Santa Cruz Port District
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Santa Cruz Harbor
Since 1964

PORT COMMISSIONERS:
Toby Goddard
Dennis Smith
Reed Geisreiter
Stephen Reed
Darren Gertler

TO:        Port Commission

FROM:    Holland MacLaurie, Port Director

DATE:    April 15, 2023

SUBJECT:    Public Hearing to Receive Input from the Community Regarding the Creation of a Port Commission District-Based Electoral System Pursuant to Elections Code §10010

*Recommendation:*    1.    ***Conduct a Public Hearing to review public testimony on the composition of districts for a district-based electoral system pursuant to Elections Code § 10010;***
    2.    ***Provide direction to the Port District's demographer regarding the composition of districts for a district-based electoral system pursuant to Elections Code § 10010.***

## BACKGROUND

On August 10, 2021, the Port Commission adopted Resolution 21-03 declaring its intent to transition from at-large to district-based elections for its Port Commissioners commencing with the General Election in November 2024. Elections code Section 10010 provides that the Port District conducts four public hearings to receive community feedback on the proposed composition of the five districts.

Since adoption of the Resolution of Intent, the Port District has been engaged in outreach efforts to inform the public about district elections and the process associated with their formation. A webpage (www.santacruzharbor.org/transition-to-district-based-elections/) was developed to provide information about district elections including opportunities for when and how the public can be engaged, the official notice of Public Hearings was translated (English/Spanish), and an article was placed in the Santa Cruz Harbor February and March monthly newsletters.

On March 28, 2023, the Port Commission conducted the second of four Public Hearings. Input regarding the composition of District boundaries is summarized in Attachment A.

## ANALYSIS

Based on public input, Commission direction, and other legally required criteria, the District's demographer submitted four proposed draft maps for public review and comment (Attachment B). The draft maps were posted to the District's website on April 13, 2023.

It is recommended that the Port Commission review the draft maps and discuss any proposed modifications. Any modifications to the boundary maps will be republished for public review at least seven days before final consideration.

<u>NEXT STEPS:</u>

On May 23, 2023, the Port Commission will conduct a fourth Public Hearing to adopt a preferred district map and introduce an ordinance to transition to a district-based electoral system. The ordinance will take effect 30 days after its adoption and will govern the 2024 General Election.

**IMPACT ON PORT DISTRICT RESOURCES**

There will be significant staff time needed to transition to a district-based electoral system due to the need to conduct multiple Public Hearings, in addition to the cost for a demographic consultant. The FY24 budget includes the costs associated with transitioning to by-district voting.

ATTACHMENTS:  A.  Community Input on Composition of District Boundaries
B.  Draft Maps (published April 13, 2023)
C.  National Demographics Corporation (NDC) - Draft Maps Presentation

Santa Cruz Port District
**COMMUNITY INPUT ON THE COMPOSITION OF DISTRICT BOUNDARIES**

Public Hearing of March 6, 2023, 5:30 PM

Public Hearing to Receive Public Input on the Port District's Transition to District-Based Elections for its Commissioners Pursuant to Elections Code §10010.

The following community feedback was received at the public hearing:
- Support for shaping districts by watersheds.
- Support for neighborhoods surrounding the harbor to be considered a community of interest.
- Support for indicating the location of the Santa Cruz Harbor on the district map.

Public Hearing of March 28, 2023, 5:30 PM

Public Hearing to Receive Public Input on the Port District's Transition to District-Based Elections for its Commissioners Pursuant to Elections Code §10010.
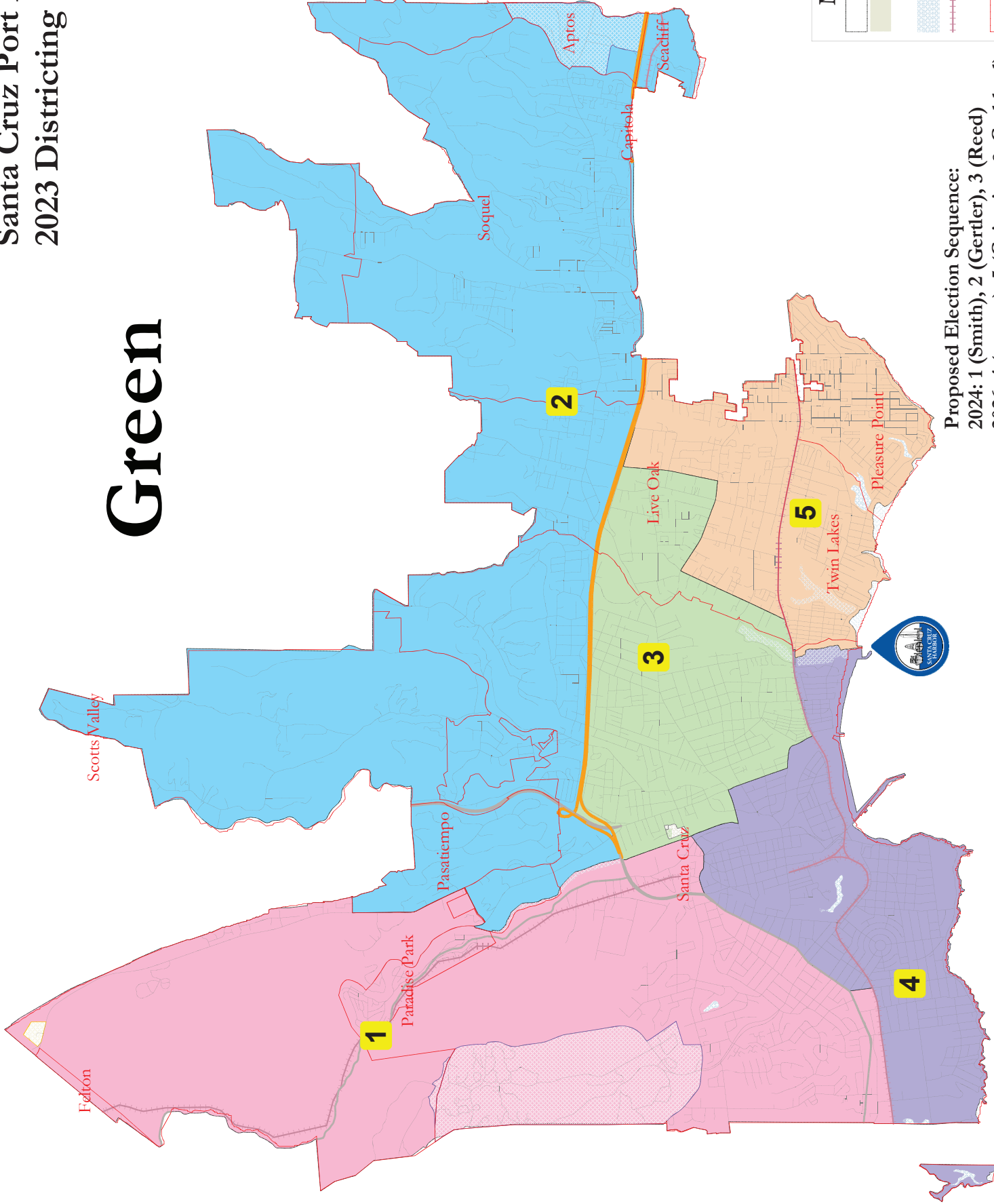
*Public input was solicited, but no feedback was received.*

The following Port Commission feedback was received at the public hearing:
- Support for viewing a draft map in which each district has a boundary touching the harbor.

# Santa Cruz Port District
## 2023 Districting

# Green

## Map layers
- Green
- Landmark Area
- Landmark Point
- Water Area
- Railroad
- Streets
- City / Town

**Proposed Election Sequence:**
2024: 1 (Smith), 2 (Gertler), 3 (Reed)
2026: 4 (vacant), 5 (Geisreiter & Goddard)

National Demographics Corporation, April 13, 2023      ©2021 CALIPER

Aptos

Seacliff

Capitola

Soquel

Scotts Valley

Pasatiempo

Live Oak

Pleasure Point

Twin Lakes

Santa Cruz

Paradise Park

Felton

SANTA CRUZ HARBOR

1

2

3

4

5

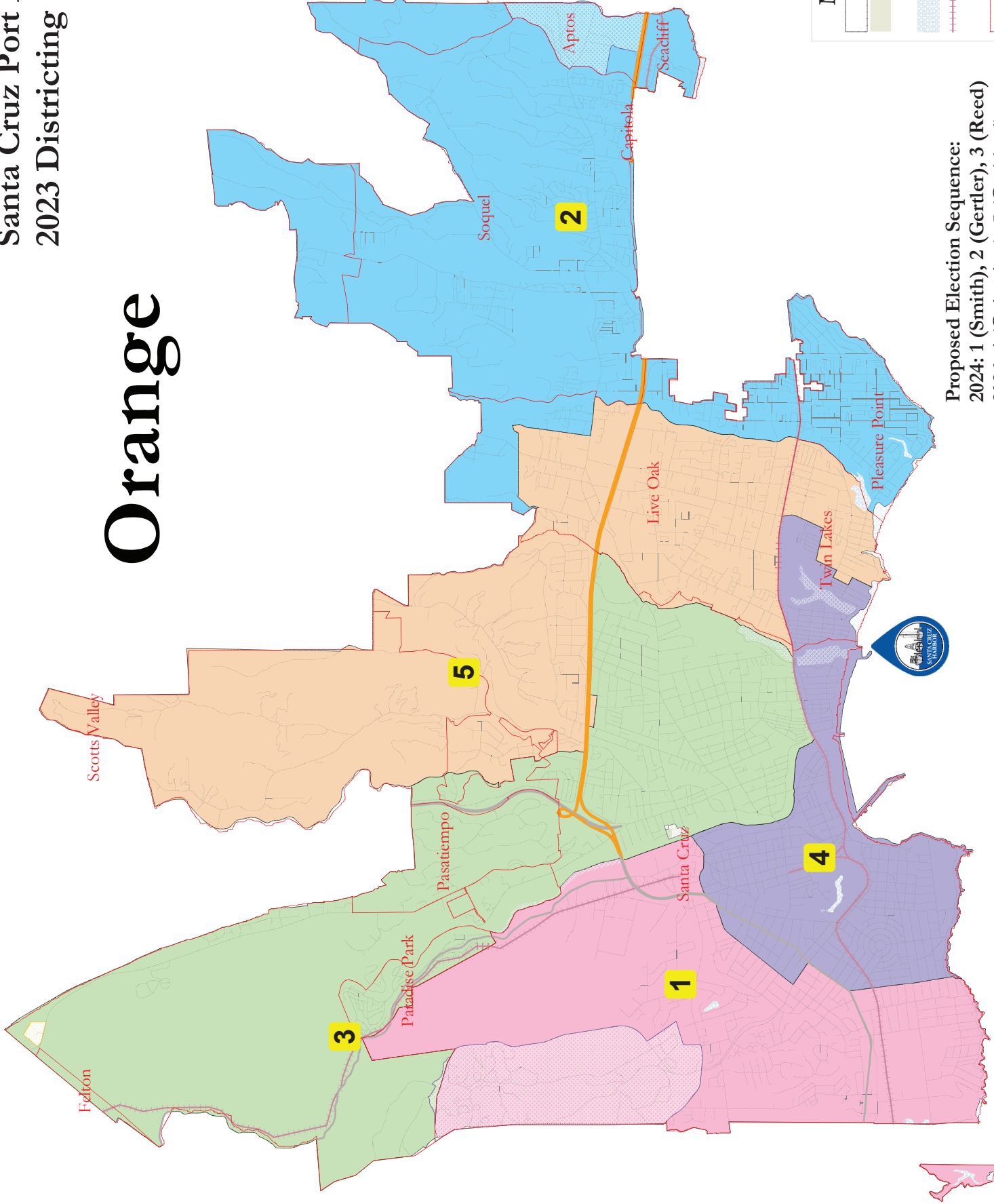| District | | 1 | 2 | 3 | 4 | 5 | Total |
|---|---|---|---|---|---|---|---|
| | Total Pop | 19,461 | 19,358 | 19,482 | 20,769 | 19,875 | 98,945 |
| | Deviation from ideal | -328 | -431 | -307 | 980 | 86 | 1,411 |
| | % Deviation | -1.66% | -2.18% | -1.55% | 4.95% | 0.43% | 7.13% |
| Total Pop | % Hisp | 21.4% | 20% | 24% | 25% | 27% | 24% |
| | % NH White | 56% | 68% | 63% | 59% | 62% | 62% |
| | % NH Black | 4% | 2% | 2% | 2% | 2% | 2% |
| | % Asian-American | 15% | 6% | 6% | 9% | 5% | 8% |
| Citizen Voting Age Pop | Total | 17,941 | 15,429 | 15,535 | 15,444 | 15,370 | 79,719 |
| | % Hisp | 18% | 15% | 16% | 17% | 15% | 16% |
| | % NH White | 60% | 76% | 74% | 71% | 74% | 71% |
| | % NH Black | 2% | 2% | 1% | 3% | 2% | 2% |
| | % Asian/Pac.Isl. | 15% | 3% | 5% | 5% | 5% | 7% |
| Voter Registration (Nov 2020) | Total | 11,983 | 14,131 | 13,627 | 13,540 | 13,749 | 67,030 |
| | % Latino est. | 10% | 12% | 14% | 14% | 15% | 13% |
| | % Spanish-Surnamed | 10% | 11% | 13% | 13% | 13% | 12% |
| | % Asian-Surnamed | 5% | 3% | 2% | 3% | 2% | 3% |
| | % Filipino-Surnamed | 1% | 1% | 1% | 1% | 1% | 1% |
| | % NH White est. | 82% | 83% | 83% | 78% | 82% | 82% |
| | % NH Black | 2% | 2% | 1% | 3% | 1% | 2% |
| Voter Turnout (Nov 2020) | Total | 9,910 | 12,572 | 11,724 | 11,308 | 11,871 | 57,385 |
| | % Latino est. | 9% | 11% | 13% | 13% | 14% | 12% |
| | % Spanish-Surnamed | 9% | 11% | 12% | 12% | 13% | 11% |
| | % Asian-Surnamed | 4% | 3% | 2% | 3% | 2% | 3% |
| | % Filipino-Surnamed | 4% | 3% | 2% | 3% | 2% | 3% |
| | % NH White est. | 84% | 84% | 84% | 80% | 83% | 83% |
| | % NH Black | 1% | 2% | 1% | 3% | 1% | 1% |
| Voter Turnout (Nov 2018) | Total | 8,405 | 9,780 | 9,469 | 8,911 | 9,076 | 45,641 |
| | % Latino est. | 16% | 14% | 16% | 19% | 19% | 17% |
| | % Spanish-Surnamed | 9% | 8% | 10% | 11% | 11% | 10% |
| | % Asian-Surnamed | 4% | 2% | 2% | 3% | 2% | 3% |
| | % Filipino-Surnamed | 1% | 1% | 1% | 1% | 1% | 1% |
| | % NH White est. | 83% | 86% | 86% | 82% | 85% | 84% |
| | % NH Black est. | 1% | 2% | 1% | 3% | 1% | 1% |
| ACS Pop. Est. | Total | 21,667 | 19,908 | 19,578 | 20,401 | 20,540 | 102,095 |
| Age | age0-19 | 29% | 22% | 17% | 18% | 20% | 21% |
| | age20-60 | 56% | 52% | 61% | 61% | 56% | 57% |
| | age60plus | 15% | 26% | 22% | 21% | 24% | 21% |
| Immigration | immigrants | 14% | 9% | 11% | 16% | 16% | 13% |
| | naturalized | 47% | 53% | 49% | 39% | 48% | 46% |
| Language spoken at home | english | 71% | 85% | 79% | 74% | 74% | 76% |
| | spanish | 12% | 11% | 14% | 17% | 21% | 15% |
| | asian-lang | 9% | 1% | 3% | 5% | 2% | 4% |
| | other lang | 8% | 3% | 3% | 5% | 3% | 5% |
| Language Fluency | Speaks Eng. "Less than Very Well" | 4% | 3% | 6% | 8% | 9% | 6% |
| Education (among those age 25+) | hs-grad | 33% | 51% | 49% | 43% | 45% | 45% |
| | bachelor | 29% | 27% | 25% | 29% | 28% | 27% |
| | graduatedegree | 36% | 17% | 21% | 22% | 19% | 22% |
| Child in Household | child-under18 | 20% | 27% | 24% | 19% | 25% | 23% |
| Pct of Pop. Age 16+ | employed | 53% | 61% | 66% | 61% | 62% | 61% |
| Household Income | income 0-25k | 16% | 8% | 19% | 24% | 15% | 16% |
| | income 25-50k | 13% | 12% | 15% | 18% | 16% | 15% |
| | income 50-75k | 9% | 14% | 11% | 9% | 13% | 11% |
| | income 75-200k | 41% | 46% | 41% | 37% | 40% | 41% |
| | income 200k-plus | 21% | 21% | 14% | 13% | 16% | 17% |
| Housing Stats | single family | 77% | 86% | 69% | 61% | 71% | 72% |
| | multi-family | 23% | 14% | 31% | 39% | 29% | 28% |
| | rented | 39% | 29% | 53% | 63% | 42% | 46% |
| | owned | 61% | 71% | 47% | 37% | 58% | 54% |

Total population data from the 2020 Decennial Census.

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 Pop., Age, Immigration, and other demographics from the 2015-2019 American Community Survey and Special Tabulation 5-year data.

# Santa Cruz Port District
## 2023 Districting

# Orange

**Map layers**

- Orange
- Landmark Area
- Landmark Point
- Water Area
- Railroad
- Streets
- City / Town

**Proposed Election Sequence:**
2024: 1 (Smith), 2 (Gertler), 3 (Reed)
2026: 4 (Geisreiter), 5 (Goddard)

Aptos

Seacliff

Capitola

Soquel

2

Pleasure Point

Live Oak

Twin Lakes

Scotts Valley

5

Santa Cruz

4

Pasatiempo

1

Paradise Park

3

Felton

SANTA CRUZ HARBOR

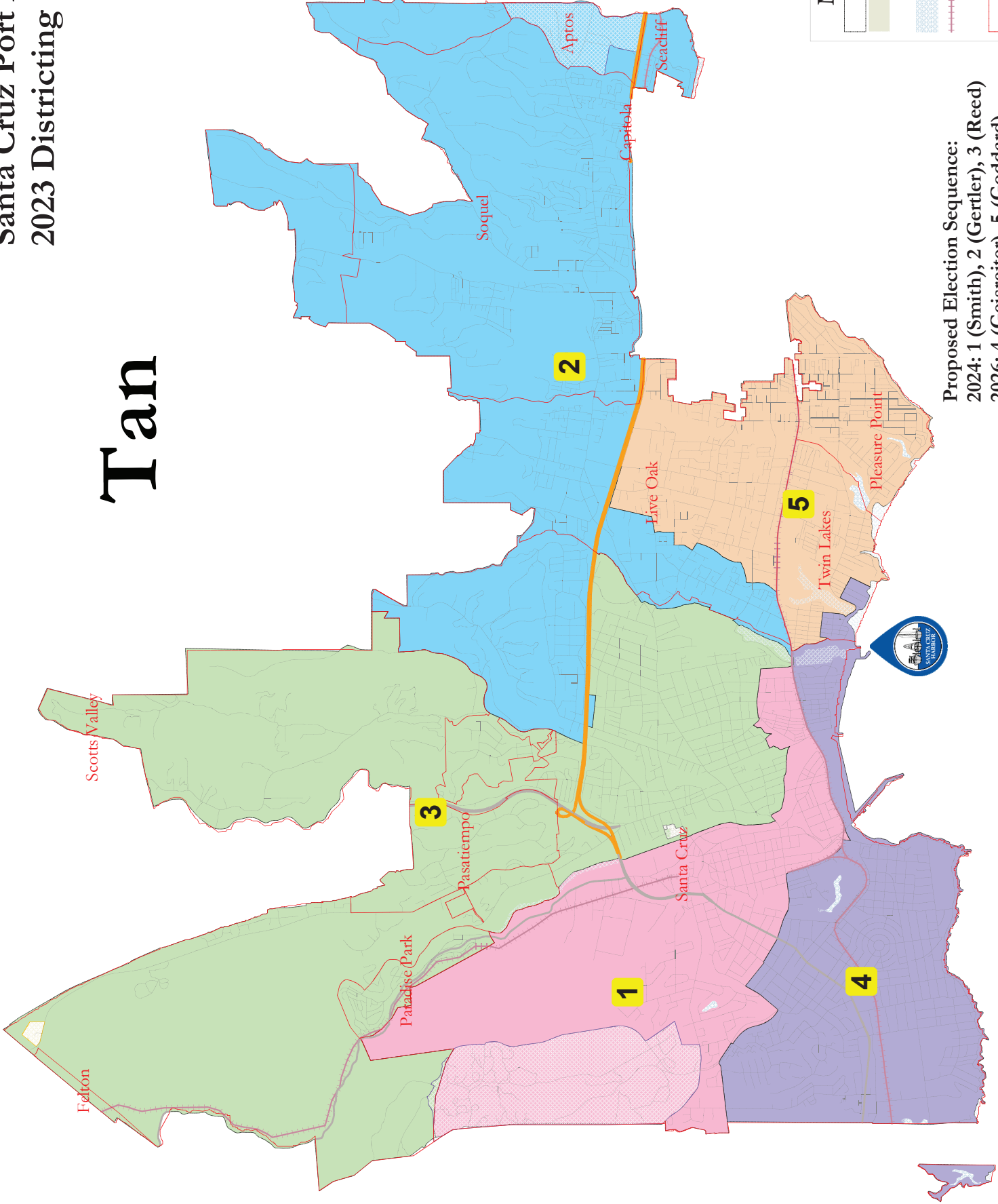| District | | 1 | 2 | 3 | 4 | 5 | Total |
|---|---|---|---|---|---|---|---|
| | | | | | | | |
| | Total Pop | 20,113 | 19,928 | 20,171 | 19,177 | 19,556 | 98,945 |
| | Deviation from ideal | 324 | 139 | 382 | -612 | -233 | 994 |
| | % Deviation | 1.64% | 0.70% | 1.93% | -3.09% | -1.18% | 5.02% |
| Total Pop | % Hisp | 21.6% | 22% | 24% | 23% | 28% | 24% |
| | % NH White | 57% | 67% | 63% | 61% | 60% | 62% |
| | % NH Black | 4% | 1% | 2% | 2% | 2% | 2% |
| | % Asian-American | 14% | 5% | 7% | 9% | 6% | 8% |
| Citizen Voting Age Pop | Total | 18,630 | 16,548 | 16,215 | 14,130 | 14,196 | 79,719 |
| | % Hisp | 19% | 16% | 13% | 15% | 18% | 16% |
| | % NH White | 61% | 74% | 72% | 74% | 75% | 71% |
| | % NH Black | 3% | 2% | 2% | 2% | 2% | 2% |
| | % Asian/Pac.Isl. | 15% | 3% | 5% | 5% | 5% | 7% |
| Voter Registration (Nov 2020) | Total | 12,159 | 14,560 | 14,348 | 12,815 | 13,148 | 67,030 |
| | % Latino est. | 11% | 13% | 13% | 13% | 16% | 13% |
| | % Spanish-Surnamed | 10% | 12% | 12% | 12% | 15% | 12% |
| | % Asian-Surnamed | 5% | 2% | 3% | 3% | 2% | 3% |
| | % Filipino-Surnamed | 1% | 1% | 1% | 1% | 1% | 1% |
| | % NH White est. | 83% | 83% | 83% | 79% | 80% | 82% |
| | % NH Black | 1% | 1% | 1% | 3% | 1% | 2% |
| Voter Turnout (Nov 2020) | Total | 10,034 | 12,824 | 12,373 | 10,780 | 11,374 | 57,385 |
| | % Latino est. | 10% | 12% | 12% | 12% | 15% | 12% |
| | % Spanish-Surnamed | 9% | 11% | 11% | 11% | 13% | 11% |
| | % Asian-Surnamed | 4% | 2% | 3% | 3% | 2% | 3% |
| | % Filipino-Surnamed | 4% | 2% | 3% | 3% | 2% | 3% |
| | % NH White est. | 84% | 84% | 84% | 80% | 81% | 83% |
| | % NH Black | 1% | 1% | 1% | 3% | 1% | 1% |
| Voter Turnout (Nov 2018) | Total | 8,592 | 9,786 | 9,950 | 8,433 | 8,880 | 45,641 |
| | % Latino est. | 16% | 16% | 15% | 18% | 19% | 17% |
| | % Spanish-Surnamed | 10% | 9% | 9% | 10% | 11% | 10% |
| | % Asian-Surnamed | 4% | 2% | 2% | 3% | 2% | 3% |
| | % Filipino-Surnamed | 1% | 1% | 1% | 1% | 1% | 1% |
| | % NH White est. | 83% | 86% | 86% | 82% | 84% | 84% |
| | % NH Black est. | 1% | 1% | 1% | 3% | 1% | 1% |
| ACS Pop. Est. | Total | 22,215 | 21,112 | 20,252 | 19,137 | 19,379 | 102,095 |
| Age | age0-19 | 28% | 21% | 16% | 21% | 21% | 21% |
| | age20-60 | 56% | 53% | 63% | 59% | 55% | 57% |
| | age60plus | 16% | 26% | 21% | 20% | 25% | 21% |
| Immigration | immigrants | 14% | 10% | 11% | 16% | 15% | 13% |
| | naturalized | 47% | 56% | 54% | 37% | 42% | 46% |
| Language spoken at home | english | 71% | 82% | 81% | 75% | 73% | 76% |
| | spanish | 12% | 14% | 12% | 16% | 21% | 15% |
| | asian-lang | 9% | 1% | 3% | 4% | 2% | 4% |
| | other lang | 8% | 2% | 4% | 5% | 4% | 5% |
| Language Fluency | Speaks Eng. "Less than Very Well" | 4% | 5% | 5% | 8% | 9% | 6% |
| Education (among those age 25+) | hs-grad | 33% | 50% | 46% | 42% | 48% | 45% |
| | bachelor | 28% | 27% | 28% | 28% | 26% | 27% |
| | graduatedegree | 36% | 16% | 21% | 23% | 18% | 22% |
| Child in Household | child-under18 | 19% | 26% | 22% | 20% | 28% | 23% |
| Pct of Pop. Age 16+ | employed | 52% | 64% | 69% | 62% | 58% | 61% |
| Household Income | income 0-25k | 15% | 10% | 18% | 25% | 13% | 16% |
| | income 25-50k | 17% | 13% | 14% | 15% | 16% | 15% |
| | income 50-75k | 9% | 12% | 10% | 9% | 15% | 11% |
| | income 75-200k | 38% | 47% | 42% | 37% | 40% | 41% |
| | income 200k-plus | 21% | 18% | 16% | 14% | 16% | 17% |
| Housing Stats | single family | 77% | 81% | 72% | 60% | 74% | 72% |
| | multi-family | 23% | 19% | 28% | 40% | 26% | 28% |
| | rented | 41% | 33% | 53% | 62% | 40% | 46% |
| | owned | 59% | 67% | 47% | 38% | 60% | 54% |

Total population data from the 2020 Decennial Census.

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 Pop., Age, Immigration, and other demographics from the 2015-2019 American Community Survey and Special Tabulation 5-year data.

# Santa Cruz Port District
## 2023 Districting

# Tan

Aptos

Seacliff

Capitola

Soquel

**2**

Pleasure Point

Live Oak

**5**

Twin Lakes

Scotts Valley

**3**

Pasatiempo

Santa Cruz

SANTA CRUZ HARBOR

**4**

Paradise Park

**1**

Felton

## Map layers

| | |
|---|---|
| ☐ | Tan |
| ☐ | Landmark Area |
| | Landmark Point |
| ▦ | Water Area |
| +++ | Railroad |
| | Streets |
| ☐ | City / Town |

**Proposed Election Sequence:**
2024: 1 (Smith), 2 (Gertler), 3 (Reed)
2026: 4 (Geisreiter), 5 (Goddard)

National Demographics Corporation, April 13, 2023    ©2021 CALIPER

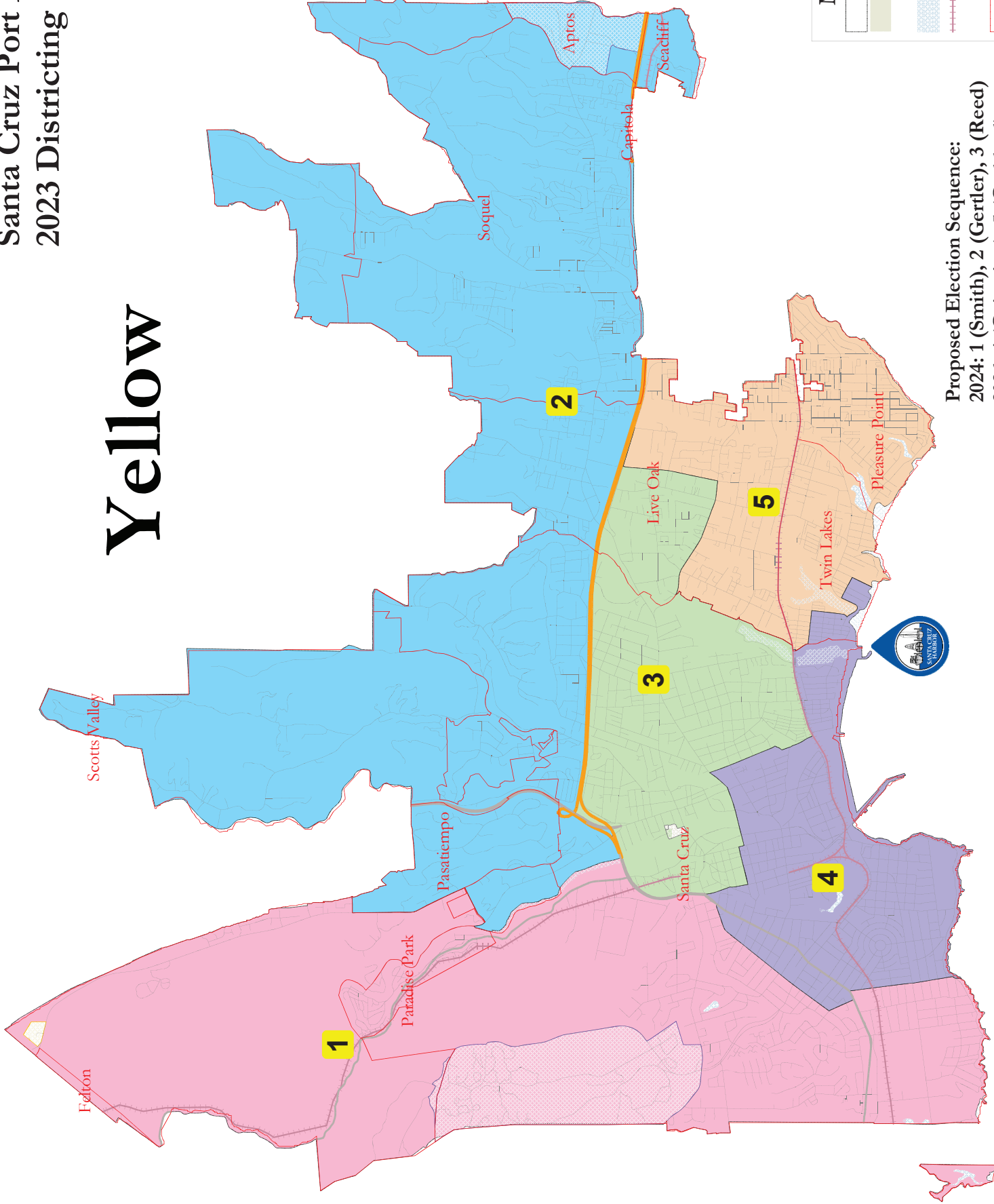| | | 1 | 2 | 3 | 4 | 5 | Total |
|---|---|---|---|---|---|---|---|
| | | | | **Tan** | | | |
| District | | 1 | 2 | 3 | 4 | 5 | Total |
| | Total Pop | 19,827 | 19,230 | 20,348 | 19,482 | 20,058 | 98,945 |
| | Deviation from ideal | 38 | -559 | 559 | -307 | 269 | 1,118 |
| | % Deviation | 0.19% | -2.82% | 2.82% | -1.55% | 1.36% | 5.65% |
| Total Pop | % Hisp | 27.2% | 23% | 23% | 17% | 27% | 24% |
| | % NH White | 52% | 65% | 63% | 66% | 62% | 62% |
| | % NH Black | 5% | 2% | 2% | 2% | 2% | 2% |
| | % Asian-American | 13% | 5% | 7% | 10% | 5% | 8% |
| Citizen Voting Age Pop | Total | 15,871 | 15,124 | 16,565 | 16,844 | 15,315 | 79,719 |
| | % Hisp | 17% | 19% | 13% | 17% | 16% | 16% |
| | % NH White | 64% | 75% | 71% | 70% | 74% | 71% |
| | % NH Black | 3% | 2% | 2% | 2% | 2% | 2% |
| | % Asian/Pac.Isl. | 14% | 3% | 5% | 8% | 5% | 7% |
| Voter Registration (Nov 2020) | Total | 10,558 | 13,611 | 14,554 | 14,484 | 13,823 | 67,030 |
| | % Latino est. | 13% | 14% | 13% | 11% | 15% | 13% |
| | % Spanish-Surnamed | 12% | 13% | 12% | 10% | 14% | 12% |
| | % Asian-Surnamed | 4% | 2% | 3% | 3% | 2% | 3% |
| | % Filipino-Surnamed | 1% | 1% | 1% | 1% | 1% | 1% |
| | % NH White est. | 77% | 82% | 82% | 83% | 82% | 82% |
| | % NH Black | 3% | 2% | 1% | 2% | 1% | 2% |
| Voter Turnout (Nov 2020) | Total | 8,372 | 12,053 | 12,563 | 12,500 | 11,897 | 57,385 |
| | % Latino est. | 12% | 13% | 11% | 10% | 14% | 12% |
| | % Spanish-Surnamed | 11% | 12% | 11% | 10% | 13% | 11% |
| | % Asian-Surnamed | 4% | 2% | 3% | 3% | 2% | 3% |
| | % Filipino-Surnamed | 4% | 2% | 3% | 3% | 2% | 3% |
| | % NH White est. | 79% | 83% | 84% | 84% | 83% | 83% |
| | % NH Black | 2% | 2% | 1% | 2% | 1% | 1% |
| Voter Turnout (Nov 2018) | Total | 7,316 | 9,259 | 10,144 | 9,797 | 9,125 | 45,641 |
| | % Latino est. | 20% | 16% | 14% | 15% | 19% | 17% |
| | % Spanish-Surnamed | 11% | 10% | 9% | 9% | 11% | 10% |
| | % Asian-Surnamed | 4% | 2% | 2% | 3% | 2% | 3% |
| | % Filipino-Surnamed | 1% | 1% | 1% | 1% | 1% | 1% |
| | % NH White est. | 80% | 85% | 86% | 85% | 84% | 84% |
| | % NH Black est. | 2% | 1% | 1% | 2% | 1% | 1% |
| ACS Pop. Est. | Total | 20,116 | 19,817 | 20,609 | 21,084 | 20,470 | 102,095 |
| Age | age0-19 | 32% | 22% | 17% | 18% | 19% | 21% |
| | age20-60 | 53% | 51% | 62% | 62% | 56% | 57% |
| | age60plus | 15% | 27% | 21% | 20% | 24% | 21% |
| Immigration | immigrants | 15% | 10% | 11% | 13% | 16% | 13% |
| | naturalized | 36% | 51% | 54% | 49% | 46% | 46% |
| Language spoken at home | english | 69% | 81% | 82% | 76% | 74% | 76% |
| | spanish | 14% | 15% | 11% | 13% | 20% | 15% |
| | asian-lang | 8% | 1% | 3% | 6% | 2% | 4% |
| | other lang | 8% | 3% | 4% | 5% | 3% | 5% |
| Language Fluency | Speaks Eng. "Less than Very Well" | 6% | 4% | 4% | 5% | 10% | 6% |
| Education (among those age 25+) | hs-grad | 39% | 54% | 46% | 38% | 45% | 45% |
| | bachelor | 29% | 25% | 28% | 28% | 27% | 27% |
| | graduatedegree | 27% | 17% | 21% | 30% | 18% | 22% |
| Child in Household | child-under18 | 20% | 27% | 23% | 20% | 26% | 23% |
| Pct of Pop. Age 16+ | employed | 53% | 62% | 68% | 60% | 62% | 61% |
| Household Income | income 0-25k | 24% | 10% | 17% | 19% | 14% | 16% |
| | income 25-50k | 18% | 14% | 14% | 14% | 15% | 15% |
| | income 50-75k | 9% | 15% | 10% | 9% | 13% | 11% |
| | income 75-200k | 36% | 45% | 42% | 40% | 41% | 41% |
| | income 200k-plus | 13% | 16% | 18% | 18% | 17% | 17% |
| Housing Stats | single family | 54% | 82% | 74% | 77% | 72% | 72% |
| | multi-family | 46% | 18% | 26% | 23% | 28% | 28% |
| | rented | 59% | 33% | 49% | 50% | 42% | 46% |
| | owned | 41% | 67% | 51% | 50% | 58% | 54% |

Total population data from the 2020 Decennial Census.

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 Pop., Age, Immigration, and other demographics from the 2015-2019 American Community Survey and Special Tabulation 5-year data.

# Santa Cruz Port District
## 2023 Districting

# Yellow



**Map layers**
- Yellow
- Landmark Area
- Landmark Point
- Water Area
- Railroad
- Streets
- City / Town

**Proposed Election Sequence:**
2024: 1 (Smith), 2 (Gertler), 3 (Reed)
2026: 4 (Geisreiter), 5 (Goddard)

National Demographics Corporation, April 13, 2023    ©2021 CALIPER

## Yellow

| District | | 1 | 2 | 3 | 4 | 5 | Total |
|---|---|---|---|---|---|---|---|
| | Total Pop | 19,684 | 19,358 | 19,741 | 20,242 | 19,920 | 98,945 |
| | Deviation from ideal | -105 | -431 | -48 | 453 | 131 | 884 |
| | % Deviation | -0.53% | -2.18% | -0.24% | 2.29% | 0.66% | 4.47% |
| Total Pop | % Hisp | 21.2% | 20% | 23% | 26% | 27% | 24% |
| | % NH White | 57% | 68% | 63% | 58% | 61% | 62% |
| | % NH Black | 4% | 2% | 2% | 2% | 2% | 2% |
| | % Asian-American | 14% | 6% | 6% | 9% | 5% | 8% |
| Citizen Voting Age Pop | Total | 18,369 | 15,429 | 15,526 | 15,076 | 15,319 | 79,719 |
| | % Hisp | 18% | 15% | 15% | 17% | 16% | 16% |
| | % NH White | 60% | 76% | 75% | 72% | 73% | 71% |
| | % NH Black | 3% | 2% | 1% | 3% | 2% | 2% |
| | % Asian/Pac.Isl. | 15% | 3% | 5% | 5% | 5% | 7% |
| Voter Registration (Nov 2020) | Total | 12,084 | 14,131 | 14,041 | 13,106 | 13,668 | 67,030 |
| | % Latino est. | 10% | 12% | 14% | 14% | 15% | 13% |
| | % Spanish-Surnamed | 10% | 11% | 13% | 13% | 14% | 12% |
| | % Asian-Surnamed | 5% | 3% | 2% | 3% | 2% | 3% |
| | % Filipino-Surnamed | 1% | 1% | 1% | 1% | 1% | 1% |
| | % NH White est. | 82% | 83% | 82% | 79% | 82% | 82% |
| | % NH Black | 1% | 2% | 0% | 3% | 1% | 2% |
| Voter Turnout (Nov 2020) | Total | 9,994 | 12,572 | 12,057 | 10,965 | 11,797 | 57,385 |
| | % Latino est. | 9% | 11% | 13% | 13% | 14% | 12% |
| | % Spanish-Surnamed | 9% | 11% | 12% | 12% | 13% | 11% |
| | % Asian-Surnamed | 4% | 3% | 2% | 3% | 2% | 3% |
| | % Filipino-Surnamed | 4% | 3% | 2% | 3% | 2% | 3% |
| | % NH White est. | 84% | 84% | 83% | 80% | 83% | 83% |
| | % NH Black | 1% | 2% | 0% | 3% | 1% | 1% |
| Voter Turnout (Nov 2018) | Total | 8,617 | 9,780 | 9,460 | 8,780 | 9,004 | 45,641 |
| | % Latino est. | 15% | 14% | 16% | 19% | 19% | 17% |
| | % Spanish-Surnamed | 9% | 8% | 10% | 11% | 11% | 10% |
| | % Asian-Surnamed | 4% | 2% | 2% | 3% | 2% | 3% |
| | % Filipino-Surnamed | 1% | 1% | 1% | 1% | 1% | 1% |
| | % NH White est. | 83% | 86% | 87% | 82% | 84% | 84% |
| | % NH Black est. | 1% | 2% | 0% | 3% | 1% | 1% |
| ACS Pop. Est. | Total | 21,980 | 19,908 | 19,641 | 20,197 | 20,369 | 102,095 |
| Age | age0-19 | 28% | 22% | 16% | 20% | 19% | 21% |
| | age20-60 | 55% | 52% | 61% | 62% | 56% | 57% |
| | age60plus | 17% | 26% | 22% | 18% | 25% | 21% |
| Immigration | immigrants | 13% | 9% | 11% | 16% | 16% | 13% |
| | naturalized | 48% | 53% | 46% | 40% | 48% | 46% |
| Language spoken at home | english | 71% | 85% | 81% | 73% | 73% | 76% |
| | spanish | 12% | 11% | 12% | 18% | 22% | 15% |
| | asian-lang | 9% | 1% | 3% | 4% | 2% | 4% |
| | other lang | 8% | 3% | 4% | 5% | 3% | 5% |
| Language Fluency | Speaks Eng. "Less than Very Well" | 4% | 3% | 5% | 8% | 9% | 6% |
| Education (among those age 25+) | hs-grad | 33% | 51% | 49% | 42% | 45% | 45% |
| | bachelor | 30% | 27% | 25% | 29% | 27% | 27% |
| | graduatedegree | 34% | 17% | 22% | 23% | 18% | 22% |
| Child in Household | child-under18 | 20% | 27% | 24% | 20% | 25% | 23% |
| Pct of Pop. Age 16+ | employed | 51% | 61% | 66% | 65% | 62% | 61% |
| Household Income | income 0-25k | 14% | 8% | 20% | 24% | 15% | 16% |
| | income 25-50k | 15% | 12% | 16% | 16% | 17% | 15% |
| | income 50-75k | 9% | 14% | 11% | 10% | 13% | 11% |
| | income 75-200k | 41% | 46% | 40% | 37% | 40% | 41% |
| | income 200k-plus | 22% | 21% | 14% | 14% | 16% | 17% |
| Housing Stats | single family | 82% | 86% | 66% | 61% | 71% | 72% |
| | multi-family | 18% | 14% | 34% | 39% | 29% | 28% |
| | rented | 37% | 29% | 53% | 64% | 41% | 46% |
| | owned | 63% | 71% | 47% | 36% | 59% | 54% |

Total population data from the 2020 Decennial Census.

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 Pop., Age, Immigration, and other demographics from the 2015-2019 American Community Survey and Special Tabulation 5-year data.
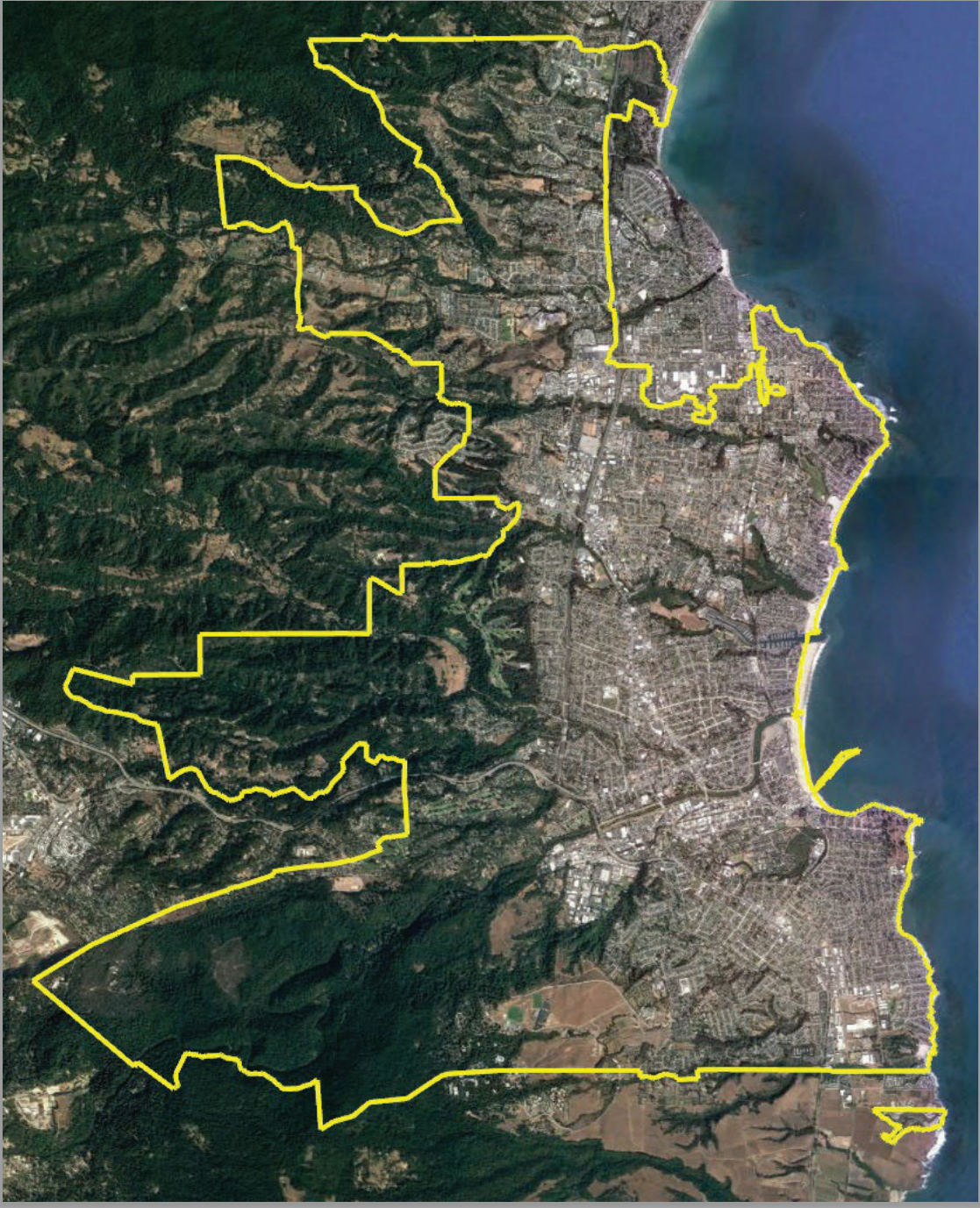
# Santa Cruz Port District
# Draft Maps

Douglas Johnson
National Demographics Corporation

April 25, 2023

National Demographics Corporation

# Districting Process

| Step | Description |
|------|-------------|
| **Two Initial Hearings** <br> March 6 & 28 | Held prior to release of draft maps. Education and to solicit input on the composition of districts. |
| **Release draft maps** | Maps must be posted at least 7 days prior to 3rd hearing. |
| **Two hearings on draft maps** <br> April 25 & May 23 | Two meetings to discuss and revise the draft maps and to discuss the election sequence. Map may be adopted May 23. |
| **Map adoption** <br> Possibly May 23 | Map may be adopted May 23. If needed, an additional meeting will be scheduled. Final map must be posted at least 7 days prior to adoption. |

NDC

# Redistricting Rules and Goals

## Federal Laws

Equal Population

Federal Voting Rights Act

No Racial Gerrymandering

## Traditional Redistricting Principles

Communities of interest

Compact

Contiguous

Visible (Natural & man-made) boundaries

Respect voters' choices / continuity in office

Planned future growth

NDC

# Community Input

- If possible, have each division touch the Harbor

  - If not possible, have each division touch either the Harbor or the Ocean

NDC

# Draft Maps

- Starting point maps – many changes can be made prior to final adoption

- Drawn to illustrate a range of options
  - Each map illustrates a different way of balancing the "traditional redistricting principles"
  - Residents and the Board can suggest preferred ways to 'mix and match' the elements of the different maps

- More detailed view available in the interactive review map.

NDC

Green

- Highly compact.
- Borders follow easily-recognizable major roads & rivers as much as possible.
- Divisions 3, 4 and 5 touch the Harbor.
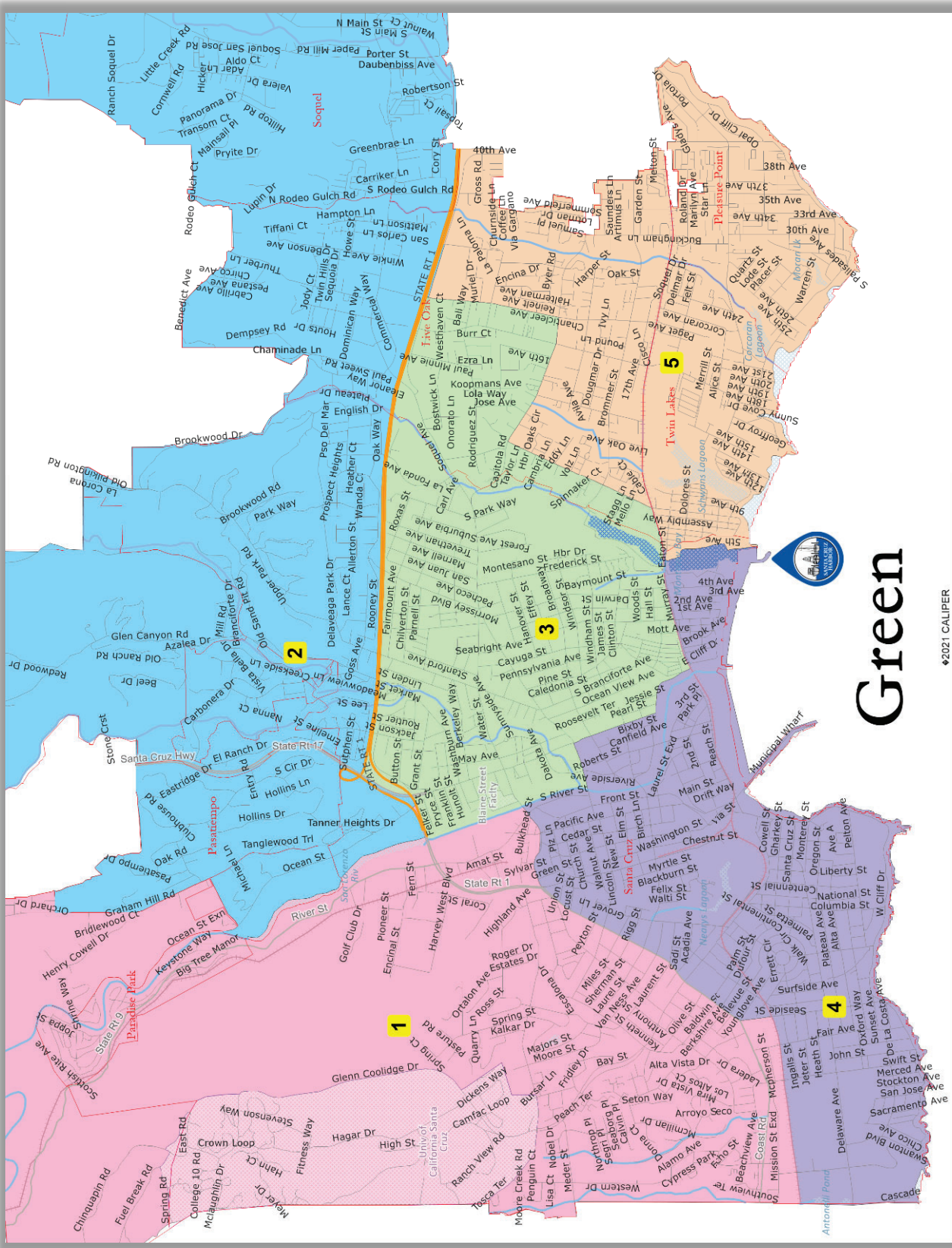
2024: 1 (Smith), 2 (Gertler), 3 (Reed)
2026: 4 (vacant), 5 (Geisreiter & Goddard)

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- Divisions 3, 4 and 5 touch the Harbor.
- Divisions 1 and 2 touch the Ocean.
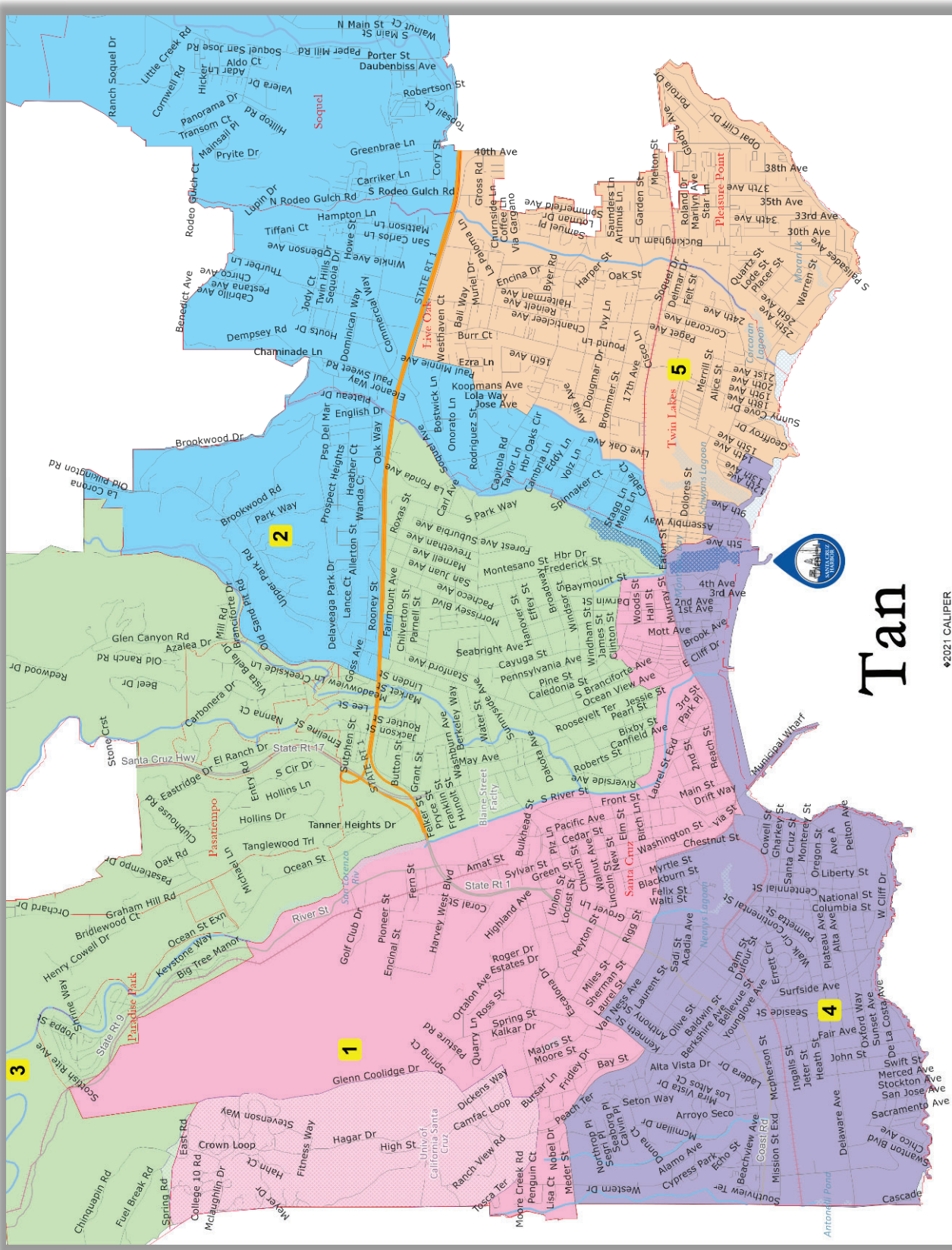- Borders follow easily-recognizable rivers (and, secondarily, major roads) as much as possible.
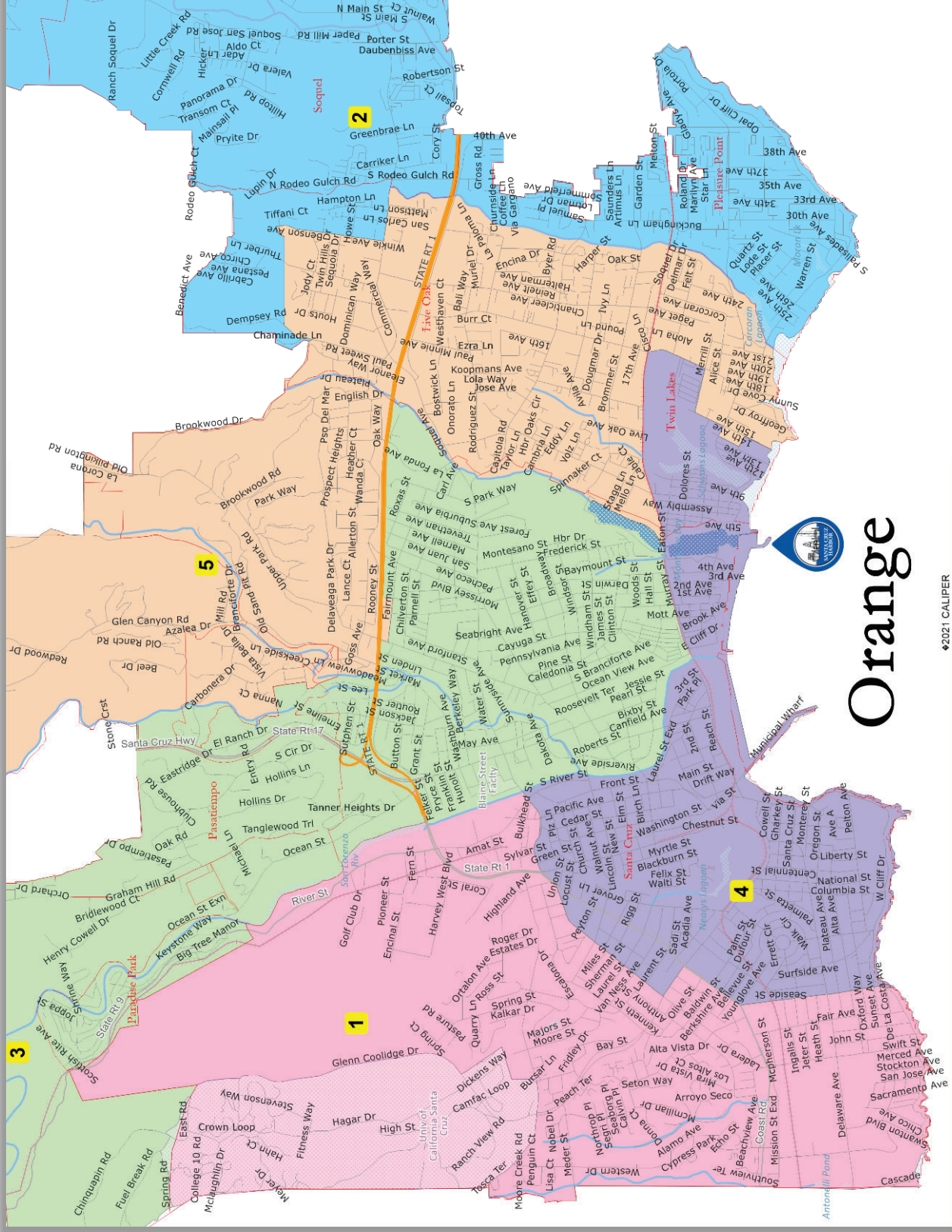
2024: 1 (Smith), 2 (Gertler), 3 (Reed)
2026: 4 (Geisreiter), 5 (Goddard)

April 25, 2023

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- All five divisions touch the Harbor.
- Borders follow easily-recognizable major roads & rivers where possible, but less than Orange or Tan options.
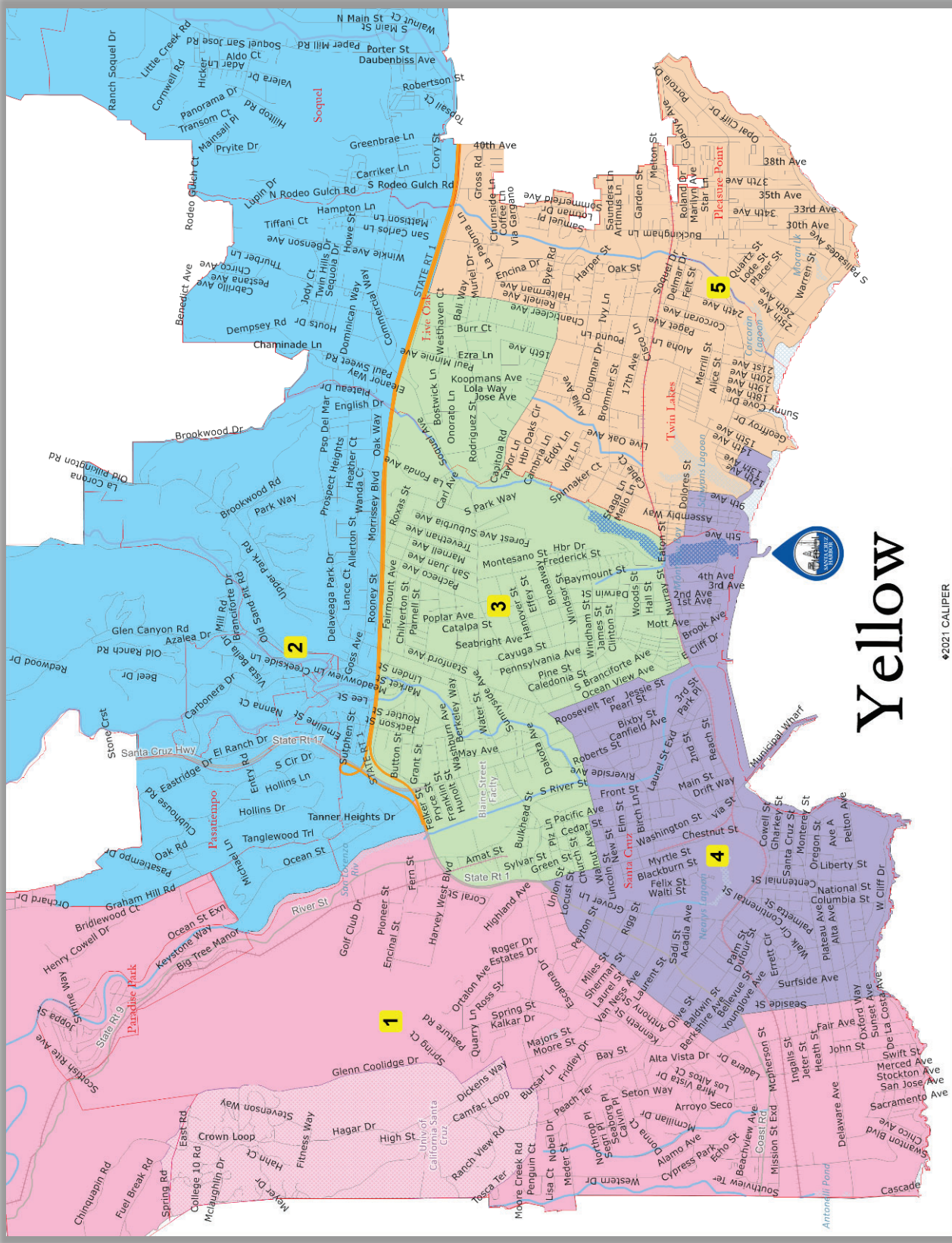
Tan

2024: 1 (Smith), 2 (Gertler), 3 (Reed)
2026: 4 (Geisreiter), 5 (Goddard)

April 25, 2023

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Yellow

- Highly compact with one small exception.
- Borders follow easily-recognizable major roads & rivers as much as possible.
- Divisions 3, 4 and 5 touch the Harbor.
- Division 1 touches the Ocean.

2024: 1 (Smith), 2 (Gertler), 3 (Reed)
2026: 4 (Geisreiter), 5 (Goddard)

April 25, 2023

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# Hearing & Discussion

- What do you like and dislike about each map?

- Which maps do you prefer?

- How can the preferred maps be improved?

  - This could be a mix and match approach

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# Next Steps

- NDC will revise the maps as requested.

- Maps will be posted by May 16th (likely well before that).

- Hearing and possible map adoption May 23rd.

NDC