

Communities of Interest Strategy Map Updated November 11, 2020

Proposed Action I: For staff to create a grantmaking structure 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: \$5,000 to \$20,000
- Priority to local groups connecting the Commission to hard to reach communities
- Timely so local group are funded by March 2021

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): \$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

BACKGROUND

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+
- 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 | <ul style="list-style-type: none"> ● Transportation ● Limited technological or written literacy ● Mobile device accessible ● Cultural ● Religion (including holidays & norms of engagement) ● Education ● Ability |
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Proposed Strategy Map

Phase	Purpose	Strategies & Partners (not exhaustive)	Potential Tools (not exhaustive)
<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 style="color: blue;">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 Voters, Assoc American of University Women, veteran groups, youth groups, leadership programs, grantmaker association, community foundations) 	<ul style="list-style-type: none"> ● Presentation deck & talking points for Commissioners including talking point & PowerPoint ● Collateral material 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>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 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>Communities of Interest (COI) Tool - Train-the-Trainer Workshops (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 	<ul style="list-style-type: none"> ● Collateral material – short video explaining why you should participate and how to participate ● 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

	<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>	<ul style="list-style-type: none"> ○ Chambers & business assoc ○ 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> <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"> ● 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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		<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>Driving Question: How will you share your community with us?</p> <p><u>Action:</u> Submit communities of interest</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 <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 	<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 ● Social media campaign ● Online academies (train the trainers on how to use COI tool) continue as needed

		<ul style="list-style-type: none"> ● 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) <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</p>	<p>Purpose: Present draft maps based on initial input and available data to receive</p>		

<p>CRC Line Drawing Subcommittee)</p>	<p>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>		
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