



City of Glendale Council District Outreach & Engagement Report

July 11, 2023 | Stephanie Mkhlian

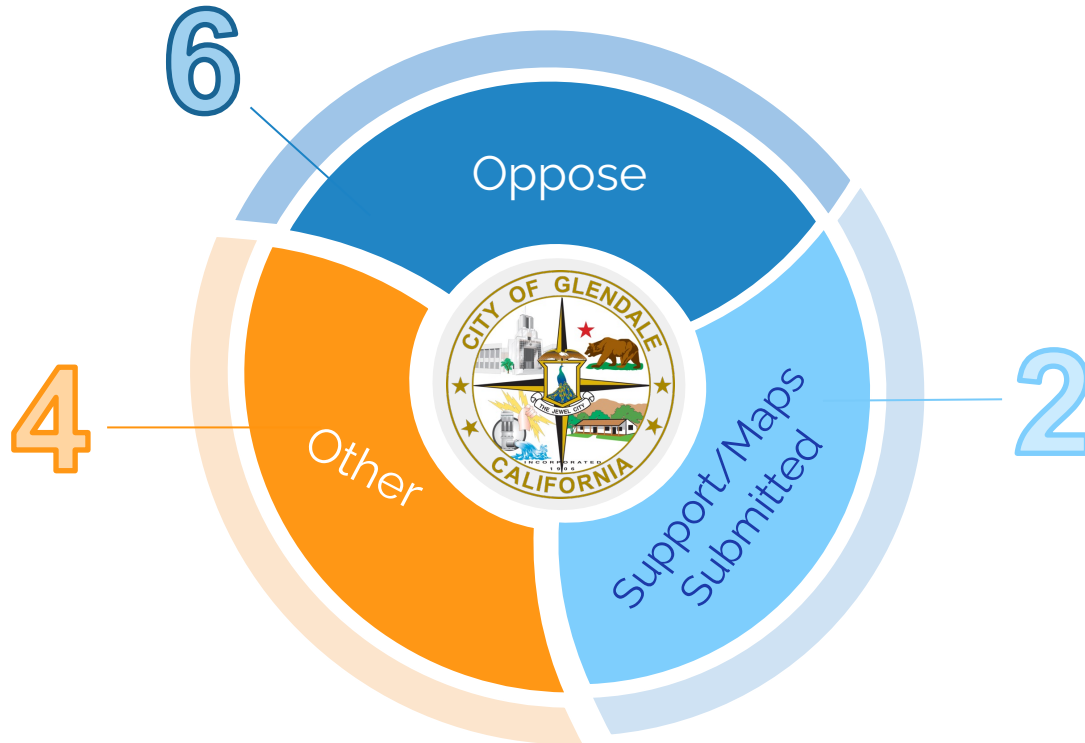
Overview

- ▷ What We've Heard So Far
 - From Community
 - From Council
- ▷ Outreach & Engagement
 - Community
 - Digital
- ▷ Next Steps
 - Upcoming Workshops
 - Key Dates
 - Ways to Be Heard



1. What We've Heard So Far

Public Engagement & Comments (Via Email)





I responded to MapGlendale's call for comment and I included you to say thank you for your excellent work as a team.

*Glendale Constituent Testimony
June 2023*

Council Suggestions

- ▶ Translations in English with Armenian, Korean, Spanish and Tagalog
- ▶ Accessibility for digital and print (materials have been largely translated in the languages mentioned above)
- ▶ Website - Mobile and web accessibility
- ▶ Engaging social media content (see later in presentation)
- ▶ Using city programming for outreach efforts
- ▶ Engaging with community stakeholders
- ▶ Adding QR codes and social media tags to flyers



Help Shape Future City Council Elections!

Join our community workshops, submit public comment, and share your thoughts throughout the outreach process to ensure your voice is heard for how future elections happen in Glendale.

POP-UP EVENTS

JULY 15	CRUISE NIGHT Brand Blvd • 5:30 PM
JULY 16	VARDAVAR WATER FESTIVAL Verdugo Park • 12:00 PM
AUG 1	NATIONAL NIGHT OUT Pacific Park • 5:00 PM
AUG 25	SUMMER CONCERTS Brand Park • 7:00 PM
SEPT 16	TOUCH-A-TRUCK At Elks Lodge • 9:00 AM

PUBLIC HEARINGS

JULY 11	CITY COUNCIL CHAMBERS 6:00 PM
AUG 15	CITY COUNCIL CHAMBERS 6:00 PM
OCT 10	CITY COUNCIL CHAMBERS 6:00 PM
OCT 24	CITY COUNCIL CHAMBERS 6:00 PM

WORKSHOPS

JULY 20	BRAND LIBRARY 6:30 PM
JULY 22	GRIFFITH MANOR PARK 10:00 AM
JULY 22	MAPLE PARK 2:00 PM
JULY 27	CHEVY CHASE LIBRARY 6:30 PM
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AUG 30	SPARR HEIGHTS CENTER 6:30 PM
AUG 31	CHEVY CHASE LIBRARY 6:30 PM
SEPT 7	GRIFFITH MANOR PARK 6:30 PM



Scan to learn more and for translations:

Traducciones a continuación:
Mga pagsasalín sa ibaba:
Քարգվանակայինները ստորև:
아래 번역:

MapGlendale.org

Follow us



2. Outreach and Engagement

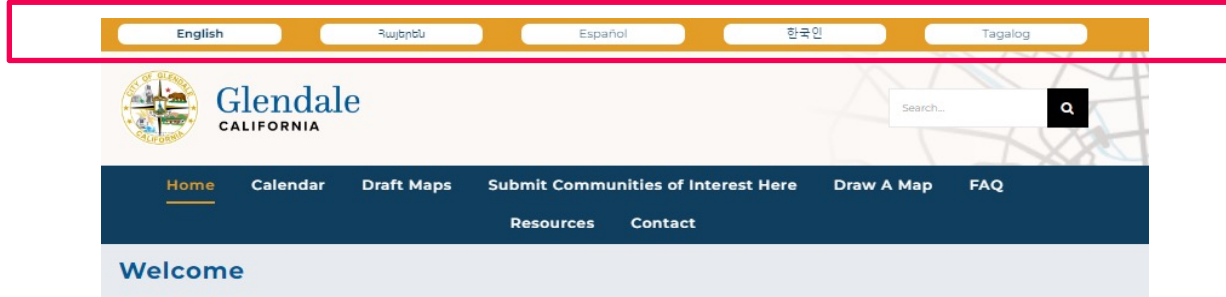
Community Outreach

- ▶ Five public hearings
- ▶ Fourteen community workshops (12 in-person, 2 virtual)
- ▶ Six Pop up events
 - Table at Council in Your Neighborhood, June 20
 - Cruise Night, July 15
 - Vardavar Festival, July 16
 - National Night Out, August 1
 - Summer Concerts, August 25
 - Touch-a-Truck, September 16
- ▶ Hiring Glendale Youth Alliance to distribute outreach materials to over 120 Glendale bakeries and grocery stores
- ▶ Promoting workshops and outreach at Glendale City Centers (Library 8 and Parks 6)
- ▶ Displaying a Public Works Banner on Verdugo Rd.
- ▶ Making direct phone calls to over 50 Glendale community benefit partners to provide input and uplift outreach efforts

Digital Outreach

- ▶ Rollout of MapGlendale.org website
 - Mobile and web accessibility
- ▶ Animated Explainer Video in English with Armenian, Korean, Spanish and Tagalog captions
- ▶ Press Releases to local and regional media (2 sent)
- ▶ Outreach Newsletter Blast to 31,000 people (2 sent)
- ▶ Extensive social media engagement, posts, stories and event reminders across all platforms (8-10 posts)
- ▶ Sending out targeted emails to Glendale community benefit partners to provide input, uplift outreach efforts
- ▶ Dedicated email address mapglendale@glendaleca.gov with 24-48hr response rate
- ▶ Created a social media toolkit
 - (<https://bit.ly/MapGlendaleToolkit>)
- ▶ Digital ads on Google and Meta

Website Home Page English



District Elections

The City of Glendale has passed a resolution of intent to change from citywide elections to district elections to elect its City Councilmembers. The proposed change will be put before voters on the March 2024 ballot. The City is considering a plan for six (6) separate council districts and a directly elected mayor. If this plan is approved by the voters, this would take effect beginning with Council elections starting in 2026. Voters would have the opportunity to elect one City Councilmember who lives in and is elected by voters in their district and all Glendale voters would vote to select their next Mayor.

We need your help to draw the proposed City Council districts!

One of our primary goals when drawing City Council districts is to draw lines that respect neighborhoods and communities of interest. So we want to know: What do you consider the boundaries of your neighborhood? Which areas should be in just one district for fair representation?

English



Հայերեն (Armenian)



Español (Spanish)



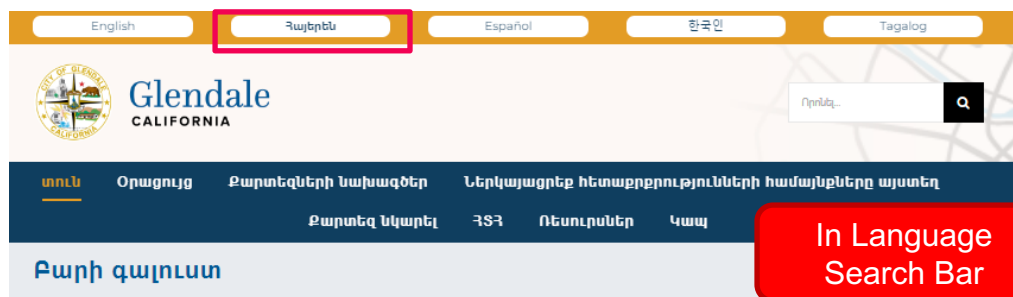
한국어 (Korean)



Tagalog



Website Home Page Armenian



Տարածքային ընտրություններ

Գլենդեյի քաղաքապետարանը որոշում է ընդունել քաղաքային ընտրությունների շրջանային ընտրությունների անցնելու մտադրության մասին՝ իր քաղաքային խորհրդի անդամներին ընտրելու համար: Առաջարկվող փոփոխությունը ընտրողների առաջ կդրվի 2024 թվականի մարտի քվեարկության ժամանակ: Քաղաքը քննարկում է վեց (6) առանձին ավագանու շրջանների և ուղղակիորեն ընտրված քաղաքապետի ծրագիրը: Եթե այս ծրագիրը հաստատվի ընտրողների կողմից, դա ուժի մեջ կմտնի 2026

Mobile

Տարածքային ընտրություններ

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Սեզ պետք է ձեր օգնությունը՝ առաջարկվող քաղաքային խորհրդի թաղամասերը նկարելու համար:

Քաղաքային խորհրդի թաղամասերը գծելու մեր առաջնությունը նպատակներից մեկը գծեր գծելն է, որոնք հարում են թաղամասերը և հետաքրքրություն ներկայացնող համայնքները: Այսպիսով, մենք ուզում ենք իմանալ, ո՞րն եք համարում ձեր թաղամասի սահմանները: Ո՞ր տարածքները պետք է լինեն ընդամենը մեկ թաղամասում արդար ներկայացվածության համար:



Website Home Page Spanish



Ir a...



Bienvenido

Elecciones de Distrito

La Ciudad de Glendale ha aprobado una resolución de intención de cambiar de elecciones de toda la ciudad a elecciones de distrito para elegir a sus Concejales de la Ciudad. El cambio propuesto se presentará a los votantes en la boleta electoral de marzo de 2024. La Ciudad está considerando un plan para seis (6) distritos municipales separados y un alcalde elegido directamente. Si los votantes aprueban este plan, entrará en vigencia a partir de las elecciones

Mobile



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¡Necesitamos su ayuda para dibujar los distritos del Concejo Municipal propuestos!

Uno de nuestros principales objetivos al dibujar los distritos del Concejo Municipal es trazar líneas que respeten los vecindarios y las comunidades de interés. Entonces queremos saber: ¿Cuáles considera que son los límites de su vecindario? ¿Qué áreas deberían estar en un solo distrito para una representación justa?

Inglés



րոճադ (armenio)



ingles (español)



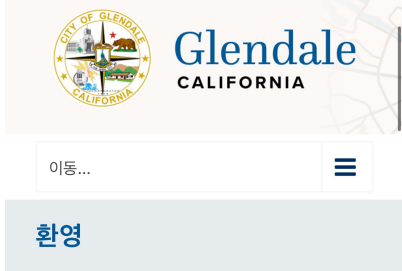
한국어 (coreano)



tagalo



Website Home Page Korean



지구 선거

글렌데일 시는 시의원 선출을 시 전체 선거에서 지역구 선거로 변경하겠다는 결의안을 통과시켰습니다. 제안된 변경 사항은 2024년 3월 투표용지에서 유권자 앞에 놓일 것입니다. 시는 6개의 별도 의회 구역과 직접 선출된 시장에 대한 계획을 고려하고 있습니다. 이 계획이 유권자의 승인을 받으면 2026년에 시작되는 시의회 선거부터 효력이 발생합니다. 유권자는 해당 지역에 거주하고 있고 해당 지역의 유권자가 선출한 시의원 한 명을 선출할 기회를 갖게 되며 모든 글렌데일 유권자는 투표를 통해 선출됩니다. 그들의 차기 시장.

제안된 시의회 선거구를 뽑으려면 여러분의 도움

Mobile

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제안된 시의회 선거구를 뽑으려면 여러분의 도움이 필요합니다!

시의회 선거구를 그릴 때 우리의 주요 목표 중 하나는 이웃과 관심 커뮤니티를 존중하는 선을 긋는 것입니다. 그래서 우리는 알고 싶습니다. 이웃의 경계는 무엇이 라고 생각하십니까? 공정한 대표를 위해 어느 지역이 한 구역에 있어야 합니까?



Digital Ad Impressions

23,600+

4,700+

City of Glendale, CA · Follow
June 30 at 2:36 PM · 🌐

🔔 Attention, Glendale residents! The City of Glendale is considering a shift to district elections, and the proposed change will be put before voters on the March 2024 ballot. If this plan is approved by the voters, this would take effect beginning with Council elections starting in 2026. Under district elections, voters would have the opportunity to elect one City Councilmember who lives in and is elected by voters in their district. All Glendale voters would vote to select their next Mayor.

We need YOUR input on where district lines should be drawn. You can participate by:

- 🗳️ Attending a public meeting now through October
- 🗺️ Drawing a district map
- 💬 Submitting a public comment
- 📄 Completing a short survey about your neighborhood

Check out this informational video to learn more about district formation:
<https://youtu.be/mOT4b7RDAqA>

Get involved and learn more: MapGlendale.org

**Shape
Glendale's
Future
Elections**

Participate in the district formation process!
Visit MapGlendale.org


Meta Ad Impressions

**GET INVOLVED IN
THE DISTRICTING
PROCESS**

MapGlendale.org/Schedule

Google Ad Impressions

MARTES, HUNYO 13



UNANG PAMPUBLIKONG PAGDINIG SA PAGBUO NG DISTRITO

- 6 PM
- MGA KAPULUNGAN NG KONSEHO SA LUNGSOD NG GLENDALE, 613 E BROADWAY
- MAG-PASA NG MGA KOMENTO

MapGlendale.org/Schedule



-NEW- DISTRICTING WEBSITE
MAPGLENDALE.ORG



COMMUNITY WORKSHOPS

DATE	LOCATION
JUNE 21 AT 6:30 P.M.	VIRTUAL VIA ZOOM
JUNE 26 AT 6:30 P.M.	PACIFIC PARK
JUNE 28 AT 6:30 P.M.	DUNSMORE PARK
JULY 20 AT 6:30 P.M.	BRAND LIBRARY
JULY 22 AT 10:00 A.M.	GRIFFITH MANOR PARK
JULY 22 AT 2:00 P.M.	MAPLE PARK
JULY 27 AT 6:30 P.M.	CHEVY CHASE LIBRARY



MapGlendale.org/Schedule

PUBLIC HEARINGS

DATES

TUESDAY, JUNE 13 AT 6:00 P.M.
TUESDAY, JULY 11 AT 6:00 P.M.
TUESDAY, AUGUST 15 AT 6:00 P.M.
TUESDAY, OCTOBER 10 AT 6:00 P.M.
TUESDAY, OCTOBER 24 AT 6:00 P.M.

LOCATION

CITY HALL
613 E. BROADWAY



MapGlendale.org/Schedule

DRAW A DISTRICT MAP

- PAPER MAP
- ONLINE DRAWING TOOL



MapGlendale.org/Draw-A-Map



Social Media Graphic Examples

Flyer Distribution Examples



Help Shape Future City Council Elections!

Join our community workshops, submit public comment, and share your thoughts throughout the outreach process to ensure your voice is heard for how future elections happen in Glendale.

POP-UP EVENTS	
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SEPT 7	GRIFFITH MANOR PARK 6:30 PM

District Formation FREQUENTLY ASKED QUESTIONS



FAQ #1 What are district elections?

Under a district-based election system, the City would be divided into six equally populated districts. Each City Councilmember must live in a different district, and that person can only be elected by voters living in that district.

FAQ #2 Why does districting matter to me?

Districting determines which neighborhoods and communities are grouped together into a district for purposes of electing a Councilmember. The City Council will seek input in selecting the first district-based election map. You have an opportunity to share with the City Council how you think district boundaries should be drawn to best represent your community either during the public hearings or by submitting comments to MapGlendale@GlendaleCA.gov.

FAQ #3 How can I get involved?

Share your specific thoughts, draw a map, or attend an upcoming workshop to get involved!


- Submit written testimony about the process or a specific map to MapGlendale@GlendaleCA.gov.
- The calendar of workshops and public hearings at which you can speak about the process or a specific map will be updated and posted on MapGlendale.org/Schedule.

At the hearings and workshops, we want you to:

- Share your story
- Define your neighborhood or community of interest
- Explain why districting is relevant to your community
- Get the tools you need to draw a map of one district or of all 6 districts
- Share your opinions of the draft maps
- Talk to your neighbors and local organizations

FAQ #4 Where can I learn more about districting?

For more information about districting, please visit the new districting website's FAQ page at MapGlendale.org/FAQ.



Help shape the future of Glendale!

Participate in the City of Glendale's district formation process!

The City of Glendale has passed a resolution of intent to change from citywide elections to district elections to elect its City Councilmembers. If approved, each of the new 6 districts will elect one person who resides in their district to represent their district on the City Council. All Glendale voters will have the opportunity to directly elect the Mayor who will represent the entire City.

As a resident of Glendale, you're encouraged to take part in this process through public hearings and community workshops.

Scheduled Public Hearings

- June 13 at 6 p.m.
- July 11 at 6 p.m.
- August 15 at 6 p.m.



All public hearings will be held at Glendale City Council Chambers, 613 E. Broadway. Additional public hearing dates will be forthcoming.

Community Workshop Dates

- June 20 at 6:30 p.m. – Council in Your Neighborhood pop-up at Pacific Park
- June 21 at 6:30 p.m. – Virtual via Zoom
- June 26 at 6:30 p.m. – Pacific Park
- June 28 at 6:30 p.m. – Dunsmore Park
- July 20 at 6:30 p.m. – Brand Library
- July 15 at 5:30 p.m. – Cruise Night pop-up
- July 22 at 10 a.m. – Griffith Manor Park
- July 22 at 2 p.m. – Maple Park
- July 27 at 6:30 p.m. – Chevy Chase Library
- August 1 at 5 p.m. – National Night Out pop-up at Pacific Park
- August 17 at 6:30 p.m. – Virtual via Zoom

These workshops and events give community members an opportunity to learn more about the mapping tools, ensure their community is fairly represented and connect with others engaged in the district formation process.

Additional event information will be made available at MapGlendale.org/Schedule.



Scan to learn more and for translations:
Traducciones a continuación:
Mga pagasaalin sa ibaba:
Քարտիկները և լեզուները
այստեղ են:

MapGlendale.org

Follow us



For more information on the City's districting process, visit MapGlendale.org.

Street Banner for Verdugo Road



Help Shape Glendale Elections
MapGlendale.org



3. Ways to Give Input & Next Steps

Key Dates

Share thoughts/your story

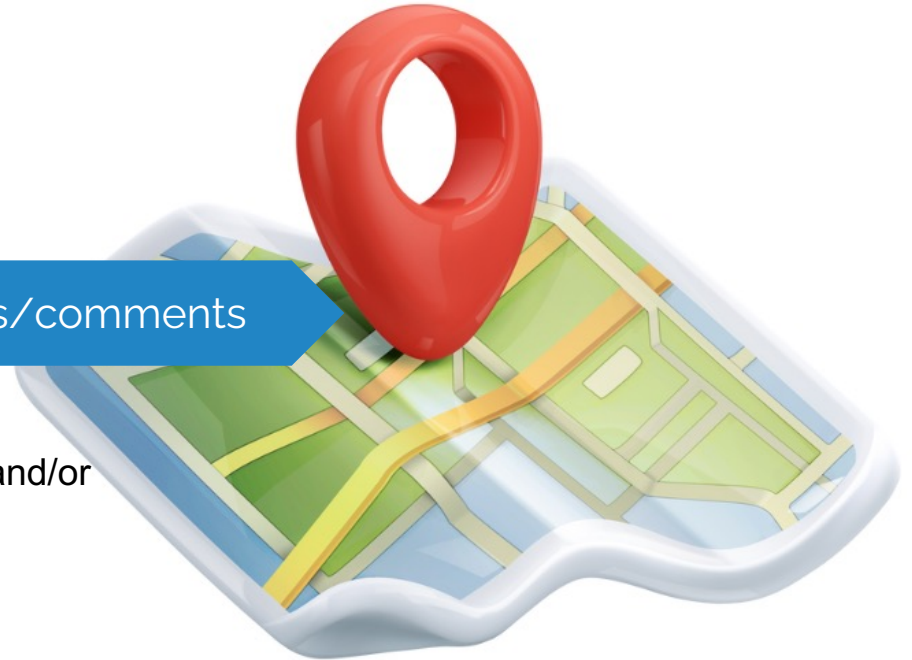
Submit maps/comments

August 5, 2023 Deadline to submit maps draft maps and/or community of input and neighborhood feedback.

August 15, 2023 Council to Review Proposed Maps

October 10, 2023 Council to Approve Maps

October 24, 2023 Council to Present Final Map



Ways to Be Heard



Attend public hearings/outreach events

Submit draft maps in person or online

Call and ask questions/provide feedback via phone at (818) 548-4844, ext. 1

Provide your comments on your neighborhood or community of interest by completing the online Communities of Interest submission form.

Ask questions, provide feedback on maps/neighborhoods via MapGlendale@glendaleca.gov

Thanks!

Any questions?

MapGlendale@glendaleca.gov

