

Quick Look:

This document includes:

Background Information, Terms to Know, Quick Facts and Additional Resources about the House 2012 Redistricting process.

Terms to Know:

Redistricting: is the process of redrawing the state's political boundary lines, based on U.S. census data, to ensure the population is distributed equally among districts.

Voter Tabulation Districts (VTDs): is the generic name for a geographic entity created for the purpose of having elections. The VTDs were created by Florida's 67 Supervisors of Election.

Voting Age Population: Sometimes abbreviated to VAP, this is the number of people over 18 years of age.

OPI Pulse: 2012 Redistricting

Background:

Since 2009, Members and staff of the House Redistricting Committee have engaged in a strategic communication effort designed to reach as many Floridians as possible regarding the state's 2012 redistricting process. The focus was on first educating and then engaging the public. House efforts included the use of both traditional and new media in order to reach Floridians across the state. This call to action resulted in the most interactive and participatory redistricting process in the state's history.

Education:

Staff began to reach out to redistricting stakeholders as early as 2009 with the intent to learn from likely participants how to effectively communicate redistricting concepts and issues. The first priority was to assist stakeholders across the state to ensure an accurate count in the national 2010 Census. Staff offered technical assistance to city and county governments in the development of Florida's voter tabulation districts (VTDs). This was followed by an aggressive communication campaign designed to empower Floridians to take the initiative to be counted which was anchored by the MyFloridCensus.org website. The website served as a point of coordination for the entire state and allowed all Floridians to report homes or neighborhoods missed by the census.

The development of MyFloridaCensus.org and the early coordination and feedback among stakeholders laid the foundation for what would become the House's primary communication tool: www.FloridaRedistricting.org. The House launched the re-branded website in January of 2011. The updated site features historical references on the redistricting process, information on the legal standards required for redistricting, recommendations on how to effectively participate in the process, extensive population data and much more. House staff was mindful of search engine optimization from the outset ensuring that FloridaRedistricting.org appear first in both Google and Bing search engines when the phrase 'Florida Redistricting' is entered. The site averages between 1,000 and 3,000 hits per week.

Staff also worked to create and launch the House's MyDistrictBuilder™ map building software, which was designed to allow users to redraw Florida's political boundary lines in a matter of just a few clicks. The application averages more than 200 individual visitors per day. Visitors to the MyDistrictBuilder™ application and FloridaRedistricting.org also have the benefit of immediate access to the Redistricting Committee YouTube channel. Featuring video tutorials on topics ranging from drawing maps utilizing the MyDistrictBuilder™ application to effectively participating in the redistricting process, the YouTube channel presently boasts more than 6,800 views.

Engagement:

After producing various resources designed to educate Floridians about the redistricting process, Members and staff worked to consistently engage Floridians in the months long redistricting outreach effort. Staff launched Facebook and Twitter pages in addition to a Redistricting blog. Redistricting Committee staff loaded more than 440 posts to the Redistricting Facebook page, averaging seven

Representative John Legg
Speaker pro tempore

Office of Public Information
850.921.7747

PublicInfo@myfloridahouse.gov

Quick Facts:

Congressional Map
Comparison,
2012 vs. 2002

[House Bill 6003](#)

	2012	2002
Whole Counties	41	37
Whole Cities	367	301
Whole VTDs	9,145	8,773
Av. Rep. Per County	1.64	1.79

[House Bill 6005](#)

	2012	2002
Whole Counties	45	37
Whole Cities	372	301
Whole VTDs	9,118	8,773
Av. Rep. Per County	1.61	1.79

[House Bill 6007](#)

	2012	2002
Whole Counties	44	37
Whole Cities	363	301
Whole VTDs	9,130	8,773
Av. Rep. Per County	1.64	1.79

posts per week. In response to those posts, the page's nearly 530 fans created more than 145 separate responses (this does not include "likes" or "shares") offering feedback specific to the redistricting process. The Redistricting Twitter account has amassed close to 800 followers and includes more than 1,700 tweets from committee staff.

The Florida House Redistricting Committee created two blogs for public engagement. The 'Blog and Learn More' blog has received more than 30,000 site visitors and contains more than 70 posts from committee staff with 20 public comments in response to those posts. The 'Public Input' blog has also received more than 30,000 site visitors and includes more than 200 posts by committee staff and nearly 200 posts from the public.

Redistricting Committee staff created an email subscriber option which quickly grew to encompass more than 3,500 subscribers specifically interested in staying involved in the redistricting process. Since 2010, Redistricting staff members have sent out more than 6,300 emails to stakeholders regarding MyDistrictBuilder™, the Redistricting Public Outreach Tour and other issues relating to the process. Stakeholders include representatives of advocacy organizations, city and county commission members, representatives of regional planning councils, school board members, colleges and universities, student government associations and Supervisors of Elections among others.

In June 2011, House and Senate Members kicked-off a 26-city Redistricting Public Outreach tour reaching every region of the state. A total of nearly 5,000 Floridians attended and more than 1,600 attendees offered testimony. Thousands more Floridians participated in the tour using social media and tuned in via the live meeting broadcasts provided by the Florida Channel. In addition to verbal testimony, House Redistricting Committee staff also received more than 300 written comments in conjunction with the tour.

Response:

The 2012 Redistricting public outreach campaign resulted in a record number of public map submissions. In total, the Florida Legislature received 175 redistricting plans from Floridians ranging from middle school students up to senior citizens. In total, more than 6,100 separate districts were drawn. As a comparison, during the 2002 Redistricting process, the Legislature received fewer than ten map submissions.

Following the Legislature's extensive outreach efforts, Redistricting Committee Members and staff focused their attention on applying the public testimony provided to draw the proposed 2012 maps. Several themes came to light from the thousands of public comments that were shared including keeping counties and municipalities whole when possible, which advocates believe will give more voters the chance to elect candidates from their own county increasing their voice in elections. Public input also stressed the need to ensure specific populations, within communities, have a meaningful voice in elections and many participants asked that Members comply with the new standards established by Amendments 5 and 6 of the Florida Constitution.

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House Map Comparison,
2012 vs. 2002

[House Joint Resolution 6009](#)

	2012	2002
Whole Counties	37	21
Whole Cities	327	241
Whole VTDs	8,921	8,259
Av. Rep. Per County	2.67	3.50

[House Joint Resolution 6011](#)

	2012	2002
Whole Counties	37	21
Whole Cities	327	241
Whole VTDs	8,911	8,259
Av. Rep. Per County	2.67	3.50

[House Joint Resolution 6013](#)

	2012	2002
Whole Counties	37	21
Whole Cities	320	241
Whole VTDs	8,920	8,259
Av. Rep. Per County	2.73	3.50

Senate Map Comparison,
2012 vs. 2002

[House Joint Resolution 6001](#)

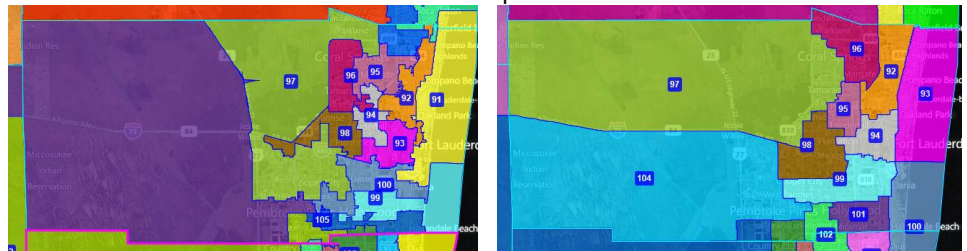
	2012	2002
Whole Counties	36	22
Whole Cities	333	285
Whole VTDs	9,064	8,685
Av. Rep. Per County	1.83	2.25

The result is multiple map options that meet the legal standards set in state and federal law and are far more compact than maps drawn in 2002. For example, three proposed versions of maps that align Osceola County with parts of Orange County would give an opportunity for Hispanics in Central Florida to have a more meaningful voice in elections in a compact district. In South Florida, the new maps preserve majority-minority seats, as required by the federal Voting Rights Act and utilize municipal boundary lines to make the current Hispanic districts more compact.

The following images further illustrate the influence of public input in the proposed House and Congressional maps:

Broward County

Greater compactness:

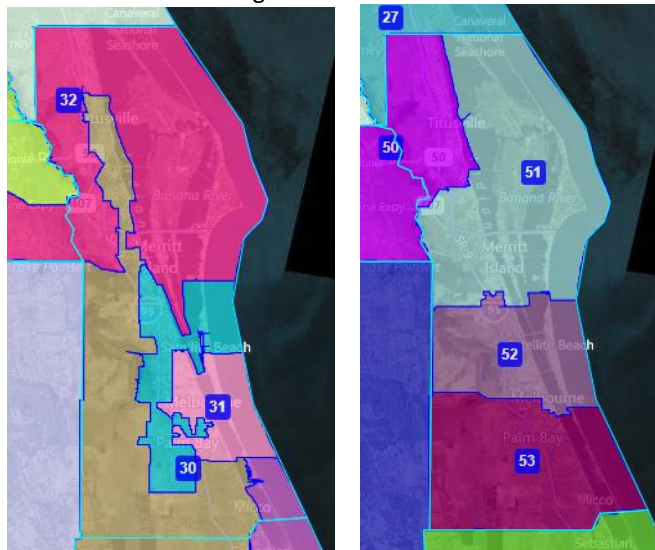


2002 House Map

Proposed 2012 House Map

Brevard County

Compactness while maintaining three whole districts within Brevard County:



2002 House Map

Proposed 2012 House Map

Representative John Legg
Speaker pro tempore

Office of Public Information

850.921.7747

PublicInfo@myfloridahouse.gov

Florida Redistricting References:

[Timelines & Deadlines](#)

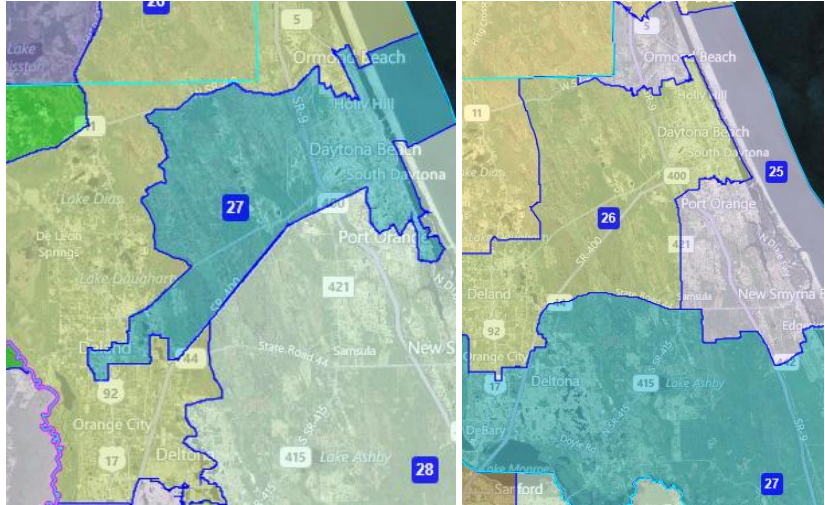
[Redistricting: By the Numbers](#)

[Guidance for Public Participation](#)

[Concepts & Terminology](#)

Deltona and Deland

Keeps municipalities of Deltona and Deland whole:

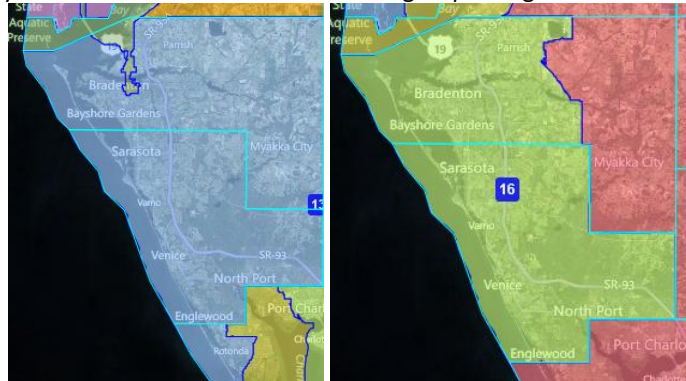


2002 House Map

Proposed 2012 House Map

Sarasota and Manatee

Testimony called for these two counties to be grouped together which is achieved:

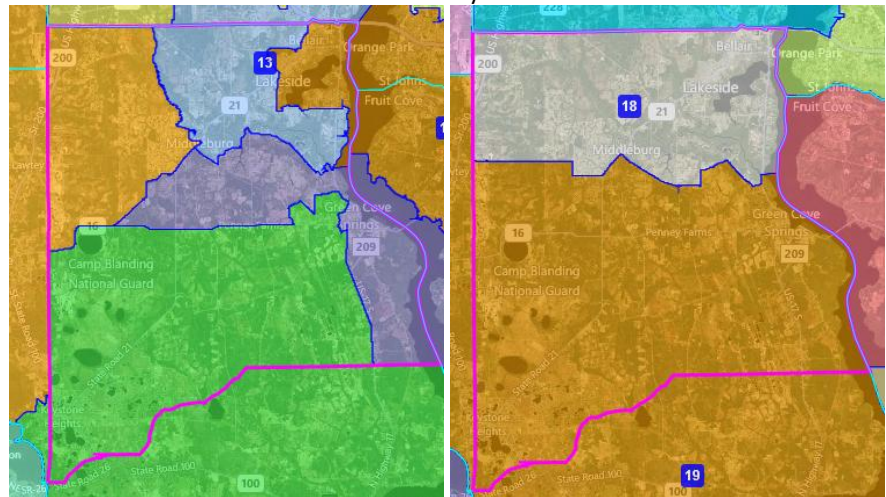


2002 Congressional

Proposed 2012 Congressional

Clay County

Demonstrates emphasis to allow Clay County to have a representation from within the county:



2002 House Map

Proposed 2012 House Map

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Additional Resources:

[House Redistricting Bills and Amendments](#)

[House Redistricting Committee](#)

[Congressional Redistricting Subcommittee](#)

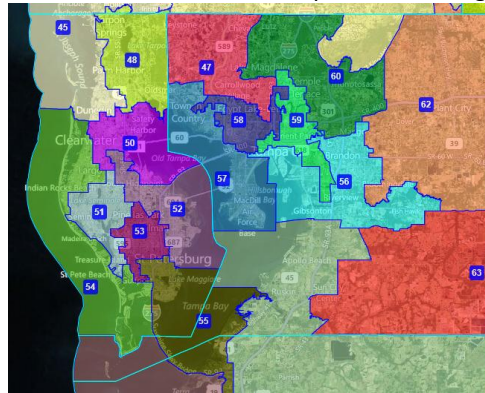
[House Redistricting Subcommittee](#)

[Senate Redistricting Subcommittee](#)

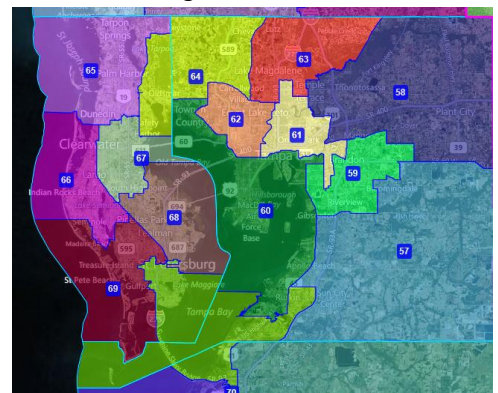
[FloridaRedistricting.org](#)

Tampa Bay Area

Compactness throughout the entire region:



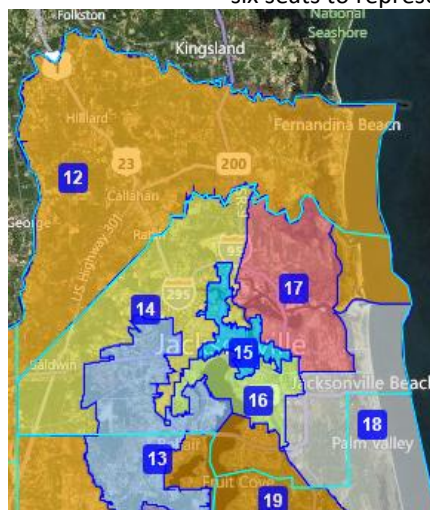
2002 House Map



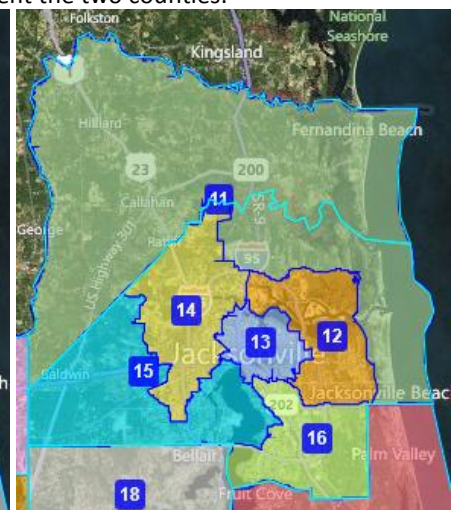
Proposed 2012 House Map

Duval and Nassau

The number of residents in the region allows for six seats. The Proposed 2012 map creates six seats to represent the two counties:



2002 House Map



Proposed 2012 House Map

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