National Demographics Corporation

Attachment B

City of Encinitas

2017 Districting

September 6, 2017

Justin Levitt, Vice-President
Douglas Johnson, President
National Demographics Corporation (NDC)

CVRA Background

- Switched (or switching) as a result of CVRA:
  - At least 150 school districts
  - 28 Community College Districts
  - 60+ cities
  - 1 County Board of Supervisors
  - 8 water and other special districts.
- Key decisions & settlements
  - Only Palmdale has gone to trial on the merits (the city lost)
  - Key settlements:
    - Palmdale: $4.7 million
    - Modesto: $3 million
    - Highland: $1.3 million
    - Anaheim: $1.1 million
    - Whittier: $1 million
    - Santa Barbara: $600,000
    - Tulare Hospital: $500,000
    - Merced City: $42,000
    - Placentia: $20,000

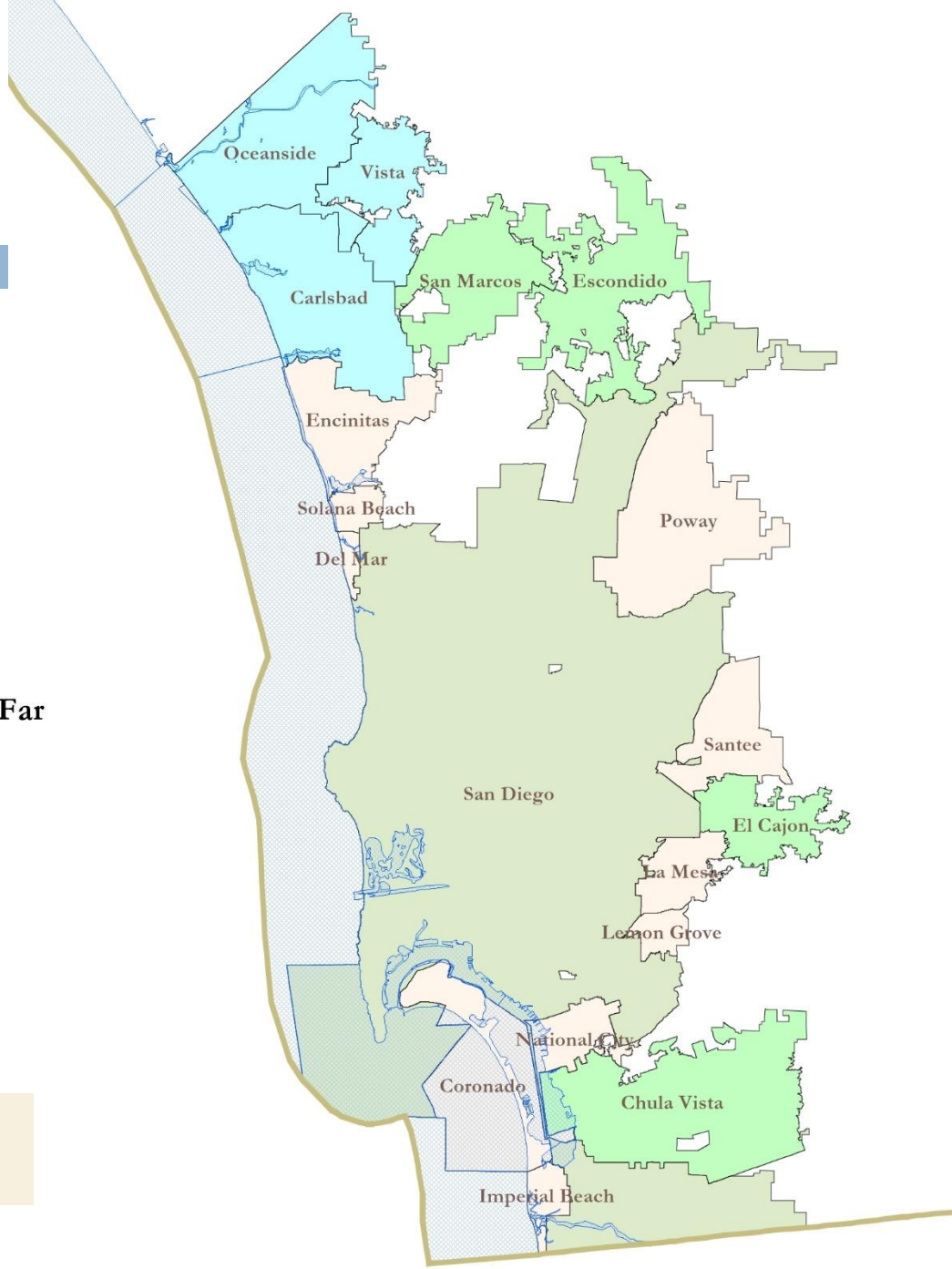
NDC
National Demographics Corporation

Proposed Timeline

Date	Event
September 6	**1st hearing: gather public input on the composition of districts**
September 20	2nd hearing: gather public input on the composition of districts
TBD	Community Forum
No later than October 4	*Draft maps released*
October 11	3rd hearing: public input on draft maps and election sequencing
November 8	4th hearing: public input on draft maps and election sequencing Vote to introduce ordinance.
November 15	Final hearing: public input on draft maps and election sequencing Final vote to adopt district map ordinance
Nov. 2018	First by-district election in one district
Nov. 2020	First by-district elections in remaining three districts

NDC
National Demographics Corporation

San Diego County is a Focus of Change



elections

- At Large, Unchallenged So Far
- By District Pre-CVRA
- Currently Challenged
- CVRA-Era Change
- Changing
- From District

Encinitas and Poway have started the change process since this map was made in May.

Traditional Districting Criteria

Federal Laws

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

Traditional Criteria

- Communities of interest
- Compact
- Contiguous
- Visible (Natural & man-made) boundaries
- Respect for voters' wishes and continuity in office
- *Planned future growth*

NDC
National Demographics Corporation

Demographic Summary

Each of the districts will need about 14,880 people for a 4-district map, or 11,904 with 5-districts.

All of these data categories can be mapped.

Race/Ethnic Profile	Count	Percent
Total Population	59,518	
Latino	8,138	14%
NH White	46,881	79%
NH Black/African-American	448	1%
NH Native American	364	1%
NH Asian-American	3,122	5%
NH Pacific Islander	148	0%
NH Other	237	0%
NH Multi-Race	180	0%
Voting Age Population total	47,233	
VAP Latino	5,804	12%
VAP NH White	38,155	81%
VAP NH Black/African-American	334	1%
VAP NH Native American	290	1%
VAP NH Asian-American	2,259	5%
VAP NH Pacific Islander	116	0%
VAP NH Other	155	0%
VAP NH Multi-Race	120	0%
Citizen VAP total	45,924	
CVAP Latino	3,908	9%
CVAP NH White	38,669	84%
CVAP NH African-American	361	1%
CVAP NH Asian & Pacific Islander	2,486	5%
CVAP Other	500	1%
Voter Registration (Nov. 2014)	38,681	
Latino Reg	2,769	7%
Asian-Surnamed Reg.	961	2%
Filipino-Surnamed Reg.	167	0%
Est. NH White Reg.	34,255	89%
Est. African-Amer. Reg	209	1%
Democratic Reg.	13,533	35%
Republican Reg.	12,431	32%
Other/No Party Reg.	12,717	33%
Voters Casting Ballots (Nov. 2014)	20,114	52%
Latino voters	1,021	5%
Asian-Surnamed voters	473	2%
Filipino-Surnamed voters	63	0%
Est. NH White voters	18,285	91%
Est. African-Amer. Reg	109	1%
Democratic voters	7,716	38%
Republican voters	7,137	35%
Other/No Party voters	5,261	26%

ACS Profile	Count	Percent
ACS Total Population	62,362	5%
Age 0 - 19	14,149	23%
Age 20 - 60	33,409	54%
Age 60+	14,805	24%
Immigrant	7,948	13%
Naturalized (pct of total immigrants)	4,333	55%
Age 5+	58,300	
Speak English at home	48,815	84%
Speak Spanish at home	5,438	9%
Speak an Asian language at home	1,500	3%
Speak other language at home	2,547	4%
Speak English only "well" or less	3,427	6%
Age 25+	45,208	
Age 25+, no HS degree	2,434	5%
Age 25+, HS degree (only)	15,992	35%
Age 25+, bachelor degree (only)	15,636	35%
Age 25+, graduate degree (only)	11,145	25%
Households	23,782	
Child under 18 in Household	6,574	28%
Income $0-25k	3,646	15%
Income $25-50k	3,039	13%
Income $50-75k	3,161	13%
Income $75-200k	9,936	42%
Income $200k+	4,000	17%
Housing units	25,810	
Single-Family	19,675	76%
Multi-Family	6,135	24%
Vacant	2,028	8%
Occupied	23,782	92%
Rented	8,980	38%
Owned	14,802	62%
Voters Casting Ballots (Nov. 2012)	32,190	82%
Latino voters	2,101	7%
Asian-Surnamed voters	768	2%
Filipino-Surnamed voters	117	0%
Est. NH White voters	28,909	90%
Est. African-Amer. Reg	176	1%

NDC
National Demographics Corporation

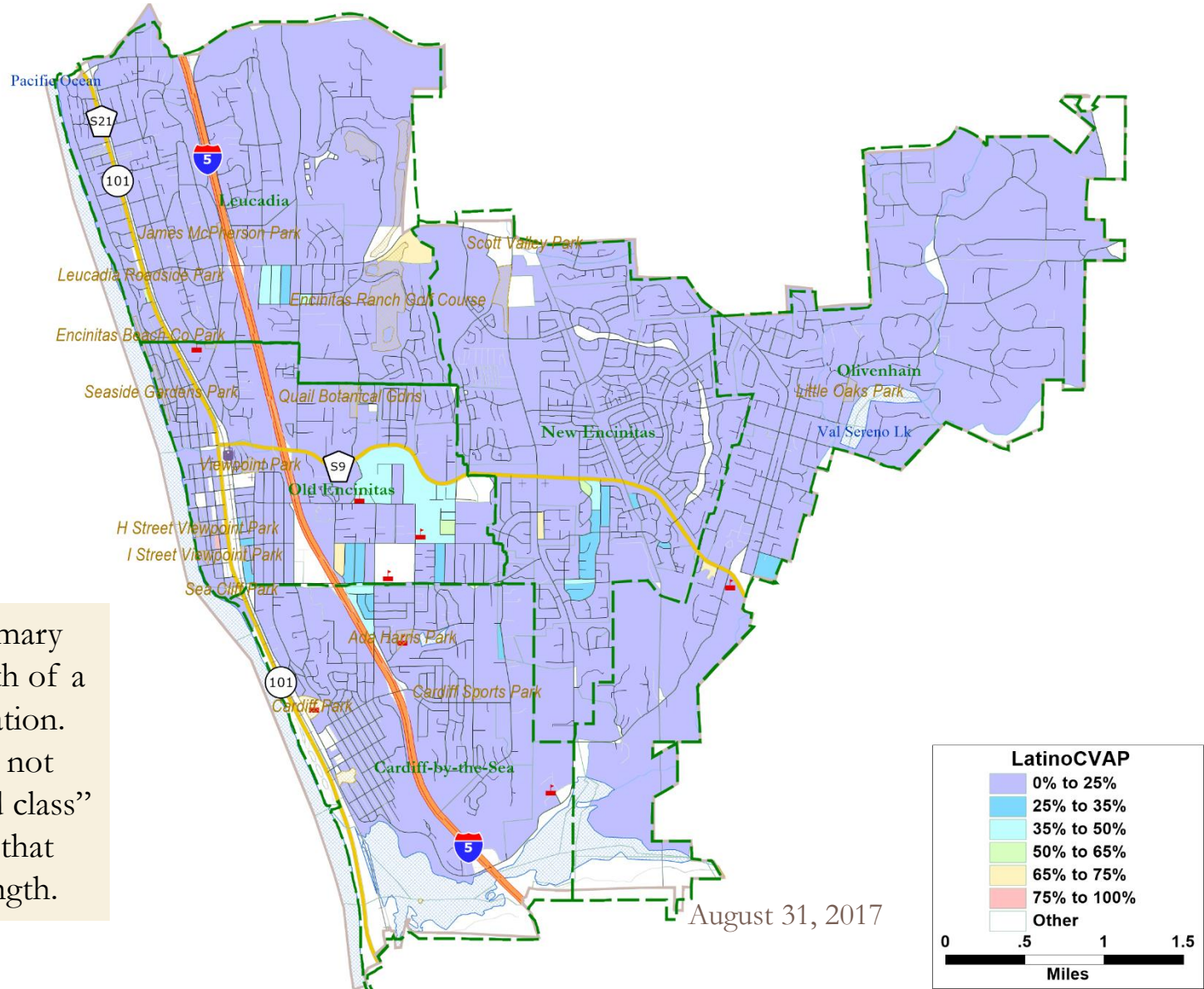
Demographics by Community

Encinitas Demographics by Community

District		Cardiff-By-The-Sea	Leucadia	New Encinitas	Old Encinitas	Olivenhain	Total
Ideal	Total Pop	10,951	12,828	17,058	13,143	5,538	59,518
11,904	Deviation from ideal	-953	924	5,154	1,239	-6,366	
	% Deviation	-8.00%	7.77%	43.30%	10.41%	-53.48%	0.00%
14,880	Deviation from ideal	-3,929	-2,052	2,178	-1,737	-9,342	
	% Deviation	-26.40%	-13.79%	14.64%	-11.67%	-62.78%	0.00%
Total Pop	% Hisp	12%	14%	12%	20%	6%	14%
	% NH White	81%	79%	80%	73%	86%	79%
	% NH Black	1%	1%	1%	1%	1%	1%
	% Asian-American	4%	5%	7%	4%	5%	5%
Voting Age Pop	Total	8,947	10,254	13,235	10,767	4,030	47,233
	% Hisp	11%	13%	10%	18%	6%	12%
	% NH White	83%	80%	82%	76%	88%	81%
	% NH Black	0%	1%	1%	1%	1%	1%
	% Asian-American	4%	5%	6%	4%	5%	5%
Citizen Voting Age Pop	Total	9,423	9,909	12,726	10,018	3,848	45,924
	% Hisp	7%	7%	9%	12%	3%	9%
	% NH White	87%	85%	84%	81%	87%	84%
	% NH Black	1%	0%	1%	0%	1%	1%
	% Asian/PacIsl.	3%	7%	6%	6%	7%	5%
Voter Registration (Nov 2014)	Total	7,298	8,278	11,637	7,604	3,864	38,681
	% Latino est.	7%	7%	7%	10%	4%	7%
	% Asian-Surnamed	2%	3%	3%	2%	3%	2%
	% Filipino-Surnamed	1%	0%	0%	1%	0%	0%
	% Spanish-Surnamed	6%	6%	6%	9%	4%	6%
	% NH White est.	90%	86%	90%	86%	93%	89%
	% NH Black	1%	1%	1%	0%	0%	1%
Voter Turnout (Nov 2014)	Total	3,679	4,173	6,499	3,573	2,191	20,114
	% Latino	5%	4%	5%	7%	3%	5%
	% Asian-Surnamed	2%	2%	2%	2%	3%	2%
	% Filipino-Surnamed	1%	0%	0%	0%	0%	0%
	% Spanish-Surnamed	5%	4%	4%	6%	3%	5%
	% NH White est.	91%	89%	92%	89%	93%	91%
	% NH Black	1%	1%	1%	0%	0%	1%
Voter Turnout (Nov 2012)	Total	6,116	6,701	9,867	6,248	3,257	32,190
	% Latino	7%	6%	6%	9%	4%	7%
	% Asian-Surnamed	2%	3%	3%	2%	2%	2%
	% Filipino-Surnamed	1%	0%	0%	0%	0%	0%
	% Spanish-Surnamed	6%	6%	5%	8%	3%	6%
	% NH White est.	90%	88%	90%	89%	93%	90%
	% NH Black est.	1%	1%	1%	0%	0%	1%

District		Cardiff-By-The-Sea	Leucadia	New Encinitas	Old Encinitas	Olivenhain	Total
ACS Pop. Est.	Total	12,454	13,203	17,363	13,530	5,812	62,362
Age	age0-19	22%	19%	24%	21%	31%	23%
	age20-60	56%	53%	50%	58%	49%	54%
	age60plus	22%	27%	25%	21%	20%	24%
Immigration	immigrants	8%	14%	13%	14%	14%	13%
	naturalized	54%	61%	53%	50%	55%	55%
Language spoken at home	english	90%	84%	82%	80%	82%	84%
	spanish	6%	8%	10%	13%	9%	9%
	asian-lang	1%	3%	3%	2%	3%	3%
	other lang	3%	5%	5%	4%	6%	4%
Language Fluency	Speaks Eng. "Less than Very Well"	3%	4%	7%	9%	6%	6%
Education (among those age 25+)	hs-grad	35%	34%	36%	37%	37%	35%
	bachelor	38%	36%	33%	33%	33%	35%
	graduatedegree	23%	26%	26%	23%	25%	25%
Child in Household	child-under18	27%	21%	32%	25%	41%	28%
Work (percent of pop age 16+)	employed	66%	55%	61%	63%	56%	61%
	Commute on Public Transit	1%	3%	2%	1%	1%	2%
Household Income	income 0-25k	15%	19%	13%	16%	13%	15%
	income 25-50k	12%	14%	12%	15%	10%	13%
	income 50-75k	12%	15%	13%	14%	12%	13%
	income 75-200k	41%	37%	47%	41%	39%	42%
	income 200k-plus	21%	16%	15%	14%	25%	17%
Housing Stats	single family	76%	72%	86%	66%	81%	76%
	multi-family	24%	28%	14%	34%	19%	24%
	vacant	7%	13%	4%	9%	8%	8%
	occupied	93%	87%	96%	91%	92%	92%
	rented	42%	43%	25%	49%	27%	38%
	owned	58%	57%	75%	51%	73%	62%

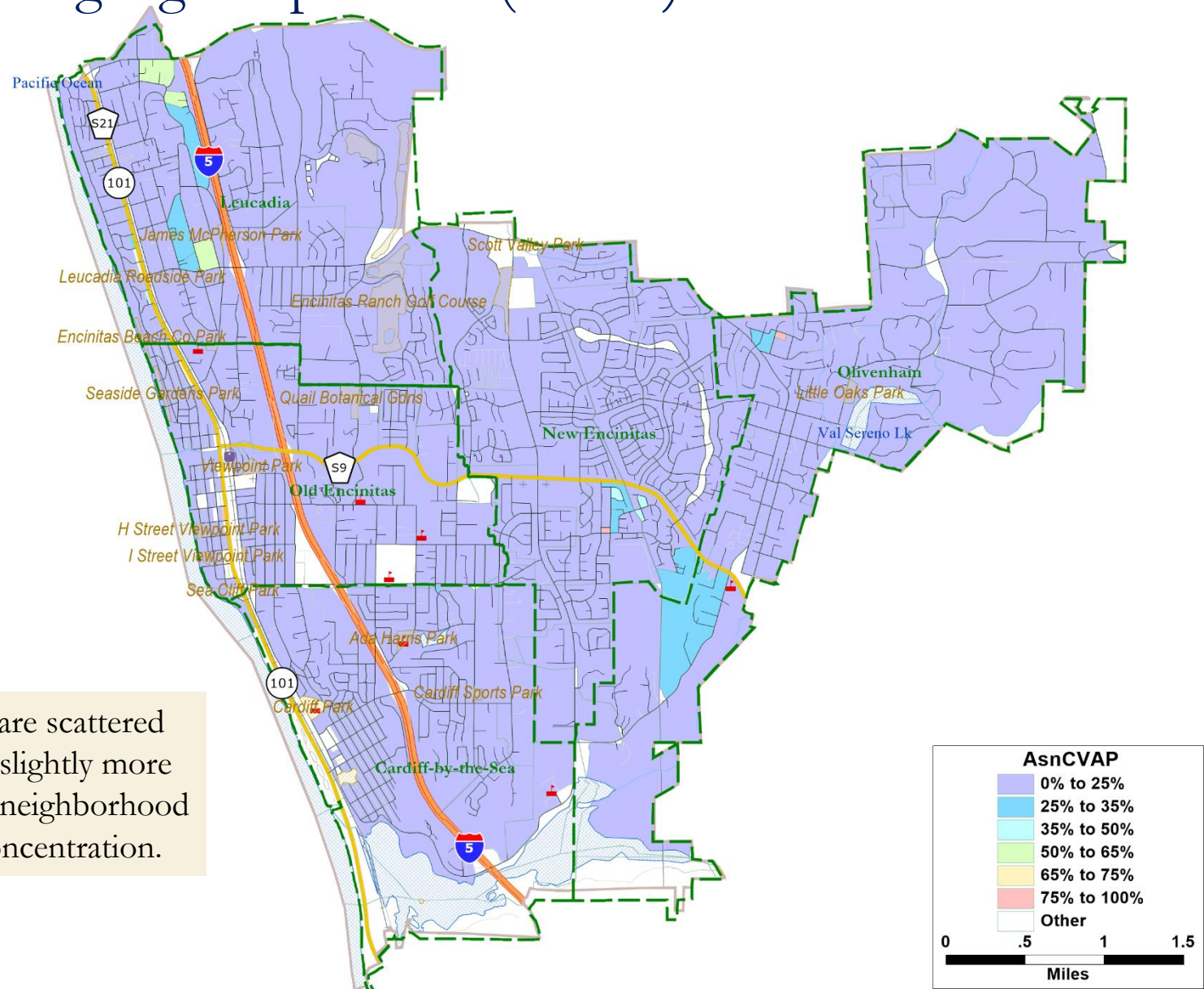
Latino Percent of Total Citizens of Voting Age Population (CVAP)



CVAP is used as the primary measure of voting strength of a "protected class" population. District borders should not divide a heavily "protected class" neighborhood in a way that dilutes their voting strength.

August 31, 2017

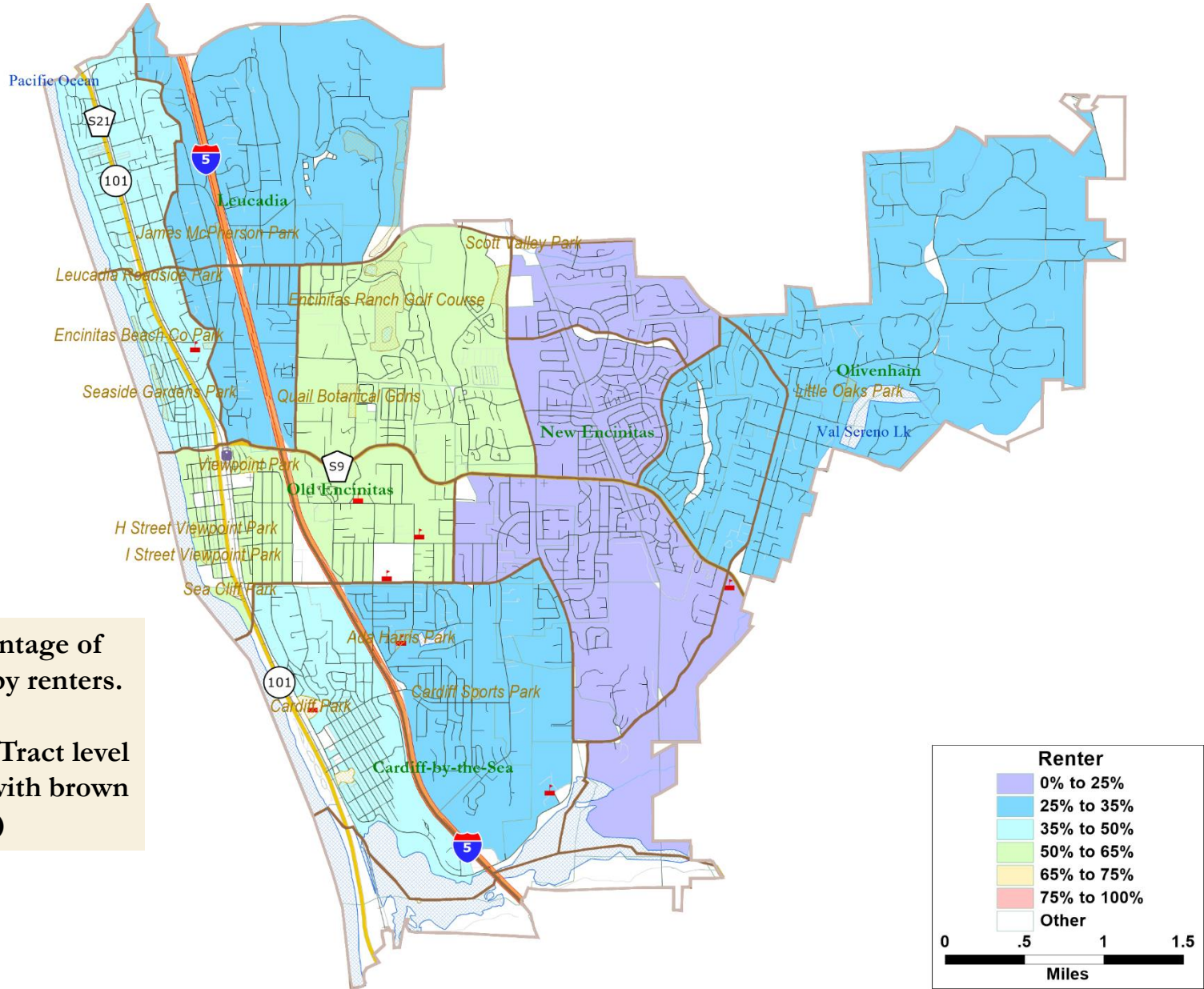
Asian-American Percent of Total Citizens of Voting Age Population (CVAP)



As with Latinos, there are scattered Census Blocks that are slightly more Asian-American, but no neighborhood or other geographic concentration.

NDC
National Demographics Corporation

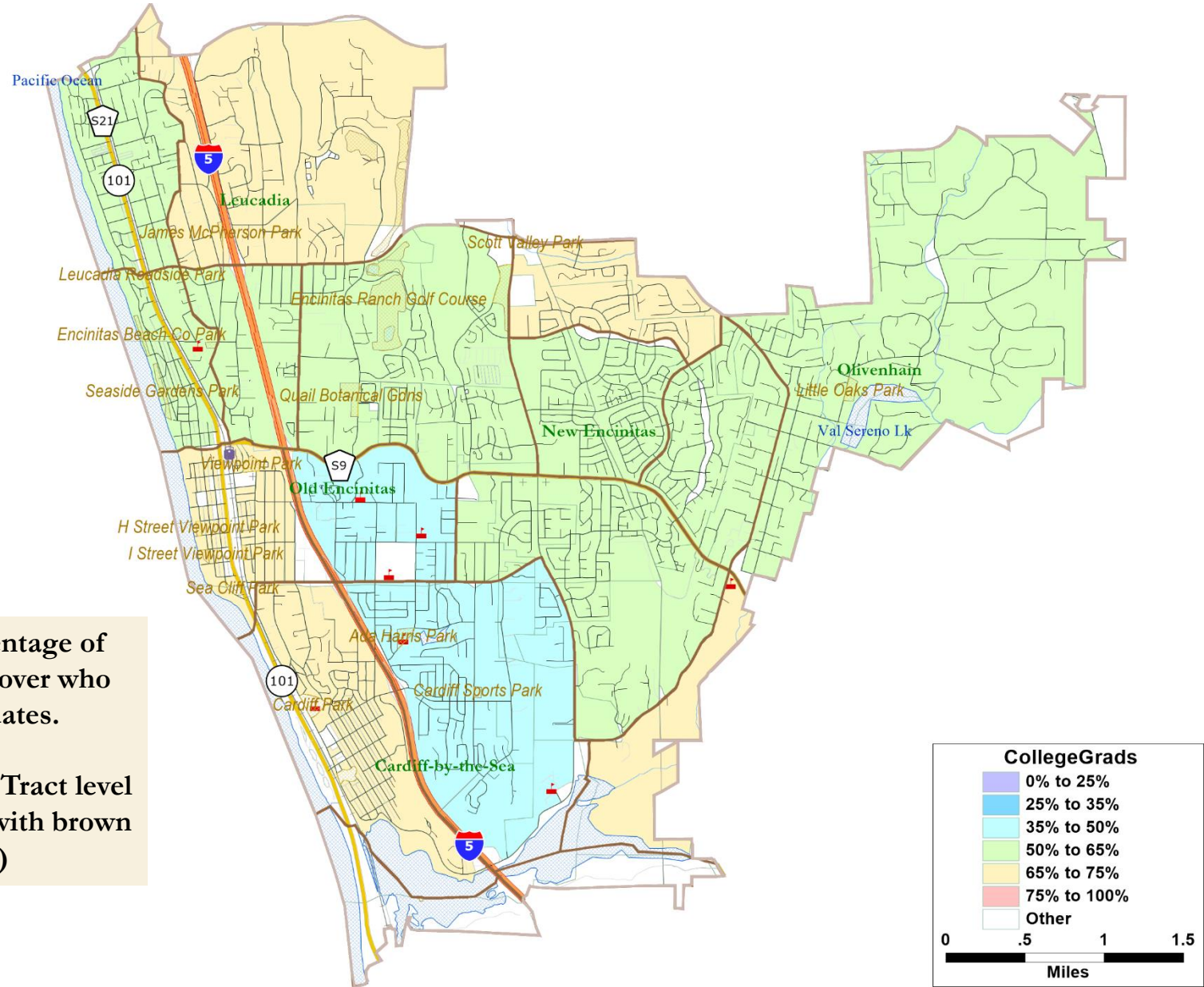
Renters



Map shows the percentage of households occupied by renters.

Data shown at Census Tract level of geography (shown with brown lines on map)

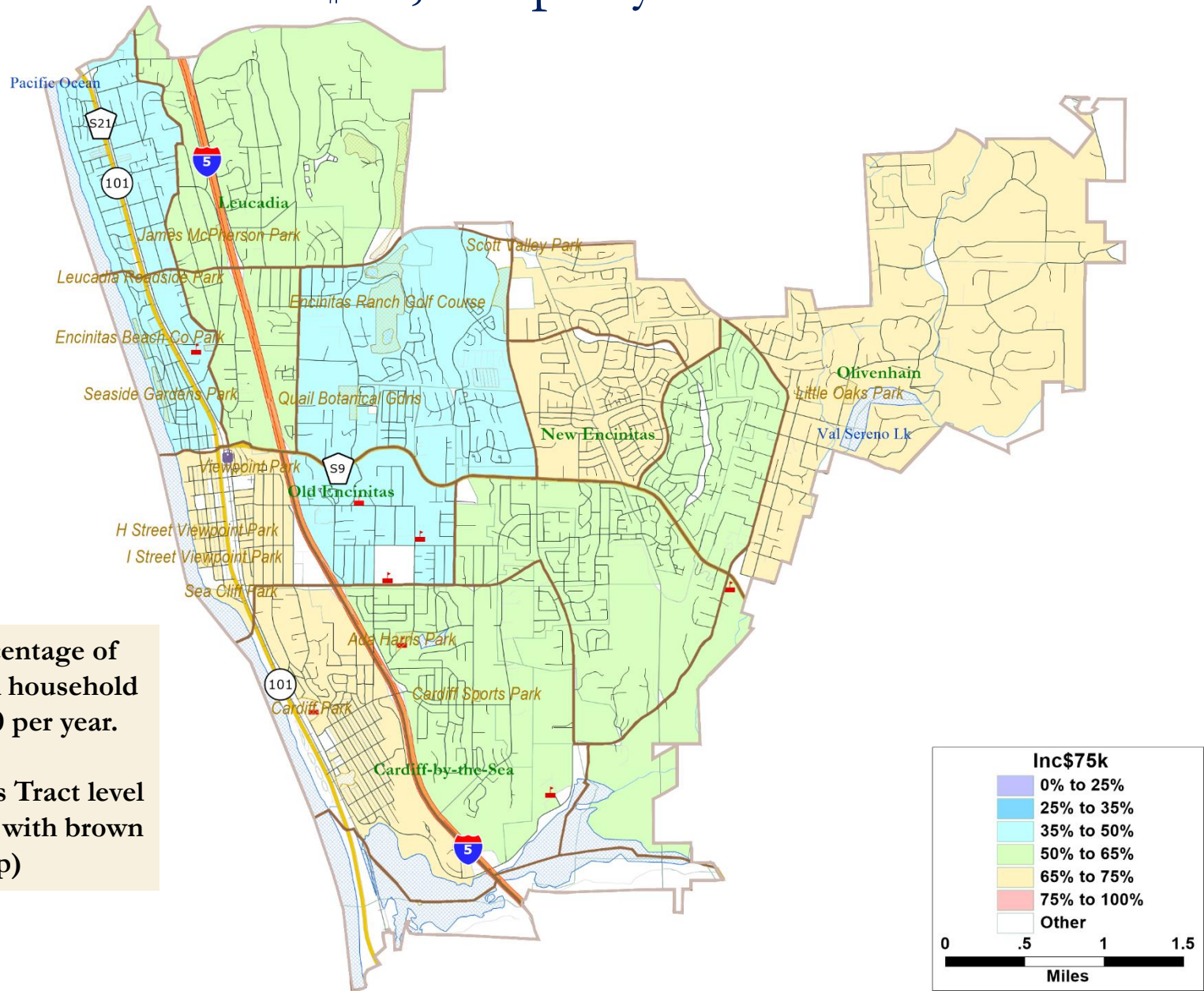
College Graduates



Map shows the percentage of residents age 25 and over who are college graduates.

Data shown at Census Tract level of geography (shown with brown lines on map)

Income over $75,000 per year



Map shows the percentage of households with total household income over $75,000 per year.

Data shown at Census Tract level of geography (shown with brown lines on map)

Defining Communities of Interest

1st Question: what is your neighborhood or community of interest?

A Community of Interest is generally defined as a neighborhood or community of shared interests, views, problems, or characteristics.

Possible community feature/boundary definitions include:

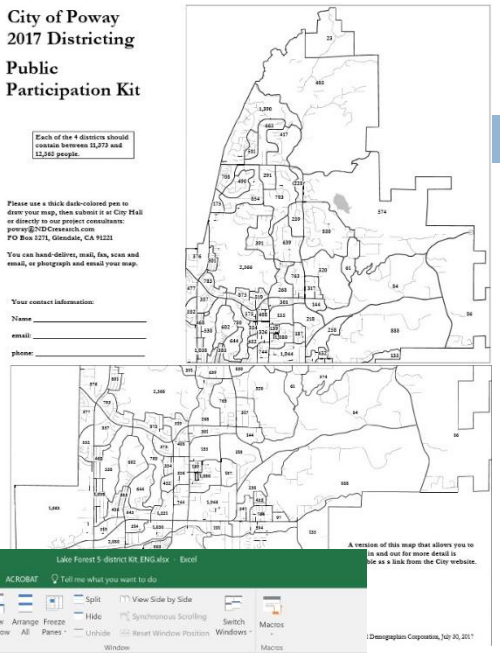
- School attendance areas
- Natural neighborhood dividing lines, such as highway or major roads, rivers, canals, and/or hills
- Areas around parks and other neighborhood landmarks
- Common issues, neighborhood activities, or legislative/election concerns
- Shared demographic characteristics
  - Such as similar levels of income, education, or linguistic isolation

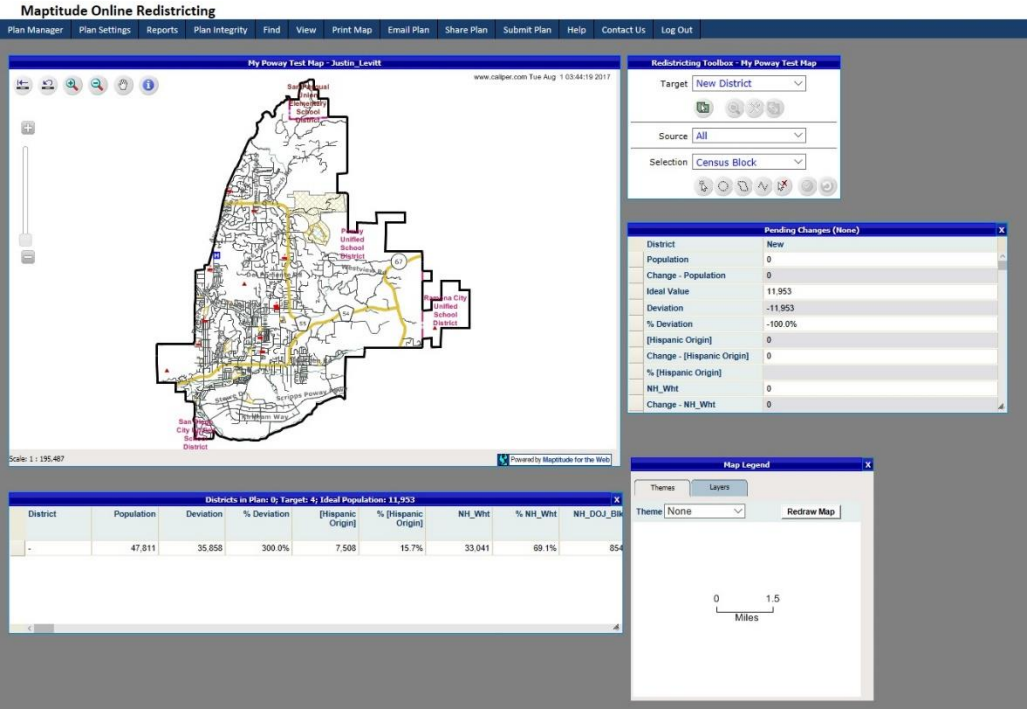
2nd Question: Does a Community of Interest want to be united in one district, or to be divided to have a voice in multiple elections?

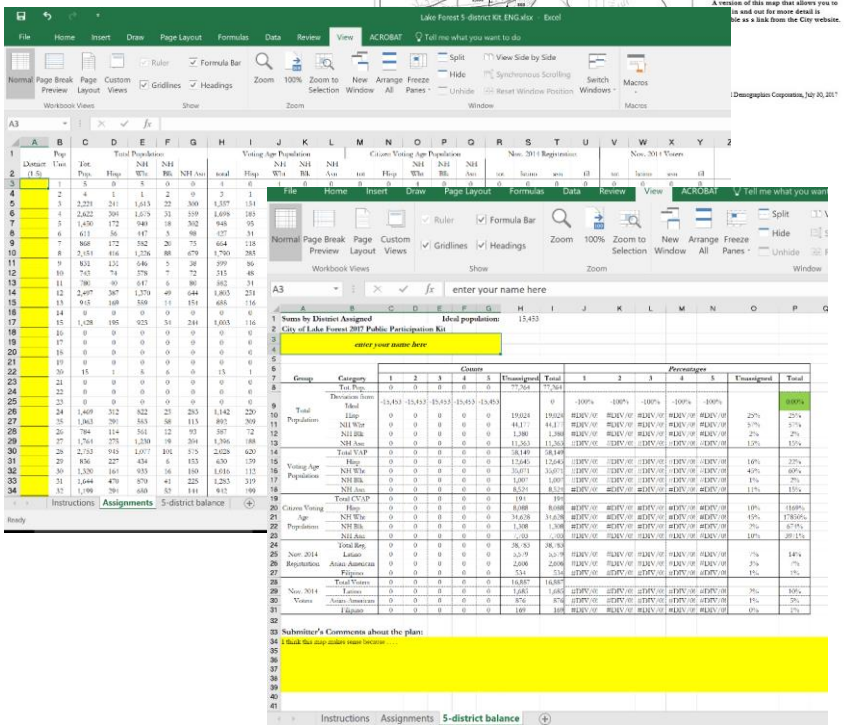
Map-Drawing Tools

Coming Soon!

- Use the paper map, the Excel kit, the online tool, or any other map
- Draw your neighborhood; draw the district you want for your area; or draw an entire citywide map
- Poway versions shown. Encinitas versions coming soon!







Public Hearing & Discussion

1. Identify key "communities of interest"
2. Discuss whether each community should be kept together in one zone or have multiple representatives