

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

Vince Vasquez & Tim Nguyen



About the Presenters

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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



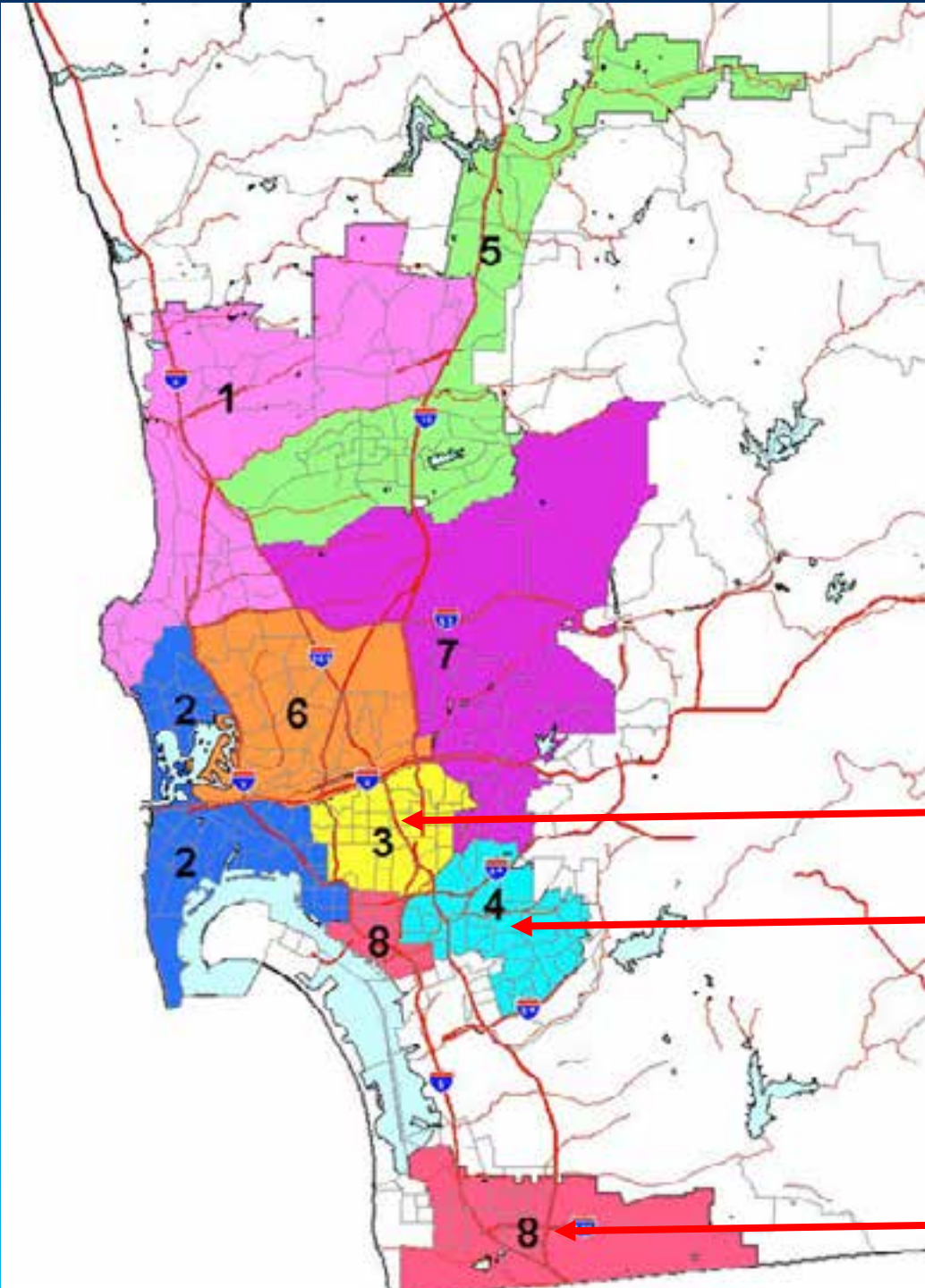
About the City of San Diego - Demographics

- **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



LOCAL TOPICS | IMMIGRATION

Asian population nearly doubled

By Elizabeth Aguilera | 10:58 AM MARCH 21, 2012



NEWS TICKER

Asians underrepresented among San Diego voters

By Dave Rice, October 12, 2012

San Diego: Asian American Boomtown?

(Updated Tuesday, Apr 1, 2008, 04:58:58 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.

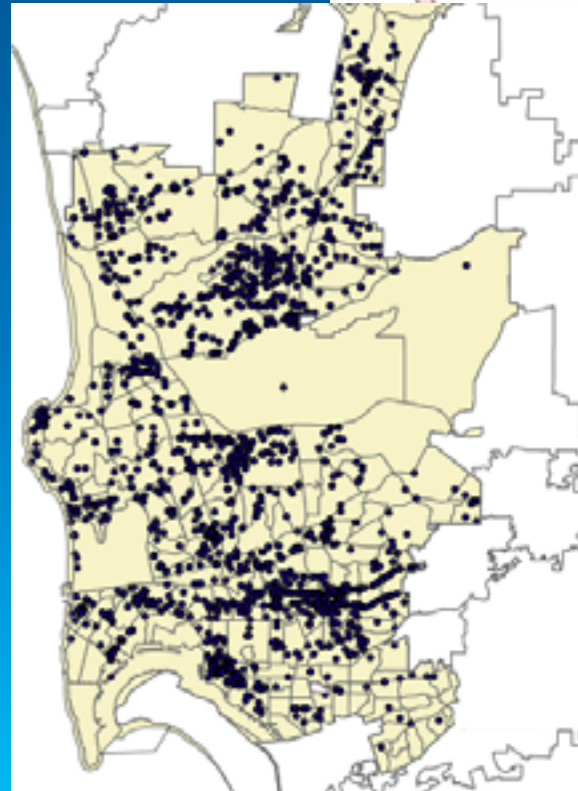
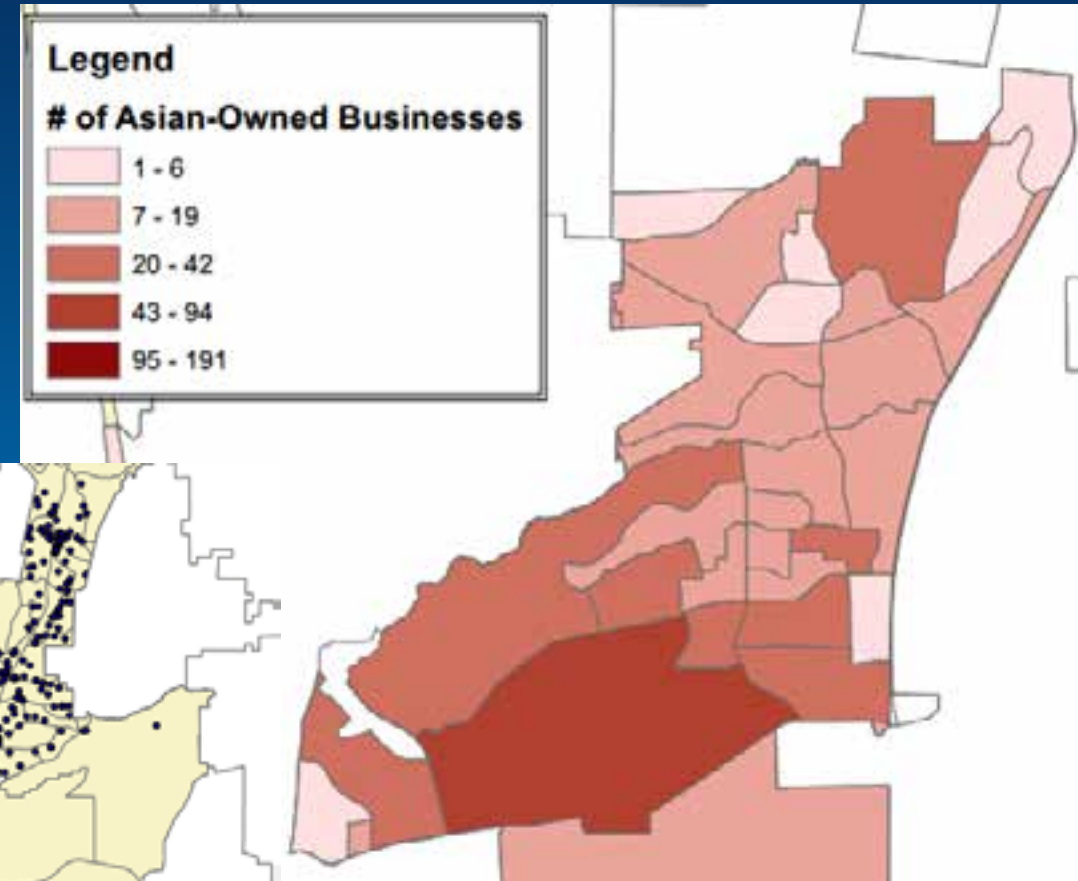
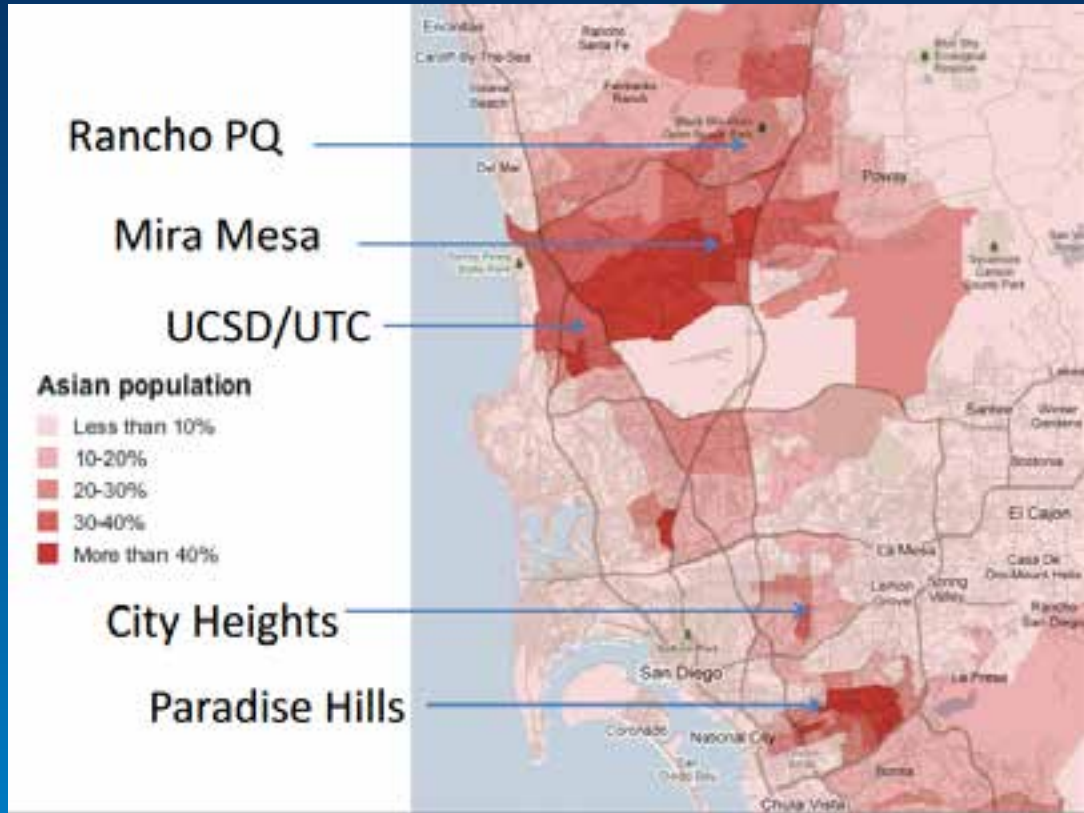
Between 1992 and 2002 the area's Asian



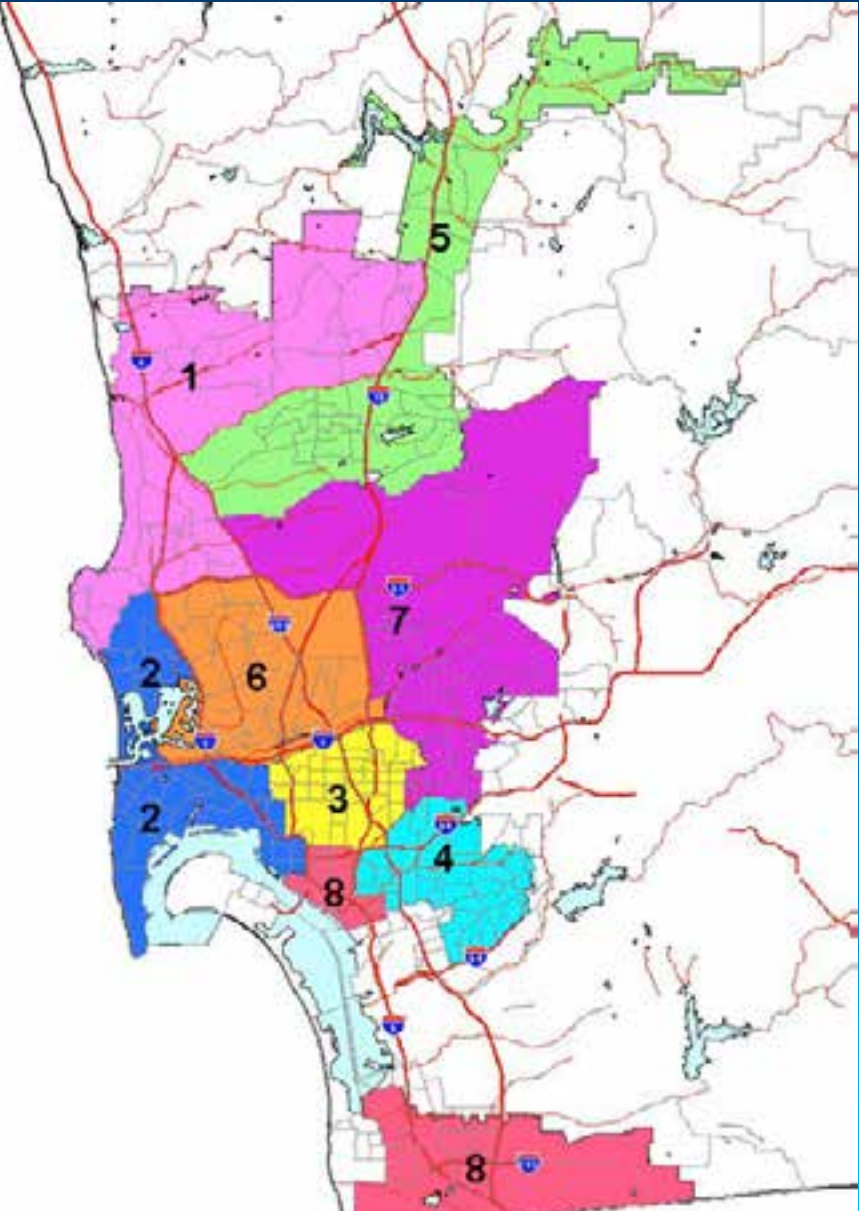
Leading the Growing Asian American Population in SD

Jan 11, 2013

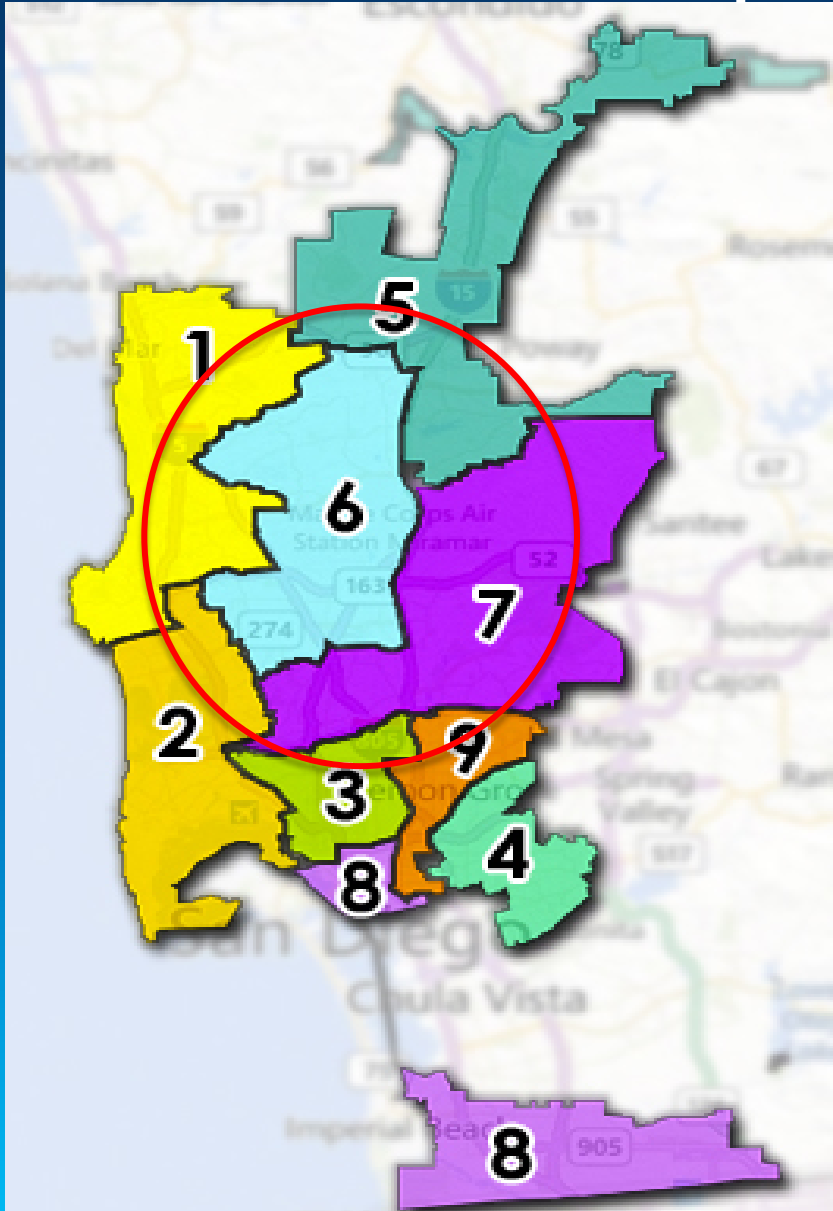
Using GIS to analyze population and business growth areas



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

VOTE *for*
**BARACK
OBAMA**
FOR PRESIDENT

**TUESDAY,
MARCH 4th!**
POLLS OPEN FROM 6:30AM - 7:30PM
FOR INFORMATION, CALL 1-866-675-2008

YOUR POLLING LOCATION IS:
[Blank space for address]

**POLLS OPEN FROM
6:30 AM - 7:30 PM**

BE SURE TO TAKE **ONE** OF THE
FOLLOWING WITH YOU TO VOTE.

ONE OF THE FOLLOWING WITH YOUR ADDRESS:

- ID PHOTO
- PHOTO ID
- PASSPORT
- DRIVER LICENSE

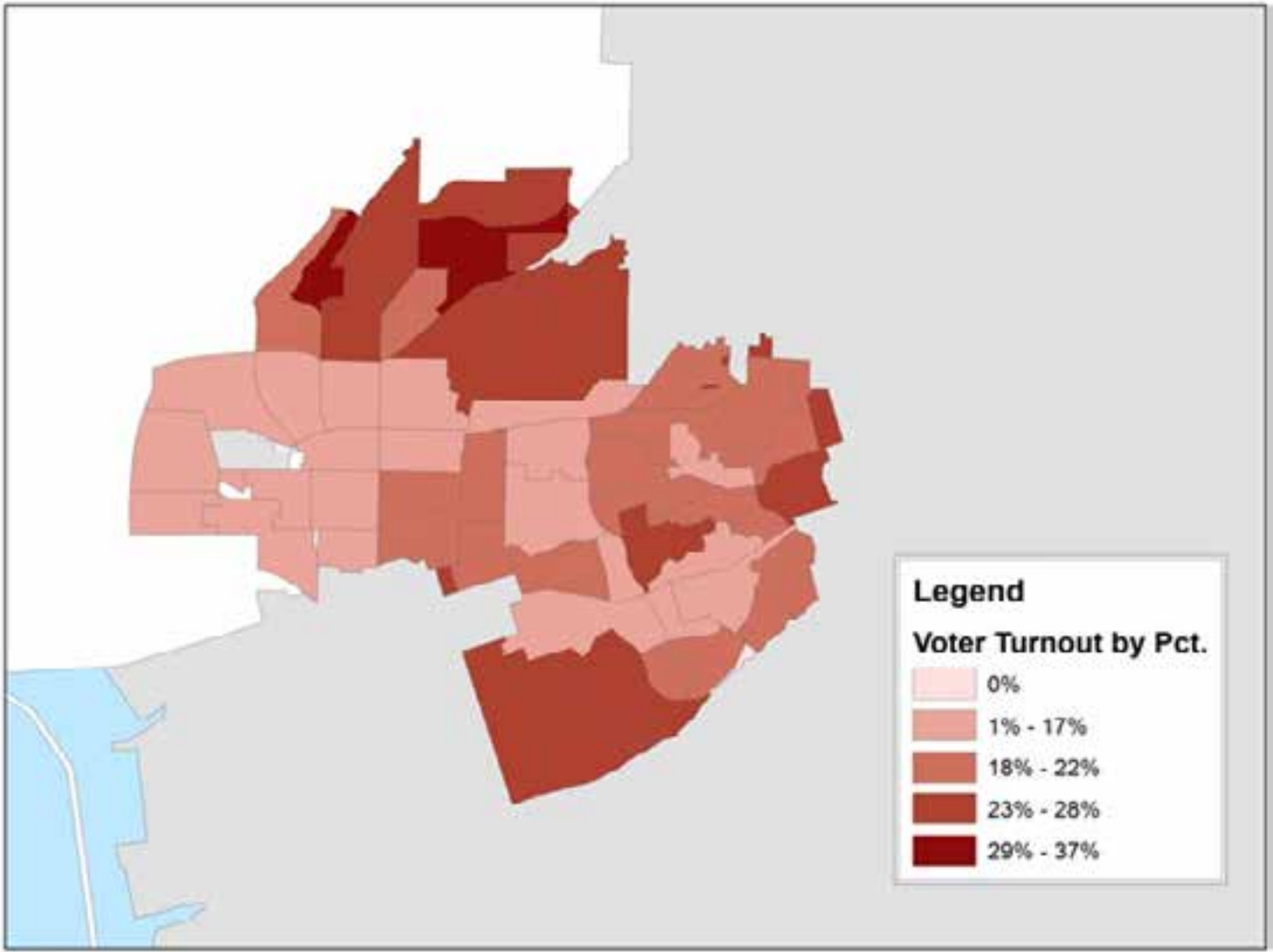
IF YOU ARE IN LINE AT THE POLL AT 7:30 PM,
YOU WILL HAVE THE RIGHT TO VOTE.

REPUBLICANS AND INDEPENDENTS CAN
VOTE IN THE DEMOCRATIC PRIMARY.

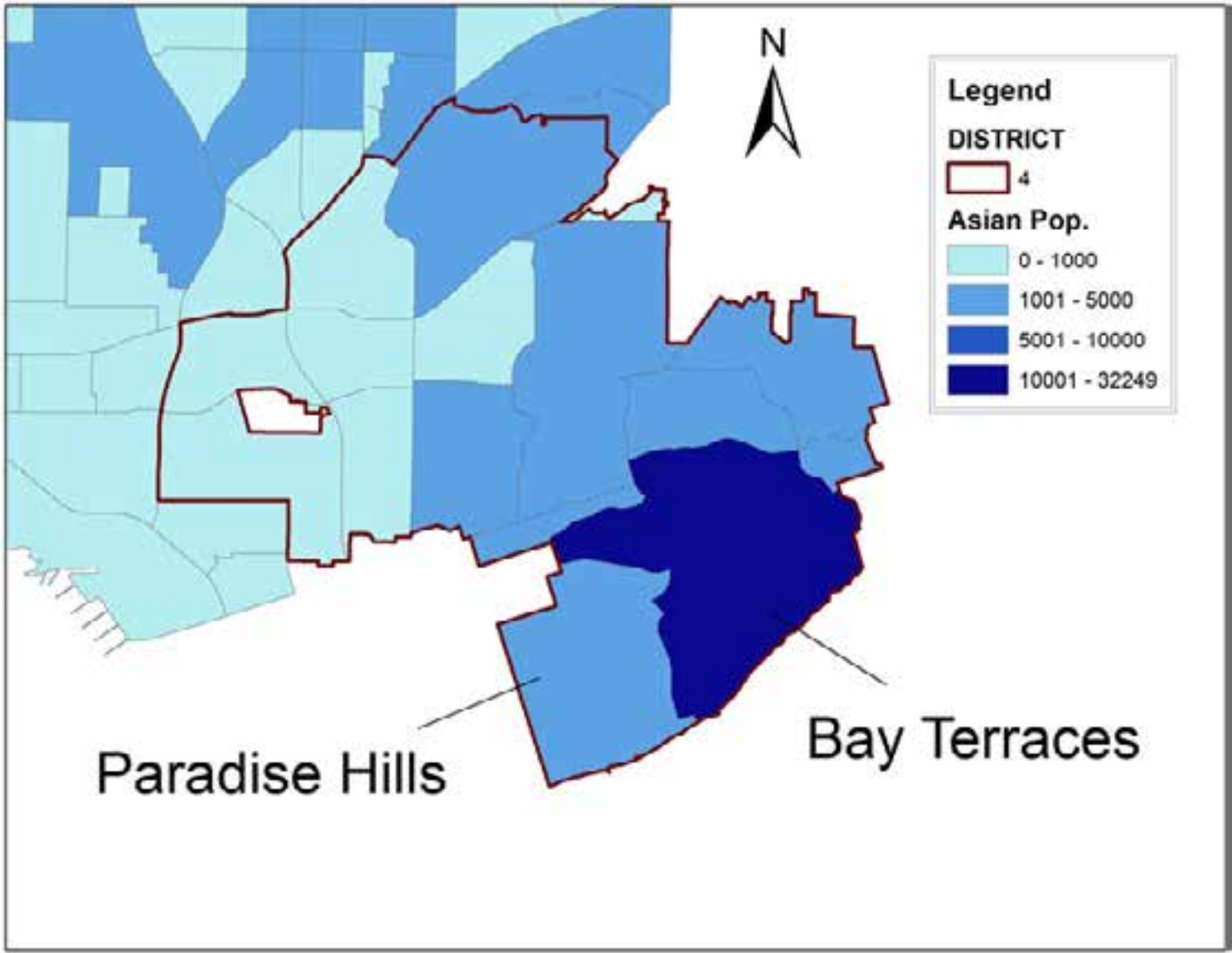
**QUESTIONS
OR ISSUES AT THE POLL?**
CALL 1-866-675-2008
OR VISIT OBAMA.BARACKOBAMA.COM

OBAMA '08
FOR THE PEOPLE BY BARACK FOR AMERICA

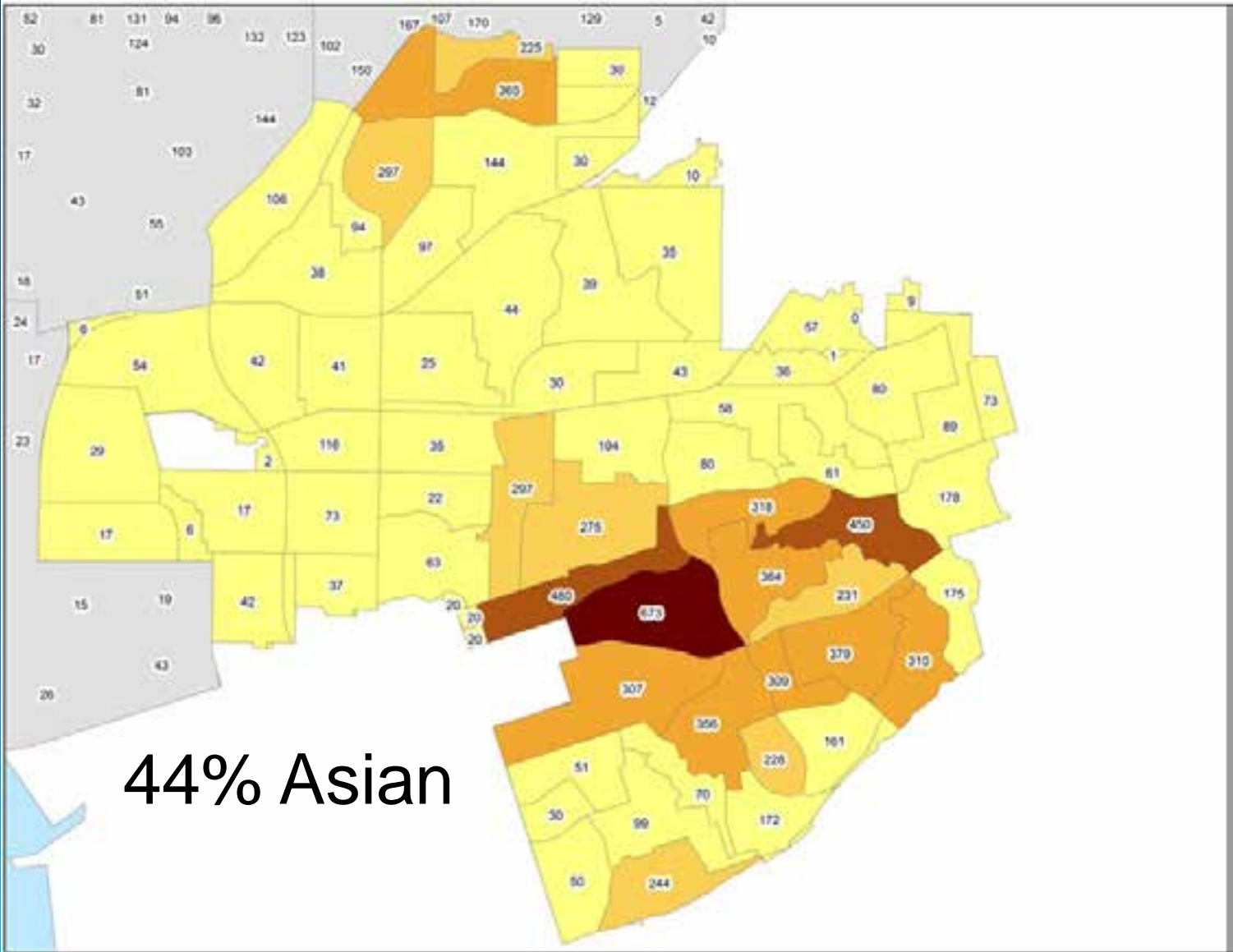
Voter Turnout by Precinct, 2009 Statewide Special Election



Total Asian Population, Census 2010



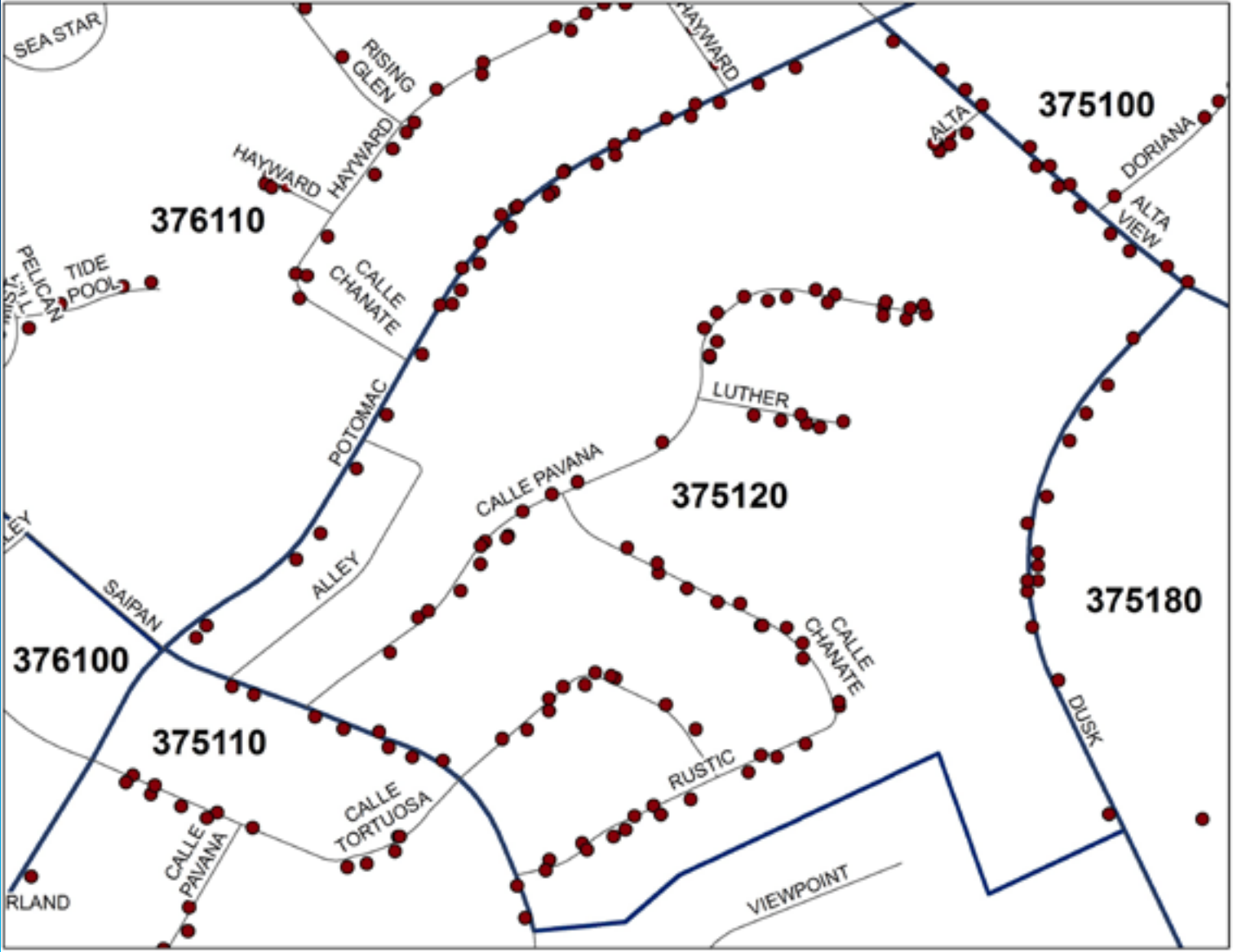
Asian Voters by Precinct, January 2013



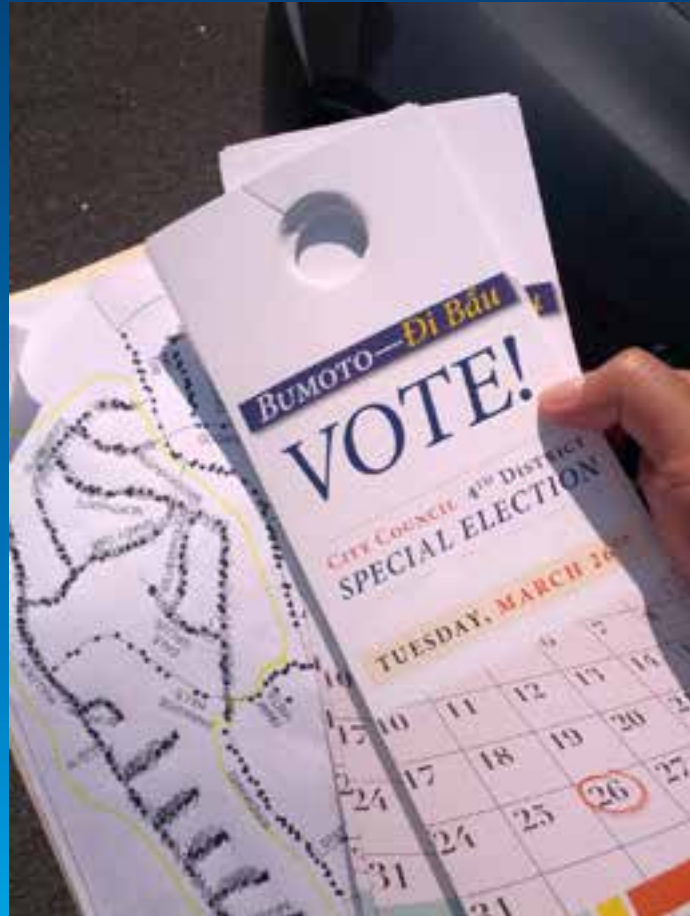
Walkable, Compact & Moderately Level



Organizing Walk Lists Efficiently



Door Hanger Distribution



Get-Out-The-Vote Results

Asian Voter Turnout in Precinct	22.1%
Non-Asian Voter Turnout in Precinct	18.2%
Asian Voter Turnout District-wide	18.9%
Non-Asian Voter Turnout District-wide	20.1%

Applications

- **District 6 June 2014 Election**
- **November 2014 and 2016 Election Cycles**
- **Other Communities**
- **Phone App Project**

Questions?