



# City of Exeter

## Introduction to Redistricting

November 18, 2021

Dr. Jeff Tilton, Senior Consultant  
National Demographics Corporation

# Redistricting Process

---

Step	Description
<b>Pre-Draft Map Hearing</b> October 26, 2021	<ul style="list-style-type: none"><li>• Held prior to release of draft maps</li><li>• Educate, solicit input on the communities in the Districts</li></ul>
<b>Pre-Draft Map Hearing</b> November 18, 2021	<ul style="list-style-type: none"><li>• Held prior to release of draft maps</li><li>• Educate, solicit input on the communities in the Districts</li></ul>
<b>Census Data Releases</b>	<ul style="list-style-type: none"><li>• Census Bureau releases official 2020 Census population data – Aug. 12</li><li>• California’s official ‘prisoner-adjusted’ 2020 redistricting data – Sept. 20, 27</li></ul>
<b>Draft Map Hearing</b> January 11, 2022	<ul style="list-style-type: none"><li>• Discuss and revise the draft maps; discuss the election sequence</li><li>• Deadline to submit draft maps: December 28, 2021, 5 p.m.</li><li>• Post draft maps by January 4, 2022, 5 p.m.</li></ul>
<b>Draft Map Hearing</b> February 10, 2022	<ul style="list-style-type: none"><li>• Discuss and select final map; discuss and determine election sequence</li><li>• Deadline to submit draft maps: January 27, 2022, 5 p.m.</li><li>• Post draft maps by February 3, 2022, 5 p.m.</li></ul>

# Redistricting Rules and Goals

## 1. Federal Laws

- **Equal Population**
- **Federal Voting Rights Act**
- **No Racial Gerrymandering**



## 2. California Criteria for Cities

1. **Geographically contiguous**
2. **Undivided neighborhoods and “communities of interest”**  
(Socio-economic geographic areas that should be kept together)
3. **Easily identifiable boundaries**
4. **Compact**  
(Do not bypass one group of people to get to a more distant group of people)

## 3. Other Traditional Redistricting Principles

- **Minimize voters shifted to different election years**
- **Respect voters’ choices / continuity in office**
- **Future population growth**
- **Preserving the core of existing districts**

**Prohibited:** “Shall not favor or discriminate against a political party.”

# 2020 Cenus

<i>Exeter - Current Plan</i>							
Category	Field	A	B	C	D	E	Total
2020 Census	Total Population	1,941	2,101	2,247	1,850	2,246	10,385
	Population Deviation	-136	24	170	-227	169	397
	Pct. Deviation	-6.55%	1.16%	8.18%	-10.93%	8.14%	19.11%
Total Pop.	Hispanic/Latino	49%	53%	43%	63%	50%	51%
	NH White	45%	40%	49%	32%	44%	42%
	NH Black	1%	1%	0%	1%	1%	1%
	NH Asian/Pac.Isl.	2%	3%	4%	2%	2%	3%
	NH Native Amer.	2%	3%	2%	2%	2%	2%
Citizen Voting Age Pop	Total	1,167	1,192	1,626	1,006	1,546	6,536
	Hisp	25%	39%	22%	49%	37%	33%
	NH White	66%	58%	70%	47%	57%	61%
	NH Black	1%	0%	0%	0%	1%	0%
	Asian/Pac.Isl.	8%	3%	7%	4%	4%	5%
	Native Amer.	4%	1%	2%	1%	2%	2%

# Defining Neighborhoods

---

**1<sup>st</sup> Question: What is your neighborhood?**

**2<sup>nd</sup> Question: What are its geographic boundaries?**

**Examples of physical features defining a neighborhood boundary:**

- Natural neighborhood dividing lines, such as highway or major roads, rivers, canals and/or hills
- Areas around parks or schools
- Other neighborhood landmarks

**In the absence of public testimony, planning records and other similar documents may provide definition.**



# Beyond Neighborhoods: Defining Communities of Interest

---

## 1<sup>st</sup> Question: What defines your community?

- Geographic Area, plus
- Shared issue or characteristic
  - Shared social or economic interest
  - Impacted by city policies
- Tell us “your community’s story”

## 2<sup>nd</sup> Question: Would this community benefit from being “included within a single district for purposes of its effective and fair representation”?

- Or would it benefit more from having multiple representatives?

Definitions of Communities of Interest may not include relationships with political parties, incumbents, or political candidates.

# Possible Neighborhoods / Communities

# Public Mapping and Map Review Tools

---

- **Different tools for different purposes**
- **Different tools for different levels of technical skill and interest**
  - Simple “review draft maps” tool
  - Powerful, data-rich “Draw a draft map” tool

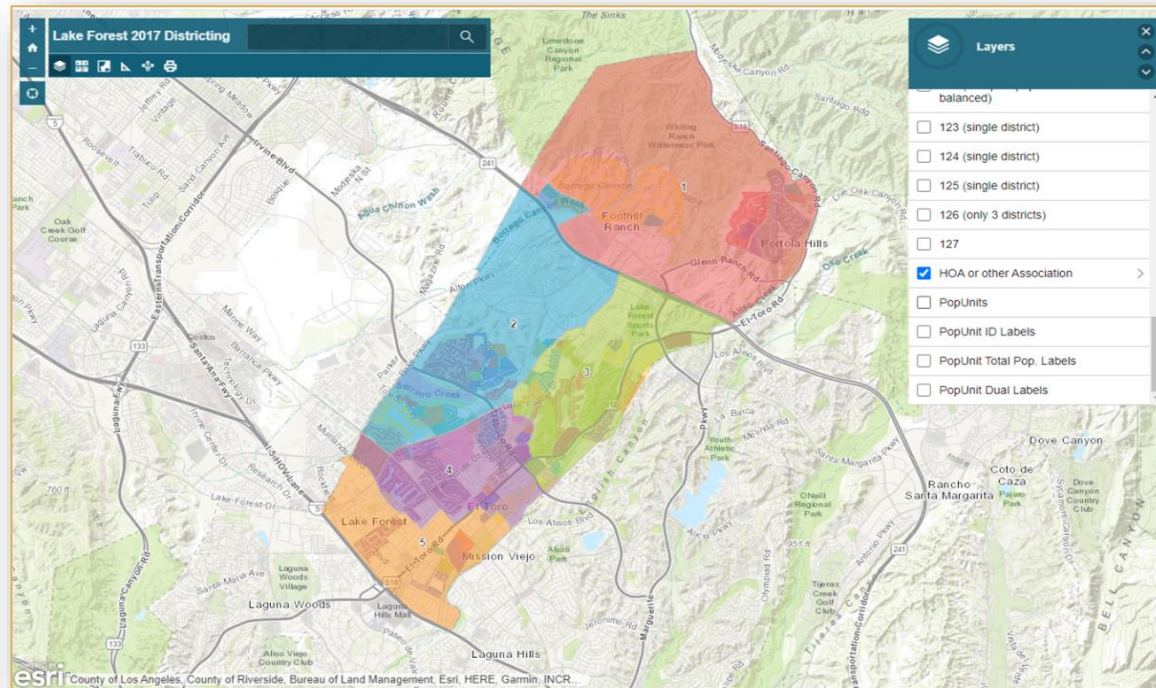
Whether you use the powerful (but complicated) online mapping tool, Excel, the paper kit, or just draw on a napkin, we welcome your maps!



# Simple Map Review Tool

## Online Interactive Review Map

- ESRI's "ArcGIS Online" – similar to Google Maps in ease of use
- Used to review, analyze and compare maps, not to create them
- Includes overlays of "community of interest" and other data



# Dave's Redistricting

“Draw Your Districts” focus

- DavesRedistricting.org

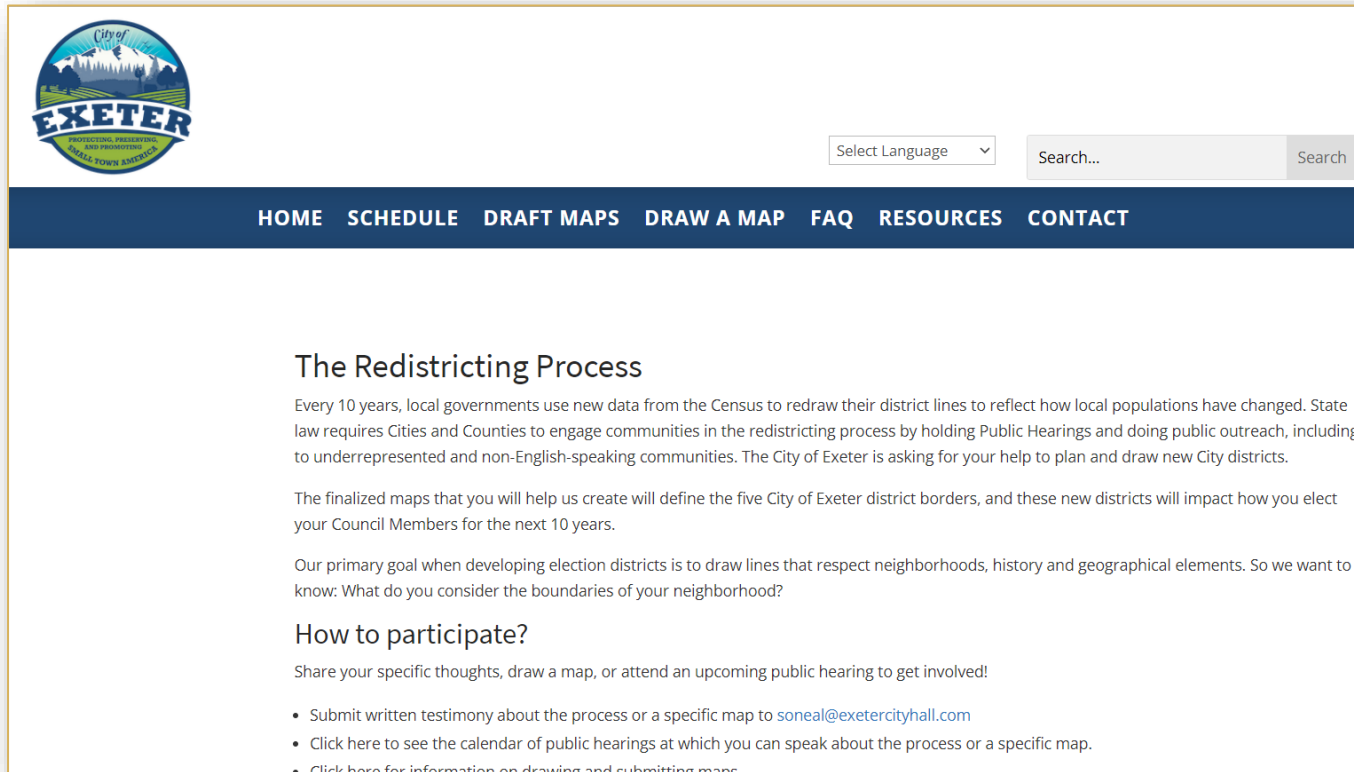
The screenshot displays the Dave's Redistricting software interface for Exeter City Council. The main map shows a city outline with several districts outlined in red. One district in the center is highlighted with a cyan grid pattern and a green checkmark. The interface includes a top navigation bar with 'DRA2020' and 'Exeter City Council Blank Template'. On the left, there is a 'District Selector' panel with a table of districts and their populations, and a 'Colors' panel with 'Overlays' options. On the right, a 'Precinct Details' panel shows demographic data for 'Block Group 3'.

District	Population	Deviation
Un	10,385	0
1	0	-7,904.687
2	0	-7,904.687
3	0	-7,904.687
4	0	-7,904.687
5	0	-7,904.687

Total Pop (Adj) 2020	
Pop	%
Total	1,834 100.0%
White	507 27.6%
Hispanic	1,215 66.2%
Black	34 1.9%
Asian	27 1.5%
Native	124 6.8%
Pacific	11 0.6%

Citizen VAP 2019	
Pop	%
Total	1,105 100.0%
White	525 47.5%
Hispanic	550 49.8%
Black	0 0.0%
Asian	10 0.9%
Native	20 1.8%
Pacific	0 0.0%

# Share Your Thoughts



The screenshot shows the City of Exeter website. At the top left is the City of Exeter logo with the tagline 'PROTECTING, PRESERVING AND PROMOTING SMALL TOWN AMERICA'. To the right is a 'Select Language' dropdown menu and a search bar. Below the logo and search bar is a dark blue navigation bar with white text links: HOME, SCHEDULE, DRAFT MAPS, DRAW A MAP, FAQ, RESOURCES, CONTACT. The main content area has a heading 'The Redistricting Process' followed by three paragraphs of text. The first paragraph explains that every 10 years, local governments use new data from the Census to redraw district lines. The second paragraph states that the finalized maps will define the five City of Exeter district borders. The third paragraph mentions the primary goal is to draw lines that respect neighborhoods, history, and geographical elements. Below the paragraphs is a section titled 'How to participate?' with a sub-heading 'Share your specific thoughts, draw a map, or attend an upcoming public hearing to get involved!' and a bulleted list of three items: submitting written testimony, clicking to see the calendar of public hearings, and clicking for information on drawing and submitting maps.

Website: [draw.cityofexeter.com](http://draw.cityofexeter.com)

Phone: 559-592-9244 | Email: [soneal@exetercityhall.com](mailto:soneal@exetercityhall.com)

# Public Hearing & Discussion

---

- ❑ What is your neighborhood and what are its boundaries?
  
- ❑ What other notable areas are in the City, and what are their boundaries?