

BEFORE THE
CALIFORNIA CITIZENS REDISTRICTING COMMISSION

In the matter of
Public Information Advisory Committee

Secretary of State Auditorium
First Floor
Sacramento, California

Thursday, March 24, 2011

12:10 P.M.

Reported by:
Kent Odell

APPEARANCES

Commissioners Present

Jeanne Raya

Cynthia Dai

Stanley Forbes

Staff Present

Dan Claypool, Executive Director

Rob Wilcox, Communications Director

Also Present

Public Comment

David Salaverry

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a. 24-hour comment rule	
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P R O C E E D I N G S

COMMISSIONER RAYA: The Public Information

Advisory Committee is now in session.

And we'll call on Mr. Wilcox to report.

COMMUNICATIONS DIRECTOR WILCOX: Yes, and would

you like to go down the agenda and start with the proposals to discuss public comment, and public comment in real time?

So, there have been several of the outreach partners and groups have written and spoken to the Commission about a couple of proposals. One is to have real-time public comment coming in through the website, and then have it read at meetings during decisions.

And we are -- first of all, I think there was a question about being able to take public comment, and if it's going to be voluminous, and we have checked with our IT folks, and our servers, and we'll be able to withstand, and we hope that it's a torrent of public input. We want that and we are prepared for it, and they have capabilities to be able to expand it, as it is needed. So, the server won't be shut down and overwhelmed.

I guess today the conversation is to see how it would work to do real-time public comment. And there are a couple of proposals where it's been said that possibly, when there is a major decision and, of course, it has to

1 be defined, the Commission needs to define what a major
2 decision is, that there would be a time where you would
3 say, okay, we have discussed this as a Commission, we have
4 a motion, and now we're going to take public comment.

5 And possibly there could be a time where you would
6 say in the next two hours, if you could put your public
7 comment online, then the staff will disseminate that to
8 the Commissioners, the Commissioners could read it.

9 I wouldn't think they would be then read publicly,
10 but they would be online and available, and we could also
11 just go through the public comment and say we have
12 received public comment from so and so, from this city,
13 and we could list them and say they would be online.

14 That's one proposal I think that might work.
15 Because the other one is a 24-hour, where you would have
16 public comment for 24 hours after discussion and a motion,
17 and that may be very problematic.

18 COMMISSIONER RAYA: Yeah, I actually can see that
19 as quite problematic, especially I would imagine the major
20 decisions we have left are actually what we're going to do
21 with the maps.

22 And the way that our schedule is laid out, and I
23 just want to note for the public's information, that this
24 topic of submission of real-time public comments is also
25 in the Outreach Committee's agenda. Because, you know,

1 most of the public comments moving forward will not be
2 about procedural stuff, it will be about maps and actually
3 about submitting information about communities of
4 interest.

5 So, I was just commenting that the schedule is so
6 condensed for our map-drawing purposes, that we're
7 actually going to have to be quite serious about putting a
8 deadline out there. Because after that point it's going
9 to be difficult for us to accept new comments.

10 Now, I could imagine that there might be some
11 controversial, major line changes during our, you know,
12 ten-day intense map-making session. And I think if we
13 were to take a whole day, a whole 24-hour period to stop
14 the drawing, that we might finish.

15 So I think that's a good middle ground, which is
16 just to establish, you know, a time period where people
17 can get their comments in, if they want to.

18 COMMISSIONER FORBES: I'm just wondering, though,
19 whether we need to have the availability of real time
20 instead of wait, then for two hours. Because as we --
21 we're going to be making, I think, multiple decisions all
22 day long when we're actually drawing the maps. And if you
23 have -- I mean, what two hours are we referring to?

24 And since these are multi-day drawing exercises,
25 it seems to me that if people can make comments the day

1 before, we can take those into account the next day, and
2 they'll still have, except for the last day, an
3 opportunity to comment yet again, and we can go back and
4 revisit those lines.

5 So I -- particularly when they're not going to be
6 read publicly and the people or the public will have an
7 opportunity to look at the maps before we ever do
8 anything, I just don't know whether the real-time process
9 is going to look -- like, for example, we're going to be
10 sitting there drawing lines, I mean we're not going to
11 have public comment every time we move a line.

12 COMMISSIONER RAYA: Right.

13 COMMISSIONER FORBES: I mean, that's just not
14 going to happen because we won't get anything done.

15 COMMUNICATIONS DIRECTOR WILCOX: Right. And as a
16 staff issue, it would be very problematic.

17 COMMISSIONER RAYA: Yeah, that was my concern.

18 COMMISSIONER FORBES: So, I mean, I'm not sure
19 that for purposes of our meetings we're going to have to
20 have real time. Because again, a lot of the input
21 meetings, they're just input. We're not making decisions,
22 we're just taking input, and that doesn't -- we don't have
23 to have real time submitted during the meetings.

24 COMMISSIONER DAI: This is only about actual
25 decision making.

1 COMMISSIONER FORBES: We're going to get it.

2 COMMUNICATIONS DIRECTOR WILCOX: That's correct,
3 and the lines -- the maps, the draft maps are going to
4 be -- you have that 14-day period where they can comment
5 on it.

6 COMMISSIONER FORBES: That's right, that's lots of
7 time to comment if we're actually making a decision.

8 COMMISSIONER DAI: Well, and the draft maps are
9 exactly that, they're drafts. So, really, with the
10 exception of the final maps which, hopefully, there will
11 essentially be a two-month period for comments, I have the
12 same questions in mind.

13 I mean, I think that there will be ample
14 opportunity to comment. I think we just need to be very
15 clear that this is a draft map and that there will be
16 another round. And, you know, if your comment, you know,
17 wasn't able to be considered in real time, there is still
18 plenty of time to get it considered.

19 COMMISSIONER RAYA: So would we be looking at kind
20 of the way we do now, at the end of the day, again, we
21 take public comment on whatever is on the agenda. But we
22 could, at the end of the day, have some little indication
23 of what -- how much comment has come in, or where it's
24 come from or -- I'm thinking partly for the benefit of the
25 viewing public to have a sense of, you know, that there is

1 comment coming in and that we're aware of it coming in,
2 and not thinking that we're just, you know, sitting here
3 meeting all day, and talking all day, and moving to the
4 next day. And, you know, if I were out there I'd be
5 wondering did you hear anything, are you thinking about
6 it?

7 COMMUNICATIONS DIRECTOR WILCOX: You know, at the
8 close of the day the Commission could say there has --
9 from staff that there's been public comment that has
10 been -- it has been collected. It is up on our website
11 and that the Commissioners will be reviewing the comments.

12 COMMISSIONER FORBES: Uh-hum, exactly. Exactly.

13 COMMISSIONER DAI: Yeah, and many of us actually
14 review it during the meeting, so that was the reason of
15 getting the wireless card. So, actually, many of us are
16 actually viewing them in real time.

17 And is it correct, Mr. Wilcox, that there's a
18 pretty short delay, now, between posting and --

19 COMMUNICATIONS DIRECTOR WILCOX: Yes, staff is
20 working very hard in posting the comments.

21 COMMISSIONER DAI: In fact, one just popped up on
22 my computer right now, so it's actually being posted as
23 quickly as humanly possible at the moment.

24 COMMUNICATIONS DIRECTOR WILCOX: Right. And we
25 have received a lot of good comments from our partners,

1 saying that they have noticed the timely posting of the
2 comments and they're very appreciative.

3 COMMISSIONER DAI: So, in terms of an actual
4 recommendation to the full body, I just want to be clear
5 kind of where we're coming out on this.

6 COMMISSIONER FORBES: Well, my sense is that I
7 don't think, for the mapping process, which is basically
8 what we have left to do, real time quoting from it is
9 necessary. We'll get it, we'll announce at the end how
10 much we have and that we're going to review it, but that
11 during the meeting, itself, during the line drawing,
12 itself, I don't think there's a need to what --

13 COMMUNICATIONS DIRECTOR WILCOX: No, you're right.

14 COMMISSIONER DAI: Yeah.

15 COMMISSIONER FORBES: You know, right, to hold a
16 decision.

17 COMMISSIONER DAI: Do you see any need to do that
18 for the final maps?

19 COMMISSIONER FORBES: Well, they will have 14 days
20 to comment on it, which seems to me to be a long time. I
21 mean, I don't think we need to -- as I say, they will have
22 had 14 days to comment.

23 COMMISSIONER RAYA: Yeah, I think, you know, the
24 important this is that we're offering that, that
25 opportunity is available.

1 COMMUNICATIONS DIRECTOR WILCOX: Correct.

2 COMMISSIONER RAYA: And I think we just have to
3 structure it in a way that allows us to get our job done.

4 COMMISSIONER FORBES: And even for the draft maps,
5 we allow blocks of time, what, five or six days for the
6 public to comment on them.

7 COMMUNICATIONS DIRECTOR WILCOX: Yes.

8 COMMISSIONER FORBES: So there's plenty of
9 opportunity for the public to comment, I think.

10 COMMISSIONER DAI: Yeah, so I think -- so the
11 recommendation to the full Commission is we don't believe
12 that that's going to be necessary during the map-drawing
13 period, but that we will acknowledge the comments that
14 we've been getting at the close of each day, just to
15 remind the public that we are viewing these public
16 comments, often in real time during the meetings, and even
17 if we don't see it at that time, we'll see it shortly
18 thereafter and are considering that public comment.

19 I just want to be clear, there are two kinds of
20 public comments, there are public comments that are
21 related to the actual maps, so this is my -- this is my
22 neighborhood and let me tell you about my community of
23 interest, and then there are all those other comments. I
24 just want to see if we see any distinction between those
25 that are not related to map drawing.

1 Understanding, of course, that the Outreach
2 Committee may come down differently on this, which is
3 fine, I really think it's their prerogative to decide on
4 the map submission input.

5 COMMISSIONER RAYA: Yeah, we certainly have to
6 have a clear process for taking -- that's really input,
7 and maybe we're just getting into another, you know,
8 language thing here but --

9 COMMISSIONER DAI: It's part of public input, I
10 totally agree it's the Outreach Committee's purview.

11 COMMISSIONER RAYA: Right. Well, but also I'm
12 just saying as distinguish from comment, somebody just
13 saying I don't like the way you did it, but not giving us
14 anything else.

15 COMMISSIONER FORBES: Again, I don't -- I mean, we
16 will read those comments, but I don't think they need to
17 be in real time.

18 COMMISSIONER DAI: Yeah.

19 EXECUTIVE DIRECTOR CLAYPOOL: There is --

20 COMMISSIONER RAYA: Mr. Claypool?

21 EXECUTIVE DIRECTOR CLAYPOOL: Yes, thank you.
22 There is a distinction that needs to be made, also, for
23 the comments that come in. Your staff -- they come to you
24 as quickly as they can be reviewed first, they don't --
25 they're not automatically posted. We're reviewing them to

1 make sure that they meet the quality of the type of input
2 that is required. And when I say quality, I'll just
3 clarify, we have had postings that simply do not go to a
4 point and they can -- and they can be quite ugly at times,
5 with in the way they're addressing.

6 And so we hold those for -- and those are for the
7 Commission to review, but not necessarily something that
8 we believe the Commission wants to have posted onto the
9 website.

10 COMMISSIONER DAI: So in other words, name calling
11 and stuff, non-constructive comments are not posted.

12 EXECUTIVE DIRECTOR CLAYPOOL: Yes, non-
13 constructive would be a polite way of saying it, thank
14 you.

15 COMMISSIONER RAYA: Okay. So, we're in agreement
16 as to how we're handling that.

17 And then I guess Item b., under our agenda,
18 website capacity is -- you've already addressed that?

19 COMMUNICATIONS DIRECTOR WILCOX: Yes.

20 COMMISSIONER RAYA: Okay. So, Item c., public
21 education.

22 COMMUNICATIONS DIRECTOR WILCOX: Okay. In public
23 education, for the input meetings, once the schedule,
24 which we hope will be adopted tomorrow, I have a draft and
25 I can send this to the committee, of the first press

1 release. I even have room for a quote from Commissioner
2 Forbes, this is the one for Redding.

3 And each of the press releases, the announcement
4 of the meeting, what the purpose of the meeting is, how to
5 get resources to help. And, of course, we know that this
6 goes out immediately, but not all the resources will be
7 available. But in the release it will say that please
8 keep checking our website, here are some of our partners,
9 here are how you can get software to draw maps. And
10 that's a starting point.

11 And with that, that goes out to all of the area.
12 To just take an example of Redding, it will go to print,
13 radio, television, and web-based.

14 And then I follow up with all of those and we put
15 together opportunities for the actual stories, interviews
16 on the appropriate shows, both radio and television.

17 And then, working with all of our outreach
18 partners, the statewide outreach partners that will then
19 disseminate that information to their local groups.

20 But then I have another list that I'll be
21 communicating with, which are the local organizations.
22 And some of the partners have weighed in on that, but
23 there needs to be the personal e-mails and phone calls,
24 especially with chambers of commerce and local community-
25 based organizations to be able to disseminate this

1 information and to get the word out to get the public to
2 come to the meeting.

3 COMMISSIONER DAI: And, Mr. Wilcox, what's the
4 kind of advance time that -- approximately before the
5 meeting, is this a week in advance, two weeks in advance,
6 how does that work?

7 COMMUNICATIONS DIRECTOR WILCOX: Well, since it
8 looks like the first meeting we will only have two weeks,
9 then it will be two weeks. I'd like to use that
10 opportunity, I mean those full two weeks.

11 In the future, I would like more time in that
12 there's -- there's certain ways we can release the
13 information. When we have the full schedule and we have
14 meetings in July, we can -- we can release that then. And
15 then, maybe a few weeks later, we follow up with a more
16 detailed release.

17 And I see this as, in some cases, two or three
18 releases as more information comes in.

19 So, when I have more lead time I will certainly
20 use it, but the minimum would be 14 days.

21 COMMISSIONER DAI: Okay.

22 COMMISSIONER RAYA: I have a question because I
23 think all of us have been out there talking to our local
24 organizations, whoever it might be about, you know, the
25 show coming to town.

1 COMMUNICATIONS DIRECTOR WILCOX: Right.

2 COMMISSIONER RAYA: And would it be best for us to
3 provide you with names and addresses of someone we might
4 want to have -- they're not a media outlet, as such, but
5 they're a significant local organization and we might want
6 them to help disseminate?

7 COMMUNICATIONS DIRECTOR WILCOX: I love that idea.

8 COMMISSIONER RAYA: Okay.

9 COMMUNICATIONS DIRECTOR WILCOX: So maybe from
10 this Committee, asking the full Commission to give us
11 lists of groups in their areas, or it doesn't even have to
12 be in their areas, anybody in their Rolodex that they know
13 would be great.

14 COMMISSIONER RAYA: Okay. Okay, so does that
15 pretty much cover that topic?

16 COMMISSIONER FORBES: Yes.

17 COMMISSIONER RAYA: Can you tell I'm getting
18 hungry?

19 COMMUNICATIONS DIRECTOR WILCOX: Right, and that
20 sort of dovetails into the communication strategy, which
21 this is going to be the key, what we're going to be doing
22 in communications.

23 Of course, we're continuing to do the editorial
24 boards, which I think you're seeing the articles come
25 through. And it didn't come up on my Google alert, but I

1 hear that there's a wonderful San Jose Mercury news --

2 COMMISSIONER DAI: Editorial.

3 COMMUNICATIONS DIRECTOR WILCOX: Yeah, editorial.

4 And the Press Enterprise which you saw the article, that's
5 all from yesterday. There were three editorial boards
6 going on at the same time yesterday. Commissioner Forbes
7 was involved in one of them, in Chico.

8 So, we continue that and now we also are setting
9 the ethnic media briefings, where we're going to have --
10 with New America Media, we're going to have briefings
11 starting in San Francisco, the Inland Empire, San Jose,
12 Sacramento, the Central Valley, San Diego, and with
13 Chinese language, and Spanish language.

14 And also New America is helping with translation
15 and getting materials translated, and so -- so that is
16 really going to be a big push and a big focus.

17 COMMISSIONER DAI: And you should also take
18 advantage of the Commissioners' capabilities in that area.

19 COMMUNICATIONS DIRECTOR WILCOX: Right. And there
20 will be -- Commissioners will be in these meetings,
21 meetings with the Commissioners and the ethnic media.

22 And so those are the focuses on our communication
23 strategy.

24 COMMISSIONER RAYA: Okay. And I'm not sure, web
25 media or did we have --

1 COMMUNICATIONS DIRECTOR WILCOX: Our website, yes.

2 COMMISSIONER RAYA: Website, okay.

3 COMMUNICATIONS DIRECTOR WILCOX: So why don't we,
4 because we wanted to look at colors --

5 COMMISSIONER DAI: And I noticed you receive two
6 e-mails in rapid succession, one of which said "the orange
7 is garish" and the other said "I love it."

8 COMMUNICATIONS DIRECTOR WILCOX: Now, let me just
9 say there's a couple of changes on this that aren't -- a
10 couple of changes that aren't reflected, but they -- one
11 of them is reflected online. And for those that are
12 listening, you can go to our website,
13 wedrawthelines.ca.gov.

14 COMMISSIONER FORBES: Is that publicly available?

15 COMMUNICATIONS DIRECTOR WILCOX: Yes, it's
16 publicly available. And, yeah, there's the -- there you
17 go.

18 So, go to our website, scroll down on the
19 right -hand side, and these are up so you can view them.
20 The one change that is not in front of you is that it's
21 actually up top is California's Independent Citizens
22 Redistricting Commission.

23 COMMISSIONER DAI: Okay.

24 COMMUNICATIONS DIRECTOR WILCOX: Now, one thing
25 also I would like to discuss is our tagline, sort of where

1 we could like --

2 COMMISSIONER DAI: To put it.

3 COMMUNICATIONS DIRECTOR WILCOX: -- to superimpose
4 that.

5 COMMISSIONER DAI: Yeah, we don't have a lot of
6 real estate, do we. Can we put it where the logo is,
7 underneath that?

8 COMMUNICATIONS DIRECTOR WILCOX: We could -- we
9 could do that. That's one of the options. We could
10 also -- we could split apart, right underneath the photos
11 which, again, we're collecting the photos of citizens
12 across the State that will go there.

13 We could, right after the photos, before where it
14 says "home" and "about" and "meetings" we could put
15 another purple strip that has the superimposed tagline.

16 COMMISSIONER DAI: It's kind of long, it might not
17 fit in the little corner.

18 COMMUNICATIONS DIRECTOR WILCOX: Yeah, I think
19 maybe we'll do that, and then that brackets it.

20 COMMISSIONER FORBES: Well, the other thing is
21 that I think that -- I don't think viewers eyes are going
22 to jump to another line. I think this should be -- I
23 mean, it seems to me that the place my eye's going to pick
24 this up is as a second line under Citizen's. Put it right
25 there.

1 COMMISSIONER DAI: Make it fatter.

2 COMMISSIONER FORBES: Make it fatter.

3 COMMUNICATIONS DIRECTOR WILCOX: So make that
4 larger and put it right underneath.

5 COMMISSIONER FORBES: Yes, your eyes are going to
6 go right there and that's going to be one visual lead. I
7 mean, to put it someplace else, I don't think you're going
8 to see it, your eyes are going to look past it.

9 COMMISSIONER DAI: Yeah, I mean, we run the risk
10 of having it be too busy with all the stuff that's going
11 on, so I think you have a good point.

12 COMMISSIONER RAYA: If --

13 COMMISSIONER DAI: Have it in italics or
14 something?

15 COMMISSIONER RAYA: Well, I was thinking, too, if
16 we didn't have five -- one, two, three, four, five, yeah,
17 five little pictures, maybe make them a little bit bigger,
18 that would be less of a -- you know, too many things
19 hitting your eye.

20 COMMUNICATIONS DIRECTOR WILCOX: Right, so
21 maybe --

22 COMMISSIONER RAYA: Where the photos are.

23 COMMUNICATIONS DIRECTOR WILCOX: -- go with three.

24 COMMISSIONER RAYA: Right, three.

25 COMMISSIONER DAI: The other option is, I mean, we

1 probably did five to have variety.

2 COMMUNICATIONS DIRECTOR WILCOX: Yes, that was to
3 represent all the geographic, yes.

4 COMMISSIONER DAI: This is probably a coding
5 issue, but I've seen other websites that actually scrolls.

6 COMMUNICATIONS DIRECTOR WILCOX: Yes.

7 COMMISSIONER DAI: I don't know like whether we
8 have the capability of doing that, and that way we can
9 have as many photos as we want and they would just, you
10 know, gradually scroll, depending on how long you're
11 looking.

12 COMMUNICATIONS DIRECTOR WILCOX: I'll get an
13 answer on the scrolling.

14 COMMISSIONER RAYA: And so, but you're still
15 suggesting the tagline underneath the title?

16 COMMISSIONER DAI: Yeah. I mean, I think we need
17 to differentiate the font.

18 COMMUNICATIONS DIRECTOR WILCOX: Yeah, into
19 italics.

20 COMMISSIONER DAI: Something like that, yeah. I
21 mean, you can play with that a little bit and have our web
22 designer look at that.

23 COMMISSIONER RAYA: Do we need to recommend the
24 color, are we going to do another open voting booth here?

25 COMMISSIONER DAI: Commissioner Forbes, did you

1 have an opinion?

2 COMMISSIONER FORBES: I like the orange, I don't
3 think battleship gray is the right color.

4 COMMISSIONER DAI: It looks like I'm overruled
5 here. Fortunately, Commissioner Ward isn't here to weigh
6 in on it.

7 (Laughter)

8 COMMUNICATIONS DIRECTOR WILCOX: Then it would be
9 a tie, maybe.

10 COMMISSIONER DAI: Yes. I don't know if it's a
11 shade of it or something, it just seems they seem to
12 compete with each other is my only comment, the kind of
13 plum color with the --

14 COMMISSIONER RAYA: Okay.

15 COMMUNICATIONS DIRECTOR WILCOX: I was told by,
16 when they came back with that combination, I was told by
17 our folks back doing the website, saying that when they
18 pulled out the color wheel, and they said that they're not
19 complementing colors.

20 COMMISSIONER DAI: Yeah.

21 COMMUNICATIONS DIRECTOR WILCOX: Right.

22 COMMISSIONER RAYA: Which are not complementing?

23 COMMUNICATIONS DIRECTOR WILCOX: The orange and
24 the purple.

25 COMMISSIONER DAI: The plum and the orange, that's

1 why they seem a little -- so is there a shade of orange or
2 a shade of the plum that would make it more complementary?

3 COMMUNICATIONS DIRECTOR WILCOX: I can -- I can
4 ask and have that put together and see if we can get it --

5 COMMISSIONER DAI: Because even a color like gold
6 would be better than the orange.

7 COMMISSIONER RAYA: Again, I guess I'm just
8 thinking, we need to just get this done --

9 EXECUTIVE DIRECTOR CLAYPOOL: Exactly.

10 COMMISSIONER RAYA: -- and get it up on the -- I
11 mean, maybe we can pass this to everybody and just see,
12 you know, where it comes up with the full Commission, and
13 just make it -- you know, one way or another, what's the
14 difference, let's just get it on there.

15 COMMISSIONER FORBES: It's a little bit like our
16 tagline, you know, let's just vote and do it, and it's not
17 that big a deal one way or the other.

18 A comment about the gray is it looks like
19 something was colored with Xerox in black and white. I
20 mean, why is it -- it's like why isn't this colored when
21 everything else on the page is color? And that's
22 basically my comment, it wasn't anymore than that.

23 COMMISSIONER DAI: Yeah, I'm open to some other
24 color, I was just trying to pick something that would be
25 complementary to the purple.

1 COMMISSIONER RAYA: Well, purple and gold are
2 Laker colors and I don't know if that means anything to
3 anybody.

4 COMMISSIONER FORBES: Uh-oh.

5 COMMISSIONER RAYA: Is that an issue?

6 COMMISSIONER DAI: No, I just thought because the
7 orange and the purple are really both very strong colors,
8 so they kind of compete visually, so it really is
9 against -- it's against most website design, graphic
10 design principles.

11 COMMISSIONER RAYA: Well, we're independent so
12 we'll do it our way.

13 COMMISSIONER DAI: Well, what about something that
14 picks up the kind of gold color in the logo?

15 COMMISSIONER RAYA: Yeah. I mean, I really don't
16 have an objection, I just -- I just want to see us get it
17 done.

18 COMMISSIONER FORBES: Yeah, that's where I am. I
19 mean --

20 COMMISSIONER RAYA: That's the only thing I'm
21 saying.

22 COMMISSIONER FORBES: -- other people have a
23 greater sense of color than me.

24 COMMISSIONER DAI: So if they have it sort of
25 gold --

1 COMMISSIONER RAYA: It sort of --

2 COMMISSIONER DAI: -- it would be more consistent.

3 The gold that's in the -- in the golden State.

4 COMMUNICATIONS DIRECTOR WILCOX: Uh-hum.

5 COMMISSIONER RAYA: That's like a softer, a softer
6 orange.

7 COMMISSIONER DAI: Just a softer orange, yes,
8 something that's not so bright because it's --

9 COMMUNICATIONS DIRECTOR WILCOX: All right. And
10 let me see if I can get that put together in time for
11 tomorrow's meeting.

12 COMMISSIONER DAI: Okay.

13 COMMISSIONER RAYA: Okay. And I'm just going to
14 briefly ask for public comment.

15 MR. SALAVERY: Hi, Commissioners, David Salaverry
16 from Berkeley, again.

17 Just a few things, first of all, the webposting of
18 the videos of the Commission hearings, so far they have
19 not been timely, as far as I can see. I'm not seeing the
20 videos from last week up already.

21 The other thing is that if they could be posted in
22 high definition that would really help. The low quality
23 of the postings make it very, very difficult to see
24 anybody's faces, you know, to capture expressions,
25 nuances, et cetera. And if they cannot be posted on the

1 regular website in high quality or high definition, if
2 they could be posted in some other place, you know, Vimeo,
3 et cetera, et cetera. There's a bunch of different sites,
4 where if you guys put them out there, then the folks in
5 the community could pick up on them.

6 As far as providing a list of groups for the, what
7 I'm calling the road show, I would like to have the
8 opportunity to furnish some. And if the public can, in
9 general, be furnishing lists of groups that might be --
10 might be important for you guys to reach out to, that
11 would be great.

12 The other thing, as far as lead times go, is the
13 transcripts. I know that it's a whole complicated process
14 that the guy is recording up there, and then it has to go
15 to people that actually make the transcripts, but the
16 timeliness of all that is really important because the
17 folks that don't have the opportunity to watch live, and
18 if there is also not videos posted, then a lot happens
19 and, you know, time goes by, and there's not an
20 opportunity to respond to the many different things.

21 So, I don't know what you could do to move the
22 process forward, so that they could get posted more
23 quickly.

24 And let me just jump into some of the color
25 issues, which everybody loves to get involved in. I like

1 the gray colors, too, so if there's any votes from the
2 floor on that.

3 And then something that came up in the Commission
4 hearings last week was the photographs. There was a
5 movement afoot or a motion on the table to change a lot of
6 the photographs that were of the natural scenes in
7 California, and use a lot of people.

8 I would like to suggest that you keep at least
9 half of, you know, natural scenes, because they're neutral
10 And, you know, what often happens with photographs of
11 people is they kind of go into a thing, you know, where
12 there's so much diversity that there ends of not being
13 any, you know, kind of the conservative Republic types
14 that I'm here to speak for.

15 So, if you do have a lot of, you know, photographs
16 of folks, if you could get some just plain folks in there,
17 too, I would personally appreciate that. And also to have
18 at least, you know, some photographs of scenery because
19 it's, again, neutral.

20 A couple of other things, as far as the outreach
21 to radio, I don't know if you guys are planning to do
22 something to NPR and to all the different public radio
23 stations -- I see the Commissioner nodding.

24 But I would also like to suggest that you maybe
25 consider talk radio, conservative talk radio. And I don't

1 know if you have any kind of an advertising budget for
2 that, but certainly -- okay, I see you shaking your head.

3 But, certainly, there's lots of, probably, you
4 know, conservative talk radio hosts who would love to, you
5 know, have one of your board members on, or your public
6 outreach person. Now that, of course, could get a little
7 bit on the divisive side, I totally understand that. But
8 this is the way, you know, you do reach out to folks on
9 the other side.

10 Again, if this whole process becomes, you know,
11 clearly one sided, especially in the public outreach, I
12 think that's going to create huge problems down the road
13 for you. And I, personally, don't want this to end up in
14 court, and that's what I'm working towards.

15 My final comment is just about, you know, whatever
16 comes in over the transom, which may not be appropriate.
17 You know, you guys have to be careful about that because
18 at some point it becomes possibly censorship. And, you
19 know, I, personally, would not want a lot of comments from
20 my side that are ugly and nasty, obviously, to be posted.

21 But, you know, there has to be some sensitivity as
22 far as not -- you know, you not ending up censoring, you
23 know, stuff that really does need to get said, even if
24 it's not said in a particularly nice way.

25 So those are my comments and thanks so much.

1 COMMISSIONER RAYA: Thank you.

2 Mr. Wilcox, with respect to members of the public
3 contributing outlets that they would like us to use, do
4 you want those just sent to the --

5 COMMUNICATIONS DIRECTOR WILCOX: To me would be
6 great. My e-mail is rob.wilcox@crc.ca.gov, and I welcome
7 anyone's input on that, I would greatly appreciate it.

8 COMMISSIONER DAI: And I just want to say that the
9 Commission is endeavoring to post the video, I believe, in
10 one day and the transcripts within five. It sounds like
11 we're not quite there, yet, but we're continuing to work
12 on that. So, hopefully, by the time we actually get to
13 the more juicy part we'll be on schedule.

14 COMMUNICATIONS DIRECTOR WILCOX: Absolutely.

15 COMMISSIONER DAI: Thanks for the vote for gray,
16 but it sounds like we're going with some kind of gold, so
17 we'll see how that works out.

18 On the pictures, Mr. Wilcox is going to check to
19 see if we can scroll. But the idea was to have pictures
20 of people in natural settings, so it will be a
21 combination.

22 And then with regard to radio, we don't have an
23 advertising budget, but the point is to get the word out
24 about how the public can be active and involved in this
25 process.

1 I don't know that talk radio is necessarily within
2 our purview, but I will defer to Mr. Wilcox.

3 COMMUNICATIONS DIRECTOR WILCOX: Yes. Yes,
4 absolutely, if there's an opportunity for a Commissioner
5 to be a guest, I'm looking at all opportunities, all talk
6 radio. And if they'd like to have a Commissioner come on,
7 the Commissioner will be available. I know the
8 Commissioners have, many of them have said, you know, just
9 ask me and we'll do these opportunities. And so far
10 they've been great in many, many interviews that they've
11 been doing. Especially this week it's been quite a few,
12 it's going to be a lot more, and it's going to be a very
13 inclusive process. I want everyone to know that.

14 COMMISSIONER RAYA: Okay. So, I think we're
15 concluded. Thank you very much.

16 COMMISSIONER DAI: Thank you.

17 COMMISSIONER RAYA: And we'll be back.

18 COMMUNICATIONS DIRECTOR WILCOX: And thank you.
19 Thank you, Commissioners.

20 (Recess at 12:43 p.m.)

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