

California State University, Sacramento Center for Collaborative Policy

Proposed Framework for Civic Engagement

I. Assessment

When designing a civic engagement approach or plan, a best practice of the Center is to conduct an assessment. An assessment consists of gathering information from affected parties (stakeholders and the public) regarding options and methods available for the design and implementation of a public process. There are numerous was to collect this information, for example the three methodologies describe below (interviews; public survey; public workshop / meeting. A civic engagement plan should not be designed in a vacuum. It should build upon and incorporate the knowledge of groups already engaged and familiar with the lay of the land as well as the preferences of the public at large.

1 – <u>Informal Assessment Calls</u>

As part of a previous Scope of Work with the Redistricting Commission, Center practitioners conducted phone interviews with a sample of stakeholders known to be engaged and conducting outreach and education on the subject of voter education and redistricting. Center practitioners asked for groups to provide input and advice on how they would like the Commission to engage them throughout the outreach process.

[CCP Deliverable: Make initial outreach and assessment calls while working on Commission Civic Engagement Proposal]

2 - Public Survey and Statewide Reports Session

A. Public Survey

As part of a previous Scope of Work with the Redistricting Commission, the Center developed a survey tool for any member of the public to provide their input on such questions as:

- **Engagement and Education:** What information would assist you and your community to fully participate in the Redistricting process? What is the best way to provide this information to you and your community?
- Communication and Outreach: What individuals, groups and leaders in your community do you think would want to be involved in the Commission's work? What media, beyond the well-known media, should the Commission use to provide information to the public?
- Meeting Sites: If the commission came to your area, could you suggest meeting locations, which would be ADA accessible, accessible by public transit, have adequate parking and capacity for 200+ people, and ideally be low cost or provided in kind?

This public survey will be posted online beginning March 1. The responses will be aggregated and used to inform the civic engagement process design and implementation as well as to provide input into Commission decisions regarding resource allocations.

[CCP Deliverable: Develop public survey and provide to Commission for posting]

B. February 26 Statewide Session to Receive Information on Outreach Efforts

The Commission will hold a session on Saturday, February 26 to Receive Information on Outreach Efforts. The objective of this session is to give the Commissioners a general understanding of the redistricting education and outreach done by local and statewide organizations and their plans for outreach in the future. The invitation for making a presentation is open to any group or individual who pre-registers. Additionally, any other member of the public (or group) could make public comments (with some time constraints) without registering to make a presentation.

The following outline was available to presenters upon registration (and on the website etc.) to help ensure they provide the Commission with the information that is most helpful in a short timeframe. Many groups found this template useful.

- Name of your Organization
 - Presenter information
- Your Organization
 - Headquarters
 - Local offices
 - Mission of your organization
 - And/or the bigger picture -- what is your over-arching purpose? (especially if your organization works on other issues in additions to redistricting)
- What is your organization trying to achieve as far as redistricting?
- Outreach to date. What your organization has been doing...
 - Cities/counties/regions my organization is working in and/or plans/hopes to work
 - Languages we are and/or plan to/ hope to provide materials
 - Please note if your organization is thinking about submitting a state-wide plan for redistricting
- How my organization is planning to mobilize this spring and summer as the Commission does its work
- Suggestions for Commission Success
 - My Organization recommends that the CRC do x, y, z (whatever you think)... to be successful
 - Other suggestions...anything else you think the CRC should be considering

[CCP Deliverable: design the structure, format and objective of the session, draft all communications regarding the session with input from Commissioners and Staff, assist in sending out communication, communicate with presenters to help them prepare, facilitate the session]

3 – Ongoing Analysis of Public Survey

As part of an ongoing analysis, Center staff will review and aggregate responses as they are received. We assume a greater volume of responses during March and fewer responses between April $\mathbf{1}^{st}$ and July $\mathbf{31}^{st}$.

[CCP Deliverable: aggregated survey results will be used on an ongoing basis to inform process design through July 31, 2011]

I. Assessment: CCP Deliverables

Task	Description	Hours	Rates	Cost
Task 1	Informal Assessment Calls	-	-	Completed
Task 2	Create and publish broad public survey and Plan and Facilitate 2/26 Statewide Outreach Session	-	-	Completed
Task 3	Ongoing analysis of public su	urvey		
	March 1 st -30 th – Review, aggregate responses and inform design	2/week (8 hours total)	\$120	\$960
	April 1 st - July 31 st - Review, aggregate responses and inform design (anticipate fewer responses)	.5 hour/week (9 hours total)	\$120	\$1,080
Total:	,			\$2,040

II. Communication and Outreach

It is important to leverage and facilitate outreach through existing networks. In this case, the short time frame and limited funding makes this all the more important. The Center recommends using a "grass tops" approach to connecting with on-the-ground folks interested in participating. This approach assumes that local community groups, leaders and organizations know how to best reach their constituents and that the Commission should connect with those existing networks to engage the public at large.

The Center has used this approach before and has initial statewide list developed through the Center's involvement in the U.S Census outreach program in California. The Commission has an initial interested parties' listserv. Much additional research and information gathering must be done to further build this communication network infrastructure. It is important to build this communication infrastructure at the beginning of the engagement process so it can be leveraged throughout the Commission's work. While it is important to begin this task immediately, it is also important to continue to refine and build this network through the public survey, educational outreach, media contact, etc.

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Communication and Outreach CCP Deliverables

Task	Description	Hours	Rates	Cost
Task 1	Create network database, create initial contact talking points, oversee task	18	\$120	\$2,160
Task 2	Initial outreach to build network before workshops	24 hours/ (workshop) region	\$120	\$2,880 per (workshop) region \$25,920 for 9 workshops
Task 3	Upkeep (during hearings)	6 hours/region	\$120	\$720 per region upkeep \$7,200 for 10 regions
Total				\$35,280

III. Toolkit and Materials

The Commission is a source for information and educational materials. Standard materials must be created and made publicly available to assist in outreach and education.

Toolkit general information topics:

- General information on redistricting and the Commission's tasks
- Statutory criteria for the Commission to consider when drawing the maps
- A timeline outlining target dates and milestones
- Dates of scheduled workshops, public input hearings, and Commission business meetings
- List of relevant resources and descriptions such as online mapping tools, Regional Assistance Centers, etc.
- Guidelines and worksheet for providing testimony at a Commission public input hearing
- Outline of ways the public can engage and participate
- Sample agenda and other tools for communities to hold their own educational sessions without direct support from the Commission

Leverage Existing Materials: Many groups within California have developed materials that can be adapted and used to inform the Commission's toolkit. Some content will be original and specific to the Commission, while other tools may be adapted with input and agreement from the author.

Accessibility of toolkit:

- Translate into multiple languages
- Make available on the Commission's website
- Encourage other groups to provide links or to distribute
- Distribute at educational workshops
- Distribute at Pre-Public Input Hearing Educational Sessions
- Distribute during Public Input Hearings

Toolkit CCP Deliverables

Task	Description	Hours	Rates	Cost
Task 1	Creating materials, working with authors,	25	\$168	\$4,200
	working with Commissioners, staff and			
	partners for review	25	\$120	\$3,000
Task 2	Graphic support and design for toolkit and	8	\$85	\$680
	larger sized poster boards for			
	workshops/hearings			
Task 3	Oversee translation – work with CRC	20	\$120	\$2,400
	translator (assuming 9-12 languages, and 1			
	revision of materials)			
Task 4	Field calls, questions and implementation	23 (1	\$120	\$2,760
	issues	hour per		
		week)		
Total				\$13,040

IV. Educational Workshops (March-April)

The objective of the Educational Workshops is to provide an in-person opportunity for the public to gain information on all the topics outlined in the toolkit. In addition to the topics covered in the toolkit, participants will hear welcoming remarks from Commissioners, have a live demonstration of mapping tools, and have time to interact with others from their community. These workshops will provide an opportunity for individuals to become involved with existing groups already engaged in redistricting. In conducting the initial assessment calls with many of the on- the-ground groups, the Center found that these groups would attend the Commission's educational workshops to obtain the information from the Commission as well as to network with members of the public drawn to the Workshops.

Regions for Educational Workshops

- 1. San Diego Region
- 2. LA Region A
- 3. LA Region B
- 4. Inland Empire (San Bernardino/Riverside)
- 5. Central Valley
- 6. Central Coast
- 7. Sacramento Region
- 8. Bay Area
- 9. North State

Educational Workshop Design

The Center would design the agenda and framework for the Educational Workshop with content input and advice from the Commission, consultants and experts. The design would be a standardized model that could be recreated at the different venues. The Center will design the model to ensure the content is useful and at the right level for the broad general public (the audience). The design will allow time for interaction among participants and accommodate different learning styles. A proposed design for the educational workshop is included on the next page.

In Person Educational Workshop CCP Deliverables

Task	Description	Hours	Rates	Cost
WORKSHOP I	MODEL PREP			
Task 1	Developing workshop model and design, working with technical consultant, reviewing with	14	\$168	\$2,352
	Commissioners, Staff and other partners	14	\$120	\$1,680

Task 2	CCP Internal Team Training to Facilitate	32	\$168	\$5,376
	Workshops - Training - Observe in practice	56 (includes: training, research, observing and travel at 50%)	\$120	\$6,720
Total for Workshop Model				\$16,128 (one time)
PER WORKSH	IOP COST			
Task 1	Project management	9	\$168	\$1,512
		9	\$120	\$1,080
Task 2	Coordinate with Internal Planning Team: - CCP Staff	2	\$168	\$336
	CRC Staff/CommissionersTrainerMapper/tech expert	14	\$120	\$1,680
	- Interpreter(s)			
Task 3	Update Materials (while the model will be the same for each	1	\$168	\$168
	location, each new venue will require customizing materials with speakers, addresses, maps, parking information, nearest resource assistance center, etc.)	1	\$120	\$120
Task 4	Logistics	12	\$120	\$1,440
	 Finding location Setting up A/V Arranging floor plan Other logistics 	8	\$88	\$704
Task 5	Online Registration	4	\$88	\$352
Task 6	Other Direct Costs - Travel (lodging, airfare, rental cars or mileage, gas) - Photo Copies - Conference calls - Supplies (poster boards) - Facility Chargers (room or equipment rentals)	-	-	\$4,158.64
TOTAL Per Workshop				\$11,550.64 (per wrkshp) 9 wkshps: \$103,955.76

Educational Workshop Draft Agenda/Facilitation Plan Facilitated by the Center for Collaborative Policy

*This example is for weekday evening workshop register/sign in 5-6, workshop 6-9 pm A weekend workshop would be registration/sign in 12-1pm, workshop 1-4pm

Welcome When People Arrive	Start of Session Welcome	Education – Re: Process [CCP]	Education – Re: Substance [Trainer – TBD]	Tool Kit [CCP]	Wrap Up [CCP]
Ready at 5:00 pm	6:00	6:15 – 6:45	6:45 – 8:10	8:10 – 8:20	8:45 – 9:00
Multi-lingual welcome signage Set up / assistance for those working with an interpreter Collect: individual info for future notification of hearings/ what is happening w/ process • Computers to enter real time • Hand written option for those who prefer Collect contact information from those willing to add to the Commission's communication and outreach network Tables w/ poster boards & handouts in room. People can begin self educating while waiting for workshop to start	Commissioners provide opening remarks Explanation of what will be happening that day (CCP)	How the public participation process is structured Overview of calendar and when hearings /wkshps will be held Overview of Resources available: web, toolkit, etc.; 6 assistance centers Q/A	What is redistricting? (basic info) Why redistricting is important? What is the Commission? What the Commissioners are required to balance/ consider when they draw the maps • How to provide testimony • Demo by mapper • Tools Gallery Walk: Time provided for participants to get up and walk around to visit the table with educational information (tables not necessarily staffed) Timing Example: 6:45 – 7:30 – lecture/demo 7:30 – 7:50 – break and Gallery Walk	Review materials and get people prepared and excited to tell others about process; to submit their testimony Q/A [FOLKS EXIT IF THEY WANT] Working Session 8:25 – 8:45 Those interested can work in small groups Talk about strategies to organize their community of interest; Connect with others as desired Prepare testimony Work with a mapper as available (make paper maps available) [CCP walk around and help]	Feedback, what went well; what could be improved Reminders about resources available Adjourn 9:00 pm Thank you for coming!
	Walk 7:50 - 8:10 – sit down, Q/A Consecutive Interpretation Offered				

Conference Call and Webinar Educational Workshops

The Center recommends conducting at least two educational workshops by conference call and webinar. (Webinar is a visual web-based link to allow participants to follow a presentation remotely and see the screen of the presenter. This tool would be used to show materials and demo real time to a broad web based audience. The conference call would allow anyone, even individuals without internet access, to follow along with the presentation remotely. Technologies such as these allow for 1,000+ people to be listening to a presentation at the same time. It is a relatively inexpensive way to reach new audiences such as those who lack the time or ability to participate in person.

The format of this educational workshop conducted on the phone and visually on the web would be shorter than the in-person workshop format as it is less interactive. An example outline is as follows:

Confere	nce Call/Webinar Educa	ational Workshop Draft Agenda	a/Facilitation Plan
Start of Session Welcome	Education – Re: Process [CCP]	Education – Re: Substance [Trainer – TBD]	Tool Kit [CCP]
6:00 pm	6:15 – 6:30	6:30 – 7:10	7:10 – 7:30 pm
Commissioners provide opening remarks Explanation of what will be happening on the conference call and webinar (CCP)	How the public participation process is structured Overview of Calendar and when hearings /workshops will be held	What is redistricting? (basic info) Why redistricting is important? What is the Commission? What the Commissioners are required to balance/ consider when they draw the maps: • How to provide testimony Demo by mapper • Reiterate how the assistance centers are there to help	Review materials and get people excited about telling others about process; about submitting their testimony Ask for Questions? (Can allow for additional time for answering questions.) (Participants on the webinar can submit them via a question function and the facilitator can read them out loud. Depending on the number of people on the line, we could also allow for verbal questions to be asked. Participants would also be encouraged to submit comments and questions to the Commission via phone, online, email, etc.

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Conference Call/Webinar Educational Workshops CCP Deliverables

Task	Description	Hours	Rates	Cost
Task 1	Develop conference call/webinar	1.5	\$120	\$144
	educational workshop model, adapt materials			
Task 2	Set up conference call, webinar and distribute information	1	\$88	\$88
Task 3	Facilitate session	.75hr/set up 1.5 hour/session)	\$120	\$360
		.75 hr/post call	\$88	\$264
TOTAL				Total \$1712
				(for 2
				session)

Educational Videos

Providing information in different formats promotes broad engagement and accessibility. The Center recommends developing educational videos (in multiple languages) and making them available online. One of the in-person workshops could be video taped and edited, thus providing a cost-effective way to develop the videos. These educational videos will include four modules, 7-10 minutes long, in multiple languages. A 1-2 minute trailer was also discussed.

These four modules could be (for example):

- Commission Process
- Redistricting General Information
- Toolkit and Materials Overview
- Tools and Technical Demonstration

Educational Videos CCP Deliverables

Task	Description	Hours	Rates	Cost
Task 1	Assist in creating script and plan for	2hrs	\$168	\$336
	each module (with Commissioners and			
	Staff)	8hrs	\$120	\$960
Task 2	Coordinate with CRC's translation	4hrs /per	\$120	\$480 (per
	service	language		language)

Educational Videos ESTIMATE for outside vendor (Mounier Media, LLC)

Task	Description	Hours	Rates	Cost
Task 1	Educational video in four 7-10 min	-	-	\$8,000
	modules (including original filming of			
	workshop, creating a script/plan for			
	each module, motion graphics, post			
	production/editing)			

Task 2	1-2 minute introductory trailer	-	-	\$2,500
Task 3	Translation into other languages (includes use of same language materials, but does not include changing motion graphics)	-	-	\$2,200 (per language)

V. Pre-Map Public Input Hearings

The Commission is statutorily required to hold public input hearings. The Center will work with the Commission, staff, technical consultants and other partners to develop a public hearing structure that promotes transparency and maximizes audience understanding and participation. Public hearing dates should be communicated well in advance through the toolkit, educational workshops, educational videos, media contact, etc. **The Center recommends publicly announcing all hearings with as much advance notice as possible (general best practice is at least a month before the event).** This allows community and statewide networks the time to get the word out and provides individuals the time to make the necessary arrangements to attend. Additionally, adequate advance notice allows groups doing outreach to plan their events to complement the Commission's efforts, avoid duplication, and fill in gaps not covered by the Commission's outreach.

During the Pre-Map Input Hearings the Commission would hold hearings in the following regions/general areas:

Region 1 San Diego Region
Region 2 Inland Empire
Region 3 Orange County Region
Region 4 Los Angeles Region
Region 5 Central Coast/ Tri-County Region
Region 6 Central Valley Region
Region 7 South Bay/ Central Coast Region
Region 8 Bay Area Region
Region 9 Sacramento/ Northern California Region

Pre Input Hearing Educational Session

The educational workshops will be limited in number and will conclude the first half of April, while the need for providing educational information is ongoing throughout the process. To address this need, the Center recommends holding Pre-Input Hearing Educational Sessions. These sessions would be held two hours in advance of the start of the Input Hearing. Staff and facilitators from the Center would set up the educational materials used in the previous workshops at stations around the room and be available to assist and answer questions. The general public would be invited to arrive at the Input

Hearing early to receive this information and assistance. The information stations will be set up in an adjoining room or in the back of the hearing room so they can be available during the hearing.

CCP will provide detailed budget information regarding the Input Hearings at the next CRC business meeting, assumed to be March 9-11, 2011.

CRC Draft Schedule - March 2011 (proposal 2; 2/24)

(proposai 2) 2/21)						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Concept for educational workshops: alternate north and south to give CBOs 'breathing time' between events and so CCP staff teams (in various parts of state) have time to do preparation work.		1	2	3	4	5
6	7	8	9	10	11	12 Educational Workshop: Sacramento Region Region 9/Sac Visit 1
13	14	15	16	17	18	19 Educational Workshop: Inland Empire Region 2 Visit 1
20	21	22	23 Educational Workshop: Central Valley Region 6 Visit 1	24	25	26 Educational Workshop: Los Angeles Region Region 4 Visit 1
27 Educational Workshop: North Region 9 Visit 1	28	29	30 Educational Workshop: Los Angeles Region Region 4 Visit 2	31	Note: mid week dates could be on Tues, Wed, or Thu. Would depend on schedule availability & venue availability.	

CRC Draft Schedule - April 2011

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Educational Workshops – 9 Total March – 6 workshops April - 3 workshops Note: mid week dates could be on Tues, Wed, or Thu. Would depend on schedule availability & venue availability.					1	2 (Pre Map) Input Hearing: Sacramento region Region 9/Sac Visit 2
3 Educational Workshop: San Diego Region 1 Visit 1	4	5	6 Educational Workshop: Bay Area Region 8 Visit 1	7	8	9 (Pre Map) Input Hearing: Los Angeles Region Region 4 Visit 3
10 Educational Workshop: Central Coast Region 7 Visit 1	11	12	13 Thai	14 New	15 Year	16 (Pre Map) Input Hearing: Central Coast/ Tri-Valley (SLO, S Barbara, Ventura) Region 5 Visit 1
17	18 No	19 Meetings	20 (Passover)	21	22	23 NO MTGS
24 NO MTGS Easter	25	26	27	28	29	30 (Pre Map) Input Hearing: Central Valley Region 6 Visit 2

CRC Draft Schedule - May 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4 (Pre Map) Input Hearing: Inland Empire Region 2 Visit 2	5 Cinco de Mayo	6	7 (Pre Map) Input Hearing: North Region 9 Visit 2
8	9	10	11	12	13	14 (Pre Map) Input Hearing: San Diego region Region 1 Visit 2
15 (Pre Map) Input Hearing: Bay Area Region 8 Visit 2	16	17	18	19	20	21 (Pre Map) Input Hearing: Central Coast Region 7 Visit 2
22 (Pre Map) Input Hearing: Orange County Region 3 Visit 1	23	24	Targeted Date for Release of Initial Maps (4 maps)	26	27 No meetings	28 No Meetings
29 No Mtgs	30 Memorial Day	31	Pre-Map Release Input Hearings – 10 Total April: 4 Input Hearings May: 6 Input Hearings Note: mid week date could be on Tues or Wed. Would depend on schedule availability & venue availability			

VI. Post-Map Public Input Hearings (June)

June 2011						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Post Map Public Input Hearings. Concept is to move North to South. Set locations and dates for July meetings in June, after it is clearer where additional input will be needed and desired by community members.			1 Input Hearing: North	2	3	4 Post-Map Input Hearing: Region 9/Sac Visit 3
5 Post-Map Input Hearing: Central Valley Region 6 Visit 3	6	7	8 Post-Map Input Hearing: Bay Area Region 8 Visit 3	9	10	11 Post-Map Input Hearing: Central Coast Region 7 Visit 3
12 Post-Map Input Hearing: Central Coast/ Tri-Valley (SLO, S Barbara, Ventura) Region 5 Visit 2	13	14	15	16	17	18 Post-Map Input Hearing: Los Angeles Region Region 4 Visit 4
19 Fathers Day No Mtgs	20	21	22 Post-Map Input Hearing: Orange County Region 3 Visit 2	23	24	25 Post-Map Input Hearing: Inland Empire Region 2 Visit 3
26 Post-Map Input Hearing: San Diego region Region 1 Visit 3	27	28	29	30		

Summary of Visits to the Regions

Overview:

- > 9 Workshops
- > 10 Pre-Map Input Hearing Visits
- > 10 Post-Map Input Hearing Visits in June
- > 10 Post-Map Input Hearing Visits in July TO BE SCHEDULED IN JUNE after the Maps are out

CRC holding 39 Total Meetings

Methodology for 9 Workshop Locations:

Karin McDonald's recommendation to hold 7 workshops

Plus CCP's recommendation to hold two more

- 1) Bay Area
- 2) North of California (somewhere like Redding or Chico)

Total of 9 Educational Workshops.

This approach does not include Orange County (Region 3) or Central Coast/Tri-Valley (Region 5 which includes San Luis Obispo and Santa Barbara)

Summary of Visits – Workshops plus Planned Hearings - July visits not set.

Region	# of Visits Thru June
Region 1 San Diego Region	3
Region 2 Inland Empire	3
Region 3 Orange County Region	2
Region 4 Los Angeles Region	4
Region 5 Central Coast/ Tri-County Region	2
Region 6 Central Valley Region	3
Region 7 South Bay/ Central Coast Region	3
Region 8 Bay Area Region	3
Region 9 Sacramento/ Northern California Region	5 (3 Sac/ 2 North)

A. CCP Costs for this Scope of Work	
I. Assessment	\$2,040
II. Communication and Outreach	\$35,280
III. Toolkit and Materials	\$13,040
IV. Educational Workshops (March-April)	
Preparation	\$16,128
Conduct 9 workshops at unit cost of \$11,550.64	\$103,955.76
Conference Call and Webinar Educational Workshops	\$1,712
CCP Assistance to and Interaction with Videographer on	
Educational Videos	
Video, Trailer (no other languages)	\$1,296
Each additional language, \$480, assume 3 languages	\$1,440
IV. Pre-Map Public Input Hearings	Budget numbers ready on 3/10
Sub-Total – CCP Costs for this Scope of Work	\$174,891.76
B. Other Vendor Costs for this Scope of Work	
I. Videographer	
Four 7 -10 Minute Modules	\$8,000
1 – 2 Minute Trailer	\$2,500
Translation of Video into other languages	
(\$2,200 per language; assume 3 languages)	\$6600
II. Technical Consultant for 9 Educational Wkshps	\$16,500
7.5% Sac State admin fee on Other Vendors	\$2520
Sub-Total – Other Vendor Costs for this Scope of Work	\$36,120
TOTAL OF CCP COSTS AND OTHER VENDOR COSTS (Total for the Interagency Agreement with CCP for this Scope	\$211,011.76
of Work – does not include Public Hearing Costs)	