

# Trustee Area Stakeholder Engagement

October 13, 2021



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# Objectives Tonight

1. Brief overview of CVRA stakeholder engagement & what is required by law
2. Actions NUSD has taken to go above and beyond & Key Data Points
3. Update on Census Data
4. Next Steps



# CVRA Stakeholder Engagement - What Is Required By Law

- Adopt an Intent Resolution**  
January 20, 2021 Regular Board Meeting
- 2 "pre-map" public hearings**  
August 4, 2021 Regular Board Meeting  
September 1, 2021 Regular Board Meeting
- 2 "map consideration" hearings**  
October 27, 2021 Regular Board Meeting  
November 17, 2021 Regular Board Meeting
- 1 "map adoption" hearing**  
December 14, 2021 Regular Board Meeting
- County Committee Review**  
January/February 2022
- Election or Waiver from State Board of Education**  
Removed from timeline/no longer needed due to the passage of SB 442

These 6 open session meetings allow time for public comment



# CVRA Stakeholder Engagement

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NUSD Board meetings are livestreamed and recorded at the direction of the Board of Trustees.

Recordings are available for viewing on the District's website the day after each board meeting at <https://natomasunified.org/board-of-trustees/videos/>

Livestream views and recorded meetings views are monitored and noted on the dedicated webpage

# Actions NUSD Has Taken to Go Above & Beyond

## 3 Community Surveys

July 14  
July 26  
September 24

## 7 Targeted Engagement Meetings for Key Stakeholders

August 5 - 31

## Developed a Dedicated Webpage & Email Address

**Webpage:** <https://natomasunified.org/board-of-trustees/transition-to-by-trustee-area-elections/>

**Email:** [trusteeareas@natomasunified.org](mailto:trusteeareas@natomasunified.org)

# Key Data Points

*All surveys were made available in both english and spanish, and sent to all NUSD households, key stakeholders, secondary students, posted on our district website, and advertised on social media*

## 3 Community Surveys

### July 14 Survey

- Purpose to gather initial input on this transition
- 173 total responses
- 83.5% of responses indicated that Trustee areas were of medium importance to very important
- 57.3% of responses indicated that this is important or very important

### July 26 Survey

- Purpose to gather input about the possibility of NUSD seeking a waiver from the State Board of Education
- 2,419 total responses
- 78.7% of responses indicated they wanted the district to seek a waiver, as opposed to having a special election

### September 24 Survey

- Purpose to gather additional input prior to the 'map consideration' hearings
- 260 total responses
- 80% of responses indicated support for a transition to Trustee-areas & almost half were aware of the upcoming 'map consideration' hearings

# Key Data Points

*Targeted engagement meetings were held both in-person and virtually and allowed key stakeholders an opportunity to directly ask staff questions / give recommendations*

## 7 Targeted Engagement Meetings for Key Stakeholders

### **August 16 - NTA**

- 4 in attendance

### **August 16 - CSEA**

- 5 in attendance

### **August 16 - Charter Leaders**

- 3 in attendance

### **August 19 - DELAC**

- 25 in attendance

### **August 23 - Community Advisory Council (CAC)**

- 7 in attendance

### **August 25 - Superintendent's Parent Advisory Council**

- 24 in attendance

### **August 25 - Natomas Chamber of Commerce & Natomas Schools Foundation**

- 14 in attendance

*Note: Attendance numbers do not include any staff members leading the engagement efforts*

# Key Data Points

## Developed a Dedicated Webpage & Email Address

### Dedicated Webpage

- Launched August 9, 2021
- 903 page views to date
- Advertised at stakeholder engagement events, via email, on eFlyers & paper flyers, and in various district newsletters
- Updated as needed or in response to community feedback (i.e. added a map of NUSDs boundaries)

### Dedicated Email Address

- Created on August 9, 2021
- Utilized 4x to date
- Advertised at stakeholder engagement events, via email, on eFlyers & paper flyers, and in various district newsletters



# Update on Census Data

The census data is in

Based on data provided by a demographer for 2010 and 2020, the tables to the right show how Natomas has changed in 10 years

	Total Population		
Population	2010	2020	Difference
Hispanic/Latino	23.78%	23.30%	-0.48%
White	34.37%	26.80%	-7.57%
Black/African American	15.01%	15.30%	0.29%
American Indian/Alaska Native	0.45%	0.40%	-0.05%
Asian	19.53%	25.20%	5.67%
Native Hawaiian/Pacific Islander	1.01%	1.20%	0.19%
Other	5.52%	0.80%	-4.72%
2 or More Races	0.32%	6.90%	6.58%
	Age 18 and over		
Population	2010	2020	Difference
Hispanic/Latino	20.97%	21.30%	0.33%
White	38.60%	29.70%	-8.90%
Black/African American	14.46%	15.20%	0.74%
American Indian/Alaska Native	0.49%	0.40%	-0.09%
Asian	20.22%	25.90%	5.68%
Native Hawaiian/Pacific Islander	1.00%	1.20%	0.20%
Other	3.98%	0.80%	-3.18%
2 or More Races	0.28%	5.50%	5.22%



Comparison of the Natomas Population (as presented on the previous slide) and NUSD student enrollment data from 2020-21

	Natomas Population (2020 Census Data)	NUSD Enrollment (2020-2021)
Population	%	%
Hispanic/Latino	23.3%	32%
White	26.8%	16%
Black / African American	15.3%	16.3%
American Indian/ Alaska Native	0.4%	0.5%
Asian	25.2%	17.6%
Native Hawaiian/ Pacific Islander	1.2%	1.6%
Other	0.8%	5%
Two or More Races	6.9%	11%
<b>Total</b>	<b>100%</b>	<b>100%</b>

# Next Steps

- **Continue to advertise the opportunities for public input at the 'map consideration' and 'map adoption' hearings via:**
  - Virtual & paper flyers sent home in student backpacks & placed throughout the Natomas community
  - Direct communications to NUSD families & key stakeholders
  - Our *Spotlight* newsletter, which goes to over 11,000 Natomas residents
  - Paid advertising with various media sources
  - NUSD's dedicated webpage
- **October 20** - Draft Maps Available for Public Viewing
- **October 27** - 'Map consideration' hearing #1

# QUESTIONS