

BEFORE THE
CALIFORNIA CITIZENS REDISTRICTING COMMISSION

In the matter of

Meeting of the
Public Information Advisory Committee

State Capitol Building

Room 126

Sacramento, CA

Thursday, March 17, 2011

10:04 A.M.

Reported by:
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APPEARANCES

Members Present

Jeanne Raya

Cynthia Dai

Michael Ward

Staff Present

Rob Wilcox, Communications Director

I N D E X

	PAGE
1. Public education plan	4
2. Media relations training	34
3. Media plan	34
4. Communications strategy	43
5. Web media	43
Public Comment	N/A
Adjournment	82
Certificate of Reporter	83

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1 P R O C E E D I N G S

2 MARCH 17, 2011

10:04 A.M.

3 COMMITTEE MEMBER RAYA: Good morning, everyone.

4 This is the meeting of the Public Information Advisory
5 Committee and we're missing one member, but we'll proceed
6 and start with going down our agenda, or do we need to
7 ask for any comment from the public? Seeing no one
8 coming forward, we'll proceed with our agenda.

9 And the first item on our agenda is the Public
10 Education Plan. And Mr. Wilcox, would you like to
11 address that, where we are?

12 COMMUNICATIONS DIRECTOR WILCOX: Sure. Could I
13 just kind of go over accomplishments and where we're
14 going from here?

15 COMMITTEE MEMBER RAYA: Uh huh.

16 COMMUNICATIONS DIRECTOR WILCOX: Good morning and
17 thank you, Commissioners. Since our last meeting three
18 weeks ago, we have done outreach to editorial boards with
19 the Commissioners, fanning out around the state,
20 including the *Sacramento Bee*, *San Bernardino Sun*, *Inland*
21 *Valley Bulletin*, *San Francisco Chronicle*, *Los Angeles*
22 *Daily News*, *Ventura County Star*, *Palm Springs Desert Sun*,
23 and the *Los Angeles Times*, *Sacramento Bureau* will be
24 taking place today; we have booked the *San Diego Union*
25 *Tribune*, *Chico Enterprise Record*, *Oroville-Mercury*

1 *Register, Riverside Press Enterprise, San Jose Mercury*
2 *News, Fresno Bee, Modesto Bee, Merced Star, Orange County*
3 *Register,* and we have tentative - we have made calls and
4 are putting together dates for many others, including the
5 ethnic media, and we will be adding dates. We added
6 dates, really, on a daily basis. In speaking about
7 ethnic media, the *New America Media* organization, which
8 is really a very highly respected hub of ethnic media in
9 California, is enthusiastically partnering with the
10 Commission. They are assisting now in the setting of 15
11 meetings with ethnic media around the state; they are
12 also supportive of having ethnic media be part of the
13 testimony in the public hearings. They believe that
14 ethnic media has a great deal to say and a great picture
15 of their communities and would very much want to
16 articulate that and make that into public testimony.
17 They will be assisting in all of our outreach efforts to
18 the ethnic media and they have an incredible
19 organization, incredible outreach, and they were
20 instrumental in the outreach for the U.S. Census, so they
21 know the kind of outreach that we need to do to the
22 ethnic communities and the ethnic media, and they are on
23 board.

24 COMMITTEE MEMBER WARD: Rob, would you say that
25 name again?

1 COMMUNICATIONS DIRECTOR WILCOX: *New America*
2 *Media.*

3 COMMITTEE MEMBER DAI: And are there any
4 particular ethnicities? Do they cover all or just -

5 COMMUNICATIONS DIRECTOR WILCOX: In particular
6 in what they cover?

7 COMMITTEE MEMBER DAI: Which ethnic groups that
8 they cover, is it fairly comprehensive?

9 COMMUNICATIONS DIRECTOR WILCOX: It is absolutely
10 comprehensive, and I saw the list and what they have and
11 also that these organizations, this ethnic media will
12 help us in translating to all of these groups and it's
13 very very impressive.

14 COMMITTEE MEMBER RAYA: And this includes radio
15 and TV outlets, as well?

16 COMMUNICATIONS DIRECTOR WILCOX: It includes all,
17 yes.

18 COMMITTEE MEMBER RAYA: Thank you.

19 COMMUNICATIONS DIRECTOR WILCOX: In my last
20 report, I was hopeful that we would have a Web Designer
21 and Webmaster on board by this meeting, within three
22 weeks, but I'm happy to report that the person started 10
23 days ago. In that time, they've taken the maintenance
24 management of the Commission site from the Secretary of
25 State's Office, posting is now timely with the public

1 comment going up sometime, several times a day. As we
2 will discuss in this meeting, work has begun on the
3 design of a new Wedrawthelines site; the goal of this
4 site is to be a user-friendly source of timely and
5 helpful information connecting the public to the
6 redistricting process. We will be looking at some draft
7 samples of the new site and talking about content today.
8 I have met with translators to discuss having the site in
9 Spanish and to have key materials in other languages. As
10 we look at the content of the new site, we'll be able to
11 obtain a dollar number for the cost of such an effort and
12 we'll be getting - I'm getting several estimates of that.

13 COMMITTEE MEMBER WARD: What was their name?

14 COMMUNICATIONS DIRECTOR WILCOX: Of the
15 Translating Service?

16 COMMITTEE MEMBER WARD: The Webmaster?

17 COMMUNICATIONS DIRECTOR WILCOX: Oh, it's
18 Elizabethan Designs.

19 COMMITTEE MEMBER WARD: How many hours a week are
20 they going to be working on that?

21 COMMUNICATIONS DIRECTOR WILCOX: As far as the
22 website design? The website design is a fixed price, so
23 she's going to be working around the clock and putting in
24 a lot of hours, but we have a fixed price on that.

25 COMMITTEE MEMBER WARD: Thank you.

1 COMMITTEE MEMBER RAYA: Maybe we can get to the
2 details of the Web thing when we get down to that item on
3 the agenda so we don't lose track of each item.

4 COMMUNICATIONS DIRECTOR WILCOX: Great, perfect.
5 On the video, thanks to the work of Commissioner Ward, we
6 have two talented filmmakers from the prestigious Chapman
7 University Film School, who have agreed to shoot a video
8 featuring the 14 Commissioners. We are working on a
9 draft and hope to have a video to shoot in English and
10 Spanish next week here when all the Commissioners are in
11 Sacramento and, of course, we have the support of the
12 film school, itself, with all the equipment and I know
13 the Commissioner will be going into those details as we
14 talk about that later. The video will be distributed to
15 our Outreach Partner, sent to the media, featured on
16 YouTube, it is designed to get people interested in the
17 process, in the hearings, and access the toolkit, access
18 what we have, and to get them involved. I have created
19 an electronic press kit that will be on our new website,
20 including news articles, bios, frequently asked
21 questions, and the Redistricting California booklet. The
22 toolkit working in conjunction with the Outreach
23 Committee, with the help of Redistricting California,
24 have developed a draft of a toolkit to help educate the
25 public in connecting with the redistricting process and

1 giving them resources to communicate with the Commission
2 at the public hearings. The Redistricting California
3 Conference, March 31st, which we are partnering with them,
4 we have joined in that fantastic conference which is
5 planned for March 31st at the Doubletree, there will be an
6 event in the morning with California's Ethnic Media and
7 Commissioner Ancheta will be a part of that, and the
8 Commission will be featured at the Conference's luncheon,
9 this will be an extremely helpful kick-off as we start
10 April in the public input meetings around the state.
11 This is not a public input meeting, this is a
12 Redistricting Conference, and there was some confusion on
13 that.

14 Now, Public Input Hearings, it is anticipated
15 that the full Commission will approve a schedule of
16 Public Input Hearings during these meetings. These
17 hearings could number over 30. That means, on Monday,
18 this coming Monday, Public Information Communications
19 Office kicks in to warp speed. The key to the success of
20 the hearings is getting the word out to the public. We
21 will do that through ethnic media, newspapers, Web, radio
22 and television. These efforts will be through our own
23 office, in addition to asking all of our partners to get
24 the word out to their networks, as well. Thank you.

25 COMMITTEE MEMBER RAYA: Okay, thank you. Let's

1 go back a little bit - I think this is a good time to
2 take up the video because that's really public education,
3 so maybe Commissioner Ward could bring us up to date or
4 fill out a little bit what the details are of the video
5 plan.

6 COMMITTEE MEMBER WARD: Great, thanks. Yeah, I'm
7 really excited and thankful to Chapman University and
8 Eric Smith, who is a senior film student there with their
9 school and has arranged a crew that is working hard to
10 assemble a script and have been coming up with several
11 concept ideas and things like that. As a matter of fact,
12 we had a conversation yesterday and today based off of a
13 draft script that Rob was able to send over, and thank
14 you again, Rob, I know with everything you've had going
15 on, that was a hard thing to get together quickly, but
16 bore a lot of fruit. And so we are discussing
17 conceptually what we're going to do. When we had met
18 with Chapman originally, we were talking about doing
19 several different videos, kind of an informational video,
20 outreach video kind of product, and then, several web
21 clips and things like that, more of an entertainment
22 value that will kind of - and after reading the draft
23 script and further discussions, their advice was to go
24 ahead and let's really focus on a really good product for
25 outreach and awareness, and featuring all 14

1 Commissioners, but particularly right now is a concept
2 that they're drawing up, or leaning to, is after
3 examining products like Greenlining and other videos that
4 are available, and with their expertise which, again, was
5 excellent, especially since there's a lot of experience
6 in putting these kinds of things together and getting
7 messaging out there, was that we should focus the video
8 on maybe five Commissioners that represent a breadth of
9 California and multiple languages, and have them kind of
10 tell the story and get the word out, and then bring in
11 the full Commission towards the end, with more of a
12 general outreach message and things like that.
13 Ultimately, the concept panels and things like that,
14 we're hoping to get accomplished by the end of next week
15 - I'm sorry, end of this week, sorry, and potentially
16 filming on Wednesday and actually putting it together on
17 Thursday or doing the shooting on Thursday. That would
18 require a two-person crew, it will be, one, the concept
19 and director and a cinematographer. And we would hope to
20 be able to have all of the shooting done on Thursday and
21 then we would look to have a finished product at this
22 point at the beginning of the second - Monday of the
23 second week of April.

24 COMMITTEE MEMBER DAI: Excellent.

25 COMMITTEE MEMBER WARD: That's the goal. The

1 hold-up, the delay is going to be graphics, there's some
2 graphics work that they want to incorporate into the
3 video to add to its quality and that takes, I guess, the
4 most time and it requires the most help from other
5 students, so that will be the end delay, but ultimately,
6 as the process goes, we'll be able to forward that to
7 panel members, but we're still working hard to get a good
8 panel together to present.

9 COMMITTEE MEMBER DAI: Commissioner Ward, what is
10 the ethos in the feel/treatment of this video? Is it
11 going to be serious? Is it going to be -

12 COMMITTEE MEMBER WARD: Absolutely, good point.
13 That's what I found most exciting in working with these
14 great students, they've got some really great fresh ideas
15 and they, as we discussed concept, I had some really
16 interesting ways to kind of walk the line. That was one
17 thing, they loved the Greenlining video. As a matter of
18 fact, the question was, "Why aren't you using that?"
19 It's a great video. But they also understood the
20 branding necessity and the necessity to add the -

21 COMMITTEE MEMBER DAI: Actual Commissioners.

22 COMMITTEE MEMBER WARD: -- well, not just the
23 actual Commissioners, the Greenlining video doesn't tell
24 them how to get involved, doesn't tell them, you know,
25 how this affects California, you know, particularly to

1 the degree that this does, and so there's a lot more to
2 branding the Commission and our effort. So, they realize
3 all that and, like I said, some fresh ideas on how to
4 take the green lining type of approach, which is very
5 professional, and make it, again, professional, but more
6 accessible and add a lighter feel to pieces of it - well,
7 like I said, introducing the breadth of diversity that
8 the panel includes, that represents California.

9 COMMITTEE MEMBER DAI: Yeah, because I think a
10 very important message is that - and I try to say this
11 all the time - is that we're just Californians like
12 everybody else, where this is a Citizens Redistricting
13 Commission, so I think accessibility is extremely
14 important.

15 COMMITTEE MEMBER WARD: I agree.

16 COMMITTEE MEMBER RAYA: Now, in the very
17 beginning you were talking about the school is picking up
18 with what expenses and are we paying travel? Just so we
19 have a full -

20 COMMITTEE MEMBER WARD: That's one of the, again,
21 just the great things about working with Chapman, and how
22 much they've been willing to assist and graciously
23 cooperate all their resources. One of the things that is
24 so good about working with the school is there's a lot of
25 elements to - as I'm learning - to video production that

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1 have high cost value to them. For example, music. I
2 didn't know this, but you have to buy rights to all that
3 stuff and it's expensive. And going through the school,
4 they have those licenses covered and so they're able to
5 go ahead and have a large database of those kinds of
6 things - art, graphics work, things like that. That adds
7 up, and quick. And so the advantage of having the
8 opportunity to work with Chapman is great because they're
9 willing to, or they have access to be able to provide all
10 that for us. Obviously, being a premier film school,
11 they have all the top equipment and, again, although we
12 have some lead people - and they're senior, I should say,
13 they're all seniors, they're all at the end of the road,
14 completing senior projects, things like that, so they
15 have all the skill sets necessary and I have seen some of
16 their work and it's premier, so we expect a product that
17 is fantastic. As far as cost, at this point, is the
18 expenses basically, so that would be, of course, the
19 Commission would graciously pick up their travel, which
20 again is a two-man crew, and any necessary expenses, DVD,
21 you know -

22 COMMITTEE MEMBER DAI: Material costs.

23 COMMITTEE MEMBER WARD: Yeah, material costs.

24 And, again, we expect those to be minimal given the
25 resources that Chapman has made available to us.

1 COMMITTEE MEMBER RAYA: Okay, so this will be
2 posted and then we're making DVD's available, and is that
3 at our cost to -

4 COMMUNICATIONS DIRECTOR WILCOX: Any reproduction
5 of DVDs would be our cost, yes. And a great deal of it
6 will, of course, be online, absolutely.

7 COMMITTEE MEMBER DAI: And how long do we
8 anticipate that this video is going to be?

9 COMMITTEE MEMBER WARD: We're working with the
10 concept now of it being between three and five minutes.
11 They had recommended two and three, but as we got the
12 draft copy and a lot of Rob's hard work factored in, we
13 were thinking that we might be more in the three to five-
14 minute range. And again, once that's accomplished and we
15 have kind of a draft concept aboard, we'll get out, like
16 I said, we'll have a real good hard timeline and then any
17 necessary input from the panel here, and draw that out,
18 but their opinion is definitely less than five minutes.

19 COMMITTEE MEMBER DAI: Yeah, five is kind of on
20 the outer -

21 COMMUNICATIONS DIRECTOR WILCOX: Absolutely, and
22 I'm always for editing and making shorter because,
23 really, now with the YouTube -

24 COMMITTEE MEMBER DAI: Thirty seconds would be
25 the attention span of the younger generation, it's very

1 short!

2 COMMITTEE MEMBER WARD: Yeah and, again, like I
3 said, when we talked originally, we were talking about
4 multiple products and tailored to, you know, like I said,
5 there was talk about having a video at public input
6 hearings that is actually, you know, put on, is an
7 educational, such as how best to give you input during
8 these proceedings, that kind of thing, and then also have
9 a major product that we've already kind of talked about,
10 and then have a series of Web kind of skits or, like I
11 said, more entertainment value awareness pieces, but
12 considering our timelines and, again, what's most
13 important, we're focusing on that one major product and
14 then if everybody is able to catch up and satisfied with
15 that, we'll move on from there.

16 COMMITTEE MEMBER DAI: Yeah, I mean, I think Rob
17 - Mr. Wilcox's suggestion is really good, which is to
18 work on a three to five-minute longer version, and then
19 just edit down and take out sound bites that we can use
20 for the shorter versions.

21 COMMITTEE MEMBER WARD: Good idea, Rob.

22 COMMUNICATIONS DIRECTOR WILCOX: This is a great
23 tool in that we have such a short period of time before
24 we begin our input hearings and this is the key in our
25 outreach to get people excited or at least to explain to

16

1 them that we're coming to your area and that we want to
2 hear from you.

3 COMMITTEE MEMBER RAYA: So, I just want to recap.
4 The timeline is the script this week, film next week,
5 we're out in the public the first week of April or so -
6 or sooner - second week of April.

7 COMMUNICATIONS DIRECTOR WILCOX: I think they're
8 going to start the second week of April.

9 COMMITTEE MEMBER RAYA: Okay, thanks.

10 COMMITTEE MEMBER WARD: I'll amend that to
11 "draft" script this week.

12 COMMITTEE MEMBER RAYA: That's a draft script,
13 okay, so somewhere at 3:00 Saturday morning or something,
14 we'll be looking at the draft script. Okay, so just for
15 purposes of our report to the whole Commission, it's just
16 a real quick scheduling kind of thing and nothing that
17 has to be acted on, and the main contact will be through
18 Rob for Chapman? Is that correct?

19 COMMITTEE MEMBER WARD: Myself and Rob. And
20 also, just for clarity, I wasn't intended to put the
21 script out to the Commission, unless there are differing
22 opinion, but let's get it to the panel and focus because
23 we have a short timeline.

24 COMMITTEE MEMBER RAYA: Right. No, I don't think
25 that's

1 necessary either.

2 COMMITTEE MEMBER DAI: Although I do think it
3 would be good to warn the Commissioners of their roles -
4 and they should be, you know, ready for that shoot on
5 Thursday.

6 COMMITTEE MEMBER WARD: And, thank you, that is
7 something that the team at Chapman has brought forward to
8 me, they did request, and obviously the script has to be
9 completed and in the hands of the Commissioners that are
10 going to be speaking, and have acting parts in it
11 because, again, being that we have one day to shoot, they
12 have to be prepared, polished, and ready for that.

13 COMMITTEE MEMBER DAI: And dress codes -

14 COMMITTEE MEMBER RAYA: Time to plan their
15 wardrobe.

16 COMMITTEE MEMBER DAI: Exactly.

17 COMMITTEE MEMBER WARD: One of the things, again,
18 when the draft comes out, I think, would be a more
19 appropriate time to talk about how we want to cast that,
20 the different parts, but at this point -

21 COMMUNICATIONS DIRECTOR WILCOX: And a good
22 point, communicating what we need from the Commissioners
23 and dress code and I don't know if we have any Screen
24 Actors Guild members, but hopefully they'll waive their
25 fee!

1 COMMITTEE MEMBER RAYA: Okay, so we're good on
2 this. I don't see any members of the public to invite to
3 comment on our video. Okay, could we go on to the
4 toolkits, still under Item 1? Because I know there was -
5 we've had a lot of discussion on that.

6 COMMUNICATIONS DIRECTOR WILCOX: Yes, we did.
7 Okay, so quite a bit has changed since three weeks ago.
8 There was a lot of discussion and then the Commission
9 voted to let a contract for a certain amount for an
10 organization for CCP to put together a toolkit, and in
11 consultation with the Chair and with the Outreach
12 Committee, it was decided that we could partner with
13 Redistricting California and to work with their
14 information and to write a lot of this, ourselves. And
15 you have a pretty complete draft in front of you, there
16 may be some additions, we've talked about maybe a
17 worksheet for individuals to use and they are working --
18 we're working with partners on that now because some have
19 already established that. But this gives individuals an
20 easy to use vehicle to access information and what is
21 expected of them at the input hearings, that we wanted to
22 make sure that this process, and I think there was so
23 much talk about how much needed to be done to get all of
24 this ready and to tell the public, and almost making it
25 scarier than it needed to be, that this is very simple

1 information, it's a conversation, and in there, you know,
2 one part is the community of interest, well, we broke
3 that down, we defined community of interest, but we also
4 said, "How do you talk about your community?" Because
5 community of interest is kind of a buzz word, but we want
6 people to be able to talk about their neighborhoods,
7 their communities. And so, this is something that is
8 pretty well fleshed out. I want to thank Redistricting
9 California, Kathay Feng, especially, for her hard work
10 that she put into this over a few days because she was
11 going on vacation and she's so committed to this and,
12 also, our partners, especially Kathay, know this subject
13 so well, I deferred to them on many of these issues
14 because they just haven't been there since Prop. 11, they
15 were there long before in planning stages, so they know
16 this backwards and forwards, and I just wanted to thank
17 them publicly.

18 COMMITTEE MEMBER DAI: This is really fantastic.

19 COMMITTEE MEMBER RAYA: Yeah, I would add that,
20 as well, my thanks, and I'm sure that of the whole
21 Commission. I think we've had so many occasions when
22 we've gotten into this because it's all - we're starting
23 from scratch, but we sort of forget that the rest of the
24 world isn't necessarily starting from scratch, and it's
25 so important for us to draw on the skills and work that

1 other people have done.

2 COMMUNICATIONS DIRECTOR WILCOX: Right. I think
3 there was a tendency sometimes to reinvent the wheel
4 where we don't need to do that.

5 COMMITTEE MEMBER WARD: Just two questions, one,
6 on the "how can I get involved" page?

7 COMMUNICATIONS DIRECTOR WILCOX: Yes.

8 COMMITTEE MEMBER WARD: Would we want to mention
9 that they can provide input through our website on there,
10 as well? Or any of the social media?

11 COMMUNICATIONS DIRECTOR WILCOX: Yes, that's a
12 good point.

13 COMMITTEE MEMBER RAYA: Yeah, because it says
14 refer to page 8 for more information, go to page 8 for
15 more info in talking about your community, but when you
16 go to page 8, it talks about the assistance site -

17 COMMUNICATIONS DIRECTOR WILCOX: That's right.
18 That's a mistake.

19 COMMITTEE MEMBER DAI: It should be page 7, yeah.

20 COMMITTEE MEMBER RAYA: And then it also
21 eventually says you can visit WedrawCA.org or - it's too
22 far away to - I think Michael is right, it's better to
23 have something right there referring people to the
24 website.

25 COMMUNICATIONS DIRECTOR WILCOX: Absolutely.

1 COMMITTEE MEMBER DAI: Yeah, so to build on
2 Commissioner Ward's comment here, this is something that
3 we talk about more today, about how people can submit
4 public comment that doesn't involve physically going to a
5 meeting.

6 COMMUNICATIONS DIRECTOR WILCOX: Correct.

7 COMMITTEE MEMBER DAI: So, that's very important,
8 I think.

9 COMMITTEE MEMBER WARD: And it is the goal of
10 this to list all available avenues for reaching the
11 Commission. Should we put telephone and snail mail
12 address, and all that? Would that all be appropriate for
13 this page?

14 COMMUNICATIONS DIRECTOR WILCOX: Sure.

15 COMMITTEE MEMBER DAI: Yeah, I think all modes
16 are important because physically going somewhere is
17 probably the least popular way to do it with everybody
18 having, you know, full lives.

19 COMMITTEE MEMBER WARD: And I was wondering, what
20 kind of form is this actually going to take? Is it going
21 to be just press kits that are available to the public at
22 Input Hearings?

23 COMMUNICATIONS DIRECTOR WILCOX: Oh, no, it will
24 be available online, accessible on our new website.

25 COMMITTEE MEMBER WARD: Oh, great.

1 COMMUNICATIONS DIRECTOR WILCOX: And, of course,
2 we will have kits available, physical kits, hard copies.

3 COMMITTEE MEMBER WARD: So these will each be
4 tabs, basically, on the web page.

5 COMMUNICATIONS DIRECTOR WILCOX: Yes, and also
6 these materials will be available to our partners and
7 also at the Redistricting Centers.

8 COMMITTEE MEMBER WARD: Awesome. Thanks, Rob.

9 COMMITTEE MEMBER RAYA: So, hard copies available
10 at the Redistricting Centers and Input Hearings? Or
11 people could write you and say, "Here's my self-addressed
12 stamped envelope. Would you send me a copy?" Is that
13 going to work?

14 COMMUNICATIONS DIRECTOR WILCOX: Always. I think
15 we need to be open to - if someone needs us to send them
16 a copy, or if they have a Redistricting Center that I
17 would refer them to in their area, and they're amenable
18 to that, but I think we can work with everyone's requests
19 and try to accommodate.

20 COMMITTEE MEMBER DAI: And also give copies to
21 our outreach partners so they can start -

22 COMMUNICATIONS DIRECTOR WILCOX: Absolutely, yes.

23 COMMISSIONER WARD: Better direct Janeece to buy
24 some stamps.

25 COMMITTEE MEMBER RAYA: I remember what those

1 are. And when we use snail mail, we're always scrounging
2 up stamps in our office, you know, who has them? I had
3 another question, sorry, I lost my train of thought for a
4 moment.

5 COMMITTEE MEMBER DAI: While you're thinking, I
6 have a suggestion. For number 6, "What is a Community of
7 Interest," I think it's great, let's start with what the
8 Constitution says, it came, I think, as part of Prop. 20.
9 I think something that would be helpful, I think this is
10 great on page 7, "How do I talk about my community?"
11 What just might make it even more helpful is to provide
12 one or two very concrete examples, you know, and two very
13 kind of different examples, so that's one thing. I find
14 that describing things in the abstract is sometimes
15 difficult for people.

16 COMMITTEE MEMBER RAYA: I'm not following exactly
17 what you would imagine the text to be.

18 COMMITTEE MEMBER DAI: Oh, for example, you know,
19 you might say that, "I believe a community of interest
20 that is important is, and a center of community in my
21 town, is the church." "And members of the Parish live in
22 this kind of geographical boundary, and this is important
23 because it's intertwined with the cultural life of our
24 city." I mean, just to give an example of -

25 COMMITTEE MEMBER RAYA: Of how you could present

1 that.

2 COMMITTEE MEMBER DAI: Yeah, what that testimony
3 might look like, and so it's just a specific example of
4 the points that we're making here.

5 COMMUNICATIONS DIRECTOR WILCOX: Exactly.
6 Another example might be, "Our community is defined in
7 mid-town and as the mid-town residence association and we
8 have boundaries that we have adopted," or, "The local
9 weekly newspaper of our neighborhood," and -

10 COMMITTEE MEMBER DAI: And, "Our neighborhood
11 council has...", whatever, just a couple and just short - I
12 mean, we could do more than two, obviously, but short
13 quick examples to give people a sense, otherwise, you
14 know...

15 COMMITTEE MEMBER RAYA: Right.

16 COMMITTEE MEMBER DAI: And, Mr. Wilcox, this is
17 something the Outreach Committee is going to also be
18 looking in detail, right?

19 COMMUNICATIONS DIRECTOR WILCOX: Yes, this
20 afternoon.

21 COMMITTEE MEMBER RAYA: I just wanted to comment
22 in case anyone is watching online, this is on there,
23 correct?

24 COMMUNICATIONS DIRECTOR WILCOX: Yes, I'm sorry,
25 I should have said you can follow this on our website at

25

1 wedrawthelinesCA.gov.

2 COMMITTEE MEMBER RAYA: Yeah, especially if you
3 want to provide us with any suggestions or comments as to
4 what we might improve.

5 COMMUNICATIONS DIRECTOR WILCOX: And let me give
6 my email out so that we don't go through the regular
7 email - the Voters First email address:

8 Rob.Wilcox@CRC.CA.GOV. So, please, we would love to hear
9 your comments.

10 COMMITTEE MEMBER RAYA: Okay, do we want to take
11 a minute to just keep going through it, scanning it so
12 any other comments we have? I think some of this, we've
13 seen in other - "Frequently Asked Questions," right?

14 COMMITTEE MEMBER DAI: Yeah, this is great.

15 COMMUNICATIONS DIRECTOR WILCOX: Yes, and thank
16 you to the Commissioners for all of your suggestions and
17 changes and edits on the Frequently Asked Questions, I
18 appreciate it, I think it's a good product.

19 COMMITTEE MEMBER RAYA: All I could think about
20 was, how do you deal with 14 editors? You know, I sent
21 mine, and then I'm thinking, "Okay, the next person is
22 going to be right behind me with something completely
23 different."

24 COMMUNICATIONS DIRECTOR WILCOX: The fact that I
25 deal with four editors on the Public Information

1 Committee.

2 COMMITTEE MEMBER DAI: Well, hopefully there's
3 some consistency, right?

4 COMMUNICATIONS DIRECTOR WILCOX: Yes.

5 COMMITTEE MEMBER DAI: I have a comment for "Why
6 is Redistricting Important to me?"

7 COMMUNICATIONS DIRECTOR WILCOX: Yes.

8 COMMITTEE MEMBER DAI: I think it's important to
9 say that it's not only about, you know, the fact that we
10 can elect - have a voice in choosing our representatives,
11 but the fact that those representatives determine how
12 resources are divided, and this is a comment I made at
13 the California Women League Conference, is you don't have
14 to care about redistricting unless money and power are
15 important to you, so I think the money part is pretty
16 darn important.

17 COMMITTEE MEMBER RAYA: Can you tell me what -

18 COMMITTEE MEMBER DAI: Page 2, "Why is
19 Redistricting Important to me?" I think this is really
20 crucial, is like "why do I care?" I mean, otherwise this
21 seems very esoteric. And to some people, it might even
22 be, "Okay, yeah, yeah, yeah, the functioning of our
23 Democracy." It's like what it comes down to, it's hard
24 dollars that go to your community, right, and assist the
25 people in your community, so it's giving you the power to

27

1 elect representatives who are going to voice your
2 concerns and make sure the dollars are divided to support
3 the people and program in your community. And I think
4 that's something that will translate. It's back to what
5 we talked about before, it's like we're lucky to get two
6 or three people to show up to our meetings, but you talk
7 about changing the bus fare and raising it a dollar, and
8 you'll get 300 people in the room. I mean, that's the
9 stuff that matters to people, it's what happens to them
10 on a local level, and I think it's important to translate
11 that to the money and the programs that you care about,
12 that are helping people in your community.

13 COMMITTEE MEMBER RAYA: As far as revising this
14 document, then, do you want us to just make those
15 suggestions, give them to you, or do you want to take
16 those ideas and go back with Cathy - I don't know how
17 much -

18 COMMITTEE MEMBER DAI: She's on vacation right
19 now.

20 COMMUNICATIONS DIRECTOR WILCOX: No, she is back.
21 We only allowed one week.

22 COMMITTEE MEMBER DAI: I doubt she's going to
23 disagree with any of these points. We're just trying to
24 refine -

25 COMMUNICATIONS DIRECTOR WILCOX: So, as far as

1 the process, I've been writing notes -

2 COMMITTEE MEMBER DAI: Yeah, and we trust you to
3 incorporate these suggestions. Because each of us
4 struggle with trying to explain what we're going and why
5 it's important and, to me, this I think really resonates
6 with people.

7 COMMITTEE MEMBER RAYA: That's a very good one
8 and I'm glad you said it because it is something that's
9 very helpful, I think, to all the Commissioners to use
10 that particular language.

11 COMMITTEE MEMBER DAI: Yeah, well, and the thing
12 is that even people have commented how so many people in
13 the political establishment are voting for us to fail and
14 it's like, "Why?" Why do they care? Well, because
15 millions and millions of dollars are at stake here, and
16 there are going to be winners and there are going to be
17 losers, right? And so you want to make sure that your
18 interests and concerns are represented so that you won't
19 be one of the losers, right?

20 COMMITTEE MEMBER RAYA: Yeah. I think, too, that
21 message is an important response to the continue
22 suggestions that the Commission has some partisan bent,
23 so I think that's still an important thing for people to
24 understand if they're not getting it already, that we're
25 on the same boat together and it's going to affect

1 everybody, so we need to -

2 COMMITTEE MEMBER DAI: Well, I mean, somebody
3 said once, and I love this expression, that, "If you
4 don't have a seat at the table, you're probably on the
5 menu." Right? And so, this is about making sure you
6 have a seat at the table so that, you know, when dollars
7 are being divided that your interests and concerns are
8 going to get the resources that they need.

9 COMMUNICATIONS DIRECTOR WILCOX: That's a new
10 suggestion for the tagline.

11 COMMITTEE MEMBER DAI: "Don't we dinner!"

12 COMMITTEE MEMBER RAYA: "Don't be the Chef's
13 Special." Okay, anything more that we want to go over on
14 the -

15 COMMITTEE MEMBER DAI: Yes, I have a question
16 back, again, to Question 3, "How Can I Get Involved?" On
17 page 4. I see that there's a website for the free
18 software for the mapping software. Is that a
19 comprehensive list? Because I've seen a lot of different
20 software packages out there, you know, one was presented
21 to us that looked quite sophisticated at our Saturday
22 Statewide Issues meeting, then there are a bunch of
23 people who have done their own, Open Source -

24 COMMUNICATIONS DIRECTOR WILCOX: Right.

25 COMMITTEE MEMBER DAI: Is that pretty

1 comprehensive?

2 COMMUNICATIONS DIRECTOR WILCOX: Well, you see,
3 with this, it was recommended because it's the one that
4 the partners felt was the best site to - because there
5 are so many. And there are some out there that are not
6 the best and we wanted to make sure that, though we can't
7 list them all and don't want to list them all, that this
8 one was the one that at least they would be able to
9 easily put together a map on this.

10 COMMITTEE MEMBER DAI: Great.

11 COMMUNICATIONS DIRECTOR WILCOX: But it's a good
12 question in that I will go back to the partners and say,
13 you know, "Do we want to expand this in any way?"

14 COMMITTEE MEMBER DAI: Yeah, because then people
15 - I mean, because you can just use Google Maps stuff, too
16 -

17 COMMUNICATIONS DIRECTOR WILCOX: Right.

18 COMMITTEE MEMBER DAI: -- and, you know, we
19 probably want any submitted maps to be in a format that
20 is as compatible as possible -

21 COMMUNICATIONS DIRECTOR WILCOX: That's right.

22 COMMITTEE MEMBER DAI: -- with what we are going
23 to be using ourselves, but we don't want to necessarily
24 discourage people who don't have access to the software
25 who might literally be hand drawing something, or

1 whatever. So, I just want to be sure we toe the line
2 between kind of recommending what we think is the best
3 and also giving people the freedom.

4 COMMUNICATIONS DIRECTOR WILCOX: Right. And
5 then, specifically, I believe that we talked about, when
6 we are asking for maps of communities, too, that we are
7 very flexible and we give them suggestions on that.

8 COMMITTEE MEMBER DAI: On page 5, I would
9 actually make the last paragraph 7, when I talk about
10 redistricting principles that we have to apply, I always
11 talk about two Federal and five State, and I just make it
12 clear that it is a redistricting principle for us that we
13 cannot consider partisan or incumbency protection because
14 that seems to be the one that actually resonates the
15 strongest with most people.

16 COMMITTEE MEMBER RAYA: Make that last paragraph
17 -

18 COMMITTEE MEMBER DAI: Just make it 7, yeah, just
19 make it clear, it is one of the principles.

20 COMMITTEE MEMBER RAYA: That's true, yeah.

21 COMMUNICATIONS DIRECTOR WILCOX: Clearly, in all
22 conversations that we've seen, this is the one, and it's
23 also the biggest different between what was done in the
24 past and what we're doing now.

25 COMMITTEE MEMBER DAI: Right, and this is another

1 thing that, when I've talked to groups and I've told them
2 the biggest shock to me, and one of the things I learned
3 being on the Commission that I just couldn't believe was
4 that incumbency protection was considered a standard
5 redistricting principle, it was completely accepted and
6 something that you could use to justify your maps before.
7 And that was stunning to me, and it usually elicits gasps
8 from people in the audience, too, because it's just
9 inconceivable to most people that that would have been
10 accepted.

11 [Pause]

12 COMMITTEE MEMBER DAI: I just think this is
13 really fantastic.

14 COMMITTEE MEMBER RAYA: Yeah, this is a great
15 document. It just pulls all the pieces together that
16 we've been looking at and really focuses. And I think
17 it's very user-friendly.

18 COMMITTEE MEMBER DAI: Uh huh.

19 COMMUNICATIONS DIRECTOR WILCOX: Yeah, there was
20 so much talk about the toolkit, it almost seemed daunting
21 because we said, "What is this toolkit?" And then, when
22 you started to actually put it together and you go, "Oh,
23 this is good, and it's simple, and it's easy, and it's
24 straightforward."

25 COMMITTEE MEMBER RAYA: Okay, so we've covered

1 this. Anything else on public education, specifically?

2 I think those were the two main pieces of it, right?

3 Okay, moving on to Media Relations Training. And

4 Commissioner Dai has outed somebody, not by name -

5 COMMUNICATIONS DIRECTOR WILCOX: No names.

6 COMMITTEE MEMBER DAI: So, how close are we for

7 all of the Commissioners having had training? Are we 13

8 out of 14? Or -

9 COMMUNICATIONS DIRECTOR WILCOX: We are 13 out of

10 14.

11 COMMITTEE MEMBER DAI: And the 13th will be taken

12 care of during this week?

13 COMMUNICATIONS DIRECTOR WILCOX: Yes.

14 COMMITTEE MEMBER DAI: Excellent.

15 COMMUNICATIONS DIRECTOR WILCOX: And before they

16 have interviews.

17 COMMITTEE MEMBER RAYA: Great. Media Plan, well,

18 you really gave us a great rundown of all the contacts,

19 interviews that have already been done, all the contacts

20 that have been made, things that are scheduled. I think

21 we seem to be really moving quickly on that, thank you

22 very much.

23 COMMUNICATIONS DIRECTOR WILCOX: That's only a

24 start, we're going 35 miles an hour and we're about ready

25 to go to 100 miles an hour.

1 COMMITTEE MEMBER DAI: I'm curious, are you
2 actually getting requests from the media? I mean, one of
3 the things that struck me, and admittedly, I only did one
4 Editorial Board, but there's still a fair amount of
5 naiveté about what the Commission is, I mean, really
6 basic questions are still being asked.

7 COMMUNICATIONS DIRECTOR WILCOX: Right, exactly.
8 So, the question is, am I getting requests from the
9 media?

10 COMMITTEE MEMBER DAI: Versus us pitching them.

11 COMMUNICATIONS DIRECTOR WILCOX: The majority is
12 pitching. The majority is actively going out there.
13 Now, I believe that that will change specifically as
14 we're getting more articles and we're out there more,
15 that will spread and there will be an awareness,
16 especially when they have the input hearings. But, right
17 now, the educational outreach is not just for the public,
18 the educational outreach is for the media right now.

19 COMMITTEE MEMBER DAI: Yeah. Very much so.

20 COMMITTEE MEMBER RAYA: I think I had kind of the
21 same response in the interview we did, that it was fairly
22 generalized and I think, still, maybe this document would
23 be helpful because even people that were sitting on the
24 Editorial Boards, I think, may not be completely familiar
25 with all the details of what we're doing. But there was

1 an issue that came up, and I brought this to the
2 attention of Mr. Wilcox afterwards, I thought about this,
3 in the training for responding to questions and whether
4 it's an editorial board or elsewhere, to try and explain
5 Section 2 and Section 5, or even kind of just to discuss
6 in general "this is what it means," I could see there was
7 maybe a sense on the part of the people listening that,
8 "Well, wait a minute, you're favoring somebody." So, I
9 think it's really important to have a consistent message
10 that explains to people why we have the Voting Rights Act
11 and how it's applied, and to allay any concerns that
12 people have that, okay, well, now -- one person even
13 seemed to have a sense, "Oh, you're going to set up a
14 quota of some kind," or just kind of create something to
15 favor a group. And so I think it's a real difficult
16 concept, I think, to grasp and to make it consistent with
17 our -

18 COMMITTEE MEMBER DAI: [Inaudible] [00:44:56]

19 COMMITTEE MEMBER RAYA: -- fairness, yeah.

20 COMMITTEE MEMBER DAI: I totally agree and that's
21 actually - I kind of feel - I didn't comment on this, but
22 maybe it's worth commenting on, for Question 5 on page 6,
23 I kind of feel like it punts a little bit on really
24 answering the question, and it is complicated and I think
25 it's probably worth - let's take a little time now to

1 talk about this because I've been in the situation where
2 I've tried to explain this to other people. And so, I
3 think the first paragraph is really good, talking about
4 the historical aspect of it. I think one thing that's
5 important to get across is that, consistently, Congress
6 has reauthorized the Voting Rights Act, it's reauthorized
7 now through 2032, and that's precisely because of our
8 concept of fairness, because these are traditionally
9 underrepresented, disenfranchised groups, and that's one
10 thing that we're good at in this country is trying to
11 respect the majority, but protect the minority, just as a
12 general concept. And this is something I would love my
13 fellow Commissioners' thoughts on this, I don't know if
14 it's important to go into detail on Sections 2 and 5, but
15 I do think you can do one sentence descriptions of
16 Sections 2, 5, and probably 2 or 3, as well, because 2,
17 to me, is about not retrogressing, not making it worse,
18 right?

19 COMMITTEE MEMBER RAYA: But I think - I really
20 think the difficulty is not in explaining the technical
21 language of the Voting Rights Act, I mean -

22 COMMITTEE MEMBER DAI: It's the rationale, right?

23 COMMITTEE MEMBER RAYA: It's partly the
24 rationale, it's partly, I think, just being aware of the
25 broad outlook and perspective that people have, in

1 general, about minority, you know, [quote unquote]
2 "minority issues."

3 COMMITTEE MEMBER DAI: They're concerned about
4 quotes.

5 COMMITTEE MEMBER RAYA: Are you favoring
6 somebody? Are you denying me something because you're
7 looking out for somebody else? Haven't we already gone
8 far enough that we don't need to worry about these issues
9 anymore? The issue of illegal immigration came up
10 because that was the context of, "Okay, you're looking at
11 50 million people living here, living in this area, and
12 they're all the members of a certain ethnic or language
13 group, but 25 million of them shouldn't be here." So, I
14 think you really have to address those issues straight
15 on, or find a way to be able to answer those concerns
16 that people have. That's just reality.

17 COMMITTEE MEMBER DAI: Yeah, and I think, you
18 know, one of the - I, personally, as I started to read
19 more about the Voting Rights Act, you know, and absorb
20 it, I kind of agree, existing literature doesn't really
21 explain it very well, and it doesn't address these issues
22 head on. So, I think, to the extent that we can be very
23 assertive about it and explain it in terms and principles
24 that Americans understand, like I said, the idea of, you
25 know, this is a Democracy, we believe majority rules, but

1 we've always protected the minority. And that's kind of,
2 to me, fundamentally what this is about. You know, we're
3 not giving illegal immigrants the right to vote, that's
4 not what this is amount, but they are still people who
5 live in these communities, who consume resources, right?
6 And the point is that people who are elected
7 representatives don't just represent citizens, they
8 represent all people, and they don't just represent
9 voters. I mean, God knows we have enough voters who are
10 registered, who don't vote. So, they represent everybody
11 in their district, they represent children, they
12 represent people who are from foreign countries, they
13 represent every person.

14 COMMITTEE MEMBER WARD: It just seems like -
15 everything is dead on, but in the context of what we're
16 trying to accomplish here with these documents, it just
17 seems like we're talking about - we're venturing into the
18 weeds of a philosophy. And I'm just - I know in
19 interviews, and certainly that's a very common and valid
20 question, an important question, it's one that we want to
21 get across to the public, is the principle of the Voting
22 Rights Act, but getting into the philosophies of it, or
23 the philosophies of how the Commission sees things, or
24 even tackling it head on, I don't see we're in these
25 particular vehicle that is necessary.

1 COMMITTEE MEMBER RAYA: I really started this out
2 not suggesting that we revise the document, more that we
3 be prepared to respond to questions. So, I don't think
4 it's necessary for us - I agree, it's not necessary in
5 this document or any other to go into -

6 COMMITTEE MEMBER DAI: Gross detail.

7 COMMITTEE MEMBER RAYA: -- yeah, a whole bunch of
8 - you're right, sociological history. I'm just saying
9 it's out there, that response is out there when you talk
10 about the Voting Rights Act, and we just need to be
11 prepared with an answer that says, "This is why it is,"
12 and I think your suggestion that, you know, Congress has
13 reauthorized this for a reason, and just some response,
14 not, you know, we don't have to give a treatise on it.

15 COMMITTEE MEMBER DAI: No, I mean -

16 COMMITTEE MEMBER WARD: Why don't we task Rob to
17 go ahead and put together one of our commonly asked
18 questions on -

19 COMMITTEE MEMBER DAI: Yeah, I think a couple of
20 sentences, not long, but trying to encompass these ideas
21 and address the kind of hidden concern that are in the
22 questions.

23 COMMUNICATIONS DIRECTOR WILCOX: Right.

24 COMMITTEE MEMBER RAYA: And I think our partners
25 could be really helpful in that simply because I'm sure

1 they've given thought to this, as well, and I'm sure
2 they've had the same response - they've heard the same
3 topical comment.

4 COMMITTEE MEMBER DAI: Yeah, the way that I've
5 seen it before is that, to ensure that historically
6 underrepresented communities have an equal opportunity to
7 elect representatives of their choice. And I always
8 follow that with - and that representative, their choice,
9 could be -

10 COMMITTEE MEMBER RAYA: Could be anybody.

11 COMMISSIONER DAI: -- could be anybody, right.
12 It just means that they have the opportunity to elect a
13 representative who they feel reflect their interests and
14 concerns.

15 COMMUNICATIONS DIRECTOR WILCOX: And for
16 clarification, to make changes to this document - to make
17 some changes to this document and maybe to go a little
18 bit further into briefing the Commissioners with the
19 Frequently Asked Questions?

20 COMMITTEE MEMBER DAI: Uh huh, I mean, at most,
21 it is to be tweaking this because I think I tend to agree
22 with Commissioners Ward and Raya that it's too hard to go
23 into much more detail and people who are interested, you
24 know, it's good that you refer them to another resource.
25 I think talking about the historical context of why the

1 Voting Rights Act passed is helpful because, you know, a
2 lot of what we're trying to do is engage new voters and
3 young voters and they don't have that sense of history,
4 they don't get it in a lot of cases, they're like, "What
5 do we have this Act for? It doesn't seem like it's
6 necessary." Right? And, like you said, "Aren't we past
7 that?" And the point is, we're not.

8 COMMITTEE MEMBER RAYA: Well, that's just
9 reality, we never will be, we all have our biases and,
10 you know, officially we're going to protect your right to
11 vote and that's what we need to be sure that all the
12 Commissioners can respond to. You know, maybe some of us
13 have a little more - we've had questions like this in our
14 personal experience, if you haven't been asked a question
15 like that, you may not even realize it is a question
16 being asked, you know, it has particular meanings.

17 COMMITTEE MEMBER DAI: And one of the things that
18 - the thing that kind of rears its ugly head is this
19 question about racial quotas and, actually, it's very
20 clear in the Voting Rights Act that those rights are not
21 protected in proportion to your representation of the
22 population, so that it's very clear about not having a
23 quota. So...

24 COMMITTEE MEMBER RAYA: Okay. Let's see, so I
25 think we're pretty clear where we are on that document,

1 right? So we can go on to Communications - well, let me
2 stop for a second and just see, any members of the public
3 that would like to comment on the toolkit document? And,
4 again, if you want to comment online, please do so.
5 Okay, Communications Strategy.

6 COMMUNICATIONS DIRECTOR WILCOX: I think we've
7 covered a lot of that in the overview.

8 COMMITTEE MEMBER RAYA: Where we are so far.
9 Could we just take a five-minute and then come back? All
10 right, thank you. A five-minute break.

11 (Off the record.)

12 (Back on the record.)

13 COMMITTEE MEMBER RAYA: This is a good time,
14 then, to go on to the website.

15 COMMUNICATIONS DIRECTOR WILCOX: Yes.

16 COMMITTEE MEMBER RAYA: We're all trying to
17 regroup here and get back to following directions.

18 COMMUNICATIONS DIRECTOR WILCOX: For those that
19 are watching online, this is available on the website, it
20 says "Draft Website," and that's on the right-hand side
21 of the website. Let me also pass out sort of the
22 organization and the tabs.

23 COMMITTEE MEMBER RAYA: Okay.

24 COMMITTEE MEMBER WARD: Was there one online that
25 was like a dark blue, like the dark blue one?

1 COMMUNICATIONS DIRECTOR WILCOX: This is dark
2 blue here.

3 COMMITTEE MEMBER WARD: Oh, is that the one that
4 was online? Oh.

5 COMMUNICATIONS DIRECTOR WILCOX: And this is more
6 the teal -

7 COMMITTEE MEMBER RAYA: The first one, first
8 draft that I think you sent us was the dark blue one,
9 yeah.

10 COMMITTEE MEMBER DAI: The fidelity of the
11 printer may not be exactly how it appear in our monitor.

12 COMMITTEE MEMBER RAYA: Okay, so do you want to
13 just kind of walk us through what you've done and then we
14 can edit?!

15 COMMUNICATIONS DIRECTOR WILCOX: Absolutely. And
16 I do want to thank Elizabeth Leonard at Elizabethan
17 Designs for her hard work and her ability to do this, and
18 that she is ready and able to work with us as quickly and
19 expediently as possible to get this up. So, I want to
20 thank her. So, if we can talk about the design,
21 specifically the information that will go on the site and
22 the tabs, that some of the suggestions are underneath the
23 "About" tab, that there will be a background on the
24 Commission itself, bios of the Commissioners, the
25 Frequently Asked Questions, Commissioners in the

1 Community, and staff bios. Then, next to that we're
2 going to add a tab on Meetings, Commission Meeting
3 Agendas, Synopsis of Meetings, Meeting Videos, Meeting
4 Transcripts. Next to it, What People Are Saying is the
5 public comment. And next to it is Press, which will
6 contain the Press Releases, the Electronic Press Kit, and
7 maybe some of the recent articles about the Commission,
8 about Redistricting. On Maps, the District Maps, which
9 are released by the Commission, and that will be grouped
10 in the State Assembly, State Senate, Board of
11 Equalization, Congressional, and of course those, I
12 believe there are going to be three different iterations
13 of that along the way. And then, the Contact
14 Information, all the information to contact the office,
15 and email, and phone, and then specifically my contact
16 information. And then, on the side, the hearing
17 schedules, the list of public meetings and the public
18 meeting agendas, and specifically this is on the public
19 input, and then our tool kit, and then the How Can We
20 Help You, list of Redistricting Assistance Centers linked
21 to RedistrictingCA.org for a list of resources provided
22 by the various groups, and then, again, another link to
23 the tool kit. So, if someone goes directly to, you know,
24 "How Can We Help You," then it will go to the tool kit.
25 And then "Tell Us What You Think," you can submit a

1 public comment to the Commission.

2 COMMITTEE MEMBER DAI: I think in keeping with
3 good website design, we should cross link as many of
4 these things as possible since people think differently
5 and they -

6 COMMUNICATIONS DIRECTOR WILCOX: That's right.

7 COMMITTEE MEMBER DAI: -- and they may not
8 navigate all the same way. So, one suggestion would be
9 that the Hearing Schedule also appear under Meetings
10 because that would be the first thing I would have
11 thought of that would have been there.

12 COMMUNICATIONS DIRECTOR WILCOX: Right, rather
13 than separated out, right.

14 COMMITTEE MEMBER DAI: Well, you can have it as a
15 separate - but make sure to link it back, yeah, make sure
16 to link it back to that. In other words, there are many
17 paths to get to the same place.

18 COMMUNICATIONS DIRECTOR WILCOX: Right. And
19 underneath the hearing schedule, we should also have the
20 Agendas for the regular Commission Meetings, as well.

21 COMMITTEE MEMBER WARD: And -

22 COMMITTEE MEMBER DAI: I'm sorry, this is a style
23 thing, and I'm curious what you guys think about this,
24 but "What the People are Saying," I wonder if we want to
25 say "What You're Saying," just to be more direct, I don't

46

1 know, I'm just -

2 COMMITTEE MEMBER RAYA: Under - oh, "What People
3 are Saying," oh, okay, "What You Are Saying?"

4 COMMITTEE MEMBER DAI: Yeah, just to be more
5 conversational, it's a style issue. I don't feel
6 strongly about it, I'm curious what you think because we
7 have "Tell us What You Think" and then we have "What
8 People Are Saying."

9 COMMUNICATIONS DIRECTOR WILCOX: Then that would
10 be more consistent, yeah, I like it.

11 COMMITTEE MEMBER RAYA: More consistent, yeah,
12 and it is less - "What People Are Saying" sounds kind of
13 like a gossip column, not necessarily legitimate comment,
14 so I like that. Go ahead, Commissioner.

15 COMMITTEE MEMBER WARD: I completely agree. One
16 of my thoughts was, just looking right at it, how
17 accessible - if I want to provide comment, how easy is it
18 for me to get there to do that on this site, and "What
19 People are Saying," I wouldn't have immediately thought
20 that's the place to do it.

21 COMMUNICATIONS DIRECTOR WILCOX: So we'll have
22 the Public Comment and then, underneath that, as well,
23 the place of them to submit a public comment. We're
24 saying, you know, the cross links?

25 COMMITTEE MEMBER WARD: Yeah.

1 COMMUNICATIONS DIRECTOR WILCOX: So we have
2 "Submit a Public Comment" underneath that, as well as
3 "Tell us What You Think" on the side.

4 COMMITTEE MEMBER DAI: Yeah, multiple ways to get
5 to the same place. So, is this an appropriate time to
6 bring up the question about using Facebook as a way to
7 submit public comments?

8 COMMITTEE MEMBER WARD: I had, just on the same
9 topic we're on, I was just going to ask, the "Get
10 Involved" button, what is that?

11 COMMUNICATIONS DIRECTOR WILCOX: Underneath - do
12 I not have that - oh, I'm sorry, "Get Involved," that's
13 the title of the Hearing Schedule, the toolkit, important
14 dates, "Tell us What you Think," "We Can Help You." Is
15 that -

16 COMMITTEE MEMBER DAI: It's not a button, in
17 other words.

18 COMMITTEE MEMBER RAYA: Yeah, it's not a button.

19 COMMUNICATIONS DIRECTOR WILCOX: Right. And it
20 looks like a button here, so --

21 COMMITTEE MEMBER WARD: Oh, I see, it's a heading
22 for that column, ah -

23 COMMUNICATIONS DIRECTOR WILCOX: It needs to be
24 more pronounced -

25 COMMITTEE MEMBER RAYA: I actually thought that

1 it was going to go somewhere else, too.

2 COMMITTEE MEMBER DAI: Actually, you might want
3 to reverse the design here, is make the other ones
4 buttons and make that one, you know, look more like a
5 heading.

6 COMMITTEE MEMBER WARD: And the bottom of that
7 row, the button side, "We Can Help You," is that - on the
8 paper it said, "How Can We Help You?" And I'm just
9 wondering -

10 COMMITTEE MEMBER DAI: That just seems weird to
11 me, in general. This isn't how we're helping them, this
12 -

13 COMMITTEE MEMBER WARD: What is the intent of it,
14 Rob?

15 COMMUNICATIONS DIRECTOR WILCOX: It's how we can
16 help you, it's helping them because it's the list of the
17 Redistricting Assistance Centers, it's the link to
18 resources provided by other groups, and it's also the
19 link to the toolkit. So, maybe there's a better way to
20 say it.

21 COMMITTEE MEMBER DAI: I think there is a better
22 way to - it sounds a little weird that we're going to be
23 helping them. Don't you - what do you guys think?

24 COMMUNICATIONS DIRECTOR WILCOX: "Helpful
25 Resources?"

1 COMMITTEE MEMBER DAI: Yeah, I mean, I think
2 "Resources" or "Helpful Resources" makes a lot more sense
3 to me.

4 COMMITTEE MEMBER RAYA: Even that's kind of like,
5 well, "What does that mean?"

6 COMMITTEE MEMBER DAI: Yeah, I know.

7 COMMITTEE MEMBER RAYA: Resources for what. I
8 actually thought, I was just first thinking I would make
9 the change to "How can we help you" because "We Can Help
10 You" sounds a little bit overreaching. But, yeah, maybe
11 there is something else we can say that would - because,
12 obviously, all this help is very important.

13 COMMUNICATIONS DIRECTOR WILCOX: Right, I was
14 trying to take a stab to make it as conversational as we
15 can on this site.

16 COMMITTEE MEMBER WARD: "Need Help?" Or
17 something like that, maybe?

18 COMMITTEE MEMBER RAYA: I don't know.

19 COMMITTEE MEMBER DAI: That's too general, I
20 think. I like "Need Help?" better than what it currently
21 is.

22 COMMITTEE MEMBER WARD: I was just speaking for
23 myself.

24 COMMITTEE MEMBER DAI: We know, you always need
25 help!

1 COMMITTEE MEMBER RAYA: It's really something
2 about - it's more about getting informed, learn more how
3 to participate -

4 COMMITTEE MEMBER DAI: Oh, "Learn More."

5 COMMITTEE MEMBER RAYA: -- something like that.
6 I mean, that's how I look at what you've -

7 COMMITTEE MEMBER DAI: "Learn More." I kind of
8 like that because the whole section is called "Get
9 Involved." And this is how you can learn more, so you
10 can get more involved.

11 COMMITTEE MEMBER WARD: Right.

12 COMMITTEE MEMBER DAI: Do we like that one?

13 COMMITTEE MEMBER WARD: It sounds great to me.

14 COMMITTEE MEMBER RAYA: I think that's really - I
15 know that's where Rob was going with the information, so
16 -

17 COMMITTEE MEMBER DAI: Yeah, looking at the
18 information, this is, okay, we've said "Get Involved."

19 COMMITTEE MEMBER RAYA: And now that raises
20 another question, then. Toolkit, because, again, I think
21 that's sort of the term of art for people in this field
22 and I'm not sure it means anything to anybody else.

23 COMMITTEE MEMBER DAI: I agree.

24 COMMITTEE MEMBER RAYA: So maybe we could take
25 off "Toolkit" and just make it the "Learn More" because

1 you have a link to the toolkit in that next button? I
2 don't know.

3 COMMITTEE MEMBER DAI: Well, and the toolkit,
4 itself, let's just be clear what the toolkit is. The
5 toolkit is this thing, right? So it is really about
6 learning more.

7 COMMITTEE MEMBER WARD: I like the idea of it
8 being separated, and the reason is, on the "Learn More,"
9 what I take from that is that we're referring them to
10 other resources, whereas the toolkit is our resource, and
11 that's a primary means by which we're getting our message
12 and communicating directly with the public, you know,
13 officially, whereas -

14 COMMITTEE MEMBER DAI: Why not have a "Learn More"
15 and "Other Resources," then?

16 COMMITTEE MEMBER WARD: I would say -

17 COMMITTEE MEMBER RAYA: The -

18 COMMITTEE MEMBER WARD: -- sure.

19 COMMITTEE MEMBER RAYA: The only reason I
20 commented on toolkit is that I just don't know what that
21 means to people.

22 COMMITTEE MEMBER DAI: I agree. It means
23 something to us because we've been talking about it.

24 COMMITTEE MEMBER RAYA: I mean, I know what it
25 is, but if I didn't know what it is and I was going

1 there, I'd be saying, "Toolkit, what?" So - but we could
2 do both.

3 COMMITTEE MEMBER DAI: Yeah, "Learn More" and
4 "Other Resources."

5 COMMITTEE MEMBER RAYA: "Other Resources."

6 COMMITTEE MEMBER DAI: And if we have room, we
7 could even say "Other Helpful Resources."

8 COMMUNICATIONS DIRECTOR WILCOX: So those two,
9 together.

10 COMMITTEE MEMBER RAYA: Well, I think Michael's
11 suggestion - well, Commissioner, I don't want to speak
12 for you.

13 COMMITTEE MEMBER WARD: Oh, sorry, no, that's
14 okay, you can, feel free. I'm just saying that I think
15 we should separate out, not combine them into one, but
16 actually have a toolkit link - "Learn More" link that is
17 basically our toolkit, so it's the same information, it's
18 just a different name. And then go ahead and make them
19 out to "Other Resources."

20 COMMITTEE MEMBER RAYA: And the "How we Can Help
21 You" would become "Other Resources."

22 COMMITTEE MEMBER DAI: Or what about "Helpful
23 Links" instead of "Other Resources," just because the
24 toolkit itself actually does refer to other organizations
25 and we could specifically say, you know, "Helpful Links,"

1 and then it's clear that those are other links, then.

2 COMMITTEE MEMBER RAYA: Yeah, I think that's a
3 good change.

4 COMMUNICATIONS DIRECTOR WILCOX: Okay.

5 COMMITTEE MEMBER WARD: I like "Other Resources,"
6 "Helpful Links" makes me think I have to go search the
7 Web all over the place or something to find - you know,
8 "Other Resources" makes it sound so helpful. It sounds
9 like there's an army of people waiting to assist me.

10 COMMITTEE MEMBER RAYA: That's the good thing
11 about "Links," though, is that people who use it, they
12 understand, "Okay, you're directing me to some -

13 COMMITTEE MEMBER DAI: Other websites.

14 COMMITTEE MEMBER RAYA: -- other websites!

15 COMMITTEE MEMBER DAI: Well, it's a very common -
16 Links is a very common category on most websites. So,
17 that's the only reason -

18 COMMITTEE MEMBER WARD: It is, yeah. I just get
19 - whenever I see it, I avoid it because I feel like it's
20 just farming me out to other places that I have to
21 compile, you know -

22 COMMITTEE MEMBER DAI: Which is why we have a
23 "Learn More."

24 COMMITTEE MEMBER WARD: Well, yeah, ours is
25 pretty - we've got partners, you know, but that's fine,

1 it doesn't matter.

2 COMMITTEE MEMBER DAI: Yeah, because the "Helpful
3 Links" could include, you know, it will include links to
4 RedistrictingCA.org, all of the associated partners, the
5 WeDraw, so it will of course be referred to in our "Learn
6 More," as well, but here is where you can find the links.

7 COMMITTEE MEMBER RAYA: Okay, so we're going to
8 make "Get Involved" look less like a button and, then,
9 going down from there, "Hearing Schedule," -

10 COMMITTEE MEMBER DAI: Make those look more like
11 buttons.

12 COMMITTEE MEMBER RAYA: -- make those look like
13 buttons; Hearing Schedule, Learn More, Important Dates,
14 Tell us What You Think, and Helpful Links. Okay?

15 COMMITTEE MEMBER DAI: Yep.

16 COMMITTEE MEMBER RAYA: All right, so we sort of
17 - I don't know if we interrupted anymore that you wanted
18 to tell us, Rob?

19 COMMUNICATIONS DIRECTOR WILCOX: No.

20 COMMITTEE MEMBER RAYA: We're good at that. Any
21 comment on any other - just the content, let's address
22 the content first, or the set-up here. Sorry, I'm not
23 using a technical term.

24 COMMITTEE MEMBER DAI: "The Commissioners and The
25 Community," that will be kind of a listing of our media

1 interviews and presentation and events.

2 COMMUNICATIONS DIRECTOR WILCOX: Yes.

3 COMMITTEE MEMBER DAI: Do we want to have an
4 option to request a Commissioner - I'm a little hesitant
5 that that may open a can of worms, but I've been asked,
6 "Can you come and speak," whatever, and I wondered if we
7 want to make that available.

8 COMMUNICATIONS DIRECTOR WILCOX: Looking at the
9 schedule that's going to be presented to the
10 Commissioners, it's almost setting up an expectation and
11 that it's -

12 COMMITTEE MEMBER DAI: That was my concern, too.

13 COMMUNICATIONS DIRECTOR WILCOX: Yeah, I just
14 don't see how the opportunities are going to be out there
15 because it's not going to be -

16 COMMITTEE MEMBER DAI: Not enough time in the
17 day?

18 COMMUNICATIONS DIRECTOR WILCOX: Well, yeah, for
19 the Commission, yeah. And also, because it won't be that
20 we'll have - right now, I have 14 Commissioners around
21 the state, so when I get a request from a certain area, I
22 plug in a Commissioner. When you're on the road, you
23 know, even if you have time to go to a luncheon speech,
24 you're all in one city and you're traveling around, so I
25 think it will be very very difficult.

1 COMMITTEE MEMBER DAI: Okay, that was my concern,
2 too, I just wanted to check. That actually reminds me,
3 how has that Google Doc been working for getting the
4 historical record?

5 COMMUNICATIONS DIRECTOR WILCOX: I need to do a
6 reminder.

7 COMMITTEE MEMBER DAI: Yeah, I sent out some
8 individual reminders for people I knew had been doing
9 stuff, I sent out a reminder to Peter and -

10 COMMUNICATIONS DIRECTOR WILCOX: Right, and we
11 had his input back and, so, yes, we need to -

12 COMMITTEE MEMBER RAYA: So, as we're completing
13 the editorial board things, we should go in and update
14 it. Is that what you're saying?

15 COMMUNICATIONS DIRECTOR WILCOX: Well, first of
16 all, because - and I can add those and the ones that I
17 have so that, when we put it on the website, but what I
18 think we really want most of all is we want a historical
19 context here, and we want -

20 COMMITTEE MEMBER DAI: Pre-Mr. Wilcox, in other
21 words, which is why I was kind of jumping on Commissioner
22 Yao, because he did a lot of the early ones when he was
23 Chair.

24 COMMITTEE MEMBER RAYA: Oh, right. Well, I
25 mentioned him in the ones we did together, so...

1 COMMITTEE MEMBER DAI: Right, but then there were
2 those he did on his own without you and, so, I had sent
3 him a special note to remind him.

4 COMMUNICATIONS DIRECTOR WILCOX: And he came
5 through.

6 COMMITTEE MEMBER DAI: Yes. And he had problems
7 accessing the Google doc, I don't know what the issue
8 was, but before it had 18 collaborators and now it has
9 five, so that might be the reason for the problem with
10 access.

11 COMMUNICATIONS DIRECTOR WILCOX: Okay.

12 COMMITTEE MEMBER DAI: So, the other Commissioner
13 I would suggest you make a special effort with is
14 Commissioner Forbes. He did a bunch early on because he
15 was local here in Sacramento, and I know that he did a
16 number of them, and he basically said, "I already told
17 you." So, you might have to interview him.

18 COMMITTEE MEMBER RAYA: Okay, so is this
19 something - do you want to just do that? Or do we want
20 to just make a general announcement in our report, you
21 know, "Please update your calendar?"

22 COMMUNICATIONS DIRECTOR WILCOX: We can do that,
23 but I think you're right, I think it's going to take a
24 little personal -

25 COMMITTEE MEMBER RAYA: Personal contact.

1 COMMITTEE MEMBER DAI: Push. So, yeah, so that's
2 something we can have our Chair mention, but we should
3 bring it up in our report.

4 COMMITTEE MEMBER RAYA: Okay, I had a question on
5 the Maps section.

6 COMMUNICATIONS DIRECTOR WILCOX: Yes.

7 COMMITTEE MEMBER RAYA: District Maps Released by
8 Commissioners. So -

9 COMMUNICATIONS DIRECTOR WILCOX: And I meant
10 "Commission." It should say "Commission."

11 COMMITTEE MEMBER RAYA: Oh, okay, well, yeah,
12 that wasn't going to be my comment, but - so each time we
13 put up a new version, the old one comes off? Or is there
14 going to be an archive?

15 COMMUNICATIONS DIRECTOR WILCOX: I would
16 definitely say there needs to be an archive, you do need
17 to see the changes and the different iterations.

18 COMMITTEE MEMBER RAYA: Okay.

19 COMMITTEE MEMBER DAI: I would also suggest just
20 as a starting point is that we put the current maps up
21 from 2000.

22 COMMUNICATIONS DIRECTOR WILCOX: Okay.

23 COMMITTEE MEMBER DAI: You know, just say, "Here
24 are your Maps" because I think the average person has no
25 idea of what their district looks like, they certainly

1 have no idea what their Board of Equalization Map looks
2 like, just, you know, it's a fact, we're not endorsing
3 these, we're not saying we're going to base our maps on
4 it, this is just what they are, just for your information
5 - so, current maps.

6 COMMITTEE MEMBER RAYA: Commissioner Ward.

7 COMMITTEE MEMBER WARD: Thank you. I like the
8 idea and I'm sure we all recall from hours of debate
9 about getting out in the community and using past maps,
10 it seems like experienced eyes have told us that that's a
11 bad idea for us to link ourselves to the prior maps and
12 even using them as a baseline, and with all the other
13 resources that we can link out to, I just - I don't know
14 if that's helpful for our cause.

15 COMMITTEE MEMBER DAI: I don't care whether it's
16 a link to the statewide database or some other resource
17 that has the maps, but I think we should let people know
18 what their current maps look like.

19 COMMITTEE MEMBER RAYA: Well, you know, the
20 statewide database could be a useful link for that
21 purpose, but because, I was about to say, because we've
22 had so much discussion about our approach, I don't think
23 that's a decision we can make. And I'm not sure it's one
24 we necessary want to take up - you know, we have so many
25 issues on our agenda, don't want to bring it up and have

60

1 a whole lot of Commission time spent deciding should we
2 or shouldn't we, or how should we. But, certainly, to
3 refer people to existing information, I don't think
4 that's a problem.

5 COMMITTEE MEMBER DAI: Yeah. So, if there's
6 hesitation about putting it on our site -

7 COMMITTEE MEMBER RAYA: If you want to see -

8 COMMITTEE MEMBER DAI: -- but I just think that
9 this is something I wouldn't want to have to go hunt on
10 the Internet to find it, you know, I would hope that this
11 is a one-stop-shop that I could find out what my current
12 map looks like.

13 COMMITTEE MEMBER RAYA: Well, I think that could
14 be in the links, "Helpful Links."

15 COMMITTEE MEMBER WARD: So why don't we go ahead,
16 then, and have - add a statewide database link to it and
17 then that could solve it.

18 COMMITTEE MEMBER DAI: Yeah, but it should be
19 referred to under "Maps" because, if I were going to
20 click on a tab that said "Maps," I would certainly want
21 to know what my current map is.

22 COMMITTEE MEMBER RAYA: Okay, so it could be a
23 link there, as well, in both places.

24 COMMITTEE MEMBER DAI: It should be in both
25 places.

1 COMMITTEE MEMBER RAYA: Okay.

2 COMMITTEE MEMBER WARD: Just to get it - 30
3 seconds - again, I do think that's something we should,
4 at a minimum, at least, have our Communications Director
5 run through Kirk because I still think that that creates
6 the impression of a baseline. In other words, "We're
7 starting here." You know, it's a starting point. And,
8 again, I just think that, at least, there's been some
9 very fair argument that that puts us in a position that
10 is adverse to communities of interest and I think putting
11 it under a "Maps" section is where, to me, that could get
12 to be a problem. Again, under "Helpful Links," no
13 problem. But, when we put a link in our map section to,
14 you know, "Here's your district," it almost sounds like
15 I'm endorsing that, or I'm telling you, you know what I
16 mean?

17 COMMITTEE MEMBER DAI: This is what the maps
18 looked like in 2000.

19 COMMITTEE MEMBER WARD: This is how we see your
20 district.

21 COMMITTEE MEMBER DAI: It is a fact.

22 COMMITTEE MEMBER RAYA: But it is a fact.

23 COMMITTEE MEMBER WARD: I don't want to argue the
24 facts, I'm just trying to say that it gives the
25 impression that we see them as that district, or we

1 accept that district - we're starting with a blank slate,
2 we have a completely clean map, we're not considering
3 those old districts, as far as we know at this point.

4 COMMITTEE MEMBER DAI: Well, we haven't even had
5 that discussion.

6 COMMITTEE MEMBER WARD: Well, that's correct,
7 well, like I said, at this point. So I don't know that
8 putting in a link to existing districts on our map site
9 is something that's going to be helpful, especially when
10 we start putting out draft maps, again, not knowing what
11 our starting point is even going to be, I just think that
12 might - at a minimum, all I'm suggesting is before we
13 even direct that, that we run it through Kirk and get -

14 COMMITTEE MEMBER DAI: This isn't a legal issue.

15 COMMITTEE MEMBER RAYA: Yeah, I don't think it is
16 either. I think it's a question of the approach you want
17 to take, and I think what we're trying to do here is to
18 provide as much information as possible.

19 CHAIRMAN DAI: Be helpful.

20 COMMITTEE MEMBER RAYA: And people do need to
21 know, and that's not something you commonly know unless
22 you're a real, you know -

23 COMMITTEE MEMBER DAI: Wonk.

24 COMMITTEE MEMBER RAYA: -- yeah, exactly. You
25 know, most people, I think, would be hard pressed to tell

1 you the boundaries of their districts, or even sometimes
2 you say to people, "Who is your State Senator?" Uh -

3 COMMITTEE MEMBER DAI: They have no idea.

4 COMMITTEE MEMBER RAYA: So, I think it is a good
5 informational starting point, we're not talking about our
6 job, we're talking about the public's ability to create a
7 context for testimony and information that they want to
8 give us.

9 COMMITTEE MEMBER DAI: The question could be,
10 "What is my district now?" I mean, that could be the way
11 that it's stated.

12 COMMITTEE MEMBER RAYA: I don't even think we
13 need to go that far, I think we can just say, "Helpful
14 Link" -

15 COMMITTEE MEMBER DAI: "Historical Maps."

16 COMMITTEE MEMBER RAYA: "Historical Map," yeah,
17 whatever it is.

18 COMMISSIOENR DAI: "2000 Maps."

19 COMMITTEE MEMBER RAYA: It's not - there's no
20 comment on it, there's nothing other than this is -

21 COMMITTEE MEMBER DAI: This is what the map is.

22 COMMITTEE MEMBER RAYA: "this is what the map is
23 at this point." So -

24 COMMITTEE MEMBER DAI: There's no endorsement,
25 there's nothing implied about it, it's just if you want

1 to know what your current map is, here you can find it.

2 COMMITTEE MEMBER RAYA: Yeah. I do think it is
3 an important part of the educational process to just
4 direct people, that's all we're doing. I mean, we can't
5 - I guess, I understand your concern about how it
6 appears, but we're not endorsing it because it isn't a
7 question of endorsing, rejecting, not starting there,
8 starting there, it's just a question of what is, in my
9 view.

10 COMMITTEE MEMBER WARD: Well, I want to say that,
11 first of all, it's not necessarily my opinion. When we
12 had the community outreach - I think it was three
13 weekends ago - in which we invited advocacy groups and
14 community organizations to come forward and present, I
15 made the same arguments you guys are making now, and it
16 was very clear to me and made me aware, because I wasn't
17 prior to that, of how that does have perceptual issues
18 and can create - and was adverse to at least that
19 community input at the time because it did give a
20 definite perception of a starting point. And I think
21 that, when you put something - again, if you're going to
22 send them out to an external link to where they can get
23 information, that's one thing, but when you put it under
24 your website, under Maps, I think by de facto, that's an
25 endorsement or at least an acceptance of "this is your

1 district." And since we're in the business of creating
2 districts, I don't know that that's a - I just think
3 that's just something we want to avoid. If we know that
4 there's already an aversion to it, and we know that
5 people that have experienced and have been through this
6 before are saying, "Don't make that mistake," why bother?
7 Let's just stick it under "Helpful Links" and refer them
8 out and just avoid the muddy water. That's just my
9 thought, but I'm just - I'm done with sharing, but --

10 COMMITTEE MEMBER DAI: Yeah, I understand the
11 input and I think it's very different when you're doing
12 it at an Input Hearing. This is, again, we're trying to
13 accommodate, I mean, the whole principle of web design is
14 to accommodate the people with different ways of
15 navigating information, and I'm just saying that, for me
16 -- I'm trying to anticipate what other people would think
17 -- if I saw a tab that said "Maps," and I wanted to know
18 what my current Assembly District looked like, I wouldn't
19 want to have to find that myself and, to me, that would
20 be an obvious place to say, you know, like I said, we can
21 use "Historical Maps," we can say "2000 Maps," "What Does
22 My District Look Like Now?" I mean, we can think about
23 how to ask the question, but the point is that we want to
24 give them the information in one place rather than
25 forcing them to look around.

1 COMMITTEE MEMBER RAYA: I think we could also
2 have something of a disclaimer, if you will, saying -

3 COMMITTEE MEMBER DAI: Yeah, let's put a
4 disclaimer in.

5 COMMITTEE MEMBER RAYA: -- "The Commission has
6 not issued any maps in the Maps tab," or -

7 COMMITTEE MEMBER DAI: To the State.

8 COMMITTEE MEMBER RAYA: "The Commission has not
9 issued any maps. If you are interested in...," you know,
10 "...historical maps... --

11 COMMITTEE MEMBER DAI: Click here.

12 COMMITTEE MEMBER RAYA: Yeah, click here. And I
13 think that, you know, we've said very clearly, "This is
14 not our map, this is history," but, you know, "If you
15 want to know, go -

16 COMMITTEE MEMBER DAI: Here it is.

17 COMMITTEE MEMBER RAYA: Does that - do you think
18 that would satisfy your concern?

19 COMMITTEE MEMBER WARD: I do, just again, in
20 understanding why that was a problem for these groups,
21 the reason - the reason why they gave that was because
22 what happens is the public, then, uses that as a primary
23 resource to drive their input from; so, in other words,
24 rather than providing a full picture of maybe what their
25 community is, and a fresh perspective on what those

1 boundaries might be, they're going to look up what it is
2 now, what has been defined as to date, and then argue
3 against that, when, since that's not necessarily where
4 we're starting at, we're going to get a bunch of input
5 fighting lines that are irrelevant to us. And if we're
6 talking about finding out information that was hard to
7 find, that might even, you know, say you know what? It's
8 worth taking that risk, or muddying the water, but this
9 is easy information to find. You put it right into
10 Google and it's -

11 COMMITTEE MEMBER DAI: But it's an extra step.

12 COMMITTEE MEMBER WARD: Well, yeah, but certainly
13 we can't be everything to everyone on our simple website.

14 COMMITTEE MEMBER RAYA: And I think that's true
15 also in trying to anticipate, you know, every reaction
16 that we might get, negatively, regarding almost anything
17 that we put up. So, you know, if we can go with that and
18 we can just let the Commission know this is what the
19 majority have decided, have recommended, and then, if
20 anybody wants to jump in at that point, I think that
21 would be the time to take the sense of the whole
22 Commission on that issue. Okay, any other - I guess one
23 thing that came to my mind, too, was our tagline and I
24 don't have the list of taglines that you sent right at
25 hand, but -

1 COMMITTEE MEMBER DAI: Wait, I'm actually not
2 done yet.

3 COMMITTEE MEMBER RAYA: Oh, sorry.

4 COMMITTEE MEMBER DAI: One more thing. Under
5 "Press," I believe there should be an archive there, too.

6 COMMUNICATIONS DIRECTOR WILCOX: I'm sorry?

7 COMMITTEE MEMBER DAI: Under "Press," there
8 should be an archive there, too.

9 COMMITTEE MEMBER RAYA: Oh, archive, okay.

10 COMMITTEE MEMBER DAI: Because not just recent
11 articles, but they ought to be able to search the back
12 articles.

13 COMMUNICATIONS DIRECTOR WILCOX: Sure.

14 COMMITTEE MEMBER DAI: I don't know that we're
15 going to have time for this, but I thought I would ask
16 the question. Are we going to - I see that we have some
17 icons for Twitter and for Facebook and YouTube at the
18 bottom, which is great. So, I don't know if on the Press
19 page we would want to have the Tweet stream or something
20 on the side?

21 COMMUNICATIONS DIRECTOR WILCOX: I know that we
22 had that and, you know, for discussion, I felt what we're
23 trying to do with this site is also make it as user-
24 friendly as possible and kind of take down some of the
25 clutter. And so, to have that feed there, which was

1 information that you could also find other places on the
2 site, I thought did clutter the site, and I thought maybe
3 we could keep it a little cleaner.

4 COMMITTEE MEMBER DAI: There was also a question
5 about whether the Commission was going to blog or not,
6 and that's where I thought you might have time for that.

7 COMMUNICATIONS DIRECTOR WILCOX: I think, right
8 now, there are so many ways that we're getting
9 information out with the Tweeting, which is a form of
10 short blogging, the Facebook, and the website and the
11 press releases and the things, so I think it - I don't
12 see that in the immediate plans.

13 COMMITTEE MEMBER DAI: Okay. And then, so, we
14 deferred the conversation about Facebook being used as a
15 vehicle for public input, and I just wanted to get your
16 thoughts on that.

17 COMMUNICATIONS DIRECTOR WILCOX: Right. As far
18 as the public input to the Commission, right now I think
19 the cleanest way is to do it through our website and
20 through our meetings and through, of course, the mail,
21 and people can fax, so that it's an official expression
22 and that right now, we are, with staff, and in posting,
23 being very timely now in our posting, that it's several
24 times a day. And I think that it should be a part of an
25 official site. Even though Facebook is an official site,

70

1 I think that people -

2 COMMITTEE MEMBER DAI: Tend to treat it more
3 informally.

4 COMMUNICATIONS DIRECTOR WILCOX: They do.

5 COMMITTEE MEMBER DAI: No, I think that's a very
6 good point. Okay, I just wanted to make sure we've
7 thought about it.

8 COMMITTEE MEMBER RAYA: Okay -

9 COMMITTEE MEMBER WARD: I was just going to ask,
10 are we done with - I just wondered if you're talking
11 about color or not.

12 COMMITTEE MEMBER RAYA: Oh, we didn't talk about
13 color yet.

14 COMMITTEE MEMBER WARD: I like the blue.

15 COMMITTEE MEMBER RAYA: I was going to say, I'm
16 done with the brown.

17 COMMITTEE MEMBER DAI: The brown, I know, trust a
18 bunch of auditors to pick beige. Got to love them, but...

19 COMMITTEE MEMBER RAYA: I mean, it's a lovely
20 earth tone, but, you know, it's my color, but -

21 COMMITTEE MEMBER DAI: The teal is a little bit
22 too edgy, I think.

23 COMMITTEE MEMBER RAYA: It seems like what we
24 had, and I think we're trying to go for something that's
25 now going to capture a little more attention, so, yeah, I

71

1 like the blue, I think - not the teal, the other - it's
2 sufficiently serious, but -

3 COMMITTEE MEMBER DAI: And the orange gives it a
4 little life. So, I agree. We agree on the color scheme.

5 COMMUNICATIONS DIRECTOR WILCOX: Oh, wow.

6 COMMITTEE MEMBER DAI: Thank you for giving us
7 choices.

8 COMMITTEE MEMBER RAYA: See, that was easy.

9 COMMUNICATIONS DIRECTOR WILCOX: That's great.
10 Well, you might recognize the orange from a certain
11 website.

12 COMMITTEE MEMBER RAYA: Okay, so color. And
13 then, is this where we were going to -

14 COMMUNICATIONS DIRECTOR WILCOX: Can we just
15 discuss photos?

16 COMMITTEE MEMBER RAYA: Sure.

17 COMMUNICATIONS DIRECTOR WILCOX: Okay, so these
18 were put up here to represent California, they're
19 placeholders. But my
20 suggestion is, and of course it's finding the right
21 artwork, of having diverse citizens from around
22 California in these placeholders representing our
23 population.

24 COMMITTEE MEMBER RAYA: And would those pictures
25 be in some context or just faces?

1 COMMUNICATIONS DIRECTOR WILCOX: I think, you
2 know, you'll have people talking to one another, you'll
3 have people on a street corner, in a schoolhouse, just
4 sort of representing citizenry and life. And we can give
5 -

6 COMMITTEE MEMBER DAI: Is it going to be rotating
7 or is it going to be stacked?

8 COMMUNICATIONS DIRECTOR WILCOX: These will be
9 stacked.

10 COMMITTEE MEMBER DAI: And the photo on the front
11 will be from like the Redistricting Conference and -

12 COMMUNICATIONS DIRECTOR WILCOX: Right,
13 Commission meetings, right.

14 COMMITTEE MEMBER DAI: How about videos?

15 COMMUNICATIONS DIRECTOR WILCOX: The video -

16 COMMITTEE MEMBER DAI: Can we put it, I mean, is
17 there -

18 COMMUNICATIONS DIRECTOR WILCOX: I think the
19 video goes - and part of the scrolling is that we can
20 access videos because there's going to be the five here,
21 and so, like when we have - because that needs to come up
22 - there needs to be a picture of the video, that that
23 comes up, as well. So, yeah, Elizabeth had mentioned
24 that you have access videos.

25 COMMITTEE MEMBER DAI: Okay, good, because when

1 the three to five minute video is done, I want to make
2 sure that's very prominent -

3 COMMUNICATIONS DIRECTOR WILCOX: That needs to be
4 front and center, right.

5 COMMITTEE MEMBER RAYA: Okay.

6 COMMITTEE MEMBER DAI: So, do we have a good -
7 does our Webmaster have access to a good library of
8 photos?

9 COMMUNICATIONS DIRECTOR WILCOX: I'm working with
10 her on that right now, and if anybody has any suggestions
11 or thoughts about that -

12 COMMITTEE MEMBER DAI: My other thought was I
13 think that - I would suggest that many of our outreach
14 partners probably have good stock photos and you might
15 just borrow them.

16 COMMITTEE MEMBER RAYA: Yeah.

17 COMMITTEE MEMBER DAI: But I think faces and
18 natural looking photos would be important because
19 sometimes you see the corporate photos and they're posted
20 and you can tell, they put one of each, you know, we want
21 them to look more natural.

22 COMMITTEE MEMBER RAYA: I think, too, I'm just
23 kind of thinking if there is a way to somehow relate the
24 photos to the topic that Commission Dai or the idea that
25 Commissioner Dai brought up about kind of how your life

1 is affected by your representation, so what are kind of
2 the issues or contexts in which your representation is
3 important? Maybe it is schools, or maybe it's -

4 COMMITTEE MEMBER DAI: Farmland, agriculture.

5 COMMITTEE MEMBER RAYA: -- whichever it is,
6 something -

7 COMMITTEE MEMBER DAI: The California aqueduct.

8 COMMITTEE MEMBER RAYA: You know, just something
9 that's at least a connection to -

10 COMMITTEE MEMBER DAI: Issues.

11 COMMITTEE MEMBER RAYA: -- issues, if possible.

12 I mean, I realize these are small spaces, but if there's
13 some way to do that. I mean, these are lovely photos.
14 I'd like to vacation there. Okay, so is that pretty much
15 covering the details of the - we're getting close to our
16 hour.

17 COMMITTEE MEMBER WARD: Can I ask - I'm just
18 wondering, looking at this compared to other statewide
19 sites I've seen, don't most of them carry the State Seal
20 on them? And the only reason I ask is because that's
21 generally how I know I'm at the right official one. You
22 know what I mean? And not at something that's a partner,
23 or whatever. I'm just wondering if that's something we
24 want to consider, just an idea.

25 COMMITTEE MEMBER DAI: We had our logo, though.

1 COMMUNICATIONS DIRECTOR WILCOX: I'm not sure the
2 answer to your question is yes because I think there are
3 certain websites that do not have the State Seal.
4 Elected Officials is one example. I think the Governor
5 may have the Gubernatorial Seal, you know, and some State
6 Offices may have their own because I know some offices
7 have their own seal, and it's not the State Seal. So, I
8 don't think it's a uniform practice.

9 COMMITTEE MEMBER WARD: Great, thank you.

10 COMMITTEE MEMBER DAI: And we're independent, so
11 I think the fact that we have our own logo is -

12 COMMITTEE MEMBER WARD: Yeah, and like I say, I
13 wasn't suggesting we - I was just saying from an Internet
14 user, when I'm looking for information, you know, there's
15 often - that's just one way I know, "Oh, this is the real
16 one," if you will.

17 COMMITTEE MEMBER RAYA: Okay. Have we covered
18 all the website issues and questions and comments?

19 COMMITTEE MEMBER DAI: Tagline. That needs to go
20 on the website.

21 COMMITTEE MEMBER RAYA: Tagline. So - okay, so
22 since this is such a long list, could we take 30 seconds
23 and cross off the ones that you absolutely would not want
24 to live with, and then we can get down to talking about
25 the ones that...?

1 [Pause]

2 Okay, Commissioner Dai. We'll see if we can
3 reach some consensus here by eliminating some of these.

4 COMMITTEE MEMBER DAI: Yeah. So, the ones that I
5 like are "A Democracy At Work," "Fairness in
6 Representation," "Returning True Representation to the
7 People," "Protecting the People's Interest, not the
8 Politicians'," and then the last two, "Inclusive,
9 Transparent, Fair," and "Inclusive, Open, Fair." The
10 other ones I think were either over-reaching, to use your
11 term, too general, or too much of a mouthful.

12 COMMITTEE MEMBER RAYA: Okay, Commissioner Ward.
13 Do you want to give us what you like or ones you want to
14 eliminate?

15 COMMITTEE MEMBER WARD: Oh, no, that's fine,
16 thanks. Sure, "Democracy at Work," "Fairness in
17 Representation," "This is about a Better Future,"
18 "Returning True Representation to the People," "We are
19 Listening to You," and "No More Business as Usual."

20 COMMITTEE MEMBER RAYA: Okay, well, "Full
21 Disclosure, Democracy at Work" was my suggestion, so I
22 love that one. I do like the "Fairness in
23 Representation," "Better Future," the "Concept of a
24 Better Future," and what was the other one I had?
25 "Protecting the People's Interest" concept without the -

1 COMMITTEE MEMBER DAI: Without the Politicians.

2 COMMITTEE MEMBER RAYA: Politicians. Okay, so -
3 yes.

4 COMMITTEE MEMBER WARD: I'm sorry, I just
5 wondered, how did they get compiled?

6 COMMUNICATIONS DIRECTOR WILCOX: Through - there
7 was a brainstorming session at our last meeting and we
8 came up with a lot of - just also words and ideas and so
9 we put together a concept list.

10 COMMITTEE MEMBER WARD: Did we email - I'm just
11 wondering - were all of these in that?

12 COMMITTEE MEMBER RAYA: It was sent -

13 COMMITTEE MEMBER WARD: Okay.

14 COMMITTEE MEMBER RAYA: Okay, so here's - I'm
15 just noting what seems like the major concepts.

16 Democracy, fairness, better future, protecting people's
17 interest. That seems to be - does that seem to capture
18 the major ideas we had? Okay, so let's just try to work
19 with those four concepts.

20 COMMITTEE MEMBER WARD: Can I just offer - add
21 one more to it since I - "Putting Fairness on the Map."

22 COMMITTEE MEMBER RAYA: Ah, I like that. That's
23 kind of pulling things together -

24 COMMUNICATIONS DIRECTOR WILCOX: Yeah.

25 COMMITTEE MEMBER RAYA: And you know, well, one,

1 I really like it because it's "map," and because
2 "fairness is a concept that's easy to get.

3 COMMUNICATIONS DIRECTOR WILCOX: Yeah.

4 COMMITTEE MEMBER RAYA: I think everybody
5 appreciates fairness.

6 COMMITTEE MEMBER DAI: Uh huh.

7 COMMITTEE MEMBER RAYA: And it addresses some of
8 the other things that we've talked about this morning in
9 our messaging, so -

10 COMMITTEE MEMBER DAI: Right -

11 COMMITTEE MEMBER RAYA: Good job, Michael. I
12 like that one. Okay, God, I don't know, I would be more
13 than happy to go with that.

14 COMMITTEE MEMBER DAI: I like that one. I like
15 "Democracy at Work" because one of the things that, you
16 know, I think the Democracy at Work gets the idea of
17 protecting the people's interest because one of the
18 things I liked about the old tagline was real Democracy,
19 because that's - we don't actually have a very
20 representative Democracy here in this country, but
21 fairness might be a more - a less kind of high falutin
22 term. So it might be more accessible.

23 COMMITTEE MEMBER RAYA: Yeah, well, I mean and
24 Democracy is just sort of -

25 COMMITTEE MEMBER DAI: Well, that's what I'm

1 saying, just kind of a high falutin thing, so "fairness"
2 might be a little more accessible.

3 COMMITTEE MEMBER WARD: I was just wondering, is
4 the goal of the Chair to select one, or are we coming up
5 with a list of three or four to offer to the full
6 Commission? What was the thought here?

7 COMMITTEE MEMBER RAYA: The most I would say is
8 if we wanted everybody to vote on it, to give two
9 choices.

10 COMMITTEE MEMBER DAI: I agree.

11 COMMITTEE MEMBER RAYA: Otherwise, you know,
12 again, and I think Commissioner Filkins Webber has given
13 us the word.

14 COMMITTEE MEMBER DAI: Fifteen minutes. I agree,
15 and too many choices is generally not a good thing by a
16 large group.

17 COMMITTEE MEMBER RAYA: So, I think "Better
18 Future," nice idea, but -

19 COMMITTEE MEMBER DAI: Too vague.

20 COMMITTEE MEMBER RAYA: Too vague.

21 COMMITTEE MEMBER DAI: Too vague and, again, I
22 think it's overreaching.

23 COMMITTEE MEMBER RAYA: If we were going to use
24 "Fairness," I would stick with the map one, rather than
25 "in Representation" because that's also kind of a "Huh?"

1 statement.

2 COMMITTEE MEMBER DAI: I think the "People's
3 Interest" is covered by Democracy at Work.

4 COMMITTEE MEMBER RAYA: Okay, so we will -

5 COMMITTEE MEMBER DAI: I think those two were
6 good.

7 COMMITTEE MEMBER RAYA: Send those two, okay,
8 great.

9 COMMITTEE MEMBER WARD: Okay.

10 COMMUNICATIONS DIRECTOR WILCOX: So this is a can
11 do committee, huh?

12 COMMITTEE MEMBER RAYA: We're done.

13 COMMUNICATIONS DIRECTOR WILCOX: Now, as far as
14 the report to the full Commission, as far as the website,
15 how do we want to handle that? And what I can do, yes,
16 and -

17 COMMITTEE MEMBER DAI: Print it out with those tweaks.

18 COMMUNICATIONS DIRECTOR WILCOX: But with the
19 tweaks, right. Okay.

20 COMMITTEE MEMBER DAI: Because I don't think
21 they're hard changes, those are mostly text changes and
22 you can just - if she doesn't have time to make them
23 buttons, which I think are pretty easy to do, also, but
24 you can explain that verbally.

25 COMMITTEE MEMBER RAYA: Yeah. Now, do you want

1 to present the - I mean, I think that's best, you're most
2 familiar with it, because Michael is going to report on
3 our meeting.

4 COMMUNICATIONS DIRECTOR WILCOX: And have copies.

5 COMMITTEE MEMBER DAI: Yeah, just have copies.

6 COMMITTEE MEMBER RAYA: Yeah, I mean, I think the
7 whole point of Jodie's approach is we did the work, we're
8 making the recommendations, and -

9 COMMITTEE MEMBER DAI: Yeah, we just want to
10 validate it with the full body.

11 COMMITTEE MEMBER RAYA: This is my style of
12 getting things done, I like this.

13 COMMITTEE MEMBER DAI: That's how committees are
14 actually supposed to work.

15 COMMITTEE MEMBER RAYA: Yes. Okay, then I do not
16 see any members of the public in our - so we will not
17 invite comment here, but always on the website. Thank
18 you. We are adjourned.

19 COMMUNICATIONS DIRECTOR WILCOX: Thank you.

20 COMMITTEE MEMBER DAI: Thank you.

21 (Off the record.)

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