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CITIZENS REDISTRICTING COMMISSION

In the matter of
Citizens Redistricting Commission (CRC)
Public Information Advisory Committee

800 North Dartmouth Avenue
Honnold/Mudd Library
Claremont, CA 91711

THURSDAY, FEBRUARY 10TH, 2011
9:57 A.M.

Reported by:
Samantha Avenaim

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APPEARANCES:

MEMBERS PRESENT:

Ron Wilcox, Communications Director
Commissioner Ward
Commissioner Forbes
Commissioner Dai
Commissioner Raya

PUBLIC:

Linda Akers Smith
John Kopp
Dave Beamer
Ronnie Woods
Cameron Wessel

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1 P R O C E E D I N G S

2 FEBRUARY 10, 2011

9:57 A.M.

09:57:09 3 MR. WILCOX: Well, as you all know,

09:57:18 4 we're at the very beginning stages of really

09:57:21 5 putting the nuts and bolts together, but we're

09:57:25 6 going to do it very quickly.

09:57:26 7 And today I'd like to hear from all

09:57:28 8 of you and your input of what you think we need

09:57:31 9 and you're hearing from people and what is the

09:57:37 10 best way that we can be communicating.

09:57:40 11 But we're going to be starting from

09:57:42 12 scratch here. I know that, number one, the

09:57:45 13 website is going to need to be totally reorganized

09:57:49 14 and retooled, and it needs to be done overnight.

09:57:52 15 We don't have any time.

09:57:54 16 So right now there are challenges

09:57:58 17 with -- because the -- as you all know, the

09:58:02 18 Secretary of State is the one that's handling

09:58:04 19 this, and now we're trying to get -- take over and

09:58:07 20 get our own I.T. people.

09:58:12 21 I mean, we're relying on Google

09:58:15 22 mail, as you know, and don't have our own I.T.

09:58:18 23 systems. So we're going to be designing a web

09:58:20 24 that's going to be -- a website that's going to

09:58:23 25 be, this is an overused word, but user friendly

09:58:27 1 and the fact that people can go and feel that
09:58:31 2 their input is wanted and that it's easy to find
09:58:37 3 the kind of information that you need.

09:58:41 4 We're up on Twitter, just that I
09:58:44 5 put an account together. The name of the account
09:58:46 6 is -- and here was the challenge, because in the
09:58:49 7 name you only have a few characters to put up
09:58:52 8 there. So it's C.A. underscore line redistrict.

09:59:04 9 Now, if you do a search in Twitter
09:59:08 10 and you put California redistricting, it'll still
09:59:11 11 come up, because there's other ways to search in
09:59:13 12 the profile and things of that nature.

09:59:14 13 The vision for Twitter is to get
09:59:18 14 information out on a very timely basis as it
09:59:22 15 happens and when we have something to communicate
09:59:25 16 and news that already in establishing an
09:59:30 17 audience -- and of course we'll put the Twitter,
09:59:33 18 follow Twitter bug up on the website and
09:59:36 19 communicate that also to the list of people who
09:59:40 20 have signed up.

09:59:41 21 But also I've started following
09:59:45 22 the, many of the media. And then once you follow
09:59:50 23 them and then they see that you're up, and then
09:59:52 24 they've already started to follow us. So that's
09:59:56 25 in the initial stages.

09:59:58 1 Part of the overall media relations
10:00:02 2 and communications plan will be to piggyback, of
10:00:06 3 course, on the public meetings and then the
10:00:09 4 outreach hearings that are going to be held up and
10:00:14 5 down the state.

10:00:15 6 First of all, I must say we're not
10:00:18 7 going to have a paid advertising budget. We're
10:00:21 8 going to be relying on free media and -- because,
10:00:26 9 of course, we don't have -- it would be a drop in
10:00:30 10 the bucket whatever we would be able to have to
10:00:33 11 advertise in this state.

10:00:36 12 However, and I've been doing this
10:00:38 13 for a few years, relying always, I never had a
10:00:39 14 paid media budget jobs in the that I had.

10:00:43 15 And this is a hot-button issue
10:00:45 16 that's important. The media is paying attention.
10:00:49 17 And there are many, many news outlets, and
10:00:53 18 especially now with the advent of the internet and
10:00:57 19 the blogs, so many opportunities there.

10:00:59 20 But newspapers, you hear a lot
10:01:02 21 about newspapers dying. Newspapers are still
10:01:04 22 there. They're dying for content. And so much
10:01:08 23 since they don't have the kinds of resources that
10:01:10 24 they used to have, that's where we need to bring
10:01:15 25 the story to help write the story for them.

10:01:18 1 I'm going to be relying on
10:01:21 2 commissioners to be our voice out there, to be in
10:01:24 3 the communities, to help in talking to radio and
10:01:31 4 television and newspapers and community groups, in
10:01:36 5 addition to and above what the outreach folks are
10:01:40 6 going to be doing;

10:01:42 7 And editorial boards of newspapers
10:01:47 8 where you come in, sit around the table like this
10:01:50 9 and you meet with the editorial writers, the
10:01:53 10 editor, maybe the publisher sometimes;

10:01:55 11 And then the beat reporters, the
10:01:57 12 actual journalists. And I think that's very
10:02:00 13 important to do and to set that in the coming
10:02:05 14 weeks/early months.

10:02:07 15 Because to have the support, first
10:02:11 16 of all, to let them know -- to let them know you
10:02:13 17 and to also let them know what the process is
10:02:16 18 early on, because they're going to be key.

10:02:20 19 The end goal here is that, when you
10:02:23 20 come out with these lines, first of all that the
10:02:28 21 public feels that they were included, that they
10:02:30 22 were listened to, and the opinion leaders, and
10:02:34 23 when you're talking about newspapers, that they're
10:02:36 24 going to be coming out and they're going to say,
10:02:39 25 you know, we were aware of this process, we had a

10:02:41 1 conversation, we know, we support the work that
10:02:44 2 they did. And that's going to be key.

10:02:46 3 In talking about, you know,
10:02:50 4 commissioners helping with the message and
10:02:53 5 communicating out there, we're going to be media
10:02:57 6 training. I have to work out what that's going to
10:03:01 7 look like and talk to our legal counsel about how
10:03:06 8 we do that and how many you can have.

10:03:08 9 And I haven't even sorted that out,
10:03:10 10 but I know that that's something we're going to be
10:03:13 11 doing sooner rather than later and I'm hoping, I
10:03:17 12 would hope maybe the next time that we meet,
10:03:19 13 because I'm going to deploy you all very, very
10:03:22 14 early.

10:03:23 15 That's just a really rough
10:03:26 16 overview. And I just want to have a conversation.
10:03:30 17 And I'll remind you this is my fourth day. I've
10:03:33 18 said that three times already, but be kind.

10:03:37 19 COMMISSIONER DAI: I have a
10:03:39 20 question. There was a Twitter account that, you
10:03:41 21 know, has been used for redistricting.

10:03:44 22 MR. WILCOX: Okay.

10:03:45 23 COMMISSIONER DAI: And so the
10:03:46 24 question is: Why wouldn't we just take that over?

10:03:49 25 MR. WILCOX: Because no -- I asked

10:03:50 1 and I didn't know that it existed. So.

10:03:53 2 COMMISSIONER DAI: Aha. So --

10:03:53 3 COMMISSIONER WARD: I don't

10:03:54 4 believe, though, the name is as straightforward,

10:03:55 5 is it, the Twitter? I mean, I remember seeing it

10:03:58 6 on there, but I don't think -- I saw it. I

10:04:00 7 thought we had --

10:04:00 8 COMMISSIONER DAI: It's on the "We

10:04:02 9 Draw the Line" site.

10:04:02 10 MR. WILCOX: Okay. I didn't see

10:04:03 11 that. So.

10:04:03 12 COMMISSIONER DAI: So there's a --

10:04:03 13 there is a Twitter feed that is on the "We Draw

10:04:03 14 the Line" site.

10:04:03 15 MR. WILCOX: Okay.

10:04:07 16 COMMISSIONER DAI: I actually don't

10:04:08 17 know the ownership of it.

10:04:08 18 MR. WILCOX: Okay.

10:04:10 19 COMMISSIONER DAI: But I think the

10:04:11 20 Bureau of State Audits had it, is my guess.

10:04:14 21 MR. WILCOX: All right. I didn't

10:04:16 22 actually see that. I was -- okay. So I'll make

10:04:17 23 sure that they're together.

10:04:18 24 COMMISSIONER DAI: Yeah.

10:04:20 25 MR. WILCOX: Great. Thank you for

10:04:21 1 that.

10:04:21 2 COMMISSIONER DAI: That's the first

10:04:23 3 thing. Because it's okay to have two.

10:04:23 4 MR. WILCOX: No.

10:04:25 5 COMMISSIONER DAI: That's great,

10:04:26 6 but.

10:04:26 7 MR. WILCOX: No. It's -- we want

10:04:27 8 one.

10:04:28 9 COMMISSIONER WARD: Yeah. Exactly.

10:04:28 10 COMMISSIONER DAI: We want to take

10:04:32 11 it over is what we want to do.

10:04:32 12 MR. WILCOX: Well, we certainly

10:04:32 13 don't want a competitive one.

10:04:36 14 COMMISSIONER RAYA: But the fact

10:04:37 15 that you didn't see it on there, I do not

10:04:40 16 personally tweet --

10:04:43 17 MR. WILCOX: Yes.

10:04:43 18 COMMISSIONER DAI: We're going to

10:04:44 19 fix that.

10:04:46 20 COMMISSIONER RAYA: But you know,

10:04:49 21 it's -- I mean, I have seen it and I have kind of

10:04:51 22 looked at some of the things just out of

10:04:54 23 curiosity.

10:04:54 24 MR. WILCOX: Uh-huh.

10:04:55 25 COMMISSIONER RAYA: So that says to

10:04:56 1 me, you know, the gentleman who was saying what,
10:05:00 2 you know, it's hard to find things, and I do think
10:05:02 3 it is for, you know, for anybody.

10:05:03 4 And you're -- I know you're looking
10:05:05 5 at things and trying to --

10:05:08 6 COMMISSIONER DAI: "We Draw the
10:05:11 7 Line."

10:05:11 8 COMMISSIONER FORBES: Well, you
10:05:11 9 know, on the "We Draw the Lines" -- this is the
10:05:13 10 first time. Commissioner Forbes.

10:05:17 11 COMMISSIONER WARD: Good memory.

10:05:20 12 MR. WILCOX: Okay. What is that?
10:05:20 13 That's not -- that doesn't say it's Twitter,
10:05:20 14 though.

10:05:20 15 COMMISSIONER DAI: It is, though.
10:05:23 16 That's the Twitter stream.

10:05:23 17 MR. WILCOX: Okay. So we need the
10:05:26 18 Twitter bug --

10:05:26 19 COMMISSIONER DAI: Right.

10:05:26 20 MR. WILCOX: -- on there --

10:05:26 21 COMMISSIONER FORBES: But it --

10:05:27 22 MR. WILCOX: -- so that people
10:05:27 23 know --

10:05:28 24 COMMISSIONER FORBES: It tell -- I
10:05:29 25 mean, looking at maps as of today, that's why I'm

10:05:30 1 looking at the website --

10:05:30 2 MR. WILCOX: Right.

10:05:31 3 COMMISSIONER FORBES: -- and there

10:05:32 4 is a lot --

10:05:32 5 COMMISSIONER DAI: Of stuff.

10:05:32 6 COMMISSIONER FORBES: -- of useless

10:05:34 7 information.

10:05:34 8 MR. WILCOX: Oh, yeah.

10:05:34 9 COMMISSIONER FORBES: I mean, if it

10:05:35 10 doesn't count, it should be gone or it could be

10:05:36 11 archived so I won't have to look at it, but

10:05:38 12 assuming we should be just what's current.

10:05:41 13 MR. WILCOX: So the process here is

10:05:42 14 going to be we're going to work with what we've

10:05:44 15 got right now. And you'll see, you know, already

10:05:49 16 we're starting to take things off of there, but

10:05:51 17 next week we'll be really tearing it up.

10:05:54 18 But the end goal is to reorganize

10:05:57 19 that website and retool it completely. So that's

10:06:01 20 good to know.

10:06:02 21 COMMISSIONER DAI: Yeah. And there

10:06:04 22 have been, I think I sent you a note about this --

10:06:04 23 MR. WILCOX: Yes.

10:06:07 24 COMMISSIONER DAI: -- there's

10:06:08 25 actually been a lot of public comments that, you

10:06:10 1 know, people can't track what we're doing, you
10:06:11 2 know, they don't know when we're coming back into
10:06:15 3 session or coming out of closed session.

10:06:15 4 MR. WILCOX: Right.

10:06:16 5 COMMISSIONER DAI: So that's the
10:06:17 6 perfect thing to tweet.

10:06:17 7 MR. WILCOX: Perfect to tweet,
10:06:17 8 uh-huh.

10:06:19 9 COMMISSIONER DAI: Yeah. Like
10:06:19 10 coming back in now, you know, join us in room X or
10:06:23 11 whatever. So I mean, that stuff is --

10:06:25 12 COMMISSIONER FORBES: And I was --
10:06:26 13 just in terms of laying it out, some years ago I
10:06:29 14 took a class in political brochure writing. And
10:06:33 15 there are three kinds of people who are going to
10:06:35 16 read this stuff.

10:06:36 17 I mean, there's always going to be,
10:06:38 18 you know, the wonky types who are going to read
10:06:38 19 everything we say.

10:06:38 20 MR. WILCOX: Right.

10:06:40 21 COMMISSIONER FORBES: But that's
10:06:41 22 not what the ordinary people are going to look at.
10:06:43 23 And there are -- as I read, there are three kinds
10:06:44 24 of readers. There's the two-second reader.

10:06:46 25 MR. WILCOX: Is everyone supposed

10:06:48 1 to introduce themselves when we talk?

10:06:49 2 COMMISSIONER FORBES: I did.

10:06:52 3 MR. WILCOX: Oh, you did?

10:06:52 4 COMMISSIONER FORBES: I did.

10:06:52 5 MR. WILCOX: I didn't hear it.

10:06:52 6 COMMISSIONER FORBES: I did.

10:06:52 7 MR. WILCOX: Okay. Sorry about

10:06:55 8 that. Good for you.

10:06:55 9 COMMISSIONER FORBES: All right.

10:06:55 10 There's the 30-second reader and

10:06:58 11 there's the two-minute reader. And there's no --

10:06:58 12 MR. WILCOX: Okay.

10:07:00 13 COMMISSIONER FORBES: Nobody reads

10:07:01 14 beyond two minutes.

10:07:01 15 MR. WILCOX: No. No.

10:07:02 16 COMMISSIONER FORBES: It doesn't

10:07:02 17 happen.

10:07:02 18 MR. WILCOX: No.

10:07:03 19 COMMISSIONER FORBES: So it needs

10:07:04 20 to be structured --

10:07:05 21 COMMISSIONER DAI: Unless you're a

10:07:06 22 student.

10:07:06 23 COMMISSIONER FORBES: What we do

10:07:07 24 needs to be structured to sort of address those

10:07:09 25 kinds of readers.

10:07:10 1 Something else I think we should
10:07:12 2 do, and probably it's not every meeting, but in
10:07:14 3 every session, because I think we need to have --
10:07:17 4 we've written it before, here what we did.

10:07:17 5 COMMISSIONER DAI: Yes.

10:07:20 6 COMMISSIONER FORBES: Here's what
10:07:21 7 happened. If you didn't tune in the last few
10:07:23 8 days, here's what happened --

10:07:23 9 COMMISSIONER DAI: Here's the
10:07:24 10 synopsis.

10:07:25 11 COMMISSIONER FORBES: -- and here's
10:07:25 12 what we're going to do. And that should be --
10:07:26 13 that should go up on Friday night or Saturday
10:07:29 14 morning, go right up so it's an executive summary.

10:07:33 15 MR. WILCOX: Uh-huh.

10:07:33 16 COMMISSIONER DAI: And we want you
10:07:34 17 to do that, just to be clear. I did it for
10:07:37 18 January --

10:07:37 19 COMMISSIONER FORBES: Right.

10:07:38 20 COMMISSIONER DAI: -- but I want
10:07:38 21 you to do it moving forward.

10:07:40 22 COMMISSIONER FORBES: At the risk
10:07:41 23 of -- because I have my list here and I'll just go
10:07:43 24 through it.

10:07:44 25 I think that the meetings, that we

10:07:47 1 are the -- when we make presentations, they should
10:07:48 2 be timed to go along with when we're going to have
10:07:51 3 our public meetings.

10:07:52 4 So the two weeks before we have our
10:07:53 5 public meeting in Claremont --

10:07:53 6 MR. WILCOX: Uh-huh.

10:07:55 7 COMMISSIONER FORBES: -- that's our
10:07:56 8 chance to have something in the paper, to be on
10:07:58 9 the radio.

10:07:58 10 MR. WILCOX: Absolutely.

10:07:58 11 COMMISSIONER FORBES: I mean,
10:07:59 12 there's no point, if we're going to be six months
10:08:01 13 here, to do it today, because it'll be forgotten.

10:08:01 14 MR. WILCOX: Right.

10:08:05 15 COMMISSIONER FORBES: Personally,
10:08:05 16 I'm happy to go every day and maybe talk to
10:08:07 17 somebody. It doesn't matter to me.

10:08:09 18 But I'd like you to contact them
10:08:10 19 and have them then contact -- don't make me
10:08:13 20 contact them. I just want to be sure. Just want
10:08:15 21 to be sure.

10:08:16 22 MR. WILCOX: I'll speak with them.

10:08:19 23 COMMISSIONER FORBES: Let's see.

10:08:19 24 What else? I guess those are the subjects of
10:08:23 25 conversation I just wanted to make an issue of.

10:08:27 1 COMMISSIONER WARD: Okay. Before

10:08:27 2 we --

10:08:27 3 COMMISSIONER DAI: Commissioner

10:08:27 4 Ward.

10:08:29 5 COMMISSIONER WARD: Commissioner

10:08:30 6 Ward. Yeah. Thanks.

10:08:32 7 Before we get off the website

10:08:35 8 there, and I'll try to keep it -- there's so

10:08:36 9 much --

10:08:36 10 MR. WILCOX: Uh-huh.

10:08:37 11 COMMISSIONER WARD: -- I don't want

10:08:38 12 to get lost. What's the plan to make that happen?

10:08:41 13 We don't have a tech guy. We don't have any

10:08:44 14 D.G.S. funds.

10:08:44 15 MR. WILCOX: That's right.

10:08:45 16 COMMISSIONER WARD: We need this

10:08:46 17 now. So how are we going to do it?

10:08:47 18 MR. WILCOX: Well, how we're going

10:08:48 19 to do it is we're going to work with what we've

10:08:49 20 got now and retool that site as we're waiting for

10:08:54 21 this other.

10:08:55 22 COMMISSIONER WARD: Who's going --

10:08:55 23 MR. WILCOX: What we're --

10:08:56 24 COMMISSIONER WARD: -- to do that?

10:08:57 25 Oh, sorry.

10:08:57 1 MR. WILCOX: Well, I will working
10:08:59 2 with --

10:08:59 3 COMMISSIONER WARD: You're going
10:08:59 4 to?

10:08:59 5 MR. WILCOX: -- yeah, working with
10:08:59 6 the folks at the Secretary of State now just to
10:09:03 7 get this --

10:09:05 8 COMMISSIONER WARD: Thank you.

10:09:06 9 MR. WILCOX: You know, we have to
10:09:06 10 do that. And so you'll see changes next week.

10:09:09 11 However, as far as the retooling of
10:09:11 12 the website, completely, you know, reorganizing
10:09:14 13 and revisioning it, that where we have to have
10:09:19 14 someone on board, whoever's going to do our I.T.,
10:09:22 15 we're looking at and hopefully can move on this
10:09:25 16 within a matter of days.

10:09:27 17 If we go with I.T. support that's
10:09:30 18 within the state, the chief information officer
10:09:34 19 who does the -- all the departments and agencies,
10:09:38 20 that can be a very, very quick turn-around,
10:09:41 21 because it's ease -- we have no problem
10:09:44 22 contracting with a state agency.

10:09:44 23 COMMISSIONER DAI: Right.

10:09:46 24 MR. WILCOX: So the problems that
10:09:47 25 we're having in procurement and getting going we

10:09:50 1 don't have. So. And I've worked very closely
10:09:54 2 with those folks before.

10:09:55 3 So my answer is sooner rather than
10:09:57 4 later. I would love to see this in a very, very
10:10:00 5 quick turn-around. I know we don't have any time.
10:10:03 6 So that's the plan.

10:10:05 7 COMMISSIONER DAI: One thing to
10:10:09 8 consider also --

10:10:09 9 MR. WILCOX: Commissioner...

10:10:11 10 COMMISSIONER DAI: -- Dai, yes, is
10:10:11 11 borrowing employees.

10:10:11 12 MR. WILCOX: Uh-huh.

10:10:13 13 COMMISSIONER DAI: So I think that
10:10:16 14 that was something that Ditas Katague mentioned,
10:10:19 15 that she borrowed employees. So other agencies
10:10:23 16 lent her her Web person.

10:10:23 17 MR. WILCOX: Uh-huh.

10:10:26 18 COMMISSIONER DAI: So then we don't
10:10:27 19 have to pay for it. And it's very fast.

10:10:32 20 And I have to believe -- I know
10:10:33 21 that Dan mentioned there was a good guy at B.S.A.,
10:10:37 22 too. So maybe the --

10:10:38 23 COMMISSIONER WARD: Maybe put the
10:10:39 24 one together.

10:10:40 25 COMMISSIONER DAI: Yeah. Maybe we

10:10:41 1 can borrow someone --

10:10:41 2 MR. WILCOX: Okay.

10:10:42 3 COMMISSIONER DAI: -- and get that
10:10:43 4 person on even faster.

10:10:46 5 COMMISSIONER WARD: That's exactly
10:10:47 6 where I was headed to. I was wondering if -- I
10:10:49 7 know one of the things that, you know, impressed
10:10:51 8 as a commission with your resume was your contacts
10:10:56 9 in the private side.

10:10:58 10 You know, is there any community
10:11:01 11 groups or private support that you know might be
10:11:04 12 available to get this done?

10:11:06 13 MR. WILCOX: Yes. I mean, I
10:11:09 14 believe that there's -- and especially with the
10:11:11 15 different partners and -- that are -- already
10:11:14 16 exist and out there, that that's going to be
10:11:16 17 something I'm going to be doing next week to reach
10:11:18 18 out and say, hey, you know, you supported Prop 11,
10:11:23 19 you were out there --

10:11:23 20 COMMISSIONER DAI: Yeah.

10:11:24 21 MR. WILCOX: -- and we need help
10:11:25 22 and we need to get this rolling.

10:11:28 23 So I -- that is. And I'm glad that
10:11:29 24 you mentioned that, because that is part of --
10:11:31 25 that we're reaching out and we're going to ask for

10:11:34 1 volunteers and help and, you know.

10:11:36 2 COMMISSIONER DAI: Students will be

10:11:37 3 all over this.

10:11:37 4 MR. WILCOX: Absolutely.

10:11:37 5 COMMISSIONER DAI: I mean, they can

10:11:39 6 redesign a website --

10:11:39 7 MR. WILCOX: Right.

10:11:40 8 COMMISSIONER DAI: -- in an hour.

10:11:43 9 So.

10:11:46 10 COMMISSIONER WARD: Okay. So for

10:11:47 11 website retooling, which we all agree needs -- is

10:11:49 12 in dire need, our plan is we're going to contact a

10:11:52 13 public and -- public groups, private group and

10:11:56 14 government agencies --

10:11:56 15 MR. WILCOX: Uh-huh.

10:11:58 16 COMMISSIONER WARD: -- to ask

10:11:59 17 about --

10:12:02 18 COMMISSIONER DAI: Resources.

10:12:03 19 COMMISSIONER WARD: -- loaning us,

10:12:04 20 yeah, and assistance. We're going to have some,

10:12:06 21 starting this week some S.O.S. support by working

10:12:09 22 with their guys to do minor changes.

10:12:12 23 MR. WILCOX: Right. And they've

10:12:13 24 been the ones that have been in charge of the site

10:12:15 25 now.

10:12:15 1 COMMISSIONER WARD: Okay.

10:12:16 2 MR. WILCOX: And so, you know,

10:12:16 3 we'll continue to work getting stuff down that

10:12:19 4 just doesn't belong up there anymore and --

10:12:19 5 COMMISSIONER WARD: And our

10:12:22 6 eventual plan --

10:12:22 7 MR. WILCOX: -- and declutter.

10:12:24 8 COMMISSIONER WARD: -- is to have

10:12:26 9 an I.T. guy on staff that's going to be servicing

10:12:30 10 and handling our website; is that correct?

10:12:30 11 MR. WILCOX: Yes.

10:12:32 12 COMMISSIONER WARD: That's what you

10:12:33 13 envision? Okay. Great.

10:12:33 14 MR. WILCOX: Right.

10:12:33 15 COMMISSIONER WARD: Thank you.

10:12:35 16 MR. WILCOX: We need Web --

10:12:35 17 COMMISSIONER RAYA: And that you

10:12:36 18 had mentioned that it was going to be contracted,

10:12:39 19 so it probably would be a private person.

10:12:40 20 COMMISSIONER WARD: That's what I

10:12:40 21 was --

10:12:40 22 COMMISSIONER RAYA: Yeah.

10:12:41 23 COMMISSIONER WARD: Okay. So

10:12:41 24 that's our website plan. Okay. Thank you.

10:12:45 25 COMMISSIONER DAI: That's a good

10:12:46 1 start. Well, I mean, I think the big thing is:
10:12:49 2 Anyone looking at the website should be able to
10:12:51 3 now -- right now what's going on.

10:12:51 4 MR. WILCOX: Uh-huh.

10:12:53 5 COMMISSIONER DAI: And right now
10:12:54 6 you really have to look around a lot --

10:12:54 7 MR. WILCOX: Uh-huh.

10:12:56 8 COMMISSIONER DAI: -- to figure
10:12:56 9 out --

10:12:58 10 MR. WILCOX: You do.

10:12:59 11 COMMISSIONER DAI: -- is the
10:13:00 12 commission meeting, is it not, is it -- you know.
10:13:04 13 So even if we just had a -- you know, a section at
10:13:06 14 the top that highlights what's going on right now.

10:13:09 15 COMMISSIONER WARD: Right now.

10:13:09 16 MR. WILCOX: And I agree with that
10:13:11 17 in that the center, the focus of your website --
10:13:16 18 and I'm Ron Wilcox -- is --

10:13:16 19 COMMISSIONER DAI: She's got it.

10:13:23 20 MR. WILCOX: Okay. Right. I
10:13:23 21 thought it was for the tape, but.

10:13:23 22 COMMISSIONER WARD: It's for the
10:13:23 23 court reporter.

10:13:23 24 MR. WILCOX: Okay. Perfect.

10:13:23 25 COMMISSIONER DAI: Yeah.

10:13:31 1 MR. WILCOX: Okay. So what we need
10:13:31 2 is we need what -- you're saying what is the news?
10:13:31 3 COMMISSIONER DAI: Yes.
10:13:36 4 MR. WILCOX: And the first thing
10:13:37 5 that you come to, when you open up that page, you
10:13:39 6 find out. And the content needs to change.
10:13:43 7 COMMISSIONER DAI: Yeah.
10:13:43 8 MR. WILCOX: It needs to be
10:13:43 9 current.
10:13:43 10 COMMISSIONER DAI: Just what
10:13:43 11 happened at the last meeting.
10:13:45 12 MR. WILCOX: It is --
10:13:45 13 COMMISSIONER DAI: What's going on
10:13:45 14 right now.
10:13:46 15 MR. WILCOX: And in between, what
10:13:47 16 is going on that people -- because you don't --
10:13:49 17 you're not going to drive people to this website
10:13:51 18 if they're going, well, that's the same thing I
10:13:54 19 saw last week.
10:13:55 20 And so it has to be -- it has to
10:13:57 21 have news, it has to be fresh and it has to be
10:14:00 22 changing.
10:14:04 23 COMMISSIONER WARD: Is there -- one
10:14:05 24 of the things that I know at the church group I'm
10:14:10 25 involved with that's effective is these short

10:14:13 1 little seven-, eight-minute YouTube clips.

10:14:13 2 MR. WILCOX: Yes.

10:14:15 3 COMMISSIONER WARD: And then what

10:14:16 4 we do is put those -- get those out on YouTube and

10:14:21 5 then link those to the site.

10:14:21 6 MR. WILCOX: Yes.

10:14:22 7 COMMISSIONER WARD: And you can

10:14:23 8 kind of keep a running history and a notification

10:14:25 9 of what's going on and all that kind of stuff.

10:14:25 10 MR. WILCOX: Uh-huh.

10:14:28 11 COMMISSIONER WARD: It's been

10:14:29 12 really effective. I was wondering fi that's

10:14:29 13 something that we'd consider or it's something

10:14:30 14 that you see being viable?

10:14:32 15 MR. WILCOX: Absolutely.

10:14:34 16 COMMISSIONER DAI: That's a great

10:14:34 17 idea.

10:14:34 18 MR. WILCOX: Yeah. Absolutely.

10:14:35 19 COMMISSIONER DAI: Like the final

10:14:36 20 synopsis, you could do --

10:14:36 21 COMMISSIONER WARD: Do the

10:14:36 22 YouTube --

10:14:37 23 COMMISSIONER DAI: -- do the daily

10:14:38 24 YouTube updates.

10:14:40 25 MR. WILCOX: Right. And actually,

10:14:42 1 what you're talking about is having the YouTube
10:14:44 2 channel --

10:14:44 3 COMMISSIONER WARD: Yes.

10:14:45 4 MR. WILCOX: -- so that you have --
10:14:46 5 you know, program all that in. And that is
10:14:49 6 definitely part of the social media that we would
10:14:52 7 be using. It's a great idea.

10:14:55 8 COMMISSIONER RAYA: I would just
10:14:57 9 like to say, speaking for those people who do use
10:15:00 10 technology but are perhaps not, you know, quite as
10:15:00 11 up to --

10:15:00 12 MR. WILCOX: Uh-huh.

10:15:04 13 COMMISSIONER RAYA: -- up on it as
10:15:06 14 some of you, but I do go to YouTube and I -- the
10:15:13 15 meetings that I missed last session in Sacramento,
10:15:16 16 I missed a day and a couple hours of another
10:15:19 17 session, you know, I went back to my office and
10:15:24 18 sat there -- because there was some very important
10:15:26 19 decision-making --

10:15:26 20 COMMISSIONER DAI: Yeah.

10:15:27 21 COMMISSIONER RAYA: -- that went
10:15:27 22 on. And I went back and I watched the video.

10:15:29 23 And all I can say is, if any
10:15:33 24 members of the public are watching the live
10:15:36 25 streaming, I give you medals of honor. Because

10:15:39 1 it's really a lot to sit through.

10:15:39 2 COMMISSIONER DAI: Yeah.

10:15:41 3 COMMISSIONER RAYA: And I knew what
10:15:42 4 I was waiting for. But if you're a member of the
10:15:45 5 public and you're like, okay, when are we going to
10:15:49 6 get to something that means something to me, that
10:15:52 7 I think is just an excellent idea, because --

10:15:54 8 PUBLIC ATTENDEE: Well, I watched
10:15:55 9 it this morning. I'm a member of the public. I'm
10:15:56 10 the legislative chair for the J.P., a Republican
10:15:58 11 Women's Group. And I've been designated to kind
10:16:01 12 of follow these meetings.

10:16:02 13 And I watched it this morning for
10:16:04 14 the five minute, and it helped me direct what I
10:16:06 15 could watch at home. And that's why I'm here now,
10:16:09 16 because I -- then I realized that you split up
10:16:11 17 into the committee meetings.

10:16:13 18 So I really appreciate it. That is
10:16:15 19 just so forward that I just was, I thought it was
10:16:18 20 great. And I think the YouTube idea is excellent.

10:16:23 21 COMMISSIONER DAI: Okay.

10:16:23 22 COMMISSIONER WARD: Thank you for
10:16:24 23 the comments. If it's okay, I dropped the ball on
10:16:25 24 this, we're -- it's our first group committee
10:16:27 25 meeting.

10:16:27 1 And I should have opened up by
10:16:29 2 letting you know, thanking you for coming and
10:16:32 3 joining us. We really do appreciate you, and we'd
10:16:36 4 love to get your input on all these items.

10:16:39 5 But in order for us to get through
10:16:41 6 a number of the things we have to accomplish, what
10:16:42 7 we're going to do is do kind of like the general
10:16:43 8 meetings and open it up at the end.

10:16:45 9 And if you could just take any
10:16:47 10 notes, we would appreciate all and every bit of
10:16:50 11 input. We're just going to try and order it a
10:16:52 12 little bit just so that we can get as much done as
10:16:54 13 we can. It's very limited time.

10:16:55 14 Thank you so much, though.
10:16:57 15 Appreciate you being here.

10:17:02 16 COMMISSIONER DAI: So yeah, I think
10:17:03 17 there are a lot of different things that we can do
10:17:06 18 that would in a very short amount of time greatly
10:17:09 19 improve the transparency.

10:17:11 20 Because otherwise, you know, they
10:17:12 21 have to sit through the same time that we're
10:17:14 22 sitting through, and that's go to be --

10:17:16 23 COMMISSIONER FORBES: It's
10:17:17 24 undoable.

10:17:21 25 COMMISSIONER DAI: -- undoable.

10:17:21 1 So if that's -- like I think the
10:17:23 2 first thing is just getting it so that people can
10:17:27 3 understand and be confident that in five minutes
10:17:31 4 or less they can be caught up, you know, on what's
10:17:35 5 happening, what's going on and what are action
10:17:38 6 items, you know, when's the next meeting, just
10:17:41 7 kind of headlines.

10:17:44 8 MR. WILCOX: Uh-huh.

10:17:44 9 COMMISSIONER WARD: These are
10:17:45 10 pretty low-tech --

10:17:45 11 COMMISSIONER DAI: Yeah.

10:17:46 12 COMMISSIONER WARD: -- low dollar
10:17:47 13 things. So yeah, this should all be done.

10:17:48 14 COMMISSIONER DAI: It could be
10:17:52 15 texts on a website. I mean, that's how simple it
10:17:53 16 could be.

10:17:53 17 MR. WILCOX: That's right.

10:17:54 18 COMMISSIONER DAI: The other thing
10:17:55 19 is that we do have, you know, people who
10:17:57 20 subscribed, as the gentleman had mentioned before.

10:17:57 21 MR. WILCOX: That's right.

10:18:01 22 COMMISSIONER DAI: You know, we
10:18:01 23 have a subscription list.

10:18:03 24 MR. WILCOX: That's right.

10:18:04 25 COMMISSIONER DAI: It was used a

10:18:05 1 lot during the selection process by the B.S.A.

10:18:09 2 You know, it has not been used since then because
10:18:12 3 we've got no one to do it.

10:18:13 4 So I think we should kick that back
10:18:15 5 into gear, you know, and try to increase that
10:18:19 6 distribution list, too.

10:18:21 7 MR. WILCOX: Uh-huh. Absolutely.

10:18:23 8 COMMISSIONER DAI: Because then,
10:18:24 9 you know, they can tell their friends or whatever.
10:18:26 10 And then that will help us with our outreach
10:18:30 11 efforts as well.

10:18:33 12 We're just brainstorming, I think.

10:18:35 13 COMMISSIONER FORBES: It was a
10:18:37 14 website, though, right, as opposed to media and
10:18:41 15 newspapers? Or I could talk about newspapers,
10:18:41 16 too.

10:18:42 17 I mean, I think that it would
10:18:45 18 behoove us -- I mean, you're talking about a lot
10:18:48 19 of times the local newspapers will be the ones
10:18:50 20 that people actually read for this kind of stuff,
10:18:52 21 and they don't have the --

10:18:52 22 MR. WILCOX: Absolutely.

10:18:52 23 COMMISSIONER FORBES: -- they won't
10:18:53 24 read the L.A. Times --

10:18:53 25 COMMISSIONER DAI: Right.

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MR. WILCOX: Right.

COMMISSIONER FORBES: -- to find out what we're doing.

MR. WILCOX: Right.

COMMISSIONER FORBES: But to create a list of all that, and we may have such a list, of the various newspaper and media outputs, particularly in the more remote areas like in -- if you're up in Redding or you're up in Alturas or -- I mean, that matters to them to have the thing where they get a press release after every one of our sessions so that they have a -- I mean, and they just understand it's coming.

MR. WILCOX: Right.

COMMISSIONER FORBES: I mean, and they'll love it and it'll be good for us.

MR. WILCOX: Absolutely. And part of that in putting together, there is a Bacon's, it's called Bacon's Media list. And that has thousands of, you know, the radio, the newspapers and all.

And what's important is -- and it's up to date where they tell you who the producers are.

COMMISSIONER DAI: Uh-huh.

10:19:41 1 MR. WILCOX: Because then you've
10:19:42 2 got to talk about all the different shows that are
10:19:44 3 on --

10:19:44 4 COMMISSIONER FORBES: Uh-huh.

10:19:44 5 MR. WILCOX: -- and all the
10:19:45 6 different writers and the columnists and to make
10:19:47 7 sure that you're also reaching the right people --

10:19:47 8 COMMISSIONER FORBES: Uh-huh.

10:19:50 9 MR. WILCOX: -- because you can
10:19:50 10 send it to a newspaper and it can get lost.

10:19:53 11 So you bring up a great point in
10:19:56 12 that it's a two-prong approach. One is with a
10:19:59 13 general message about what the commission is
10:20:01 14 doing, and then focusing in on reaching out
10:20:05 15 personally to those newspapers and those local
10:20:08 16 media outlets and saying, you know, I have a
10:20:12 17 commissioner who's available to come by to talk to
10:20:15 18 your editorial board or editorial reporter.

10:20:17 19 And then, of course, those lists
10:20:19 20 will be invaluable when we're doing the outreach
10:20:22 21 meetings --

10:20:22 22 COMMISSIONER FORBES: Uh-huh.

10:20:23 23 MR. WILCOX: -- and hearings.
10:20:24 24 Because when we go into one of those small towns
10:20:27 25 and those areas up and down the state, we want to

10:20:31 1 make sure all those local media -- and they will
10:20:35 2 welcome that. They want to know what's going
10:20:37 3 on --

10:20:37 4 COMMISSIONER FORBES: Uh-huh.

10:20:38 5 MR. WILCOX: -- and they don't want
10:20:39 6 to have to be detectives.

10:20:39 7 COMMISSIONER FORBES: Uh-huh.

10:20:39 8 COMMISSIONER DAI: Right.

10:20:40 9 MR. WILCOX: They shouldn't have to
10:20:41 10 be. They don't have the time to do that.

10:20:43 11 And that's why I think earlier when
10:20:45 12 I was saying to tell our story, to write our story
10:20:50 13 and to find the right audience within the media --

10:20:50 14 COMMISSIONER DAI: Uh-huh.

10:20:54 15 MR. WILCOX: -- to deliver that
10:20:55 16 story. And that's a very, you know, low cost/no
10:21:00 17 cost way --

10:21:01 18 COMMISSIONER DAI: Right.

10:21:02 19 MR. WILCOX: -- of getting the word
10:21:04 20 out.

10:21:04 21 COMMISSIONER DAI: You're totally
10:21:04 22 right. They're dying for content. And so we
10:21:06 23 almost want, like, a redistricting corner or
10:21:08 24 something in every local news outlet.

10:21:10 25 COMMISSIONER FORBES: Exactly. And

10:21:10 1 weekly.

10:21:10 2 COMMISSIONER DAI: You know?

10:21:11 3 COMMISSIONER FORBES: They've got

10:21:11 4 the ears.

10:21:11 5 COMMISSIONER DAI: And then we will

10:21:14 6 see that or even promise them, we will give them

10:21:15 7 the content.

10:21:16 8 COMMISSIONER FORBES: I mean, I

10:21:16 9 have an image in my head which is that, for

10:21:18 10 whatever paper it is, you have a map of their

10:21:20 11 current local district --

10:21:20 12 MR. WILCOX: Uh-huh.

10:21:22 13 COMMISSIONER FORBES: -- with a

10:21:22 14 question mark.

10:21:22 15 MR. WILCOX: Uh-huh.

10:21:25 16 COMMISSIONER FORBES: I mean,

10:21:25 17 that's their personal logo kind of thing --

10:21:25 18 MR. WILCOX: Uh-huh.

10:21:28 19 COMMISSIONER FORBES: -- and sort

10:21:28 20 of a way of getting people's attention.

10:21:33 21 COMMISSIONER DAI: Back to media

10:21:35 22 training?

10:21:36 23 MR. WILCOX: Yes.

10:21:37 24 COMMISSIONER DAI: So my suggestion

10:21:38 25 is that you actually do one-on-one training with

10:21:41 1 each commissioner.

10:21:41 2 MR. WILCOX: Okay.

10:21:42 3 COMMISSIONER DAI: Because I think
10:21:43 4 people have varying levels of comfort with
10:21:46 5 speaking to the media.

10:21:46 6 MR. WILCOX: Okay.

10:21:47 7 COMMISSIONER DAI: And some people
10:21:48 8 are very practiced at it.

10:21:48 9 MR. WILCOX: Uh-huh.

10:21:50 10 COMMISSIONER DAI: Some people are
10:21:51 11 a little nervous about it.

10:21:51 12 MR. WILCOX: Uh-huh.

10:21:52 13 COMMISSIONER DAI: So I think it
10:21:53 14 has to be customized.

10:21:55 15 COMMISSIONER FORBES: And I think
10:21:56 16 another thing, which is -- and this is, it's a
10:21:56 17 variation of media, you've got your Rotary Clubs
10:22:00 18 or your Chamber of Commerces.

10:22:00 19 COMMISSIONER DAI: Yes.

10:22:02 20 COMMISSIONER FORBES: But I think
10:22:03 21 we should come up with a -- and you can write it
10:22:05 22 and we can edit and the lawyer can look at it, you
10:22:08 23 know, the five-minute --

10:22:08 24 COMMISSIONER DAI: Yeah.

10:22:12 25 COMMISSIONER FORBES: -- speech --

10:22:12 1 MR. WILCOX: Uh-huh.

10:22:12 2 COMMISSIONER FORBES: -- that we --

10:22:13 3 everyone --

10:22:13 4 COMMISSIONER DAI: Elevator pitch.

10:22:15 5 COMMISSIONER FORBES: -- we're all

10:22:16 6 given the same message --

10:22:16 7 COMMISSIONER DAI: Uh-huh.

10:22:17 8 COMMISSIONER FORBES: -- and we're

10:22:18 9 available to go out and be at every Rotary's or

10:22:18 10 Chamber of Commerce's --

10:22:18 11 COMMISSIONER DAI: Yeah.

10:22:18 12 COMMISSIONER FORBES: -- or

10:22:20 13 whatever it is, the appropriate local group.

10:22:23 14 MR. WILCOX: That's right.

10:22:24 15 COMMISSIONER DAI: Yeah.

10:22:24 16 COMMISSIONER WARD: So --

10:22:25 17 COMMISSIONER DAI: Did you read my

10:22:26 18 talking points, by the way?

10:22:28 19 MR. WILCOX: Yes.

10:22:29 20 COMMISSIONER FORBES: Exactly.

10:22:30 21 MR. WILCOX: Nice.

10:22:30 22 COMMISSIONER DAI: So we want those

10:22:32 23 from you.

10:22:34 24 COMMISSIONER FORBES: Right. And

10:22:35 25 they need to be in ten-point type.

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COMMISSIONER WARD: Okay. So
let's -- anything else about media training?

COMMISSIONER RAYA: Yes. In the
void where we have not had formal media training,
we are nonetheless being contacted --

COMMISSIONER DAI: Uh-huh.

COMMISSIONER RAYA: -- and asked to
make comments.

I think we have had a fair amount
of background given to us as to, what, hammered
into our heads what we cannot say.

MR. WILCOX: Uh-huh.

COMMISSIONER RAYA: So I think we
know that.

And as Cynthia said, we all have
varying degrees of comfort speaking publicly.

MR. WILCOX: Uh-huh.

COMMISSIONER RAYA: But we're going
to continue to get those calls, and we still have
to have some kind of a policy --

MR. WILCOX: Uh-huh.

COMMISSIONER RAYA: -- about is it
okay, you know --

COMMISSIONER DAI: Yeah.

COMMISSIONER RAYA: -- to go ahead

10:23:22 1 and respond.

10:23:22 2 COMMISSIONER FORBES: Uh-huh.

10:23:24 3 COMMISSIONER RAYA: And --

10:23:24 4 COMMISSIONER DAI: And Rob needs to
10:23:25 5 know about every one of those.

10:23:25 6 COMMISSIONER RAYA: Yeah.

10:23:26 7 COMMISSIONER DAI: And it needs to
10:23:27 8 be centralized so we know where we're going.

10:23:30 9 COMMISSIONER RAYA: So just some
10:23:31 10 kind of, okay, we send you -- so-and-so contacted
10:23:33 11 me and I'm going to talk to this person --

10:23:33 12 MR. WILCOX: Well, maybe it would
10:23:33 13 help you --

10:23:37 14 COMMISSIONER RAYA: -- just so that
10:23:37 15 everybody understands what that is. Because we
10:23:39 16 may -- we don't want to duplicate either.

10:23:41 17 COMMISSIONER WARD: And that's a
10:23:43 18 great point. Maybe it would help you, then
10:23:44 19 we'll -- I just set you up for a failure.

10:23:46 20 Let's switch gears and go to media
10:23:48 21 procedures or plans. We need to go -- that is
10:23:51 22 definitely one of the big items I thought that we
10:23:53 23 needed to tackle --

10:23:53 24 COMMISSIONER DAI: Critical.

10:23:53 25 MR. WILCOX: Yes.

10:23:55 1 COMMISSIONER WARD: -- is the
10:23:56 2 protocol, yeah, outline here. So let's maybe
10:24:01 3 switch to that.

10:24:02 4 MR. WILCOX: Well, let me just go
10:24:03 5 in the general, and I'm going to put something in
10:24:05 6 writing next week, but to discuss what that
10:24:09 7 protocol might look like is I believe that
10:24:13 8 everything needs to be centralized so that, first
10:24:17 9 of all, that I can keep track of --

10:24:17 10 COMMISSIONER DAI: Uh-huh.

10:24:19 11 MR. WILCOX: -- who we're talking
10:24:20 12 to and be able to track it that way, and also to
10:24:26 13 vet these opportunities for you so when you
10:24:29 14 receive a call -- now it might be a reporter that
10:24:32 15 you know very, very well.

10:24:35 16 COMMISSIONER DAI: Still.

10:24:37 17 MR. WILCOX: It's important for me
10:24:38 18 to know and so that I can -- so that you're not
10:24:41 19 put in the situation where you have to ask the
10:24:43 20 reporter, well, what is it exactly that you need,
10:24:46 21 what is the subject, what are some -- to try to
10:24:49 22 vet that.

10:24:49 23 And sometimes, you know, you try to
10:24:51 24 do the best job and they can still, they're going
10:24:54 25 to throw you curve balls. And that's, of course,

10:24:56 1 where the media training is going to come in.

10:24:58 2 But I think it's just best to say,
10:25:00 3 hey, I'd love to talk to you, but can you call Rob
10:25:05 4 Wilcox, or I will have Rob Wilcox call you, and
10:25:05 5 then you shoot me an e-mail --

10:25:06 6 COMMISSIONER DAI: Right.

10:25:06 7 MR. WILCOX: -- however you're most
10:25:07 8 comfortable, but then I can handle that.

10:25:10 9 COMMISSIONER DAI: Excellent.

10:25:13 10 MR. WILCOX: And especially if it's
10:25:14 11 a media person that you don't know or maybe an
10:25:16 12 outlet that you're --

10:25:16 13 COMMISSIONER DAI: Uh-huh.

10:25:16 14 MR. WILCOX: -- or an outlet that
10:25:18 15 you're very familiar with, you don't know if
10:25:20 16 that's an actual reporter or not.

10:25:23 17 COMMISSIONER DAI: Well, now you
10:25:24 18 have bloggers who are claiming to be media; right?

10:25:24 19 MR. WILCOX: That's right.

10:25:27 20 COMMISSIONER DAI: And so you want
10:25:27 21 to check them out.

10:25:29 22 MR. WILCOX: That's absolutely
10:25:30 23 right. So I will do that vetting process.

10:25:32 24 So it's a very short protocol in
10:25:36 25 that, you know, basically let me know --

10:25:36 1 COMMISSIONER DAI: Yes.

10:25:40 2 MR. WILCOX: -- and say, I'd love
10:25:41 3 to talk to you, hand it off to me, and then I can
10:25:44 4 also say, okay, here we've spoken to the folks in
10:25:48 5 the commission and the council and this is what
10:25:50 6 they're looking for and this is what we're able to
10:25:53 7 say and these types of things, too.

10:25:56 8 COMMISSIONER FORBES: Along those
10:25:57 9 lines of what to say, I think it would be very
10:25:59 10 helpful, because I've used a -- I've quoted it
10:26:00 11 twice, you know, in interviews, there's a passage
10:26:03 12 in Prop 11 that says what we can't talk about --

10:26:03 13 COMMISSIONER DAI: Uh-huh.

10:26:07 14 COMMISSIONER FORBES: -- to have
10:26:07 15 that on a card --

10:26:07 16 COMMISSIONER DAI: Yeah.

10:26:07 17 MR. WILCOX: Right.

10:26:07 18 COMMISSIONER DAI: Yeah.

10:26:09 19 COMMISSIONER FORBES: -- that we
10:26:10 20 can hand that to start out, you know, and say --

10:26:10 21 COMMISSIONER DAI: Cannot talk
10:26:10 22 about --

10:26:12 23 COMMISSIONER FORBES: -- cannot
10:26:13 24 talk about these things --

10:26:13 25 COMMISSIONER DAI: Right.

10:26:16 1 COMMISSIONER FORBES: -- I mean,
10:26:16 2 don't ask --

10:26:16 3 COMMISSIONER DAI: Right.

10:26:16 4 COMMISSIONER FORBES: -- I mean,
10:26:16 5 kind of thing.

10:26:18 6 And it was interesting, because
10:26:18 7 when I was on KXBR last week --

10:26:18 8 COMMISSIONER DAI: Uh-huh.

10:26:21 9 COMMISSIONER FORBES: -- and that's
10:26:21 10 the public radio station in Sacramento, before I
10:26:25 11 went on I told the interviewer, I read him the
10:26:28 12 passage.

10:26:29 13 He wrote it down and he started out
10:26:31 14 the interview reading the passage, you know, as a
10:26:34 15 way, I mean --

10:26:34 16 MR. WILCOX: Right.

10:26:34 17 COMMISSIONER FORBES: -- you know,
10:26:34 18 so --

10:26:34 19 MR. WILCOX: Right.

10:26:35 20 COMMISSIONER FORBES: -- so
10:26:36 21 everybody would understand I'm not ducking
10:26:38 22 questions. I just -- you know, can't talk about
10:26:40 23 it.

10:26:41 24 COMMISSIONER DAI: Excellent good
10:26:42 25 suggestion.

10:26:43 1 I think the other reason it needs
10:26:45 2 to be centralized is, and the reason why I want
10:26:47 3 you to do one-on-one media training --

10:26:47 4 MR. WILCOX: Uh-huh.

10:26:49 5 COMMISSIONER DAI: -- because I
10:26:50 6 want you to get to know each commissioner.
10:26:52 7 Because we're all going to have --

10:26:52 8 MR. WILCOX: Right.

10:26:53 9 COMMISSIONER DAI: -- different
10:26:53 10 strengths, and we have -- we each have a different
10:26:53 11 story. We each represent different communities.

10:26:55 12 And it may be that who the reporter
10:26:58 13 called may not be the most ideal representative
10:26:58 14 for what they're looking for.

10:26:58 15 MR. WILCOX: Uh-huh.

10:27:01 16 COMMISSIONER DAI: And you can
10:27:01 17 actually help direct them to a more appropriate
10:27:04 18 person.

10:27:05 19 MR. WILCOX: That's absolutely
10:27:06 20 right. Because there will be commissioners that
10:27:08 21 will have an expertise in a certain area or --

10:27:13 22 COMMISSIONER DAI: Or certain
10:27:14 23 background.

10:27:15 24 MR. WILCOX: -- or a certain
10:27:15 25 background that fits.

10:27:16 1 It's always about making sure that
10:27:19 2 you're matching -- you just can't do a general
10:27:22 3 "fits all" approach. It doesn't work.

10:27:22 4 COMMISSIONER FORBES: Uh-huh.

10:27:25 5 MR. WILCOX: You have to match the
10:27:27 6 media, the audience, know your audience --

10:27:27 7 COMMISSIONER DAI: Uh-huh.

10:27:31 8 MR. WILCOX: -- and match up with
10:27:33 9 the right message and the right messenger.

10:27:38 10 COMMISSIONER DAI: Right.

10:27:38 11 COMMISSIONER RAYA: That's going to
10:27:39 12 be especially true with some commissioners being
10:27:41 13 able to give interviews in languages other than
10:27:45 14 English.

10:27:46 15 COMMISSIONER DAI: Absolutely.

10:27:46 16 COMMISSIONER FORBES: It might also
10:27:47 17 be useful, then, if we let you know some strengths
10:27:51 18 we might have or that you might not have picked up
10:27:55 19 in the interview.

10:27:56 20 For example, I speak --

10:27:59 21 COMMISSIONER WARD: Stanley can
10:28:02 22 dance.

10:28:02 23 COMMISSIONER FORBES: I speak a
10:28:03 24 little bit of Russian, you know. And so, you
10:28:05 25 know, that would be, you know, if there's a

10:28:07 1 Russian community --

10:28:07 2 COMMISSIONER DAI: Uh-huh.

10:28:09 3 COMMISSIONER FORBES: -- at least I

10:28:10 4 can go say hello and thank you for letting me be

10:28:10 5 here --

10:28:10 6 MR. WILCOX: Uh-huh.

10:28:12 7 COMMISSIONER FORBES: -- in Russian

10:28:12 8 before I shift over into English --

10:28:12 9 MR. WILCOX: Uh-huh.

10:28:14 10 COMMISSIONER FORBES: -- or

10:28:14 11 something like that. So that's what I mean.

10:28:17 12 COMMISSIONER DAI: Right. Of

10:28:18 13 course --

10:28:18 14 COMMISSIONER FORBES: I mean, you

10:28:19 15 speak Chinese, so I mean.

10:28:20 16 COMMISSIONER DAI: Yeah. I was

10:28:20 17 going to say, of course I know that you've read

10:28:21 18 our applications thoroughly, and so you have our

10:28:24 19 life history.

10:28:26 20 But you know, you may actually want

10:28:29 21 to interview each of us.

10:28:30 22 MR. WILCOX: I think that's a great

10:28:32 23 idea. And I think that's why the one-on-one is --

10:28:32 24 COMMISSIONER FORBES: Yeah.

10:28:34 25 MR. WILCOX: -- so very important.

10:28:36 1 Because you know, and you also have a style, each
10:28:39 2 individual has a personal style --

10:28:42 3 COMMISSIONER DAI: Yes.

10:28:43 4 MR. WILCOX: -- that, you know,
10:28:45 5 with not only your story, but what you're
10:28:47 6 comfortable in saying and how you're saying it.
10:28:50 7 And I want to work with you to develop that.

10:28:54 8 COMMISSIONER FORBES: Uh-huh.

10:28:54 9 COMMISSIONER DAI: That'll be
10:28:55 10 great.

10:28:56 11 MR. WILCOX: You need to be
10:28:57 12 comfortable. Because effective messengers are
10:29:00 13 ones that are comfortable with themselves and
10:29:03 14 comfortable with the situation and comfortable
10:29:06 15 also with the message.

10:29:06 16 COMMISSIONER DAI: Uh-huh.

10:29:06 17 COMMISSIONER FORBES: Uh-huh.

10:29:09 18 COMMISSIONER DAI: Right.

10:29:09 19 COMMISSIONER WARD: Right. On the
10:29:10 20 lines of the protocol that we discussed --

10:29:10 21 MR. WILCOX: Uh-huh.

10:29:13 22 COMMISSIONER WARD: -- we have
10:29:14 23 centralized all media contact through Rob for the
10:29:20 24 purposes of tracking, of vetting, and for
10:29:24 25 identifying any special preparation necessary.

10:29:28 1 Is that an action item that we can
10:29:30 2 push through this week? Can we make that a -- is
10:29:33 3 that something you'd be comfortable making a --

10:29:34 4 COMMISSIONER RAYA: A
10:29:34 5 recommendation?

10:29:34 6 MR. WILCOX: Uh-huh.

10:29:35 7 COMMISSIONER DAI: Absolutely.
10:29:36 8 Yeah. No. That should definitely be part of our
10:29:38 9 subcommittee report --

10:29:38 10 COMMISSIONER WARD: Yeah. Sure.

10:29:38 11 COMMISSIONER DAI: -- that this is,
10:29:39 12 you know, this is what we're recommending --

10:29:39 13 COMMISSIONER WARD: Uh-huh.

10:29:41 14 COMMISSIONER DAI: -- that this is
10:29:41 15 protocol so that Rob can vet and identify the
10:29:44 16 right message and messenger and --

10:29:47 17 MR. WILCOX: And it can take effect
10:29:48 18 on Monday morning.

10:29:48 19 COMMISSIONER DAI: Yeah.

10:29:48 20 COMMISSIONER RAYA: Uh-huh.

10:29:49 21 MR. WILCOX: Or it can take effect
10:29:51 22 immediately --

10:29:51 23 COMMISSIONER DAI: Yeah.

10:29:51 24 MR. WILCOX: -- when you vote on
10:29:51 25 it.

10:29:54 1 COMMISSIONER DAI: Yeah.

10:29:54 2 COMMISSIONER WARD: I think that's

10:29:54 3 what I'm asking.

10:29:54 4 COMMISSIONER DAI: Yeah.

10:29:54 5 Absolutely.

10:29:54 6 COMMISSIONER WARD: Are you guys

10:29:55 7 comfortable --

10:29:55 8 COMMISSIONER DAI: Yes.

10:29:56 9 COMMISSIONER WARD: -- making this

10:29:57 10 motion and --

10:29:57 11 COMMISSIONER FORBES: Yes.

10:29:59 12 COMMISSIONER WARD: -- putting it

13 into effect.

14 COMMISSIONER DAI: Yeah.

15 COMMISSIONER WARD: That way it can

16 be in effect as of --

17 COMMISSIONER DAI: Yeah.

18 COMMISSIONER WARD: Okay. That's

10:30:00 19 great. Thank you.

10:30:00 20 COMMISSIONER DAI: No. I think

10:30:01 21 that's good.

10:30:01 22 COMMISSIONER WARD: Can we -- do

10:30:03 23 you mind if we shift then, is there any other

10:30:05 24 protocol items that anyone's interested or want to

10:30:08 25 comment on?

10:30:09 1 COMMISSIONER DAI: Yeah. It's not
10:30:13 2 only media, it's conferences that ask to make
10:30:19 3 remarks. I can imagine being asked to speak to
10:30:22 4 classes, and like you mentioned Rotary Clubs,
10:30:22 5 community groups.

10:30:23 6 So there might be some nuances on
10:30:26 7 the different items. It's not just media, any
10:30:28 8 kind of public speaking.

10:30:31 9 MR. WILCOX: Public, any public
10:30:32 10 communication, right.

10:30:32 11 COMMISSIONER DAI: Yeah.

10:30:32 12 MR. WILCOX: Absolutely. I agree
10:30:33 13 with you.

10:30:34 14 COMMISSIONER RAYA: Well, I think
10:30:35 15 if we're looking -- I look at everything that I
10:30:38 16 say as really communicating to --

10:30:38 17 COMMISSIONER DAI: Yeah.

10:30:42 18 COMMISSIONER RAYA: -- a public,
10:30:42 19 the public, not, you know, trying to sort of make
10:30:46 20 use of the opportunity with the media to really
10:30:50 21 just talk to the people.

10:30:50 22 COMMISSIONER DAI: Uh-huh.

10:30:51 23 COMMISSIONER RAYA: So to me it's
10:30:52 24 kind of all the same, the same mind set --

10:30:52 25 COMMISSIONER DAI: Uh-huh.

10:30:52 1 MR. WILCOX: Right.

10:30:56 2 COMMISSIONER RAYA: -- whoever

10:30:57 3 you're talking to.

10:30:58 4 MR. WILCOX: Right. Right.

10:30:59 5 COMMISSIONER DAI: Part of this

10:30:59 6 protocol, you know, we should mention that Rob's

10:31:03 7 going to do one-on-one media training --

10:31:03 8 MR. WILCOX: Uh-huh.

10:31:05 9 COMMISSIONER DAI: -- and that we

10:31:06 10 should divulge any special kind of skills --

10:31:06 11 COMMISSIONER FORBES: Uh-huh.

10:31:10 12 COMMISSIONER DAI: -- language

10:31:10 13 skills or interesting things about our

10:31:13 14 background --

10:31:14 15 COMMISSIONER FORBES: Uh-huh.

10:31:14 16 COMMISSIONER DAI: -- you know, to

10:31:15 17 help Rob, you know, figure out --

10:31:15 18 COMMISSIONER FORBES: Uh-huh.

10:31:19 19 COMMISSIONER DAI: -- who we are as

10:31:21 20 messengers.

10:31:21 21 COMMISSIONER FORBES: Uh-huh

10:31:21 22 MR. WILCOX: Absolutely. Thank

10:31:22 23 you. .

10:31:25 24 COMMISSIONER WARD: Is it okay,

10:31:26 25 then, if we shift to -- I know that a lot of what

10:31:28 1 we want to talk about is outreach oriented as far
10:31:30 2 as -- and we want to get into that.

10:31:31 3 But I was going to try and put it
10:31:33 4 at the end, because that's a lot more broad.

10:31:33 5 COMMISSIONER DAI: Uh-huh.

10:31:35 6 COMMISSIONER WARD: And maybe we
10:31:35 7 can nail down anything that we can get definition
10:31:38 8 and maybe make happen through the --

10:31:38 9 COMMISSIONER DAI: Uh-huh.

10:31:42 10 COMMISSIONER WARD: -- the broad
10:31:42 11 meeting this week and go from there.

10:31:44 12 So media products, was there -- to
10:31:46 13 get back to that one, is there anything, great
10:31:50 14 ideas so far, is there anything else?

10:31:51 15 I know that the fact sheet and
10:31:53 16 background sheet that are presently available
10:31:55 17 are -- no, I don't think up to par for what we
10:31:59 18 need.

10:31:59 19 MR. WILCOX: No.

10:31:59 20 COMMISSIONER WARD: Is that -- do
10:31:59 21 we have a --

10:32:00 22 MR. WILCOX: No. There will be, I
10:32:01 23 mean, in the general communication tools, I'm
10:32:09 24 going to be looking at everything that we have now
10:32:11 25 and --

10:32:11 1 COMMISSIONER DAI: Putting a press
10:32:12 2 kit together.

10:32:13 3 MR. WILCOX: A press kit together
10:32:14 4 and just also the right kind of tools for all of
10:32:19 5 you to use --

10:32:19 6 COMMISSIONER DAI: Uh-huh.

10:32:20 7 MR. WILCOX: -- and for the public
10:32:22 8 to be able to access where we need a clear,
10:32:27 9 consistent and concise message. And that needs to
10:32:34 10 be easily available.

10:32:35 11 COMMISSIONER WARD: Is there any
10:32:39 12 other media products that you want to make the
10:32:43 13 broad commission aware of or that you think are
10:32:47 14 worthy of talking about, discussing?

10:32:47 15 MR. WILCOX: As of right now, other
10:32:48 16 than the press kit and the websites and the social
10:32:53 17 media and talking points and that type of thing,
10:32:58 18 as we go along there will be others that I'm sure
10:33:00 19 that will be created, but those are the top
10:33:02 20 priorities right now.

10:33:04 21 COMMISSIONER WARD: Okay.

10:33:04 22 COMMISSIONER DAI: So one thing I
10:33:05 23 think is important is that there's so many other
10:33:07 24 resources available, you know, between
10:33:10 25 redistricting California and, you know, free

10:33:13 1 resources.

10:33:14 2 There is a section on the website
10:33:16 3 right now for other resources that probably need
10:33:18 4 some kind of sorting, but.

10:33:20 5 MR. WILCOX: Yes, it does.

10:33:22 6 COMMISSIONER RAYA: You're saying
10:33:22 7 to link to the other --

10:33:24 8 COMMISSIONER DAI: To link to --
10:33:24 9 yeah. Because you know, why re-create the wheel?
10:33:27 10 I mean, I'm not -- I looked at the pamphlets that
10:33:29 11 every district in California did.

10:33:29 12 I thought, wow, this is, you
10:33:29 13 know --

10:33:29 14 COMMISSIONER RAYA: Uh-huh.

10:33:30 15 COMMISSIONER DAI: -- it's short,
10:33:31 16 it's concise, it's clear, it's -- you know, it has
10:33:34 17 all that information. It's like, don't need to
10:33:36 18 re-create that, you know.

10:33:38 19 So I mean, to the degree we can
10:33:40 20 leverage the efforts of other groups that are
10:33:42 21 really trying to explain the same thing --

10:33:45 22 MR. WILCOX: Right.

10:33:46 23 COMMISSIONER DAI: -- you know, we
10:33:47 24 can maybe highlight recommended resources and then
10:33:51 25 have a laundry list somewhere else.

10:33:54 1 But we might want to pull a few out
10:33:56 2 that we think are --
10:33:56 3 MR. WILCOX: Uh-huh.
10:33:57 4 COMMISSIONER DAI: -- particularly
10:33:58 5 good --
10:33:58 6 MR. WILCOX: Uh-huh.
10:33:58 7 COMMISSIONER DAI: -- because
10:33:59 8 otherwise it really will be a laundry list and
10:34:01 9 it'll be hard to find --
10:34:01 10 COMMISSIONER RAYA: That --
10:34:02 11 COMMISSIONER DAI: -- and sort
10:34:02 12 through.
10:34:03 13 COMMISSIONER RAYA: That pamphlet
10:34:04 14 really should be at the top of the list.
10:34:07 15 COMMISSIONER DAI: It was really
10:34:07 16 good, I thought.
10:34:08 17 COMMISSIONER RAYA: Yes. The focus
10:34:09 18 is very much on a direct statement of the
10:34:14 19 impartiality of the commission, the independence
10:34:18 20 of the commission.
10:34:18 21 And you can see from the public
10:34:20 22 comment this morning that there is --
10:34:20 23 COMMISSIONER DAI: People don't
10:34:20 24 understand it still.
10:34:21 25 COMMISSIONER RAYA: -- there is

10:34:23 1 still a misconception about our --

10:34:23 2 COMMISSIONER DAI: Role.

10:34:25 3 COMMISSIONER RAYA: -- charge.

10:34:27 4 COMMISSIONER WARD: Do you mind

10:34:27 5 just for the public, I don't recall the origin of

10:34:32 6 that pamphlet. Could you --

10:34:32 7 COMMISSIONER DAI: Yeah.

10:34:33 8 COMMISSIONER WARD: Do you know

10:34:34 9 what the --

10:34:34 10 COMMISSIONER DAI: It's from

10:34:34 11 "Restricting California," which is funded by

10:34:37 12 the -- it was funded by the Irvine foundation. It

10:34:39 13 was the little green --

10:34:40 14 COMMISSIONER WARD: Right. I

10:34:40 15 remember it. Yeah.

10:34:41 16 COMMISSIONER DAI: Yeah. And

10:34:42 17 it's --

10:34:42 18 COMMISSIONER WARD: It was

10:34:43 19 wonderful, well done.

10:34:44 20 COMMISSIONER DAI: It's available

10:34:45 21 in I think a P.D.F. format, and it's available in

10:34:48 22 a printed hard copy as well if you order it from

10:34:50 23 them.

10:34:50 24 COMMISSIONER RAYA: It's

10:34:51 25 Redistricting CA.com.

10:34:53 1 COMMISSIONER DAI: Dot org.
10:34:53 2 COMMISSIONER RAYA: Dot org.
10:34:53 3 COMMISSIONER DAI: Dot org, yeah.
10:34:55 4 So yeah, I thought it was really
10:34:57 5 well done. I looked through the whole thing and
10:34:59 6 it's -- yeah, kind of hits the high points.
10:35:05 7 One of the, you know, needs that
10:35:08 8 we're going to have around messaging, and this is
10:35:11 9 something that Commissioner Blanco brought up, is
10:35:15 10 really explaining the Voting Rights Act in a way
10:35:17 11 that people understand.
10:35:17 12 COMMISSIONER FORBES: Uh-huh.
10:35:21 13 COMMISSIONER DAI: So this is not
10:35:22 14 something we'll need immediately, but soon, is to
10:35:24 15 really help people understand it.
10:35:26 16 COMMISSIONER FORBES: And I don't
10:35:27 17 think it can be just so the philosophy of it,
10:35:30 18 which is what I think that -- it's got -- people
10:35:30 19 have to understand examples.
10:35:34 20 COMMISSIONER DAI: Right.
10:35:36 21 COMMISSIONER FORBES: I mean,
10:35:36 22 because I think that's what people will get it.
10:35:38 23 COMMISSIONER DAI: Yeah. And I
10:35:38 24 looked at the book that we got, I can pull that
10:35:42 25 out for everybody's reference, which is also

10:35:52 1 available in P.D.F. form, this is a little long.

10:35:57 2 It's very thorough, but it's a little long.

10:36:00 3 And you know, I agree with
10:36:03 4 Commissioner Blanco, it's one of these things
10:36:06 5 that, you know, unless you're kind of entrenched
10:36:09 6 in civil rights history, that people may not
10:36:12 7 understand the purpose of it.

10:36:16 8 And you know, it has to be
10:36:17 9 explained in a way that everyone understands.

10:36:17 10 COMMISSIONER FORBES: That's true.

10:36:20 11 COMMISSIONER DAI: Because it's the
10:36:20 12 first law that we have to, you know, outside of
10:36:23 13 the U.S. Constitution that we have to ensure
10:36:26 14 compliance with.

10:36:27 15 And it may result in funny looking
10:36:29 16 districts --

10:36:29 17 COMMISSIONER FORBES: Right.

10:36:32 18 COMMISSIONER DAI: -- you know,
10:36:32 19 that might be mistaken for gerrymander districts.

10:36:32 20 COMMISSIONER FORBES: Exactly.

10:36:35 21 COMMISSIONER DAI: So I think it's
10:36:36 22 really --

10:36:36 23 COMMISSIONER FORBES: Exactly

10:36:37 24 COMMISSIONER DAI: -- important
10:36:37 25 that we have to be able to communicate that well.

10:36:40 1 Right?

10:36:40 2 Because this is -- the public needs
10:36:42 3 to understand that is the number one, you know,
10:36:45 4 law, federal law we have to be in compliance with.

10:36:49 5 MR. WILCOX: That's right. That's
10:36:49 6 right. Absolutely.

10:36:51 7 COMMISSIONER DAI: So start
10:36:51 8 thinking about that.

10:36:53 9 I'm not sure, I mean, the way it's
10:36:55 10 usually been explained, this allows communities to
10:36:58 11 elect a representative of their choice, I don't
10:37:02 12 know if that really brings it home for the average
10:37:05 13 person.

10:37:05 14 MR. WILCOX: Right.

10:37:05 15 COMMISSIONER DAI: I don't know
10:37:05 16 what you guys think.

10:37:05 17 COMMISSIONER FORBES: Uh-huh.

10:37:06 18 COMMISSIONER DAI: It still sounds
10:37:10 19 very vague and --

10:37:10 20 COMMISSIONER FORBES: Yeah.
10:37:10 21 Exactly.

10:37:11 22 COMMISSIONER DAI: -- like you
10:37:12 23 said, philosophical.

10:37:16 24 COMMISSIONER FORBES: I mean, it's
10:37:16 25 a --

10:37:16 1 COMMISSIONER DAI: What does it
10:37:16 2 mean?

10:37:16 3 COMMISSIONER FORBES: Yeah. What
10:37:16 4 does it mean? I mean, what does it mean
10:37:17 5 practically speaking?

10:37:18 6 The fact is in -- you know, in
10:37:21 7 pre-Voting Rights Act, there would be -- we might
10:37:23 8 have a 40 percent African-American population and
10:37:25 9 no African Americans --

10:37:25 10 COMMISSIONER DAI: Right.

10:37:26 11 COMMISSIONER FORBES: -- got
10:37:26 12 elected because of the way the stuff was drawn.

10:37:26 13 COMMISSIONER DAI: Right.

10:37:30 14 COMMISSIONER FORBES: The Voting
10:37:31 15 Rights Act was designed to correct that by -- you
10:37:34 16 know.

10:37:34 17 COMMISSIONER DAI: Right.

10:37:34 18 MR. WILCOX: That's right.

10:37:35 19 COMMISSIONER DAI: I mean, I
10:37:36 20 actually think the whole packing and cracking
10:37:38 21 thing is -- those are good terms.

10:37:38 22 COMMISSIONER FORBES: Yeah.

10:37:40 23 COMMISSIONER DAI: And they rhyme.

10:37:40 24 COMMISSIONER FORBES: People get
10:37:40 25 them.

10:37:41 1 COMMISSIONER DAI: It's easy to
10:37:41 2 understand.
10:37:41 3 COMMISSIONER FORBES: People get
10:37:41 4 them.
10:37:42 5 COMMISSIONER DAI: Great. I mean,
10:37:42 6 so we could do a one-pager, you know.
10:37:44 7 COMMISSIONER FORBES: Or that
10:37:45 8 little diagram they showed us with the nine blocks
10:37:48 9 or 25 blocks and, you know, how you can, you know,
10:37:50 10 shift these around and get --
10:37:50 11 COMMISSIONER DAI: Yeah.
10:37:51 12 COMMISSIONER FORBES: -- no -- none
10:37:51 13 versus two out of five or something like that.
10:37:54 14 COMMISSIONER DAI: Right. Right.
10:37:56 15 So I think that's one particular message we have
10:37:58 16 to work on.
10:38:00 17 COMMISSIONER FORBES: Uh-huh.
10:38:00 18 MR. WILCOX: Absolutely.
10:38:03 19 COMMISSIONER FORBES: Because we
10:38:04 20 will get some odd-shaped districts probably. I
10:38:06 21 think we will.
10:38:06 22 COMMISSIONER DAI: Cracking and
10:38:07 23 packing?
10:38:08 24 COMMISSIONER WARD: I smell a rap
10:38:09 25 video.

10:38:09 1 COMMISSIONER DAI: Oh, and that's
10:38:10 2 the other thing. I think you bring up a good
10:38:12 3 point, which is we should use really creative ways
10:38:16 4 to get our message out.

10:38:16 5 MR. WILCOX: Uh-huh.

10:38:17 6 COMMISSIONER DAI: And this is what
10:38:18 7 student interns are going to be fantastic at --

10:38:18 8 MR. WILCOX: Uh-huh.

10:38:18 9 COMMISSIONER DAI: -- which is
10:38:23 10 coming up with rap videos, whatever.

10:38:26 11 I mean, how do we make
10:38:27 12 redistricting matter to people? Why is it
10:38:30 13 important?

10:38:30 14 MR. WILCOX: Uh-huh.

10:38:30 15 COMMISSIONER DAI: Why should
10:38:31 16 people engage? I think this would be an excellent
10:38:36 17 assignment for, you know, young interns.

10:38:38 18 COMMISSIONER FORBES: Well, it
10:38:39 19 really is a couple different messages. Because
10:38:41 20 those directed toward me --

10:38:41 21 COMMISSIONER DAI: Uh-huh.

10:38:41 22 MR. WILCOX: Right.

10:38:43 23 COMMISSIONER FORBES: -- obviously
10:38:43 24 a significant difference --

10:38:43 25 COMMISSIONER DAI: Right.

10:38:43 1 COMMISSIONER FORBES: -- than those
10:38:45 2 directed to somebody 25.
10:38:47 3 COMMISSIONER DAI: Sure. Right.
10:38:47 4 But the point is we --
10:38:47 5 COMMISSIONER FORBES: Right.
10:38:48 6 COMMISSIONER DAI: -- we need to
10:38:49 7 engage multiple --
10:38:50 8 COMMISSIONER FORBES: We need both
10:38:50 9 of them, both groups.
10:38:50 10 COMMISSIONER DAI: Yeah.
10:38:51 11 Generations.
10:38:51 12 COMMISSIONER RAYA: I was just
10:38:52 13 having a cartoon strip running through my head
10:38:56 14 right now.
10:38:57 15 I mean, I think there's so many
10:38:58 16 ways to use --
10:38:58 17 COMMISSIONER DAI: Uh-huh.
10:38:59 18 COMMISSIONER RAYA: -- especially
10:38:59 19 talented, young, creative people -- well, not just
10:39:02 20 young, but.
10:39:03 21 COMMISSIONER DAI: We're talented
10:39:05 22 and creative, too.
10:39:06 23 COMMISSIONER WARD: Absolutely.
10:39:07 24 Okay. Media products, that's
10:39:11 25 where -- okay. Media products -- we -- that was

10:39:14 1 a -- great. We've got that under messaging.

10:39:14 2 COMMISSIONER DAI: You mean

10:39:15 3 collateral?

10:39:15 4 COMMISSIONER WARD: I'm talking

10:39:16 5 about things, actual products, tangible items

10:39:20 6 that --

10:39:20 7 COMMISSIONER DAI: Collateral.

10:39:21 8 COMMISSIONER WARD: -- that we're

10:39:21 9 going to have.

10:39:22 10 COMMISSIONER DAI: Marketing

10:39:23 11 collateral.

10:39:23 12 COMMISSIONER WARD: Absolutely.

10:39:23 13 You know that better than anyone.

10:39:25 14 COMMISSIONER DAI: I try.

10:39:26 15 COMMISSIONER WARD: I'm just trying

10:39:27 16 to make sure we have some definite direction for

10:39:29 17 Rob so that he can cook away. So we have a number

10:39:35 18 of items.

10:39:36 19 I was wondering if, in that media

10:39:38 20 products option, is there any, with your

10:39:41 21 experience in media, is there any guest speakers

10:39:45 22 that you think would be helpful in coming and

10:39:50 23 presenting to the group on media relations or how

10:39:53 24 to rather -- further than just the one-on-one

10:39:57 25 skills assessment and interview, is there

10:39:59 1 professionals that you have relationships with
10:40:01 2 that might be able to present some education that
10:40:06 3 would be helpful?

10:40:07 4 There might not be. I'm just
10:40:09 5 wondering.

10:40:11 6 MR. WILCOX: Oh, no, absolutely.
10:40:11 7 And it'd just be finding the ones that would
10:40:14 8 volunteer their services.

10:40:16 9 COMMISSIONER DAI: Well, and you
10:40:17 10 could do it yourself. I mean, we don't need
10:40:19 11 somebody else. We hired you because you're an
10:40:21 12 expert.

10:40:22 13 MR. WILCOX: Well, right. In media
10:40:23 14 training, in the one-on-one media training, but
10:40:26 15 broadening to get more perspective.

10:40:28 16 And definitely I do know many, and
10:40:31 17 hopefully that they would to volunteer and come to
10:40:36 18 talk on as-needed basis. That's a good idea.

10:40:42 19 COMMISSIONER WARD: Okay. So at
10:40:43 20 this point, then, we'll close it out if no one
10:40:46 21 else has any.

10:40:47 22 We have the kind of five-minute
10:40:49 23 up-front speech that we want to have in our -- for
10:40:52 24 all commissioners to pocket so that they can on
10:40:55 25 the fly have a quick, brief explanation of all the

10:40:58 1 things we talked about this morning, Prop 11, the
10:41:00 2 commission's mandate, why redistricting matters
10:41:04 3 and how do we get involved.

10:41:07 4 Does that sound about --

10:41:08 5 COMMISSIONER FORBES: Also, and you
10:41:09 6 said, yeah, mandate; I was using commission's
10:41:11 7 authority, but that's mandate work.

10:41:14 8 COMMISSIONER DAI: Yeah.

10:41:14 9 COMMISSIONER WARD: So okay. So we
10:41:15 10 have that.

10:41:16 11 We have a fantastic idea of a card,
10:41:20 12 almost like a little Miranda rights card. We can
10:41:25 13 pull that out and give them a Miranda, and that
10:41:30 14 would be helpful.

10:41:32 15 Background and fact sheets, a press
10:41:34 16 kit production, you've got that on the list.

10:41:36 17 And then any other professional
10:41:40 18 resources that you might have that would help
10:41:43 19 shine our shoes, I guess, would be helpful.

10:41:46 20 Anything else anyone has as far as
10:41:49 21 tangible product?

10:41:50 22 COMMISSIONER DAI: Yeah. I --
10:41:50 23 well, I'd like to talk a little bit about any
10:41:54 24 initial thoughts you have on reaching out to
10:41:56 25 ethnic media.

10:41:57 1 MR. WILCOX: Uh-huh. Well, in
10:41:59 2 reaching out to general media, and at the same
10:42:03 3 time the ethnic media crosses state, and to work
10:42:11 4 with commissioners also with your backgrounds and,
10:42:16 5 you know, your skill sets in helping in those
10:42:21 6 audiences, to also looking to those groups that
10:42:25 7 are already out there who have been partners in
10:42:29 8 supporting Prop 11, the different ethnic groups
10:42:34 9 and the diversity that's supported this, that
10:42:36 10 they're a natural constituency, to immediately
10:42:40 11 reach out to them in putting together that kind of
10:42:45 12 campaign.

10:42:46 13 But this will go on concurrently as
10:42:49 14 we're contacting everyone. But it's to use the
10:42:53 15 friends -- to ask the friends that we have now to
10:42:56 16 help us and to expand.

10:42:58 17 But I will have a comprehensive
10:43:01 18 list of every ethnic media publication, outlet,
10:43:06 19 radio, T.V. in the state of California, and we
10:43:08 20 will go after them vigorously.

10:43:11 21 COMMISSIONER FORBES: Do we know if
10:43:12 22 that brochure that we thought was well done is
10:43:15 23 available in other languages?

10:43:17 24 MR. WILCOX: I do not know that.

10:43:20 25 COMMISSIONER WARD: I believe I saw

10:43:20 1 on their site that it was in Spanish.

10:43:22 2 COMMISSIONER FORBES: But I mean,

10:43:22 3 and perhaps we want to have that voluntarily --

10:43:24 4 COMMISSIONER DAI: Yeah.

10:43:25 5 COMMISSIONER FORBES: -- for

10:43:26 6 free --

10:43:26 7 COMMISSIONER DAI: Yeah.

10:43:26 8 Absolutely.

10:43:26 9 COMMISSIONER FORBES: -- converted

10:43:27 10 into some other languages as well as just Spanish.

10:43:28 11 COMMISSIONER DAI: That's an

10:43:29 12 excellent idea if it's not done. Because it --

10:43:33 13 COMMISSIONER FORBES: I mean, we

10:43:33 14 don't have to put 50 languages, but four or five

10:43:36 15 or six might be --

10:43:36 16 COMMISSIONER DAI: Key languages.

10:43:38 17 COMMISSIONER FORBES: -- key

10:43:38 18 languages might be quite useful.

10:43:40 19 COMMISSIONER DAI: I think that's a

10:43:41 20 great idea. And that's something we can ask

10:43:44 21 Redistricting California to do.

10:43:44 22 COMMISSIONER FORBES: The other

10:43:45 23 thing is that whether we can come up with a

10:43:47 24 version for the blind.

10:43:51 25 COMMISSIONER DAI: An audio

10:43:53 1 version.

10:43:53 2 COMMISSIONER FORBES: Well, it
10:43:54 3 could be an audio version or, I don't know, a
10:43:54 4 Braille version. I don't know.

10:43:56 5 I mean, I don't know what, you
10:43:56 6 know, what is most convenient --

10:43:56 7 COMMISSIONER DAI: Uh-huh.

10:43:56 8 COMMISSIONER FORBES: -- you know,
10:43:58 9 both to generate and be used, but.

10:44:07 10 COMMISSIONER DAI: Yeah. That's a
10:44:08 11 good point.

10:44:19 12 COMMISSIONER FORBES: And along
10:44:20 13 those lines, I was thinking, as we're live
10:44:24 14 streaming our video, you've seen where, I've seen
10:44:29 15 it basing it on T.V., you know, where what's said
10:44:33 16 is typed in.

10:44:35 17 MR. WILCOX: Uh-huh.

10:44:35 18 COMMISSIONER DAI: Teletype.

10:44:37 19 COMMISSIONER FORBES: And is that
10:44:38 20 feasible? I don't know if it is or not. I have
10:44:42 21 no idea.

10:44:43 22 COMMISSIONER DAI: Yeah. They're
10:44:44 23 actually services on the Web to basically
10:44:50 24 automatically transcribe --

10:44:50 25 COMMISSIONER FORBES: Yeah.

10:44:53 1 COMMISSIONER DAI: -- video.

10:44:53 2 COMMISSIONER FORBES: So is there

10:44:54 3 a -- I mean, can we? Is it useful? I mean, is

10:44:55 4 there enough of a deaf community that we would --

10:44:58 5 that's a useful thing to do, that it could be done

10:45:01 6 inexpensively or at no cost?

10:45:01 7 COMMISSIONER DAI: It's very

10:45:02 8 inexpensive.

10:45:03 9 COMMISSIONER FORBES: So that's --

10:45:03 10 I just asked the question.

10:45:04 11 MR. WILCOX: Yeah. It's a very

10:45:05 12 good question, and it's something that we need

10:45:07 13 more information on.

10:45:08 14 COMMISSIONER DAI: I can share with

10:45:09 15 you the research that I've done before. But

10:45:12 16 that's a good point.

10:45:13 17 COMMISSIONER WARD: Is there any

10:45:14 18 way to -- I have no idea. I'm just asking. Is

10:45:16 19 there any way to just plug the feed from the

10:45:20 20 reporter in and --

10:45:22 21 COMMISSIONER FORBES: But they type

10:45:23 22 in Word; they type in their own code.

10:45:24 23 COMMISSIONER WARD: I know nothing.

10:45:26 24 COMMISSIONER FORBES: You have to

10:45:27 25 translate into our language.

10:45:28 1 COMMISSIONER DAI: Well, it
10:45:30 2 actually raises the question, because it might be
10:45:32 3 cheaper to do it this way through the video.

10:45:35 4 COMMISSIONER RAYA: With
10:45:36 5 automatically --

10:45:36 6 COMMISSIONER DAI: It would
10:45:37 7 automatically transcribe it.

10:45:38 8 COMMISSIONER RAYA: Well, I know
10:45:39 9 when you watch the captioning lots of times, I
10:45:41 10 mean, if you're able to hear --

10:45:41 11 COMMISSIONER DAI: Uh-huh.

10:45:43 12 COMMISSIONER RAYA: -- you hear
10:45:44 13 something and then --

10:45:44 14 COMMISSIONER DAI: It's not quite
10:45:44 15 right.

10:45:46 16 COMMISSIONER RAYA: -- these
10:45:46 17 strange words appear on the screen.

10:45:49 18 COMMISSIONER FORBES: Yeah.

10:45:49 19 COMMISSIONER DAI: But those are
10:45:50 20 human beings.

10:45:50 21 COMMISSIONER RAYA: Oh, is that how
10:45:50 22 it is?

10:45:51 23 COMMISSIONER DAI: Right. That's
10:45:51 24 how it's normally done is a human being --

10:45:51 25 COMMISSIONER FORBES: Is typing it?

10:45:53 1 COMMISSIONER DAI: -- is typing it,
10:45:54 2 you know, live. But I believe this is other thing
10:45:58 3 is automated.

10:45:59 4 COMMISSIONER FORBES: And even if
10:46:00 5 it's not perfect, it's better than zero.

10:46:04 6 COMMISSIONER DAI: Right.

10:46:04 7 COMMISSIONER WARD: We -- I believe
10:46:05 8 we have to have transcripts certified, though.

9 COMMISSIONER FORBES: Right.

10 MR. WILCOX: I don't think those
11 would --

12 COMMISSIONER FORBES: Right. We
13 do.

10:46:08 14 MR. WILCOX: We'd need to -- I
10:46:09 15 don't think we could -- we'd have to do both, I
10:46:12 16 think.

10:46:12 17 COMMISSIONER FORBES: It's not an
10:46:12 18 in lieu of.

10:46:12 19 MR. WILCOX: It'd be nice to.

10:46:18 20 COMMISSIONER WARD: I don't think
10:46:18 21 conditions are quite that good yet.

10:46:18 22 COMMISSIONER DAI: No.

10:46:19 23 COMMISSIONER WARD: So we're going
10:46:19 24 to have a liaison list, then, of all of our major,
10:46:23 25 minor and ethnic media completed -- when would you

10:46:28 1 think is a fair date to expect that to be done?

10:46:33 2 MR. WILCOX: Well, I'm going to be

10:46:36 3 purchasing from the Bacon's Media folks the

10:46:40 4 complete current database of all media.

10:46:48 5 And that depending on our ability

10:46:50 6 to purchase --

10:46:50 7 COMMISSIONER DAI: Uh-huh.

10:46:51 8 MR. WILCOX: -- the moment that

10:46:52 9 that's done we can do that. And I'd like to see

10:46:58 10 it happen next week.

10:46:58 11 COMMISSIONER DAI: Okay.

10:47:00 12 MR. WILCOX: Because we have to

10:47:00 13 have that --

10:47:00 14 COMMISSIONER FORBES: Right.

10:47:00 15 MR. WILCOX: -- up and running.

10:47:02 16 And in the meantime, it'll be

10:47:04 17 supplemented with the list that I already have,

10:47:09 18 the contacts that I already have. So we're not

10:47:12 19 starting from scratch.

10:47:12 20 COMMISSIONER DAI: Uh-huh.

10:47:13 21 MR. WILCOX: But I want to make

10:47:14 22 sure we're not missing anyone --

10:47:14 23 COMMISSIONER DAI: Right.

10:47:18 24 MR. WILCOX: -- any media outlet --

10:47:18 25 COMMISSIONER RAYA: The list --

10:47:20 1 MR. WILCOX: -- out there.

10:47:20 2 COMMISSIONER RAYA: The list that
10:47:21 3 were -- or the people that were either
10:47:22 4 contacted -- I know when we were at state audits
10:47:26 5 we -- Margarita had a number of people, of course,
10:47:31 6 since it was the very first days, calling her day
10:47:34 7 and night, I think.

10:47:34 8 MR. WILCOX: Right.

10:47:35 9 COMMISSIONER RAYA: So I have those
10:47:36 10 lists of people that have already had some
10:47:39 11 connection been passed along to you.

10:47:42 12 MR. WILCOX: They have not as of
10:47:43 13 yet. But that is going to happen this week.
10:47:45 14 That's a part of having the conversation with
10:47:47 15 those folks and getting everything -- everything
10:47:49 16 has not been handed off yet.

10:47:49 17 COMMISSIONER DAI: Right.

10:47:52 18 MR. WILCOX: And it will be.

10:47:56 19 COMMISSIONER WARD: I remember what
10:47:56 20 I was blanking on going from -- I'm bad at that.
10:47:59 21 Media products.

10:48:00 22 You know, I think it's really
10:48:02 23 important that we build, similar to Commissioner
10:48:06 24 Forbes' idea of the five-minute speech, an
10:48:09 25 introduction for our outreach media, that we have

10:48:11 1 a multi-media production that again just gives
10:48:15 2 that synopsis of the commission, its mandate, Prop
10:48:20 3 11, why it affects you and how to get involved.

10:48:23 4 COMMISSIONER FORBES: Another
10:48:25 5 video?

10:48:25 6 COMMISSIONER WARD: A PowerPoint
10:48:27 7 even is good enough, just something on C.D., you
10:48:29 8 know, that we can all take out, but just something
10:48:29 9 is that pre-produced and that's uniform that we
10:48:34 10 can use across the state.

10:48:36 11 COMMISSIONER FORBES: Is it crazy
10:48:37 12 expensive to create a two- or three-minute video?

10:48:40 13 MR. WILCOX: It depends on what you
10:48:41 14 want the video to do.

10:48:43 15 COMMISSIONER FORBES: Well,
10:48:43 16 basically do the same thing. But I think a lot of
10:48:45 17 people are more visual than they are PowerPoint.

10:48:45 18 MR. WILCOX: Yeah.

10:48:47 19 COMMISSIONER FORBES: And we need
10:48:48 20 to basically put it in and you play it and it
10:48:50 21 describes who we are and where this came from and
10:48:53 22 shows some of the crazy districts.

10:48:56 23 And just it -- and I think if we
10:48:58 24 can play it anyplace --

10:48:58 25 COMMISSIONER DAI: And have it tell

10:48:58 1 them --

10:49:01 2 COMMISSIONER FORBES: I mean, and I
10:49:01 3 think it may take less equipment than always
10:49:05 4 running around with a PowerPoint. I don't know.

10:49:07 5 MR. WILCOX: That's good.

10:49:07 6 COMMISSIONER DAI: Well, an
10:49:07 7 animated PowerPoint, you know, can often be as
10:49:11 8 compelling.

10:49:11 9 COMMISSIONER FORBES: Uh-huh.

10:49:11 10 COMMISSIONER DAI: And you can just
10:49:12 11 run it on a loop.

10:49:14 12 COMMISSIONER FORBES: Well, that's
10:49:14 13 true, too.

10:49:14 14 But anyway, I'm thinking something
10:49:15 15 that's more visual than a charts that say --

10:49:15 16 MR. WILCOX: Right.

10:49:15 17 COMMISSIONER FORBES: -- and you
10:49:18 18 know, bullets, and boring, boring.

10:49:21 19 COMMISSIONER DAI: These are
10:49:22 20 people, yeah.

10:49:23 21 MR. WILCOX: And I know that.

10:49:23 22 COMMISSIONER FORBES: These are
10:49:24 23 people, right. Exactly.

10:49:26 24 MR. WILCOX: And I know in putting
10:49:28 25 together these presentations and the ones that are

10:49:30 1 going to be used in the outreach meetings --

10:49:30 2 COMMISSIONER FORBES: Uh-huh.

10:49:33 3 MR. WILCOX: -- that I'm going to
10:49:34 4 be working very closely with the folks --

10:49:34 5 COMMISSIONER DAI: Uh-huh.

10:49:36 6 MR. WILCOX: -- that are coming on
10:49:37 7 board with that so that we're -- you know, there's
10:49:40 8 not going to be different messages and people
10:49:42 9 aren't going to be doing -- we're all going to be
10:49:44 10 working on this together, and I'll be work very
10:49:46 11 closely with them.

10:49:48 12 COMMISSIONER FORBES: And the
10:49:48 13 thing, if you generate something like that as a
10:49:50 14 D.V.D., you can just send it out, mail it out to
10:49:52 15 people.

10:49:53 16 I mean, so if the local Republican
10:49:56 17 women's group wants to see a D.V.D. --

10:49:58 18 COMMISSIONER DAI: YouTube.

10:49:59 19 COMMISSIONER FORBES: Huh?
10:50:00 20 YouTube. I know. I mean, you know, all over the
10:50:00 21 place. Because D.V.D.'s cost nothing to reproduce
10:50:06 22 once you've got it.

10:50:06 23 MR. WILCOX: Uh-huh.

10:50:06 24 COMMISSIONER WARD: So if you
10:50:07 25 haven't noticed, Rob, sorry, I'm just trying to

10:50:08 1 make a master list of things --

10:50:08 2 MR. WILCOX: Right.

10:50:11 3 COMMISSIONER WARD: -- for you to
10:50:11 4 dig your teeth into and go to town so we have
10:50:14 5 something to --

10:50:15 6 COMMISSIONER FORBES: Like herding
10:50:17 7 chickens.

10:50:17 8 COMMISSIONER WARD: -- map our --
10:50:18 9 no, no, no, no. You're doing great. Great ideas.
10:50:18 10 I just want to make sure I -- yeah.

10:50:20 11 So if there's anything else you can
10:50:23 12 think of in regards to specifically, you know,
10:50:26 13 products or presentations that we need to have for
10:50:30 14 commission meetings, outreach or awareness.

10:50:35 15 COMMISSIONER DAI: So one of the
10:50:36 16 things at the top of the list here is the public
10:50:39 17 education plan.

10:50:40 18 And we had a discussion about this
10:50:42 19 in our meetings in January, about kind of how much
10:50:45 20 do we want to do this and how much do we want to
10:50:48 21 kind of want to delegate to all the other partners
10:50:50 22 who are already doing a lot of work on that.

10:50:52 23 So I mean, I think the answer is
10:50:54 24 that, when we have a meeting, there is an
10:50:58 25 opportunity to do it.

10:50:58 1 It doesn't have to be long. It
10:51:00 2 could be a, you know, a short multi-media
10:51:02 3 presentation the beginning of all of our meetings.

10:51:04 4 But you know, beyond that, I think
10:51:07 5 the consensus was that we weren't going to do
10:51:10 6 special kind of, you know, education sessions,
10:51:12 7 that we can leave to everybody else, but whenever
10:51:14 8 we have a meeting, that there's always a section
10:51:17 9 of the meeting that's going to be just about
10:51:20 10 educating and making sure people know what is the
10:51:22 11 significance of an independent redistricting
10:51:23 12 commission and that the legislatures actually --

10:51:23 13 MR. WILCOX: Right.

10:51:26 14 COMMISSIONER DAI: -- you know,
10:51:26 15 that we're not advisory, for example, and get
10:51:29 16 that, you know -- so there's some basic facts that
10:51:32 17 we want to make sure we get out

10:51:32 18 MR. WILCOX: Basic core --

10:51:32 19 COMMISSIONER DAI: Core facts.

10:51:34 20 MR. WILCOX: -- short message.

10:51:35 21 COMMISSIONER DAI: Yeah. At the
10:51:36 22 beginning.

10:51:37 23 And it could play, like we said,
10:51:37 24 the beginning of the meeting every meeting. And
10:51:41 25 it's short so that, you know, people who are going

10:51:43 1 to multiple meetings don't get bored.

10:51:46 2 But it's informative --

10:51:46 3 MR. WILCOX: Right.

10:51:46 4 COMMISSIONER DAI: -- you know.

10:51:46 5 MR. WILCOX: Right.

10:51:48 6 COMMISSIONER DAI: And then leave,

10:51:49 7 like I said, the detailed kind of education to

10:51:52 8 that organization.

10:51:53 9 MR. WILCOX: Right.

10:51:54 10 And it's important to remember,

10:51:57 11 even though Californians voted on this issue twice

10:52:04 12 in Prop 11 and Prop 20, that we're not assuming

10:52:08 13 that that may be more than a few percentage of the

10:52:12 14 populus know that this is going on.

10:52:12 15 COMMISSIONER DAI: Right.

10:52:12 16 COMMISSIONER FORBES: Yeah.

10:52:12 17 Exactly.

10:52:12 18 COMMISSIONER DAI: Right.

10:52:16 19 MR. WILCOX: Or what redistricting

10:52:18 20 is.

10:52:18 21 COMMISSIONER FORBES: Uh-huh.

10:52:18 22 MR. WILCOX: And that's going to be

10:52:19 23 the challenge. Because we want to -- there's so

10:52:22 24 many Californians that are disenfranchised and

10:52:25 25 that have just dropped out that we want to make

10:52:27 1 this a real and open process.

10:52:29 2 And that is the core of our
10:52:30 3 communications and media strategy is to get as
10:52:34 4 many people as we can involved.

10:52:36 5 And that's where that key message
10:52:38 6 comes in, to educate, to bring them in and say why
10:52:42 7 you should care, why it matters.

10:52:47 8 COMMISSIONER DAI: Right. And I
10:52:48 9 think that's really key. I mean --

10:52:48 10 MR. WILCOX: That's the key, yeah.

10:52:48 11 COMMISSIONER DAI: You know, I
10:52:52 12 mean, yeah, because all this is great all this
10:52:52 13 stuff's happening, but why should you care. What
10:52:55 14 is --

10:52:55 15 COMMISSIONER FORBES: Because I
10:52:55 16 went back and I reread Prop 11 several times, and
10:52:59 17 it's interesting to see clearly one of the
10:53:02 18 motivations that people put this on was their
10:53:05 19 cities were sliced and diced.

20 COMMISSIONER DAI: Yeah.

21 COMMISSIONER FORBES: And --

22 COMMISSIONER DAI: We heard that
23 today.

24 COMMISSIONER FORBES: I mean, and
10:53:09 25 so that is --

10:53:09 1
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10:53:45 25

MR. WILCOX: That's going to be a reoccurring thing you're going to hear.

COMMISSIONER FORBES: I mean, but that's the reason that they ought to care.

MR. WILCOX: Right.

COMMISSIONER FORBES: We can show examples.

COMMISSIONER DAI: Yeah. And they have representatives who've never visited them.

COMMISSIONER FORBES: Exactly. And so that's -- I mean, those kinds of examples are, I think, very effective in, you know, saying don't you think that Stockton should have its own representative rather than being sliced up among five districts?

You know, I'm not saying that's the case, but.

MR. WILCOX: Right.

COMMISSIONER FORBES: I mean, you know, that to me is a compelling argument to participate in this.

COMMISSIONER WARD: Which is actually a great point, because that's very true with these presentations. And all of our examples would have to be out of state, correct.

10:53:46 1 We wouldn't be able to use
10:53:49 2 California examples of instances of -- because
10:53:51 3 we'd be rendering opinions about those districts,
10:53:53 4 and that's not something that we'd want to do as
10:53:57 5 a --

10:53:57 6 COMMISSIONER FORBES: Except Prop
10:53:58 7 11 specifically names some cities.

10:53:59 8 COMMISSIONER DAI: They did, yeah.
10:53:59 9 It's true. We can cite the act.

10:54:01 10 COMMISSIONER FORBES: So I mean,
10:54:02 11 that's --

10:54:02 12 COMMISSIONER DAI: We can cite the
10:54:03 13 act.

10:54:04 14 MR. WILCOX: Why don't I say this
10:54:06 15 before we do anything like that and before we do
10:54:08 16 anything.

10:54:10 17 COMMISSIONER DAI: Legal review.

10:54:12 18 MR. WILCOX: Don't worry. That's
10:54:13 19 right.

10:54:14 20 COMMISSIONER DAI: But you're
10:54:15 21 right. In the preamble --

10:54:15 22 COMMISSIONER FORBES: Right.
10:54:15 23 Uh-huh.

10:54:16 24 COMMISSIONER DAI: -- it
10:54:16 25 specifically mentions certain ones. So I think

10:54:19 1 we'd certainly be within our legal right to go
10:54:23 2 back to the Act.

10:54:24 3 COMMISSIONER FORBES: And then just
10:54:24 4 quote the Act and then show the map of what that
10:54:25 5 meant anyway.

10:54:28 6 MR. WILCOX: Okay.

10:54:28 7 COMMISSIONER RAYA: If we could go
10:54:30 8 back for a moment to -- I have a connection here
10:54:33 9 to make, I think the education part and further
10:54:36 10 outlets for doing so.

10:54:37 11 I've been talking to a lot of --
10:54:39 12 one of my employees is getting her A.A. this
10:54:43 13 spring. So she talks a lot. She's not the
10:54:46 14 average, you know, 18-year-old student, but
10:54:49 15 nevertheless she talks about them a lot and talks
10:54:51 16 about the classes that she has taken --

10:54:51 17 MR. WILCOX: Right.

10:54:53 18 COMMISSIONER RAYA: -- and has
10:54:54 19 developed a great interest, of course, in this
10:54:56 20 whole process.

10:54:57 21 But I was thinking even to, you
10:55:00 22 know, coming out here, I was hoping we would see a
10:55:03 23 lot of students.

10:55:04 24 COMMISSIONER DAI: Me, too. Yeah.

10:55:06 25 COMMISSIONER RAYA: I was really

10:55:07 1 hoping, and I -- some of you may be students, some
10:55:11 2 of the members of the public who are here.

10:55:12 3 But I was really hoping that, it
10:55:14 4 was too soon to do it now, but for future outreach
10:55:17 5 that we might really try to develop relationships
10:55:21 6 with community colleges, high schools --

10:55:21 7 COMMISSIONER DAI: Uh-huh.

10:55:24 8 COMMISSIONER RAYA: -- whatever
10:55:25 9 to -- however big umbrellas there might be to
10:55:27 10 reach these people.

10:55:29 11 I don't think people really have
10:55:31 12 government classes anymore, but.

10:55:34 13 COMMISSIONER DAI: They do.

10:55:34 14 COMMISSIONER RAYA: Do they?

10:55:34 15 COMMISSIONER DAI: They're high
10:55:35 16 school classes.

10:55:35 17 MR. WILCOX: Oh, yeah.

10:55:35 18 COMMISSIONER RAYA: They'll have
10:55:35 19 classes?

10:55:36 20 COMMISSIONER DAI: Absolutely.

10:55:36 21 COMMISSIONER RAYA: Okay. Well,
10:55:37 22 that's good to know.

10:55:37 23 COMMISSIONER DAI: Yeah.

10:55:39 24 COMMISSIONER RAYA: But those, you
10:55:39 25 know, professors, we have a professor from

10:55:42 1 Santa Monica City College who has tracked us up
10:55:45 2 and down the state.

10:55:45 3 MR. WILCOX: Yes.

10:55:45 4 COMMISSIONER RAYA: And undoubtedly
10:55:47 5 he has a tremendous forum and students who are
10:55:52 6 interested in this subject, the young man who
10:55:57 7 addressed us this morning.

10:55:57 8 COMMISSIONER DAI: Uh-huh.

10:55:58 9 COMMISSIONER RAYA: So I just think
10:55:58 10 there is an opportunity there to maybe build an
10:56:01 11 enthusiastic audience, maybe recruit some
10:56:04 12 volunteers, you know, a lot of ways to connect.

10:56:06 13 These are the people we talked
10:56:07 14 about valuing as, you know, the future.

10:56:11 15 COMMISSIONER DAI: The next
10:56:11 16 generation.

10:56:11 17 COMMISSIONER RAYA: The future of
10:56:11 18 the work we're doing. So.

10:56:11 19 MR. WILCOX: We need to --

10:56:11 20 COMMISSIONER RAYA: Bear that out
10:56:13 21 as members.

10:56:13 22 MR. WILCOX: I agree totally with
10:56:17 23 that. And I'll just give a little bit of an
10:56:19 24 example.

10:56:19 25 I fielded a call from the U.C.

10:56:23 1 Davis newspaper called the Aggie. Right? Is that
10:56:25 2 correct?

10:56:25 3 COMMISSIONER DAI: Uh-huh.

10:56:27 4 MR. WILCOX: And Commissioner
10:56:29 5 Forbes was kind enough to talk with him yesterday.
10:56:31 6 Now, that's something that we fielded that they
10:56:35 7 were interested in doing this.

10:56:39 8 But when we're talking about these
10:56:40 9 campuses and you're talking about getting to the
10:56:43 10 right classes or whatever, there's that -- a great
10:56:46 11 opportunity.

10:56:46 12 And all of these campuses --

10:56:46 13 COMMISSIONER DAI: Uh-huh.

10:56:49 14 MR. WILCOX: -- universities and
10:56:50 15 colleges that have their own media --

10:56:50 16 COMMISSIONER FORBES: Uh-huh.

10:56:50 17 COMMISSIONER DAI: Yes.

10:56:53 18 MR. WILCOX: -- and that, you know,
10:56:53 19 we're not going to wait for the media, any of the
10:56:57 20 media to call us, we're going to be very
10:57:00 21 proactive.

10:57:00 22 COMMISSIONER DAI: Uh-huh.

10:57:00 23 MR. WILCOX: And that's another
10:57:01 24 part of the in general outreach in that we can
10:57:05 25 reach -- and you're absolutely right that we need

10:57:07 1 to reach the young people.

10:57:07 2 COMMISSIONER DAI: Yeah.

10:57:09 3 MR. WILCOX: Because this is the

10:57:11 4 future.

10:57:12 5 COMMISSIONER DAI: I think we need

10:57:13 6 a youth engagement strategy for sure.

10:57:15 7 COMMISSIONER FORBES: Right. And

10:57:16 8 like, for example, whether it be the student

10:57:18 9 government or whatever body --

10:57:18 10 COMMISSIONER DAI: Yeah.

10:57:19 11 COMMISSIONER FORBES: -- on campus,

10:57:19 12 the Young Democrats or Young Republicans or

10:57:21 13 whatever, if they want to --

10:57:24 14 COMMISSIONER DAI: Divide the

10:57:25 15 state?

10:57:25 16 COMMISSIONER FORBES: I'm afraid

10:57:26 17 those might be the youngest ones. I don't know.

10:57:29 18 So but to get them, you know, if they want to put

10:57:32 19 on an event, you know, we can come give a speech,

10:57:34 20 you know, if they can generate an audience...

10:57:37 21 COMMISSIONER RAYA: Yeah. Or make

10:57:38 22 it a field trip to come to --

10:57:39 23 COMMISSIONER DAI: Come to the

10:57:40 24 capital. Right?

10:57:42 25 COMMISSIONER RAYA: Yeah.

10:57:43 1 Something, you know. Come to one of our outreach
10:57:47 2 sessions --
10:57:47 3 COMMISSIONER FORBES: Uh-huh.
10:57:47 4 COMMISSIONER RAYA: -- or whatever
10:57:47 5 it might be.
10:57:47 6 COMMISSIONER WARD: If I can jump
10:57:48 7 in just with a personal experience over the last
10:57:49 8 two weeks that I've had in working with some of
10:57:52 9 that, not the high school, but the college
10:57:54 10 level --
10:57:54 11 COMMISSIONER FORBES: Uh-huh.
10:57:55 12 COMMISSIONER WARD: -- trying to
10:57:55 13 get some of that involved, is working with some of
10:58:00 14 the political groups, you know, the college --
10:58:00 15 COMMISSIONER FORBES: Right.
10:58:02 16 COMMISSIONER WARD: -- ones, those
10:58:03 17 tend to be smaller, you know what I mean --
10:58:03 18 COMMISSIONER FORBES: Right.
10:58:05 19 COMMISSIONER WARD: -- and poorly
10:58:06 20 resourced.
10:58:06 21 COMMISSIONER FORBES: Uh-huh.
10:58:06 22 COMMISSIONER WARD: But the
10:58:07 23 communications departments --
10:58:07 24 COMMISSIONER FORBES: Uh-huh.
10:58:08 25 COMMISSIONER WARD: -- public

10:58:09 1 relations --

10:58:09 2 COMMISSIONER FORBES: Uh-huh.

10:58:09 3 COMMISSIONER WARD: -- things like
10:58:10 4 that are well, well funded and have a lot of
10:58:13 5 resources available to them.

10:58:15 6 Graduating from Cal State Fullerton
10:58:18 7 with a public relations degree, I went to them
10:58:22 8 naturally and tried to -- there was an
10:58:24 9 association, Public Relations Society of
10:58:25 10 America -- Student Society of America, and tried
10:58:28 11 to see about getting them engaged already --

10:58:28 12 COMMISSIONER FORBES: Uh-huh.

10:58:31 13 COMMISSIONER WARD: -- and things
10:58:31 14 like that. And the first thing that was asked
10:58:33 15 was, how much can you donate?

10:58:34 16 So I'm finding that even these
10:58:36 17 resources in, putting out requests and things like
10:58:40 18 that, there's been no student -- I mean, I'm being
10:58:43 19 real. The reality of it is --

10:58:43 20 COMMISSIONER FORBES: Right.

10:58:45 21 COMMISSIONER WARD: -- there's been
10:58:46 22 postings and there's been -- for I can say three
10:58:48 23 and a half weeks now --

10:58:48 24 COMMISSIONER FORBES: Uh-huh.

10:58:49 25 COMMISSIONER WARD: -- and there's

10:58:50 1 not been one interest.

10:58:51 2 But there has been asked that we
10:58:52 3 can put our group into motion about can we make
10:58:55 4 donations to our group.

10:58:56 5 So that's something, you know, we
10:58:58 6 need to think about is I think that they're a
10:59:01 7 great resource, but we need to look at the reality
10:59:04 8 and figure out, you know, how much can we do
10:59:06 9 that --

10:59:06 10 COMMISSIONER DAI: It's not going
10:59:06 11 to --

10:59:06 12 COMMISSIONER WARD: -- what's going
10:59:07 13 to be available.

10:59:08 14 COMMISSIONER DAI: It's not going
10:59:09 15 to be a P.R. of students. It's going to be the
10:59:11 16 students who are engaged in political science.

10:59:11 17 COMMISSIONER WARD: Maybe that's
10:59:11 18 it, then.

10:59:11 19 COMMISSIONER DAI: I mean, the
10:59:18 20 wrong --

10:59:18 21 COMMISSIONER WARD: Direct our
10:59:18 22 share?

10:59:18 23 COMMISSIONER DAI: Uh-huh.

10:59:19 24 COMMISSIONER WARD: Do they have
10:59:19 25 awareness vehicles and public --

10:59:21 1 COMMISSIONER FORBES: Maybe we
10:59:23 2 should be going to the president's and the
10:59:23 3 chancellor's --
10:59:23 4 COMMISSIONER DAI: Yeah.
10:59:23 5 COMMISSIONER FORBES: -- office,
10:59:25 6 from the top down. Because they can push more
10:59:27 7 buttons.
10:59:28 8 COMMISSIONER DAI: They can push
10:59:29 9 more buttons, exactly.
10:59:31 10 COMMISSIONER FORBES: Right.
10:59:31 11 COMMISSIONER WARD: And again,
10:59:31 12 yeah, it's -- we'll have to have a message in
10:59:33 13 that's relevant to them.
10:59:33 14 COMMISSIONER FORBES: Uh-huh.
10:59:34 15 COMMISSIONER WARD: Because I'll
10:59:35 16 tell you --
10:59:36 17 COMMISSIONER DAI: But I do
10:59:36 18 think --
10:59:36 19 COMMISSIONER WARD: It's a
10:59:36 20 bureaucracy that was --
10:59:36 21 COMMISSIONER FORBES: Hard going.
10:59:36 22 COMMISSIONER WARD: -- that was
10:59:40 23 hard going, yeah. Yeah.
10:59:40 24 COMMISSIONER DAI: Well, I mean, I
10:59:42 25 think, you know, youth engagement is a key pillar.

10:59:46 1 But I think in general, I mean, this whole
10:59:47 2 process, everything we're doing is about engaging
10:59:50 3 voters.

10:59:50 4 COMMISSIONER WARD: Uh-huh.

10:59:51 5 COMMISSIONER DAI: So I think we
10:59:53 6 really need to think about, as you said, there are
10:59:55 7 a lot of Californians, as you pointed out, who
10:59:57 8 have been disenfranchised or have opted out and
11:00:00 9 just are not engaged anymore.

11:00:01 10 So obviously, certain ethnic groups
11:00:03 11 fall into that category, hard-to-reach voters, the
11:00:07 12 young, the youth.

11:00:09 13 I think we need to just think about
11:00:11 14 the general philosophy of how do we, you know,
11:00:15 15 reach people who don't know this is important.

11:00:20 16 You know, I mean, this is the
11:00:20 17 education piece --

11:00:20 18 MR. WILCOX: That's right.

11:00:23 19 COMMISSIONER DAI: -- of it that I
11:00:23 20 think is important that we're involved in.

11:00:25 21 The Rotary Club probably, I mean,
11:00:28 22 they know --

11:00:28 23 MR. WILCOX: They're engaged, yes.

11:00:29 24 COMMISSIONER DAI: They're already
11:00:29 25 engaged; right?

11:00:29 1 COMMISSIONER FORBES: Right.

11:00:30 2 COMMISSIONER DAI: So I think it's

11:00:31 3 important that we do this --

11:00:31 4 MR. WILCOX: Right.

11:00:31 5 COMMISSIONER DAI: -- because we,

11:00:32 6 of course, want to encourage them to stay engaged,

11:00:34 7 but there's a whole kind of cohort of people who

11:00:37 8 are not.

11:00:37 9 MR. WILCOX: Yes.

11:00:38 10 COMMISSIONER DAI: And that's the

11:00:38 11 part where I think --

11:00:40 12 COMMISSIONER FORBES: Yeah. Look

11:00:41 13 who votes.

11:00:41 14 COMMISSIONER DAI: Yeah. Exactly.

11:00:42 15 COMMISSIONER FORBES: I mean, it's

11:00:42 16 not the under 20, I mean. I know, for example --

11:00:45 17 COMMISSIONER DAI: That's why the

11:00:46 18 youth --

11:00:46 19 COMMISSIONER FORBES: For example,

11:00:46 20 we have --

11:00:47 21 COMMISSIONER DAI: -- engagement is

11:00:48 22 very important.

11:00:50 23 COMMISSIONER FORBES: This is a

11:00:50 24 Davis. It's just a pretty politically --

11:00:50 25 MR. WILCOX: Yes.

11:00:52 1 COMMISSIONER FORBES: -- active
11:00:53 2 town.
11:00:53 3 COMMISSIONER DAI: Uh-huh.
11:00:53 4 COMMISSIONER FORBES: We found that
11:00:54 5 we didn't even advertise to the under 25s. We did
11:00:58 6 mailings. We took them off the mailing lists.
11:01:00 7 Because their turn-out was --
11:01:00 8 COMMISSIONER DAI: So low.
11:01:02 9 MR. WILCOX: And the school board
11:01:02 10 election we didn't also.
11:01:04 11 But the turn-out for that age group
11:01:06 12 was 2 percent.
11:01:08 13 COMMISSIONER DAI: Wow.
11:01:08 14 MR. WILCOX: Oh, wow. That hurts.
11:01:09 15 COMMISSIONER DAI: Now, how much of
11:01:10 16 that is because the college-age population is very
11:01:15 17 mobile and they're voting out of town?
11:01:15 18 COMMISSIONER FORBES: They're not
11:01:15 19 voting, no. This is the people that are
11:01:15 20 registered in Davis.
11:01:18 21 COMMISSIONER DAI: Oh.
11:01:18 22 MR. WILCOX: I mean, of the
11:01:18 23 registered --
11:01:18 24 COMMISSIONER FORBES: We have --
11:01:18 25 MR. WILCOX: -- 2 percent of the

11:01:20 1 registered.

11:01:20 2 COMMISSIONER FORBES: 2 percent of
11:01:20 3 student -- and there're like ten students
11:01:24 4 precincts where the student housing was. And
11:01:25 5 we -- 2 percent turned out.

11:01:25 6 COMMISSIONER WARD: Wow.

11:01:27 7 COMMISSIONER FORBES: So we said
11:01:28 8 there's no point in doing that. So it's really
11:01:31 9 hard to engage, hard.

11:01:37 10 COMMISSIONER DAI: Yeah. But it's
11:01:38 11 worth doing.

11:01:39 12 COMMISSIONER FORBES: It's worth
11:01:39 13 doing.

11:01:41 14 COMMISSIONER WARD: Is there --
11:01:43 15 what equipment needs -- or do we need for
11:01:47 16 communication at this point?

11:01:48 17 What do we have? What do we need?

11:01:50 18 MR. WILCOX: What do we have?

11:01:54 19 COMMISSIONER DAI: Our mouths.

11:01:56 20 COMMISSIONER WARD: That will be
11:01:57 21 much shorter.

11:01:58 22 MR. WILCOX: Well, I really don't
11:01:58 23 know what's borrowed yet and what we actually own.
11:02:03 24 Because I was --

11:02:03 25 COMMISSIONER DAI: I'm not even

11:02:03 1 sure it's borrowed.

11:02:06 2 MR. WILCOX: Yeah. And so I have
11:02:08 3 an old desktop and then an old laptop. You know,
11:02:14 4 I have my own laptop, which I'm going to be
11:02:18 5 utilizing.

11:02:20 6 And I would think with a wish list
11:02:24 7 of especially, you know, I don't want to tell you
11:02:27 8 exactly what the equipment is until we buy off on
11:02:31 9 what our plans are, but in listening to everybody,
11:02:34 10 first of all, we're going to need a video
11:02:37 11 recorder, a good camcorder --

11:02:37 12 COMMISSIONER DAI: Uh-huh.

11:02:41 13 MR. WILCOX: -- where we're able to
11:02:43 14 produce.

11:02:44 15 Because we're just not going to be
11:02:45 16 relying on the streaming. It's going to be
11:02:49 17 special messages and when you're going out.

11:02:52 18 COMMISSIONER DAI: And Rob's daily
11:02:53 19 updates.

11:02:55 20 MR. WILCOX: I don't know if you
11:02:55 21 want Rob's daily update, but.

11:02:59 22 COMMISSIONER DAI: You are the
11:02:59 23 communications director.

11:03:02 24 MR. WILCOX: Now, right.

11:03:02 25 But no, exactly, for those updates

11:03:03 1 and those things. And so a digital recorder, a
11:03:08 2 digital camera, where you have -- you know, and
11:03:12 3 we've got to work with our I.T. folks to make sure
11:03:15 4 it's the right how many pixels or whatever that
11:03:15 5 is.

11:03:18 6 Or am I dating myself on that? But
11:03:20 7 you know, to make sure --

11:03:20 8 COMMISSIONER DAI: Fortunately, a
11:03:22 9 really old one is just fine for the Web. So.

11:03:26 10 MR. WILCOX: Okay. That's perfect.

11:03:26 11 So whatever it is and to get those
11:03:30 12 two are important. And also an inexpensive
11:03:34 13 digital audio recorder.

11:03:36 14 Because we're going to have audio
11:03:38 15 messages and P.S.A.'s that we can give to radio
11:03:43 16 stations and put on Web --

11:03:43 17 COMMISSIONER DAI: (Inaudible.)

11:03:45 18 MR. WILCOX: Yeah. So you know,
11:03:46 19 and I'm all for buying used ones.

11:03:49 20 So those are the needs. I don't
11:03:50 21 know what the price is. But those would be the
11:03:54 22 ones that could really get us --

11:03:56 23 COMMISSIONER WARD: So those are
11:03:56 24 critical items?

11:03:56 25 MR. WILCOX: Critical.

11:03:58 1 COMMISSIONER WARD: Okay.

11:03:58 2 COMMISSIONER RAYA: Is there a

11:03:59 3 state graveyard somewhere that --

11:03:59 4 COMMISSIONER DAI: I mean, I'll

11:04:02 5 donate my --

11:04:02 6 MR. WILCOX: It's my office.

11:04:03 7 COMMISSIONER DAI: I'll donate my

11:04:05 8 old digital camera. I mean, this is not -- you

11:04:07 9 know.

11:04:07 10 COMMISSIONER RAYA: Yeah. I mean,

11:04:07 11 I was going to ask, is this something we really

11:04:08 12 have to go out and buy, spend money on?

11:04:10 13 COMMISSIONER FORBES: Well, and the

11:04:10 14 other thing is that I thought, I'm sure the other

11:04:11 15 campuses are the same, but U.C. Davis just

11:04:13 16 generates all kind of old stuff.

11:04:13 17 COMMISSIONER DAI: Yeah.

11:04:17 18 COMMISSIONER FORBES: I mean, so

11:04:17 19 the U.C. system could probably --

11:04:19 20 COMMISSIONER DAI: Be a good place

11:04:20 21 for old stuff

11:04:20 22 COMMISSIONER FORBES: -- good place

11:04:20 23 to look, too.

11:04:21 24 COMMISSIONER DAI: Yeah. I think

11:04:22 25 the most important thing, though, is, you know, do

11:04:25 1 you have enough of a sense here that you have a
11:04:27 2 budget that you're going to be putting forth to
11:04:29 3 the next committee?

11:04:31 4 COMMISSIONER WARD: That's what
11:04:32 5 we're driving for is we need to come up with a
11:04:33 6 critical and a wish list so that we can
11:04:36 7 budgetize --

11:04:36 8 MR. WILCOX: With --

11:04:37 9 COMMISSIONER WARD: -- with
11:04:37 10 communications.

11:04:38 11 MR. WILCOX: Especially with the
11:04:39 12 input that I've received today.

11:04:39 13 COMMISSIONER DAI: Yeah.

11:04:41 14 MR. WILCOX: And that would be for
11:04:42 15 the next -- to have that to present to the next --

11:04:42 16 COMMISSIONER DAI: Committee?

11:04:46 17 MR. WILCOX: -- public committee;
11:04:47 18 right?

11:04:48 19 COMMISSIONER DAI: The next
11:04:49 20 committee that's meeting in half an hour.

11:04:51 21 So obviously, you know, they're
11:04:54 22 going to be rough numbers anyway.

11:04:54 23 MR. WILCOX: Yes.

11:04:57 24 COMMISSIONER DAI: But the point is
11:04:58 25 we have to put a budget together --

11:04:58 1 MR. WILCOX: Right.

11:05:00 2 COMMISSIONER DAI: -- so we can ask
11:05:01 3 for more money from the legislature.

11:05:01 4 MR. WILCOX: Right.

11:05:03 5 COMMISSIONER DAI: And we'll need
11:05:04 6 something rough.

11:05:05 7 COMMISSIONER WARD: Yeah. Right.
11:05:05 8 Yeah. Something.

11:05:05 9 And like I said, I think a critical
11:05:07 10 and a badly needed list would be a good way to
11:05:11 11 go --

11:05:11 12 MR. WILCOX: Right.

11:05:11 13 COMMISSIONER WARD: -- with that.
11:05:12 14 Is there anything else,
11:05:14 15 brainstorming from your experience, other than a
11:05:18 16 camera, video and digital audio that we can list?

11:05:25 17 MR. WILCOX: As of right now, I
11:05:28 18 think a converse --

11:05:28 19 COMMISSIONER WARD: Are we
11:05:28 20 interested in doing printers or anything like
11:05:29 21 that?

11:05:31 22 MR. WILCOX: Oh, I thought --

11:05:32 23 COMMISSIONER DAI: We have some
11:05:33 24 printers.

11:05:33 25 MR. WILCOX: Yeah.

11:05:35 1 COMMISSIONER WARD: I don't know.
11:05:35 2 MR. WILCOX: Yeah. I mean, I
11:05:35 3 would.
11:05:35 4 COMMISSIONER DAI: We have
11:05:35 5 printers.
11:05:35 6 MR. WILCOX: That I would just kind
11:05:36 7 of consider the general --
11:05:36 8 COMMISSIONER DAI: Office.
11:05:38 9 MR. WILCOX: -- office, yeah.
11:05:40 10 COMMISSIONER DAI: We have that.
11:05:40 11 COMMISSIONER WARD: So there's
11:05:43 12 no -- okay.
11:05:43 13 COMMISSIONER DAI: Oh, I was going
11:05:44 14 to say, back on the Rob's daily update, you could
11:05:47 15 actually make a different commissioner do it each
11:05:51 16 time.
11:05:52 17 MR. WILCOX: Thank you. Because
11:05:52 18 you read my mind.
11:05:56 19 COMMISSIONER FORBES: The time
11:05:56 20 you're taking here doing that might make the
11:05:56 21 website -- I mean, entertainment counts.
11:05:56 22 MR. WILCOX: That's right.
11:05:56 23 COMMISSIONER DAI: Yes.
11:05:58 24 COMMISSIONER FORBES: Insofar as we
11:05:59 25 can run across cartoons about redistricting --

11:05:59 1 COMMISSIONER DAI: Yes.

11:06:01 2 COMMISSIONER FORBES: -- to make a
11:06:01 3 little file and, you know, have them up, change
11:06:03 4 the cartoon on the website or change the --

11:06:06 5 COMMISSIONER DAI: Cartoon of the
11:06:07 6 day.

11:06:08 7 COMMISSIONER FORBES: You know, I
11:06:09 8 mean, I don't know how you find them, but you
11:06:09 9 know.

11:06:09 10 COMMISSIONER DAI: There have been
11:06:10 11 some good ones that have come out.

11:06:13 12 COMMISSIONER FORBES: Exactly.
11:06:13 13 Make it a little more entertaining.

11:06:16 14 COMMISSIONER DAI: Yeah. No.
11:06:16 15 That's a great idea.

11:06:19 16 COMMISSIONER RAYA: Commission a
11:06:20 17 graphic arts intern.

11:06:21 18 COMMISSIONER DAI: Yeah. It'd be
11:06:22 19 different each time.

11:06:25 20 But yeah, I mean, this is the kind
11:06:28 21 of stuff students excel at, actually. They're
11:06:31 22 really good at this stuff.

11:06:35 23 I think a lot of this is just time
11:06:38 24 and effort --

11:06:38 25 COMMISSIONER FORBES: Yeah.

11:06:38 1 Exactly.

11:06:38 2 COMMISSIONER DAI: -- Rob's time
11:06:39 3 and effort. And then our time and effort to
11:06:42 4 execute the plan.

11:06:42 5 COMMISSIONER FORBES: Yeah.

11:06:42 6 COMMISSIONER DAI: I don't know
11:06:45 7 that it's expensive, outside of buying a media
11:06:48 8 list. And we're not going to do media buys as far
11:06:51 9 as I --

11:06:51 10 MR. WILCOX: No. And I think that
11:06:52 11 the costliest expense will be travel.

11:06:57 12 COMMISSIONER FORBES: Yeah. Going
11:06:59 13 to give the speeches.

11:07:00 14 MR. WILCOX: Yeah. Giving -- going
11:07:01 15 out there and traversing outside up and down the
11:07:04 16 state and, of course, utilizing commissioners that
11:07:07 17 are in certain areas --

11:07:07 18 COMMISSIONER DAI: Right.

11:07:08 19 MR. WILCOX: -- but that might
11:07:09 20 travel --

11:07:09 21 COMMISSIONER FORBES: Uh-huh.

11:07:09 22 MR. WILCOX: -- around the state,
11:07:10 23 and then making sure that, you know, we can have
11:07:12 24 two commissioners and, you know, depending on what
11:07:16 25 the audience is --

11:07:16 1 COMMISSIONER FORBES: Uh-huh.

11:07:17 2 MR. WILCOX: -- and especially the

11:07:18 3 editorial boards that are going to be --

11:07:18 4 COMMISSIONER FORBES: Uh-huh.

11:07:20 5 MR. WILCOX: -- critical and

11:07:20 6 important to have them --

11:07:21 7 COMMISSIONER FORBES: I mean,

11:07:22 8 really, as I -- you know, as you talk I can see,

11:07:24 9 you know, the meeting gets a -- two of us leave

11:07:27 10 Sacramento and we drive up to Redding and we meet

11:07:30 11 with a newspaper.

11:07:31 12 And then we go to the radio

11:07:32 13 station, T.V. station. Then we have an outreach

11:07:34 14 meeting and then --

11:07:34 15 COMMISSIONER DAI: Yeah.

11:07:34 16 COMMISSIONER FORBES: I mean, just

11:07:34 17 all one day.

11:07:34 18 COMMISSIONER DAI: Yeah.

11:07:34 19 COMMISSIONER FORBES: I mean, just

11:07:34 20 a --

11:07:36 21 MR. WILCOX: Uh-huh.

11:07:36 22 COMMISSIONER DAI: We'll try to --

11:07:37 23 COMMISSIONER RAYA: -- a program

11:07:38 24 day.

11:07:39 25 MR. WILCOX: Uh-huh.

11:07:39 1 COMMISSIONER DAI: Yeah. Try to
11:07:40 2 lump them together --
11:07:40 3 COMMISSIONER FORBES: Uh-huh.
11:07:43 4 COMMISSIONER DAI: -- our outreach
11:07:43 5 efforts.
11:07:46 6 COMMISSIONER FORBES: Uh-huh.
11:07:46 7 COMMISSIONER WARD: So we have to
11:07:48 8 begin to wind some of this down, because time's
11:07:51 9 coming quick.
11:07:51 10 MR. WILCOX: Okay.
11:07:52 11 COMMISSIONER WARD: So since we
11:07:55 12 have to brief the broad board -- what's that?
11:07:56 13 COMMISSIONER DAI: Want to take
11:07:57 14 some comments?
11:07:58 15 COMMISSIONER WARD: Before we
11:07:59 16 close, yeah.
11:08:00 17 Yeah. I want to just make sure
11:08:02 18 we're -- that we've covered everything we need to
11:08:03 19 cover as a matter of business.
11:08:05 20 So we need to brief them. And I
11:08:06 21 thought we -- it would be important to brief the
11:08:09 22 main commission on a little bit of a time line for
11:08:10 23 when some of this is going to be done.
11:08:13 24 So do you guys have any objection
11:08:15 25 to working on that or trying to nail down some --

11:08:15 1 COMMISSIONER FORBES: No. I don't
11:08:18 2 think it's going to be --
11:08:18 3 COMMISSIONER DAI: I think that's
11:08:19 4 kind of up to Rob.
11:08:19 5 COMMISSIONER FORBES: That's going
11:08:19 6 to be up to Rob.
11:08:21 7 COMMISSIONER DAI: I mean, it's his
11:08:22 8 job.
11:08:22 9 COMMISSIONER FORBES: Yeah.
11:08:22 10 COMMISSIONER DAI: So. He's got to
11:08:22 11 come up with the plan and the time line and the
11:08:25 12 budget. So.
11:08:30 13 COMMISSIONER WARD: Do we want to
11:08:30 14 help him with that?
11:08:30 15 MR. WILCOX: And you want this
11:08:31 16 presented at the --
11:08:31 17 COMMISSIONER DAI: Later.
11:08:34 18 MR. WILCOX: Later.
11:08:34 19 COMMISSIONER WARD: Saturday.
11:08:35 20 MR. WILCOX: On Saturday. Okay.
11:08:39 21 You know, I'm going to take -- I
11:08:39 22 can break this down. And then a lot of this is
11:08:41 23 going to be happening and beginning, a lot of the
11:08:45 24 crucial stuff when we talk about website and
11:08:48 25 updating information and Twitter and communicating

11:08:51 1 and having the database up and running and
11:08:54 2 communicating with them.
11:08:57 3 You know, that we're talking that
11:08:59 4 you're going to have a totally different report in
11:09:01 5 two weeks when we're in Sacramento.
11:09:01 6 COMMISSIONER DAI: Right.
11:09:01 7 COMMISSIONER FORBES: Uh-huh.
11:09:03 8 MR. WILCOX: And that then, you
11:09:05 9 know, that a lot of these things will be -- some
11:09:08 10 of it will be completed. A lot of it will be
11:09:12 11 under way and we'll give you a report on what we
11:09:16 12 can do and when we can do it.
11:09:19 13 COMMISSIONER FORBES: Yeah. I
11:09:19 14 don't think --
11:09:19 15 MR. WILCOX: But --
11:09:19 16 COMMISSIONER FORBES: -- I'd want
11:09:20 17 to make a time line and make any comments, because
11:09:23 18 it would be completely arbitrary --
11:09:25 19 COMMISSIONER DAI: Yeah.
11:09:25 20 COMMISSIONER FORBES: -- on my
11:09:25 21 part.
11:09:25 22 COMMISSIONER DAI: We want to give
11:09:29 23 Rob a little time to think about it.
11:09:29 24 MR. WILCOX: Well, and part of my
11:09:30 25 problem is, when we're talking about, we're going

11:09:30 1 to say, well, we're going to have the website
11:09:32 2 retooled, well, I don't, you know --

11:09:33 3 COMMISSIONER WARD: Yeah. I
11:09:35 4 understand.

11:09:36 5 MR. WILCOX: I'm hoping it will be
11:09:37 6 soon.

11:09:38 7 COMMISSIONER WARD: So we'll be
11:09:39 8 presenting, then, a -- just a list of items that
11:09:41 9 we're considering and working on?

11:09:43 10 MR. WILCOX: Uh-huh.

11:09:43 11 COMMISSIONER DAI: Yeah. I mean,
11:09:43 12 and maybe it'll be useful to talk a little bit
11:09:45 13 about the charter of the subcommittee.

11:09:47 14 I mean, I really saw the
11:09:49 15 subcommittee as a resource of Rob to -- for you to
11:09:51 16 use us as a sounding board --

11:09:51 17 COMMISSIONER FORBES: Uh-huh.

11:09:53 18 COMMISSIONER DAI: -- and
11:09:54 19 brainstorming and --

11:09:54 20 COMMISSIONER RAYA: Uh-huh.

11:09:57 21 COMMISSIONER FORBES: Uh-huh.

11:09:57 22 MR. WILCOX: No. Absolutely.

11:09:58 23 COMMISSIONER RAYA: I think
11:09:58 24 we're -- because we've spent two months having
11:09:58 25 to --

11:09:58 1 COMMISSIONER DAI: Not have stuff.

11:10:01 2 COMMISSIONER RAYA: -- pretty much,
11:10:02 3 yes, do everything ourselves, and I think, you
11:10:04 4 know, we're going to have to let go a little
11:10:07 5 bit --

11:10:07 6 COMMISSIONER FORBES: Uh-huh.

11:10:07 7 COMMISSIONER RAYA: -- as difficult
11:10:08 8 as it seems. You know, this is why we hired staff
11:10:08 9 and --

11:10:11 10 COMMISSIONER DAI: Yeah.

11:10:11 11 COMMISSIONER WARD: Certainly,
11:10:12 12 though, by the same token, I found this last
11:10:15 13 couple weeks that, at the end of the day, all of
11:10:18 14 us have to depend on the guys in Sacramento, which
11:10:21 15 are very busy and very difficult to sometimes
11:10:24 16 communicate with because of the burden that's on
11:10:26 17 them to have -- make sure that we're on the same
11:10:30 18 page with what our expectation.

11:10:31 19 And that's what I saw --

11:10:31 20 COMMISSIONER DAI: Uh-huh.

11:10:32 21 COMMISSIONER WARD: -- as part of
11:10:32 22 the subcommittee --

11:10:32 23 COMMISSIONER DAI: Uh-huh.

11:10:33 24 COMMISSIONER WARD: -- is to set up
11:10:33 25 an expectation --

11:10:33 1 COMMISSIONER DAI: And I think --

11:10:35 2 COMMISSIONER WARD: -- for what the

11:10:35 3 committee expects --

11:10:35 4 COMMISSIONER DAI: Yes.

11:10:36 5 COMMISSIONER WARD: -- so that that

11:10:38 6 way we can -- that way in two weeks Rob is -- when

11:10:40 7 we're saying, okay, where's, we've got interviews

11:10:43 8 to go to, where's that card, and he's saying,

11:10:46 9 well, I'm working on it, but I'm working -- see,

11:10:48 10 I'm doing ethnic media.

11:10:49 11 You know, just kind of give him the

11:10:50 12 sense for what it is we'd like to --

11:10:50 13 COMMISSIONER RAYA: And --

11:10:52 14 COMMISSIONER WARD: -- see as

11:10:52 15 critical and priority and --

11:10:54 16 COMMISSIONER RAYA: Yeah. I was

11:10:54 17 going to say, it's more a matter of prioritizing

11:10:57 18 rather than a time line.

11:10:58 19 COMMISSIONER DAI: Yeah.

11:10:58 20 MR. WILCOX: Hopefully we're on the

11:11:00 21 same page, which I would think that, number one,

11:11:01 22 it's crafting the message is the top priority.

11:11:04 23 Because you can't do any outreach,

11:11:06 24 you can't work on these other things if you don't

11:11:08 25 have your message agreed upon and we're all on

11:11:11 1 board and we have that paragraph.

11:11:13 2 And then number two would then be
11:11:16 3 the media training.

11:11:16 4 COMMISSIONER DAI: Uh-huh.

11:11:18 5 MR. WILCOX: You can't go forward
11:11:20 6 till this is done immediately. And I'm talking
11:11:22 7 about this is we're looking at the next two weeks.

11:11:25 8 Now I'll have to look at the
11:11:26 9 schedules and what we're able to do in Sacramento.
11:11:29 10 But this is -- those are the immediate top
11:11:32 11 priorities.

11:11:34 12 COMMISSIONER DAI: And I would --

11:11:34 13 MR. WILCOX: And then, of course,
11:11:34 14 the database.

11:11:34 15 COMMISSIONER DAI: -- feel free to
11:11:36 16 use the phone to try to get some of that done,
11:11:36 17 too.

11:11:36 18 MR. WILCOX: Yeah.

11:11:37 19 COMMISSIONER DAI: Because it might
11:11:37 20 be easier to schedule an hour on the phone with
11:11:37 21 someone --

11:11:37 22 MR. WILCOX: Uh-huh.

11:11:41 23 COMMISSIONER DAI: -- or do a Skype
11:11:42 24 call so you can have a Webcam.

11:11:44 25 And I mean, I wouldn't wait until

11:11:46 1 we get to Sacramento.

11:11:46 2 MR. WILCOX: Uh-huh.

11:11:48 3 COMMISSIONER DAI: Because you have
11:11:49 4 14 people to deal with.

11:11:49 5 MR. WILCOX: Right.

11:11:49 6 COMMISSIONER WARD: Yeah.

11:11:50 7 COMMISSIONER DAI: You wouldn't
11:11:51 8 want to have to do them all --

11:11:51 9 MR. WILCOX: That's right.

11:11:53 10 COMMISSIONER DAI: -- while we're
11:11:53 11 in Sacramento. So.

11:11:55 12 MR. WILCOX: That's right.

11:11:56 13 And then there are people that, you
11:11:57 14 know, I mean, there's commissioners that are
11:11:58 15 clustered in areas where I could, you know, come
11:12:01 16 and --

11:12:03 17 COMMISSIONER DAI: Yeah.

11:12:03 18 COMMISSIONER WARD: That's true.

11:12:04 19 As a subcommittee, Rob, how can you
11:12:06 20 utilize us at this point to help get this running?

11:12:10 21 Do you have any vision for -- other
11:12:12 22 subcommittees have taken two-member teams to run
11:12:15 23 out and start doing a lot of legwork and get
11:12:17 24 things moving during the week.

11:12:18 25 Do you have a vision or an idea for

11:12:20 1 how we might as a subcommittee be able to help
11:12:23 2 you?

11:12:24 3 MR. WILCOX: Well, number one, what
11:12:25 4 you've just done now is immeasurable help.

11:12:31 5 And as far as a vision, I see all
11:12:35 6 of you participating in the plan that we're
11:12:40 7 putting together.

11:12:40 8 And then I'm not going to be shy
11:12:42 9 and I'm going to be -- you know, right now I've
11:12:45 10 got a pretty good idea of where we're going to be
11:12:49 11 going and what we need to be doing.

11:12:52 12 Where you can also help me is let
11:12:52 13 me know how you work, how you best -- you're all
11:12:54 14 individuals, how you like to communicate.

11:12:57 15 I mean, this is going to be done
11:12:58 16 one on one. And when we're doing media training,
11:13:00 17 we're on the phone or in person. It's important
11:13:04 18 that we make this relationship work.

11:13:07 19 So you know, I need to know the
11:13:10 20 things that you like to do, what you don't like to
11:13:13 21 do, and then we'll learn to get to know each
11:13:15 22 other.

11:13:16 23 But that's key to my success is
11:13:18 24 making sure that you're comfortable and that I'm
11:13:22 25 knowing how to work with you.

11:13:23 1 So just please, don't be shy I
11:13:25 2 think is what I'm asking. Let me know what you're
11:13:28 3 thinking and how I can help you. And in turn,
11:13:32 4 I'll do the same.

11:13:33 5 COMMISSIONER RAYA: There's very
11:13:33 6 little chance of that.

11:13:33 7 COMMISSIONER FORBES: Yeah.

11:13:33 8 COMMISSIONER RAYA: In fact, I'd
11:13:36 9 say zero.

11:13:37 10 COMMISSIONER DAI: There's no
11:13:38 11 shrinking violets.

11:13:38 12 COMMISSIONER FORBES: We're not
11:13:41 13 wallflowers.

11:13:41 14 COMMISSIONER RAYA: You may be
11:13:42 15 sorry at some point.

11:13:44 16 COMMISSIONER WARD: Does the
11:13:46 17 subcommittee feel that there's anything we can do
11:13:52 18 or anything that would be helpful or if we were
11:13:54 19 to, again, set some taskings individually to
11:13:58 20 contact some colleges and meet with PolySci or do
11:14:03 21 you just want to --

11:14:03 22 COMMISSIONER DAI: Yeah.

11:14:03 23 COMMISSIONER FORBES: I'll wait for
11:14:03 24 him.

11:14:03 25 COMMISSIONER DAI: I mean, we have

11:14:03 1 a --

11:14:03 2 COMMISSIONER RAYA: I mean, I

11:14:03 3 think --

11:14:06 4 COMMISSIONER DAI: -- communications

11:14:07 5 director. So.

11:14:07 6 COMMISSIONER RAYA: -- we did agree

11:14:08 7 that, if we have something, we're going to send it

11:14:10 8 to Rob and then we'll go from there.

11:14:10 9 COMMISSIONER FORBES: Yes.

11:14:11 10 COMMISSIONER RAYA: I think you do

11:14:12 11 need to start centralizing --

11:14:12 12 COMMISSIONER FORBES: Right.

11:14:12 13 COMMISSIONER DAI: Yes.

11:14:14 14 COMMISSIONER RAYA: -- this

11:14:14 15 communication.

11:14:14 16 COMMISSIONER DAI: Because people

11:14:15 17 have been doing a bunch of stuff on their own --

11:14:15 18 COMMISSIONER FORBES: Exactly. And

11:14:15 19 I think we --

11:14:18 20 COMMISSIONER DAI: -- and it's

11:14:18 21 probably not been --

11:14:18 22 COMMISSIONER FORBES: -- discouraged

11:14:18 23 that now.

11:14:19 24 COMMISSIONER DAI: -- very

11:14:19 25 consistent.

11:14:20 1 COMMISSIONER FORBES: But now we
11:14:21 2 have a staff, we shouldn't do that.

11:14:23 3 COMMISSIONER DAI: We shouldn't do
11:14:23 4 that.

11:14:23 5 MR. WILCOX: Right. Right.

11:14:23 6 COMMISSIONER DAI: So that's
11:14:24 7 something -- a clear message that we can bring
11:14:25 8 back.

11:14:25 9 COMMISSIONER WARD: Okay. So
11:14:25 10 whenever we brief this, I'd like to, yeah, make
11:14:27 11 sure that we're clear on this.

11:14:28 12 So I know the problems we had in
11:14:30 13 the past were individuals committing the
11:14:35 14 commission to things.

11:14:35 15 COMMISSIONER DAI: Yeah. And no
11:14:35 16 commissioner --

11:14:37 17 COMMISSIONER WARD: I know we want
11:14:38 18 to change that. Are we interested, though, in
11:14:41 19 also reining in the actions?

11:14:43 20 I mean, do we not want them to go
11:14:45 21 out and prospect opportunity?

11:14:48 22 COMMISSIONER FORBES: My -- no. I
11:14:48 23 wouldn't do that. Because I don't think that --
11:14:48 24 because he'll have the master list.

11:14:53 25 But you know, if we get called --

11:14:53 1 COMMISSIONER DAI: Yeah.

11:14:53 2 COMMISSIONER FORBES: -- I would

11:14:56 3 not discourage us from speaking. Just let him

11:14:56 4 know that we're doing it.

11:14:56 5 MR. WILCOX: Oh, yeah. Oh,

11:14:56 6 absolutely. And yeah, we're not --

11:14:58 7 COMMISSIONER FORBES: I mean, the

11:14:58 8 first couple weeks I got called and I said I'm not

11:15:01 9 talking to you --

11:15:01 10 COMMISSIONER DAI: Yeah.

11:15:03 11 COMMISSIONER FORBES: -- you know,

11:15:03 12 until we have some meetings to get a feel for

11:15:05 13 what's going on.

11:15:05 14 COMMISSIONER DAI: Right.

11:15:06 15 COMMISSIONER FORBES: Now I'm much

11:15:07 16 more comfortable in responding to stuff --

11:15:07 17 COMMISSIONER DAI: Yes.

11:15:07 18 COMMISSIONER FORBES: -- just as

11:15:10 19 long as he knows it.

11:15:10 20 COMMISSIONER WARD: So for example,

11:15:11 21 mentioning going to a college trying to engage

11:15:14 22 some student support and interest for local

11:15:17 23 marketing for commission awareness, that's

11:15:20 24 something that we would want to say don't do and

11:15:23 25 pass it to Rob?

11:15:25 1 COMMISSIONER FORBES: I wouldn't.
11:15:25 2 COMMISSIONER DAI: I would -- I
11:15:26 3 think it's going to be too random and
11:15:29 4 happenstance.
11:15:31 5 COMMISSIONER WARD: All right. So
11:15:32 6 you --
11:15:32 7 COMMISSIONER DAI: I think it's --
8 COMMISSIONER WARD: It's all on
9 Rob.
10 COMMISSIONER DAI: -- we need to
11 have an overall --
12 COMMISSIONER FORBES: Yeah. It's
13 on him, right.
14 COMMISSIONER DAI: -- media
11:15:33 15 strategy, and then it needs to be rolled out.
11:15:35 16 COMMISSIONER FORBES: If he tells
11:15:36 17 us later on we need to do it, that's something
11:15:37 18 else.
11:15:37 19 COMMISSIONER RAYA: I think there's
11:15:38 20 a difference --
11:15:38 21 COMMISSIONER WARD: Sure.
11:15:39 22 COMMISSIONER RAYA: -- between
11:15:39 23 going out and seeking something and responding --
11:15:39 24 COMMISSIONER FORBES: Right.
11:15:39 25 COMMISSIONER DAI: Responding.

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COMMISSIONER RAYA: -- to a
request.

COMMISSIONER FORBES: Right.

COMMISSIONER RAYA: So if you get a
request, I mean, we want to communicate it with --

COMMISSIONER FORBES: Oh, of
course.

COMMISSIONER RAYA: So I think if
you get a request, we don't want to be seen as
putting up a wall.

COMMISSIONER DAI: Right.

MR. WILCOX: No.

COMMISSIONER RAYA: On the other
hand, I don't think we don't need to be out now
looking at things. But if we have a thought, just
passing it to Rob.

MR. WILCOX: Right. And the only
thing on -- with the request is that it's -- that
hopefully when you say you have a communications
director, that it's a helpful thing to say, gee, I
would love to talk to you, and I'm going to have
our communications director get back to you.

And also with speaking engagements,
because, you know, in -- I can help with getting
the details.

11:16:25 1 And when you say, hey, we want you
11:16:27 2 to come and talk to the Rotary, and you go, sure,
11:16:28 3 and I'll be there, but I can talk to that group
11:16:31 4 and say, you know, how long is the program? Will
11:16:33 5 you be taking Q&A? Do you have the ability to
11:16:37 6 have --

11:16:37 7 COMMISSIONER WARD: So --

11:16:37 8 MR. WILCOX: You know, all of that
11:16:38 9 stuff, you shouldn't have to worry about that.

11:16:38 10 COMMISSIONER RAYA: Well, not like
11:16:40 11 that. Maybe somebody else is a better
11:16:43 12 spokesperson, I guess.

11:16:44 13 COMMISSIONER FORBES: So what you
11:16:44 14 want us to do, then, if we get that request --

11:16:44 15 MR. WILCOX: Yes.

11:16:44 16 COMMISSIONER FORBES: -- say, you
11:16:46 17 know, someone from the commission would be happy
11:16:48 18 to speak with you, but we've set it up as the
11:16:50 19 protocol that it will be run through our
11:16:52 20 communications director, so please contact Rob.

11:16:56 21 MR. WILCOX: Or if you want to,
11:16:57 22 whichever you feel comfortable with --

11:16:57 23 COMMISSIONER RAYA: Uh-huh.

11:16:59 24 MR. WILCOX: -- give them my
11:17:00 25 contact information or say, I will have Rob call

11:17:03 1 you.

11:17:03 2 COMMISSIONER FORBES: That's what I

11:17:03 3 mean.

11:17:04 4 COMMISSIONER DAI: Right.

11:17:04 5 COMMISSIONER FORBES: That's what I

11:17:05 6 mean.

11:17:06 7 MR. WILCOX: So you --

11:17:06 8 COMMISSIONER DAI: Your contact

11:17:07 9 information needs to be on the website.

11:17:10 10 MR. WILCOX: Yes, it does.

11:17:10 11 COMMISSIONER FORBES: Yes. Okay.

11:17:10 12 Got you.

11:17:11 13 MR. WILCOX: Uh-huh.

11:17:11 14 COMMISSIONER DAI: So two other

11:17:12 15 things: So media monitoring, so you've already

11:17:14 16 started that, which is great --

11:17:14 17 MR. WILCOX: Uh-huh.

11:17:15 18 COMMISSIONER DAI: -- which is to

11:17:16 19 make sure everybody knows about anything that's

11:17:18 20 key that's happening that we should be aware of.

11:17:18 21 MR. WILCOX: Uh-huh.

11:17:18 22 COMMISSIONER DAI: There's a lot of

11:17:21 23 stuff we probably don't need to be aware of.

11:17:21 24 MR. WILCOX: Right.

11:17:23 25 COMMISSIONER DAI: There's a lot of

11:17:24 1 general buzz, you know. But there're probably key
11:17:27 2 things that everyone should be aware of --

11:17:27 3 MR. WILCOX: Right.

11:17:29 4 COMMISSIONER DAI: -- and so
11:17:29 5 sending that out.

11:17:30 6 The other thing is monitoring
11:17:33 7 public comments.

11:17:33 8 MR. WILCOX: Uh-huh.

11:17:34 9 COMMISSIONER DAI: So we need to
11:17:35 10 make sure that someone is actually on top of
11:17:39 11 that --

11:17:39 12 MR. WILCOX: Uh-huh.

11:17:40 13 COMMISSIONER DAI: -- and has a
11:17:42 14 strategy for making sure that we, you know --
11:17:46 15 we've tried to be pretty responsive. It's, you
11:17:50 16 know, fairly inefficient for all of us to read all
11:17:52 17 the public comments.

11:17:52 18 MR. WILCOX: Uh-huh.

11:17:54 19 COMMISSIONER DAI: So if there's,
11:17:55 20 again, some way to screen that -- and some of that
11:17:59 21 will get shunted into an outreach process at some
11:17:59 22 point.

11:18:02 23 But a lot of the public comments
11:18:03 24 are some of the things that we've been talking
11:18:06 25 about, like we don't know when your meetings are

11:18:08 1 starting.

11:18:08 2 And so there are a lot of things
11:18:10 3 that I think really fall into your realm of --

11:18:10 4 MR. WILCOX: Absolutely.

11:18:11 5 COMMISSIONER DAI: -- making sure
11:18:13 6 something's clearer on the website or people find
11:18:15 7 typos on the website.

11:18:16 8 I mean, there are things that I
11:18:19 9 think we are getting comments like that, and those
11:18:22 10 need to be monitored.

11:18:25 11 MR. WILCOX: Right. Absolutely.

11:18:25 12 COMMISSIONER DAI: I'm trying to
11:18:27 13 think if there's anything else.

11:18:27 14 COMMISSIONER FORBES: Now, it won't
11:18:28 15 be his office. Or will it be his office? So when
11:18:31 16 pub- -- people make comments on the maps, that
11:18:33 17 will go through a different location?

11:18:34 18 COMMISSIONER DAI: Well, I think
11:18:35 19 that will have to be fed into the outreach
11:18:38 20 process.

11:18:38 21 But right now, and this might be a
11:18:40 22 strategy for the website, is to separate the kind
11:18:42 23 of public comment.

11:18:42 24 COMMISSIONER FORBES: Yeah. Right.

11:18:43 25 COMMISSIONER DAI: So if I want to

11:18:45 1 make a comment --

11:18:46 2 COMMISSIONER FORBES: And the
11:18:46 3 comment was made, we needed to have a mechanism
11:18:50 4 for storing the information that we can get at it.

11:18:54 5 COMMISSIONER DAI: Well --

11:18:54 6 COMMISSIONER WARD: Right.

11:18:54 7 COMMISSIONER DAI: -- and
11:18:54 8 separating the kinds of comments.

11:18:54 9 COMMISSIONER FORBES: Right.

11:18:54 10 COMMISSIONER DAI: Like I have --

11:18:54 11 COMMISSIONER FORBES: And so
11:18:54 12 whose --

11:18:55 13 COMMISSIONER DAI: -- a comment
11:18:55 14 about the --

11:18:55 15 COMMISSIONER FORBES: -- that goes
11:18:55 16 to.

11:18:55 17 COMMISSIONER DAI: -- website or I
11:18:55 18 had a technical problem or, you know, we need
11:19:00 19 F.A.Q.'s, like where are these six redistricting
11:19:02 20 centers.

11:19:03 21 I mean, there are a bunch of things
11:19:04 22 like that that I think we can push out the
11:19:07 23 information and forestall it.

11:19:09 24 COMMISSIONER WARD: Presently Dan
11:19:12 25 has kind of set up a system like that. And so

11:19:14 1 what happens is everything is getting dumped in
11:19:14 2 one place --

11:19:14 3 COMMISSIONER FORBES: Okay.

11:19:15 4 COMMISSIONER WARD: -- and he
11:19:15 5 briefs it and sorts it.

6 COMMISSIONER FORBES: They're
7 all --

8 COMMISSIONER WARD: And that's part
9 of why --

10 COMMISSIONER DAI: And it may not
11 be --

11:19:19 12 COMMISSIONER WARD: Some members of
11:19:21 13 the public, you know, rightfully have commented
11:19:23 14 that it's taken forever to get back to them
11:19:23 15 because things are --

11:19:23 16 COMMISSIONER FORBES: Okay.

11:19:25 17 COMMISSIONER WARD: This is a
11:19:26 18 communications director --

11:19:26 19 COMMISSIONER DAI: Yeah.

11:19:26 20 COMMISSIONER FORBES: Got you.

11:19:26 21 COMMISSIONER WARD: -- needs to
11:19:28 22 respond to this because I don't have the
11:19:28 23 expertise.

11:19:29 24 Now Rob's here, so hopefully, you
11:19:29 25 know --

11:19:29 1 COMMISSIONER FORBES: Got you.

11:19:31 2 COMMISSIONER WARD: -- that will
11:19:31 3 get done. But there's been no one at the switch.
11:19:31 4 So.

11:19:31 5 COMMISSIONER FORBES: Got you.

11:19:33 6 COMMISSIONER WARD: The Web site's
11:19:34 7 going to kind of mirror that, we hope.

11:19:34 8 COMMISSIONER DAI: Yeah.

11:19:36 9 COMMISSIONER WARD: And then with
11:19:38 10 redistricting data, that's our hope is to actually
11:19:40 11 have, like he said, an actual map available that,
11:19:43 12 so if they have a comment on redistricting, then
11:19:46 13 that'll be available to them to give parameters
11:19:50 14 for the comments.

11:19:51 15 So yes.

11:19:51 16 COMMISSIONER FORBES: All right.
11:19:51 17 Do you know, are the maps currently available on
11:19:54 18 the website?

11:19:55 19 So if I'm in District 57 --

11:19:55 20 COMMISSIONER WARD: Uh-huh.

11:19:57 21 COMMISSIONER FORBES: -- I can go
11:19:58 22 see, what does my district look like, what does it
11:20:01 23 include --

11:20:01 24 COMMISSIONER DAI: Right.

11:20:01 25 COMMISSIONER FORBES: -- and I can

11:20:01 1 go find it off the website?

11:20:04 2 COMMISSIONER DAI: It's not
11:20:05 3 currently on the website.

11:20:08 4 COMMISSIONER FORBES: Yeah. See, I
11:20:08 5 think access to the existing maps --

11:20:08 6 COMMISSIONER DAI: Uh-huh.

11:20:11 7 COMMISSIONER FORBES: -- should be
11:20:11 8 off -- you should be able to go directly from the
11:20:12 9 website to that map.

11:20:14 10 MR. WILCOX: Is that a direction --

11:20:14 11 COMMISSIONER DAI: Yeah.

11:20:15 12 MR. WILCOX: -- that you all agree
11:20:16 13 on?

11:20:18 14 COMMISSIONER FORBES: Isn't -- is
11:20:18 15 that the website?

11:20:18 16 COMMISSIONER DAI: It's not --

11:20:19 17 MR. KOPP: Well, it's not on your
11:20:20 18 website.

11:20:20 19 COMMISSIONER FORBES: Oh, okay.

11:20:21 20 MR. KOPP: There are websites that
11:20:22 21 have this.

11:20:22 22 COMMISSIONER DAI: There are
11:20:22 23 websites.

11:20:22 24 COMMISSIONER FORBES: Right, right.

11:20:23 25 MR. KOPP: Simply make a link.

11:20:23 1 COMMISSIONER FORBES: But there
11:20:23 2 should be a mechanism.
11:20:23 3 COMMISSIONER DAI: Yeah. A link.
11:20:25 4 MR. KOPP: You don't need it on
11:20:26 5 your website. You just need a link.
11:20:26 6 COMMISSIONER FORBES: No. You just
11:20:29 7 need to get to it. That's what I meant.
11:20:29 8 COMMISSIONER DAI: So like the
11:20:30 9 statewide database.
11:20:30 10 COMMISSIONER FORBES: Right.
11:20:31 11 COMMISSIONER DAI: So there are a
11:20:32 12 bunch of resources where -- for the latest facts,
11:20:34 13 and then we can send them to specific pages.
11:20:34 14 MR. WILCOX: Right.
11:20:34 15 COMMISSIONER FORBES: Right.
11:20:37 16 COMMISSIONER DAI: But yeah, we
11:20:38 17 don't need to re-create that content.
11:20:42 18 COMMISSIONER FORBES: No. I didn't
11:20:42 19 mean that. I just meant get access to it. If I
11:20:44 20 go on our website, how do I get to my district?
11:20:49 21 MR. WILCOX: Okay.
11:20:49 22 COMMISSIONER DAI: But yeah, some
11:20:49 23 kind of triage way of dealing with public
11:20:49 24 comments. I really don't think it's the best use
11:20:50 25 of Dan's time.

11:20:50 1 COMMISSIONER FORBES: No, not at
11:20:53 2 all.

11:20:53 3 COMMISSIONER WARD: Right. When we
11:20:55 4 get the other ten things.

11:20:57 5 Anything else, Commissioner Forbes?
11:21:00 6 Can we open it up to the public,
11:21:02 7 please?

11:21:03 8 COMMISSIONER DAI: Yeah.

11:21:03 9 COMMISSIONER WARD: Thank you,
11:21:03 10 guys, so much for sitting with us and being
11:21:03 11 patient with us.

11:21:05 12 And please share with us any
11:21:07 13 comments or ideas you have.

11:21:11 14 VIDEO MONITOR: Can we take a quick
11:21:13 15 break so we can change the tape?

11:21:15 16 COMMISSIONER WARD: Sure.

11:21:15 17 (Whereupon, a discussion was held
11:21:15 18 Off the record.)

11:21:15 19 COMMISSIONER DAI: All right.

11:21:15 20 MS. WOODS: Hi. My name is Ronnie
11:26:15 21 Woods, and I work for the L.A. County Federation
11:26:15 22 of Labor, A.F.L./C.I.O.

11:26:18 23 And I'm a fairly recent college
11:26:20 24 grad, so I have a handful of comments, 12, so I'll
11:26:20 25 try to be quick.

11:26:25 1 Just going through my list, first
11:26:27 2 off for your Twitter name, Redistricting
11:26:31 3 California, the conference already uses that. So
11:26:34 4 using California Redistricting could get
11:26:39 5 confusing.

11:26:39 6 COMMISSIONER DAI: Uh-huh. Do you
11:26:39 7 like the idea of using, continuing to use "We Draw
11:26:43 8 the Line"?

11:26:43 9 MS. WOODS: I like "We Draw the
11:26:44 10 Line" because then you have the, like the
11:26:44 11 continuity and message and brand name between,
11:26:47 12 like, your website and your Twitter account.

11:26:50 13 COMMISSIONER DAI: All right.

11:26:52 14 MS. WOODS: So that's the first
11:26:52 15 comment.

11:26:53 16 And the second comment, I really
11:26:53 17 like the emphasis on the outreach to ethnic
11:26:57 18 communities. And so I would say, if and when
11:26:59 19 possible, try to make sure that the materials are
11:27:02 20 bilingual.

11:27:03 21 Moving on, let's see, I'd also say
11:27:08 22 for developing the communications materials,
11:27:10 23 there's a lot of community based organizations
11:27:13 24 across the state that are going to doing the same
11:27:15 25 thing.

11:27:15 1 So as much as possible try to not,
11:27:18 2 like, to overlap. So example, if muladeth
11:27:21 3 (phonetic) is making something, why not put that
11:27:23 4 up there rather than, you know, creating ten
11:27:28 5 F.A.Q.'s.

11:27:29 6 Let's see. Also, for the website,
11:27:34 7 if you wanted to do some sort of, like, P.S.A.,
11:27:37 8 I'm sure that there's a lot of film students that
11:27:40 9 would be willing to do it.

11:27:41 10 Also, film students are able to
11:27:44 11 rent for free all that kind of equipment from
11:27:46 12 their campus.

11:27:48 13 Let's see. Also, for government
11:27:52 14 classes, senior -- in the senior year public
11:27:55 15 education, government classes are required. So
11:27:59 16 they might allow for presentations. So that's one
11:28:03 17 way you could reach out.

11:28:04 18 Also, like you said, political
11:28:06 19 science students will already have an interest.
11:28:10 20 And this is a "once in a lifetime" opportunity.

11:28:12 21 And also, the college Democrats,
11:28:15 22 college Republicans, they also have their
11:28:17 23 statewide chapter.

11:28:19 24 So instead of going campus by
11:28:20 25 campus, it might be better to go to College

11:28:20 1 Democrats of California and so on.

11:28:23 2 Also, for high school students, in
11:28:26 3 terms of getting interns, you could go to the
11:28:29 4 Y.M.C.A.'s youth in government program. So that's
11:28:32 5 another example.

11:28:33 6 And let's see. And then also I
11:28:38 7 just wanted to say that I think it'd be really
11:28:41 8 helpful, two other things, for your hearing
11:28:44 9 schedule when you come out of it to have it be
11:28:46 10 comprehensive.

11:28:47 11 Because the sooner people know, you
11:28:49 12 know, whenever you're in the state, they're not
11:28:50 13 going to be able to take time off work --

11:28:50 14 COMMISSIONER DAI: Right.

11:28:53 15 MS. WOODS: -- so preferably you're
11:28:54 16 not finding out 14 days before that you can only
11:28:57 17 go to this county that's yea far away.

11:29:00 18 And the last thing for the comment
11:29:01 19 section, because I took up the time of giving 12,
11:29:05 20 maybe it would be helpful, and I know it's -- you
11:29:07 21 don't want it to get too unruly, but perhaps when
11:29:10 22 you have a meeting agenda, after you finish each
11:29:12 23 topic, maybe give, like, a minute of time, the
11:29:15 24 comments that section of the agenda.

11:29:18 25 COMMISSIONER WARD: Thank you.

11:29:19 1 MR. BEAMER: My name's Dave Beamer.

11:29:23 2 I'm observing for the League of Women Voters,

11:29:23 3 which is a strong supporter of this --

11:29:23 4 COMMISSIONER DAI: Yes.

11:29:26 5 MR. BEAMER: -- this whole

11:29:27 6 operation and, you know, pushed Proposition 11 to

11:29:30 7 begin with.

11:29:30 8 And also, I've lived in Claremont

11:29:31 9 for 37 years, and which means I'm a resident of

11:29:35 10 the 59th Assembly District.

11:29:37 11 So if you -- you know, that map

11:29:38 12 could be a poster child for the whole thing, it's

11:29:42 13 just so bizarre.

11:29:42 14 COMMISSIONER FORBES: I feel the

11:29:42 15 same way.

11:29:43 16 MR. BEAMER: So I agree with what,

11:29:45 17 you know, Commissioner Forbes was saying about

11:29:46 18 getting some of those pictures out there, even

11:29:48 19 though some will still end up looking kind of like

11:29:51 20 that.

11:29:51 21 This doesn't connect to any --

11:29:53 22 anything in any way at all, nothing conceptual, no

11:29:56 23 case you can make for this district.

11:29:58 24 But I have a question: Can you, in

11:30:01 25 explaining why the redistricting is important, why

11:30:05 1 people should care about it, can you say that the
11:30:07 2 current districting is a major reason why
11:30:10 3 California government has become so dysfunctional?

11:30:13 4 And try to make that big point,
11:30:16 5 which is more than just, you know, your local
11:30:19 6 community has been messed up.

11:30:19 7 COMMISSIONER DAI: Uh-huh.

11:30:21 8 MR. BEAMER: And everyone knows the
11:30:22 9 government's become dysfunctional. And that's --
11:30:24 10 you can make a pretty strong case that this is one
11:30:27 11 of the reasons for it. And that might get
11:30:31 12 people's attention.

11:30:32 13 And just as a general comment about
11:30:33 14 tone and style, you know, there's sort of a
11:30:36 15 continuum between, on the one end of it is
11:30:39 16 dignified, stilted, boring, you know.

11:30:44 17 Maybe the other extreme would be
11:30:45 18 populist and sensationalist. And I would just
11:30:49 19 encourage -- don't be too afraid of edging toward
11:30:54 20 that populist sensationalist.

11:30:56 21 And there can be villains, you
11:30:57 22 know, in just the way the incumbents are
11:31:01 23 entrenched in protecting their own little
11:31:02 24 fiefdoms. That gets people's attention.

11:31:04 25 COMMISSIONER FORBES: Called the

11:31:04 1 California Enquirer.

11:31:07 2 MR. BEAMER: Something with

11:31:08 3 villains. And a little anger seems to go a long

11:31:11 4 way. And that's -- oh, and also just confirming,

11:31:18 5 it's not advisory?

11:31:20 6 COMMISSIONER FORBES: No.

11:31:22 7 COMMISSIONER DAI: No.

8 MR. BEAMER: Okay. Because that

9 was --

10 COMMISSIONER DAI: No.

11 MR. BEAMER: Because that was --

12 COMMISSIONER FORBES: Rudy was

13 wrong.

14 MR. BEAMER: -- scary what she said

15 earlier.

11:31:23 16 COMMISSIONER DAI: No. We

11:31:23 17 corrected her.

11:31:23 18 COMMISSIONER FORBES: I corrected

11:31:23 19 her.

11:31:24 20 COMMISSIONER DAI: It is not.

11:31:25 21 COMMISSIONER FORBES: We whispered

11:31:28 22 in her ear.

11:31:29 23 MR. BEAMER: That's good to know.

11:31:29 24 COMMISSIONER DAI: Yes. No.

11:31:29 25 It's -- I said we took their jobs. This is our

11:31:32 1 mandate.

11:31:33 2 MR. BEAMER: You are drawing the
11:31:35 3 line, so yeah.

11:31:35 4 COMMISSIONER DAI: Yeah. We are
11:31:36 5 drawing the line. So yeah, that -- I was
11:31:38 6 concerned when I heard that.

11:31:39 7 COMMISSIONER FORBES: Yeah. Me,
11:31:40 8 too.

11:31:41 9 COMMISSIONER DAI: Yeah. So it was
11:31:42 10 good that you let us do what we --

11:31:44 11 COMMISSIONER FORBES: She's
11:31:45 12 quasi-politically sophisticated, you'd think, from
11:31:50 13 her situation.

11:31:50 14 COMMISSIONER DAI: That's why we
11:31:50 15 have media education.

11:31:51 16 COMMISSIONER FORBES: But she's
11:31:51 17 dead wrong.

11:31:52 18 MR. WILCOX: Even those in the
11:31:54 19 know --

11:31:54 20 COMMISSIONER FORBES: Don't know.

11:31:54 21 MR. WILCOX: -- don't know.

11:31:58 22 MR. BEAMER: That's all.

11:31:58 23 COMMISSIONER WARD: Thank you.

11:32:00 24 MS. SMITH: I'm Linda Akers Smith.

11:32:03 25 I work with the U.S. Census Bureau in the

11:32:04 1 Los Angeles regional office.

11:32:05 2 And we're just here observing both
11:32:06 3 this committee and the technical committee to see
11:32:09 4 what our role may be in the future.

11:32:12 5 And I have no comment.

11:32:14 6 COMMISSIONER DAI: Great.

11:32:14 7 COMMISSIONER WARD: Thank you.

11:32:14 8 COMMISSIONER DAI: Thank you.

11:32:15 9 MR. WESSEL: My name is Cameron
11:32:17 10 Wessel. I'm a field representative for a state
11:32:19 11 assemblyman, actually, the one that orders the
11:32:23 12 59th district. It's the 63rd.

11:32:25 13 Which I don't know if you guys have
11:32:26 14 taken a look at that one, we cover 12 different
11:32:29 15 cities. So it's quite a big one.

11:32:31 16 So I just had one comment and one
11:32:34 17 question. The first comment was that -- I'm
11:32:41 18 sorry, the only comment is that I really like the
11:32:43 19 idea about you guys reaching out to college
11:32:45 20 students.

11:32:46 21 I think it's really important. As
11:32:48 22 a college student myself, I'll tell you, we don't
11:32:50 23 get a lot of exposure to, you know, redistricting
11:32:54 24 and, you know, kind of where the district lines
11:32:56 25 are drawn and that kind of thing.

11:32:58 1 So I think it'd be really important
11:33:00 2 to let them know why there's such a strong support
11:33:05 3 for a volunteer commission and, you know, kind of
11:33:07 4 give them the history on why some of these
11:33:10 5 districts are so, you know, ridiculously drawn and
11:33:13 6 what the point is of coming in and redistricting
11:33:16 7 them.

11:33:17 8 So yeah, I think, you know,
11:33:18 9 reaching out to college students would be a really
11:33:21 10 great thing to do.

11:33:22 11 And then I just had one question.
11:33:26 12 I've talked to a lot of constituents in our
11:33:30 13 district, and a lot of them, when I tell them that
11:33:31 14 we cover 12 separate cities -- and I think we only
11:33:35 15 cover, like, a mile of one city.

11:33:37 16 So you know, it's just some of them
11:33:39 17 are like, you know, why is -- why do you guys
11:33:41 18 cover such a huge district?

11:33:43 19 So I was just curious if you guys
11:33:46 20 know, is there, like, a maximum amount of cities
11:33:50 21 that you guys are trying to reach or is it more on
11:33:54 22 just population?

11:33:56 23 How are the new districts going to
11:33:58 24 be kind of consolidated, do you guys know?

11:34:01 25 COMMISSIONER FORBES: Well, let me

11:34:01 1 make a reference. There's -- I mean, they have to
11:34:03 2 be roughly the same population.

11:34:03 3 MR. WESSEL: Yeah.

11:34:06 4 COMMISSIONER FORBES: But also,
11:34:08 5 Prop 11 gives them specific criteria that we're
11:34:10 6 supposed to consider, and I would -- I don't
11:34:12 7 remember them all.

11:34:12 8 I mean, they're supposed to be, you
11:34:14 9 know, compact and so forth and so on. But we have
11:34:18 10 to comply with the Voting Rights Act.

11:34:20 11 But there is a list of the criteria
11:34:22 12 in the Prop 11 that we are to, you know, try to
11:34:25 13 adhere to best we can.

11:34:28 14 COMMISSIONER DAI: And in order of
11:34:30 15 precedence.

11:34:30 16 COMMISSIONER FORBES: In order of
11:34:30 17 precedence, right.

11:34:30 18 COMMISSIONER DAI: And the main
11:34:32 19 thing is to maintain communities of interest.

11:34:32 20 COMMISSIONER FORBES: Right.
11:34:32 21 That's the drive.

11:34:34 22 COMMISSIONER DAI: And there is a
11:34:35 23 stipulation in the voters first act that we try to
11:34:38 24 respect political boundaries, cities, counties.

11:34:38 25 MR. WESSEL: Okay.

11:34:42 1 COMMISSIONER DAI: So that is part
11:34:44 2 of our charter is to try to respect that.

11:34:50 3 COMMISSIONER WARD: Chris; right?

11:34:52 4 MR. WESSEL: Cameron.

11:34:53 5 COMMISSIONER WARD: Cameron. Thank
11:34:53 6 you. Sorry about that.

11:34:53 7 MR. WESSEL: Yeah.

11:34:55 8 COMMISSIONER WARD: Great comment
11:34:55 9 about the college students. I'm wondering,
11:34:58 10 though, since you're here and attending the
11:35:00 11 meeting, can you give us what would -- how's the
11:35:00 12 best way to do that?

11:35:05 13 What's the best message to send to
11:35:06 14 college students to get their attention?

11:35:08 15 MR. WESSEL: I think one of the
11:35:10 16 best ways to do it would be trying to get to all
11:35:13 17 the government classes. That'd be a great way to
11:35:18 18 start, you know, just the political science
11:35:20 19 classes.

11:35:20 20 Inform teachers. Because a lot
11:35:22 21 of -- you know, a lot of teachers tend to kind of
11:35:26 22 press their ideals on the students from my own
11:35:30 23 personal experience.

11:35:31 24 So you know, just making sure that
11:35:33 25 they're informed of what's going on and making

11:35:35 1 sure that they make it a point to just kind of
11:35:39 2 take a nonpartisan stance on it and be like, you
11:35:43 3 know, this is what's going on, this is why there's
11:35:46 4 a need to restrict, you know, that kind of thing.

11:35:48 5 And then, I mean, even putting it
11:35:51 6 out in, colleges have, like, the college paper.
11:35:55 7 You know, there's, like, newsletters, e-mails, you
11:35:57 8 know, e-mail lists, you know, just all kind of
11:36:01 9 stuff.

11:36:01 10 And in our office, in our assembly
11:36:05 11 office, we actually send out a, this is just an
11:36:07 12 example, we send out a mass e-mail to all of the
11:36:10 13 PolySci professors in all of our surrounding
11:36:15 14 areas.

11:36:17 15 And they -- it was basically just
11:36:19 16 to see if we could get them to forward that out to
11:36:20 17 their students for an internship possibility. And
11:36:24 18 I'll tell you, we got I think, like, 20 responses
11:36:26 19 back within five or six hours of getting that out.

11:36:30 20 So PolySci teachers are interested
11:36:33 21 in what's going on, and they do like to, you know,
11:36:36 22 try to get their students more involved and let
11:36:38 23 them know what's going on.

11:36:40 24 So I think, you know, those would
11:36:41 25 be some -- probably some pretty good possibilities

11:36:45 1 on how to actually, you know, implement that, you
11:36:47 2 know.

11:36:47 3 COMMISSIONER WARD: Thanks,
11:36:48 4 Cameron. Appreciate it. Thank you.

11:36:50 5 MR. KOPP: My name is John Kopp.
11:36:51 6 It's K-o-p-p. I live in East Vale, which is the
11:36:55 7 northwest corner of Riverside County cheek and
11:36:59 8 jowl with San Bernardino County, which wraps
11:37:02 9 around.

11:37:03 10 And I'm also -- I didn't disclose
11:37:05 11 it in the first meeting, but I'm a member of the
11:37:08 12 Riverside County Democratic Central Committee. I
11:37:11 13 applied to be on the commission, I submitted my
11:37:16 14 supplemental, and then I got axed.

11:37:19 15 So to follow up on --

11:37:19 16 COMMISSIONER FORBES: No hard
11:37:19 17 feelings.

11:37:24 18 MR. KOPP: I wasn't a member of the
11:37:26 19 central committee when I applied, so I was still
11:37:27 20 eligible. That was a later event.

11:37:29 21 About voters versus youthful
11:37:34 22 voters, the general voters versus youthful voters,
11:37:35 23 a friend of mine, Bill Hedrick, who ran for
11:37:39 24 Congress in the 44th District, he was ruminating
11:37:42 25 one afternoon saying that they were trying to

11:37:46 1 contact youthful voters all through the campaign,
11:37:46 2 all through the campaign.

11:37:50 3 And what he finally determined was
11:37:53 4 that they really didn't get a rise, didn't get a
11:37:56 5 response out of the youth vote until they started
11:38:00 6 pressing a message on a single issue. And it
11:38:02 7 happened to be immigration. That's just the
11:38:04 8 example from his district.

11:38:06 9 So you've got -- you may have a lot
11:38:09 10 of trouble contacting youthful voters. They move
11:38:12 11 a lot. They're going to school. They're new in
11:38:14 12 their jobs. They get a promotion, they have to
11:38:17 13 move from Sacramento to Marin County or something
11:38:20 14 like that. So they're very transient.

11:38:22 15 But now, in terms of my general
11:38:24 16 comments, I think your website really needs to be
11:38:26 17 clearer. For example, for this February 12th
11:38:31 18 through 13th meeting hand-outs page that you could
11:38:34 19 go to, the fifth item was the Voting Rights Act
11:38:37 20 and the conscientious redistricter by Paul
11:38:41 21 McKaskle. And it said 12.50.

11:38:46 22 Now, I didn't spend 12.50 on the
11:38:48 23 website because I was hoping that the commission
11:38:51 24 would have popped for, you know, a bunch of copies
11:38:54 25 and had them available for distribution.

11:38:56 1 So the website was unclear as to
11:38:58 2 what I had to do. In other words, what does a
11:39:02 3 citizen have to do when they're seeing something
11:39:05 4 on the website if the -- you know, by the way, are
11:39:06 5 you guys going to pop for that or do I have to
11:39:09 6 spend 12.50 to get that?

11:39:10 7 COMMISSIONER WARD: We'll have to
11:39:12 8 discuss it right now.

11:39:12 9 MR. KOPP: All right.

11:39:13 10 COMMISSIONER WARD: Right now we've
11:39:14 11 got a hundred dollars total.

11:39:14 12 MR. KOPP: But anyway --

11:39:14 13 COMMISSIONER WARD: So.

11:39:16 14 MR. KOPP: -- in terms of whatever
11:39:17 15 media you use, whether it's print or on-line or
11:39:22 16 your website, when you archive your material, it
11:39:25 17 has to be retrievable.

11:39:31 18 Okay. In terms of I.T. assistance,
11:39:34 19 you mind fight colleges and university departments
11:39:36 20 have, you know, the star pupil who's working on a
11:39:38 21 master's degree that might be able to assist you,
11:39:41 22 or laid-off state workers.

11:39:44 23 One of the things that's going to
11:39:49 24 come up, and maybe can you help with this, when
11:39:53 25 you start dealing with the census data, it's going

11:39:58 1 to be very confusing to the public. And your
11:40:01 2 website or communications need to make clear what
11:40:05 3 is happening.

11:40:08 4 You know, I pulled out the thing
11:40:09 5 from the strength in numbers from -- is that the
11:40:15 6 Census Bureau publication?

11:40:16 7 I read through it, you know. And I
11:40:18 8 can see that I'm going to be very confused when we
11:40:20 9 start getting to maps and populations and so
11:40:23 10 forth.

11:40:26 11 When you reach out to ethnic and
11:40:29 12 special groups, not just their media favorites,
11:40:34 13 but you might want to contact things like black
11:40:37 14 churches. It's a very concentrated center of a
11:40:41 15 community. Or nonprofits such as the League of
11:40:45 16 Women Voters, although they're already very
11:40:48 17 actively involved.

11:40:49 18 But you know, the American
11:40:50 19 Association of College Professors, American
11:40:53 20 Association of University Women, Catholic Bishops,
11:40:57 21 Lutheran Synods, the A.A.R.P., those sorts of
11:41:00 22 things, that directly communicate with their own
11:41:02 23 people.

11:41:03 24 You might even want to, you know,
11:41:08 25 don't take too much input from them because

11:41:10 1 they're not too trustworthy, but you might want to
11:41:14 2 pass information on to the central committees of
11:41:16 3 the two primary parties, you know, and let them
11:41:18 4 distribute it to their population. They may add
11:41:21 5 comments, but you know, there are all sorts ever
11:41:25 6 things.

11:41:26 7 I somewhat disagree with
11:41:29 8 Commissioner Forbes that you want to use video
11:41:32 9 versus PowerPoint. I usually find that videos
11:41:37 10 obfuscate more than they help.

11:41:38 11 If you have a PowerPoint, you're
11:41:39 12 trying to say this, this, this and this, therefore
11:41:42 13 that, and it's usually pretty clear.

11:41:45 14 When I see a video done on a low
11:41:47 15 budget, I'm usually concentrating on how bad the
11:41:51 16 actors are.

11:41:51 17 COMMISSIONER DAI: And that would
11:41:52 18 be us.

11:41:54 19 MR. KOPP: Well, and finally, some
11:41:57 20 of the points, I think most sociologists and
11:42:03 21 historians would conclude at the end of the 20th
11:42:06 22 Century that we're a pretty tribal species.

11:42:10 23 We concentrate on what we like, the
11:42:12 24 people who are similar to us, you know. We have a
11:42:16 25 history of centuries of ethnic cleansing no matter

11:42:22 1 who it was that was doing it, whether it was the
11:42:23 2 Nazis or, you know, the clean-up of Serbia.

11:42:29 3 And so when you get to the
11:42:30 4 different criteria about numerical equality of
11:42:35 5 population, territory contiguous and compact,
11:42:38 6 counties with -- and cities within proposed
11:42:40 7 districts maintained intact as far as practicable,
11:42:44 8 you get down to criteria four and five, the
11:42:46 9 integrity of California's basic geographical
11:42:49 10 regions, and I know this is in Prop 11, but -- and
11:42:51 11 then Number 5, the social and economic interests
11:42:54 12 common to the population of an area, a so-called
11:42:57 13 community of interest should be considered in
11:42:59 14 determining whether the area should be included
11:43:01 15 within or excluded from a district that you're
11:43:05 16 proposing, you've got to be -- that's probably
11:43:08 17 going to be your slipperiest slope, you know,
11:43:13 18 determining what is a community of interest.

11:43:15 19 And I'm pretty sure you're not
11:43:20 20 going to be able to find that from the population
11:43:21 21 data, so you're going to have to take that from
11:43:23 22 testimony.

11:43:24 23 But you could move so far that it
11:43:25 24 would begin to look like ethnic cleansing, you're
11:43:29 25 going to include this group and you're going to

11:43:30 1 exclude that group from a particular district.

11:43:34 2 So you better be real careful
11:43:37 3 there.

11:43:37 4 MS. WOODS: Sorry. Do you mind if
11:43:38 5 I just add something to his point?

11:43:38 6 COMMISSIONER WARD: Certainly.

11:43:39 7 Just so we can make a statement, we
11:43:39 8 have two minutes till we wrap up. So certainly.

11:43:42 9 MS. WOODS: Oh, just to his
11:43:43 10 community of interest point, I think that's a good
11:43:45 11 one that keeps on being raised is like, what is a
11:43:47 12 community of interest.

11:43:47 13 So when you talk about doing these
11:43:49 14 YouTubes or PowerPoint or something of that sort,
11:43:52 15 I think if you had something as basic as here are
11:43:55 16 five examples, if you want to make an argument for
11:43:57 17 a community of interest, you can start with these
11:43:59 18 five.

11:44:01 19 Because I think that's where you're
11:44:02 20 going to lose a lot of people even if they can
11:44:06 21 wrap their mind around what redistricting is.

11:44:07 22 MR. KOPP: One final point?

11:44:09 23 You know, I think you can use --
11:44:12 24 you can speak as badly about a current district as
11:44:17 25 you'd like. You individually and as a group

11:44:19 1 should have that freedom, and I think you do.

11:44:22 2 You may not want to get into the
11:44:24 3 personalities of the people who occupy those
11:44:27 4 districts, but -- or even the reason why they were
11:44:29 5 created, but you can use them as demonstrations.

11:44:32 6 I in the public meeting pointed out
11:44:34 7 Riverside has six assembly districts, I forget,
11:44:41 8 it's so annoying, but numerous senatorial, state
11:44:45 9 senatorial districts. And it's congressional
11:44:49 10 districts are carved up between itself and several
11:44:52 11 other counties.

11:44:52 12 The only congressional district
11:44:54 13 that is entirely within Riverside County is Mary
11:44:59 14 Bono Mack's 45th Congressional District. The 44th
11:45:04 15 is heavily populated with Orange County and, you
11:45:08 16 know.

11:45:08 17 So you can use those maps as
11:45:09 18 examples of bad acting.

11:45:12 19 COMMISSIONER WARD: Thank you. I
11:45:13 20 appreciate all your input. It's very helpful.

11:45:17 21 Okay. So tomorrow we have to -- or
11:45:19 22 Saturday we have to give a presentation to the
11:45:23 23 broad commission.

11:45:24 24 And do we have any volunteers that,
11:45:27 25 I'd think the two would be appropriate, to take

11:45:31 1 that up and put together a -- it's each group is
11:45:36 2 going to have about an hour and a half to be able
11:45:39 3 to discuss the findings of their subcommittee,
11:45:43 4 actions steps and then future plan.

11:45:47 5 And then Mr. Wilcox will also have
11:45:50 6 a portion of that hour and a half to address the
11:45:52 7 commission and give a vision as well.

11:45:56 8 Any commissioners want to take --
11:45:57 9 volunteer to be part of the presentation.

11:45:58 10 COMMISSIONER DAI: I would think
11:45:59 11 most of the time should actually go to Rob. I
11:46:01 12 mean, I think a lot of this has been brainstorming
11:46:04 13 and input into his plan, his strategy.

11:46:08 14 That's my personal take on it.

11:46:10 15 COMMISSIONER RAYA: You have, you
11:46:10 16 know, you have a very good, Mike is so good at
11:46:16 17 this, summarizing, you know, and bullet points.

11:46:18 18 COMMISSIONER WARD: Well, I'm happy
11:46:19 19 to help, yeah.

11:46:20 20 COMMISSIONER RAYA: I mean, I think
11:46:21 21 that could be just a good introduction for Rob to
11:46:24 22 go forward with his --

11:46:25 23 MR. WILCOX: I think it would be
11:46:27 24 great. Because you as the chair of this
11:46:29 25 subcommittee and with your vision and your take of

11:46:33 1 this, that would be great for you to give an
11:46:34 2 overview and an intro and then whatever you want
11:46:37 3 me to do.
11:46:40 4 COMMISSIONER WARD: I don't know
11:46:41 5 that I'm chair of the subcommittee.
11:46:41 6 COMMISSIONER DAI: Yeah. We don't
11:46:41 7 have chairs.
11:46:41 8 MR. WILCOX: Oh.
11:46:45 9 COMMISSIONER WARD: But what do you
11:46:45 10 know?
11:46:46 11 MR. WILCOX: I'm sorry.
11:46:48 12 COMMISSIONER DAI: No.
11:46:48 13 MR. WILCOX: Okay. So what we'll
11:46:50 14 do is do I have anybody who you want to help or --
11:46:54 15 COMMISSIONER DAI: Well, if you
11:46:54 16 want somebody else to do it, since you're chairing
11:46:57 17 the meeting.
11:46:58 18 COMMISSIONER WARD: Okay. So can I
11:46:58 19 work with you, then?
11:46:59 20 COMMISSIONER DAI: Yes.
11:47:00 21 COMMISSIONER WARD: Okay. So we'll
11:47:00 22 work together. Rob, you can come up with --
11:47:04 23 COMMISSIONER DAI: Yeah. We're
11:47:05 24 going to give you the lion's share of the hour and
11:47:05 25 a half, to be clear.

11:47:05 1 COMMISSIONER WARD: We'll talk to
11:47:08 2 you.
11:47:08 3 MR. WILCOX: We don't have to take
11:47:09 4 the whole hour and a half.
11:47:10 5 COMMISSIONER DAI: We don't.
11:47:10 6 MR. WILCOX: We don't have to.
11:47:10 7 COMMISSIONER DAI: We don't.
11:47:10 8 MR. WILCOX: All right.
11:47:10 9 COMMISSIONER DAI: We don't.
11:47:11 10 Because I think a lot of -- I think ours can be
11:47:12 11 very short.
11:47:14 12 MR. WILCOX: Fairly, yeah.
11:47:14 13 COMMISSIONER WARD: But I'm sure
11:47:14 14 the commissions has a lot of opinions, so we just
11:47:19 15 want to provide --
11:47:19 16 COMMISSIONER DAI: We had great
11:47:20 17 input from the public.
11:47:20 18 COMMISSIONER RAYA: Thank you.
11:47:20 19 COMMISSIONER FORBES: Thank you.
11:47:20 20 COMMISSIONER DAI: Thank you so
11:47:21 21 much.
11:47:21 22 COMMISSIONER WARD: Thank you for
11:47:22 23 all your time.
24 ///25 ///

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(Whereupon, at the hour of
11:47 a.m., the proceedings
were adjourned.)

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1 State of California)
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I, SAMANTHA AVENAIM, Certified Shorthand Reporter, Certificate Number 10627, for the State of California, hereby certify:

The foregoing proceedings were taken before me at the time and place therein set forth;

The proceedings were recorded stenographically by me and were thereafter transcribed;

The foregoing transcript is a true and correct transcript of my shorthand notes so taken;

I further certify that I am neither counsel for nor related to any party to said action, nor in any way interested in the outcome thereof.

IN WITNESS WHEREOF, I have hereunto subscribed my name this 10TH day of FEBRUARY, 2011.
