

# CA CRC Educational Session

## CAUSE

Central Coast Alliance United  
for a Sustainable Economy

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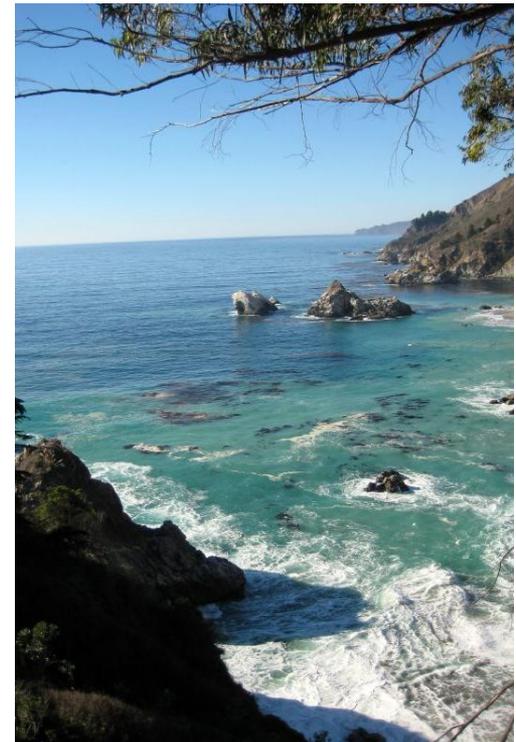
[www.coastalalliance.com](http://www.coastalalliance.com)



February 26, 2011

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# Central Coast Redistricting Collaborative and the Citizen's Redistricting Commission



***Special thank you to the James Irvine Foundation and the Program for Environmental and Regional Equity (PERE) at the University of Southern California (USC)***

## Who We Are

CAUSE is a California Central Coast regional social justice organization, that uses grassroots advocacy, policy research and community organizing strategies to build power for local communities seeking social, economic, and environmental and justice.

Our offices are in Ventura and Oxnard, California, with multi-cultural and bi-lingual staff and board.

Organization has a decade of organizing and policy accomplishments, including:

- o living wage ordinances in Ventura, Santa Barbara Counties
- o Stopped liquified natural gas terminal off coast of Oxnard
- o Drew maps adopted by Ventura County for 2001 Supervisorial redistricting
- o Engaged over 40,000 new and occasional voters over the past year to promote participation and dialogue on ballot measures

# CAUSE: Mission and Vision



## **Vision**

***Creating a sustainable regional economy that is just, prosperous and environmentally healthy***

## **Mission**

***To build grassroots power to realize social, economic and environmental justice for the people of the Central Coast region through policy research, leadership development, organizing, and advocacy.***

# CAUSE Current Program Areas

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- ***A Just Economy***
- ***Environmental & Health Equity***
- ***Sustainable development***
- ***Women's Justice***
- ***Voting rights and electoral participation***
  - ***New and occasional voters***
  - ***People of color***
  - ***Young voters***
  - ***Immigrant integration***

# Central Coast Redistricting Collaborative

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## **Our Redistricting Goals:**

Promote and protect voting rights for Communities of Color and poor communities in the six counties of the Central Coast: Ventura, Santa Barbara, San Luis Obispo, Monterey, San Benito and Santa Cruz.

Promote diverse public participation in the redistricting process.

Enhance representation for Central Coast communities of interest.



# Central Coast Redistricting Collaborative



## ***CAUSE Plans for Spring and Summer***

- ***Establish Central coast redistricting county work groups (6)***
- ***Conduct public education through workshops, e-alerts, website, and news media throughout region***
- ***Key informant interviews to collect Community of Interest information***
- ***Research on community indicators / demographics***
- ***Preparation for community to provide COI testimony (English & Spanish)***
- ***Regional map development with work group collaboration to develop recommendations***
- ***Other technical assistance to local work groups***

# Central Coast Redistricting Collaborative



***Vision: Fair redistricting for people of color & working class communities***

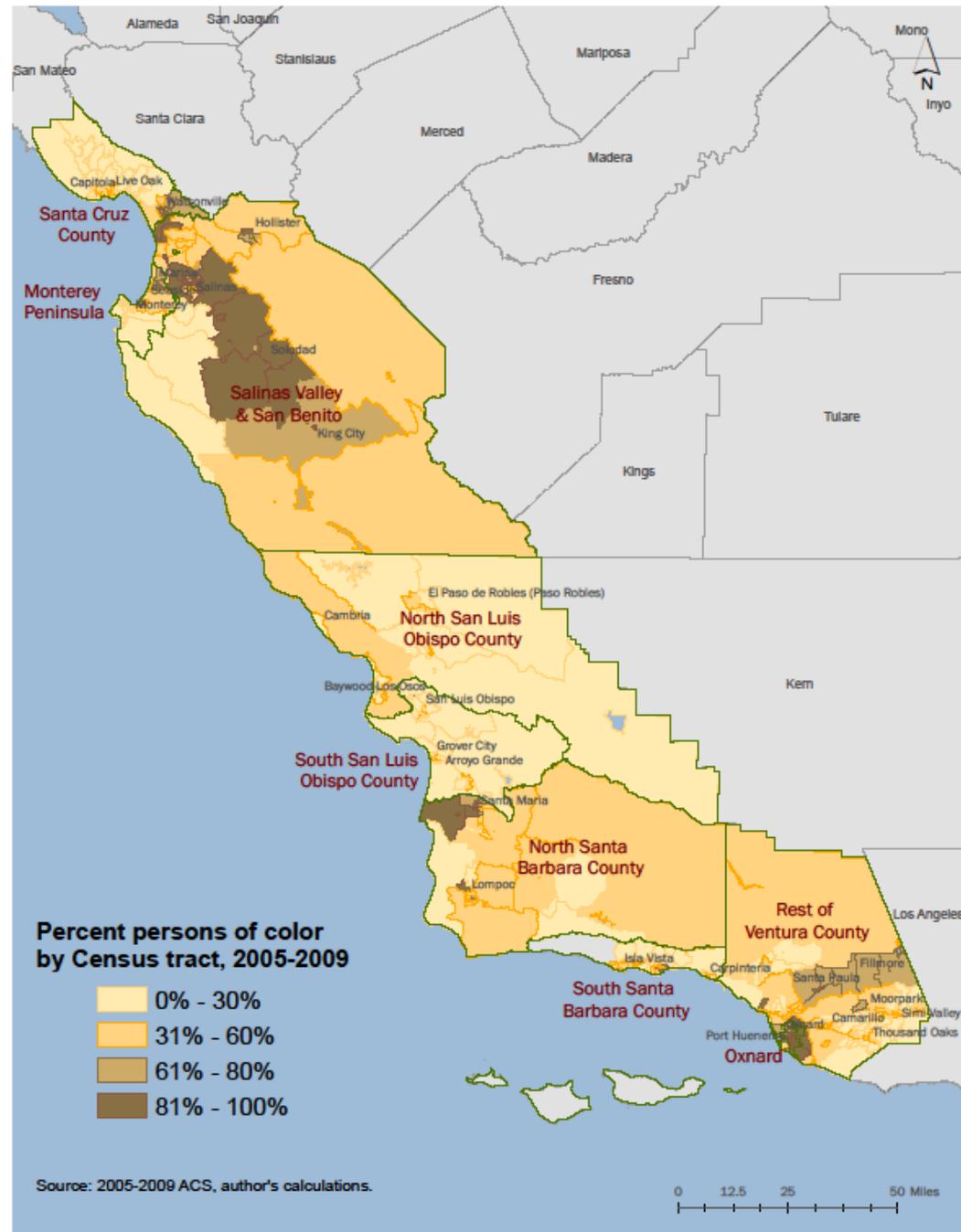
***Outreach, information and training to people through local organizations & chapters, such as:***



- American Civil Liberties Union (ACLU)
- Central Coast Center for Independent Living
- Community Housing Improvement Systems & Planning Association
- Black American Political Assoc. of CA (BAPAC)
- Latino Outreach Council, San Luis Obispo County
- League of United Latin American Citizens (LULAC), Monterey, San Benito, & Ventura County Councils
- League of Women Voters (LWV)
- Mixteco/Indigena Community Organizing Project
- Monterey Bay Central Labor Council
- PUEBLO, Santa Barbara County

# Why Central Coast

- ❑ The Central Coast includes a population the combined size of Alameda and San Francisco counties and that is comprised of 47% people of color
- ❑ Particular challenges for fair representation in largely suburban / agricultural region
- ❑ Economic Crisis in Central Coast is concentrated in communities of color
- ❑ Of 18 Assembly, Senate and Congressional Districts that include some part of Central Coast, only one is currently held by a person of color





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## Some Central Coast history of voting rights concerns & action

- ❑ 1971 **County of Monterey** included under Sec. 5 of the Voting Rights Act, for using a test or device as a prerequisite to voting and fewer than half of the voting age citizens were registered or had voted in the 1968 presidential election. Since then there have been 3 Section 5 objections in Monterey County
- ❑ 1980's **City of Watsonville**, County of Santa Cruz, was the first successful Sec. 2, Voting Rights Act, 42 U.S.C. § 1973, case in the nine state western region of the United States Court of Appeals for the Ninth Circuit resulting in required city council elections by district to protect minority voting rights
- ❑ 1992 **Santa Maria's** at large city council districts challenged by voters under Section 2, ultimately upheld after 10-year court battle.
- ❑ The U.S. Justice Department filed suit in 2000 against the **City of Santa Paula** on behalf of Latino voters there after it received complaints that the municipality's citywide voting system favored whites and deprived Latinos of representation on the City Council, ultimately denied.
- ❑ 2004 Courts entered consent decrees in both **San Benito** and **Ventura** counties which required counties to implement Spanish language election program, after Voting Rights Act complaints by US Justice Department.

# CRC Success

## RECOMMENDATION #1

Educational Workshops and Public Hearings in four potential VRA Sec. 2 and Sec 5 locations:

### City of Oxnard, Ventura County

- Population: 175,835 (Largest central coast city)
- **85%** people of color

### City of Santa Maria, Santa Barbara County

Population: 142,880 / **81%** people of color

### City of Salinas, Monterey County, VRA Sec. 5

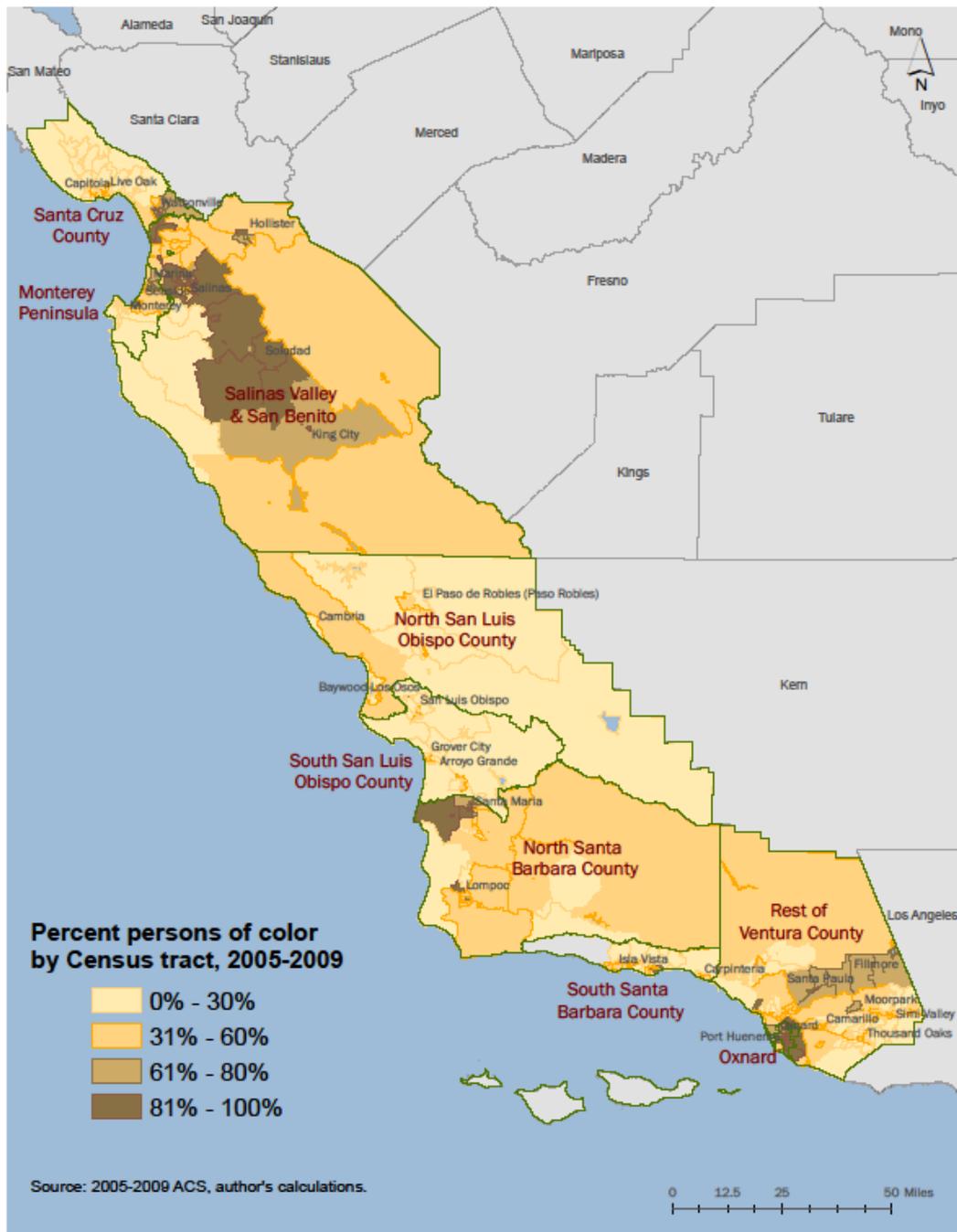
- Population: 134,000 / **81%** people of color

### City of Watsonville, Santa Cruz County

- Population: 48,409 / **82%** people of color

## RECOMMENDATION #2

Maps are part of community input. Commission should consider map submissions from communities prior to drawing Commission maps, and allow time for community partners to collaborate on and submit map proposals.



# Thank you

For more information:

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