

City of Glendale Focus Map Selection

November 7,
2023

Douglas Johnson
National Demographics Corporation

Definition of “Focus” Maps

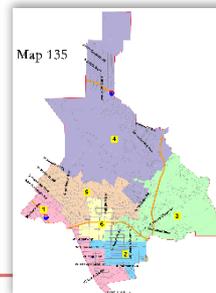
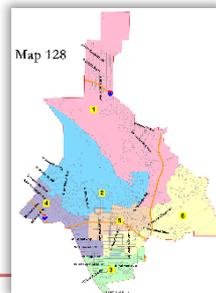
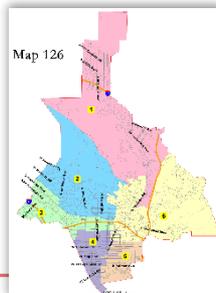
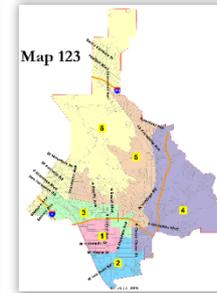
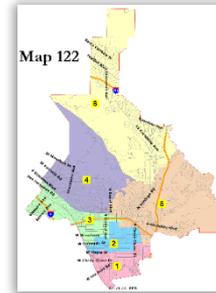
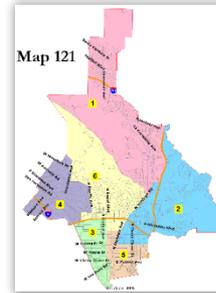
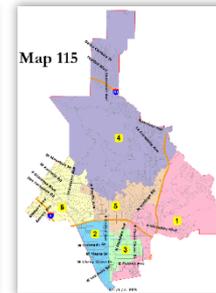
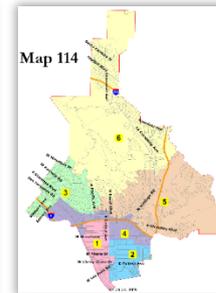
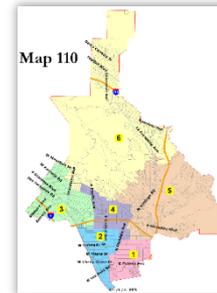
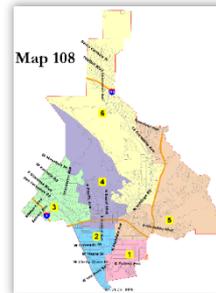
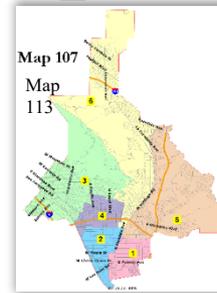
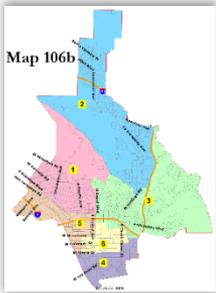
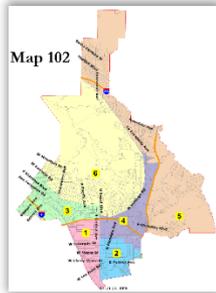
- Focus maps are highlighted in outreach materials and meeting materials

- Selecting focus maps . . .
 - / Gives outreach materials more impact
 - / Lowers the workload for residents who want to get involved, do their research, and share their map preferences
 - / Shortens the presentation time at the start of meetings and forums, which gets to the public discussion faster

Focus Maps Status

- The selection of focus maps is **non-binding**:
 - / In a public forum or stakeholder meeting, residents may discuss and recommend any of the 29 population-balanced maps posted on the project website
 - In addition to sharing thoughts regarding whether or not the City should adopt by-district elections
 - / The Council can ultimately adopt any of the posted maps as the map to accompany the district election question on the ballot, regardless of whether it was a focus map

Summary of 6-District Maps



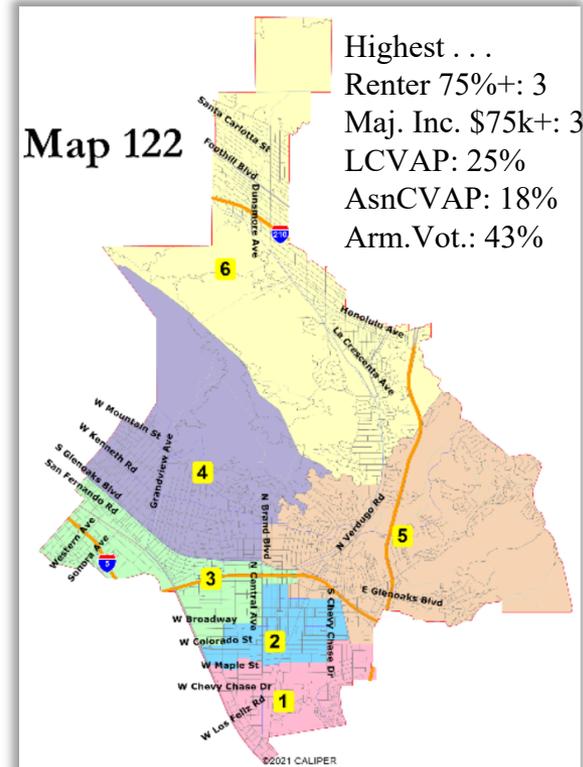
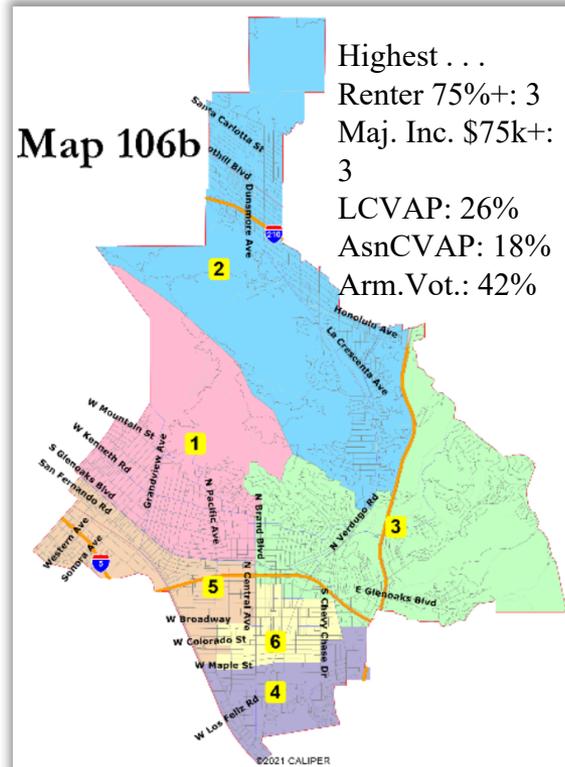
Draft
Maps
Details

Interactive
Web Viewer

Key Questions:

- Oppose Rancho to Tropico western district?
 - / Eliminates 120b and 125
- Oppose Adams Hill to Glenoaks Canyon district?
 - / Eliminates 120b
- Prefer La Crescenta with . . .
 - / Rancho San Rafael: 120b, 124
 - / Verdugo Woodlands: 106b, 107, 122, 125
- Prefer that South Glendale be divided . . .
 - / into north & south districts: 106b, 122, 124
 - / into east & west districts: 107, 120b, 125, 126

Similar Maps



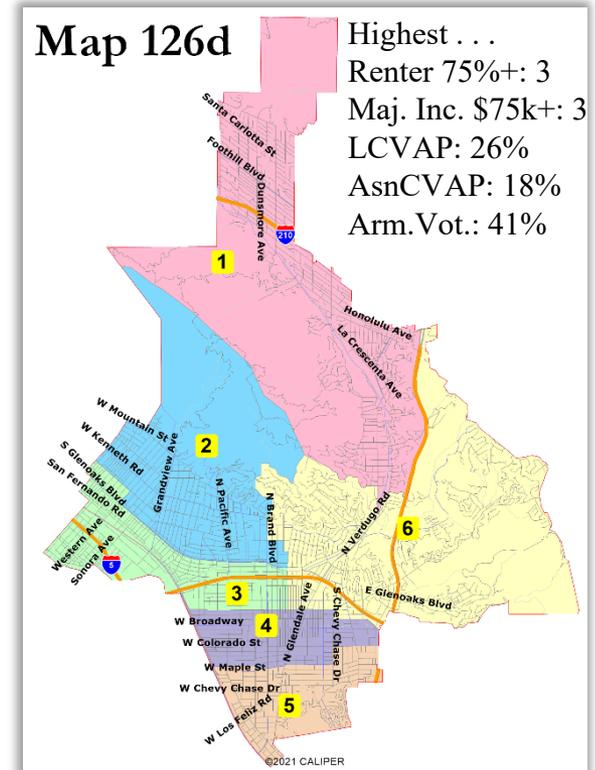
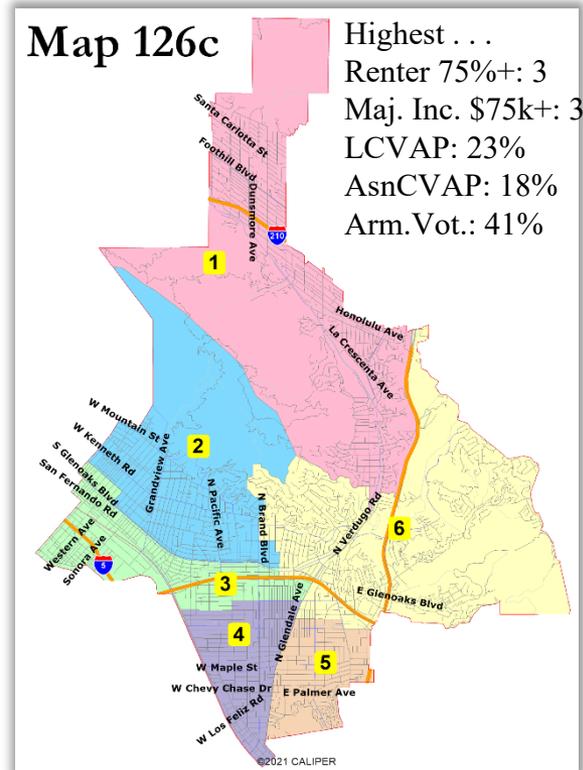
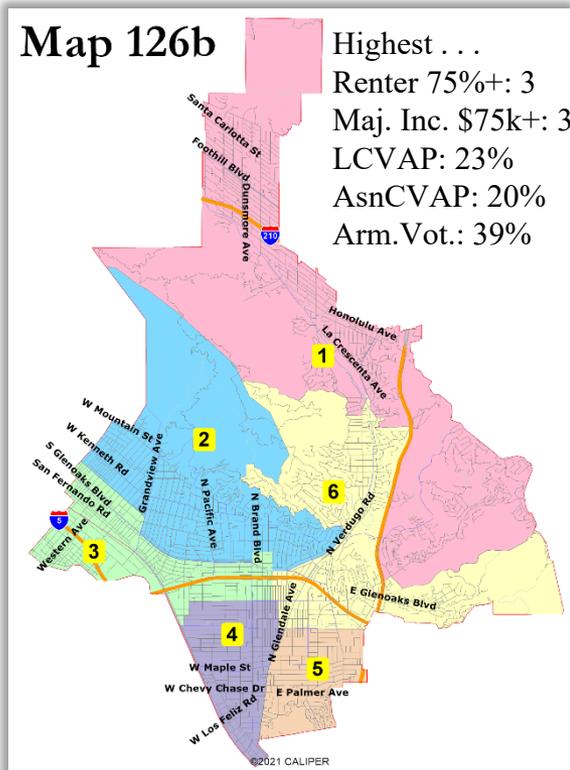
Nearly identical districts 4/5/6 (106b) and 1/2/3 (122)

- 106b is slightly better at avoiding small splits of Royal Canyon, Glen Knolls and Fern Lane
- Between 2/3 and 5/6, 106b follows the 2 freeway, while 122 follows Fern Lane and Fox Hill Drive
- Both have some odd zigs and zags in the small details in the south (which can be refined)

NDC suggestion: include no more than one of these maps in the “focus” maps

Refined Versions of 126

These include elements from other maps too.



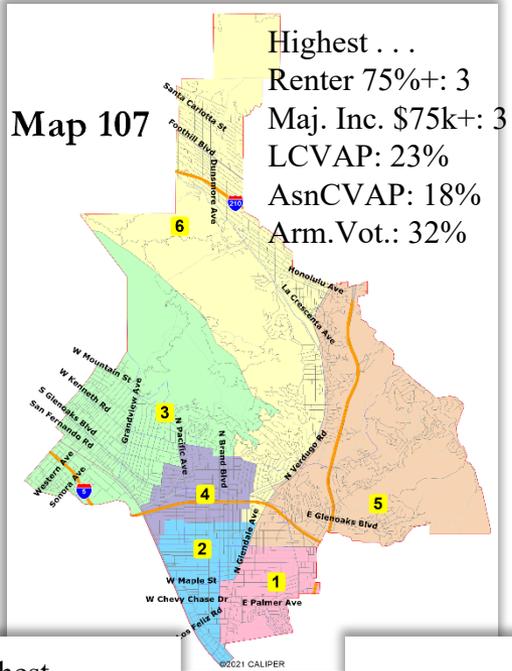
Map 126 refined to avoid splitting neighborhoods among 1/2/6 while keeping the 3/4/5 renter focus:

- 126b has Crescenta Highlands with Rancho San Rafael, and Rossmoyne with Northwest, and Glenoaks Canyon with Verdugo Woodlands and Royal Canyon
- 126c has Crescenta Highlands with Verdugo Woodlands and the canyons with Rossmoyne & Royal Canyon
- 126d is 126c with a horizontal division between 4 and 5 and small changes along the 3/4/6 border

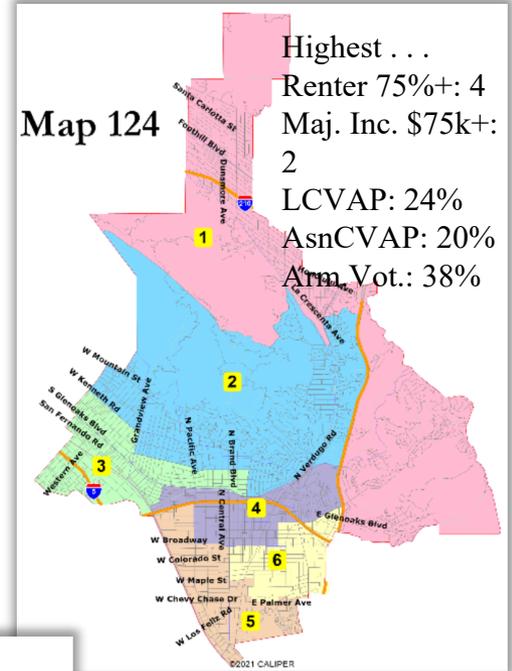
NDC suggestion: include one or two of these maps in the “focus” maps

Remaining Mentioned Maps

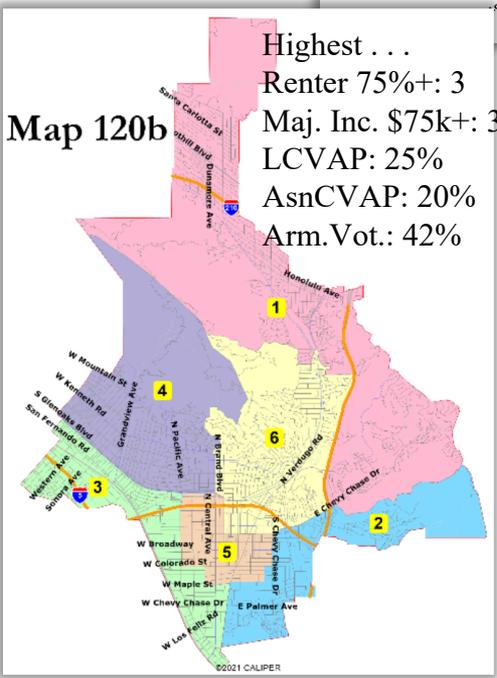
Map 107



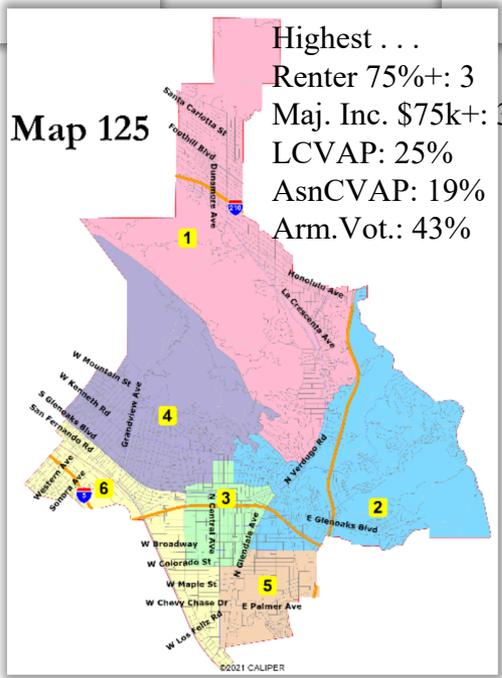
Map 124



Map 120b



Map 125



NDC suggestion: include no more than one of these maps in the “focus” maps November 7, 2023

Suggested Action

- Hold Public Hearing
- Review and discuss draft maps
- Select two or three “focus” maps
 - / Staff will highlight those maps in outreach materials for upcoming public forums and stakeholder meetings
 - Goal is to identify what map would accompany the ballot question regarding whether to go to by-district elections with six districts and a citywide-elected Mayor
 - Residents are free to share thoughts on specific maps and/or on whether to go to by-district elections at forums and meetings