

Preliminary Overview Report:
 Whittier Union High School District
 By-Trustee Area Election Formation Process
 Community Open House Meetings and Community Outreach
 January 8, 2019

Introduction

On October 9, 2018, the Whittier Union High School District (WUHSD, also “the District”) approved a resolution expressing its intent to transition from at-large elections to by-trustee area elections. The District initiated a By-Trustee Area Election Formation Process to define the trustee areas and beginning in 2020, residents will vote for a single candidate residing in their newly drawn trustee-area.

The process is moving forward by a consultant team that includes National Demographics Corporation, Inc., and counsel from Atkinson, Andelson, Loya, Rudd & Romo to ensure all draft maps meet all legal and regulatory criteria and VMA Communications Inc., which is leading the outreach efforts. The team worked in conjunction with District staff to develop and implement an outreach plan to support a series of meetings to inform the public and gather community input related to the draft maps, a proposed election plan and the process for selection of the final map and corresponding election plan. As part of the process, the Outreach Team helped coordinate and publicize the following:

- Six Community Open Houses
- Group Presentations
- Appointments for the Meet-the Demographer Meetings
- Public Hearings

The purpose of these public events was to:

- Provide an overview of the process
- Present district map options under consideration
- Offer an opportunity for the community to provide input
- Inform the public of opportunities for engagement and participation

Outreach Efforts for Public Participation

A variety of outreach activities were conducted to uphold the District’s commitment to maximizing stakeholder engagement. A list and description of outreach activities are summarized below.

TABLE 1: OUTREACH ACTIVITIES

Activity	Description
Informational Materials	Delivery of brochures and/or flyers featuring dates and times of meetings and public participation opportunities delivered to homes within WUHSD boundaries, key community locations, as well as to District schools
WUHSD website	Features information on the By-Trustee Area Election Formation process, schedule of community meetings, public hearings and other events, Interactive Map Tool, opportunities to provide feedback on draft maps and ability for community members to sign-up to receive updates

E-blasts	Distributed to a list of more than 20,000 stakeholders including, WUHSD families and staff, community groups, local elected officials and stakeholders who signed up to receive updates
Print & Social Media Ads	8 print ads promoting opportunities for public participation in Whittier Daily News with estimated daily circulation of 42,000 / 2 social media ads to strategically engage residents, parents and community members within WUHSD in Facebook and Instagram reaching 84,848 people / 16 posts on WUHSD Facebook page including events, stories and photos
Community Postings	Draft maps and public input opportunities accessible at District Office and all WUHSD schools
Community Outreach Updates	Presented at the public hearings during the Board of Trustee meetings featuring overview of process, what's been done, opportunities for public participation and how to stay informed
Public Hearings	5 Public Hearings October 9, 2018 October 16, 2018 October 30, 2018 November 13, 2018 December 11, 2018
Community Open Houses	6 Community Open Houses <u>Round 1:</u> November 26, 2018 @ Whittier H.S. November 27, 2018 @ Santa Fe H.S. November 28, 2018 @ La Serna H.S. <u>Round 2:</u> December 13, 2018 @ Pioneer H.S. December 15, 2018 @ Andrews School December 18, 2018 @ California H.S.
Meet the Demographer Meetings	9 One-on-one meetings Opportunity for deeper discussion on draft maps and opportunity to provide input on possible modifications
Group Presentations	3 group presentations by the Outreach Team featuring an overview of the process, informational materials, draft maps and opportunities to provide comments Whittier Sunrise Rotary Club (December 18, 2018) Whittier Host Lions Club (January 10, 2019) Hispanic Outreach Task Force (January 14, 2019)
Student-focused Effort	Specific to WUHSD Partnership with Superintendent's Student Advisory Council, develop a manageable program that will provide a path for students to be engaged and involved in the process

Summary of Participation

The Community Open House Meetings all featured a presentation to explain the process and purpose of the WUHSD's transition to by-trustee area elections. In addition, the district's contracted demographer reviewed the draft maps, criteria and timeline. The draft maps were then presented and discussed in greater detail in small groups, led by group facilitators. Each small group reviewed all draft maps and

had the opportunity to ask questions from the demographer and record group comments on easel pads. At the end of the group exercise, each group reviewed the main points captured from each map on the easel pads to ensure agreement with the synopsis of the group discussion. Each attendee was given a Comment Form to provide individual feedback.

Six Community Open House meetings were hosted at various school sites throughout the District. Round 1 was held November 26, 27 and 28 and Round 2 on December 13, 15 and 18. More than 100 interested stakeholders participated in this process, 34 Comment Forms were submitted and more than 200 comments were received. Additionally, 1 new map was drafted as a result of feedback received during one of the open house meetings, in addition to the two maps developed during meet-the-demographer discussions.

Summary of Comments Received

Stakeholders who attended the Community Open House Meetings were able to provide feedback of five draft map options as part of the group exercise. Meeting facilitators captured comments on easel pads and the information was reported out by a group representative to the rest of the attendees. In addition, comments were also submitted on Comment Forms provided at the meetings, online through the WUHSD District Formation webpage and through comment stations at each of the District’s high schools and District Office.

A summary of all comments received is provided in the table below. Additional detailed information on outreach activities will be included in a comprehensive summary report including appendices with copies of Comment Cards and easel pad comments.

TABLE 2: COMMENTS RECEIVED

General Area of Interest/Concern (*comment received multiple times and/or expressed at more than one open house meeting)

Green Map
Comments (Reported Out)
Painter Ave. division would pull eastward, however Greenleaf is a good divider to capture the community of interest
Likes that it’s easy to see North, South, East, and West quadrants
Washington Blvd. as a divider between Area 1 and 3 makes sense
No high school in Area 1 is okay
Southern portion of this map makes sense because La Mirada should be with La Serna
Likes the way the high schools are divided
Areas 3 & 5 = poverty and low income
Likes Area 1 corridor
Likes Santa Fe High School attendance area split between Areas 3 & 5
Area 2 doesn’t have a high school—every area should have a high school*
Likes representation in southwest area, providing member specific to Santa Fe High and Pioneer High areas
Telegraph is a good divider between Areas 3 & 5
Would like to see more representation for the La Serna area
Most equity of representation is favorable/areas should be represented by more than one Trustee*
Like that board members are not pitted against each other*

Doesn't like Washington Blvd. as a divider – Keep West Whittier and Los Nietos together at least until Railroad at south
Area 4 has much higher voter turnout
Seems to have more balanced-natural boundaries *
Would like more diversity / consideration of socioeconomics*
Divides La Serna at UPRR
Likes how Area 2 is central and touches all of the other areas, like that it's compact*
Would like to see more diversity – La Serna High School area is too intact
Much more discrepancies in the percentages of demographics-better to have less discrepancies
Comments (Written and Online)
Likes the way these areas consider unincorporated communities significantly more and group community characteristics*
Dislikes the way representation is split in Santa Fe Springs area
Shows more even representation of the communities west of Painter and east of Painter by placing the boundary line at Greenleaf Ave. and picking up some of the uptown area on the east and west while capturing some of the communities west of Painter into the east side
Dislikes Area 1 – does not have a school site*
Likes proportionate feel and visibility of map / it facilitates delineating areas*
Likes Area 5 straddles four attendance areas
Dislikes that La Mirada side is connected to La Serna side – perhaps having La Mirada connect to California side would make more sense
Dislikes that Area 5 does not include more of Santa Fe Springs and Norwalk
Dislikes that not every area includes a school site*
Dislikes that Santa Fe Springs is primarily in Area 3 creating very little representation
Area 4 has greater voter population / voter turnout is questionable
Dislikes separation of areas by communities for example East Whittier, South Whittier and North Whittier
Likes balance of demographics such as renters vs. owners, income levels allowing for residents in each area to identify with each other
Orange Map
Comments (Reported Out)
Santa Fe Springs would be split and Cal High School would also be divided
Area 5 makes sense, especially the railroad boundary*
Consider economic diversity in each district / seems disproportionate in terms of how communities and schools are being put together*
Area 2 can be broken up
Combine Areas 2 & 4*
Attempts to show diversity and diversity of attendance boundaries*
Likes La Mirada in Area 4
Area 5 is more divided which is good
Likes Painter cut-off
Likes that Area 2 goes below Whittier Blvd.
Shows equitable representation throughout the District with the exception of Pioneer / Would like to have Areas where each school would be represented by at least 3 Board Trustees *

Don't like that Santa Fe and Pioneer are both in Area 3
Area 5 has lowest population – maybe add in a little of Area 4
Likes Area 4 - diverse/easy to understand boundaries*
The areas make sense, trustee areas seem to be spatially even, seems organic
Does not like that this map keep cities together would rather have various cities represented by multiple board members (such as with attendance areas)
Likes the compact feel of the map
Does breaking up by city geography = representation of communities of interest?
Comments (Written and Online)
Dislikes Area 2 has no continuity
Dislikes that unincorporated neighborhoods are not considered including the characteristics of income & race that marks these communities
Santa Fe Springs community of interest runs more North-South than East-West / Dislikes how the South West side of Santa Fe Springs is linked to the South side of Whittier as these areas do not have little in common
Likes this map considers District Criteria #6 Trustee areas shall include multiple high school attendance zones
Likes the boundaries especially in Norwalk, Santa Fe Springs and Downey
Not equitable
Dislikes how Area 5 is distributed, it should be extended more into the Santa Fe Springs area and maybe into Area 3
Likes the distribution of communities however would prefer Painter Ave North South boundary over Greenleaf Ave
Dislikes not every area has a school site*
Best representation of demographics and community diversity*
Purple Map
Comments (Reported Out)
Area 1 cuts across too much land and mixes communities vs. keeping communities together*
Likes the diversity in Area 1*
Area 4 should have more of Santa Fe Springs
Best mix of representation overall*
Area 1 is geographically uncomfortable*
Cross-section in Area 2 makes sense
Area 4 doesn't feel contiguous because of the industrial area in between
Area 3 seems difficult geographically—hard to traverse
La Serna has least varied representation—would prefer to have more diversity
Would like to see more representation by board members in each area*
Concerned about demographic make-up of Area 3 - Maybe too many renters*
Likes the make of Area 4, but District 1 is too spread south
Population is not equal
Area 2 very dominant – includes more schools and large area geographically*
Shape of Area 4 doesn't seem organic
Comments (Written and Online)

Marginalizes the voices of families in West Whittier-Los Nietos
Map divides East and West of Painter and places uptown area into one trustee area / Like that this map unities Pioneer High School attendance areas
Dislikes areas not compact enough and Area 5 does not have a high school site
Confusing
Combine Areas 1 and 4
Dislikes breakdown of population and boundaries
Dislikes the way Areas 4 & 5 are divided*
C. Perez 1 Map
Comments (Reported Out)
This map does not attempt to avoid head to head contests between incumbents and does not adhere to some of the District Criteria *
Dislikes areas have one high school per area
Likes that communities are kept together
Likes this creates an open seat
Dislikes that Santa Fe Springs would have its own Trustee Area – marginalizes the community
Concern over fair representation if you have two schools in county areas and 3 in cities
This map does not respect Criteria #9 – Avoid head to head contests*
Suggest to combine a portion of Trustee Area 2 & 3, then map would be balanced
Not enough attendance diversity in each area*
Don't like the 1:1 feel of schools to Trustees
Creates true divisions re: socioeconomics*
Certain areas have heavily populated one specific communities of interest would like to see more diversity *
Feel like it's not the best interest of the district
Dislikes that a rationale was not provided*
Area 1 is left open for non-incumbent
Doesn't keep elected board whole
Weakens Area 1 because no other shared attendance boundaries (creates 4:1 vote)
Disparity in population*
Disparity in the way the districts are presented*
Creates representation for Santa Fe – able to go directly to their Board member
Area 1 represents only 1 school which isn't good
Area 5 leaves E. Whittier as an outsider
I don't like that there's currently no trustee in Area 1
Would like all district criteria to be met, this map does not achieve that
Does not honor current voter choices
Voter registration has the largest discrepancy with percentages
Dislikes that it creates division*
Would like to see multiple Trustee members represent each area*
Does not follow natural boundaries like other maps
Comments (Written and Online)
Unfairly weights the northern half of the district with trustee representation / isolates the Santa Fe community

Dislikes that it allocates a single board member per school site*
Map is confusing
Diverse - good
Does not meet the needs of the district*
Dislikes diversity in population and school representation*
Combine population from Areas 3 to Area 2
Would like to see rational for boundaries in this map*
Dislikes it does not have multiple Trustees representing multiple high school areas (Criteria #6) *
This map does not seem to represent the collaborative philosophy of the district*
Teal Map
Comments (Reported Out)
Most similar to what WUHSD has now.
Like that the demographics are diverse with the stretched areas
Keeping more board members involved in more areas of the district; avoids tribalism
Vested interest in entire district for each member
Each high school has 4 representatives
Each member may have 3-4 high schools
Maximizes representation
In favor of having equal representation by trustees
Like the diversity in each area
Appreciate socioeconomic breakdown
Make sure no area is too saturated by a certain school
Concerned about keeping communities of interest together
Too much of a stretch-process would be similar to what we currently have
Communities far apart-may not be representative-not a cohesive area
May get people who don't typically talk, coordinating.
Too much of a stretch for diversity
The theory makes sense, but specially doesn't work-random lines
Some merit-like the diversity-forces trustees too look at diverse communities and programs
Assumes good collaboration among trustees.
Like greater cross section of representation
It's good that each trustee represents as great a part of the district as possible
More difficult for a candidate/trustee to campaign in stretched out trustee areas (non-communal)
Likes that this map maintains status quo of current board
Positives and negatives to having stretched out trustee areas
Does teal rep communities of interest?
Comments (Written and Online)
Broadest representation giving trustees the most input from the greatest area / Remember Frontier High School covers the entire district
Likes it creates representation by multiple board members in each area*
Great representation of the District
Area 3 and 4 shaped weird and not compact
Most inclusive
Tries to get 4 board members per school - No logical flow to map – it's a stretch*

Areas are spread out however seems to have the lowest discrepancies in the percentages*
Other General Comments Received:
Comments (Reported Out)
We want to emphasize District Criteria #6: Trustee areas must include multiple High School attendance zones*
Avoid a head-to-head race between current board members*
Request to add layer to interactive map showing where Trustees reside*
Add/label schools on draft maps*
I would like to see a more liberal interpretation of District Criteria #9 that would allow for change
Map should include diversity of community/communities in each of the districts
Districts should be geographically accessible—not regional, but not too extreme re: geography
Transition is potentially divisive for this district*
Communities should be truly contiguous
Do not want one area to dominate over others
Like to see less discrepancies in percentages of demographics
All maps should include rationale for its inception
Acknowledge diversions, but support putting those areas together
Don't want formation of an area to be forced-keep the basic feel of trustee areas together-be able to "describe" where the district is
Noting Nelles on map is good – significant population changes coming that should be considered
Would like to see more cross section from West to East