

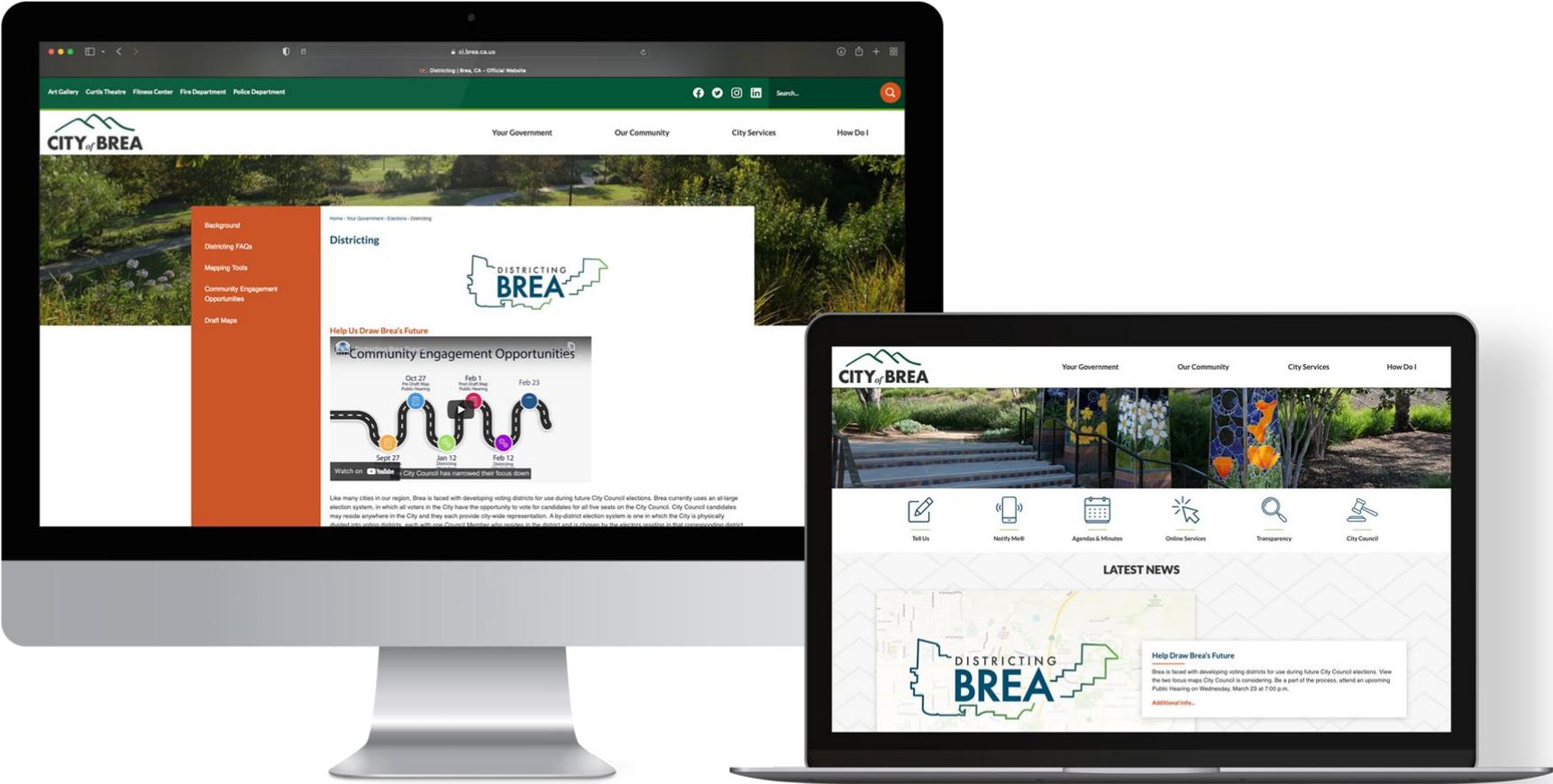


DISTRICTING BREA

Districiting Community Outreach

March 23, 2022

Dedicated Website & Featured on the Homepage



cityofbrea.net/districting



José Malo acompaña a su hija de 6 años en el momento de lavarse las manos en un centro de salud en Los Angeles.

Unos 120,000 niños en el país perdieron un cuidador por Covid

Unos 120,000 niños en el país han perdido a un cuidador debido a la pandemia de COVID-19, según un estudio reciente. El estudio estima que cada cuatro segundos un niño pierde a un cuidador debido a la pandemia de COVID-19. El estudio también encontró que los niños que han perdido a un cuidador tienen un mayor riesgo de sufrir problemas de salud mental y de comportamiento.

EL DATO: Unos 120,000 niños en el país han perdido a un cuidador debido a la pandemia de COVID-19.

1.5 millones de niños han perdido a un cuidador debido a la pandemia de COVID-19.

4.2 millones de niños han perdido a un cuidador debido a la pandemia de COVID-19.

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CDC pide vacunarse en contra de la gripe



Una enfermera en un centro de salud en Los Angeles.

CDC pide vacunarse en contra de la gripe

La directora de los CDC, Rochelle Walensky, pidió a los estadounidenses que se vacunen contra la gripe este año. Ella dijo que la gripe puede ser mortal y que la vacunación puede salvar vidas. La CDC recomienda que todas las personas mayores de 65 años y las personas con ciertas condiciones de salud se vacunen contra la gripe.

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8 스포츠

여자 쇼트트랙 내일 '2호 금메달' 사냥



한국 쇼트트랙 대표팀의 최정민(왼쪽), 이은진(가운데), 김연아(오른쪽)가 2022 베이징 동계 올림픽 쇼트트랙 여자 500m 결승에서 경기하고 있다.

9월 한국 선수단에 첫 금메달을 안긴 유수라와 쇼트트랙 대표팀이 11월 27일 대만 타이베이에서 열린 2022 베이징 동계 올림픽 쇼트트랙 여자 500m 결승에서 금메달을 사냥할 예정이다. 한국 대표팀은 이번 대회에서 금메달을 사냥하기 위해 최정민, 이은진, 김연아를 내세웠다. 이들은 지난 시즌에 좋은 성적을 거두었고, 이번 대회에서도 금메달을 사냥할 것으로 기대된다.

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'러시아의 피겨오lympic' 발라에바, 도핑 의혹



러시아의 피겨오lympic 선수인 카타리나 버베카가 경기하고 있다.

러시아의 피겨오lympic 선수인 카타리나 버베카가 도핑 의혹에 휩싸였다. 버베카는 이번 대회에서 금메달을 사냥했지만, 도핑 테스트에서 양성 반응을 보였기 때문에 금메달을 박탈당할 예정이다. 버베카는 도핑 테스트를 부정적으로 받아들이고, 도핑을 했다고 인정하지 않았다. 이 사건은 피겨오lympic계에 큰 충격을 주었고, 러시아 선수들의 도핑 의혹이 다시 제기되고 있다.

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Public Notice

For the attention of the public, the City of Brea, California, is hereby giving notice that the City Council has adopted the following resolution:

RESOLUTION NO. 2022-01

WHEREAS, the City of Brea is currently in the process of reviewing and evaluating the proposed development of the Brea Community Center; and

WHEREAS, the City Council has determined that the proposed development is in the public interest and should be approved;

IT IS HEREBY RESOLVED that the City Council does hereby approve the proposed development of the Brea Community Center.

Lillian Harris-Araki, Secretary of the City

Our Communities.

Do you know that Orange County has more people than twenty-one U.S. states? Diverse, dynamic, diverse, we are a blend of cultures and communities. We ought to know—we live and work here. And we'll keep bringing you stories about OC and the people who make it special.

THE ORANGE COUNTY REGISTER

Nobody Beats Our Coverage.

ocregister.com/subscribe

금메달 물고 뜯 한국, 상승세 간다

10일 베이징 동계 올림픽 쇼트트랙 여자 500m 결승에서 한국 대표팀이 금메달을 사냥했다. 최정민이 1분 15초 877으로 결승선을 통과하며 금메달을 목에 걸었다. 이은진은 은메달, 김연아는 동메달을 획득했다. 한국 대표팀은 이번 대회에서 금메달을 사냥하는 데 성공하며, 상승세를 보이고 있다.

커머셜 비즈니스 SBA

2주대 융자 애드업니다
이자율이 오르고있으니
시들려 주세요

APR
이자율
10년 고정
SBA
과거와 다른 대출
새 거래를 만기

지금 바로 연락주세요!
모든 융자를 원스톱으로 해드립니다.

Susan Bang
213.944.2000

RO INVESTMENT
Lic # 80050-12929
Office 323.378.8777 Fax 442.297.7341
E-mail: susan@roinvestmentgroup.com
4522 Wilshire Blvd STE 203, L.A., CA 90010

공청회 공고

브레이크 시의회가 선거법 예산 100억에 따라 2022년 수요일 오후 7시에 (또는 그후 가능한 빨리) 시의회가 공공으로 제출하는 제도로 변화하는 제2차 선거법 예산에 대한 공청회를 개최합니다.

시의회는 잠재적으로 선거구 지도와 선거구 선출권과 재편하기 위한 조사의 첫 단계를 고려 공청회를 실시할 것입니다.

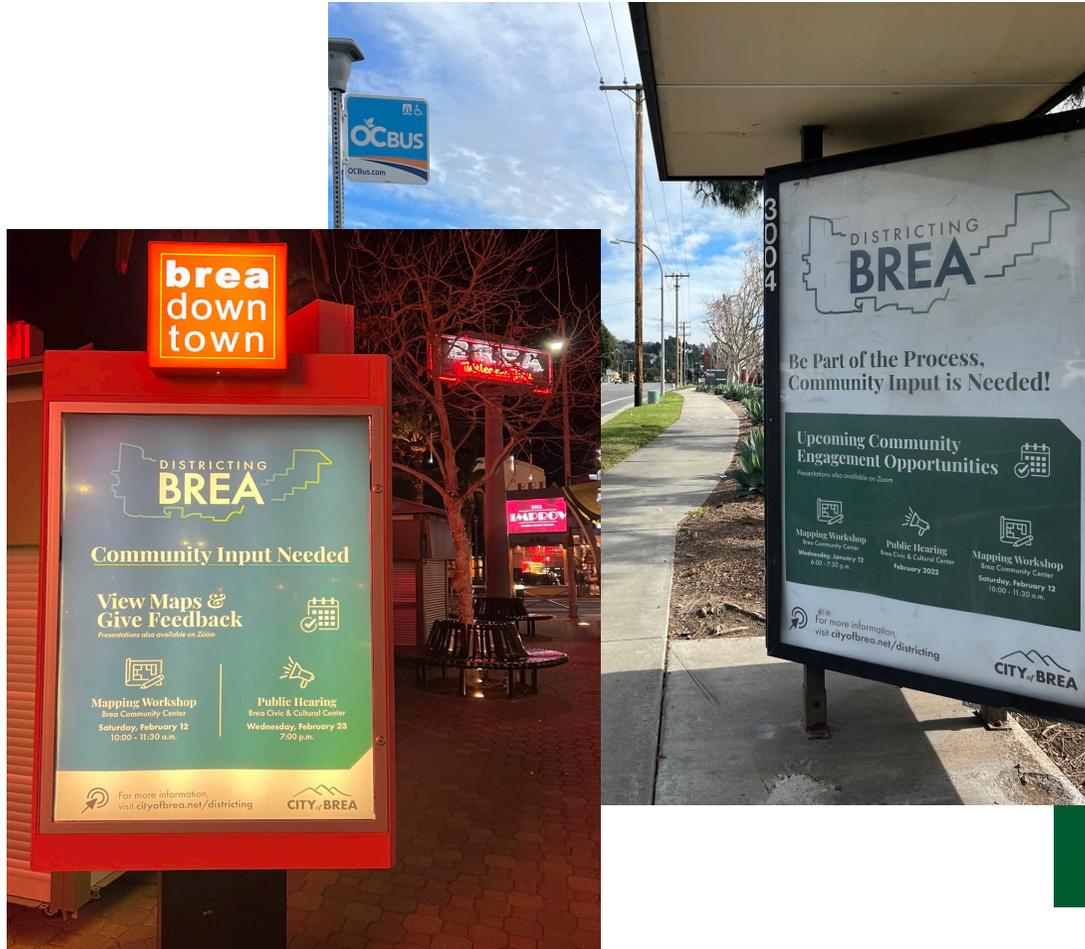
지도 도구 리스, 마킹 및 제출에 cityofbrea.net/election을 방문하십시오.

모든 관심 있는 시민들은 이 형태로 형식에 관련된 의문을 제기할 수 있습니다. 추가 질문은 1st Circle, 3rd Floor, Brea, California, 92821에 위치한 이메일 ds@cityofbrea.net을 보내거나 714-960-2222에 전화하여 요청하실 수 있습니다.

멜리안 레이스-넬, 시 서기

공고일: 2022년 2월 10일





Bus Shelters & Downtown Kiosks

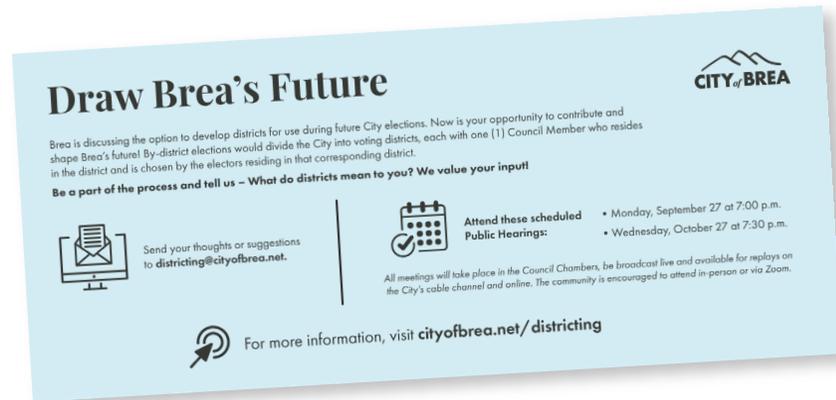
- Six (6) bus shelters throughout the City
 - Up for 12 weeks, from January 3, 2022 through March 27, 2022.
 - Average target in-market impressions: **521,301**
- Four (4) kiosks in the Downtown area
 - From January 19, 2022 through the end of March 2022.

Postcards and Water Bill Inserts



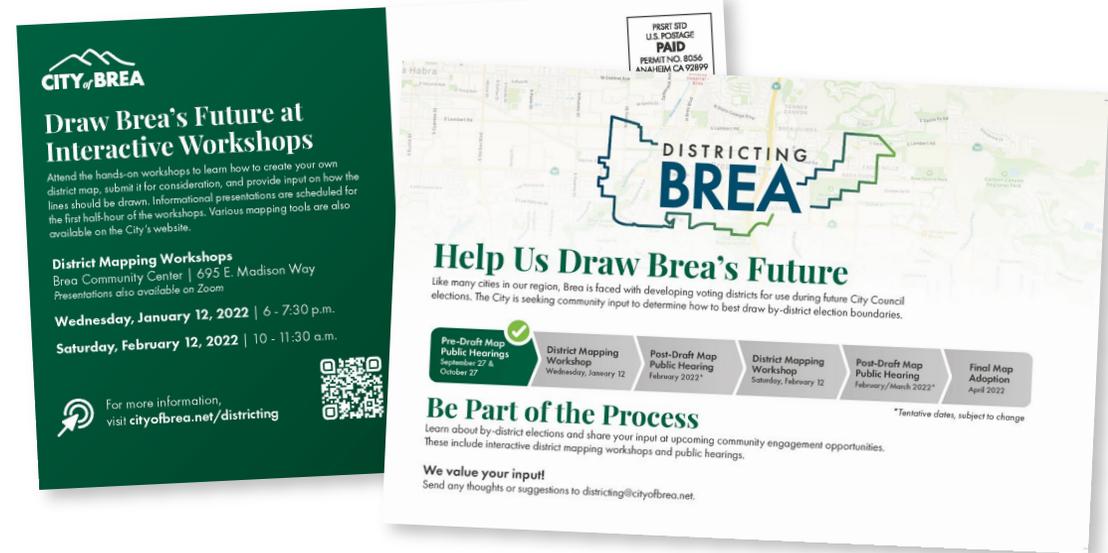
11,330

Promotional Flyers with
Water Bill Statements



20,128

Promotional Postcards

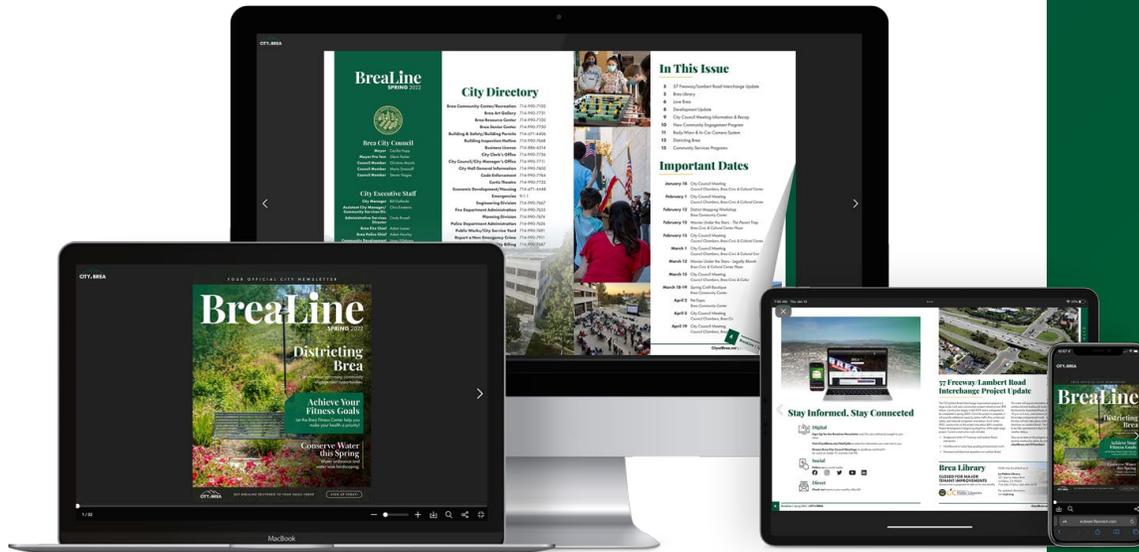




Brea Line Newsletter

Brea Line Winter 2021/22 and Spring 2022 Issues

- Cover stories and full-page articles inside both issues
- Mailed to **20,267** residences and businesses



Brea Line Newsletter

Digital *Brea Line* impressions* in first 30-days from deployment

- Winter 2021/22 – 1,608
- Spring 2022 – 1,772

**Impressions are defined as the number of times content has been seen.*

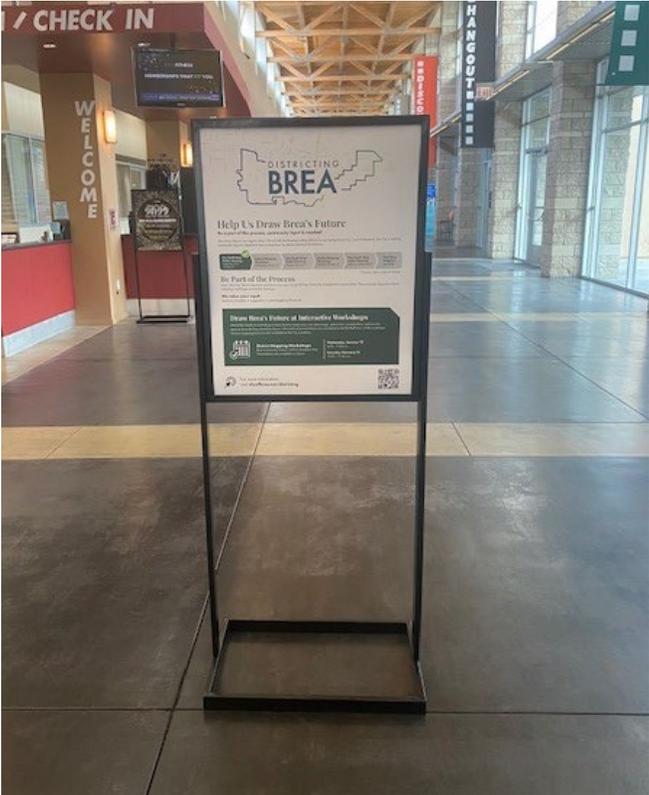
Print Signage at City Facilities



Brea Senior Center



Brea Community Center



District Mapping Workshops



Wednesday, January 12, 6 – 7:30 p.m.

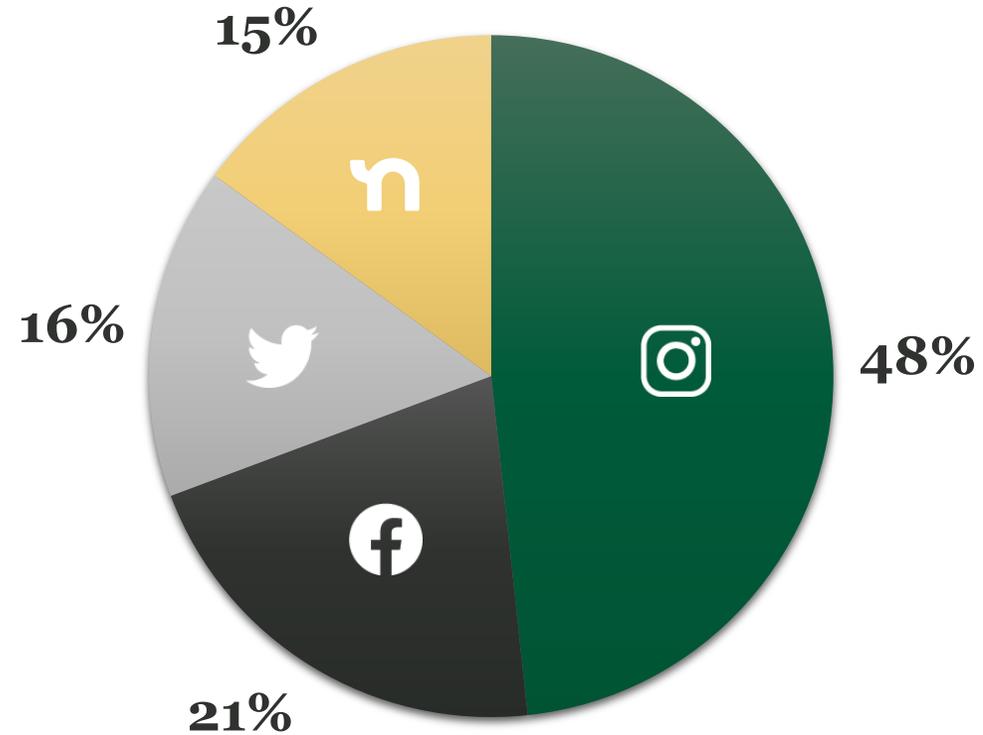
Saturday, February 12, 10 – 11:30 a.m.



Max Impressions

September 2021 – February 2022

- Instagram - 2,595
- Facebook - 1,128
- Twitter - 845
- Nextdoor - 805



**Impressions are defined as the number of times content has been seen.*

Additional Engagement



- Dedicated email address to collect public input – *districting@cityofbrea.net*
- Creation of a Frequently Asked Questions (FAQ's) answering 19 key questions
 - Available in 3 languages (English, Spanish, Korean)
- Announcements at City Council, Commission, and Committee Meetings
- Promotional advertisement on BreaTV
- Informational Table at Taste of Brea event on October 7, 2021
- Email sent to 143 Community Group Leaders and Stakeholders
- Informational Letter sent to Brea Businesses

Community Feedback Form



Districting Brea

Like many cities in our region, Brea is faced with developing a voting district map for use during future City Council elections. In order to comply with the California Voting Rights Act and avoid facing a costly lawsuit, Brea is seeking community input to determine how to best map by-district election boundaries.

Background

Currently, Brea uses an at-large election system, in which all voters in the City have the opportunity to vote for candidates for all five seats on the City Council. City Council candidates may reside anywhere in the City and they each provide city-wide representation. A by-district election system is one in which the City is physically divided into voting districts, each with one Council Member who resides in the district and is chosen by the electors residing in that corresponding district.



Maps

Since then, the City has conducted extensive community engagement to solicit feedback and to collect draft maps drawn by members of the public. Of the 22 draft maps received, the City Council has selected two focus maps, Map 117 and Map 118.

It's not too late to be part of the process!

Maps 117 and 118 are provided below for your input. For your convenience, the differences in the two maps are also highlighted below.

1. Which map do you prefer?

- Map 117
- Map 118
- Either Map
- None

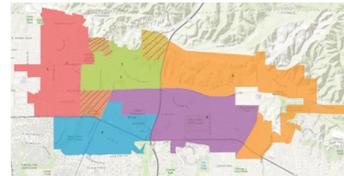
Map 117



Map 118



Here are Maps 117 & 118 overlapped to view the differences.



For a larger view of the maps, click [here](#).

2. How would your neighborhood benefit from either map? (If discussing details of your neighborhood, please include cross streets).

3. Overall, how do you think by-district elections will impact you?

* 4. Contact information

Name (optional)

Address (optional)

City/Town (optional)

ZIP/Postal Code *

Email Address (optional)

To view a larger, interactive map or search your address, please click here: [Districting Brea Interactive Map](#).

We value your input! For further information or to provide written comments, please contact the City Clerk's Office at (714) 990-7756 or at districting@CityofBrea.net or visit our website at www.cityofbrea.net/districting

Done

Powered by
SurveyMonkey
See how easy it is to [SHARE & COLLECT](#)

Feedback Form

- Digital and Print Form
- Included 3 questions
- Available online from March 1 – 20
- **158** total participants

BreaTV Broadcasted Advertisement



Informational Video



Social Media



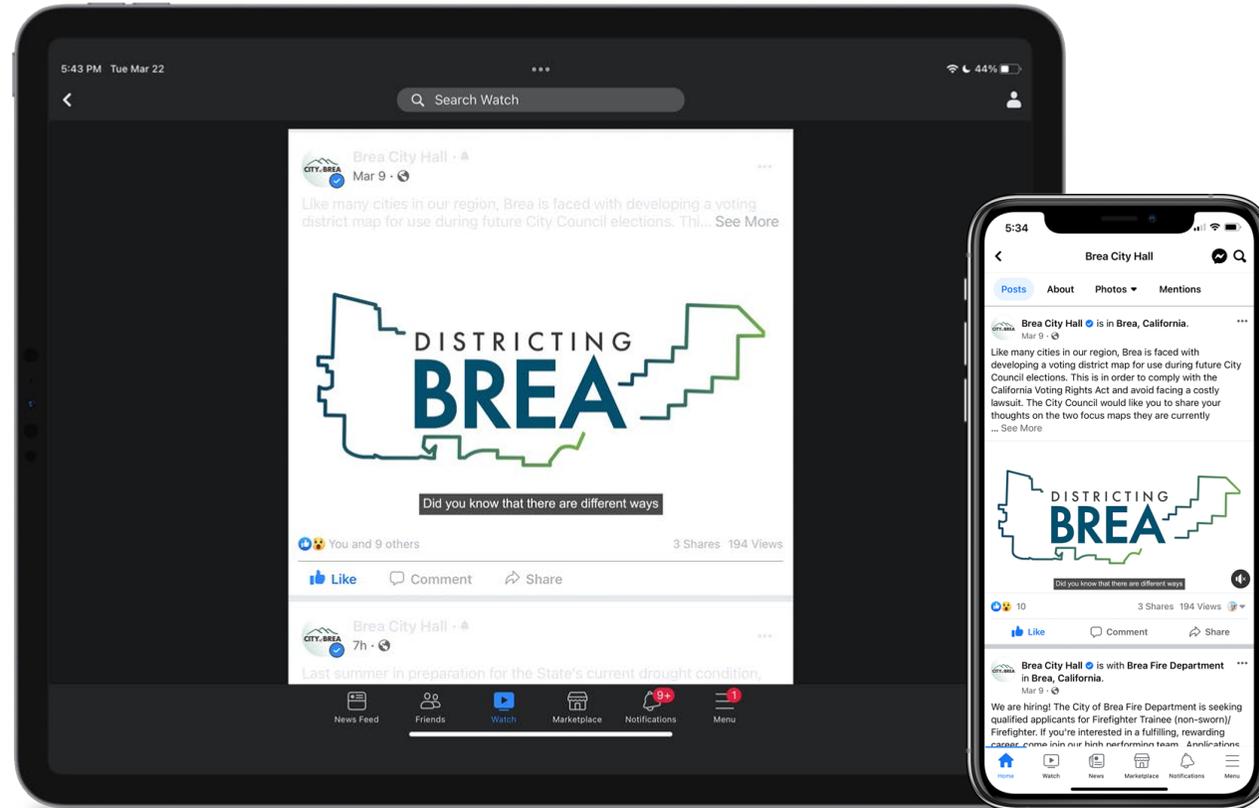
Impressions March 2022

Instagram – **549**

Nextdoor - **355**

Facebook - **305**

Twitter - **302**



**Impressions are defined as the number of times content has been seen.*

Community Events

- **Movies Under the Stars – March 12, 2022**
- **Spring Boutique – March 19, 2022**





Senior Center Engagement

- Friday, February 25, 2022
- Staff provided a presentation to 100+ seniors
- Staff distributed paper feedback forms to participants

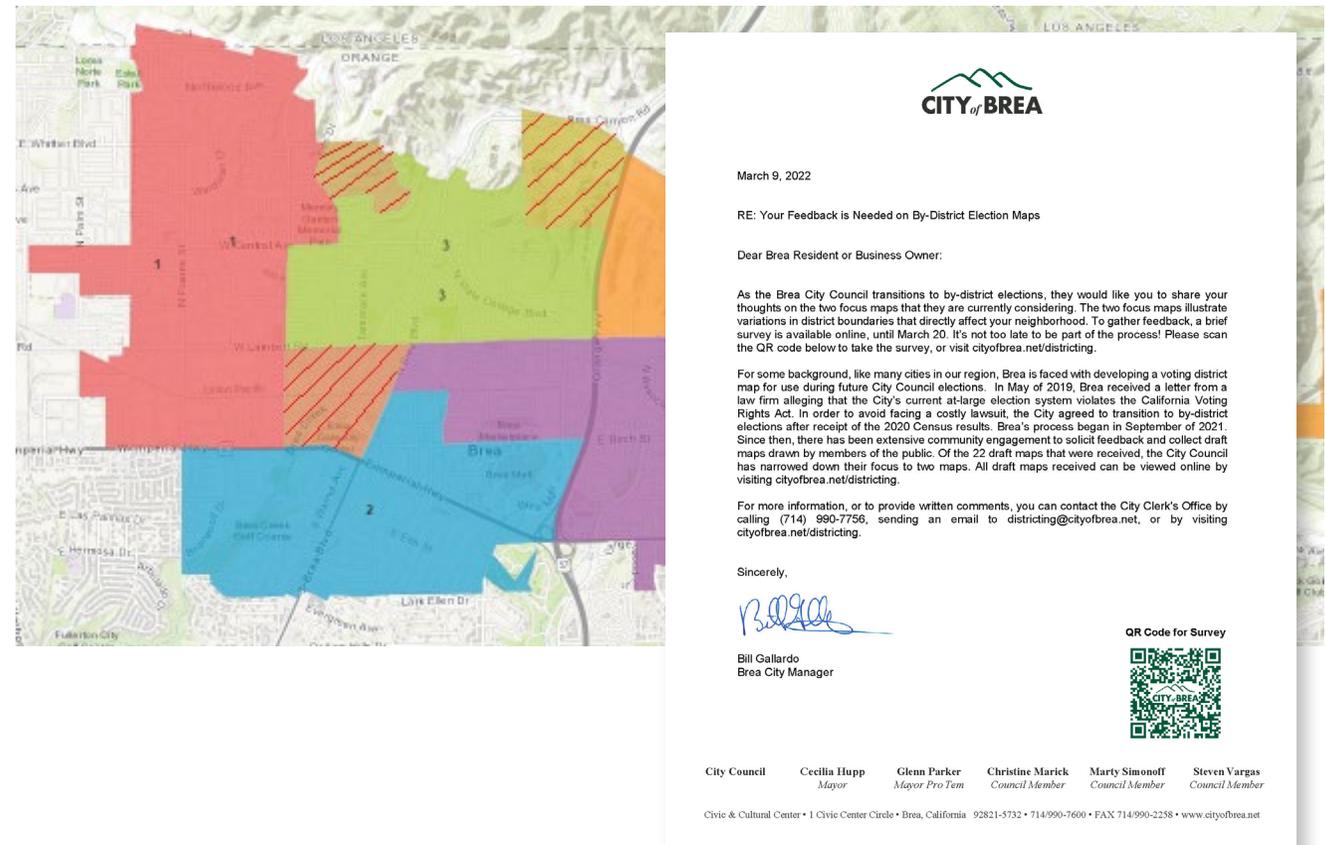


Brea Community Center Engagement

- Signage with QR Code at Front Counter
- Paper feedback forms
- FAQ's

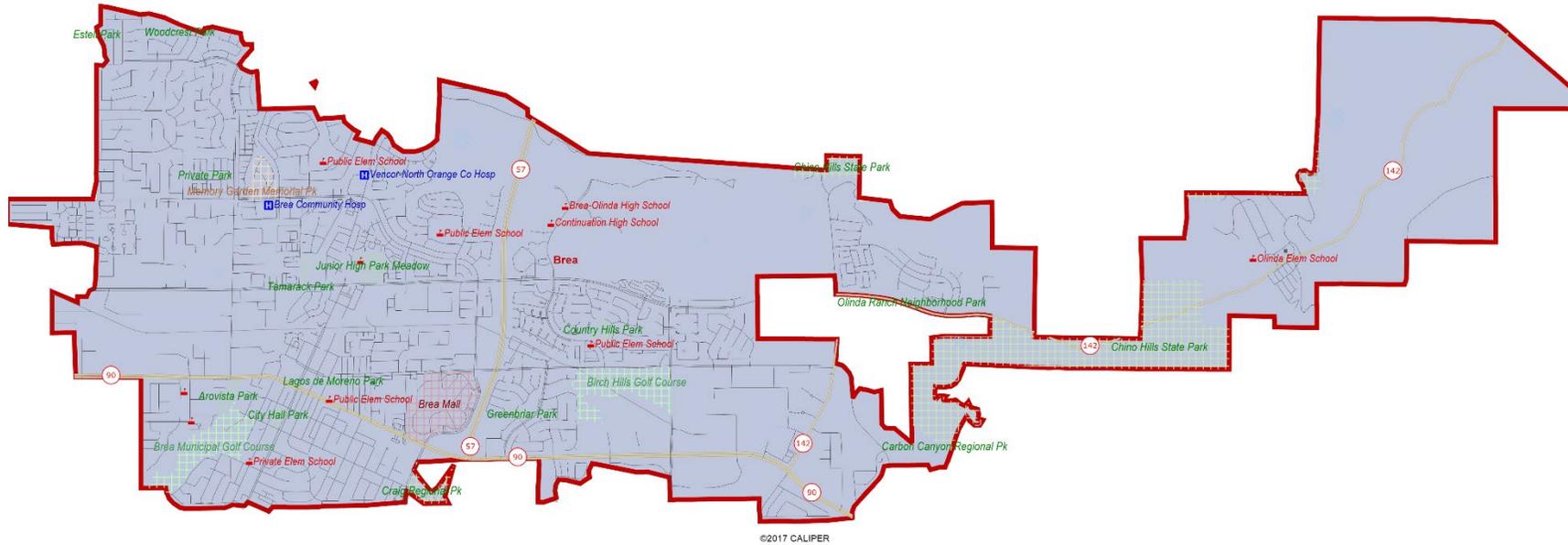
Targeted Mailers & E-mails

- 628 direct mailers to businesses, property owners and residents in the three (3) differentiated areas.
 - Hash-marks indicate the three (3) areas where Maps 117 and 118 differ.
- 143 E-mails to Community Group Leaders & Stakeholders
- 5,899 E-mails to businesses in the City
- 6,803 E-mails to BOUSD families





Thank You!



City of Brea Presentation

March 23, 2022

Dr. Justin Levitt, Vice President
National Demographics Corporation

Why We're Here

- Demand Letter from Shenkman & Hughes, P.C.
 - ▣ Malibu-Based Law Firm

- City's Options:
 - ▣ Face a lawsuit
 - ▣ Comply with the California Voting Rights Act (CVRA)

CVRA Impact

❑ Switched (or in the process of switching) as a result of CVRA:

- ❑ At least 240 school districts
- ❑ 160+ cities
- ❑ 34 Community College Districts
- ❑ 1 County Board of Supervisors
- ❑ 35 water and other special districts.

❑ Cases So Far:

- ❑ Palmdale, Santa Clara and Santa Monica went to trial on the merits. Palmdale and Santa Clara lost. Santa Monica lost at trial but is awaiting a hearing before the state Supreme Court.
- ❑ Modesto and Palmdale each spent about \$1.8 million on their defense (in addition to the attorney fee awards in those cases).
- ❑ Santa Monica has spent an estimated \$8 to \$10 million so far. Plaintiffs in Santa Monica requested \$22 million in legal fees after the original trial.

Districting Process

Step	Description
Resolution of Intent June 20, 2019	Council approves resolution of intent to switch to district elections
Informational Session July 20, 2021	Kick-off meeting following 2020 Census to introduce process and consultant, launch outreach
Data Release September 2021	Census Bureau releases official 2020 Census population data in August; California Statewide Database official 'prisoner-adjusted' 2020 redistricting data in September
Two Initial Hearings September 27 & October 27, 2021	Held prior to release of draft maps. Education and to solicit input on the composition of districts.
Public Workshops January 12, 2022 & February 12, 2022	Additional session on using the tools and learning about the districting process, with time for questions and discussion
Release draft maps By January 25, 2022	Maps must be posted at least 7 days prior to 3 rd hearing.
Two Hearings on Draft Maps February 1 & 23, 2022	Two meetings to discuss and revise the draft maps and to discuss the election sequence.
Hearing on Draft Maps March 23, 2022	Additional meeting requested by City Council
Map Adoption By April 17, 2022	Map adopted via ordinance at a regular meeting. Final map must be posted at least 7 days prior to adoption.

Redistricting Rules and Goals

1. Federal Laws

Equal Population
Federal Voting Rights Act
No Racial Gerrymandering



2. California Criteria for Cities

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

Prohibited:

Setting boundaries to 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

Draft Maps – 3/23/2022

All maps are also available for viewing on the
[Interactive Web Viewer](#)

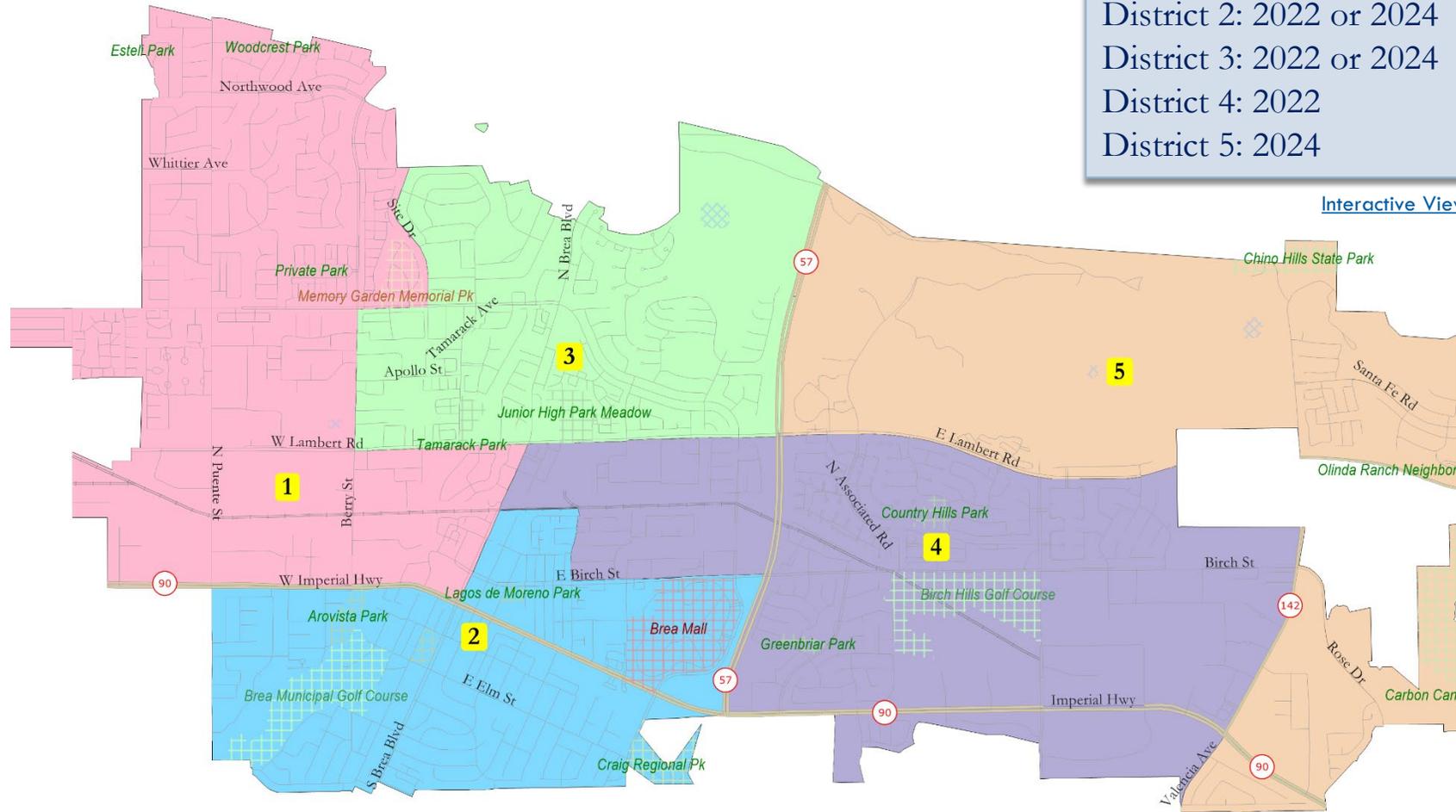
Draft Maps Overview

- At the 2/23/2022 City Council Meeting, the Council provided direction:
 - ▣ The Council selected two focus maps – 117 and 118
- No additional maps have been received since the previous hearing

Focus Map 117

Suggested Sequencing:
District 1: 2022 or 2024
District 2: 2022 or 2024
District 3: 2022 or 2024
District 4: 2022
District 5: 2024

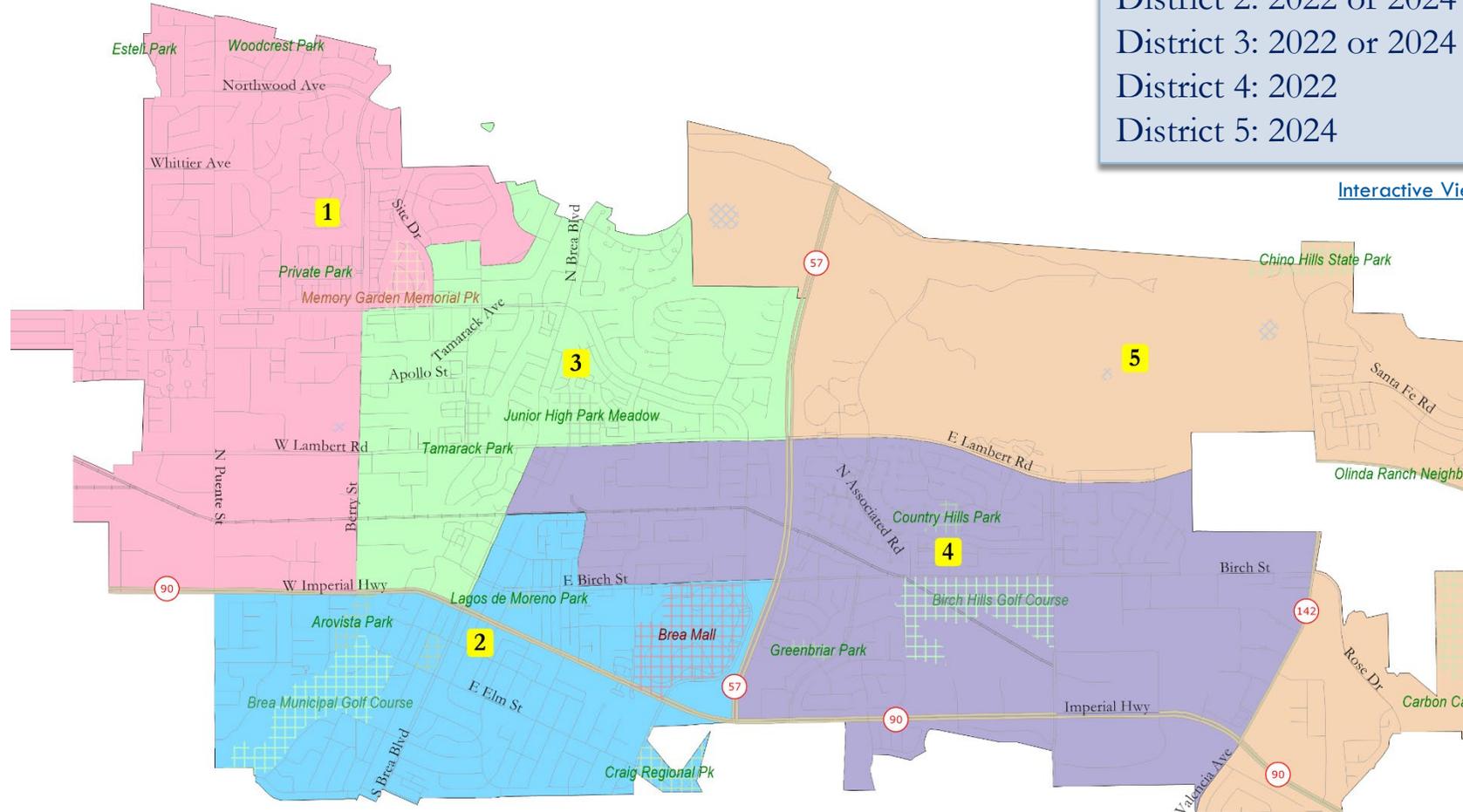
[Interactive Viewer](#)



Focus Map 118

Suggested Sequencing:
District 1: 2022 or 2024
District 2: 2022 or 2024
District 3: 2022 or 2024
District 4: 2022
District 5: 2024

[Interactive Viewer](#)



Summary of Maps by CVAP

Map Number	Highest Latino CVAP (D2)	Highest Asian CVAP (D5)
117	36%	35%
118	36%	36%

Public Hearing & Discussion

- How well do the draft maps comply with the Fair Maps Act?
- Which map is your preferred map?

- Select a map or provide additional direction to the demographer

Share Your Thoughts

Website

www.cityofbrea.net/districting

Email

districting@cityofbrea.net