

*The Greenlining Institute presents...*

# **Drawing Lines that Matter!**

*A Civic Engagement Campaign for  
California Redistricting*

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California Citizens Redistricting Commission  
Educational Session February 26, 2011



# Who We Are

**The Greenlining Institute** is a national multi-ethnic public policy research and advocacy organization that works on behalf of low-income communities and communities of color.

Headquarters is Berkeley, CA. We are a 501(c)3 non-profit.

**Our organizational mission** is to empower communities of color and other disadvantaged groups through multi-ethnic economic and leadership development, civil rights, and anti-redlining activities.



***Our Redistricting Program*** seeks to empower communities of color by making redistricting accessible, providing educational/training opportunities to community members, and facilitating multi-ethnic community dialogues to prepare community members to testify before the Commission.

*--Sponsored by the James Irvine Foundation.*

*--Member of the RedistrictingCA Alliance.*

# *Redistricting Activities: 2009-10*

- *Partnered with the Bureau of State Audits (BSA)*

- *Recruited Candidates to Apply for Commission*
- *Monitored the Selection Process*

- *Advocated for a Diverse Commission, Transparent Process, Accessibility of Information, and Compliance with the Voting Rights Act*

- *Letters to the BSA, Commission, etc.*



# *Redistricting Activities: 2010-11*



## *Enrolled a Class of 10 Community Redistricting Leaders*

- *Leadership development program*
- *Intensive training on redistricting, attend events, etc.*
- *Act as local liaisons and community point-people*
- *Help outreach to, organize, and mobilize their communities to participate in Greenlining sponsored trainings and community events on redistricting*



# *Redistricting Activities Cont'd...*

## *Partnerships with Community Organizations*

- *Engages various sectors – non-profit, small business, community, faith community*
- *Multi-ethnic (Latino, Asian, and African American)*
- *Partners participate in various ways:*
  - hosting community events*
  - forwarding information to their listservs, networks*
  - co-sponsoring events*

# Redistricting Activities Cont'd...

## Partnerships with Local & Ethnic Media

- Op-Eds
- Quoted
- Guest appearances:
  - Radio
  - Headline News Local Edition (airing soon)
- Greenlining hosted Media Briefings
- Greenlining hosting Spanish-language roundtable discussion on redistricting for radio broadcast



# *Our Target Regions*

- **Greater Sacramento Area**
- **San Francisco Bay Area**
- **Fresno (& Stockton/Modesto)**
- **Bakersfield**
- **Inland Empire (San Bernardino & Riverside Counties)**
- **Los Angeles County**
- **San Diego**



# Type of Support We Provide



**A. General Information**

**B. Community of Interest Workshops**

**C. Basic Mapping Training**

- As a tool for advocacy & empowerment, NOT for drawing redistricting maps

**D. Assistance locating appropriate data sources**

**E. Preparing to Testify Workshops**

**F. Toolkit Items**

- Redistricting Video
- Informational PowerPoints

# *Our Challenges & Opportunities*

## *1. Workshops and Materials are ENGLISH only*

- *Currently working to translate some materials to Spanish but our resources are limited.*

*HOW CRC CAN HELP: With additional resources, we could translate our redistricting video and other outreach materials to at least Spanish, if not multiple languages.*

*At the very least, we encourage the CRC to have materials available in different languages which we could use.*



# Challenges & Opportunities...

## 2. Limited Staff Resources

- Cannot watch every Commission meeting
- Cannot attend every Commission meeting

HOW THE CRC CAN HELP: Provide a daily summary of key decisions made by the Commission at the end of each day the Commission meets (posted to website, emailed via listserv). Provide information as quickly as possible.

## 2. Toolkit Hot Item: Redistricting Video/Tutorials

- All Greenlining Video Production is done in-house
- There is interest from community organizations for Greenlining to provide additional video resources.

HOW THE CRC CAN HELP: Provide resources to support expansion of video as an educational tool.



Visit us online at

[www.greenlining.org/initiatives/redistricting](http://www.greenlining.org/initiatives/redistricting)

*Contact*

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