City of Sunnyvale Introduction to Redistricting Tools
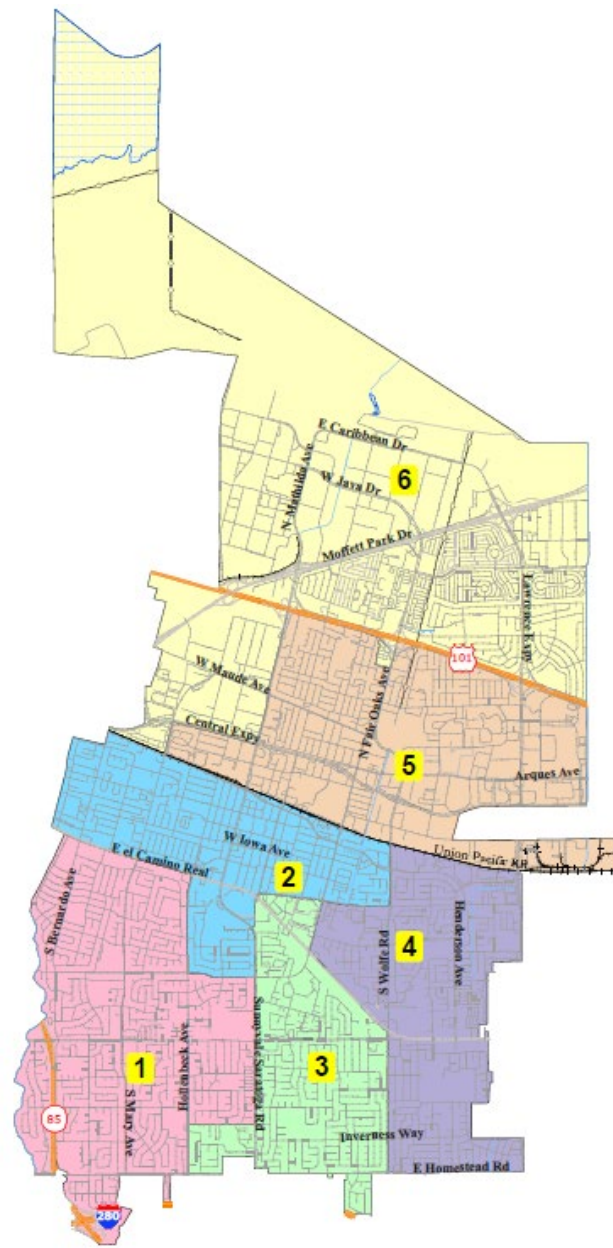
Shalice Tilton, Sr. Consultant
National Demographics Corporation

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
  - Easy-to-use "Draw your neighborhood" tool
  - Paper- and Excel-based simple "Draw a draft map" tools
  - 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!

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Story Map

- **Easy to use "story" of demographic and other data**
  - Similar to PowerPoint, but interactive
  - Used to identify "communities of interest"
  - Sample map from Goleta
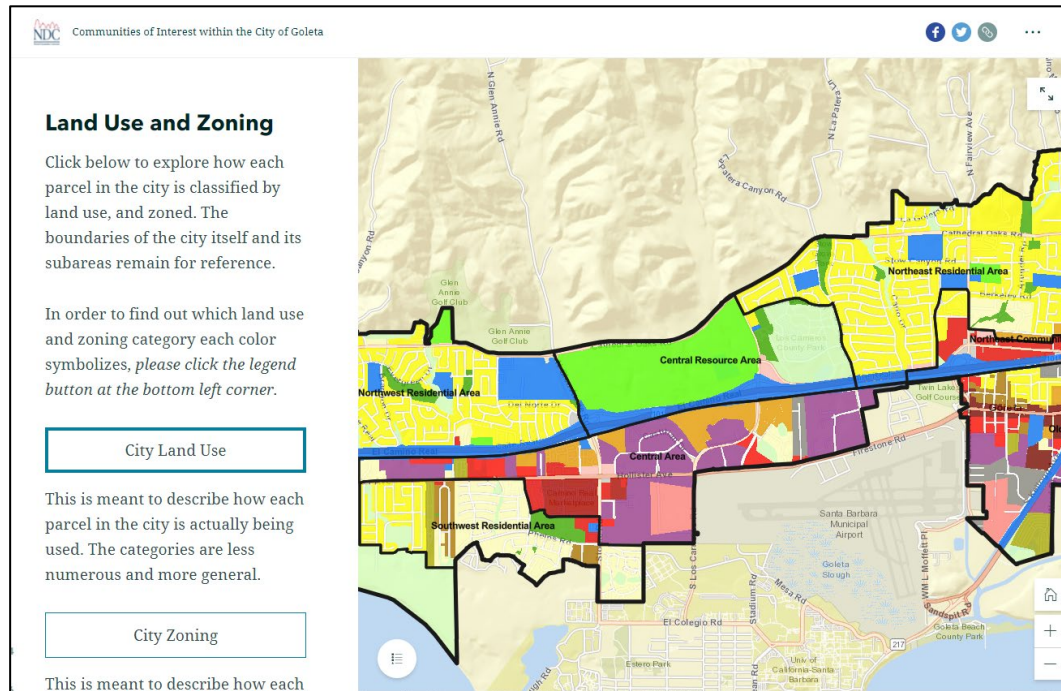
Simple Map Review Tool

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
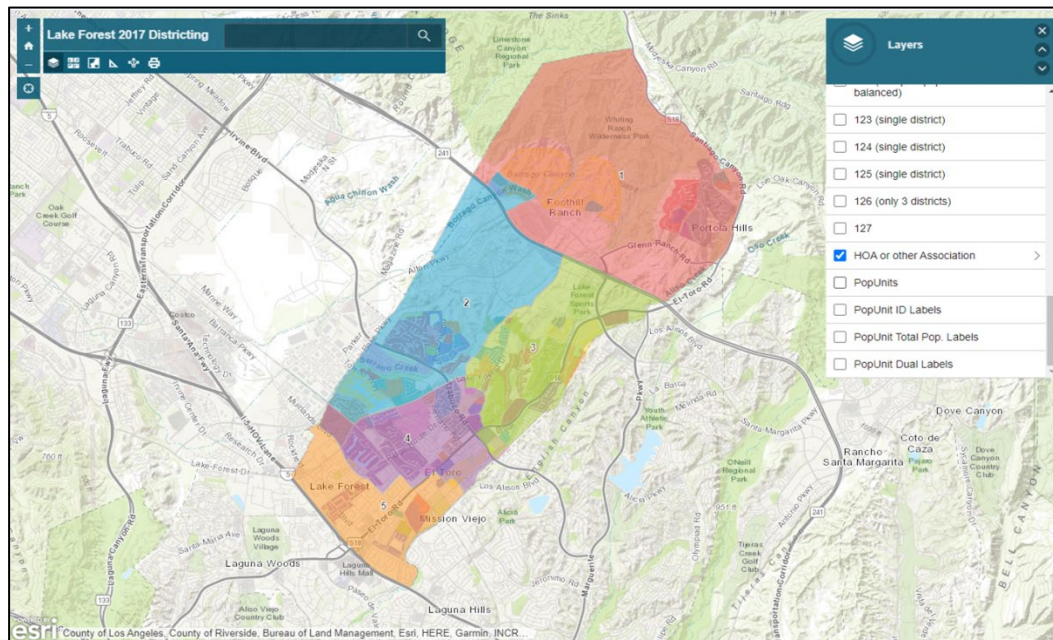
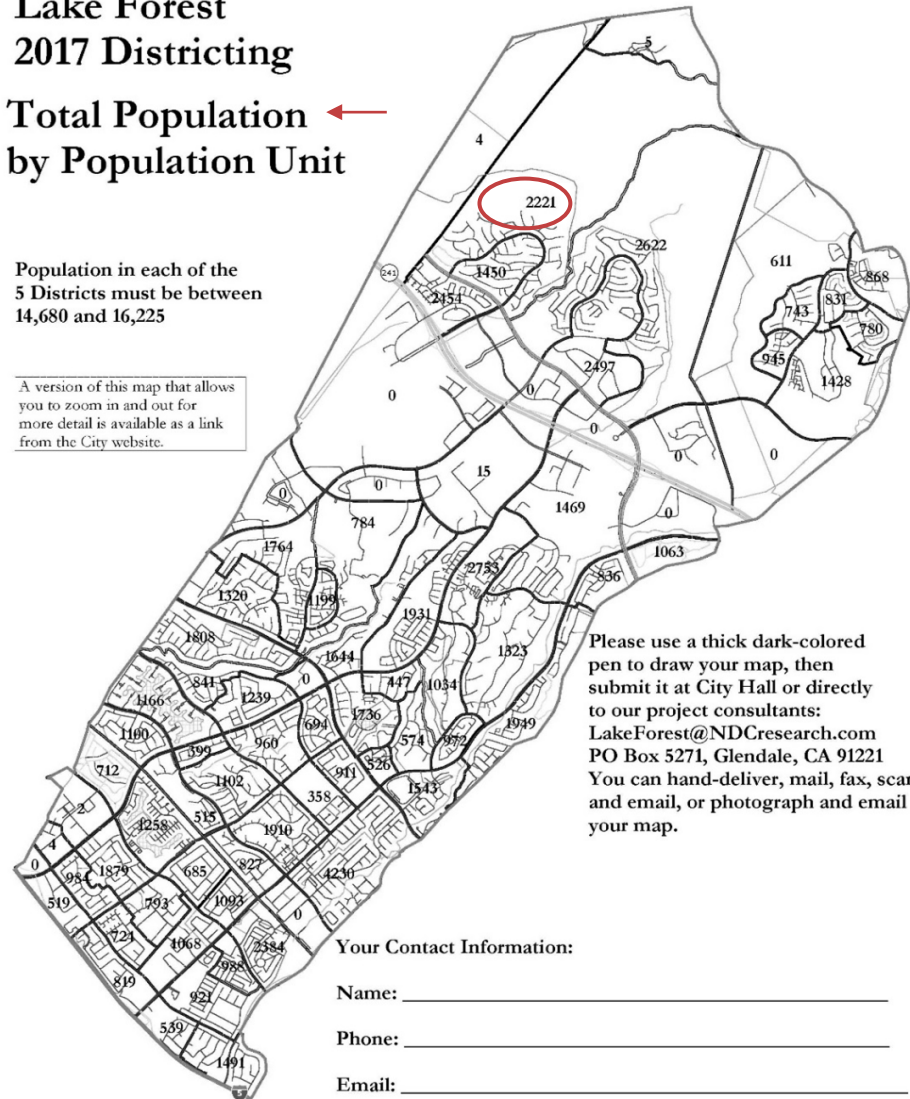# Simple Map Drawing Tool

Paper "Public Participation Kit"

- For those without internet access or who prefer paper

- Total Population Counts only – no demographic numbers
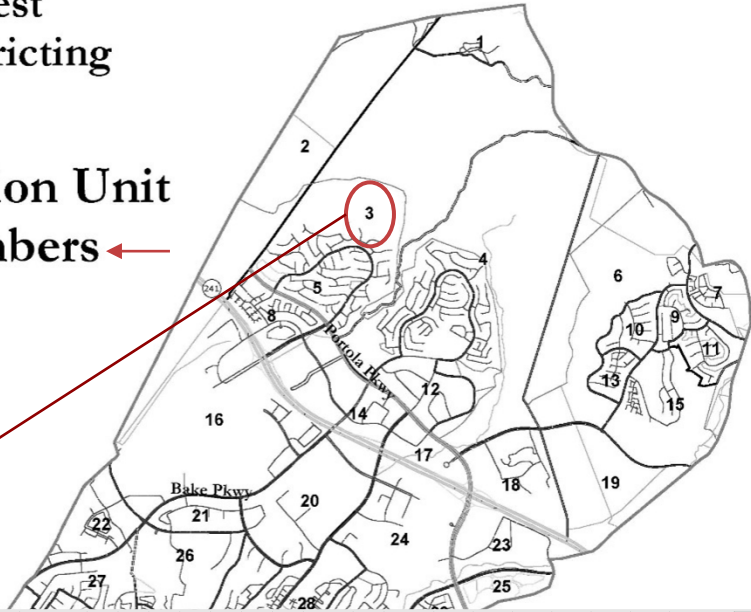

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Simple Map Drawing Tool + Excel Supplement

"Public Participation Kit"

- For those who know Excel and do not wish to use online tools
- Adds CVAP data
- Excel does the math

DistictR

**"Draw Your Community of Interest" focus**

- Also includes simple district-mapping tool

- Only available in English

- Similar external options: Representable.org, DrawMyCACommunity.org
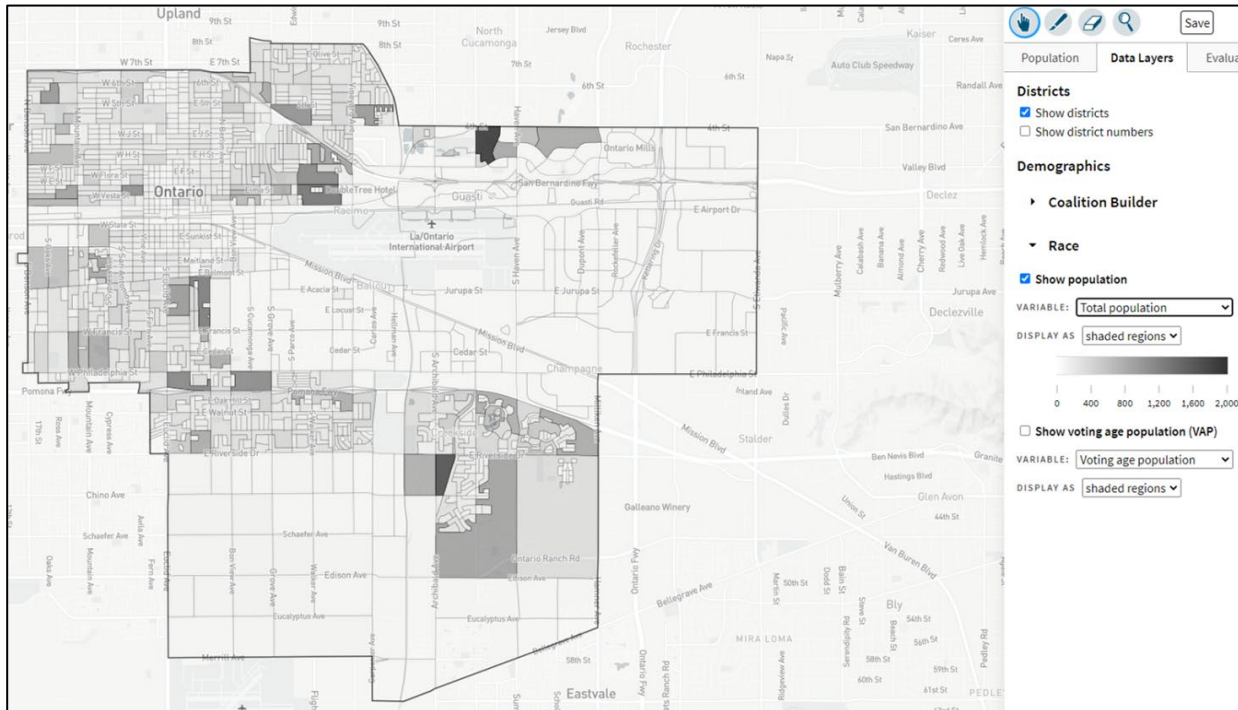
Caliper's "Maptitude Online Redistricting"

Full Database, Powerful Online Mapping Tool

- Powerful, common, data-rich online tool

- Six language options: English, Spanish, Portuguese, Vietnamese, Mandarin and Korean

- Quick Start Guide
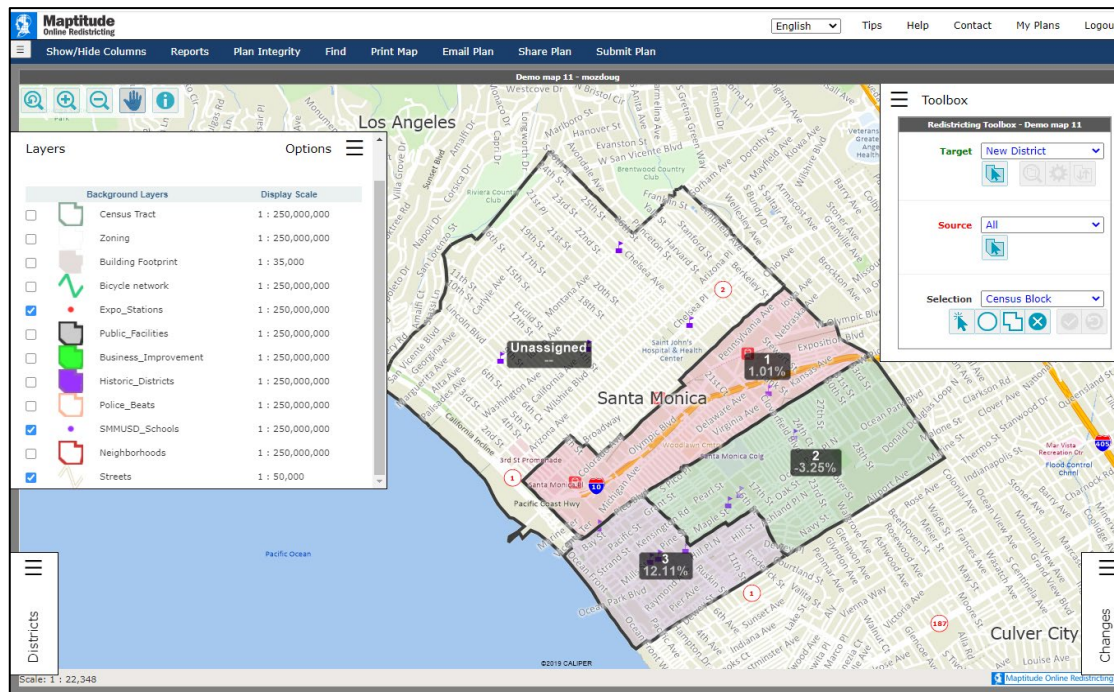
Public Hearing & Discussion

Any questions about the mapping tools?

<u>SECOND PUBLIC HEARING</u>

Review feedback from Communities of Interest Worshop

Discussion, then Action:

Vote on areas that meet each AB 849 definition:

- "neighborhoods"
- "communities of interest . . . that should be included within a single district for purposes of its effective and fair representation."