

Notes from 10/27 Ash Grant Committee Mtg

Preferences for Accepting Grant Funds

The Committee voted to proceed with applying for the DOF Special Deposit Fund and clarify:

1. Is there a fee or implied increased DGS processing fee, and if so, how much?
2. Does it prohibit or reduce flexibility to carry out our mission, e.g.
 - Out-of-state travel to target states like N. Carolina
 - Are there onerous requirements that might affect responsiveness, e.g. requires approval/exception by Governor's office, following state contracting rules
3. Would it prohibit additional donations (matching funds)? [Note: the application allows us to amend]

If the DOF Special Deposit Fund is not a viable option, the Committee prefers to choose a fiscal sponsor that is not actively engaged in redistricting reform with whom we might contract with otherwise.

Regardless, the Committee voted to follow State rules for travel reimbursement, or Federal GSA rules where state rules are not applicable. Also, Commissioners will not receive per diem for Ash Grant activities.

Marian and Christina recommended that they not be compensated by Ash Grant funds to avoid any conflict of interest concerns.

Draft Mission Statement

The Committee voted to allow the co-chairs to wordsmith a mission statement incorporating two key elements:

- Focus on amplifying active redistricting efforts
- inspiring a broader audience with our model

To promote/amplify/catalyze/energize fair redistricting efforts and inspire citizens, legislators, and the judiciary by sharing the California model of drawing electoral districts in a non-partisan, transparent way that engages the public.

Project Selection Criteria

The Committee adopted the follow criteria:

- **Consistent with Ash Grant Guidelines and Mission**
- **Fair, non-partisan intent:** does not necessarily exclude organizers affiliated with a major party
- **Value Add:** Doesn't duplicate materials available from non-partisan sources. Do we offer a unique perspective?
- **Timeliness**
- **Potential Impact**
 - Direct reach/audience size
 - Indirect reach/multiplier effect/ability to influence
 - Diversity of audiences
 - Ability to generate media exposure
 - Collective impact with partners/Network effect
- **Cost effectiveness:** does it leverage our limited resources effectively? Does it allow us to generate additional funding?
- **Ease of execution:** can we practically execute this with existing staff, partners, and commissioner resources?

Process to Apply Selection Criteria

Provide matrix of criteria

Project Ideas To Investigate

The redistricting website and survey ideas were eliminated. We may consider adding some resource links to the CRC site covering both redistricting and 3rd-party evaluation of the CRC model after it has been transitioned to the new platform.

Stan/Cyn

- Commissioner Speakers Corps for upcoming events and conferences (organized by others, e.g. Common Cause, LWV, etc.)
- Develop/co-sponsor CRC event series, trainings, or conferences for independent redistricting advocates and others

Jeanne/Gil

- Major media campaign to raise awareness about key aspects of CRC model--can this be done pro bono?
- Viral social media campaign to engage citizens--ditto, leverage ATTN?

Vince

- TED talk about CRC

Peter/Michelle

- Develop videos/documentary on selected topic(s)
 - The CRC process (selection, public input, transparency)
 - Why gerrymandering is undemocratic and need not be partisan [is this too duplicative with widely available existing content?]
 - Why is the California model unique