Using GIS to Increase Civic Engagement in San Diego's Asian Community

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About the Presenters

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About APAC

Mission:
"...is to cultivate civic engagement to forward the voices of San Diego’s Asian Pacific American community."

apacsd.org
About San Diego

- Coastal community – 70 miles of coastline
- Military town – 2nd largest Navy base
- Border town – World’s busiest crossing
- Pacific Rim City – Among largest GDP

- Unique location drives our culture, economy, demographics
About the City of San Diego - Demographics

- 1.3 million people
  - 2nd largest in California
  - 8th largest in U.S.

- Demographics
  - 45% White, 29% Latino, 18% Asian, 7% Black
  - Foreign-born (10th), LGBT (6th)
San Diego Political Landscape

- 8 Council Districts
- District elections
- Minority groups mobilized in 70s-80s
- City Council reps go on to state and national positions

LGBT
Black
Latino
San Diego demographics 2010 - In the news......

More Asians Than Expected in North SD
BY: KEEGAN KYLE | APRIL 11, 2011 |

Fact Check: San Diego’s Asian Boom
BY: KEEGAN KYLE | SEPTEMBER 1, 2011 | 0 COMMENTS

Asian population nearly doubled
By Elizabeth Aguilera | Noon March 21, 2012

Asians underrepresented among San Diego voters
By Dave Rice, October 12, 2012

San Diego: Asian American Boomtown?
(Updated Tuesday, Apr 1, 2008, 04:56:50 PM)
San Diego doesn't have much of an Asian American history. That could be one reason it may have the brightest future of any Asian American city. Between 1992 and 2002 the area's Asian
Using GIS to analyze population and business growth areas
Old Council District Map

New Council District Map
Results - 2014

50 years in the making: Asian-American could join San Diego City Council

BY: Hoa Quach
POSTED: 11:05 AM, Mar 12, 2014
UPDATED: 8:35 AM, Mar 13, 2014

"District 6 race will produce first Asian-Pacific Islander city council member in over 50 years."

New district lines change landscape in City Council District 6 election

API population in District 6 more than 30 percent
March 2013 - San Diego City Council District 4 Special Election

• Low Voter Turnout Election
• Asian Candidates
• Large Asian Population in the District
Get-Out-The-Vote - Techniques

- Robocalls
- Volunteer Phone Banking
- Voter Mail
- Door-to-Door Canvassing
- Door Hanger Distribution
- Television Ads
- Street Signs/Posters
Voter Turnout by Precinct, 2009 Statewide Special Election
Total Asian Population, Census 2010
Asian Voters by Precinct, January 2013

44% Asian
Walkable, Compact & Moderately Level
Organizing Walk Lists Efficiently
Door Hanger Distribution
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Asian Voter Turnout in Precinct</td>
<td>22.1%</td>
</tr>
<tr>
<td>Non-Asian Voter Turnout in Precinct</td>
<td>18.2%</td>
</tr>
<tr>
<td>Asian Voter Turnout District-wide</td>
<td>18.9%</td>
</tr>
<tr>
<td>Non-Asian Voter Turnout District-wide</td>
<td>20.1%</td>
</tr>
</tbody>
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Applications

• District 6 June 2014 Election
• November 2014 and 2016 Election Cycles
• Other Communities
• Phone App Project
Questions?