

Communities of Interest Strategy Map

Updated November 25, 2020

Proposed Action I: For staff to present recommendation on a grantmaking structure (interanally or with a third party to assure arms length) to fund local groups that will assist the Commission in its outreach, engagement, and activation efforts with the following parameters:

- Grants to inform, engage, and activate
- Size of grants: TBD
- Priority to local groups connecting the Commission to hard to reach communities
- Timely so local group are funded at latest March 2021

Questions from Commissioner:

- Level of complexity to manage the grants including application process (simple is better)
- Cost and actual amount that gets to the local groups
- Risk: community perception; difficult for community groups to receive grants & then advocate; taking CRC attention away from our focus of drawing the lines; potential damage to our reputation; cost to have someone manage versus cost of being litigated; want to make sure we don't undermine the Commission's work
- We need to make sure that our grants support all regions of CA
- Cost of administering the grants program is covered separately
- Timing
- Potential third party: Philanthropy CA (Patricia), Sierra Foundation (Com. Turner has a contact), SDG/NCG/SCG (Patricia)
- Process that is efficient and effective
- Let's be clear on our deliverable for the grants; guidelines

Next steps:

- Staff to provide options for grantmaking internally as well as with a third party

Proposed Action II: For the Commission to approve the allocation of \$2.07 million outreach budget in the following way:

- Local grants: \$1.5 to 1.8 million
- Engagement tools (civic tech: community sharing their input): \$150,000 to 200,000
- Collateral (digital, visual, etc.): \$70,000 to \$100,000

Proposed Action III: For staff to develop a work plan that includes detailed budget and staffing by December 14 Commission meeting

Recommendation: Staff to create a community communication advisory group to help with outreach and review materials and share materials.

What are the outputs we want from the community? We need to be clear of who is doing what. What do we need and what do community groups need.

The best thing the the commission can do best is create template and material and basic information process; how to provide input; (high level) & community creates material the deep dive

BACKGROUND

October 30, 2020, Commission-Identified Goals:

- 1) Activation rate of 1/1,000 or .01% of an area, be it neighborhood, city, county, region, etc.
- 2) Engagement represents the area
- 3) Engagement is accessible

Representation considerations include (but not limited to):

- Geography
 - Mountain, desert, coastal
 - Urban, suburbs, rural
 - County center (i.e., City of San Diego) and non-county center

- Race/Ethnicity
- Citizenship status and Immigrant/Native-born
- Gender
- Economic
 - Small business, big business, nonprofit, education
 - Business owner, employers, employee, labor
 - Local industries (economic engines)
 - Industrial, agriculture
 - Homeowners/renters
- LGBTQ+
- Disability
- Age: Youth (16-24), adults (25 to 64), seniors (65+)
- Native English Speakers and Limited English Proficiency
- Language access (based on the work of the language access subcommittee)

Accessibility Considerations include (but not limited to):

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| <ul style="list-style-type: none"> ● Technology and/or internet ● Understanding of the political system ● Language ● Past political disenfranchisement ● Not eligible to vote: Undocumented, formerly incarcerated, under 18 years old ● Incarcerated individuals ● Isolated/afraid to engage ● Illiteracy | <ul style="list-style-type: none"> ● Transportation ● Limited technological or written literacy ● Mobile device accessible ● Cultural ● Religion (including holidays & norms of engagement) ● Education level ● Disability |
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Proposed Strategy Map

Phase	Purpose	Strategies & Partners (not exhaustive)	Potential Tools (not exhaustive)
<p>Prepare (December)</p>	<p>Commissioners prepare for outreach</p>	<p>Training from community groups on engaging with communities</p> <p>Media & public speaking training (if needed)</p> <p>Expert on talking points</p>	<ul style="list-style-type: none"> ● Collateral material & templates for the community groups to personalize including a fun short video(s)
<p>Inform: public education (Launch January 11)</p>	<p>Driving Question: What is redistricting, and why is it important to you? Super simple, straightforward explanation</p> <p>Differentiate between the local, county, and state redistricting efforts</p> <p><u>Action:</u> Connect individuals to CRC by capturing followers, emails, or cell numbers, etc.</p> <p>Action: Identify local partners</p>	<p>Presentations to:</p> <ul style="list-style-type: none"> ● State-wide associations (chambers, SBA, CDCs, EDCs, Cal Nonprofits, HOPE, alumni assoc, etc.) ● Community colleges ● Public libraries ● High school govt classes (Census has a framework) ● University political & government centers ● Local civic organizations (Rotary, League of Women) 	<ul style="list-style-type: none"> ● Presentation deck & talking points for Commissioners including talking point & PowerPoint ● Collateral material & templates for the community groups to personalize including a fun short video(s) ● Social media tool kit ● Program for high school govt & community college political science classes ● CRC website and strong social media presence ● Commissioners on the local & state-wide speaking circuit

		<p>Voters, Assoc American of University Women, veteran groups, youth groups, leadership programs, grantmaker association, community foundations)</p> <p>Press releases or letters to the editors:</p> <ul style="list-style-type: none"> ● Press/media, ● Neighborhood/community media ● Ethnic and identity media ● Radio (English and other languages) <p>Social media campaigns. Designed by targeted age group and platform</p> <p>RFP released for small grants</p>	
<p>Outreach & Engagement (Launch February 15)</p>	<p>Purpose: To put a face to the data, add context to the information we receive; navigate through realities of</p>	<p>Communities of Interest (COI) Tool - Train-the-Trainer Workshops</p>	<ul style="list-style-type: none"> ● Collateral material – short video explaining why you should participate and how to participate

	<p>everyday life and the current COVID environment to inspire/encourage residents/the people of CA to engage and share ideas/thoughts/options on redistricting</p> <p>Driving Question: Who should participate? Everyone, especially communities of interest, racial/ethnic communities noted in the federal Voting Rights Act, and others who wish to have their input heard and considered</p> <p><u>Action</u>: Go deeper than Redistricting 101. Trainings on the diverse tools; some may be ready to submit communities of interest</p> <p>VRA & RPV</p>	<p>(conducted by state partners)</p> <ul style="list-style-type: none"> ● Field Partners, especially census tables/alliances but not limited to <ul style="list-style-type: none"> ○ Community foundations ○ United Ways ○ Chambers & business assocs ○ Arts & culture groups ○ Faith-based institutions ○ School sites PTAs/PSTAs/EL ACs/ASBs ○ Local collaboratives (veterans, health, youth, etc.) <p>Commissioners' presentations inviting individuals to participate and promoting methods of engagement</p>	<ul style="list-style-type: none"> ● COI tool ready to be used ● Tools ready to capture input via oral, written, drawn (not COI tool) ● Online academies (train the trainers on how to use COI tool) – community group may be doing this ● Social media tools for outreach and engagement (needs to reflect the diversity of CA) - need to be able to capture social media responses as valuable data ● Email and Text campaign ● In service apps, i.e., Nextdoor, Grubhub, MeetUp message boards ● Partnership with high-traffic corporate/community partners, i.e., Starbucks, a supermarket chain or drugstore
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		<p>Trusted messengers do outreach to hard to reach communities</p> <p>Considerations: low-engagement areas & highly populated areas</p> <p>Press releases or letters to the editors:</p> <ul style="list-style-type: none"> ● Press/media, ● Neighborhood/community media ● Ethnic and identity media ● Radio (English and other languages) <p>Social media campaigns. Designed by targeted age group and platform</p>	
<p>Activation (March -June) (closing date based on the work of the Line Drawing SC)</p>	<p>Purpose: Activate our broad network of trusted messengers and directly engaged communities to get specific input on communities of interest through various mechanisms.</p>	<p>Traditional public hearings</p> <ul style="list-style-type: none"> ● Who on CRC must attend? Whose attendance is welcome but optional? ● In-person & virtual 	<ul style="list-style-type: none"> ● Public hearings ● Town halls ● COI Tool on website & embedded in all materials ● Capacity to accept testimony via COI tool, video, written, verbal recordings, social media

	<p>Driving Question: How will you share your community with us?</p> <p><u>Action:</u> Submit communities of interest</p>	<p>Co-hosted accessible town halls with local partners or language/ethnic specific. These would be smaller gatherings up to 90 minutes</p> <ul style="list-style-type: none"> ● Overview of Redistricting Share the tools ● COI tool 101 ● Listen to speakers ● Encourage all to submit their COI data ● Provide technical assistance to submit data <p>Press releases or letters to the editors:</p> <ul style="list-style-type: none"> ● Press/media, ● Neighborhood/community media ● Ethnic and identity media ● Radio (English and other languages) 	<ul style="list-style-type: none"> ● Social media campaign ● Online academies (train the trainers on how to use COI tool) continue as needed
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		<p>Social media campaigns. Designed by targeted age group and platform. Live events showing how to use the tool</p> <p>Small grants awarded</p>	
<p>Reflection (dates based on the work of the CRC Line Drawing Subcommittee)</p>	<p>Purpose: Present draft maps based on initial input and available data to receive community reflections, feedback, and proposed adjustments.</p> <p>Proposed plan to be designed in partnership with other subcommittees</p> <p>Sharing maps, input on the maps, and</p> <p><u>Action</u>: Input on the draft maps</p>		