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

- o Mountain, desert, coastal
  - o Urban, suburbs, rural
  - o County center (i.e., City of San Diego) and non-county center
- Race/Ethnicity
- Citizenship status and Immigrant/Native-born
- Gender
- Economic
  - o Small business, big business, nonprofit, education
  - o Business owner, employers, employee, labor
  - o Local industries (economic engines)
  - o Industrial, agriculture
  - o 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):

- 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
- Ability

Proposed Strategy Map

Phase	Purpose	Strategies & Partners (not exhaustive)	Potential Tools (not exhaustive)
Inform: public education (Launch January 11)	Driving Question: What is redistricting, and why is it important to you? Super simple, straightforward explanation Differentiate between the local, county, and state redistricting efforts Action: Connect individuals to CRC by capturing followers, emails, or cell numbers, etc. Action: Identify local partners	Presentations to: ● 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)	● 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

		Press releases or letters to the editors: ● Press/media, ● Neighborhood/community media ● Ethnic and identity media ● Radio (English and other languages) Social media campaigns. Designed by targeted age group and platform RFP released for small grants	
Outreach & Engagement (Launch February 15)	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	Communities of Interest (COI) Tool - Train-the-Trainer Workshops (conducted by state partners) ● Field Partners, especially census tables/alliances but not limited to ○ Community foundations ○ United Ways	● 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

	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 Action: Go deeper than Redistricting 101. Trainings on the diverse tools; some may be ready to submit communities of interest	○ Chambers & business assocs ○ Arts & culture groups ○ Faith-based institutions ○ School sites PTAs/PSTAs/ELACs/ASBs ○ Local collaboratives (veterans, health, youth, etc.) Commissioners' presentations inviting individuals to participate and promoting methods of engagement Trusted messengers do outreach to hard to reach communities Considerations: low-engagement areas & highly populated areas Press releases or letters to the editors:	● 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

		● Press/media, ● Neighborhood/community media ● Ethnic and identity media ● Radio (English and other languages) Social media campaigns. Designed by targeted age group and platform	
Activation (March -June) <mark>(closing date based on the work of the Line Drawing SC)</mark>	Purpose: Activate our broad network of trusted messengers and directly engaged communities to get specific input on communities of interest through various mechanisms. Driving Question: How will you share your community with us? Action: Submit communities of interest	Traditional public hearings ● Who on CRC must attend? Whose attendance is welcome but optional? ● In-person & virtual Co-hosted accessible town halls with local partners or language/ethnic specific. These would be smaller gatherings up to 90 minutes ● Overview of Redistricting Share the tools	● 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

		- COI tool 101 - Listen to speakers - Encourage all to submit their COI data - Provide technical assistance to submit data Press releases or letters to the editors: - Press/media, - Neighborhood/community media - Ethnic and identity media - Radio (English and other languages) Social media campaigns. Designed by targeted age group and platform. Live events showing how to use the tool Small grants awarded	
Reflection <mark>(dates based on the work of the</mark>	<mark>Purpose: Present draft maps based on initial input and available data to receive</mark>		

CRC Line Drawing Subcommittee)	community reflections, feedback, and proposed adjustments. Proposed plan to be designed in partnership with other subcommittees Sharing maps, input on the maps, and Action: Input on the draft maps		