



Gary Kendrick <gary.p.kendrick[REDACTED]>

Article


Stellan Kendrick <stellan.kendrick[REDACTED]>
To: Gary Kendrick <gary.p.kendrick[REDACTED]>
Cc: Jesse Kendrick <jesse.b.kendrick[REDACTED]>

Sat, May 27, 2017 at 5:31 PM

Stellan Kendrick
[stellan.kendrick\[REDACTED\]](mailto:stellan.kendrick[REDACTED])
T: +1 (424) 276-1195

On Sat, May 27, 2017 at 1:49 PM, Gary Kendrick <gary.p.kendrick[REDACTED]> wrote:
millions

Sent from my iPhone

 **KalashoOp-Ed.pdf**
30K



Gary Kendrick <gary.p.kendrick[REDACTED]>

District Election consultants

Gary Kendrick <gary.p.kendrick[REDACTED]>
To: Douglas Williford <dwilliford@cityofelcajon.us>

Tue, Jun 21, 2016 at 5:35 PM

I am available after 2:30

On Tuesday, June 21, 2016, Douglas Williford <dwilliford@cityofelcajon.us> wrote:

We now have proposals from two good Public Relations \ Outreach companies, MIG and Institute for Local Government. I would like to re-convene the sub-committee to interview these two.

How is your availability for Tuesday, July 5th, and what time of the day would be best for you? Assume two hours.



Gary Kendrick <gary.p.kendrick[REDACTED]>

District Election public meeting

1 message

Douglas Williford <dwilliford@cityofelcajon.us>

Wed, Aug 3, 2016 at 9:02 AM

To: Star Bales <sbales@cityofelcajon.us>, tntambrose[REDACTED], Gary Kendrick <gary.p.kendrick[REDACTED]>

As was mentioned in the status report last Council meeting, tomorrow night the City will be hosting a public information meeting along with our consultants on district elections at Lexington Elementary School at 1145 Redwood Avenue in their auditorium. The flyer is attached.

The Mayor will be opening the meeting with an introduction, then the consultants, Monica and perhaps myself will be doing most of the talking after that, as well as taking questions. You are all certainly invited to attend. This is not a formal City Council meeting, so we will need to limit Council members speaking due to Brown Act considerations, but you may be interested in listening in. We have no real idea how many people may show up. We will see.

 **District Election Flyer for August 4th Workshop (English).pdf**
2974K



Gary Kendrick <gary.p.kendrick[REDACTED]>

district elections?

1 message

karen.pearlman@sduniontribune.com <karen.pearlman@sduniontribune.com>
To: gary.p.kendrick[REDACTED]

Mon, Dec 28, 2015 at 3:19 PM

Does that start next year?

From: Gary Kendrick [mailto:[gary.p.kendrick\[REDACTED\]](mailto:gary.p.kendrick[REDACTED])]
Sent: Monday, December 28, 2015 3:18 PM
To: Pearlman, Karen
Subject: Re: NEW LAWS in 2016

Nothing I can think of. Our laws usually take effect a few weeks after we pass them.

On Monday, December 28, 2015, <karen.pearlman@sduniontribune.com> wrote:

Hello!!

Happy end of 2015... looking at new laws in your city in 2016.

Anything you can think of that we should remind the public about?

Sorry for the last minute request... I just got the request myself now!

Thanks so much!

Take care,

Karen



Gary Kendrick <gary.p.kendrick[REDACTED]>

Final List of Candidates - Nov. 8, 2016 Election

Pearlman, Karen <karen.pearlman@sduniontribune.com>
To: Gary Kendrick <gary.p.kendrick[REDACTED]>

Thu, Aug 18, 2016 at 11:40 AM

Thanks Gary!

Karen Pearlman | Reporter

O: +1 (619) 2931829

karen.pearlman@sduniontribune.com

600 B Street, San Diego, California 92101



From: Gary Kendrick [gary.p.kendrick[REDACTED]]
Sent: Thursday, August 18, 2016 11:14 AM
To: daryl@priesthomes.com; Pearlman, Karen
Subject: Fwd: Final List of Candidates - Nov. 8, 2016 Election

----- Forwarded message -----

From: Belinda Hawley <bhawley@cityofelcajon.us<mailto:bhawley@cityofelcajon.us>>

Date: Thursday, August 18, 2016

Subject: Final List of Candidates - Nov. 8, 2016 Election

To: Bill Wells <BWells@cityofelcajon.us<mailto:BWells@cityofelcajon.us>>, Douglas Williford <dwilliford@cityofelcajon.us<mailto:dwilliford@cityofelcajon.us>>, Star Bales <sbales@cityofelcajon.us<mailto:sbales@cityofelcajon.us>>, Tony Ambrose <tambrose@cityofelcajon.us<mailto:tambrose@cityofelcajon.us>>, Bob McClellan <mcclellan6[REDACTED]<mailto:mcclellan6[REDACTED]>>, Tony Ambrose <[REDACTED]<mailto:[REDACTED]>>, Gary Kendrick <Gary.P.Kendrick@gmail.com<mailto:Gary.P.Kendrick@gmail.com>>, Star Bales <thecoloryellow@hotmail.com<mailto:thecoloryellow@hotmail.com>>, Bill Wells <williamdwells[REDACTED].com<mailto:williamdwells[REDACTED]>>

Attached please find the final list of candidates for the November 8, 2016 election. Nomination petitions for all candidates have been verified.

Belinda Hawley, CMC

City Clerk

City of El Cajon

200 Civic Center Way

El Cajon, CA 92020

www.cityofelcajon.us<<http://www.cityofelcajon.us>>

619-441-1765

CITY HALL HOURS

6/19/2017

Gmail - Final List of Candidates - Nov. 8, 2016 Election

El Cajon City Hall is open: Monday - Thursday: 7:30 a.m. - 5:30 p.m. and on alternate Fridays: 8 a.m. to 5 p.m. The City Hall calendar can be viewed at <http://www.ci.el-cajon.ca.us/i-want-to/view/city-calendar>



Gary Kendrick <gary.p.kendrick[REDACTED]>

Final List of Candidates - Nov. 8, 2016 Election

Gary Kendrick <gary.p.kendrick[REDACTED]>
To: Miriam Raftery <editor@eastcountymagazine.org>

Thu, Aug 18, 2016 at 5:47 PM

The city clerk will have that

On Thursday, August 18, 2016, Miriam Raftery <editor@eastcountymagazine.org> wrote:

Thanks! Could I please get their contact info? Do you have any other info on them such as occupations/ballot designations?

Miriam

From: Gary Kendrick [mailto:gary.p.kendrick[REDACTED]]
Sent: Thursday, August 18, 2016 11:49 AM
To: Miriam Raftery
Subject: Fwd: Final List of Candidates - Nov. 8, 2016 Election

----- Forwarded message -----

From: **Belinda Hawley** <bhawley@cityofelcajon.us>
Date: Thursday, August 18, 2016
Subject: Final List of Candidates - Nov. 8, 2016 Election
To: Bill Wells <BWells@cityofelcajon.us>, Douglas Williford <dwilliford@cityofelcajon.us>, Star Bales <sbales@cityofelcajon.us>, Tony Ambrose <tambrose@cityofelcajon.us>, Bob McClellan <mcclellan[REDACTED]>, Tony Ambrose <tntambrose[REDACTED]>, Gary Kendrick <Gary.P.Kendrick[REDACTED]>, Star Bales <thecoloryellow[REDACTED]>, Bill Wells <williamdwells[REDACTED]>

Attached please find the final list of candidates for the November 8, 2016 election. Nomination petitions for all candidates have been verified.

Belinda Hawley, CMC
City Clerk
City of El Cajon
200 Civic Center Way
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CITY HALL HOURS

El Cajon City Hall is open: Monday - Thursday: 7:30 a.m. - 5:30 p.m. and on alternate Fridays: 8 a.m. to 5 p.m. The City Hall calendar can be viewed at <http://www.ci.el-cajon.ca.us/i-want-to/view/city-calendar>



Gary Kendrick <gary.p.kendrick[REDACTED]>

FW: Link to Draft Maps

Douglas Williford <dwilliford@cityofelcajon.us>

Mon, Apr 3, 2017 at 4:53 PM

To: Ben Kalasho <bkalasho@cityofelcajon.us>, Bill Wells <williamdwells[REDACTED]>, "gary.p.kendrick[REDACTED]" <gary.p.kendrick[REDACTED]>, "mcclellan6[REDACTED]" <mcclellan6[REDACTED]>, Steve Goble <sgoble@cityofelcajon.us>

Mayor and City Councilmembers,

Attached is the link to all valid maps (those that meet the City Council's approved criteria) that have been submitted thus far. Two of the maps represent many identical maps that were submitted. The map identified as "Briggs2" was submitted by 125 people and the map identified as "Cook1" was submitted by 22 people.

Along with the maps submitted by the public, NDC has drawn up three additional options, which are intended to be similar to some of the submitted maps, but which they feel better follow the City Council's criteria. These three consultant maps are identified as Orange, Yellow and Green.

Each of the maps also has attached to them full demographic data for each district. It should be noted that the Middle Eastern population within the City was not specifically identified in the 2010 Census or later data, but rather shows up as "Non-Hispanic White". The consultant and staff have determined, based on cross-referencing various data, that approximately 14-15% of the community was Middle Eastern at the point this data was gathered. Therefore, if a category says "55% Non-Hispanic White", that actually means, for instance, 40% White and 15% Middle Eastern.

As NDC indicated to the City Council last meeting, they will continue to accept maps up until early May, prior to the Council's projected first public hearing.

Here is the link to the City's district elections web page with all the draft maps listed.

<http://www.cityofelcajon.us/your-government/elected-officials/district-elections-information/district-election-map-submittals>

6/19/2017

Gmail - FW: Link to Draft Maps



Gary Kendrick <gary.p.kendrick[REDACTED]>

Fw: Town Hall Meeting

1 message

Pearlman, Karen <karen.pearlman@sduniontribune.com>

Sun, Jan 29, 2017 at 3:51 PM

To: "gary.p.kendrick[REDACTED]" <gary.p.kendrick[REDACTED]>

From: info@asapgillespiefield.com <suestrom2[REDACTED]>**Sent:** Sunday, January 29, 2017 3:41:52 PM**To:** Sue Strom**Subject:** Town Hall Meeting

Dear Gillespie Field Neighbors,

Ben Kalasho, our newly elected El Cajon City councilman, will be holding a Town Hall Meeting on Thursday, February 9th at 7:00 p.m. at the El Cajon Police Department.

Ben lives in Fletcher Hills. He is aware of the hundreds of stop and go flight training procedures over our homes and neighborhoods. It is important that he hear your concerns and suggestions in regards to this issue.

Here is the information about the meeting and how to respond if you plan to attend.

<https://www.facebook.com/events/1413841968687671/?ti=cl>

Best Always,

Sue Strom
ASAP Steering Committee



Gary Kendrick <gary.p.kendrick[REDACTED]>

Fwd: Candidate Intention Statement

Gary Kendrick <gary.p.kendrick[REDACTED]>
To: daryl@priesthomes.com

Thu, May 26, 2016 at 2:24 PM

----- Forwarded message -----

From: **Douglas Williford** <dwilliford@cityofelcajon.us>

Date: Thursday, May 26, 2016

Subject: Fwd: Candidate Intention Statement

To: Bill Wells <BWells@cityofelcajon.us>, Bob McClellan <mcclellan6[REDACTED]>, Tony Ambrose <tntambrose[REDACTED]>, gary.p.kendrick[REDACTED], Star Bales <skymuralsandbeyond[REDACTED]>

FYI -

>>> Belinda Hawley Thursday, May 26, 2016 >>>

Just letting you know that Stephen Goble filed a Form 501, Candidate Intention Statement today. This makes the third person who has declared their candidacy thus far. The other two are Stephanie Harper and Paul Circo.

Belinda



Gary Kendrick <gary.p.kendrick[REDACTED]>

Fwd: Candidates for November Election

Douglas Williford <dwilliford@cityofelcajon.us>

Wed, Jul 27, 2016 at 8:54 AM

To: Bill Wells <BWells@cityofelcajon.us>, Bob McClellan <mcclellan6[REDACTED]>, Tony Ambrose <[REDACTED]>, gary.p.kendrick[REDACTED], Star Bales <skymuralsandbeyond[REDACTED]>

>>> Belinda Hawley Wednesday, July 27, 2016 >>>

Below is an updated list of those who have pulled Nomination Papers to run for City Council.

Star Bales
Humbert Cabrera
Paul Circo
George Glover
Steve Goble
Stephanie Harper
Bob McClellan
Allen Theweny
Jonathan Wright

Scheduled to come in this week: Vicky Butcher

Belinda



Gary Kendrick <gary.p.kendrick[REDACTED]>

George Glover Insists Ben Kalasho go back home comment not racist demands apology

Miriam Raftery <editor@eastcountymagazine.org>

Thu, Jan 26, 2017 at 4:31 PM

To: Gary Kendrick <gary.p.kendrick[REDACTED]>

Off record –until Liz gets this posted shortly....check our site and after it's there you can share.

We gave Glover every opportunity to walk back from his comment, explain it, or apologize. Instead he attempted to bully and intimidate our reporter, ie blaming the messenger instead of taking responsibility for his message.

Given this occurred the same time Trump is going after Iraq immigrants, we felt it is newsworthy in a community with so many Iraqis, a community where a prior mayor resigned for insensitive remarks about Iraqi Chaldeans.

Miriam

Mii

**George Glover Insists Ben Kalasho go back home comment not racist demands apology.docx**

153K



Gary Kendrick <gary.p.kendrick[REDACTED]>

Implementation of Measure S

Jessica M. Landers <jlanders@swsslaw.com>

Mon, May 22, 2017 at 11:43 AM

To: "bwells@cityofelcajon.us" <bwells@cityofelcajon.us>, "sgoble@cityofelcajon.us" <sgoble@cityofelcajon.us>, "gary.p.kendrick[REDACTED]"

<gary.p.kendrick[REDACTED]>, "mcclellan6[REDACTED]" <mcclellan6[REDACTED]>

Cc: "Daniel E. Gardenswartz" <dgardenswartz@swsslaw.com>, "benkalasho[REDACTED]" <benkalasho[REDACTED]>, "mfoley@cityofelcajon.us"

<mfoley@cityofelcajon.us>

Dear Council Members,

Attached please find correspondence from attorney Daniel Gardenswartz regarding the above referenced matter. Please contact me if you are unable to open the attachment.

Best regards,

Jessica M. Landers | Legal Assistant to

Daniel E. Gardenswartz, David M. Greeley and Leah S. Strickland

Solomon Ward Seidenwurm & Smith, LLP

(t) 619.238.4830 | (f) 619.615.7930 | jlanders@swsslaw.com | www.swsslaw.com

Please read **legal disclaimer** that governs this email and any attachments.





LTR to El Cajon Council (01118020xB5E99).pdf

178K



Gary Kendrick <gary.p.kendrick[REDACTED]>

Interviews of PR \ Outreach consultants

1 message

Douglas Williford <dwilliford@cityofelcajon.us>

Wed, Jun 22, 2016 at 2:05 PM

To: Bill Wells <BWells@cityofelcajon.us>, Gary Kendrick <gary.p.kendrick[REDACTED]>

3:00 - 5:00**Tuesday, July 5th****2nd Floor Conference Room**

Attached are the two proposals. MIG is a very large firm, based in Berkeley. They have multiple regional offices throughout California, including San Diego, and have branched out nationally, as well. Unclear how much district election experience they have.

The Institute for Local Government was founded in 1955 and is the nonprofit research and education affiliate of the League of California Cities, California State Association of Counties and the California Special Districts Association. They are located in Sacramento and work throughout the State, specializing in work with local agencies. They have worked on district election issues before.

Both have some advantages and also some disadvantages, I think. It will be interesting to hear them in the interview.

Doug

2 attachments**Districting Proposal - Institute for Local Government.docx**

134K

**Districting Proposal - MIG.pdf**

314K



Gary Kendrick <gary.p.kendrick[REDACTED]>

Kalsasho Op-Ed - Invitation to edit

Stellan Kendrick (via Google Docs) <stellan.kendrick[REDACTED]>

Sat, May 27, 2017 at 5:17 PM

Reply-To: Stellan Kendrick <stellan.kendrick[REDACTED]>

To: gary.p.kendrick[REDACTED]

Cc: jesse.b.kendrick[REDACTED]

Stellan Kendrick has invited you to **edit** the following document:

 **Kalsasho Op-Ed**

[Open in Docs](#)

Google Docs: Create and edit documents online.

Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

You have received this email because someone shared a document with you from Google Docs.



Gary Kendrick <gary.p.kendrick[REDACTED]>

List of Candidates - Status on 08-17-16

Pearlman, Karen <karen.pearlman@sduniontribune.com>
To: Gary Kendrick <gary.p.kendrick[REDACTED]>

Thu, Aug 18, 2016 at 7:18 AM

Thank you!

Karen Pearlman | Reporter

O: +1 (619) 2931829

karen.pearlman@sduniontribune.com

600 B Street, San Diego, California 92101

**The San Diego
Union-Tribune**

From: Gary Kendrick [gary.p.kendrick[REDACTED]]
Sent: Wednesday, August 17, 2016 9:20 PM
To: Pearlman, Karen; daryl@priesthomes.com
Subject: Fwd: List of Candidates - Status on 08-17-16

----- Forwarded message -----

From: Belinda Hawley <bhawley@cityofelcajon.us<mailto:bhawley@cityofelcajon.us>>

Date: Wednesday, August 17, 2016

Subject: List of Candidates - Status on 08-17-16

To: Bill Wells <BWells@cityofelcajon.us<mailto:BWells@cityofelcajon.us>>, Douglas Williford <dwilliford@cityofelcajon.us<mailto:dwilliford@cityofelcajon.us>>, Star Bales <sbales@cityofelcajon.us<mailto:sbales@cityofelcajon.us>>, Tony Ambrose <tambrose@cityofelcajon.us<mailto:tambrose@cityofelcajon.us>>, Bob McClellan <mcclellan6[REDACTED]<mailto:mcclellan6[REDACTED]>>, Tony Ambrose <tntambrose[REDACTED]<mailto:tntambrose[REDACTED]>>, Gary Kendrick <Gary.P.Kendrick[REDACTED]<mailto:Gary.P.Kendrick[REDACTED]>>, Star Bales <thecoloryellow[REDACTED]<mailto:thecoloryellow[REDACTED]>>, Bill Wells <williamdwells[REDACTED]<mailto:williamdwells[REDACTED]>>

I have attached the list of candidates as of 8/17/16 at 5:25 p.m. You will note that three candidates have not yet had their Nomination Papers verified by the Registrar of Voters office. They were delivered to the Registrar of Voters office before today's deadline of 5:30 p.m., 8/17/16. We expect to hear the status of those last three candidates sometime in the next few days, or by early next week.

Belinda Hawley, CMC
City Clerk
City of El Cajon
200 Civic Center Way
El Cajon, CA 92020

www.cityofelcajon.us<<http://www.cityofelcajon.us/>>
619-441-1765

CITY HALL HOURS

El Cajon City Hall is open: Monday - Thursday: 7:30 a.m. - 5:30 p.m. and on alternate Fridays: 8 a.m. to 5 p.m. The City Hall calendar can be viewed at <http://www.ci.el-cajon.ca.us/i-want-to/view/city-calendar>



Gary Kendrick <gary.p.kendrick[REDACTED]>

not enough legal notice on redistrictin meeting in El Cajon tomorrow

Douglas Williford <dwillifo@cityofelcajon.us>

Mon, Jan 23, 2017 at 2:06 PM

To: Gary Kendrick <gary.p.kendrick[REDACTED]>, Ben Kalasho <BKalasho@cityofelcajon.onmicrosoft.com>

Cc: Morgan Foley <MFoley@cityofelcajon.us>

Gary \ Ben,

The item was properly advertised, on January 12th, the in the U-T, per standard publishing timelines. In addition, all the partners we have who have been involved in the issues were notified and the agenda was published on the website last Friday. [REDACTED]

What did not happen was that we normally send out a special notification for E-Notification for public hearings the previous week and for some reason this notification did not generate and those people who have signed up for that service didn't get it until today, which is what Miriam is talking about.

Conclusion – there is no legal reason to continue the hearing and we will not be recommending that. However, there are two hearings that must take place, tomorrow and Feb. 14th. The City Council can make a decision on the criteria tomorrow if you wish, but if you wish to withhold your decision-making until the next meeting in three weeks, you can certainly do that.

Doug

----- Forwarded message -----

From: Miriam Raftery <editor@eastcountymagazine.org>

Date: Mon, Jan 23, 2017 at 12:14 PM

Subject: not enough legal notice on redistrictin meeting in El Cajon tomorrow

To: <webmaster@cityofelcajon.us>, MonicaZech <mzech@ci.el-cajon.ca.us>, Gary Kendrick <gary.p.kendrick[REDACTED]>, ben kalasho <benkalasho[REDACTED]>

Cc: Jonathan Goetz <socalgoetz[REDACTED]>, <terry@calaware.org>, Estela De Los Rios <estela@[REDACTED]>

Hi – 24 hours is NOT enough time to publicize this important meeting on drawing up new Council districts. I believe it violates the Brown Act requirements of open government.

Can this meeting please be delayed to provide longer notification for the press and public?

Our newsletter goes out on Fridays so we'd greatly appreciate knowing by the Thursday before about anything this important, but at least the 72 hours mandated by the Brown Act.

I'm copying Terry Francke, general counsel for Californians Aware, for his opinion on whether more notice is required. This is hardly an emergency, since you've known such meetings would be necessary since the November election, and I've not received any notice of this meeting tomorrow night until just now.

Please respond ASAP. Thanks.

Miriam Raftery, Editor

www.EastCountyMagazine.org

From: City of El Cajon Notification [mailto:webmaster@cityofelcajon.us]

Sent: Monday, January 23, 2017 11:31 AM

To: editor@eastcountymagazine.org

Subject: El Cajon, CA: District Based Elections

District Based Elections
Public Hearing

6/19/2017

Gmail - not enough legal notice on redistrictin meeting in El Cajon tomorrow

Post Date: 01/23/2017

District Elections Public Hearing Notice 01-24-17

Having trouble viewing this email? [View on the website instead.](#)

[Change your eNotification preference.](#)

[Unsubscribe from all El Cajon, CA eNotifications.](#)





Gary Kendrick <gary.p.kendrick@gmail.com>

redistricting question

Gary Kendrick <gary.p.kendrick[REDACTED]>
To: Miriam Raftery <editor@eastcountymagazine.org>

Wed, May 24, 2017 at 8:07 AM

Ben has his 'at large' seat until 2020. In 2018 he can run against me for a district seat, run for Mayor or do nothing. He also has the option of moving to another district for the 2020 election.

On Wed, May 24, 2017 at 8:00 AM Miriam Raftery <editor@eastcountymagazine.org> wrote:

Jonathan's reviewing the video but I'll probably do so too, after clearing a few other things off my desk today. I've also asked the city clerk for a tally of how many supporters/opponents of each of the 5 maps sent in correspondence and what positions major groups such as Chambers, political parties, and representatives of any minority groups may have taken.

To be clear on the process, does this mean at the next election, 2018, you and Ben will be running against each other? Or will anyone be forced off the board as occurred in the GUHSD due to the staggering of terms that end at different times?

From: Gary Kendrick [mailto:gary.p.kendrick[REDACTED]]
Sent: Wednesday, May 24, 2017 7:16 AM
To: Miriam Raftery
Subject: Re: redistricting question

The Council voted for the Map submitted by Paul Circo on a 3-2 vote. Kalasho and Goble voted no. I cannot comment on the possible litigation. I believe this is one where you really need to look at the video of the meeting on the City web site.

On Wed, May 24, 2017 at 6:33 AM Miriam Raftery <editor@eastcountymagazine.org> wrote:

Gary- I'm awaiting Jonathan's story on redistrict but meanwhile trying to respond to emails from various people with questions on the redistricting.

Can you confirm that they chose Paul Circo's map?

Who voted how?

Which map did you vote for and why?

What did counsel say about Ben Kalasho's threat to sue if his seat as a minority councilmember appeared targeted?

Given that redistricting is supposed to have a goal of increasing minority representation and protecting any minority representation already on a board, why would the council choose the map drawn by a conservative Lincoln Club-backed prior candidate for this board? Where does Circo live, by the way?

Besides Kalasho, did anyone else on the council argue in favor of a different map other than the one chosen?

I hear there were lots of supporters of the map Kalasho preferred including a petition with well over 100 signatures signed by a local Democratic Club.

How many letters of support were received for each of the maps?

How many people testified for or against each of the maps?



Gary Kendrick <gary.p.kendrick[REDACTED]>

Resolutions of Support

Gary Kendrick <gary.p.kendrick[REDACTED]>
To: Lorenzo Higley <Lorenzo.Higley@eccasa.org>

Mon, Apr 3, 2017 at 1:43 PM

----- Forwarded message -----

From: Steve Goble <sgoble@cityofelcajon.us>
Date: Sun, Apr 2, 2017 at 4:18 PM
Subject: Resolutions of Support
To: gary.p.kendrick[REDACTED] <gary.p.kendrick[REDACTED]>

Hi Gary,

Attached are two resolutions I propose we co-sponsor to be on the agenda for the April 11, 2017 City Council meeting.

Steve

2 attachments

 **ECC.pdf**
130K

 **CASA.pdf**
129K



Gary Kendrick <gary.p.kendrick@gmail.com>

Revised ECook maps

1 message

Douglas Williford <dwilliford@cityofelcajon.us>

Wed, May 10, 2017 at 5:46 PM

To: "gary.p.kendrick@gmail.com" <gary.p.kendrick@gmail.com>

2 attachments

 **ECooks Rev1 map.pdf**
1209K

 **ECook Rev 1 demographics.pdf**
49K

TO: Mayor Wells, Mayor Pro Tem McClellan, Councilmember Kalasho

FROM: Councilmembers Goble and Kendrick

SUBJECT: Resolution Affirming The Value, Contribution, and Importance of CASA El Cajon

RECOMMENDATION: That the City Council pass a resolution affirming the value, contribution, and importance of CASA El Cajon, and that the City Manager prepare a Certificate of Appreciation for presentation at the April 25, 2017 City Council meeting.

BACKGROUND:

Comments made during the March 28, 2017 City Council Pmeeting about CASA Neighborhoods ("CASA") and another organization may have left attendees and viewers uncertain about the sentiment of the City Council toward these two organizations.

Councilmembers Goble and Kendrick are bringing this item to ask the Council to clearly state and express its appreciation and affirmation of CASA through a resolution which affirms the value, contributions, and importance of the voice of CASA in the betterment of El Cajon.

Resolution:

Whereas, CASA Neighborhoods has served San Diego County for over 30 years, providing a voice for safe and healthy neighborhoods;

Whereas CASA Neighborhoods has provided value to the residents and businesses of El Cajon as a community advocate, collaborating with other local organizations and the County's Live Well San Diego program;

Whereas CASA Neighborhoods' Executive Director Dana Stevens and her staff were recognized along with the El Cajon Collaborative on April 8, 2016 by the County of San Diego, earning the East County Organization award for being a Public Health Champion;

Whereas CASA Neighborhoods provides valuable education, awareness, feedback, and surveys on needs and issues affecting the quality of life in El Cajon for all age groups;

BE IT RESOLVED, on this 11th Day of April, 2017, that the El Cajon City Council hereby affirms the value, contribution, and importance of CASA Neighborhoods as a voice for the residents and businesses in El Cajon.

BE IT FURTHER RESOLVED, the El Cajon City Council expresses its appreciation to CASA Neighborhoods for its contributions to the various discussions about quality of life for all residents and businesses in El Cajon.

Now therefore, I, Bill Wells, Mayor of El Cajon, do hereby proclaim April 25, 2017 as CASA Neighborhoods Day in El Cajon, California.

City of El Cajon

DISTRICT ELECTIONS BALLOT INITIATIVE

Educational Workshop



**Thursday, August 4
7:00 – 8:30 p.m.**

**Lexington Elementary School
Multi-Purpose Auditorium
1145 Redwood Avenue, El Cajon**

Come get informed and educated on this very important issue!

- Hear what benefits district elections offer residents
- Better understand the California Voting Rights Act
- Learn about the potential risk to the City
- Understand the process
- Get your questions answered
- Translation services available in Spanish & Arabic

In partnership with



(619) 441-1716

www.cityofelcajon.us/District-Elections

Prepared for:

City of El Cajon

June 15, 2016

Overview

The Institute for Local Government (ILG), in conversation with the City of El Cajon (City), provides this overview of potential public engagement work related to an initial redistricting measure to be seen on the November 2016 ballot. Education of the public would continue in 2017 and the activities outlined below assume a timeline of June 2016 through November 2017.

Background

The California Voting Rights Act (CVRA), S.B. 976, was signed into law in 2002. The CVRA expands on the Federal Voting Rights Act of 1965, making it easier for minority groups in California to sue local governments (counties, cities or special districts) on the grounds that their votes are being diluted in "at-large" elections. The CVRA requires the government to pay all legal and court fees for the plaintiff should the plaintiff win, even if the government chooses to settle before a verdict is reached. To date, no government has prevailed defending a legal challenge.

As of April 1, 2016, the City has received neither a letter from any group warning of a possible CVRA violation nor has it been served with a lawsuit. However, the City understands the risk of a potential legal challenge from special interest groups for being out of compliance with CVRA. The City desires to proactively take this issue to its residents for vote on the November 2016 ballot to determine if residents wish to have district elections. If approved, the City would like to have the districts established in time for the November 2018 city council elections. It is ILG's understanding that the City has engaged National Demographics Corporation (NDC), a leading demographic expert on the CVRA, – and is seeking a partner to develop and implement a robust public outreach and education program so residents can make informed decisions in November and beyond.

The Institute for Local Government

Staff on the project will include Sarah Rubin, Jodie Monaghan, Christal Love Lazard and Mahvash Hassan. All have extensive experience in designing and executing engagement processes utilizing facilitation, strategic planning, and multi-party consensus-building skills with local, state and non-profit organizations. Ms. Rubin leads ILG's Public Engagement Program. Ms. Monaghan specializes in stakeholder and community engagement. Ms. Love-Lazard played a prominent role in ILG's CVRA related work in the City of Turlock, which is seen by many as a model engagement effort. Ms. Hassan is ILG's immigrant integration consultant. Melissa Kuehne, ILG's Communication Manager will also contribute to the project. The team approach outlined below has been designed to support the unique needs of the City.

ILG is the nonprofit education and research affiliate of the League of California Cities, the California State Association of Counties and the California Special Districts Association. The focus of the mission-driven organization is to promote good government at the local level with practical, impartial, and easy to use resources. In addition to public engagement, the organization's other key program areas

include sustainable communities, ethics and transparency, local government basics and collaboration and partnerships.

Approach

ILG has developed the following scope as a result of collaborative conversations with City staff. ILG's efforts are designed to support the City's efforts and compliment the work of contracted demographer Doug Johnson, NDC.

The key to good government is open and transparent communication. This approach focuses on developing a public outreach and engagement plan, creating educational materials, engaging community leaders and conducting public outreach and meetings to ensure all residents have an opportunity to make an informed decision in November 2016 and understand what changes (if any) could be coming in November 2018.

In addition, since it appears that other cities with similar demographics will be looking at moving from at-large elections to district elections, ILG is hoping to add to the developing set of best practices that other cities in California may benefit from.

Proposed Scope

Task 1: Project Start-Up & Administration – July

A project planning meeting will be scheduled as soon as possible with key parties related to the redistricting effort. Ideally, this meeting would include City Manager Douglas Williford, Assistant to the City Manager Brett Channing, Public Information Officer Monica Zech, Sarah Rubin, Jodie Monaghan and any other staffers the City would like to include. It may be useful to include a representative from NDC in the meeting ensure coordination of activities. The purpose of this initial planning meeting is to confirm the scope, roles and responsibilities of all parties for the initial focus of the project, summer to fall 2016. This meeting will also discuss expectations and milestones, resource availability and can include an 'asset mapping' exercise to identify (or confirm) key community groups and important informal local leaders.

As a result of the meeting, ILG will create a public engagement plan for review and approval by the City. Given the abbreviated timeframe of the project, regular check in meetings will be scheduled for every two weeks.

Additional start-up activities include confirming internal communication protocol, and becoming familiar with relevant provision of the City's Charter and Municipal Code.

This task also assumes 1.5 hours of administration for the 18 month project, primarily executed by Kristy Jensen.

Projected Hours Task 1:

Monaghan: 11
Rubin: 18
Love-Lazard: 2
Hassan: 1
Jensen: 18

Task 2: Phase 1 Project Implementation – July – November 2016

This phase focuses on the education of residents in anticipation of the November 2016 election. If the result of the November election is a “no” to redistricting, the City will no longer have a need to educate residents on maps in 2017.

Because a “yes” vote is so important (to avoid legal fees; more control of district maps) in 2016, a thoughtful and strategic engagement effort is critical. Engaging all segments of the public will support voters in making an informed choice in November. Lessons learned from the successful City of Turlock campaign include:

- Disseminating voter outreach and educational materials via trusted local community leaders and civic organizations spreads the word faster than the more traditional method of posting information.
- Educational materials can be widely circulated very efficiently when handed out by the door-to-door political campaign volunteers already mobilized by other political campaigns.
- Success is more likely when city leadership agrees that for local government to be accountable to the entire community it serves, all voices must have an equal opportunity to be heard.

Creation of Materials

Working with NDC, ILG will create flyers and other collateral materials to clearly explain the issue and the process. Materials will be produced in English, Spanish and Arabic. ILG will facilitate finding translation services and coordinating the production of materials. It is assumed that the City will contract directly with these organization(s) for actual costs. Any educational materials ILG assists in creating will be reviewed by League of California Cities’ legislative staff to ensure the content is appropriate. It is also assumed the City will be responsible for printing the flyers and other materials.

On the Ground Efforts

Given ILG’s past experience, we believe the most important thing the City can do this summer is to have as many informal meetings with community leaders as possible (traditional leaders such as the Chamber president as well as less traditional such as a sports league leader or PTA leader). ILG proposes four days of informal meetings during the summer and early fall. The purpose of these meetings would be to engage and educate community leaders and key community groups about the CVRA issue and the potential consequences of retaining at-large elections. Any materials used during these meetings will be approved by the City before they are distributed.

ILG can work with community leaders to support their efforts to disseminate educational materials to residents so they can make an informed choice in November. ILG will also work with the City's Public Information Officer to target other communication avenues as desired by the city. This may include traditional media as well as ethnic media.

Examples of outreach activities ILG can undertake include:

- Creating outreach materials that highlight the issue and the consequences of a "no" vote;
- Scheduling informal "coffee" meetings with local leaders (such as the Chamber of Commerce, community-based organizations, faith-based organizations, other business groups, service clubs, etc.) to understand their perspectives on the issue and the consequences of a "yes" versus "no" vote;
- Presenting at meetings of local organizations (as listed above) as appropriate (with or in support of councilmembers or city staff);
- Distributing educational materials at the weekly farmers market and Cajon Classic Cruise;
- Leaving handouts with various local businesses for patrons to pick up;
- Inserting informational flyers in the utility bill mailers, thereby reaching thousands of residents;
- Supporting the circulation of educational materials across the city using door-to-door political campaign volunteers already mobilized by other political campaigns as appropriate;
- Strategic consultation (planning agendas, materials, etc.) in regards to public workshops the city leads on the topic (with or without NDC).

For the informal leader/community group meetings, ILG's role can include:

- Setting meeting dates/ locations in conjunction with City staff;
- Coordinating with City staff to determine who the City would like to attend with ILG (i.e. City staff and/or Elected Official) (who attends these meetings on behalf of the City will always be up to the City);
- Finalizing any logistical details;
- Confirming roles so the meetings go smoothly (i.e. an informal agenda as to who speaks first on which topics, etc.);
- Documenting next steps and action items related to each meeting for internal team distribution;
- Ensuring thank you notes are sent from the City and/or ILG. These notes will confirm what the recipient should be expecting to happen in the future.

ILG proposes four planned trips for the July-October timeframe, during which ILG will meet with community leaders, community groups and/or other key stakeholders that have been determined in consultation with the City. For cost efficiency, we hope to hold meetings with 3-4 people/groups per day; however, scheduling may not always accommodate that plan. We assume that two staffers will attend two trips, and a single staffer will attend the other two trips. The determination as to which ILG staff should attend will be considered judiciously, taking into account the groups slated for meetings and the cost effective expenditure of resources.

Projected Hours Task 2:

Monaghan: 104
Rubin: 49
Love-Lazard: 56
Hassan: 35
Kuehne: 8

Task 3: Phase 2 Community Engagement – January – November 2017

Assuming residents vote ‘yes’ for the ballot initiative in November 2016, the City will engage residents to understand their views and preferences related to district maps.

To encourage public participation in drawing district lines, a focused public education effort will emphasize the importance of each individual resident’s voice. A major topic of districting is drawing boundaries that respect neighborhood borders. The best definition of a neighborhood is ‘whatever the people who live there say are their neighborhood borders.’

Working with NDC, ILG will build on the flyers and other collateral materials created in 2016 to clearly explain the issue and the process of redistricting. Just as in the 2016 engagement effort, materials will be produced in English, Spanish and Arabic. ILG will facilitate finding translation services and coordinating the production of the materials. It is assumed the City will contract directly with these organization(s) for actual costs. It is also assumed the City will be responsible for printing the flyers and other materials. ILG will build on the efforts (and relationships) put forth over the summer and fall of 2016 to work with community leaders to gather input and disseminate the materials in 2017. This will include encouraging residents to submit their ideas through the NDC website.

ILG proposes six trips in 2017 to either: hold public meetings/workshops and/or have smaller meetings with key stakeholders. The purpose of these meetings can be to gather input on potential maps or review proposed maps and solicit public comments on the process. Two to three meetings per day are proposed (for efficiency and in order to connect with various areas of the city). Varying the day of the week, the time of the meeting and the location should provide increased opportunities for leaders and/or residents to attend.

Public meetings include:

- Meeting planning.
- Agenda development.
- Meeting facilitation.
- Review of post-meeting summary.

For planning purposes ILG is projecting trips to El Cajon using the following formula: 3 hours roundtrip travel, 5 hours for meetings and lunch which totals 15 hours per person per single day trip. Of the six trips, two trips assume two staff; the other four assume one staffer. Staffing would be planned according to the complexity of the effort.

Check in calls with city staff and the ILG team are assumed. These one hour calls are assumed January – November 2017.

Projected Hours Task 3:

Monaghan: 109
Rubin: 61
Hassan: 66
Kuehne: 6

Task 4: Best Practices Model Development & Project Evaluation – July 2016 – December 2017

This task includes ongoing documentation of best practices and lessons learned, with an eye toward how the City can apply what has been learned to future public engagement efforts.

Projected Hours Task 4:

Monaghan: 4
Love-Lazard: 4
Hassan: 3
Rubin: 3
Kuehne: 1

Budget

The attached budget details a not to exceed budget of \$ 100,226.40.

Project Team

Sarah Rubin is a public policy and collaborative process professional with over 18 years of experience. Specializing in public engagement, she has worked on a variety of issues including redistricting, utilities, public health, disaster preparedness and water. Sarah prides herself on being results-oriented and an expert in building customized approaches to challenging technical, relational and cross-cultural issues. Ms. Rubin joined the Institute for Local Government as Public Engagement Program Manager in January 2014 after spending an unexpected and exciting year in Honolulu. She spent the previous ten years with the Center for Collaborative Policy, California State University, Sacramento. Ms. Rubin has her M.A. in Conflict Analysis and Resolution from George Mason University in Fairfax, Virginia. She is also an accomplished community mediator and has led conflict resolution centers in Sacramento, California and Crown Heights, Brooklyn.

Jodie Monaghan has over 18 years of experience as a Mediator and Facilitator - specializing in stakeholder engagement, public participation and conflict resolution. Ms. Monaghan has a

comprehensive background facilitating consensus-based, multi-stakeholder public policy processes involving natural resource management, water management, land use planning, emergency preparedness and organizational development. She also has extensive project management experience, overseeing budgets, staffing, and client communications. Ms. Monaghan is a consultant to the Institute for Local Government. For the previous twelve years, she was with the Center for Collaborative Policy, a unit of California State University, Sacramento. Ms. Monaghan holds a B.A. in Communications Studies from California State University, Sacramento. She has completed graduate classes in the Public Policy and Administration Program at California State University, Sacramento. Ms. Monaghan has additionally completed numerous courses in facilitation, mediation and conflict resolution.

Christal Love Lazard is a public engagement consultant for the ILG Public Engagement program. Christal has worked with local government agencies on public engagement issues related to water, natural resource planning and citizen/local government partnerships for 10 years. She worked at the Institute from May 2011 to January 2015. As primary staff working with the City of Turlock on their redistricting issues she has significant experience with the nuances of engagement related to the CVRA. Prior to joining the Institute, Christal worked at the Center for Collaborative Policy, CSUS and Environmental Science Associates. Her educational background includes an MPA from San Francisco State University and B.S. in Environmental Planning and Policy Analysis from UC Davis.

Mahvash Hassan is an immigrant integration consultant for the Institute for Local Government who has planned, designed and managed multi-sector projects to engage and inform local officials on: preparing for administrative relief, AB 60 outreach and implementation, and citizenship and civic participation. She coordinated and co-facilitated a multi-stakeholder planning process to launch the California pilot of Welcoming America's national initiative and founded and facilitated the Welcoming California Learning Network – a peer learning exchange for California's cities and counties. From 2011-2014 she was also a philanthropic consultant for the One Nation Bay Area Project – a community foundation collaborative to enhance Muslim civic engagement. Her meeting design and facilitation experience includes work with the Public Conversations Project, Boston's City-Wide Dialogues on Race and Ethnicity, and as a co-founder of SAHR -South Asians for Harmony and Reconciliation. Ms. Hassan has her MPA from Columbia University.

Melissa Kuehne is the Communications and Development Manager for ILG. Prior to joining the Institute in December of 2013, she worked as staff for a member of Congress, with a business improvement district in California and a collaborative policy center in Washington State. Her educational background includes a B.A. in Political Science from UC San Diego and an MPA from the University of Washington's Evans School of Public Affairs.

Notes

Professional Team: ILG and the City of El Cajon will work in close partnership in the areas where their work overlaps. For the project to be successful, the ILG team needs to be included in technical and other contractor discussions that have a direct impact on the overall work of the project.

Confidentiality: ILG shall have the authority to determine the confidentiality of any project-related information and will further retain the right to withhold distribution of said confidential information to any party. The services and support provided are based in strategic planning, facilitation and mediation practices. Therefore ILG will apply standard professional mediation practices as prescribed by the Association for Conflict Resolution as well as past and future confidentiality commitments to stakeholders and clients.

Budget: ILG will not exceed the initial project labor estimate of 630 total hours. In communication with the City of El Cajon on project priorities, a re-scoping of hours and priorities may take place.

Logistics: The City of El Cajon will be responsible for all meeting logistics (room acquisition, set-up, refreshments, etc.). The City will also be responsible for any meeting notes, photocopying and printing for all meeting materials and maintaining any email lists. The City and its technical staff or consultants will be responsible for technical materials. ILG will be happy to review materials to assure that stakeholder issues and concerns are addressed in those materials.

Translation Services: ILG will facilitate finding translation services and coordinating the production of materials. It is assumed the City will contract directly with these organization(s) for actual costs.

Travel and Meetings: Travel costs include airfare, car rental and gas, and lodging when overnight travel is required. A modest budget has been included for meeting supplies (chart paper, markers, sticky notes, etc.)

Attachment 1: Budget

City of El Cajon										
Facilitation & Administrative Staff (Direct Hours)										
Labor Category		Senior Mediator/ Facilitator	Lead Mediator/ Facilitator	Subject Matter Expert	Mediator/ Facilitator	Communications	Admin Support	Total Hours by Task	Hrs x rate	Summary
Task Descriptions	Labor Resource	Rubin	Monaghan	Hassan	Love Lazard	Kuehne	Jensen			
Billing Rates		\$166	\$156	\$138	\$131	\$87	\$46			
Task 1: Project Start up and Administration										
Project Kick Off Meeting		7	7	0	1	0	0	15	\$2,385	
Public Outreach Plan		2	4	1	2	0	0	9	\$1,356	
Administration (1.5 hour mon h / 18 months)		9	0	0	0	0	18	27	\$2,322	
Subtotal Task 1		18	11	1	2	0	18	51		\$ 6,063.00
Task 2: Phase 1 Project Implementation										
Outreach material development including planning		1	14	2	8	6	0	31	\$4,196	
Implementation trips. Assume 15 hrs per trip per person. Total of 4 trips over 4 months. Two trips have 2 staffers; 2 have one staff person. Lazard coord all translation and overall project management.		30	60	15	12	2	0	119	\$18,156	
Team calls and project execution. Assume team calls with City staff for July through October 2 times a month (or 8 calls). 1 hour calls. Assume Love Lazard and Monaghan 3.5 hours per call which includes .5 hrs prep, 1 hour call and 2 hours follow up. Hassan and Rubin assume 2 hours per call.		16	28	16	28	0	0	88	\$12,900	
Misc stakeholder or municipal communication, crisis management/ mediation (only if needed)		2	2	2	8			14	\$1,968	
Subtotal Task 2		49	104	35	56	8	0	252		\$37,220
Task 3: Phase 2 Project Implementation										
Outreach material development including planning		1	1	6	5	4	0	17	\$2,153	
Implementation trips. Assume 15 hrs per trip per person. Total of 6 trips over 8 months. 2 trips have two staffers; 4 trips have one staffer. Lazard coord all translation and overall project management.		30	60	30	18	2	0	140	\$21,012	
Team calls /project execution. Assume team calls w City staff for the ten months, Jan-Oct, plus two additional calls to be used if needed for a total of 12 calls assumed. Assume 1 hr calls. Assume Love Lazard and Monaghan 3.5 hours per call which includes .5 hrs prep, 1 hour call & 2 hours follow up. Hassan & Rubin assume 2 hours p/call which includes 5 hr prep, 1 hr call, .5 hr follow up.		24	42	24	42	0	0	132	\$19,350	
Misc stakeholder or municipal communication, crisis management/ mediation (only if needed)		6	6	6	6			24	\$3,546	
Subtotal Task 3		61	109	66	71	6	0	313		\$46,061
Task 4: Best practices for Future City PE										
Documentation w eye toward future City Public Engagement efforts		3	4	3	4	1		15	\$2,147	
Subtotal Task 4		3	4	3	4	1	0	15		\$2,147
Total Professional Services		131	228	105	133	15	18	630		\$ 91,491.00
Other Direct Costs (ODC)										
	Assumptions	Assumptions	Qty	UOM		Unit Rate			Extended Value	
Photocopying b/w	0	disc material	200	lot		\$ 0.06			\$ 12.00	
Photocopying color	0	0	200	lot		\$ 0.17			\$ 34.00	
Supplies/materials	0	0	2	lot		\$ 50.00			\$ 100.00	
Travel Breakout:									\$ -	
Air Fare	0	0	14	rd trip		\$ 350.00			\$4,900.00	
Car Rental	0	0	10	day		\$ 50.00			\$ 500.00	
Fuel for Rental Car	0	0	10	day		\$ 35.00			\$ 350.00	
Lodging (current state rates)	0	0	6	night		\$ 175.00			\$1,050.00	
Meals & Incidentals (current state rates)	0	0	6	lot		\$ 50.00			\$ 300.00	
Mileage (private vehicle) (current state rates)	0	25 per trip	0	mile		\$ 0.600			\$ -	
Parking, Tolls, etc.	0	0	14	lot		\$ 25.00			\$ 350.00	
Subtotal Other Direct Costs										\$ 7,596.00
Overhead of 15% on ODCs										\$ 1,139.40
TOTAL										\$100,226.40



May 26, 2016

Brett Channing
Assistant to the City Manager
City of El Cajon
200 Civic Center Way
El Cajon, CA 92020-3916

Via email: bchanning@cityofelcajon.us

Dear Mr. Channing,

MIG, Inc., is pleased to submit our proposal to the City of El Cajon (City) for **Public Participation for Districting**. We view this opportunity with great enthusiasm, hoping to contribute to your efforts to create new Council districts for the City.

MIG is a local, multi-disciplinary firm with a national reputation for excellence in outreach, participation, facilitation, and documentation. We work across a range of public policy realms, offering a unique combination of experience and expertise in districting, policy development, education, neighborhood planning, transportation planning, and park and recreation planning. Through our extensive facilitation leadership and experience in the San Diego region, we know that community-driven processes that shape policy development and community growth provide the best opportunities for sustainable, widely-supported changes to our communities.

We are uniquely qualified and passionate about this effort. We appreciate this opportunity to submit our proposal, and look forward to the possibility of working with you and the community, as well as reprising our partnership with NDC.

If you have any questions regarding our proposal, please do not hesitate to contact me at (619) 677-2003 or andyp@migcom.com, or Joan Chaplick at (510) 845-7549 or joanc@migcom.com.

Thank you for your consideration.

Sincerely,

Andy Pendoley,
Project Manager



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section one

EXPERIENCE, QUALIFICATIONS AND PROJECT TEAM

Firm Profile

Founded in 1981, MIG, Inc. has extensive experience in public outreach and communications for high profile public projects and planning processes, as well as stakeholder group facilitation and public education. From community-level to regional planning, MIG works with agencies and communities to define needs and vision, resolve conflicting perspectives, and incorporate policy decisions into successful planning efforts. We specialize in bringing interests together and creating comprehensive plans that go beyond regulatory requirements to identify solutions that benefit the surrounding and impacted communities. This benefits approach helps to foster project outcomes that are widely supported and that are based on a firm foundation and knowledge of fiscal and operational realities.



MIG is experienced at identifying stakeholders and conducting assessments to identify perceptions, concerns, and potential impacts, as viewed by a broad range of audiences. MIG utilizes techniques including individual interviews, focus groups, and statistically valid surveys to conduct research in the early stages of planning efforts. This research also enables us to test and craft key messages and information. Using illustrative graphic recording, interactive exercises, comment cards, and notation, MIG documents input and methodically analyzes results to ensure a responsive and complete process.

MIG designs and implements multi-leveled, well-documented community relations programs aimed at increasing public confidence in decision-making. MIG uses proven facilitation techniques and succinct, easily understood information to ensure that the community and stakeholders understand pertinent issues and that agencies receive meaningful community input. Our outreach approach enables the community to contribute ideas, solutions and strategies for addressing issues, which results in supported and successful projects.

In the San Diego region, MIG's experience includes the cities of Santee, Chula Vista, San Diego, Encinitas, Imperial Beach, Oceanside, Vista, as well as the County of San Diego, San Diego Association of Governments, and the Port of San Diego. More broadly, MIG has worked with public agencies and non-profit organizations throughout Southern California and nationwide on broad range of public policy issues.

Public Involvement and Community Outreach

MIG has extensive experience designing public outreach and involvement programs that educate the community, encourage participation, engage stakeholders in evaluating alternatives, and provide agency staff with meaningful community input. MIG provides a multi-leveled, well-documented involvement process aimed at increasing public confidence in decision-making. Our public outreach process focuses on developing common objectives and providing a full range of successful strategies for achieving those objectives.

MIG is experienced at identifying stakeholders and conducting assessments to identify perceptions, concerns, and potential project impacts, as viewed by a broad range of audiences. MIG utilizes techniques including individual interviews, focus groups, and statistically valid surveys to conduct research in the early stages of project development. This research also enables us to test and craft key messages and information.

section one

EXPERIENCE, QUALIFICATIONS AND PROJECT TEAM

Using illustrative graphic recording, interactive exercises, comment cards, and notation, MIG documents input and methodically analyzes results to ensure a responsive and complete process.

Facilitation and Consensus Building

MIG is internationally recognized for its facilitation and collaboration expertise, as documented and shared in our book, *Meeting of the Minds*, published in 2001. MIG specializes in developing and using innovative techniques to create an open atmosphere in which different viewpoints can be heard, acknowledged, addressed, and reconciled, and that help diverse participants think conceptually and work collaboratively toward a common purpose. We have facilitated literally thousands of meetings, including citizens advisory groups, board sessions, focus groups, management workshops, and strategic planning retreats.

Policy Planning

MIG brings together content experts, decision-makers and stakeholders to develop policy solutions that are technically sound and politically viable. MIG's policy development process leads planners through a logical sequence of steps: analyzing the issues, clarifying desired outcomes, developing principles, assessing interests and implementation factors, developing policy language, and creating monitoring and update mechanisms. MIG provides a blend of facilitation, mediation and conflict resolutions skills, ensuring that decisions and policies are implemented in fair and equitable ways.

Strategic Communications and Graphic Design

MIG provides high-quality, written and graphic materials to document planning and design processes, create multimedia outreach and informational materials, and develop training and implementation tools. We produce attractive and easy-to-understand and use materials to help communicate complex concepts and issues to a wide range of audiences. Our experience includes brochures, news releases, display boards, PowerPoint presentations, streaming video and audio, interactive CDs, clickable PDF files, HTML newsletters, and sophisticated flash products. Our media and communications work crosses all media: print, Internet, video, and multimedia.

Web Design

MIG works interactively with clients to create web environments that engage, inform, and stimulate the visitor, and reflect our client's goals in a creative way. We have extensive experience in all aspects of web design including: site architecture; navigation design; user profiling; low-income, low-education and disabled accessibility; and interactive design and web animation.

Language Capabilities

MIG has in-house oral and written capability in Spanish, Mandarin, Hindi and Bengali. We also have oral capability in French, German, Japanese, Korean, Punjabi, and Russian. In addition, we have access to translation services for numerous other languages including Arabic, Filipino, Tagalog, Armenian, Cantonese, and Vietnamese.

section one

EXPERIENCE, QUALIFICATIONS AND PROJECT TEAM

Process Documentation and Facilitation Graphics

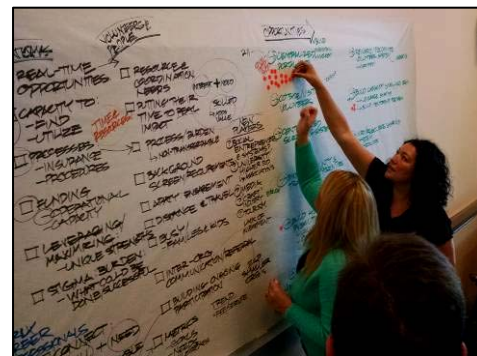
For a stakeholder engagement and strategic planning process to be successful and effective, a careful record must be kept of stakeholder concerns and issues. The purpose of documenting the plan process is to provide an ongoing record of participants' ideas, comments and concerns to easily convey findings staff and decision makers in a comprehensive, yet easy-to-read manner. MIG typically utilizes a technique called "facilitation graphics" where discussion points are recorded in real-time on large wall-sized paper, employing sketches, visuals and imagery to highlight emerging themes, consensus and areas for further discussion. Participants will have visible proof that their opinions were heard and considered. The summary documents will also be valuable in future efforts, providing a foundation for organizational cooperation and joint decision making on planning issues.

Qualifications

For 10 years in the San Diego region, and nearly 35 years nationwide, MIG has supported a number of public education and participation projects focused on engaging community leaders, key stakeholders and residents on important policy decisions. Following is a summary of MIG's involvement with districting outreach and public outreach and engagement in the San Diego region.

San Mateo County Supervisorial Redistricting Outreach and Facilitation

MIG led the public outreach and meeting facilitation for San Mateo County's Supervisorial Redistricting process in 2013. MIG organized and facilitated public meetings for the nine-member District Lines Advisory Committee which was created after voters changed the County Charter in November 2012. With heightened interest in district-based elections, the Board of Supervisors tasked the Committee with hearing public comment, studying current and potential boundaries and recommending possible adjustments.



In order to ensure that community input was incorporated into the process, MIG provided several channels for the submission of public comments. MIG convened two phases of five public meetings each, one held in each district, for a total of ten meetings held between June and September 2013. In addition to live recording on large-scale paper during each meeting, all proceedings were fully transcribed by a court reporter, and the majority of meetings were videotaped. MIG created a robust website for disseminating information regarding the redistricting process, the outreach schedule and illustrative maps of the proposed changes to the district boundaries. Members of the public were also invited to use a free, interactive online mapping program to submit their own district proposals.

The public outreach process helped inform decision-makers by succinctly incorporating input received from residents, advocates and interest groups from across the County. Based on the comprehensive scope of public input and feedback collected on proposed district changes, the San Mateo County Board of Supervisors voted unanimously to adopt new boundaries for the County's five supervisorial districts in December 2013.

East and North Central Regions Partner Summit, Live Well San Diego

section one

EXPERIENCE, QUALIFICATIONS AND PROJECT TEAM

MIG collaborated with HHSA staff from East and North Central Regions to design and facilitate the *Partner Summit* event in March 2015. The purpose of the event was to engage the range of *Live Well San Diego* recognized partners in the two regions to strengthen existing partnerships and create new partnerships in support of fostering healthy, safe and thriving communities. MIG collaborated with HHSA staff in designing an event format that introduced partners to each other and explored new opportunities and partnerships for advancing their initiatives. Following presentations from County Supervisor Dave Roberts and HHSA staff, MIG led the coordination of small group discussions facilitated by HHSA staff. MIG also facilitated a large group discussion that identified key themes and areas for further networking and partnership building. Following the event, MIG supported HHSA staff in documenting the event outcomes and next steps in a summary report.

Thriving Plan, Live Well San Diego

The Thriving Plan is a strategic plan as part of *Live Well San Diego*, focused on improving all residents' health, safety and well-being. Under the leadership of two principal County Executives of the Land Use and Environment Group and the Community Services Group, MIG provided stakeholder outreach, facilitation and strategic planning leadership in coordination with County staff. Early in the process, MIG conducted stakeholder interviews and focus groups with a broad range of interests from education, built environment, transportation, workforce development, economic development, natural environment, arts and culture, philanthropy, social service, and more. Key leaders from these interest groups participated in two meetings of the Thriving Team, which MIG engaged and facilitated to develop a strategic framework including vision, focus areas, goals and strategies. MIG then facilitated Action Teams within six goal areas to develop detailed strategies, implementation plans, and performance measures, all of which involve coordination and collaboration among County departments and stakeholder groups.

Project Team

MIG offers an experienced team of professionals to provide leadership, process design, strategic thinking and facilitation expertise, and who will deliver results to the City of El Cajon similar to the projects described above.

Andy Pendoley, a Project Manager based in MIG's San Diego office, will provide project management, process design and meeting facilitation. Importantly, he has a deep understanding of the local community and political contexts that will inform the approach. **Joan Chaplick**, a firm principal and Director of Management and Policy Planning Services, will lend her experience in public outreach for districting, and in designing and facilitating complex participatory processes.



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EXPERIENCE, QUALIFICATIONS AND PROJECT TEAM

Joan Chaplick, AICP

Principal-in-Charge

Director of Management and Policy Planning Services

MIG, Inc., 800 Hearst Avenue, Berkeley, CA 94710

joanc@migcom.com / 510-845-7549, ext 142

Education

Masters of Regional Planning, University of Pennsylvania, Philadelphia

Bachelor of Science, Environmental Resource Management, Pennsylvania State University, University Park

Qualifications

Joan Chaplick is a principal and director of policy planning and community outreach services at MIG, Inc. MIG is a multi-disciplinary firm that provides planning, design, communications, environmental and technology services to clients throughout the United States. Joan has more than twenty-five years experience in public outreach strategies and facilitation, funding, and policy planning across a variety of subject areas. She has worked with communities throughout the country to design and facilitate outreach strategies to help communities develop a future vision for their community; identify and evaluate alternatives, discuss contentious issues; and build support for implementation. She is skilled in process design; matching the right tool with the right audience; and is highly proficient in both traditional and innovative outreach methods. Ms. Chaplick has worked in rural, suburban and urban settings, and brings best practices from her broad range of experience to each project.

Ms. Chaplick is a highly skilled facilitator who often serves as a neutral third party to lead community meetings where the discussion of topics such as parks and open space, housing policy, land use, transportation, environmental issues and others have become polarized and contentious. She is adept at handling large groups with confidence while treating all participants with respect. She is also very effective in a small group or one-on-one setting- conducting interviews and focus group to help draw out issues that are below the surface, but critical to the process. Outreach process activities are documented and reported in a manner to provide transparency and aid decision making. Along with facilitating creative and dynamic workshops and engagement activities, Ms. Chaplick is also highly skilled at developing outreach strategies that respond to the needs and interests of low-income, minority and Limited English Proficient residents. She has assisted transportation agencies throughout the state with strategies to engage transit dependent residents in decision making and securing input that helped improve service for these neighborhoods, She has worked locally and throughout the US developing to ensure meaningful participation from diverse audiences to provide input that shapes agency policies and proposed development activities.

She is a skilled trainer on public participation techniques and currently co-teaches a graduate level class, Public Participation in Planning and Design at UC Berkeley during the fall semester (LA 242/CtyPlan 261). Her article: *Agenda 21: Best Practices for Public Engagement More Relevant Than Ever*, co-written with colleague Ellie Fiore, was published in the Dec 2013/Jan 2014 issue of Western Planner magazine.

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EXPERIENCE, QUALIFICATIONS AND PROJECT TEAM

Example Projects

Southern Nevada Strong (Outreach Strategy) –Regional Plan to Align Housing, Jobs, and Transportation, *Las Vegas, Nevada (Winner of 2016 APA National Award)*

San Mateo County Redistricting – Outreach, *San Mateo County, CA*

BART Title VI Public Participation Plan and Community Workshops, *Bay Area, California*

Caltrans State-Wide On-Call Contract for Planning Public Engagement Services, *Statewide, CA*

Parks, Recreation, Arts and Open Space Master Plan, *City of Lancaster, CA*

Watsonville Parks and Recreation Master Plan, *City of Watsonville, CA*

Integrated Regional Water Management Plan for the Upper Santa Clara River Stakeholder Group Process, *Santa Clarita, California*

Hunters Point Shipyard Artists Visioning Process, *San Francisco, CA*

Santa Clara Valley Habitat Conservation Plan Stakeholder Group Process, *Santa Clara County, California*

Evaluation of Defeated Flood Control Ballot Measure, *Woodlands, California*

Plum Creek Inc., Envision Alachua Public Outreach and Consensus Building Process, *Gainesville, Florida*

Lower Owens River Recreation Management Plan Stakeholder Process, *Inyo County, California*

Presidio Trust Community Meeting Process for the Main Post Supplemental Environmental Impact Statement Report, *San Francisco, California*

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EXPERIENCE, QUALIFICATIONS AND PROJECT TEAM

Andy Pendoley

Project Manager / Facilitator

MIG, Inc., 1111 Sixth Avenue, Suite 404, San Diego, CA 92101

andyp@migcom.com / 619-677-2003, ext 322

Education

Master of Arts, Communication, San Diego State University

Bachelor of Arts, Sociology/Organizational Studies, University of California at Davis

Qualifications

Andy Pendoley has over 15 years of experience in public participation and community development. Mr. Pendoley combines his project management skills with a background in communication and experience in community involvement, facilitation, and consensus building, working with a wide range of public sector clients and community-based and non-profit organizations in the San Diego region and throughout California.

For the Palm Avenue Commercial Corridor Master Plan for the City of Imperial Beach, Mr. Pendoley designed the public participation process, conducted stakeholder outreach, and served as lead facilitator. He provided extensive process design, facilitation and outreach direction for the Barrio Logan Community Plan Update and the Village at Market Creek Plaza Art and Design Plan. He also designed and managed public participation activities for an outreach process in the southwestern portion of Chula Vista designed to identify priorities for neighborhood improvements. Mr. Pendoley is also supported the San Diego Association of Governments (SANDAG) in conducting stakeholder and public outreach and facilitation for the Uptown Regional Bike Corridor Project. Previously, Mr. Pendoley served as Board Chair of WalkSanDiego.

Example Projects

Thriving Plan, *County of San Diego, California*

Southwest Chula Vista Community Strengthening Strategies, *Chula Vista, California*

Downtown San Diego Mobility Plan, *San Diego, California*

Sweetwater Authority 5-Year Strategic Plan, *Chula Vista, California*

Palm Avenue Commercial Corridor Master Plan, *Imperial Beach, California*

Barrio Logan Community Plan Update, *San Diego, California*

North Park Mini-Park and Associated Streetscape Improvements Project, *San Diego, California*

Uptown Regional Bike Corridor Project, San Diego Association of Governments, *San Diego, California*

Village at Market Creek Art and Design Plan, Jacobs Center for Neighborhood Innovation, *San Diego, California*

Americans with Disabilities Act Transition Plan, *Coronado, California*

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EXPERIENCE, QUALIFICATIONS AND PROJECT TEAM

References

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SCOPE OF WORK

Approach

MIG proposes a scope of work that supports the City's effort to (1.) educate the community on the purpose and need for districts and the ballot measure, and, (2.) upon passage of the measure, engage the community in mapping districts in coordination with NDC. Our approach will facilitate an inclusive process that reaches community members of all backgrounds and interests, and offers meaningful engagement that will influence the process outcomes and inform decision-making.

Phase 1 will occur June 2016 through November 2016, focusing on educating the public about the purpose of districts and the ballot measure developed by the City Council. If the ballot measure passes, Phase 2 will occur in 2017 within a timeframe that meets the City's needs to prepare for district elections in 2018.

Scope of Work

PHASE 1: PUBLIC EDUCATION FOR BALLOT MEASURE (June 2016 – November 2018)

Task 1.1. Phase 1 Kick-Off and Management – Meetings, Coordination Calls and Communication

The MIG Principal-in-Charge and Project Manager will participate in a kick-off meeting at the beginning of the project with the consultant team and City staff. The MIG Project Manager will maintain regular communications during this phase with City and consultant staff to discuss the project. This will be accomplished through regularly scheduled coordination calls, in-person meetings and e-mail communications.

Deliverables: MIG participation in the kick-off meeting, and in regular phone calls with short summary e-mails documenting key agreements and follow-up tasks.

Task 1.2. Outreach – Planning, Implementation and Participant Outreach

MIG will provide outreach assistance to support the City's efforts to reach community members who are less likely to participate in these processes. MIG will develop an outreach plan based on input from the City that outlines outreach methods, messaging, timelines, roles and responsibilities. MIG will participate in logistical planning of outreach, and also assist with outreach implementation. MIG will create an outreach flyer and meeting description for use. MIG will assist City staff in contacting a wide array of community-based organizations through phone, e-mail and in person to publicize the meetings.

MIG assumes that the City will schedule the meetings, reserve the meeting locations and address insurance requirements. Venues should be ADA accessible and well-served by public transit before and after the scheduled meeting time, to the extent possible. If requested by the City, MIG can assist with this task and conduct field visits to insure the suitability and accessibility of proposed venues.

MIG will also provide assistance and make recommendations related to translation needs and how they should be met. We anticipate recommending that a basic fact sheet be prepared and professionally translated into Spanish and Arabic by MIG under the guidance of the City. MIG will work with the City and its community contacts to determine how best to meet

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SCOPE OF WORK

the needs of Spanish and Arabic speakers. MIG will work with the City to determine how to provide additional translation and interpretive services if requested by the community.

Deliverables: MIG development of an outreach plan, and participation in logistical planning and implementation of outreach. Assistance with one page fact sheet describing the purpose of the workshops translated into Spanish and Arabic languages. Development of an outreach flyer in English, Spanish and Arabic for reproduction and distribution by the City.

Task 1.3. Public Information Meetings (5)

MIG will provide design, preparation, support and facilitation for five (5) public information meetings, which will allow for neighborhood-oriented meetings. The purpose of the meetings are to provide community members with information about the purpose and need for the ballot measure for districts. The approach will emphasize presenting factual, objective-based information regarding the ballot measure, and answering questions from the public. The meeting will also afford an opportunity for the City and project team members to hear public reaction to the ballot measure, and to gain insight into how to further refine the project's messaging to strengthen public understanding, if needed.

In coordination with the City and consultant team, MIG will lead development of the public information meeting objectives, approach, format, and facilitation. MIG will assist development of the presentation, handout materials, and logistical support. MIG will work closely with the City and consultant team to ensure meeting materials are clear, understandable and engaging, and will provide simultaneous Spanish and Arabic translation with certified translators. As noted in Task 1.2, City staff will secure appropriate venues.

MIG recommends that the meeting format and methods be well-structured and closely facilitated, providing all participants with equal and meaningful engagement opportunities. Potential methods could include one or more of the following: large group discussions; small group discussions; interactive electronic polling; and/or others. Simultaneous translation into Spanish and Arabic languages will be effectively integrated into the selected methods. MIG will play a lead role in facilitating the public meetings through the Principal-in-Charge and Project Manager, with the City staff providing presentation and/or co-facilitation support as needed. MIG will also provide simultaneous translation using equipment provided by the City and/or partner organizations.

Deliverables: MIG development of public meetings objectives, approach, format, and facilitation, and co-development and translation of presentation and handout materials. Two MIG staff will attend each meeting.

Task 1.4. Community Presentations (10)

MIG will design a presentation toolkit that can be used to present at meetings of community, neighborhood, and interest-based groups. The presentation messaging and structure will mirror the version from the public information meetings, but could be refined to strengthen/clarify messaging. The fact sheet (see task 1.2) will also be distributed at the presentations. The MIG Project Manager will serve as the presenter at up to ten (10) presentations as requested and scheduled by City staff.

Deliverables: MIG refinement of presentation toolkit (slideshow and fact sheet), and delivery of up to ten presentations to community organizations by the Project Manager.

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SCOPE OF WORK

Task 1.5. Outreach Summary and Documentation

MIG will provide a written summary of the Phase 1 outreach activities and results. The written summary report will identify key findings and include a transcription of comments from the public information meetings and community presentations. In addition, MIG will develop presentation slides and support City and consultant team members in presenting findings to the City Council (1 presentation).

Deliverables: Draft and final document summarizing the outreach activities and findings. One presentation to the City Council.

PHASE 2: PUBLIC ENGAGEMENT FOR DISTRICT MAPPING (February 2017 – July 2017; estimated)

Task 2.1. Phase 2 Kick-Off and Management – Meetings, Coordination Calls and Communication

The MIG Principal-in-Charge and Project Manager will participate in a kick-off meeting at the beginning of Phase 2 with the consultant team and City staff. The MIG Project Manager will maintain regular communications during this phase with City and consultant staff to discuss the project. This will be accomplished through regularly scheduled coordination calls, in-person meetings and e-mail communications.

Deliverables: MIG participation in the kick-off meeting, and in regular phone calls with short summary e-mails documenting key agreements and follow-up tasks.

Task 2.2. Outreach – Planning, Implementation and Participant Outreach

MIG will provide outreach assistance to engage community members during Phase 2 in mapping for districts, including development of an outreach plan, creation of an outreach flyer, outreach to community organizations, and translation needs. *Please see Task 1.2 for the full description and list of deliverables.*

Task 2.3. District Mapping Workshops (5)

MIG will provide design, preparation, support and facilitation for five (5) district mapping workshops throughout the City. The purpose of the workshops is to provide community members with the opportunity to review initial project data from NDC, and to facilitate public input about options for drawing districts. In coordination with the City and consultant team, MIG will lead development (in coordination with NDC) of the workshop objectives, approach, format, and facilitation. MIG will assist development of the presentation, handout materials, and logistical support. MIG will work closely with the City and consultant team to ensure meeting materials are clear, understandable and engaging, and will provide simultaneous Spanish and Arabic translation with certified translators. City staff will secure appropriate venues.

MIG recommends that the meeting format and methods be well-structured and closely facilitated, providing all participants with equal and meaningful engagement opportunities. Potential methods could include one or more of the following: large group discussions; small group discussions; interactive mapping tools; interactive electronic polling; and/or others. Simultaneous translation into Spanish and Arabic languages will be effectively integrated into the selected methods. MIG will play a lead role in facilitating the public meetings through the Principal-in-Charge and Project Manager, with NDC and City staff providing presentation and/or co-facilitation support as needed. MIG will also provide simultaneous translation using equipment provided by the City and/or partner organizations.

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SCOPE OF WORK

Deliverables: MIG development of workshop objectives, approach, format, and facilitation, and co-development and translation of presentation and handout materials. Two MIG staff will attend each workshop.

Task 2.4. Summary Report and Documentation: District Mapping Workshops

MIG will provide a written summary of the Community Mapping Workshops results. The written summary report will identify key findings and include a transcription of comments from the workshops. In addition, MIG will develop presentation slides and support City and consultant team members in presenting findings to the City Council (1 presentation).

Deliverables: Draft and final document summarizing the workshop findings. One presentation to the City Council.

Task 2.5. Public Review Meetings—Draft Districting Plan (5)

MIG will provide design, preparation, support and facilitation for five (5) public review meetings, located throughout the City by the proposed districts. The purpose of the meetings is to provide community members with the opportunity to review the Draft Districting Plan from NDC, and to facilitate public input. In coordination with the City and consultant team, MIG will lead development (in coordination with NDC) of the meeting objectives, approach, format, and facilitation. MIG will assist development of the presentation, handout materials, and logistical support. MIG will work closely with the City and consultant team to ensure meeting materials are clear, understandable and engaging, and will provide simultaneous Spanish and Arabic translation with certified translators. City staff will secure appropriate venues.

The meeting format will include a brief open house, a formal presentation by NDC of the Draft Districting Plan, and a facilitated, large-group discussion led by MIG. Simultaneous translation into Spanish and Arabic languages will be effectively integrated into the selected methods.

Upon the conclusion of the meetings, MIG will produce a summary report of key findings from across the meetings, as well as meeting-specific findings.

Deliverables: MIG development of meeting objectives, approach, format, and facilitation, and co-development and translation of presentation and handout materials. Two MIG staff will attend each meeting.

Task 2.6. Summary Report and Documentation: Public Review Meetings

MIG will provide a written summary of the Public Review Meetings results. The written summary report will identify key findings and include a transcription of comments from the meetings. In addition, MIG will develop presentation slides and support City and consultant team members in presenting findings to the City Council (1 presentation).

Deliverables: Draft and final document summarizing the workshop findings. One presentation to the City Council.

section two

SCOPE OF WORK

ADDITIONAL TASKS

MIG recommends the following additional tasks may strengthen the community outreach process. Each task could be used in one or both of the phases, pending closer discussion of the City's outreach needs and priorities.

Task A. Survey of Registered Voters

A statistically-valid, random-digit-dial telephone survey of registered voters in the City will assess likely voters' understanding of the ballot measure. The survey will be customized to assess respondents' awareness and preferences for the measure, and will also allow for analysis of specific voters by demographics such as age, race, political preferences, and the like. The survey will also test messaging utilized in the public education campaign, informing how refined messaging may strengthen public understanding of the measure. The survey will be particularly useful in Phase 1, but could also have practical applications during the mapping process in Phase 2. MIG has secured a tentative commitment from an experienced, local survey consultant to conduct a survey in Fall 2016, pending authorization by the City.

Deliverables: Survey instrument, telephone-based deployment, and summary of results.

Task B. Project Website

If requested by the City, MIG will design, host and maintain a basic, stand alone website to make it easier for the public to access information about the project. During Phase 1, the site will meet a short-term need for current, easy to access information about the ballot measure. During Phase 2, the site will be converted into an interactive "portal" for the mapping process, providing project information and facilitating public input, thereby extending the reach of the participation process. An interactive mapping feature will provide opportunities for the public to participate in a "virtual workshop" if they are not able to attend an in-person meeting or workshop. The site will include the following information related to process:

- Basic information about the process drawn from existing materials
- Schedule of meetings and any related events
- Meeting agendas, materials, and meeting notes
- Draft maps in PDF and interactive formats
- Links to related websites, as appropriate
- Audio files of, or links to, meetings as provided by the City
- "Contact us" feature with e-mails directed to the City and the MIG Project Manager for response

MIG will upload public meeting materials (agenda, handouts, presentations and summary documents) and postings for additional meetings and related events. The City is responsible for managing and responding to the comments received through the "contact us" feature. However, MIG will also monitor the comments received to track any issues are surfacing that may impact the outreach and meeting process.

section three

ESTIMATED BUDGET

The following page provides MIG's estimated budget inclusive of all tasks and deliverables described in Section Two.

fee proposal-El Cajon Districting

		MIG, Inc.											TOTALS
		Joan Chaplick Principal-in-Charge / Sr. Facilitator		Andy Pendoley Project Manager / Facilitator		Project Associate / Graphic Designer		Translation / Interpretation		MIG Professional Fees Totals		MIG Direct Costs	
		Hours @	\$175	Hours @	\$140	Hours @	\$110	Hours @	\$120				
Phase 1: Public Education for Ballot Measure													
1.1	Project Management - Meetings, Coordination Calls and Communication	16	\$2,800	16	\$2,240	0	\$0	0	\$0	32	\$5,040	\$500	\$5,540
1.2	Outreach - Planning, Implementation and Participant Outreach	4	\$700	24	\$3,360	40	\$4,400	12	\$1,440	80	\$9,900	\$500	\$10,400
1.3	Public Information Meetings (5)	40	\$7,000	40	\$5,600	24	\$2,640	40	\$4,800	144	\$20,040	\$2,500	\$22,540
1.4	Community Presentations (10)	2	\$350	20	\$2,800	4	\$440	0	\$0	26	\$3,590	\$250	\$3,840
1.5	Summary Report and Presentation: Outreach Activities	4	\$700	8	\$1,120	24	\$2,640	4	\$480	40	\$4,940	\$50	\$4,990
Phase 1 Totals		66	\$11,550	108	\$15,120	92	\$10,120	56	\$6,720	322	\$43,510	\$3,800	\$47,310
Phase 2: Public Engagement for District Mapping													
2.1	Project Management - Meetings, Coordination Calls and Communication	16	\$2,800	16	\$2,240	0	\$0	0	\$0	32	\$5,040	\$500	\$5,540
2.2	Outreach - Planning, Implementation and Participant Outreach	4	\$700	24	\$3,360	40	\$4,400	12	\$1,440	80	\$9,900	\$500	\$10,400
2.3	District Mapping Workshops (5)	40	\$7,000	40	\$5,600	24	\$2,640	40	\$4,800	144	\$20,040	\$2,500	\$22,540
2.4	Summary Report and Presentation: Workshops	4	\$700	8	\$1,120	24	\$2,640	4	\$480	40	\$4,940	\$50	\$4,990
2.5	Public Review Meetings—Draft Districting Plan (5)	40	\$7,000	40	\$5,600	24	\$2,640	40	\$4,800	144	\$20,040	\$2,500	\$22,540
2.6	Summary Report and Presentation: Public Review Meetings	4	\$700	8	\$1,120	24	\$2,640	4	\$480	40	\$4,940	\$50	\$4,990
Phase 2 Totals		108	\$18,900	136	\$19,040	136	\$14,960	100	\$12,000	480	\$64,900	\$6,100	\$71,000
PHASES 1 + 2 TOTALS		174	\$30,450	244	\$34,160	228	\$25,080	156	\$18,720	802	\$108,410	\$9,900	\$118,310
Additional Tasks													
A.	Survey of Registered Voters	4	\$700	4	\$560	0	\$0	0	\$0	8	\$1,260	\$25,000	\$26,260
B.1	Project Website-Phase 1	4	\$700	12	\$1,680	40	\$4,400	16	\$1,920	72	\$8,700	\$1,000	\$9,700
B.2	Project Website-Phase 2	6	\$1,050	16	\$2,240	40	\$4,400	24	\$2,880	86	\$10,570	\$1,500	\$12,070

TO: Mayor Wells, Mayor Pro Tem McClellan, Councilmember Kalasho

FROM: Councilmembers Goble and Kendrick

SUBJECT: Resolution Affirming the Value, Contribution, and Importance of
the El Cajon Collaborative

RECOMMENDATION: That the City Council pass a resolution affirming the value, contribution, and importance of the El Cajon Collaborative, and that the City Manager prepare a Certificate of Appreciation for presentation at the April 25, 2017 City Council meeting.

BACKGROUND:

Comments made during the March 28, 2017 City Council meeting about the El Cajon Collaborative ("ECC") and another organization may have left attendees and viewers uncertain about the sentiment of the City Council toward these two organizations.

Councilmembers Goble and Kendrick are bringing this item to ask the Council to clearly state and express its appreciation and affirmation of the ECC through a resolution which affirms the value, contributions, and importance of the voice of ECC in the betterment of El Cajon.

Resolution:

Whereas the the El Cajon Collaborative was formed in 1992 as a coalition of residents, representatives from school districts, business and faith organizations, health and human services agencies (private and public), and city and county government;

Whereas The El Cajon Collaborative provides valuable education, awareness, assistance, and resources for victims of domestic violence, people who are homeless, military veterans, parents, senior citizens, and more;

Whereas, in 2017 the El Cajon Collaborative is celebrating its 25th anniversary, and the City Council expresses its appreciation for long-standing contributions to the people of the El Cajon;

Whereas the El Cajon Collaborative's Executive Director Carol Lewis and her staff were recognized along with CASA Neighborhoods on April 8, 2016 by the County of San Diego, earning the East County Organization award for being a Public Health Champion;

BE IT RESOLVED, on this 11th Day of April, 2017, that the El Cajon City Council hereby affirms the value, contribution, and importance of the El Cajon Collaborative as a coordinator and provider of a multitude of services for the people of El Cajon;

BE IT FURTHER RESOLVED, the El Cajon City Council expresses its appreciation to the El Cajon Collaborative for its contributions to the various discussions about quality of life for the people of El Cajon.

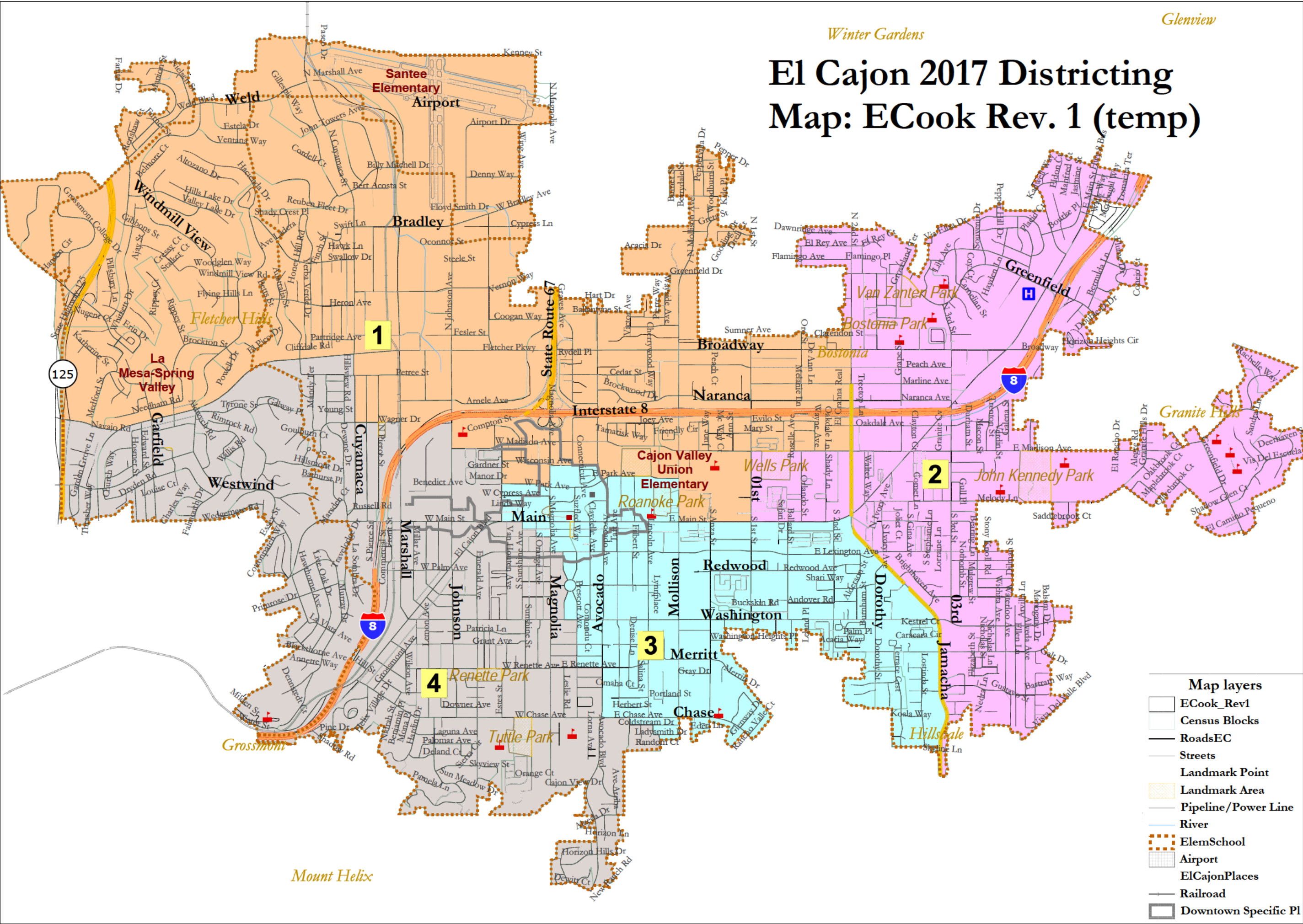
Now therefore, I, Bill Wells, Mayor of El Cajon, do hereby proclaim April 26, 2017 as the El Cajon Collaborative Day in El Cajon, California.

El Cajon - ECook Rev 1 Map						
District		1	2	3	4	Total
	Total Pop	25,066	24,708	24,888	24,816	99,478
	Deviation from ideal	196	-162	18	-54	358
	% Deviation	0.79%	-0.65%	0.07%	-0.22%	1.44%
Total Pop	% Hisp	31%	25%	27%	30%	28%
	% NH White	53%	61%	57%	55%	57%
	% NH Black	8%	6%	7%	6%	7%
	% Asian-American	5%	5%	6%	6%	5%
Voting Age Pop	Total	18,500	18,422	18,399	18,586	73,907
	% Hisp	26%	22%	24%	26%	24%
	% NH White	58%	66%	61%	60%	61%
	% NH Black	7%	5%	6%	6%	6%
	% Asian-American	5%	5%	6%	6%	6%
Citizen Voting Age Pop	Total	15,739	14,492	13,796	15,498	59,525
	% Hisp	22%	21%	23%	21%	22%
	% NH White	63%	67%	60%	62%	63%
	% NH Black	9%	5%	8%	7%	7%
	% Asian/Pac.Isl.	4%	5%	6%	5%	4%
Voter Registration (Nov 2014)	Total	10,926	10,496	7,656	10,460	39,538
	% Latino	17%	17%	20%	19%	18%
	% Asian-Surnamed	2%	2%	2%	2%	2%
	% Filipino-Surnamed	1%	1%	1%	1%	1%
	% Democratic	33%	30%	36%	33%	33%
	% Republican	37%	41%	32%	36%	37%
Voter Turnout (Nov 2014)	% Other	30%	30%	32%	31%	25%
	Total	4,259	4,099	2,544	4,209	15,111
	% Latino	11%	12%	13%	12%	12%
	% Asian-Surnamed	1%	1%	2%	1%	1%
	% Filipino-Surnamed	1%	1%	1%	1%	1%
	% Democratic	31%	28%	33%	33%	31%
Voter Turnout (Nov 2012)	% Republican	50%	53%	45%	46%	49%
	% Other	19%	19%	22%	21%	20%
	Total	7,965	7,415	5,020	7,469	27,869
	% Latino	14%	15%	17%	15%	15%
	% Asian-Surnamed	1%	1%	2%	1%	1%
	% Filipino-Surnamed	1%	1%	1%	1%	1%
ACS Pop. Est.	Total	25,024	25,781	26,543	25,506	102,854
Age	age0-19	29%	28%	31%	27%	29%
	age20-60	56%	54%	53%	57%	55%
	age60plus	15%	18%	16%	16%	16%
Immigration	immigrants	25%	23%	37%	26%	28%
	naturalized	34%	39%	29%	33%	33%
Language spoken at home	english	62%	64%	51%	62%	60%
	spanish	22%	23%	19%	19%	21%
	asian-lang	4%	2%	3%	4%	3%
	other lang	13%	11%	27%	15%	16%
Language Fluency	Speaks Eng. "Less than Very Well"	17%	15%	26%	17%	19%
Education (among those age 25+)	hs-grad	60%	62%	59%	62%	61%
	bachelor	14%	13%	11%	15%	13%
	graduatedegree	7%	7%	3%	8%	6%
Child in Household	child-under18	35%	37%	38%	32%	35%
Work (percent of pop age 16+)	employed	56%	55%	46%	54%	53%
	Commute on Public Transit	4%	2%	4%	4%	3%
Household Income	income 0-25k	27%	23%	39%	24%	28%
	income 25-50k	26%	24%	25%	23%	24%
	income 50-75k	19%	15%	16%	22%	18%
	income 75-200k	25%	34%	19%	27%	26%
	income 200k-plus	3%	4%	1%	5%	3%
Housing Stats	single family	50%	65%	41%	57%	53%
	multi-family	50%	35%	59%	43%	47%
	rented	60%	47%	71%	59%	59%
	owned	40%	53%	29%	41%	41%
Total and Voting Age population data from the 2010 Decennial Census.						
Voter Registration and Turnout data from the California Statewide Database.						
Citizen Voting Age Pop., Age, Immigration, and other demographics from the 2010-2014 American Community Survey 5-year data.						

Winter Gardens

Glenview

El Cajon 2017 Districting Map: ECook Rev. 1 (temp)





EL CAJON VETERANS COMMISSIONER SAYS IRAQI COUNCLMAN SHOULD “GO BACK HOME”

Glover insists comment not meant as racist

By Jonathan Goetz

January 26, 2017 (El Cajon) – In the same week that President Donald Trump announced an executive order to block new immigrants from Iraq, El Cajon Veterans Commissioner George Glover stated, “Why doesn’t Ben Kalasho go back home to where he came from?”

Glover made the remark after a City Council meeting on city appointees Tuesday, in response to a Planning Commissioner candidate who asked him why Councilman Ben Kalasho voted against Mary Thigpen for Personnel Commissioner. ECM reporter Jonathan Goetz was also present when Glover made the remark.

Kalasho, told of Glover’s quote, texted Goetz, “I’m shocked right now. I’ve been nothing but nice to him, thanking him always and supporting his business.”

East County Magazine gave Glover a chance to respond prior to publishing his statement. He provided a written response voicing “respect” for Kalasho and insisting his words were not meant as racist, then demanded an apology. He did not refute making the statement, but insisted it was taken out of context. He did not respond when asked for that context or why he made the remark.

“Apparently, you took something out of context and spun it to mean what you wanted to hear. If you want to try and make trouble be sure that you understand the context someone is talking in. Your implication has racist over tones and I do not appreciate it one bit. Be very careful Mr. Goetz when you try to imply something when only hearing a sliver of the entire conversation.”

He added, “I consider Ben a friend, and over the course of the election last year Ben and I talked quite a bit. Our political views may differ, but Ben and I have no problems talking with each other. I respect Ben for standing up for what he believes in even if I don't always agree with

him, as he doesn't always agree with me. Ask Ben and he'll tell you the same about me.”

Glover further stated, “The last thing I would tell anyone from Iraq, especially a Chaldean, would be to go to a country where they were persecuted for their religious beliefs. You're implication is outrageous, and I believe an apology is in order. You can do that via this email, or you can call me at --- and apologize over the phone.”

ECM Editor Miriam Raftery contacted Glover, asking follow-up questions:

“I was not present but would like to hear what you DID mean by your remark. If that wasn't meant as racist or derogatory, why DID you say it? Simply saying it's out of context doesn't clarify the point to me. Since you know that Mr. Kalasho was born in Iraq, saying he should go back home to where he came from seems troubling from a civic representative,” she wrote, noting Trump's push to block Iraqi immigrants from coming to the US and ramp up deportations of many immigrants.

She added, “I fail to see how Jonathan owes anyone an apology for asking you to clarify your intent in making a comment that sounds if not racist, certainly insensitive toward immigrants. Your effort to intimidate our reporter instead of clarifying why you made such a statement, is also troubling. If anything, perhaps you should apologize for making a remark that to most people's ears would sound demeaning toward immigrants.” She added that reporting on remarks about immigrants in today's climate is “important.”

Glover has not responded to our editor's message.

The events of last week enraged Ben Kalasho of the El Cajon City Council. Kalasho felt so angry that he hired an attorney to write a letter to the mayor and each member of the El Cajon City Council. The letter threatened a lawsuit if the council did not vote for the district election map endorsed by Kalasho. A map Kalasho wants chosen so badly, that he hand delivered over 130 remarkably similar maps to the El Cajon city manager. Every version of the map strives to attain the the same goal: to split Fletcher Hills into two districts, creating a council district solely for Kalasho with no other councilpersons living there.

Kalasho faces an obstacle in the California Voting Rights Act, which defines how cities protect equal representation of voters. The law forces the city council to pick the map that best represents the voters of El Cajon instead of the map that best suits the interests of elected officials.

As the city's tax dollars pay for its legal defense, a lawsuit against the City of El Cajon from a council member like Ben Kalasho will cost taxpayers millions of dollars. This scenario is so unprecedented that no case of a similar lawsuit can be found in the history of California. Considering that Kalasho began his term less than six months ago, his escalation to threats of legal action seems all the more outlandish and deeply concerning.

Even more disturbing, Kalasho instructed his attorney to deliver his letter to the city just one day before the council met to vote on the district map. He hoped to threaten and intimidate the council into submitting to his wishes for this major decision. Sadly, Kalasho's bullying comes as no surprise as he has been a serial abuser of the court system. Even now, Kalasho is involved in several lawsuits, filed both by and against him.

Kalasho has published statements that proclaim his crusade against gerrymandering. In truth, the maps he wants are the definition of gerrymandering. Also misleading, Kalasho argues that "over 90 percent of the maps" advocate splitting Fletcher Hills into two districts, but he neglects to mention that all of those maps were filed by him.

I believe in the importance of being honest with the people of El Cajon. Councilman Kalasho believes in the importance of his own profit. The council chose straightforward districts with clean lines and fair voter representation, but Kalasho wants a map that suits his own interests.

Through a web of untruths, Kalasho has tried to confuse the issue. Worst of all, he has hired an attorney to threaten the City of El Cajon with a lawsuit that will cost the people millions of dollars. Kalasho's bullying means fewer police officers and firefighters protecting our neighborhoods and children; a lawsuit against the City of El Cajon means less money for public parks, roads, and the homeless.

City of El Cajon

November 8, 2016 – General Municipal Election

List of Candidates (*in no particular order*)

(Nomination Papers Verified by Registrar of Voters)

For Three Seats on City Council

	Name
1	Steve Goble
2	George Glover
3	Paul Circo
4	Bob McClellan
5	Star Bales
6	Joseph Fountain
7	Vickie Knight Butcher
8	Stephanie Harper
9	Ben Kalasho
10	Humbert Cabrera

**Solomon
Ward**

Attorneys at Law

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40 years
1977-2017

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May 22, 2017

VIA EMAIL

Bill Wells
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Steve Goble
sgobel@cityofelcajon.us

Gary Kendrick
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Bob McClellan
mcclellan@ [REDACTED]

Re: Implementation of Measure S

Dear Council Members:

I write on behalf of your colleague, Ben Kalasho, with respect to the impending decision by the El Cajon City Council (the "Council") to select the district map boundaries as part of the new amendments to the City's Charter.

As you know, Measure S amended the City's Charter to create specific districts for council members (excluding the mayor) and the task at hand is now to approve the initial boundaries for the four districts, which as a City Attorney's impartial analysis correctly observes, must be "in compliance with state and federal voting rights laws."

In addition to those voting rights laws, I also draw your attention to California Labor Code sections 1101 and 1102, which among other things prevents any employer in the state of California (including the City of El Cajon) from adopting or enforcing any rule, regulation, or policy that would either tend to control or direct the political activities or affiliations of its employees (Section 1101), or to influence or attempt to influence any employees to follow or refrain from adopting any particular course or line of political action or political activity. (Section 1102). Moreover, under the Equal Protection guarantee of the California Constitution, a state actor such as a local agency may not arbitrarily or invidiously discriminate in its employment decisions. See e.g., *GLS Ass'n. v. Pac. Tel. & Tel. Co.*, 24 Cal.3d 458, 467-68 (1979).

With these legal protections in mind, we have serious concerns over the maps that are presently under consideration before the Council and in particular the reasons why the maps currently under consideration have been selected. Specifically, I understand that the City's constituents have submitted approximately 163 maps prior to the April 18, 2017 deadline. Of that total, 147 maps contemplated separate districts for Mr. Kendrick and Mr. Kalasho (over

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90%). Yet of maps that remain viable out of that total, only two have separate districts for Mr. Kalasho and Mr. Kendrick (Ecook1 & NDC Green), while the majority of the maps under present consideration combine those Council Members into one district, which naturally jeopardizes their long term tenure as members of the Council. Furthermore, my office is aware of additional, circumstantial evidence to suggest that there may have been discussions and/or collusion among certain members to insure that this feature is not retained in the final map selection, raising both Brown Act issues and a host of other concerns as specifically identified below. To that end, it may become necessary as part of our own investigation into this matter to make a Public Request for Records between and/or among each of you and various other staffers and City employees, which will include all emails, text messages, telephone communications and other evidence of written, electronic or oral communications, including both business and personal devices.

The U.S. Supreme Court has yet to rule on whether partisanship alone can be considered to be an unlawful reason for the gerrymandering of a particular district, although at least one case has found that to be an unlawful basis under the totality of the circumstances. See, *Cox v. Larious*, 542 US 947, 950 (2004). California law as articulated in the above referenced Labor Code, among other things, expressly prohibits discrimination by an employer on the basis of political affiliation, irrespective the present ambiguity under the Federal Voting Rights Act. Moreover, any discrimination against a particular individual, or efforts to marginalize a particular voting bloc, on the basis of a protected class, likewise violates the Federal Voting Rights Act as well as the Equal Protection clauses under both the U.S. and California Constitutions.

At the present time Mr. Kalasho is particularly concerned that the particular maps that have already been selected and that are under consideration may have been and/or will be selected based on an effort to marginalize Mr. Kalasho's political affiliation or those minority voters within El Cajon that overwhelmingly voted for him in his last election cycle. In an effort to avoid potential litigation over this issue (which will assuredly include injunctive relief together with the right to recover fees and costs by a prevailing plaintiff), I am writing you this letter. I will also look forward to meeting each of you at the upcoming Council meeting on May 23, 2017 to hear your views on this matter and to ensure that the final implementation of Measure S is done in full compliance with all Federal, State and local law.

In light of the potential dispute between Mr. Kalasho, on the one hand, and certain other members of the Council and/or the City, on the other, I also write to ensure that all evidence is preserved, and to give you notice not to destroy, conceal or alter any paper or electronic files or other data generated and/or stored on any Council Member, City, or any of their respective

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agents' computers and storage media. This demand to preserve evidence includes all discussions between and among Council Members and their agents and other third parties with respect to any decisions regarding the screening process, basis for, and ultimate selection of any particular map or maps as part of your implementation of Measure S. All emails, text messages, social media, notes, minutes, letters, understandings, payments, and related materials should be expressly preserved.

Please be guided accordingly.

Sincerely yours,

A handwritten signature in black ink, appearing to read "DEG/for DEG", is written over the typed name.

Daniel E. Gardenswartz
Managing Partner
Solomon Ward Seidenwurm & Smith, LLP

DEG:jml
P:01117901:56475.002

cc: Ben Kalasho (benkalasho@[REDACTED])
Morgan Foley, City Attorney (mfoley@cityofelcajon.us)