

CA CRC Commission Meeting
September 11, 2021
Public Outreach: Zones A and C

Zone A is the Northern Coastal Counties starting in Sonoma and going up to the Oregon Border. Including Sonoma, Napa, Lake, Mendocino, Trinity, Humboldt, and Del Norte Counties.

As I mentioned during my previous report for Zones B and D, local chapters of the League of Women Voters have been very supportive of our efforts, I'm sure the other outreach staff will echo that. In Zone A, the Mendocino, Humboldt, and Eureka Chapters have all been very engaged. In Zone C, the Bay Area chapter, Marin County chapter, and the City of Palo Alto chapter have all been very responsive and all these Leagues and more continue to share information about the Commission and ways to participate in the redistricting process.

In Zone A specifically, which again is the Northern Coastal Counties, our outreach team has been successful in connecting with the political based clubs there. Both the Democratic Clubs and Republican clubs have been very active in sharing our information and participating in the COI meetings; they are very responsive with the emails and have been great to work with. Outreach has also been focused on engaging local governments including all the County Board of Supervisors in Zone A and many of the city governments there as well.

Stakeholders in the Native American communities have also been connected with. Including the the Elk Valley Rancheria and the Tolowa Dee-ni' Nation who presented our information at one of their tribal council meetings.

Our support staff, Vanessa, was able to help connect with the Northern California Association of Nonprofits serving Humboldt, Del Norte, and Trinity Counties. As staff have done with numerous stakeholders, she prepared draft email language for them to distribute to their network with background on the Commission, ways to participate in the process, and ideas of how to help spread the word.

We have also made an effort to outreach with the Latino Community throughout Zone A, reaching out to Nuestra Alianza de Willits, Paso a Paso, La Luz Center, and Corazón Healdsburg.

Water agencies, stakeholders in the lumber industry, and environmental groups for the rivers and forests there have also been contacted. We recognize that those are factors of large importance to that area so we made sure to engage these stakeholders. Many faith-based organizations have also been reached out to as well as Chambers of Commerce, Senior Centers, and Rotary Clubs.

For Zone C, which is considered the Bay Area Zone, there has been a tremendous amount of outreach across the various counties. This includes Alameda, Contra Costa, Marin, San Francisco, San Mateo, Santa Clara, and Solano Counties.

When I started in my role as field lead, I was able to reconnect with the head of the Alameda County Complete Count Committee for the Census who I worked with in my previous role. She has continued to share information on our COI meetings and other ways to participate in the redistricting process with her contacts. Similarly, Census leads for all the Counties in Zone C were contacted and many were able to either pass along our information or provide suggestions on other interested stakeholders.

All the County Boards were regularly updated with upcoming COI meeting information, information about the COI tool and ways to help spread the word, and more recently the Redistricting Access Centers. The Santa Clara County Board of Supervisors frequently shares our flyers in their newsletters.

Zone C is very large with many cities and staff were successful in contacting every single Mayor, Councilmember, and City Manager for all the cities and towns in Zone C. We also tried to get contact information for any advisory council or community group within the unincorporated areas. Many were able to share the CRC posts on social media with their networks and constituents to further spread CRC outreach efforts including the cities of Richmond, Oakland, Sunnyvale, Livermore, Oakley, Lafayette, Pleasant Hill, Hayward and more.

There is a thriving nonprofit sector in the Bay Area. Many of which are actively involved with the redistricting efforts on all levels of government. We were able to work together with the Thrive Alliance of Nonprofits in San Mateo County as well as the Silicon Valley Council of Nonprofits in Santa Clara County. Acterra, a nonprofit focused on fighting climate change has also been great to work with and has shared our emails with their staff and posts on social media. The Silicon Valley Community Foundation has shared our info with their grantees. I have made connections with numerous nonprofits in Oakland, such as the East Oakland Collective, Oakland Rising, and the East Oakland Youth Development Center. We have also connected with the Meals on Wheels organization for each of the counties in Zone C and the Alameda County Food Bank, who plays a very active advocacy role there. I have made sure to outreach to community foundations, community action clubs, and other more localized civic engagement groups.

I have reached out to the Sikh community in Fremont which is one of the most well-known Gurdwaras in the world and the members there are active community leaders and volunteers. We are still connecting with other Sikh communities throughout the Zone and most recently reached out to a Gurdwara in San Francisco. I have also made an effort to talk with stakeholders in the Afghan community in Fremont which has the largest Afghan population in the United States.

Other ethnicity based outreach has included the Latino community with the Latino Community Foundation and Silicon Valley Latinos. Pacific Islanders with the Fa'a Sāmoa Initiative which is part of the San Francisco Unified School District. The Asian community, examples including Asian Americans Advancing Justice and Chinese for Affirmative Action. We have also connected with the Office of Civic Engagement & Immigrant Affairs in San Francisco.

For the education sector, we contacted the various ethnic, cultural, and civic engagement clubs at Mills College in Oakland. We do plan to outreach to more university clubs as more schools are starting the new school year. We will also look into partnering with k-12 school districts to further promote the Redistricting curriculum and ways students and families can participate in the process.

Additionally, in Zone C most of the Chambers of Commerce in the area have been contacted at least once and many senior centers as well. We will continue doing outreach with them and identify additional entities we haven't contacted yet. Zone C is massive and incredibly diverse, so we are continuing to outreach with sectors and new stakeholders there.