

March 28, 2021

**Recommendations from Outreach and Engagement Subcommittee
CRC and Non-CRC hosted Redistricting Basics Presentations**

Staff researched and reviewed with the Outreach and Engagement Subcommittee various options on how best to conduct CRC & non-CRC hosted Redistricting Basics presentations. In reviewing the costs, trade-offs, and impact of several options, we reached the following consensus:

1. Continue to leverage and promote past and upcoming Redistricted Basics presentations to all Californians:
 - a. Promote through various channels: social media, CRC newsletter, Commissioners, media, etc.
 - b. Continue to target opportunities to broaden reach: statewide/zone/countywide reach.
 - c. Continue monitoring regions and populations reached to ensure reaching communities across California.
 - d. Presentations in Spanish.
2. Conduct and promote two CRC hosted Redistricting Basics presentations in English and Spanish with Q&A:
 - a. Two dates (to be publicly noticed):
 - i. English: April 20 at 2pm (before April 20 CRC Business meeting 4-8pm)
 - ii. Spanish: April 26 at 5pm (after April 26 CRC Business meeting 9:30-4:30pm). Multiple Commissioners presenting in Spanish.
 - b. Utilize recording of presentation and Q&A for future promotion.
 - c. Include language specific sign language, closed captioning, public comment/questions.
3. Create and promote short videos/vignettes (ranging from 30 seconds to 2 minutes)
 - a. Numerous topics (breaking down topics that are covered in Redistricting Basics presentation).
 - b. Language access.