Strategic Outreach Plan

Introduction

The Strategic Outreach Plan was developed to ensure a systematic approach to develop educational material, identify community partners, utilize tools to communicate, including social media platforms, and to encourage individual and community engagement in the process for redistricting California. The Commission conducted research, including reaching out to various organizations for information on their outreach experience and strategies.

The Strategic Outreach Plan includes the following:

1. The Commission's mission and vision
2. Goals
3. Outreach, Engagement, and Activation Strategies
4. Phases (Production, Educational, Grants)
5. Outreach and Engagement Activities
6. Grants Framework

Section 1: Mission and Vision

Purpose

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.

Mission Statement

To conduct an open and transparent process that enables public input on drawing of district lines in accordance with the law with integrity and fairness.

Vision Statement

To engage Californians to participate and provide input in the process of drawing the lines to reflect the diverse communities.

Strategic Outreach Plan

Section 2: Goals

The overall goal of the Commission is to reach out to all Californians, 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 in the redistricting of California. The Commission is intentional in creating a process that is accessible to all and creating maps that equitably reflects the voices of California's diverse population. The Commission has identified target considerations for outreach in the goals below and will assess the impacts of these considerations throughout the entire redistricting process.

Specifically, the Commission's goals are:

Goal 1
Activation rate of 1/1,000 or .01% of area be it neighborhood, city, county, or region.

Goal 2
To ensure that Californians' engagement is representative of the area. Representation considerations include, but are 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

Goal 3

Strategic Outreach Plan

Engagement is accessible to a wide range of Californians. Accessibility considerations include, but are not limited to:

- 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
- Transportation
- Limited technological or written literacy
- Mobile device accessible
- Cultural
- Religion (including holidays & norms of engagement)
- Education level
- Disability

Section 3: Outreach, Engagement, and Activation Strategies

In general, the strategy is to inform Californians about the importance of redistricting and encourage them to participate in the Commission's public hearings.

Strategy 1.
Infrastructure - The Commission has created a high level infrastructure for outreach and engagement activities that will allow the Commission to maximize its outreach efforts and target their efforts towards hard-to-reach populations. Staff, with Commissioners, will continue to build the ground level regional infrastructure to ensure there is a process for engagement and that we are able to coordinate outreach activities. These ground level staff will also be critical in the transitions from virtual meetings to on-site meetings when Covid-19 restrictions are lifted. Staff will also create a database to collect contact information from community organizations and track outreach activities throughout California.

Strategy 2
Messaging and marketing - It is important to make sure the Commission has a consistent message that is reflected in the all media formats. Whether it is in print, video, social media, or in-person, the message will be the same. Staff will be developing materials, a tool box, for Commissioners to use in their outreach efforts.

Strategy 3
Commissioner Outreach and Engagement - The Outreach and Engagement Subcommittee identified and proposed the creation of eleven Outreach Zones for the Commission to use for outreach and engagement workloads and activities. Given the size of California, the Commission assigned two commissioners for each Outreach Zone to lead in outreach and engagement activities for their respective Outreach Zones. They will lead and oversee the efforts in those

Outreach Zones and ensure that the Commission has heard from the Outreach Zones Communities of Interest (COI). Due to Covid-19 restrictions, outreach activities will be virtual until such time it is safe and allowed. Commissioner responsibilities would include, but not limited to:

- Being the voice and face of the Commission in the Outreach Zone for educational presentations
- Connecting with local leaders and community based organizations
- Making recommendations and supporting local outreach partners and efforts
- Facilitating the efforts when drawing lines in that region

Strategy 4
Activation - Activating individuals to share their Community of Interest and provide input on draft maps to the Commission is a critical piece of the Commissions' outreach activities. Public input could be made through:

- public comment at meetings,
- through email,
- through the community of interest (COI) tool,
- calling into a dedicated phone line.

Commissioners and staff will harness the outreach infrastructure of community based organizations and various stakeholders to encourage and support the communities they serve to participate in the Public Input process highlighting the numerous methods and multiple opportunities for participation. The Commission will utilize and promote Commission and partner created materials and training to help with this activation. .

An additional method to strengthen activation is establishing a grantmaking process to leverage outreach partners to encourage and support individuals and community groups to participate and be heard. The Commission would work together with granted partners to promote community meetings for public input and equip the communities they serve to participate, among other engagement activities.

Methods
The following includes various methods the Commission will use to reach out to Californians.

Methods	Description
Educational Presentations / Meeting	Presentations/Meetings to provide citizens information about the Commission, including who the Commissioners are, what they are going to do; how citizens can be involved to

	provide input through the COI tool, email, phone, etc.; and answer general questions. Due to Covid-19, these presentations will be virtual through Zoom or similar platforms hosted by the community partners. These meetings may be live streamed and recorded.
Public In-Person Meetings	Presentations that are face-to-face with an audience hosted by the Commission, a community partner, or jointly. Commission field staff will coordinate with host and facility to ensure social distancing protocols are adhered to for the entire meeting. These meetings will be live streamed and public comments will be taken. Input tools will be made available or referenced.
Website	Website is the official site of the Commission and provides general information about the Commission, meeting agenda, calendar, documents, videos, links to tools and other relevant information.
Social Media	Includes Twitter, FaceBook, YouTube, Instagram, LinkedIn and other similar platforms where information about the Commission will be posted regularly to inform citizens. This includes a social media advertising campaign.
E-Blasts	Regular e-blasts will be sent to keep the public informed about major announcements.
Newsletter	A monthly newsletter will be sent out electronically to summarize the Commission's work.
Phone and Text	This method will be utilized to reach populations in remote areas without internet access.
Traditional Media	Includes traditional and ethnic media formats such as mailers, newspaper organizations, radio, and TV. May include articles, interviews, PSAs, etc. Non-English media, local, and other contacts as well as radio ads, including in rural areas.
Videos	These are pre-recorded videos that can

	provide general information about the Commissioners and Commission. Videos will be linked to from the Commission's website.
Collateral Materials	Include any hard or soft copy of information for distribution to community partners and general audiences. Information may be available in multiple languages based on needs and resources. Community partners may translate information material as needed and the translation would be posted on CRC Website.
Outreach Partners/Stakeholders	Includes, but not limited to: State, Regional & Local Community-Based Organizations Statewide Associations K-12 & Higher Education Institutions Public Libraries University Political & Governmental Centers Local Civic Organizations Labor Community foundations & United Ways Chambers & Business Associations Arts & Cultural Groups Faith-based Institutions Local collaboratives Local and State Government Agencies

Outreach Structure

In an effort to be more responsive to requests for presentations, public meetings, and overall outreach and engagement activities it is recommended to have an outreach coordinator and field staff stationed in the North, Central, and South areas as early as February. The Northern field staff would cover Outreach Zones A-D, the Central field staff would cover E-G, and the Southern field staff would cover H-K. The outreach coordinator would provide onboarding to the field staff, distribute contact information, collect and report on outreach activities, and provide oversight and support to field staff. The regional field staff will be an integral part of the Commission's boots on the ground to reach out to community partners and when the Commission is able to conduct live public in-person meetings. The field staff would also serve as support staff for Commissioners to follow up on contacts, disseminate information material to groups, and coordinate meetings as necessary.

Strategic Outreach Plan

	Outreach Manager Marcy Kaplan		
Grants Coordinator TBD		Outreach Coordinator TBD	
	Field Staff North (Outreach Zones A-D)	Field Staff Central (Outreach Zones E-G)	Field Staff South (Outreach Zones H-K)

Section 4: Phases

Phase 1 - Production

An essential part of the outreach activities requires the development of materials for handing out and marketing. Staff will engage in the development of materials for the Commission to share with community partners and other sources to inform the public of what the Commission is for, the process, and how they can participate in providing input. Another aspect of this phase includes the roll out of a new Commission webpage, informational materials, videos, a social media presence, and a more traditional media campaign.

Production Phase	Products
01/02 -01/30	Developing marketing/outreach materials including but not limited to: talking points, PowerPoints, flyers, brochures,etc.), and video scripts.
01/02 - 01/30	Develop and produce first video for educational outreach efforts
01/02 - 01/22	Schedule Educational Presentations with CBOs for February and March
01/09 - 02/29	Additional video(s) production,
01/11 - 07/30	Social Media Ad Campaign - ongoing
01/11 -07/30	Traditional Media Presence (Newspaper, radio, TV, local and non-English) ongoing

Phase 2 - Educational Outreach - Redistricting Basics

This phase consists of the Commission's education campaign to inform California citizens of the Commission, the State redistricting process, how their communities can participate, and what tools are available for them to provide input and comments. Given there are other redistricting efforts going on, the Commission will need to differentiate between the local, county, and state redistricting efforts. The goal in this phase is to reach out to all communities, while specifically

targeting those communities that are traditionally difficult to engage or have not been invited to engage in the political process. Due to Covid-19 impacts and restrictions, the Commission will conduct this phase via virtual presentations throughout California to a variety of community of interest groups. The Commission will work with statewide, local, and non-profit organizations to partner with them in this education effort. This will be scheduled to be implemented in January and the virtual educational presentations in February and run through March. The timeframe is relatively short but is intended to inform Californians of the process and encourage participation for Phase 3. This timeframe can be adjusted/extended if there are any delays in the Commission receiving Census data. The commission will conduct educational meetings in the 11 Outreach Zones defined by the Commission with the two assigned Commissioners of the respective Outreach Zones participating. In addition, it is the goal of the Commission to reach out to various communities, including non-English speaking communities. The COI tool will be available in 12 languages that align with the top 12 languages in California and are consistent with the languages used for the California Census.

Phase 3 - Public meetings for public input (COI input)
In this phase, the Commission will focus on public input at community meetings scheduled throughout the State. The Commission will leverage contacts with community based organizations (CBOs) to get the word out and coordinate the public input meetings. These meetings will be hosted by the Commission, community groups, and/or jointly hosted. They will include a “line drawer” in this phase to take public input into considerations for the line drawing purposes. The Commission will have community of interest (COI) tools to collect public input. By this phase, the Commission will have Census data to work with. This phase is predicated on when the Commission receives the Census data. If Census data is received as previously scheduled, the public meetings will begin in late March and continue through June.

Section 5: Outreach and Engagement Activities

The Educational Presentations - Redistricting Basics are intended to be more about making a connection with community groups and informing them on the process and how they can get involved. The presentations could be between fifteen minutes to one hour in length and would consist of the following basic information:

- Welcome by the hosting organization
- Image slide of all Commissioners - Pictures and City
- Introduction of attending Commissioners (2 per assigned Outreach Zone)
- Show PowerPoint or play video
- Q&A
- Closing

Commissioners will be provided with talking points, a PowerPoint presentation, and other materials to use for the presentations depending on time allotted. Links to the CCRC website,

videos, COI tool, and other available information will be provided to the hosting organizations prior to the meetings.

The following is a proposed outreach schedule for the Commission to review. This schedule lists fifty-six educational presentations, which is 8 per Outreach Zone. The Commissioners can adjust the number of events as they determine their assigned Outreach Zone needs. This timeframe can be adjusted/extended if there are any delays in the Commission receiving Census data. Staff will develop a speaker request form that can be sent to the community partner or accessed from the website.

Proposed Outreach Schedule (subject to change)	56 Educational Presentations/Meetings (8 per Outreach Zone with up to 2 Commissioners)								
02/01 -02/05	Educational Presentations - Redistricting Basics	Zone A	Zone K	Zone B	Zone J	Zone C	Zone I	Zone D	Zone H
02/08 - 02/12	Educational Presentations - Redistricting Basics	Zone E	Zone G	Zone F	Zone A	Zone K	Zone B	Zone J	Zone C
02/16 - 02/19	Educational Presentation - Redistricting Basics	Zone I	Zone D	Zone H	Zone E	Zone G	Zone F	Zone A	Zone K
02/22 - 02/26	Educational Presentation - Redistricting Basics	Zone B	Zone J	Zone C	Zone I	Zone D	Zone H	Zone E	Zone G
03/1 - 03/05	Educational Presentation - Redistricting Basics	Zone F	Zone A	Zone K	Zone B	Zone J	Zone C	Zone 9	Zone D
03/8 - 03/12	Educational Presentation - Redistricting Basics	Zone H	Zone E	Zone G	Zone F	Zone A	Zone K	Zone B	Zone J
03/15 - 03/20	Educational Presentation - Redistricting Basics	Zone C	Zone I	Zone D	Zone H	Zone E	Zone G	Zone F	Zone A

The next phase, Phase 3 - Public Meetings, will begin after the Commission has received Census data and will include a line drawer at meetings. Schedule information for this phase will be provided at a later date.

Section 6: Grants Framework

One component of the Outreach, Engagement, and Activation Strategy is to partner with organizations that are connected with various audiences and can help the Commission in its mission. A grant funding process can leverage trusted community partners across the state to educate and activate Californians to participate in the redistricting process.

Strategic Outreach Plan

Grant funding is an opportunity for the Commission to further reach communities who may face barriers to participation, including accessibility, limited knowledge of the redistricting process, language access or other factors. Funding will support activities including education and training with the goal of supporting individuals to provide public input to the Commission about their communities. A grantmaking structure is yet to be determined but the Commission and staff are working on establishing a grant process that includes guidelines and criteria for funding.