

# “Census Data, Mapping Technology, and the Implications of Population Growth on San Jose’s 2011 Redistricting Process”

Presented by:  
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City of San Jose  
February 7, 2011

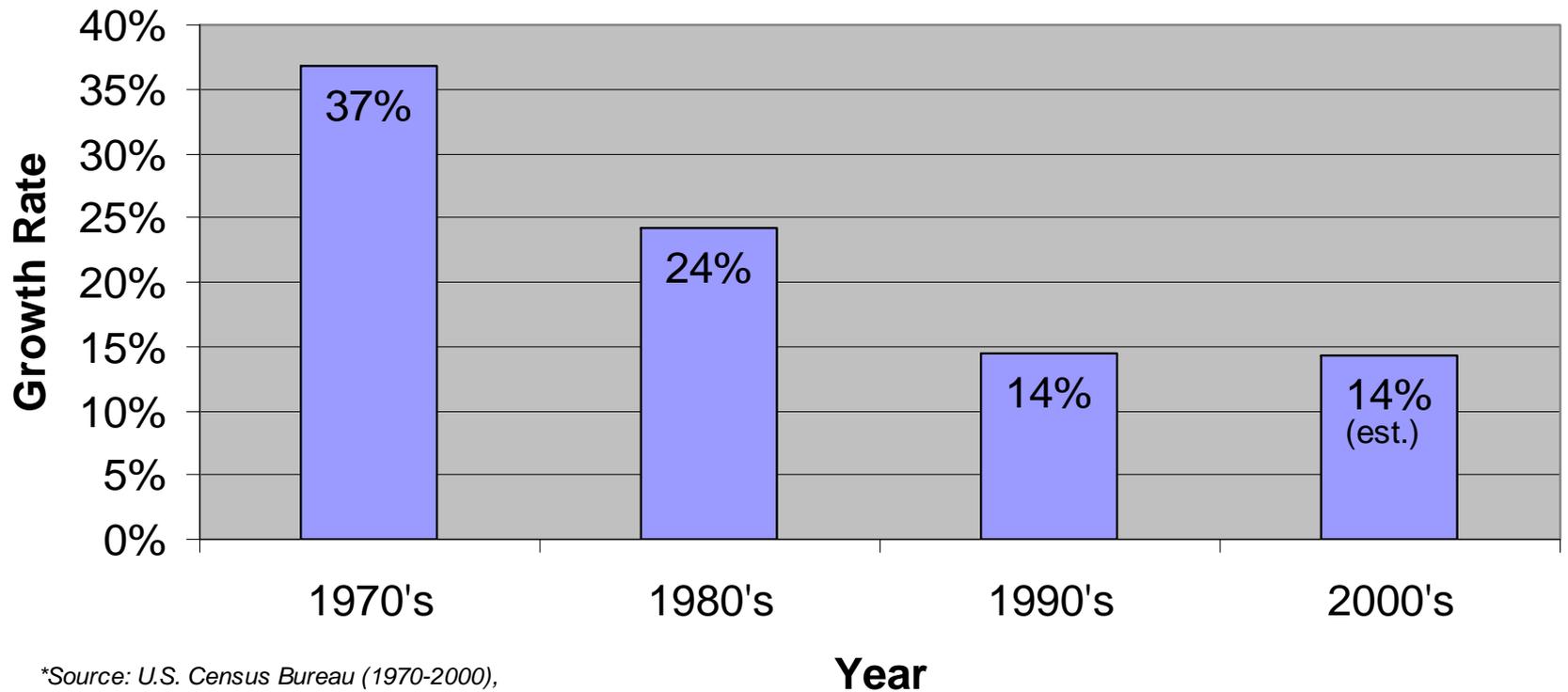
# Census 2010 Count Success

- In March 2010, over 130 million homes across the U.S. received mailed census questionnaires.
- From May-July 2010, 1.2 million census workers visited 47 million homes, making up to six non-response follow-up attempts.
- Santa Clara County achieved 2<sup>nd</sup> highest mailed questionnaire response rate in California (75%).
- City of San Jose achieved similarly high 74% mail response rate (the same as in Census 2000).

# Population Figures

- Will San Jose surpass 1,000,000 residents?  
(It should be close...)
- Regardless, the Council District mean population across 10 districts will be roughly 100,000 persons.
- Using this figure, a 10% range of population variation would yield between 95,000 and 105,000 persons in each Council District.

# City of San Jose Population Growth Rate by Decade, 1970-2010\*

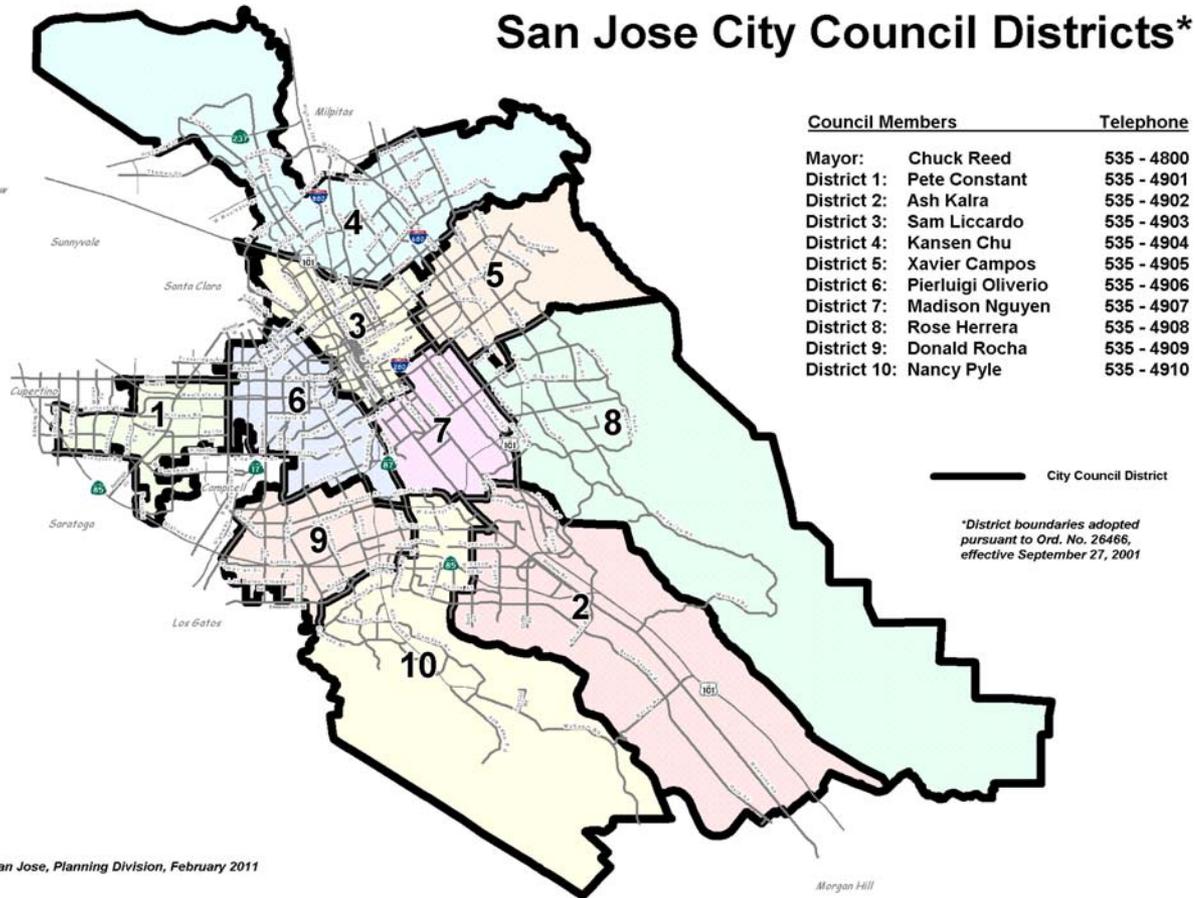


\*Source: U.S. Census Bureau (1970-2000),  
Calif. Dept. of Finance (2010)

# Key Components of Population Growth

- Residents occupying new housing  
(~65% of population growth)
- More residents occupying existing housing—i.e.,  
more persons per household  
(~25% of population growth)
- New residents from annexation of County  
pockets (~10% of population growth)

# City Council Districts Map

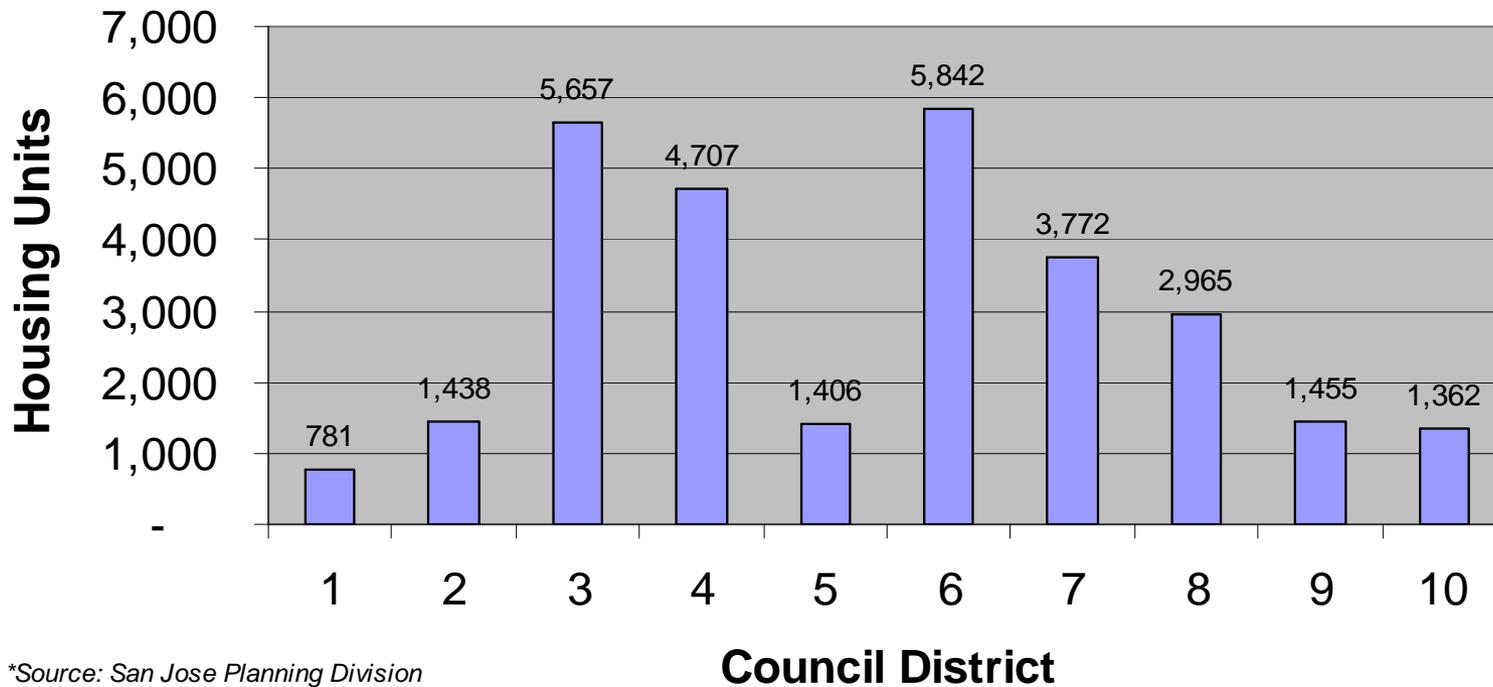


Scale: 1 inch = 2.5 miles



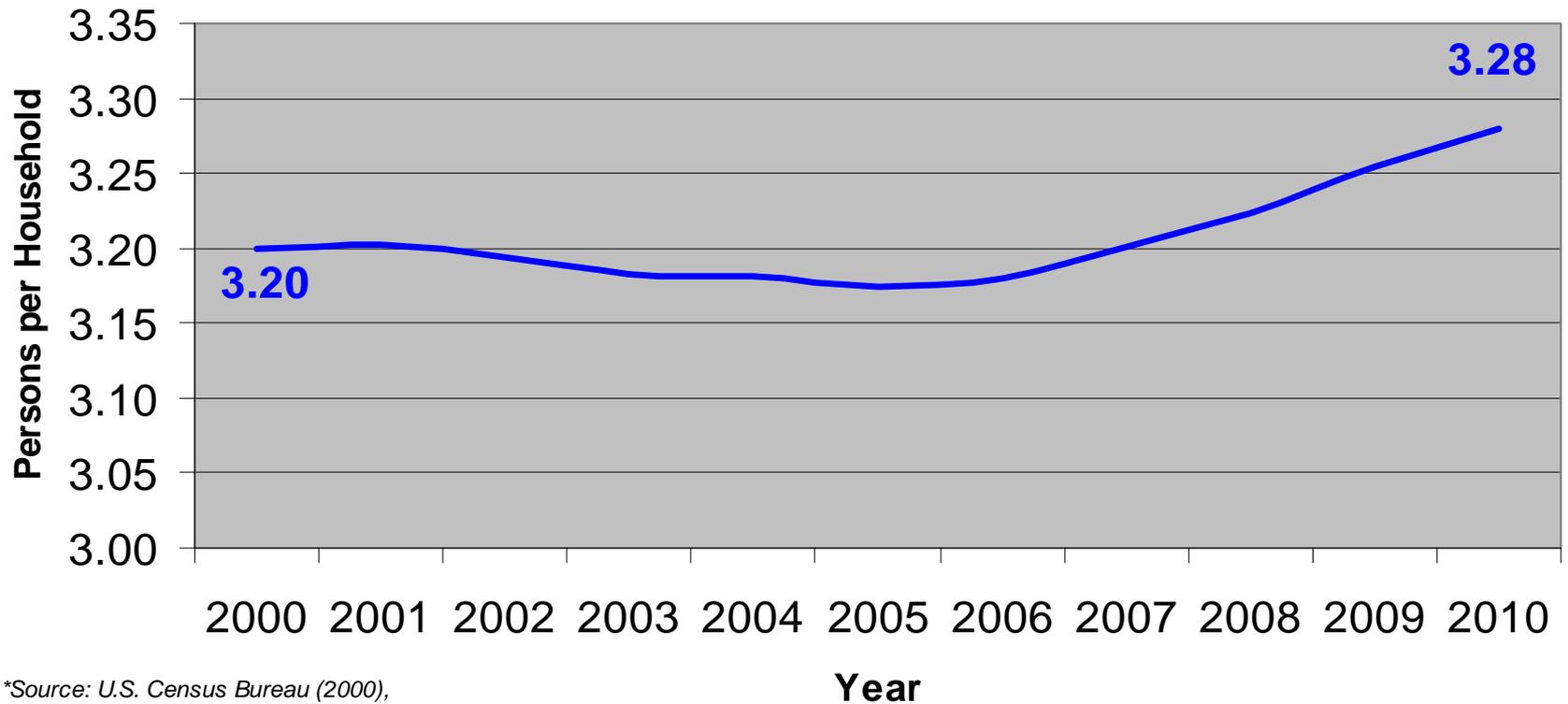
Map Prepared by: City of San Jose, Planning Division, February 2011

# City of San Jose New Housing Issued Building Permits by Council District, 2000-2010\*



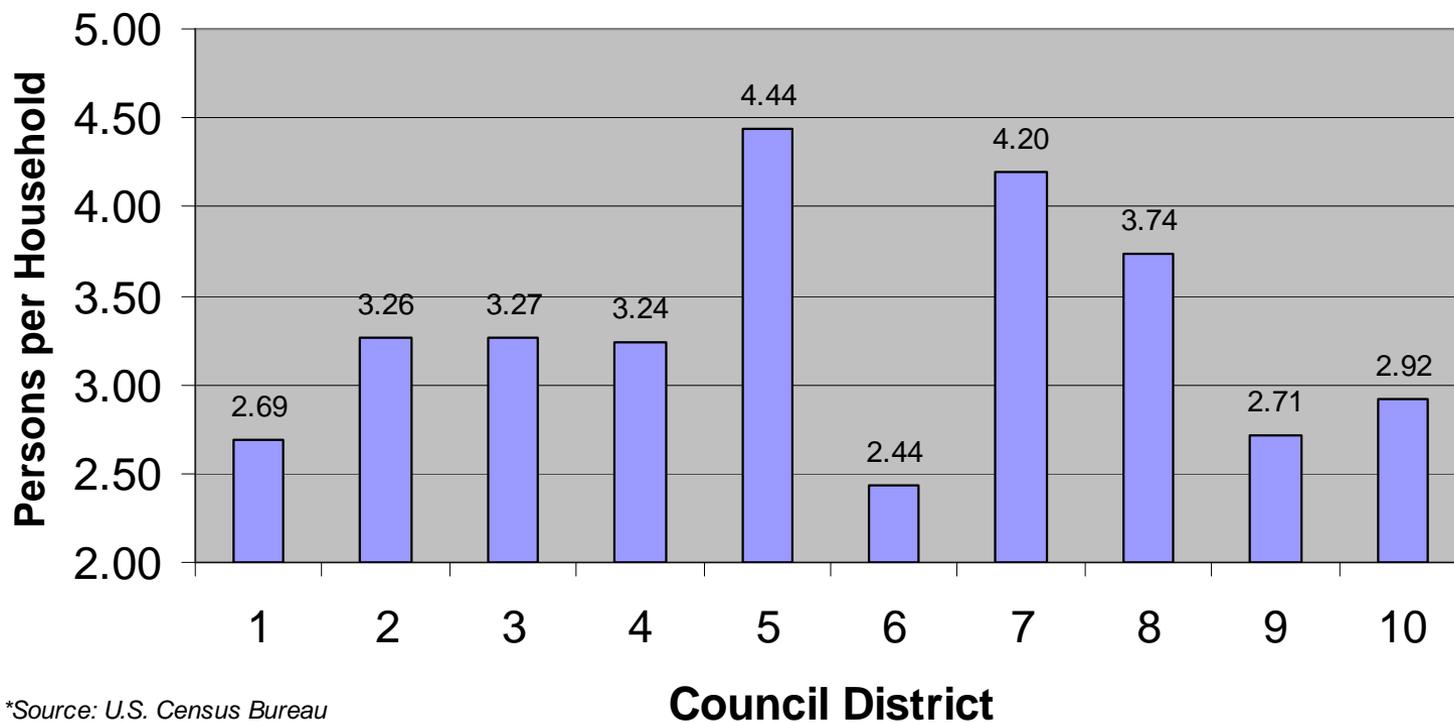
\*Source: San Jose Planning Division

## City of San Jose Average Household Size, 2000-2010\*



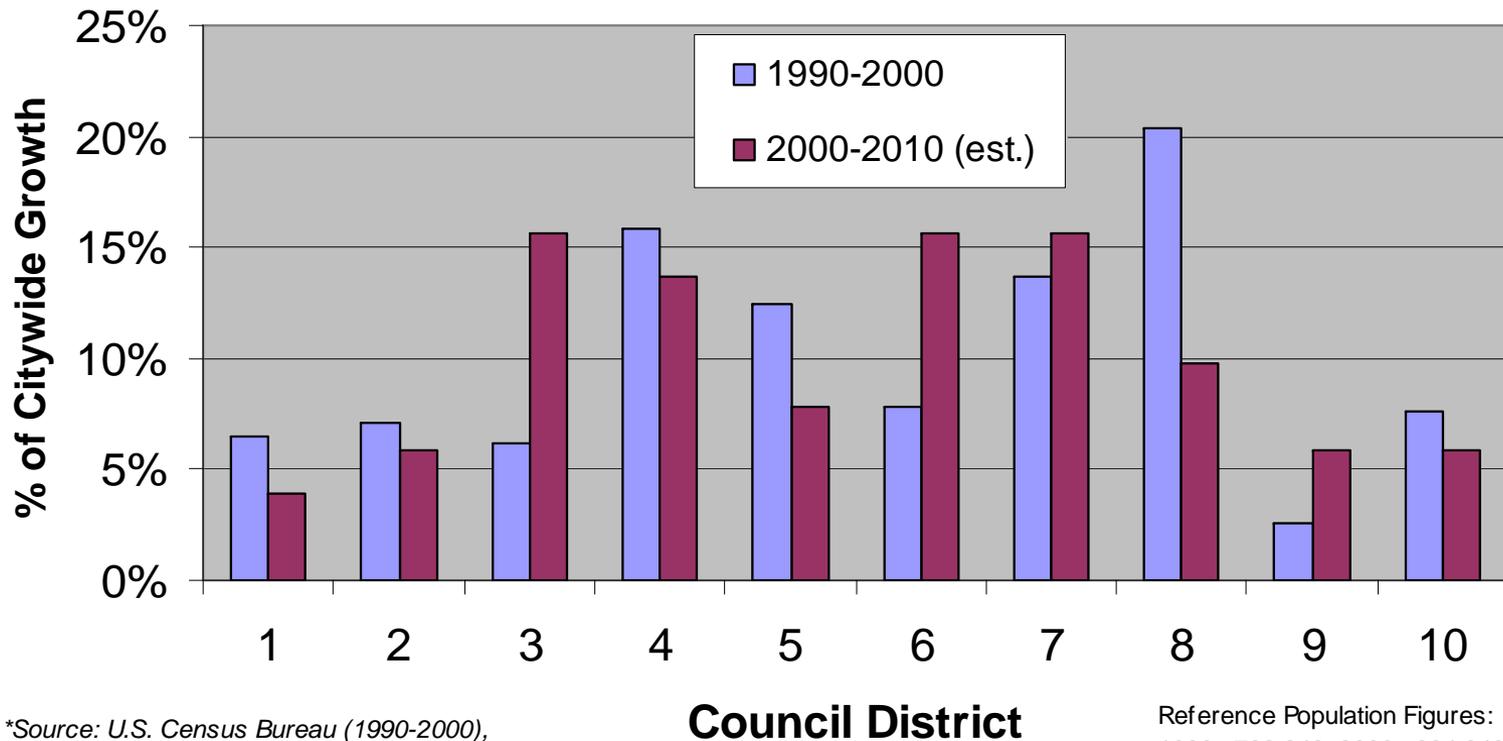
\*Source: U.S. Census Bureau (2000),  
Calif. Dept. of Finance (2001-2010)

## City of San Jose Household Size by Council District, 2000\*



\*Source: U.S. Census Bureau

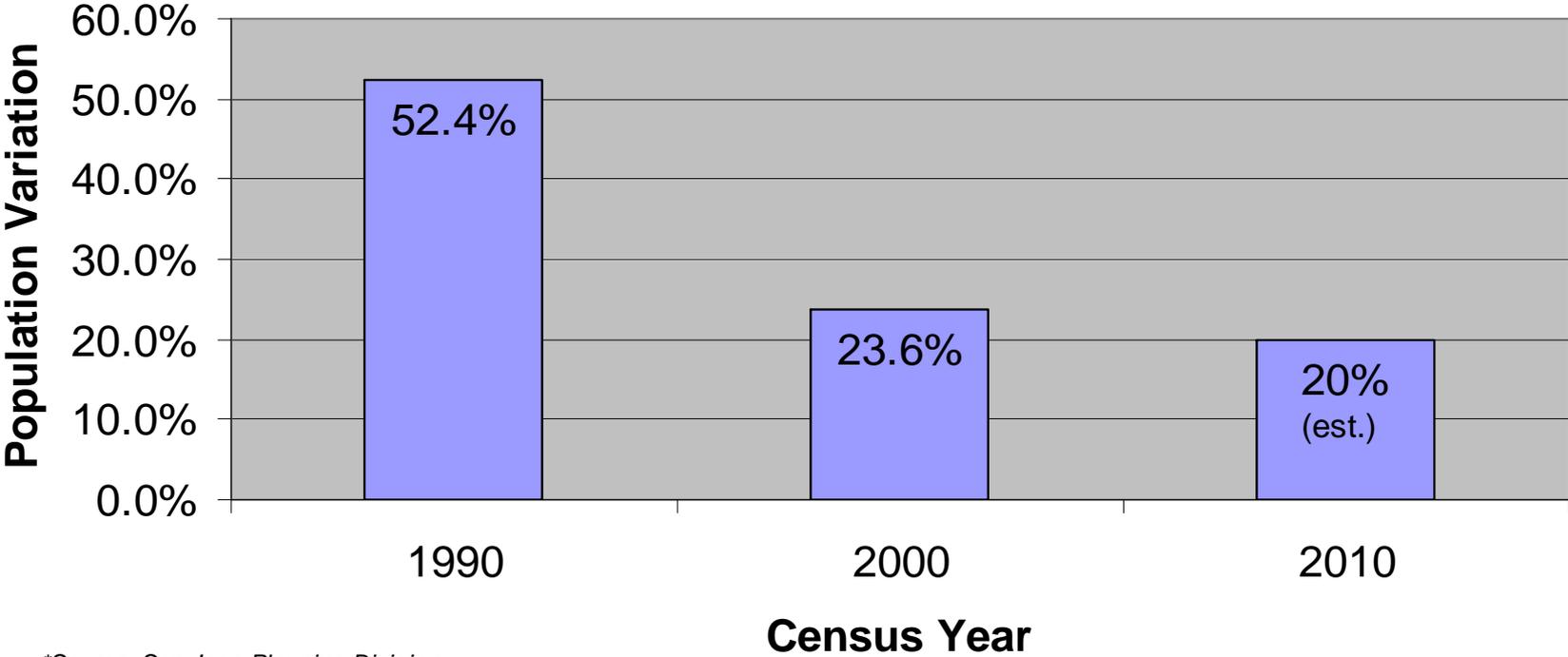
## City of San Jose Population Growth by Council District, 1990-2010\*



\*Source: U.S. Census Bureau (1990-2000),  
San Jose Planning Division (2000-2010)

Reference Population Figures:  
1990= 782,248; 2000= 894,943

# City of San Jose Range of Population Variation Among Council Districts Before Redistricting, 1990-2010\*



\*Source: San Jose Planning Division

# Redistricting Data Release

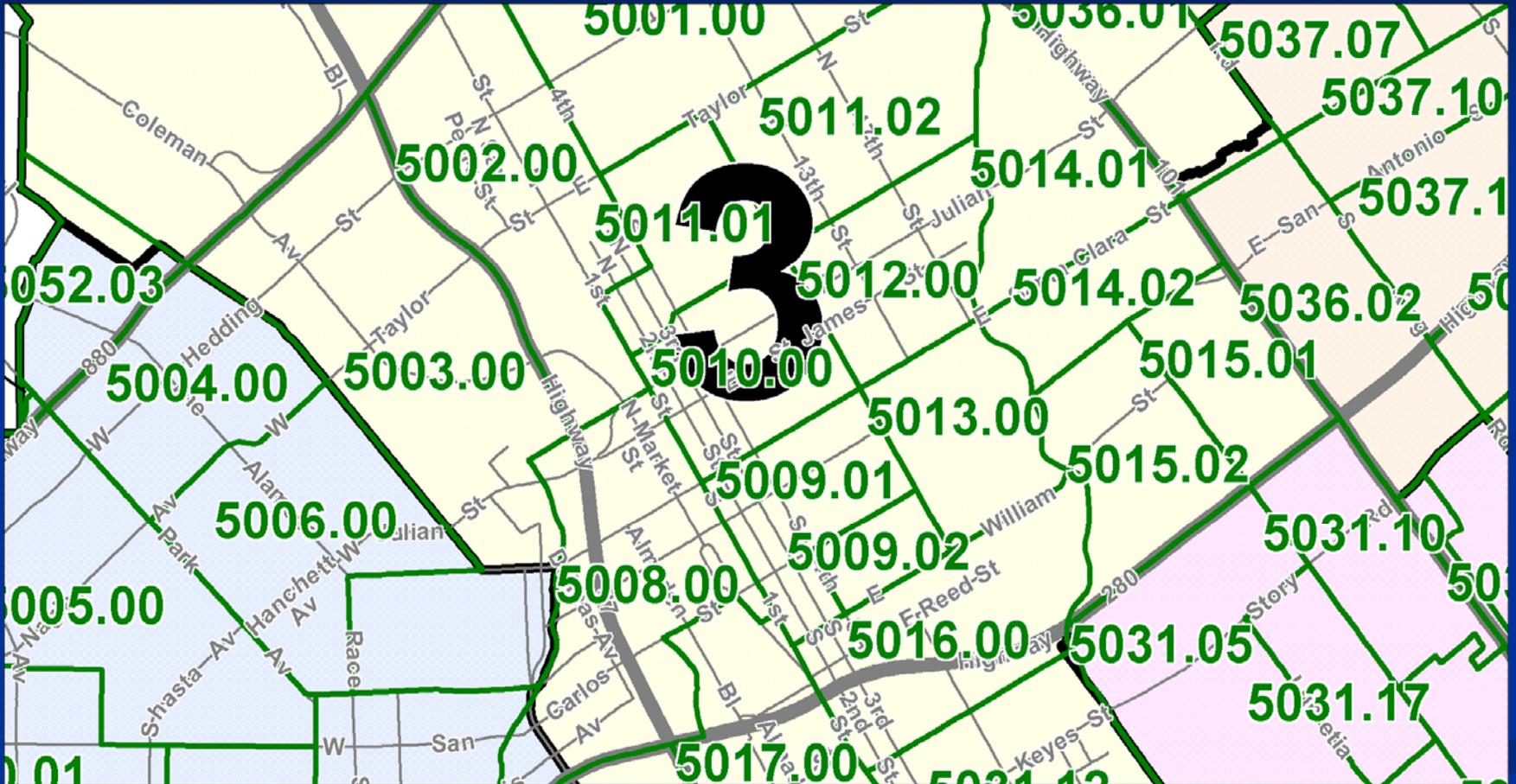
Redistricting data is released in two phases:

- Phase 1: TIGER\* (geographic) files—released December 28, 2010

\*TIGER= **T**opologically **I**ntegrated **G**eographic **E**ncoding and **R**eferencing

- Phase 2: Redistricting data (P.L.94-171)—due to all states and cities by April 1, 2011

# Census Geography



# Redistricting Data Contents

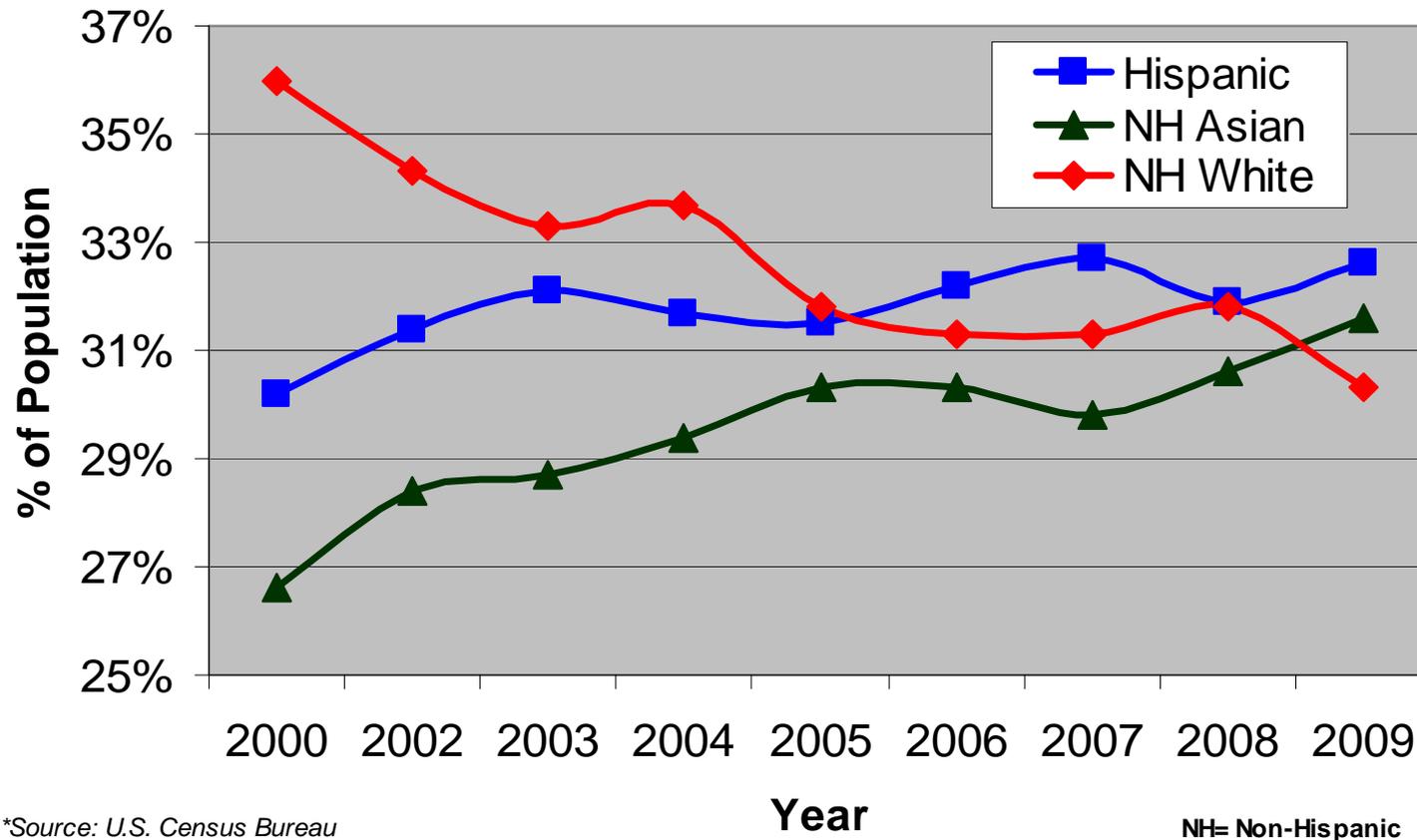
- Population by major race groups and Hispanic ethnicity (as defined by the Census Bureau)
  - Six “single race” categories, including “other”
  - One “multi-racial” category comprised of 57 possible combinations
- Voting age (18+ years) population
- Number of housing units, occupied and vacant (new for Census 2010)

# Race/Ethnicity Data Tabulation

- To provide robust demographic analysis, San Jose uses two methods of race/ethnicity data tabulation:
  - **“Hispanic Inclusive”**= persons of Hispanic ethnicity tabulated within each race category, maintaining the distinction between race and ethnicity established by the OMB\* in Directive 15, revised October 1997.
  - **“Hispanic Exclusive”**= persons of Hispanic ethnicity tabulated only as Hispanic, irrespective of self-identified race category (and thus excluded from any race category).

\*U.S. Office of Management and Budget

## City of San Jose Major Race/Ethnic Groups, 2000-2009\*



# A Decade Later: What's Changed?

- Improved Technology (hardware & software)
- Data
  - Aerial imagery is ubiquitous and used every day.
    - San Jose acquired 1<sup>st</sup> high-resolution digital aerials in 2001
    - Google Earth and Bing Maps released in 2005
  - Geographic data is vastly improved.
    - San Jose completed alignment of critical datasets
    - Census Bureau completed MAF/TIGER Accuracy Improvement Project (time: 8 years; cost: \$200 million)

# Redistricting Tools/Terms

- Primary tool is called “Redistricter”, included in MapInfo Professional® software.
- “Population Transfer Areas”: geographic areas where boundary changes are being considered during the redistricting process (each with a unique identifier and associated census data) .
- Population measures: mean, variation
- Geographic measures: contiguity, compactness

# Stay Involved!

Visit us at:

[www.sanjoseca.gov/redistricting/2011redistricting.asp](http://www.sanjoseca.gov/redistricting/2011redistricting.asp)

E-mail us at:

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