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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.

10:18:53 1

MR. WILCOX: Right.

10:18:54 2

COMMISSIONER FORBES: -- to find

10:18:55 3

out what we're doing.

10:18:55 4

MR. WILCOX: Right.

10:18:56 5

COMMISSIONER FORBES: But to create

10:18:57 6

a list of all that, and we may have such a list,

10:18:59 7

of the various newspaper and media outputs,

10:19:03 8

particularly in the more remote areas like in --

10:19:04 9

if you're up in Redding or you're up in Alturas

10:19:06 10

or -- I mean, that matters to them to have the

10:19:10 11

thing where they get a press release after every

10:19:13 12

one of our sessions so that they have a -- I mean,

10:19:16 13

and they just understand it's coming.

10:19:16 14

MR. WILCOX: Right.

10:19:19 15

COMMISSIONER FORBES: I mean, and

10:19:19 16

they'll love it and it'll be good for us.

10:19:22 17

MR. WILCOX: Absolutely. And part

10:19:24 18

of that in putting together, there is a Bacon's,

10:19:29 19

it's called Bacon's Media list. And that has

10:19:32 20

thousands of, you know, the radio, the newspapers

10:19:35 21

and all.

10:19:36 22

And what's important is -- and it's

10:19:38 23

up to date where they tell you who the producers

10:19:41 24

are.

10:19:41 25

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.

10:22:38 1
10:22:40 2
10:22:44 3
10:22:46 4
10:22:49 5
10:22:49 6
10:22:51 7
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10:22:54 9
10:22:57 10
10:23:01 11
10:23:01 12
10:23:03 13
10:23:04 14
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10:23:09 17
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10:23:14 19
10:23:16 20
10:23:16 21
10:23:19 22
10:23:20 23
10:23:20 24
10:23:22 25

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 MR. WILCOX: That's going to be a
10:53:10 2 reoccurring thing you're going to hear.

10:53:12 3 COMMISSIONER FORBES: I mean, but
10:53:12 4 that's the reason that they ought to care.

10:53:12 5 MR. WILCOX: Right.

10:53:14 6 COMMISSIONER FORBES: We can show
10:53:15 7 examples.

10:53:16 8 COMMISSIONER DAI: Yeah. And they
10:53:17 9 have representatives who've never visited them.

10:53:20 10 COMMISSIONER FORBES: Exactly. And
10:53:20 11 so that's -- I mean, those kinds of examples are,
10:53:22 12 I think, very effective in, you know, saying don't
10:53:26 13 you think that Stockton should have its own
10:53:29 14 representative rather than being sliced up among
10:53:29 15 five districts?

10:53:32 16 You know, I'm not saying that's the
10:53:33 17 case, but.

10:53:33 18 MR. WILCOX: Right.

10:53:33 19 COMMISSIONER FORBES: I mean, you
10:53:35 20 know, that to me is a compelling argument to
10:53:38 21 participate in this.

10:53:39 22 COMMISSIONER WARD: Which is
10:53:40 23 actually a great point, because that's very true
10:53:42 24 with these presentations. And all of our examples
10:53:45 25 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
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to reach the young people.

COMMISSIONER DAI: Yeah.

MR. WILCOX: Because this is the future.

COMMISSIONER DAI: I think we need a youth engagement strategy for sure.

COMMISSIONER FORBES: Right. And like, for example, whether it be the student government or whatever body --

COMMISSIONER DAI: Yeah.

COMMISSIONER FORBES: -- on campus, the Young Democrats or Young Republicans or whatever, if they want to --

COMMISSIONER DAI: Divide the state?

COMMISSIONER FORBES: I'm afraid those might be the youngest ones. I don't know. So but to get them, you know, if they want to put on an event, you know, we can come give a speech, you know, if they can generate an audience...

COMMISSIONER RAYA: Yeah. Or make it a field trip to come to --

COMMISSIONER DAI: Come to the capital. Right?

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.

11:15:42 1 COMMISSIONER RAYA: -- to a
11:15:43 2 request.
11:15:43 3 COMMISSIONER FORBES: Right.
11:15:43 4 COMMISSIONER RAYA: So if you get a
11:15:44 5 request, I mean, we want to communicate it with --
11:15:44 6 COMMISSIONER FORBES: Oh, of
11:15:44 7 course.
11:15:49 8 COMMISSIONER RAYA: So I think if
11:15:50 9 you get a request, we don't want to be seen as
11:15:52 10 putting up a wall.
11:15:54 11 COMMISSIONER DAI: Right.
11:15:54 12 MR. WILCOX: No.
11:15:55 13 COMMISSIONER RAYA: On the other
11:15:56 14 hand, I don't think we don't need to be out now
11:15:57 15 looking at things. But if we have a thought, just
11:16:00 16 passing it to Rob.
11:16:00 17 MR. WILCOX: Right. And the only
11:16:01 18 thing on -- with the request is that it's -- that
11:16:05 19 hopefully when you say you have a communications
11:16:07 20 director, that it's a helpful thing to say, gee, I
11:16:11 21 would love to talk to you, and I'm going to have
11:16:13 22 our communications director get back to you.
11:16:16 23 And also with speaking engagements,
11:16:19 24 because, you know, in -- I can help with getting
11:16:25 25 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.
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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.
