

Presentation of Draft Maps

City of New Orleans, LA

February 23, 2022

Reminder: What is Redistricting

- Every ten years after the release of the Decennial U.S. Census, city council districts must be redrawn so that each district is reasonably equal in population.
- This process, called redistricting, is important in ensuring that each Council member represents about the same number of constituents.
- In the City of New Orleans, the City Council is responsible for drawing council district boundaries.
- Per City Home Rule Charter, the redistricting process must be completed by **March 16, 2022**.

Introductions



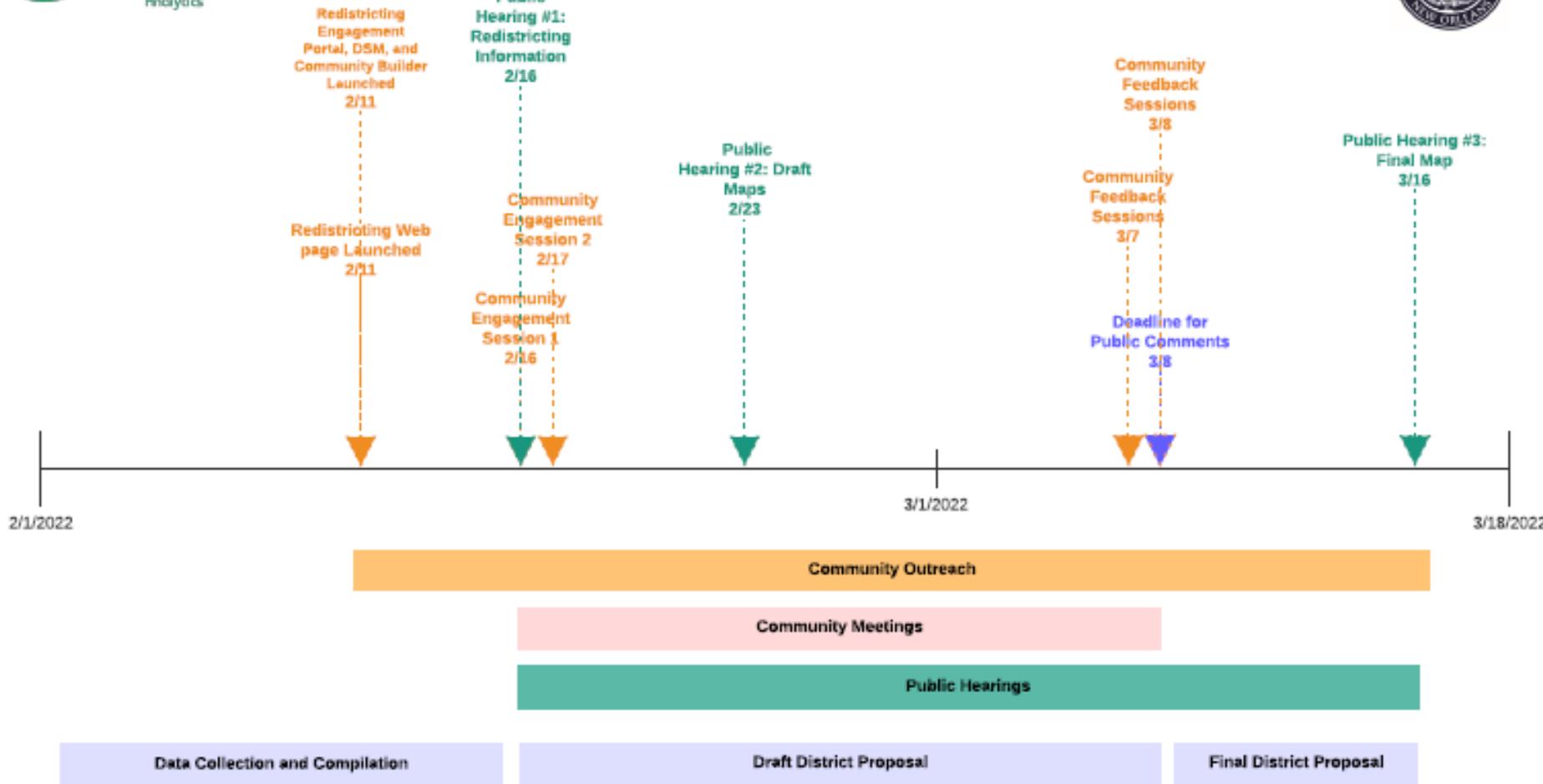
FLO Analytics Team

- Tyler Vick, Principal in Charge
- Rebecca Wright, Project Manager
- Kate Doiron, Senior GIS Analyst
- Alex Brasch, Senior Population Geographer
- Ben Maloney, Demographer and Data Analyst

Hawthorne Agency Team

- Geneva Coleman – President and Founder
- Karimah Stewart – Public Relations Management
- Shäna Hartmann – Public Relations and Outreach Design and Implementation
- Trené McCormick – Media Relations
- Michelle Nixon Stanton – Project Management
- Jessica Jenkins – Graphic Design and Technical Coordination

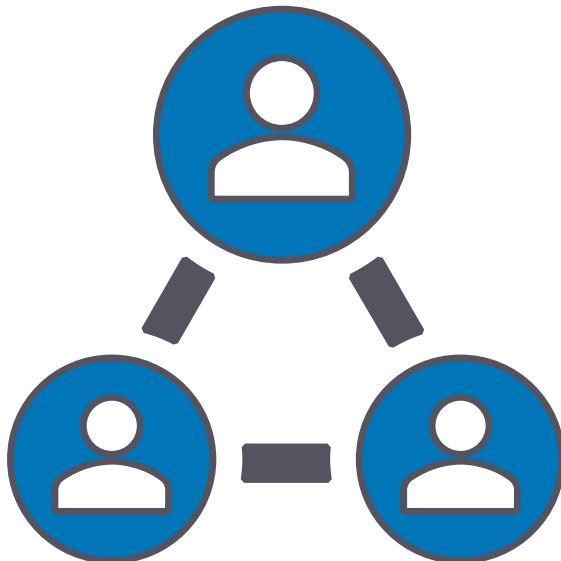
New Orleans Redistricting Project Timeline



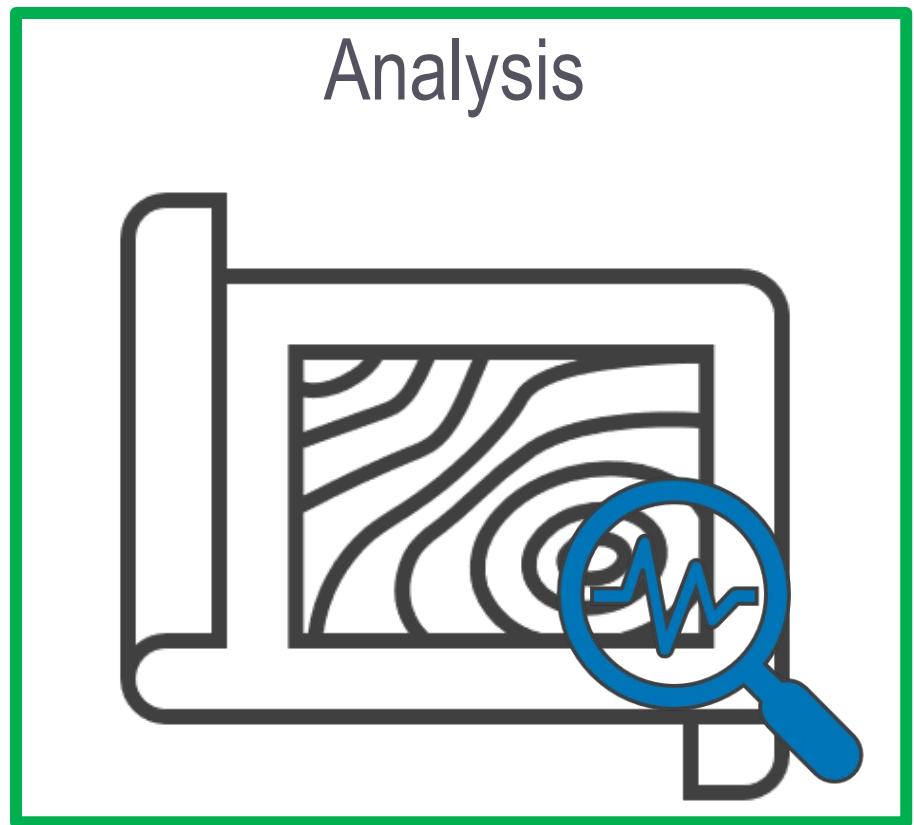
*Per the City's Home Rule Charter, the redistricting process must be completed by **March 16, 2022**.

The Redistricting Process

Outreach & Engagement



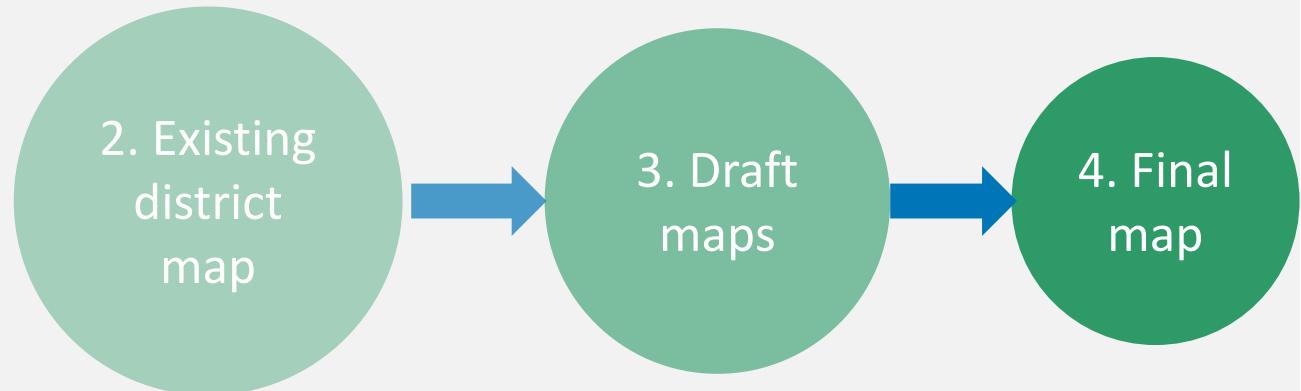
Analysis



High-level Process Flow

1. Data collection - occurs throughout the redistricting process

- Public meeting testimony
- Email comments
- Community Builder
- Census data
- Other boundary data
- Municipalities
- Census designated places



The Redistricting Process

REDISTRICTING CRITERIA

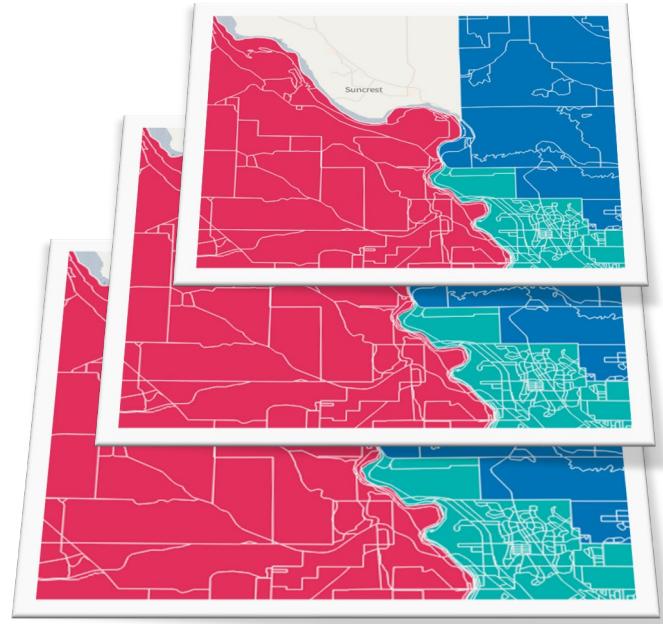
- Districts **must** be “population balanced”
- Districts **must** be contiguous
- Redistricting **must** be done in compliance with all local, state, and federal laws including the Federal Voting Rights Act
- Redistricting **must** not be done to favor or disfavor a protected class or political party
- Districts **should** be as compact as possible
- Districts **should** preserve communities of mutual interest, for example, local neighborhoods
- Districts **should** preserve the use of existing natural boundaries

Redistricting Criteria



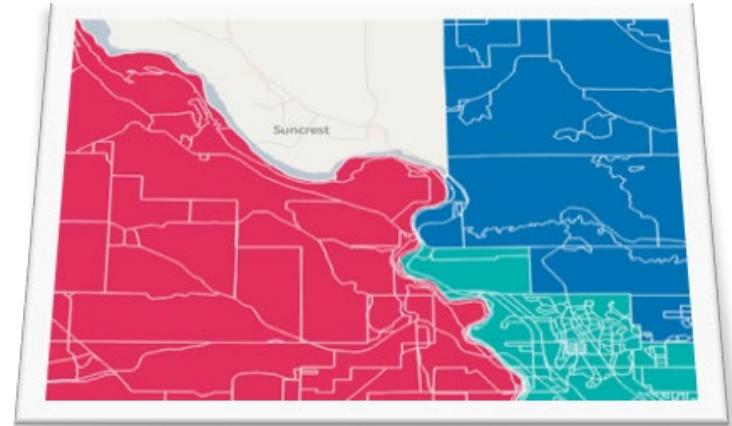
Draft Maps

- Draft maps were developed from the current district boundaries to provide population balanced options.
- They meet all federal and local legal redistricting requirements.
- No single draft map is expected to become the final map.
- These draft maps are still open for consideration.

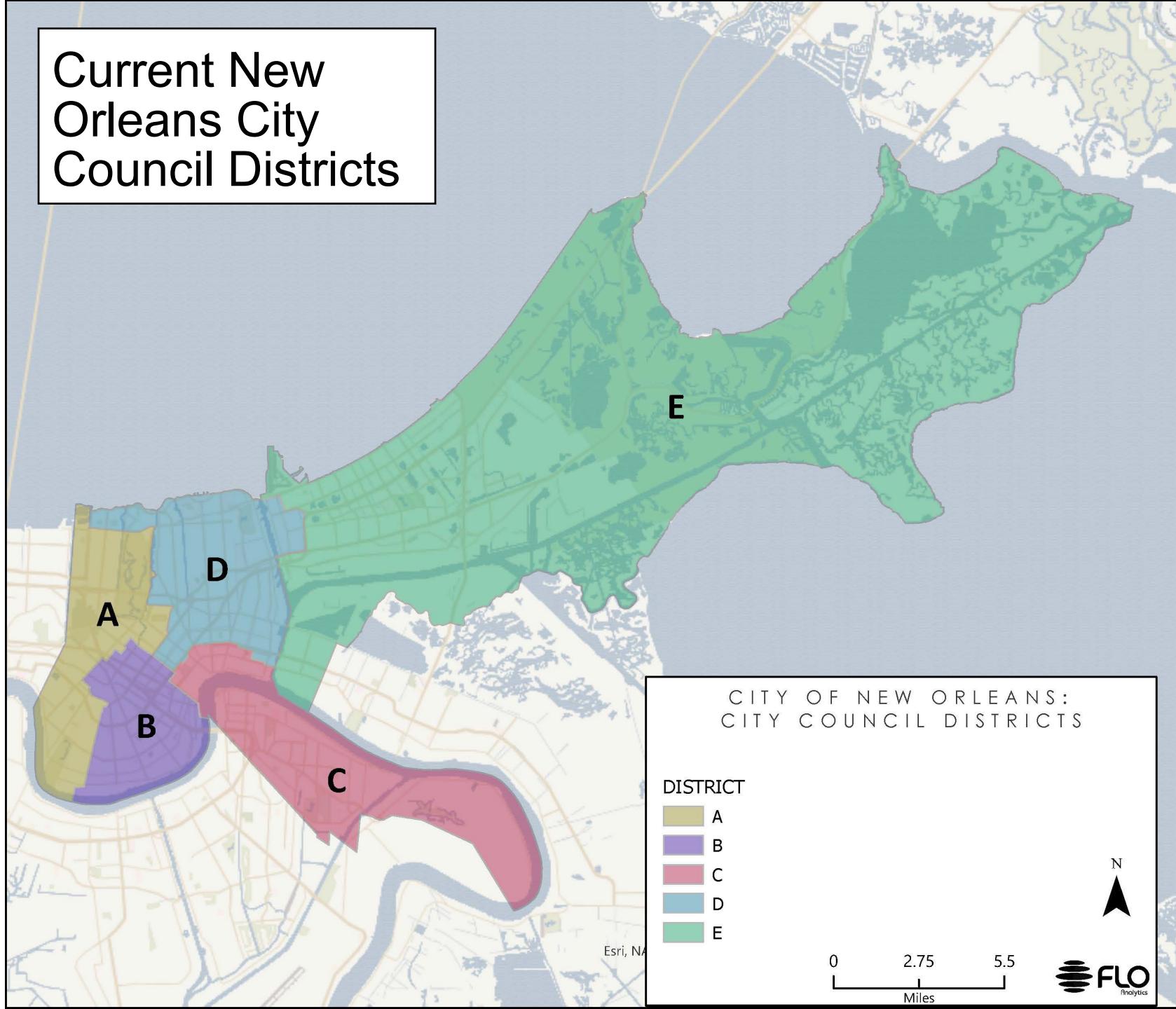


Final Map

- The final map will incorporate Council and public input and elements of the draft maps.
- It will uphold all statutory redistricting criteria, including the Voting Rights Act.
- It will be vetted by legal professionals.
- It will reflect public sentiment.
- It will be a compromise between public input and statutory requirements.



Current New Orleans City Council Districts



Redistricting Analysis

BALANCING POPULATION

The appropriate measure of population is total population, **not** alternative measures like the number of voters or the citizen voting-age population (CVAP).

This reflects the principle that city councilmembers represent all residents, not only those who are eligible to vote.

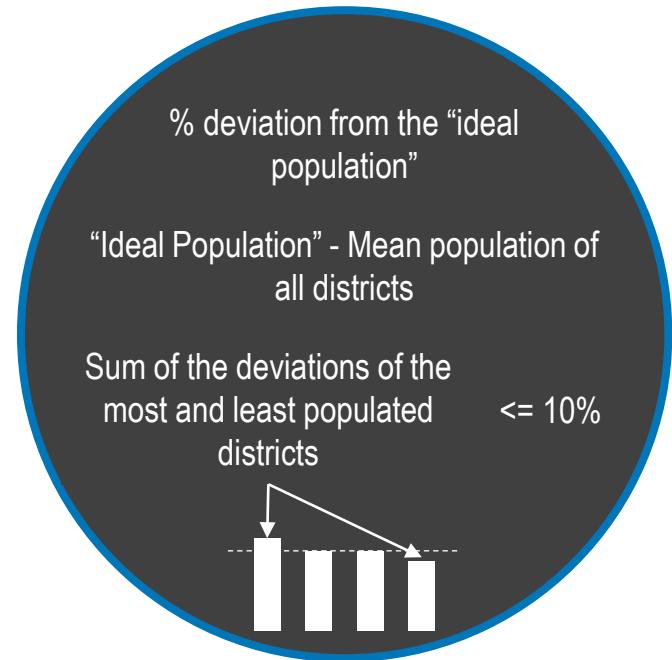
*The Supreme Court decided in *Evenwel v. Abbott*, 578 US, 136 S. Ct. 1120 (2016), that the “one person, one vote” principle of the Equal Protection Clause allows a state or locality to design its districts based on total population.

Redistricting Analysis

BALANCING POPULATION

Deviation = the difference between the lowest population district and the highest population district.

For example, if District 1 has a population of 10 percent below the ideal and District 2 has a population of 10 percent above the ideal, the total deviation will be 20 percent.



*The Supreme Court decided in *Evenwel v. Abbott*, 578 US, 136 S. Ct. 1120 (2016), that the “one person, one vote” principle of the Equal Protection Clause allows a state or locality to design its districts based on total population.

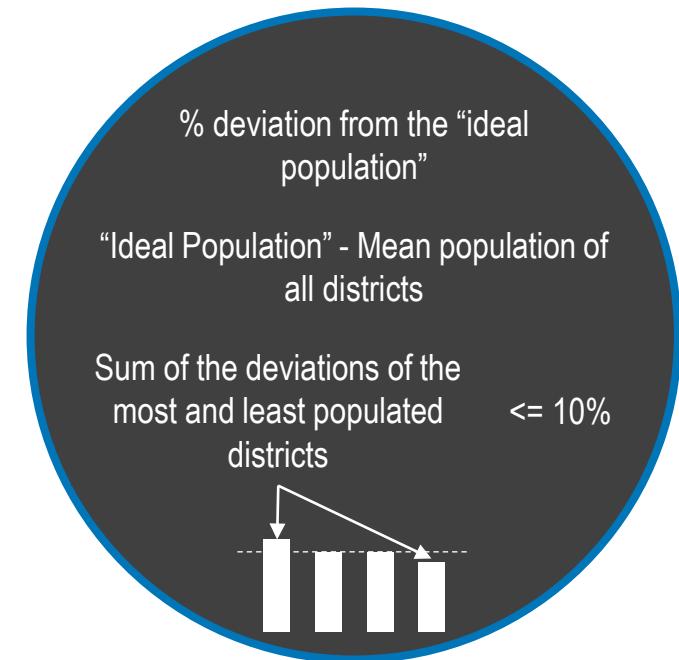
Redistricting Analysis

2010

City of New Orleans Population	Ideal District Population	Overall Range	District	District Population	Deviation From Ideal	Population Over / Under Ideal
343,829	68,766	8.5%	A	69,920	1.7%	1,154
			B	70,901	3.1%	2,135
			C	71,426	3.9%	2,660
			D	65,591	-4.6%	-3,175
			E	65,991	-4.0%	-2,775

2020

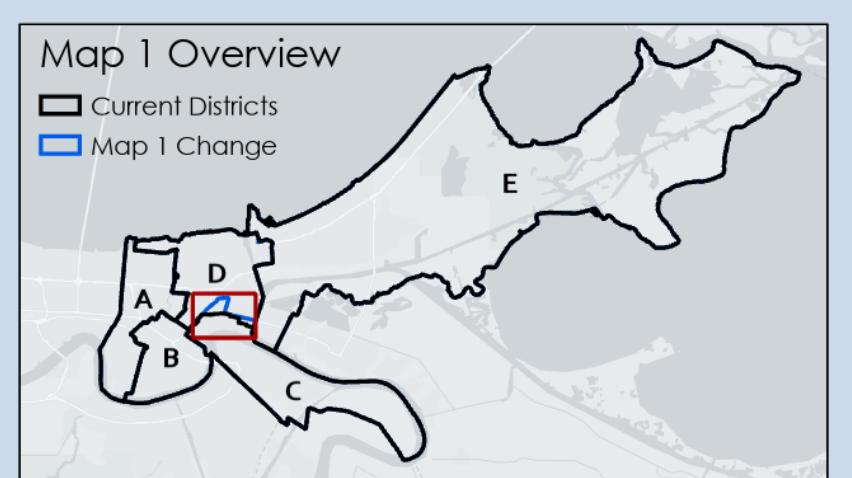
City of New Orleans Population	Ideal District Population	Overall Range	District	District Population	Deviation From Ideal	Population Over / Under Ideal
383,997	76,799	18.1%	A	78,207	1.8%	1,408
			B	76,731	-0.1%	-68
			C	68,113	-11.3%	-8,686
			D	82,010	6.8%	5,211
			E	78,936	2.8%	2,137



Draft maps

- Four draft maps have been developed for your consideration and comment.
- All maps balance population, are contiguous, compact, and follow existing administrative or neighborhood boundaries and roads.
- These maps are a starting point for conversation. They are not recommendations – public comment on these maps may greatly affect the final maps!
- We are looking for both comments on the draft map change areas and on any other areas in the city that should be considered in the final map.
- We want your ideas! Please send us your recommendations for how the maps could be changed to reflect your communities.

Draft Map 1



Percent Population Deviation - 5.4%

Map 1 Description: Balances population between Districts C and D only and leaves the other three districts as they are currently drawn. New areas follow roads.

Ideal Population Criterion

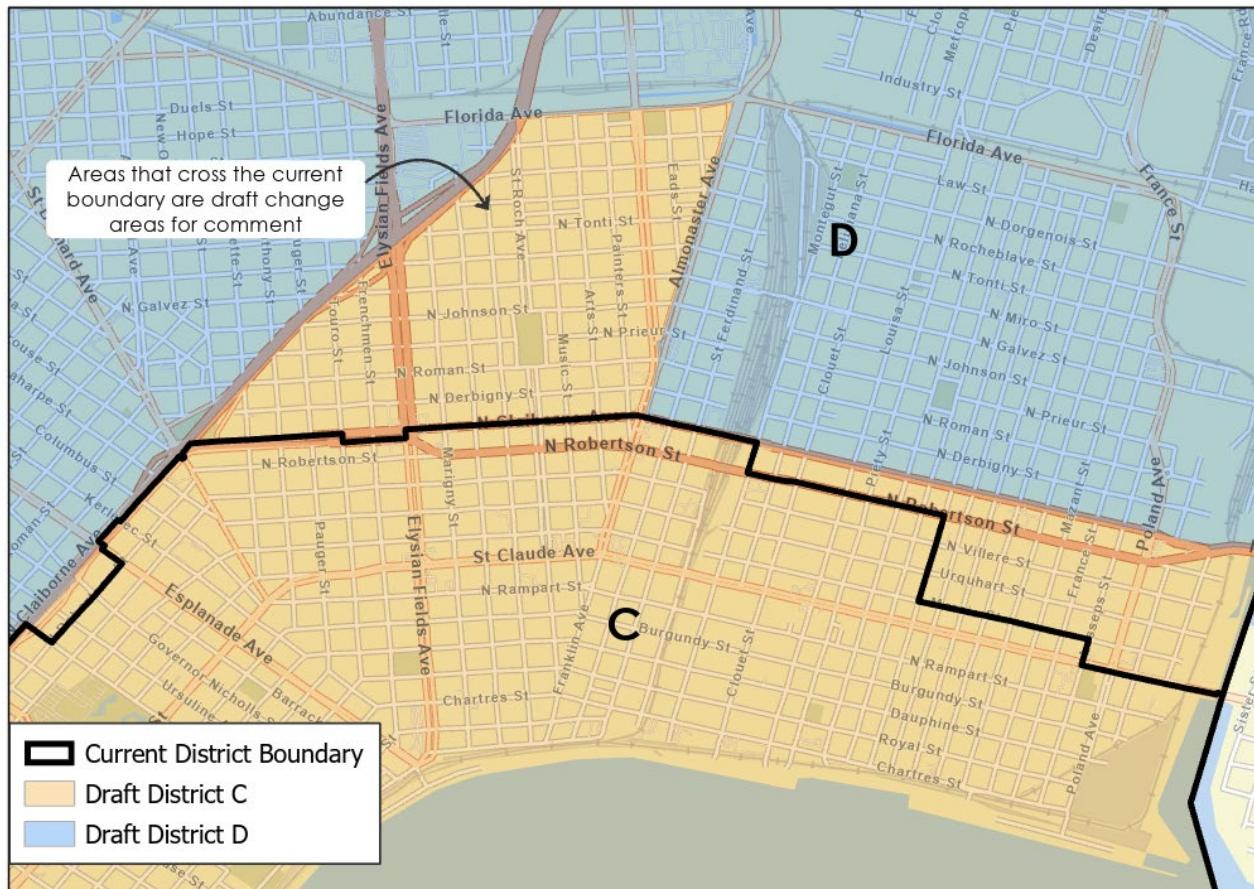
Ideal Population	76,799	
Overall Range	5.4%	
< 5.0%	5.0 - 10.0%	> 10.0%

Total Population & Deviation per District

District	Total Population	Over / Under Ideal	Deviation From Ideal
A	78,207	1,408	1.8%
B	76,731	-68	-0.1%
C	75,325	-1,474	-1.9%
D	74,798	-2,001	-2.6%
E	78,936	2,137	2.8%

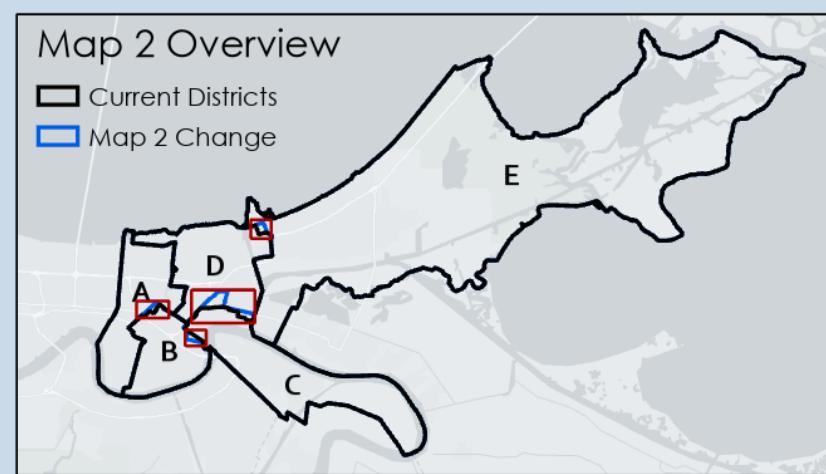
Draft Map 1

St. Claude/St. Roch Area



Boundary: N. Claiborne Ave. to I-10 to Florida Ave. to Almonaster Ave. to N. Claiborne Ave.
7,212 residents from District D to District C

Draft Map 2



Percent Population Deviation - 0.4%

Map 2 Description: Balances population between Districts C and D in the same areas as Map 1. Also moves population in three other areas to create a very low population deviation: one area in Mid-City (from A to B), one in the Central Business District (from B to C), and one adjacent to the New Orleans Lakefront Airport (from E to D).

Ideal Population Criterion

Ideal Population	76,799	
Overall Range	0.4%	
< 5.0%	5.0 - 10.0%	> 10.0%

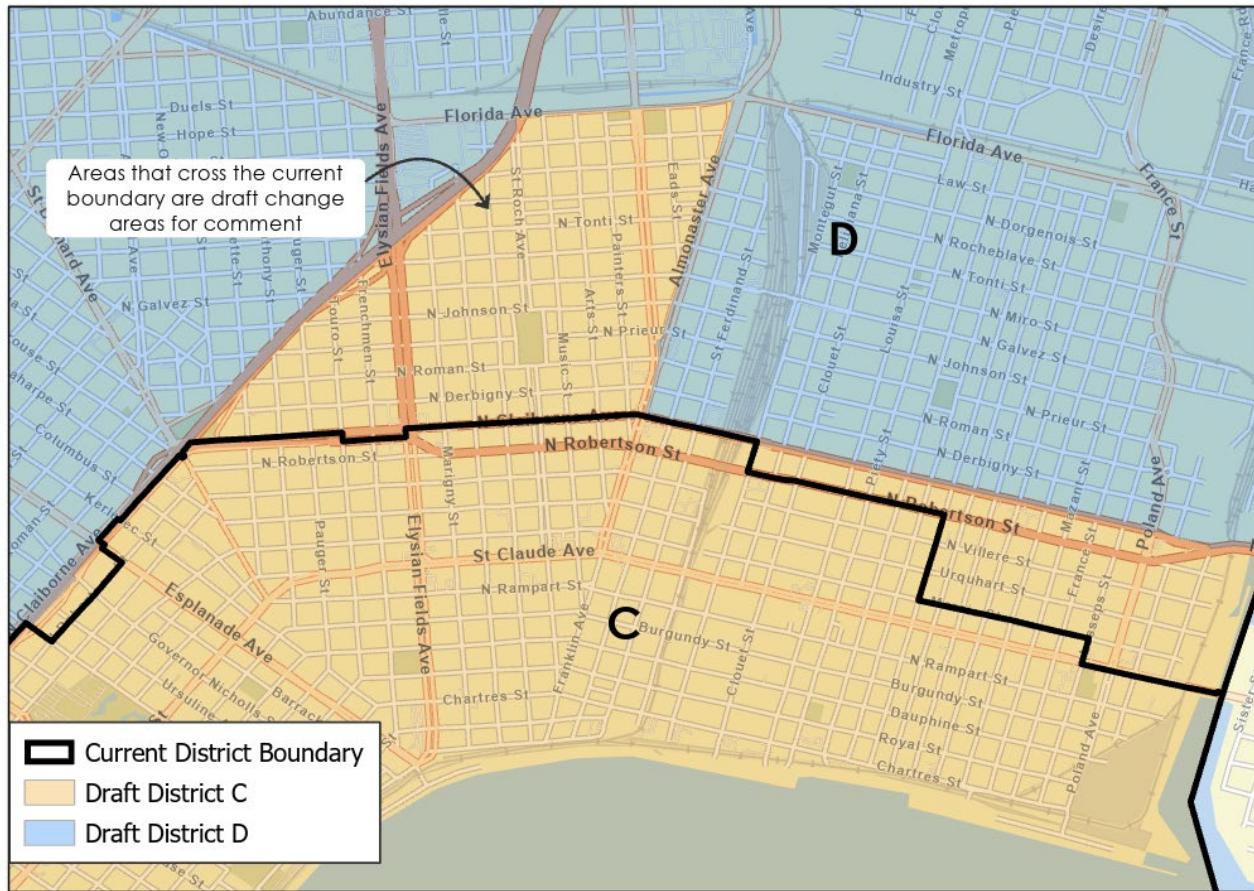
Total Population & Deviation per District

District	Total Population	Over / Under Ideal	Deviation From Ideal
A	76,840	41	0.1%
B	76,734	-65	-0.1%
C	76,689	-110	-0.1%
D	77,003	204	0.3%
E	76,731	-68	-0.1%

Draft Map 2

Same Area as Draft Map 1

St. Claude/St. Roch Area



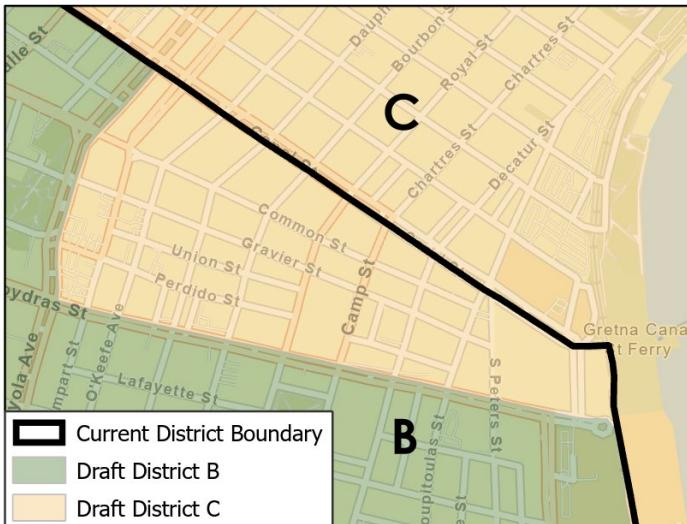
Boundary: N. Claiborne Ave. to I-10 to Florida Ave. to Almonaster Ave. to N. Claiborne Ave.

7,212 residents from District D to District C

Draft Map 2

Additional Areas for a Lower Deviation

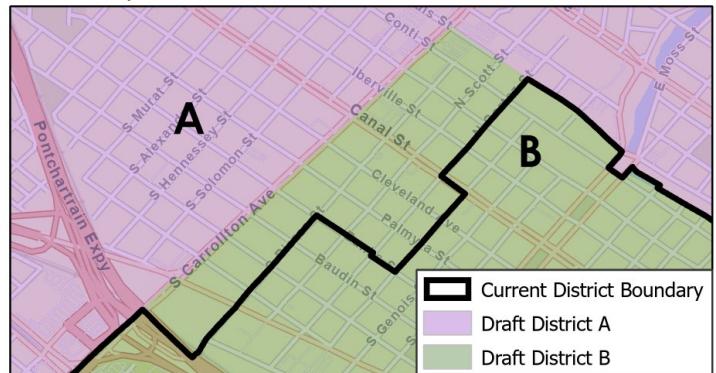
Central Business District



Loyola Ave. to Canal St. to Convention Ctr Blvd to Poydras St.

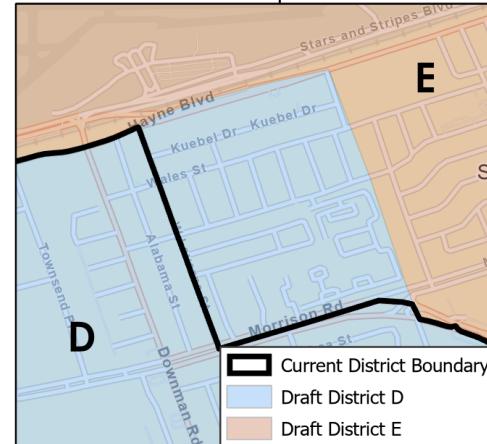
1,364 residents from District B to District C

Mid-City



S. Carrollton Ave. to St. Louis St./Lafitte Greenway to N. Cortez St.
1,367 residents from District A to District B

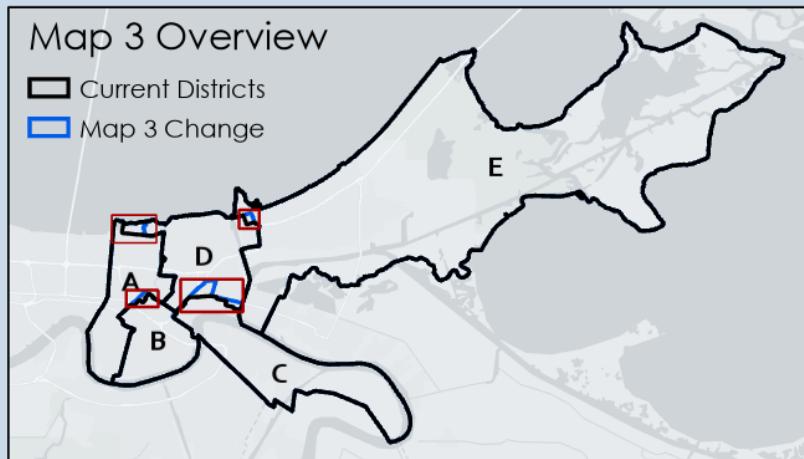
Near Lakefront Airport



Hayne Blvd to Lamb Rd. to Morrison Rd.

2,205 residents from District E to District D

Draft Map 3



Percent Population Deviation - 4.5%

Map 3 Description: Balances population between Districts C and D in the same areas as Map 1 and 2. The map also moves population in two areas that are the same as Map 2: Mid-City area (from A to B) and adjacent to the New Orleans Lakefront Airport (from E to D). This map includes moving the Lakeshore West and East areas into District A from D.

Ideal Population Criterion

Ideal Population	76,799
Overall Range	4.5%
< 5.0% 5.0 - 10.0% > 10.0%	

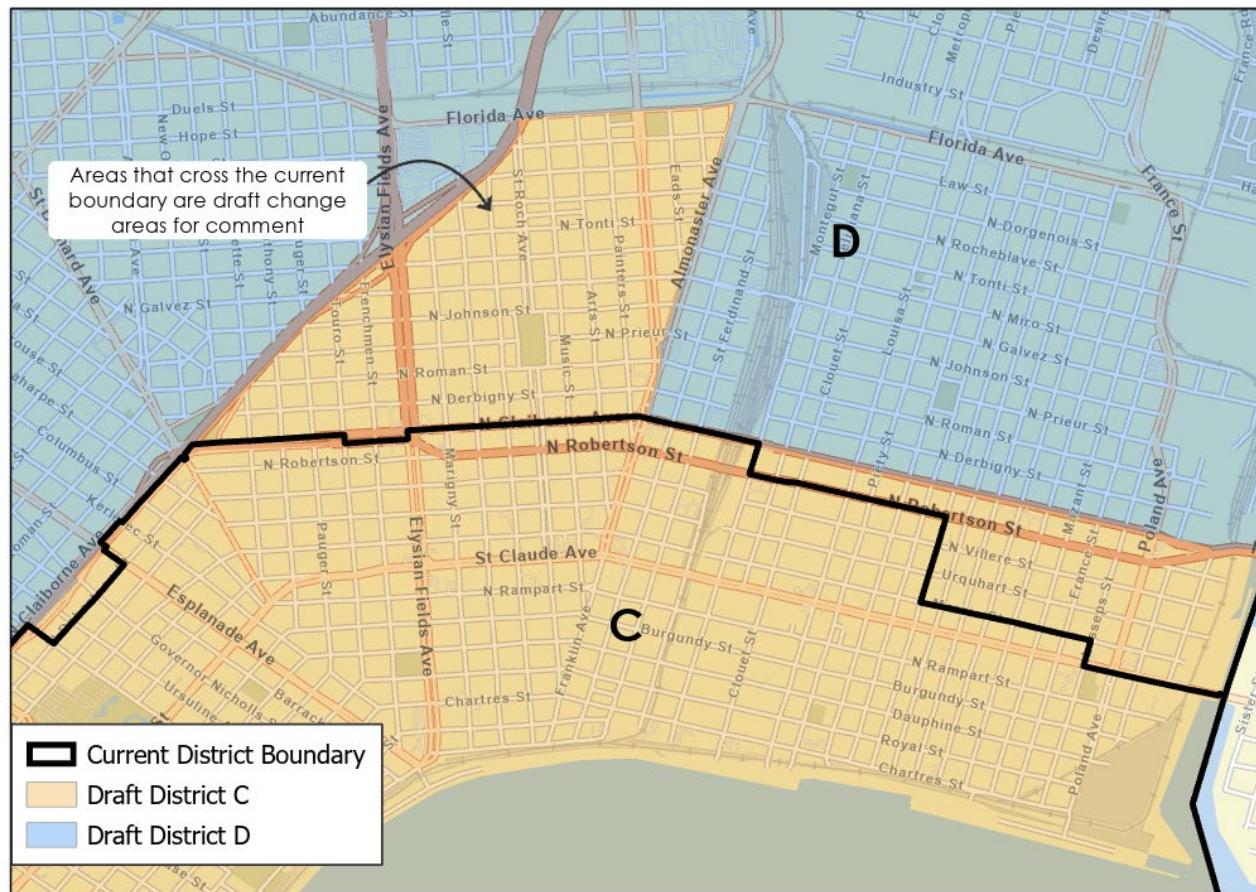
Total Population & Deviation per District

District	Total Population	Over / Under Ideal	Deviation From Ideal
A	78,645	1,846	2.4%
B	78,098	1,299	1.7%
C	75,325	-1,474	-1.9%
D	75,198	-1,601	-2.1%
E	76,731	-68	-0.1%

Draft Map 3

Same Area as Draft Maps 1 and 2

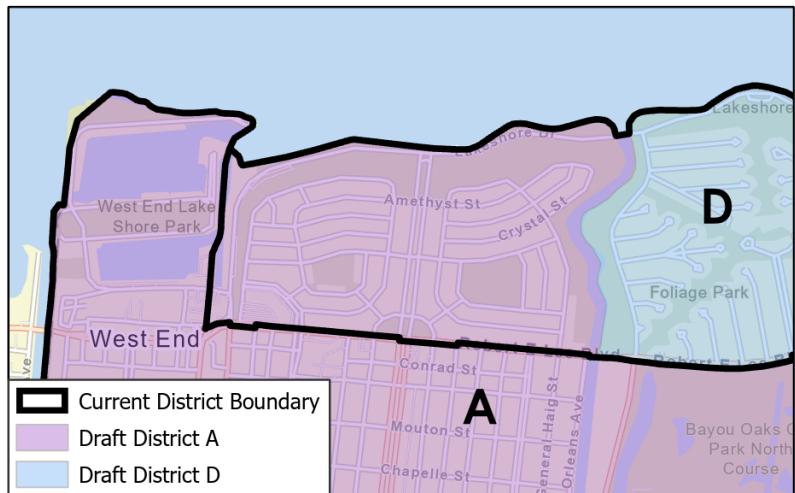
St. Claude/St. Roch Area



7,212 residents from District D to District C

Draft Map 3

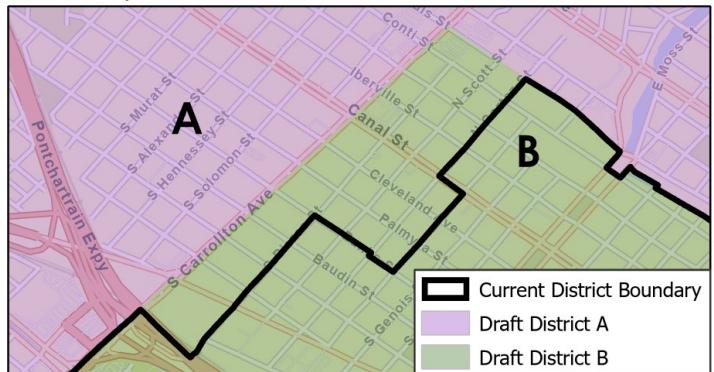
Lakeshore West and East



Lakeshore Dr. to Orleans Canal to Allen Toussaint Blvd

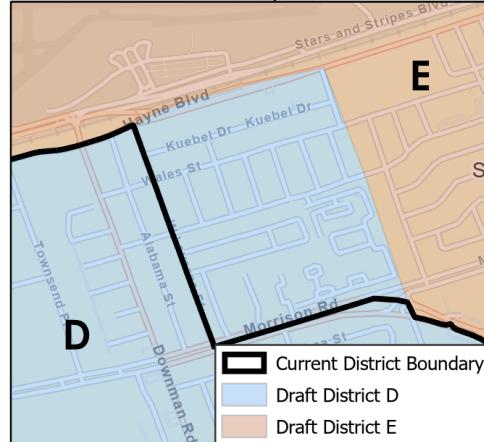
1,805 residents from District D to District A

Mid-City



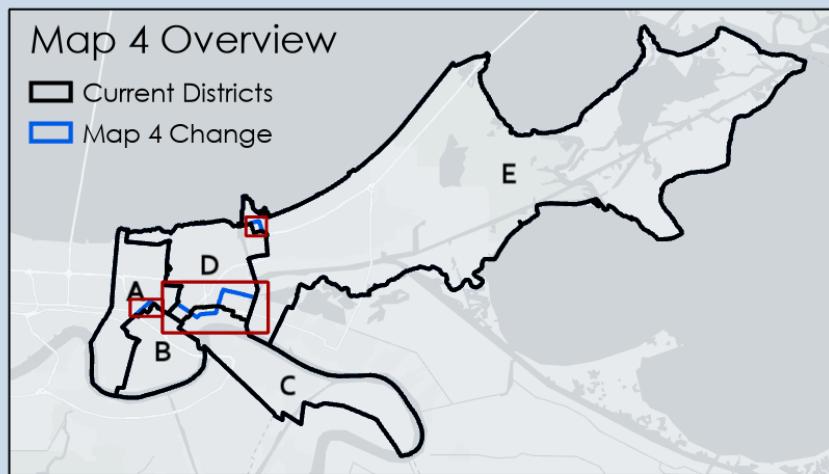
S. Carrollton Ave. to St. Louis St./Lafitte Greenway to N. Cortez St.
1,367 residents from District A to District B

Near Lakefront Airport



Hayne Blvd to Lamb Rd. to Morrison Rd.
2,205 residents from District E to District D

Draft Map 4



Percent Population Deviation - 3.3%

Map 4 Description: This map moves population in two other areas that are the same as Maps 2 and 3: Mid-City area (from A to B) and adjacent to the New Orleans Lakefront Airport (from E to D). This map includes all of the Sixth Ward/Treme/Lafitte, St. Claude and Florida areas in District C. In exchange, all of the Seventh Ward and St. Roch areas are included in District D.

Ideal Population Criterion

Ideal Population	76,799	
Overall Range	3.3%	
< 5.0%	5.0 - 10.0%	> 10.0%

Total Population & Deviation per District

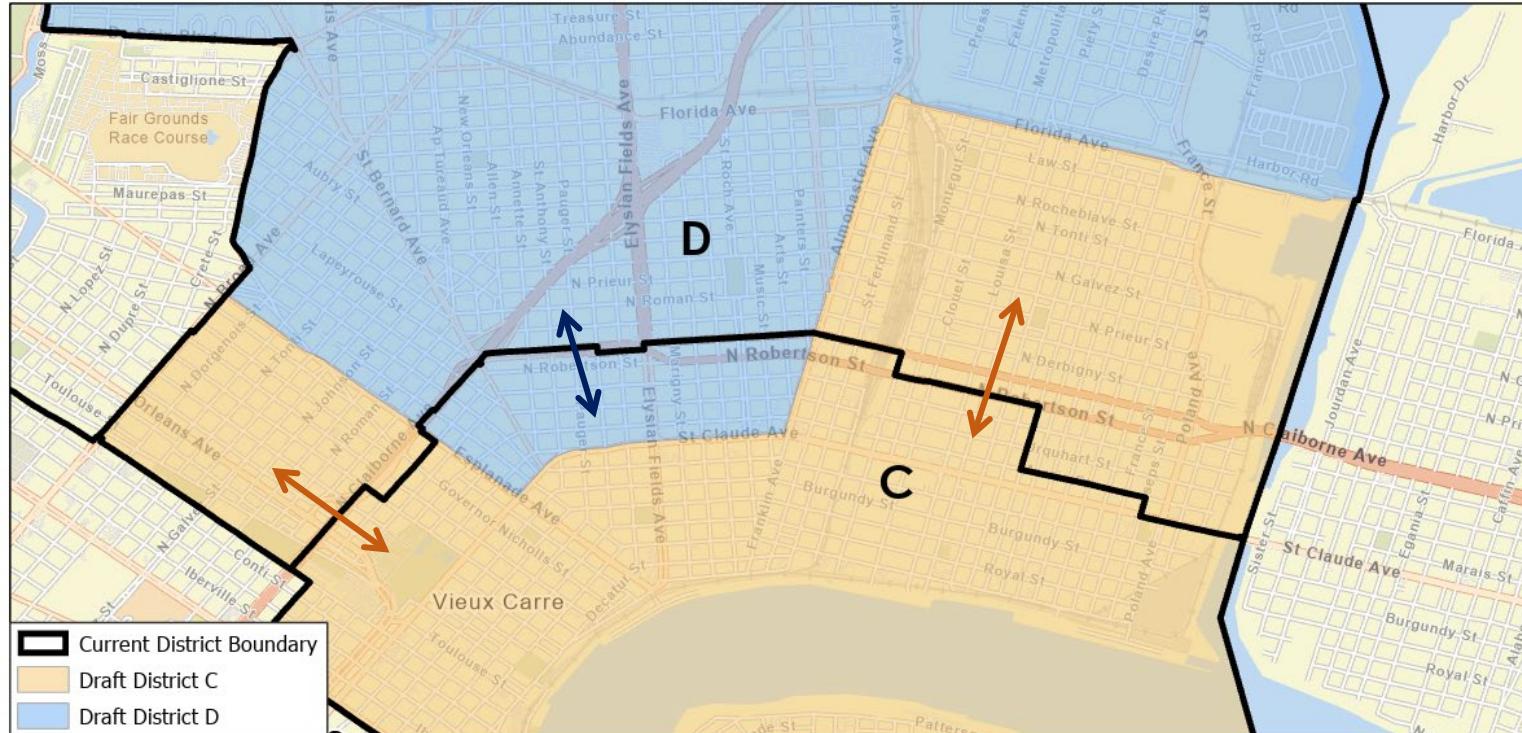
District	Total Population	Over / Under Ideal	Deviation From Ideal
A	76,840	41	0.1%
B	78,098	1,299	1.7%
C	76,778	-21	0.0%
D	75,550	-1,249	-1.6%
E	76,731	-68	-0.1%

Draft Map 4

Different boundary than Maps 1, 2 and 3.

Uses neighborhood boundaries to balance Districts C and D

St. Claude/St. Roch/Treme/Seventh Ward Area



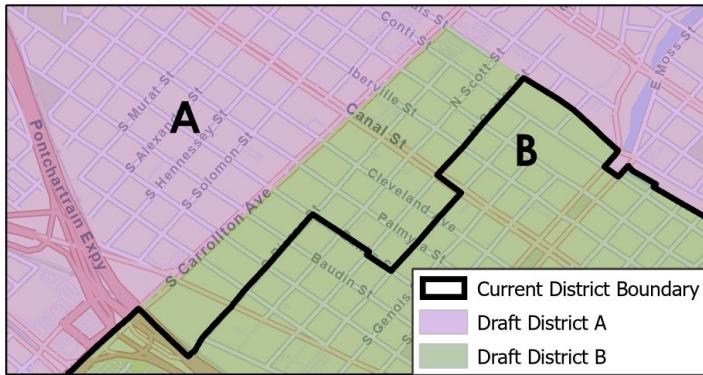
N. Broad St. to Esplanade Ave. to St. Claude Ave. to Almonaster Ave. to Florida Ave.

- 12,140 residents from District D to District C
- 3,480 residents from District C to District D

Draft Map 4

Same areas as Maps 2 and 3

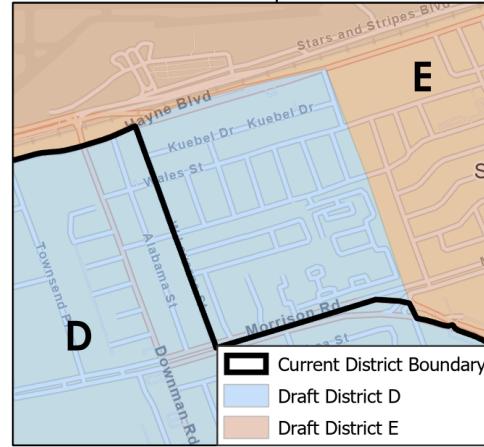
Mid-City



S. Carrollton Ave. to St. Louis St./Lafitte Greenway to N. Cortez St.

1,367 residents from District A to District B

Near Lakefront Airport

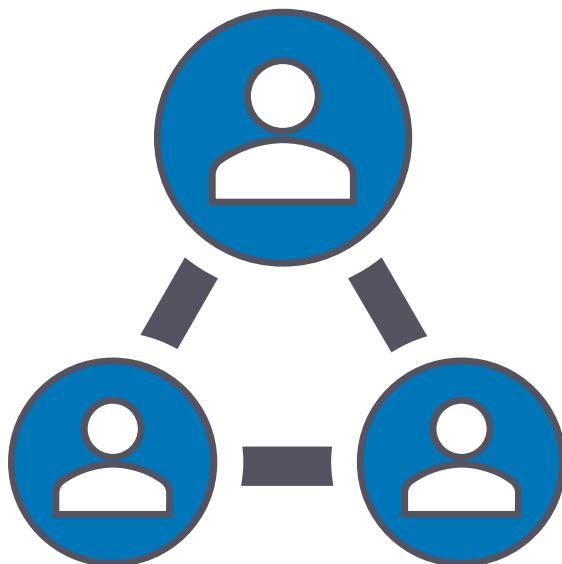


Hayne Blvd to Lamb Rd. to Morrison Rd.

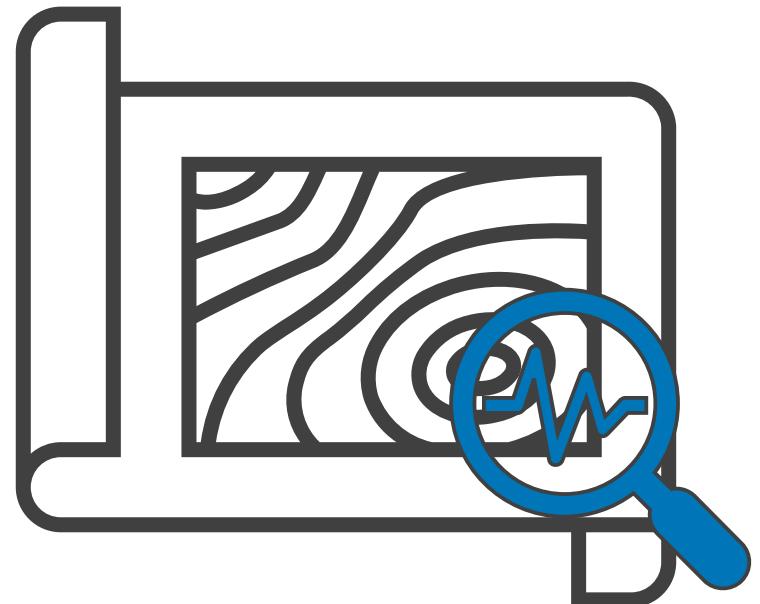
2,205 residents from District E to District D

The Redistricting Process

Outreach & Engagement



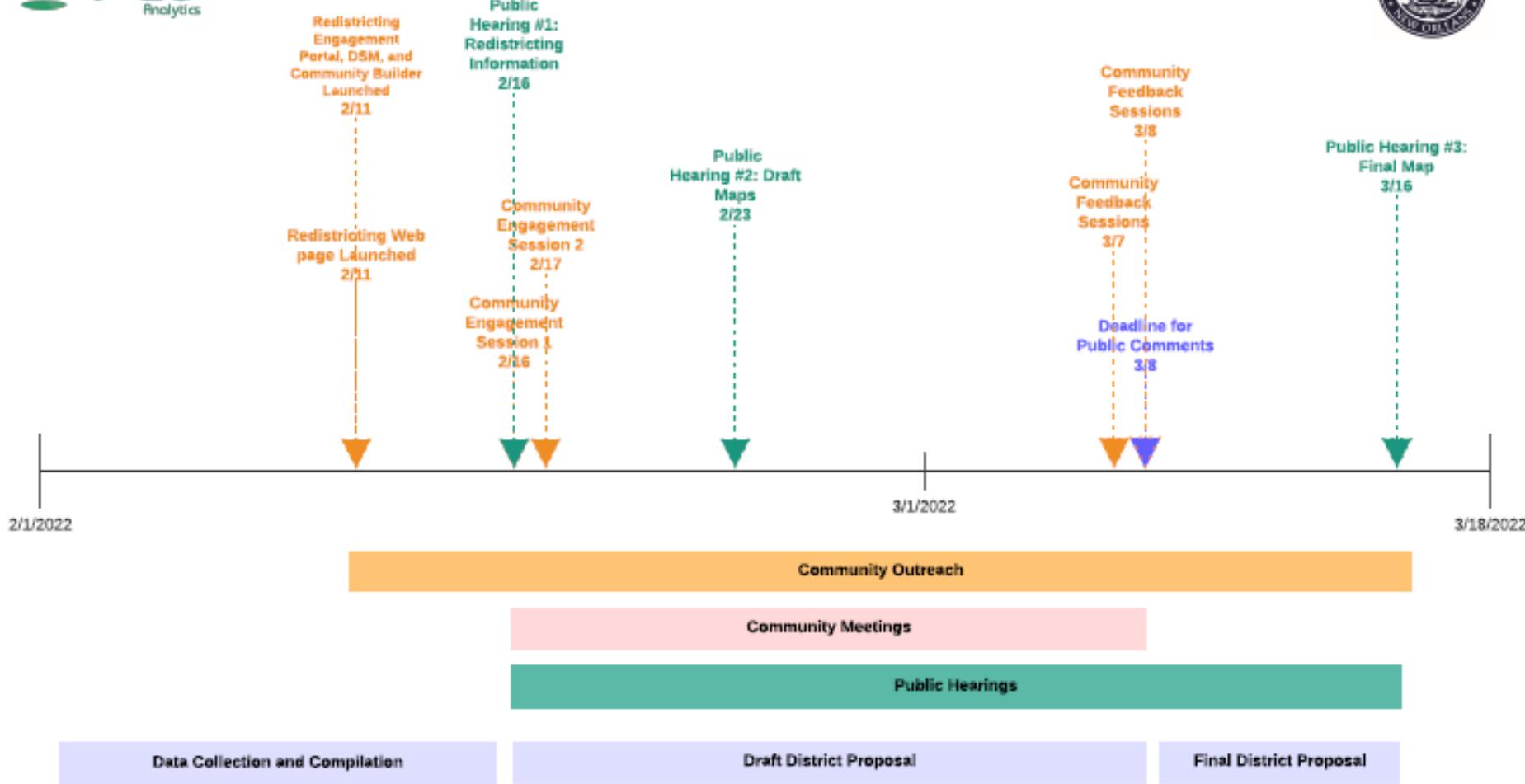
Analysis



Outreach & Engagement

- ✓ Access to dedicated Council web page and Redistricting Engagement Portal.
- ✓ Citywide and district specific virtual information meetings.
- ✓ Online mapping tools that enable community members to easily create and submit their own district boundary maps.
- ✓ Public feedback that will be incorporated into the map analysis and sent to the Council for review and consideration.

New Orleans Redistricting Project Timeline



*Per the City's Home Rule Charter, the redistricting process must be completed by **March 16, 2022**.

Redistricting Engagement Website

<https://council.nola.gov/redistricting/>



The screenshot shows the official website of the New Orleans City Council. At the top, there is a dark blue header with the City of New Orleans logo and a "Select Language" dropdown. The main title "NEW ORLEANS CITY COUNCIL" is prominently displayed in red, with the City Council seal in the center. Below the title is a navigation bar with links for HOME, NEWS, MEETINGS, REDISTRICTING, COUNCILMEMBERS, COMMITTEES, CITY LAWS, and MORE, along with a search icon. The page content area has a light gray background and displays the following text and information:

New Orleans Council Redistricting Process

It's time once again for the New Orleans City Council to ensure that all five council districts are substantially equal in population based on the latest 2020 Census.

To establish a fair and impartial process, the Council has contracted with FLO Analytics, an experienced team of demographers, subject matter experts, and Geographic Information System (GIS) professionals to review all available data and develop draft redistricting maps for public input, and Council consideration and approval.

Upcoming Meetings

February 16, 2022, 10:00am	City Council Virtual Public Hearing #1 - Informational Hearing
February 16, 2022, 5:30pm	Citywide Virtual Informational Meeting #1
February 17, 2022, 5:30pm	Citywide Virtual Informational Meeting #2
February 22, 2022	City Council Virtual Public Hearing #2 - Review Draft Maps
March 16, 2022	City Council Virtual Public Hearing #3 – Approve Final Map

COMMUNITIES OF MUTUAL INTEREST

Preserving Communities

A community of interest is a population that shares common social and economic interests that should be included within a single district for purposes of its effective and fair representation. There are no concrete rules on how to define a community of interest.

Redistricting **should** preserve communities. Which communities depends on public input to the City Council.

	Cities and towns
School districts	
Military installations	Neighborhoods
Census-designated place	Homeowners associations
Utility districts	Geographically concentrated minority populations

Sharing Your Community of Interest

There will be opportunities to tell the City Council about your community

Sharing your “community of interest” testimony at a redistricting meeting is a powerful way of shaping your community’s district maps for the next decade to come.

- Tell us about your community’s shared interests and characteristics
- Tell us where your community is located. What boundaries mark its borders?
- Tell us what makes your community special and important to preserve

We want to hear from you...

To request language accommodations, submit public comments, or learn more about how the process works, please contact us:

Website: <https://council.nola.gov/redisctricting/>

Comment line: (504) 620-0036

Email address: redisctricting@nola.gov

Public Comments must be received by **end-of-day March 8, 2022**, in order to be considered by the Council.

Thank you!