



District Formation Outreach Summary Report

July 11, 2023

Table of Contents

Introduction	3
Building An Outreach Team	3
Channels of Outreach	3
Dedicated Districting Website	5
User Acquisition	6
Mobile Website View	6
Pages	7
Collateral Materials	8
Social Media	8
Flyers	10
Press Releases	10
Educational Videos	11
Reader Boards	12
ICTV 30	12
Auto Center Board	12
Visitor Center	13
Banners	13
Paid Advertising	14
Google Ads	14
Meta Ads	15
Nextdoor Ads	15
Spotify	16
Pandora	16
Electronic & Print Distribution	17
E-Newsletter	17
Print Magazine	22
Community-Based Organization Outreach	23
Community Forums	24
Pop-Up Events	25
Public Hearing Notices	27
KUCI Radio Show	27
Public Input Received on COI	27
Public Comments	29

Introduction

The City of Irvine launched an aggressive outreach effort to reach across the entire Irvine community to engage and educate the public about the pursuit of the districting process. This Outreach Summary Report is intended to provide a high-level overview of the outreach philosophy, process, and results to date.

Building An Outreach Team

The City of Irvine built a team of professionals to effectively execute the community outreach component of the project. This team includes City of Irvine staff, Tripepi Smith and National Demographics Corporation (NDC). These parties have been meeting jointly on regular calls to discuss the project and coordinate efforts. The integration of the demographer (NDC) into the outreach plan was designed to ensure that communications properly contributed to the broader goals of public information and drawing maps. This team approach has helped to eliminate silos of knowledge in this critical project, made more important by the challenging compressed timeline.

Tripepi Smith was engaged as an outreach expert on the districting process. The firm has a long history of collaboration with NDC and has worked with other cities to assist with their migration to district elections.

These outreach efforts were ably assisted by the City's communications team and City Manager's office.



TRIPEPI SMITH
marketing • technology • public affairs

Channels of Outreach

The City of Irvine leveraged a full array of outreach platforms to connect with the public. These included:

- The City's dedicated districting website - DrawIrvine.org
- The City's social media channels, including Facebook, Instagram, Twitter, YouTube and Nextdoor
- The City's e-newsletter platform containing more than 100,000 subscribers
- The City's quarterly magazine, *Inside Irvine*, that goes to more than 130,000 Irvine households

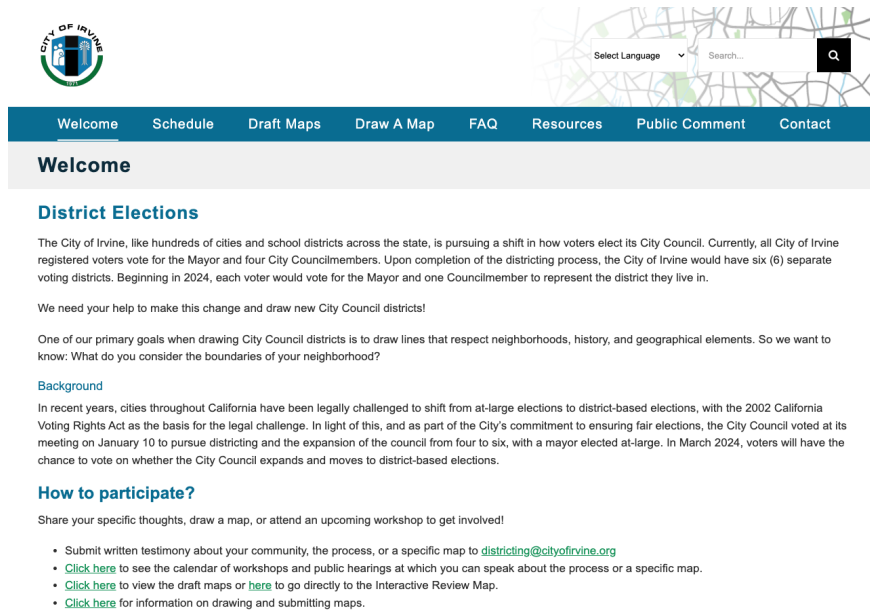
- The City's PEG channel, ICTV 30, and other reader boards and City-managed TV screens
- The City's external media and publication connections
- External streaming platforms, including Pandora, Spotify and KUCI radio
- Community meetings throughout the City and via Zoom
- Pop-up events throughout the City, including The Meadows and The Groves

Key highlights of outreach efforts to date include:

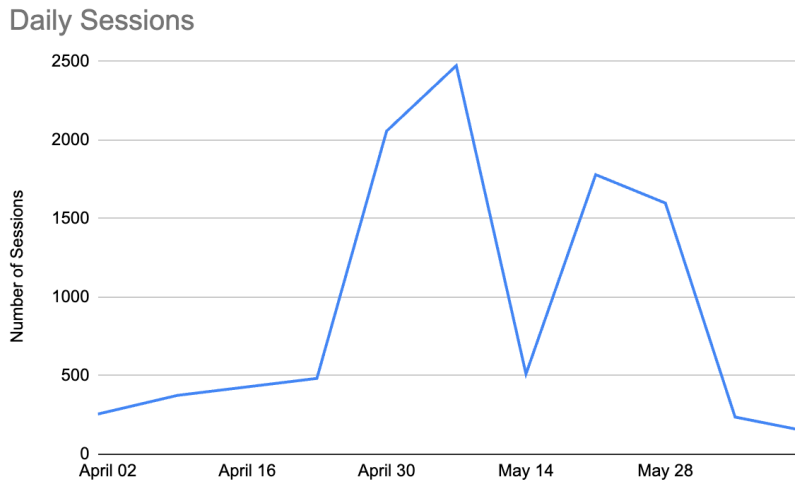
- Rollout of the districting website, DrawIrvine.org, where extensive resources are available for the public to learn about the districting process, access all the materials and meeting information, and to draw maps based upon their understanding of communities of interest and submit them for consideration in the future
- 42 social media posts spread across Facebook, Instagram and Twitter
- Three flyers in English, Spanish, Arabic, Farsi, Japanese, Korean, Simplified Chinese, Traditional Chinese and Vietnamese promoting the first three public hearings
- News releases distributed to the City's media contacts and published on the city's main website
- Two educational videos published to the City's YouTube channel, streamed on the City's PEG channel and posted across social media channels
- Utilization of several City-owned reader boards, including ICTV 30, Irvine Auto Center Board, Visitor Center Board and street-corner banners, to encourage resident engagement
- Paid advertisement on several platforms, including Google, Meta, Nextdoor, Pandora and Spotify
- Utilization of the City's e-newsletter to 100,000 subscribers to drive awareness of the City's districting process and promoting opportunities to participate in community meetings
- Phone contact with 55 community-based organizations to encourage their involvement in the districting process
- Seven community forums to go over the districting process and gather public input on neighborhoods and communities of interest
- Four pop-up events throughout the City to share information about the districting process and answer questions, including direct engagement with The Groves and The Meadows
- Public hearing notices distributed to a number of publications
- Partnership with KUCI radio

Dedicated Districting Website

[DrawIrvine.org](https://drawirvine.org) went live on April 5, 2023. The website serves as a one-stop location for the public to learn about the district formation process. From April 5 – June 14, there have been 10,268 Sessions on the City’s districting website. A Session is the period of time a user is actively engaged with the website. The website’s Sessions in the past two and a half months came from 7,108 users who viewed 14,393 pages.

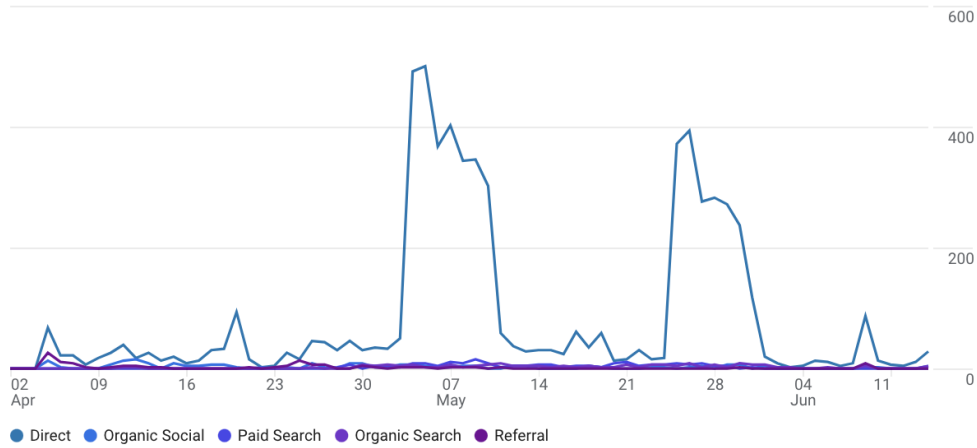


Activity on the districting website peaked once from May 3-11, around the time of the second public hearing, and again from May 24-31, around the time of the final workshop at Lakeview Senior Center and the pop-up event at Pride in Irvine. Both events had a high number of engaged constituents.

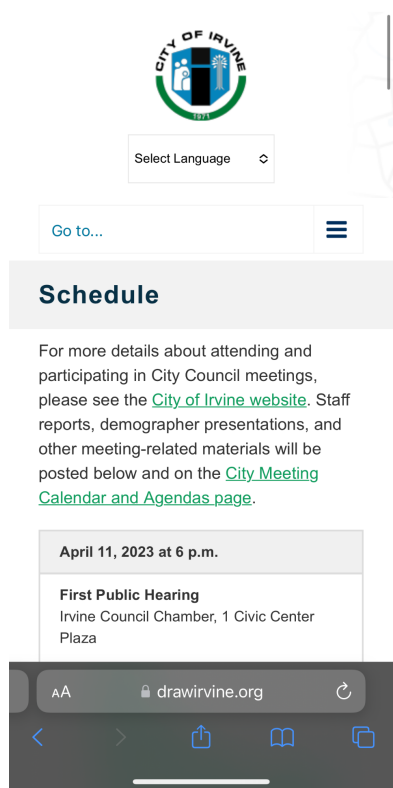


User Acquisition

2,625 users came to the website directly via the [DrawIrvine.org](https://drawirvine.org) URL which could be found on all materials and media produced by the City in an easy-to-scan QR code. The website also gained new users through additional avenues, such as paid advertisements, email and social media referrals. Users fluctuated as ads and social media were posted.



Mobile Website View



The website is also mobile optimized, creating a positive experience for users on any device, and 82% of users used mobile devices to access the website.

Pages

The homepage of the website had the most hits with 10,619 views, and the Schedule and Draft Map pages followed next with 959 and 882 views respectively. This shows interest from the public in maps being drawn and will increase as draft maps are posted and discussed.

	Views	Users	Views per User	Average Engagement Time
District Elections (Homepage)	10,619	6,781	1.57	0m 15s
Schedule	959	415	2.31	0m 48s
Draft Maps	882	573	1.54	0m 13s
Draw a Map	637	317	2.01	0m 37s
Public Comment	315	63	5	1m 31s
Resources	268	109	2.46	0m 26s
FAQ	234	152	1.54	0m 32s
Draw a Map	192	154	1.25	0m 26s
Contact	125	53	2.36	0m 28s

The City of Irvine published public comments weekly throughout the process to create transparency for residents and reduce the number of repeat questions asked. The Public Comments page of the website saw the highest number of views per user, 5.0, and the longest engagement time, 1 minute 31 seconds, compared to other pages of the website.

All meeting materials, flyers, press releases, and workshop recordings were posted to the Schedule page of the website, including translations in the eight threshold languages. Press releases were also posted to the resources page.

The City of Irvine monitored news mentions of the district formation process and included links to the articles on the Resource page of the website. This page has the second-highest number of views per user- 2.46

Collateral Materials

Social Media

The City of Irvine scheduled 67 posts across Instagram, Twitter, Facebook and Nextdoor throughout the first half of this effort. Each social media post included a descriptive English caption with carousel graphics showing the caption in Spanish, Arabic, Farsi, Japanese, Korean, Simplified Chinese, Traditional Chinese, and Vietnamese. The City also re-shared previous posts on social media stories the day before each community meeting to serve as a reminder.

Social media content included:

- Information about the districting process and how to get involved
- Announcements and reminders of upcoming community forums and public hearings
- Information on the City’s various mapping tools
- Reminders about upcoming deadlines
- A link to the City’s districting website.

Social Media Metrics

	Cross-Network	Twitter	Facebook	Instagram	Nextdoor
Published Posts	67	14	15	18	20
Impressions	140,022	28,548	19,807	63,436	28,231
Reach	1,995.55		1,147.13	2,702.56	
Engagements	1,709	505	742	462	
Reactions	568	34	93	425	16
Comments	64	21	25	14	4
Shares	17	5	12	0	
Saves	23	0	0	23	
Post Link Clicks	115	54	61	0	
Other Post Clicks	940	389	551	0	
Video Views	2,007	809	177	1,021	

City of Irvine City Hall 6d

Irvine residents, have you submitted a proposed district map yet? The City is pursuing a shift to district elections, and we need your input on where the City Council district lines should be drawn.

Share which neighborhoods and communities you think should be grouped together by drawing your own district map for consideration by the City Council!

There are two map drawing tools you can use to create your district map... See more

MAPPING TOOLS
DRAW A DISTRICT MAP

Online Tool
Dave's Redistricting App

Paper Map
Print and Draw

Draw Irvine.org/Draw-A-Map

City of Irvine City Hall 1d

The City of Irvine is pursuing a shift from at-large City Council elections to by-district elections, and it's not too late to get involved. Mark your calendars with the upcoming community forum dates:

- July 19 at 6 p.m. - Virtual via Zoom
- August 5 at 10 a.m. - Quail Hill Community Center
- August 5 at 2 p.m. - South Coast Chinese Cultural Center... See more

DISTRICTING COMMUNITY FORUM SCHEDULE
DrawIrvine.org/Schedule

- 19 يوليو الساعة 6 مساءً - افتراضياً عبر منصة Zoom
- 5 أغسطس الساعة 10 صباحاً - مركز كوايل هيل المجتمعي (Quail Hill Community Center)
- 5 أغسطس الساعة 2 ظهراً - مركز الساحل الجنوبي الثقافي الصيني (South Coast Chinese Cultural Center)
- 26 أغسطس الساعة 10 صباحاً - مركز ليكفيو لكرات السن (Lakeview Senior Center)
- 26 أغسطس الساعة 2 ظهراً - مكتبة مترو هنترز (Heritage Park Library)
- 22 سبتمبر الساعة 10 صباحاً - استوديوهات المترو الكبير للفنانين (Park Artist Studios)
- 23 سبتمبر الساعة 2 مساءً - قاعة مجلس بلدية المدينة (City Hall Council Chamber)

لتتطلع على آخر مستحداث الاجتماعات والمواد، نفضّلوا زيارة الموقع الإلكتروني DrawIrvine.org/Schedule

Grid of social media posts in Chinese and English regarding district formation, including details about the mapping tools and community forums.

MAY 27, 2023

DISTRICT FORMATION COMMUNITY WORKSHOP

- 10 a.m.
- Lakeview Senior Center
20 Lake Road

DrawIrvine.org/Schedule

cityofirvine

We hope you will join us this Saturday, May 27, at 10 a.m. for the seventh community forum regarding the City's potential shift to district-based Council elections.

This workshop will be held at Lakeview Senior Center and is open to anyone interested in getting involved in the City's pursuit to move to district elections. You will have the opportunity to share input on where you think the district lines should be drawn.

For more information on the City's pursuit to district elections, visit DrawIrvine.org or visit the link in our bio: @cityofirvine.

#WeAreIrvine

23 likes

City of Irvine @City_of_Irvine · Jun 16

The City of Irvine is pursuing a shift from at-large City Council elections to by-district elections. Get involved and help shape the future of Irvine by submitting a map for consideration and attending an upcoming community forum.

#WeAreIrvine

0:48

1 2 2,085

DRAW A DISTRICT MAP

- PAPER MAP
- ONLINE DRAWING TOOL

DrawIrvine.org/Draw-A-Map

cityofirvine

The City of Irvine is pursuing a shift from at-large City Councilmember elections to district elections, and we encourage residents to participate in the process and the drawing of district maps.

There are two map drawing tools you can use to create your district map so it can be submitted for consideration:

- Paper maps that can be printed and drawn on
- Online drawing tool called Dave's Redistricting App (DRA)

For instructions on how to draw and submit your map, visit DrawIrvine.org/Draw-A-Map.

#WeAreIrvine

37 likes

City of Irvine @City_of_Irvine · May 12

Join us tomorrow at a community forum regarding a possible shift from at-large City Councilmember elections to district elections.

Saturday, May 13
3 p.m.
South Coast Chinese Cultural Center

For more information, visit DrawIrvine.org

HELP SHAPE THE FUTURE OF IRVINE!

Learn about the Council Districting and Expansion process. Join an upcoming workshop or public hearing.

1 1 2,096

Flyers

The City of Irvine produced three flyers promoting the districting public hearings, each of which were translated into the eight threshold languages.

Flyers in all languages were distributed to the City’s various community centers, made available at community forums and pop-up events, and linked to the City’s districting website at DrawIrvine.org/Schedule.

The City also produced an additional fourth “evergreen” flyer distributed at community forums and pop-up events.

LET CITY COUNCIL KNOW WHERE TO DRAW THE CITY COUNCIL DISTRICT LINES!

Public Hearing—July 11, 2023 at 6 p.m.: Council Chamber, 1 Civic Center Plaza

HELP SHAPE THE FUTURE OF IRVINE!

Learn about the Council Districting and Expansion process. Join an upcoming workshop or public hearing, or submit your own district map!

The City of Irvine is pursuing a shift to district elections, and we need your help to draw the City Council district lines.

The Irvine City Council is holding a district formation public hearing on **Tuesday, July 11, 2023**, during the regularly scheduled City Council meeting at 6 p.m. National Demographics Corporation, the City’s professional demographer, will present the first round of draft maps to City Council for consideration.

Share your thoughts on draft maps by participating in the public hearing or emailing districting@cityofirvine.org.

Review the First Round of Draft Maps

All draft maps submitted by June 29, 2023, will be processed by the demographer and published to DrawIrvine.org/Draft-Maps on July 4, 2023.

Map Submission Deadlines and Participation

There is still time to draw a map! Mark your calendars with the following dates:

June 29, 2023—Deadline to submit maps for consideration at the third public hearing

July 11, 2023—Third public hearing to review draft maps submitted by June 29, 2023

August 31, 2023—Deadline to submit maps for consideration at the fourth public hearing

September 12, 2023—Fourth public hearing to review draft maps submitted by August 31, 2023

September 29, 2023—Final deadline to submit maps for consideration as part of the process

October 10, 2023—Fifth public hearing to select a map for adoption

The City of Irvine is pursuing a shift from at-large City Councilmember elections to district elections. Currently, City of Irvine registered voters vote for the Mayor and four City Councilmembers. Upon completion of the districting process, the City of Irvine would have six separate voting districts. Beginning in 2024, each voter would vote for the Mayor and one Councilmember to represent the district they live in.

The City is hosting 14 community forums throughout the process to provide an overview of district formation, the legal requirements and details on how to submit a district map. Residents will have an opportunity to share their input on neighborhoods and preferred district boundaries.

The City is also hosting five public hearings to provide an overview of district formation and the legal requirements, and later in the process, present draft maps.

Language interpretation and requests for disability-related modification or accommodation, including auxiliary aids or devices, may be arranged by emailing districting@cityofirvine.org at least 72 hours prior to each meeting.

DrawIrvine.org | 949-724-7575 | districting@cityofirvine.org

For more information on the City’s districting process, visit DrawIrvine.org.

Press Releases

To date, the City of Irvine has pushed out three press releases to more than 300 media contacts:

1. Released April 6, 2023 – City of Irvine Begins Pursuit of District-Based Elections
2. Released May 27, 2023 – Residents Encouraged To Draw Voting District Maps
3. Released June 26, 2023 – City of Irvine Continues Districting Process, Prioritizing Resident Engagement

Press releases were translated into the eight threshold languages and added to DrawIrvine.org/Resources, the Resources page of the City’s districting website.

Educational Videos

Animated Video

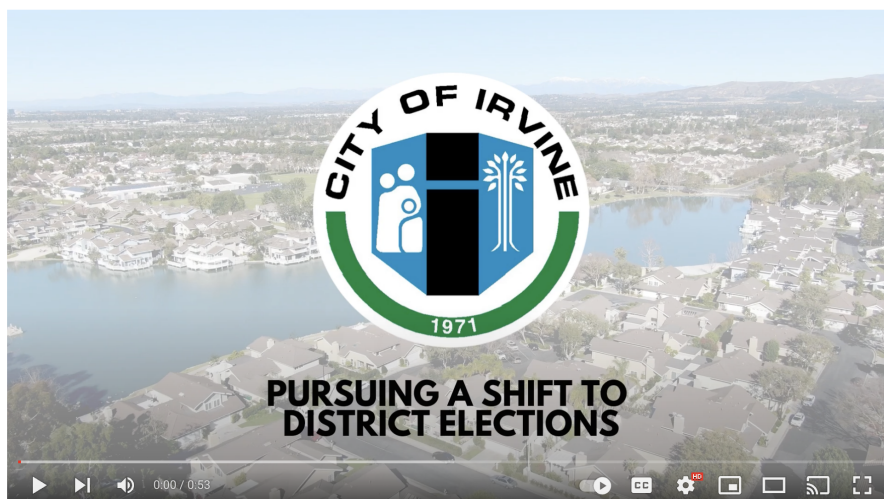
The City produced an animated video explaining the districting process in simple terms. The animated video, along with videos providing captions in each of the eight threshold languages, can be viewed on the City's YouTube channel and the homepage of DrawIrvine.org.



Districting 101 Video

The City produced an additional video called "Irvine Districting 101" to further explain the districting process and remind residents how they can get involved. This video:

1. Has been published to the City's YouTube channel
2. Has been published to the homepage of DrawIrvine.org
3. Has been pushed out on the City's social media channels
4. Has been streaming on the City's PEG channel, ICTV 30



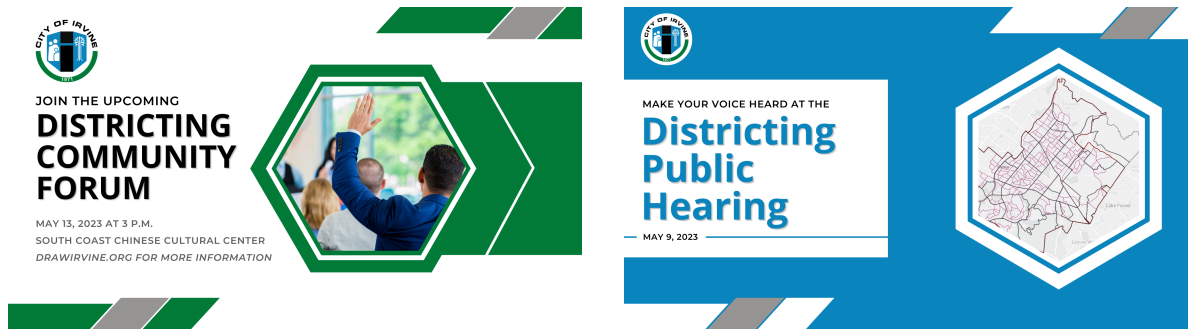
Irvine Districting 101

Reader Boards

The City utilized several of the City’s electronic message boards to inform residents of the opportunity to get involved in the districting process.

ICTV 30

The City of Irvine used its Public, Educational and Governmental (PEG) channel, ICTV 30, to stream districting materials to expand the reach of their efforts. Several resources were streamed on ICTV 30, including the districting animated video, districting 101 video and graphics promoting community forum opportunities.



Auto Center Board

The City utilized the Auto Center board to stream similar graphics promoting upcoming community forums and public hearings.



Visitor Center

The City also utilized the Visitor Center board to stream similar graphics promoting upcoming community forums and public hearings.



Banners

The City of Irvine placed street corner banners promoting resident engagement in the district formation process. These banners were placed in eight locations throughout Irvine:

1. Jeffrey and Alton
2. Culver and University
3. Barranca and Harvard
4. Alton and Lake
5. Shady Canyon and Sunnyhill
6. Bryan and Yale
7. Irvine Blvd. and Shady Canyon
8. Trabuco and Sand Canyon



Paid Advertising

The City of Irvine expanded outreach efforts to include paid advertising and increase the overall reach of the district formation efforts. Advertising platforms included Google Ads, social media ads, Spotify, and Pandora.

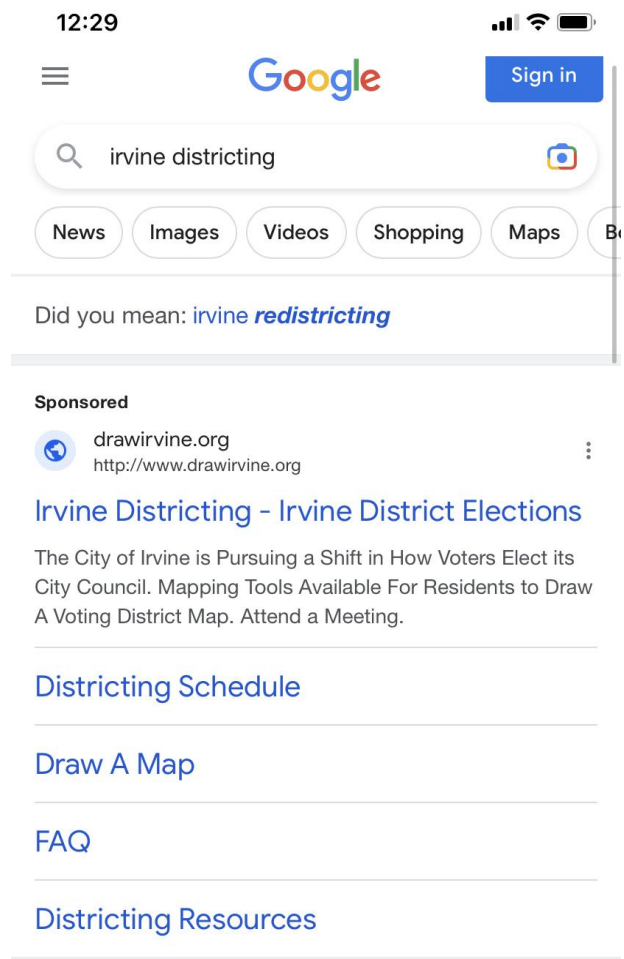
Google Ads

Search Ads

Google Search Ads appear on the Google search engine results page when users conduct relevant searches using specific keywords or phrases. The keywords put in place for the City’s Google search ad included the following:

- Irvine Districts
- Irvine District Formation
- Irvine District Formation Process
- Irvine District Elections
- Irvine District Election Map
- Irvine District Map
- Irvine Districting
- Irvine Districting Process
- Draw Irvine
- Draw a Map
- Draw a District Map
- Irvine City Council
- Irvine City Council Elections
- Irvine City Council Expansion
- Irvine City Council Districts
- Irvine Voting Districts
- Irvine Voting Map
- Irvine Election Map
- Irvine Map
- Irvine Councilmember elections
- Irvine Council member elections

Anyone located in or near Irvine who searched these keywords should have seen DrawIrvine.org at the top of their search results. The ad ran from April 27 - June 1, 2023 with a budget of \$1,000 and garnered **14,629 impressions and 499 clicks**.



YouTube Ads

Google Video Ads are a type of online advertising that allows advertisers to display video ads on various Google-owned platforms and partner sites. These ads are designed to capture the attention of users while they are watching videos or browsing content on websites and apps within Google's advertising network. The City ran a Video Ad for its districting animated video on YouTube. The ad ran from April 25 - June 1, 2023 and garnered the following results:

- Impressions – 151,585
- Views – 41,240
- View Rate – 27.21%
- Clicks – 281

Impressions reveal the campaign's reach and how often viewers are exposed to the in-feed thumbnail or the initial in-stream portion of your video. Irvine's districting video ad garnered **151,585 impressions**.

Views reveal the number of times viewers watched the ad for 30 seconds or more. Irvine's districting video ad garnered **41,240 views**.

The view rate helps determine the percent of impressions that resulted in a view and is calculated by dividing the number of impressions by views.. View rate helps answer the question: "Of the people who were prompted with the ad, what percentage were counted as a view?" According to Google, a 10-15% view rate is considered average across all industries. Irvine's districting video ad had a **high view rate of 27.21%**.

Clicks are counted when users click the ad, which in Irvine's case, led to [DrawIrvine.org](https://www.drawirvine.org). Irvine's districting video ad garnered **281 clicks**.

Meta Ads

The City of Irvine ran ads on Meta to further boost awareness of the districting effort via social media. These ads included graphics and copies encouraging residents to learn more about the district formation process and participate in the process.

Two posts and one video have been used as paid advertisements. Ad runs began on May 3 and are still active to date, with **192,259 impressions**.

The ads each contained links routing viewers to DrawIrvine.org and Irvine's ads led to **6,674 clicks**.

Nextdoor Ads

Nextdoor is a social media platform where communities can stay up to date on what is happening locally. The City of Irvine ran advertisements on Nextdoor from April 25th–May 11.

During that time, the ads garnered **81,875 impressions**.

These ads included a link to DrawIrvine.org where interested residents could learn more about the process. This link led to **258 clicks**.

Spotify



Music streaming services, like Spotify and Pandora, offer a unique opportunity to reach viewers who are actively engaged with the content and more likely to pay attention to ads.

The City of Irvine created a 30-second audio advertisement to stream on Spotify from May 9th–June 30th. The advertisement was specifically targeted to Irvine zip codes and was shared with users over the age of 18.

The ad garnered **116,429 impressions, 25,341 users** and **49 clicks**.

Ad completion rate is the percentage of users who listen through the full advertisement. Irvine's ad had a **97% ad completion rate**.

Pandora



In tandem with the Spotify audio advertisement, the City of Irvine ran an ad on Pandora, targeting users in Irvine over the age of 18.

The ad garnered **22,096 impressions** and reached **12,278 users**.

Listen through rate is the percentage of users who listen to the full advertisement. Irvine's ad had a **97% listen-through rate**.

Electronic & Print Distribution

E-Newsletter

The City of Irvine included information about the districting process in its regularly scheduled weekly newsletter, which has 100,000 subscribers.

April 7, 2023 Newsletter



City of Irvine Begins Pursuit of District-Based Elections

The City of Irvine is pursuing its first City Council district formation process. The first public hearing is scheduled for **Tuesday, April 11, at 6 p.m.** during its regular City Council meeting at the City of Irvine Council Chamber.

City of Irvine registered voters currently vote for the Mayor and all four City Councilmembers. Upon completion of the districting process, the City of Irvine would have six separate voting districts, and beginning in 2024, each voter would vote for the Mayor and one Councilmember to represent the district they live in.

Residents can get involved and participate in the district formation process by attending public hearings and community workshops. Five public hearings and seven community workshops will take place in the coming months. Learn more about the process and upcoming workshops at drawirvine.org.

April 21, 2023 Newsletter



Join an Upcoming Districting Formation Workshop

As the City of Irvine pursues a shift from at-large City Councilmember elections to district elections, you can have a voice in the process. Under the proposed plan, the City of Irvine would have six separate voting districts, and each voter would vote for the Mayor and one Councilmember to represent the district they live in.

[Watch this video](#) to learn more and join a community workshop this Saturday, April 22. These workshops offer the chance to learn about the districting process, connect with others, and discover tools available to draw maps and ensure your neighborhood is fairly represented.

Community Workshops

- April 22, at 10 a.m.: Quail Hill Community Center
- April 22, at 2 p.m.: Heritage Park Library
- April 26, at 6 p.m.: via [Zoom](#)

Learn more about Council Districting and Expansion process at drawirvine.org.

May 3, 2023 Newsletter



Join us in Shaping the Future of Irvine

At a special election in March 2024, Irvine residents have the chance to decide whether to expand the City Council to six Councilmembers and shift to district elections.

One of our primary goals when drawing City Council districts is to draw lines that respect neighborhoods, history, and geographical elements.

Attend an upcoming meeting to share your thoughts and get the tools needed to draw a map that represents your district:

- **May 9, 2023 at 6 p.m.** – Second Public Hearing at City of Irvine Council Chamber
- **May 13, 2023 at 3 p.m.** – Community Workshop at South Coast Chinese Cultural Center, 9 Truman St.

Learn more, submit feedback, and view a schedule of participation opportunities at drawirvine.org.

May 26, 2023 Newsletter



Help Shape How Future City Elections are Held

We hope you will join us **Saturday, May 27, at 10 a.m.** for the seventh community forum regarding the City's potential shift to district-based Council elections.

This workshop will be held at Lakeview Senior Center and is open to anyone interested in getting involved in the City's pursuit to move to district elections. You will have the opportunity to share input on where you think the district lines should be drawn.

There are two map drawing tools you can use to create your own district map, so it can be submitted for consideration:

- 📍 Paper maps that can be printed and drawn on.
- 📍 Online drawing tool called Dave's Redistricting App (DRA).

Learn more about the districting process and how to draw your own map at [DrawIrvine.org](https://www.drawirvine.org).

June 9, 2023 Newsletter



Draw Voting District Maps to Help Shape the Future of Irvine

The first deadline is approaching to submit maps for consideration as part of the City Council expansion and districting process. At a special election in March 2024, Irvine residents can decide whether to expand the City Council to six Councilmembers and shift to district elections.

Irvine residents can share their input on where the district lines should be drawn. The City is offering different mapping tools that include demographic breakdowns based on the Census data for residents to gain insights about their community and draw their own district maps for consideration.

The map deadline schedule for each public hearing is outlined as follows:

- **June 29, 2023** – Deadline to submit maps for consideration at the third public hearing.
- **July 11, 2023** – Third public hearing to review draft maps submitted by June 29, 2023.
- **August 31, 2023** – Deadline to submit maps for consideration at the fourth public hearing.
- **September 12, 2023** – Fourth public hearing to review draft maps submitted by August 31, 2023.
- **September 29, 2023** – Final deadline to submit maps for consideration as part of the process.
- **October 10, 2023** – Fifth public hearing to select a map for adoption.

To access mapping tools or to view more information about the district formation process, visit draw Irvine.org.

Print Magazine

Information about the City’s districting process was included in the Summer 2023 Edition of Irvine’s Print Magazine, *Inside Irvine*. *Inside Irvine* goes out to 132,000 homes and is made available on the City’s website. The excerpt includes information about how to get involved and leads readers to the City’s districting website, DrawIrvine.org.

City Priorities

Become a Featured Artist

Feature your art at the Irvine Fine Arts Center store. The store curates one-of-a-kind items such as hand-made jewelry, unique ceramics, paintings, prints and printmaking-based works of art, fiber art, flower and succulent arrangements, stationary, artist books, stickers and original designs on small batch, produced objects created by local artists.

Visit irvinefinearts.org/store to learn how to display your art at the store.



City Offers Home Upgrade Resources

The City’s One Irvine neighborhood revitalization program connects Irvine residents with community-strengthening resources and with each other.

One Irvine enhances neighborhood conditions and facilitates specific improvement projects in collaboration with residents. The program currently offers:

- **A Permit Fee Holiday, waiving certain building and planning permit fees.**
- **A Residential Rehabilitation Program to assist low-income homeowners with critical home improvements.**

ONE IRVINE

Looking to make some home improvements?
Connect with us for available resources.

Learn more about One Irvine eligibility and apply at cityofirvine.org/oneirvine

For more information about any of these opportunities and for details on how to apply, please visit cityofirvine.org/oneirvine or call 949-724-6114.

Organic Waste Recycling Program Implemented

The City has rolled out a new organic waste recycling program. As of April 1, all Irvine residents are required to separate their organic waste from the trash and place it in a container for composting. Organic waste includes:

- **Food scraps such as meat, bones, dairy, fruit, and vegetable scraps.**
- **Food-soiled paper such as napkins, paper towels, and uncoated cardboard.**
- **Yard clippings, small branches, grass trimmings, and leaves.**

Organic waste in landfills emits 20% of the state’s methane, a pollutant 84 times more potent than carbon dioxide. By diverting organics, such as food scraps, yard trimmings, paper, and cardboard, from landfills, we can all reduce emissions and combat climate change.

Learn more about the program by scanning the QR code or going to cityofirvine.org/sb1383.



City Council Expansion and District-Based Elections

The City of Irvine is pursuing its first City Council district formation process. All registered voters in the City of Irvine currently vote for the Mayor and all four City Councilmembers. Upon completion of the districting process, the City would have six separate voting

districts. Beginning in 2024, each voter would vote for the Mayor and one Councilmember to represent the district they live in.

Members of the Irvine community are encouraged to participate in the districting process to ensure district lines respect neighborhoods, history, and geographic elements.

Residents can get involved by attending public hearings and community workshops, sharing their thoughts on communities that should be kept together in a single district, submitting a map of proposed district lines, and eventually providing feedback on other draft maps drawn by the community and National Demographics Corporation, the City’s professional demographer.

For more information, including background information about district formation, a schedule outlining public meetings and deadlines, frequently asked questions, resources for drawing maps, and details on how to get directly involved in the district formation process, visit drawirvine.org.

Celebrate Public Works Week

Meet staff from the City’s Public Works & Transportation Department and learn how they serve the community at a free event Wednesday, May 24, from 10 a.m. to 2 p.m. at Great Park Hangar 244.

See construction equipment up close, discover how traffic signal systems operate, learn about careers in the field of public works, and more. There will be giveaways and the chance to earn prizes. Food will be available for purchase. No RSVP required. Learn more at cityofirvine.org/publicworksweek.



TO VIEW *INSIDE IRVINE* ONLINE, PLEASE VISIT CITYOFIRVINE.ORG/INSIDEIRVINE

Community-Based Organization Outreach

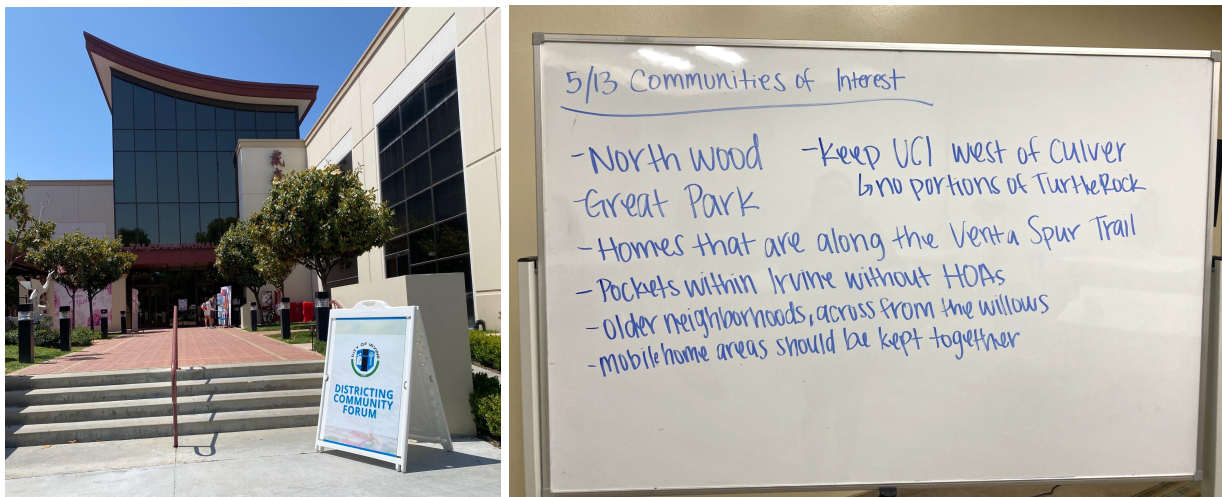
Tripepi Smith, on behalf of the City of Irvine, contacted 55 community-based organizations in the City of Irvine via phone call. Each organization was encouraged to get involved in the process to share information about the districting process with their constituents. The following organizations were contacted:

1. 100 Black Men of Orange County
2. Abrazar
3. Action Property Management
4. Arise Church
5. Assistance League of Irvine
6. Associated Students – UCI
7. Beth Jacob Congregation
8. Bethel Korean Church
9. BIPOC OC
10. BIPOC Orange County
11. Centerview Maintenance Association
- Huntington West Management
12. Chabad of Irvine
13. Charitable Ventures
14. Chinese Baptist Church of Central
OC
15. Christ Our Redeemer AME Church
16. Congregation Shir Ha-Ma'a lot
17. EKTA Center
18. Fair Housing Foundation
19. Families Forward
20. First Service Residential
21. Free Chapel OC
22. Garden Estates Maintenance
Corporation - Cardinal Property
Management
23. Good Shepherd Lutheran Church
24. Greater Irvine Chamber of
Commerce
25. Irvine Evergreen Association
26. Irvine Korean Parents Association
27. Irvine Presbyterian Church
28. Islamic Center of Irvine
29. Japan Business Association of
Southern California
30. Keystone Pacific
31. Love Irvine
32. Mariners Church
33. NAACP Orange County
34. OC Chinese Artists Association
35. OC India Association
36. OMID
37. Orange County Asian and Pacific
Islander Community Alliance
38. Orange County Iranian American
Chamber of Commerce (OCIACC)
39. Orange County Taiwanese
Association
40. Ranch Homeowners Association
41. Saddleback Church, Irvine South
42. Seabreeze
43. South Coast Chinese Cultural Center
44. South Coast Chinese Cultural Center
45. South County Outreach
46. St. John Neumann Catholic Church
47. St. Thomas More Catholic Parish
48. Total Property Management
Company
49. UCI Strategic Communications &
Public Affairs
50. UCI Strategic Communications &
Public Affairs
51. University Community Association
52. University Community Association
53. University United Methodist Church
54. Woodbridge Community Church
55. Woodbridge Village Association

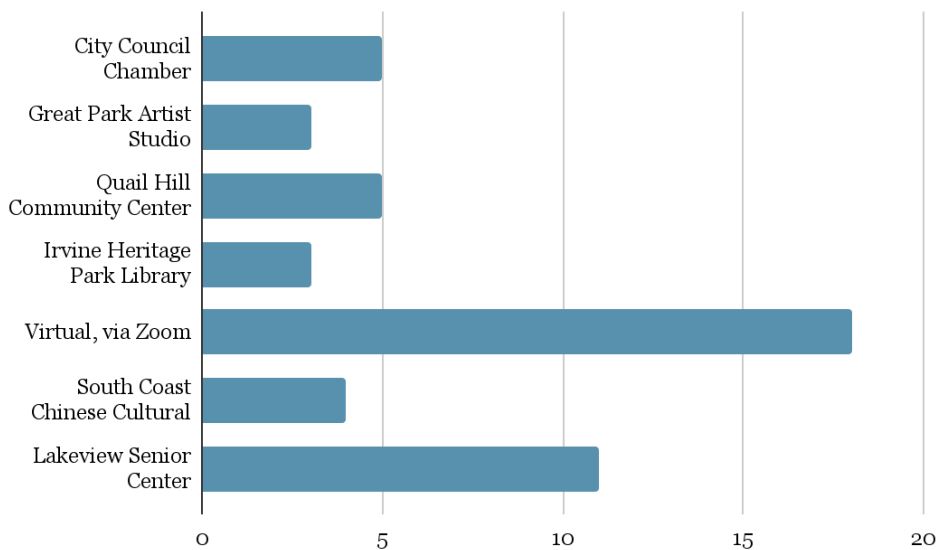
Community Forums

The City of Irvine held its first series of seven districting Community Forums to engage the public and seek input on communities of interest.

- April 15, 2023 – City Council Chamber
- April 15, 2023 – Great Park Artist Studio
- April 22, 2023 – Quail Hill Community Center
- April 22, 2023 – Irvine Heritage Park Library
- April 26, 2023 – Virtual, via Zoom
- May 13, 2023 – South Coast Chinese Cultural Center
- May 27, 2023 – Lakeview Senior Center



Community Forum Participants



To ensure most residents had the opportunity to participate, the City scheduled one virtual meeting and six in-person meetings at various locations across the City. The virtual workshop was recorded in each threshold language and posted to DrawIrvine.org/Schedule for later viewing.

National Demographics Corporation was present at each meeting to educate residents on the districting process and answer questions. Triepi Smith facilitated each workshop and encouraged residents to engage in dialogue related to neighborhoods and communities of interest.



The City has another round of seven workshops to encourage residents to provide feedback on public and NDC-produced maps and share map elements they agree or disagree with.

- July 19, 2023 – Virtual, via Zoom
- August 5, 2023 – Quail Hill Community Center
- August 5, 2023 – South Coast Chinese Cultural Center
- August 26, 2023 – Lakeview Senior Center
- August 26, 2023 – Heritage Park Library
- September 23, 2023 – Great Park Art Studio
- September 23, 2023 – City Council Chamber

Pop-Up Events

The City of Irvine hosted informational booths at four community events and locations, including the following:

- May 13, 2023 – Korean Festival at the Irvine Civic Center
- May 22, 2023 – Pride of Irvine at the Irvine Civic Center
- June 12, 2023 – The Groves Mobile Home Park
- June 12, 2023 – The Meadows Mobile Home Park

Each booth included a large a-frame sign for easy identification, paper maps in all threshold languages, colored pencils and markers for booth visitors to take home, and flyers providing information about how to get involved in the City’s districting process.

Tripepi Smith represented the City of Irvine at the pop-up booths and collectively spoke with approximately 150 interested residents.



Tripepi Smith will have a booth at the following future City events:

- August 1, 2023 – National Night Out at the Spectrum Park Apartments
- September 16, 2023 – Fiesta Latina en Irvine at Great Park
- September 29, 2023 – Mid Autumn Festival at Great Park

Public Hearing Notices

Public hearing notices were published in each of the eight threshold languages. Notices were posted to [DrawIrvine.org](https://www.drawirvine.org) and distributed to the following publications:

- Irvine World News
- Orange County Register
- Al Akhbar Arab American News
- Chinese Daily
- Nguoi Viet
- Iranshahr
- Rafu Shimpo
- Korea Daily
- Korea Times
- Excelsior

KUCI Radio Show

The City's demographer, Justin Levitt, interviewed with KUCI radio about the City's districting process. The interview was broadcast to KUCI listeners, published online, and added to [DrawIrvine.org/Resources](https://www.drawirvine.org/Resources).

City staff also worked with KUCI to record a PSA promoting resident involvement in the district formation process.

Public Input Received on COI

April 15, 2023 – City Council Chamber

- UCI areas: University Hills on campus, Census Tract 626.14, Towne Shopping Center, University Towne Center (626.26-7), Park West Apartments (626.11), West of San Joaquin Marsh (626.10), Toscana Apartments
 - Communities needing shared transit
 - Separate districts: Turtlerock and Shady Canyon, Culver Drive and Benita Drive
- Woodbridge
- Villages and HOAs

April 15, 2023 – Great Park Artist Studio

- Asphalt plant areas
- Bethel Church community, Harvard Ave (elderly Korean community)
- Look at enrollment data from ACS
- Irvine Business Complex on Jambore (planning area 36)
- Great Park, former lines of military base

- John Wayne Airport communities
- Foothills, areas affected by wild fires
- Spectrum apartments (high-density housing), Los Amigos apartments
- Armenian community

April 22, 2023 – Irvine Heritage Park Library

- UCI communities, student housing
- Unifying business community

April 26, 2023 – Virtual, via Zoom

- UCI and University Town Center planning regions both have a high proportion of university workers and students, should be kept together
- Woodbridge, North Lake & South Lake
- All non Great Park area north of Irvine Blvd.
- UCI area
- Great Park area
- Woodbury Village
- Don't group poorer corridors together

May 13, 2023 – South Coast Chinese Cultural Center

- Northwood
- Great Park
- Homes that are along the Venta Spur Trail
- Pockets within Irvine without HOAs
- Older neighborhoods, across from the Willows
- Mobile home areas should be kept together
- Keep UCI West of Culture → No portions of Turtle Rock

May 27, 2023 – Lakeview Senior Center

- High Schools
- Great Park planning area + county parcels (2)
- Airport
- Commuter students
- Warehouse zoning
- Mix-use by density – IBC, Spectrum
- Income levels
- Infill
- Amphitheater
- Mixed-use transit
- Publix transit – bikable, walkable
- UAW UVI → renters, lower incomes, post docs
 - UCI campus, excluding area by Bonita Canyon North of campus

Public Comments

The City of Irvine received public input throughout each step of the process to date. Residents have shared their communities of interest and have submitted draft maps for council consideration.

Public comment received to date is attached.