City of Encinitas
2017 Districting

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

September 20, 2017
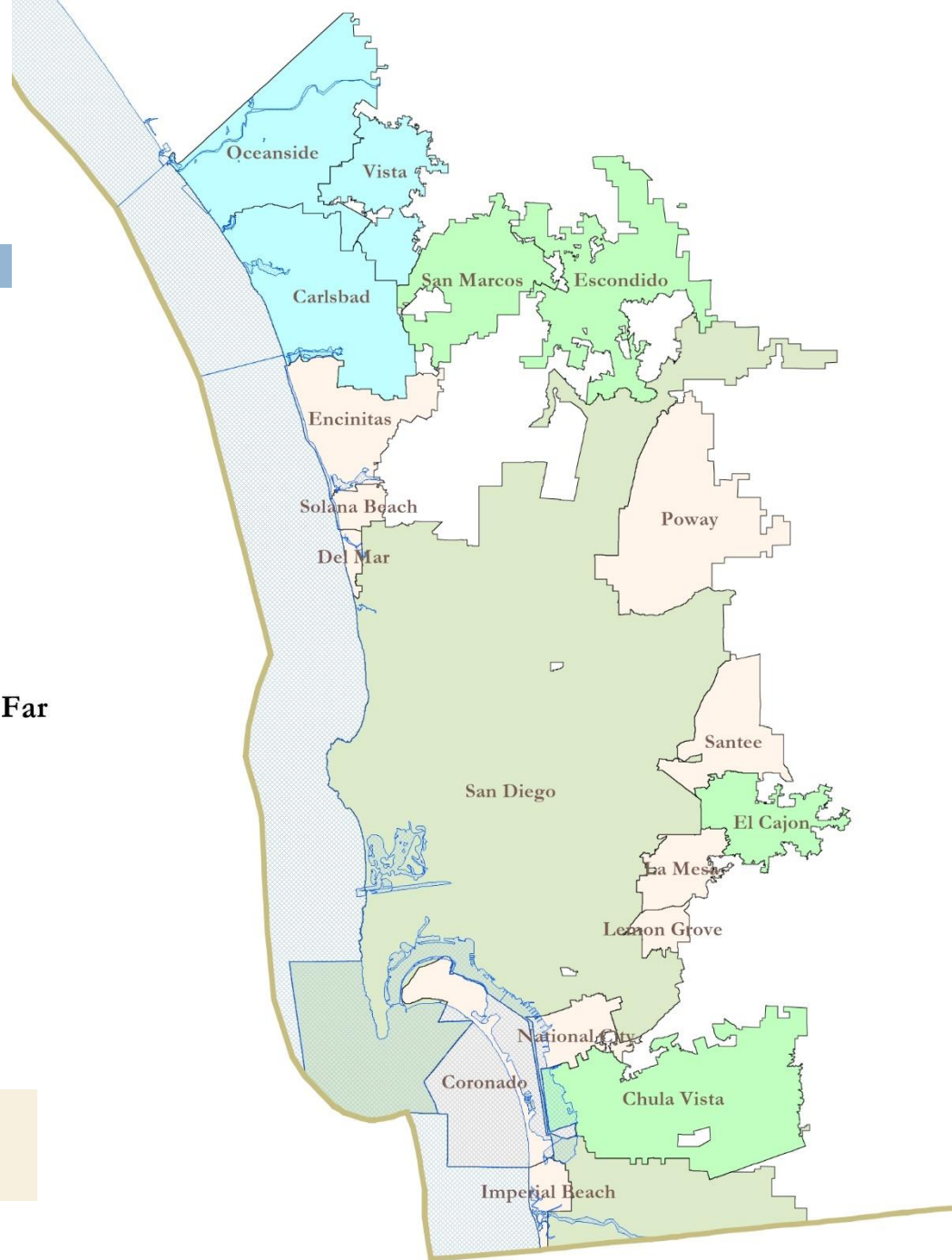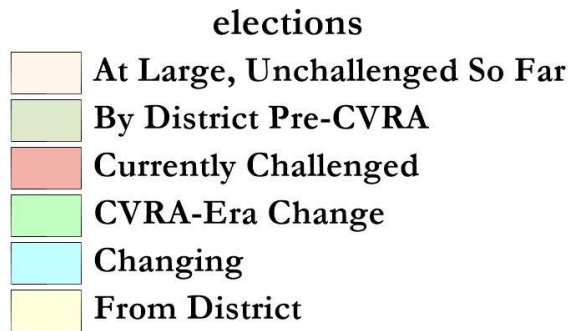
CVRA Background

- 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

August 1, 2017

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

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*

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	ACS Profile	Count	Percent
Total Population	59,518		ACS Total Population	62,362	5%
Latino	8,138	14%	Age 0 - 19	14,149	23%
NH White	46,881	79%	Age 20 - 60	33,409	54%
NH Black/African-American	448	1%	Age 60+	14,805	24%
NH Native American	364	1%			
NH Asian-American	3,122	5%	Immigrant	7,948	13%
NH Pacific Islander	148	0%	Naturalized (pct of total immigrants)	4,333	55%
NH Other	237	0%	Age 5+	58,300	
NH Multi-Race	180	0%	Speak English at home	48,815	84%
Voting Age Population total	47,233		Speak Spanish at home	5,438	9%
VAP Latino	5,804	12%	Speak an Asian language at home	1,500	3%
VAP NH White	38,155	81%	Speak other language at home	2,547	4%
VAP NH Black/African-American	334	1%	Speak English only "well" or less	3,427	6%
VAP NH Native American	290	1%	Age 25+	45,208	
VAP NH Asian-American	2,259	5%	Age 25+, no HS degree	2,434	5%
VAP NH Pacific Islander	116	0%	Age 25+, HS degree (only)	15,992	35%
VAP NH Other	155	0%	Age 25+, bachelor degree (only)	15,636	35%
VAP NH Multi-Race	120	0%	Age 25+, graduate degree (only)	11,145	25%
Citizen VAP total	45,924		Households	23,782	
CVAP Latino	3,908	9%	Child under 18 in Household	6,574	28%
CVAP NH White	38,669	84%	Income $0-25k	3,646	15%
CVAP NH African-American	361	1%	Income $25-50k	3,039	13%
CVAP NH Asian & Pacific Islander	2,486	5%	Income $50-75k	3,161	13%
CVAP Other	500	1%	Income $75-200k	9,936	42%
Voter Registration (Nov. 2014)	38,681		Income $200k+	4,000	17%
Latino Reg	2,769	7%	Housing units	25,810	
Asian-Surnamed Reg.	961	2%	Single-Family	19,675	76%
Filipino-Surnamed Reg.	167	0%	Multi-Family	6,135	24%
Est. NH White Reg.	34,255	89%	Vacant	2,028	8%
Est. African-Amer. Reg	209	1%	Occupied	23,782	92%
Democratic Reg.	13,533	35%	Rented	8,980	38%
Republican Reg.	12,431	32%	Owned	14,802	62%
Other/No Party Reg.	12,717	33%			
Voters Casting Ballots (Nov. 2014)	20,114	52%	Voters Casting Ballots (Nov. 2012)	32,190	82%
Latino voters	1,021	5%	Latino voters	2,101	7%
Asian-Surnamed voters	473	2%	Asian-Surnamed voters	768	2%
Filipino-Surnamed voters	63	0%	Filipino-Surnamed voters	117	0%
Est. NH White voters	18,285	91%	Est. NH White voters	28,909	90%
Est. African-Amer. Reg	109	1%	Est. African-Amer. Reg	176	1%
Democratic voters	7,716	38%			
Republican voters	7,137	35%			
Other/No Party voters	5,261	26%			

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/Pac.Isl.	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%

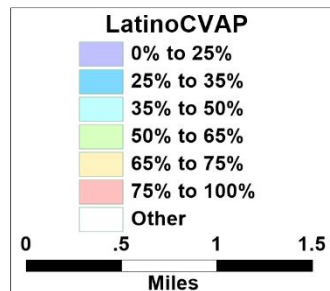| District		Cardiff-By-The-Sea	Leucadia	New Encinitas	Old Encinitas	Olivenhain	Total
ACS Pop. Est.	Total	12,454	13,203	17,363	13,530	5,812	62,362
Age	age0-19	22%	19%	24%	21%	31%	23%
	age20-60	56%	53%	50%	58%	49%	54%
	age60plus	22%	27%	25%	21%	20%	24%
Immigration	immigrants	8%	14%	13%	14%	14%	13%
	naturalized	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)
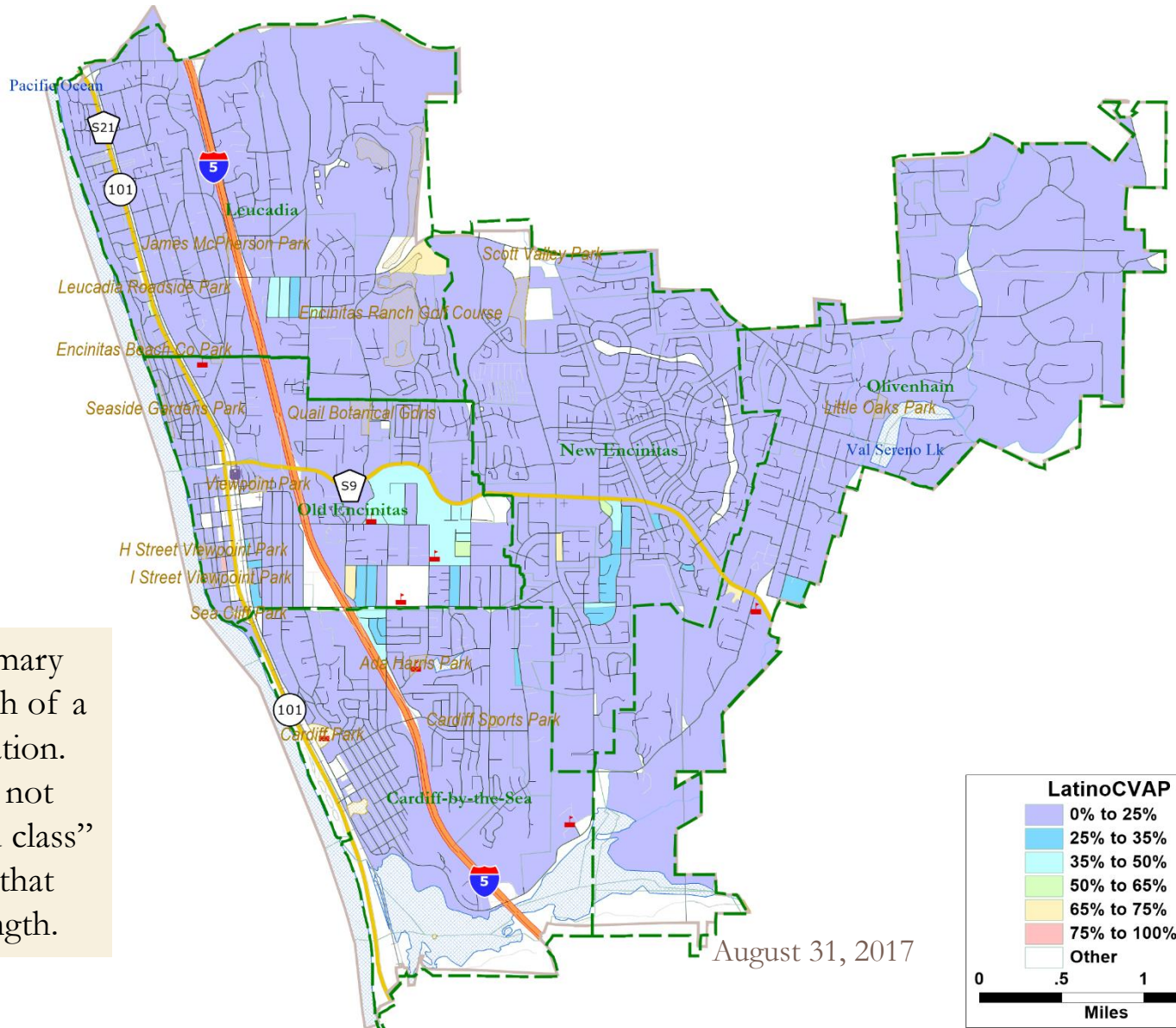
CVAP is used as the primary measure of voting strength of a "protected class" population. District borders should not divide a heavily "protected class" neighborhood in a way that dilutes their voting strength.

LatinoCVAP
- 0% to 25%
- 25% to 35%
- 35% to 50%
- 50% to 65%
- 65% to 75%
- 75% to 100%
- Other

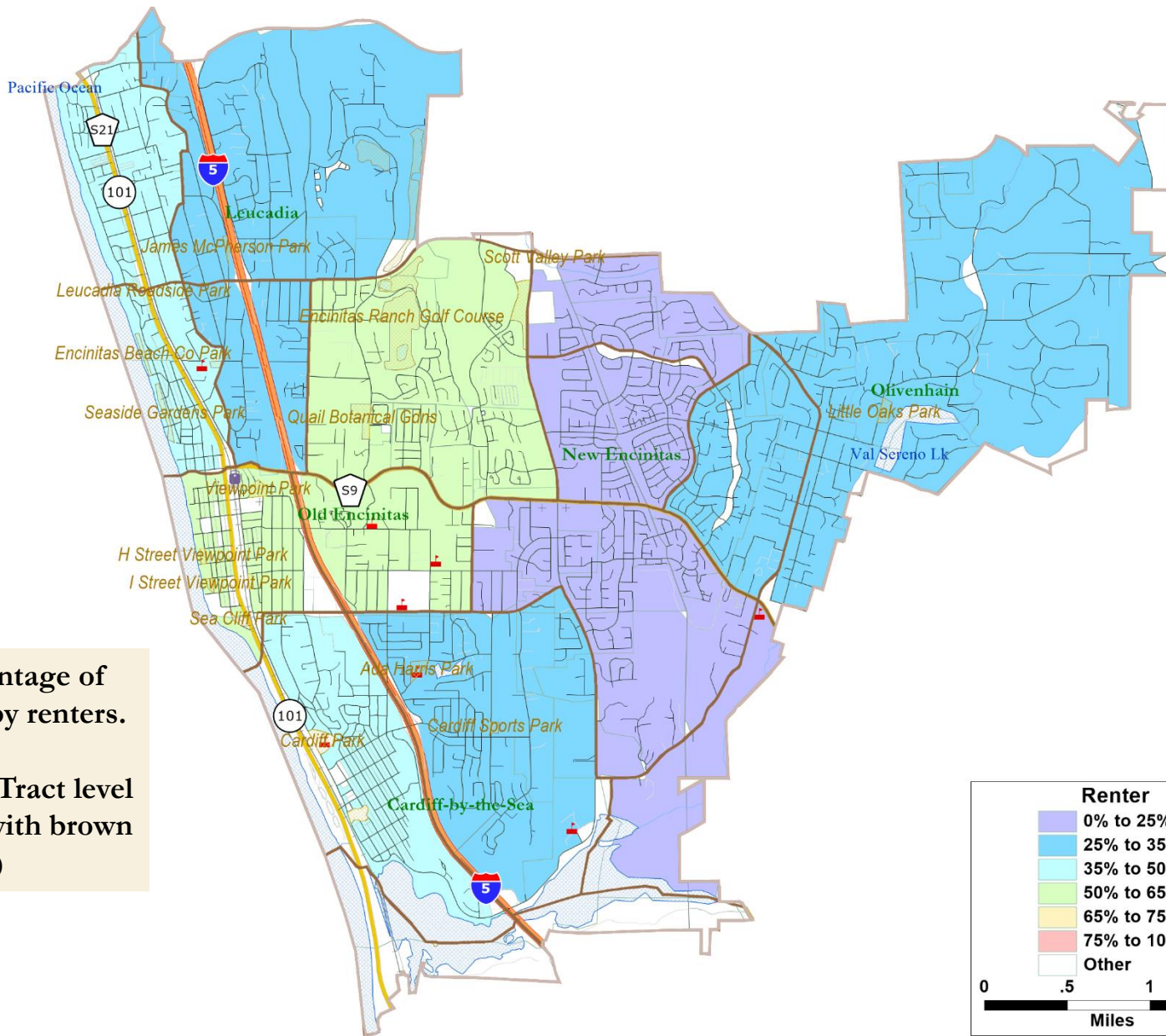0   .5   1   1.5
Miles

August 31, 2017

September 6, 2017

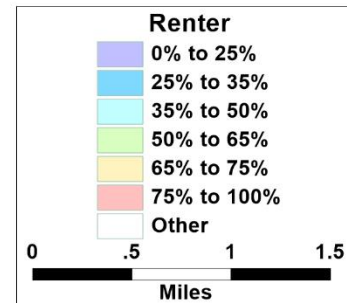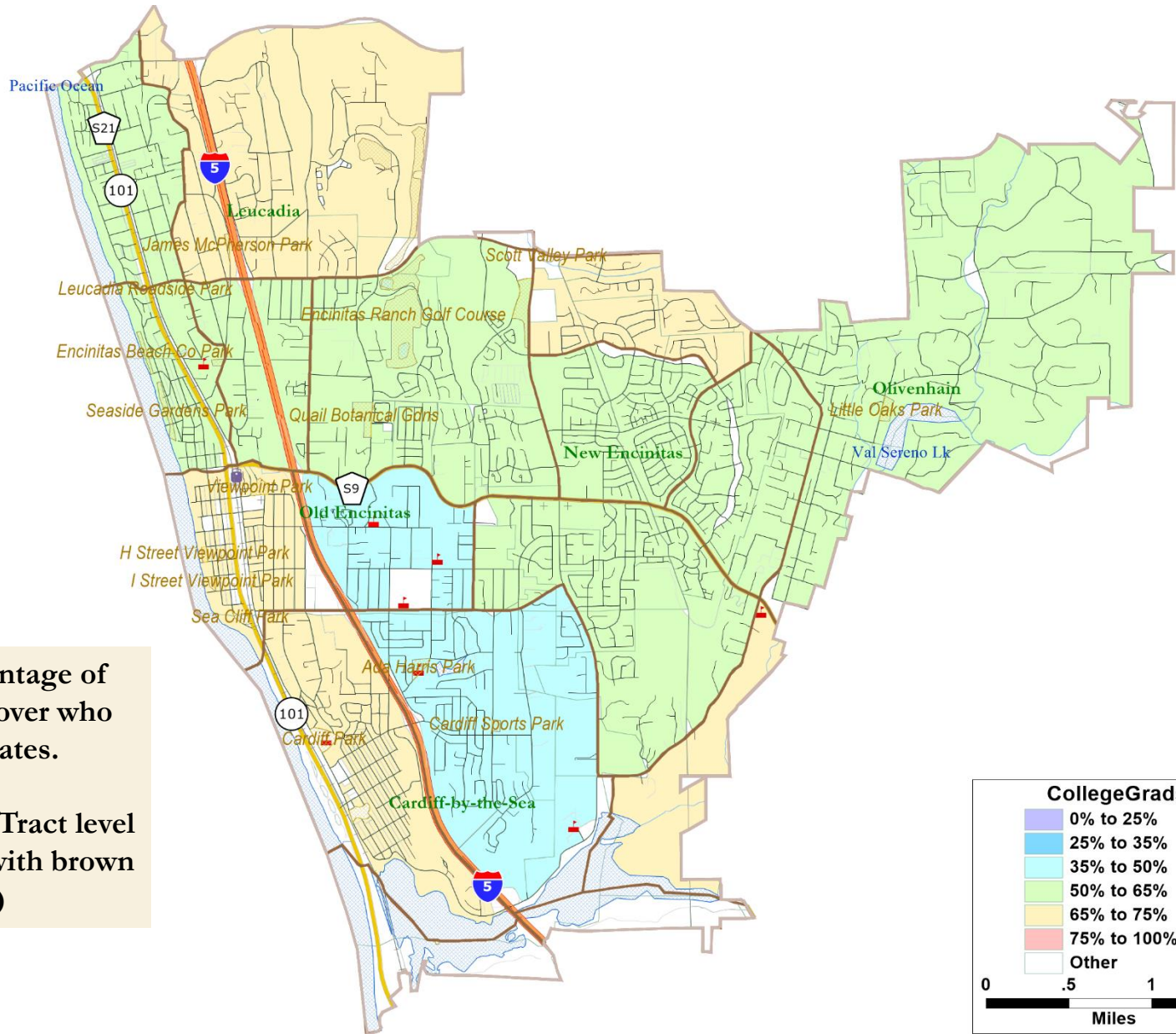# Asian-American Percent of Total Citizens of Voting Age Population (CVAP)
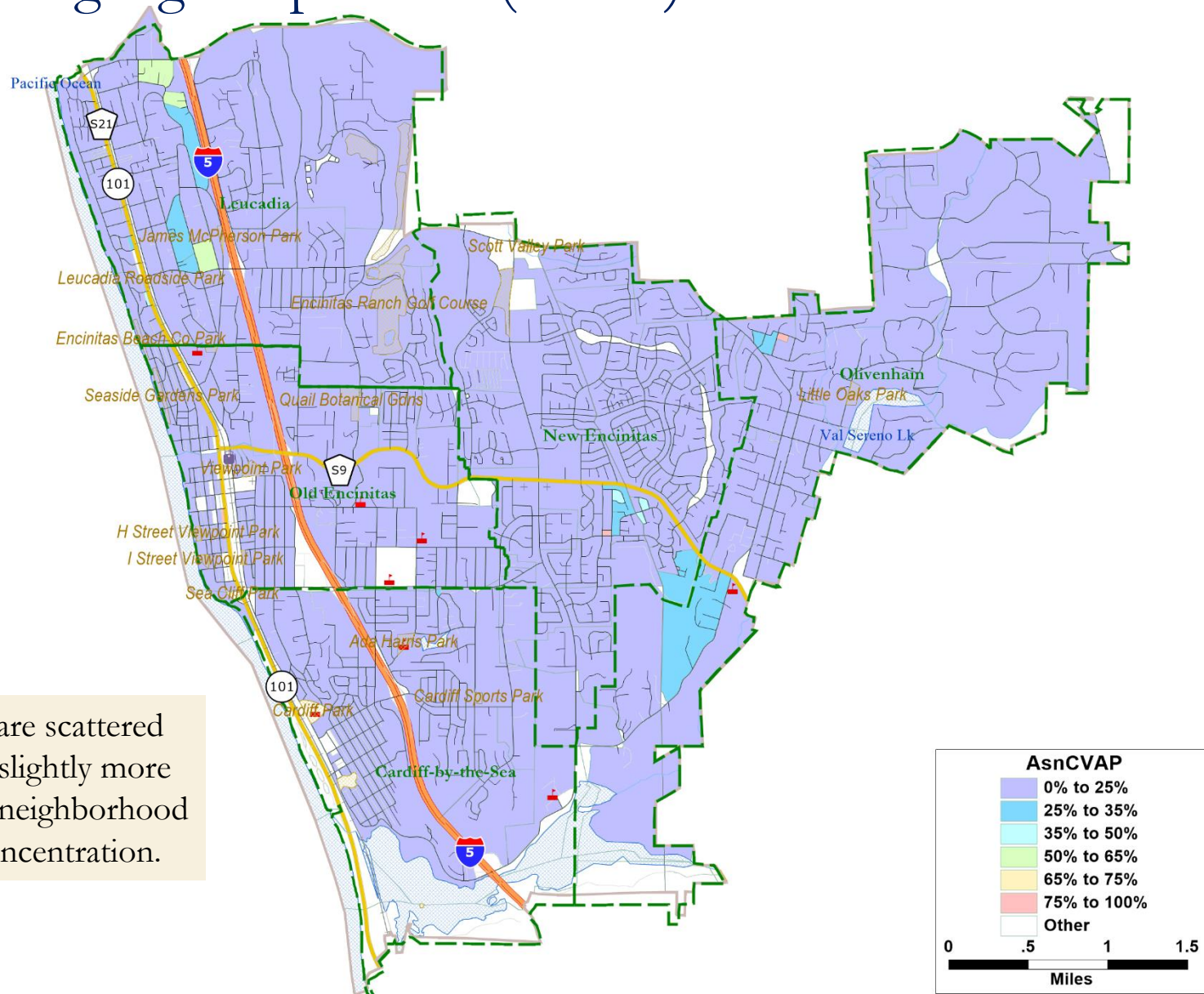
As with Latinos, there are scattered Census Blocks that are slightly more Asian-American, but no neighborhood or other geographic concentration.

AsnCVAP

- 0% to 25%
- 25% to 35%
- 35% to 50%
- 50% to 65%
- 65% to 75%
- 75% to 100%
- Other

0   .5   1   1.5
Miles

September 6, 2017

Renters

National Demographics Corporation

Map shows the percentage of households occupied by renters.

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

Pacific Ocean

Leucadia

James McPherson Park

Leucadia Roadside Park

Encinitas Ranch Golf Course

Scott Valley Park

Encinitas Beach Co Park

Seaside Gardens Park

Quail Botanical Gdns

Olivenhain

Little Oaks Park

New Encinitas

Val Sereno Lk

Viewpoint Park

Old Encinitas

H Street Viewpoint Park

I Street Viewpoint Park

Sea Cliff Park

Ada Harris Park

Cardiff Sports Park

Cardiff Park

Cardiff-by-the-Sea

Renter
- 0% to 25%
- 25% to 35%
- 35% to 50%
- 50% to 65%
- 65% to 75%
- 75% to 100%
- Other

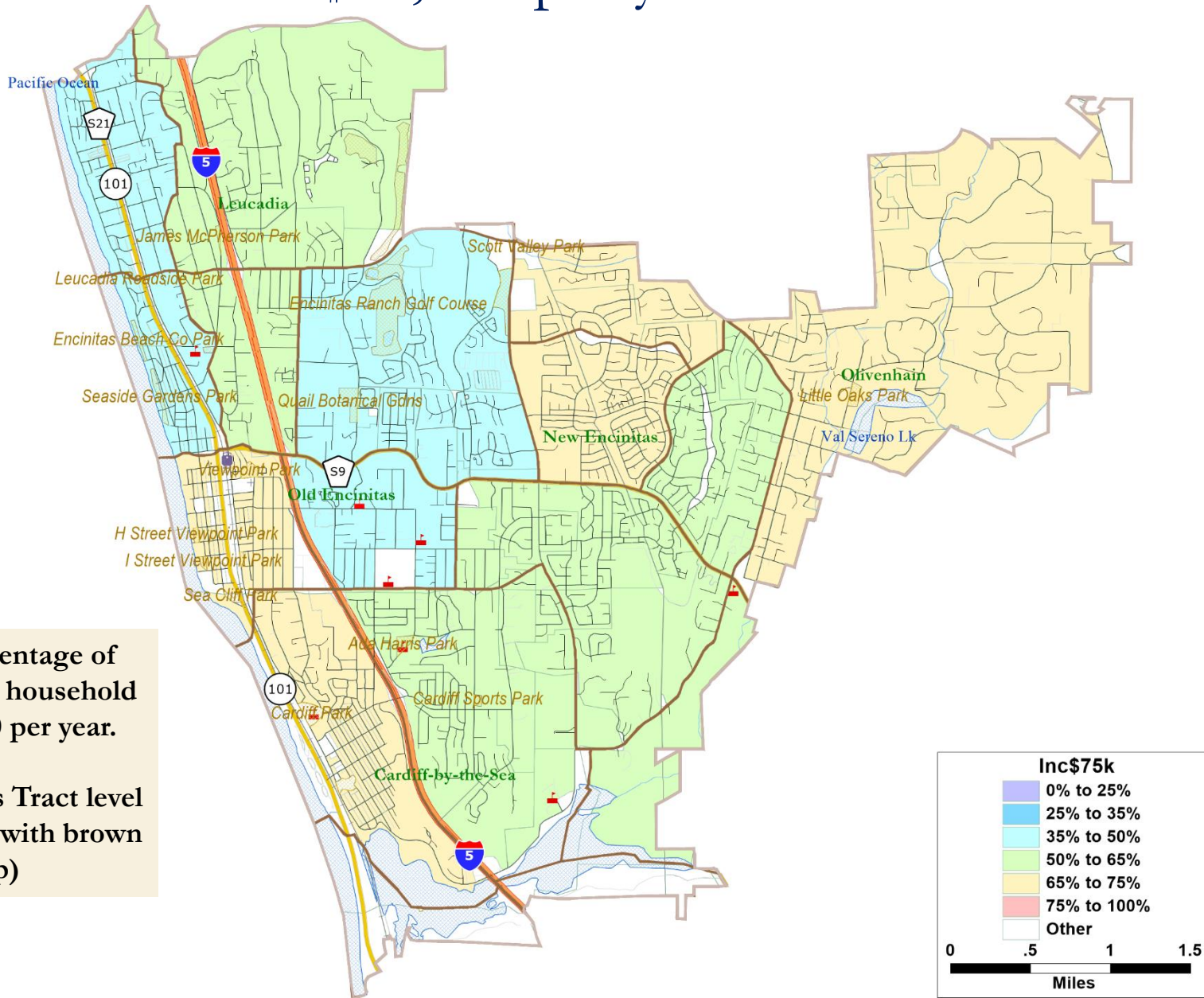0   .5   1   1.5

Miles

College Graduates

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

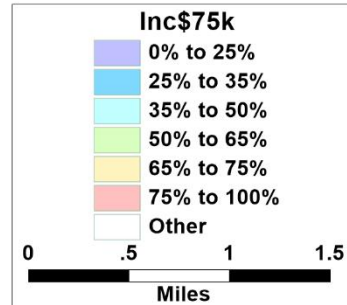Data shown at Census Tract level of geography (shown with brown lines on map)

CollegeGrads
- 0% to 25%
- 25% to 35%
- 35% to 50%
- 50% to 65%
- 65% to 75%
- 75% to 100%
- Other

0   .5   1   1.5
Miles

Income over $75,000 per year

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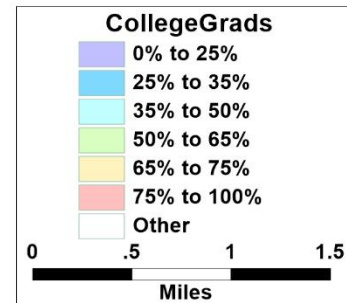
Map shows the percentage of households with total household income over $75,000 per year.

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

Inc$75k
- 0% to 25%
- 25% to 35%
- 35% to 50%
- 50% to 65%
- 65% to 75%
- 75% to 100%
- Other

0   .5   1   1.5
Miles

September 6, 2017

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?

Coming Soon!

Map-Drawing Tools

- 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!

1. Identify key "communities of interest"

2. Discuss whether each community should be kept together in one zone or have multiple representatives