project Management approach
- BA in Geography
- Expert in solution implementation
- Expert Data Manager
- Expert GIS Administrator
- Expert in supporting public sector GIS projects



Agenda

- Inform Independent Redistricting Commission (IRC) regarding key aspects of the redistricting process
- Mapping and demographic requirements
- Review project schedule and tasks
- Technology Demo

Intro to Redistricting

- Redistricting is the process of adjusting district lines every 10 years after the release of the US Census
- Federal (Congress), State, and Local government bodies with district-based elections
- Goal: Create population-balanced districts for equal representation

California Fair Maps Act

- Districts shall be geographically contiguous
- Districts shall maintain geographic integrity of local neighborhoods and Communities of Interest
- Minimize the division of cities or census designated places
- Easily identifiable by natural and artificial barriers
- Districts shall be geographically compact

Redistricting Project Plan

- 1) Project Planning, Demographic Analysis
- 2) Community Input / Public Hearings
- 3) Review District Boundaries
- 4) Presentation of map candidates to the IRC
- 5) Adoption of Final Map

Task I: Project Planning

- Training/information on redistricting process, including technology demos and training
- Assist City of Menlo Park with preparing the IRC for success at upcoming public hearings and community meetings
- Begin demographic analysis

Task 2: Community Engagement

- Collaborate with City staff on preparation of staff reports and presentation material
- Deployment of DistrictR digital mapping interface
- Collaborate with the IRC and City staff on upcoming community meetings to gather public input

Task 3: Review District Boundaries

- Evaluation of population balance and demographic data for existing council districts
- Evaluate existing council districts for compliance with Federal and California Voting Rights Act, California Fair Maps Act

Task 4: Presentation of Initial Maps

- Assist City of Menlo Park with preparation of staff reports and presentation materials for public hearings
- Presentation of 1990 - 2020 US Census data – trends by city and council districts

Task 5: Adoption of Final Map

- IRC: Adopt final City Council district map
- Submit GIS data, block equivalency file, and other supporting materials to the City in requested format
- Assist City staff with submittal of adopted maps and data to the San Mateo County Registrar of Voters

Public Meetings / Hearings

- December 11, 2021: Community Meeting, Belle Haven Library
- December 18, 2021: Community Meeting, City Council Chambers
- January 13, 2022: Public Hearing
- February 10, 2022: Public Hearing
- March 10, 2022: Public Hearing
- March 25, 2022: Map submission deadline for IRC consideration
- April 7, 2022: Public Hearing
- April 14, 2022: Public Hearing
- April 17, 2022: Final Map Submission

Technology Tools

- DistrictR: Interactive mapping tool
- Geo CIM (Community Input Maps) – available in English and Spanish
- Demographic Dashboard: deploy after Public Hearing 2

