

City of Woodland... ...Tackles the CVRA

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Mayor Pro Tempore



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Case Study – City of Woodland

- Sacramento Valley Region
- Yolo County Seat
- Population = 55,500
 - Hispanic = 47.4% (2010 Census)
- Five-member City Council
 - Elected At-Large
 - June Election (consolidated with State primary)
 - Mayor designated as “highest vote-getter” (2 year term)
- WJUSD – Converted to District elections 2012





Starting Down the Road...

- Council Establishes Sub-Committee (Jan 2013)
- Sub-Committee Recommendation (March 2013)
 - Proceed with Transition to “By-District” Elections
 - Establish Process to ensure that City Council and public have maximum flexibility for transition
- City Council Action: (May 2013)
 - Establishes Citizen’s Advisory Committee
 - Charged with Developing additional district maps
 - Target June 2014 Election for Ballot Measure

Crash Course in Demographics

- Census Population
- Race / Ethnicity / Origin
- CVAP = Citizen Voting-Aged Population
- Registered Voters

	Census Population		Citizen Voting-Age Population		Registered Voters
TOTAL	55,500	100%	32,321	58.24%	26,218
White	34,917	62.91%	NA		
Hispanic	26,315	47.42%	9,557	29.57%	???
Non-Hispanic	29,184	52.58	22,764	70.43%	

Woodland City Council CVRA Committee Plan 1

District

- 1
- 2
- 3
- 4
- 5

Outside City
Fairgrounds



2010 - Yolo County Elections Office

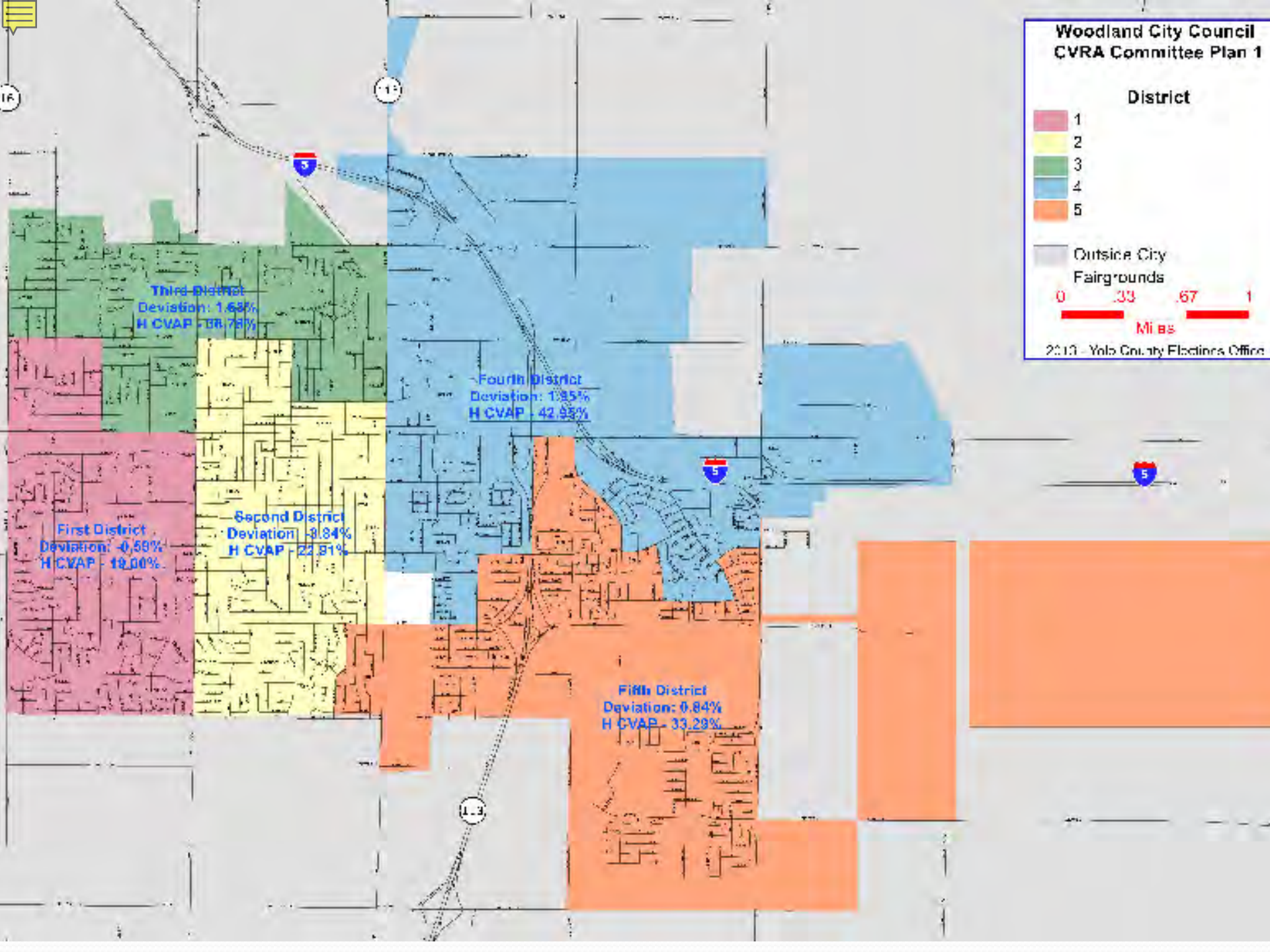
Third District
Deviation: 1.68%
H CVAP - 38.78%

Fourth District
Deviation: 1.85%
H CVAP - 42.93%

First District
Deviation: -0.58%
H CVAP - 19.00%

Second District
Deviation: -3.84%
H CVAP - 22.91%

Fifth District
Deviation: 0.84%
H CVAP - 33.29%



District Map - Demographics

	1	2	3	4	5	Citywide
Population	11,034	10,674	11,281	11,317	11,193	55,499
Deviation	<66>	<426>	181	217	93	--
% Deviation	<0.59>	<3.84>	1.63%	1.95%	0.84%	--
Total CVAP	7,735	7,166	6,496	4,345	6,579	32,321
CVAP %	70.10%	67.14%	57.58%	38.39%	58.78%	58.24%
CVAP Hisp.	1,470	1,642	2,389	1,866	2,190	9,557
% CVAP Hisp.	19.00%	22.91%	36.78%	42.95%	33.29%	29.57%



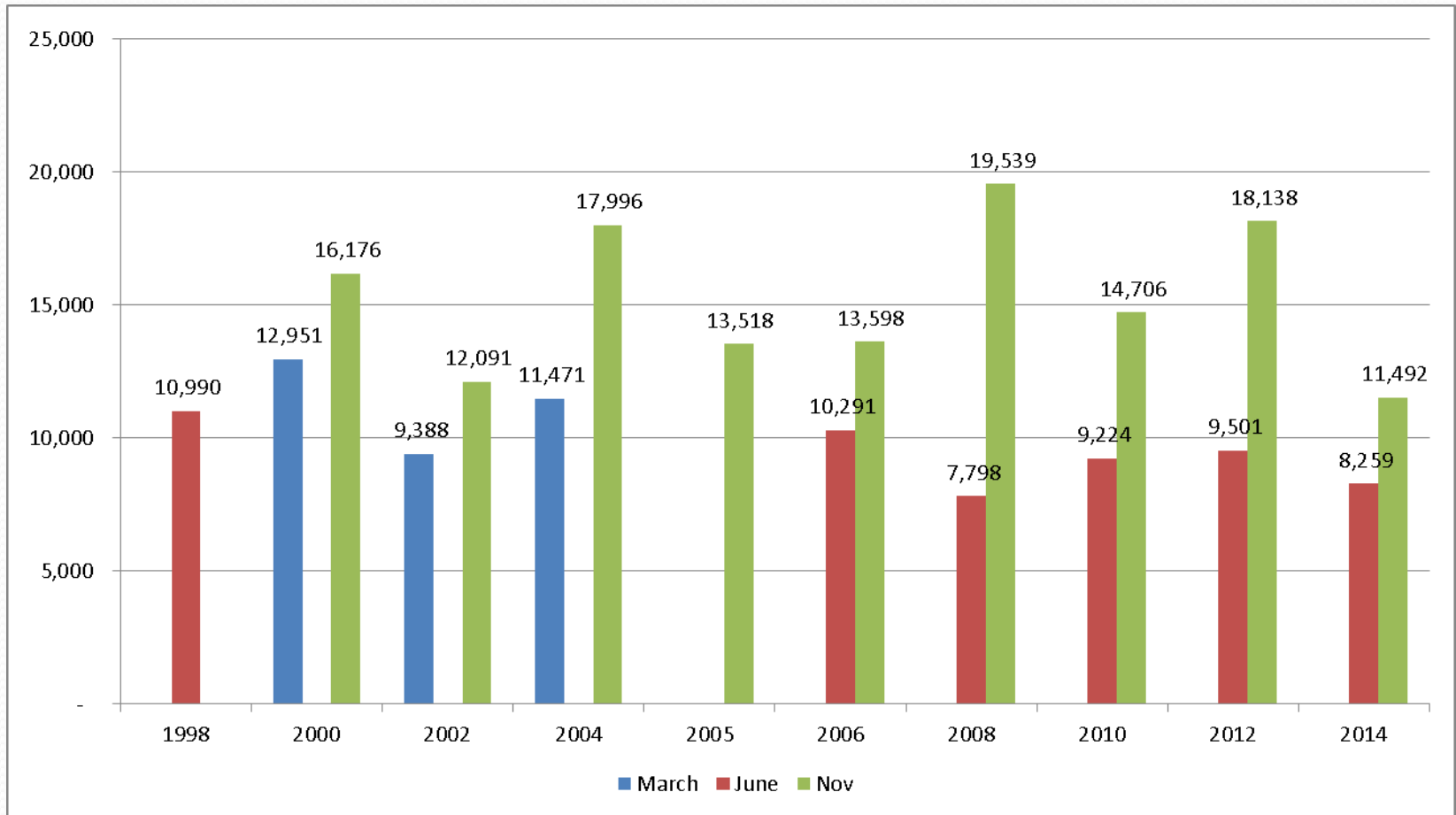
Decisions...decisions

- City Council Implementation Actions – (Nov. 2013)
 - Approves placing “district” measure on June 2014 ballot
 - Selects a “preferred map”
 - Candidates to be elected by plurality (versus majority)
 - Ballot measure to run concurrent with Council election
 - *Consideration of postponing Council election to November*
- Defers additional policy considerations:
 - Timing/Sequence of District Elections
 - New Process for Selection Mayor
 - June versus November Council Elections

Countering Public Resistance

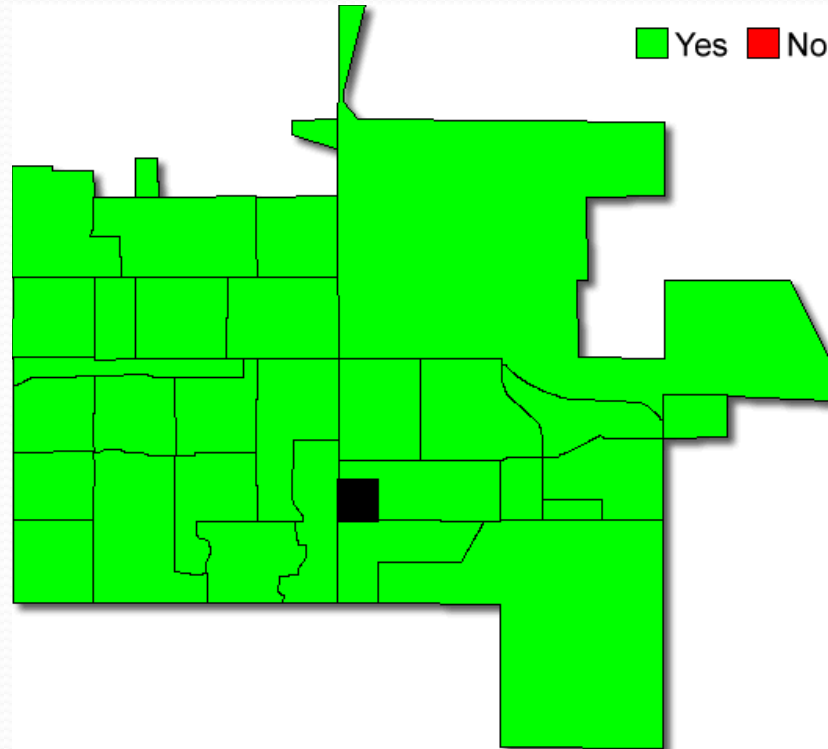
- Non-minority population initially opposed
- Council member actions:
 - Slow and deliberate outreach to community
 - Meetings with civic groups and clubs
 - City website summary and FAQ's
 - Low key campaign. No mailers or yard signs
 - Ballot argument signed by influential citizens
 - Emphasis on potential costs to city if vote fails

Election Turnout – June vs. November



The Results are In....

- District Elections Ballot Measure
 - PASSES with 68% support
 - PASSES in EVERY City precinct



Lessons Learned

- **DON'T** Try to Beat the CVRA...even if demographics suggest otherwise
- **DO** Try to make the best of it...maintain control over process and messaging
- Stay abreast of developments in other cities
- Engage the Public / Stress Transparency
- Maps need not result in “majority-minority” districts
- Try to maintain a unified Council
- Accept (and embrace) the change that will come with moving to District Elections