



District Formation Outreach Summary Report

June 2024

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Introduction

The City of Glendale conducted a robust outreach effort beginning in May 2023 to engage and educate Glendale community members about the proposed transition to district elections. 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 Glendale built a team of professionals to effectively execute the community outreach component of the project. This team includes City of Glendale staff, Tripepi Smith and National Demographics Corporation (NDC). These parties met 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 helped to eliminate silos of knowledge in this critical project.

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 transition to district elections.

These outreach efforts were ably assisted by the City Manager's office for the City of Glendale.



Spanning Channels of Outreach

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

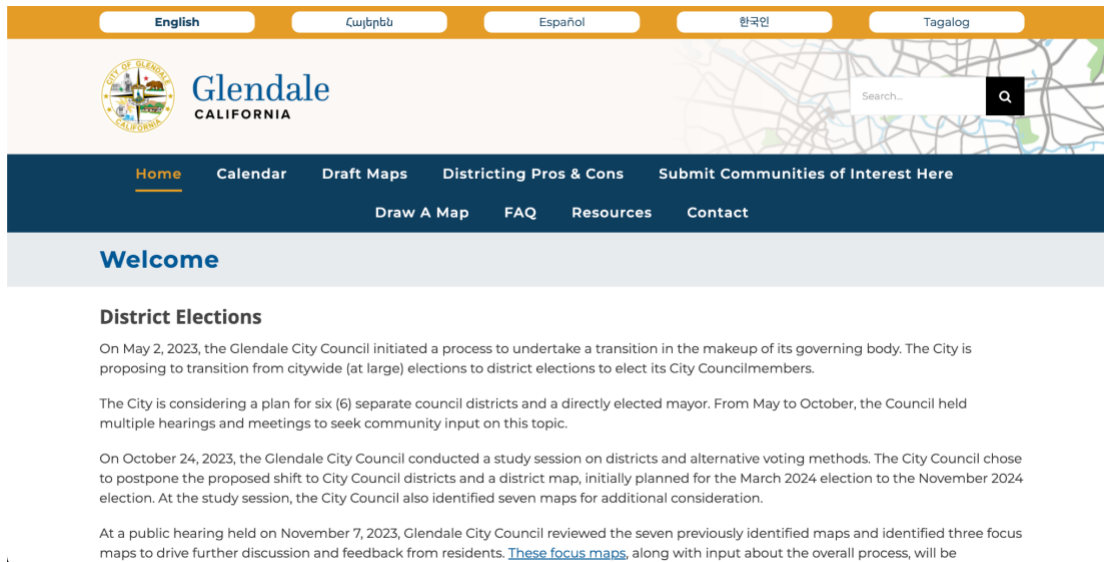
- The City's dedicated districting website - MapGlendale.org
- The City's social media channels, including Facebook, Instagram, and X (formerly Twitter)
- The City's e-newsletter platform containing more than 29,000 subscribers
- The City's external media and publication connections
- Community meetings throughout the City and via Zoom
- Pop-up events throughout the City
- A street banner at Glendale Community College Pedestrian Bridge

Key highlights of outreach efforts to date include:

- Rollout of the districting website, MapGlendale.org, where extensive resources were 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
- 36 social media posts spread across Facebook, Instagram, Nextdoor and X (formerly known as Twitter)
- Two flyers sharing background information about the process and promoting the public hearings and workshops
- Five news releases distributed to the City's media contacts and published on the City's main website and the dedicated district formation website
- An educational video published to the City's YouTube channel, the City's districting website and across social media channels
- Paid advertisements on several platforms, including Google and Meta
- Utilization of the City's e-newsletter to 29,635 subscribers to drive awareness of the City's districting process and promote opportunities to participate in community meetings
- Phone contact with 75 community-based organizations to encourage their involvement in the districting process
- A total of 25 community workshops/public forums/stakeholder meetings throughout the process, including:
 - Seven community workshops to go over the districting process and gather public input on neighborhoods and communities of interest.
 - Seven additional workshops to discuss draft maps and share feedback on map elements
 - Nine dedicated stakeholder meetings with participants from 13 community organizations
 - Two public forums to review stakeholder meeting feedback and discuss draft maps
- Six pop-up events throughout the City to share information about the districting process and answer questions
- Public hearing notices distributed to a number of publications

Dedicated Districting Website

MapGlendale.org went live on May 31, 2023. The website served as a one-stop location for the public to learn about the districting process and is available in English, Armenian, Spanish, Korean and Tagalog. From May 31, 2023 – May 21, 2024, there were 25,614 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 throughout the process came from 17,570 users who viewed 33,280 pages.

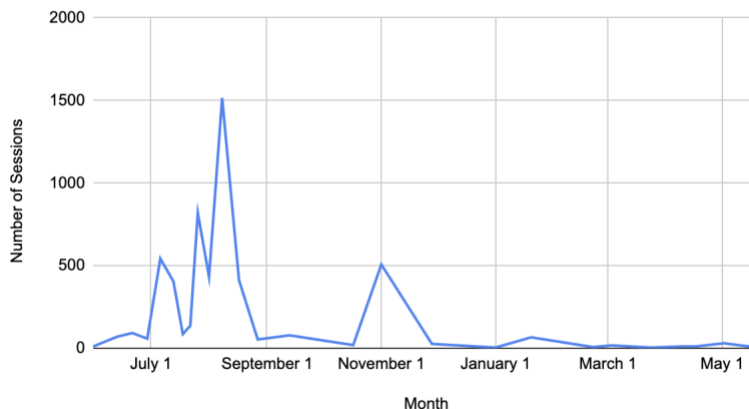


Activity on the districting website peaked from July 4-16, 2023. During this time, the City held the second public hearing and two pop-up events. Activity peaked again between July 24, 2023 and August 17, 2023, around the time of two community workshops, the first mapping deadline, one pop-up event and the third public hearing. Notably, there were 1,714 page views on August 8, 2023, likely due to users viewing draft maps after the mapping deadline on August 5, 2023.

Activity peaked again on October 3, 2023, prior to the fourth public hearing and November 1, 2023, prior to the fifth public hearing. Users were likely visiting the website to view the meeting agendas posted the week prior to each public hearing.

The City's districting website is also mobile optimized, creating a positive experience for users on any device, especially the 72% of users who used mobile devices to access the website.

Website Sessions



Pages

The homepage of the website had the most hits with 15,551 views, and the Draw a Map and Draft Map pages followed next with 8,441 and 4,106 views respectively.

Page title and screen class ▾ +		↓ Views	Users	Views per user	Average engagement time
		33,315	17,588	1.89	22s
		100% of total	100% of total	Avg 0%	Avg 0%
1	District Glendale	15,551	9,874	1.57	14s
2	Draw A Map District Glendale	8,441	4,803	1.76	6s
3	Draft Maps District Glendale	4,106	2,825	1.45	36s
4	Calendar District Glendale	1,962	947	2.07	46s
5	Vardavar Water Festival Pop-Up – Verdugo Park District Glendale	636	501	1.27	13s
6	Resources District Glendale	408	206	1.98	31s
7	Submit Communities of Interest Here District Glendale	304	220	1.38	42s
8	Districting Pros & Cons District Glendale	254	169	1.50	1m 29s
9	Touch A Truck Pop-Up – Elks Lodge District Glendale	253	192	1.32	10s
10	Frequently Asked Questions District Glendale	242	152	1.59	45s

All meeting materials, flyers, press releases, and workshop recordings were posted to the Schedule page of the website. Press releases were also posted to the Resources page.

Throughout the process, the City of Glendale monitored news mentions of district formation and included links to the articles on the Resources page of the website.

Collateral Materials

Social Media

The City of Glendale scheduled 36 total posts across Instagram, Facebook and Twitter. Each social media post included a descriptive English caption and an invitation to visit the districting website.

Social media content included:

- Information about the districting process and how to get involved
- Announcements about community meetings
- Information about the City's various mapping tools
- Reminders about upcoming deadlines

City of Glendale, CA • Districting

Glendale is proposing a shift from at-large City Councilmember elections to district elections. Where do you think the district lines should be drawn?

We're holding several community workshops where residents will learn more about district formation and how to use the available mapping tools. Residents will also have an opportunity to ask questions and share their input on which neighborhoods and communities define Glendale.

- 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

For additional meeting details and materials, visit MapGlendale.org

GET INVOLVED IN THE DISTRICTING PROCESS

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 8:00 P.M.
- TUESDAY, OCTOBER 10 AT 6:00 P.M.
- TUESDAY, OCTOBER 24 AT 6:00 P.M.

LOCATION

CITY HALL
613 E. BROADWAY

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

DRAW A DISTRICT MAP

- PAPER MAP
- ONLINE DRAWING TOOL

MapGlendale.org/Draw-A-Map

COMMUNITY WORKSHOPS

AUGUST 17, 2023

6:30 PM

VIRTUAL

Visit MapGlendale.org/Calendar for Zoom link!

[MAPGLENDALE.ORG](https://MapGlendale.org)

City of Glendale, CA @MyGlendale · Jul 10

The City will hold a public hearing for the proposed shift to district-based elections at the regular City Council meeting on July 11 at 6:30 p.m. The Council will receive an update on the process and review public input received so far. For details, visit MapGlendale.org

TUESDAY, JULY 11

PUBLIC HEARING ON DISTRICT FORMATION

- 6 PM
- GLENDALE CITY COUNCIL CHAMBER
613 E. BROADWAY
- SUBMIT COMMENTS

MapGlendale.org/Schedule

MARTES 11 DE JULIO

AUDIENCIA PÚBLICA SOBRE LA FORMACIÓN DE DISTRITOS

- 6 PM
- CÁMARAS DEL CONCEJO DE LA CIUDAD DE GLENDALE
613 E. BROADWAY
- ENVIAR COMENTARIOS

MapGlendale.org/Schedule

City of Glendale, CA @MyGlendale · Aug 23

The City of Glendale is considering transitioning to district-based elections. Come and learn more about it on Friday, August 15, 2023 at Brand Park! [#MyGlendale](https://www.instagram.com/MyGlendale)

DISTRICTING POP-UP @ SUMMER CONCERTS

AUGUST 25, 2023

6:30 PM

BRAND PARK
1601 W MOUNTAIN ST
GLENDALE, CA 91201

[MAPGLENDALE.ORG](https://MapGlendale.org)



City of Glendale, CA

August 29 ·

...

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. Join the upcoming Community Workshops to learn further about the process and drafting maps! [f](#) [t](#)



To help residents share information about the City's districting process with their network, the Resources page of the website hosted a social media toolkit. The toolkit included social media copy, graphics and flyers.

Flyers

The City of Glendale produced two flyers, the first promoting the districting public hearings and general districting information. The second flyer shared pop-up event information and an overview of the workshops throughout the process.

Flyers were distributed to the City's various libraries and community centers, 120 Glendale bakeries and grocery stores, made available at community workshops and pop-up events and linked to the City's districting website at MapGlendale.org/Schedule.

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 16 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. – Commerce 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.

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

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 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	WORKSHOPS
JULY 15 CRUISE NIGHT Brand Park - 5:30 PM	JULY 20 BRAND LIBRARY 6:30 PM
JULY 16 VANDANER WATER FESTIVAL Whispering Pines - 12:00 PM	JULY 22 GRIFFITH MANOR PARK 10:00 AM
AUG 1 NATIONAL NIGHT OUT Pacific Park - 1:00 PM	JULY 22 MAPLE PARK 2:00 PM
AUG 25 SUMMER CONCERTS Brand Park - 7:00 PM	JULY 27 CHEVY CHASE LIBRARY 6:30 PM
SEPT 16 TOUCH-A-TRUCK Rt. 101 Loop - 1:00 AM	AUG 17 VIRTUAL MEETING 6:30 PM

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
AUG 19 CHEVY CHASE LIBRARY 10:30 AM
AUG 19 ADULT REC CENTER 2:30 PM
AUG 21 GRIFFITH MANOR PARK 10:00 AM
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:
#MapGlendale a community-driven
#MapGlendale is a community-driven
#MapGlendale is a community-driven
#MapGlendale is a community-driven

MapGlendale.org
Follow us
[f](#) [t](#) [i](#) [y](#)

Press Releases

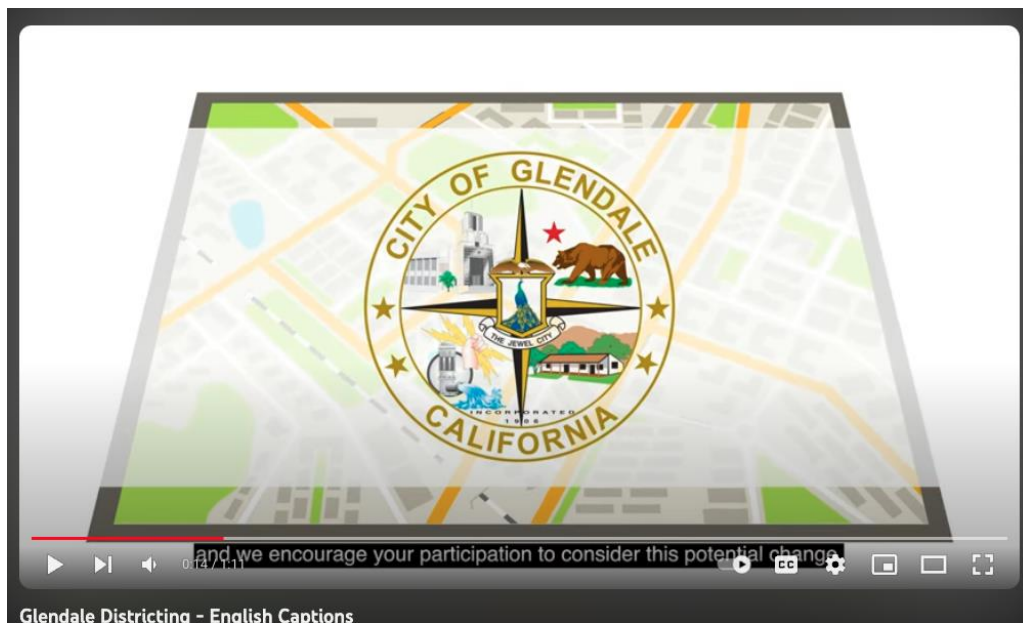
Throughout the process, the City of Glendale pushed out five press releases to more than 115 media contacts:

1. Released June 9, 2023 – City of Glendale Begins Pursuit of District-Based Elections
2. Released July 11, 2023 – Glendale Residents Encouraged to Participate in the District Formation Process
3. Released August 14, 2023 – City of Glendale Continues Prioritizing Resident Engagement in Districting Process
4. Released August 18, 2023 – Glendale Seeks Community Feedback to Identify City Council District Map for Voters' Consideration
5. Released March 27, 2024 – City To Host Two Forums on Proposed Council Districts

Educational Video

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 four threshold languages, can be viewed on the City's YouTube channel and the homepage of [MapGlendale.org](https://www.mapglendale.org).



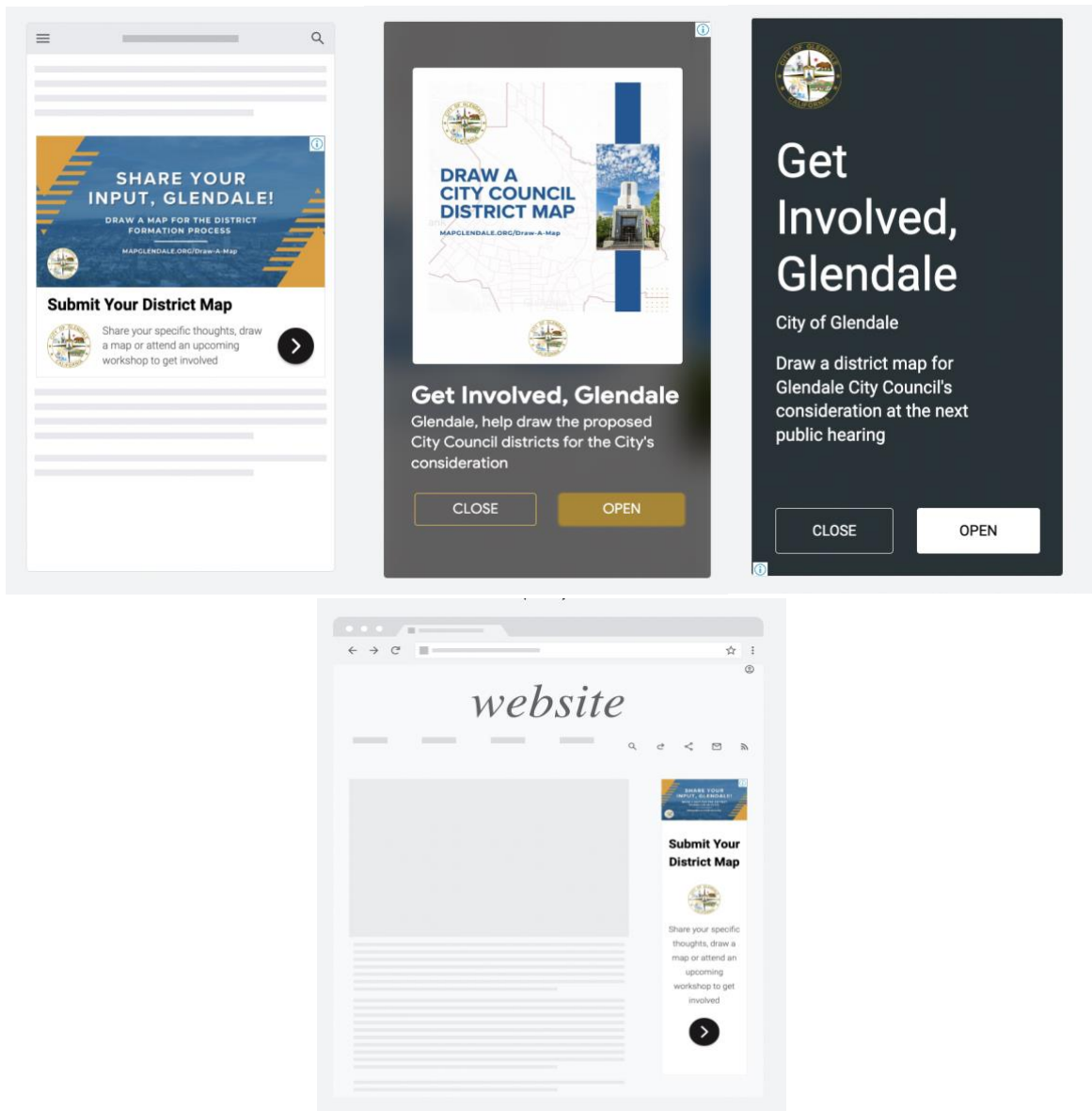
Paid Advertising

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

Google Ads

Display Ads

Google Display Ads appear to users targeted using keywords or locations. The City's display ads combined a variety of graphics, headlines and descriptions users might see. These were then optimized based on how the combinations performed.



Anyone located in or near Glendale who searched similar keywords should have seen a display ad on their device. The ad ran from June 30, 2023 to August 15, 2023 for \$1,480 and garnered **124,000 impressions and 2,220 clicks**.

The City ran a second round of Google Display Ads promoting draft map feedback. These ads ran from July 15, 2023 to September 25, 2023 for \$1,430 and garnered **114,000 impressions and 2,830 clicks**.

Meta Ads

The City of Glendale 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 were elevated to paid advertisements. Ad runs began on July 5, 2023 and ran through August 19, 2023, which collectively **reached 80,440 users**.

The two ads each contained links routing viewers to MapGlendale.org and garnered **10,747 total clicks**.


Electronic & Print Distribution

Email Blasts

The City of Glendale sent out frequent emails to community organizations and individuals with an interest in the districting process. These emails went to 29,635 subscribers and shared information about mapping tools, upcoming workshops, upcoming public hearings and more.

July 26, 2023

Having trouble viewing this? [View it as a webpage](#)



The First Deadline to Submit Maps is Less Than Two Weeks Away!

Dear Glendale Community,

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.

Throughout the process, we have been encouraging residents to draw their own maps of proposed City Council voting districts for consideration. The City of Glendale wants your input on where district lines should be drawn!

You still have until Saturday, August 5 to submit a map for consideration at the third public hearing on Tuesday, August 15 at Glendale City Hall, 613 E. Broadway. To learn how to draw and submit a map, visit MapGlendale.org/Draw-a-Map.

If you miss the August 5 deadline, you can continue to submit maps and other feedback for the Council's consideration at the fourth public hearing on Tuesday, October 10 at MapGlendale@GlendaleCA.gov. For more information on Glendale's district formation process and how you can participate, visit MapGlendale.org.

[Home](#) [Calendar](#) [Draft Maps](#) [Submit Communities of Interest Here](#) [Draw A Map](#) [FAQ](#)

[Resources](#) [Contact](#)

Draw A Map

The City is providing mapping tools to empower members of the public to draw and submit their own proposed district maps.

Mapping Tools


Paper Participation Kit

Printable PDF maps for those without internet access or who prefer paper.

- Printable Map w/ Population Numbers [\[202303\]](#)
- Printable Map w/ Population Numbers [\[202308\]](#)
- Printable Map w/ Population Numbers [\[202309\]](#)
- Printable Map w/ Population Numbers [\[202310\]](#)
- Printable Map w/ Population Numbers [\[202311\]](#)
- Alternatively, submit any form of hand-drawn map that identifies street names

Online Mapping Tool: DBA 2020


- [Glendale's Blank Map Template](#) (after learning how to use the DBA mapping tool, use this link to begin drawing your map)
- [How to Use DBA - Getting Started](#)
 - This tool requires a computer with internet access. DBA is not supported for use on mobile devices.
 - The first step is to create an account on the [DBA site](#). A user account is needed to create and submit district maps.



Thank you,

August 8, 2023

Having trouble viewing this? [View it as a webpage](#)



The First Set of Draft Maps Are Here!

Dear Glendale Community,

The City of Glendale's districting outreach process is in full swing! On **Tuesday, August 15**, the City will hold its third public hearing on district formation at the City Council's regularly scheduled meeting **starting at 6:00 PM**. Head over to City Council Chambers, 613 E. Broadway, to make your voice heard in the district formation process and ensure your community is represented.

The third public hearing is the City Council's first review of draft maps prepared by the City's professional demographer, National Demographics Corporation (NDC). NDC will present the maps that the public submitted through August 5 and the maps they created based on communities of interest information that residents have submitted since June 2023.

All draft maps being considered are posted on MapGlendale.org/Draft-Maps.

[View Draft Maps](#)

To review draft maps and collect public input on potential district boundaries, we are hosting a second round of community workshops and events, which will run from August 17 through September 16. The districting outreach team will be at the following workshops:

COMMUNITY WORKSHOPS	
August 17	Virtual at 6:30 PM
August 19	Chevy Chase Library at 10:00 AM
August 19	Adult Recreation Center at 2:30 PM
August 21	Griffith Manor Park at 6:30 PM
August 30	Sparr Heights Community Center at 6:30 PM
August 31	Chevy Chase Library at 6:30 PM
September 7	Griffith Manor Park at 6:30 PM

For our virtual community workshop scheduled for **Thursday, August 17 at 6:30 PM**, click on the button below to [join the Zoom meeting](#).

[Join the Virtual Community Workshop](#)

In addition to the community workshops above, the following pop-up events offer additional opportunities for the community to engage and provide feedback on the districting process:


POP-UP EVENTS	
August 26	Summer Concerts in the Park Brand Park 1601 W Mountain St 7:00 PM
September 16	Touch a Truck Elks Lodge 120 E Colorado St 9:00 AM

In addition to the button above, [the calendar page on MapGlendale.org](#) hosts Zoom meeting information for [our virtual workshop on August 17 at 6:30 PM](#). For more information on Glendale's district formation process and all of the ways you can participate, visit MapGlendale.org.

We look forward to hearing from you.

August 24, 2023

Having trouble viewing this? [View it as a webpage](#)



There's Still Time to Get Involved in the District Formation Process!

Dear Glendale Community,

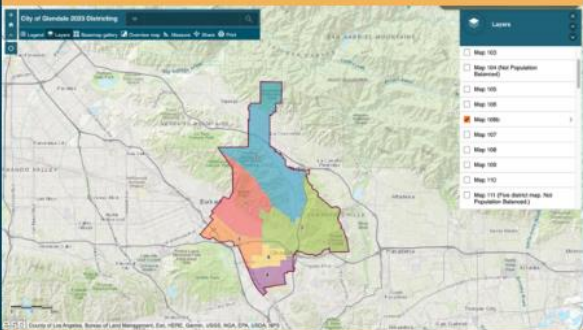
The City of Glendale is considering a shift to district elections, and the proposed change will be put before voters on the March 2024 ballot. If this plan is approved by the voters, this would take effect beginning with Council elections starting in 2026.

Following the August 15 public hearing on district formation held by the Glendale City Council, the City of Glendale commenced a second round of community workshops to allow the community to review draft district maps and provide feedback on those maps.

Only three of the seven planned second-round workshops remain! Find event details about these workshops, which wrap up on September 7, and prior workshops by clicking the button below:

[Attend an Upcoming Workshop!](#)

If you're unable to attend one of these workshops, we encourage you to review the draft district maps on the interactive review map and provide feedback at MapGlendale@GlendaleCA.gov or by calling the City at 818-548-4844, ext. 1.



City of Glendale 2023 Districting

Toggle on and off any of the draft maps and layers representing demographic data and more to understand each draft map.

If you find these maps do not sufficiently represent the city, you can draw additional maps! Maps may be submitted until Thursday, September 28 for consideration at the fourth public hearing on Tuesday, October 10 at Glendale City Hall, 613 E Broadway.


[Draw a Draft District Map!](#)

This is the final opportunity to submit a map for City Council consideration. For more information on Glendale's district formation process, such as arguments for and against district formation, and how you can participate in the process, visit MapGlendale.org.

City of Glendale
Public Information Office
613 E. Broadway Room 200, Glendale, CA 91206
(818) 548-4844
[@MyGlendale](#)

September 12, 2023

Having trouble viewing this? [View it as a webpage](#)



Last Chance to Submit a District Map in the District Formation Process!

Dear Glendale Community,

The City of Glendale is considering a shift to district elections and is approaching the final stages of the district formation process. The proposed change to district elections along with the proposed map of district boundaries will be put before voters on the March 2024 ballot.

Throughout the process, the City has encouraged your feedback on the process and sought your input on where the proposed district boundaries should be. Draft maps created by the community and the City's demographer are available for review on the interactive review map. Paper maps with a breakdown of demographics are also available on the draft maps webpage.

If you would like to submit your own map for City Council consideration or adapt a previously submitted map, there is still time! Maps may be submitted until Thursday, September 28 for consideration at the fourth public hearing on Tuesday, October 10 at Glendale City Hall, 613 E Broadway.

[Draw A Map!](#)


You can share your input on which map elements you agree or disagree with by participating in the public hearing, emailing MapGlendale@GlendaleCA.gov, calling the City at (818) 548-4844, ext. 1, or by attending the final remaining pop-up event, Touch-A-Truck at Elks Lodge on Saturday, September 16th at 9 a.m.

We invite you to get involved in the process! For more information on Glendale's district formation process, such as arguments for and against district formation and how you can participate in the process, visit MapGlendale.org.

City of Glendale
Public Information Office
613 E. Broadway Room 200, Glendale, CA 91206
(818) 548-4844
[@MyGlendale](#)

September 29, 2023

Having trouble viewing this? [View it as a webpage](#)



Help City Council Select a Map!

Dear Glendale Resident,

The City of Glendale is in the final stages of the district formation process, and residents are encouraged to share their input on a preferred map!

On **Tuesday, October 10**, the City of Glendale will hold its fourth public hearing on district formation at the City Council's regularly scheduled meeting **starting at 6 p.m.** Head over to City Council Chambers, 613 E Broadway, to make your voice heard in the district formation process and ensure your community is represented.

At the public hearing, City Council will review and discuss the draft I maps submitted by the September 28 deadline. Following the discussion, City Council may also select a preferred map and sequence of elections to place on the March 2024 ballot. Glendale residents will then have the opportunity to vote on the proposed change to district elections along with the proposed district map in the March 2024 election.


You can share your input on which map elements you agree or disagree with by participating in the public hearing, emailing MapGlendale@GlendaleCA.gov, or calling the City at (818) 548-4844, ext. 1.

All map submissions can be viewed on the [Draft Maps page](#) of the City's districting website and by using the [Interactive Review Map](#).

For more information on Glendale's district formation process and how you can participate, visit MapGlendale.org.

City of Glendale
Public Information Office
613 E. Broadway Room 200, Glendale, CA 91206
(818) 548-4844
[@MyGlendale](#)

The City of Glendale also included information about the districting process in the September 2023 edition of City Connection, which has 29,587 subscribers.



The City of Glendale has passed a resolution of intent to change from citywide elections to district elections to elect its City Councilmembers. Glendale is considering a plan for six (6) separate council districts and a directly elected mayor. The proposed change will be put before voters on the March 2024 ballot.

We've received 19 publicly submitted draft maps – 14 of which meet the requirement to have roughly the same population in each proposed district. NDC, the City's demographer, has created two additional draft maps that reflect feedback from the community, including two single-district map submittals and input on communities of interest.

Draft district maps are now available at MapGlendale.org on the [Draft Maps page](#). We encourage community members to review and provide feedback on any of the maps. Our goal in gathering feedback on draft maps is to identify the map that should be included when voters decide whether to change to by-district elections.

[Learn More!](#)

Community-Based Organization Outreach

In 2023, City staff compiled an initial outreach list of 51 community-based organizations and Tripepi Smith, on behalf of the City of Glendale, contacted each via phone call and email. Each organization was encouraged to get involved in the process and share information about the districting process with their constituents. The following organizations were contacted in 2023 as part of this direct outreach effort:

- | | |
|----------------------------------------------------|------------------------------------------------------------------|
| 1. Adams Hill Neighborhood- HOA | 7. Glen Knoll HOA |
| 2. Adams Hill Neighborhood Association | 8. Crescenta Highlands Neighborhood Association |
| 3. Chevy Chase Estates Association | 9. Glendale Homeowners Coordinating Council |
| 4. College Hills Community Association | 10. Montrose-Verdugo City-Sparr Heights Neighborhood Association |
| 5. Deer Canyon/Oakmont Property Owners Association | 11. Glenoaks Canyon HOA |
| 6. Fern Lane HOA | 12. Northwest Glendale HOA |

- | | |
|-----------------------------------------------------|-------------------------------------------------------------------|
| 13. Montecito Park Neighborhood Association | 31. Metropolitan Water District |
| 14. Original Grand Central Neighborhood Association | 32. CalTrans North Region Dispatch |
| 15. Pelanconi Estates HOA | 33. Crescenta Valley Town Council |
| 16. Royal Canyon Property Owner's Association | 34. Los Angeles Dignity Lions Club |
| 17. Verdugo Woodlands West HOA | 35. Los Angeles Dynamic Lions Club |
| 18. Whiting Woods Property Owners, INC | 36. Los Angeles Los Feliz Lions Club |
| 19. Glendale Chamber of Commerce | 37. Glendale Northwest Glendale Lions Club |
| 20. Montrose Verdugo City Chamber of Commerce | 38. Rotary Club of Glendale |
| 21. Armenian American Chamber of Commerce | 39. Glendale Sunrise Rotary |
| 22. Montrose Shopping Park Association | 40. Bridging the Borders |
| 23. Kenneth Village Merchant Association | 41. Community Foundation of the Verdugos |
| 24. Downtown Glendale Association | 42. League of Women Voters of Greater Los Angeles |
| 25. Associates of Brand Library & Art Center | 43. Institute for Multicultural Counseling and Education Services |
| 26. Friends of the Glendale Public Library | 44. Glendale Kiwanis Club |
| 27. Glendale Association of Realtors | 45. Armenian National Committee of America |
| 28. Glendale Library Association | 46. Glendale Tenants Union |
| 29. YMCA of Glendale | 47. Glendale Community College – Political Science Department |
| 30. Antaeus Theatre | 48. Clark Magnet High School |
| | 49. Glendale High School |
| | 50. Hoover High School |
| | 51. Crescenta Valley High School |

Community Workshops

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

- June 21, 2023 – Virtual, via Zoom
- June 26, 2023 – Pacific Park
- June 28, 2023 – Dunsmore Library
- July 20, 2023 – Brand Library
- July 22, 2023 – Griffith Manor Park
- July 22, 2023 – Maple Park
- July 27, 2023 – Chevy Chase Library



The City held a second round of seven Community Workshops to encourage residents to provide feedback on draft maps and share map elements they agree or disagree with.

- August 17, 2023 – Virtual, via Zoom
- August 19, 2023 – Chevy Chase Library
- August 19, 2023 – Adult Recreation Center
- August 21, 2023 – Griffith Manor Park
- August 30, 2023 – Sparr Heights Community Center
- August 31, 2023 – Chevy Chase Library
- September 7, 2023 – Griffith Manor Park

Public Input Received on Communities of Interest

June 21, 2023 – Virtual, via Zoom

- Crescenta Highlands now includes the Far North (Far North no longer exists)
- The Verdugo mountains may form a natural boundary for districts
- Both GUSD and GCC districts include residents outside of Glendale

June 26, 2023 – Pacific Park

- South Glendale (south of Colorado) renters should stay together
- Consider needs of homeowners
- North West neighborhood has many single-family homes
- Consider development in South Glendale
- Consider grouping districts by the corresponding branch libraries/the civic center

June 28, 2023 – Dunsmore Library

- Montrose shopping district
- Around places where people shop
- Crescenta Valley High School and the Verdugo Mountains
- Crescenta Valley and Montrose are interwoven
- Adams Hills neighborhoods identify with the neighborhoods to their north. Renters.

July 20, 2023 – Brand Library

- Northwest
- Brand Park area/Kenneth Village
- Rancho
- Glendale College area

July 22, 2023 – Maple Park

- Area around GCC
- Verdugo and Colorado (Mariposa area)
- Environmental hazards

July 27, 2023 – Chevy Chase Library

- Chevy Chase and Glenoaks Canyon and Scholl Canyon
- City center extends to include Chevy Chase (including Citrus Grove)

Public Input Received on Draft Maps

August 17, 2023 – Virtual, via Zoom

- 0 Participants

August 21, 2023 – Griffith Manor Park

- 0 Participants

August 19, 2023 – Chevy Chase Library

- Adams Hill has more in common with Tropicana than with part of the proposed district in map 118
- Map 103 seems to dilute renters' voice and impacts racial demographics
- Map 114 is not super clean, but seems to make more sense
- Map 105 is easy to understand
- Support more voice for renters
- Map 117 seems to have a problem with gerrymandering

August 30, 2023 – Sparr Heights Community Center

- Map 108 divides Crescenta Highlands, Montrose, and Sparr heights. Should be together because they are contiguous neighborhoods
- District 6 in map 107 goes too far south (Crescenta Highlands area)
- Total number of maps under consideration is overwhelming
- Map 120b- fire danger is important for the north
- Important to consider how people move around to draw a good map

September 7, 2023 – Griffith Manor Park

- 0 Participants

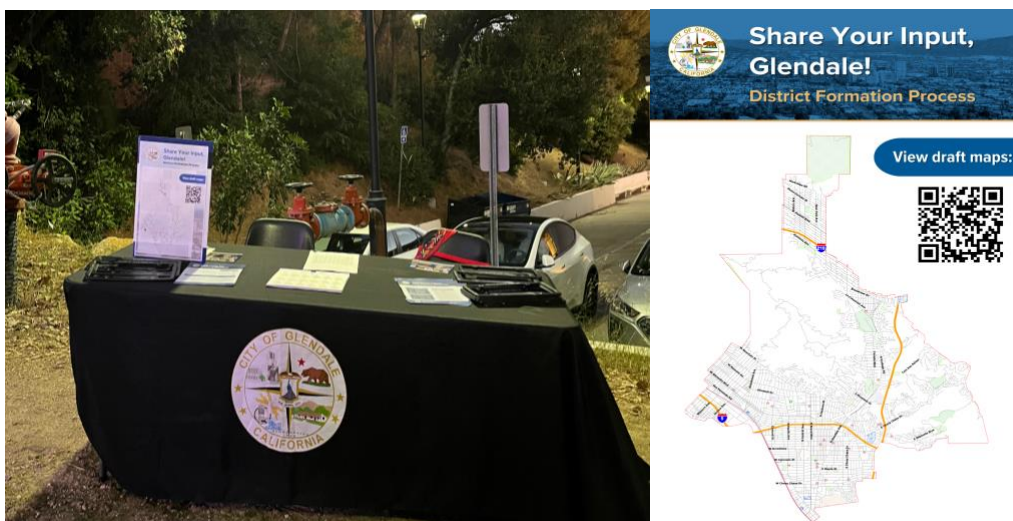
Pop-Up Events

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

- June 20, 2023 – City Council in your Neighborhood at Pacific Park
- July 15, 2023 – Cruise Night on Brand Blvd.
- July 16, 2023 – Vardavar Water Festival at Verdugo Park
- August 1, 2023 – National Night Out at Pacific Park
- August 25, 2023 – Summer Concert at Brand Park
- September 16, 2023 – Touch A Truck at Elks Lodge

Each booth included paper maps in all applicable languages and flyers providing information about how to get involved in the City’s districting process. The later pop-ups included print-outs of the draft maps under consideration.

Tripepi Smith represented the City of Glendale at the pop-up booths and spoke with a number of community members. Approximately 20 residents were interested in receiving email updates about the process and were added to the City’s email list.



2024 Direct Community-Based Organization Outreach

Responding to the City Council's request for additional community input on November 7, 2023, the organizations below were invited to participate in a dedicated stakeholder meeting to dive deeper into the initiative, its process and draft maps.

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|-----------------------------------------------------------------------------------------------|------------------------------------------------------------------|
| 1. American Business Women's Association - Verdugo Glen Chapter | Council |
| 2. Armenian American Chamber of Commerce | 29. Glenoaks Canyon HOA |
| 3. Downtown Glendale Association | 30. Montecito Park Neighborhood Association |
| 4. Filipino American Business Association of Glendale | 31. Montrose-Verdugo City-Sparr Heights Neighborhood Association |
| 5. Glendale Association of Realtors | 32. NW Glendale HOA |
| 6. Glendale Association of Realtors | 33. Pelanconi Estates HOA |
| 7. Glendale Chamber of Commerce | 34. Royal Canyon Property Owner's Association |
| 8. Kenneth Village Merchants Association | 35. Verdugo Woodlands West HOA |
| 9. Kenneth Village Merchants Association | 36. Whiting Woods Property Owners, Inc |
| 10. Montrose Shopping Park Association | 37. Adventist Health Glendale |
| 11. Montrose Verdugo City Chamber of Commerce | 38. Adventist Health Glendale |
| 12. Montrose Verdugo City Chamber of Commerce | 39. Adventist Health Glendale |
| 13. Clark Magnet High School | 40. Agape Circle, Western Diocese of the Armenian Church |
| 14. Crescenta Valley High School | 41. Alex Theatre |
| 15. GCC Political Science Department | 42. All For Health, Health For All |
| 16. Glendale Council PTA | 43. American Cancer Society |
| 17. Glendale High School | 44. American Legion - Post 127 |
| 18. Hoover High School | 45. American Red Cross |
| 19. Adams Hill Neighborhood Association | 46. Antaeus Theatre |
| 20. Chevy Chase Estates Association | 47. Ark Family Center |
| 21. College Hills Community Association | 48. Armenian American Children's Fund, Inc. |
| 22. College Hills Community Association | 49. Armenian American Council on Aging |
| 23. Crescenta Highlands Neighborhood Association | 50. Armenian American Medical Society |
| 24. Deer Canyon/ Oakmont Property Owners Association | 51. Armenian Assembly of America |
| 25. Far North Glendale HOA (Changed its name to Crescenta Highlands Neighborhood Association) | 52. Armenian Autism Outreach Project |
| 26. Fern Lane HOA | 53. Armenian Bar Association |
| 27. Glen Knoll HOA | 54. Armenian Bone Marrow Donor Registry |
| 28. Glendale Homeowners Coordinating | 55. Armenian Council of America |
| | 56. Armenian Cultural Foundation |
| | 57. Armenian Educational Foundation |
| | 58. Armenian Engineers & Scientists of America |
| | 59. Armenian General Benevolent Union |
| | 60. "Armenian General Benevolent |

- Union - GenNext Mentorship Program"
61. Armenian International Medical Fund
 62. Armenian National Committee – Glendale
 63. Armenian National Committee of America - Western Region
 64. Armenian Professional Society
 65. Armenian Relief Society – Western Region
 66. Armenian Rights Council of America
 67. Armenian Society of Los Angeles
 68. Armenian Union
 69. Armenian Youth Association of California
 70. Armenian Youth Federation, Western US
 71. Ascencia Glendale
 72. Assistance League of Glendale
 73. Associates of Brand Library
 74. Avenues Pregnancy Clinic
 75. Boy Scouts of America
 76. Boys & Girls Club of Burbank & Greater East Valley
 77. Bridging the Borders
 78. Caesura Youth Orchestra
 79. CalTrans North Region Dispatch
 80. Catholic Charities
 81. Center for Discovery
 82. Committee for Armenian Students in Public Schools (CASPS)
 83. Community Foundation of the Verdugos
 84. Comprehensive Community Health Centers
 85. Crescenta Valley Chamber
 86. CV Town Council
 87. Davidian & Mariamian Educational Foundation
 88. Days of the Verdugo Heritage Association
 89. Didi Hirsch, Adult Services
 90. Didi Hirsch, Armunity Program
 91. Door of Hope
 92. Easter Seals
 93. Elks Lodge Glendale
 94. Equality Armenia
 95. Family Planning Clinic
 96. Family Promise of the Verdugos
 97. Foothill Selpa
 98. Friends of the Glendale Public Library
 99. Gay & Lesbian Armenian Society
 100. Girl Scouts
 101. Glendale Arts
 102. Glendale Bar Association
 103. Glendale College Foundation
 104. Glendale Communitas Initiative
 105. Glendale Community Free Health Clinic
 106. Glendale Educational Foundation
 107. Glendale Elks
 108. Glendale Environmental Coalition
 109. Glendale Fire Fighters Association
 110. Glendale Fire Foundation
 111. Glendale Healthier Community Coalition
 112. Glendale Healthy Kids
 113. Glendale Historical Society
 114. Glendale Kiwanis Club
 115. Glendale Latino Association
 116. Glendale Library Arts and Culture Trust
 117. Glendale Library Foundation
 118. Glendale Memorial Hospital
 119. Glendale Moose Lodge #641
 120. Glendale Parks and Open Space Foundation
 121. Glendale Philharmonic
 122. Glendale Police Foundation
 123. Glendale Police Officers Association
 124. Glendale Sunrise Rotary
 125. Glendale Teachers Association
 126. Glendale Tenants Union
 127. Glendale Veterans Coalition
 128. Glendale Youth Alliance
 129. Glendale Youth Orchestra
 130. Greater Glendale Council On Aging
 131. Hamazkayin Armenian Educational & Cultural Society
 132. Historical Society of Crescenta Valley
 133. Homenetmen Glendale Ararat Chapter
 134. Housing Rights Center
 135. Institute for Multicultural Counseling
 136. International Rescue Committee
 137. Korean Glendale Sister City Association
 138. Lark Musical Society

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| 139. League of Women Voters of Burbank/Glendale | 155. Soroptimist International of Glendale |
| 140. League of Women Voters of Greater Los Angeles | 156. The Campbell Center |
| 141. March of Dimes Birth Defects Foundation | 157. Turning New Corners |
| 142. Metropolitan Water District | 158. Union Rescue Mission |
| 143. Modern Support Services | 159. United Armenian Fund |
| 144. National Charity League | 160. United Human Rights Council |
| 145. Neighborhood Legal Services of LA County | 161. United Young Armenians |
| 146. Nor Serount Cultural Association | 162. USC Verdugo Hills Hospital |
| 147. Northwest Glendale Lions Club | 163. Verdugo Woodlands Dads Club |
| 148. Pacific Clinics Hye-Wrap | 164. Veterans Coalition of Glendale & the Verdugos |
| 149. Pasadena Humane Society | 165. Veterans of Foreign Wars - Post 1614 |
| 150. Pen + Napkin | 166. Walk Bike Glendale |
| 151. Planned Parenthood | 167. Wellness Works |
| 152. Rotary Club of Glendale | 168. Women's Civic League of Glendale |
| 153. Salvation Army Glendale | 169. YMCA Glendale |
| 154. San Gabriel Valley Habitat for Humanity | 170. YMCA of the Foothills |
| | 171. YWCA of Glendale |

The City distributed emails to each community-based organization listed above to invite participation in dedicated stakeholder meetings. An email was sent December 5, 2023, from the mapglendale@glendaleca.gov email address inviting recipients to respond to a 5-question survey expressing their interest.

From: MyGlendale <MyGlendale@Glendaleca.gov>
Sent: Tuesday, December 5, 2023 3:24 PM
Cc: mapglendale@glendaleca.gov
Subject: Council Districts: Take 90-second survey

Dear Community Leader,

The Glendale City Council is inviting community leaders and organizations to participate in exclusive stakeholder meetings regarding districts. If you or your organization is interested in participating in a Stakeholder Meeting, please take 90 seconds to fill out the following 5-question survey.

TAKE SURVEY

Stakeholder Meetings are set to begin in early 2024. Organizations expressing interest will be contacted with more details. If you are not familiar with the districting proposal, please visit <https://mapglendale.org/> to learn more.

Thank you,
City of Glendale

The City received 20 responses to the survey. The City and Tripepi Smith conducted follow-up outreach to organizations that did not respond, including follow-up emails and targeted phone calls. The outreach team followed up with organizations that expressed interest to schedule dedicated stakeholder meetings (as outlined in the section below).

Stakeholder Meetings

Following the dedicated outreach to community-based organizations, the City conducted nine stakeholder meetings between January and April 2024 with community leaders and groups representing 13 organizations. The City shared information about the district formation process and gathered feedback on the focus maps and other draft maps attendees were interested in.

Summaries of each meeting can be viewed in Exhibit A.

2024 Public Forums

Following the stakeholder meetings, the City of Glendale hosted two additional public forums to share the feedback received from stakeholders and draft maps. Residents were encouraged to attend these public forums to share their input and pose questions to the outreach team.

- April 3, 2024 – Pacific Park
- April 18, 2024 – Civic Auditorium



Public Input Received During Public Forums

April 3, 2024 – Pacific Park

- One attendee
- The attendee expressed opposition to districts and asked a few questions about how the process came about. The City provided information on how she can submit public comments via email and the upcoming meetings to attend.

April 18, 2024 – Civic Auditorium

- 13 attendees
- Attendees asked questions about the pros and cons of district formation and shared their thoughts about the decision. One attendee expressed the opinion that moving to districts to improve representation of ethnicities is a non-issue and should not be the reason Glendale makes the change. Other thoughts shared by attendees included the opinion that having a downtown represented seat would be beneficial to give renters a voice and a concern that areas currently not well represented may not have residents interested in running for a City Council seat.
- Overall, residents were appreciative of resources available to residents, such as the website, to learn more about the process and stay up to date.
- One attendee expressed support of district formation and two expressed opposition.

Public Comments

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

Public comment received to date is attached as Exhibit B. Public comment received at additional public meetings, such as public hearings, can be found on the City's website.

Conclusion

Throughout the process, over 15 meetings were hosted, more than 29,000 people were contacted via email, 69 people attended a community workshop and many others participated in public hearings and engaged at pop-up events. As a result, the City received over 80 public comments via email.

From May 2023-May 2024, Glendale City Council explored the idea of districting and ultimately concluded, at the City Council Meeting hosted on May 21, 2024, to not pursue the topic of districting for the November 2024 ballot further.