



November 27, 2020

California Citizens Redistricting Commission
721 Capitol Mall, Suite 260
Sacramento, CA 95814
Sent via electronic transmission

Re: Public Outreach

Dear Commissioners:

Thank you for your recent thoughtful discussions about public outreach. Your discussions focused to a large extent on who -- who should be doing the outreach, and who should be the target for outreach. This letter is about what is needed to do that outreach.

The goal of outreach is to educate and engage Californians -- as many people from as many different communities and parts of the state as possible. In order to do this outreach, we -- the community of groups doing that outreach -- need a set of materials in a variety of formats and languages. These include, but are not limited to, PowerPoint presentations, handouts, a website, and social media material.

Based on our experience, this outreach needs to start in early January 2021 -- in less than two months. The League of Women Voters is already receiving requests for speakers from a variety of communities throughout the state. We are preparing material to be able to respond to these requests, but our material is in English only, and will not necessarily work for all the audiences in the state.

The 2010 Redistricting Commission did not create any outreach material on its own, but relied on the coalition of groups brought together by the Irvine Foundation. The process of creating the unified portfolio of materials took several months. This material could serve as a starting point for this cycle's material, but will need careful editing and updating. Developing new material as well as updating existing work is best done with multiple diverse voices. This process will take time.

Does the Commission plan to fund creation of a portfolio of materials? If so, who will determine who creates the materials, what materials would be needed, the content of the materials, and what the deadline would be for the final version of the deliverables?

If you have any questions, please do not hesitate to contact us at redistricting@lwvc.org.

Sincerely,

Carol Moon Goldberg, President
League of Women Voters of California

Samuel Molina California, State Director
Mi Familia Vota