

BEFORE THE  
CALIFORNIA CITIZENS REDISTRICTING COMMISSION

In the matter of

Meeting of the  
Public Information Advisory Committee

State Capitol Building

Room 127

Sacramento, California

Wednesday, February 23, 2011

9:05 A.M.

Reported by:  
Peter Petty

APPEARANCES

Members Present

Cynthia Dai

Stanley Forbes

Jeanne Raya

Michael Ward

Staff Present

Rob Wilcox, Communications Director

Kirk Miller, Legal Counsel

Also Present

Public Comment

Malka Kopell, Caforward

Deborah Howard, CA Chamber of Commerce

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P R O C E E D I N G S

COMMITTEE MEMBER DAI: I guess I got volunteered, again, so let's call this meeting to order.

Good morning, everyone. Welcome to the second meeting of the Public Information Advisory Committee.

And I thought maybe we would start by having a report from Mr. Wilcox.

COMMUNICATIONS DIRECTOR WILCOX: Good morning. So, what this is -- what has been accomplished, where we are a little less than two weeks from when I presented a report to the full Commission in basically six business days, but we're not counting business days, we're counting when the Commissioner's and the Commission staff's working, which is about 73 days since the time we met.

So, let's start with some of the social media, and website, and all of that. As we spoke about some of the challenges at the last meeting, that we needed to get hold of all of our accounts, and get it into our office and take command.

So, we are -- we have our Twitter and we'll be tweeting from We Draw The Lines during the next few days from the Commission meetings.

We have -- and, of course, we'll be using that on an ongoing basis to disseminate timely information to the public, to our followers.

1           We have 438 followers right now and we want to get  
2 that number to be much more robust than that. One way to  
3 do that is by following other interested parties. And I  
4 would define interested parties as different community  
5 groups, press. And when you follow them, they see that  
6 you're following them and that brings you to their  
7 attention and then, often, they will follow you.

8           So, that's one, not a time consuming, kind of easy  
9 way to grow your followers on your list.

10           And then, of course, that we need to be tagging  
11 our Twitter information on our public documents, on news  
12 releases, on communications to our database, and that  
13 helps as well to increase followers.

14           Facebook, and a conversation yesterday with  
15 Commissioner Dai, and a very good idea. As we have been  
16 having challenges at keeping our website up to date as we  
17 are in a transferring period from the Secretary of State.  
18 And so, Commissioner Dai, in our conversation, had a very  
19 good suggestion.

20           We briefly talked about Facebook and I think at  
21 the last conversation and meetings that we had we wanted  
22 to make sure that we weren't taking on too much as far as  
23 social media because we have to make sure that we're  
24 maintaining all the public comment that comes in. And  
25 that we want to make sure that we're getting back to

1 people, because if you're not getting back to people,  
2 they're getting frustrated. And we don't want to do that.  
3 And so, we had sort of tabled that.

4 We're just not going to rely on the fact that  
5 we're just not able to put all of the information we want  
6 to on our website. What are the other ways that we can do  
7 that and get that out? And it was a great suggestion to  
8 have our own Facebook page.

9 Christina worked on it long into the evening last  
10 night and so we are -- we are adding, as we speak, it is  
11 coming together. And so that's something you will see in  
12 the next couple of days blossom, and information -- the  
13 kinds of information that will go there will be timely  
14 updates, the synopsis from the meetings.

15 When I have a synopsis at the end of tomorrow's  
16 meeting and the end of the next meeting, and any news that  
17 comes out.

18 When we have a request for information, a  
19 competitive bid process is announced, it will go up on  
20 Facebook, it will go on Twitter, and go on our website.

21 On our website what is being able to be posted is  
22 with the Secretary of State that they are responding to  
23 the legal, timely information that needs to go up.

24 Part of the problem with how the website was set  
25 up, and I don't know all of the history, but with the

1 Bureau of State Audits, is that it is unfriendly in a way  
2 to be able to be changed.

3           You can't put up tabs and you can't, you know,  
4 so -- so now, going forward, our staff, working with  
5 Department of General Services and expediting to get our  
6 web master in place, and that we will have that web  
7 master.

8           And I'm saying I'm hoping it's going to be three  
9 weeks, before three weeks. But I'm going to say three  
10 weeks so that in three weeks I can report that it is  
11 there.

12           And, of course, that will be a process in getting  
13 the changes, but one of the things that we're going to be  
14 putting on the website, and I'm hoping it will be up today  
15 or tomorrow, is a disclaimer, or a notice that will say we  
16 are aware there are changes that are going to be made, we  
17 are going to do a whole -- redeveloping our website, stay  
18 tuned.

19           As all of you have heard and in the many  
20 conversations that I've been having in the last couple of  
21 weeks with our outreach partners, and with the press, and  
22 public, that is the number one comment as far as our  
23 website.

24           So, I think it's we hear you and it's a top  
25 priority.

1 COMMITTEE MEMBER DAI: So, Rob --

2 COMMUNICATIONS DIRECTOR WILCOX: Yes?

3 COMMITTEE MEMBER DAI: -- I didn't want to  
4 interrupt you, but just for everybody else's information,  
5 the suggestion to do a Facebook presence is precisely  
6 because I've been having this back and forth with Mr.  
7 Wilcox and Mr. Claypool about how we don't have control  
8 over our own website, and we can't put the simplest of  
9 updates. I mean, we don't even have Commissioner Ancheta  
10 listed as part of the Commission, yet.

11 So, I mean, really basic information that's not  
12 possible for us to update because once they gave us  
13 password control they said you have to take over  
14 maintenance and, of course, we can't do that because we  
15 can't get the IT contract in place.

16 So, we're in this horrible Catch-22 situation.  
17 So, I just suggested to Mr. Wilcox that there are so many  
18 organizations, now, that just use Facebook as their  
19 website and at least you don't need a really technical  
20 person to make changes to that.

21 So, whether this --

22 COMMUNICATIONS DIRECTOR WILCOX: Even I can do it.

23 COMMITTEE MEMBER DAI: Yeah, exactly.

24 COMMUNICATIONS DIRECTOR WILCOX: And that's saying  
25 a lot.

1 COMMITTEE MEMBER DAI: You don't need to know  
2 HTML, you don't need to -- so, just as a way of getting  
3 more up-to-date information, as part of that disclaimer we  
4 can send people to the Facebook page, where they know  
5 they're getting more updated information. And, who knows,  
6 we might decide it's better, even, than going with a  
7 custom website moving forward. But I think it will help.

8 COMMUNICATIONS DIRECTOR WILCOX: Right. Thank you  
9 very much for that, for explaining that.

10 And so, redistrictingca.org, and that was  
11 something that was suggested in our meeting the last time,  
12 that they have some very good information. In fact, their  
13 pamphlet, that is up on our website now, a link to it,  
14 that they will be happy to give us copies, as many copies  
15 as we would like with our logo and information on it.

16 So, I think that's great, and so that you will all  
17 have that when you're out in your communities, and  
18 speaking, and that our Commission office has it as well.

19 And that they have offered to be a resource for  
20 our materials on their website. So that at the end of the  
21 day, and especially now when we're working with the  
22 Secretary of State, and they have their own deadlines, and  
23 when they're gone at five o'clock, and we're still  
24 meeting, and we're doing a synopsis, that  
25 CaliforniaRedistricting.org will put it up on their

1 website within five minutes.

2           So, this is in addition to Facebook, and all of  
3 the -- and Twitter, that we're really trying to make the  
4 best of this situation and getting the word out.

5           The Commission database, yes, we have control of  
6 that database now. We are culling and going through that  
7 list and we're going to make sure that, for whatever  
8 reason, that some may have fallen off, especially the  
9 Commission.

10           I don't know if Commission members got the most  
11 recent information or flier from the -- regarding  
12 Saturday's outreach meeting. So, we had -- Commissioner  
13 Dai and I had talked that it may have been the  
14 Commissioners, for one reason or another, were taken off  
15 in part of the transferring or whatever. So, we're  
16 putting you back on.

17           So, you get to be in the know, like the public's  
18 in the know. I think it's probably a good idea.

19           Media lists. I've identified the list, the  
20 database that we need. And until we purchase that I am  
21 creating, as we go along, a manageable list. I have my  
22 own database and I'm going through and looking across the  
23 State and identifying the top 30 newspapers, general  
24 interest newspapers, and then the ethnic media to set  
25 editorial boards.

1           Also, I know the Commissioners have expressed an  
2 interest to go and to get out to remote areas, and smaller  
3 newspapers. That is a time-consuming process. And time  
4 consuming in setting up, and getting everyone together,  
5 and getting the dates, but it's something that I believe  
6 maximizes our efforts and it reaps great rewards and  
7 benefits to enter into these conversations.

8           Commissioner Forbes and I had a conversation  
9 yesterday about his willingness to go everyone in Northern  
10 California, to the hinterlands, to Yreka, and Crescent  
11 City, and Chico. And so I will be working with him on  
12 that.

13           And I know other Commissioners have said, hey, I'm  
14 out there, I'm willing to go and to do those things.

15           We are going to start with the top 30 and we  
16 will -- we'll make sure that we are getting out to as many  
17 as we possibly can.

18           And I'm going to be mindful of, you know,  
19 Commissioners' time as well, and I really appreciate  
20 everybody's offer to be available.

21           Maximizing our relationship with our partners,  
22 I've been having some very extensive and excellent  
23 conversations about just the really terrific teams that we  
24 have out there, Common Cause, and League of Women Voters,  
25 and California Forward, and the California Chamber of

1 Commerce, and there are more to happen.

2           They have e-mail lists, very extensive, that they  
3 will get information out. That will help us, also, in  
4 offering in those communications say, hey, would you like  
5 to be part of our database, will you please join? Will  
6 you follow our Twitter, here's what's happening. And  
7 through then that we -- so, we're not just relying on our  
8 partners but that we're saying, hey, join us and be part  
9 of -- be part of our team and so that we can communicate  
10 with you directly.

11           And they have offered many resources and we  
12 just -- I want to publicly thank them for all of their  
13 help.

14           And Kirk was going to be here. I'm just going to  
15 just pass on the media training of Commissioners for a  
16 moment, and we'll get down to Time Warner.

17           I reached out to Time Warner because I know they  
18 have a thing called Video Demand. If you have Time  
19 Warner, you can go on and they offer certain videos, you  
20 go through a menu and you can see certain things any time  
21 that you want.

22           And they have agreed to put all of our Commission  
23 meetings on Time Warner, on Video On Demand. So, that's  
24 another way to get our Commission out there.

25           Then I reached out to the California Channel,

1 which is that's the Legislature is on that -- on that  
2 channel, and legislative hearings, Senate, Assembly, and  
3 they are considering, they were very interested in talking  
4 about putting our Commission meetings on the California  
5 Channel, as well. And maybe airing some of them live.

6 California League of Cities is one of the  
7 government organizations that in the California  
8 Association of Counties. So, I reached out to the League  
9 of Cities and they were very happy that I did, and want to  
10 definitely get the word out to their members, who are  
11 going to be very interested in the redistricting process.

12 They have 15 different associations of local  
13 leagues of cities, and I am reaching out to those to  
14 schedule Commissioners to speak to them.

15 For instance, Orange County has its own league.  
16 And so, that's going to be a great opportunity for us and  
17 I will continue to reach out to those certain  
18 associations.

19 On the media training of Commissioners and then,  
20 when Kirk comes, in I will talk about one issue. But by  
21 the end of today I will have had conversations with ten  
22 Commissioners. I want to thank all the Commissioners who  
23 have participated, for making their schedules available,  
24 in talking with me. And they have been, really, just  
25 great conversations. And just the incredible stories, and

1 the messages and the ideas that Commissioners have, I just  
2 really appreciated very much. Thank you.

3 COMMITTEE MEMBER DAI: Who are the stragglers?

4 COMMUNICATIONS DIRECTOR WILCOX: I am not telling.

5 COMMITTEE MEMBER DAI: I have a question. So, on  
6 the media list, I'm assuming our inability to purchase  
7 that and expedite that is related to our lack of delegated  
8 authority, again?

9 COMMUNICATIONS DIRECTOR WILCOX: Yes, and we're  
10 working with DGS, it will be in the process to order it.  
11 And I don't think it's going to be a long time in coming,  
12 I don't think so.

13 And it's not something that's hindering anything  
14 that we're doing. I am very confident in what I'm putting  
15 together and able to get. And it is going to be a very  
16 helpful resource, but it's not slowing anything down.

17 COMMITTEE MEMBER DAI: Excellent. Also, did --  
18 when we talked to -- interviewed Mr. Claypool, actually,  
19 he talked about all the database that BSA had amassed in  
20 doing outreach that, you know, they had spent our entire  
21 budget, actually, to do the initial outreach to recruit  
22 Commissioners.

23 Have you been able to glom onto that and take  
24 advantage of that list?

25 COMMUNICATIONS DIRECTOR WILCOX: I will talk with

1 Mr. Claypool to make sure that if there's some additional  
2 resource that I'm not aware of, and specifically that I  
3 have -- that we have access to that.

4           So, I don't want to say that it's not in what we  
5 have, and on all the lists and databases that we've got,  
6 but thank you for bringing that up because I will check on  
7 that.

8           COMMITTEE MEMBER RAYA: I have a question about --  
9 I guess this has to do with our overall extension of time  
10 for a lot of things to be happening. And it seems to me  
11 that maybe over the next few weeks we're not going to be  
12 doing some of the things we thought we would be doing in  
13 March.

14           So, is there any way to perhaps expedite sending  
15 us out on these media things, if we're not going to be  
16 doing other business?

17           COMMUNICATIONS DIRECTOR WILCOX: Absolutely. And  
18 that is why -- and I also want to look to the Committee  
19 for prioritizing what we need to be doing, because we have  
20 dozens of things to do.

21           I believe that one of -- the top priority right  
22 now, as we're getting these other things going with the  
23 web--based media, and managing that, that the number one  
24 priority is my contacting and reaching out to those local  
25 newspapers and to the top organizations.

1           And, of course, the difficulty with speaking  
2 engagements is that there's a lead time. So, absolutely,  
3 maximizing the first three weeks in March, or whatever the  
4 time that there aren't other activities happening.

5           And I would, and I would like to hear from the  
6 Commission, that that is the top priority to send  
7 Commissioners out, meeting with those editorial boards.

8           COMMITTEE MEMBER RAYA: Yeah, I think it's very  
9 much a priority. Peter, and Jodie and I went to the  
10 meeting of the Chinese American elected officials on  
11 Sunday and even with all the conversation, and  
12 conversations I've had with people in my own community,  
13 I'm still surprised, maybe I shouldn't be, but I still  
14 think, you know, you get that sort of look of, yeah, I  
15 kind of have a vague idea of what you're up to. But --  
16 and these are people who should be, you know, well  
17 informed, but I think they're just not receiving it.

18           So, I think even if it's just doing -- we did  
19 another little interview with someone from the Inland  
20 Empire, a phone interview for a newspaper.

21           So, you know, I think those things can happen.  
22 Obviously, Peter gets a lot of calls because he's so well  
23 known in Southern California but --

24           COMMUNICATIONS DIRECTOR WILCOX: Right.

25           COMMITTEE MEMBER RAYA: -- I think it would be

1 probably not that hard. You know, not that we don't all  
2 have ten million things on our list, but if that's one  
3 that we can push to the top, I think it would be a good  
4 start.

5 And going forward into the educational and input  
6 meetings, as well.

7 COMMUNICATIONS DIRECTOR WILCOX: Commissioner  
8 Raya, I agree, totally. And it's important that this is,  
9 and as you're saying, that requests come in, but we're not  
10 going to be reactive. We're going into a proactive mode,  
11 now.

12 And when we're talking about the top newspapers  
13 and I'm not -- I'm not just saying it's going to be  
14 newspapers, that's going to be the first. But I'm looking  
15 at Commissioner Dai and Commissioner Forbes are doing a  
16 newsmakers interview today with Comcast.

17 On Headline News, at the end of each half hour  
18 they have four and a half minutes which, in television, is  
19 a long time. And that is aired over and over again.

20 So, in your area, Commissioner, and I know  
21 Commissioner Ward, the local Time Warner and Comcast, they  
22 have those opportunities as well.

23 So, let me just back up a little bit. That's also  
24 in the priority, the top priority, the one-and-one top  
25 priorities, that those kinds -- because they get your

1 message out to so many people.

2           And that's exactly what you're talking about is  
3 that, yes, there are going to be those that are  
4 interested, and there's going to be 438 followers on  
5 Twitter, and there's going to be -- maybe when something  
6 is re-run through all of Northern California on Comcast,  
7 that you're reaching a million people. Just think of  
8 that.

9           And so, I just want to say I'm in accordance and I  
10 thank you for your comments.

11           COMMITTEE MEMBER WARD: I had a couple of  
12 questions for you, Rob, in regards to your report.

13           One question I had is, as we branch out into not  
14 having full control of our website, but branching out into  
15 several tentacles of social media, who is going to be the  
16 focal point to go and check each of these different arms  
17 and make sure that the information on it is current, and  
18 valid, and all that kind of stuff? Is that you?

19           COMMUNICATIONS DIRECTOR WILCOX: That is me. I'm  
20 working with Christina Shupe, of our staff, yes.

21           Right, and we're on there -- that's a daily basis,  
22 more than a daily check in responding to what needs to be  
23 responded to, and making sure everything is updated.

24           COMMITTEE MEMBER DAI: And they both have eight  
25 arms.

1 COMMITTEE MEMBER WARD: Yeah, obviously. Yeah.  
2 Well, and specifically when we get into using other  
3 agencies, and other public works groups, and things like  
4 that, and are feeding them information, making sure that  
5 they're all on the same page, that they've all got, you  
6 know, the same information and that kind of stuff.

7 Because the only thing I could be concerned about  
8 is if one set gets some information, the other gets some,  
9 and now we've kind of got a disjointed message.

10 COMMUNICATIONS DIRECTOR WILCOX: Well, that --  
11 yes, that is key. And that's a bigger issue than our  
12 social media, and it's a good one. That making sure,  
13 number one, our partners, because they're going to be the  
14 main ones out there, they're the front lines of the ones  
15 that are going to be helping get our message out, and that  
16 they're getting the same message, they're getting one  
17 message and that we're all -- and that's why it's  
18 important to have an ongoing conversation with them. And  
19 that I'm having the e-mails and the phones calls, because  
20 they need to be very included in this process, and that's  
21 very important.

22 And I echo that, they have to have the same  
23 message and that we're all on the same page.

24 And I think, of what I've seen so far, we are and  
25 I hope that continues.

1 COMMITTEE MEMBER WARD: It will. That's  
2 outstanding.

3 I'm not suggesting, but I'm just asking the  
4 question, given all of the number one priorities you have  
5 and understanding that it is important that at some point  
6 somebody's going and at least, you know, every couple of  
7 days checking these various sites for information  
8 assurity, is that something that perhaps we could parcel  
9 out amongst a subcommittee?

10 To, you know, I'll take these five sites and help  
11 manage or communicate with those?

12 I mean, I'm just asking the question so that you  
13 and staff can focus more on media relations, and setting  
14 up opportunities, things like that.

15 COMMUNICATIONS DIRECTOR WILCOX: Well, I always  
16 appreciate offers of help. But I'm not quite sure if  
17 we're going to have to monitor it that much.

18 I'm in conversation and e-mails with them, and  
19 they're getting the information and, as they get it, they  
20 will post it and I'll be checking it.

21 I don't think it's going to be too time consuming.  
22 And I do appreciate the offer. I have other things that  
23 you can be doing.

24 COMMITTEE MEMBER WARD: Sounds good.

25 COMMUNICATIONS DIRECTOR WILCOX: You're going to

1 be busy, don't worry.

2 COMMITTEE MEMBER WARD: Thank you.

3 COMMUNICATIONS DIRECTOR WILCOX: Thank you,  
4 though.

5 COMMITTEE MEMBER WARD: When it comes to the item  
6 labeled "maximize relationship with outreach partners,"  
7 you mentioned that -- a statement that there's a variety  
8 of resources that you determined that had been offered as  
9 available to the Commission. And I'm wondering if you  
10 could elaborate on what those resources were?

11 COMMUNICATIONS DIRECTOR WILCOX: Posting to their  
12 website, getting messages out to their e-mail database,  
13 talking about -- with their communications directors and  
14 those will be conversations that will be happening, that  
15 they are offering to help me with media, because they have  
16 relationships that I may not have. That they're offering  
17 to help in that way.

18 I also spoke to them about that the Commissioners  
19 wanted to get out in the communities and I wanted -- and  
20 they offered to help identify important organizations and  
21 groups in speaking.

22 So, those were all very helpful resources that  
23 they -- that they made available.

24 COMMITTEE MEMBER WARD: Thank you. And were they  
25 going to be helpful in identifying, like you said,

1 mentioned speaking engagements and things like that? I'd  
2 imagine they're a fantastic liaison to arrange those.

3           COMMUNICATIONS DIRECTOR WILCOX: Absolutely. And  
4 I would love to have the feedback from the Committee. We  
5 need to be -- those need to be prioritized because -- and  
6 as we get better known with our message out there, and  
7 people are seeing you, and they're hearing from you, and  
8 they're reading about you, you're going to be getting more  
9 and more requests. And that's a good thing.

10           But that has to be managed and that is something  
11 that I will be working on a priority system and  
12 communicating with the Committee to make sure because, you  
13 know, we won't be able to do them all.

14           But we want to make sure that the ones that we do  
15 are also are -- and I've used the word, and I don't want  
16 to over-use it, but it is maximizing the resources that we  
17 have and being able to get the bang for our buck.

18           COMMITTEE MEMBER WARD: Thank you, Rob.

19           The California League of Cities, I was just  
20 wondering if you'd elaborate on what great resources and  
21 help they've been willing to offer you this week. And I'm  
22 just wondering if you could discuss what is their charter?  
23 I'm not familiar with them and so I was just wondering if  
24 you could explain exactly what their charter and mission  
25 is?

1           COMMUNICATIONS DIRECTOR WILCOX: They have -- they  
2 have member cities from -- and I don't know, I would say,  
3 I don't know how many hundred cities, where they're part  
4 of this league, it's the organization, sort of their  
5 professional organization that they belong to. And it's a  
6 way for them to share information with each other, and to  
7 lobby on behalf of issues that cities care about.

8           And it's also a way for them to be able to  
9 communicate as one, as one voice, and that we can  
10 communicate to them.

11           So, what they have offered is they have a  
12 magazine, they have a newsletter, they have a database and  
13 that they are willing to make that available to us. And,  
14 of course, to have Commissioners speak to their 15 local  
15 affiliated organizations, local leagues.

16           COMMITTEE MEMBER WARD: That's exciting. With  
17 some things from the last subcommittee meeting that we  
18 talked about was -- one of the things we identified as a  
19 priority was putting together a press kit. I was  
20 wondering if you could give us an update on where we're at  
21 with that and, also, kind of a set public presentation  
22 kind of a situation?

23           COMMUNICATIONS DIRECTOR WILCOX: Yes. And I have  
24 put together a brief, we had talked about five-minute  
25 talking points, and I have those.

1           And I am working with, and putting together a  
2 press kit with the information on our Commission, on our  
3 Commissioners, and should have that put together and  
4 available within the coming week, before we start to go  
5 out to the newspapers. And so, that is something that's  
6 going to be done in short order.

7           COMMITTEE MEMBER WARD: In regards to getting out  
8 and doing speeches and reaching out to the public, I know,  
9 again, my colleagues are amazing in their ability to get  
10 out and represent, and one of the things that I know we  
11 talked about in the past was having, again, kind of a  
12 template base of a public presentation, or something that  
13 we could base a speech off of. Kind of tailor it to the  
14 audience, but kind of have a preset template, if you will,  
15 that covers all the bases that we would want to address  
16 for awareness and outreach needs, that we can then tailor  
17 to each individual audience.

18           Is that something that you're focusing on or  
19 getting built?

20           COMMUNICATIONS DIRECTOR WILCOX: Yes. With the  
21 talking points and I think you bring up a really key  
22 point, which is you got to know you're audience. And if  
23 you're going to go in and you're going to give a boiler  
24 speech and it's -- you know, it's not right, it's not the  
25 right fit, so you're going to build on those.

1 I am here as a resource to help. But also,  
2 knowing that part of when Commissioners are going out that  
3 part of making sure that the message is correct is that  
4 they're -- and I've been having the conversations with the  
5 Commissioners and this is what has been so important,  
6 knowing the right Commissioners for the right audiences,  
7 because you all have individual messages, and you have  
8 some -- an experience that you can deliver certain  
9 messages to certain groups.

10 There will be business groups, and there will be  
11 colleges and, you know, the local city organizations, and  
12 the Rotary Clubs, and based on, you know, the different  
13 backgrounds that you have.

14 So, that will be the first way of making sure that  
15 the message is right, that the messenger is also matched  
16 correctly. I will be working on that.

17 And then, of course, working with you on building  
18 off of the regular talking points that the speech will be.

19 And I also know that you're a good writer and so  
20 I'm going to maybe get your help as well.

21 COMMITTEE MEMBER WARD: Great. That's something  
22 that we'll write down. I'm just -- I know one thing that  
23 we were waiting on as, I think a Commission, but as  
24 particularly a subcommittee, was your arrival.

25 COMMUNICATIONS DIRECTOR WILCOX: Yeah, I got that

1 impression.

2 COMMITTEE MEMBER WARD: And an ability to kind of  
3 give us some communication direction and be someone who  
4 sends out, you know, a very deliberate and consistent  
5 message.

6 And it seems like if we can -- I mean, I'll work  
7 with you, whatever -- you know, I know we all will this  
8 week to get that done.

9 COMMUNICATIONS DIRECTOR WILCOX: I know you will.

10 COMMITTEE MEMBER WARD: Then we can kind of help  
11 go out and push that. I know there's a lot of  
12 opportunities in my area that we could be speaking at next  
13 week in order to raise awareness, but we've been waiting  
14 to get that communication direction from the  
15 communications director.

16 So, whatever we can do to help with those number  
17 one priorities, get those actually completed this week --

18 COMMUNICATIONS DIRECTOR WILCOX: Well, you know,  
19 would you like me to hand out the talking points now and  
20 we can -- because I think the Commissioners are ready to  
21 go. And I don't think there's any -- there's no need to  
22 wait.

23 COMMITTEE MEMBER DAI: Yeah.

24 COMMUNICATIONS DIRECTOR WILCOX: Could we, since  
25 we have Kirk, could we take that issue that I was talking

1 about a little bit earlier about?

2 COMMITTEE MEMBER DAI: The media training?

3 COMMUNICATIONS DIRECTOR WILCOX: Yeah, media  
4 training. And, Kirk, can --

5 LEGAL COUNSEL MILLER: Or if it's convenient,  
6 we've got competing agenda items going on at the same  
7 time, it's an imperfect world.

8 Would it be convenient to come back to this one?  
9 I'm just a little concerned that the other one is about to  
10 hatch across the room.

11 If it's okay with the Committee --

12 COMMITTEE MEMBER DAI: Mr. Miller, you can't be in  
13 two places at once?

14 LEGAL COUNSEL MILLER: Well, that's the aspiration  
15 but it's yet to be perfected.

16 COMMITTEE MEMBER RAYA: Oh, I've seen him run, so  
17 I know he can do it.

18 LEGAL COUNSEL MILLER: Thank you for your  
19 indulgence.

20 COMMITTEE MEMBER DAI: Okay.

21 COMMUNICATIONS DIRECTOR WILCOX: Okay, does  
22 everybody have a copy? And these are just general talking  
23 points and I think it is important that Commissioners also  
24 make the message their own.

25 In the sense of conversations I've had with

1 Commissioners, I have no doubt that they can do that and  
2 that they need to personalize these.

3           This is a -- this is a broad overview, because we  
4 were talking about a short presentation.

5           I think it's important that we talk about, you  
6 know, what the Commission is, why the Commission is  
7 important, and what the Commission is charged with.

8           In the conversations, and what I've been hearing,  
9 and from Commissioners and from other of our partner  
10 organizations is -- and as we've heard public comment in  
11 Claremont, there is confusion on our message.

12           And Commissioner Ward, and I hope that this helps,  
13 in that you want and the Commission wants this focused  
14 message what we're -- what the Commission is going to be  
15 doing and what and how you are charged with doing your  
16 job, the considerations in drawing the districts, and also  
17 the timeline, the process. The outreach, the educational  
18 meetings, the input meetings, the draft maps, and then  
19 that this is all done in August, that people have this  
20 very overall picture.

21           I think it's important that we don't get bogged  
22 too much in process. If there are questions about, well,  
23 so how were you chosen, and how did you apply, and how,  
24 you know, that those can be answered.

25           But I think that we need to engage the public on

1 the overarching, that we are Commissioners, we are just  
2 like you, the process is not political anymore, it's not  
3 run by political parties. We're listening to you and this  
4 is how we're going to be doing our job, and this is why it  
5 matters.

6 COMMITTEE MEMBER DAI: So, I think putting a good  
7 set of FAQs, frequently asked questions, together will be  
8 key just to match it with this.

9 COMMUNICATIONS DIRECTOR WILCOX: Right. And I  
10 have -- we have some of those and compiling those, and  
11 those will be ready to go next week, as well.

12 COMMITTEE MEMBER DAI: Okay. Would it be helpful  
13 if we brainstormed some of these typical questions,  
14 because I'm sure all of us have started to receive some of  
15 these questions?

16 COMMUNICATIONS DIRECTOR WILCOX: I think that  
17 would be great.

18 COMMITTEE MEMBER DAI: Do you want to spend a few  
19 minutes just brainstorming?

20 Like one that I noticed that is addressed a lot in  
21 literature from some of our partner organizations is  
22 what's the difference between reapportionment and  
23 redistricting?

24 COMMUNICATIONS DIRECTOR WILCOX: Uh-hum.

25 COMMITTEE MEMBER DAI: So that's one question.

1           Another one -- I mean, we can -- I think, you  
2 know, we should use the opportunity to show some humor in  
3 the way some questions are asked because, you know, this  
4 can be posted on our website.

5           So, you know, one comment I got from a friend I  
6 was having dinner with was, well, isn't this something  
7 that just could be done by a computer program? I mean,  
8 you have census data and you could just run the program  
9 and divide the districts evenly so, you know, why do --  
10 wouldn't it be faster, and easier and fairer to have a  
11 computer program do it and then just put in the different  
12 criteria?

13           So, just to kind of -- I think it's important to  
14 explain the judgment that's required because so much of  
15 the information that we are going to use to draw these  
16 districts actually is not available in census data, and  
17 can only come from public testimony. So, that could maybe  
18 kick off a discussion about the need for public input.

19           COMMITTEE MEMBER WARD: I know one consistent  
20 question, and every media address so far as been you're a  
21 bunch of political amateurs, why should Californians trust  
22 you guys with the responsibility of redistricting?

23           COMMUNICATIONS DIRECTOR WILCOX: Right.

24           COMMITTEE MEMBER WARD: Instead of trained  
25 professionals.

1                   COMMUNICATIONS DIRECTOR WILCOX: And that is  
2 something I know I have discussed with all of the  
3 Commissioners here, in this room. And in fact, and  
4 Commissioner Forbes had some great thoughts yesterday on  
5 that, as you all have.

6                   And also, Commissioner Raya, because she was asked  
7 this question on Channel 4, in Los Angeles, KNBC News  
8 Conference. Because I watched it -- and I watched it and  
9 it was a good answer, but then she shared something with  
10 me that I'd like to bring up now. And she afterwards,  
11 because she was bothered by that word, "amateur," and of  
12 course, you know, we're all saying the political thing is  
13 easy to talk about. No, you're not politicians and that's  
14 why the people voted for this.

15                   But the amateurs and, of course, you're not  
16 amateurs and this incredible background. But she looked  
17 up the definition of amateur in the dictionary.

18                   COMMITTEE MEMBER RAYA: Yeah, I read the whole  
19 thing and this is what I came to from reading the  
20 definition. Because I kept thinking -- you know, my  
21 husband's a big sports fan and I kept saying why are  
22 amateurs being denigrated.

23                   And it's actually a person that does something for  
24 the love of doing it, may be just as well trained and have  
25 the same level of expertise as a professional, but doesn't

1 get paid for it.

2 COMMITTEE MEMBER DAI: Yeah, I mean Olympians are  
3 all amateurs.

4 COMMUNICATIONS DIRECTOR WILCOX: That's good.

5 COMMITTEE MEMBER DAI: Get the sound bites.

6 COMMUNICATIONS DIRECTOR WILCOX: That's a new one.  
7 I like it. Okay.

8 COMMITTEE MEMBER DAI: In fact, they're required  
9 to be amateurs to compete.

10 COMMUNICATIONS DIRECTOR WILCOX: That's right,  
11 that's right.

12 COMMITTEE MEMBER WARD: That's right.

13 COMMUNICATIONS DIRECTOR WILCOX: As you're  
14 required not to be, you know, political, politicians and  
15 elected officials.

16 COMMITTEE MEMBER DAI: One question that comes up  
17 a lot is, you know, how are you guys going to come to  
18 agreement? I mean, you were picked by partisan sub-pools,  
19 and you were picked to be different, how are you going to  
20 actually come to agreement?

21 COMMUNICATIONS DIRECTOR WILCOX: And these are  
22 also some of the questions that I've taken out of -- out  
23 of my interviews with all the Commissioners, as well,  
24 because that's something that I think, I believe we all  
25 talked about. I've talked to most Commissioners about

1 when you get the question how are you going to be able to  
2 come to agreement.

3 COMMITTEE MEMBER RAYA: Well, one of the questions  
4 and we heard this to a certain extent in Claremont, but I  
5 hear it from a lot of people is who has the last word on  
6 the maps.

7 COMMITTEE MEMBER FORBES: Uh-hum, right, we did  
8 hear that. And I think at that point it's worth pointing  
9 out that it's illegal for Legislators to talk to us. I  
10 don't think people realize that.

11 COMMITTEE MEMBER DAI: Unless they're suggesting a  
12 place that we can have dinner.

13 COMMITTEE MEMBER FORBES: Exactly. On the topic.

14 COMMUNICATIONS DIRECTOR WILCOX: I think, also,  
15 one of the things that I've been hearing as a question is,  
16 and we talk about it in the talking points, but I think  
17 it's an important question is what's the criteria that  
18 you -- how you're going to be drawing these districts,  
19 that you need to pay attention to? Because it's very  
20 clearly set out in the Act.

21 COMMITTEE MEMBER FORBES: Right.

22 COMMITTEE MEMBER DAI: Yeah, how will you decide  
23 is actually the question. And one of the -- and it often  
24 comes on the heels of, you know, how will you come to  
25 agreement. One of the things I always point out is that

1 the Voter's First Act is actually quite prescriptive.  
2 There's a clear precedence and ranking of each of these  
3 criteria. So, you know, there is an understanding that  
4 there are going to be conflicts, you know, when applying  
5 each of these criteria, but there's a clear rank order  
6 that we have to consider.

7 COMMITTEE MEMBER WARD: I think an important  
8 question that I've heard, that I think everyone on the  
9 Commission probably needs some guidance on from you is how  
10 is the Commission finding communities of interest and how  
11 are they defining that term?

12 COMMITTEE MEMBER FORBES: I think a question is  
13 also to compare us as to how it's been done in the past  
14 versus the openness of this procedure, and that gives us  
15 an opportunity to make reference to the Facebook, to  
16 Twitter, and all the other ways they can access what we're  
17 doing.

18 COMMITTEE MEMBER DAI: So, another question that  
19 comes up is, is one of the criteria or one of your goals  
20 to create more competitive districts? And that's kind of  
21 a loaded question.

22 And, usually -- usually, my response to that is  
23 that is not one of the criteria, in fact. However, given  
24 that only one seat has actually changed parties in the  
25 last ten years, it cannot help, any new plan will probably

1 be more competitive.

2           COMMUNICATIONS DIRECTOR WILCOX: Right, right, and  
3 you're actually right.

4           COMMITTEE MEMBER DAI: Mike.

5           COMMUNICATIONS DIRECTOR WILCOX: Thank you. That  
6 it's not criteria, but it's probably a natural byproduct  
7 of the process, right.

8           COMMITTEE MEMBER DAI: I like that, byproduct.

9           COMMITTEE MEMBER FORBES: Byproduct, yeah.

10           When you consider that the prior districts were  
11 set up to protect the incumbents.

12           COMMITTEE MEMBER DAI: Yeah, actually, that was  
13 one of the questions from the Congressional Quarterly  
14 which is, is incumbency protection, you know, part of  
15 the -- no longer part of the equation or whatever.

16           And I remember being quite shocked to read that it  
17 was considered to be a standard redistricting principle,  
18 incumbency protection as one of the standard redistricting  
19 principles. So, I made it clear that it's not one of  
20 ours.

21           COMMUNICATIONS DIRECTOR WILCOX: Right. And,  
22 again, as that's actually written into the Act, shall not  
23 be drawn favoring or discriminating against an incumbent,  
24 candidate, or political party.

25           COMMITTEE MEMBER FORBES: I have found in the

1 interviews I've taken it's been useful to carry around  
2 that one page of Prop 11, so you can read it to them.

3           COMMUNICATIONS DIRECTOR WILCOX: Right. And,  
4 also, one of the things that you were talking about, that  
5 when Kirk comes back, is carrying around -- one thing is  
6 what you can't talk about. So, we'll talk about that when  
7 Kirk gets in because that's so important.

8           COMMITTEE MEMBER FORBES: Right.

9           COMMUNICATIONS DIRECTOR WILCOX: And I think it's  
10 important to set that up front with all, and I do that  
11 with our reporters, and so that they have the  
12 expectations, and we've had this conversation. It doesn't  
13 mean they're not going to ask you the question, they still  
14 may ask you the question to see -- because, you know,  
15 reporters, if they get an exclusive, you slip up, that's  
16 news, and they're -- not that they're trying to get you to  
17 slip up, but if it happens.

18           But we do want to make very clear, and also to the  
19 public when you're out there speaking, as this is what the  
20 law says that I can and cannot talk about.

21           COMMITTEE MEMBER FORBES: And it's a natural thing  
22 for them to be -- to have curiosity because if you're a  
23 local paper, you want to know how this is going to affect  
24 your local person. And, you know, we can't go there.

25           COMMUNICATIONS DIRECTOR WILCOX: Absolutely.

1 Absolutely.

2 COMMITTEE MEMBER RAYA: I think that kind of  
3 brings up something that we need to be thinking about when  
4 we are creating messages, and that is that this can be  
5 just so incredibly dry. And if we are always just saying,  
6 well, here's the factors and I can't talk to you about  
7 anything else, you know, we're not going to be getting --  
8 making the connection that we want to make.

9 COMMITTEE MEMBER FORBES: One thing that I talked  
10 with Rob about yesterday was that, so why do I care? And,  
11 you know, this is something for me, philosophically. I  
12 mean, I truly believe that given the challenges that both  
13 locally, statewise, and nationally we're facing, that this  
14 redrawing of the lines is the most important one probably  
15 since I'm not sure when.

16 Because the decisions that will be made over the  
17 next ten years have to be made. I mean, we've kicked the  
18 can down the road as long as we can and now it's the time  
19 to decide. And so, these are the districts that are going  
20 to make the difference as to how we address these really  
21 major issues that the country faces.

22 COMMITTEE MEMBER DAI: Yeah. I mean, I think the  
23 why-should-I-care question is really, really important and  
24 that's fundamentally what we need to be answering in all  
25 of our speaking engagements, you know. And particularly

1 in the next month because, you know, as Commissioner Raya  
2 pointed out, even people who are elected officials don't  
3 seem to be that in touch with what's going on here.

4           So, you know, for the average, you know,  
5 disengaged voter it's even more important that we come up  
6 with a really compelling message in terms of why they need  
7 to care. That it's fundamentally about truly  
8 representative government and getting people, you know, to  
9 represent your interests to sit down at a table and come  
10 up with solutions, because there are going to be some very  
11 difficult choices facing this State.

12           COMMITTEE MEMBER FORBES: I think that if we're  
13 going to go speak to a particular audience its, again,  
14 crafting the message for the audience, if you can come up  
15 with a topic that they will care about and say, would you  
16 like -- for example, they're not directly related, but  
17 let's say if you're talking to a group of farmers in the  
18 San Joaquin Valley, who care about water, and they don't  
19 care about the fish, do you want to have your district  
20 controlled because of population and things by Berkeley?  
21 I mean, is that what you want?

22           I mean, so you need to be there so that your point  
23 of view is represented and not distorted or diluted by how  
24 the lines get drawn.

25           I mean, and you can find topics like that, that

1 will resonate with a particular audience. Find just one  
2 example of something they don't want to have happen.

3 COMMUNICATIONS DIRECTOR WILCOX: Right. That's  
4 right.

5 COMMITTEE MEMBER FORBES: You know, and that would  
6 be an example of why they should care about this.

7 COMMITTEE MEMBER DAI: Well, and they've shown in  
8 study after study that people respond to -- unfortunately,  
9 they respond to fear messages --

10 COMMITTEE MEMBER FORBES: That's right.

11 COMMITTEE MEMBER DAI: -- much more dramatically.  
12 It's just human nature to respond to the idea of loss in a  
13 much more dramatic fashion, than to respond to some  
14 incremental positive improvement.

15 COMMITTEE MEMBER FORBES: Uh-huh.

16 COMMITTEE MEMBER DAI: So, I think it goes back to  
17 researching your audience and understanding what issues  
18 are important to them, and then framing it in a way to  
19 help them see why redistricting can directly affect  
20 whether those interests are represented in a way that they  
21 would like.

22 COMMITTEE MEMBER FORBES: Uh-hum.

23 COMMUNICATIONS DIRECTOR WILCOX: Right. And  
24 getting back to what Commissioner Raya said about the dry  
25 message and that is why I want to come back to why we're

1 having the individual conversations with Commissioners, is  
2 that one of the ways to engage the public is personal  
3 story. And they want to know who you are, they want to  
4 know why you're involved, why do you care? You have --  
5 you have engaging stories to get people interested and  
6 that's where I think that comes into -- into play and to  
7 make sure that the messages are not dry and they're just  
8 not facts and figures.

9           Because anybody can go out there and give a facts  
10 and figures speech and we have groups that are going out  
11 there, and they're talking about that.

12           But you have your stories that I think that can  
13 engage the public.

14           COMMITTEE MEMBER DAI: Other thoughts on questions  
15 you've been asked that we should have a handy dandy answer  
16 for?

17           COMMUNICATIONS DIRECTOR WILCOX: And I will cull  
18 through the others that we have and that I've been  
19 collecting from the Commissioners.

20           COMMITTEE MEMBER DAI: Yeah, I sent you all my  
21 notes from my interview. And that was, you know, a very  
22 typical journalist kind of interview where they were, you  
23 know, kind of pointed questions and maybe a little loaded.

24           COMMUNICATIONS DIRECTOR WILCOX: It's very  
25 interesting, in looking at the interviews, the

1 Congressional Quarterly, and some of the others, and going  
2 back to was it December, Commissioner Raya, when you did  
3 the news conference with Channel 4, I think?

4 COMMITTEE MEMBER RAYA: I think it was.

5 COMMUNICATIONS DIRECTOR WILCOX: Right. That  
6 there are some very core questions that the media is  
7 interested in and is asking over and over again.

8 COMMITTEE MEMBER RAYA: Uh-hum.

9 COMMITTEE MEMBER DAI: So, one of the things that  
10 I was serious about, that you didn't mention in this list,  
11 I know that when we talked with you, in your interview,  
12 that one of the ways -- I mean, there's been a lot of  
13 emphasis on the internet as a way to get out to folks, and  
14 it's certainly very important. But there's some very hard  
15 to reach areas and certain hard to reach groups, radio is  
16 probably the most effective way to get out, can you talk  
17 to us a little more about --

18 COMMUNICATIONS DIRECTOR WILCOX: Right. And I  
19 apologize, then, because I thought it was in on that --  
20 the radio that I am compiling in our list, in our top hit  
21 list at looking at reaching out to radio. And on my  
22 database and list I know the top reporters, especially in  
23 the public radio, the MPR affiliated stations that have a  
24 good listener-ship and have the types of programs.

25 And I have individually talked to some of the

1 Commissioners about programs in their area, and the radio  
2 stations in their area. And I know Commissioner Forbes  
3 has done radio up here.

4 That when I mentioned television and newspapers,  
5 I'm remiss in -- in fact, it's one of my most favorite  
6 ways to communicate.

7 There was some study that came out, two or three  
8 years ago, that 90 percent and, you know, this is going to  
9 change with time because people have i-Pods and all of  
10 this, but that 90 percent of the public tunes into the  
11 radio probably five minutes a day.

12 And, you know, when you have traffic reports, and  
13 the news reports and that, and so it is a great way to  
14 communicate with a lot of people.

15 COMMITTEE MEMBER FORBES: It was interesting, just  
16 this last weekend I heard a comment that, and I'm sure it  
17 was some MPR fundraiser, that talked about how 20 million  
18 people watch the evening news on a regular basis, 27  
19 million listen to MPR.

20 COMMUNICATIONS DIRECTOR WILCOX: Right. I mean,  
21 why haven't you been on my little Krasny show, yet, KQED?

22 COMMITTEE MEMBER RAYA: You know, when we talk  
23 about radio we should also keep in mind that there are a  
24 lot of radio personalities who appeal, in particular, to  
25 the youth. And I think -- and a lot of them, especially

1 in the ethnic community, are very interested in causes.  
2 So, I think this is something where we could enlist a  
3 broader audience.

4 COMMITTEE MEMBER WARD: Two questions for you.  
5 One, I just echo what Commissioner Raya was saying. I  
6 know XM and Sirius have a lot of specialty channels, you  
7 know, that cover this type of governance and they're  
8 always interested in content. So, I don't know if those  
9 are sources we've looked to reach out to?

10 And also, I was aware that we had a Clear Channel  
11 contact and I was wondering if we had been in contact with  
12 that avenue and if anything's turned up with that?

13 COMMUNICATIONS DIRECTOR WILCOX: We have not -- I  
14 have not been in contact with the Clear Channel contact  
15 and I will look into that.

16 COMMITTEE MEMBER DAI: Great.

17 COMMUNICATIONS DIRECTOR WILCOX: Thank you.

18 COMMITTEE MEMBER DAI: Yeah, I think we shouldn't  
19 limit it to MPR.

20 COMMUNICATIONS DIRECTOR WILCOX: No.

21 COMMITTEE MEMBER DAI: Because that attracts a  
22 certain demographic. And, you know, if anything, I like  
23 the idea of enlisting DJs and other personalities, talk  
24 show hosts, who are very popular, and they have their own  
25 franchises and own audience, and it would mean something

1 if they said redistricting was important.

2 COMMUNICATIONS DIRECTOR WILCOX: Uh-hum.

3 COMMITTEE MEMBER DAI: More on the radio?

4 COMMITTEE MEMBER WARD: Nope.

5 COMMITTEE MEMBER DAI: I had another thought and  
6 we had a brief exchange about this in terms of maybe  
7 putting something on our business cards, on the back side,  
8 And one of the things I had suggested to Mr. Wilcox was  
9 that, you know, maybe we should just have that statement  
10 of what we can't talk about on the back of our business  
11 cards. And that way, when we hand our business cards and  
12 they flip it around, they will say that.

13 And I thought you had a better suggestion, which  
14 was to maybe have some key messages on the back, more  
15 positive messages that are about our mission.

16 I was wondering if you had further thoughts on  
17 that or whether we should brainstorm a little about that?

18 COMMUNICATIONS DIRECTOR WILCOX: I would welcome  
19 the brainstorming on that, I think that would be great.

20 And, hopefully, we'll be able to have an  
21 opportunity to have business cards and to have those on  
22 the back of those business cards, so we'll be ready for  
23 them when the time comes. So, I would welcome that.

24 COMMITTEE MEMBER WARD: One of the things that I  
25 know that I enjoyed reading, when I first went to the

1 wedrawthelines.com website, was all of the Commissioner's  
2 quotes. I thought those were well done, and informative,  
3 and kind of gave the picture of not only the mission of  
4 the Commission, but also a little bit -- told you a little  
5 bit about each individual. I think that would be  
6 something at least worth considering.

7 COMMITTEE MEMBER FORBES: You're referring to the  
8 first eight of us, our comments?

9 COMMITTEE MEMBER WARD: Yeah, everybody's got them  
10 on there, now.

11 COMMITTEE MEMBER FORBES: Yeah, okay.

12 COMMITTEE MEMBER WARD: Except for Commissioner  
13 Ancheta. But everyone's crafted a little quote.

14 COMMITTEE MEMBER DAI: We didn't craft it, by the  
15 way, they chose it for us. They took it out of our  
16 interviews.

17 COMMITTEE MEMBER WARD: And I thought I knew you.

18 COMMITTEE MEMBER DAI: No, we didn't choose it and  
19 I remember being pretty interested in what they chose.

20 COMMITTEE MEMBER RAYA: In what you said.

21 COMMITTEE MEMBER DAI: I mean, it was something I  
22 said --

23 COMMITTEE MEMBER WARD: Well, I chose mine.

24 COMMITTEE MEMBER DAI: No, they didn't give us a  
25 choice, they did it for us.

1           COMMUNICATIONS DIRECTOR WILCOX: Well, that's good  
2 to know. I'd like to then ask this question, is everyone  
3 happy with the quote that appears and --

4           COMMITTEE MEMBER FORBES: I haven't seen it.

5           COMMITTEE MEMBER WARD: it's quite, Stanley.

6           COMMITTEE MEMBER DAI: I mean, I might have picked  
7 something else, but it was totally fine because it was  
8 something I said, so I didn't have a problem with it.

9           But what I was thinking we might brainstorm a  
10 little bit is actually a tag line for -- you know, to kind  
11 of encapsulate what we're trying to do here.

12           I mean, I think the wedrawthelines site -- you can  
13 actually bring it up since you have a -- isn't it  
14 something like real power for -- there's something --

15           COMMITTEE MEMBER RAYA: Real power for real  
16 people.

17           COMMITTEE MEMBER DAI: Real power for real people,  
18 which it's a little vague, in my opinion. So, I'm  
19 wondering if we might want to come up with something  
20 that -- I mean it sounds good, but what does that really  
21 mean.

22           COMMUNICATIONS DIRECTOR WILCOX: Uh-huh, uh-huh.

23           COMMITTEE MEMBER DAI: You know, I wonder if we  
24 want to craft something, and maybe do a little  
25 brainstorming in this group here, that would be kind of a

1 short and sweet, kind of tag line that we could put?

2 COMMITTEE MEMBER FORBES: Well, there's one that I  
3 quoted out of Prop 11. Essentially, it's you pick the  
4 politicians, don't let the politicians pick you.

5 COMMITTEE MEMBER DAI: Uh-huh, yeah.

6 COMMITTEE MEMBER FORBES: Something like that. I  
7 mean, and that's out of Prop 11, and so I paraphrased, but  
8 that's what it amounts to.

9 COMMITTEE MEMBER DAI: Yeah, and I actually like  
10 that. That's something that I've used a lot in talking to  
11 the media about contrasting the previous process versus  
12 the current one which is, you know, this is fundamentally  
13 about democracy.

14 So, I think that's a good one to explore.

15 COMMUNICATIONS DIRECTOR WILCOX: Uh-hum.

16 COMMITTEE MEMBER DAI: I think the concept of  
17 fairness and equity will be good if we can get that in  
18 there somewhere, or true representation, that idea.

19 COMMUNICATIONS DIRECTOR WILCOX: Uh-hum.

20 COMMITTEE MEMBER FORBES: I would probably not put  
21 equity in. I think fairness is just a better term.

22 COMMITTEE MEMBER DAI: That would be fine with me.  
23 but I think if we try to work with actual concepts rather  
24 than, you know, as a Committee trying to come up with it,  
25 a new tag line. Then we can give, you know, Rob something

1 to work with and he can give us some options.

2 So, what are some other ideas behind this?

3 COMMITTEE MEMBER RAYA: Something that I've used,  
4 you know, and it's really, sincerely, the way I look at  
5 this is about the political future, or the future of --  
6 for the next generation. That idea that what we're doing  
7 is not just something we're doing in 2011, but that it's  
8 going to --

9 COMMITTEE MEMBER DAI: Have a legacy.

10 COMMITTEE MEMBER RAYA: We hope -- we hope that  
11 the results will carry forward.

12 COMMITTEE MEMBER DAI: Yeah, I like that. And I  
13 think this was embodied in the real people idea, but the  
14 whole concept of this is about citizens choosing their  
15 representative, so the concept of -- you know, it's like  
16 you said, we're people just like you. So, something that  
17 gets that citizen idea across.

18 COMMITTEE MEMBER FORBES: This is what democracy's  
19 all about.

20 COMMITTEE MEMBER RAYA: Yeah.

21 COMMITTEE MEMBER WARD: A tag line I heard in  
22 speaking to the Chapman College of Republicans was  
23 "politics unusual." I thought that was interesting.

24 COMMITTEE MEMBER FORBES: Politics unusual made  
25 politics usual, because we're changing what we're doing.

1 Just a variation.

2 COMMITTEE MEMBER DAI: Yeah.

3 COMMITTEE MEMBER FORBES: This should not be  
4 unusual.

5 COMMITTEE MEMBER DAI: Yeah.

6 COMMITTEE MEMBER FORBES: And the fact that it is  
7 says a lot.

8 COMMITTEE MEMBER DAI: It does. I mean, it's  
9 something that really struck me, that this has been going  
10 on for, you know, hundreds of years and it seems like such  
11 an obvious flaw in the process to have, you know, elected  
12 officials draw their own districts. And it seems amazing  
13 to me that it's taken a couple of hundred years --

14 COMMITTEE MEMBER FORBES: Well, it fascinated me  
15 to hear that the incumbent protection was one of the  
16 criteria. I'm going what?

17 COMMITTEE MEMBER DAI: Yeah. So, yeah, other  
18 concepts that we want to kind of get in there?

19 COMMUNICATIONS DIRECTOR WILCOX: It's good.

20 COMMITTEE MEMBER DAI: Yeah. I mean, I think the  
21 real power for real people is not bad.

22 COMMUNICATIONS DIRECTOR WILCOX: Uh-hum.

23 COMMITTEE MEMBER DAI: But to me it raises more  
24 questions than anything else.

25 COMMUNICATIONS DIRECTOR WILCOX: Uh-hum.

1           So, let's look at some of those key words again,  
2 because to go along with fairness, what are some of just  
3 key words that you think describe what the Commission is  
4 and what people should see the Commission as?

5           COMMITTEE MEMBER RAYA: Well, we use the -- we're  
6 reaching a point where transparency is, okay, heard that  
7 one, one too many times. So, if there's some way, some  
8 other word that we can use that conveys the openness of  
9 our process, our openness.

10          COMMUNICATIONS DIRECTOR WILCOX: The sunlight --  
11 the sunlight on the process, you know.

12          COMMITTEE MEMBER DAI: Almost an open source  
13 process.

14          COMMUNICATIONS DIRECTOR WILCOX: Right.

15          COMMITTEE MEMBER FORBES: It also returns to the  
16 public, a democratic process.

17          COMMITTEE MEMBER DAI: Yeah, the idea of true  
18 representation.

19          COMMITTEE MEMBER FORBES: Right, right.

20          COMMITTEE MEMBER DAI: That we are supposed to be  
21 representative democracy and it's gotten away from us.

22          COMMITTEE MEMBER FORBES: Right.

23          COMMITTEE MEMBER RAYA: Yeah. Also, I think the  
24 need -- the Commission has the need to hear from the  
25 public, somehow conveying that we're not doing this in a

1 vacuum, it's designed for us to -- for the public to  
2 participate.

3 COMMITTEE MEMBER FORBES: This is your process.

4 COMMITTEE MEMBER DAI: Uh-huh.

5 COMMITTEE MEMBER FORBES: I mean, you're the ones  
6 who passed Prop 11.

7 COMMITTEE MEMBER DAI: So, the people's process.

8 COMMUNICATIONS DIRECTOR WILCOX: Another word I'd  
9 throw then with that is also an inclusive process.

10 COMMITTEE MEMBER RAYA: Yes.

11 COMMITTEE MEMBER DAI: Yeah, yeah.

12 COMMUNICATIONS DIRECTOR WILCOX: It was a very  
13 exclusive process before, now it's a very inclusive.

14 COMMITTEE MEMBER DAI: Inclusive. And that is  
15 probably -- is a different way of getting at the  
16 transparency.

17 COMMITTEE MEMBER FORBES: Yes.

18 COMMITTEE MEMBER DAI: Because it's not just the  
19 fact that you can see what we're doing, but that you're  
20 also part of it.

21 COMMITTEE MEMBER FORBES: Part of it, yeah.

22 COMMITTEE MEMBER DAI: The transparency is a  
23 necessity to be inclusive, but inclusiveness is really  
24 what we're going after.

25 COMMUNICATIONS DIRECTOR WILCOX: That's right.

1 And I couldn't agree more about the buzz word that it's  
2 become, transparency, that it is over-used so much that it  
3 has become meaningless because people think they need to  
4 say it and what does it really mean?

5 COMMITTEE MEMBER WARD: I think, based off of  
6 public comments that we heard last, two weeks ago, and  
7 things like that, I think an emphasis on the breadth of  
8 accessibility that the Commission has would be something  
9 that's needed.

10 COMMUNICATIONS DIRECTOR WILCOX: Accessible, uh-  
11 hum.

12 COMMITTEE MEMBER DAI: Any other kind of key words  
13 or key concepts that you'd want in there?

14 COMMITTEE MEMBER FORBES: Be sure -- be sure those  
15 translate.

16 COMMITTEE MEMBER DAI: Yeah, good suggestion.

17 COMMITTEE MEMBER FORBES: I mean, you know, I  
18 think on the back. If we're going to have a phrase like  
19 this, on the back of the business card, it needs to be  
20 either -- the cards need to be rotated, you know, so  
21 you've got so many cards in different languages, or they  
22 need to be three or four different languages on the back  
23 of each card for that same phrase.

24 COMMITTEE MEMBER DAI: Yeah, and keep in mind that  
25 really good translation is rarely word-for-word

1 translation.

2 COMMITTEE MEMBER FORBES: Yeah, yeah.

3 COMMITTEE MEMBER DAI: So, it's okay if it's a  
4 slightly different tweak in a different language if it has  
5 a better -- you know, it means something deeper in a  
6 different language.

7 COMMUNICATIONS DIRECTOR WILCOX: Uh-hum. And then  
8 also maybe the message that we are listening, we are  
9 listening to you, you are being heard.

10 COMMITTEE MEMBER DAI: Uh-hum, yes.

11 COMMUNICATIONS DIRECTOR WILCOX: Because that and  
12 I think is --

13 COMMITTEE MEMBER RAYA: The Commission is in the  
14 building.

15 [Laughter]

16 COMMITTEE MEMBER RAYA: You know, I remember a  
17 middle schooler's campaign slogan was "a vote for me is a  
18 vote for you." I thought it was kind of cute in middle  
19 school. But that's kind of also I think what we're trying  
20 to say to the public. So, I'm sure there must be an  
21 artful way to do that.

22 COMMUNICATIONS DIRECTOR WILCOX: Right. And it's  
23 come up in conversations with the Commissioners that when  
24 you talk to the public and you say I am you, you know,  
25 essentially that message is so effective.

1 COMMITTEE MEMBER DAI: Actually, you know, we have  
2 a couple members of the public here, we would certainly  
3 invite you guys to help us brainstorm. We've had our  
4 first Public Information Advisory Committee was highly  
5 interactive, we were just sitting around a table. So,  
6 please don't let this format inhibit you from coming  
7 forward if you have a good suggestion for us, because  
8 we're just brainstorming right now.

9 Excellent, we'll get to that.

10 Other kind of key concepts or do we think we have  
11 enough to pack in a few words.

12 COMMUNICATIONS DIRECTOR WILCOX: It's got to be a  
13 very big business card.

14 COMMITTEE MEMBER RAYA: Yeah, really.

15 COMMITTEE MEMBER WARD: Well, we're at 15 after  
16 and if I could plead for a bio break, that would --

17 COMMITTEE MEMBER DAI: You were going to try to  
18 get me back on that.

19 COMMITTEE MEMBER RAYA: Let's make sure that's on  
20 the record, first time ever.

21 COMMITTEE MEMBER DAI: Okay, let's break for --  
22 can we make it ten minutes?

23 COMMITTEE MEMBER WARD: Great.

24 COMMITTEE MEMBER DAI: All right.

25 (Off the record at 10:14 a.m.)

1 (Back on the record at 10:25 a.m.)

2 COMMITTEE MEMBER DAI: All right, we are back from  
3 our bio break.

4 COMMITTEE MEMBER WARD: I have a question, if you  
5 don't mind. I was going to ask, before we get -- I lose  
6 it. And I was just going to ask if the subcommittee would  
7 find it helpful if we received a kind of a com update,  
8 like we get from Dan Claypool every week. He sends an  
9 executive director update that talks about all of the  
10 things that have come up for him that week, and status  
11 updates on the major issues at hand.

12 I was wondering if that's something that the  
13 subcommittee would find helpful in receiving from Mr.  
14 Wilcox, or if that's something that the Committee at large  
15 should receive, just something I wanted to discuss with  
16 you.

17 Do you know what I'm talking about, Rob?

18 COMMUNICATIONS DIRECTOR WILCOX: Yeah, and I think  
19 that would -- yes, I'd be happy to do that.

20 COMMITTEE MEMBER RAYA: But if we could maybe  
21 narrow it to, you know, a few of the things so we're not  
22 having to -- Rob's not having to give us a blow-by-blow.

23 COMMUNICATIONS DIRECTOR WILCOX: Right. And,  
24 Commissioner, that's a really good point. I think I would  
25 also like to get a sense, when we're leaving this

1 Commission meeting, is that because we have covered a lot  
2 of ground.

3 We have talked about a lot of subjects, and  
4 reaching out to a lot of different ideas. And I know we  
5 did do a little bit of this already, to talk about the top  
6 priorities, but I would also like to hear from the  
7 Committee expectations.

8 COMMITTEE MEMBER DAI: Yeah. I mean, I think that  
9 we don't need an exhaustive report. A set of bullets  
10 would be fine in terms of, you know, what you're working  
11 on and what -- just think of it as a weekly status report  
12 or something like that. Short and sweet.

13 COMMUNICATIONS DIRECTOR WILCOX: And when would  
14 Commissioners like to have that, on a Friday or just do  
15 you have a preference for a day?

16 COMMITTEE MEMBER FORBES: Doesn't matter to me.

17 COMMITTEE MEMBER DAI: Once a week, you know.

18 COMMITTEE MEMBER FORBES: One thing, and I ran  
19 across this, and I had a very brief and substantive  
20 conversation with Dan, I'd asked for something and I  
21 wanted to get a hardcopy because my printer I get my stuff  
22 on, on my computer, does not hook to a printer. And so I  
23 said, could you just fax me stuff, can you just give me a  
24 hard copy? And I'm a hard copy person, anyway.

25 And he talked about the lack of staff. And it

1 struck me because the big -- I spent ten years on the  
2 school board before I was on the city council, and the big  
3 difference between the two was the city council had all  
4 kinds of staff, you could ask for anything, all kinds of  
5 stuff, the school board had no staff because it was all in  
6 the classroom. And I learned to not ask them because the  
7 superintendent would certainly have been glad to do it,  
8 but don't ask. If you really don't want it, don't ask  
9 because it -- the staff will do it, but it takes away from  
10 something else. It's a zero sum game.

11 COMMUNICATIONS DIRECTOR WILCOX: Well, this will  
12 be very easy to do and I'm happy to do it.

13 COMMITTEE MEMBER FORBES: Okay.

14 COMMITTEE MEMBER DAI: Yeah, and so I would  
15 suggest just short bullets, you know, don't belabor over  
16 it. It's really just an update to forestall questions  
17 from all of us.

18 COMMITTEE MEMBER RAYA: Yeah, and I think we're  
19 going to be especially interested in knowing how the, you  
20 know, Twitter, Facebook, web stuff is coming along so that  
21 we have a sense of how broadly our message is getting out  
22 there in that regard.

23 Maybe I'm just speaking for myself, but that's  
24 what I'd like to see happening.

25 And then, also, how the media contacts are coming

1 along.

2 COMMITTEE MEMBER DAI: So, and that stuff, of  
3 course, if you know Twitter you can just go and you can  
4 track it any time, and so that might simply be instruction  
5 for the Commission. Here's how you check our Twitter  
6 account and our Twitter stream.

7 COMMITTEE MEMBER RAYA: And that we should be  
8 looking at anyone in particular --

9 COMMITTEE MEMBER DAI: Not at all, Commissioner  
10 Raya.

11 But I mean a lot of this stuff is self-monitoring.  
12 So, literally people need to know what is our Facebook  
13 website address.

14 COMMUNICATIONS DIRECTOR WILCOX: Yeah.

15 COMMITTEE MEMBER DAI: How do we check the Twitter  
16 stream. And so if you just instruct us once, you know,  
17 you can just direct people to check it themselves so you  
18 don't have to do it again.

19 COMMUNICATIONS DIRECTOR WILCOX: Right. And let  
20 me just take that point just a little bit further in that  
21 those are measurements, how many followers we have on  
22 Twitter, and Facebook, and what kind of messages and input  
23 that we're getting, that those are important measurements  
24 regarding our message and who it's getting out to, and how  
25 many people are out there.

1           And then, of course, the other measurement of our  
2 success will be in monitoring the output of articles, and  
3 interviews, and that type of thing to see how it grows and  
4 to who we're reaching.

5           COMMITTEE MEMBER DAI: And, actually, one of the  
6 things I had asked you about before, and wondering if you  
7 have that for us, which I'd asked you to track all of the  
8 speaking engagements, because we kind of randomly find out  
9 that you went to the, you know, Chinese Elected Officials  
10 things. And I just happen to know that Commissioner Ontai  
11 spoke to a couple of classes, right.

12           COMMUNICATIONS DIRECTOR WILCOX: Right.

13           COMMITTEE MEMBER DAI: So, how do we get a report  
14 so we can track where all the other Commissioners are  
15 doing things and we would like to know kind of what kind  
16 of outreach has been done.

17           COMMUNICATIONS DIRECTOR WILCOX: Right. And so  
18 there are just very few that are coming up. I think most  
19 of them were in the last week or ten days. There's, you  
20 know, one that you have and then I think that there might  
21 be a couple more that are coming online. I have not heard  
22 from Commissioners.

23           That is a good point, number one, to remind  
24 Commissioners that to make sure they're communicating that  
25 with me.

1           And then, also, how about putting that schedule  
2 together in my weekly report, would that be --

3           COMMITTEE MEMBER DAI: Yeah, that would be great.

4           COMMUNICATIONS DIRECTOR WILCOX: Okay.

5           COMMITTEE MEMBER DAI: And in fact, you know,  
6 again, we're trying to reduce the reporting overhead. You  
7 might just consider, you know, having Commissioners self-  
8 report on a Google doc that we just keep adding to, with  
9 the dates.

10          COMMUNICATIONS DIRECTOR WILCOX: You know --

11          COMMITTEE MEMBER RAYA: That's what I was  
12 thinking. I was actually thinking that, that there must  
13 be a way to put it on there, just like we do our  
14 availability calendar.

15          COMMITTEE MEMBER DAI: Yeah.

16          COMMITTEE MEMBER RAYA: Something where, you know,  
17 okay, we went and did this and we were hosting it.

18          COMMUNICATIONS DIRECTOR WILCOX: Right. And then  
19 some of it will be easy, then, for me to do as well,  
20 because on some of the major speaking engagements, where  
21 I'm the one that's generating them, as in the California  
22 Women's League, that I have all the details and it's just  
23 easy for me to send that to you, talk to you, and then put  
24 it on the Google doc.

25          COMMITTEE MEMBER DAI: Right, right.

1           COMMUNICATIONS DIRECTOR WILCOX: Okay.

2           COMMITTEE MEMBER DAI: And so that way maybe that  
3 will reduce some of your e-mail traffic and you can just  
4 check that on a regular basis.

5           And then that could be used as fodder -- I mean,  
6 in fact, we may want to do it directly on Facebook. I  
7 mean, we can think about that because some of it will be  
8 announcing what the schedule is looking forward, and some  
9 of it's a historical record.

10           You know, I had suggested to Mr. Wilcox that we  
11 have kind of, you know, kind of the "Where's Waldo" idea.  
12 It's like, you know, where in California are  
13 Commissioners? You know, today Commissioner Forbes is  
14 speaking at blah.

15           COMMUNICATIONS DIRECTOR WILCOX: Uh-hum.

16           COMMITTEE MEMBER DAI: And, you know, Commissioner  
17 Ward is speaking at this, whatever. So that there is  
18 the -- I mean, it does a couple of things, right, it first  
19 let's the rest of the Commission know what's going on but,  
20 more importantly, it lets the public know that we are  
21 getting out there, and what kind of groups we're speaking  
22 to, and what kind of audiences and, you know, what kind of  
23 vehicles.

24           COMMUNICATIONS DIRECTOR WILCOX: Uh-hum.

25           COMMITTEE MEMBER FORBES: One thought, and this

1 business card is going to be about this big at this point,  
2 is to whether we wanted to put on the front of it some of  
3 these social media sites that they can go to, so that they  
4 can just look at the card and they can look at it.

5 COMMITTEE MEMBER DAI: Absolutely. So, in  
6 addition to the website, we'll have our Facebook thing --

7 COMMITTEE MEMBER FORBES: Exactly.

8 COMMITTEE MEMBER DAI: -- it will have our, you  
9 know, Twitter.

10 COMMITTEE MEMBER FORBES: Right.

11 COMMITTEE MEMBER WARD: If we have the website  
12 list for I guess esthetic and simplicity, that will have  
13 on the home page links to all of our social media, right.

14 COMMITTEE MEMBER DAI: Yes, yes, yes.

15 COMMITTEE MEMBER WARD: So would that be --

16 COMMITTEE MEMBER DAI: But not everybody's on the  
17 net, which is why it's good to have it on a business card.  
18 And then you can know where to go.

19 COMMITTEE MEMBER WARD: But these are all net-  
20 based social media, right?

21 COMMITTEE MEMBER DAI: Right, but they need to go  
22 to start.

23 COMMITTEE MEMBER RAYA: But you're suggesting just  
24 to put one thing, rather than all of them, is that what  
25 you're saying?

1 COMMITTEE MEMBER WARD: Put the home -- the  
2 website up and if on the home page are links to all of our  
3 social media conduits, then --

4 COMMITTEE MEMBER DAI: You're assuming we have  
5 control over our website.

6 COMMITTEE MEMBER WARD: Well, I am naïve.

7 COMMITTEE MEMBER DAI: So, the discussion we had  
8 about a potential tag line was really great, but the other  
9 thing that I thought would be good is if you could help us  
10 standardize a signature for all the Commissioners, which  
11 would have our website, our Twitter account, whatever, and  
12 have a tag line. And so that we all have a consistent  
13 signature on all our e-mails so that we're -- when we send  
14 e-mails out, the right information is going out as well.

15 COMMITTEE MEMBER FORBES: What do you mean by  
16 signature?

17 COMMITTEE MEMBER DAI: So, the signature is what  
18 goes underneath when you -- every e-mail, if you specify  
19 signature, it's what goes underneath your name.

20 COMMITTEE MEMBER FORBES: Oh.

21 COMMITTEE MEMBER DAI: So, it might say Stanley  
22 Forbes, Commissioner, Citizens Redistricting Commission,  
23 [www.wedrawthelines.ca.gov](http://www.wedrawthelines.ca.gov), see us on Twitter, whatever,  
24 real power for real people.

25 COMMITTEE MEMBER FORBES: I got you.

1 COMMITTEE MEMBER DAI: So, a lot of that stuff  
2 that might go on the business card should actually go on  
3 an electronic signature, too.

4 COMMITTEE MEMBER FORBES: Stan won't cut it.

5 COMMITTEE MEMBER DAI: Stan won't cut it.

6 [Laughter]

7 COMMITTEE MEMBER DAI: It's essentially an  
8 electronic business card.

9 COMMITTEE MEMBER FORBES: Okay.

10 COMMITTEE MEMBER DAI: That goes out and will  
11 automatically be appended to every e-mail that you send.

12 COMMITTEE MEMBER FORBES: Okay.

13 COMMITTEE MEMBER DAI: So, when we communicate  
14 with, you know, the media or other organizations it will  
15 have all that information there.

16 COMMITTEE MEMBER FORBES: Okay.

17 COMMITTEE MEMBER DAI: So, I think all that  
18 information should be in the e form as well as the printed  
19 form, when we can actually get business cards.

20 COMMUNICATIONS DIRECTOR WILCOX: Yeah. Thank you.

21 COMMITTEE MEMBER DAI: So, we have, I believe, a  
22 little less than an hour left. One of the things that I  
23 wanted to make sure that we got through, and then I'll  
24 just check and see if you guys had other agenda items, is  
25 I wanted to kind of go through, in some detail, some

1 financial assumptions to make sure that all of the stuff  
2 that you have planned for the media plan is that we  
3 actually have the resources to do them.

4 COMMUNICATIONS DIRECTOR WILCOX: Right.

5 COMMITTEE MEMBER DAI: And I also wanted to look  
6 through the CCP proposal that we got, because there were  
7 many items in there that really look like I would expect a  
8 communications to do.

9 COMMUNICATIONS DIRECTOR WILCOX: Yes.

10 COMMITTEE MEMBER DAI: And you, in fact, have done  
11 some of that work already.

12 COMMUNICATIONS DIRECTOR WILCOX: Right.

13 COMMITTEE MEMBER DAI: And so I want to be clear  
14 that we're not double paying, you know.

15 COMMUNICATIONS DIRECTOR WILCOX: You have the CCP  
16 proposal? Okay, good, because I did not bring it. But I  
17 can tell you -- yeah, so I don't want to get out of order,  
18 but I can tell you the things that were taken off that --

19 COMMITTEE MEMBER DAI: Okay.

20 COMMUNICATIONS DIRECTOR WILCOX: -- because you  
21 and I had had that conversation and there were definitely  
22 things that --

23 COMMITTEE MEMBER DAI: That we -- I mean, some of  
24 these are great ideas but they are maybe things that you  
25 would want to do directly, and have control over, rather

1 than having a consultant do it.

2 COMMUNICATIONS DIRECTOR WILCOX: You're going to  
3 make me put my glasses on.

4 COMMITTEE MEMBER DAI: But, you know, I mean  
5 outside of you've identified, you know, a couple of things  
6 that I can see that I would want in the financial  
7 projections. One is, obviously, purchasing the media  
8 list, which we talked about last time, so there's a cost  
9 to that.

10 You know, everything else you've identified is  
11 basically free and it's labor --

12 COMMUNICATIONS DIRECTOR WILCOX: Right.

13 COMMITTEE MEMBER DAI: -- mostly, it's your time.

14 COMMUNICATIONS DIRECTOR WILCOX: Right.

15 COMMITTEE MEMBER DAI: And it's our time.

16 COMMUNICATIONS DIRECTOR WILCOX: Right.

17 COMMITTEE MEMBER DAI: And probably some extra  
18 travel.

19 COMMUNICATIONS DIRECTOR WILCOX: Yeah, I spoke to  
20 Dan and I know he was going to present, you know, the  
21 whole budget to the Finance Committee. And that we  
22 tried -- what we really tried to do was say let's go to  
23 making sure that we have everything we need.

24 As you know, as you see, I'm a big believer in  
25 free.

1 COMMITTEE MEMBER DAI: Yes, we are, too.

2 COMMUNICATIONS DIRECTOR WILCOX: Okay. However,  
3 that doesn't mean that we shouldn't ask for the help. And  
4 to say, you know, that we're going to ask for extensive  
5 travel, if the Commissioners are on the road, and to say,  
6 hey, if we're out every day, if we go -- if we go to that  
7 extent, what could it be? You know, what is going to be  
8 the most that we're going to be spending for media lists?

9 And if I can get something at a bargain or a  
10 discount, then we're going to save money. You know, so  
11 equipment, and I have that in there, the DAT recorders,  
12 and the camcorders, and those kinds of things, so that we  
13 can use that for free media to do those kinds of things.

14 And I don't have it in front of me, but I know  
15 that he has a number and that I am very, very comfortable.

16 COMMITTEE MEMBER DAI: Okay.

17 COMMUNICATIONS DIRECTOR WILCOX: I am extremely  
18 comfortable if that came to be because I am just making  
19 the assumption that if the money's there, great, but if we  
20 don't have to spend it, we're not going to spend it.

21 COMMITTEE MEMBER DAI: Right. Okay. All right,  
22 so put your glasses on.

23 COMMUNICATIONS DIRECTOR WILCOX: Is this the  
24 correct one?

25 COMMITTEE MEMBER DAI: Yeah, there's a bunch of

1 stuff like, you know, that they had, you know, the tool  
2 kit, the blog, the newsletter.

3 COMMITTEE MEMBER WARD: Can you give us a  
4 reference?

5 COMMITTEE MEMBER DAI: Yeah, this is the draft  
6 Citizens Redistricting Commission budget assumptions that  
7 came from CCP at our Claremont meeting.

8 COMMITTEE MEMBER FORBES: Dated 2/11/11?

9 COMMITTEE MEMBER DAI: Dated 2/11/11. In which  
10 they gave us a shopping list, as they said, a grocery list  
11 of various items that they had assumed that they would  
12 provide. Although they were very clear that they weren't  
13 going to create content. So, you know, a lot of this was,  
14 you know, I guess format, and getting things translated,  
15 and whatever, that they were probably going to outsource  
16 anyway.

17 So, some of this might be fine for them to do and  
18 other things, like do we really need them to blog for us?  
19 You know, these are just questions that I know that I had.

20 COMMUNICATIONS DIRECTOR WILCOX: Right.

21 COMMITTEE MEMBER DAI: So, I just wanted to get  
22 your thoughts.

23 COMMUNICATIONS DIRECTOR WILCOX: Yeah, I can tell  
24 you the things that were completely deleted.

25 COMMITTEE MEMBER DAI: Great.

1           COMMUNICATIONS DIRECTOR WILCOX: Okay. The blog,  
2 the newsletter. Surveys, I don't have, that's something  
3 that they're doing that's not part of the communications.

4           Those were the two things that I took out and  
5 there was something else, I believe.

6           The tool kit, I have to -- my understanding is  
7 that was -- those were specific materials for their  
8 outreach. And I will -- and I think we may have taken  
9 some of the hours down on that.

10          COMMITTEE MEMBER DAI: Uh-hum.

11          COMMUNICATIONS DIRECTOR WILCOX: Because I did  
12 have questions about how much time it takes and that we do  
13 not need to be reinventing the wheel, and many of the  
14 things, if I've already done, that they can piggy back on.

15          So, I don't have it in front of me, but I know  
16 that some -- a lot of the hours in some certain things  
17 here were reduced.

18          COMMITTEE MEMBER DAI: Like what about pod casts?

19          COMMUNICATIONS DIRECTOR WILCOX: I took that out.

20          COMMITTEE MEMBER DAI: Okay. And then some of  
21 the -- you know, some of the work that -- I mean, they put  
22 in the bulk of their hours about establishing the network  
23 of on-the-ground outreach partners and it seems like -- at  
24 least it seemed, in the way that they described it, a lot  
25 of what they were initially going to do for this meeting,

1 this week, was simply reach out to every district in  
2 California, which is exactly what you did, too.

3 So, I had some questions about the overlap there,  
4 as well.

5 Now, certainly, we would expect them to coordinate  
6 that. We also have to have our own relationship, so it  
7 might be a necessary duplication. But, you know, again,  
8 the number of hours was pretty significant there.

9 COMMUNICATIONS DIRECTOR WILCOX: Right. And I  
10 don't know if the hours have been reduced on that or not,  
11 but it is a very good question because, especially with  
12 it -- and I think then the question is for them is what  
13 kind of outreach?

14 Is it outreach to our coalition partners, which is  
15 an e-mail.

16 COMMITTEE MEMBER DAI: Uh-hum, yeah.

17 COMMUNICATIONS DIRECTOR WILCOX: Okay. Or is it  
18 we're going into a community and we're reaching out to all  
19 of these separate local community organizations. Well,  
20 what does that outreach look like?

21 COMMITTEE MEMBER DAI: Right.

22 COMMUNICATIONS DIRECTOR WILCOX: What is the time  
23 involved in that, because that certainly would not be -- I  
24 mean, there are some -- there are some things that I'm  
25 going to be doing in speaking engagements, some of the

1 larger speaking engagements in California, League of  
2 Cities and things like that, and I can definitely share  
3 information. I'm going to be sharing information for  
4 them.

5 So, I don't know how far they get down into the  
6 weeds in these communities, setting these up. So, that  
7 would be a good question to ask.

8 But as far as my time in doing things as I go  
9 along, I'm sharing and happy to share.

10 COMMITTEE MEMBER DAI: So, this raises a bigger  
11 question, and I'll bring this up in the Finance and  
12 Administration Committee meeting, as well, but who is  
13 actually going to be responsible for managing the  
14 relationship with CCP, because it's going to obviously  
15 affect a number of different functions here?

16 And, you know, someone needs to be watching them  
17 on hours because this can run up very, very, very fast.

18 COMMUNICATIONS DIRECTOR WILCOX: He's not in the  
19 room, but I am going to speak for our Executive Director,  
20 that I know that he is on top of that, on more than a  
21 daily basis, I will tell you, because I'm aware of the  
22 conversations, and the e-mails, and the expectations. And  
23 they have a strong manager on someone that's looking at  
24 what, you know, we're being charged.

25 And I've heard him say, and I think you all have,

1 too, about this creeping -- creeping numbers that grow, or  
2 certain things are added, and that that's not to be  
3 tolerated.

4 And, also, I'm working with CCP. I wouldn't say  
5 that I'm the manager, but I'm also watching, and hearing,  
6 and listening, and reporting to my Executive Director.

7 COMMITTEE MEMBER DAI: Okay, great.

8 COMMITTEE MEMBER FORBES: So are you suggesting,  
9 then, that these hours could change? In other words, if  
10 we had a fixed price contract for these services,  
11 regardless of the number of hours, that would be what we  
12 pay them. You know, that's their problem.

13 COMMITTEE MEMBER DAI: Right.

14 COMMUNICATIONS DIRECTOR WILCOX: Yeah, I didn't.

15 COMMITTEE MEMBER DAI: I will tell you from  
16 experience, as a consultant, when I'm forced to do a fixed  
17 bid, I estimate high.

18 COMMITTEE MEMBER FORBES: If you estimate high,  
19 you don't get the bid.

20 COMMITTEE MEMBER DAI: It's a balance. Yeah, I  
21 mean, so I think that it just requires strong project  
22 management.

23 COMMUNICATIONS DIRECTOR WILCOX: Right.

24 COMMITTEE MEMBER DAI: And they kind of, you know,  
25 positioned themselves as the project manager which is not

1 what can happen. I mean, we have to manage them.

2 COMMUNICATIONS DIRECTOR WILCOX: Uh-hum, uh-hum.

3 COMMITTEE MEMBER DAI: So that's, you know, just  
4 the question that I had.

5 Okay. So, I'm going to assume, then, that Dan  
6 will have the final number based on your input.

7 COMMUNICATIONS DIRECTOR WILCOX: Yes.

8 COMMITTEE MEMBER DAI: Do other Commissioners have  
9 any questions about specific items in the proposals?  
10 Because, you know, a lot of the stuff, you know, some of  
11 the coordination with the web master I mean it just seems  
12 like once we have our own then this will be obviated.

13 COMMUNICATIONS DIRECTOR WILCOX: Yeah. I think  
14 that may have been one of the areas that we spoke about.

15 COMMITTEE MEMBER DAI: Yeah, because --

16 COMMUNICATIONS DIRECTOR WILCOX: Definitely.

17 COMMITTEE MEMBER DAI: Because at 120 bucks an  
18 hour to coordinate with the web master, it's like --

19 COMMUNICATIONS DIRECTOR WILCOX: Right.

20 COMMITTEE MEMBER DAI: Especially if we're going  
21 to be using Facebook, instead. I mean, the coordination  
22 is put it up, and that should not take an hour.

23 So, I think we're just going to have to watch the  
24 costs on that.

25 All right. Do you guys have other, specific items

1 you want to discuss? Otherwise, I guess, we'd like to see  
2 some specifics, now.

3 You've had, you said, 30 major newspapers, working  
4 with the editorial boards, so what's the schedule for next  
5 week?

6 COMMUNICATIONS DIRECTOR WILCOX: Well, that  
7 doesn't mean that I've reached out to all of the 30 I have  
8 identified.

9 COMMITTEE MEMBER DAI: Okay.

10 COMMUNICATIONS DIRECTOR WILCOX: And that as we  
11 talked about in this, earlier, that that is the priority  
12 for the coming week to set those within the next couple of  
13 weeks, when there's time, when Commissioners have that  
14 time, yes.

15 COMMITTEE MEMBER DAI: Yeah, I mean, you know, we  
16 kind of need to do it in the next couple of weeks.

17 COMMUNICATIONS DIRECTOR WILCOX: Right.

18 COMMITTEE MEMBER DAI: So how can we accelerate  
19 that?

20 COMMUNICATIONS DIRECTOR WILCOX: I have my list.

21 COMMITTEE MEMBER DAI: Because we, you know, have  
22 a limited amount of time.

23 COMMUNICATIONS DIRECTOR WILCOX: I know we do.

24 COMMITTEE MEMBER DAI: And so I'm assuming a lot  
25 of March will be kind of building this public awareness,

1 so we can't take two weeks in March to -- I mean, we just  
2 need to start going now.

3 COMMITTEE MEMBER RAYA: Do we have something of a  
4 framework that where we could get Commissioners to say  
5 here are the dates in the next two weeks that I'm  
6 available, preferably somewhere closer to home so that we  
7 don't incur --

8 COMMUNICATIONS DIRECTOR WILCOX: Right. I'm not  
9 concerned with that, I'm just concerned with making the  
10 appointments and reaching out.

11 And so, you know, I would say within the next five  
12 days. I mean, here we are Wednesday. I mean, the problem  
13 is we have a Commission meeting and part of what I'm doing  
14 is, you know, reporting on the Commission, and being  
15 available to the Commission.

16 So, maybe we can agree on to where I can come back  
17 and there's a report status of saying here is who I've  
18 reached out to, and here's who's responded, and here's  
19 what we have so far.

20 I mean, you're going to see the dates as they  
21 become available, so you'll know.

22 COMMITTEE MEMBER RAYA: Well, I guess I'm sort of  
23 looking in a reverse, you know, coming from the other end  
24 of it and saying, you know, I'll tell you dates I'm  
25 available and if you come up with something, just call me

1 and know that I'm available on March 10<sup>th</sup>, or whatever.  
2 That way, that part of it's done, so you're not going to  
3 get the dates and then still have to go back and plug in  
4 Commissioners.

5 COMMUNICATIONS DIRECTOR WILCOX: That's the --

6 COMMITTEE MEMBER RAYA: So, I don't know if that's  
7 doable, so I'm just --

8 COMMITTEE MEMBER DAI: Well, we're all here.  
9 We're all here so --

10 COMMITTEE MEMBER RAYA: That should be already  
11 done on our unavailability calendar.

12 COMMUNICATIONS DIRECTOR WILCOX: Right.

13 COMMITTEE MEMBER DAI: Maybe we just need to  
14 remind Commissioners that if people need to update their  
15 unavailability -- remember we talked about how we were  
16 just doing full days? And we really need to get specific  
17 like on a particular day not available from, you know,  
18 7:00 p.m. to whatever, because there may be evening  
19 things, as well, especially for the speaking engagements.

20 COMMITTEE MEMBER RAYA: Well, I guess if that's --  
21 just with the understanding that we're all going to know  
22 that we're available for anything that's needing,  
23 including --

24 COMMITTEE MEMBER DAI: Yeah, so maybe it's just  
25 to --

1 COMMITTEE MEMBER RAYA: -- including that kind of  
2 interview.

3 COMMITTEE MEMBER DAI: -- clarify it for the  
4 Commission. So, maybe we'll do that as part of our  
5 report.

6 COMMUNICATIONS DIRECTOR WILCOX: That would be  
7 great.

8 COMMITTEE MEMBER DAI: Yeah.

9 COMMUNICATIONS DIRECTOR WILCOX: That would be  
10 great because I am relying on them, and you and I have had  
11 this conversation.

12 COMMITTEE MEMBER DAI: Uh-hum.

13 COMMUNICATIONS DIRECTOR WILCOX: What I do do, so  
14 that everybody knows, and Commissioner Dai knows this,  
15 when I brought a speaking engagement to her, and I had  
16 checked her availability, but I will never book someone to  
17 anything without double checking with you.

18 COMMITTEE MEMBER DAI: Right.

19 COMMUNICATIONS DIRECTOR WILCOX: So, it's a good  
20 start and I know if it says, oh, they're available, and  
21 then I'll just say by the way, can you do this?

22 COMMITTEE MEMBER DAI: Right.

23 COMMUNICATIONS DIRECTOR WILCOX: And because it's  
24 also something that, you know, even though you're  
25 available, if it's something that's out of town, or a long

1 drive or something, and you may -- you can opt not to do  
2 that.

3 COMMITTEE MEMBER DAI: Right. Yeah, I think  
4 that's a good way to go. But I think if we remind the  
5 rest of the Commission --

6 COMMUNICATIONS DIRECTOR WILCOX: Please.

7 COMMITTEE MEMBER DAI: -- to update. I mean, by  
8 the hour. I mean, if there are blocks of time that you're  
9 not going to be available, you know, you're available but  
10 it requires scheduling, to try to put as many notes as  
11 possible on that calendar to not only help Mr. Wilcox, but  
12 the rest of staff schedule things that, you know, it  
13 can --

14 COMMUNICATIONS DIRECTOR WILCOX: Right. So  
15 getting back to your question, why don't we agree out of  
16 this Commission that you will have a report from me and we  
17 can -- I can just put it into my overall report, but that  
18 the top priority is the scheduling of the editorial  
19 boards, and that you will see what has been accomplished  
20 by March 2<sup>nd</sup>, which would be next Wednesday, which will be  
21 a week from today.

22 COMMITTEE MEMBER DAI: Great.

23 COMMUNICATIONS DIRECTOR WILCOX: Okay?

24 COMMITTEE MEMBER DAI: Yeah.

25 COMMUNICATIONS DIRECTOR WILCOX: All right.

1 COMMITTEE MEMBER DAI: And then maybe, you know,  
2 even after this meeting, because it will only take two  
3 seconds to do this, is why don't you start that Google doc  
4 and just say -- let's get a historical record, first,  
5 because I know that, you know -- you know, I know that  
6 Commissioner Forbes has done a number of interviews with  
7 various media, and I have, I know Commissioner Raya has, I  
8 know you've been speaking as well.

9 So, why don't we just ask all the Commissioners to  
10 fill in what they have done.

11 COMMUNICATIONS DIRECTOR WILCOX: What they've done  
12 so far, okay.

13 COMMITTEE MEMBER DAI: Yeah, so we can at least  
14 get that historical record. And then you can, you know,  
15 start adding the forward looking ones. I mean, because  
16 that can probably be done in the number of days that we're  
17 here, just to make it a homework assignment tonight to  
18 fill that in. So, let's get a few of those things going.

19 Okay, good. At this point I'd love to open it to  
20 the public, to see if you guys have any suggestions for us  
21 on anything? So, feel free to come forward to the mike.

22 MS. KOPELL: Good morning. I'm Malka Kopell, from  
23 California Forward. And I wanted to begin by reiterating  
24 what Mr. Wilcox said, that we are -- we are very pleased  
25 when you reached out to us, and we want to help and

1 support the important work that you're doing in the  
2 communications area. So, we are in communications about  
3 that as well.

4 I wanted to speak a little bit about public input  
5 and transparency, and I thought this might be the  
6 appropriate committee to talk about this.

7 I know that the Commission is very committed to  
8 establishing a process demonstrating that public input is  
9 valued and welcomed. And I'm sure you know that  
10 especially at this stage of the Commission's work the  
11 actions of the Commission will be compared to the way  
12 redistricting has been conducted in the past. It may not  
13 be fair, but it is reality.

14 And the old system is what people know and fear  
15 can somehow, in some way infiltrate or influence your  
16 work. So, the greater transparency and dedication to  
17 public input there is in your process, obviously, the less  
18 those fears will be.

19 You know, Californians who supported this reform,  
20 and those who are checking it out, want to be able to  
21 participate in it, in a timely way from beginning to end.  
22 And that was -- their ability to do so, as you know, is  
23 one of the fundamental principles behind Prop 11.

24 So, we had suggestions for a few, I hope,  
25 relatively simple steps that the Commission can do to --

1 especially in this beginning stage, when you're working on  
2 your processes, to help signal your commitment to  
3 transparency and have shared -- and we've shared most of  
4 these suggestions with Mr. Wilcox, but I wanted to share  
5 it with the Committee as well.

6           And I know that you are working on many of these.  
7 So, the first is to put -- in order for the public to  
8 participate in the Commission's proceedings in time to  
9 influence your deliberations, people need to know ahead of  
10 time when they can provide testimony, so they can make  
11 travel arrangements and, et cetera, and they need to know  
12 how they can submit comments as well.

13           So, if you can continue to put timed agendas for  
14 all your meetings and subcommittee meetings on the website  
15 in advance, or Facebook, or whatever you can, that would  
16 be very helpful.

17           And then if on those agendas you can indicate when  
18 public comment will be taken, and provide opportunities  
19 for public input throughout the meetings, not just the  
20 beginning or the end, that would also be helpful. And I  
21 know that that is part of your plan.

22           A lot of work is happening in the meetings now and  
23 it would help, people need the opportunity to weigh in, so  
24 I appreciate that.

25           If you do, as you put timed agendas on the

1 website, and this is difficult, if you could try to adhere  
2 to the agenda time, that would be appreciated as well. I  
3 know that is a challenge.

4 One word about the many, many people who are  
5 trying to participate from afar, obviously the way that  
6 the meetings are structured at the moment benefit those of  
7 us who are lucky enough to come in person. So, I  
8 encourage you to give some thought about participation  
9 from afar.

10 One suggestion that we had was to allow  
11 opportunities at the meeting for those watching the live  
12 stream to ask questions, or give brief comments via e-  
13 mail. Sometimes -- that might -- that would allow you the  
14 opportunity, if you chose to take it, to respond -- in  
15 real time to respond to some of those questions, because  
16 there may be some confusion and sometimes that can be  
17 preempted during the meeting. And you might find that to  
18 your advantage, if there are misunderstandings that you  
19 want to address before the meeting ends.

20 I don't anticipate a huge flood of questions, but  
21 there are a few key questions that come up, and so I don't  
22 think it would disrupt the meeting, but it would be a good  
23 opportunity.

24 And then, obviously, when, and I know you're  
25 working on this, to provide opportunities for those

1 participating remotely to provide testimony on the maps,  
2 and in the pre-map meetings, when that time comes.

3           Again, I know you're working on it, but want to  
4 encourage you, if possible, to post meeting -- post the  
5 Power Point presentations or handouts on the website, when  
6 you can post things on the website in advance of the  
7 meeting or, if that's not possible, shortly thereafter.

8           And then post the transcripts or the video as soon  
9 as possible after the meeting or, if that's not possible,  
10 the summary of what happened at the meeting.

11           And I think that you'll find that for those,  
12 particularly, who are trying to watch and understand what  
13 the Commission is doing from afar, I think that will help  
14 a lot.

15           So, I just wanted to thank you and, again, to  
16 pledge our support.

17           COMMITTEE MEMBER DAI: Thank you, Ms. Kopell.

18           Is there another member of the public that would  
19 like to come forward?

20           MS. HOWARD: Hi, I'm Deborah Howard and I'm  
21 working with the State Chamber of Commerce and other  
22 statewide associations, who were very supportive of Prop  
23 11 and Prop 20.

24           And I just want to echo Malka's comments on  
25 transparency. It's our -- we've shared these comments

1 with staff this past week, and I just want to reiterate to  
2 the Commission that we really want this to succeed, and we  
3 will do everything we can to support you and to help you.  
4 And one of the ways we can do that is by sharing  
5 information with our members. And the more timely that  
6 is, the more valuable it will be.

7 So, thank you and happy to help.

8 COMMITTEE MEMBER DAI: Thank you, Ms. Howard.

9 COMMITTEE MEMBER RAYA: Thank you.

10 COMMITTEE MEMBER WARD: Actually, I had a question  
11 for you, if you don't mind. Both of you have mentioned  
12 transparency and improving that. And I'm curious, what  
13 deficiencies are being --

14 MS. HOWARD: An example, just this morning in the  
15 Technical Advisory Committee, they're discussing a draft  
16 request for bid and it's not to be found. Even asking for  
17 copies is not to be found. They sent over, you know, a  
18 message to the office and they were going to walk copies  
19 over. It's, you know, ten minutes ago when I checked,  
20 they're still not here.

21 It's hard to participate in a conversation when  
22 there's a level of detail. And it's not that we want to  
23 make the decision, but there are people who are intently  
24 competent and knowledgeable, whose input could help you  
25 shape your decision, and it's not possible to do that on a

1 timely basis.

2           The report that you were discussing in this  
3 Committee, it may have been a handout, because I came in  
4 late, I didn't see that. That's the kind of thing.

5           Going back to -- another example would be the  
6 discussion over the hiring of the technical assistant.  
7 There was -- in the meeting in Claremont, it was a pretty  
8 distressing event, it just looked like that train was  
9 moving out of the station and there was not the  
10 opportunity for input in both -- and it's not just -- it's  
11 not just the framework of the decision that you're making,  
12 but helping shape that framework.

13           And I guess my point would be I'm -- I've never  
14 been involved in redistricting before, I am a staff  
15 person. You know, I am way far back. I describe myself  
16 as a B level political consultant. You know, I'm not --  
17 I'm not the people -- I'm not like one of those people who  
18 wake up in the morning and they smell the air and they  
19 know how everything has transpired, that's not me.

20           I mean, there are people who do that, I admire  
21 them, whatever. I'm really the good government person, I  
22 want to make this all work. You know, I think that  
23 democracy and participation is really what makes this very  
24 unique.

25           And what's happening all over the world is, you

1 know, just really breathtaking.

2 But this, for California, is pretty remarkable.

3 But in that universe there's maybe 50 people whose  
4 expertise can guide you. Just as you have staff, now, who  
5 can guide you in the State process, there's the content  
6 process.

7 And I know we wanted to take the politics out of  
8 this, but you can't take the policy out of it, and there  
9 is a policy about this that is not, I don't feel, giving  
10 the opportunity for full exposure. That's probably -- my  
11 husband accuses me of using a lot of words. So, I'm sorry  
12 if I rambled. Does that help?

13 COMMITTEE MEMBER WARD: No, I appreciate your  
14 input, thank you very much.

15 COMMITTEE MEMBER DAI: Thank you, Ms. Howard.  
16 Yeah, that is distressing because I know we only received  
17 the request for bid late last night. So, I had assumed  
18 that it was posted on the website.

19 So, Mr. Wilcox, do you happen to know anything  
20 about that? Did it just -- it was probably after 5:00,  
21 I'm guessing.

22 COMMUNICATIONS DIRECTOR WILCOX: Right. I do not  
23 know.

24 COMMITTEE MEMBER DAI: Yeah.

25 COMMUNICATIONS DIRECTOR WILCOX: I do not know.

1 COMMITTEE MEMBER DAI: Yeah, and again, we just  
2 have to ask the public's forbearance in this matter, that  
3 right now we do not have control over our own website, and  
4 if something happens after 5:00, we can't get someone to  
5 put it up. So, that's something we hope to solve with our  
6 Facebook site because we will be able to put it up. So,  
7 maybe we can make sure that gets corrected as soon as  
8 possible, because that's a --

9 COMMUNICATIONS DIRECTOR WILCOX: I just want to be  
10 clear, were they talking about a draft?

11 COMMITTEE MEMBER DAI: The draft request for bid,  
12 yeah.

13 COMMUNICATIONS DIRECTOR WILCOX: Okay.

14 COMMITTEE MEMBER DAI: And that came late last  
15 night, I think, to us.

16 COMMUNICATIONS DIRECTOR WILCOX: And a draft --  
17 right. But would a draft go online, if it's a draft?

18 COMMITTEE MEMBER DAI: Sure, if it's something  
19 we're discussing.

20 COMMUNICATIONS DIRECTOR WILCOX: Okay. Okay.

21 COMMITTEE MEMBER DAI: Yeah, otherwise --

22 COMMUNICATIONS DIRECTOR WILCOX: Right. Oh,  
23 because it's discussed, it's agendized.

24 COMMITTEE MEMBER DAI: Yeah, otherwise they  
25 can't -- they can't respond to it.

1 COMMUNICATIONS DIRECTOR WILCOX: Okay, great.

2 COMMITTEE MEMBER DAI: Yes, Ms. Howard?

3 MS. HOWARD: I just have a -- I just have a quick  
4 suggestion that might be an interim solution for not  
5 having control over the website, is there is the  
6 Redistricting California website. Is that the right name  
7 of it?

8 MS. KOPELL: Right.

9 MS. HOWARD: Redistricting California. And I bet,  
10 as a partner, that those documents could easily be  
11 uploaded to them even through, you know, other means than  
12 having staff load it to the website.

13 COMMITTEE MEMBER DAI: Yeah.

14 MS. HOWARD: And just link it to that.

15 COMMITTEE MEMBER DAI: Right.

16 MS. HOWARD: I mean, that might be one of the  
17 easiest ways to do that. I mean, I know the Chamber would  
18 be willing to create a website that you could link to, as  
19 well, to kind of get out of some of that rigid structure.

20 COMMITTEE MEMBER DAI: Yes, it's horribly  
21 embarrassing, but it's something we --

22 MS. HOWARD: No, no, I understand, I completely  
23 understand. And it's really we want to help problem  
24 solve.

25 COMMUNICATIONS DIRECTOR WILCOX: Yeah, right.

1 COMMITTEE MEMBER DAI: So, we just need to work  
2 around this until we get control again.

3 COMMITTEE MEMBER WARD: Well, it would be nice to  
4 have Kirk here because, again, I'd like to know if legal  
5 sufficiency is attained by posting this on Facebook or  
6 partner sites. You know, I question as to whether or not  
7 this needs to go, which might increase the Secretary of  
8 State's ability to --

9 COMMITTEE MEMBER DAI: Yes.

10 COMMITTEE MEMBER WARD: -- you know, meet our  
11 needs a little bit better in regards to that, that issue.

12 COMMITTEE MEMBER DAI: Yeah, it is a -- just for  
13 members of the public, who have not read through the  
14 voluminous transcripts from past meetings, the Secretary  
15 of State, like many other State agencies under the  
16 directive right now, against doing overtime, which is why  
17 we run into limitations when we're doing things after  
18 5:00. And, unfortunately, a lot of this stuff comes  
19 together at the last meeting, before a Commission meeting,  
20 so we know it's highly non-optimal and we'll just do our  
21 best to, again, try to come up with an alternative  
22 solution until we can get control of our own website.

23 Are there other members of the public who have  
24 thoughts or ideas to share or items that you would like us  
25 to consider for a future agenda, so we can make sure it

1 gets on the agenda?

2 If not, okay. If you have a thought, we still  
3 have a little more time.

4 COMMITTEE MEMBER WARD: You know, with the  
5 excellent public input received this morning it kind of  
6 brings us back to an old point that I know Stanley's  
7 talked about, and it's just kind of lingered out there  
8 from week to week. And that is I think at one time, Rob,  
9 we'd even talked about having a quick, five-minute  
10 presentation prior to the start of business and then input  
11 meetings as well. You know what I mean, kind of  
12 describing the process, what it is, what this meeting's  
13 about and that.

14 But it seems to me with the issues regarding  
15 website and our ability to get our message out presently  
16 that this is critical. I mean, I really think that we  
17 need to have a presentation at the start of each meeting  
18 which says this is a business meeting, you know. We're  
19 having input meetings. This is the purpose of this  
20 meeting. This is how public comment works, we're going to  
21 be hosting here, here, here, here, this is how long the  
22 speakers -- you know, the mike's going to be available to  
23 each speaker for. Some ground rules and some definition  
24 as to what.

25 And then, also, I think, you know, we really

1 haven't made a decision about protocol when it comes to  
2 public comment. For example, this morning it was  
3 suggested that we might consider taking e-mail comments  
4 and questions.

5           And I know something that I think became grossly  
6 obvious in Claremont was that it might be a really bad  
7 practice at business meetings to get in the habit of  
8 taking questions and answering them, you know, on the spot  
9 when you've got 14 different people, you know what I mean,  
10 that have a different -- might have different information,  
11 or different insight, things like that.

12           So, make a decision of is that a practice we're  
13 going to participate in, taking questions and answering  
14 them on the spot in a business meeting or just simply  
15 taking input.

16           But I think these are things that we probably need  
17 to hammer out quicker, rather than later.

18           COMMITTEE MEMBER DAI: Yeah. I actually think  
19 we're pretty clear on that policy, so maybe we just need  
20 to reiterate it and --

21           COMMITTEE MEMBER WARD: And spell it out.

22           COMMITTEE MEMBER DAI: Yeah. I mean, we have a  
23 public comment policy and we have a time limit for public  
24 comments, not to exceed five minutes, you know, subject to  
25 looking at how many people in the room, et cetera. And we

1 allow for public comment at the beginning and the end of  
2 every meeting, and before any action is taken, any vote.

3 So, I think the policy is actually quite clear.

4 COMMITTEE MEMBER WARD: Yeah, I think, though,  
5 that there's a lot of misunderstanding that these meetings  
6 are the opportunity, you know, to come and provide  
7 testimony and input.

8 Where, like I said, we know we're trying really  
9 hard to come up with a great outreach plan to go out into  
10 the communities and get input on redistricting matters,  
11 but also that with the agenda being posted 14 days in  
12 advance, getting more and more narrow as we go and are  
13 able to do that, that e-mail can be provided ahead of  
14 time. And, also, that staff, presently, if you go through  
15 the site and e-mail your question, staff provides a  
16 personal response to that question, presently, and I think  
17 that's something that's important as well.

18 COMMITTEE MEMBER DAI: is that true, Mr. Wilcox?

19 COMMUNICATIONS DIRECTOR WILCOX: That we're --

20 COMMITTEE MEMBER DAI: That we're responding  
21 personally to e-mails?

22 COMMITTEE MEMBER WARD: The Executive Director.

23 COMMUNICATIONS DIRECTOR WILCOX: Yeah, to  
24 certain -- certain e-mails. Not, I don't necessarily  
25 think it's public comment.

1 COMMITTEE MEMBER DAI: Yeah.

2 COMMUNICATIONS DIRECTOR WILCOX: But questions,  
3 when there's questions -- is that what you're referring  
4 to, Commissioner Ward?

5 COMMITTEE MEMBER WARD: Public questions.

6 COMMUNICATIONS DIRECTOR WILCOX: Yeah, when  
7 they're saying, well, how -- you know, when is your next  
8 meeting or questions about the Commission. And I got a  
9 question the other day, what is the per diem for a  
10 Commissioner, and I answer those questions.

11 COMMITTEE MEMBER DAI: Okay, good.

12 COMMUNICATIONS DIRECTOR WILCOX: Yes.

13 COMMITTEE MEMBER DAI: So, it's not the Executive  
14 Director, it's actually -- because we --

15 COMMUNICATIONS DIRECTOR WILCOX: Oh, no, it  
16 depends on -- the Executive Director does answer certain  
17 questions if it's his purview, and if it's something that  
18 I may receive and get, then I would answer, but someone  
19 would answer it.

20 But presently --

21 COMMITTEE MEMBER DAI: We're not answering --  
22 we're not responding to public comments?

23 COMMUNICATIONS DIRECTOR WILCOX: No.

24 COMMITTEE MEMBER WARD: No, not public comment.

25 But any question that the public has -- what I mean is

1 it's important for them to know this, is that if they e-  
2 mail that question then they're going to get a relatively  
3 quick turnaround with a direct answer.

4 If they come to a public meeting and have a  
5 question, not going to get an answer, do you know what I  
6 mean, per se.

7 So, if I'm a member of the public and I want an  
8 answer to my question, I'd like to know that because I  
9 would e-mail it in immediately, you know what I mean, and  
10 then get that feedback, and then maybe be better prepared  
11 to give some testimony at the meeting should that  
12 opportunity arise.

13 COMMITTEE MEMBER DAI: Uh-huh.

14 COMMITTEE MEMBER WARD: So that we know that we're  
15 working hard to make these wheels go. I just don't  
16 know -- I think what I'm hearing is that we're not --  
17 we're not pushing that information out so that everyone's  
18 aware of those vehicles.

19 COMMITTEE MEMBER DAI: Yeah. Our policy is listed  
20 in every single agenda so, I mean, I guess we could try to  
21 be more clear about that. I'm not, you know, sure what  
22 else we can do except to --

23 COMMITTEE MEMBER WARD: Maybe we need to -- maybe  
24 on the Facebook page we could put a how to get involved  
25 section, or tab, or something like that, and not only list

1 ways that we're accessible, but recommend ways to get  
2 questions answered. I mean, I don't know if that sounds  
3 appropriate? But that kind of thing to help, like I said,  
4 steer and push.

5 COMMITTEE MEMBER DAI: Yeah.

6 COMMITTEE MEMBER WARD: Because that's my only  
7 concern is, again, it seems like we continually have a --  
8 people that are looking for feedback or looking to provide  
9 testimony, and we want it but, unfortunately, because of  
10 all the wheels in motion and still trying to get this  
11 effort off the ground, there's better avenues for certain  
12 testimony and for certain questions to get answered, or to  
13 get in the hands of people that need that information and  
14 can do the most with it, than others.

15 COMMITTEE MEMBER FORBES: And I don't know if  
16 we're -- I had made a comment, or made a not here, to  
17 myself, that it seems to me that on the -- almost the very  
18 first thing you see on the webpage should be a box, in  
19 bold lettering, here's how you can participate. And just  
20 sort of, you know, make it very clear, that's the first  
21 thing that anybody sees when they go to the website.

22 COMMITTEE MEMBER DAI: The first box on the  
23 Facebook page.

24 COMMITTEE MEMBER FORBES: Exactly. Yeah, I mean,  
25 that should be -- but I do think it's useful to say,

1 perhaps as part of our meeting agenda, always, you know,  
2 and for the chair to announce, you know, this is a  
3 business meeting, we have these things to accomplish, but  
4 we've set aside the hour of from 3:00 to 4:00 or 4:00 to  
5 5:00, you know, for public comment on any matter. We will  
6 not answer questions, but we will take the public comment  
7 and we'll direct staff to provide answers as appropriate  
8 after the meeting.

9 COMMITTEE MEMBER DAI: Right.

10 COMMITTEE MEMBER FORBES: That meeting.

11 COMMITTEE MEMBER DAI: That might solve the  
12 problem of --

13 COMMITTEE MEMBER FORBES: Yeah, and just sort of  
14 just state that, you know, here's a block of time that  
15 we're setting aside. And that's -- reserve your comments  
16 to that block of time.

17 COMMITTEE MEMBER DAI: Right.

18 COMMITTEE MEMBER FORBES: Sort of try to control  
19 the meeting structure a little more.

20 COMMITTEE MEMBER WARD: I completely agree. And I  
21 know we discussed, before, having a standardized, written  
22 script for that.

23 COMMITTEE MEMBER FORBES: Right, right.

24 COMMITTEE MEMBER WARD: I think it's just time to  
25 happen.

1 MS. KOPELL: May I clarify my comments?

2 COMMITTEE MEMBER DAI: Please come forward.

3 MS. KOPELL: Thank you. I just wanted to -- I  
4 wanted to speak to my comment about e-mail during  
5 meetings. And I did not mean to imply that all questions  
6 that are asked should be answered in the meeting.

7 But I wanted to encourage you, if you could, to  
8 give an opportunity for people to e-mail during the  
9 meeting. So that if you saw that there were a number of  
10 similar questions about something, you could choose to  
11 take the opportunity to respond in the meeting.

12 If not, you could direct staff to -- you could put  
13 it on the question list for later. That was I just wanted  
14 to clarify that. It's an opportunity for you, but you can  
15 choose to take it.

16 COMMITTEE MEMBER DAI: Uh-hum. Thank you, Ms.  
17 Kopell.

18 COMMITTEE MEMBER WARD: Presently, if I can ask  
19 how that's -- we're managing that presently is, again, not  
20 saying this is the best way, I just want to make sure I've  
21 got a handle on how we're handling that.

22 That e-mail comes in and it's presented to us in  
23 the form of hard copy the next morning.

24 COMMITTEE MEMBER DAI: No more hard copy.

25 COMMITTEE MEMBER WARD: I know it's changed now,

1 but in the past that's been the process.

2 As of this week, those e-mails are being directly  
3 sent, forwarded to our individual e-mail accounts.

4 COMMITTEE MEMBER DAI: Yeah. Actually, this would  
5 be a great time to clarify that. Mr. Wilcox, I notice  
6 that we have started to receive e-mails with public  
7 comments. Is that the method that we're moving forward  
8 to?

9 COMMUNICATIONS DIRECTOR WILCOX: There was that,  
10 and to keep the Commissioners in a timely -- to receive  
11 the public input in a timely way, is that they would  
12 receive that twice a week. And I guess it was a question  
13 of it was posted in the past and Commissioners would have  
14 access to that.

15 And so, I believe that what happened this time is  
16 that they were actually posted and sent to the  
17 Commissioners as a reminder that they have been received.  
18 But all of those would be posted and that they're to be  
19 sent out twice a week.

20 COMMITTEE MEMBER DAI: Okay, excellent. Because I  
21 did actually try to go and see what public comments were,  
22 you know, had been made since the last meeting and I only  
23 saw the one --

24 COMMUNICATIONS DIRECTOR WILCOX: Uh-huh.

25 COMMITTEE MEMBER DAI: -- from Ms. McDonald, which

1 was also sent out to us.

2 COMMUNICATIONS DIRECTOR WILCOX: Right.

3 COMMITTEE MEMBER DAI: And then I'd received, just  
4 in the last day or two, one or two others.

5 COMMUNICATIONS DIRECTOR WILCOX: Right.

6 COMMITTEE MEMBER DAI: So, I just wanted to make  
7 sure we had actually received them all.

8 COMMUNICATIONS DIRECTOR WILCOX: Yes. And I --  
9 the Commissioners have received them. And when that  
10 actually goes live on the website, but you're ahead of the  
11 curve.

12 COMMITTEE MEMBER DAI: Okay, great.

13 All right. Are there any other questions,  
14 comments, feedback for Mr. Wilcox?

15 COMMUNICATIONS DIRECTOR WILCOX: Should I check on  
16 Kirk?

17 COMMITTEE MEMBER FORBES: Thank you.

18 COMMITTEE MEMBER DAI: Yeah, can we bring Mr.  
19 Miller back in so that we can deal with that last item?

20 LEGAL COUNSEL MILLER: My item was the second one  
21 on the agenda and we had trouble getting that far into the  
22 agenda.

23 [Laughter]

24 COMMITTEE MEMBER DAI: Okay. So, you're last on  
25 our agenda.

1           COMMUNICATIONS DIRECTOR WILCOX: All right. Well,  
2 so in the training of -- media training of Commissioners,  
3 Kirk and I were having conversations and one of the things  
4 that was mentioned was what is appropriate to talk about  
5 and what's not appropriate. And I'm going to hand this  
6 out.

7           And I have Kirk here in case there are any  
8 questions regarding what's here on the paper. I think  
9 that it's -- when we agree to this that then it's a  
10 vehicle and a document to be able to give to public groups  
11 when you're speaking, that I can talk to the media about  
12 that.

13           So, I think setting the parameters and being very  
14 clear on the dos and don'ts is very important.

15           LEGAL COUNSEL MILLER: If you like, I can offer a  
16 little colored commentary --

17           COMMITTEE MEMBER DAI: That would be great.

18           LEGAL COUNSEL MILLER: -- on how we got here. And  
19 we start with the statute that created the Commission,  
20 which has -- speaks directly to this in the following way,  
21 it says, "Commission members and staff may not communicate  
22 with or receive communications about redistricting matters  
23 from anyone outside of a public hearing."

24           That's a very strong statement and we have to give  
25 deference to the proposition said about this.

1           To me, one can analogize this something like a  
2 judge instructing the jury, and you are really the jury of  
3 this big matter.

4           COMMITTEE MEMBER DAI: Uh-hum.

5           LEGAL COUNSEL MILLER: And, you know, you can say  
6 you're on jury duty, you can say I'm on a criminal case or  
7 a civil case, but you can't comment on the testimony of a  
8 witness.

9           And another good example is you can't -- let's say  
10 it's an accident case, you can't go independently, as a  
11 juror, and view the scene of where the cars collided.

12           So, if we think of it in those terms -- oh,  
13 there's one other thing that I think is very important.  
14 You know, the judge instructs the jury not to form an  
15 opinion about the evidence until the case is concluded.

16           Well, I think that package works pretty well here.  
17 I think, clearly, this says don't comment on a map, don't  
18 comment on an issue that would come before the Commission.  
19 Really, it's asking you -- while this doesn't say don't  
20 form an opinion halfway through, I think it does say don't  
21 express an opinion to anyone before the work is done.

22           So, it's from that basis that these guidelines are  
23 drawn. Whereas, the group -- the first part here is more  
24 like I'm on a jury.

25           COMMITTEE MEMBER DAI: Uh-hum.

1           LEGAL COUNSEL MILLER: And that's it. Obviously,  
2 you know, your own stories are not about redistricting,  
3 even perhaps, you know, your interest in serving in the  
4 Commission. But it is easy to wander into the very broad  
5 catch all here.

6           So, the effort is to give you a safe harbor that's  
7 clearly outside of redistricting matters and try to keep  
8 people in the safe harbor.

9           COMMITTEE MEMBER DAI: I have a question, Mr.  
10 Miller. One rule of thumb that I've applied, and this is  
11 from my own experience as a consultant and I have to sign  
12 a lot of nondisclosure agreements, and usually in  
13 confidentiality agreements there is a safe harbor  
14 statement that anything that's already in the public  
15 domain, by definition is not confidential. And so, it's  
16 not covered by any kind of confidentiality clause.

17           So, I would like your opinion, I mean I just made  
18 a note to myself here, anything that's already on the  
19 public record.

20           For example, what happened at the last meeting.  
21 To me, I would think that that is simply a restatement of  
22 facts in terms of, you know, we took these kinds of  
23 actions at the past meeting, you know, in January we did  
24 these things.

25           I mean, often, you know, I'm asked what have you

1 guys been doing?

2           LEGAL COUNSEL MILLER: Well, I think there's two  
3 thoughts that occur to me about that. If you're simply  
4 recounting, for example, thinking toward the future, the  
5 Commission selected line-drawing consultants at the  
6 meeting, that statement of fact is probably okay.

7           Next question, what did you think of the selection  
8 process?

9           COMMITTEE MEMBER DAI: Uh-hum.

10          LEGAL COUNSEL MILLER: There were a number of  
11 people in the public that were concerned that the line-  
12 drawer may be biased toward one party or the other; did  
13 you feel that way?

14          I think those would be questions you would not  
15 want to respond to. I don't -- I would urge you not to  
16 offer any opinions or color commentary about a Commission  
17 action or its processes, as opposed to simply stating, you  
18 know, that's calendared for a decision on a particular  
19 date, this highly objective information.

20          And the other part about public record  
21 information, I think this process is different than the  
22 consulting experience in the following way; indeed,  
23 probably all or the vast majority of the information that  
24 the Commission will be using is public information. Yet,  
25 that's the very information that is so sensitive from a

1 line-drawing perspective.

2           So, I would be cautious about talking about what  
3 appears to be public domain information and is because of  
4 the very unique responsibility of the Commission.

5           COMMITTEE MEMBER DAI: Okay. So, stick to the  
6 facts.

7           LEGAL COUNSEL MILLER: You know, it's public  
8 information what the voter registration is in a particular  
9 county. It's public information what the racial makeup  
10 is. But that's the sensitive information here about how  
11 that public information will be used to draw the  
12 boundaries.

13           COMMITTEE MEMBER WARD: Mr. Wilcox, my -- again,  
14 like Mr. Miller's suggesting, thinking down the road, if  
15 we're going to have Commissioners sitting at op ed boards  
16 of local newspapers, I'm sure there's going to be  
17 questions that we can't answer.

18           But what about things like they're certainly want  
19 to know that, per the census data, you know, our county's  
20 grown, things like that. Is that type of information,  
21 that a simple, yes, you know, San Bernardino County is  
22 grown, and with this data, or something like that?

23           LEGAL COUNSEL MILLER: Well, I would absolutely  
24 stay clear and refuse to make any comment about any  
25 particular geographic area, other than to say we will be

1 reviewing the information provided.

2 COMMITTEE MEMBER DAI: Uh-hum.

3 COMMUNICATIONS DIRECTOR WILCOX: I don't think --  
4 I agree, I don't think you want to get -- even though  
5 there's -- and census data will come forward, I don't  
6 think you even want to be talking about that. And if they  
7 ask you about, well, the numbers have come in, and to not  
8 even discuss that.

9 COMMITTEE MEMBER DAI: Yeah. I mean, I think one  
10 way to address this, without seeming like we're trying to  
11 dodge the question is just simply to say there's a great  
12 resource, it's called the statewide database, this is the  
13 URL, and you can go in there and look for your area or  
14 whatever part of the State you would like, and get the  
15 latest census data.

16 So, offer information, I would say, offer the  
17 resource where the public domain information is, rather  
18 than stating it.

19 LEGAL COUNSEL MILLER: Yeah, the other thing is I  
20 don't think you should be embarrassed about stating what  
21 the proposition says about your ability to communicate on  
22 these issues. That, you know, the drafters intended to  
23 take politics and pressure away from the Commission, it  
24 precludes you from making statements about any specific  
25 redistricting activity.

1           COMMITTEE MEMBER DAI: Uh-hum. Yeah, I think, you  
2 know, again, the balance is if we can appear to provide  
3 the resource that has the information, without making a  
4 comment on it, ourselves, and just say, you know, the  
5 census data is just out and it has been loaded into the  
6 statewide database. And if you go to www, you know,  
7 whatever the URL is, you will be able to verify this for  
8 yourself. But I'm, unfortunately, unable to comment on  
9 it, something like that.

10           And I think that, you know, I think people are  
11 more than happy to go do their own research.

12           COMMITTEE MEMBER FORBES: And always just invite  
13 them to submit their comments. Whatever the data shows,  
14 from their point of view, please submit your comments to  
15 the Commission. You know, I can't answer it. Just we  
16 welcome your comments based on whatever, you know, the  
17 facts are as they've transpired.

18           COMMITTEE MEMBER DAI: And our next public input  
19 hearing is --

20           COMMITTEE MEMBER FORBES: Exactly, or you can send  
21 something as an e-mail or, you know, whatever, Twitter, or  
22 Facebook.

23           COMMUNICATIONS DIRECTOR WILCOX: Right. And just  
24 getting back to Commissioner Ward's specific question,  
25 which was to do with pointed questions at an editorial

1 board, which -- and that's why I think we're working  
2 through this today so that -- so -- and as you're seeing,  
3 that we're not dodging, we're dealing with a law that's  
4 very clear here and what -- so, I think it's setting  
5 expectations --

6 LEGAL COUNSEL MILLER: Right.

7 COMMUNICATIONS DIRECTOR WILCOX: -- when you're in  
8 those meetings, before the meetings.

9 COMMITTEE MEMBER DAI: Good point.

10 COMMITTEE MEMBER WARD: If -- as you're going  
11 about trying to arrange for these opportunities, what  
12 angles then are you pitching, would you pitch an op ed,  
13 especially when we talk about Commissioner Forbes' idea of  
14 trying to reach out to smaller, normally disenfranchised  
15 communities, they're going to want a -- I would imagine,  
16 more of a tailored interview, or op ed piece, you know, to  
17 community issues in that area.

18 If I were to be asked, you know, are you familiar  
19 with any of the water rights issues, you know, in this  
20 county? I'd be afraid to say yes at this point, or no, or  
21 anything. You know what I mean? Where I, previous to  
22 this, thought that that would be a -- again, not making a  
23 judgment on it, but just have you heard of them or have  
24 you thought --

25 COMMUNICATIONS DIRECTOR WILCOX: Right.

1 COMMITTEE MEMBER WARD: I wouldn't have thought it  
2 to be a contentious issue or answer.

3 COMMUNICATIONS DIRECTOR WILCOX: Right, right.

4 COMMITTEE MEMBER FORBES: But I mean I would  
5 approach it in almost a more generic way, that you could  
6 simply say, you know, I'm sure that there are issues in  
7 your community that are really important to you, that you  
8 want to be sure that your representatives -- or that you  
9 have the opportunity to have representatives that will  
10 express that point of view.

11 This is an opportunity for you to participate, to  
12 let the Commission know what those issues are, so we can  
13 identify your community of interest.

14 And, you know, then that's -- so, it's really  
15 important that you participate. Because, again, these  
16 outreach meetings are to get participation, in my mind.

17 COMMITTEE MEMBER DAI: Yeah.

18 COMMUNICATIONS DIRECTOR WILCOX: And then your  
19 specific question is how would I pitch an editorial board,  
20 why would -- basically, why would they be interested and  
21 whether -- first of all, among the news media that will be  
22 covering this, and the local newspapers, are extremely  
23 interested in this and have followed that this is a very  
24 public issue, that this is historic, they're aware of  
25 that.

1 I think that they would be extremely interested in  
2 meeting one or two Commissioners, personally, they want to  
3 see -- there's a lot of interest in who you all are. And  
4 to be asked, to have an opportunity to say we're going  
5 to -- they want to come in and they want to meet with you.

6 Number one, they're going to love that because,  
7 you know, that access is so very important.

8 And then to -- they're going to be interested in  
9 the process. There is a lot you can talk about, about,  
10 you know, what's expected of you, and what the  
11 considerations are, when the maps need to -- and that's  
12 all -- so, I think there's plenty to keep them interested,  
13 and while not having to veer into these other areas, I'm  
14 confident.

15 COMMITTEE MEMBER DAI: Yeah. I mean, again, I  
16 think our main message in the next couple of weeks is why  
17 should you care, you know, why is redistricting important?  
18 And I think that has to be the main message.

19 And I love, you know, Commissioner Forbes' idea of  
20 bringing up a couple specific examples on, you know, which  
21 way do you want this issue to fall.

22 COMMITTEE MEMBER FORBES: I'm sorry, I have to go  
23 because I have to go sign some checks in Davis and be back  
24 for a 1:20 interview.

25 LEGAL COUNSEL MILLER: If I could just make one

1 quick comment, the statute tells us what to consider in  
2 redistricting. And I think on those issues it's best just  
3 to refer back to the proposition and say the proposition  
4 sets out criteria for redistricting.

5 If you try to explain those, comment on them, you  
6 quickly get -- you know, it's complicated stuff and it's  
7 also been codified in a very particular way. And I think  
8 it's just best to refer back to the fact that the  
9 proposition gives you the formula that you're going to  
10 use.

11 COMMITTEE MEMBER DAI: Uh-hum.

12 LEGAL COUNSEL MILLER: You're not making one up on  
13 the run, but you'll be following the mandate of the  
14 proposition, without trying to go further than that.

15 COMMITTEE MEMBER WARD: Thank you for this, Kirk,  
16 I think it's very helpful. Again, yeah, it changes the  
17 paradigm with which I viewed it. And I certainly  
18 understand that in the -- just, for instance, in the  
19 Communications Subcommittee, that in the next couple of  
20 months, again, we have a message and an awareness  
21 campaign. But beyond that, I think this -- you know, it's  
22 something that we'll have to take up and think about in  
23 future meetings, because I do think it will pose a little  
24 bit of an issue.

25 You know, as the process goes on and becomes a

1 little bit more contentious and high profile, I think  
2 personal stories will be a thing of the past. You know  
3 what I mean?

4 COMMITTEE MEMBER DAI: Right.

5 COMMITTEE MEMBER WARD: And, yeah, obviously, this  
6 changes the paradigm with which I, you know, understood  
7 the playground.

8 COMMITTEE MEMBER DAI: Yeah.

9 COMMITTEE MEMBER WARD: So, it's great. Thank you  
10 very much for getting it together.

11 COMMITTEE MEMBER DAI: So, just as a final bit of  
12 feedback to Mr. Wilcox, I do think that getting those FAQs  
13 up as soon as possible, because a lot of these  
14 questions -- they're going to be, as you said, you're  
15 getting basic questions, like what's the per diem and, you  
16 know, when's the next meeting. And we should just put  
17 that up on the Facebook page as quickly as possible.

18 And just organize them into categories, you know,  
19 questions about the selection process, questions about the  
20 outreach plan, you know, whatever. And just draft a set  
21 of quick answers. Even if they're not perfect answers, I  
22 mean we can refine those over time, but we need to get  
23 some information up there because, you know, people have a  
24 lot of questions and a lot of them are the same questions.

25 So, if we can just put it up there, it will also

1 limit the volume of questions that staff is having to take  
2 the time out, now, to personally respond to.

3           Okay. If there's nothing else, I think we need to  
4 take a lunch break.

5           All right. Any other further comment from the  
6 public?

7           All right. Let's go have lunch.

8           COMMUNICATIONS DIRECTOR WILCOX: Thank you for  
9 your input.

10                           (Off the record at 11:35 a.m.)

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