

CA CRC Commission Meeting
September 7, 2021
Public Outreach: Zone B and D

Hello Commissioners, I am Ashleigh, the Northern CA Field Lead. Today I will be discussing outreach Zones B and D with you.

Zone B includes the far northern, more inland counties of California and is known to be a very rural area with cities and population centers being spread out across large amounts of land. Connections had already been made by other outreach staff as well as Commissioners to numerous stakeholders before I joined the outreach team in July. Those contacts include the County Farm Bureaus and the CA Indian Manpower Consortium which works together with Native American communities. I have made sure to reconnect with these stakeholders and have also expanded upon those outreach efforts.

I started my outreach with government entities such as the County Board of Supervisors as well as Mayors and City and Town Councils. I have made sure to engage these contacts as they already have established relationships within their communities and in these small town, rural areas, the sense of community and already having a presence there goes a long way. They are then able to spread our information in a more impactful and well received manner.

After connecting with the government entities and elected officials, I then switched to organizations and centers that play an active role in the well-being of the community. This includes family and community resource centers, cultural centers, libraries, and various nonprofits including United Way of Northern CA, Caring Choices, and the County First 5 centers. I have also made an effort to conduct outreach with the Indigenous communities of the North such as the Yurok Tribe.

Another example of a sector I have done outreach with include the schools in the area. Chico State University being the largest in Zone B, but the community colleges also have a strong presence in the area. College of the Siskiyous is a prominent higher education school and Commissioner Sinay and I were able to meet with members of their faculty to be able to discuss what kind of outreach is the most impactful within their community and how to engage the different communities of interest represented in Zone B. I have also connected with some of the local unified school districts and the school boards in the area.

I have had success connecting with different chapters of the League of Women Voters, not only in Zone B, but in all of my outreach Zones. I have also made connections with various Republican and Democrat affiliated clubs and committees in the different counties. As well as rotary clubs and historical societies.

Zone D includes the greater Sacramento region going east all the way to the Nevada border. Zone D also contains a large amount of rural areas especially the counties bordering Nevada

but also the agricultural areas of Yolo, Yuba, and Sacramento County. Zone D differs though by also encompassing the City of Sacramento and the other more urban cities surrounding it. My outreach approach began similarly here, with expanding upon already made connections and starting with County Boards and City Councils. I have also connected with Chambers of Commerce in the area as I have found they have a strong presence in both the urban and rural areas in Zone D. I have also outreached to a lot of environmental conservation groups which are plentiful in both our capital city and the Tahoe area like the South Yuba River Citizens League and the famous Keep Tahoe Blue Non-profit. I have also reached out to various water agencies and organizations that have an interest in the agriculture lands like the County Farm Bureaus in this Zone and the Woodland-Davis Clean Water Agency.

To make sure the diversity of Sacramento is included and represented in the State Redistricting Conversation, I have conducted outreach with the Latino Community including the Sacramento Latino Community Roundtable and Latino Leadership Council. The Black community including the Black Legislative and Capital Association and the Sacramento Black Chamber of Commerce. Also, the LGBTQ community including the Stonewall Foundation of Greater Sacramento and the Rainbow Chamber Foundation. Faith based organizations have also been outreached to including multiple Jewish and Islamic congregations throughout Zone D.

The Northern CA support staff, Vanessa, has been a huge help in our outreach efforts for these zones. Quite notably she was able to reach out to the Hmong Innovating Politics group through social media and the Sacramento Organizer for the group spoke at our Zone D COI meeting.

Challenges for this area of course include the tragic ongoing fires in both these outreach zones which quite understandably is on the forefront of people's minds and the news sources main focus. For the more rural areas, challenges include a lack of broadband access and sometimes even a general disinterest in government. I work to get around those two challenges by relying on the known and trusted community members such as mayors and council members or resource centers staff to share our information and the different avenues of submitting COI input and also trying to find the more civically engaged groups in the area and talk with them and build relationships.

Going forward, I will continue to expand upon the relationships I have already made and also go deeper within these communities, particularly in lower responding areas, to find more cultural, ethnic, and faith-based centers to be able to incorporate all the different communities of interest within our great state of California.