

Citizens Redistricting Commission Civic Engagement Proposal

February 11, 2011

Center for Collaborative Policy,
California State University, Sacramento

About the Center

- **Extensive experience in civic engagement, multi-party consensus-building and strategic planning with local, state and federal agencies as well as non-profit organizations**
- **Self-supporting unit of the College of Social Sciences and Interdisciplinary Studies at CSU, Sacramento**
- **Mission is to build the capacity of public agencies, stakeholder groups, and the public to use collaborative strategies to improve policy outcomes**
- **Three emphases: Service, Teaching and Research**

Guiding Principles

Meet People Where They Are At

with levels of information and communications methods

Leverage

must be balanced with perceptions of neutrality

Efforts must always sync

with needs of Technical Expert and Communication Director

Continually Test Assumptions

anticipate needs, be responsive to new requests and retool approach

Seek Quality Over Quantity

time spent planning is time well spent

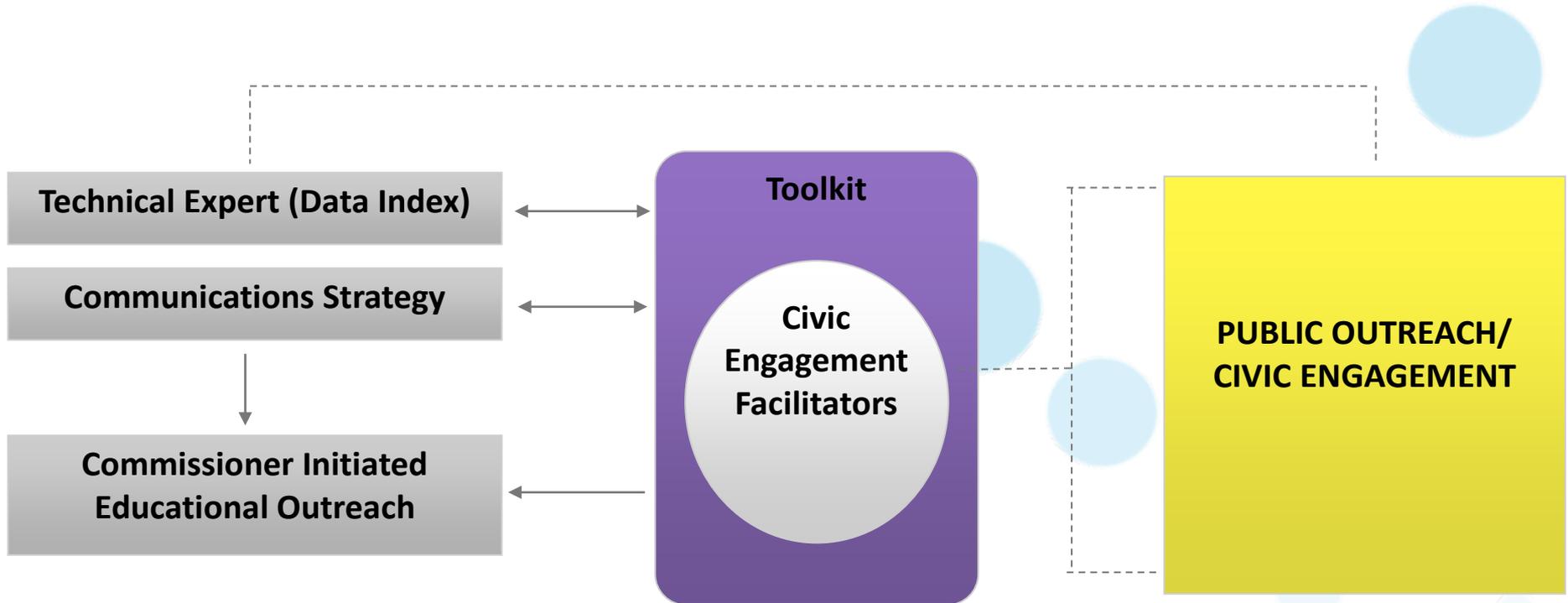
Utilize Existing Networks to Broadcast Messages

use trusted messengers, use locally created content and messages

Accommodate Different Learning Styles

auditory, visual and kinesthetic

Interdependencies

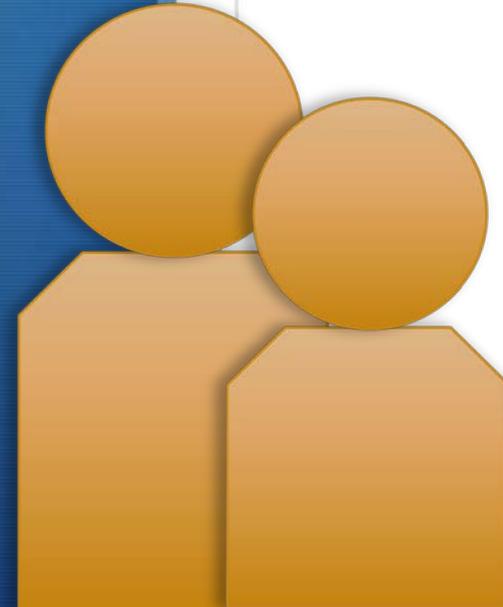


Proposed Timeline

Feb	March	April	May	Jun	Jul	Aug
Public Hearings (with pre-hearing information session)						
	Community Workshops Clarify Process; Provide Tool Kit					
Commission Initiated Educational Outreach Commissioners are encouraged to initiate educational outreach or earned media in areas of special interest to them, or areas where hearings and workshops may not be held.						

Initial Steps

- **Informal Assessment**
- **Broader Public Assessment**
- **Communication Assessment**
- **February 26th Public Hearing**



Recommended Components

Toolkit

Objective

- To provide communities with the tools to obtain understanding of the overall process and how to participate, AND to conduct their own outreach and education without the support of the commission
- Packet would include guidelines for giving community of interest testimony

Description

- Packet of information
- Readily available :
 - Online
 - distributed at community workshops
 - pre-hearing educational sessions (and during hearings)
 - available via mail upon request

Community Workshops

Objective

- Educational
- Clarify the process
- Clarify how to participate
- Provide schedule
- Provide resources such as the toolkit

Target Audiences

- Those who want information
- Those who want to become engaged
- Those who are engaged but need more guidance or clarity
- Those who are engaged looking for new members

Prehearing Educational Sessions

Objective

- Education and support
- Providing guidance
- Clarifying the process
- Providing time to prepare testimony inline with guidance

Description

- Same general education materials as Community Workshop
- Two hour sessions before hearings at the same location
- Information displayed and Mapping assistance available

Public Hearings

Objective

- Fulfill statutory mandate
- Obtain public testimony
- Provide Education
- Clarify Process
- Provide suggested structure and guidelines to make hearings as user friendly as possible

Commissioner Initiated Educational Outreach

Objective

- Provide Commissioners an opportunity to initiate educational outreach visits, or earned media in areas of personal interests, or areas not specifically covered by other civic engagement activities

Online Resources

Objective

- Provide easy access to all CRC materials (toolkit etc.)
- Create transparency
- Clarify process
- Allow for online submission of testimony or maps

Description

- User friendly, logical website
- Interactive
- Utilize and link to inline resources such as blog, social media, calendar, survey tools, mapping sites, educational materials

Conference Calls and Webinars

Objectives

- Same general education and materials as Community Workshops or Prehearing Sessions
- Clarify process and ways to engage
- Reach audiences who may not have access to, use or prefer engaging online or in person

Target Audiences

- Those who want information but do not have the time to attend a workshop or hearing in person
- Those in more remote locations
- Those who may not have access to, use or prefer engaging online or in person

Phone Access

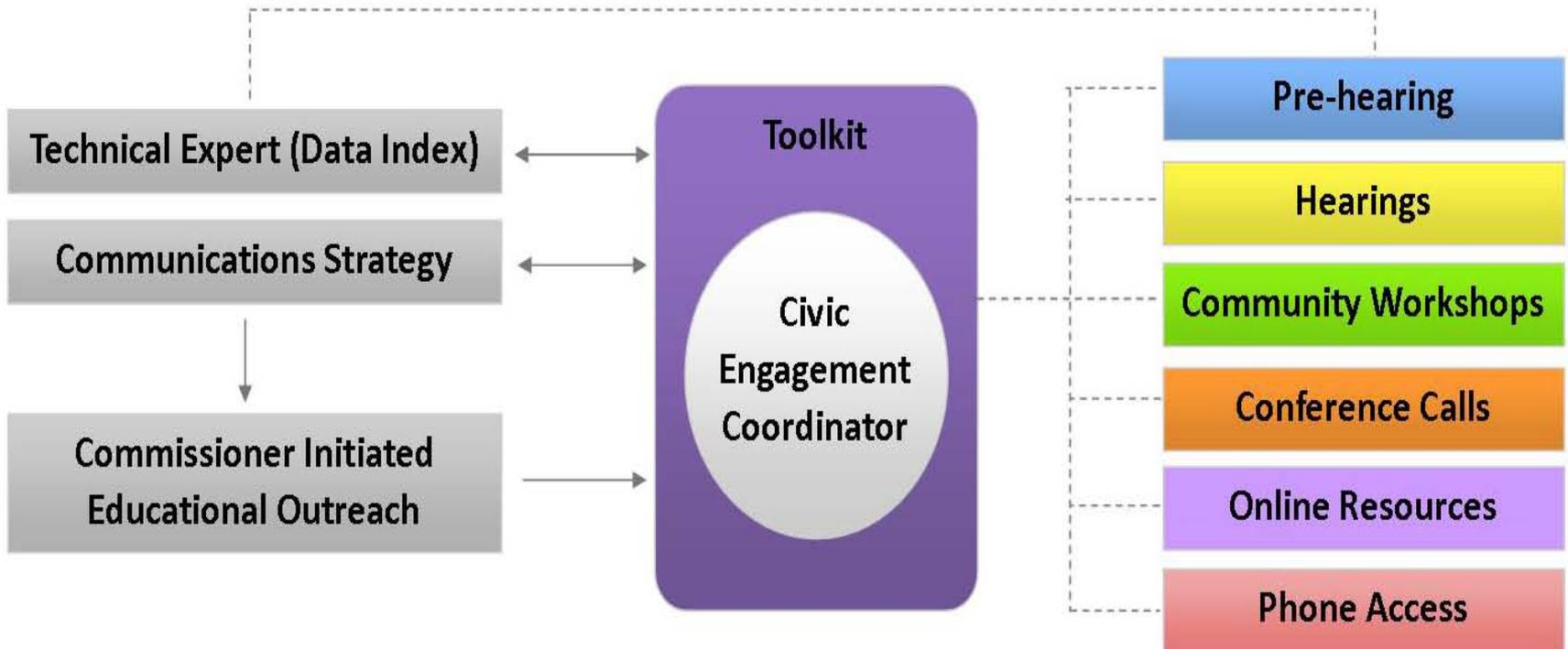
Options

- Automated recorded information and updates (possibly in multiple languages)
- Staffed business hours phone for general information and assistance

Roles and Responsibilities

- Civic Engagement Facilitators
- Technical Experts
- Logistics Coordinator
- Communication Director
- Webmaster
- Translation/ Interpretation
- CRC Staff

Interdependencies



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