

GOAL1: X% per region

What percentage?

contact number must represent different groups to count in percentages, i.e., multiple maps on same group only represent one contact

define region - IA

ultimate goal: "activation" 1/1000 (any segment) -AV

leading indicator: "penetration" 1/100? -AV

engagement stratified by demographic variables, with cross reference to census data? - IA

Anything > last time, so > .07%

JA

.01% by county

69.6% of California at least once --our final 2020 census self response rate

GOAL 2: Engagement in each region represents the region

Considerations for representation?

Gender

Equity by area, race, access.

Economic brackets



Citizen + non-citizen



Geography

Race, ethnicity, language, age, immigrant, non-immigrant, urban, rural, city, suburb, coastal, mountain, desert, generation, economic, occupation



LGBTQ+ PSS

young adults/ Age diversity

connectivity

NF
Age, Gender, Ethnicity, Region, Geography, What Angela Said

Earning a reputation for making abundant efforts to reach out widely

Economic engines/industry

Language Access Equity - PT

region, literacy, urban/suburban /rural, industrial/agricultural - AV





The Commission shall (1) conduct an open and transparent process enabling full public consideration of and comment on the drawing of district lines; (2) draw district lines according to the redistricting criteria specified in this article; and (3) conduct themselves with integrity and fairness