

Central Coast Alliance United for a Sustainable Economy

- ❖ *Protect voting rights and fair representation for low-income communities and communities of color*
- ❖ *Facilitate diverse public participation in the redistricting process.*



Maricela Morales
 Deputy Executive Director
maricela@coastalliance.com
 805-658-0810 x 203



10 years working for social, economic and environmental justice!

CRC Region V: Ventura, Santa Barbara & San Luis Obispo Counties

- ❑ 2010 Population = 1,516,850
Ventura County = 54% population
- ❑ 45% people of color
Latino, Black, Asian, Pacific Islander
and Native American
- ❑ 37.5% Latino (Hispanic)
Mirrors CA Latino population 37.6%
- ❑ 100% White Non-Hispanic Assembly,
Senate and Congressional District
representatives
- ❑ In 2001, Region V population of only
1,000,622 was cracked into
3 CD's, 4 SD's and 5 AD's instead of
2 CD's, 2 SD's and 3 AD's



Some Regional COI Information

Ventura County

823,318 (54%)

Largest City

Oxnard

197,899

84%

people of color

**14.1% City vs.
10.4% County**

Unemployment

Workweek
commuters from
Ventura – SB

Seasonal
Farmworker
migration
between Ventura
& SB counties

Santa Barbara County

423,895

Largest City

Santa Maria

99,553

77%

people of color

**14.9% City vs.
9.6% County**

Unemployment

NAACP African
American
community
network between
SB and Ventura
counties

SB & Ventura
County
collaboration for
environmental
protection &
justice advocacy

San Luis Obispo County

269,637

Largest City

San Luis Obispo

45,119

21%

people of color

10.7% City vs.
9.8% County

Unemployment



Region V Concentrated Communities of Color



Ventura County – 49%

El Rio CDP – 88%

Piru CDP – 86%

Oxnard - 84% (197,899)

Santa Paula – 81%

Fillmore – 76%

Port Hueneme – 63%

Santa Barbara County – 50%

Guadalupe – 90%

Santa Maria – 77% (99,553)

Lompoc – 61%

San Luis Obispo – 26%

Shandon CDP – 58%

San Miguel CDP – 55%

Oceano CDP – 51%

Nipomo CDP – 44%

Communities of Interest: Low-Income concentration in Communities of Color



Ventura County

	Unemployment	People of color
County	10.4%	49%
Piru	17.9%	86%
Santa Paula	17%	81%
Fillmore	14.3%	76%
Oxnard	14.1%	84%

Santa Barbara County

	Unemployment	People of color
County	9.6%	50%
Lompoc	16.7%	61%
Guadalupe	16.3%	90%
Santa Maria	14.9%	77%

San Luis Obispo County

	Unemployment	People of color
County	9.8%	26%
Oceano CDP	18%	51%
Nipomo CDP	12.9%	44%
Paso Robles	11.6%	39%

Communities of Interest: Farm Workers



Region V Agriculture Product Value

\$1.3 billion Ventura County - only 12 counties > \$1 Billion ag value

\$ 951 million Santa Barbara County

\$ 561 million San Luis Obispo County

(Source USDA, Nat'l Ag Stat. Service)

Farm Workers

36% of all farmworkers are in CA (by comparison, the next largest proportion of farmworkers nationwide – 11% - is across a 9 state region)

99% Latino; predominantly Spanish speaking

75% earn < \$15,000 annually and 70% uninsured

62,605 in Ventura County

12,000 – 18,000 in Santa Barbara County

Migrate from Ventura County to Santa Barbara County

(Source: Nat'l Ag Worker Study (NAWS), VC Workforce Investment Board)

Mixteco / Indigenous Communities

- 46% in central coast (Ventura – Santa Cruz County)
- 17, 500 concentrated in Oxnard, El Rio, Nyeland Acres
- 28, 000 in Santa Maria Valley

(Source: Indigenous Farmworker Study)

Ventura & Santa Barbara Communities of Interest



Public & Farmworker Transportation

- ✓ ASERT – Ventura & Santa Barbara regional transportation alliance
- ✓ Ag Industries Transportation Services (AITS) serves Ventura-Santa Barbara counties as one of their statewide regions

Immigration Reform

- ✓ Ventura County site of New Sanctuary Movement
- ✓ Presently Ventura County working with Congressman Luis Gutierrez of Illinois on local event for Comprehensive Immigration Reform
- ✓ In City of Santa Barbara, > 15,000 marched for immigration reform in 2006

Environmental Protection & Environmental Justice

- ✓ Santa Barbara based Environmental Defense Center has worked with Oxnard – Port Hueneme to press for clean-up Halaco US EPA Superfund Site;
- ✓ 2500 organized in Oxnard to defeat proposed Liquefied Natural Gas off-shore terminal

Region V Redistricting

1. Keep Oxnard, El Rio, Nyeland Acres, & Port Hueneme **whole, together and in Ventura County based districts**
2. Keep the Santa Clara Valley including Piru, Fillmore & Santa Paula, **whole, together with the City of Oxnard and in Ventura County based districts.**
3. If a Los Angeles County based district comes into Ventura County, do **NOT include the West Ventura County communities of Oxnard, El Rio, Nyeland Acres, Port Hueneme or Santa Clara Valley.** The Conejo Grade is a natural & physical geographical marker distinguishing West from East Ventura County.
4. Keep West Ventura County **together with Santa Barbara County**
5. Keep Santa Maria, Guadalupe and Lompoc **whole, together and in districts that are Santa Barbara County based**



Thank you



For more information:
Maricela Morales MA
Deputy Executive Director
maricela@coastalalliance.com
805-658-0810 x 203

