



# COUNTY OF SANTA BARBARA

## CITIZENS INDEPENDENT REDISTRICTING COMMISSION

### Summary of Proceedings 2020 Citizens Independent Redistricting Commission

Date: **Wednesday, March 17, 2021**  
Time: **6 PM – 9:20 PM**  
Place: **Remote Virtual Participation Only**

Recordings of the Commission Meetings, Agendas, Supplemental Materials and Minutes of the Citizens Independent Redistricting Commission are available on the internet at:  
[www.countyofsb.org/redistricting.sbc](http://www.countyofsb.org/redistricting.sbc)

#### BOARD ACTION SHOWN IN CAPS

#### 1. Commission Convened

##### Roll Call

Commissioners Present: Bradley, Bray, Hudley, McClintock, Morris, Ochoa, Olmedo (late-excused), Rios, Trosky, Turley, Twibell

Commissioners Absent: None

#### 2. Introduction of Legal Counsel

CHAIR MORRIS INTRODUCED ANDREA ORDIN (LEAD), FRED WOOCHEER, AND JUSTIN LEVITT, OF STRUMWASSER & WOOCHEER, AS THE COMMISSION'S LEGAL COUNSEL.

#### 3. Disclosure of ex parte communications.

DR. JOHNSON GAVE AN OVERVIEW OF THE GOOGLE FORM TO BE USED FOR COMMISSIONERS TO REPORT EX PARTE COMMUNICATIONS, AND THE PUBLIC CAN ALSO ACCESS THIS INFORMATION ON THE COUNTY'S REDISTRICTING WEBSITE AT <http://countyofsb.org/redistricting.sbc>, AND SELECT EX PARTE COMMUNICATIONS.

#### 4. Public Comment

The Public Comment period is reserved for comments on items not on the Agenda and for matters within the subject matter jurisdiction of the Citizens Independent Redistricting Commission. The Commission may adopt reasonable regulations, including time limits, on public comments. The Commission may not discuss or take action on any matter raised during the public comment section, except to decide whether to place a matter on the agenda of a future meeting.

PUBLIC COMMENT:

SCOTT RAFFERTY, HEARD REGARDING TRANSPARENCY, AGENDA POSTING, PUBLIC RECORDS REQUESTS, EX PARTE COMMUNICATIONS, AND THE CLOSED SESSION.

WRITTEN COMMENT:

NO WRITTEN COMMENTS SUBMITTED.

5. Approval of Minutes of March 3, 2021.

MOTION TO ACCEPT THE MINUTES OF MARCH 3, 2021.

MOTION CARRIED: 10 AYES 1 ABSENT

6. Planning discussion on Commission outreach efforts.

DR. JOHNSON PRESENTED INFORMATION ON THE GOOGLE SHEET LOCATED ON THE COUNTY'S REDISTRICTING WEBSITE <http://countyofsb.org/redistricting.sbc>, THAT LISTS COMMUNITY AND RELIGIOUS GROUPS AND ORGANIZATIONS THAT MAY BE INTERESTED IN THE PROCESS. ANYONE CAN ADD A GROUP OR ORGANIZATION NAME AND PUBLIC CONTACT INFORMATION TO THE LIST.

VICE CHAIR TURLEY ASKED ABOUT MOVING OR ADDING ANOTHER LANGUAGE OPTION BUTTON FOR EASIER ACCESS TO THE COMMISSION WEBSITE, AND DR. JOHNSON WILL WORK WITH THE COUNTY TO ADDRESS THE CONCERN.

DR. JOHNSON SUGGESTED USING AN OUTREACH AND COMMUNICATIONS CONSULTANT WITH EXPERTISE IN REDISTRICTING PROJECTS TO WORK WITH THE COMMISSION AND COUNTY STAFF TO DEVELOP FLYERS, SOCIAL MEDIA CONTENT, EMAIL MESSAGING, PRESENTATIONS, INFORMATIONAL VIDEOS, RADIO ADVERTISEMENT, AND OP-EDS, INCLUDING BI-LINGUAL MESSAGING. THE COMMISSION WOULD HAVE THE FINAL DECISION OVER ALL OUTREACH MATERIALS.

COMMISSIONER BRADLEY SUGGESTED CREATING A BASIC DOCUMENT EXPLAINING REDISTRICTING THAT COMMISSIONERS CAN USE AT PUBLIC MEETINGS AND WOULD ALSO BE AVAILABLE TO THE PUBLIC.

COMMISSIONER RIOS SUGGESTED CONSIDERATION OF TRANSLATION IN OTHER LANGUAGES IN ADDITION TO SPANISH.

DR. JOHNSON, ANTICIPATES THREE COMMUNICATION WAVES: GETTING STARTED –

TELL US ABOUT YOUR NEIGHBORHOOD; DRAFT MAP SUBMISSION; AND FINAL MAPS SELECTION.

CHAIR MORRIS ASKED AT WHAT POINT IN THE CYCLE SHOULD THE SOCIAL MEDIA PAGE(S) BE CREATED, WHAT CHANNELS AND PLATFORMS TO TARGET, AND WHO WOULD ASSIST WITH THIS TASK. DR. JOHNSON STATED THAT THE COUNTY'S COMMUNICATIONS MANAGER, GINA DePINTO, AND THE CONSULTANTS WILL WORK WITH THE COMMISSION TO DECIDE THAT.

COMMISSIONER RIOS SUGGESTED TARGETING SPECIFIC AUDIENCE GROUPS USING THEIR PREFERRED SOCIAL MEDIA PLATFORM.

VICE CHAIR TURLEY SUGGESTED LOOKING AT THE COUNTY'S EXISTING SOCIAL MEDIA PLATFORMS, IDENTIFY THE FOLLOWERS, AND POSSIBLE CREATION OF A COMMISSION BASED MEDIA ACCOUNT. MS. ORDIN COMMENTED ABOUT INCLUDING A SOCIAL MEDIA EX PARTE COMMUNICATIONS ITEM ON THE NEXT AGENDA.

DR. JOHNSON MENTIONED PREVIOUS DISCUSSION ABOUT A "CATCH PHRASE," AND SUGGESTED POSTING A GOOGLE SHEETS SURVEY FOR RESIDENTS TO SUBMIT CATCH PHRASE NAMES. HE RECOMMENDED COMMISSIONERS SHOULD THINK ABOUT THE SELECTION OF FORMER COMMISSION CANDIDATES AND COMMUNITY MEMBERS TO SERVE ON THE OUTREACH ADVISORY TEAM. HE ALSO COMMENTED THAT THE STATE COMMISSION HAS INVITED ORGANIZATIONS TO ASK FOR EDUCATION OUTREACH MEETINGS, AND ASKED IF THE COMMISSION WANTS TO CONSIDER A JOINT MEETING WITH THE STATE. COMMISSIONER BRADLEY COMMENTED THAT A LOT CAN BE LEARNED FROM THE STATE'S EXPERIENCE AND BE USEFUL TO THE COMMISSION, HOWEVER, MAKE IT CLEAR THAT THE STATE PROCESS DIFFERS FROM THE COUNTY, AND WILL HAVE A DIFFERENT OUTCOME. CHAIR MORRIS SUGGESTED A WORKSHOP OR INFORMATIONAL SESSION WITH A GENERAL EXPLANATION OF THE ENTIRE PROCESS AND SHOW THE DIFFERENCES. COMMISSIONER TROSKY EXPRESSED CONCERNS IT MAY BE CONFUSING, SEND MIXED MESSAGES, AND SUGGESTED REVIEWING THE STATE MATERIALS AND INCORPORATE INTO THE COUNTY PRESENTATION. NDC WILL CONTACT THE STATE AND REPORT BACK TO THE COMMISSION. CHAIR MORRIS SUGGESTED APPOINTING A SUB COMMITTEE TO DEVELOP THE STRATEGIES. MS. DePINTO PROVIDED INFORMATION ABOUT THE COUNTY'S SOCIAL MEDIA PLATFORMS, INCLUDING A SPANISH TWITTER ACCOUNT.

PUBLIC COMMENT:

SPENCER BRANDT, HEARD REGARDING OUTREACH, EFFECTIVE COMMUNICATIONS, AND HAVING A "LOCAL VOICE" SPEAK FOR THE COMMISSION.

LEE HELLER, HEARD IN AGREEMENT WITH MR. BRANDT, LIKES THE IDEA OF A WORKING GROUP, AND ENCOURAGED DIVERSITY AND REPRESENTATION IN SELECTING THE MEMBERS.

ANDY CALDWELL, HEARD IN AGREEMENT THAT DIRECT COMMUNICATION IS VALUABLE, SUGGESTED MAKING A SHORT VIDEO THAT EXPLAINS THE COMMISSIONS GOALS, AND INTERVIEWS WITH TALK SHOWS.

VICE CHAIR TURLEY COMMENTED ABOUT THE STATE WEBSITE <https://www.wedrawthelinesca.org/>, AND SUGGESTED ADDING A TIMELINE TO THE COMMISSION'S WEBSITE.

7. Training Topic #3: The decennial Census and other demographic, geographic and socio economic data used in redistricting.

DR. JOHNSON PRESENTED INFORMATION ABOUT THE DECENNIAL CENSUS, DEMOGRAPHIC, GEOGRAPHIC, AND SOCIOECONOMIC DATA USED IN REDISTRICTING

COMMISSIONER BRADLEY ASKED ABOUT THE COURSE OF ACTION TAKEN FOR MISSING DATA, AND DR. JOHNSON RESPONDED THAT DISTRICTS CAN HAVE SLIGHT POPULATION DEVIATIONS; HOWEVER, THE COMMISSION IS REQUIRED BY STATE LAW TO USE THE STATE TOTAL POPULATIONS COUNT.

COMMISSIONER OLMEDO ASKED ABOUT CENSUS DATA COLLECTED ON THE RESERVATION, AND IF THEY LOOKED AT INDIAN HEALTH SERVICE DATA TO ENSURE COMMUNITIES OF INTERESTS DATA WAS INCLUDED, AND DR. JOHNSON STATED THEY WERE INCLUDED IN THE CENSUS PLANNING.

COMMISSIONER BRADLEY INQUIRED IN REGARD TO OUTREACH TO COMMUNITIES OF INTEREST, HOW TO WEIGH THE TESTIMONY AGAINST DATA, AND IS THERE A LEGAL CHALLENGE OR PRECEDENCE, AND DR. JOHNSON STATED IT'S THE COMMISSION'S DECISION.

DR. PHILLIPS DEMONSTRATED HOW TO NAVIGATE THROUGH THE GIS DATA FOR SANTA BARBARA COUNTY (FROM THE COMMISSION HOME PAGE, CLICK STORYMAP OR WEBAPP), AND EXPLAINED THE INFORMATION.

COMMISSIONER MCCLINTOCK ASKED IF THERE COULD BE A LINK TO THE LAYER WITH A DESCRIPTION. DR. PHILLIPS STATED THE PLATFORM DOESN'T HAVE THAT ABILITY; HOWEVER, HE CAN CREATE A SPREADSHEET THAT SHOWS THE TITLES, AND REFERENCE THE SOURCE WITH AN IN-DEPTH DESCRIPTION.

8. Discussion and possible action regarding future training sessions and other future agenda items.
  - CRITERIA (SAMPLE MAPS)
  - FEDERAL VOTING RIGHTS ACT
  - EXAMPLES OF OTHER COMMISSIONS PAST EXPERIENCE
  - GUIDANCE ON EX PARTE COMMUNICATIONS
  - TRAINING ON CONDUCTING A MEETING, PUBLIC COMMENT, SOCIAL MEDIA AND COMMUNICATIONS WITH THE PRESS
  - COUNTY EMAIL ADDRESS FOR COMMISSIONERS
9. Conference with Legal Counsel—Anticipated Litigation  
Significant exposure to litigation pursuant to paragraph (2) of subdivision (d) of Section 54956.9. A point has been reached where, in the opinion of the legislative body of the local agency on the advice of its legal counsel, based on existing facts and circumstances, there is a significant exposure to litigation against the local agency.

Number of cases: Two

MS. ORDIN ANNOUNCED THE FOLLOWING ITEMS WILL BE DISCUSSED IN CLOSED SESSION – ANTICIPATED LITIGATION:

- COALITION OF LABOR, AGRICULTURE, AND BUSINESS VS SANTA BARBARA COUNTY BOARD OF SUPERVISORS AND COUNTY OF SANTA BARBARA CITIZENS INDEPENDENT REDISTRICTING COMMISSION
- LETTER FROM CHAIRMAN OF THE CALIFORNIA HISPANIC CHAMBERS OF COMMERCE, AND SANTA BARBARA COUNTY REPUBLICAN PARTY

PUBLIC COMMENT:

SCOTT RAFFERTY, HEARD REGARDING CONCERNS ABOUT LITIGATION AUTHORITY.

RECESSED THE MEETING FOR CLOSED SESSION AT 8:15 PM.

THE MEETING RECONVENED AT 9:19 PM.

MR. WOOCHEER ANNOUNCED THERE WAS NO REPORTABLE ACTION TAKEN IN CLOSED SESSION.

ADJOURNMENT – The next meeting is scheduled for Wednesday, April 7, 2021, at 6 p.m.

Agenda Packet Items:

Item 05 Minutes of March 3, 2021

Item 07 Redistricting Data Presentation

Item 08 Proposed Future Agenda Items  
Item 09 Letter from Mark P. Meuser of Dhillon Law Group Inc.  
Item 09 Charles H, Bell, Jr. Letter Hispanic Chamber Republican Party