

The background of the slide is a repeating pattern of lightbulbs and speech bubbles. Some lightbulbs are green with a yellow glow, while others are plain green. Some speech bubbles are yellow, and others are green. The pattern is dense and covers the entire slide area.

# City of San Bruno - District Formation

## Outreach & Engagement Update



**TRIPEPI SMITH**  
marketing • technology • public affairs

January 25, 2022

# Agenda

- Outreach & engagement efforts to date
  - Public Hearings 1-2 & Community Workshops 1-2
  - Multimedia, multilingual outreach
    - Outreach highlights – Digital
    - Outreach highlights – Print
    - Outreach highlights – In-Person
- Outreach & engagement moving forward
  - Continued engagement publicizing each milestone in the process





## Outreach & Engagement Efforts to Date

# Multimedia Outreach

- Digital

- Website
- Emails
- Social media
- City Manager Newsletter
- CityNet “What’s Happening Around Town”
- Press releases to online media outlets

- Print

- Flyers
- Public Notices
- Press releases to print media outlets

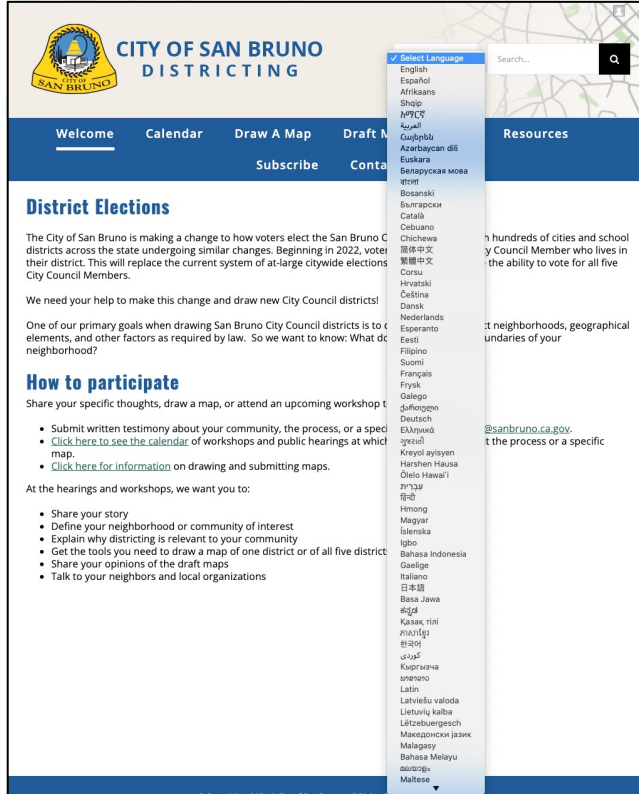
- In-Person

- Mall kiosk
- Association meetings (Rotary Club, Lions Club, etc.)
- Marquee at El Camino Real & San Mateo Ave.
- City staff participation in events such as fall clean-up day, food bank events, etc.





# Multilingual Approach



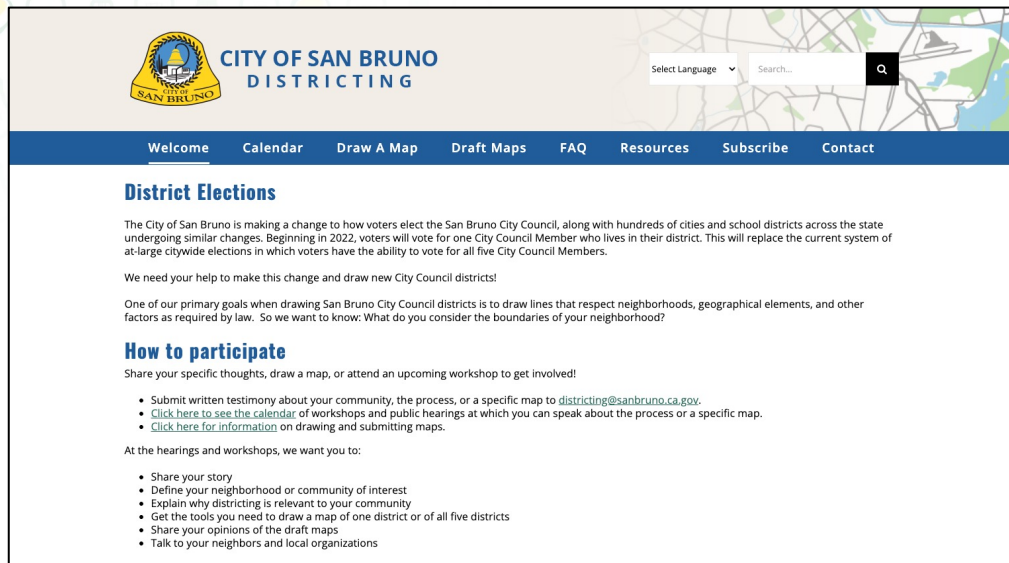
The screenshot shows the City of San Bruno Districting website. At the top, there is a navigation bar with links: Welcome, Calendar, Draw A Map, Draft Maps, Subscribe, and Contact. A language selection dropdown menu is open, listing various languages including English, Spanish, Afrikaans, Shqip, N'FCT, العربية, Azərbaycan dili, Euskara, Беларуская мова, etree, Bosanski, Български, Català, Cebuano, Chichewa, 普通话, 繁體中文, Corsu, Hrvatski, Čeština, Dansk, Nederlands, Esperanto, Eesti, Filipino, Suomi, Français, Frysk, Galego, 𐌇𐌹𐌿𐌺𐌹𐌸, Deutsch, 𐤀𐤎𐤏𐤍, Kreyòl ayisyen, Hausa, ʻŌlelo Hawaiʻi, עברית, हिमंग, Hmong, Magyar, Íslenska, Igbo, Bahasa Indonesia, Galego, Italiano, 日本語, Basa Jawa, 𐌇𐌹𐌿𐌺𐌹𐌸, Kasak, tili, 𐌇𐌹𐌿𐌺𐌹𐌸, 한국어, ګۆنډی, Koptisch, anemeno, Latin, Latvian, Latvian valoda, Lietuvių kalba, Lëtzebuergesch, Македонски јазик, Malagasy, Bahasa Melayu, 𐌇𐌹𐌿𐌺𐌹𐌸, and Maltese. The main content area on the left is titled 'District Elections' and discusses the City of San Bruno's plan to change how voters elect City Council Members. It includes a 'How to participate' section with links to submit testimony, view the calendar, and draw maps. The right side of the page shows a 'Resources' section with a search bar and a list of links.

Translated materials and/or interpreters provided for:

- Website
- Social media
- Flyers
- Virtual Community Workshop

Also available upon request for hearings and in-person workshop

# Digital Outreach Highlight: Dedicated Website



**DistrictingSanBruno.org**, which launched Sept. 21, is continuously updated with information & resources.

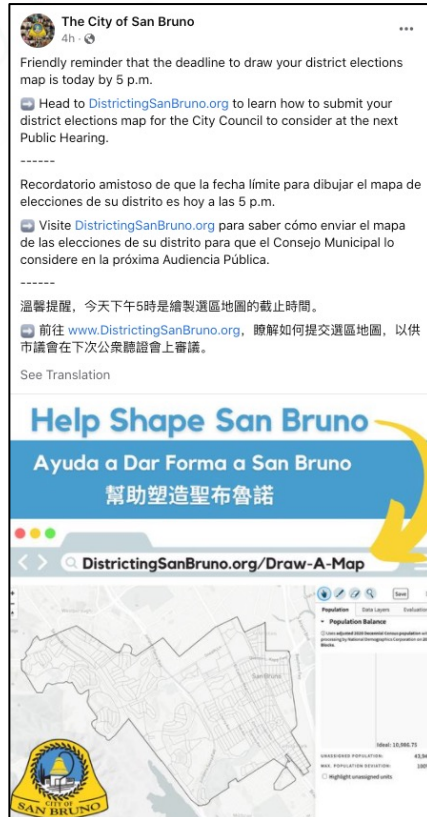
Includes **Subscribe** option to sign up for email updates & **Contact** tab to share feedback

Website Sessions (from Sept. 21 to Jan. 14):  
1,474



TRIPEPI SMITH


# Digital Outreach Highlight: Social Media



Weekly social media  
content on districting  
launched Sept. 24 (on  
Facebook, Twitter,  
Instagram & Nextdoor)

Total reach (from Sept. 24  
to Jan. 14):  
17,079

# Print Outreach Highlight: Flyers



## HELP SHAPE SAN BRUNO'S FUTURE!

**Participate in the Process of Drawing Districting Boundaries for the City of San Bruno**

The City of San Bruno is asking for your help to plan and draw City districts!

The way district lines are drawn will determine which neighborhoods and communities are represented by each Council Member. You are encouraged to participate in this important process. Below is information on how to get involved and ensure that all San Bruno residents receive fair and equal representation.

**Join us at a Public Hearing or Community Workshop to get involved:**

Date	Time	Event
Sept. 2021	September 28 at 5:30 PM	Public Hearing 1
Oct. 2021	October 19 at 5:00 PM	Public Hearing 2
Nov. 2021	November 1 at 7:00 PM	Community Workshop 1
Nov. 2021	November 13 at 2:00 PM	Community Workshop 2
Jan. 2022	January 25 at 7:00 PM	Public Hearing 3
Feb. 2022	February 22 at 7:00 PM	Public Hearing 4
Mar. 2022	March 8 at 7:00 PM	Public Hearing 5
Mar. 2022	March 22 at 7:00 PM	Public Hearing 6

For event details, please visit [DistrictingSanBruno.org/Schedule](https://DistrictingSanBruno.org/Schedule)

We want you to weigh in on how district lines should be drawn by sharing your thoughts on Communities of Interest, submitting your own proposed maps and reviewing draft maps.

More info: [DistrictingSanBruno.org](https://DistrictingSanBruno.org) or (650) 616-7058

## ¡Ayude a Dar Forma al Futuro de San Bruno!

**Participe en el Proceso de Dibujar Límites de Distritos para la Ciudad de San Bruno**

¡La Ciudad de San Bruno está pidiendo su ayuda para planificar y dibujar distritos de la Ciudad!

La forma en que se tracen las líneas del distrito determinará qué vecindarios y comunidades están representados por cada Miembro del Consejo. Se le anima a participar en este importante proceso. A continuación, encontrará información sobre cómo participar y garantizar que todos los residentes de San Bruno reciban una representación justa y equitativa.

**Únase a nosotros en una audiencia pública o un taller comunitario para participar:**

Date	Time	Event
Sept. 2021	September 28 at 5:30 PM	Public Hearing 1
Oct. 2021	October 19 at 5:00 PM	Public Hearing 2
Nov. 2021	November 1 at 7:00 PM	Community Workshop 1
Nov. 2021	November 13 at 2:00 PM	Community Workshop 2
Jan. 2022	January 25 at 7:00 PM	Public Hearing 3
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Mar. 2022	March 8 at 7:00 PM	Public Hearing 5
Mar. 2022	March 22 at 7:00 PM	Public Hearing 6

Para obtener detalles del evento, visite [DistrictingSanBruno.org/Schedule](https://DistrictingSanBruno.org/Schedule)

Queremos que opinen sobre cómo se deben dibujar las líneas de distritos compartiendo sus pensamientos sobre las comunidades de interés, enviando sus propios mapas propuestos y revisando los borradores de mapas.

Más información: [DistrictingSanBruno.org](https://DistrictingSanBruno.org) o (650) 616-7058

## 幫助塑造聖布魯諾的未來!

參與聖布魯諾市選區邊界繪製過程

聖布魯諾市正在尋求你的幫助以規劃和繪製城市選區!

劃定地區線的方式將決定每個議會成員代表哪些街區和社區。我們鼓勵您參與這一重要過程。以下是有關如何參與並確保所有聖布魯諾居民獲得公平和平等代表權的信息。


參加我們的公眾聽證會或社區研討會，參與其中：

Date	Time	Event
Sept. 2021	September 28 at 5:30 PM	Public Hearing 1
Oct. 2021	October 19 at 5:00 PM	Public Hearing 2
Nov. 2021	November 1 at 7:00 PM	Community Workshop 1
Nov. 2021	November 13 at 2:00 PM	Community Workshop 2
Jan. 2022	January 25 at 7:00 PM	Public Hearing 3
Feb. 2022	February 22 at 7:00 PM	Public Hearing 4
Mar. 2022	March 8 at 7:00 PM	Public Hearing 5
Mar. 2022	March 22 at 7:00 PM	Public Hearing 6

有關活動詳情，請訪問 [DistrictingSanBruno.org/Schedule](https://DistrictingSanBruno.org/Schedule)

我們希望你通過分享你對利益社區的想法，提交你自己的地圖提案並審查地圖草案，參與討論應該如何劃分選區邊界。

更多資訊: [DistrictingSanBruno.org](https://DistrictingSanBruno.org) 或 (650) 616-7058

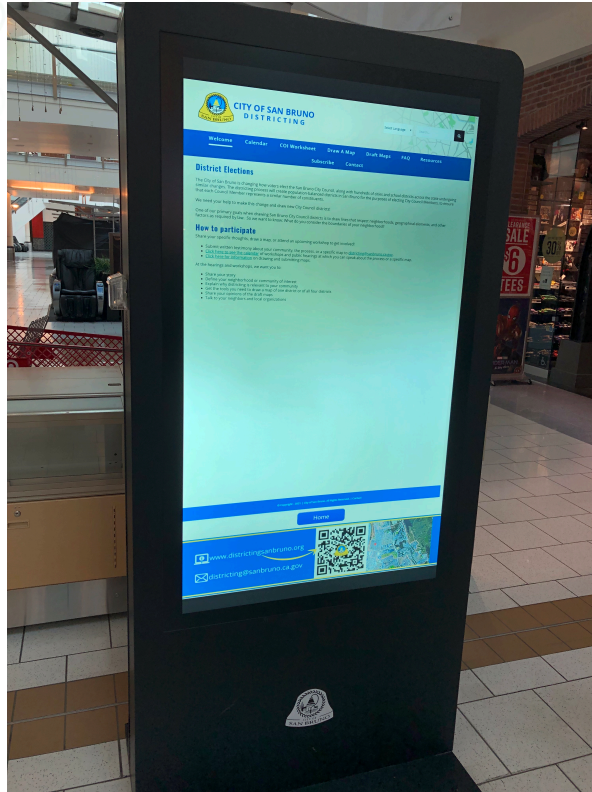


Flyers shared electronically and in-person at events such as fall clean-up day, food bank events, etc.



TRIPEPI SMITH

# In-Person Outreach Highlight: Mall Kiosk



Districting Kiosk on display at The Shops at Tanforan throughout the month of January



# In-Person Outreach Highlight: Marquee



Districting  
messaging on  
display at the  
marquee on El  
Camino Real

The background is a solid dark green color with a repeating pattern of lightbulbs and speech bubbles in a lighter shade of green. A white rectangular box with a yellow border is positioned in the upper left quadrant, containing the text.

# Outreach & Engagement Moving Forward

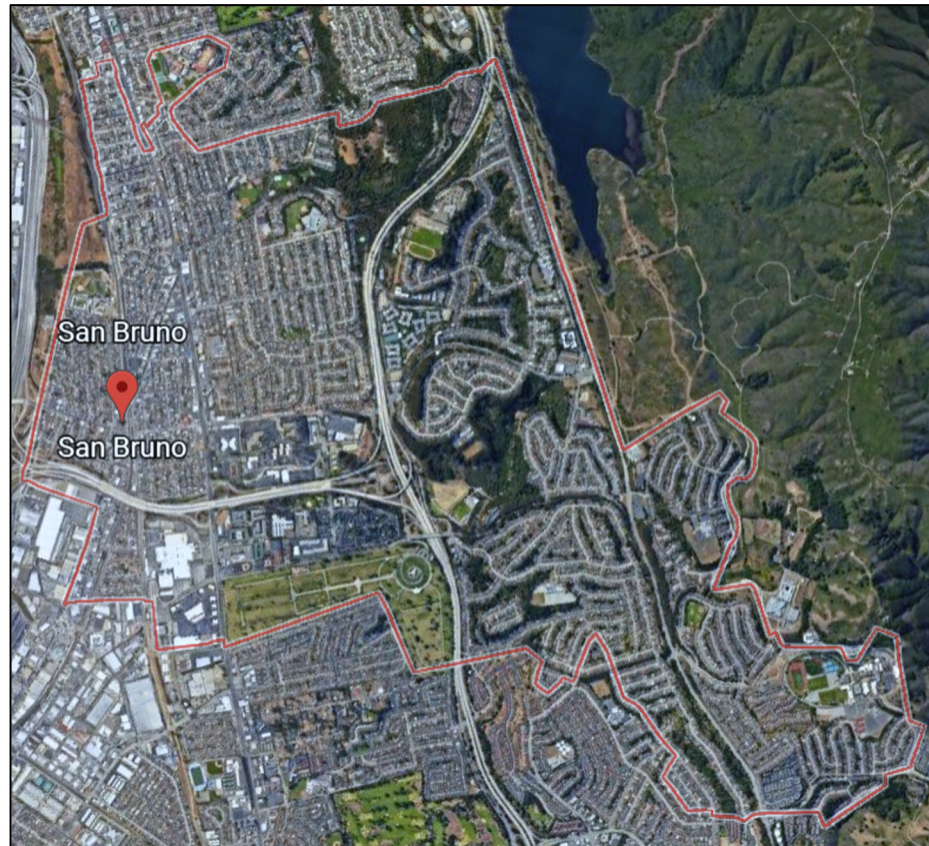


# Outreach Moving Forward

- Public Hearing 4 (February 22 @ 7:10 p.m.)
  - Second draft maps due date February 8 by 5 p.m.
- Continued engagement publicizing each milestone in the process



# City of San Bruno



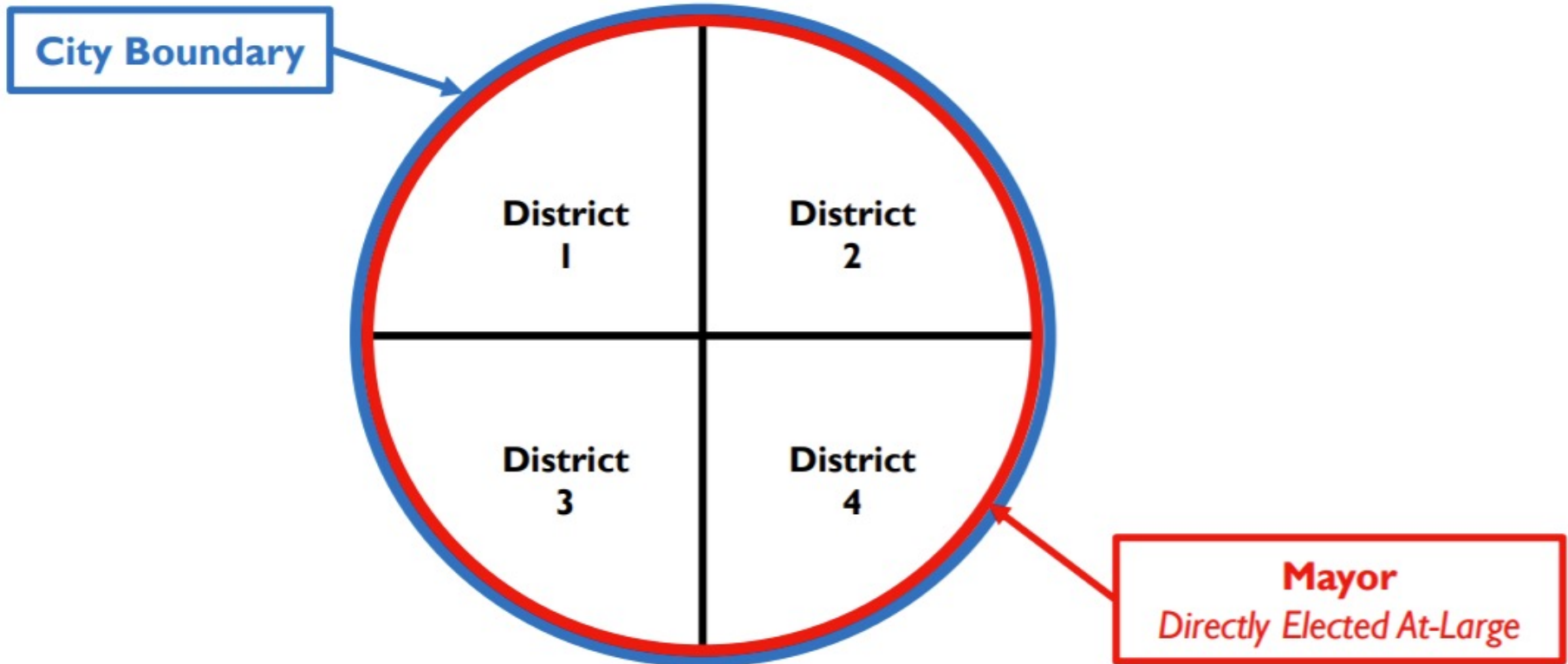
## Districting Public Hearing #3

# San Bruno's Transition to Districts

- ❑ On March 10, 2020, the City adopted a resolution to transition to by-district elections
- ❑ The City currently has a directly-elected mayor and a 4-member City Council \*
- ❑ Beginning in 2022, each resident will vote for a Council Member to represent their district plus a Mayor to represent the City as a whole

\* Voter approval may be required to alter this structure (established by Prop F in 1977)

# San Bruno's Transition to Districts



# Districting Timeline

<b>Census Data Release</b> Aug. 12, 2021	Census Bureau releases official 2020 Census population data
<b>California Data Release</b> Sept. 27, 2021	California Statewide Database releases official 'prisoner-adjusted' 2020 redistricting data
<b>Public Hearings 1 &amp; 2</b> Sept. 28, 2021 Oct. 19, 2021	Council heard public input on the composition of districts
<b>Community Workshops</b> Nov. 1 and Nov. 13, 2022	Informational presentation and demo of public mapping tools
Jan. 11, 2022	Deadline for public map submissions for Jan. 25 <sup>th</sup>
<b>Public Hearing 3</b> Jan. 25, 2022	Council reviews draft maps and may request revisions
<i>Timeline continued on next slide</i>	

# Districting Timeline (cont.)

<b>Feb. 8, 2022</b>	<b>Deadline for public map submissions for Feb. 22<sup>nd</sup></b>
<b>Public Hearing 4</b> Feb. 22, 2022	Council selects preferred map
<b>Public Hearing 5</b> Mar. 8, 2022	First reading/introduction of map ordinance
<b>Public Hearing 6</b> Mar. 22, 2022	Second reading/adoption of ordinance. Final map must be posted at least 7 days prior to adoption.
<b>Deadline for Map Adoption</b> Apr. 15, 2022	Final date for map adoption (E-205)
<b>County Submission Deadline</b> May 12, 2022	Final date for map submission to the County Registrar of Voters

# Legal Criteria for Districts

## 1. Federal Law

- ✓ Ensure **equal population**—total deviation < 10%
- ✓ Comply with federal **Voting Rights Act**
- ✓ Prevent racial gerrymandering



## 2. California Law

1. Ensure geographic **contiguity**
  2. Minimize division of neighborhoods & **“communities of interest”**
  3. Create easily identifiable boundaries
  4. Maintain **compactness**—don’t bypass a nearby population to take in a more distant population
- ✓ Do not “favor or discriminate against a political party”



# Defining “Communities of Interest”

Under California Elections Code, “**community of interest**” has a very specific definition in the context of redistricting:



A “**community of interest**” is a population that shares common social or economic interests that should be included within a single district for purposes of its effective and fair representation.

Definitions of “communities of interest” do **not** include relationships with political parties, incumbents, or political candidates.

# San Bruno's Communities of Interest Include...

- San Bruno Transit Corridor
- East of El Camino Real, Latino communities
- The Heart
- Belle Air area
- Rollingwood area, Oakmont
- Mills Park
- Shelter Creek condos
- West of Skyline Blvd
- Skyline College area
- Pacific Bay Vista, Evergreen Ridge apartments
- Crystal Springs Rd area

Public testimony summarized for brevity and clarity

# Draft Maps (23)

## Public Maps: 20

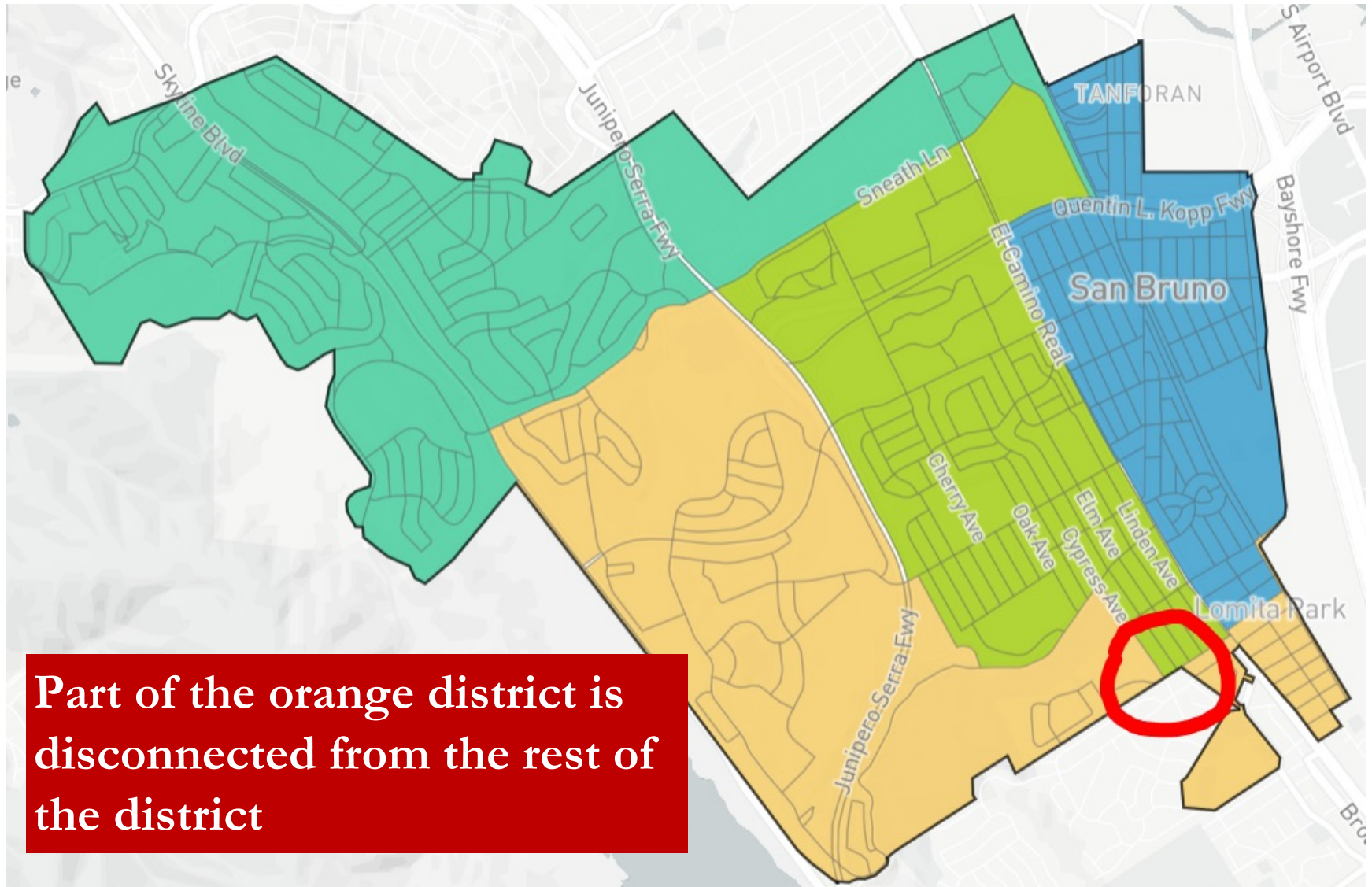
*Received as of January 11, 2022*

- ✗ Non-contiguous: 1
- ✗ Not population balanced: 10
- ✓ Contiguous and population balanced: 9

## Consultant Maps: 3

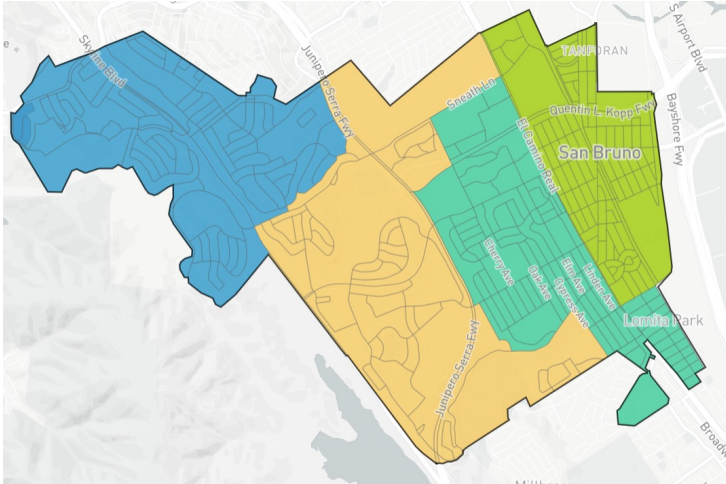
# Not Contiguous

Public Map 106

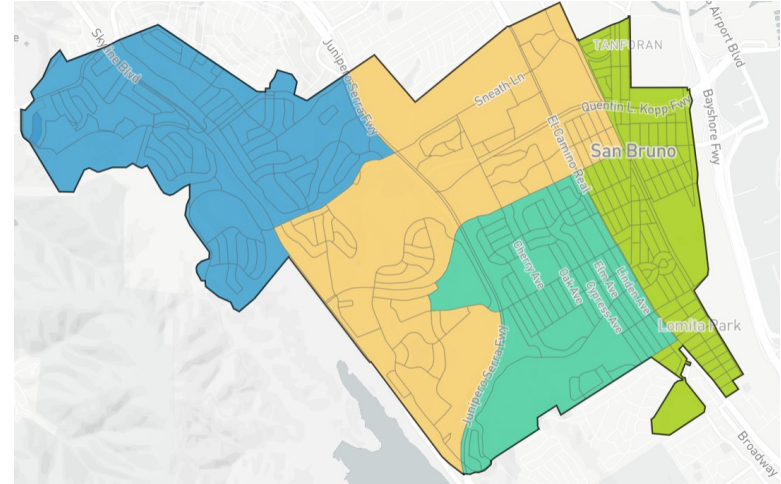


# Not Population Balanced

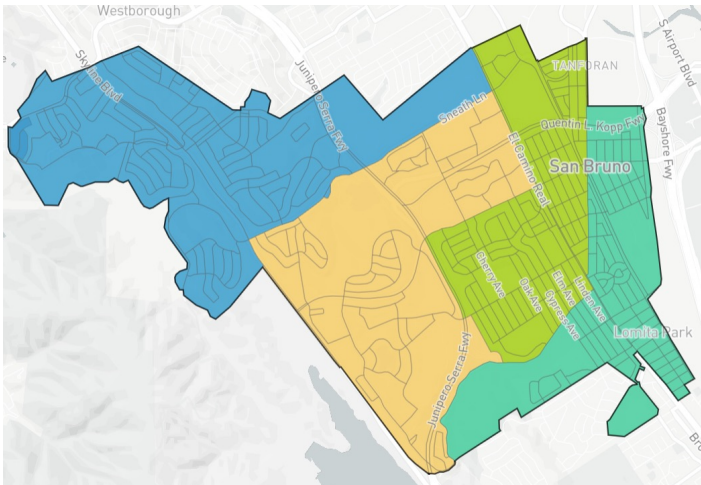
Total population deviation > 10%  
violates the “equal population” rule



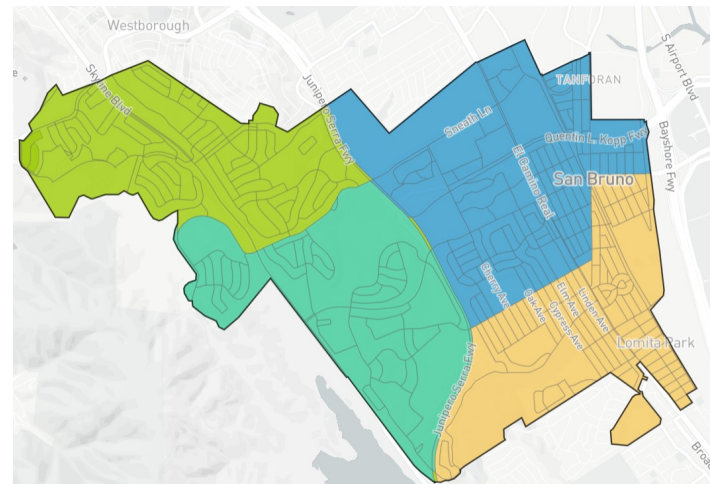
Public Map 101



Public Map 105



Public Map 107

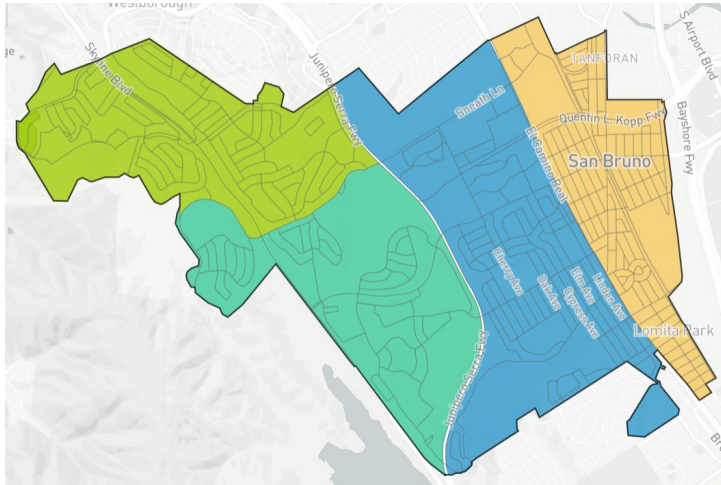


Public Map 113

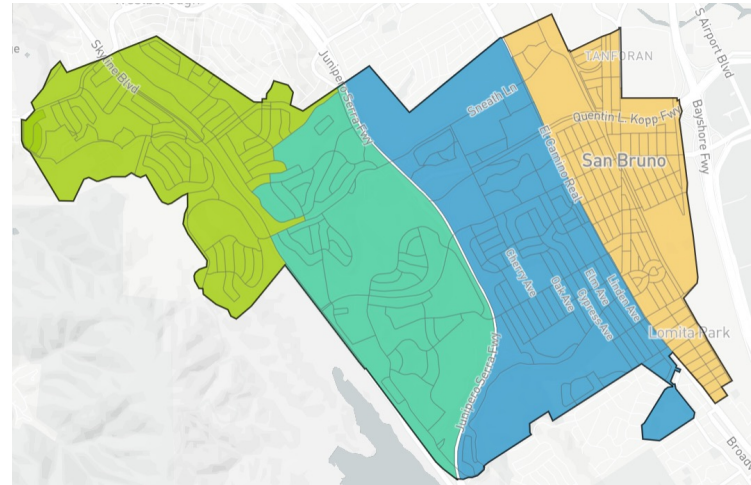


# Not Population Balanced

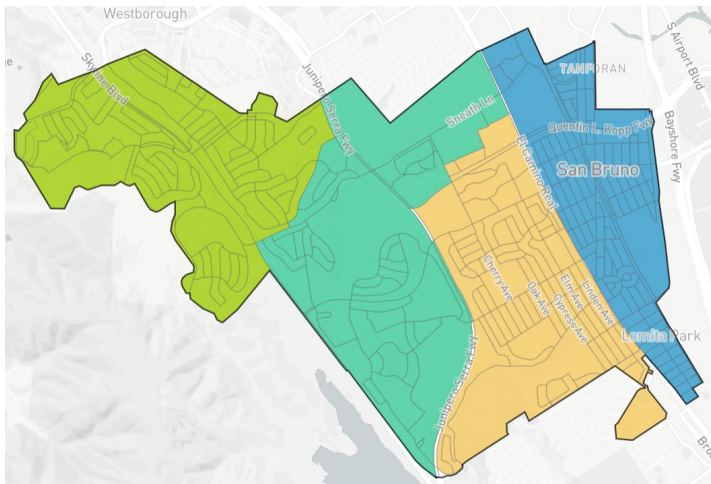
Total population deviation > 10%  
violates the “equal population” rule



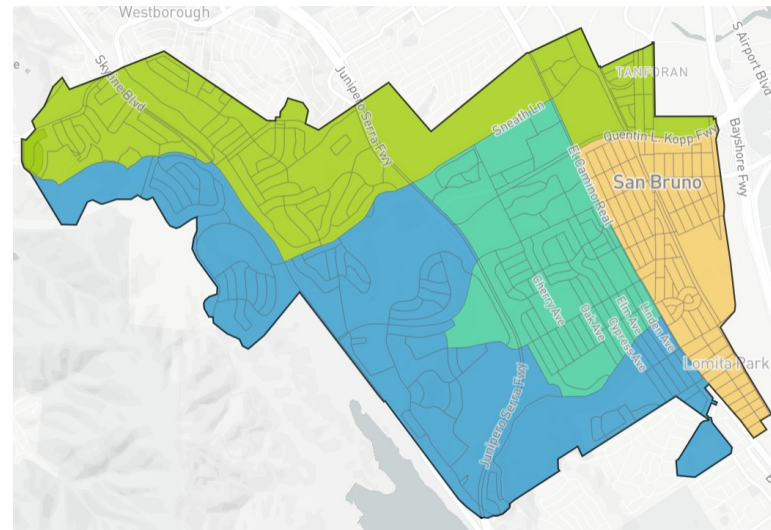
Public Map 114



Public Map 115



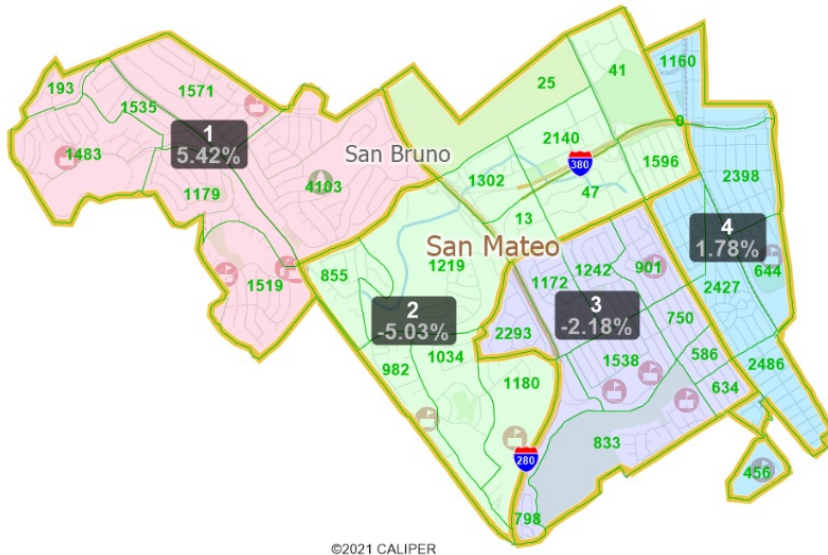
Public Map 116



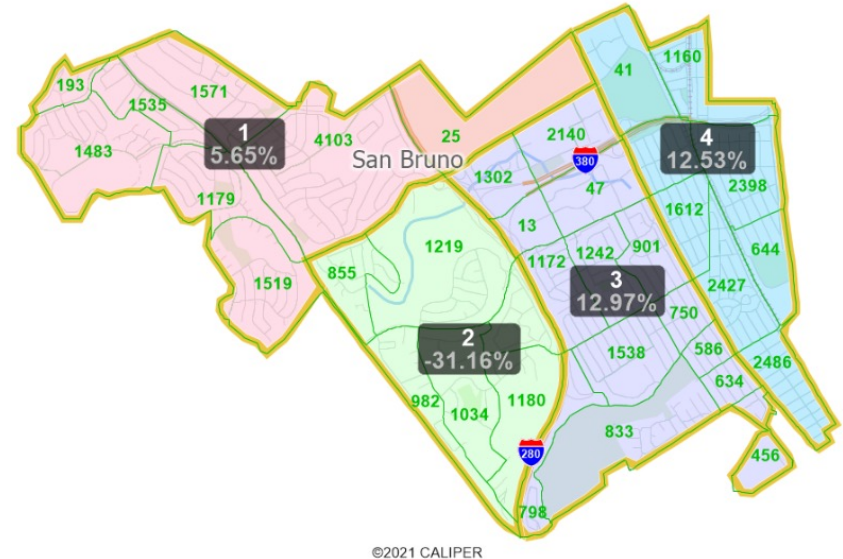
Public Map 117

# Not Population Balanced

Total population deviation > 10%  
violates the “equal population” rule



Public Map 119



Public Map 120



# Contiguous & Balanced Maps

Public Maps	Consultant Maps
<a href="#">Public Map 102 / Demographic Analysis</a>	<a href="#">NDC Green Map</a>
<a href="#">Public Map 103 / Demographic Analysis</a>	<a href="#">NDC Purple Map</a>
<a href="#">Public Map 104 / Demographic Analysis</a>	<a href="#">NDC Orange Map</a>
<a href="#">Public Map 108 / Demographic Analysis</a>	
<a href="#">Public Map 109 / Demographic Analysis</a>	
<a href="#">Public Map 110 / Demographic Analysis</a>	
<a href="#">Public Map 111 / Demographic Analysis</a>	
<a href="#">Public Map 112 / Demographic Analysis</a>	
<a href="#">Public Map 118 / Demographic Analysis</a>	



## Public Map 112

Proposed Election Sequence  
 2022: D1 and D3 (Salazar, Mason, and Medina)  
 2024: D2 and D4 (Hamilton)

©2021 CALIPER

# Group 1: East-West Focus

## Public Map 118



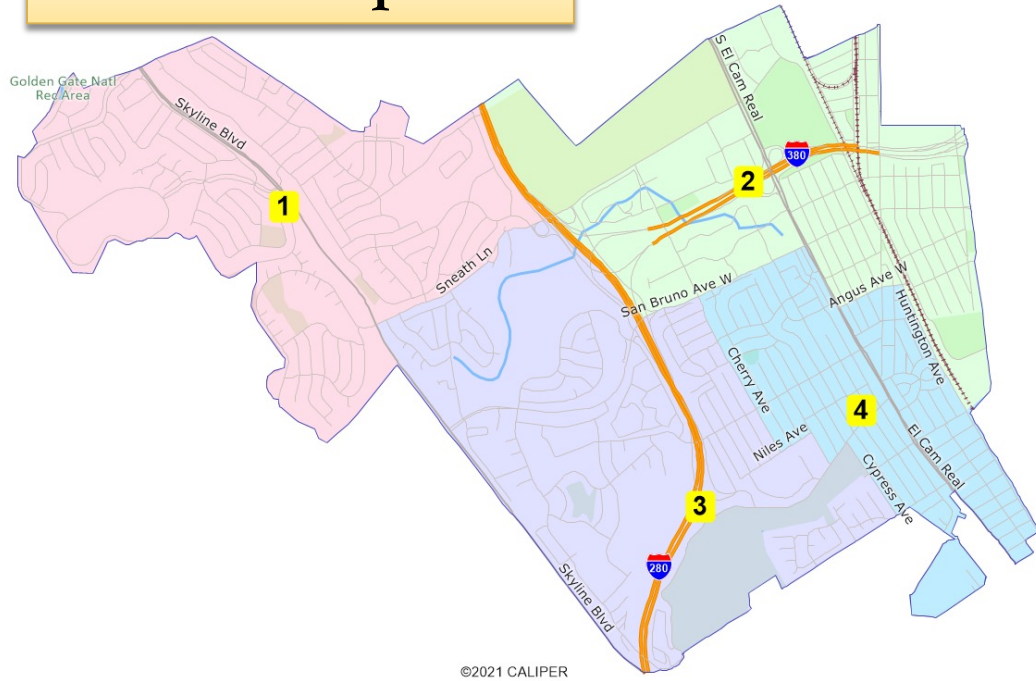
Proposed Election Sequence  
 2022: D1 & D4 (Mason and Medina)  
 2024: D2 & D3 (Salazar and Hamilton)

©2021 CALIPER

Districts drawn  
east-west

Each district has  
part of El Camino

# Public Map 108

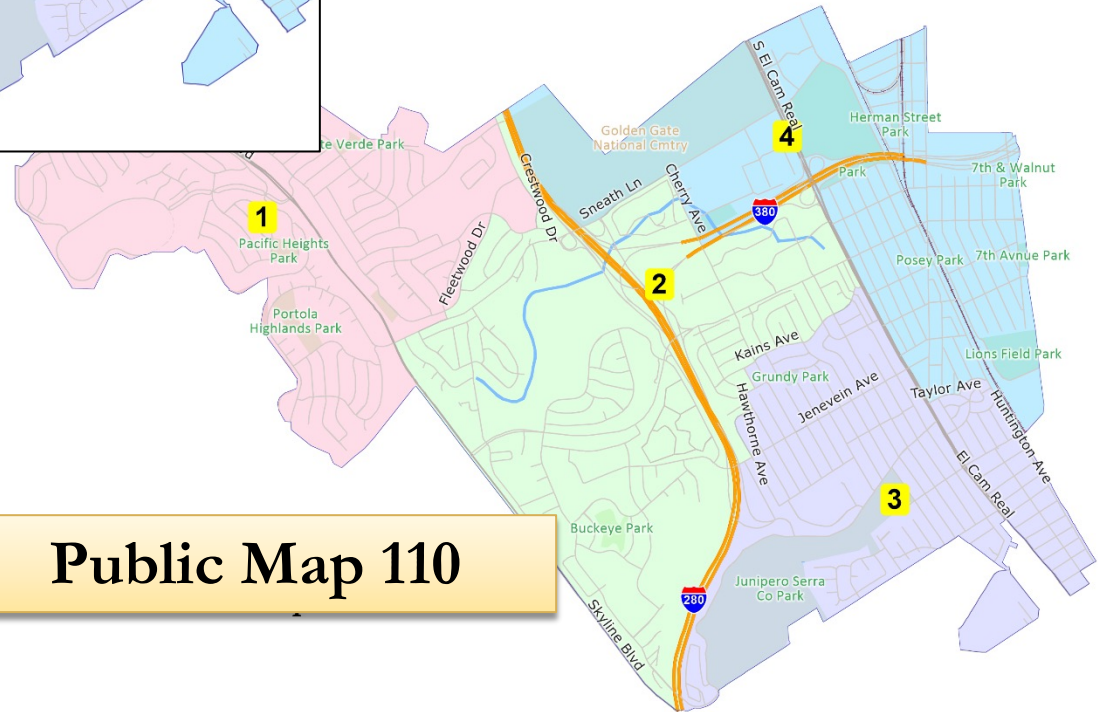


## Group 2: Northside Focus

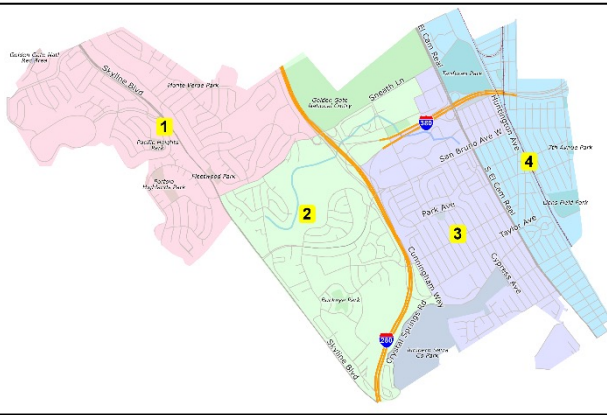
One NW district  
around Skyline  
College

One NE district  
around Tanforan

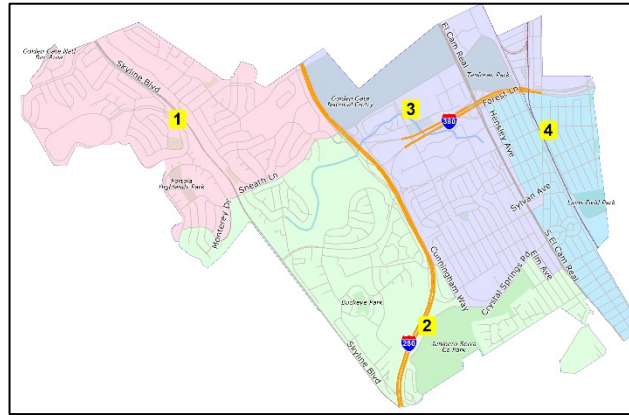
# Public Map 110







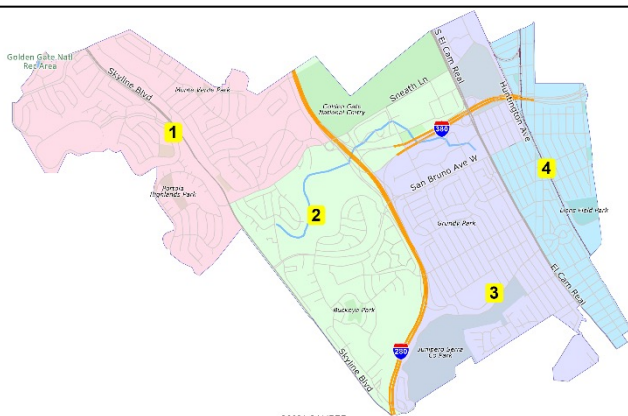
**Public Map 102**



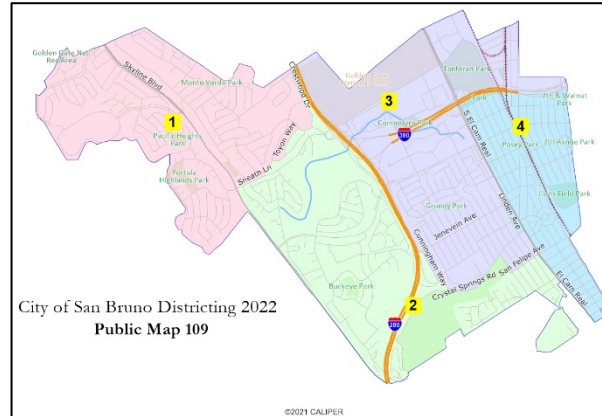
**Public Map 103**

# Group 3: Eastside Focus

One district east of  
El Camino Real



**Public Map 104**

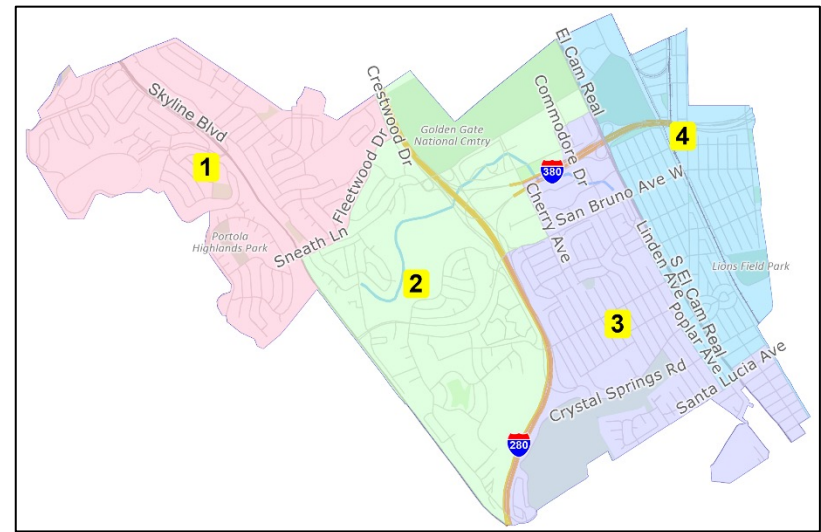


**Public Map 109**

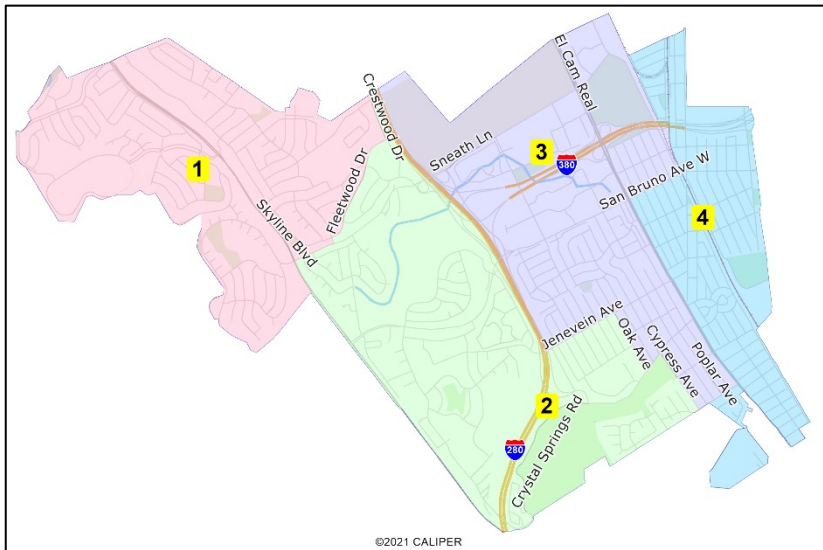


**Public Map 111**

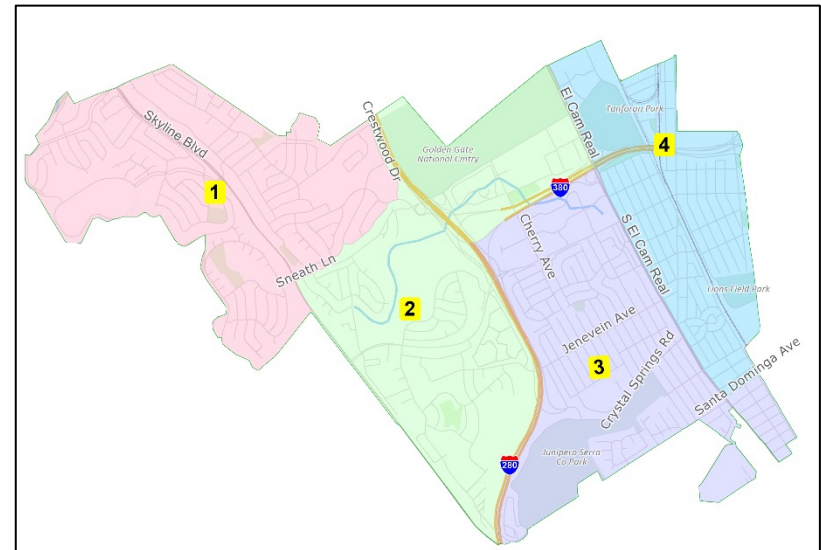
# NDC Maps



**NDC Orange**

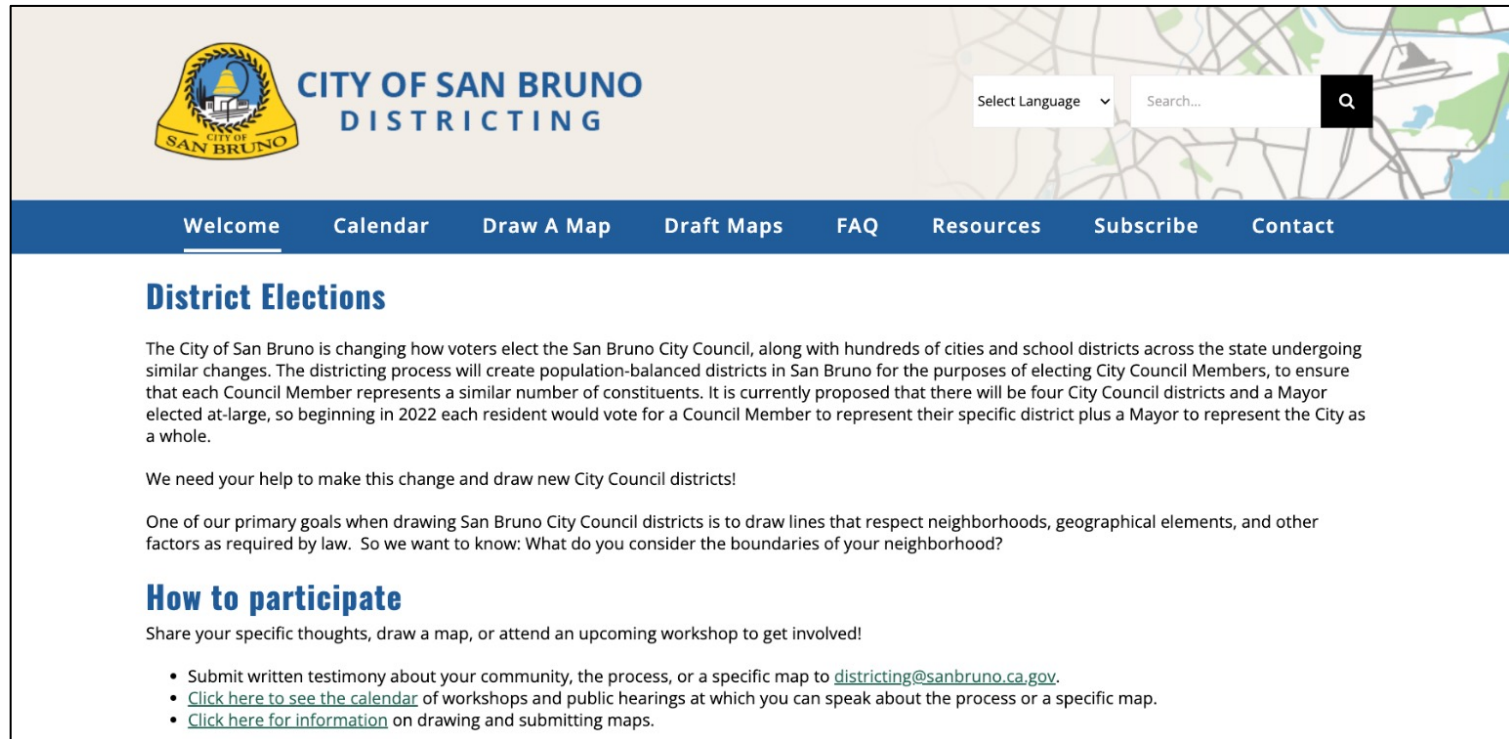


**NDC Purple**



**NDC Green**

# Share Your Thoughts



The screenshot shows the homepage of the City of San Bruno Districting website. At the top left is the City of San Bruno logo, a yellow shield with a blue bell and the text 'CITY OF SAN BRUNO'. To its right is the text 'CITY OF SAN BRUNO DISTRICTING'. On the right side of the header is a language selection dropdown labeled 'Select Language' and a search bar with a magnifying glass icon. Below the header is a blue navigation bar with white text links: 'Welcome', 'Calendar', 'Draw A Map', 'Draft Maps', 'FAQ', 'Resources', 'Subscribe', and 'Contact'. The main content area has a blue heading 'District Elections' followed by a paragraph explaining the districting process. Below this is another paragraph asking for community input. A blue heading 'How to participate' is followed by a paragraph and a bulleted list of participation options.

**CITY OF SAN BRUNO DISTRICTING**

Select Language

[Welcome](#) [Calendar](#) [Draw A Map](#) [Draft Maps](#) [FAQ](#) [Resources](#) [Subscribe](#) [Contact](#)

## District Elections

The City of San Bruno is changing how voters elect the San Bruno City Council, along with hundreds of cities and school districts across the state undergoing similar changes. The districting process will create population-balanced districts in San Bruno for the purposes of electing City Council Members, to ensure that each Council Member represents a similar number of constituents. It is currently proposed that there will be four City Council districts and a Mayor elected at-large, so beginning in 2022 each resident would vote for a Council Member to represent their specific district plus a Mayor to represent the City as a whole.

We need your help to make this change and draw new City Council districts!

One of our primary goals when drawing San Bruno City Council districts is to draw lines that respect neighborhoods, geographical elements, and other factors as required by law. So we want to know: What do you consider the boundaries of your neighborhood?

## How to participate

Share your specific thoughts, draw a map, or attend an upcoming workshop to get involved!

- Submit written testimony about your community, the process, or a specific map to [districting@sanbruno.ca.gov](mailto:districting@sanbruno.ca.gov).
- [Click here to see the calendar](#) of workshops and public hearings at which you can speak about the process or a specific map.
- [Click here for information](#) on drawing and submitting maps.

*Click “Subscribe” on [DistrictingSanBruno.org](https://DistrictingSanBruno.org) to sign up for updates*

Email: [districting@sanbruno.ca.gov](mailto:districting@sanbruno.ca.gov)

# Slides for Reference



# Election Sequencing Options

	Term ends in 2022	Term ends in 2024
<b>Resides in 2022 district</b>	Runs for re-election at end of current term	<p>In 2022, runs for district seat. If victorious, resigns at-large 2024 seat and is sworn into by-district 2022 seat for 4-year term.</p> <p><b>-- OR --</b></p> <p>If chooses not to run in 2022, or if not victorious in 2022 by-district election, finishes current term in 2024 and leaves the Council. Can run (but not as an incumbent) in 2022. *</p>
<b>Resides in 2024 district</b>	<p>Finishes current term in 2022 and leaves the Council.</p> <p>Can run (but not as an incumbent) in 2024.</p>	Runs for re-election at end of current term

A decorative background on the left side of the slide featuring a grid of lightbulbs. Some lightbulbs are green, some are yellow, and some are white with a green outline. The lightbulbs are arranged in a pattern that tapers off to the right.

# Share Your Thoughts

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## Website

[districtingsanbruno.org](http://districtingsanbruno.org)

## Phone

(650) 616-7058

## Email

[districting@sanbruno.ca.gov](mailto:districting@sanbruno.ca.gov)



TRIPEPI SMITH