

STATE OF CALIFORNIA
CITIZENS REDISTRICTING COMMISSION (CRC)

In the matter of:

CRC BUSINESS MEETING

TUESDAY, NOVEMBER 17, 2020

9:32 a.m.

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J. Ray Kennedy, Chair
Antonio Le Mons, Vice-Chair
Isra Ahmad, Commissioner
Linda Akutagawa, Commissioner
Jane Andersen, Commissioner
Alicia Fernandez, Commissioner
Neal Fornaciari, Commissioner
Sara Sadhwani, Commissioner
Patricia Sinay, Commissioner
Derric H. Taylor, Commissioner
Pedro Toledo, Commissioner
Trena Turner, Commissioner
Angela Vasquez, Commissioner
Russell Yee, Commissioner

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Ditas Katague, California Complete Count
Sonya Logman Harris, California Complete Count
Nahla Kayali, Access California Services
James Woodson, California Calls: California Black Census
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Also PresentPublic Comment

Lori Shellenberger, California Common Cause
Tho Vinh Banh
Regina Brown-Wilson, California Black Media

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P R O C E E D I N G S

Tuesday, November 17, 2020

9:32 a.m.

CHAIR KENNEDY: Good morning, everyone. Thank you for joining us. This is day 2 of our meeting from the 16th to 18th of November, 2020.

The first item on our agenda is the roll call, so could the roll be called, please.

MS. SHEFFIELD: All right. Good morning, Commissioners.

Commissioner Ahmad.

COMMISSIONER AHMAD: Here.

MS. SHEFFIELD: Commissioner Akutagawa.

COMMISSIONER AKUTAGAWA: Here.

MS. SHEFFIELD: Commissioner Andersen.

COMMISSIONER ANDERSEN: Here.

MS. SHEFFIELD: Commissioner Fernandez.

COMMISSIONER FERNANDEZ: Here.

MS. SHEFFIELD: Commissioner Fornaciari. Is he there?

Commissioner Kennedy.

CHAIR KENNEDY: Here.

MS. SHEFFIELD: Commissioner Le Mons.

VICE CHAIR LE MONS: Here.

MS. SHEFFIELD: Commissioner Sadhwani.

COMMISSIONER SADHWANI: Here.

1 MS. SHEFFIELD: Commissioner Sinay. I can't --

2 COMMISSIONER SINAY: My apologies. Here.

3 MS. SHEFFIELD: Okay. Commissioner Taylor.

4 COMMISSIONER TAYLOR: Present.

5 MS. SHEFFIELD: Commissioner Toledo.

6 COMMISSIONER TOLEDO: Present.

7 MS. SHEFFIELD: Commissioner Turner.

8 COMMISSIONER TURNER: Here.

9 MS. SHEFFIELD: Commissioner Vazquez. Okay.

10 COMMISSIONER VAZQUEZ: Yes, here.

11 MS. SHEFFIELD: And Commissioner Yee.

12 COMMISSIONER YEE: Here.

13 MS. SHEFFIELD: Thank you.

14 CHAIR KENNEDY: Thank you very much.

15 Are there any general announcements this morning?

16 Director Claypool, do you have anything?

17 MR. CLAYPOOL: I do not.

18 CHAIR KENNEDY: Okay. Thank you.

19 So to review today's agenda, we have a presentation
20 by a team from the California Census Complete Count
21 office, beginning at 10 a.m. They will stay with us
22 through the break, from 11 to 11:15, and we anticipate
23 having a period for public comment shortly before 12
24 noon, so perhaps 11:45, 11:50, depending on how the
25 discussion goes.

1 We would then have -- we would continue with the
2 executive director's report from yesterday, followed by
3 lunch, most likely 12:45 to 1:45, public comment open
4 again from 1:45 to 2. And at 2 o'clock, we anticipate
5 discussing various RFPs, or at least one RFP. Don't know
6 if we will be approving a scope of work today, but we
7 will be discussing that RFP.

8 And then, after the break, which will be
9 approximately 3:15 to 3:30, we have one more panel on
10 global access, after which we would have public comment
11 and close the day. So that is the agenda for today.

12 Who is moderating for us on the public comment line
13 today?

14 MR. MANOFF: That would be Katy, Chair.

15 CHAIR KENNEDY: Okay. Good morning, Katy.

16 PUBLIC COMMENT MODERATOR: Good morning, Chair.

17 CHAIR KENNEDY: Would you please read the
18 instructions for public comment.

19 PUBLIC COMMENT MODERATOR: I will, gladly. Uh oh.

20 In order to maximize transparency and public
21 participation in our process, the Commissioners will be
22 taking public comment by phone. To call in, dial the
23 telephone number provided in the livestream feed. The
24 telephone number is 877-853-5247.

25 When prompted, enter the meeting ID number provided



1 in the livestream feed. It is 91505532099 for this
2 week's meeting. When prompted to enter a participant ID,
3 simply press pound.

4 Once you have dialed in, you will be placed in a
5 queue from which a moderator will begin unmuting callers
6 to submit their comment. You will also hear an automatic
7 message to press star 9. Please do this to raise your
8 hand indicating you wish to comment.

9 When it is your turn to speak, the moderator will
10 unmute you, and you will hear an automatic message that
11 says, "The host would like you to talk", and press star 6
12 to speak.

13 Please make sure to mute your computer or livestream
14 audio to prevent any feedback or distortion during your
15 call. Once you are waiting in the queue, be alert for
16 when it is your turn to speak, and again, please turn
17 down the livestream volume.

18 These instructions are also located on the website.
19 The Commission is taking general public comment at this
20 time.

21 It looks like we do have someone in the queue.

22 CHAIR KENNEDY: Okay. If you can invite them to
23 join us.

24 PUBLIC COMMENT MODERATOR: I have.

25 If you can press star 6. Please state and spell



1 your name for the court reporter.

2 MS. SHELLENBERGER: Good morning. This is Lori,
3 L-O-R-I, last name Shellenberger,
4 S-H-E-L-L-E-N-B-E-R-G-E-R, and I'm the redistricting
5 consultant for California Common Cause. Are you able to
6 hear me?

7 PUBLIC COMMENT MODERATOR: Oh, yes. Please share
8 your comment.

9 MS. SHELLENBERGER: Okay. All right. Good morning,
10 Commissioners. I'm calling in regarding the handouts
11 that were posted yesterday, and the potential action
12 items you may take today related to those, and really
13 just calling for clarification.

14 As you all discussed yesterday, I know you didn't
15 receive some of these materials until the public did, I
16 believe. They weren't posted until the lunch break
17 yesterday, and some of those are quite substantive, and I
18 know that you'll be discussing those in your
19 subcommittees.

20 And in particular, I wanted to ask a question about
21 the voting rights memo and counsel's statement of work,
22 as well as the proposed COI budget strategy map, and ask
23 you if you're planning to take action on those items,
24 because there are stakeholders who are interested in
25 providing feedback on those documents, and there just

1 isn't sufficient time, with the 24-hour turnaround, for
2 many of those groups to circle the wagons and speak to
3 their stakeholders and provide meaningful feedback to
4 you.

5 So I wanted to flag that, and also get a sense from
6 you all this morning if you have a sense of whether you
7 (audio interference) subcommittees, because there are
8 folks who would like to listen in to your discussion, and
9 also to reassure the public that you won't take action on
10 items until they've had a chance to provide meaningful
11 public feedback. Thank you.

12 CHAIR KENNEDY: Let me ask Director Claypool what
13 our time line is on the RFPs. We certainly want the
14 public to participate and have adequate time to review
15 materials, but on the other end of some of these
16 processes, we have hard deadlines that we have to meet,
17 and unfortunately, very burdensome bureaucratic processes
18 that some of these things have to go through. So let me
19 ask Director Claypool if he could speak to where we stand
20 and how much time we could be able to defer any decision
21 on these items.

22 MR. CLAYPOOL: Yes, Chair. So the items that are
23 posted are for review and comment. The Commission needs
24 to take a look at those statements of work and decide
25 whether it's the type of work that they're looking for.

1 So it's anticipated that, by the following meeting, the
2 December 1st through 3rd, that we would have these in
3 their full form, so we could take comment all the way
4 until then, and make changes, any necessary changes, at
5 that time, before moving them to the Department of
6 General Services.

7 So I believe that both Commissioners involved with
8 crafting those were looking for suggestions at this
9 point, and not final conclusions, but I'll defer to
10 Commissioners Yee and Sadhwani on that.

11 CHAIR KENNEDY: Commissioner Sadhwani.

12 COMMISSIONER SADHWANI: Yes. A couple items, and
13 thank you, Ms. Shellenberger, for calling in.

14 So first, there have been some changes to the
15 recommendations that were in that memo, which I was
16 hoping to bring to light, hopefully today, and I also
17 just wanted to note that our conversation about this is
18 actually scheduled tomorrow at 10 a.m. or possibly just
19 before, if there's, you know, time permitting.

20 Justin Levitt is planning to come and be available
21 to answer questions of the Commission. My sense is he
22 probably would be willing to also take questions from the
23 public if we wanted to open to public comment. Our hope
24 is to advance the statement of work. That is only one
25 piece of the RFI process, but to advance it so that we

1 can have the sense of the Commission to move forward and
2 actually develop --

3 MR. CLAYPOOL: You're kidding me. Okay.

4 PUBLIC COMMENT MODERATOR: Director Claypool, you're
5 not on mute.

6 COMMISSIONER SADHWANI: Well, okay. Our hope is to
7 advance the RFI, as Director Claypool mentioned, in its
8 final form in our December meeting. So I hope that that
9 would give plenty of time for that.

10 I did want to note that the memo had recommended
11 discussing RPD analysis in closed session. After
12 discussing that with counsel, we will actually be holding
13 that conversation in public session. The recommendation
14 from counsel was that once we actually have data
15 analysis, that that might be something that we would need
16 to discuss in closed session, as it would relate to
17 potential future litigation, but at this stage, that we
18 should have that conversation publicly.

19 So both for Ms. Shellenberger, the public, as well
20 as for the Commissioners, please note that that
21 recommendation has changed, but unfortunately, it is not
22 updated in the document. If we think that it's possible
23 to update it and get it on the website, I'm happy to do
24 that today.

25 And I don't know, Commissioner Yee, if you have

1 anything more to add that I perhaps forgot.

2 COMMISSIONER YEE: Nothing else to add. Thank you
3 so much, Ms. Shellenberger, for your attention to this.

4 Any other comments you wanted to bring to our
5 attention?

6 PUBLIC COMMENT MODERATOR: Ms. Shellenberger is
7 actually gone, but we do have somebody else in the queue
8 waiting to share.

9 CHAIR KENNEDY: Okay. Just before we go to the next
10 caller, so the bottom line is, we anticipate discussing
11 these things during the course of this week's meeting
12 sessions. We do not anticipate taking action until the
13 next meeting, which will be from December 1st through
14 3rd. So we look forward to comment on these scopes of
15 work at any point between now and the time that we do
16 take action during the course of the next meeting.

17 So with that, Katy, you can invite the next caller.

18 PUBLIC COMMENT MODERATOR: I will do.

19 COMMISSIONER YEE: I think Commissioner Sinay had a
20 comment.

21 PUBLIC COMMENT MODERATOR: If you'll press star 6.

22 CHAIR KENNEDY: Sorry. Sorry. Yes. Can we hold?

23 PUBLIC COMMENT MODERATOR: I --

24 CHAIR KENNEDY: Okay. Go ahead. Go ahead.

25 PUBLIC COMMENT MODERATOR: Sorry. If you could



1 state and spell your name for the court reporter, please.

2 MS. BANH: Sure. This is Tho Vinh Banh. It's
3 spelled T-H-O, V-I-N-H, B-A-N-H.

4 PUBLIC COMMENT MODERATOR: Please share your
5 comment.

6 MS. BANH: Okay. So I just wanted to echo Lori
7 Shellenberger. For example, the communities of interest
8 strategy map, I know there's no intention, but for
9 example, under "Accessibility Considerations", not having
10 the word "disability" there when this goes out to the
11 public is going to cause some consternation. The word
12 "ability" -- so oftentimes, in the disability community,
13 we feel erased when the word "disability" is not used.

14 So I know the intention is good by using the word
15 "ability", but by using the word "ability," we're erasing
16 the disability community. So I was -- for example, if I
17 had time, I would share that the accessibility
18 considerations should for sure include the word
19 "disability" before it goes out to the public, I mean,
20 before it becomes final, because the disability community
21 is not going to -- it's going to feel very unseen with
22 that language.

23 As well, under "Commission-Identified Goals," under
24 "Representation Considerations", because the disability
25 community is such a large community, to not have that as

1 being one of the groups under "Representation", I think,
2 would be amiss as well.

3 So I'm echoing Lori Shellenberger's thoughts, to
4 just ensure that there's some comment back, just so that
5 you have the best thoughts from the different groups, so
6 that you can finalize a document that will speak to the
7 widest audience. Thank you for your consideration.

8 CHAIR KENNEDY: And thank you for your comment.
9 That is very helpful input, and we can make the necessary
10 modifications before we finalize these documents.

11 MS. BANH: Thank you.

12 CHAIR KENNEDY: I did see Commissioner Fernandez's
13 hand and someone said Commissioner Sinay also had her
14 hand up. Okay. So Commissioner Fernandez.

15 COMMISSIONER FERNANDEZ: Yes. I just -- I'm really
16 not sure how to put this, but I do appreciate that it's
17 short time frames, but I also only read it last night,
18 and so moving forward, yes, we always want to post
19 information as soon as we can, and get the information
20 out there, but oftentimes we may not have 24 hours.

21 So I just -- we have these deadlines and these time
22 frames that we need to meet, and we need to make sure
23 that we're mindful of that. Again, posting, we've had
24 issues with that, but I also did not review the
25 information until yesterday. So we need to keep moving

1 forward, and I appreciate the comments, but we also have
2 deadlines and time frames. So just be aware of that.

3 CHAIR KENNEDY: Thank you, Commissioner Fernandez.
4 Commissioner Sinay.

5 COMMISSIONER SINAY: Hi. I appreciate both callers,
6 and I definitely appreciate raising the awareness on
7 using the word "disability" versus "ability." I know
8 that, in the past, I've been told to use "ability". So
9 it's always helpful to learn.

10 You know, the hardest part -- and I think this is
11 important for the community to understand -- is we can't
12 share a draft and get everybody's input behind -- you
13 know, among all the Commissioners, and get editing and
14 (indiscernible). So the only way we can get the input of
15 our colleagues is to present documents in public, like we
16 are now. That's why there's "draft" written on things.

17 Also this is a map, and the main purpose of this is
18 actually to hand it over to staff, and now we have
19 staff -- hello, Mr. Ceja -- the purpose is to hand it
20 over to staff, and really have staff dig into it, and so
21 the actions are not -- the proposed actions are just so
22 that -- all of them are very open and broad, for staff to
23 have parameters to come back and actually give work
24 plans, and staff will have more time than the
25 Commissioners have up to now. Up to now, it's been all

1 on the Commissioners to do the outreach and talk to
2 groups, and a lot of talking to groups and input on the
3 panels and stuff went into those documents.

4 All your letters that you -- the eighteen-page
5 letter that you all submitted went into that document,
6 and a lot of the expertise of the Commissioners around
7 the table. You know, half of us or more, I always like
8 to tell people, are either working in the community or
9 community organizers, and so there's a lot of expertise
10 around, but now we'll have someone who can focus on this
11 and go deeper, and the purpose of this document was to
12 have it ready to hand over to staff, so that they can
13 start making those connections and actually create a much
14 richer document than that.

15 So hopefully, the community understands that the
16 document, more than anything, was to make sure it
17 captured all of what we've learned in the last three
18 months, and to really give Mr. Ceja an opportunity to
19 step off from there, and he doesn't have to do three
20 months of work that we already did.

21 CHAIR KENNEDY: Very good. Thank you.

22 VICE CHAIR LE MONS: Commissioner Vazquez.

23 CHAIR KENNEDY: Sorry.

24 VICE CHAIR LE MONS: Commissioner Vazquez.

25 COMMISSIONER VAZQUEZ: Thank you. Yes. And

1 building off of my subcommittee members' comments, also
2 wanted to particularly invite the public to think broadly
3 with us in response to this document. So we made many
4 attempts to make sure that, you know, the proposals that
5 we listed in the strategy map said, you know, "not
6 exhaustive" when we're talking about strategies and
7 partners, potential tools, not exhaustive, you know,
8 considerations include, but are not limited to.

9 So we really do understand that -- we do not
10 consider ourselves experts in sort of all of the
11 potential considerations, and wanted to create a strategy
12 map as a jumping-off point, but really hope to get both
13 your very specific feedback, if you feel like there, you
14 know, are things that absolutely must be included in
15 future documents, but also really invite you to think
16 broadly with us about the overall strategy, and really
17 invite comments at a high level about sort of what we
18 have proposed here today, and know that your specific
19 language edits or specific considerations are also
20 welcome, but I think I would personally really love to
21 hear feedback on the overall strategy and orientation for
22 some of these actions.

23 So thank you again for your feedback, and we
24 appreciate it, and are listening.

25 CHAIR KENNEDY: Perfect. Thank you, Commissioner



1 Vazquez.

2 Katy, do we have other callers?

3 PUBLIC COMMENT MODERATOR: We do have one more
4 caller in the queue.

5 CHAIR KENNEDY: Okay. If you could invite them to
6 join us.

7 PUBLIC COMMENT MODERATOR: Yes. If you'll please
8 press star 6. If you'll please state and spell your name
9 for the court reporter.

10 MS. SHELLENBERGER: Hi. This is Lori Shellenberger
11 calling back in.

12 PUBLIC COMMENT MODERATOR: Oh, okay.

13 MS. SHELLENBERGER: Do you need me to spell my name
14 again?

15 PUBLIC COMMENT MODERATOR: No, that's okay.

16 MS. SHELLENBERGER: Okay. I just wanted to --
17 first of all, I really appreciate the thoughtful
18 consideration of our comments, and I also should say, you
19 know, everyone appreciates the work that the
20 subcommittees are doing and putting into these documents
21 that you're posting, but I also wanted to just flag one
22 other thing in terms of the public being able to respond
23 and provide meaningful input, but having sufficient time
24 to do that, and it's related to this.

25 I understand that the Commissioners have frustration

1 about this too, as you're all getting started, and with
2 staff being onboarded, and getting you to the dynamic
3 between the Commission and your staff, but the agendas
4 that are being posted are not particularly helpful for
5 the public.

6 It's not clear what documents will be associated
7 with which agenda items. There are speakers who are
8 coming who still aren't updated on the agenda, and there
9 are times certain for items, and I appreciate very much
10 the Chairs who have been rotating in doing their best to
11 apprise the public at the beginning of each meeting as to
12 the schedules for the day, but the groups who want to
13 engage and who are monitoring the process go beyond the
14 group that I help facilitate and am able to give
15 real-time updates to as I watch your meetings, and let
16 them know when items are being covered, but it requires
17 my full attention.

18 There's no multitasking, right, because I'm not --
19 it's a little bit of a surprise each day as items come
20 up, and I understand that it's fluid, and you have to
21 have some flexibility to get through items, and you may
22 move things up, as yesterday you moved more quickly
23 through your agenda, and become more efficient, but I
24 just wanted to flag that the agenda is really critical to
25 the public being able to plan to engage, and to

1 understand when you're really taking on more substantive
2 items that they should be prepared for, and can manage
3 their time and communication with their stakeholders in
4 order to give you the best input possible.

5 And I understand turnaround time can be critical,
6 but you also are in the process of making decisions that
7 have such a tremendous impact on this entire process, and
8 so you were given extra time to do this work, in the
9 ramp-up, and part of the reason for that is so the public
10 could have meaningful input, and I just can't emphasize
11 enough how critical some of these decisions are, and that
12 there are a lot of really amazing groups out there who
13 have expertise, you may not even have heard from yet, who
14 may want to weigh in, and so I just want to emphasize
15 again the need for as much public notice and explanation
16 about what you'll be doing so that the public can do
17 that. Thank you.

18 CHAIR KENNEDY: Ms. Shellenberger -- she's gone
19 again. Okay.

20 Any further comments before we go into our
21 presentation from the team from California Complete
22 Count?

23 Commissioner Le Mons.

24 VICE CHAIR LE MONS: We might want to consider
25 brainstorming at some point the kinds of feedback that

1 we're looking for, and we can post an open call for
2 feedback on our website, so that the public doesn't have
3 to necessarily wait for an agenda item. I think the
4 team -- the group, that put together the eighteen-page
5 document did an amazing job of being able to translate
6 their concerns, be able to foreshadow for us.

7 So I think we should think about that, so that we're
8 not in a situation where the public is just reacting,
9 because a lot of these groups already have opinions, and
10 already know what they want to do, and already know what
11 they would like us to do, and I think, if they could kind
12 of take the same approach as the group -- the collective
13 that put together the eighteen-page document, and get
14 that to us, we can have that be a part of our
15 consideration set from the very beginning, which will
16 help us a little bit with some of the time constraints
17 that we face, because this won't be solved with just
18 posting a day or two earlier if we're always on our
19 heels. You know, we don't want be on our heels through
20 this entire process.

21 So I think that might be a way that we reorient our
22 relationship to the public, and their feedback, because I
23 don't think they're sitting around just waiting for us to
24 put a topic on the agenda. They know what they want to
25 chime in on, and that doesn't preclude them from

1 participating while we're talking live as well. So
2 that's just a recommendation.

3 CHAIR KENNEDY: Right. And you know, as we redesign
4 the website, hopefully, we'll be able to give additional
5 encouragement for individuals and groups to provide input
6 at any time, particularly in writing, but also during the
7 course of the meeting.

8 When I redesigned the agenda for this meeting and
9 going forward, you know, one of the things that I did was
10 highlight on the first page, in a text box with large
11 letters, "The Commission welcomes public input", and we
12 do want that message to be loud and clear to everyone out
13 there who is interested in following us. So yes, as we
14 discuss the website moving forward, we definitely want
15 that to be very prominent on the website.

16 Commissioner Taylor, you had a comment?

17 COMMISSIONER TAYLOR: Yes. Without being redundant,
18 I would like to concur with Commissioner Le Mons. I had
19 written down, while Ms. Shellenberger was giving her
20 comment, "Open call", so I think that somehow, if there's
21 partners out there that have information related to our
22 business, that they should send it in at any time, and it
23 shouldn't be a wait. We should be able to actively move
24 upon that information. Information is key, is what we've
25 continued to say, so please give us this information as

1 soon as possible, so that we can make judgments
2 accordingly.

3 CHAIR KENNEDY: Very good. Thank you.

4 Director Claypool, can I now turn it over to you to
5 introduce our guests?

6 MR. CLAYPOOL: I was assuming that that was going to
7 be Commissioner Sinay. However, I can introduce the
8 guests, if you wish.

9 We have with us the director of the Census, Ditas
10 Katague, and we also have the chief business officer with
11 him, Sonya Logman Harris, and so I'm going to turn it
12 over to them.

13 MS. KATAGUE: Great.

14 MR. CLAYPOOL: And thanks to both of you for joining
15 us this morning. We really appreciate your time.

16 MS. KATAGUE: Great. Well, thank you so much for
17 having us. I just want to say, like, I just got a call
18 that an old, old friend of mind just passed, so I'm a
19 little bit distracted. So I will get back on it, but to
20 make sure I give you what you guys (audio interference).

21 Anyways, I'm a little bit -- so I just want to thank
22 all of you, Chair, Commissioner Sinay, Commissioner
23 Vazquez, Executive Director Claypool, all of the
24 Commissioners, for inviting us here to speak.

25 I am Ditas Katague, and I'm director of the

1 California Complete Count Census 2020 office. I'm joined
2 today by our Chief of Staff, Sonya Logman Harris, and I'm
3 going to share a little bit about my background, just so
4 that you know who I am, where I'm coming from, and Sonya
5 will do the same.

6 I did listen yesterday for a little bit, and I want
7 to make a little, tiny clarification, just for the public
8 record, and I know you guys corrected it today, as it was
9 stated yesterday that the U.S. Census Bureau Office would
10 be coming this morning to present. I was like, oh,
11 really? But actually, I just want to make just an
12 important clarification, that Ms. Logman Harris and I are
13 from the State of California's education and outreach
14 campaign, and we do not work for the U.S. Census Bureau,
15 and we do not represent them in any way in our
16 presentation. So while our campaign worked in
17 coordination with the Federal Census Bureau, our purpose
18 and duties are fully separate and distinct.

19 I'm just going to take fifteen seconds more, just
20 for the benefit of the public listening, to further
21 clarify, because I know we've been doing this for, you
22 know, three years, and so we know it like the back of our
23 hand. Some people, like, aren't familiar.

24 So the U.S. Census Bureau is responsible for
25 counting every resident in the United States, and the

1 associated data collection and data processing. It's the
2 largest peacetime operation undertaken by the federal
3 government, and it takes place every ten years, which is
4 why a lot of people don't really understand it, and the
5 federal census, it's been a part of the U.S. Constitution
6 since 1790. Their role is to count everyone once, and
7 only once, in the right place.

8 So then there's us, the California Census Office,
9 and we are a limited-term body established by the
10 governor to coordinate the State's outreach and
11 communications strategy, which focuses on the
12 hardest-to-count residents here in our state, and those
13 that are most likely to be overlooked by the federal
14 census. So thank you for indulging my little
15 clarification.

16 So a little bit about me. This was my third
17 decennial, and probably my last one I'm going to work on
18 for the State, serving in this leadership role over the
19 State's outreach reports, and you want to hear
20 specifically about the 2020 outreach and investment, and
21 we're going to go ahead and talk about that.

22 I'd be remiss and not serving the public interest if
23 I didn't mention that our entire 2020 census outreach and
24 operational strategy was based, you know, partly on the
25 efforts, successful efforts, of our 2000 effort and the

1 2010 census efforts, which were originally -- and it was
2 also created to remain in support of the U.S. Census
3 Bureau's enumeration activity. Right?

4 We always go into it saying, we're here to support
5 the Census Bureau to do a great job to count, you know,
6 the entirety, to count, basically, you know, all
7 Californians. So just keep in mind those past efforts'
8 mechanics. I might be better suited to answer some of
9 your questions, considering the tight timing and funding
10 parameters that you have.

11 So I was lucky enough to address a 2010 Citizens
12 Redistricting Commission last time around, and I have
13 served on the U.S. Census Bureau's National Advisory
14 Committee on Racial, Ethnic, and Other Populations from
15 2012 to 2018. That was my volunteer work, six years of
16 that, so I get it -- you guys, I know, are volunteers as
17 well -- and served as the chair the last three years,
18 from 2015 to '18, which is a really important time for
19 the decennial, in preparation, and I always like to say
20 having an inside look at the sausage-making is always
21 interesting, since our work here at the State is supposed
22 to support the U.S. Bureau's enumeration efforts and
23 their activities.

24 So I spent the last three years in local, state, and
25 federal government, ranging from chief deputy

1 commissioner to chief of staff, and of course, now
2 director again, but I do have other gigs in between, just
3 to be clear, not census all the time. And I spent six
4 years as chief of staff to the California Public
5 Utilities' Commissioner Sandoval, and here's where we
6 focused on increasing the public engagement in the
7 sometimes overly complicated public utilities
8 proceedings, if any of you have ever tried to participate
9 in that, ranging from climate change, greenhouse gas
10 emissions, to regulating transportation network
11 companies.

12 So I give you that background because I just want
13 you to say, this civic engagement, and improving and
14 creating opportunities for meaningful policy engagement
15 for the public, it's in my blood, it's in my bones, and I
16 am just so thankful that you guys are here to make sure
17 that no one is overlooked.

18 So at this point, I'm going to turn it over to Sonya
19 to introduce herself.

20 MS. LOGMAN HARRIS: Thank you so much, Ditas. Thank
21 you so much to the executive director and all the
22 Commissioners for having us today.

23 As already mentioned, my name is Sonya Logman
24 Harris. I have the distinct opportunity to serve as the
25 chief of staff here at the Census Office. I sort of say

1 "here" even though we're all in virtual land. You know,
2 I have had, really, I think, an appreciation for the
3 census since 2010, which was the first time that I think
4 I met Ditas.

5 At that point in time, I had served in the
6 lieutenant governor's office, and our then-lieutenant
7 governor was on the Complete Count Committee, and I
8 remember Ditas, you know, really, even then, championing,
9 you know, making sure that we get to all parts of
10 California, to make sure that folks know about this
11 amazing thing called the census, to make sure that they
12 were seen and heard.

13 So my first opportunity was really headed down to El
14 Centro, California, to work with then-Senator Ducheny,
15 and so I say all of this because the impact of our work,
16 you know, has definitely had an impression, you know, on
17 my career as well, and so excited to have served, and
18 continue to serve, really, Ditas and the entire team,
19 making sure that all of our operations here at the Census
20 Office run as smoothly as they can.

21 I sort of say that because I know we'll talk a
22 little bit about, you know, some of the challenges that
23 our team has seen, and some that you might see as well as
24 you continue your work, and so again, just super grateful
25 to be here. I'm very excited to help you all as you



1 explore next steps for the Commission.

2 Thanks, Ditas.

3 MS. KATAGUE: Great. So as I read the public notice
4 for your meeting, I was struck by the need to make sure
5 that we use your time wisely, because you guys have a
6 huge job ahead, I know, and I'll give you enough
7 background and context to answer any questions that you
8 may have later.

9 Again, I want to thank all of the Commissioners for
10 your service, and I can appreciate your passion for
11 wanting to reach Californians who may not know about or
12 even have the language to talk about why their community
13 matters, right?

14 So certainly 2020 has been an unprecedented year
15 across the board, and our census outreach effort has
16 definitely seen some great challenges, from COVID-19 to
17 wildfires, hazardous air quality, evacuations, heatwave,
18 public safety power shutoffs, civil unrest, and of
19 course, at the very core of our work, the ever-changing
20 time line and operational adjustments of the U.S. Census
21 Bureau.

22 I look forward to discussing both the similarities
23 and differences between what we sought to do in our
24 decennial census outreach over the last 20 years and what
25 you're required to do as the Citizens Redistricting

1 Commission, and I want to make sure we give you a good
2 frame to consider your work. Since many of you are new
3 to working with state bureaucracy and administrative
4 rules and procedures, I think that you'll find some great
5 comparisons and differences in our work as we describe
6 our approach, strategy, and office structure.

7 As I mentioned, this is my third decennial in this
8 role, and each time it's had its challenges. I want to
9 give just a tiny bit of historical context. Although the
10 2020 census outreach campaign faced challenges like no
11 other decennial, our efforts and strategy were, you know,
12 really foundationally based in some of our successful
13 efforts from 2000 and 2010.

14 Just to give you a quick, thirty-second, like,
15 snapshot, I just wanted to kind of go over themes,
16 budget, and time frame of 2000, 2010, and 2020, so you
17 can kind of understand like, how we got to this 187
18 million-dollar project. So in 2000, we had sixteen weeks
19 to implement, soup to nuts, 24.7 million. We had fifty-
20 five staff.

21 We used the special consultant state classification
22 to hire folks for less than nine months who had special
23 abilities or talents, so we just didn't use the retired
24 annuitant avenue for hiring, because we needed to hire
25 folks from the community with deep relationships,

1 language skills, and an understanding for geographies
2 outside of Sacramento.

3 The theme for 2000 -- it was called the "California,
4 You Count" campaign -- was "Educate, motivate, and
5 activate", but with only sixteen weeks, we went straight
6 down to the grassroots immediately, and established our
7 sort of regional ACBO approach, as well as statewide, and
8 we did kind of this layering that we'll talk about when I
9 talk about 2020.

10 So kind of fast-forward to 2010, not quite to 2020.
11 We had sixteen months, rather than sixteen weeks, but
12 only 1 million dollars initially, one paid staff
13 person -- that'd be me -- and four borrowed. We ended up
14 with a final budget of 2 million, and I think, as you
15 remember, 2008 to 2010, it was some challenging economic
16 times. The theme for 2010 was "Be Californian, Be
17 Counted", campaign.

18 Because we had such a small budget, we focused in on
19 convening, collaborating, and coordinating, right? I
20 mean, what can you do with a million dollars? And we
21 energized grasstops, and we leaned really hard on the
22 philanthropic partners who we worked with in 2010, and
23 they did a fantastic job, really carrying out similar,
24 you know, get out the count efforts that we did in 2000.

25 So now I'll bring it to 2020. We had over thirty-

1 six months, and initially 3 million dollars, which
2 ballooned into 187.2, and thirty-six appointed staff, and
3 we'll talk about that, which you'll see later. Our theme
4 was "Census For All", and the campaign was once again
5 "Educate, motivate, and activate", but what we did is we
6 engaged grassstop leaders from 2007 (sic) to 2018, right?
7 So we had that time, and then we moved 2019 to 2020, to
8 our grassroots partners, to our contracted partners.

9 So I hope that's helpful, to jump into our initial
10 planning efforts. They started in 2017. We knew there
11 would be challenges, such as misinformation, uncertainty,
12 with possible actions from the federal administration,
13 and questions about the new online census form. We heard
14 rumors that there was going to be, possibly, a
15 citizenship question, which it did come to fruition, at
16 least the threat of it, in March of 2018. So we built in
17 contingency plans, and built into our campaign the
18 ability to be nimble to emerging issues, but we had no
19 idea that we were going to face all of that.

20 So these major events impacted communities in so
21 many different ways, because we're so diverse, and it
22 really stretched the ingenuity of how our partners
23 responded both rapidly and to get people, you know, to
24 really talk about the importance of the census, so tying
25 in all the stuff we were facing, as, you know, business

1 (indiscernible) are like, this is exactly why, you know,
2 with fires, you people -- we need to know how many people
3 are here, how many people need to be, you know,
4 evacuated. So I mean, just our partners were in constant
5 crisis management, so they're probably a little tired
6 right now, and in rapid response, but they did a
7 fantastic job.

8 So for the 2020 census, of course, the State
9 invested 187.2 million. It is the largest investment
10 California has ever made, and the largest investment made
11 by any state. If you added up all the other states that
12 made census investments, it wouldn't even come close. So
13 this funded efforts by more than 150 outreach partners,
14 many that you've met, such as community-based
15 organizations, schools, higher education, local and
16 tribal governments, and more. I do want to say, I know
17 you're looking at ACBOs, but our jurisdiction partners,
18 like cities and counties, they did a fantastic job, and
19 they were very integral to our work.

20 We also engaged with partners cross-sectionally, and
21 I'll again explain why we do that, to kind of create this
22 coverage, bringing in leaders from faith-based community,
23 labor, business, health clinics, and other key areas.

24 So that sort of groundwork was complemented with our
25 media strategy, included statewide earned and (audio

1 interference) as well as partnerships with local and
2 ethnic media outlets, for targeted reach into those
3 hardest-to-count communities. Ethnic media has always
4 partnered with us, from 2000, 2010, to 2020, and they're
5 an excellent partner for getting the word out in a way
6 that's digestible for the audiences you want to meet and
7 touch.

8 So the State's funding was further complemented by
9 philanthropic funding, and you're familiar with many of
10 those foundations doing really great work, national
11 advocacy efforts and funding -- so we had this big
12 national, you know, contingency that really helped
13 educate us and keep us abreast of what was going on in
14 D.C. -- local government and community efforts. Local
15 governments funded additionally to get out the count, and
16 we focused on the hardest-to-count households, using
17 trust the messengers to provide messaging in the really
18 appropriate places.

19 So as you may know, hard-to-count households are
20 those that are historically overlooked and undercounted
21 in the census, and we have really great data to show
22 that. They are households that have multiple structural
23 barriers to completing the census.

24 So you know, again, we focused on the hard-to-reach,
25 but we also very much, you know, wanted to make sure that

1 the over 39 million Californians responded to the census,
2 which is kind of overwhelming. Like, you know, how do
3 you reach all those people? And again, we leveraged
4 partnerships across sectors, funding sources in across
5 jurisdictions, really reached out to even those folks
6 that we didn't fund, and we couldn't have done it all
7 without the amazing partners across the state.

8 And I want to just say, as a recovering Deloitte
9 management consultant, I was focused on reengineering,
10 and you know, with consultants, we're like, we can do
11 anything, but like, a statewide outreach project to reach
12 everyone in the state, I guess I really wasn't thinking
13 back in 1999. I'm like, yeah, sure. I was young. I
14 could do that.

15 But we always started our projects, as you guys
16 probably are as well, with an as-is assessment. We did,
17 both in 2010 and 2020, a statewide readiness assessment.
18 So we did it in 2009, with the very little money that we
19 had, and then again, we did it in 2018, and in fourteen
20 weeks in 2018, we went up to over twenty-five different
21 communities to answer the question across the state,
22 which communities are ready for the census? Some hadn't
23 even heard about it, right? It was 2018. Are the right
24 community leaders at the table? Who are we missing? And
25 are those community leaders the right folks to inform and

1 make that decision?

2 So we knew that we would have to initially activate
3 leaders, sort of grasstop leaders, in these communities,
4 and then allow -- you know, geographically bound those
5 communities, and let those leaders come to the table. So
6 I just think that's super important. It was really a
7 base for what we did. Many of those community-based
8 organizations' leaders, including counties, they became
9 our regional contracted partners. I know you've been
10 meeting with many of our ACBOs and regional partners, and
11 they have tremendous experience in the field.

12 So just to kind of give you a philosophical
13 approach, when we looked at -- we really looked at where
14 our target audiences are, the hard-to-count, who they
15 were, and how to reach them, and let me explain. Because
16 we complemented the U.S. Census Bureau, their operations
17 were based on, geographically, census tracts, enumerating
18 folks, right? They enumerated by household.

19 So we had to really use the data that we had to
20 focus on geographic jurisdictions and regions, and we
21 originally had eleven different regions in 2018, although
22 you guys probably saw that we have ten, but when we did
23 our readiness assessment, and we went around and we spoke
24 to the community, they were like, that's -- you know,
25 you're separating these communities. You're separating



1 these counties, these jurisdictions that actually work
2 together and resource together.

3 So I think that's -- we changed, and we put San
4 Bernardino and Riverside back together in a region, I
5 think 7, because their foundations -- and they were just
6 so (audio interference). So again, as you go out to do
7 your assessment, you may find that what you guys came up
8 with right now could be, you know, slightly transformed
9 because of what you hear, and I want to make sure we say,
10 even if you're focusing on regions -- we ended up with
11 ten. We also had local Complete Count committees, which
12 was the U.S. Census Bureau. That's their kind of
13 organizing factor.

14 And I just, again, can't understate the just
15 importance of our jurisdictional partners, counties,
16 offices of education, cities. They do a great job, and
17 also call out to our statewide organizations. They focus
18 on vulnerable populations. You've probably heard from
19 many of them -- NALEO, AAAJ, California Calls, the Black
20 Redistricting Hub, CARE, CMC, Native Vote Project, and
21 many more. We have whole lists that we can share.

22 Then, also so we did, like, where are they, right,
23 so you can draw the lines. Then we did who are they, in
24 terms of who lives in those jurisdictions, and then we
25 talked about how do we reach them, right, how do we get

1 to them? And then we overlaid, so crisscrossed, and then
2 this way, like weaving a blanket of coverage. We did the
3 sector outreach, which included faith-based, labor, you
4 know, really trying to understand how we can get those
5 messages to those hard-to-count who were, you know,
6 low-income, immigrants, refugees, lacking broadband
7 access, young children, and adults.

8 So anyway, that just sort of gives kind of an
9 overview, like how did we, like -- we say, how do you eat
10 an elephant? Because like, reaching 39 million people is
11 huge, and we just had to really do it bite by bite, using
12 data to really focus our efforts.

13 So for the 2020 census campaign, we set a target --
14 again, you know, making sure we have clear goals of
15 securing a minimum of 2 million of the estimated 4
16 million in the hardest-to-count areas to self-respond.
17 And we did that partly because, you know, again, we were
18 complementing what the Census Bureau was doing.

19 They, you know, were doing their own ad campaigns,
20 and they, hopefully, were going to get the
21 easier-to-count, right? So they get the easier-to-count
22 to respond. We get the really hard-to-count, and then
23 they have to go out and enumerate folks after the
24 self-response time is over.

25 So for those of you that are not as familiar with

1 the U.S. Census technology, the census self-response rate
2 is the percentage of households that completed their
3 census form either online, by the phone, or by mail, and
4 it's considered the source of the best, highest-quality
5 data, since it's submitted directly by the household to
6 the Census Bureau. So that was like, we've got to focus
7 on that, because we want it not only to be complete. We
8 need it to be accurate.

9 And we're super proud of our success we've achieved
10 since the census began in March 2020. As of October 27th
11 of this year, our self-response rate was 69.6 percent.
12 That's like, over 10.5 million households, more than any
13 other state, of course, and it put us above our 2010 rate
14 of 68.2. So we're about 1.4 percentage points above
15 where we were ten years ago, which is like a million more
16 people responding than had responded in 2010.

17 So among the 10.5 million households that responded
18 this year, about 2.5 million were in the hardest-to-
19 hardest-to-count communities, and we're continuing to go
20 through, and right now we're closing down, looking at all
21 the wonderful things our partners did, trying to
22 correlate the data to be able to tell more about the
23 wonderful things that our campaign did and how effective
24 we were. But compared to the ten largest states, because
25 I'm a little competitive like that, California had the

1 highest self-response rate in the hardest-to-count areas,
2 and we were able to slice the data and look at that.

3 So as you know, the number of self-responding
4 households, it's only part of the final official count
5 that U.S. Census Bureau will release in the coming weeks.
6 The Census Bureau, you know, they were responsible, that
7 thirty-plus percent of our households that didn't
8 self-respond, and that was their job, to knock on doors
9 and make sure they got that data. So I really believe
10 our investment paid great dividends, as evidenced by a
11 strong self-response result, and it really laid the
12 foundation for the most complete and accurate count
13 possible.

14 So I was also asked to talk about COVID a little
15 bit, and how our folks responded, and without a doubt,
16 COVID-19 altered our ability to safely conduct
17 person-to-person outreach, and our partners quickly
18 pivoted to reach the hardest-to-count Californians with a
19 mixture of what I say high tech, cutting edge, and then
20 also low tech, back to the basics.

21 You know, we had months and months of planning
22 in-person activities. We were going to questionnaire
23 assistance centers, which were done in 2000 and 2010. We
24 were going to do neighborhood gatherings, and community
25 potlucks, and rallies. All that was put on hold, but we



1 adjusted. Outreach shifted tactics, while upholding
2 necessary public health and safety measures.

3 Our partners were amazing. Some went digital. That
4 included shifting towards webinars, virtual town halls,
5 Facebook, Instagram live, of course, events. There were
6 also virtual dance parties and art contests, channeling
7 all this creative energy as we were adjusting to the new
8 reality.

9 You know, we invested in curriculum, so using youth.
10 The youth were such amazing partners this time around.
11 But it was also supported by a multilingual phone and
12 text banking.

13 So again, we're sort of overlaying, and so for what
14 you guys have to do, you're going to listen to Sonya and
15 I, and you're going to be like, wow; that's a lot of
16 stuff, right? But you know, I don't know -- you don't
17 have to reach 39 million people, or maybe you do.

18 We also saw a really great low-tech back to basics
19 approach. Many households still experience digital
20 divide, right, in our state. Partners wore census
21 T-shirts to school lunch pickup spots. One of our
22 partners dropped off T-shirts for all the clerks at the
23 grocery store to wear, and you know, left fliers, you
24 know, delivered meals, including educational materials,
25 in the care packages, also food bags. Posters went up in

1 grocery stores, gas stations. Neighborhoods hosted
2 art -- you know, chalk art contests, so when people
3 walked around, that attracted children and families
4 seeking just safe outdoor activities.

5 But later, as the Census Bureau resumed their
6 in-person enumeration, some local state home orders
7 eased, and partners introduced car caravans to parade
8 through towns and neighborhoods while keep safe
9 differences (sic) and dropping fliers on doorsteps, and
10 we targeted those caravans in those census tracts that we
11 could see from the data coming in on our mapping that
12 were low-responding, and they were especially successful
13 when we combined mobile and phone questionnaire
14 assistance centers where people were guided through
15 filling out the form.

16 Again, you know, all our work was geared towards the
17 action of educating, but fill out the form. I think you
18 guys have probably more complicated, because you have to
19 educate people. You've got to get them to participate,
20 identify communities of interest, do maps. That's a lot
21 more complicated than, like, fill out the form.

22 So we adjusted our paid media strategies, but we
23 were pretty in good shape with our original investment.
24 We were able to reach people in their homes with
25 telephone and social media, particularly during the early

1 stages of stay at home, and then we moved away from any
2 paid media that was event-centered, instead asking
3 Californians to take the census today, and reinvesting
4 those dollars or working with media vendors for better
5 placement time.

6 So we did have to kind of -- we were planning for,
7 like, a year, and then, like, all that happened turned us
8 upside down, and like, okay. We've just got to just do
9 it, but you know, having that much planning time, and the
10 creativity and adaptability of our stakeholders and our
11 partners, media vendors. Our legislative colleagues were
12 amazing. Local leaders are just incredibly commendable.

13 So that was, like, what I thought was the fun part,
14 but you guys also asked us to talk about our office
15 structure and background. So as requested, we're going
16 to take a few moments to talk about how we evolved.

17 Now, the Census Office has moved around quite a bit,
18 due to administration transitions, budgetary growth, and
19 we basically started in the Department of Finance back in
20 2017. Then it was moved to the Governor's Office of
21 Planning and Research, which is where we sat in 2010, and
22 then, in July of 2018, we moved to the Government
23 Operations Agency. So hopefully, the Commission will
24 just stay in one place.

25 So I'm just going to jump back real quickly. 2017,



1 we started with a small team in the Department of
2 Finance, demographic research unit. It was basically me
3 and an executive fellow. And then, during that time,
4 budgetary-wise, there was seven million in the 2017
5 Budget Act for the local updated census addresses, and
6 those dollars went directly out to cities and counties to
7 incentivize them to participate in LUCA, which is the
8 Local Update of Census Addresses.

9 So if you think about that, those addresses have to
10 be right in order for a household to get a form. So it
11 was like, in fact, the invitation list for households to
12 participate. So if those weren't right, then people
13 didn't even get invited to the party, right, to be able
14 to answer.

15 Three million we got late in May of 2017, and you
16 know, we were told that's all the funding we were going
17 to get, and so like, hearing that, you're like, okay.
18 Three million. What am I going to do with that? And you
19 want me to reach, like, the entire state?

20 So we just decided that we're going to, like, focus
21 on what we did in 2010, but build a more robust planning
22 and mapping tool. It's called SwORD, so you guys will
23 see that. The intent of that was, if we didn't any other
24 dollars, to allow coordination, and coordination among
25 and across jurisdictions and funding partners, because

1 philanthropy gave a lot of money in 2010.

2 We also invested in a social science curriculum,
3 where we could leverage youth, teachers, and families and
4 schools about the census. And then, finally, we repeated
5 what we did in 2009, which was to do this really
6 important statewide readiness convening across the state,
7 because, if we're only having three million, we need to
8 find out where we need to work, and who's already
9 engaged, and who can help us out there.

10 So in January 2018, we prepared a budget change
11 proposal for 40.3 million, but luckily enough, in July,
12 we received 90.3 million, and this is of 2018, and we
13 moved to the -- we were moved to the Government
14 Operations Agency, who built the entire administrative
15 structure, and so I'm just going to touch on that as
16 well.

17 So in response to this range of unusual challenges,
18 Governor Brown issued an executive order. It
19 established, officially, the census initiative. It also
20 established our California Complete Count Committee,
21 which was our advisory body to us. Separately, the
22 legislature -- this is all in 2018 -- they formed their
23 select committees, one in the Senate and one in the
24 Assembly, and they did a joint sort of oversight.

25 The Census Office, we did that readiness assessment,

1 which, again, meeting with grasstop leaders throughout
2 the entire state, are you ready? What are the assets
3 that they have out there that they can bring. And then
4 Governor Brown's proposed, again, budget, forty million,
5 ended up being ninety million, adding to the ten before,
6 a hundred million.

7 So with this influx, our office required much more
8 support, as you can imagine. We became a program under
9 GovOps, where we have a dedicated deputy secretary at the
10 agency who oversees the program, Sarah Soto-Taylor -- I
11 guess you've probably met her -- and with the support of
12 GovOps, we were quickly be able (sic) to develop a
13 request for proposal process for our partners, formatted
14 sort of around how we got the money out in 2000, but
15 since it's a lot more money, a lot more structure to it,
16 and we contracted them to do outreach, and we also did a
17 primary communications vendor.

18 So anyways, all that going through, I'm rushing you
19 through, but it just was a really long process. You guys
20 can see the color of my hair. My hair was jet-black when
21 I started. So I'm so serious.

22 So now we're in 2019. We're able to award our
23 contractors, in March 2019, and then more money came, and
24 we got up to 187 million, but during that time, we also
25 developed our Language and Communication Access Plan.

1 LACAP is what we call it, and we identified languages
2 that regional contractors would conduct their outreach
3 in, to ensure equitable education, motivation, and
4 activation. I know you guys have been talking about that
5 yesterday.

6 In July 2019, our media contractor was selected, our
7 big one, and additional outreach contracts were signed in
8 the fall and winter of 2019 to round out the full
9 complement of outreach for statewide sector-based
10 outreach as well, and existing contractors were given --
11 you know, capacity and expertise had additional funding.

12 So anyways, I was like kind of out of breath, here,
13 but I'm going to turn it over to Sonya. She's going to
14 go over more detail on the budget and operations, and her
15 general operations.

16 Go ahead, Sonya.

17 MS. LOGMAN HARRIS: Thanks, Ditas.

18 So I feel like our story is so robust.

19 Hold on just one second, and let me grab a visual
20 aid for the Commission really quickly. Maybe, Dan,
21 because I can see you in the video box, do you mind just
22 shaking your head if you can see that pie chart okay?
23 Perfect. Okay.

24 So as Ditas mentioned, we had quite a bit of
25 resources, 187 million, and so just wanted to give you a

1 little bit of a visual representation as to where some of
2 those investments went. So also as Ditas had mentioned
3 very early on, we did make investments in sort of really
4 supporting some of that U.S. Census Bureau work, through
5 local updates of census addresses, so making sure that
6 the file -- that, you know, the census workers would
7 actually be moving through was as accurate as possible.

8 So just focusing on the pie chart on the left of
9 your screen really quickly, that's that sort of blue
10 sliver, you can see the majority of our dollars needed to
11 go directly to what we call lovingly our ground campaign,
12 and then, subsequently, followed by our media campaign,
13 roughly forty-seven-million-dollar investment initially,
14 which did see a little bit more as we moved on, and then,
15 you know, sort of what we needed for staff, you know,
16 keeping the lights on and such.

17 So here on the right is -- you know, as Ditas kind
18 of walked through, we had administrative community-based
19 organizations to really look at and coordinate activities
20 across the regions themselves, as well as, you know,
21 county contracts, tribal government contracts, the
22 specific sectors that she'd mentioned really needing that
23 blanket of coverage, right, and so that orange chart on
24 the left is sort of further broken down on the right for
25 you, just to kind of get a little bit more context as to

1 how those things -- or what that picture of coverage
2 looked like in total.

3 And you know, these are charts that you can sort of
4 track along and see how they've adjusted over time, you
5 know, should the Commission like -- they are found in our
6 legislative reports. So I just want to call that to your
7 attention as another good resource for the Commission, as
8 you're sort of understanding where and how our
9 investments are made, you know, as a resource to you.

10 So you know, as Ditas also mentioned, the campaign
11 was really built to be data-driven, so taking information
12 from the work of our partners and all that they were
13 doing, but then also really overlaying self-response rate
14 data to especially inform what we were doing in the
15 nonresponse follow-up period.

16 So Ditas mentioned that thirty percent that the U.S.
17 Census Bureau had to secure on their own, right, so those
18 folks that didn't go online or mail in their form, you
19 know, or call in to the U.S. Census Bureau, and then
20 really inform what strategies we would deploy during that
21 period of time.

22 So in front of you here is just a quick snapshot of
23 one of the derivatives from our SwORD tool, so we were
24 able to work closely with all of our regional program
25 managers and our partners in specific regions, you know,

1 other local folks, colleagues from the legislature, et
2 cetera, and really look on a weekly basis, as the
3 campaign evolved, as to, you know, how were communities
4 responding.

5 You know, what were some of those hard-to-count
6 characteristics that Ditas mentioned at the outset, that
7 we knew particular communities might be facing, and you
8 know, how could we really deploy, again, in an all things
9 pandemic world, you know, in a way that was safe, to help
10 compel those communities to really understand the
11 importance and of course, get counted. So you know, just
12 a little bit more as to the underpinnings of SwORD, and
13 really what that meant for helping our team organize, but
14 then also empowering, you know, our community members
15 with key data points to really help them with their
16 planning and execution.

17 Next step. We couldn't do all of this work without
18 our own team, and so you know, just wanted to give a
19 little bit of perspective as to some of the functional
20 areas that our team oversees, and particularly want to
21 focus on the outreach team as you all consider, you know,
22 structures moving forward.

23 Again, this is a structure that evolved over several
24 years, and we know that you are up against a much tighter
25 time line. We had a full dedicated communications team,

1 just kind of starting from left to right here.

2 The operations team really focused on supporting
3 things like SwORD, among some of the other technology
4 tools that our office used. We did have a full-time leg.
5 director, to make sure that our engagement with the
6 legislative colleagues, you know, was informed, but also
7 you know, making sure to support their work, because they
8 were a key partner in all things census.

9 Moving along, at the outset, we had had one person
10 completely dedicated to all things outreach, but as our
11 campaign evolved, realized that we really needed two
12 folks to help manage some of these roles. So we have a
13 director of statewide initiatives, which really sort of
14 looks at some of those things that cut across regions, in
15 addition to our deputy director of outreach, who oversees
16 that team of outreach members here -- again, probably
17 most relevant to you all. And then last but not least,
18 our administration shop really making sure, you know, as
19 contracts were coming through, you know, that all of
20 those sorts of things -- all the T's were crossed and the
21 I's were dotted.

22 Let's see. And then I think, Ditas, that was sort
23 of the core areas that, you know, we really wanted to
24 highlight, again, all of our work really supported by
25 thirty-six appointed staff, and then we also did have

1 some technical and legal support from other staff on
2 loan, you know, and as we looked forward, you know, to
3 kind of the operational time line of our office moving
4 forward, you know, we're really focused on collecting
5 those final reports. They started rolling in yesterday,
6 in fact.

7 So it's been so fun to see, you know, all of the
8 things that our partners have done, the amazing little
9 nuggets that may not have risen to the surface prior to
10 really conducting end-of-campaign assessments, and then
11 we're sunseting our office for -- all good things must
12 come to an end, and some of our RPM team will be rolling
13 off at the end of this month, followed by more team
14 members whose terms will end in January, and then our
15 entire office operation will, you know, conclude and
16 publish all final reports, and conclude all operations by
17 June 2021 of this year. So that gives you a little
18 snapshot on our budget, a little bit more on some of the
19 tools that we used, our office structure, and then kind
20 of what we've got in the months ahead.

21 So Ditas, I'm happy to turn it back over to you for
22 recommendations.

23 MS. KATAGUE: Sure, and then we'll open up for
24 questions. So redistricting is, of course, a critically
25 important step that flows from the U.S. Census Bureau's

1 decennial count and data processing. You know, as Sonya
2 mentioned, our office is ramping down, but you guys will
3 be able to access our amazing partners, grassroots,
4 grasstop leaders they work with. Many of our statewide
5 and sector partners have historically engaged in
6 integrator voter engagement, and would be well equipped
7 to help you guys quickly with your work, so you know,
8 making sure that you connect with them, and you guys
9 probably already are.

10 But I think, you know, what we want to be able to
11 just, in general, undertaking something, outreach
12 community engagement-wise, but yet still steeped in the
13 state administrative processes and rules, with just a few
14 high-level recommendations.

15 You know, you guys are working on a clear strategy
16 and implementation plans, and as you consider those, look
17 at three elements, including your strategy, tactics, and
18 your desired incomes and -- desired outcomes, and be very
19 specific about that. But ensure a clear vision for your
20 work that will allow others to understand how to plug in
21 and assist you, because people are going to want to help.
22 That's what we found with censuses, is even if we didn't
23 fund you, people were just so impassioned about it when
24 they figured out and listened to why it was so important.

25 You know, consider a broad network of



1 community-based partners, and don't forget, again, our
2 local jurisdictions. They were awesome. Some of our
3 counties were, like, our go-to people for a lot of
4 things. We're grateful for the dedication of our
5 partners. There was like over 150, plus they had
6 additional sub-grantees. They were so -- they were
7 really the backbone of our community, and as the
8 Commission moves forward, directly engaging with our
9 community partners will allow better standing (sic) of
10 their capacity. And as I mentioned, many of the
11 statewide organizations have deep reach into multiple
12 regions, all the way down to the grassroots level.

13 So try not to design your RFP, or you know, the sort
14 of state structures so that it's so limited to -- you
15 know, that it doesn't exclude sort of the ability of
16 these existing organizations, because some of them are in
17 multiple regions, but not all of them. So you just want
18 to be able to let the folks that really have the greatest
19 qualifications, the greatest reach, be able to apply for
20 your outreach dollars in a way that really will serve
21 your end goals. So don't let bureaucratic, you know,
22 rules and stuff preventing you from getting, you know,
23 the best people to do the work.

24 So establish a simple, you know, messaging
25 framework. Develop those key talking points and

1 resources early. I noticed Fredy just started, so I know
2 he's probably working on that right away, and he was with
3 Senator Durazo, who I adore. She was such a great census
4 partner. You guys are lucky to have him.

5 Build in time. This is huge. Like, we learned this
6 in 2000 and 2010, but definitely build in time for
7 administrative processes. And so for those of you who
8 haven't work with the state, take a deep breath. State
9 processes for procurement, they take competitive
10 processes. They have a lot of rules.

11 You have an amazing attorney, general counsel with
12 Kary, so she knows how to navigate those, but executing
13 contracts requires review on both sides, so you just have
14 to keep that in mind. Time lines for processing
15 payments, even more, because you've got to get the money
16 out there, right? But after you have a contract, that
17 takes time, sometimes up to forty-five days. So kind of
18 just be thinking about that as you go out and engage,
19 that yeah, to get the dollars out there, it does take
20 some time.

21 So just, yes, ensure you're giving yourself enough
22 time to complete these critical steps. And then, sort
23 of, finally, create tools to be transparent and remain
24 accountable to the public, and I hear you guys talking
25 about that, and I'm guilty of using acronyms and other

1 things, so I always appreciate it when the Commissioners
2 stop and say, okay, wait, let's explain it, because in
3 census land there are so many, you know, different
4 acronyms.

5 So I just want to kind of wrap up, and then we can
6 head into questions. I hope we covered what was
7 requested and published in the public agenda, and we have
8 lots of time for questions, but I just wanted to add this
9 sort of last thing, and that's that, you know, I've been
10 working on civic engagement, and census in particular,
11 since 1999, and our key talking points, repeatedly,
12 whether it's on social media or in person or what have
13 you, for the census, why the census is so important.
14 It's about two things. It's about power and it's about
15 money, right?

16 The money thing is easy, comes to federal programs,
17 funding roads, but the power is sometimes -- you know, we
18 have to explain to folks who are like, why should I fill
19 out the census? Right? The Citizens Redistricting
20 Commission, all of you Commissioners, like, you are the
21 effectuation of that power piece, right, how our
22 democracy plays out.

23 And so you know, the census feeds into you guys, so
24 we just want to be as supportive as possible as we can
25 within our construct, but you know, we spent, you know,

1 how many years of my life working on census? If we don't
2 get this piece, you know, right, and help you guys in
3 whatever way we can, then, you know, what was all that
4 work for? What were all these gray hairs for, if we
5 can't get this next piece? And I have faith, and I know
6 you guys will do whatever you can, so whatever we can do
7 to help making sure our democracy plays out, and everyone
8 has the opportunity to participate in a meaningful way.

9 So again, thank you for your commitment and your
10 passion to ensure that all voices is heard. So I'd love
11 to open up to questions. I know I talk really fast, so I
12 apologize.

13 CHAIR KENNEDY: We really appreciate all of the
14 information. This is really enormously helpful for us.
15 I'm sure that the outreach subcommittee has gleaned a lot
16 as well, and I guess I will start with them. I have my
17 own list of questions, but I will let Commissioner
18 Vazquez or Commissioner Sinay start off with any
19 questions they might have.

20 Commissioner Sinay.

21 COMMISSIONER SINAY: I've had the privilege of
22 having long conversations with Ditas, and so I would like
23 to let my questions be last, and allow my colleagues to
24 ask their questions.

25 CHAIR KENNEDY: Okay. Commissioner Vazquez, are you

1 okay with that? Okay. So then, I'll open up the floor
2 to others.

3 Commissioner Fernandez.

4 COMMISSIONER FERNANDEZ: This was just an incredible
5 presentation. Thank you so much. I really appreciate
6 it. I'm just like writing notes all over the places, and
7 questions that I have, and I appreciate you willing to
8 share your -- or I don't know. Did you say you're
9 willing to share your partners with us, which would be
10 great? That's a great starting point.

11 Then you also mentioned -- I can't remember if it
12 was Ditas or Sonya. I think it might have been Ditas.
13 You noticed that when -- or you mentioned, when you did
14 your statewide readiness assessment at twenty-five
15 communities, in order to determine if the right leaders
16 are at the table. How do you know if the right leaders
17 are at the table? Right? I mean, it sounds easy, but
18 I'm thinking it might be a little bit more challenging to
19 do.

20 MS. KATAGUE: Yeah, and I think, you know, part of
21 it is the partners that you bring to the table to
22 actually create those convenings, right? So we had a
23 sort of multidisciplinary -- we had the legislature, so
24 Chris Wagaman and their team, the select committee of
25 those chairs. They were on our planning committees. You

1 know, we consulted -- you know, both sides of the aisle.
2 We're saying, where should they be?

3 We used Department of Finance. We reached out to
4 partners that we had used in 2000 and 2010, because some
5 of them were still around. We also reached out to
6 philanthropic partners. The thing is, when we did this
7 in 2009, people were already talking about that, and as
8 we moved into 2018, you know, there was originally, in
9 January 2018, a convening of sort of grasstop leaders by
10 the California Endowment. So it's important to look at
11 who's already doing this stuff.

12 So if you look at -- and I mentioned Integrated
13 Voter Engagement. That's been around for about a decade
14 or so. They don't just -- these groups don't just --
15 they don't just kind of parachute in. Like, sometimes,
16 for census -- they're really embedded in the communities,
17 and so they know the communities.

18 And so it's important to have the right people at
19 the planning committee, and having local folks identify,
20 you know, who should be -- like, we had a panel of local
21 folks discussing and talking about their region in the
22 sort of first readiness assessment, and then we did these
23 big mapping things about what, you know, ethnic media
24 should be there, who isn't there. Yeah. So it starts
25 with having the right people, jurisdictionally, from

1 other places in the planning committees for each -- it's
2 a lot of work, you know, because you've got to do a
3 planning committee for each area that you're going, and
4 making sure you're having the right folks.

5 I hope that helps, you know, from -- you just need
6 to also make sure that, you know, you look across,
7 mentioning, you know, in 2010, like, what did the CRC do
8 in 2010? Were there communities that were left out in
9 the past? You know, like, we didn't do as much in 2010,
10 because we didn't have that much money, but we knew,
11 like, you know, we missed the disability community. We
12 missed, you know, engaging labor better.

13 So the kind of thing is, like, making sure you're
14 looking back to see what did we miss, and what we could
15 have done better, lessons learned, but betting the right
16 planning committee and the right people at the table will
17 really help you identify area by area. I hope that
18 helps.

19 COMMISSIONER FERNANDEZ: It does, and you also
20 mentioned -- I mean, obviously, your partners. So did
21 you grant funding out to different partners? And if so,
22 did you do that yourself, or did you have someone, like,
23 oversee that piece of it and handle it?

24 MS. KATAGUE: For the readiness assessment or in
25 general?

1 COMMISSIONER FERNANDEZ: In general.

2 MS. KATAGUE: So in general, we didn't do, really,
3 grants. We did contracts. We did RFP. And so back in
4 2000, like, because we were so quickly (sic), we had to
5 divide the state up really quickly, and we went -- you
6 know, we only had sixteen weeks. That's why we went with
7 these sort of administrative CBOs for those regions,
8 because again, you know, as I mentioned and Sonya
9 mentioned, the administrative processes can be
10 overwhelming, and we didn't want to do, like, 500
11 contracts. So we tried to limit it.

12 We knew, though, however, that using jurisdictions
13 like counties -- and those were interagency agreements,
14 to be fair. They weren't competitive. There's one
15 Sacramento County. They're going to get the contract.
16 So we're able to use the IAs, jurisdictionally, but then
17 we did the competitive bid for administrative CBOs, and
18 then they subcontracted out to their partners.

19 Did I capture that right, Sonya, in terms of --

20 MS. LOGMAN HARRIS: Yeah.

21 MS. KATAGUE: And then don't forget the statewides.
22 They were able to fill in. Like, I just think of First
23 5, amazing, right, because there's kids under five
24 everywhere. They, you know, were statewide, but they
25 looked at who we had, and (audio interference) in that

1 eastern part of San Bernardino County, don't really
2 have -- you know, there's a dearth of community-based
3 organizations to lay a foundation effort, but you know
4 what? There's schools there. There are, you know, Head
5 Starts there.

6 So we were able to fill in those gaps in really
7 looking at it comprehensively, so contracts, limiting, by
8 giving the dollars and giving them an order to
9 subcontract, and making those administrative CBOs or
10 those regional partners, or even the statewide ones, be
11 responsible for really going deep.

12 MS. LOGMAN HARRIS: And Commissioner, the only thing
13 I would add to Ditas' sort of notes, particularly on your
14 question of, you know, how do you know if you have the
15 right of complement of folks, I think that really goes
16 back to, you know, I think a lot of the deliberations you
17 all are moving through now, right? What's the strategy,
18 what's the tactic, and what's the outcome?

19 So whatever the Commission wants to see as the
20 outcome, what's the strategy you'll implore (sic)? Who
21 do you need to have to inform that, and then ultimately,
22 how do you execute those tactics, right? And so I just
23 want to kind of plant that seed as well, as you all move
24 forward. I know that you're sort of interested in
25 prioritizing, perhaps, rural and underserved communities.

1 You know, how are you going to define those things?

2 You know, one of the things I think we, you know,
3 ran into with, you know, some of the work that we did
4 with our rural-focused contractors is there really isn't
5 one definition of "rural". There's no magic wand that we
6 can wave, right? So you know, just kind of wanted to add
7 a little bit to Ditas', you know, thoughts there.

8 COMMISSIONER FERNANDEZ: Thank you. I appreciate
9 that, and then I'm sorry for the rest of the
10 Commissioners, but I've got two more questions. Also I
11 think -- I can't remember if it was Ditas or Sonya. You
12 mentioned right now you're collecting reports. So are
13 you collecting reports from the partners? So did you set
14 up, like, goals and strategies for them, you know, so
15 that it would be somewhat universal or consistent?

16 MS. KATAGUE: I'll let Sonya take that one.

17 MS. LOGMAN HARRIS: Yes. Thank you so much. Each
18 of our contractors, as Ditas had mentioned -- and I say
19 contractors in sort of the very formal context of the
20 state way, and I think I really want to acknowledge that
21 they were much more than that to us than just simply a
22 contractor, but because of the structure that we built,
23 we actually had a deliverable-based contract, and you
24 know, want to point out that there is very specific time
25 lines that then get associated with that.

1 So at the outset, you know, of their contracts, each
2 of these partners were asked to put together a strategic
3 plan. There were sort of other junctures throughout, an
4 implementation plan that we asked of them to really then
5 understand, you know, how they would actually execute
6 their work. And so now that we're at sort of the
7 conclusion of their journey with us, it's really trying
8 to capture, you know, how did you do? What went well?
9 What are some of those lessons that we need to capture
10 for 2030? You know, all of that good work and data that
11 we were able to collect through SwORD. You know, what
12 are some observations that we really want to take from
13 that, again, as you just mentioned, so that our team can
14 kind of take all that, digest it, and produce, you know,
15 what our team will need to in terms of campaign wrap-up.

16 COMMISSIONER FERNANDEZ: Okay. I think that's it,
17 other than, is there funding left over for us? Just
18 kidding. No. Thank you so much. I really appreciate
19 the work, your effort, and this presentation was -- it
20 was just great. So thank you so much for taking the
21 time.

22 CHAIR KENNEDY: Okay. Commissioner Toledo is next.

23 COMMISSIONER TOLEDO: Thank you, and thank you for
24 the wonderful presentation.

25 I'm curious. You started off with talking about the

1 pandemic, the wildfires, and the unprecedented issues
2 that you guys have dealt with, and I'm curious as to
3 whether you would have done anything differently during
4 this past year in terms of reaching out to the
5 communities, especially in light of coronavirus, in terms
6 of the COVID pandemic and just being able to reach people
7 more meaningfully.

8 MS. KATAGUE: So you're saying in light of all that
9 stuff? Gosh. You know, because we're so at the mercy of
10 the Census Bureau on things, I think that we were lucky
11 to have partners that were listening on the ground for
12 what they were hearing. Because sometimes the Census
13 Bureau would tell us one thing with the national, but
14 there was, like, different things going on, because it's
15 a big organization, but for me -- I don't know. I think
16 it happened organically, but I would have wanted to start
17 earlier, and this is just my preference, because I have a
18 seventeen-year-old daughter.

19 The youth, I really believe, were so instrumental,
20 and you know, we wanted to do that sort of early on with
21 the curriculum, but involving them. I think that the
22 energy that's out there -- at least, you know, my whole
23 goal was not, like, to take census -- like, this is my
24 third time -- and to be able to build kind of like the
25 social movement infrastructure that's needed across the

1 state to activate, because I saw that the youth are
2 really the ones that are going to move this forward.

3 So even if they can't vote, right, they could fill
4 out the census form. And I think we're seeing the youth
5 be really much more engaged in terms of taking part in
6 our democracy, with a lot of different things that are
7 out there that, you know, still online, but I would say
8 your social science teachers, they're the ones that
9 are -- you know, they're teaching us.

10 Like, if you look at -- our teachers, our social
11 science teachers, are really the guardians of our
12 democracy, because they're teaching our kids -- senior
13 year, they get one semester of American government,
14 right? So just understanding of, like, how can we use,
15 locally, teachers and our youth that are right on the
16 brink of becoming, you know, adults and voting, to really
17 understand how to participate in our democracy.

18 So I don't know if that really answers your
19 question, but that was, like, a sweet spot in my heart,
20 because I have a seventeen-year-old, so.

21 CHAIR KENNEDY: Very good.

22 Commissioner Sadhwani.

23 COMMISSIONER SADHWANI: Thank you so much, Chair,
24 and thank you to both of you for being here today. This
25 is an amazing presentation, learning so much. So this is

1 great.

2 I actually wanted to follow up on the social science
3 teachers, and just learn more about how you were able to
4 connect with them, if there are sort of existing groups
5 that we could just tap into and suddenly reach, you know,
6 hundreds of teachers across the state. You know, how did
7 you all do that, and what are your recommendations for
8 us?

9 MS. KATAGUE: So you know, I'll tell you the lessons
10 learned from 2000 and 2010 was that the U.S. Census
11 Bureau created this, like, census in schools, statistics
12 in schools, and they created it from the national level.
13 Then it got down -- like, in 2000, they just sent us
14 pallets of Scholastic paper. Like, what are we going to
15 do with these? We've got three weeks (audio
16 interference), right? So In 2010, Regina Brown-Wilson,
17 she was one of my key staff. She was at the Department
18 of Education. She's like, you know what? We should work
19 with the county offices of education.

20 So we didn't have a lot of dollars. We picked,
21 like, the top, I want to say, ten counties' offices of
22 education that had high Title I and Title III, because,
23 you know, those are, you know, low-income, limited
24 English proficient, that were going to know less about
25 the census, and we said, how do we, you know, get them to

1 do some stuff in the schools?

2 So that was 2010, and because I came in in 2017,
3 understanding how long it takes, and the resistance that
4 can be taken to make any changes within -- to our school
5 curriculum, and the fact that I know a lot of teachers
6 who have, even now, you know, with COVID and teaching
7 online, so much on their plate, I didn't want to put more
8 on there.

9 So what we did, I said, how do I get to get
10 California teachers to create curriculum for California
11 teachers? Right, so a curriculum created by California
12 teachers for California teachers. And Mayor Steinberg
13 connected me with Frank Pisi at the Sacramento County
14 Office of Education, and this was early on in 2017. I'm
15 like, Frank, come talk to me.

16 So we talked about what could we create, and for me,
17 again, having a student, fifth, eighth, eleventh, and
18 twelfth grade, and mainly because my eighth-grader at the
19 time came home and she said, Mom, Mom, we talked about
20 census in my GATE -- whatever, history class, social
21 science class. I said, what did you talk about? She
22 said, it was a glossary word, and she's like, the teacher
23 didn't have anything to say about it.

24 I was like, well, what did you say? She's like,
25 well, you know, I stood up -- of course, because she's my

1 daughter -- and said, this is why it's so important, and
2 you know, she kind of laid out -- because I drag her to
3 all my speeches, right, about -- and a lot of the kids
4 said, well, that's too much information. That impacts my
5 privacy. I'm not going to do that. And she said, you
6 know what? You give more of your private information
7 when you fill out a BuzzFeed quiz about what Harry Potter
8 house you're in. You need to participate.

9 That's where I said, okay. Fifth grade, they do,
10 you know, California history. Eighth grade, they start
11 to do the introduction. Eleventh grade -- and I see
12 Commissioner Fernandez -- and then twelfth grade,
13 American government, U.S. government. Don't do the
14 scattershot that the Census Bureau did, because it only
15 went this deep from the national level. Start from the
16 bottom up.

17 So Frank Pisi has a network, and Michelle Herczog in
18 LACO. LACO was amazing, first of all. LACO is amazing,
19 and we can connect you with our partners there, Carolina
20 and Esmerelda, and Michelle Herczog, and they took it,
21 and they took teachers out of the classroom, social
22 science, and they created the Count Me In curriculum. So
23 they already have democracy, you know, and civil
24 engagement stuff embedded in social science, and these
25 social science teachers are amazing, and they truly are

1 passionate about, you know, teaching our students. So we
2 can absolutely connect you. Sorry. That was kind of a
3 long story.

4 CHAIR KENNEDY: Great. We are at 11 o'clock, and
5 need to take our required fifteen-minute break for our
6 support staff. We hope that you are able to stay with us
7 on the other side of the break. I know that I have
8 questions. Commissioner Yee has questions. Other
9 colleagues will have questions, and then I'm hoping that
10 we actually have time for a few minutes in case the
11 public has any questions.

12 So thank you very much for all of this so far, and
13 we hope to see you again on the other side of the
14 fifteen-minute break. So we'll be back at 11:16.

15 (Whereupon, a recess was held from 11:01 a.m.
16 until 11:16 a.m.)

17 CHAIR KENNEDY: Welcome back from the break. Thank
18 you for sticking with us.

19 And Commissioner Yee, you are next.

20 COMMISSIONER YEE: Thank you. Thank you to both our
21 presenters, so helpful, and congratulations on just the
22 excellent job you did and reaching the end of the
23 process, and sorry for your loss, Ditas.

24 Two questions. So one, could you tell us more about
25 the SwORD tool, and how it was developed, and what it was

1 used for? And second, a question about language access,
2 wondering how you made decisions about what to translate,
3 especially for, you know, online things, printed things.
4 Obviously, I'm sure you, you know, worked with CBOs, you
5 know, in all different communities for specific minority
6 language needs, but how did you decide what to translate
7 on, you know, more statewide efforts that you did?

8 MS. KATAGUE: I'll take the SwORD question, and then
9 I'll give Sonya the language question.

10 So on SwORD, I mean, it really started back in 2010.
11 We worked with the California Advancement Project, and
12 because we had questionnaire assistance centers, and we
13 placed them in those census tracts -- this is in 2010 --
14 to provide assistance in language, staffed by the right
15 people at the right places, like in Koreatown, or you
16 know, where we saw that they were sort of undercount or
17 hard-to-count areas, we were like, oh, my gosh. We have
18 all this great stuff going on. How are we going to let
19 folks know where to go?

20 So I was like -- it was right when the Find my
21 Starbucks, you know, thing would come out, where you
22 could find your local Starbucks, and I literally -- this
23 is 2010, okay, guys, so it was like way back when. And
24 so I said, can we do a QAC finder? And so the California
25 Advancement Project did kind of a prototype for us, and

1 we were able to give that link, and then, also all the
2 locations, because we had the back-end data, to our
3 ethnic media partners, who were able to push and support,
4 so really overlaid, here's on-the-ground help, where you
5 can get the help in language. Here are the times. And
6 then it overlaid the new and burgeoning GIS that we had.

7 So as we came into this in 2016, 2017, obviously,
8 GIS has really evolved, and you know, even in 2000, we
9 used maps, and we laid, like, tracing paper over it and
10 used pens, and I'm like, look. We can do this
11 electronically. And so we started to have, in 2017,
12 2018, when I was at the Department of Finance, because
13 they were the demographic research unit, little joint
14 application design sessions with users from Secretary of
15 State, from counties, and we depended on Yolo and
16 Sacramento County, tell us what you would need.

17 The intent was first to have a QAC finder, too, so
18 we could communicate where we're going to put all the
19 support, but also to communicate -- and when you look at
20 our SwORD tool, it has the latest ACS data. You can see
21 what makes places hard to count. You can see, you know,
22 with Puma -- I'm getting way too technical in it, but you
23 can see where the census tracts are, and then you
24 could -- they're hard to count, but have our variables.

25 Then you could overlay what assets were there. Was

1 there a school there? Is there churches there? Like,
2 you just start to overlay it, so that you can see the lay
3 of the land I mean, almost like, you know, going to war,
4 right? You had to see the land that you wanted, to make
5 sure that you had the assets out there.

6 So anyway, we partnered with Esri. Jim Miller came
7 onto Department of Finance demographic research unit sort
8 of later, toward the end of 2017, and really took this
9 mantle on from DRU, and then he joined our team about a
10 year later, to build this amazing tool, and I think three
11 of the Commissioners have log-ins. It has a lot of stuff
12 in it.

13 So it was used not only for planning, where do you
14 go, but then the intent was to get what activities were
15 being done, and then you overlaid the response rates as
16 it came out, so that you could do rapid response. Like,
17 you'd say, oh my gosh. Koreatown is not doing well. Who
18 do we have there? Oh, we've got this, you know, Korean
19 minister, and he can get the word out.

20 So that was, like, the intent of it, and then it
21 really evolved as our users -- sophisticated and not
22 sophisticated -- and our contractors started to use it,
23 and they were like, I could use this to understand where
24 I could do car caravans. I could use it to figure out
25 where to put languages.

1 So it was this great evolution. It wasn't just
2 about open data. And I know we're, like, all about open
3 data, which is great, but it was really about how you
4 build a tool where people can use data easily, and that
5 they can have data visualization to really understand the
6 communities. I know that's kind of like a -- but it's
7 really a wonderful thing that, you know, hopefully, you
8 guys will get to play with it, and maybe we'll do a
9 little demo or something with it.

10 CHAIR KENNEDY: Great. I'm not seeing any more
11 hands.

12 MS. KATAGUE: Sonya had the other question. Yes.

13 CHAIR KENNEDY: Sonya has the other question.
14 Sorry.

15 MS. LOGMAN HARRIS: No worries.

16 So Commissioner Yee, I sort of captured a -- I feel
17 like your question has a few parts, so how do we
18 determine languages, and then how did we actually
19 translate, what materials? And so kind of --

20 COMMISSIONER YEE: And how did you decide, you know,
21 especially at the higher levels of statewide materials,
22 you know, what to translate?

23 MS. LOGMAN HARRIS: Right. So I'll kind of give you
24 that in a couple different sections, because our campaign
25 certainly evolved. So one the first steps our team took

1 was really to develop something called a Language and
2 Communication Access Plan, which we lovingly refer to as
3 LACAP, which I think Ditas may have mentioned earlier.

4 You know, when we looked at what the U.S. Census
5 Bureau was providing in terms of languages, we noticed
6 that it may not necessarily address all of the uniqueness
7 that is California, and so Ditas also mentioned PUMS and
8 PUMA. It's a level of data within the Census Bureau
9 datasets that we leveraged to then extract
10 limited-English-proficient household derivatives, which
11 then led to English plus twelve.

12 So our communications campaign was fully integrated
13 in thirteen languages. Rather than building one web
14 site, we actually built thirteen, fully transadapted, so
15 some of the fun stuff behind the scenes.

16 In addition to that, you know, all of our sort of
17 major pieces were produced in all of those languages. So
18 when you think about, you know, our doorhanger, you know,
19 that community partners had requested, right. When you
20 think about, you know, commercials, when you think about,
21 you know, our digital ads, all of those pieces were
22 transadapted.

23 So that was one piece, sort of through the core
24 portion of our early education, which I assume is the
25 place that you'll remain, but do want to point out that,

1 with SwORD and sort of that self-response data, you know,
2 we were able to, in subsequent or sort of later
3 components in the campaign, target, you know, our limited
4 dollars to those communities that maybe weren't
5 responding, that may have been, you know, for example,
6 primarily digesting Chinese print, you know, as a primary
7 form of communication, and so we were able to sort of
8 stretch some dollars later on, you know, kind of in the
9 campaign, as it relates to our nonresponse follow-up
10 period.

11 So hopefully that answers, and then our community
12 partners also used the language -- LACAP plan to help
13 inform some of their work, and so depending on the size
14 of the community is really, I think, the best way to sort
15 of explain kind of the different thresholds. We did ask
16 our partners in LA to obviously cover all of the thirteen
17 languages, because the city-state, it feels like, of LA
18 County, you know, is so diverse in and of itself, and
19 then some tiered requirements for some of our other
20 partners. And happy to furnish that plan to the
21 Commission as well, just as a reference point for you.

22 COMMISSIONER YEE: Thank you.

23 MS. LOGMAN HARRIS: Absolutely.

24 CHAIR KENNEDY: Commissioner Sinay.

25 MS. KATAGUE: Yeah. Our partners -- sorry. So our

1 partners even went, like, sort of a step further, but I
2 also want to say that it included -- it was language and
3 access. So for our disability partners, it made sure
4 that they were able to access materials. They were able
5 to access the website. So I don't want to forget about
6 our amazing disability partners, too.

7 MS. LOGMAN HARRIS: Yeah. Thank you, Ditas, and I
8 think making sure to call out, too, you know, I think,
9 the partners' work, you know, going back to they were
10 more than contractors. They really were our family. You
11 know, they also wanted to see, you know, access, in and
12 of itself, and I think even a language justice plan would
13 be an example of something that our partners came up with
14 on their own. So just a good point there, Ditas, as
15 well.

16 CHAIR KENNEDY: Commissioner Sinay.

17 COMMISSIONER SINAY: Thank you. Thank you, Ditas
18 and Sonya. This has been really, really helpful, and I
19 feel like we could probably sit here and talk all day,
20 going back and forth. I really wish we were in the same
21 room, so that we could, like -- you know, this is one of
22 those conversations that, you know, yes; let's do the
23 demo right now. Yes. So I definitely would like to
24 figure out how we can schedule a demo, or Fredy gets
25 trained in it and then bring it back to us, if you're all

1 busy.

2 I also wanted to make sure that -- I know, Sonya,
3 you had a conversation with Director Claypool and
4 Commissioner Vazquez, but if there are good team members
5 that are transitioning out, especially in the outreach
6 and communication, please have them send their resume
7 over to us, because, you know, we're building our team,
8 and we would love to build it on -- you know, use the
9 foundation of all the great work that you've all done.

10 As Ditas said, you know, this is linked together,
11 and it seems like, in the future, it would behoove the
12 State to look at, how do you create an infrastructure
13 that supports both the census and then transitions over
14 to redistricting, versus creating two separate
15 infrastructures. There's things that we could really,
16 really benefit doing together.

17 I wanted to -- I have two questions. One is, we
18 have been hearing from the community in different -- you
19 know, publicly as well as, I think, in conversations that
20 different Commissioners have had one on one, that the
21 Commission needs to insulate itself from making grants
22 into the community, because you may look political, or
23 what about those folks who don't get funding? And so I
24 know that the census was different, because groups
25 weren't doing advocacy towards you all. It was more that

1 they were part of the outreach partners. But I was
2 curious, in all the different work that you've done, if
3 you had some thoughts on that.

4 MS. KATAGUE: So I mean, I think that making grants
5 directly all the way down to the grassroots level is just
6 administratively not necessarily feasible. I mean,
7 that's why we kind of brought up it and then
8 administratively done. It's just with how long it takes
9 to get, you know, one contract done, you know, unless you
10 have some legislation that allows you to do sort of
11 grants. There's definitely -- sorry. My dog is playing
12 with his toy.

13 There's definitely -- you just have to be able to
14 look at your time period, and what is administratively
15 the best way to get that out there, but allow whoever you
16 do contract with some flexibility, if that makes sense.
17 But you guys are going to be held, because you're giving
18 the money directly to those -- you know, the state rules,
19 but if you can write the RFP, and working with your
20 lawyer, of course, to give them some flexibility to get
21 really down there.

22 Sonya, do you have any comments on that as well?

23 MS. LOGMAN HARRIS: No. I think that feels right,
24 Ditas. I think, you know, a little bit of a blind spot
25 for me is, again, going back to kind of Commission's

1 desired outcomes. I think, you know, the work you all
2 are doing is incredibly important, and there will be so
3 many individuals, groups, public that will be interested
4 in that work, and will want confidence that the Committee
5 did it in such a way that upholds public trust.

6 And so to the extent you can really infuse some of
7 those outcomes, also, in whatever solicitation you may
8 do, whether that may be, you know, grant or contract or
9 whatever your attorneys advise you in, you know, those
10 will be good things, not only to lean on, but then, also
11 you know, when folks say, well, where did those dollars
12 go, you know, you'll be able to point to well, they went
13 to these activities, or these expectations, or whatever
14 they may be.

15 COMMISSIONER SINAY: Great. Thank you. And then my
16 second question is more, Ditas, you're wearing your
17 national hat on the advisory committee -- I always forget
18 the longer name -- but are there things that we should be
19 thinking about as we're looking at the national data that
20 may be coming out? Because a lot of our work is
21 absolutely connected to the census data.

22 MS. KATAGUE: Yes. I noticed that in your minutes
23 from a couple weeks ago. You guys had the ASA, the
24 American Statistics Association, their latest on what
25 they're looking at as moving forward. I think there was

1 also something from Bill O'Hare, who is well known in the
2 data space.

3 So I would just encourage, if the Commissioners
4 haven't yet read, that is on your -- you know, you guys
5 already have it. It really gets you steeped into what's
6 going on on the national level around data, and there's
7 also -- many of the partners out there that you're
8 working with are part of the National Census Quality
9 Reinforcement Task Force as well.

10 COMMISSIONER SINAY: Great. Thank you. That's it
11 for me.

12 CHAIR KENNEDY: Okay. Great.

13 You mentioned earlier working with the schools, and
14 Commissioner Le Mons and I are the team starting some of
15 the outreach contacts in San Bernardino and Riverside
16 counties. I'm in San Bernardino County, and I've become
17 aware of the fact that San Bernardino County schools are
18 one of the lead agencies for something apparently new
19 called the Civic Engagement Initiative, and I was
20 wondering if you had experience with CEI, and how that
21 played in with your work. I'll have further questions,
22 but I'll stop there.

23 MS. KATAGUE: So I think that's really something
24 that Frank Pisi had -- he's part of that too. You know,
25 there's a number -- and I think Michelle Herczog is as

1 well. So they do a lot, and it's great that they're part
2 of it, and you should absolutely tap in with them. So
3 the teachers and the curriculum folks, they're all put
4 together, and they get this stuff. So I would totally,
5 you know, if I were you, really see what they can do to
6 really help and push that.

7 CHAIR KENNEDY: Yes. I'm also on our lessons
8 learned subcommittee, along with Commissioner Ahmad, and
9 you know, it just seems to me that, particularly for the
10 2030 exercise, if there's a way to work with Complete
11 Count before then to add a little bit to the curriculum
12 that you've already developed; I don't see a reason for
13 us to start from scratch, but it just seems like such a
14 natural to do an add-on to the curriculum that you've
15 developed that would focus on redistricting. It seems to
16 me that that would be phenomenal.

17 I've done work in a lot of countries, and one of the
18 things that we found very helpful to us is coming up with
19 a glossary, and I don't recall if you came up with a
20 multilingual glossary that then becomes a resource for
21 your partners on the ground, and for the media, and for
22 the public at large.

23 MS. KATAGUE: That's a great idea. I know that we
24 did, you know, sort of our one-pagers and information,
25 and then had them translated, but I think, considering

1 that, you know, we were like, why is it important, and we
2 need you to do this action -- understanding, again, what
3 is the action that you need them to take, right? What do
4 you want them to take? How are you going to measure
5 that? Are you going to be measured by, you know, how
6 many people are involved, how many people submit
7 testimony, how many people come, you know, to your
8 meetings?

9 I think you probably -- and this is just me
10 guessing, because, you know, I don't know this realm as
11 much, but you know, you have to understand what is a
12 community of interest, and why could I be missed? Why
13 could my community be missed, and why should I be at the
14 table?

15 So I mean, those are, conceptually, a little bit
16 more complicated than power, money, fill out the form,
17 right? Be counted, have a voice heard. So yeah, you're
18 dealing with a little bit more complex concepts than we
19 were in terms of messaging.

20 CHAIR KENNEDY: Right. Were you able to get
21 broadcasters and/or print media, I guess, to provide free
22 space for PSAs?

23 MS. KATAGUE: Well, Sonya could answer that. I
24 mean, we had a comprehensive, multi-million-dollar sort
25 of media which has -- what do you call it -- added value,

1 but a good part of my time was spent on earned media,
2 flying around, doing -- like, half the time, I didn't
3 know if it was, like, part of our -- you know, because I
4 would just, like, go out there and do this if we had paid
5 for that and it was added, or it was like, hey. They
6 called and they want to do, you know, a story on X, Y,
7 and Z at the time. So yes. I just got a note saying our
8 partner, AAAJ, they have a glossary. They had a glossary
9 of all the terms in a lot of different languages.

10 So I think it's a wonderful idea, but I think --
11 and again, depending on your timing and whoever -- you
12 know, I know Fredy is going to be looking at this, how
13 you get earned media, where you do your placements, and
14 really being able to tell the story. We had a lot of
15 really wonderful reporters, and I probably credit my coms
16 team, Martha and Diana Crofts-Pelayo, for, I want to say,
17 nurturing some of the media.

18 Way back when, I talked to the Annenberg Innovation
19 Lab, and I said, hey. Why don't you guys get a bunch of
20 foundations to -- what they do at USC, and their health,
21 is they sponsor health journalists, right, because
22 journalism has changed so much they don't have beat
23 reporters anymore. But you know, is there a way, because
24 this stuff is so complex, to get a reporter to get deeper
25 into it? Because, a lot of times, I get new reporters,

1 and we have to start them all over again, you know, like,
2 sort of educating.

3 If we can get somebody who's along the way, like
4 Hansi Lo Wang -- man, he's a superstar, you know, with
5 NPR on census. Can you get folks locally, you know, just
6 statewide, to be focused in on this redistricting effort
7 with kind of the veil of, this is really community
8 involvement, like, we're taking it that next step. I
9 think you'll find some reporters that would like that, I
10 hope.

11 CHAIR KENNEDY: Perfect.

12 Commissioner Sinay.

13 COMMISSIONER SINAY: One of the challenges we have
14 that's kind of unique is that there is local
15 redistricting taking place at the same time as regional
16 redistricting, at the same time as the state
17 redistricting. We are looking at how can we share data
18 as folks bring it, you know, through the COI tool, you
19 know, or encouraging them to submit it locally, you know,
20 just thinking of different strategies.

21 Do you have any thoughts from your experience at
22 working at the different levels? Obviously, census, you
23 just had an individual fill it out. It didn't matter.
24 But we don't want to create confusion, and we want to
25 promote engagement at all the different levels.

1 MS. KATAGUE: So you're asking how to share all of
2 that data with the people that it needs to be shared
3 with, right?

4 COMMISSIONER SINAY: That's one of them, and then --
5 well, what would your -- if you were sitting where we
6 are, and had to think through the three different levels,
7 what recommendations, from your experience in civic
8 engagement and census, would you give us? And I know I'm
9 putting you on the spot, but for either of you, you know,
10 I'm just trying to collect this response from everybody.

11 MS. KATAGUE: Yeah. So you know, what's interesting
12 is, the way that we designed it, with kind of that
13 cross-hatching and different jurisdictions, is -- but
14 they were forced -- and you can ask my partners -- really
15 forced to get into the room together.

16 I remember, early on, City of LA was calling me.
17 County of LA was calling me, you know, like, what are we
18 going to do? It was like -- and I'm like, you know what?
19 I'll come down there and meet with you, but you've all
20 got to get in the room together. Right?

21 So it's almost like you can use the way you're
22 structured to force them at the -- otherwise, you're
23 going to go around, and it's just too overwhelming. So
24 you know, I know I said "force", you know, in quotes.
25 Force them at the local levels to work together, right,

1 to make sure that, you know, they're sharing what's going
2 on.

3 It will make your life easier to overlay it, but
4 that was kind of the strategy we had of state, local,
5 city jurisdictions. It's like, all get in the room
6 together, and let's work together on this. Even though
7 you're going to have different communities of interest,
8 you know, they -- it needs to be a public and transparent
9 process.

10 MS. LOGMAN HARRIS: Yeah. And I think, just to add
11 on to Ditas's sort of comment, I sort of don't think
12 about it in the historical context. I sort of think
13 about it in a lot of the confusion that maybe was coming
14 between our U.S. Census Bureau colleagues making
15 decisions or changes, and what they were doing, and then
16 how that impacts the public, ultimately, in terms of
17 confusion, or sort of not knowing, you know, what is the
18 real end date?

19 So just kind of thinking about what you're putting
20 forward in terms of a problem of that complexity, I think
21 it goes back to the Commission, to the extent possible --
22 or Fredy, it sounds like you may be the guy in charge of
23 this -- putting yourselves in the shoes of the public
24 kind of from that UX experience. And so to the extent,
25 you know, the Commission may be, you know, out front in

1 places, you know, where the locals may be out front in
2 other places, but where do those critical touchpoints
3 happen?

4 How does your topline messaging really sort of
5 support all of that as you're sort of going towards --
6 you know, how can you use low-cost tools like your
7 website, like social media, to really find the
8 appropriate intersection points? Because when someone
9 comes to you, they may be wanting to look at their, you
10 know, City of Sacramento redistricting lines, but really
11 all they -- when they Google, it's just California
12 redistricting. So kind of just walking yourself through,
13 and kind of really thinking about that UX experience, I
14 think, you know, may be a valuable exercise through the
15 outset.

16 CHAIR KENNEDY: Any other questions?

17 Okay. If you have a few more minutes, I had wanted
18 to open it up for public comment at this point, so I can
19 ask if you're available to -- yes. Noon is the end, but
20 just a few minutes, and I'll ask Katy to read the
21 instructions for public comment, and after she finishes,
22 if any other Commissioners or staff have questions, we
23 can take those while we wait for the live feed to catch
24 up with us.

25 PUBLIC COMMENT MODERATOR: In order to maximize

1 transparency and public participation in our process, the
2 Commissioners will be taking public comment by phone. To
3 call in, dial the telephone number provided on the
4 livestream feed. The telephone number is 877-853-5247.

5 When prompted, enter the meeting ID number provided
6 on the livestream feed. It is 91505532099 for this
7 week's meeting. When prompted to enter a participant ID,
8 simply press pound.

9 Once you have dialed in, you will be placed in a
10 queue from which a moderator will begin unmuting callers
11 to submit their comment. You will also hear an automatic
12 message to press star 9. Please do this to raise your
13 hand indicating you wish to comment.

14 When it is your turn to speak, the moderator will
15 unmute you, and you will hear an automatic message that
16 says, "The host would like you to talk", and to press
17 star 6 to speak.

18 Please make sure to mute your computer or livestream
19 audio to prevent any feedback or distortion during your
20 call. Once you are waiting in the queue, be alert for
21 when it is your turn to speak, and again, please turn
22 down the livestream volume.

23 The instructions are also located on the website.
24 The Commission is taking general public comment on the
25 presentation for item number -- and I apologize. I don't

1 have the item number on me.

2 MS. JOHNSTON: Number 8.

3 PUBLIC COMMENT MODERATOR: Item number 8, the
4 presentation associated with item number 8. And we do
5 have someone in the queue.

6 CHAIR KENNEDY: Okay. Go ahead and invite them to
7 join us.

8 PUBLIC COMMENT MODERATOR: If you'll please star 6
9 to unmute yourself. Oh, sorry. Do it again. I
10 apologize. That was my fault. Please state and spell
11 your name for the court reporter.

12 MS. BROWN-WILSON: Hi. This is Regina Brown-Wilson.
13 Can you hear me?

14 PUBLIC COMMENT MODERATOR: Yes.

15 MS. BROWN-WILSON: I'm so sorry. I've never called
16 in on Zoom before. Okay. I didn't know if you could
17 hear me or not.

18 PUBLIC COMMENT MODERATOR: Yes, we can hear you.
19 Yes. Thank you.

20 MS. BROWN-WILSON: Okay. I am the executive
21 director of California Black Media, and I've had the
22 opportunity to listen to today's presentation, and a
23 little bit of yesterday's, and I know that you guys have
24 been meeting for a while, but I'll just get to the point
25 of when we start talking about outreach. I'm also -- let

1 me just say, too, that I'm also -- or was -- a
2 commissioner on the California Complete Count Committee,
3 and so I've been able to watch this process for some
4 time, and been very involved in the census efforts and
5 the outreach efforts.

6 And you know, one of the things that I see missing
7 is how we are going to have, like, a robust conversation
8 with, you know, reaching these communities. I think that
9 Ditas Katague and Sonya's presentation kind of showing
10 and laying out what the census did, and knowing that you
11 don't have the resources to do that, but what's the best
12 way to do that -- I'm hoping to formulate some thoughts,
13 send them in, in writing, to Commissioners to consider,
14 and looking at public notice and due process in a way,
15 when they're going to or having these meetings that are
16 targeted to these communities, that we're really making
17 sure that we're doing the proper outreach. And things
18 that are already in law, already on the books, can make
19 it so that we actually are doing our due diligence, or
20 you're doing your due diligence, in reaching those
21 communities, making sure that they're informed.

22 One of the areas that I'm really concerned with is
23 where philanthropy may have been in terms of funding
24 journalism, so that we have someone being able to watch
25 and monitor these meetings, and making sure that there's

1 a readout, not just minutes, but a readout, something
2 that journalism plays a role in this aspect, and I think
3 that that is something that's missing. Not that that's
4 your fault, but it's something that's missing, and
5 something that I just want to make sure that's on the
6 record. Thank you.

7 CHAIR KENNEDY: Thank you, Ms. Brown-Wilson. That
8 is very helpful to us.

9 Katy, do we have any other callers?

10 PUBLIC COMMENT MODERATOR: Not at this time.

11 CHAIR KENNEDY: Okay. Commissioners, a few of you
12 had questions.

13 Commissioner Fernandez.

14 COMMISSIONER FERNANDEZ: I just one quick question.
15 In the beginning, Ditas, you had mentioned that you used
16 the special consultant classification versus the RA.
17 Could you go into that a little bit more? I understood
18 the benefit of it, I just wanted it explained just a
19 little bit more.

20 MS. KATAGUE: Yes. And again, we used that in 2000,
21 because, again, we only had a really short amount of
22 time, and probably Kary or somebody on your
23 administrative staff can go deeper into it. It was a
24 special consultant, I guess, classification. You can
25 hire them for nine months or less, and you're

1 justifying -- like, we had to hire somebody who was in a
2 specific location, who had, you know, specific language
3 skills that you, you know, not necessarily were going to
4 get from a retired annuitant or what have you, to be able
5 to do a, you know, specific set of work. So let's say
6 you, you know, really need help in this particular area,
7 language skills. So you know, you have to write up and
8 justify the hiring of it, but again, it's a limited
9 nine-month limited-term appointment, but you can
10 definitely ask maybe your general counsel or executive
11 director to look into that to see if that works. It gave
12 us a little flexibility to hire quickly.

13 COMMISSIONER FERNANDEZ: Thank you.

14 CHAIR KENNEDY: Excellent.

15 Commissioner Turner.

16 COMMISSIONER TURNER: Thank you, Chair.

17 I just wanted to say to Ditas and to Sonya, I really
18 appreciate the oral presentation, and just wanted to
19 mention that I got an opportunity to sit in on some of
20 those early mapping and assessment sessions that we did,
21 and was awarded ACBO Region 6, with Pablo and other
22 partners, as well as -- 4, and then, also 6, through
23 Sierra.

24 So as you outlined the material today, and talked
25 about the process, living through a lot of that, I'm

1 thinking, yeah, I saw even a bigger picture of the small
2 part that we were holding. The thing I think that worked
3 really well was the layering that you kept talking about,
4 and so I just wanted to emphasize that beyond the
5 statewide, the ACBOs, the county, the cities, the
6 regional, it's almost like we had it sliced so many
7 different ways, with intentionality, and looking at each
8 specific hard-to-reach area, and ensuring that there were
9 so many touches, or opportunities for touches, in each of
10 those areas, and I think that worked well, and in
11 throwing us into the room together.

12 You said, "force", quote/unquote. Yes, that was
13 absolutely the truth about it, and was glad to be there,
14 and the huge benefit was gaining clarity on what each was
15 working on, so that there was not conflict, and that
16 there was clarity on who's working on what, to ensure
17 that we got it all covered. So I think it was a
18 successful year. I think you all did a phenomenal job,
19 and I thank you for being here today to present.

20 MS. KATAGUE: Thank you so much. That's like music
21 to my ears. So I really appreciate it, and I appreciate
22 the work that you did there in the Valley. So thank you.

23 CHAIR KENNEDY: Commissioner Vazquez, do you have --
24 nothing at this point. Okay.

25 Commissioner Sinay? No.

1 Fredy, do you have any questions?

2 Oh, Commissioner Andersen.

3 COMMISSIONER ANDERSEN: Yes. Thank you. I
4 apologize. I have to turn my video off. Otherwise, it
5 all lags. I'm having internet issues. So I won't see
6 you, but I can still hear you. And thank you. First of
7 all, thank you very much. It was a great presentation.
8 You covered so much material, and so in detail.

9 I would like to, hopefully, get a copy of your
10 slides, if we haven't already gotten that, and also that
11 SCORE (sic) tool that you were working with, and the
12 overlays, that would be very, very interesting. I'm not
13 sure if you've given that connection to all of us or if
14 that's gone through. I might have missed part of that,
15 but I would really like that.

16 COMMISSIONER SINAY: I can answer that for you all.
17 I've emailed, reemailed both of those, because we have
18 received them in the past, and both of them, as well as
19 the -- yes. Those have been reemailed to everybody. So
20 it's in your inbox.

21 COMMISSIONER ANDERSEN: Oh, great. Thank you very
22 much.

23 Then, unfortunately, the overall -- this is
24 wonderful. It's great information. It's exactly what we
25 need to do. But we don't exactly have the luxury of only

1 reaching the people who are hard to reach. We have to
2 also reach the people that you said, well, the Census
3 Bureau took care of that, you know, because we have to
4 reach everybody.

5 So in terms of not time -- obviously, the
6 hard-to-reach people require way more time, because
7 they're harder to reach, but in terms of, you know, I
8 don't know, group, like percentage-wise, do you have any
9 sort of either, like -- I can't -- I don't know, in terms
10 of -- you can't really compare budgets, or you know, are
11 they -- the full census was working on that, but in terms
12 of -- essentially, how much time or -- how difficult is
13 it to reach everybody compared -- like, we have a harder
14 task. We've got to do both. Can you give us any insight
15 into doing -- you know, how we approach both?

16 MS. KATAGUE: Well, and I don't know, you know, your
17 goals, but I guess I would question -- if somebody told
18 me that, I'd be like, do we really need to? You know,
19 like, do you really need to reach 39.6 million people,
20 and is that going to effectively, you know, get you what
21 you need to do at the end of the day? I mean, I think
22 that's where -- you know, when people said, Ditas, you've
23 got to meet this many, and I'm like, how do you eat an
24 elephant? One bite at a time, right?

25 So you've got to figure out, with your limited time,

1 what your goals are, and you know, like, does my
2 daughter's math teacher need to be involved in this,
3 right, or do you need to be identifying folks that are
4 already embedded in the community, doing work, to do the
5 reach, right? So I'm just not -- as Sonya said, I'm just
6 not real clear on what your measurable goals are, but I
7 think you have to ask those questions, like, what is
8 going to give us what we need?

9 COMMISSIONER ANDERSEN: Thank you. I appreciate,
10 you know, the look, and I really appreciate all the time
11 and effort that you've gone into in this information.
12 It's been very, very helpful. Thank you very much. I
13 apologize I'm not sort of fully there, but I am
14 listening. So thank you.

15 CHAIR KENNEDY: Fredy.

16 MR. CEJA: Yes. Going back to your question, I will
17 have multiple questions, but in respect of the time, I
18 will chat with them offline, and I'll touch base with the
19 committee members as well.

20 CHAIR KENNEDY: Very good.

21 Well, then, let me take the opportunity to thank you
22 both. Again, this has been enormously helpful to all of
23 us. Wish we could have done it months ago, but as you
24 said, you know, we're in the process of getting ourselves
25 up and running, and look forward, certainly, to working

1 with both of you, and with the ACBOs and others out in
2 the field that you've worked with so successfully.

3 So again, on behalf of the Commission, thank you
4 very, very much for your time today, for sharing your
5 wisdom and your experience, and we look forward to
6 keeping in touch.

7 Okay. And with that, Director Claypool, it is now
8 your turn to resume your report.

9 MR. CLAYPOOL: Thank you, Chair. Okay.

10 So does everyone have the draft fiscal year '20-'21
11 and '21-'22 spending estimate in front of them? Okay.

12 So as we discussed, it's a very high-level --
13 conceptually, a high-level view of what we have available
14 to us in the three-year money that was allocated to us.

15 We start at the top. You're going to see that we
16 have about 11,703,000 available, but really, a portion of
17 that money is held against the possibility of litigation,
18 and so we can't access that until after August 15th when
19 you've submitted your maps. So really what we are
20 playing with immediately is 7,573,000 that's shown as
21 total available.

22 As we go down, I want you all to keep in mind that
23 these estimates are based on all the way through 2022.
24 So typically you would show the fiscal year budget and
25 what you're going to spend, but because our process gets

1 three-year money, and because we have to just think in
2 terms of a set goal and then the litigation, I've
3 projected the expenses out for staff and for everything
4 else against that approximately nineteen-month period
5 that we're talking about.

6 As you can see, there are placeholders. We have
7 some interim staff in our operational budget, and I
8 placed staff there in preparation for our communications
9 director, and also for our deputy executive director, so
10 that we could just have something to budget with, I mean,
11 so we have some idea of what it might cost.

12 These numbers are going to change. Mr. Ceja is
13 going to have a different idea of the type of person he
14 may want. That person may or may not be an AGPA. The
15 same thing for deputy executive director, and that
16 individual may or may not add additional staff. So this
17 number will probably grow larger, not significantly
18 larger, because this part is really not as significant as
19 most of the other items that are in our budget.

20 Commissioner per diem, in order to come out to that
21 amount, there's very -- by the way, because of COVID, and
22 because we're looking at a virtual scenario, very little
23 of that million-forty-three is in TEC. It'll probably
24 grow. I think I put in an amount at about 50,000, saying
25 that there will be incidentals that you will have, but

1 unless we go out on the road, that number is not going to
2 expand a lot by virtue of your travel expenses.

3 The way I came to that number, I took your last
4 month's total amount of per diem for you, and just
5 carried it all the way across until April 1st. I was
6 figuring that you would have roughly the same amount of
7 meetings.

8 April, May, June, July, and August, I actually put
9 together a plan, -- not the plan, but a plan, of meeting,
10 a meeting schedule, both in what I would've anticipated
11 in your business meetings and also in your public
12 hearings. This plan is going to change. Our deputy
13 executive director and Mr. -- and our director of
14 communications are going to put together a plan, and that
15 will be the one that we actually push forward with.

16 However, the plan that I used had a significant
17 number of meetings in it that came out to about fourteen
18 or fifteen less than the first Commission had, as far as
19 public meetings, but had it in virtual sites, so that you
20 would actually -- if you used six-hour meetings, and you
21 used the approximately nineteen meetings, you would end
22 up getting about fifteen percent more public testimony,
23 because you could switch from place to place to place,
24 and you wouldn't have -- with the virtual meetings, that
25 way, you wouldn't lose the time that it takes people to

1 transition to a microphone. It also anticipates that
2 people will call in and use their own computer, so that
3 we can fill up virtually an entire six hours with
4 continual testimony.

5 So that was just the plan that I thought would work
6 to make the estimate. Then after the maps are submitted,
7 I figured your budget on about 30,000 a month moving
8 forward, because we would have a reduced schedule, but
9 you would still have to be meeting in order to -- on a
10 fairly regular basis -- in order to meet with your
11 counsel and anything else as we move through the
12 litigation phase of this. Hopefully, we won't have
13 litigation, and we'll save all that money, but I think
14 that there's probably a good chance that someone will
15 have an issue with your maps.

16 The DGS accounting is just two years of a contract
17 you have at 10,000 dollars a year, just to take care of
18 your basic accounting, your facilities -- again, just a
19 complete -- an estimation of what your cell phone and
20 telephone usage and everything else is going to be. It's
21 high, but I also anticipated in that that our
22 communications director would have, probably, specialty
23 items that are going to have to be purchased in order to,
24 you know, produce the types of communications that you're
25 going to want to push out into the community. So I

1 intentionally made it high.

2 Your contract services. You see everything is noted
3 in RFPs. They're for the legal services, and that's
4 pre-maps. I used the estimation from what the legal
5 services cost us, approximately, in 2010, plus a twenty-
6 five-percent increase with the California CPI.

7 VRA counsel, an analysis consultant, again, I just
8 used an estimate that I thought was going to be similar,
9 with an increase. Those may increase beyond the amounts
10 that I have in here, because we're going to be asking
11 them to do, I think, a little bit more than they were
12 asked to do last time.

13 Your line drawer is a significant increase. The way
14 I calculated the line drawer amount -- and we can talk
15 more about it, I think, in closed session, because I
16 can't give you the amount that I'm using right now,
17 because then it becomes the baseline for the contract,
18 but with the line drawer, I recognized that last time
19 there was a significant -- it was underbid to a
20 significant amount, and so I wanted to make sure that we
21 captured a more realistic number.

22 The data management and mining contractor, I just
23 took an estimate from just numbers I've been hearing and
24 plugged it in. That will change. I don't imagine it
25 will be less than I estimated. If anything, I imagine it

1 will be more, particularly after listening to the
2 security consultant yesterday, because the consultant --
3 with the security, with the state security, Office of
4 Technology and their security system -- I was always
5 considering that the security for your data would come
6 under this contract, and not necessarily be one that we
7 would run through the State, because I was just thinking
8 that it would be another layer of audit and observation
9 that would possibly slow us down.

10 It was good to hear that they would give us a
11 once-over on our contract, and that they would be willing
12 to look at what the data manager would provide in the way
13 of security, but I want to make sure that we don't get
14 lost in the -- get lost in running it through the State,
15 when we need to have it in place in January. So that
16 figure that I have also figures that the data manager is
17 going to give us the type of security that we're supposed
18 to be expecting.

19 Outreach is just exactly what's been submitted by
20 the outreach committee. I think that this is going to
21 possibly need to expand a little bit, particularly after
22 the conversations we've been having. I think that there
23 are ways to possibly help with that expansion without
24 necessarily eating into our budget.

25 We still do have a one-time project with the

1 legislature, where they're required to coordinate a
2 project with us. I think that possibly part of that
3 coordination might be to have them help us with the
4 language access. They seem to be very interested in
5 expanding that. It's important for California
6 everywhere.

7 We're going to grow more and more into that model,
8 and all the State agencies, and so looking at this, you
9 know, that's something that we need to investigate, and I
10 will be talking with the communications director about
11 that possibility here in the next couple of days, about
12 what can we -- how much can we hope to shift in that
13 one-time expense to the legislature?

14 Then, finally, the line drawer and public meetings,
15 outreach. Those are actually -- where is that amount? I
16 have to apologize for this. I believe that that was
17 covered in both of our -- in the line drawer contract
18 above, and in our outreach, but I don't see it. The
19 bottom line is, the total available is shown there at
20 seven-five, seven-three. The total estimate of costs
21 from all expenses that I anticipate at this point would
22 be about thirteen-and-a-half million dollars, so we are
23 going to be over, just with these contracts and so forth,
24 at about six million dollars.

25 Before we go to discussion, this is the

1 information -- and this is going to fill out and be much
2 more precise by January, once we put our contracts into
3 place and once we know what we're doing for outreach. We
4 will go to the legislature in -- or actually, the
5 Department of Finance -- in early February, and we will
6 lay out our case for making this adjustment.

7 Our biggest case for extending beyond our budget to
8 this extent is that the amount of money that you received
9 was based on a process in 2010. It doesn't have a basis
10 in what you're trying to do, nor does it have a basis in
11 the type of outreach we're trying to achieve. Those are
12 required constitutional provisions, if you will, and so I
13 think that we have a very good chance of getting a major
14 portion of this, and then part of that sum taken over by
15 the legislature for part of the outreach, or possibly
16 getting all of this, but first of all, we had to get to
17 this point to have an idea.

18 Now, the last thing I'm going to say is, for
19 everything that you see in that budget, every time
20 somebody decides that they want to add more, that budget
21 expands more. I think we all understand how that works,
22 and so I understand that the public is looking for us to
23 really get out there and maximize engagement, maximize
24 outreach, but as many Commissioners have said, including
25 Commissioner Andersen and Commissioner Sinay, we only can

1 go so far before we won't receive the resources to go
2 beyond that point.

3 So it's just something to bear in mind, and we
4 will -- your staff, including Mr. Ceja and the deputy
5 executive director, when that individual comes aboard,
6 we'll do everything we can to stretch every dollar, but
7 it will come to a point where there is only so much that
8 we can do with what we have.

9 So with that, does anybody have any questions?

10 CHAIR KENNEDY: Commissioner Turner, and then
11 Commissioner Ahmad.

12 COMMISSIONER TURNER: Thank you, Chair.

13 Director Claypool, thank you for the summary of the
14 budget, and I understand that it will possibly change.
15 The question that I have is in regards to the contract
16 services, the RFPs that are there. There are about eight
17 different areas that total the 5.4 million.

18 Are there any of these contracts that were similar
19 to 2010 that we can get a closer idea of? Because if I
20 just divide them up between the eight, I get 675,000, and
21 I know it's not an equal thing, but I'm trying to get an
22 idea of, as we're out in the subcommittee, for example,
23 for our data management and mining, I would appreciate
24 having somewhat of a ballpark of what we should be
25 working towards before we go into a different area or

1 needing to get more money.

2 So I'm trying to figure out, is there any way to put
3 dollar amounts as a desired budget on these items, at
4 least for the ones that we've had to use for 2010?

5 MR. CLAYPOOL: Absolutely. So the VRA, the VRA
6 analysis, and the racially polarized consulting, I took a
7 ballpark from what we paid last time, but I expect those
8 to be higher. For what you're doing, I would like to
9 have a conversation offline, and I'll tell you what we
10 plan on budgeting, and why, you know, about how I got
11 there, but I can't say anything about it here, because
12 otherwise it becomes -- it's got to -- like with a house,
13 if I tell you that I want 100,000 for my house, then that
14 becomes the baseline for the house, even if it's not
15 worth that.

16 So I would be very happy to share that information
17 with both you and -- I believe you're working with --

18 COMMISSIONER TURNER: Commissioner Ahmad, yes.

19 MR. CLAYPOOL: Yes, Ahmad on this. I will be very
20 happy to share the number with you, and how I got it, you
21 know, as a subcommittee, and then we can work from there.

22 Is that okay?

23 COMMISSIONER TURNER: Yes. Thank you.

24 MR. CLAYPOOL: Perfect. Thank you.

25 CHAIR KENNEDY: Commissioner Ahmad.

1 COMMISSIONER AHMAD: Thank you for this overview.
2 Just a quick clarifying question. What does AGPA stand
3 for, the acronym?

4 MR. CLAYPOOL: That's an associate government
5 program analyst --

6 COMMISSIONER AHMAD: Got it.

7 MR. CLAYPOOL: -- and it is, by the way, so that we
8 know -- it's the -- amongst people, before they go into
9 management, there are a lot of different levels, but you
10 go -- as you really get into the midlevel of typical
11 State workers, you have ASAs, or associate -- or not
12 ASAs, but SSAs, staff service analysts, and then you have
13 AGPAs. You go from there up to an AGPA.

14 After AGPA, you either go into management or that's
15 the highest you can go as just kind of a specific worker
16 who's a -- a lot of times, they'll call them subject
17 matter experts. So that's just the highest you can go
18 before you're a manager.

19 COMMISSIONER AHMAD: Got it. And then just one
20 other quick question.

21 MR. CLAYPOOL: Um-hum?

22 COMMISSIONER AHMAD: Thank you. In that time-based
23 column, I think I figured it out. "RA" is retired
24 annuitant, and "P" is permanent, correct?

25 MR. CLAYPOOL: Yes, it is.

1 COMMISSIONER AHMAD: Okay. Thank you.

2 MR. CLAYPOOL: Okay.

3 CHAIR KENNEDY: Commissioner Sadhwani.

4 COMMISSIONER SADHWANI: Just for clarity, under
5 "Contract Services", and please correct me if I'm wrong,
6 but if my recollection serves me, in previous budget
7 documents that we've seen -- and first of all, thank you.
8 This is a very helpful document, and I think we've been
9 asking for it for a while, so I do appreciate that very
10 much. But in previous documents that we've seen, I think
11 there was around four million dollars identified for
12 litigation services that would be needed after the maps
13 are drawn and accepted.

14 MR. CLAYPOOL: That's correct.

15 COMMISSIONER SADHWANI: Is that represented here, or
16 is that somewhere separate?

17 MR. CLAYPOOL: If you go right below the bottom
18 line, the negative six million --

19 COMMISSIONER SADHWANI: Right below the bottom.

20 MR. CLAYPOOL: At the very bottom of the document,
21 below the --

22 COMMISSIONER SADHWANI: I see. Okay. "Legal
23 services".

24 MR. CLAYPOOL: Okay.

25 COMMISSIONER SADHWANI: I see.

1 MR. CLAYPOOL: So that 4,297,000 can only be
2 accessed once we go past August 15th -- and here's the
3 question for that money. It says for litigation
4 services. In theory, after you finish your lines, the
5 only thing you have left is to settle litigation. So if
6 Mr. Ceja is going out with announcements about what's
7 going on with the litigation or this or that, in my mind,
8 those services are for litigation services, because
9 that's all we're really doing.

10 We'll have to wait to see whether the legislature
11 requires us to have -- requires us to have additional
12 money for administration and so forth, and that money can
13 only be used for outside litigation, or whether we can
14 spread some of our costs into it, and I've asked that
15 question several times, and there are people, both in
16 Department of Finance and at Department of General
17 Services, who are talking about whether that's possible,
18 but we're a long ways from that money, and we'll have
19 that answer long before we get there.

20 COMMISSIONER SADHWANI: Got it.

21 And I would just reiterate the point that you made
22 previously, that I think that the number put here as
23 estimated for contract services is an estimation, and
24 from all of the conversations that we've had, just for
25 the Commission's benefit, I could certainly see it

1 potentially being higher.

2 MR. CLAYPOOL: Well, yes. Some of the areas are --
3 like I said, with the line drawer, I expanded that out to
4 a number that was far greater than the 2010, far more
5 than just a twenty-five percent increase on it. But I
6 think the big unknown in our numbers three are the data
7 mining, because we don't know how much that's going to
8 cost, and then just how far we can go in outreach. Even
9 though I commend both Commissioners Vazquez and Sinay for
10 keeping us within that 2,065,000 that was budgeted for
11 it, I just see it getting larger than that if we're going
12 to try to have the goals that we were hoping to obtain
13 earlier.

14 By the way, in the presentation we just received, we
15 owe them a big thank you, primarily because I think that
16 we need to move to that clarification of our goals, and
17 getting very specific on what we hope to achieve, and we
18 need to do that as soon as we can, because that will free
19 up both Mr. Ceja and our deputy executive director, when
20 that individual comes aboard, for them knowing, you know,
21 pretty much, this is what we're trying to do, and this is
22 what we've got, and we're hoping to get this much more,
23 but if we don't, then we'll have to compress back into
24 the amounts that we originally budgeted. So there are a
25 lot of unknowns there, but just having that clarity of

1 purpose will go a long ways.

2 CHAIR KENNEDY: Commissioner Fernandez.

3 COMMISSIONER FERNANDEZ: Thank you, Director --
4 thank you, Chair, and thank you, Director Claypool. For
5 clarification, the total estimated operating expenses are
6 4.8, the contract services are 5.4, and then the outreach
7 2.065. That should be my total, right?

8 MR. CLAYPOOL: I'm trying to go back to the
9 document, here. So your total at the bottom should be
10 just the subtotals of the 3,446, the million-049, the
11 20,000, the 302, and --

12 COMMISSIONER FERNANDEZ: Well, no. Okay. So if you
13 go to page two, "Total estimated operating expenses,
14 4.A", that encompasses all of the numbers above, right?

15 MR. CLAYPOOL: Okay. Yes.

16 COMMISSIONER FERNANDEZ: So if I add that number
17 plus the 5.4, which is the contract services plus the
18 outreach --

19 MR. CLAYPOOL: Right.

20 COMMISSIONER FERNANDEZ: So just for -- there might
21 be something wrong with your spreadsheet, because I came
22 up with 12.27, not the 13.5 that you're showing.

23 MR. CLAYPOOL: Okay.

24 COMMISSIONER FERNANDEZ: So that's just a
25 spreadsheet issue.

1 MR. CLAYPOOL: Okay.

2 COMMISSIONER FERNANDEZ: But anyway, that's really
3 not my point for --

4 MR. CLAYPOOL: I got it.

5 COMMISSIONER FERNANDEZ: -- raising my hand. So
6 what would have been helpful is, it would have been
7 helpful to actually show the numbers that you're using,
8 instead of, like, a total, like total staff expenditures
9 is 3.4. It would have been helpful to see the total for
10 that, and also contract services, and for the outreach,
11 only because, for me, as we move along this process, and
12 as we issue every RFP, and we see what it comes in at, it
13 gives us a better idea of where we're off, moving
14 forward, if that makes sense.

15 Maybe I'm just too budget-oriented, but I would
16 just -- thank you. It's a great starting point, but I
17 would like to see something where we could actually -- I
18 mean, you're tracking it, but I would like to visually
19 track it in terms of, we estimated a million for legal
20 services, but it actually came in at 800, or it came in
21 over. So I think that gives us a better understanding or
22 idea of where we're over or under. So that was just my
23 only recommendation, and thank you again for forwarding
24 this information.

25 MR. CLAYPOOL: The first thing I'd like to say,



1 Commissioner Fernandez, is that both you and Commissioner
2 Fornaciari will get the full spreadsheet, with all of the
3 numbers in it, as the finance and administration.

4 I completed this on Friday in the evening, and had
5 intended -- had a conversation with the Chair and the
6 Vice Chair about distributing it, because of the thought
7 that it's still pretty much a draft, and then it starts
8 setting people's expectations. But I will absolutely
9 send you the full spreadsheet, and you can go over the
10 numbers, and I'll make sure that it adds at the bottom,
11 because I thought that -- I was fairly certain that it
12 did, but I probably just included one of the subtotals in
13 the bottom while I was doing it. It was a tired evening.
14 Okay?

15 CHAIR KENNEDY: Anyone else? Commissioner Yee.

16 COMMISSIONER YEE: Yes. Thank you, Director
17 Claypool, for getting this draft budget together and just
18 getting our thoughts rolling, and you know, with so many
19 of the variables still up in the air, still, to have
20 something to start getting our mind around is very
21 helpful.

22 So you mentioned this in passing earlier, but you
23 know, of course, we don't know if we can get that six
24 million, or how much of it we can get. So in terms of
25 planning going forward, I mean, a lot of these things

1 we're starting now, putting out the RFPs and so forth.
2 So just in general, in your thinking, which will, you
3 know, need to be our thinking as well, how do we go
4 forward with such uncertainty?

5 I mean, it's like a fifty-percent difference in, you
6 know, budgeting, and I was, you know, hearing from the
7 Complete Count folks the difference between 2000 and
8 2010, them going from 20-something million to 2 million,
9 then close to 200 million. I mean, that's head-snapping,
10 right, to get our heads around.

11 So for us, you know, with about a fifty-percent
12 variable in what we'll be able to spend, how do we even
13 think about that? I mean, that's a big, big variation.
14 So you know, in terms of, you know, how much to expect, I
15 mean, we just can't know. It's such an unusual year for
16 the budget for the state, right? It could be, you know,
17 a total crisis when it comes to monies coming in, or it
18 could be, you know, pretty okay. We just don't know. So
19 if you can just say more about your thinking.

20 MR. CLAYPOOL: So we know the 2,065,000 that both
21 Commissioners Vazquez and Sinay budgeted around, that's
22 set at -- that's already in our budget. We'll send a
23 release letter for that in December, and we'll ask for
24 them to release that money, and then we know we can do
25 that level of outreach.

1 We will get estimates on how much other things are
2 going to cost, and then we will have to find out
3 whether -- and the biggest estimates we're getting right
4 now are estimates for the language access, and we will
5 find out fairly soon whether or not we can get some
6 legislative assistance with those monies and their
7 required assistance in that coordinated plan. So that's
8 one place where we might be able to make up some of this
9 six million, that we won't have to pay for that
10 ourselves, that perhaps the legislature will be
11 interested in assisting.

12 The amount that was received by the 2010 Commission
13 was 200,000. I would think that that is at least an
14 amount that we could look to in that, and possibly a
15 little bit more, given that, for the State, this language
16 access issue is such a large one, and it's to their
17 benefit to -- you know, it's almost like free research,
18 if you will -- not free, but it has to be done anyway, so
19 why not research it through a body that's trying to carry
20 it to a very specific outcome?

21 After that, we're going to send out our RFPs, and
22 we're going to get our responses. We haven't spent any
23 money. We haven't spent a dime until we enter into those
24 contracts with all those entities. We will be coming
25 into that in January, and we will have a sense by January

1 as to whether or not we're going to get an increase.
2 Even though the April letter is due to Department of
3 Finance in first week of February, there will be many
4 conversations across December and January between myself
5 and well, your staff, and the legislature, and Department
6 of Finance.

7 These conversations, we'll have a sense as to what
8 we can do. So we may end up having to contract. We may
9 end up having -- if you're right, and we are in that
10 really major crunch, and there is simply no additional
11 funding available, we will have to do what Ditas referred
12 to as pull back to a consult. I believe she said
13 "consult" and something else. We may have to pull into
14 that posture, similar to the previous Commission, do what
15 we can do with the two million that we've got for
16 outreach, and then pull everything back, and only
17 concentrate that money on line drawing, and the best form
18 of data management that we can get at that price.

19 That's the plan moving forward. It doesn't feel
20 good to move forward that way, because there's a lot of
21 uncertainty, but in this -- if there was no COVID, and
22 there hadn't been any of the fires that we had or
23 anything else, there's still always this level of
24 uncertainty kind of moving forward in the budget process,
25 when you know that the amount that you've received isn't

1 the amount that you necessarily need, nor is it based on
2 any reality other than ten years ago, with a totally
3 different plan, this was spent, and so now we're going to
4 give you another twenty-five percent.

5 And that's my biggest argument with the Department
6 of Finance right now, is that yes, it's a lot of money,
7 but it doesn't have a basis in what this Commission is
8 trying to do, nor in what this Commission is required to
9 do. You know, you have a requirement in the Constitution
10 to have a robust outreach, and there's some other
11 language in there that the first Commission simply didn't
12 have the money to do, but that was contemplated by this
13 budget.

14 So it's kind of a longwinded way of saying we have a
15 plan, but it will be a little bit of a nail-biter going
16 into January as to how far our plan can go, and at least
17 starting with our outreach, fitting in the 2,065,000,
18 that's a good start, because we know we can always kind
19 of fall back on that.

20 CHAIR KENNEDY: Anyone else?

21 Director Claypool, were there other elements of your
22 report that did not get addressed yesterday?

23 MR. CLAYPOOL: No. This was the only thing that was
24 outstanding, Chair.

25 CHAIR KENNEDY: All right. Very good.

1 MR. CLAYPOOL: But I appreciate the opportunity to
2 be able to talk about this part, because I think it's
3 important for us to all start thinking about not only how
4 much money we have, but also that public engagement part
5 starting in April.

6 And I did -- like I said, I put together a plan.
7 I'm going to run that by Mr. Ceja, and then we're going
8 to kind of see what it looks like, but I think it might
9 be important to, at the next meeting, provide you with at
10 least a skeleton of what a plan looks like, so that this
11 Commission can start thinking about the level of time
12 commitment between April and August.

13 You had a speaker today say that they'd hoped that
14 you would do more meetings than that first Commission
15 did. I can't tell you the pace. Of course, they were
16 going out, physically going to places, but the pace for
17 thirty-five meetings, and your business meetings, and
18 your line drawer, is very daunting.

19 And so I believe early, when I started, Commissioner
20 Sinay had said, you know, there's a silver lining to
21 this, in the sense that we can kind of stretch the
22 boundaries of what we can do with videoconferencing and
23 so forth, and that's going to save a lot of you in just
24 the wear and tear of the travel, but six-hour meetings,
25 you know, two or three times a week, every week for two,

1 two-and-a-half months, is something that we should start
2 contemplating.

3 So I will bring that -- I will work first with Mr.
4 Ceja, and then I will bring that kind of concept of what
5 one set of meeting schedules might look like, so that all
6 of you can take a look at it, and that will be on the 1st
7 and 3rd.

8 CHAIR KENNEDY: Okay. So that would be part of your
9 report --

10 MR. CLAYPOOL: Yes.

11 CHAIR KENNEDY: -- at that meeting? Okay. Very
12 good. Commissioner --

13 MR. CLAYPOOL: Given -- hold on. That will be part
14 of my report. That's all. Thank you.

15 CHAIR KENNEDY: Commissioner Turner, and then
16 Commissioner Sinay.

17 COMMISSIONER TURNER: Thank you, Chair.

18 Director Claypool, I wanted to understand on the
19 full numbers on the budget, you said about giving it to
20 the financial subcommittee. Is that because it's a
21 draft? Is there a point where the rest of us, as
22 Commissioners, will get all of the numbers, and not just
23 the collapsed version, number one?

24 And then the second question is, what would be the
25 timeline or expectation where we're starting to receive a

1 budget versus actual, so that we can see what we're
2 actually doing month over month?

3 MR. CLAYPOOL: We should have the -- now that we
4 have the projected, the actuals are in there, and we
5 tried to segregate them out, and I'm working with the
6 staff person, Ms. Pacheco, that we hired, but it was --
7 just getting those projections was what we could do. By
8 next week, we should have you, this is what's actually
9 been expended. This is what we're still projecting.

10 As far as giving the total projections, once we
11 do -- if we give it out to the entire Commission, then
12 it's a public document, and then we have to -- it's kind
13 of like we have to play our hand.

14 COMMISSIONER TURNER: I just wanted to -- you said
15 that, and I just wanted to confirm that's why it's only
16 going to the subcommittee. Okay. That's great. And so
17 then after that, the actuals, you said we'll get it in a
18 while, you're working it through, but then that
19 expectation is, monthly, we'll get actuals at the close
20 of each month on a regular basis?

21 MR. CLAYPOOL: Yes.

22 COMMISSIONER TURNER: Okay.

23 MR. CLAYPOOL: And not only that, but also once we
24 put our contracts in place, then it will all be pretty
25 much actuals, and then the whole budget can simply be

1 given out each month to the Commission, because then, you
2 know, we know what we're dealing with and we know what
3 the expenses are. So I would expect that, no later than
4 probably mid-January to 1st of February, that this would
5 just become a public document, and we'd refer to it at
6 that time, because we'll be past the contracting phase.

7 CHAIR KENNEDY: Commissioner Sinay.

8 COMMISSIONER SINAY: We had a little bit of a
9 conversation yesterday, and I just want to put it forward
10 again, just that retired annuities (sic) may be a
11 solution, but it may not be the only solution, and that
12 we do want to make sure that we're getting the best
13 skillsets for what we need done, and I think about that
14 especially when it comes to technology and communication.

15 There's just so -- it changes so often. So just
16 something to keep in mind. You know, hopefully, you
17 know, there will be folks that we can recruit and bring
18 over that have some of that experience.

19 I also wanted to -- in regards to the meetings out
20 in the community, I feel like it's kind of a chicken and
21 an egg, but I don't -- maybe we'll talk about it while
22 we're talking about the strategy map tomorrow, but I
23 think staff needs some input from the Commission on how
24 we want to do the public meetings and public hearings
25 this time, so that you all have something to work from,

1 versus making some assumptions.

2 I'm not clear yet myself on what, legally, we can
3 do, what we can't do, what does the first part look like,
4 when we're getting the COIs, versus what does the
5 map-drawing piece look like? And so I would hope that
6 staff would want our input before they come up with the
7 final plan.

8 MR. CLAYPOOL: Well, for clarity, the plan that I
9 put together for budgeting on this was based almost
10 entirely off what occurred last time, just because we had
11 heard so much about having public comment and so forth,
12 but it is not the plan. It's just something that I can
13 anticipate that you would have at least that many public
14 meetings. Whether you have them on Mondays, Tuesdays,
15 and Thursdays, or you have them on the weekends, all the
16 rest of that, is just -- I just needed something to work
17 with.

18 As far as skillsets, we are talking with somebody
19 who has been referred to us by the Census Bureau -- or by
20 California Census this evening at 6. We are thinking
21 about putting out just a job flier, and looking for
22 people who can fill these positions, because the RA
23 lists, whereas they're awfully convenient for filling
24 quickly, and they're fairly inexpensive, because you
25 don't pay for the benefits packages, they're exhausted.

1 Every RA is pretty much fully employed at this
2 point, because of the restrictions on employing, and the
3 governor's restrictions on employment, and so forth. So
4 we're looking everywhere we can look. The difficulty
5 with this particular Commission is how short-term it is,
6 and so there's no real job security to this, but we'll
7 find people. I just wanted you to know we're looking.

8 CHAIR KENNEDY: Okay. Commissioner Sadhwani.

9 COMMISSIONER SADHWANI: Thank you, Chair Kennedy.
10 You always know when something's in my mind.

11 You know, I apologize, because it is often the case
12 in which I have to step out of our Commission meetings to
13 fulfill my other job requirements. Is it possible just
14 to get some clarity -- because I feel like I've missed
15 out on a couple of conversations -- is a recommendation
16 for what our community outreach plan will look like -- is
17 that coming from the Commission? Is it coming from
18 staff?

19 I think it sounds here like it's coming from staff,
20 from a budgeting perspective, and I can understand that.
21 Certainly Commissioner Andersen and I have discussed this
22 to some extent, also in terms of the line drawer RFP that
23 we are working on, that we are actively working on, and
24 trying to solicit feedback from potential line drawers in
25 terms of what their proposed scope of work might look

1 like. But I'm just wondering if I could some additional
2 clarity on that, because we have gone back and forth
3 about, well, is it the Commission that's doing this, or
4 are we waiting for our staff members to come on board?
5 It sounds like our executive deputy director -- who knows
6 what that time line is? So if someone could just help me
7 better understand that, that would be great.

8 MR. CLAYPOOL: I could take just the start of this,
9 and say that you have two different components. You have
10 the outreach that Commissioner Sinay and Commissioner
11 Vazquez are putting together, and that's wrapped around
12 the 2.65 million that is in the -- locked into funding
13 for that specific purpose.

14 We also have outreach that Director Ceja, our
15 communications director, will be putting into place, and
16 that is an operational budget expense, and that's
17 something for him. So he will be putting together his
18 plan for you. My understanding from our meeting today --
19 and I believe it was Commissioner Sinay had said that
20 they will put this together and will be handing it off.
21 That was the term that I heard. So I guess, Commissioner
22 Sinay, perhaps you can tell us how that's going to work.

23 COMMISSIONER SINAY: The vision is kind of -- what
24 we've created, the strategy -- I keep forgetting the
25 name -- the strategy map -- is to give staff -- and right

1 now it's just Fredy, but hopefully, eventually, it will
2 be Fredy and the deputy executive director -- a summary
3 of all the work that we have done up to now, what we've
4 learned, you know, some of our different -- you know,
5 some of the pieces, so that they can go deeper and bring
6 a plan back to us.

7 Hopefully, they won't work in isolation. The idea
8 really is to bring in the different subcommittees when
9 needed, so it's created -- it's a staff-Commissioner
10 partnership as we create those, and that's why even in
11 the map, we said, this is done with this committee, this
12 is done with that, you know.

13 And I want to be really clear. This is just a
14 proposal and a plan, and conversation that still needs to
15 be had, so I don't want for anyone to think that
16 Commissioner Vazquez and I have taken the budget and have
17 already said what to do with it. It was just, we wanted
18 a starting point to have the conversation, so that the
19 different subcommittees and everybody else kind of
20 started having more meat on the bone, or I don't know,
21 maybe it's just, you know, we can make our sausages
22 better because I'm giving you the meat. I don't know the
23 right analogy.

24 But I do see -- and I would love to hear
25 Commissioner Vazquez, but I do see this. As we build a

1 new partnership, it comes back to the Commission and for
2 public comments, and we finalize it and tweak it and all
3 that.

4 CHAIR KENNEDY: Director Claypool, and then
5 Commissioner Le Mons.

6 MR. CLAYPOOL: You know, great plan, and I thought
7 that the documents that you sent out, Commissioner Sinay,
8 were very useful, and again, I was very happy that you
9 envisioned staying within that parameter, because that
10 helps. We do need -- we're going to have that
11 conversation soon, and we do need to have it, so that we
12 can have that in place, because that's one of the big
13 planning parts, so.

14 CHAIR KENNEDY: Commissioner --

15 VICE CHAIR LE MONS: I'm going to pass. I'm going
16 to pass.

17 CHAIR KENNEDY: You're going to pass. Okay.

18 Anyone else?

19 VICE CHAIR LE MONS: Commissioner Vazquez.

20 CHAIR KENNEDY: Ah. It's very difficult to see your
21 hand against the background. I think we all need to
22 pretend that we're sign language interpreters, and have
23 dark backgrounds where we can see our hands easily.

24 COMMISSIONER VAZQUEZ: You know, my hand will just
25 disappear sometimes, though. So anyway --

1 CHAIR KENNEDY: Sorry.

2 COMMISSIONER VAZQUEZ: That's okay. This is a --
3 our proposal has -- it really is a skeleton plan. We
4 imagine that it will go to staff and come back with a
5 more fully baked budget proposal associated with it,
6 especially as they have the time to go in and think
7 through what grant or contracting structure could and
8 should look like. What does it actually cost to fund,
9 you know, direct outreach versus, you know, printing
10 materials, what have you. That was not the focus of our
11 work.

12 The focus of our work was to provide a strategy, a
13 foundation for the details to be worked through by the
14 staff, at which point, then, that's the second -- that's
15 the third part of the conversation, where we go, oh, that
16 was not at all what we were thinking; or you know, that's
17 going to cost us way more than we thought, and we're not
18 getting as much out of this two million as we
19 anticipated, so you know, we're going to need more.
20 Here's our justification. Here's what we want to have,
21 et cetera.

22 So even in approving the strategy map actions, the
23 proposed actions which are on there, you'll see that
24 they're intentionally pretty broad, and leaving room for
25 staff to come back with a more thorough proposal. But

1 again, we will discuss, and probably have some input in
2 adjustments and amendments to be made.

3 So many of these things, at least the way I see it,
4 are iterative, and they hopefully start with the strategy
5 and the goals developed by the Commission, but then, you
6 know, we're not mind readers, so I anticipate that
7 there's always going to be some back and forth between
8 staff and the Commission.

9 CHAIR KENNEDY: Commissioner Le Mons.

10 VICE CHAIR LE MONS: Yeah. I passed earlier because
11 I wanted to let Commissioner Vazquez go, as a part of the
12 subcommittee, and respond. I just wanted to thank both
13 of them, and say I'm glad to hear that clarified. I
14 mean, I understood it to be that. That's what I thought
15 we were doing. So I'm glad.

16 I understand why it's kind of confusing. I've been
17 one of the big proponents of pumping the brakes until Mr.
18 Ceja got here and he's able to be a part of the
19 conversation, but the expectation is not that the
20 conversation will be exclusively with the outreach
21 subcommittee and staff. This was just that early
22 foundation work, as Commissioner Sinay so eloquently laid
23 out, and supported by Commissioner Vazquez.

24 So we're just in a process, and I just invite all of
25 us to -- it's an art to be able to exist in chaos and

1 lack of clarity. It really is, and everybody is not cut
2 out for that, and that is what this is, not just with the
3 outreach, but every aspect of it, and so I'm learning to
4 be more patient with those of you who are less inclined
5 to allow the chaotic dots that are all out there and you
6 know, have them connected. That gives you a sense of
7 security that, at the end of the day, it's going to be
8 okay.

9 I'm learning that that's not everyone, and some of
10 these questions are necessary because a different level
11 of clarity is required so that we can be comfortable and
12 move forward. So I just wanted to acknowledge that
13 clarity that was just offered, and I think that we're
14 right on the precipice of getting this outreach piece off
15 and running, and I'm looking forward to being a part of
16 it.

17 The presentation earlier just got me all excited,
18 because so much of the philosophy and what they do, I've
19 done those things, and I live on those philosophies when
20 it comes to community engagement, who we bring to the
21 table. Like, I was just sitting there going, yes, yes,
22 yes, yes.

23 So we'll eventually actually be able to
24 operationalize a lot of that stuff, so I just wanted to
25 say I'm thrilled, and my pass, of course, wasn't out of

1 any frustration. It's just, I wanted to yield. I should
2 have said, yield and come back. So thank you.

3 CHAIR KENNEDY: Okay. Very good.

4 So we are at our break time and lunchtime, and check
5 your emails, and look forward to seeing everyone back,
6 and thank you very much.

7 COMMISSIONER SINAY: Could we get fifteen minutes to
8 get our lunches and then be back?

9 CHAIR KENNEDY: Sure.

10 MR. CLAYPOOL: Is that going to be on a separate --
11 your social lunch going to be on a separate --

12 CHAIR KENNEDY: Yes, yes.

13 MR. CLAYPOOL: Okay. Thank you.

14 CHAIR KENNEDY: That's been sent out.

15 COMMISSIONER FERNANDEZ: And then, sorry, what time
16 are we returning back to public session? How long,
17 total, do I have for lunch?

18 CHAIR KENNEDY: Well, we would be back at 1:50.

19 COMMISSIONER FERNANDEZ: Great. Thank you.

20 MR. CLAYPOOL: Thank you, Chair.

21 CHAIR KENNEDY: Okay, very good. Thank you,
22 everyone.

23 (Whereupon, a recess was held from 12:47 p.m.
24 until 1:52 p.m.)

25 CHAIR KENNEDY: Welcome back, everyone. I hope you

1 had a good break.

2 The next item on our agenda is kicking off the
3 discussion of our scopes of work for what will eventually
4 be requests for proposal. I'd like to ask Director
5 Claypool if you could just give a very general
6 introduction to what it is that we're doing with this
7 segment, for those who are with us from outside.

8 MR. CLAYPOOL: I have to find the agenda, Chair.
9 Sorry.

10 CHAIR KENNEDY: Well, just in general, what an RFP
11 is, what a scope of work is, you know, what we're trying
12 to do with all of these procurement actions.

13 MR. CLAYPOOL: All right. Again, I don't have the
14 agenda in front of me. I apologize. I'm just trying to
15 bring it up right now. Okay. Agenda. Okay. All right.

16 So could you tell me which one we are on, Chair?

17 CHAIR KENNEDY: Well, we're on 9E and 9F.

18 MR. CLAYPOOL: Oh, okay. I can explain what we're
19 trying to do, and that is, when we say, "potential
20 approval and reporting on", I believe that both
21 Commissioner Andersen and Sadhwani, and Commissioner
22 Sadhwani and Commissioner Yee, are presenting these
23 documents for review.

24 Eventually we'd like to have approval, in concept,
25 of the statement of work, and then we can drop that

1 statement of work into the boilerplate kind of framework
2 that Raul is securing from a statement -- or from a
3 contract that had been let in the past, and then we would
4 bring it back either for approval or, if the Commission's
5 good with it, we would roll it forward to the Office of
6 Legal Services for their review.

7 Once it's at the Office of Legal Services, it can
8 get minor changes. It just can't get substantive
9 changes. So if there was -- if you wanted to redirect to
10 who people should report back to, or you wanted to
11 make -- probably as big a change as you could make is if
12 you wanted to say, there's a review period for a certain
13 amount of time, and we're going to shorten it. You might
14 be able to do that, but generally, once it goes up to
15 Legal Services, they like it to be as complete as
16 possible.

17 So right now, these Commissioners are going to
18 present these RFPs, and we're just going to discuss each
19 one, and see if anybody has any questions about them, and
20 they should have all been posted.

21 CHAIR KENNEDY: Okay. So 9E is on the line drawers
22 RPF, so if the subcommittee can give us an update on
23 where things stand and what input you might need from the
24 rest of the Commission at this point.

25 COMMISSIONER SADHWANI: Sure. Thank you. And I

1 apologize, Chair Kennedy. I didn't realize that we were
2 on 9E and F. Yes.

3 So for the line drawer -- and Commissioner Andersen,
4 feel free to jump in at any time -- I think we need a
5 little additional time. We are working on developing
6 a -- sorry -- secondary RFP, which would be somewhat
7 different from what has been used in the past.

8 Our hope with the secondary RFP is that we can
9 solicit from bidders, to some extent, their plan of how
10 they see this work moving forward. We want their input.
11 They know what line drawing looks like. I mean, I
12 presume that we're going to hire someone with some
13 experience. They are the experts here.

14 So we want to get some input from them about how
15 they anticipate this process working during COVID, which
16 is a part of my earlier question as to, you know, how are
17 we going to bring all of these pieces together? But that
18 is our intention, is to create that.

19 We're a little bit behind, and we anticipate
20 finalizing a draft RFP for the Commission's review, as
21 well as for the public review. We are going to push to
22 try and finish that by the end of this week, which means
23 after this meeting, and my hope is to have that, along
24 with a similar memo that we had prepared for the VRA
25 committee, with our recommendations available to the

1 Commission, as well as to the public, prior to
2 Thanksgiving. That would give folks ample time, we hope,
3 to review that document prior to our meeting December 1st
4 through 3rd.

5 Commissioner Andersen, is there anything else that
6 you would --

7 COMMISSIONER ANDERSEN: Yes. Basically, what's
8 involved in -- as Commissioner Kennedy, and for the
9 public, what's involved in the request for proposal 2 is,
10 it's not that -- the choice in terms of how you evaluate
11 the bidders and who applies for this is not strictly
12 based on the lowest responsible bidder. I mean, it is,
13 out of a scoring mechanism, and in that scoring
14 mechanism, thirty percent is the actual budget cost, and
15 then we have to -- which is different, because we did not
16 do that in 2010. They did a different type of
17 arrangement, which -- it again has to be very distinctive
18 on the scope of work, and actually, it's a statement of
19 work that has multiple components in it. It will be
20 qualifications, experience.

21 In the secondary RFP, which is similar to what there
22 is called an IFB, which is -- let's see. Wait. It is
23 IFB? It's for bidder, yes, invitation for bidder, which
24 is what they did in 2010, and you basically -- it's
25 similar, but you have to really outline exactly what you

1 want them to do.

2 As Commissioner Sadhwani said, we were actually
3 looking for more ideas for the line drawer, specifically
4 because of the advancement in technology, and how many
5 more line drawers -- this is done, and they're not just a
6 line drawer, which I don't want to repeat things I've
7 already said, but they need to be able to help us, assist
8 us with our outreach in terms of collecting the
9 information, not necessarily -- but realizing that all
10 the information ultimately ends up in a map, and so
11 that's their angle coming in to what we are doing.

12 Now, we have outreach and other things completely
13 with that, but we have to have where that's all coming
14 from at the same time. So we're trying to incorporate
15 that into our proposal, as well as we have to do a
16 cost -- the cost breakdown. We have to write up a work
17 product, and a, let's see, evaluation process, and then
18 so how we can actually then score it. So unfortunately,
19 we don't have an example to follow, so we've been having
20 to create this on our own.

21 So that's why it's taken a bit longer, but as
22 Commissioner Sadhwani said, we hope to have this done, if
23 not -- it'll certainly be done either by the end of this
24 week or the first of next week, and the idea would be it
25 gets posted with a memo, so the public and the

1 Commissioners have a lot of time ahead of time to review
2 this, and it will be, actually, the full RFP, and then it
3 will say specifically, look at sections, you know, dah,
4 dah, dah, dah, so you can look at everything if you
5 want to.

6 So basically, once we get to that 1st-2nd meeting,
7 we can get all the comments together, and basically
8 approve it, and then it will almost be out the door.
9 That's the intent of the subcommittee.

10 CHAIR KENNEDY: Okay. Director Claypool, did you
11 have something else you wanted to add at this point?

12 MR. CLAYPOOL: No. I still remain awed by how much
13 Commissioner Andersen has taught herself about state
14 contracting code. She has a career after this, if she
15 wants to work in that. Thank you.

16 COMMISSIONER ANDERSEN: Great. Eleven years from
17 now, I can jump into that. Woo-hoo.

18 CHAIR KENNEDY: Any other Commissioners?
19 Commissioner Yee.

20 COMMISSIONER YEE: Thank you.

21 I'm wondering if Director Claypool could help the
22 whole Commission get a little more clarity on RFPs versus
23 RFIs. So as I understand it, and RFP is the more
24 detailed approach, intended for competitive bids. We're
25 seeking competitive bids, and I guess there's at least

1 two versions of that.

2 For the VRA counsel, we're approaching it with the
3 RFI, which I take it is not for competitive bids, less
4 detailed, but still, you know, you put it out there and
5 see who responds. And then we've been discussing our RFI
6 as an attorney-to-attorney approach, which I guess
7 preserves -- potentially preserves confidentiality, if
8 needed, and that's one of the reasons we're approaching
9 it that way, besides it being just easier.

10 I hope that's correct. If not, please correct me.
11 I'm still trying to catch up to Commissioner Andersen in
12 learning all this stuff.

13 MR. CLAYPOOL: Looking for another career, too?

14 So RFIs are typically requests for information. If
15 you use them as a contracting mechanism for anything else
16 but attorneys, then it's really just, we're not sure how
17 we want to do the line drawing, so please send us -- you
18 know, respond to this, and give us information that we
19 could then craft and turn into an RFP, a request for
20 proposal.

21 So now we've got more information. Now we know a
22 little bit more about what we want. So when you chain an
23 RFI with an RFP, the thought is, it takes a little bit
24 longer, but you can shorten the amount of time in the RFP
25 that you actually let the contract out for, because

1 people already know about it, and so they're already
2 working to complete their RFPs based on what's coming in
3 on the RFI.

4 Now, you can also use an RFI for attorneys, and
5 Marian would be a good source for this, but the upshot
6 is, you request -- you do send out the RFI to try to
7 solicit a lot of bids, and you can take a look at who you
8 get, but I think the advantage of it is, is that you
9 don't necessarily have to take the lowest anything. You
10 take the most qualified attorney or the most qualified
11 firm who's going to do the work for you, and then you can
12 turn their response into your contract.

13 Is that about right, Marian?

14 MS. JOHNSTON: Right, and it gives you more leeway
15 in picking somebody that you're comfortable with as your
16 attorney, because it is a different kind of relationship.
17 It's just not a financial one.

18 MR. CLAYPOOL: But when you think about RFIs in that
19 way, you only use RFIs with the attorneys, because it's a
20 special relationship that the State recognizes, and so
21 they grant this more expedited methodology for going out
22 to the attorney.

23 So if you're looking at your VRA attorney, you could
24 use the RFI. If your VRA attorney said, hey. I can do
25 the analysis, too, then it seems like you could wrap both

1 functions in under one RFI. If, however, you say, no, we
2 want to get somebody else to do the VRA analysis, now you
3 have to go to an RFP, the request for proposal, because
4 you no longer have this special path to that individual.

5 Marian?

6 MS. JOHNSTON: Unless you use an interagency
7 agreement, which is an alternative way of working with
8 someone who's employed in a public institution.

9 MR. CLAYPOOL: Commissioner Sadhwani, it looks like
10 you're -- take it away.

11 COMMISSIONER SADHWANI: Well, I'm wondering if, at
12 this point, we want to move on from line drawer
13 subcommittee to the VRA subcommittee, because I think
14 you're starting to lay out sort of the landscape that we
15 reviewed to develop these recommendations. So perhaps
16 that makes sense, though I see Commissioner Andersen's
17 hand is also raised.

18 COMMISSIONER ANDERSEN: Yes. I see Commissioner
19 Turner also has a question. I was just going to kind of
20 clarify, from the contract point of view, what the
21 differences are here, quickly, and then jump into the VRA
22 portion.

23 Commissioner Turner, did you want to actually go
24 ahead?

25 COMMISSIONER TURNER: Yes. I think my comment

1 mainly would be for those that's taking note for future.
2 I think one suggestion would be to have a class on
3 understanding state government in all of the various ways
4 ahead of time, whether that's just a couple of hours,
5 because I think that those of you who have worked in
6 state, I think you got it, and that's great, and you're
7 trying to help us, but in a piece-parted (sic) way, to
8 where it does not necessarily connect or stick.

9 I think, on next go-around, it would be a good idea
10 to put that in the training kind of projection, of these
11 are the classes that ordinary citizens from all over
12 California can be a Commissioner, but they need this
13 piece of work ahead of time, I think, this information.
14 Thank you.

15 CHAIR KENNEDY: Thank you, Commissioner Turner. I
16 have noted that. I guess my colleague on the lessons
17 learned subcommittee has also noted that. So that will
18 certainly be part of our considerations.

19 Before we turn to VRA, I neglected to open up for
20 public comment, and I don't want to keep anyone waiting
21 who might have intended to offer public comment when we
22 came back from lunch. So my apologies to anyone out
23 there who intends or intended to offer public comment,
24 and I would ask Katy to read the instructions. Thank
25 you.

1 PUBLIC COMMENT MODERATOR: In order to maximize
2 transparency and public participation in our process, the
3 Commissioners will be taking public comment by phone. To
4 call in, dial the telephone number provided on the
5 livestream feed. The telephone number is 877-853-5247.

6 When prompted, enter the meeting ID number provided
7 on the livestream feed. It is 91505532099 for this
8 week's meeting. When prompted to enter a participant ID,
9 simply press pound.

10 Once you have dialed in, you will be placed in a
11 queue, from which a moderator will begin unmuting callers
12 to submit their comment. You will also hear an automatic
13 message to press star 9. Please do this to raise your
14 hand indicating you wish to comment.

15 When it is your turn to speak, the moderator will
16 unmute you, and you will hear an automatic message that
17 says, "The host would like you to talk", and to press
18 star 6 to speak.

19 Please make sure to mute your computer or livestream
20 audio to prevent any feedback or distortion during your
21 call. Once you are waiting in the queue, be alert for
22 when it is your turn to speak, and again, please turn
23 down the livestream volume.

24 These instructions are also indicated on the
25 website. The Commission is taking public comment on

1 agenda item number 9E and F.

2 There is currently no one in the queue.

3 CHAIR KENNEDY: Okay. Any questions or comments
4 from Commissioners at this point?

5 Director Claypool.

6 MR. CLAYPOOL: I just was suggesting we hold at
7 least for two minutes on the lag.

8 COMMISSIONER ANDERSEN: I can do the quick overview
9 of contract in these couple minutes, if anyone cares.

10 CHAIR KENNEDY: Go ahead.

11 COMMISSIONER ANDERSEN: Basically, for legal
12 services, there are different parts of State contracting
13 that you can do, and it's a whole State contracting
14 manual, and they divide it out into certain sections.
15 Because, basically, the lawyers write all the laws, they
16 have a special category. They do a lot more as legal
17 contracts, and that's what Marian was talking about, and
18 that's what the VRA is essentially doing.

19 So while the names sound similar to, actually,
20 competitive bidding, they don't necessary have to be
21 competitive bidding, and I think that's what's really
22 confusing us, because we're talking about RFI, RFI, but
23 RFI for legal services has different definitions than RFI
24 for, say, you know, a tool, a civic technology tool.
25 It's a different -- as Mr. Claypool said, it is just for

1 information. You can't bid on it if it's for a tool,
2 versus if it's for legal services. So I think that's
3 what's kind of been one -- a bit tricking us.

4 Also interagency agreements have a special category,
5 which is the other thing we're talking about, and then,
6 actually, IT services and goods have another category.
7 And IT, though, really specifically means, we're buying a
8 computer, where it's not that -- and IT services are
9 we're getting, like, a server to use in our building.
10 It's not -- because we were kind of going, oh, it's
11 technology services. It doesn't quite mean that. And
12 that's why we're in, actually, Chapter 5, which is
13 competitive bidding, and that's where it ends up.

14 You have the IFB, which is called a -- let's see.
15 What was it, again? It's the invitation for bidders, and
16 the difference between an -- so there's the IFB, the RFP
17 regular, and the RFP 2, and the difference is -- and the
18 IFB and the primary RFP are both -- they're different
19 criteria, and the bottom line is, you must go with the
20 lowest cost proposer, you know, the responsive bidder,
21 or -- in the RFB (sic), it's the bidder, and the RFP,
22 it's a proposal, and you have to go with the lowest cost
23 on those.

24 The secondary RFP is the lowest-scored responsive
25 bidder, and so the cost is a portion of it. It's not all

1 of it. The IFB is usually used for things you've just
2 done in the past. It's more routine. These are commonly
3 easy-to-describe items, and the reason why 2010 did that
4 differently, they kind of did a mix of things, because
5 they only had a couple of people who -- they went out,
6 but then it -- well, I won't get into the details of that
7 one.

8 The primary RFP does have State -- you know, there's
9 a time you have to let it bid for and that sort of thing,
10 which makes it much, much longer, and if you've done the
11 RFI, your request for an information, gave us an idea,
12 then you can limit part of how long the bid has to go out
13 before you can accept proposals, and that's the benefit
14 of shortening it.

15 Ultimately, it isn't just you do all one, and then
16 you just do the whole process of an RFP. It's a little
17 bit shorter, but it still -- ultimately, it kind of takes
18 around the same time, maybe a little bit shorter, and the
19 secondary RFP is for more creative processes, because you
20 don't want to just have it based on the bottom dollar,
21 and you want to look at evaluations and qualifications.
22 So in a nutshell, that's kind of it, if that helps, and
23 I'll answer any questions.

24 CHAIR KENNEDY: Are there any questions?
25 Commissioner Ahmad.

1 COMMISSIONER AHMAD: Thank you.

2 Commissioner Andersen, my only question is, where
3 did you learn all of this information? Is there, like, a
4 handbook or something you read?

5 COMMISSIONER ANDERSEN: I just looked at the State
6 contracting manual.

7 COMMISSIONER AHMAD: Okay. Okay.

8 COMMISSIONER ANDERSEN: Yes.

9 COMMISSIONER AHMAD: Awesome. Thank you.

10 CHAIR KENNEDY: Commissioner Sinay.

11 COMMISSIONER SINAY: I just saw Commissioner
12 Sadhwani's note that she needs to step away at 2:30, and
13 she's critical for the next piece. So I don't know how
14 we're going to move forward.

15 CHAIR KENNEDY: Well, actually, the next piece was
16 tentatively scheduled to start tomorrow morning. So I'm
17 happy to have Commissioner Sadhwani open the topic this
18 afternoon, but I don't intend to exhaust it this
19 afternoon. So I leave that up to her.

20 COMMISSIONER SADHWANI: Sure. I can do -- would you
21 like me to say a few words now about VRA components?
22 Would that be helpful?

23 CHAIR KENNEDY: Sure.

24 COMMISSIONER SADHWANI: Sure.

25 CHAIR KENNEDY: Yes.

1 COMMISSIONER SADHWANI: And Commissioner Yee, please
2 feel free to jump in at any point.

3 Also just to round out the whole piece on the
4 contracting, I'm wondering, at some point, Commissioner
5 Andersen, because you have done so much, you know,
6 research on this, perhaps you could, like, write up, you
7 know, some of your findings.

8 That might be helpful for other subcommittees that
9 are going to look at contracts, and it could also serve
10 the lessons learned committee to know, and have, like, a
11 log of all the different types, and how and when they've
12 been used, so you know, what we're planning to do for
13 line drawing now is different from the State Auditor's
14 Office, which is different from what 2010 did, and kind
15 of laying out that rationale. So perhaps that's
16 something that you would feel comfortable doing.

17 In terms of VRA, you know, as mentioned this
18 morning, we prepared a memo, as well as statements of
19 work, as mentioned, in the RFI. One portion of the RFI
20 is the statement of work, so we have prepared that for
21 your review, as opposed to the full document of the RFI.
22 I think, let's see where that conversation goes.

23 If we feel, as well as the public, like they are
24 having enough of a chance to give input, we can, you
25 know, move that forward and put together the full RFI,

1 and send it off. If we feel like there's still need for
2 additional conversation, that's perfectly fine. We can
3 kind of hold that for the next meeting, and finalize an
4 RFI at that point in time.

5 You know, we put together a number of
6 recommendations for you all in the memo. We will discuss
7 them more in detail tomorrow. We do have Justin Levitt
8 coming, the VRA expert and elections expert who has
9 addressed us previously, and he was very generous with
10 his time and willingness to come and talk with us. I
11 think, because it was not formally agendized, we won't be
12 calling it a training, per se, but he will have a few
13 introductory slides, and then be able to answer questions
14 about the process.

15 As I mentioned earlier this morning, one of the
16 recommendations has changed. I'm looking for which
17 number it is. Number 3 on the VRA memo, we do not -- you
18 know, given input from Marian, we no longer feel like
19 it's necessary to have that discussion in closed session,
20 so we will do it in open session tomorrow.

21 CHAIR KENNEDY: Commissioner Akutagawa, and then
22 Commissioner Yee.

23 COMMISSIONER AKUTAGAWA: Actually, my question was
24 previously for Commissioner Andersen, but we could go
25 ahead and skip.

1 CHAIR KENNEDY: No. If you have a question for
2 Commissioner Andersen, then it's perfectly fine.

3 COMMISSIONER AKUTAGAWA: Okay. Commissioner
4 Andersen, you had said something about the time frame.
5 It sounded like the IFB and the RFP were -- one was
6 supposed to be shorter than the other, but it seems like,
7 from your determination, it all takes around the same
8 amount of time. Did I understand that correctly?

9 COMMISSIONER ANDERSEN: Not -- again, we're talking
10 about two different -- there's an RFI that is involved in
11 legal services.

12 Actually, Mr. Claypool might try and answer this
13 directly. Did you want to step in?

14 MR. CLAYPOOL: If you don't mind.

15 COMMISSIONER ANDERSEN: Go ahead.

16 MR. CLAYPOOL: Again, RFIs are requests for
17 information, and you use them if you're not sure what you
18 want to do. They can shorten the time frame on an RFP,
19 because they're usually chained to an RFP. So first you
20 go out with your RFI, and you say, how should we -- what
21 should we want in a line drawer? And you get all this
22 input on your RFI.

23 Then you go back and you write your RFP for the line
24 drawer, whether it's the standard or the RFP 2, and you
25 let it -- typically, you can have as short as a ten-day

1 process for review, for any of them, but typically people
2 let them for thirty days, and a lot of times, they'll let
3 them until filled. So we'll just say, we're going to
4 just take people's proposals until we have, you know, the
5 one we want, but thirty days is kind of a standard.

6 If you use an RFI first, people are already starting
7 to get ready to bid on the RFP, so you can shorten your
8 time frame to ten days or fifteen days, and so you get
9 about the same-length product, but you do it in two
10 parts. That's what Commissioner Andersen is saying. So
11 they take about the same amount of time. It's just that
12 you have to write two documents, you have to process. So
13 actually, most of the time, an RFI is going to take you a
14 little bit longer, but that's the distinction between the
15 two, and that's how you use them together.

16 COMMISSIONER AKUTAGAWA: Thank you.

17 CHAIR KENNEDY: Okay. Commissioner Yee.

18 COMMISSIONER YEE: Yes. You know, I'm actually
19 remembering that Raul prepared a handout for us on the
20 approaches to procurement, so maybe, if one of us can
21 drag that up somewhere, that might help us, or help
22 Commissioner Andersen get a head start on getting a
23 summary to us.

24 Two quick footnotes to what Commissioner Sadhwani
25 already explained so well. One is that when Justin

1 Levitt comes tomorrow morning, he'll give a little
2 catch-up background on VRA, but I really want to focus on
3 VRA litigation, what it looks like, what triggers it, how
4 do you avoid it, because that's why you hire VRA counsel,
5 right, is to manage all that. So as you think about
6 possible questions, that's one thing to focus on.

7 The other thing, the statement of work gets embedded
8 into the full RFI, and we're told that that's just pages
9 and pages of boilerplate that is not really up for
10 discussion, because a lot of it is just set by
11 legislation around, you know, small contracting
12 requirements, small business requirements, and all these
13 things that have accumulated over the years around such
14 contracts, and those will not be -- we can't modify
15 those. So that's why they're not up for discussion, and
16 we won't be presenting those. What we are presenting is
17 the statement of work, which is the part that we craft
18 and which we have control over.

19 CHAIR KENNEDY: Very good.

20 Any other comments or questions? Commissioner
21 Andersen.

22 COMMISSIONER ANDERSEN: Well, there's a little more
23 on that, in that a whole lot of it is indeed boilerplate.
24 It's straight from -- you know, it's either one group or
25 another group, and it's really -- exactly. You cannot

1 modify it at all.

2 Other things, though, do get -- there's the
3 statement of work, and then there are other parts that do
4 get modified, little bits, because you have to -- for how
5 it gets let, there's a little bit in there. There's
6 little bits, in, you know, small bits, and like, another
7 section -- oh, there's the first two or three lines does
8 affect the rest of -- in the -- it's not all strictly
9 boilerplate.

10 So I just don't want to deceive anyone, because you
11 will see, when we put ours out, I'll actually indicate,
12 you know, in, you know, section 5 or section 6, sample
13 Exhibit B, look at the first paragraph, and that sort of
14 thing, because you'll see -- and also remember our
15 security agreement? There's a standard which we talked
16 about, and then there's a couple things, depending on
17 what we're doing. Now, again, that's not for legal,
18 though, and the reason I'm saying this is for
19 Commissioner Ahmad and Commissioner Turner, who were
20 thinking about the tool and the data management.

21 So there will be a few little areas that we will
22 look at elsewhere, but it's not stuff that needs -- once
23 you evaluate -- once we approve the scope of work, that
24 has the intent, and the rest of it is following through,
25 which is what Commissioner Yee was saying. I just want

1 to make sure that everyone knows, particularly the
2 public. I don't want them to think, wait a minute. We
3 didn't get to see that, and it's addressing the scope of
4 work.

5 It's just to make sure things are consistent all the
6 way through, and I think you'll see that when you look at
7 the full document. So it's just for a little
8 clarification, and I want to be -- we're trying to be in
9 front. We're not trying to prevent people from looking
10 at the entire document.

11 CHAIR KENNEDY: Director Claypool, did you have
12 anything further?

13 MR. CLAYPOOL: I didn't. I was just going to
14 redistribute that document that Commissioner Akutagawa
15 had talked about that we constructed earlier, just so if
16 you have any immediate questions on it, it will be there.

17 CHAIR KENNEDY: Very good. Thank you.

18 At this point, the next item on the agenda is the
19 global access panel, which is, I believe, scheduled for
20 3:30. I'm just wanting to confirm with Commissioner
21 Akutagawa that that is what we are expecting.

22 COMMISSIONER AKUTAGAWA: Yes, that is what we told
23 the presenters.

24 CHAIR KENNEDY: Okay. So at this point, I would
25 propose that we recess for an hour, until 3:25, so that

1 we can be back in time for the panelists at 3:30.

2 Very good. See you in one hour.

3 (Whereupon, a recess was held from 2:26 p.m.
4 until 3:25 p.m.)

5 CHAIR KENNEDY: Thank you very much, everyone.

6 Welcome back. We are ready now for the last agenda item
7 of the day. We have a panel organized by our global
8 access subcommittee, so I will turn it over to
9 Commissioner Akutagawa and Commissioner Fernandez.

10 COMMISSIONER FERNANDEZ: Okay. Thank you, Chair,
11 and we meant to ask you, do you want us to moderate it
12 after the presentations in terms of if there's questions,
13 or do you want to take that back?

14 CHAIR KENNEDY: I'll continue to moderate.

15 COMMISSIONER FERNANDEZ: Okay. One of our groups is
16 not in yet. I can introduce our first one, though, if
17 you'd like. We've got Nahla Kayali, and she founded the
18 Access California Services, and that's a health and human
19 services nonprofit organization in Anaheim dedicated to
20 the underserved populations. So we're very excited to
21 have her onboard today.

22 And I'm hoping that our other three from the
23 California Black Census and Redistricting Hub -- they're
24 supposed to join us. We'll have James Woodson, Kevin
25 Cosney, and Lanae Norwood. So hopefully they'll get here

1 quickly. I'll just go ahead and present them so that,
2 when they're here, we can go ahead and get started.

3 So James is the senior policy and strategic projects
4 manager at California Calls, and he manages the
5 California Calls legislative endorsement strategy, as
6 well as the policy work around the 2020 census
7 redistricting and the Voter's Choice Act.

8 Kevin Cosney also works at California Calls. He's
9 the associate director of integrative voter engagement,
10 and he currently manages coalition building, outreach and
11 public education for California Calls, Statewide Black
12 Census and Redistricting Hub.

13 Then we'll also have Lanae Norwood. She's the
14 strategic communications lead, and it's my understanding
15 they're bringing her on because they contracted with her,
16 in terms of "they" as the California Black Census and
17 Redistricting Hub. So they contracted with her during, I
18 believe, the census work that they did. So I'm hoping
19 they'll be able to log in soon.

20 COMMISSIONER AKUTAGAWA: I also want to say we did
21 tell them 3:30, so they may just log on right, like,
22 seconds before 3:30, so.

23 CHAIR KENNEDY: Okay. Very good.

24 COMMISSIONER FERNANDEZ: Right. So we'll probably
25 have Nahla go first, so that they don't have to jump

1 right into it.

2 UNIDENTIFIED SPEAKER: I see James has just joined
3 us.

4 COMMISSIONER FERNANDEZ: Oh, yep. Hello, James.

5 CHAIR KENNEDY: Hi, James.

6 MR. WOODSON: Good afternoon, everybody. How are
7 you?

8 COMMISSIONER FERNANDEZ: Good.

9 CHAIR KENNEDY: Welcome.

10 COMMISSIONER FERNANDEZ: I introduced you, and said
11 wonderful things about you.

12 MR. WOODSON: Appreciate it. Thank you. I think my
13 colleagues will be joining in in a few minutes.

14 COMMISSIONER FERNANDEZ: Yes. We did say that we
15 told the three of you 3:30, so.

16 MR. WOODSON: Okay. No worries.

17 COMMISSIONER FERNANDEZ: But we'll have Nahla go
18 first, James, so that you can kind of catch your breath.
19 How's that? Does that sound good?

20 MR. WOODSON: (Indiscernible).

21 COMMISSIONER FERNANDEZ: But then, as soon as,
22 hopefully, Kevin and Lanae join us, then we can start
23 after that. I don't want them to have to, you know, come
24 in in the middle of a presentation.

25 MR. WOODSON: Sure. That works for me.

1 COMMISSIONER AKUTAGAWA: If I could just, for the
2 context, while we wait for the others to join us, I would
3 just say this is -- I guess this is panel number 3 in the
4 series of language access, I guess, global access panels
5 that we've been having, and so for today, I just want to
6 say that Nahla Kayali does represent Access Services
7 California, and she'll be speaking about the Arab, Middle
8 Eastern, North African, and Muslim communities.

9 And then, the last meeting that we had, we had
10 presenters from PANA, Partnership for the Advancement of
11 New Americans. They spoke primarily on black immigrants
12 and refugees. However, from a distinct and specific
13 cultural perspective, we did also want to have a
14 presentation so that we can also hear from the black
15 African American community, and so we're joined by our
16 presenters who are going to be joining us from the Black
17 Census and Redistricting Hub, and that's the perspective
18 that they'll be presenting from. And so I just wanted to
19 make that distinction, so that everyone is aware that
20 that is the -- that is our intent in terms of this
21 presentation.

22 UNIDENTIFIED SPEAKER: Okay. It looks like we
23 have -- we have three James Woodsons.

24 UNIDENTIFIED SPEAKER: There's Kevin.

25 COMMISSIONER FERNANDEZ: I think Lanae might be

1 with -- there. There she is.

2 MR. MANOFF: For those that are sharing James
3 Woodson's invite, you can update your name in the
4 participant list, I believe.

5 COMMISSIONER FERNANDEZ: James, I was going to say
6 you've managed to clone yourself twice.

7 MR. COSNEY: If only there were three James
8 Woodsons.

9 COMMISSIONER FERNANDEZ: Okay. So I think we're
10 good. I think they were going to bring up Nahla's
11 presentation at headquarters, right, Commissioner
12 Akutagawa, I believe?

13 MR. MANOFF: We can take care of that for you.
14 Stand by.

15 MS. KAYALI: Good afternoon. Can you hear me good?

16 CHAIR KENNEDY: Yes.

17 MS. KAYALI: Thank you for inviting me. Thank you,
18 Linda, for thinking of me and Access California Services
19 to represent today. Me and Linda, we go back, served on
20 various committees in the past, and we're great friends.
21 We're very happy to see her part of the Commission, as a
22 Commissioner.

23 Today I will be talking about the MENA community.
24 As you see my face and how I look like, I'm a MENA
25 member. So the MENA community stands for Middle Eastern

1 and North African -- next slide, please -- stands for the
2 Middle Eastern and North Africa, as you see on the map,
3 the pink and the yellow map. That's the countries that
4 we represent.

5 MENA represents a very ethnically and culturally
6 different groups who originally -- they come from North
7 Africa and the Arab countries, like Morocco, Egypt,
8 Algeria, Saudi Arabia, Palestine, Jordan, Turkish,
9 Afghanistan. We go a little bit into the east. So this
10 is the MENA community, where -- next slide, please -- the
11 MENA region.

12 We speak many different languages, but we actually
13 share a lot of cultural values, like family issues and
14 parenting and the lifestyle. We share a lot of cultures
15 together, and at the same time, we have different, for
16 each country, how you see people from the south or from
17 the north, from the east. So we are -- we speak
18 different languages, and we have the Turkish, the Farsi,
19 the Dari, Pashto, Hebrew, Armenian, French, Arabic. So
20 we have many different languages, and we all practice the
21 Abrahamic religion, which is incorporated of Islam,
22 Judaism, and Christianity.

23 Next slide, please.

24 It's important to highlight the difference between
25 Middle Eastern and North African are not every Arab is

1 Muslim, and not every Muslim is an Arab; and the MENA
2 community, they mainly can have diverse countries, and
3 that's the Persians are different from Arabs, different
4 from Africans, the Iranians, the Turkish.

5 So we have a different type of cultures, but we have
6 a lot of common cultures altogether, and the community --
7 the Arab community, twenty-two countries where they speak
8 one language, which is the classical Arabic, but we have
9 different dialects. Like, the Egyptian language is --
10 Arabic is different from the Syrian, different from the
11 Moroccan, but we come into one classic Arabic language,
12 which is the written and the reading Arabic.

13 Sometimes it's very hard to translate, because we
14 always are asked to be translating materials for the
15 county or for the city, and we always go into the
16 classical Arabic. We can't go into any other countries
17 to translate. We have to go with the common one
18 language, the classical Arabic.

19 We've seen translations, and that happened within
20 different government agencies, and we can tell right away
21 it's not the classical Arabic, because sometimes,
22 Egyptians, they use different words for certain words
23 that Syrians or Moroccans or -- sometimes we don't
24 understand each other of the different dialects, but once
25 we go into the classical Arabic, then we start

1 understanding each other.

2 Next slide, please.

3 Please stop me if you have any questions or
4 anything. Probably I'm going too fast.

5 And the important is that Muslims' religion is not
6 an ethnicity or race. Muslims is someone who practice
7 the Muslim faith, which is a worldwide faith. You can
8 see, just like the Christians and Jewish. You can see
9 Italians as Muslims. You can see Latinos are Muslim.
10 You can see Chinese are Muslims.

11 That's not necessarily they're all from one country.
12 I can see here Isra Ahmad. She's part of the Muslim
13 religion, but I don't know where she's from. But we have
14 a lot of commonality together, and some values, follow
15 the Muslim -- they follow the Muslim faith, and I think I
16 covered all of it. Muslims speak different languages,
17 and in each -- one time, I was at the mosque, and they
18 said, today we have 104 languages. So it's a worldwide
19 faith.

20 Thank you. Next slide, please.

21 There are about -- and this is an estimate from
22 Arab-American Institute. There's about 800 individual
23 MENA, Arab community. They live in the State of
24 California, and there's about 400,000 Muslims in
25 California, where they overlap. They overlap with each

1 other, and the variety of languages spoken in the MENA
2 community is -- Arabic is the major language, and then we
3 have the Farsi, Persian, Hebrew, Pashto, Dari, Armenian,
4 just like I mentioned the other languages in the past.

5 Next slide, please.

6 Our community, they come -- many of them, they come
7 with limited English proficiency, and those are --
8 they come -- it depends on their background, their
9 educational background, their professional background,
10 and the socioeconomic for the MENA community, and they
11 come to the United States for many reasons.

12 Some of them, they come as immigrants or refugees,
13 but some they come for education. They come to do
14 businesses, and just like any other ethnicity, and with
15 the last heavily decreased by the current administration
16 coming as refugees, and which we used to see a lot of
17 influx of refugees coming from Muslim countries in the
18 past. It is very important not to generalize. Each
19 individual and family different, depending on their
20 circumstances of their home countries and where they're
21 coming from.

22 Next slide, please.

23 The MENA community, we have many barriers to
24 practice. Many of the Muslim individuals, it depends on
25 their circumstances, but language and literacy, language

1 barrier, cultural barrier, unaware of opportunities,
2 unaware of -- they're not familiar with the American
3 system here.

4 In many factors, they are embarrassed to speak in
5 public because of their limited English, and they lack
6 knowledge of the western culture, and this is many of the
7 barriers that they carry with them, and we are -- the
8 left-wing fears. And they mistrust governments, because
9 of their backgrounds and what countries they're coming
10 from, usually not really involved in government, and
11 because we have a different structure. Democracy is not
12 there, but if we go to the faith, the Muslim faith, there
13 should be democracy, but right now, with governments,
14 there's not democracies. And they come with the trauma,
15 and that's what keeps them isolated, and they don't like
16 to speak in public meeting, and they're always -- they
17 don't trust government.

18 Next slide, please.

19 All that depends on how long they've been in this
20 country, in the U.S., and we always encourage them to go
21 to meeting and be engaged, especially who those they work
22 long hours with low-paying jobs. They usually don't have
23 time to participate, and we always encourage them to be
24 civically engaged, and we have the citizenship classes.
25 We always talk about government, and how to prioritize

1 their lifestyle so they can be able to be engaged.

2 Lack of awareness of opportunity. Sometimes they
3 don't know how to seek or see an opportunity. We always
4 have to mentor them, and we always have to talk to them,
5 so they can be able to be engaged, and they have fear of
6 deportations, and political repression, and they
7 practice, and they are worried if they speak out or if
8 they say anything that doesn't fit with the government
9 here, they can be able to be sent back home. And that's
10 the fear they carry.

11 And in some families, gender roles sometimes --
12 women doesn't participate a lot, and that's a few,
13 although we have other side of women who are
14 participating a lot. So it depends on the family
15 culture, not the country or not the religion.

16 Next slide, please.

17 So we have many recommendations, to choose many of
18 them, you know, to build -- for the Commission to build
19 the relationship with organizations and leaders and
20 trusted messengers who they can be able to be the liaison
21 between the Commission and the redistricting and the MENA
22 community, because they always happen to trust the people
23 that they know.

24 And AccessCal has been, you know, a trusted
25 messenger for almost twenty-two years, and we've been

1 helping the community, the MENA community, to be engaged.
2 We participated in voter registration, the census. We
3 always try to get them engaged. And one of the
4 recommendations, you know, try to invite yourself to go
5 to organizations or where the community meet, where they
6 shop and they have community centers, or they have event,
7 just to get to know this community, because mostly
8 they're isolated. And collaborate to educate the MENA
9 population in any issues, and we are here to help. Maybe
10 collaborate with the MENA media outlets to announce
11 opportunities for the MENA community to be engaged.

12 Next slide, please.

13 So motivate the MENA community as the member of the
14 society, and redistricting meetings, if you can include
15 us, we can be able to help you, to give you emails of the
16 MENA community, who they like to participate and to be
17 engaged. Encourage the Commissioners to visit venues
18 like AccessCal, and where MENA, they concentrate of
19 shopping, and educate the MENA community on what
20 redistricting, because I'm sure a lot of them, they don't
21 know what it is, and we need to educate them about it.

22 Next slide, please.

23 Develop and host training opportunities for the MENA
24 community, and we can be the liaison for that. Appoint
25 MENA community members to the California Redistricting,

1 and I see Isra Ahmad is one of the Commissioners, which
2 is great. Appoint community members to the Commissions,
3 if we can, and encourage them to participate.

4 Next slide, please.

5 So the role of AccessCal. AccessCal established in
6 1998 as a trusted messenger in the MENA community, and
7 has been over twenty-two years. We deliver wraparound
8 health and human services, and we are an advocate.

9 AccessCal works on a daily basis to help ensure MENA
10 community and Muslim population included at the table and
11 receive equal opportunity. And AccessCal works on the
12 federal level, state level, county, city, with the
13 community. We are the voice for the MENA community in
14 California, and government's been really great to us, and
15 we've been really included, especially, you know, after
16 Access California was established for the twenty-two
17 years.

18 We always see ourselves are included in everything,
19 and thank you for that, and we really -- thank you for
20 including me today to speak about the MENA community, and
21 we'd love to open the dialogues, and working toward
22 ensuring the MENA community is getting involved, and
23 please correct me, Isra, if you have anything that you
24 can add to my presentations.

25 Thank you, and thank you, Linda, for including me.

1 I really appreciate it. I covered a lot of things for
2 you.

3 CHAIR KENNEDY: Shukran, Nahla.

4 MS. KAYALI: Dr. Ray.

5 CHAIR KENNEDY: I lived first in Afghanistan, and
6 then in Sudan, and then in Jordan.

7 MS. KAYALI: Wow. You covered the whole region. So
8 what I said is correct, right?

9 CHAIR KENNEDY: It was great to have your
10 presentation. Thank you.

11 MS. KAYALI: Thank you very much. Thank you.

12 COMMISSIONER FERNANDEZ: Okay. And then we'll have
13 the next presentation. James, I think you said that --
14 was it going to be Kevin and Lanae? Okay.

15 MR. WOODSON: So yeah, I'll kick it off, but I
16 certainly want Kevin and Lanae to weigh in. I think
17 Kevin is sharing slides now.

18 First of all, good afternoon, Commissioners. Thank
19 you so much for having us. Again, my name is James
20 Woodson. I am the policy and advocacy director for the
21 Black Census and Redistricting Hub, joined by my
22 colleague, Kevin Cosney, who leads our coalition building
23 and community engagement, and Lanae Norwood, who leads
24 our strategic communications work.

25 As you know, you know, we sent a few materials ahead

1 of our presentation, so there's an overview of the Black
2 Census and Redistricting Hub, unique challenges that face
3 black Californians. We also included a report from our
4 2018 census message testing program, which we will
5 actually refer to. We wanted you all to be able to check
6 that out as well, but we will do our best to not just
7 regurgitate those documents.

8 There's really two things I think we wanted to hone
9 in on today during our presentation, so that you might
10 get some insight, and maybe have a slightly different
11 framework to view redistricting. Those two things are
12 process and coordination, and that's to say that, you
13 know, in many ways, in setting up the Black Census and
14 Redistricting Hub, we were in a similar position as you.

15 You know, California Calls, which me and Kevin
16 worked for, Lanae is a consultant for, has done, you
17 know, years of experience with community organizing, base
18 building, civic engagement, integrative voter engagement.
19 But of course, census and redistricting comes around, you
20 know, once every ten years, and so you know, this was new
21 for a lot of us. And so we had to set up an
22 infrastructure around census and redistricting to make
23 sure that we were meeting community needs, capturing
24 information from community, and then integrating that
25 into our plans. So we think there's some overlap and

1 some similarities there.

2 You know, I think that we also are involved in a
3 couple of other broader coalitions, one of which is doing
4 unity mapping, so we also need to take into account other
5 communities and their needs and their views, and so we're
6 going to talk a little bit about what our process is to
7 make sure that we are responsive to that.

8 And while we are certainly focused on our black
9 communities, and ultimately will do advocacy on behalf of
10 those communities, again, I think there's a certain piece
11 of our work that has some synergy with what you all are
12 doing. So Kevin will talk about that, Lanae will talk a
13 little bit about that, and I'll sort of wrap up with some
14 of our recommendations.

15 Next slide, please, Kevin.

16 You know, first -- and so this is just a map, really
17 quickly, of our coalition, so you'll see that we're in a
18 few different counties.

19 Kevin, if you can go back for me.

20 We are in a few different counties. We have some
21 statewide partners who actually have chapters in certain
22 counties that are not necessarily reflected in this map,
23 right? So for instance, Black Women Organized for
24 Political Action has chapters in Alameda, actually in San
25 Joaquin. Same thing with -- California Black Women's

1 Health Project has some presence in Sacramento and other
2 places across the state, ACCE as well. So just wanted to
3 note that, but you do get a sense of sort of where our
4 coalition lies.

5 Next slide, please.

6 I think the next slide we can kind of go through
7 quickly. These are just sort of the components and
8 strategic partnerships that we formed around some of
9 this, particularly on our data analysis and technical
10 expertise. We're partnering with UCLA Bunche Center,
11 which is the African American studies program, and also
12 UC Berkeley's Othering and Belonging Institute, to help
13 us have a data-driven approach to our work.

14 Next slide, please.

15 Really quickly, I want to -- just sort of why we
16 started the Black Census and Redistricting Hub. You can
17 see here there are over three million African Americans
18 in the State of California. California has the
19 fifth-largest African American population of any state in
20 the country. And so we knew, obviously, that that was a
21 sizable, you know, share of the population, and wanted to
22 make sure that there was a voice there.

23 We also know that African Americans have
24 historically been a key part of the socioeconomic and
25 political fabric of California, you know, from really

1 kind of even before the civil rights movement, certainly
2 in the '60s around the civil rights movement, to the
3 black power movement of the '70s, and getting into sort
4 of a reconfiguration in the '90s, when we saw a lot of
5 black men and black serving organizations rise and still
6 exist today.

7 We also know that the African American community is
8 diverse, full of parents, young people, seniors, people
9 with disabilities, LGBTQ folks, upper, middle, lower
10 class, and so again, we wanted to make sure that we were
11 responsive to the diversity of black Californians. With
12 that, we also know that there are challenges, and
13 different challenges with each one of those different
14 sort of populations.

15 We know that, across the board, right, that black
16 folks in California are disproportionately impacted by
17 issues facing California, things like education outcomes,
18 discipline, internet access -- particularly with COVID,
19 employment.

20 There's health disparities, which, again, we've seen
21 during COVID, but there's also, you know, things that are
22 specifically geared towards redistricting that we
23 certainly wanted to bring to your attention, things like
24 housing, right, that there's been gentrification and
25 displacement that have pushed black folks out of the

1 traditional sort of urban hubs of Oakland, LA, and into,
2 you know, emerging areas like the Inland Empire, like
3 Contra Costa, San Joaquin, things like that.

4 So I want to just make sure that that's on your
5 radar, that, you know, over the last ten years, we've
6 certainly seen black folks sort of be dispersed based on
7 where they were in 2010, and certainly want to account
8 for that.

9 There's also been mass incarceration, again, black
10 folks being disproportionately impacted by that, and so
11 when you're thinking about prison gerrymandering,
12 counting folks where they live instead of where they're
13 housed in prison, that certainly has huge impacts for the
14 black community.

15 There's immigrant and refugee communities. I know
16 PANA appeared before you about a week ago, so I won't
17 regurgitate what they said, but certainly support what
18 they said, and just want to point out that, you know,
19 while there's 150,000 black immigrants and refugees in
20 California, that's who we can count, right? And we know
21 that there's traditionally an undercount of that
22 community, for a lot of different reasons, but I want to
23 make the note that that population is probably more
24 sizable than the data would show.

25 And then there's government distrust and lack of

1 confidence. You know, hearing other folks sort of appear
2 before you and talk about how, for instance, health
3 providers might be a trusted messenger, that may not be
4 the case for certain groups within the black community,
5 knowing that, you know, there's been testing that's been
6 done on black folks. That might make them more -- or
7 less trusting in institutions like that. Same thing just
8 with government overall, right?

9 So one of the things that Lanae is going to talk
10 about is just the nuances of dealing with these sort of,
11 you know, different views and different perspectives that
12 black folks will come to this work from.

13 So with all that as a backdrop, that's really sort
14 of why we started the Black Census and Redistricting Hub,
15 to be able to capture, again, the diversity, but also
16 navigate the challenges that black folks face in
17 California. With that, I do want to hand it over to my
18 colleague, Kevin, to talk a little bit more about the
19 process we use to ensure, again, that we're capturing
20 that diversity and complexity of the black community.

21 MR. COSNEY: Awesome. Thank you, James.

22 I'll basically cover a little bit, again, about our
23 structuring process, particularly as we're pivoting from
24 census into redistricting. I think there are some
25 (indiscernible), some lessons learned, but I think there

1 is a significantly different approach that we're taking
2 to census -- sorry, that we're taking to the
3 redistricting process, than we are with census.

4 I think primarily the difference between our
5 redistricting work from our census work really centers
6 around the quality over quantity, and the deep need for
7 early and deep engagement and coordination, and so
8 hopefully, there's a couple slides that I have here that
9 really emphasize how we're approaching that, and also
10 give a little bit of insight of what may be helpful for
11 the CRC to think about as groups are engaging in this
12 work on the ground.

13 So first and foremost, just to flag, again, some of
14 the key differences that we're seeing in regards to
15 census and redistricting and how we're approaching that.
16 So you know, clearly, the census was really about broad
17 outreach to individual community members. It was about
18 getting folks to complete the form, a pretty simple
19 nine-question form that was really just based on your own
20 personal information, about your household.

21 It was really about one -- our kind of engagement
22 with our organizations was really focused on one-to-one
23 engagement in support of coalitions -- coalition
24 partners, outreach work, to inform as many people as we
25 could about the census and why it's important to

1 participate. And lastly, stakeholders really had a
2 shared and common goal to get everybody counted, right?
3 And so I think that there were certainly people of unity
4 and alignment in that process.

5 You know, when we're looking at redistricting, I
6 think we are looking at a somewhat different -- again, it
7 goes to the quality versus quantity, so I think we are
8 looking at -- rather than broad mass engagement, I think
9 we are going to be looking at, how do we go deep and
10 engage our basic community members and stakeholders in
11 this process, right?

12 We want them -- you know, again, compared to just
13 kind of filling out a form, we want them to participate
14 in community forums and conversations, participate in
15 technical or legal processes. That's not informed just
16 by individual kind of household, but we did want to be
17 informed broadly by community. As such, we -- rather
18 than, again, the kind of one-to-one, direct support of
19 our groups, really wanting to bring together kind of
20 regional coordination and alignment so we can really make
21 sure that we're synthesizing community input into
22 something that's really solid and that's well informed,
23 not only by that analysis but by community input.

24 And lastly, there's certainly different interests
25 amongst community partners. I think -- as well we know,

1 right? This is certainly a bit more political work. I
2 think the varying interests of different communities are
3 different compared to census, of, let's get us all
4 counted. So I think that we are approaching this with
5 collaboration and coordination in mind, but there's
6 certainly a need for us to, early on, engage with our
7 folk and engage with other partners, allies, and
8 stakeholders, as James mentioned, in these kind of wide
9 regional and statewide coalition spaces.

10 So again, a lot of the focus is about going deep,
11 really guiding folks through a technical process, and
12 really building regional alignment, and emphasizing
13 collaboration, where possible. What that looks like for
14 us in regards to processing and how we're really thinking
15 about this, you know, I think we're -- I think the big
16 piece that's in front of us is certainly the community of
17 interest, data collection, and line drawing, and really
18 making sure, again, that we have deep community input
19 here, but again, wanting to make sure that there's a
20 process that makes that manageable.

21 So we'll certainly be leveraging grassroots
22 organizations, local trusted messengers, and technical
23 experts like the folks from Bunche and UC Berkeley, to
24 really inform this and to guide our communities through a
25 process that can generate the best outcomes.

1 I think we'll certainly, as James mentioned, be
2 utilizing that analysis, as well as community input that
3 we learn from our communities, to drive this process, and
4 I think, for us, we'll be leading by providing templates,
5 training, mapping skills, technical support to our folk
6 on the ground, so again, they have a way to navigate.
7 Again, this is a very kind of technical process.

8 I think, secondly, we're really looking at regional
9 help structures. So again, as James mentioned, we have
10 thirty-five partners across the state, some of them with
11 various different chapters and affiliates across the
12 state. And so we know that, rather than working with
13 each one of those groups individually and developing a
14 COI, and details and lines, that I think we'd be better
15 off to coordinate across regions, and synthesize, and
16 submit a kind of collectivized community input. So that
17 way we're not submitting 1,000 maps that represent, you
18 know, every individual that we've spoken to, but really
19 that we can, again, funnel that insight from 1,000
20 different people into a set of a few maps that can be
21 more manageable, but really hold a lot of weight and be
22 solid in regards to how communities are seeing those
23 pieces.

24 And so then, lastly, I think broad statewide or
25 regional coordination, again, with regional stakeholders,

1 and making sure that, even outside of the black
2 community, that we're in coordination with other folk.
3 And then, as James mentioned, participation and
4 coordination in some of these other statewide
5 redistricting spaces.

6 Again, I still need to say that this is our thinking
7 in how we're working to engage our coalition to really
8 get good quality level of input. That also is from a
9 whole lot of different individuals in the community, but
10 it's somewhat consolidated, and also thinking about
11 process, and the level of coordination and conversation
12 that has to happen on the ground before we're getting
13 ready and in a position to present.

14 So I think there's certainly some things to think
15 about in regards to process, as well as the timing, and
16 how the CRC is preparing organizations on the ground to
17 facilitate these conversations with our partners, that
18 can give you the best information to work with and inform
19 your work.

20 With that said, I'm going to stop here and pass to
21 Lanae to talk a little bit more about our approach to
22 identifying the nuanced needs and strategies in engaging
23 our black and African American communities.

24 Lanae.

25 MS. NORWOOD: Thanks, Kevin.

1 Pleasure to be with you all this evening and talk
2 more in depth about our communication strategy with the
3 California Black Census and Redistricting Hub. First of
4 all, we approached our work with a baseline, a
5 fundamental baseline, that black communities are not
6 monolithic. This baseline is informed by decades of
7 experience in civic engagement work led by California
8 Calls and our strategic partners.

9 Black communities are really rich in diversity, from
10 faith-based communities, black immigrants. We have
11 justice-impacted individuals, community members who are
12 college-educated, blue-collar. We have a houseless
13 community, LGBTQ+ community, different household makeups,
14 and multigenerational representation, wealthy, and
15 impoverished. Black communities are diverse, rich, and
16 definitely deserve to be celebrated for their unique
17 representation in California.

18 So we committed very early on to create a campaign
19 that reached into the households and hearts of black
20 Californians. We realize that the census is not sexy.
21 It was not something that was easy to get people excited
22 about, but it literally shapes the way our communities
23 look over the next ten years, and even beyond.

24 So we needed to create a way to develop content,
25 messaging, and communications vehicles that really



1 shifted people's perceptions and engagement level about
2 the importance of the 2020 census. And we did that,
3 really literally by creating a campaign that celebrated
4 the diversity of black communities.

5 When we began this project, though, we really
6 started with a comprehensive analysis of data. That data
7 was aggregated from multiple sources, and really started
8 with the largest survey of black residents in California
9 relative to the census, the 2020 census. That was the
10 African American Civic Engagement Project, fielded by
11 California Calls and led by Kevin and James on this call,
12 and in that, we deployed -- they deployed, excuse me -- a
13 very comprehensive strategy that canvassed black
14 households throughout the State of California, led by our
15 coalition, to really assess and gather information about
16 their attitudes and intent with the 2020 census. And
17 that was a collection of over 11,000 black residents.

18 We also assessed and evaluated several other pieces
19 of data, message testing, focus groups, surveys, Census
20 Bureau information and data, but in terms of sample size,
21 the African American Civic Engagement Project was the
22 largest sample of information collected on black
23 residents in California. If you're in communications or
24 any research work, you know sample sizes are
25 significantly smaller. They're usually not into the

1 thousands for black residents in California. So this was
2 very insightful information that helped us understand,
3 you know, how we needed to approach this work, and really
4 think through all of the different vehicles, and the
5 multimedia approach we needed to take with our census
6 outreach.

7 So a couple of top lines. You guys have that
8 document that James has forwarded ahead of, you know, a
9 summary of that survey, but we saw a difference in, you
10 know, accessibility, where people had internet access,
11 and some folks didn't, people being comfortable with
12 using the internet to respond to the census.

13 And this 2020 census being the first to be delivered
14 online, that was clearly a point that we needed to drive
15 in, that, hey, there's multiple ways to take the census.
16 So pivoting from data, and taking the findings from that
17 data, and then incorporating into our strategy, we
18 developed a very robust process that turned out to be
19 pretty successful.

20 Also, you know, they fielded information to see, you
21 know, who were the trusted messengers, who were the
22 people that black residents were going to be most
23 receptive to receive their census information from, and
24 like the MENA and Latinx and other communities,
25 government mistrust was very high in 2018. So imagine

1 now, even in the post-2020 election and the things that
2 have happened, you know, since the pandemic and with our
3 current administration, government mistrust is even
4 higher now in black communities.

5 So those were some of the findings that just
6 reinforced some of the things we already knew
7 intuitively, things that have been consistently reflected
8 in data and research, and that, again, informed our
9 strategy. And also, the California Black Census and
10 Redistricting Hub developed a proprietary index called
11 the Hard-To-Count Index. That was an aggregate of data
12 from the Department of Justice, the Million Hoods
13 Project, the United States Census Bureau that really
14 helped inform and prioritize our targeting, our approach,
15 and our segmentation relative to our census outreach
16 work.

17 So overall, our communications strategy was
18 data-driven and informed, diverse and inclusive,
19 positive, informative, and implemented, most importantly,
20 by trusted messengers representing our coalition of over
21 thirty black-led and black-serving organizations.

22 Those are a couple of top lines, and happy to dig in
23 deeper and answer questions. With that being said, I'm
24 happy to pass it back to my colleague, James Woodson, to
25 conclude our presentation.

1 MR. WOODSON: Thanks, Lanae. Yes.

2 I certainly want to get to your questions. I think
3 we wanted to just quickly go over our recommendations
4 based on all of that.

5 Kevin, if you can go up to the next slide.

6 One is to really hone in on what Kevin mentioned,
7 right, that redistricting is inherently rooted in
8 community. You are asking people to talk about their
9 community, to identify what their community is, and it's
10 hard to do that when you're just doing that by yourself,
11 right? This is not like census, where I know who's in my
12 household, and I'm going to respond to this form. This
13 requires people to be in community, in communication, in
14 coordination.

15 So I want to make sure that, you know, as you all
16 are thinking through metrics, that you take that into
17 account, that, you know, one person, for instance, coming
18 before you actually might have been part of a process
19 that involved, you know, hundreds or thousands of people.
20 And so it's important to make sure that you all
21 understand how folks are doing this work, and how, you
22 know, community residents are going to lift up their
23 communities of interest and their district
24 (indiscernible) in that framework.

25 The second thing that we had was just to be clear on

1 roles, right? Lanae just mentioned all of this sort of
2 nuance, and all of the thinking and years of experience
3 that go into being able to read communities,
4 particularly, you know, when you think about a diverse
5 community like black communities in California. And so
6 you know, your role is not necessarily to try to
7 regurgitate that process. Part of it is setting up a
8 system, right, where the folks that have done that work
9 are able to then give you information, and make that
10 accessible for the people that they work with, right?

11 So part of that, you know, part of helping us do our
12 job, is for you all to be clear with us on, like, what
13 are you actually looking for, helping us and empowering
14 us to then gather that information from our partners, and
15 then, you know, we will be able to work to make sure that
16 our partners are getting in front of you to lift up, you
17 know, what their communities look like and what,
18 ultimately, they think district lines should look like.

19 The third thing I'll say -- Kevin, if you could go
20 to the next slide -- is just to think about accessibility
21 for key constituents. You know, again, Lanae talked
22 about the diversity of the black community. We listed
23 four communities in particular within that group to think
24 about.

25 The one is, I guess, both currently and formerly

1 incarcerated residents, right, that if you're going to,
2 for instance, count folks where they typically live, and
3 not where they're currently being housed, they should
4 also have a say in what that community will look like
5 when they get back to that community, right? So think
6 about ways that you're actually capturing what folks
7 think about their communities of interest even though
8 they might be currently incarcerated, right?

9 Secondly is houseless individuals, when they talk
10 about internet access, right? We know that that's an
11 issue. You know, we also know, you know, that the
12 community of interest tool may not work well with, like,
13 mobile devices, right, that the homeless folk may have
14 mobile devices, but thinking about how they navigate, you
15 know, giving you all input, thinking about how they watch
16 these hearings and these meetings, I think, is going to
17 be important.

18 We talked about faith communities. Those are huge
19 in the black community, so thinking about how you can
20 engage there. And again, African immigrants and
21 refugees, everything that PANA mentioned last week, I
22 think, is important as you all are thinking through this.

23 We also have some specific recommendations that we
24 won't go into now, because we do want to get to you all's
25 questions. I think the only one that I'll lift up --

1 Kevin, if you can go to the next slide -- is the
2 importance of field testing new technologies.

3 You know, we worked with Census PDI, which was a
4 tool to do outreach through census, and you know,
5 certainly, I think our ability to really sort of early
6 test that helped to develop it, so that other partners
7 could then use it when it came time for them to do their
8 outreach. And we were able to sort of, you know, work
9 out kinks and bugs in it. So it's always important to
10 make sure that any sort of new technologies that you're
11 releasing are being field tested with the folk that are
12 going to ultimately use it.

13 So I'll stop there. I'm happy to take questions,
14 and apologies if we ran over.

15 CHAIR KENNEDY: Great. Thank you, James, and Kevin,
16 and Lanae.

17 Commissioners, floor is open. Commissioner
18 Akutagawa.

19 COMMISSIONER AKUTAGAWA: Thank you to both Nahla,
20 James, Kevin, and Lanae for a fabulous presentation that
21 was so informative. I have a couple questions, and I'm
22 not sure if you want me to just ask them all at once or
23 go one at a time, and so let me just -- okay.

24 So let me just ask at least -- the first question I
25 have is, both of you mentioned training, and that was

1 interesting, and perhaps I could have you each -- if you
2 would -- you know, each of your -- from an organization's
3 point of view, you can talk about the kind of training.
4 Are you thinking about that the Commission would provide
5 training, and can you elaborate a little bit more on
6 that?

7 Also, I think it was either Kevin or Lanae talked
8 about, one, collectivized community input. I just want
9 to say that I think, from a Commission point of view, I
10 mean, part of our conversations has been about we want to
11 get as many, you know, individual inputs from different
12 people.

13 I hear what you're saying about being able to also
14 you know, be able to gather collective inputs, so that
15 then there's some heft behind it, I guess, in terms of
16 saying, this is what -- you know, as a broader community,
17 this is what we're also you know, wanting to see. I
18 think it would be interesting to hear a little bit more
19 of that, given, also I think, what we also have been
20 talking about, about trying to increase the individual
21 inputs.

22 And then the last thing was about -- it was
23 interesting that in the messaging part, Lanae talked
24 about that -- I thought it was interesting that forty-
25 eight percent of those that were surveyed preferred the

1 paper over the online forms, and that just struck me
2 because, you know, we've been spending a lot of time
3 talking about technology, and I'm wondering if we're
4 overthinking things, and if we need to also be thinking
5 about more old-fashioned methods of just plain old paper
6 to, you know, find ways to solicit input, or make it
7 easier for people to give input.

8 I wonder, you know, is this not only for the black
9 African American community, but Nahla, would you say that
10 this is also true for the MENA community as well, too?
11 Because, obviously, we heard from last week, too, that,
12 also -- and I know that this is probably similar in the
13 Asian and Latino communities as well, too, that the rates
14 of literacy are going to be different. So using
15 technology, even just pen and paper, may be different,
16 and so I think that would be interesting to hear.

17 So sorry. Those are my three big buckets, so I'll
18 just stop there.

19 MR. WOODSON: I'm happy to take on, maybe, some of
20 these questions first. You know, in regards to
21 training -- and we'd love to see if Lanae or Kevin have
22 thoughts on this -- but you know, I think that there are
23 community groups who are ultimately either going to do
24 train the trainers, or going to do training directly with
25 community residents, right?

1 So I think that goes back to what we were saying
2 about clarifying roles, right, to make sure that there's
3 not duplication of efforts. And I think, you know,
4 again, what I'll say is that I think it's important for
5 the Commission to just be clear about mechanism, and be
6 clear about what type of information would help you all
7 then, right, draw the lines, because then we can hear
8 that, and then go and get that information for you,
9 right?

10 But if we are sort of stuck in a place where we're
11 not clear on that, I think that, you know, our time --
12 you know, we're only going to get a certain amount of
13 time, face-to-face time, with community residents, and
14 you know, we may not be able to get them back, right? So
15 ultimately, it'll be important for us to go into that
16 training that we do clear with folks, and being able to
17 design what our training program looks like to make sure
18 that we're getting at what you're looking for.

19 You know, I think that maybe there's some
20 correlation there between -- also to the point you
21 brought up, Commissioner Akutagawa, about collectivized
22 sort of community input. You know, I would say that I
23 think it's important to think about to what end you're
24 looking for individual, you know, quantities of input.

25 You know, ultimately, I think what we were trying to

1 get at in our comments was that that actually may not be
2 the process that's happening on the ground, right? And
3 so what happens if you don't get back sort of what you're
4 looking for? The question would be, are we successful or
5 not? And I think -- I'm wondering if there's, you know,
6 a way to think about it where, really, the question is,
7 are we hearing from the communities that we need to hear
8 it at, right?

9 One of the things you'll see in our specific
10 recommendations is to think about the sectors that the
11 census office used, where they had regional, you know,
12 sort of breakdowns, and wanted to make sure that they
13 were covering geographical breakdowns, but they also had
14 sectors, so you know, labor, right, faith-based. And I
15 think the question is, are we hearing back in particular
16 regions from those communities that regarding those
17 different sectors, as opposed to, are we just getting
18 enough, you know, individual responses?

19 Maybe I'll leave it there, and let other folks jump
20 in.

21 MS. NORWOOD: I can address the question in terms of
22 accessibility with the juxtaposition of paper to
23 technology, right? A best practice, really, when it
24 comes to access and how to collect information, feedback,
25 participation is really the approach of, like, doing it

1 all, right?

2 I know that may seem a little heavy, a little
3 cumbersome, but one thing that we were up against in the
4 census is that some of the operations were being scaled
5 back because there was a belief that if we created
6 accessibility on line, that more people would be apt to
7 respond on line, so we could peel back less in the field
8 and the canvassing efforts, and that actually proved to
9 be quite counterproductive.

10 So in terms of a recommendation and feedback around
11 accessibility in applications, technologies, web
12 interfaces, paper, phone, I would say definitely lean in
13 on all of them and develop a robust communications
14 strategy and vehicle to collect information and feedback
15 wherever folks are providing it. I think the mantra
16 should be convenience, and that is really, you know, how
17 you can ensure that you're creating that accessibility
18 for every people, all people, all walks of life.

19 MR. COSNEY: I don't want to take up too much of
20 this, but maybe one or two more comments here, that
21 (indiscernible) with what James listed here. I think
22 that certainly, in regards to training pieces, I think
23 our focus will be on the political ed piece, and
24 facilitation, training of trainers, and the technical
25 pieces. So again, I think, to James's point, for you

1 all, again, that early guidance on what's needed, you
2 know, how do we help folk navigate the technical pieces,
3 what should they do to (indiscernible) out, I think, will
4 be really helpful.

5 I think my response to the kind of collectivizing
6 community input and the paper versus online, kind of
7 speak towards the same thing. I think when we were
8 thinking about this, we were thinking, you know, some of
9 our groups have, you know, a base of hundreds of people.
10 What is it going to take to get hundreds of people to
11 take the Statewide Database tool and figure out how to do
12 GIS mapping by themselves, right? I don't know if any of
13 us want to embark upon that journey.

14 What we do think is reasonable is that community
15 organizers can certainly convene, you know, hundreds of
16 people or a few sessions with tens of people, facilitate
17 a community conversation where we're getting input,
18 synthesize that, and then submit that into a tool, where
19 we can train up a cadre of folk who know how to utilize
20 that tool, and then can facilitate conversations that
21 help drive that input, right?

22 So part of it is just, you know, how do we get folk
23 to use a deep and technical tool and probably a deep and
24 technical process? But I think our groups could take a
25 paper form and then synthesize that, incorporate that

1 into feedback.

2 So I think, for us, that's a way of getting over
3 some of those technical hurdles, and being able to have
4 regional point people who can really do that technical
5 piece, and really it's just about community. We just
6 need you to show up and talk about where you live, right?

7 The last thing that I'll say to that is that I think
8 that, as we've been talking to folk at Statewide Database
9 and others, just talking about these COI tools, I think
10 that it's important, you know -- and I certainly respect,
11 like, the idea of, like, we want as much input as
12 possible, right? I like that because certainly you don't
13 have to, and I'd certainly be opposed to -- we don't want
14 that much input, right?

15 So I want to be clear about that, but again, I think
16 it is about what's useful to you all. Do you want, like,
17 1,000 maps that just have one street difference, and you
18 have to figure out, like, where does the street go? Or
19 is there some way that we can help do that thinking and
20 again, synthesize, you know, ideas from 1,000 people?

21 I think the idea that we've been pushing on the COI
22 side, the tool side, is that, are there ways for us to
23 indicate that this COI input or this community map is
24 based on a conversation with fifty people or a hundred
25 people, or just one person with some ideas? And I think

1 that would be really worthwhile capturing, so you're not
2 missing out on the quantity, but you're maybe actually
3 saving yourselves some time in having to consolidate that
4 quantity into something that's meaningful.

5 So I think that if there's ways for you to say --
6 for us to indicate, here's one COI, here's one COI, but
7 this is informed by, you know, hundreds of people. With
8 that said, I'll step back. Thank you.

9 CHAIR KENNEDY: Nahla.

10 MS. KAYALI: Sorry. I was muted. We would love to
11 see training coming from Commissions, maybe one page of
12 information to be translated into different languages,
13 for the different MENA community can be able to
14 understand in their own language, to educate them about
15 the redistricting, and where they can see themselves are
16 included. Once they see the language, they feel like
17 they are included, and they're not excluded, and we can
18 be able to be a support for that.

19 CHAIR KENNEDY: Very good.

20 Commissioner Sinay.

21 COMMISSIONER SINAY: Thank you all for your input.
22 It's all really helpful. I've spoken a little bit with
23 James about some of this. We're still in the process of,
24 you know, kind of figuring out, you know, who's on first,
25 who's on second, who's on third, and all those different

1 pieces.

2 I understand what you're saying about clarity, and
3 I'll be honest. I have asked to understand what
4 everybody is doing. So I did ask California Philanthropy
5 for their -- kind of what have they funded, in detail,
6 and basically they said, these are the people we funded.
7 And I said, but what are they doing? And they said, one
8 of these activities.

9 And so we really -- for us to be able to fill in
10 the -- you know, to fill -- we need better communication
11 between both. It can't be just, let us guess what's
12 already out there, but we do need to know what's already
13 been funded, what plan is already happening, and so we
14 can know how to take place.

15 I also think that, at some point, it might be --
16 or this might be the time to have this conversation more
17 deeply about unity mapping, and what are the pros and
18 cons about unity mapping, because I really liked how
19 you -- Kevin, when you were doing your presentation, I
20 was like, oh, heck, no. And then, when you explained it,
21 I was like, okay, I can lean into this a little bit more.

22 But there is a fear at the local level, and I'll be
23 honest, because I've been talking to the local groups,
24 that the bigger groups, the collaboratives and all that,
25 translate things for them, and their voice is actually

1 lost, that other groups, you know, know more than they
2 do. I have a hard time with this. I keep hearing, oh,
3 redistricting is so much more difficult than the census.
4 I've got to be honest. Talking about your community is
5 not difficult for people, and we don't always have to put
6 it in a map.

7 We're looking at all these different ways to
8 actually get input, and so I feel like we set ourselves
9 up to fail when we're constantly saying this is
10 difficult, versus -- I was just talking to a woman who
11 works with farmworkers, and she said, you know, we tested
12 this whole idea of, can you tell us your community? And
13 with farmworkers, they had no -- they were very excited
14 to talk about their community. They learned some things
15 about it. They weren't even knowing if they were going
16 to do redistricting, but she said it wasn't a foreign
17 concept to talk about what is your community, and you
18 know, what are the lines?

19 So I want us to see if we can change the narrative a
20 little bit, and move away from, you have to be a
21 demographer; you have to understand this, to you are the
22 expert of your community, and we want to hear from your
23 community.

24 So the unity mapping, I like -- you know, we've
25 heard this several times, and here at the Commission,

1 we've discussed it as well, is, it's COVID now, so how do
2 we think differently? And as you all are having meetings
3 with community groups, and kind of facilitating the
4 discussions and learning, you know, what they would like
5 to see in a map, please consider inviting a Commissioner
6 or two to listen as well, so that we don't have to figure
7 out how to translate when you submit a COI and say
8 there's fifty, but one of us would be able to say, yeah,
9 I was at that meeting, you know, that's accurate, or, you
10 know -- but do think of us as partners in this, and let
11 us hear, so that we can be the voice, also when -- if
12 you're not in the room.

13 So hopefully -- I think my only big question on this
14 was -- two. One is, you know, is that a possibility, to
15 invite us, because we have been thinking about how do we
16 do different ways than the traditional meetings, and
17 second, on the unity mapping, the pros and cons.

18 MR. WOODSON: Maybe I'll take on the second piece.
19 One, I think it's important to really get a full sense of
20 the landscape, right? So certainly there are, I think,
21 maybe three or four groups in particular that are going
22 to be involved in a unity mapping process, that I know
23 of, but there's also other coalitions that are also going
24 to be doing redistricting, questions on whether they will
25 actually do sort of unity mapping and sort of that whole

1 process, but certainly folks are going to be doing
2 technical assistance, community engagement, and things
3 like that. And there will be coordination and
4 communication even outside of the unity mapping space,
5 where I think you can capture, you know, folks who may
6 feel sort of left out of that process and things like
7 that.

8 So we certainly encourage, for instance, to talk to
9 Advancement Project about their coalition, which we were
10 also a part of. And that's part of the idea, right, is
11 that we don't want to be disconnected from what everybody
12 else is doing, right? So we are already starting to have
13 conversations with regional tables that are going to be
14 doing this work, and other sort of community partners.
15 So I know, for instance, for us, at least, it's important
16 for us to make sure that we're including that in what
17 we're lifting.

18 I guess the other point I'll just make is that I
19 hope that we were not giving the impression that we
20 thought that redistricting was too difficult for folks to
21 understand. I do think, you know, the point that Kevin
22 was making was that there's a technical piece, right,
23 that requires a specific skillset, but certainly I think
24 we -- and this is why we have this broad coalition,
25 because we think that, you know, we need to be hearing

1 back from the people who know their community best.

2 So I certainly agree with you that the folks on the
3 ground are the experts, and they can talk about their
4 communities of interest, you know, freely, and are more
5 than capable of doing that.

6 MR. COSNEY: The one other thing I would say is that
7 I think there are certainly concerns around folks' voices
8 getting lost, and I think that's certainly one of the
9 reasons that some of these other statewide spaces have
10 formed, to make sure that there's new skills being
11 developed so folks can participate in different
12 capacities in this work, and I think part of our
13 structuring around regional structures, and making sure
14 that we have go-betweens that we can, you know, get input
15 from, but then, as we're having conversation with these
16 other spaces, be able to kind of go back and forth, and
17 make sure that it's still kind of run along throughout
18 that process.

19 I think it will be a difficult thing to navigate.
20 Again, there's lots of moving pieces and a lot of back
21 and forth, but I think that also kind of speaks to the
22 need for time and early coordination.

23 CHAIR KENNEDY: Thanks, Kevin.

24 I have Commissioner Yee, then Commissioner Le Mons,
25 and Commissioner Turner.

1 COMMISSIONER YEE: I'm sure Commissioner Turner was
2 before me.

3 CHAIR KENNEDY: Commissioner Turner.

4 COMMISSIONER TURNER: Thank you, Commissioner Yee.
5 I appreciate that. Yes.

6 Nahla and James, Kevin, and Lanae, thank you so much
7 for your presentation today. It's been very important,
8 critical information for us to receive.

9 And Kevin, one of the questions I was going to go to
10 as far as collapsing the information -- thank you for
11 taking the time and speaking about that, and I think, as
12 a Commission, we'll still need to talk some more about
13 that, weighing in the different approaches to make that
14 happen and ensure that, if we take advantage of your kind
15 of streamlining, or making sure that we're not just
16 looking at more maps, one street difference, that we are
17 fully aware of how much input went into that decision.
18 So I love all of that. I thank you.

19 Now, with the difficulty conversation, I come from a
20 different perspective. I do think there is concern about
21 difficulty, not because people don't want to talk about
22 their community. I think, once they go through that
23 door, I think people are all in, ready to talk about it.

24 However, that door that's marked "Redistricting",
25 right, that's marked, you know, "Community Input Tools",

1 whatever the case may be, "Communities of Interest",
2 that's where people, I think, will have to have the
3 patience, the tolerance, the ability for all of those
4 reasons that you named, why people can't necessarily have
5 the luxury of just focusing on one more thing. I think
6 that's going to be the major barrier, and so I'm really
7 interested.

8 I think it might have been Lanae. You were talking
9 during part of the presentation, or in your presentation
10 overall, and Nahla, you can speak to this, too. We've
11 talked about targeted strategies. And I know, with the
12 coalition that you have -- I'm familiar with it -- I know
13 that you've done lots of research, et cetera, and you
14 outlined targeted strategies as it relates to those that
15 were still incarcerated, those that are, you know, are
16 houseless, are faith-based, all of those things.

17 If you already have targeted strategies that's
18 differentiated for these particular target groups, it
19 would be helpful for us to hear, to receive, when we
20 engage this population, this is how we engaged them, so
21 from an education standpoint, when we go out with coms
22 and what have you, that we're not hitting and missing.
23 We can learn from what has already been determined and
24 has already been researched.

25 So that's the piece that I wanted to lift up for

1 Lanae and for (audio interference) and for the Black
2 Census Citizens' Hub (sic), you know. So if we can
3 receive information like that, yes, we want to train, but
4 we're also looking for your groups, the previous groups
5 that has presented before. If you found the magic, you
6 know, bean that's going to get us to grow the giant tree
7 or whatever it is, go ahead and tell us that up front,
8 this is how we engage with this population, so that we
9 can tap into that at the outset. Thank you.

10 MS. NORWOOD: Yes. Thank you for that.

11 MS. KAYALI: I can answer. The thing is, when I
12 first started Access California Services, the community,
13 they did not come forward to receive services, because of
14 the culture barrier and the language barrier, but
15 throughout twenty-two years, we learned that we need to
16 meet each client where they are. We cannot generalize
17 everything, like, this will work with this client, but
18 that doesn't work with this client.

19 So we need to meet the clients where they are, in
20 the culture, in the language, in the education, and
21 especially we have the mental health department. It's a
22 barrier. There's a stigma for services. So the thing
23 is, we were very smart in doing that, where we can meet
24 them where they are, in their own language and their own
25 culture. We have sixteen languages here at Access

1 California this year. It's very important for them to
2 feel empowered, and we speak their language.

3 CHAIR KENNEDY: Lanae.

4 MS. NORWOOD: Yeah, I think we want to just
5 double-click on what Nahla said, 100 percent agree. You
6 have to meet folks where they are. I really appreciate
7 you raising that, Ms. Turner. You know, it's critical to
8 successful outreach work.

9 There are so many generalizations that are, you
10 know, perceived and approached with communities of color
11 that really need to be disaggregated and dissected and
12 segmented, because we all represent a wide variety of
13 walks of life, and that is represented in the communities
14 in which we live. So like the MENA community, the Latinx
15 community, the AAPI community, we are not monolithic.
16 There are different education levels, there are different
17 socioeconomic factors, and experiences that shape how we
18 are civically engaged and participate in these processes.

19 So happy to share and serve as a resource
20 specifically for the African American community. We have
21 been building on this work for many years, and have done
22 multiple rounds of testing, survey, research, data, focus
23 groups, targeting, both paid, organic, earned media,
24 different multimedia facets that really speak to all
25 black communities in California. So we'd be happy to

1 lend ourselves as a resource, alongside Nahla and other
2 partners, to make sure that we are really being
3 inclusive.

4 CHAIR KENNEDY: Beautiful.

5 MS. KAYALI: Great. And the thing is, when we start
6 the conversation with the client, it's always we try to
7 connect with them before we ask them, how can we help
8 you, connect with them in the same culture, like, how
9 long have you been here? And you have your family? And
10 open a conversation, personal conversation, before we can
11 start.

12 We try to gain their trust before we start helping
13 them, so the help will be easier, and later on, within
14 fifteen, twenty minutes, they'll put everything on the
15 table for you, but the first two, three minutes to break
16 the ice and build the relationship.

17 MS. NORWOOD: I want to double-click on what Nahla
18 said. That's why it's critical. That's why our work was
19 informed by a coalition of trusted messengers. That
20 relationship has to be there. The trust has to be there.
21 We're dealing with the reality in communities of color
22 that government distrust is real.

23 So Nahla, you're absolutely right. You know,
24 building relationship, building rapport, before even
25 trying to collect information, is also a critical piece

1 in the process.

2 MS. KAYALI: Every year, we serve more than between
3 10,000 to 12,000 clients, and sometimes they see me in
4 the parking lot and they say, do you remember me? I say,
5 of course I remember you, and to be honest with you, I
6 can't remember 12,000 people, right? I say, of course I
7 remember you. Of course, yes. And this is how you
8 build. I never say, no, I don't remember you. Of course
9 I remember you. But that, building the relationship --
10 and the staff here at Access, sometimes they laugh. They
11 say, do you remember them? I say, of course. They came
12 to Access before.

13 CHAIR KENNEDY: Okay. Kevin, go ahead.

14 MR. COSNEY: Thank you. Thank you.

15 You know, certainly I agree with all that's been
16 said here, and I think that's why our approach,
17 particularly in the selection of our organizations,
18 really focused on trusted organizations and messengers.
19 I think we talked about the geographic diversity, which
20 is certainly informed by where we know black communities
21 are, but I think, if you look at the selection of the
22 groups, we really wanted to also make sure that there was
23 a kind of wide array of different interests that each
24 group was involved in, so again, we could kind of speak
25 to those nuances and the diversity within the black

1 community.

2 So you know, when we're thinking about engaging
3 Justice Impact folk, right, currently and formerly
4 incarcerated folk, we're leveraging organizations across
5 the state that directly deal -- are led by formerly
6 incarcerated folk that are providing housing, reentry
7 services for incarcerated -- for reentering folk, and a
8 number of those organizations have been engaged in what
9 we call inreach, when they're going in and registering
10 eligible voters in county jails, and doing some education
11 to turn them out to vote. So I think certainly models
12 like that, where folk already have access to jails or
13 prison sites for their program delivery, could certainly
14 be useful in engaging those communities.

15 Similarly, right, we wanted to make sure that we
16 were counting black folks who were impacted by the
17 housing crisis, homelessness, and gentrification, so
18 certainly we're partnering with groups like LACAN, who
19 are housed in skid row, who are, again, ran by folk who
20 have been impacted by housing, and have real, deep
21 relationships, you know, with the folk in skid row and
22 others, right, because certainly we know that -- and skid
23 row is not the home of houselessness in LA or for the
24 state, but again, it speaks to their ability to navigate
25 those communities, find intuitive ways to engage folk.

1 You know, COVID kind of blew everything open, where
2 we wanted to have robust street outreach to certain
3 encampments. That kind of fell through, but because,
4 again, our folk were on the ground, directly dealing with
5 those communities, they were already pivoting for mutual
6 aid, and then were incorporating census outreach and
7 engagement in the mutual aid pieces. So I think similar
8 pieces could continue to play out in dealing with groups
9 that are dealing with houselessness, dealing with housing
10 advocacy, could play a direct role in engaging folk.

11 CHAIR KENNEDY: Thank you, Kevin.

12 So I have Commissioner Yee, then Commissioner Le
13 Mons, and Commissioner Akutagawa.

14 COMMISSIONER YEE: So thank you for these
15 presentations, and these organizations, on all the
16 wonderful work you're doing. We're so fortunate to have
17 you helping us in our work.

18 I have a question for the Hub, and I have to phrase
19 this a little bit strangely to stay within the agenda
20 item as announced. Since the 2010 Commission looked at
21 LA specifically with a question of whether to create an
22 African American VRA district, and you know, a lot of
23 discussion, a lot of back and forth, ultimately, the
24 decision was not to, and all the reasons for that are in
25 the final report for 2010.

1 I'm wondering if that decision is still in the air,
2 and if it is, whether the sense is that there was
3 adequate access to the process from the community, that
4 the ultimate decision was adequately informed by the
5 access that was given in that process.

6 MR. WOODSON: Yeah, I'll certainly take this one. I
7 think it's a little early for us to answer that question,
8 right? I think that, you know, again, we are trying to
9 take a very sort of data-driven approach. We don't know,
10 right, what census data is going to look like, and how
11 accurate it's going to be.

12 We certainly, you know, have concerns about, you
13 know, just the Census Bureau's sort of approaches to
14 counting folks, particularly once COVID hit, and think
15 that that's going to have an impact on what we see, but
16 it's certainly early for that, and I think we want to do
17 some more analysis before we sort of start deciding on
18 things like that. So happy to come back and speak more
19 about that in a few months, once we have a better sense
20 of kind of what we're dealing with.

21 COMMISSIONER YEE: So the current census, yes, but
22 I'm wondering, you know, ten years ago, the decisions
23 that were made then.

24 MR. WOODSON: Got it. Got it. Got it. Sorry.
25 Yeah. You know, I don't know that we can necessarily

1 speak to that. I mean, certainly that's something that
2 we're going to be looking at.

3 Again, you know, we have our demography team that's
4 made up of UCLA Bunche and UC Berkeley Othering and
5 Belonging Institute, that are going to be doing some of
6 those data analysis pieces. We certainly are not going
7 to try to relitigate the past. I think we, again, want
8 to look at what currently is happening.

9 I think, you know, we raised some of the factors
10 that I think we've seen over the last ten years, and so I
11 would question if that's even something that we're
12 looking at, right? I think we may be looking at some
13 other kind of scenario. But again, we want to do a
14 little bit more data analysis going into that, and
15 certainly wouldn't want to comment on the past, but I
16 think we want to look to what's happening this year.

17 CHAIR KENNEDY: Okay. Commissioner Le Mons.

18 VICE CHAIR LE MONS: I want to just thank you all
19 for the presentation. I think the takeaway for me was
20 the distinction that you made between the objective and
21 goal of the census, versus the Commission. I think that
22 was a salient point, and I don't think it can be
23 emphasized enough, and I think where the complexity that
24 you spoke to comes in is absolutely accurate, and I think
25 our earlier this morning presenter spoke to a very

1 similar distinction between what they were charged with,
2 what their message was, which was a simpler message than
3 our message.

4 So I think that can't be overemphasized, quite
5 frankly, and I think part of what we're going to need to
6 do is to hone in on our goals and our objectives, so that
7 we know exactly what we want. Yes, we want to hear from
8 as many voices, but we want something a little bit more
9 specific than that, and I think that specificity is yet
10 to be defined. And so I think that this presentation is
11 excellent, coupled with all the other presentations that
12 we've received as well, in shaping how we should be
13 looking at our work.

14 A lot of my comments are more for my fellow
15 Commissioners post-this. I don't have, really, a
16 question. I just wanted to acknowledge those points and
17 lift those up, and I wanted to thank you. And then I
18 also wanted to say that, you know, we're looking forward
19 to working with all of the different groups that have
20 come to us, and what I don't think we are trying to do,
21 and if we are, we shouldn't be trying to do -- we can't,
22 in the period of time that we have, replicate all of the
23 efforts that all of the community organizations and
24 groups at the regional level, local level, state level
25 have been doing over the years. It will be -- and what I

1 hope my fellow Commissioners are hearing is it will
2 behoove us to establish a framework and a system that
3 these groups can easily plug into, and then we can use
4 the resources that we have to help support that.

5 This is not like the Commission is about to run out
6 and do all of this. It is no way it is conceivably
7 possible. So I hope that, in some ways, these
8 presentations have been sobering for some of my fellow
9 Commissioners, and help to inform our approach as we get
10 into our conversation. In all fairness, we haven't
11 really had our outreach conversation yet, so all of this
12 has been very helpful in preparing us for those outreach
13 conversations that are to be coming up in our next
14 meeting and beyond. So thanks again for your
15 contribution.

16 CHAIR KENNEDY: Commissioner Akutagawa.

17 COMMISSIONER AKUTAGAWA: Thank you so much, Chair,
18 and I just want to build upon what Commissioner Le Mons
19 said. I thought, wow, this is a perfect segue going to
20 the question that I've been wanting to ask. And I just
21 want to also acknowledge that this is, I think, going to
22 really build into the work that Commissioners Sinay and
23 Vazquez are also doing.

24 So with that said, one of the things that I feel
25 like I've heard throughout all of the presentations that

1 we've had from the groups is this idea of the trusted,
2 you know, the trusted relationships and representatives
3 that all of the presenters and the organizations that --
4 at some of the organizations, because they're
5 collectives, that they represent.

6 So with that in mind, I think one of the things that
7 we have not really fully talked about, but I want to
8 bring this up now -- because I think we've had enough
9 presentations, but also I think both Nahla and James,
10 Kevin, and Lanae, you kind of alluded to it a little bit,
11 and that's this idea of -- I think I'd be interested
12 in -- and Commissioners Sinay and Vazquez, I'm going to
13 say, you know, please let me know if this is on your
14 agenda, so maybe this may not be -- this may be
15 premature, but I'm kind of thinking about, how can we
16 best work with the various community-based organizations
17 in directing the resources that we have through the
18 organizations, in a way that doesn't put us in this kind
19 of role of trying to do the work with all of you, when
20 you all are the experts?

21 And I'm also mindful of a comment that we heard -- I
22 think it was this morning or it was yesterday -- you
23 know, from a commenter, Lori Shellenberger, who did say
24 that having the Commission directly involved in it,
25 versus having a third party direct the resources, you

1 know, kind of puts us into a different place, and may not
2 be in our best interests as a Commission, to, you know,
3 not only grant out all the money, but to manage, you
4 know, what is going to be done with it, and what we
5 expect.

6 I think there's a little bit of that from what you
7 were saying, James, you know, about being clear about
8 what we want, but at the same time, I am also conscious
9 that I don't know if we want to be able to, you know,
10 manage, like, a bunch of different organizations
11 ourselves. So I'd be interested to hear from both Nahla
12 and James, Kevin, and Lanae your perspectives on this
13 question about, you know, what we should be thinking.

14 What would be your comments or perspectives on, you
15 know, what is the best ways that we can work with your
16 organizations -- or perhaps, you know, is there, you
17 know, a bigger, even, entity that we grant through, and
18 then they regrant through all of you? Sorry. That was
19 kind of a longwinded way to get to that last question.

20 MS. KAYALI: I really like the way you did phrase
21 it, of how you're going to be able to work with us, and
22 it would be great if you can be able to develop, maybe, a
23 Survey Monkey, or where we can answer and put our
24 thoughts of how we can be able to help you, and then you
25 can gather that information to see how you can be able to

1 work with us, and what are you looking for, and we can
2 guide you.

3 We can meet halfway. We can, you know, collaborate.
4 We can start talking, start the conversation, and once
5 you start the conversation with us, we can come up with a
6 strategy together of how you can be able to help with
7 that.

8 MR. WOODSON: Let me just say quickly -- I will
9 mention three things in particular. One, granting, and
10 making those sort of decisions, is complex work, right?
11 And I think that goes back to, you know, the point I made
12 about roles, right, that we need you all to be clear on
13 what you're looking for, and as much time as you can
14 spend sort of doing that for us, I think, would be
15 helpful, and if there is a sort of third party there that
16 can take this sort of granting on, and reviewing
17 applications, and things like that, certainly we would
18 welcome that.

19 Two other quick things I'll mention is that, you
20 know, one, I think it puts you all in a position where
21 you may be granting to certain groups over other groups,
22 and might, you know, cause conflicts there, but it
23 also -- you know, there's a thing about us as well,
24 right? Like, if we are a grantee, we have to be able to
25 look our constituents and the communities that we're

1 working with in the eye, and be able to say, we are
2 looking out for your best interests, not necessarily the
3 Commission's, right?

4 Our job is to advocate to you. Your job is to sort
5 of listen to what, you know, we bring you, and then make
6 decisions from that. But I think it may put us in a
7 weird position, as community groups, to say that we've
8 taken, you know, funding directly from the Commission, as
9 we're doing advocacy as well, right? So I wanted to also
10 just kind of lay that out.

11 That's actually one of our recommendations. I think
12 it's the first specific recommendation in our slide, is
13 we would recommend, you know, going through a third
14 party, and I think that you can put parameters on how
15 that grant money is used, right? You're looking to get
16 to specific types of groups. There's ways that you can
17 work with that third party to make sure that that
18 happens.

19 MS. KAYALI: To be honest with you, when I first
20 received the email from Linda, I was very honored. I was
21 very happy that, oh, we are included. Oh, they think
22 about us. And that's a great approach, and to start the
23 dialogue, it will be great, and we can always come up
24 with a great strategy. Thank you.

25 CHAIR KENNEDY: Okay. Next, Commissioner Sadhwani,

1 and then Commissioner Sinay, and Commissioner Le Mons.

2 COMMISSIONER SADHWANI: My question itself was
3 really around unity maps, and it was really already
4 covered, but I did just want to say thank you for coming
5 and presenting. This was awesome. Unfortunately, I
6 missed the first part, so I will be sure to go back and
7 watch the videorecording of it.

8 Just a couple thoughts. I loved, loved, loved,
9 loved that you all uplifted the geographic dispersement,
10 particularly within the black community, that has
11 occurred over the last ten years. I think that's really
12 crucial, and will be extraordinarily important as we move
13 forward.

14 I am really excited to take a closer look at the
15 document that you all provided about the survey. When
16 Lanae was talking about survey sample, I was like, oh,
17 you're speaking my language. This is great. And
18 certainly, I know -- I heard you say many times, the
19 black community is not a monolith, and I was like, oh,
20 yeah, I've written about this at length in much of my
21 research about BIPOC communities in general. So you
22 know, yes, right on.

23 I think the one piece, however -- and this is just a
24 comment, and feel free to respond if you'd like --
25 when it comes to VRA compliance, right, the piece around

1 racially polarized voting is actually looking for the
2 opposite, right, so in what ways is the community similar
3 in voting patterns?

4 So I would offer that as, hopefully, a helpful
5 reminder that, as we explore all of the diversity within
6 so many different communities, that we're also continuing
7 to think about the ways in which communities continue to
8 be similar, particularly as it relates to vote dilution
9 and the need to continue to think about VRA compliance.

10 So you know, I just kind of put that out there.
11 That is certainly something that I spend a lot of time
12 thinking about, and we certainly look forward to the
13 partnership with your organizations as we move forward.
14 You know, I think that there's much for the Commission to
15 figure out and decide in terms of granting and external
16 organizations and all, but we certainly look forward to
17 that partnership. Thank you.

18 CHAIR KENNEDY: Okay. It is my unfortunate duty at
19 this point to say we have a required break. It's been an
20 hour and a half since we came back. So my question to
21 the Commissioners, do you want to come back and continue
22 the discussion after the break, and go ahead with public
23 comment after that? If so, are our presenters are
24 willing to stick with us and come back after the
25 fifteen-minute break?

1 VICE CHAIR LE MONS: Commissioner Kennedy, I can
2 withdraw my question -- my comment, actually. I'll
3 withdraw my comment.

4 CHAIR KENNEDY: Okay.

5 COMMISSIONER SINAY: My comment's really quick, if
6 it's helpful.

7 CHAIR KENNEDY: Okay. Kristian, are we able to go
8 just a few more minutes?

9 MR. MANOFF: Certainly, Chair. I think, if you
10 wanted to conclude comments and do public comment, just
11 to wrap it up, the team will stick with you for that.

12 CHAIR KENNEDY: Okay. Thank you so much.
13 Commissioner Sinay.

14 COMMISSIONER SINAY: I know that there's been some
15 confusion, especially in the community, about our goals,
16 and we did meet -- you know, one of the things we did do
17 as a Commission was kind of look at our outreach goals,
18 and we created -- you know, that was the day we did the
19 mural. We had fun. It was the virtual whiteboard.

20 We are looking -- it feels like I've heard a couple
21 of times from community members saying, don't get stuck
22 on the number. Make sure that you're looking at it
23 broader. And we did -- and when we created -- when we
24 looked at it, we did say, you know, .01 percent, you
25 know, or 1 out of 1,000 people we'll be able to reach out

1 to -- that we've heard from at least 1 out of 1,000
2 people in whatever geographic area, be it a city -- and
3 it has to be at least 1,000 people, so it can't be a
4 census tract.

5 But we also said that it had to be reflective of
6 that community, and what did we mean by reflective? And
7 then we had a third goal that we came up with, which was
8 accessible, and we kind of defined what we meant by
9 accessible. So we are going from the broad, the number,
10 and looking at it very -- you know, keep moving -- moving
11 forward, so that we're constantly looking at all that
12 information, and so I did want to share that we do have
13 those outreach goals, and we worked around them.

14 Commissioner Le Mons, that was one day,
15 unfortunately, that you missed.

16 VICE CHAIR LE MONS: This has nothing to do with
17 that, Commissioner Sinay.

18 COMMISSIONER SINAY: Okay. I'm sorry.

19 VICE CHAIR LE MONS: My goal statement remains, and
20 what you just described, in my opinion, is not our
21 collective and exhaustive list of goals --

22 COMMISSIONER SINAY: No, not at all.

23 VICE CHAIR LE MONS: -- and it's not even what I'm
24 talking about. And the fact that you felt the need to
25 even comment on that, when we're looking at time and need

1 public comment, I don't understand, to be quite frank
2 with you.

3 COMMISSIONER SINAY: That's okay. It's because it's
4 come up before in my conversation.

5 VICE CHAIR LE MONS: Legitimately. It should have
6 come up, and it should have come up today. There's
7 nothing to defend.

8 COMMISSIONER SINAY: I'm not defending. I was
9 just --

10 VICE CHAIR LE MONS: You are defending. That's
11 exactly what you're doing, the fact that you felt the
12 need to reclarify, to tell our guests that we have goals,
13 like we don't have goals. We have not laid out what it
14 is that we exactly want from the community, those goals.
15 That's what we're talking about. So I'm going to stop
16 there so we can get public comment.

17 CHAIR KENNEDY: Yes.

18 Katy, would you please read the instructions.

19 MR. MANOFF: Yes. Just a moment, chair.

20 PUBLIC COMMENT MODERATOR: In order to maximize
21 transparency and public participation in our process, the
22 Commissioners will be taking public comment by phone. To
23 call in, dial the telephone number provided on the
24 livestream feed. The telephone number is 877-853-5247.

25 When prompted, enter the meeting ID number provided

1 in the livestream feed. It is 91505532099 for this
2 week's meeting. When prompted to enter a participant ID,
3 simply press the pound key.

4 Once you have dialed in, you will be placed in a
5 queue, from which a moderator will begin unmuting callers
6 to submit their comment. You will also hear an automatic
7 message to press star 9. Please do this to raise your
8 hand indicating you wish to comment.

9 When it is your turn to speak, the moderator will
10 unmute you, and you will hear an automatic message that
11 says, "The host would like you to talk", and press star 6
12 to speak.

13 Please make sure to unmute -- please make sure to
14 mute your computer or livestream audio to prevent any
15 feedback or distortion during your call. Once you are
16 waiting in the queue, be alert for when it is your turn
17 to speak, and again, please turn down the livestream
18 volume.

19 These instructions are also located on the website.
20 The Commission is taking public comment on the
21 presentation that has just occurred.

22 We do have someone in the queue.

23 CHAIR KENNEDY: Invite them to join us.

24 PUBLIC COMMENT MODERATOR: Yes, I will do that.

25 UNIDENTIFIED SPEAKER: It won't let me --

1 MS. NORWOOD: Thank you, Kevin.

2 MR. MANOFF: Thank you.

3 MS. SHELLENBERGER: Good evening. This is
4 Lori Shellenberger, L-O-R-I, last name
5 S-H-E-L-L-E-N-B-E-R-G-E-R.

6 PUBLIC COMMENT MODERATOR: Please go ahead.

7 MS. SHELLENBERGER: Are you (indiscernible)? Good
8 evening, Commissioners. I'm calling in regarding when --
9 first of all, I appreciate the presentations today; they
10 were great -- and your thoughtfulness, again, in
11 considering how to approach reaching communities that
12 have historically been hard to reach.

13 I'm actually calling in regarding a portion of the
14 discussion related to the possibility of subgrants to
15 community organizations for outreach and education, and
16 again, I'm calling as the redistricting consultant to
17 California Common Cause, as well as I consult with the
18 national redistricting team at Common Cause, which
19 promotes independent redistricting across the country.

20 And I know it's not lost on you all that California
21 stands as a model for commissions across the country, and
22 is watched incredibly, incredibly closely. And I know
23 you're also aware of the history of the last Commission,
24 and the ways in which people will, in the future, attempt
25 to undermine the integrity of your process, as well as

1 the ultimate maps that you adopt.

2 I would just echo some of the comments -- and
3 Commissioner Akutagawa, it was actually not me who had
4 spoken about this issue previously. I think you may have
5 been thinking of Helen Hutchison from the League of Women
6 Voters, which, like Common Cause, was a sponsor of the
7 initiative that created the Commission, and has concerns
8 about the integrity of the Commission, and the impact
9 that making subgrants could have, and how it could
10 politicize the process, even though it would be
11 inadvertent on your part.

12 I would encourage you to give that serious thought,
13 and to consider giving the funds to a third party to
14 administer those. This will become an incredibly
15 political process regardless of how well you run it.
16 It's inevitable.

17 And this is very different from giving money to
18 census groups for outreach. You know, giving money to
19 census, there's not a -- the only loop back is data, you
20 know, with the census. People are reporting their data
21 back up, based upon their outreach.

22 This is very different, and it's not objective.
23 It's going to be very subjective, and you could end up
24 with even groups who you funded being critical of you for
25 giving more money to groups who perhaps advocate for

1 lines that then get adopted. There are just so many
2 permutations of the ways in which this could really
3 unravel, in, I think, ways that are difficult to foresee
4 if you haven't been through a redistricting process, and
5 how tense that can get.

6 So I just would encourage you to really consider
7 that very carefully, and to consider finding a third
8 party that could administer the grants program to remove
9 that from you all, and even consult with the prior
10 Commissioners who went through the process and heard lots
11 of community groups come before them, and may have some
12 insights into what the pitfalls of making those grants
13 yourself could be.

14 I can stay on for a minute if you have questions,
15 but you also have your esteemed panelists as well. All
16 right. Thank you.

17 CHAIR KENNEDY: Katy, do we have other callers?

18 PUBLIC COMMENT MODERATOR: We do not.

19 CHAIR KENNEDY: Okay. Commissioner Le Mons.

20 VICE CHAIR LE MONS: I believe she hung up, but I
21 was going to ask her -- I guess I'm curious, and maybe
22 somebody else can speak to this, is it seems like, every
23 time we mention the word "grants", it's taken as this
24 assumption that we wouldn't use a third party.

25 Our team is looking into how we can best support

1 communities in helping us in our efforts. We have our
2 legal team, as well as our staff, looking into our
3 various mechanisms to be able to do that. So I just was
4 going to ask her, what is it about us using the word
5 "grants" that creates this assumption that it is a
6 direct -- that we would be managing the grants?

7 So I was just curious about that, so maybe she'll
8 call back tomorrow, or somebody else will call back, but
9 we understand that we need to make sure that we aren't
10 putting ourselves in a position to have battles that we
11 have to fight legally on the back end, and that's why
12 we're consulting our attorney, we're consulting our team,
13 to figure out what is the best way for us to meet the
14 objective.

15 So that's just where we are at this point, and if
16 people have ideas about how we might be able to do it in
17 a grant fashion, as opposed to contract, it's what we're
18 trying to explore. We haven't said that we won't do
19 contracts, but we're trying to explore expedient ways
20 that allow us to be able to support. So I just wanted to
21 put that out there, and unfortunately, the caller
22 wasn't -- I didn't move quick enough to be able to ask
23 her directly.

24 PUBLIC COMMENT MODERATOR: We do have a caller in
25 the queue now. I don't know if they called on that.

1 CHAIR KENNEDY: Okay. If you could invite them in.

2 PUBLIC COMMENT MODERATOR: Yes. If you'll press
3 star 6. Yes. Please state and spell your name for the
4 court reporter.

5 MS. BANH: Hi. This is Tho Vinh Banh again. It's
6 T-H-O, V-I-N-H, B-A-N-H.

7 PUBLIC COMMENT MODERATOR: Please share your
8 comment.

9 MS. BANH: Okay. I thought the presentation was
10 really well put together and provided a lot of good
11 information. I think the thread that could connect --
12 and I sent some information. I don't know if it was
13 received -- was ensuring informations are in plain
14 language. I think it's going to help the MENA community.
15 I think it's going to help the black community. It's
16 going to help people with disabilities.

17 So I know I sent an email -- I'm not sure it was
18 received -- just for information related to resources
19 connected to that, so that, as you share -- to echo
20 James, as you put together information about how
21 different communities can do this work, that you start
22 thinking about it in that way, with plain language, and
23 then, for me personally, just like, there are lots of
24 folks with really deep relationships on the ground with
25 different communities, with the Commissioners, there's

1 not enough of you to do that ground -- to do that work.

2 So really plug into organizations like the Black
3 Census Hub, and the one that Nahla mentioned, and then,
4 for us, Disability Rights Education Defense Fund or the
5 California Federation of Independent Living Centers, who
6 have done this work related to civic engagement, so
7 that -- you know, I'm just trying to echo James and his
8 team, and Nahla, to really concentrate on how you best
9 think those who have trusted relationships and have
10 community ties can plug in. Thank you so much.

11 CHAIR KENNEDY: Thank you.

12 PUBLIC COMMENT MODERATOR: Thank you.

13 I believe Ms. Shellenberger's called back. Hold on
14 one moment.

15 CHAIR KENNEDY: Have her join us. Thank you.

16 PUBLIC COMMENT MODERATOR: Please press star 6.

17 MS. SHELLENBERGER: Yes.

18 PUBLIC COMMENT MODERATOR: Is this Ms.
19 Shellenberger?

20 MS. SHELLENBERGER: Can you hear me? Yeah. You
21 know it's bad when you start recognizing my number.

22 PUBLIC COMMENT MODERATOR: Well, we're happy to hear
23 back. Mr. Le Mons would like to speak with you.

24 MS. SHELLENBERGER: Yes, especially this late in the
25 day, but I was calling back in just to respond to

1 Commissioner Le Mons, because the impression I had was
2 from -- and several others who had read it, but we may be
3 jumping the gun -- was, in the communities of interest
4 strategy map that was posted yesterday, for proposed
5 action item 1, it said for staff to create a grant-making
6 structure to fund local groups.

7 I guess that could be read as, perhaps, staff would
8 decide to give the funds -- recommend giving the funds to
9 a third party, but I read that as a proposal that the
10 staff be administering that grant-making program. And I
11 can stay on.

12 CHAIR KENNEDY: Commissioner Sinay.

13 COMMISSIONER SINAY: Thank you for that
14 clarification. It's meant to be broad, for staff to look
15 at all different options, and give pros and cons for all
16 different options, and look at cost-effectiveness. And
17 we'll be discussing it more tomorrow, so I know we'll
18 hear from all of you. But yeah, we tried to write it as
19 broad as possible, and sometimes, when you write
20 something broadly, it doesn't come out that way. So
21 thank you.

22 VICE CHAIR LE MONS: And thank you --

23 MS. SHELLENBERGER: Thank you for that
24 clarification.

25 VICE CHAIR LE MONS: Yes. That one is --

1 MS. SHELLENBERGER: I'll share that with other
2 stakeholders.

3 VICE CHAIR LE MONS: This is Commissioner Le Mons.
4 I just wanted to thank you for taking the time to call
5 back in and answer my question. I appreciate that, and I
6 understand now where you were coming from.

7 MS. SHELLENBERGER: Yeah, I appreciate it. All
8 right. Thank you.

9 PUBLIC COMMENT MODERATOR: And that is everyone in
10 our --

11 CHAIR KENNEDY: Katy, do we have anyone else?

12 PUBLIC COMMENT MODERATOR: No. That was everyone in
13 our queue.

14 CHAIR KENNEDY: Very good. Well, we have imposed on
15 our technical team well beyond the normal limit. So we
16 want to thank them for their patience. We want to thank
17 our presenters for joining us this afternoon, giving us
18 of your time, your wisdom, your experience. We really
19 appreciate it. I can imagine that we'll be back in touch
20 with all of you any number of times in the months coming
21 forward, but again, thank you. It was great to have you
22 with us, and have a nice evening.

23 MS. KAYALI: Looking forward for the collaboration.

24 MS. NORWOOD: Thank you. Have a good evening.

25 UNIDENTIFIED SPEAKER: Thank you.

1 CHAIR KENNEDY: Excellent.

2 And, Commissioners, unless anyone has anything
3 urgent at this point, we will see you at 9:30 tomorrow
4 morning.

5 (Whereupon, the CRC Business Meeting
6 adjourned.)

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TRACI FINE, CDLT-169

May 31, 2022
DATE