



CITY OF PALM DESERT

CITY CLERK'S OFFICE

MEMORANDUM

To: Honorable Mayor and City Council

From: Anthony J. Mejia, City Clerk

Date: August 23, 2023

Subject: Palm Desert Redistricting 2023: Public Education and Outreach Plan – Revised Draft

As noted in the staff report, Assembly Bill 764 (Bryan): Local Redistricting is circulating through the legislature and appears to be moving forward to adoption. After the posting of the agenda, City staff became aware that the legislature amended AB 764 to require local jurisdictions to conduct two pre-map and three post-map public hearings. City staff has updated the draft Public Education and Outreach Plan to comply with these new requirements.

The revised draft Plan is enclosed with this memo in redline format and the PowerPoint presentation also highlights the proposed changes.

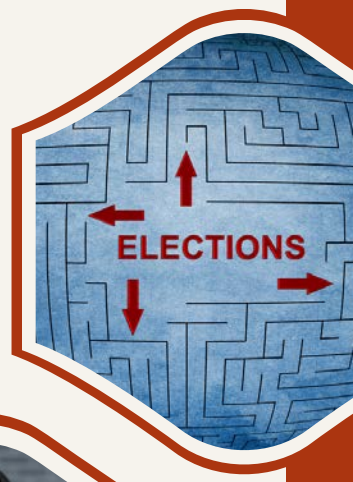
Enclosure:

- Public Education and Outreach Plan – Revised Draft
- PowerPoint Presentation

REVISED DRAFT

PALM DESERT REDISTRICTING 2023

Public Education & Outreach Plan



PUBLIC EDUCATION AND OUTREACH PLAN

In accordance with Assembly Bill 764, this Public Education and Outreach Plan is organized to address the provisions of Election Code 21160:

Financial Resources

The City has executed agreements with: 1) National Demographic Corporation to serve as the City's demographer in an amount not to exceed \$60,000, 2) Tripepi Smith to provide outreach and engagement services in an amount not to exceed \$60,000, of which \$40,000 is budgeted for direct services and \$20,000 for advertising, 3) Professional Interpreting to provide on-call Spanish-language document translation and interpreter services in an amount not to exceed \$5,000; and 4) CASL Interpreting for on-call American Sign Language interpreter services in an amount not to exceed \$5,000. In addition, the City has allocated \$25,000 (estimate) for a Citywide English/Spanish mailer to inform residents about the redistricting process. Total financial resources allocated: \$155,000.

Key Personnel

The City Clerk has been designated to serve as the primary staff resource and key contact for resident inquires related to redistricting. Other key personnel include William Priest, of Best, Best & Krieger, serving as legal counsel for redistricting/election-related matters; Doug Johnson and Shalice Tilton, of National Demographic Corporation, serving as the City's demographer; and Jennifer Nentwig and Melanie Moore, of Tripepi Smith, serving as consultants for public education and engagement efforts.

Local Media

The City will issue at least two (2) press releases to each of the identified media organizations below to ensure local media aids our efforts to reach residents. The City will identify media, including those that serve language minority communities, to ensure that we reach diverse media. It is anticipated the first press release will announce the redistricting kickoff and schedule and the second press release will announce the adoption of final map.

- Known Local Media:
 - English: The Desert Sun, KESQ, NBC Palm Springs, K-NEWS/Alpha Media, iHub Radio, Desert Entertainer, Palm Springs Life, CV News Desk, and Coachella Valley Independent
 - Spanish: La Prensa Hispana, El Informador del Valle, Televisa Univision, and Telemundo Palm Springs
- Good faith efforts will be made to identify additional local media organizations, including those that serve language minority communities.

Social Media

The City will utilize both social media and paid boosted advertising on social media platforms on a regular basis to reach residents including Facebook, Twitter, Instagram, Google Display Ads, and YouTube Ads.

Legal Notices

The City will post or publish public hearing notices on the project website, at locations where the City Council agenda is posted, and in the Desert Sun and La Prensa Hispana.

Radio Advertising

The City will utilize paid radio advertising on top-performing English and Spanish radio stations which serve the greater Palm Desert area:

- English – Alpha Media (Mix 100.5, K-NEWS 104.7)
- Spanish – La Ponderosa 96.7, La Suavecita 94.7
- Bilingual – Spotify & Pandora (geo-targeted placements)

Citywide Mailer

The City will issue a standalone, bilingual (English/Spanish) Citywide mailer informing residents that the City is redistricting to establish five (5) single-member districts, including hearing dates, information on how to participate, and to learn more by accessing the redistricting website. In addition, the City will feature articles in its digital and hardcopy newsletter, the Brightside.

Good Government, Civil Rights, Civic Engagement, and Community Groups

On August 8, 2023, the City shared this draft Public Education and Engagement Plan with the American Civil Liberties Union (ACLU) of Southern California for their consideration and feedback. On August 9, 2023, the City posted this draft plan on its website for a 14-day public review and comment period.

In the coming weeks, the City, utilizing the services of Tripepi Smith, will make a diligent effort to identify any additional Good Government, Civil Rights, and other such groups active in Palm Desert. Once known, the City will conduct stakeholder emails/calls – announcing the launch of the process and the schedule of meetings, and another round promoting public feedback prior to the selection of a final map.

In addition, the City will reach out to known civic/community groups such as Palm Desert Rotary, Soroptimist Palm Desert, Palm Desert Chamber of Commerce, and Neighbors Together, to offer presentations to their members regarding the redistricting process and how to participate.

Dedicated Standalone Website

The City will establish a dedicated, bilingual (English/Spanish) standalone website for this redistricting effort and shall maintain the website for a period of 10 years. The City's main website homepage shall include a prominent link to the redistricting website.

The website will include the following:

- A general explanation of the redistricting process.
- An explanation of the procedures for a member of the public to provide in-person or remote public comment during a public hearing or to submit written public comment or a draft map to the City, either in a paper or electronic format, for consideration at a future public hearing.
- A schedule of all workshop and public hearing dates.
- A notice of the applicable languages in which the local jurisdiction will provide live translation of a workshop or public hearing upon request and instructions for making such a request.
- Instructions and a method for a person to sign up to receive regular notices regarding redistricting, including notices of upcoming workshops or public hearings.
- The notice and agenda for each workshop and public hearing.
- The recording or written summary of each workshop and public hearing.
- Each draft map considered by the City Council at a public hearing.
- Each written public comment submitted to the local jurisdiction.
- The existing map of election district boundaries prior to redistricting.
- The adopted final map of election district boundaries after redistricting.

Interested Parties List

The City will maintain a list of residents and organizations who request to receive notification regarding notices of all future project hearings or meetings and other project-related messaging that is sent by the City.

Coordination With Other Jurisdictions

The City is not aware of any overlapping or nearby jurisdictions currently redistricting.

SCHEDULE OF PUBLIC HEARINGS, COMMUNITY WORKSHOPS, AND MAP-DRAWING WORKSHOPS

Wed., Sept. 6, 2023, at 6:00 pm	Community Workshop #1	Civic Center/Zoom Hybrid
Pre-Map Workshop to share information on the redistricting process, how to provide public comment, and how to submit a proposed map for consideration.		
Spanish & ASL interpreters will be on-site. Spanish interpreter & captioning will be available via Zoom		
Zoom: https://palmdesert.zoom.us/j/87472618314		

Thurs., Sept. 14, 2023, at 4:30 pm	Pre-Map Public Hearing #1	Council Chamber/Zoom Hybrid
Public Hearing to inform the City Council and public about the redistricting process, how to provide public comment; how to submit a map for consideration; solicit public comment.		
Spanish and ASL Interpreters available upon request. Captioning provided with online live stream.		
Zoom: https://palmdesert.zoom.us/		

Thurs., Sept. 28, 2023, at 4:30 pm	Pre-Map Public Hearing #2	Council Chamber/Zoom Hybrid
<u>Public Hearing to inform the City Council and public about the redistricting process, how to provide public comment; how to submit a map for consideration; solicit public comment. Presentation of demographer's and early public submitted maps; how to provide public comment; how to submit a map for consideration; solicit public comment.</u>		
Spanish and ASL Interpreters available upon request. Captioning provided with online live stream.		
Zoom: https://palmdesert.zoom.us/		

Friday, September 29, 2023	Community Map Drawing Opens
<u>The demographer's draft maps will be released for public review and comment.</u> The demographer's online and paper map drawing tools will be available for the public to draft and submit their own maps for consideration	

Wed., Oct. 4, 2023, at 5:00 pm	Map Drawing Workshop #1	Zoom
The demographer will demonstrate how to use the online mapping tool and submit a map for consideration. This session will be recorded and posted to the redistricting website.		
Spanish interpreter & captioning will be available via Zoom		
Zoom: https://palmdesert.zoom.us/j/83593059783		

Mon., Oct. 16, 2023, at 5:00 pm	Map Drawing Workshop #2	Zoom
The demographer will demonstrate how to use the online mapping tool and submit a map for consideration. This session will be recorded and posted to the redistricting website.		
Spanish interpreter & captioning will be available via Zoom		
Zoom: https://palmdesert.zoom.us/j/86378653984		

Wednesday, November 1, 2023	Community Map Drawing Closes
Deadline for the submission of community drawn maps for consideration.	

Thurs., Nov. 16, 2023, at 4:30 pm	Post-Maps Public Hearing #3	Council Chamber/Zoom Hybrid
All demographer and community-drawn maps will be presented for City Council consideration; solicit public comment; City Council will be requested to narrow maps to three (3) to five (5) "focus maps."		
Spanish and ASL Interpreters available upon request. Captioning provided with online live stream.		
Zoom: https://palmdesert.zoom.us/		

Wed., Nov. 29, 2023, at 6:00 pm	Community Workshop #2	Palm Desert iHub (in-person)
Presentation of focus maps; solicit public comment/feedback.		
Spanish & ASL interpreters will be on-site.		

Wed., Dec. 6, 2023, at 6:00 pm	Community Workshop #3	Civic Center/Zoom Hybrid
Presentation of focus maps; solicit public comment/feedback.		
Spanish & ASL interpreters will be on-site. Spanish interpreter & captioning will be available via Zoom		
Zoom: https://palmdesert.zoom.us/j/84020763120		


Thurs., Dec. 14, 2023, at 4:30 pm	Post-Maps Public Hearing #4	Council Chamber/Zoom Hybrid
Provide City Council with community feedback gathered at workshops; solicit additional public comment; request that the City Council further narrow down the number of maps <u>select a final map and provide direction on any final adjustments.</u>		
Spanish and ASL Interpreters available upon request. Captioning provided with online live stream.		
Zoom: https://palmdesert.zoom.us/		

Thurs., Jan. 11, 2024, at 4:30 pm	Post-Map Public Hearing #5	Council Chamber/Zoom Hybrid
Solicit public comment; adopt a final map and introduce an ordinance enacting five (5) single member districts <u>select a final map and provide direction on any final adjustments.</u>		
Spanish and ASL Interpreters available upon request. Captioning provided with online live stream.		
Zoom: https://palmdesert.zoom.us/		

Thurs., Jan. 25, 2024, at 4:30 pm	Public Hearing #6 City Council Meeting	Council Chamber/Zoom Hybrid
Solicit public comment; adoption of an ordinance enacting five (5) single-member districts; introduction of an ordinance eliminating use of Ranked Choice Voting in future elections. <u>Solicit public comment; adoption of a final map and introduction of an ordinance enacting five (5) single-member districts.</u>		
Spanish and ASL Interpreters available upon request. Captioning provided with online live stream.		
Zoom: https://palmdesert.zoom.us/		

Thurs., Feb. 15, 2024, at 4:00 pm	City Council Meeting	Council Chamber/Zoom Hybrid
Solicit public comment; adoption of an ordinance enacting five (5) single-member districts; introduction of an ordinance eliminating use of Ranked Choice Voting in future elections.		
Spanish and ASL Interpreters available upon request. Captioning provided with online live stream.		
Zoom: https://palmdesert.zoom.us/		

LOCATIONS	ADDRESS	CONTACT INFORMATION
Civic Center Administrative Services Building	73-510 Fred Waring Drive, Palm Desert, CA 92260	Main: (760) 346-0611 Email: cityclerk@palmdesert.gov
Council Chamber	73-510 Fred Waring Drive, Palm Desert, CA 92260	Main: (760) 346-0611 Email: cityclerk@palmdesert.gov
Palm Desert iHub	37023 Cook Street, Suite 102 Palm Desert, CA 92211	Main: (760) 346-0611 Email: cityclerk@palmdesert.gov



Public Education and Outreach Plan

Palm Desert Redistricting 2023

August 24, 2023

Optional Processes for Establishing Districts

This outreach plan & schedule is based on a Council-driven process.

If the City Council pursues Options 2-4, please note that a recruitment and selection process may delay the schedule by up to two months.

City staff recommends a Council-driven process, given that the demographers are political neutral technicians and District 1 will largely stay intact as previously indicated. This exercise is mainly to determine how District 2 will be divided amongst north and south PD.

1

Council-Driven Process:

- Used in the 2018 districting & 2021 redistricting processes

2

Advisory Redistricting Commission (Council appointed):

- May perform community outreach/workshops and provide recommendations

3

Independent Redistricting Commission (Independently selected):

- Full and final authority to adopt maps
- Conducts workshops/public hearing

4

Hybrid Redistricting Commission (Independently selected):

- Conducts workshops/public hearings
- Submits two or more final maps for City Council adoption, without changes.

Assembly Bill 764

- AB 764 is currently circulating in the legislature and appears to be headed towards approval.
- AB 764 was recently amended and now proposes to require:

Two Pre-Map Public Hearings: The purpose of these hearings are typically to inform the public how to participate and gather input on "communities of interest."

Three Post-Map Public Hearings: The purpose is to gather public input regarding the draft maps and to allow the City Council to narrow the number of maps until a final map is adopted.

REVISED – Schedule of Workshops & Public Hearings

- Sept. 6: Community Workshop #1 (Pre-Map)
- Sept. 14: Public Hearing #1 (Pre-Map)
- Sept. 28: **Public Hearing #2 (Pre-Map)** ~~Post Map – Demographer's maps~~
- **Sept. 29: Demographer's Maps released** & Community Mapping System Opens
- Oct. 4 & 16: Map Drawing Workshops
- Nov. 1: Community Mapping System Closes
- Nov. 16: Public Hearing #3 (Post Map – All maps presented; Select 3–5 Focus Maps)
- Nov. 29: Community Workshop #2 (Public input on focus maps)
- Dec. 6: Community Workshop #3 (Public input on focus maps)
- Dec. 14: Public Hearing #4 (Post Map – **Select final map; direct any adjustments** ~~Further reduce # of Focus Maps~~)
- Jan. 11, 2024: Public Hearing #5 (Post Map – **Adopt final map** ~~Select final map; direct any adjustments~~)
- ~~Jan. 25, 2024: Public Hearing #6 (Adopt Final Map)~~

Elements of the Public Education & Outreach Plan

- **Citywide Mailer:** To be mailed as soon as practicable after adoption of the outreach plan
- **Press Releases:** At least two press releases to English and Spanish local media organizations
- **Social Media:** Utilizing both social media and paid boosted advertising on a regular basis on Facebook, Twitter, Instagram, Google Ads, & YouTube Ads.
- **Radio Advertising:** English & Spanish
- **Legal Notices:** Desert Sun & La Prensa
- **Community Groups:** Sept. through Nov., presentations on how to participate and submit maps.
- **Dedicated Website**

Recommendation

Select a council-driven process, provide feedback on the outreach plan and schedule of public hearings/workshops, and adopt the plan.

For questions or to schedule a presentation for your community group, please contact:

**Anthony Mejia, City Clerk
cityclerk@palmdesert.gov
(760) 346-0611**