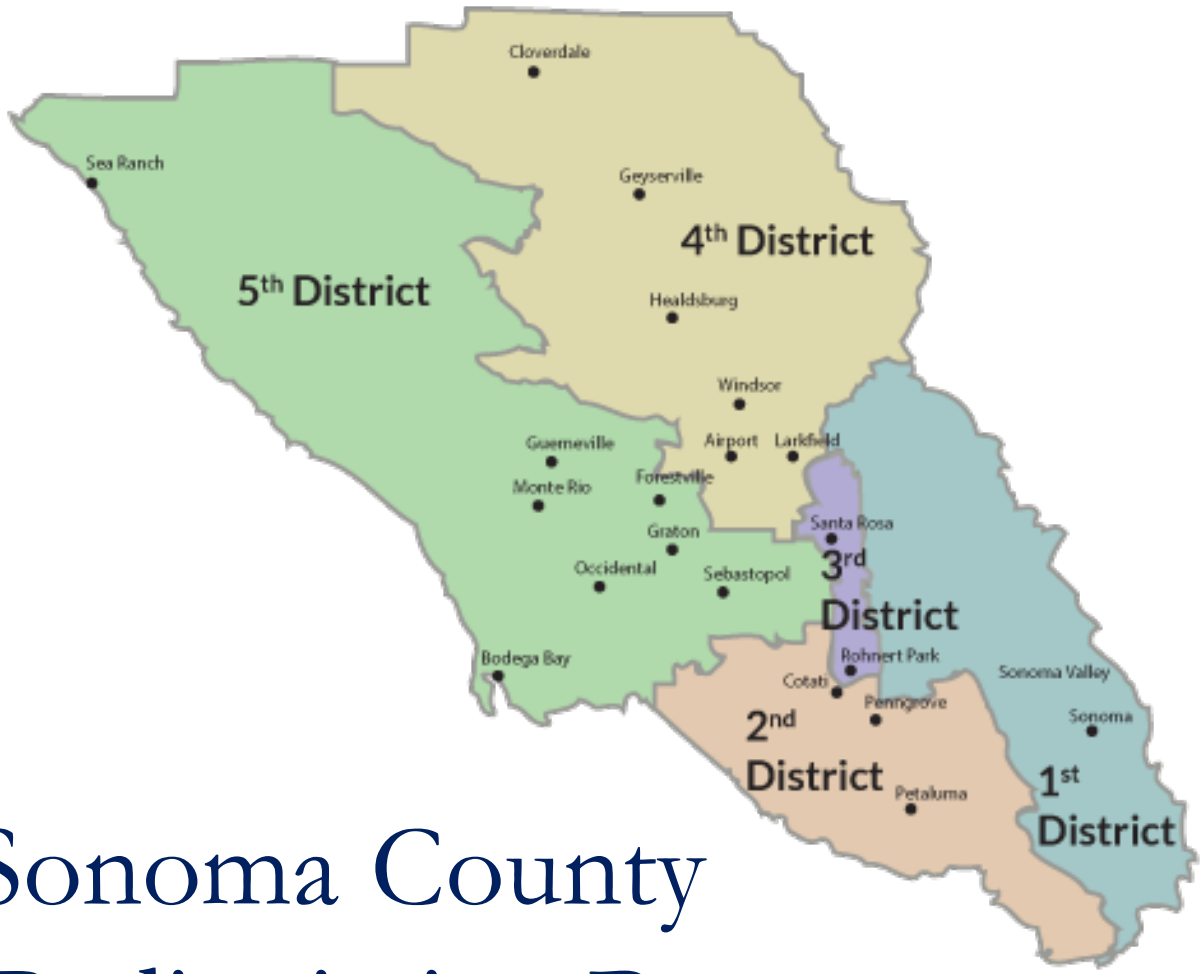
NDC

National Demographics Corporation



Sonoma County 2021 Redistricting Process

September 1 2021

Redistricting Rules and Goals

1. Federal Laws

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

2. California Criteria for Counties

1. Geographically contiguous
2. Undivided neighborhoods and "communities of interest"
   (Socio-economic geographic areas that should be kept together)
3. Cities and CDP's
4. Easily identifiable boundaries
5. Compact
   (Do not bypass one group of people to get to a more distant group of people)

Prohibited:

"Shall not favor or discriminate against a political party."

3. Other Traditional Redistricting Principles

- Minimize voters shifted to different election years
- Respect voters' choices / continuity in office
- Future population growth
- Preserving the core of existing districts

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Demographic Summary of Existing Districts

Sonoma County - Current (2020) Districts							
Category	Field	1	2	3	4	5	Count
2020 Est. Population	2020 Estimated Pop.	96,544	100,352	100,761	98,229	103,885	499,772
	Estimated Deviation	-3,410	398	807	-1,725	3,931	7,342
	Est. Pct. Deviation	-3.41%	0.40%	0.81%	-1.73%	3.93%	7.35%
Citizen Voting Age Pop	Total	73,141	73,343	68,282	68,963	72,766	356,494
	Hisp	11%	13%	19%	21%	18%	16%
	NH White	83%	79%	70%	71%	73%	75%
	NH Black	1%	2%	3%	1%	2%	2%
	Asian/Pac.Isl.	4%	5%	6%	4%	4%	5%

Estimates using official 2020 demographic data and NDC's estimated total population figures.

Each of the five districts must contain about 99,954 people.

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Voter Registration (Nov 2020)	Total	64,415	65,344	53,440	59,237	60,110	302,546
	Latino est.	10%	12%	19%	20%	18%	16%
	Spanish-Surnamed	9%	11%	17%	18%	16%	14%
	Asian-Surnamed	2%	2%	3%	2%	2%	2%
	Filipino-Surnamed	1%	1%	1%	1%	1%	1%
	NH White est.	85%	80%	71%	75%	77%	78%
	NH Black	1%	2%	3%	2%	3%	2%
Voter Turnout (Nov 2020)	Total	58,428	58,845	45,978	52,663	52,656	268,569
	Latino est.	10%	12%	18%	18%	16%	14%
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	Filipino-Surnamed	1%	1%	1%	1%	1%	1%
	NH White est.	86%	81%	72%	77%	79%	79%
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Voter Turnout (Nov 2018)	Total	48,279	45,592	34,608	39,720	41,060	209,258
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	Asian-Surnamed	2%	2%	2%	2%	2%	2%
	Filipino-Surnamed	1%	1%	1%	1%	1%	1%
	NH White est.	89%	86%	79%	82%	83%	84%
	NH Black est.	1%	1%	3%	1%	2%	2%

Sonoma County - Current (2020) Districts

Category	Field	1	2	3	4	5	Count
Age	age0-19	19%	22%	24%	24%	22%	22%
	age20-60	45%	53%	56%	51%	52%	51%
	age60plus	36%	25%	20%	26%	27%	26%
Immigration	immigrants	14%	14%	19%	16%	19%	16%
	naturalized	48%	48%	41%	46%	39%	44%
Language spoken at home	english	81%	79%	69%	72%	72%	74%
	spanish	13%	15%	25%	23%	23%	20%
	asian-lang	3%	2%	4%	2%	3%	3%
	other lang	4%	3%	3%	3%	2%	3%
Language Fluency	Speaks Eng. "Less than Very Well"	7%	9%	14%	13%	14%	11%
Education (among those age 25+)	hs-grad	39%	44%	45%	45%	45%	44%
	bachelor	26%	25%	20%	21%	19%	22%
	graduatedegree	18%	13%	10%	11%	12%	13%
Child in Household	child-under18	22%	29%	29%	31%	27%	28%
Pct of Pop. Age 16+	employed	59%	66%	68%	67%	65%	65%
Household Income	income 0-25k	12%	11%	16%	11%	14%	13%
	income 25-50k	16%	15%	20%	15%	18%	17%
	income 50-75k	16%	16%	19%	15%	17%	17%
	income 75-200k	42%	45%	39%	47%	42%	43%
	income 200k-plus	15%	13%	6%	12%	9%	11%
Housing Stats	single family	84%	82%	62%	84%	88%	80%
	multi-family	16%	18%	38%	16%	12%	20%
	rented	34%	36%	53%	34%	36%	39%
	owned	66%	64%	47%	66%	64%	61%

Total population estimates calculated by NDC using 2010 Census and 2015-2019 American Community Survey data. Surname-based Voter Registration and Turnout data from the California Statewide Database. Latino voter registration and turnout data are Spanish-surname counts adjusted using Census Population Department undercount estimates. NH White and NH Black registration and turnout counts estimated by NDC. Citizen Voting Age Population, Age, Immigration, and other demographics from the 2015-2019 American Community Survey and Special Tabulation 5-year data.

NDC

All Submitted Maps are Professionally Produced by NDC for Public Review

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A Demographic Summary is Prepared by NDC for All Submitted Maps

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NDC

SonomaCounty.ca.gov/Redistricting

Draw a Map

- Email: Redistricting2021@Sonoma-County.org

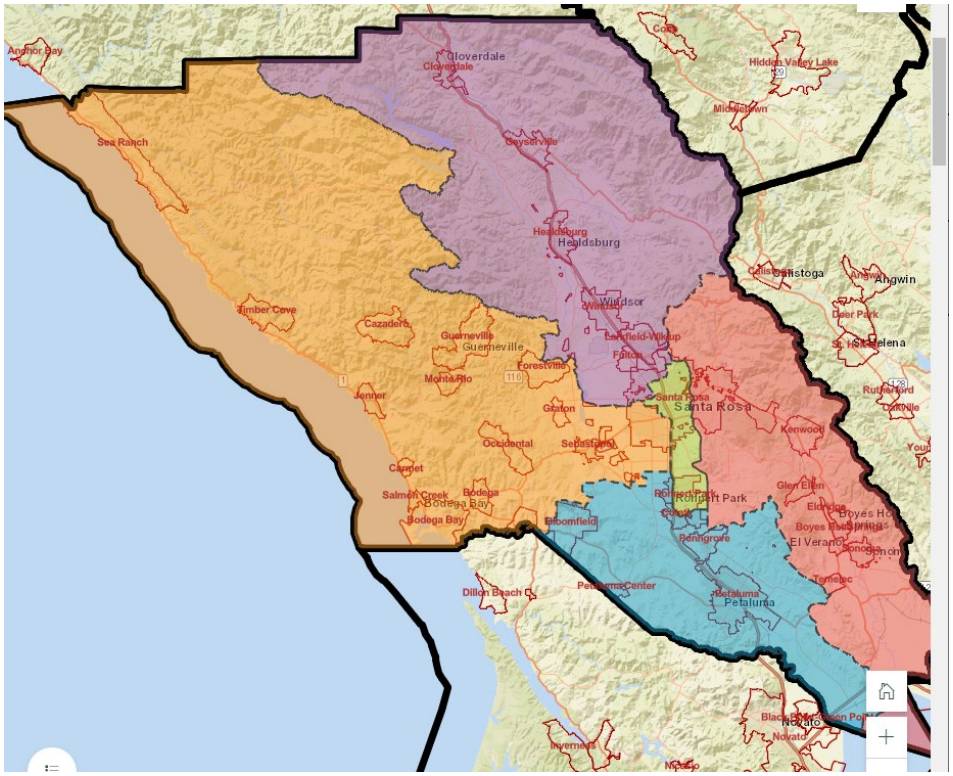
Story Map

- Easy to use "story" of demographic and other data
  - *Story Map is similar to PowerPoint, but interactive*
  - *Used to identify "communities of interest" or draw all five districts.*

Sonoma County Geography

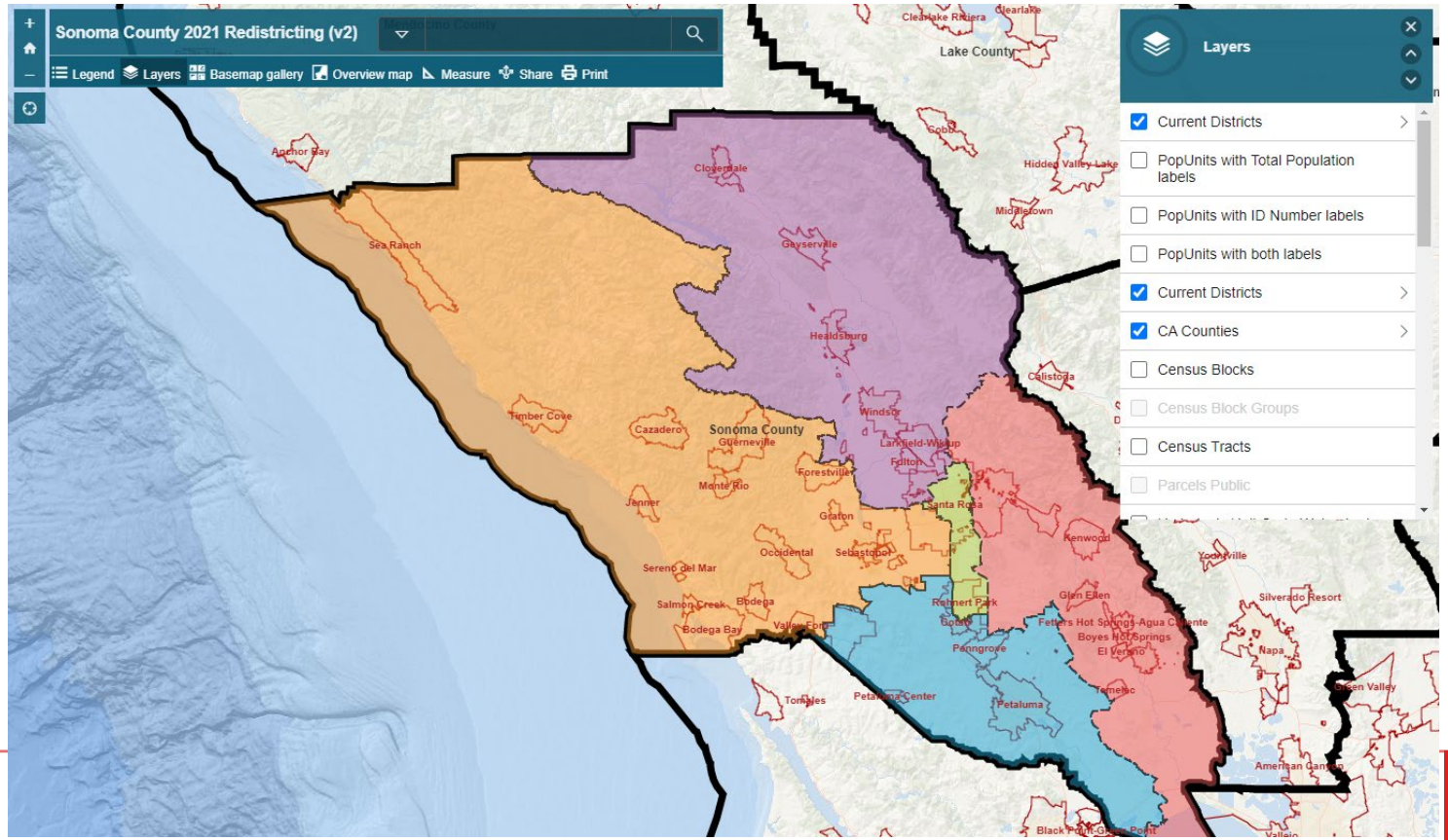
These are some important geographic areas in Santa Barbara County

- Current Districts
- Census Tracts
- Census Block Groups
- Census Blocks
- Cities & Census Designated Places (CDPs)



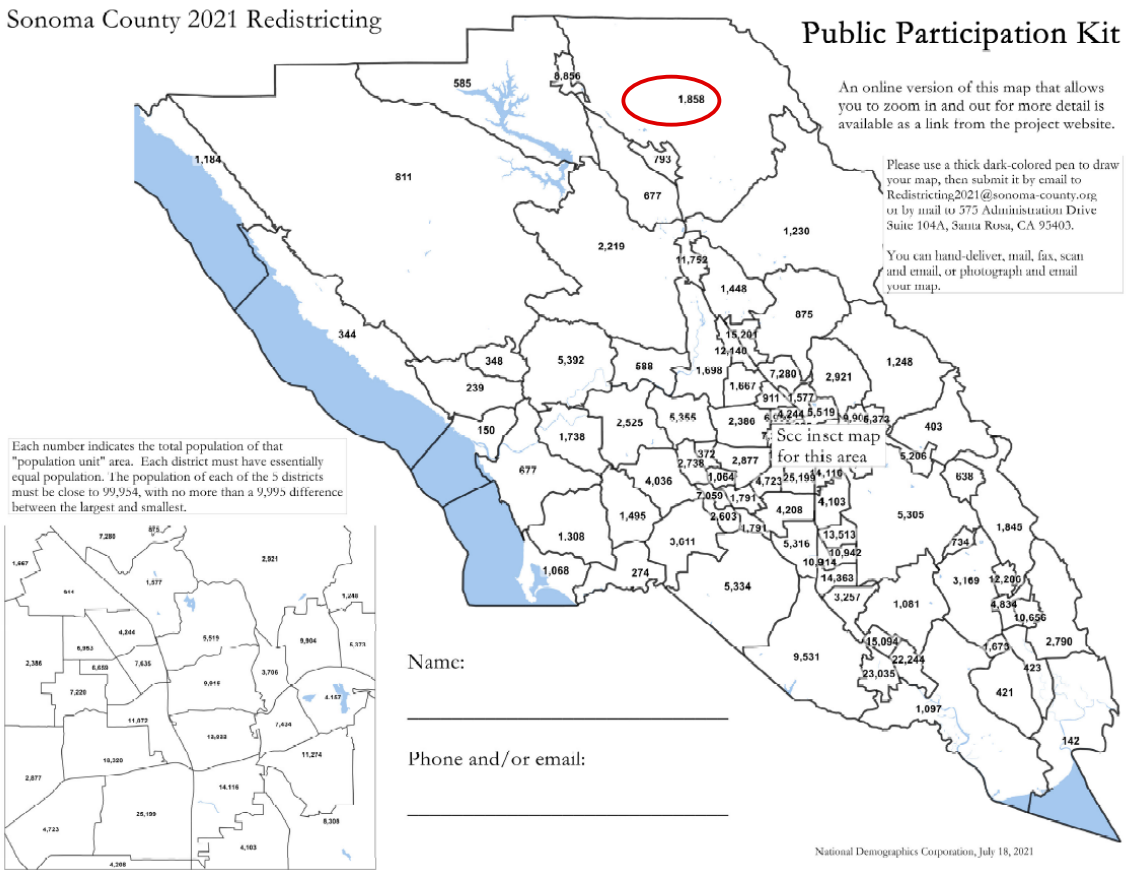
Simple Map Review Tool

- 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 Story Map data*



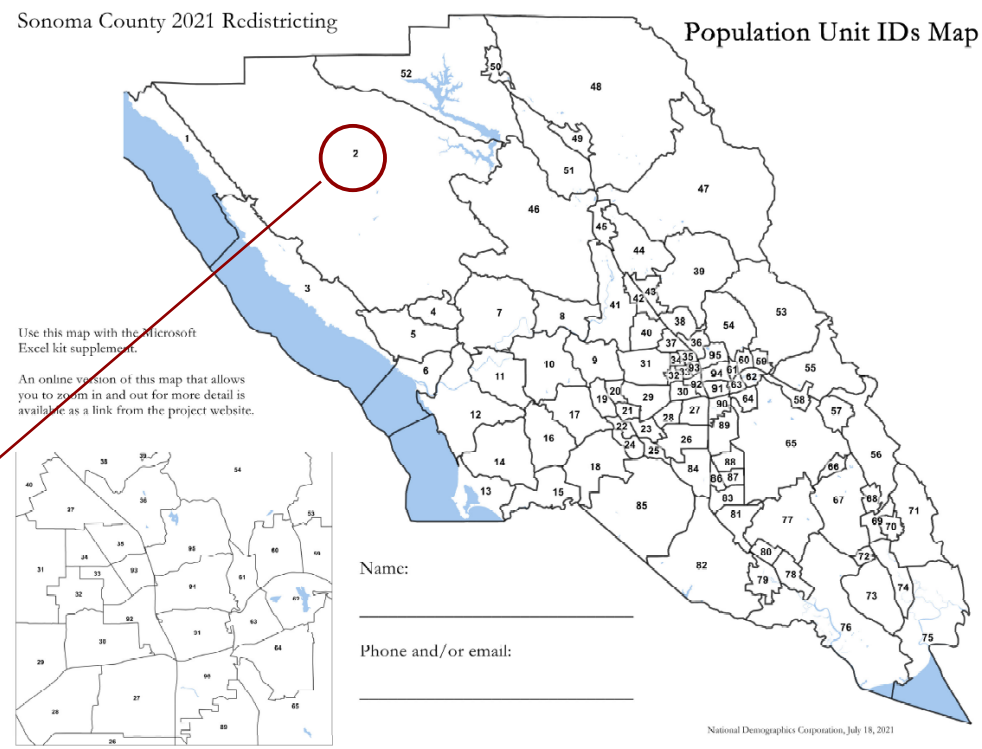
Simple Map Drawing Tool

- Paper "Public Participation Kit"
  - *For those without internet access or who prefer paper*
  - *Total Population Counts only – no demographic numbers*
  - *Geographic units would be tracts, CDP's and smaller cities*



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*
  - *Geographic units would be tracts, CDP's and smaller cities*



AutoSave Off — 2c Participation Kit Excel English (2) - Excel

File Home Insert Draw Page Layout Formulas Data Review

A6

	A	B	C	D	E	F	G	H	I	J	K
1	Quick Reference: Total Population & Deviation from Ideal by dist										
2	D1:	0	-99,954	D2:	0	-99,954	D3:	0	-99,954	D4:	0
3											
4		Pop	Total	Citizen Voting Age Population					Nov. 2020 Registration		
5	District (1-5)	Unit	Est. Pop.	tot	Hisp	NH Wht	NH Blk	NH Asn	tot	latino	asn
6			1,184	1,017	29	965	7	16	937	39	11
7		2	811	682	65	513	0	20	591	40	5
8		3	344	303	11	275	3	14	337	19	3
9		4	348	283	20	260	0	0	214	8	3
10		5	239	212	26	186	0	0	117	5	2
11		6	150	130	11	119	0	0	98	7	5

Sums by District Assigned — **Ideal population:** 99,954

Sonoma County 2021 Redistricting Public Participation Kit

enter your name here

		Counts							Percentages						
Group	Category	1	2	3	4	5	Unassigned	Total	1	2	3	4	5	Unassigned	Total
Total Est. 2020 Population	Tot. Pop.	0	0	0	0	0	499,772	499,772							
	Deviation from Ideal	-99,954	-99,954	-99,954	-99,954	-99,954		0	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%		0.00%
Citizen Voting Age Population	Total CVAP	0	0	0	0	0	356,494	356,494							
	Hisp	0	0	0	0	0	58,209	58,209	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	12%	16%
	NH Wht	0	0	0	0	0	268,350	268,350	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	54%	75%
	NH Blk	0	0	0	0	0	6,413	6,413	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	1%	2%
	NH Asn	0	0	0	0	0	16,098	16,098	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	3%	5%
Nov. 2020 Registration	Total Reg.	0	0	0	0	0	302,546	302,546							
	Latino	0	0	0	0	0	47,451	47,451	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	9%	16%
	Asian-American	0	0	0	0	0	6,567	6,567	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	1%	2%
	Other	0	0	0	0	0	248,528	248,528	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	50%	82%
Nov. 2020 Voters	Total Voters	0	0	0	0	0	268,569	268,569							
	Latino	0	0	0	0	0	38,472	38,472	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	8%	14%
	Asian-American	0	0	0	0	0	5,642	5,642	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	1%	2%
	Other	0	0	0	0	0	224,455	224,455	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	45%	84%

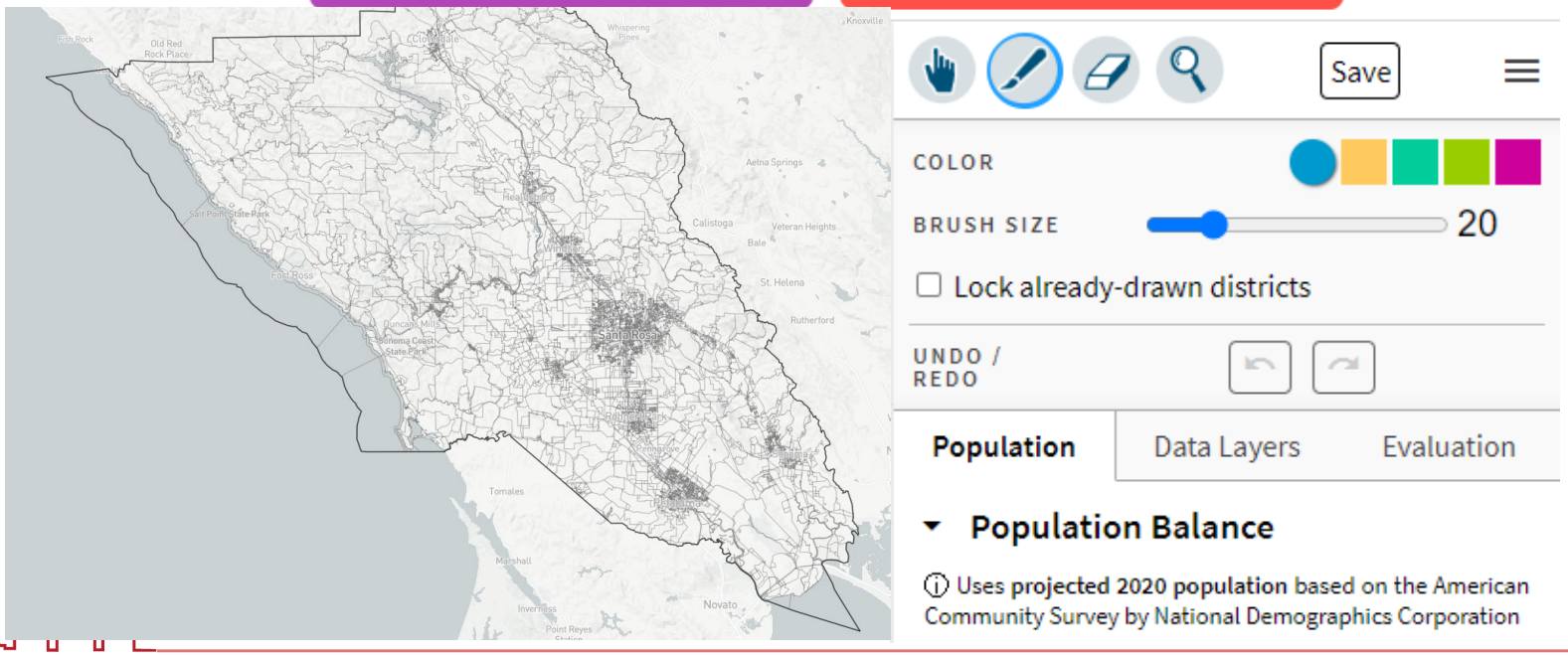
DistrictR

- "Draw Your Community of Interest" focus
  - DistrictR to identify a community or draw all five supervisorial districts.
  - Similar *external options:* *Representable.org*, *DrawMyCACommunity.org*

Tag: SonomaCo

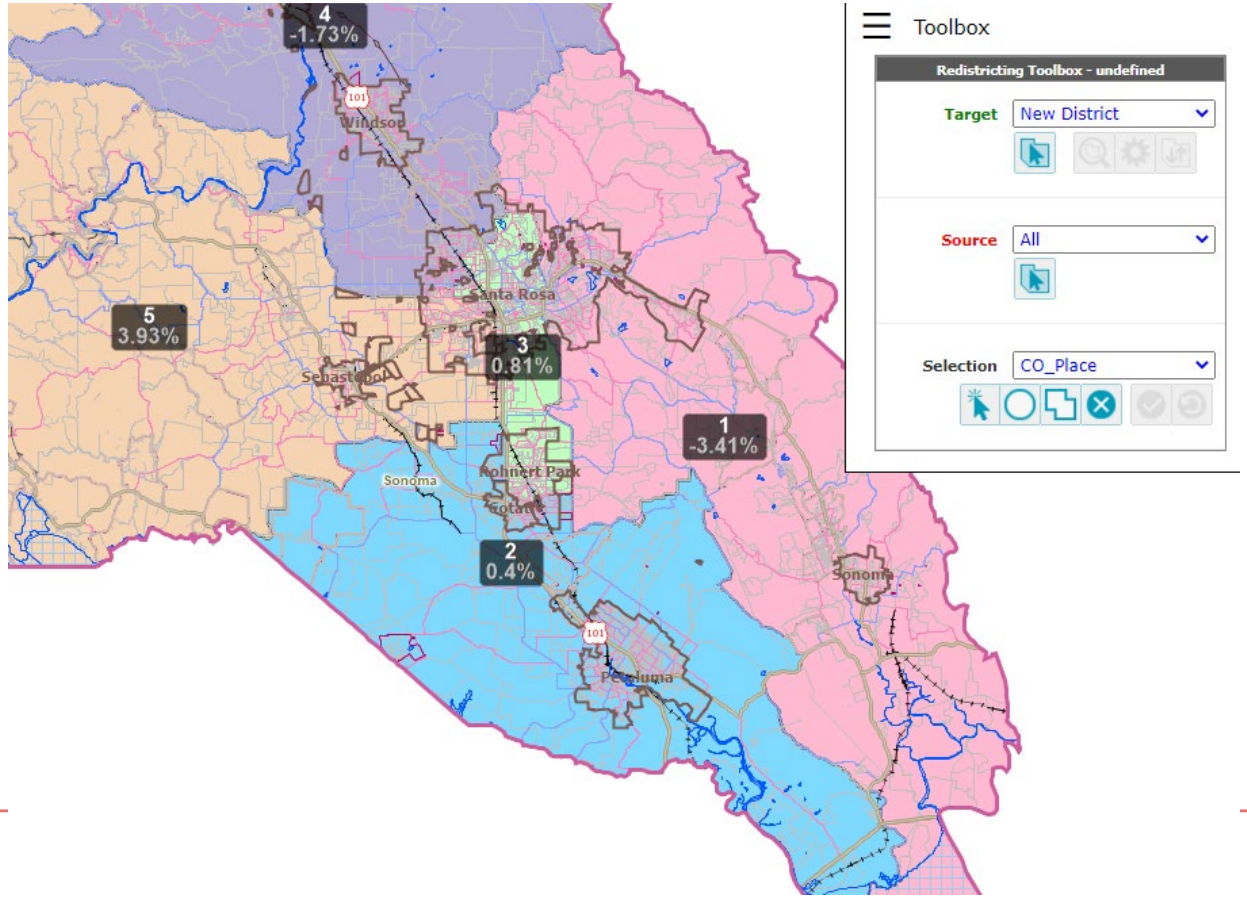
Sonoma County
5 Supervisorial Districts
Built out of blocks

Sonoma County
Identify a community
Built out of blocks



Caliper's "Maptitude Online Redistricting"

- Full Database, Powerful Online Mapping Tool
  - *Caliper MOR: Powerful, common, data-rich online tool*
  - *Six language options: English, Spanish, Portuguese, Vietnamese, Mandarin and Korean*
  - *Quick Start Guide*



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Draw a Map

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