



# AGENDA STAFF REPORT

City of West Covina | Office of the City Manager

**DATE:** June 6, 2017

**TO:** Mayor and City Council

**FROM:** Chris Freeland  
City Manager

**SUBJECT: COMMUNITY PARTICIPATION PLAN FOR THE CREATION OF DISTRICT BOUNDARIES FOR DISTRICT BASED CITY COUNCIL ELECTIONS**

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## RECOMMENDATION:

It is recommended that the City Council approve the Community Participation Plan regarding the creation of City Council District boundaries for District based City Council elections.

## BACKGROUND:

On December 6, 2016, the City Council adopted Ordinance No. 2303, which moved the City's municipal elections from November of odd-numbered years, to November of even-numbered years. This ordinance became effective on February 7, 2017, when the Los Angeles County Board of Supervisors approved consolidating the City's municipal elections with the County's general elections commencing in November 2018. The City Council adopted Ordinance No. 2310 on January 17, 2017, to change from an at-large election system to a by-district election system, with five districts and a rotating mayor. The boundaries of the five City Council districts are to be determined in accordance with State law.

On February 21, 2017, the City Council approved a settlement agreement in the matter known as *Sanchez v. City of West Covina*, Los Angeles Superior Court Case No. BC634674 ("CVRA Lawsuit"), which includes requirements for selection of a districting consultant, selection of district boundaries, and sequencing of elections.

On May 2, 2017, the City Council awarded a contract to National Demographics Corporation to provide election district consulting services in an amount not to exceed \$33,000, and directed staff to create a Community Participation Plan. In addition, the City Council also directed staff to schedule public hearings to initiate the district boundaries mapping process.

**DISCUSSION:**

The *Sanchez* settlement agreement required the City Council to enter into an agreement with a districting consultant to assist in the process of establishing district boundaries no later than June 6, 2017. The contract with National Demographics Corporation (NDC) was approved at the May 2, 2017, City Council Meeting and has been fully executed in compliance with the settlement agreement.

In an effort to provide transparency and reach the greatest number of interested participants as possible, the attached Community Participation Plan (Attachment No. 1) was created to describe the outreach process for the creation of districts in West Covina.

The Community Participation Plan includes community meetings, public hearings as required by State law, outreach materials provided in various formats, and multiple channels for communication with community members and stakeholders in the City of West Covina.

**OPTIONS:**

The City Council has the following options:

- 1) Adopt staff's recommendation; or
- 2) Provide alternative direction.

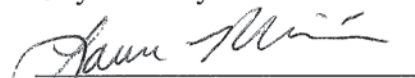
**FISCAL IMPACT:**

There is no direct fiscal impact associated with approval of the Community Participation Plan at this time. Staff will return to the City Council regarding any specific costs related to advertising, translation services, or postage should they exceed current budget levels in those accounts. The costs for National Demographic Corporation, which were approved as part of the May 2, 2017, City Council Meeting and included in the Fiscal Year 2016-17 budget.

Prepared by:

*Approved Via Email*

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City Attorney

  
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Deputy City Manager

**ATTACHMENT:**

Attachment No. 1 – City of West Covina Community Participation Plan

# CITY OF WEST COVINA

## COMMUNITY PARTICIPATION PLAN

### I. PURPOSE AND GOAL OF THE COMMUNITY PARTICIPATION PLAN (CPP)

The purpose and goal of this CPP is to provide a blueprint to inform, engage and garner stakeholder input regarding the City of West Covina's Voting Districts Formation (VDF). The objective is to guide the process needed to create voting districts collaboratively with the community of West Covina. Either City staff or a retained outreach consultant will lead the outreach efforts to implement the CPP with City staff guidance in cooperation with the City's retained expert National Demographic Corporation.

### II. OUTREACH ELEMENTS

#### *Stakeholder Data*

The Outreach Team will identify the best partnerships and methods of notification of VDF awareness, development, and milestones. The following audiences will be targeted for outreach, and a project database developed from which outreach mechanisms can be implemented:

- City Databases
  - Boards and Commissions
  - Community Services DASH Recreation database of subscribers
  - Website E-notification subscribers
  - Discover West Covina City Newsletter & Community Recreation Guide recipients
- Elected Officials
  - Federal
  - State
  - County of Los Angeles
  - City of West Covina
- Neighborhood Associations
  - Homeowners Associations/ Groups
  - Neighborhood Watch Groups
- Community Groups
  - Community Service Group
  - Sports Council
  - Senior Clubs and Groups
- Businesses and Organizations
  - Greater West Covina Business Association
  - Business License List

- Academic Organizations
  - School Districts

### *Outreach Mechanisms*

The Outreach Team will pull from the following list of mechanisms to initiate the VDF, promote project awareness, and encourage community members to participate in all project activities including public meetings and hearings:

- Special invitation from the City of West Covina (e-blasts or direct mail)
- Open letter announcing the project, encouraging participation, and providing contact information
- Press release/ public service announcements (PSA's)
- Community meetings
- Project webpage featured on the City's website
- Social Media
- Discover West Covina City Newsletter & Community Recreation Guide
- Presentations at Community Service Group Meetings
- Presentations at Sports Council Meetings
- Presentations at Senior Center

### *Outreach Tools*

The Outreach Team will work directly with National Demographic Corporation to develop a community information kit including: fact sheet/meeting flyers, frequently asked questions (FAQ), guiding principles, and VDF PowerPoint presentations.

- Project Fact Sheet — Provide VDF description, purpose and benefits, process chart, key decision/milestone dates, community meetings and contact information.
- Notification Flyers — Develop in both hard copy and electronic formats to help notify stakeholders of the community meetings.
- FAQ — Provide answers to commonly asked questions to help inform West Covina community members and other stakeholders of program details that may not be easily explained in the overview fact sheet.
- Guiding Principles — Provide needed program guidelines that frame how the public will participate, as well as, how the selection of districts will be guided through the outreach and analytic process.
- Meeting Presentation Materials — PowerPoint presentation and information highlighting the VDF purpose, community involvement plan, process and schedule.

## III. OUTREACH APPROACH

### *Project Initiation*

In order to quickly initiate the outreach program, the Outreach Team will work in close coordination to begin implementation of the CPP by identifying target audiences, outreach

strategies and supporting mechanisms. In addition, the Outreach Team will develop informational materials and content for the project webpage, which will outline the VDF purpose, overview, and benefits and highlight opportunities for public involvement.

### *Press Releases/ Media Briefings*

The Outreach Team will work with local media to promote transparency in process, allowing reporters to gain a deep understanding of the process, opportunities for community involvement, and decision points. The Outreach Team will develop a series of press releases and media advisories to promote announcements of community meetings in local media. The Outreach Team will also work with reporters and local editors to promote meeting coverage and follow up stories providing information about progress made throughout the process.

### *Community Meetings*

The Outreach Team will implement at least two rounds of community meetings, with at least two meetings per round.

#### Round 1

Each meeting will provide the same presentation and materials. Offering at least two meetings helps increase the level of participation by making it available at different times and in different locations. The community meetings will focus on providing the public a clear understanding of the VDF process, reasons for the mapping process, and how they can participate.

#### Round 2

The second round of meetings will also include at least two opportunities for the public to gather and see proposed maps further developed with public input from the sample maps presented in Round 1. Participants will have the opportunity to discuss the revisions made, and suggest additional modifications or explanations. In addition, these meetings will focus on the next steps once the VDF is complete.

### *City Council Public Hearings*

The City will hold at least four public hearings during the VDF outreach process including:

- Overview of process and initial intake of public input
- Report on Community Meetings Round 1
- Presentation of Proposed Districts/Report on Community Meetings Round 2
- Approval and Adoption of Voting District Map Plan

Additional City Council Meetings and/or public hearings may be held if necessary or requested by the City Council.