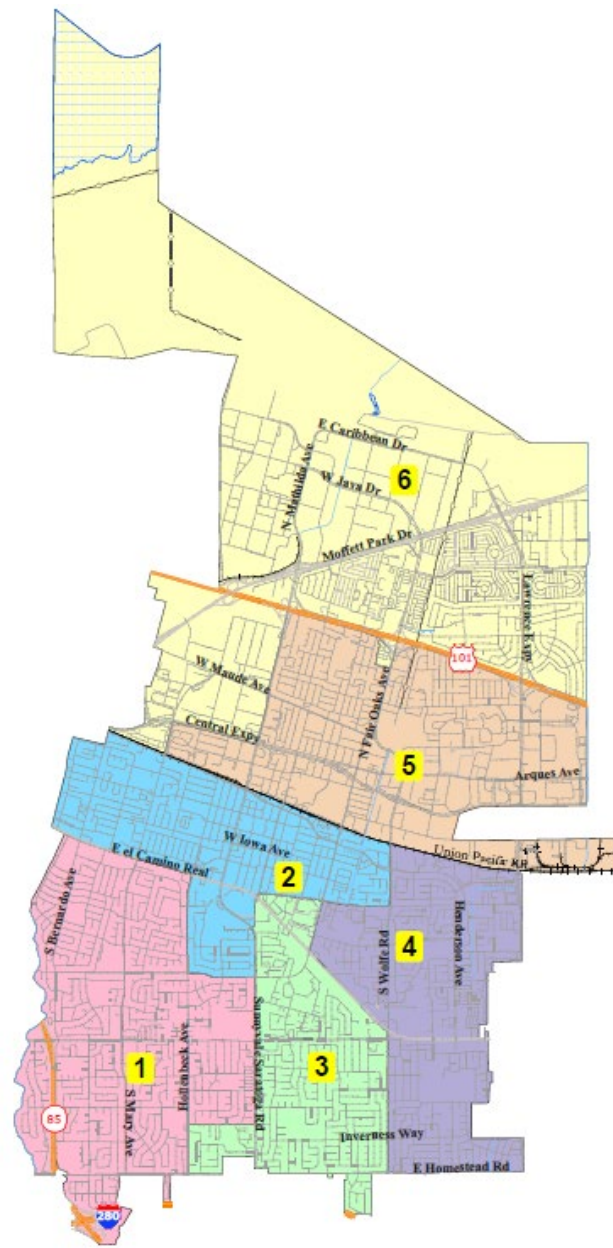


City of Sunnyvale Introduction to Redistricting Tools



July 22, 2021

Shalice Tilton, Sr. Consultant
National Demographics Corporation

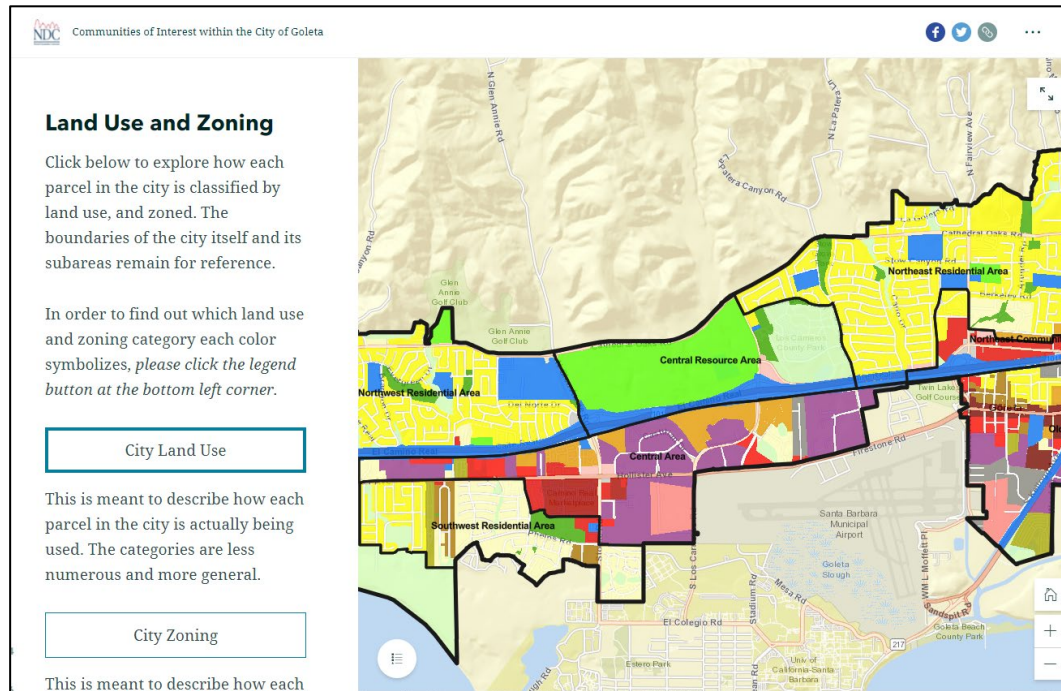
Public Mapping and Map Review Tools

- **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!

Story Map

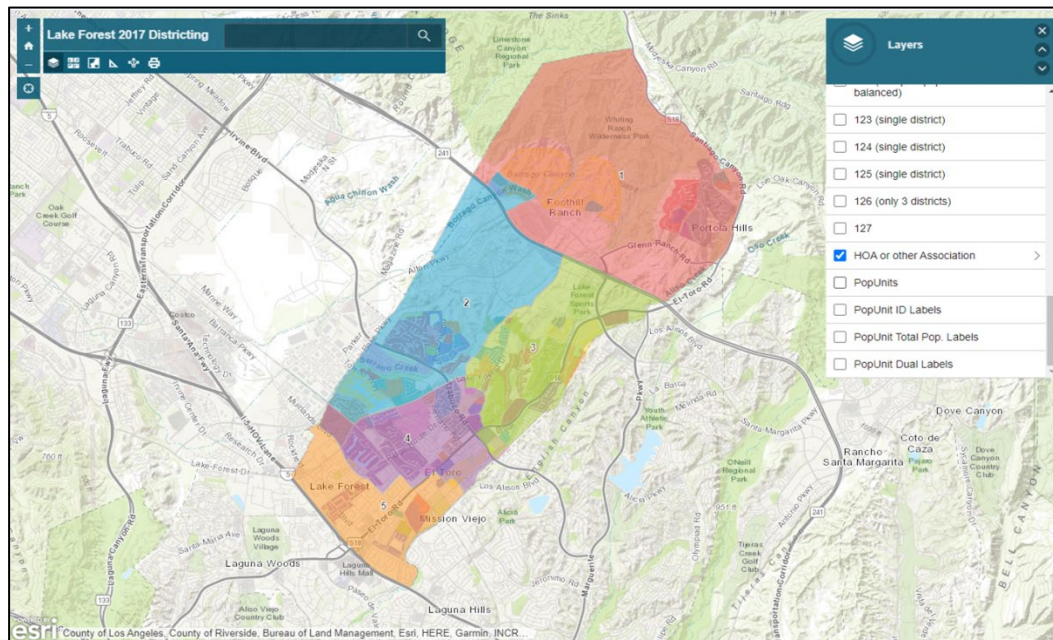
- Easy to use “story” of demographic and other data
 - Similar to PowerPoint, but interactive
 - Used to identify “communities of interest”
 - Sample map from Goleta



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”

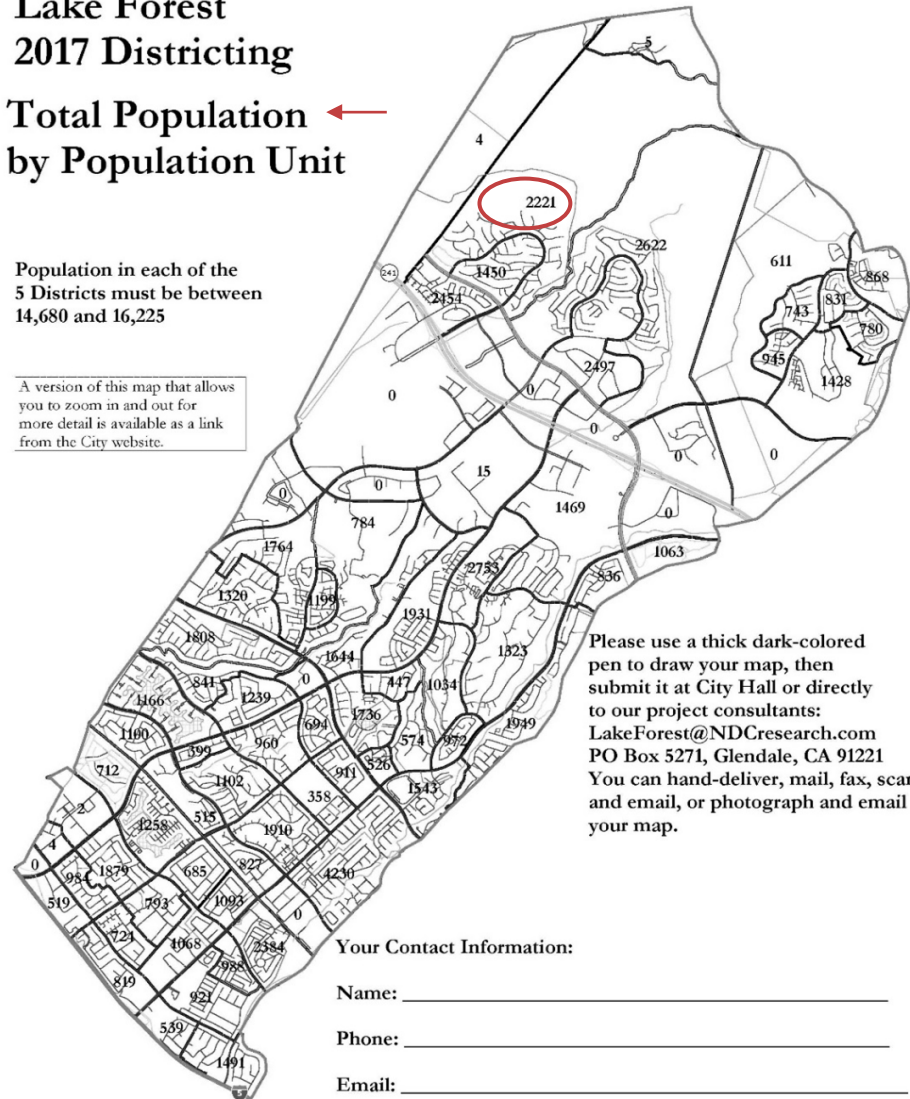
- For those without internet access or who prefer paper
- Total Population Counts only – no demographic numbers

Lake Forest 2017 Districting

Total Population by Population Unit

Population in each of the
5 Districts must be between
14,680 and 16,225

A version of this map that allows
you to zoom in and out for
more detail is available as a link
from the City website.



Your Contact Information:

Name: _____

Phone: _____

Email: _____

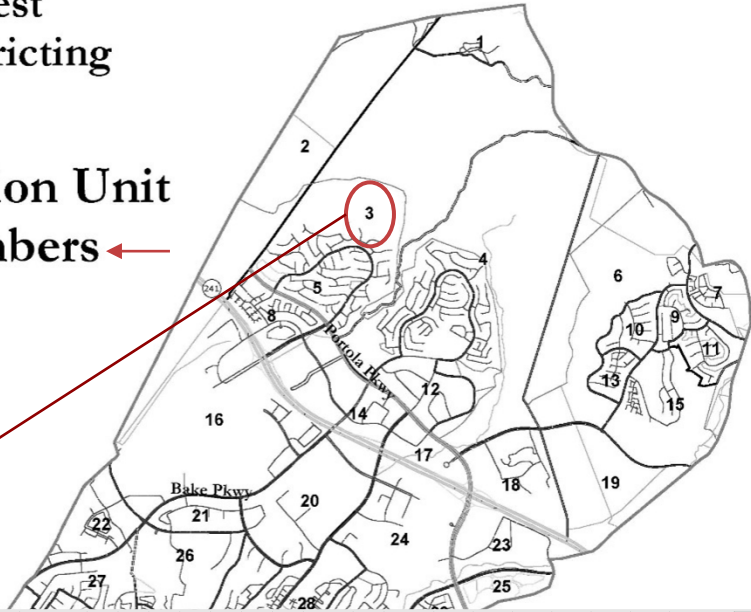
Simple Map Drawing Tool + Excel Supplement

“Public Participation Kit”

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

Lake Forest
2017 Districting

Population Unit
ID Numbers



AutoSave Off Lake Forest 5-district Kit_ENG.xlsx Search

File Home Insert Page Layout Formulas Data Review View Help Acrobat

Cut Copy Format Painter

Font: Garamond, 9, A⁺, A⁻, B, I, U,

Alignment: Wrap Text Merge & Center

Number: \$, %, ,

Conditional Formatting

A3 X ✓ *f_x*

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V		
1		Pop																						
2		District	Unit	Total Population					Voting Age Population					Citizen Voting Age Population					Nov. 2014 Registration					
3		(1-7)	Tot. Pop.	Hisp	NH Wht	NH Blk	NH Asn	total	Hisp	NH Wht	NH Blk	NH Asn	tot	Hisp	NH Wht	NH Blk	NH Asn	tot	Latino	asn	fil	tot		
2		1	1,216	642	557	18	15	873	397	442	12	831	390	441	0	0	574	195	7	3	245	63		
3		2	2,367	1,028	1,053	43	96	1,784	741	899	74	1,915	730	1,140	0	45	1,299	435	14	7	555	140		
4		3	1,643	768	278	42	25	1,036	741	236	15	400	235	145	0	20	505	286	3	4	161	73		
5		4	1,768	734	855	62	84	1,272	464	685	62	1,231	461	639	19	111	1,022	366	11	11	391	89		
6		5	2,001	209	1,655	14	79	1,639	144	1,392	64	1,511	88	1,337	12	38	1,776	146	46	7	1,089	67		
7		6	612	56	499	4	39	517	37	440	26	471	22	423	3	15	525	38	15	2	337	18		
8		7	1,753	1,180	541	20	16	1,745	767	424	10	780	332	420	0	0	777	378	7	4	241	70		

Sums by District Assigned

City of San Buenaventura 2017 Public Participation Kit

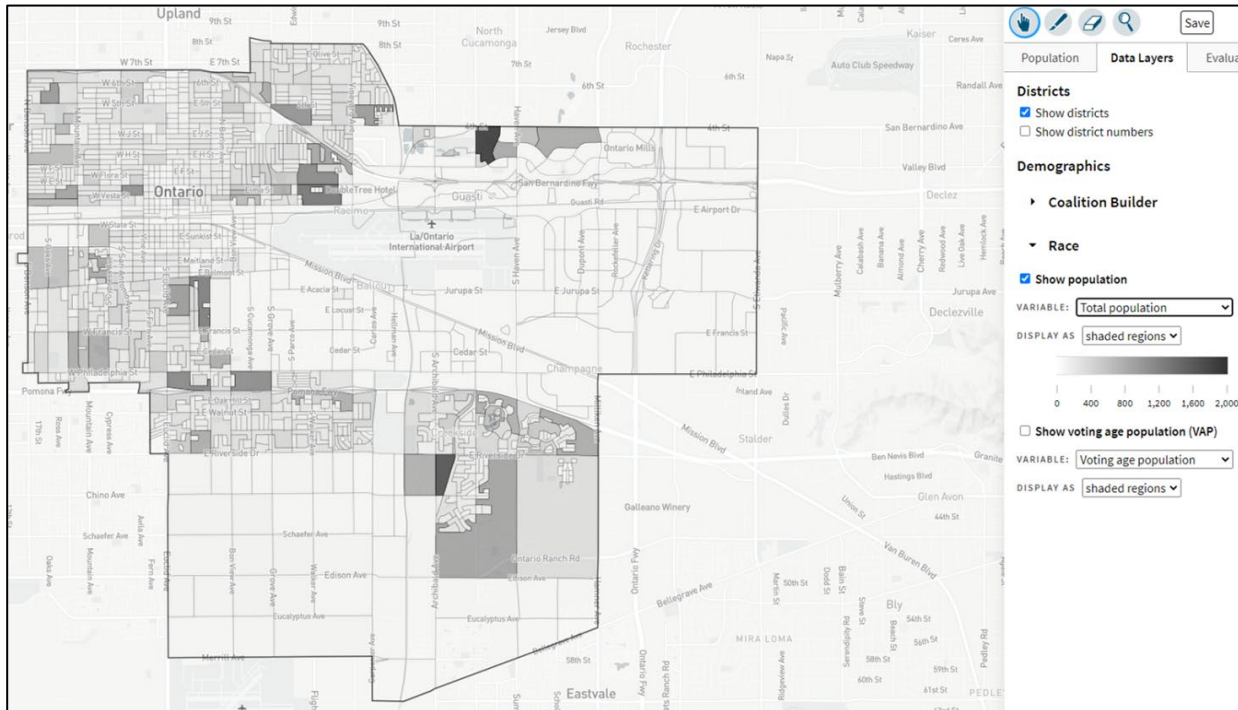
enter your name here

		Ideal population: 15,314																			

DistrictR

“Draw Your Community of Interest” focus

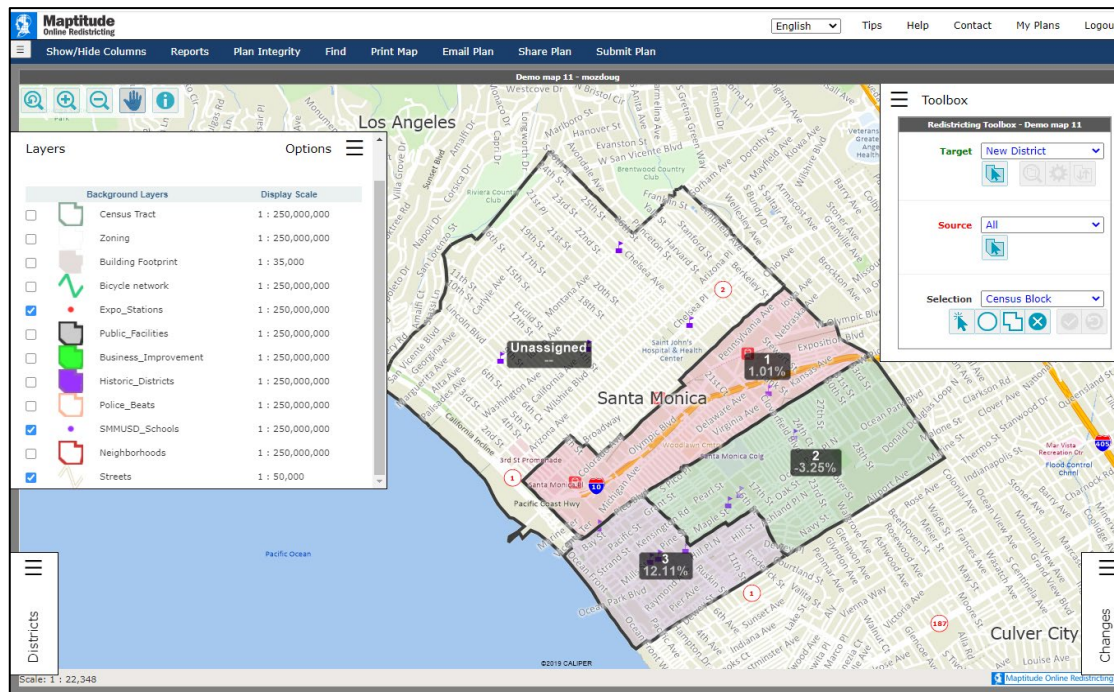
- Also includes simple district-mapping tool
- Only available in English
- Similar external options: Representable.org, DrawMyCACommunity.org



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?

SECOND PUBLIC HEARING

Review feedback from Communities of Interest Workshop
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.”