



FOR IMMEDIATE RELEASE
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PRESS RELEASE

2020 California Citizens Redistricting Commission Hires Marcy Kaplan as Director of Outreach

SACRAMENTO, CA—Today, the 2020 California Citizens Redistricting Commission (Commission) announced Marcy Kaplan as the new Director of Outreach. Ms. Kaplan served as the Commission’s Outreach Manager under Executive Director Alvaro Hernandez. The announcement was made during the Commission meeting today.

Ms. Kaplan is a highly collaborative Non-Profit and Public Sector Project Director with over 15 years of experience designing infrastructure and strategy to deliver community-empowering civic engagement programs. Ms. Kaplan brings to this position expertise in multi-million-dollar large-scale initiatives engaging hundreds of partnerships and reaching millions of constituents. She joined the Commission from the California Complete Count – Census 2020 Office.

“The Commission is proud to have Marcy Kaplan serve as Director of Outreach, a function she is familiar with in her current capacity,” stated Chair Alicia Fernandez. “Ms. Kaplan brings a wealth of outreach experience to statewide audiences. As we continue to engage Californians in the redistricting process, Ms. Kaplan’s expertise will help the Commission engage all Californians.”

Prior to joining the Commission, Ms. Kaplan served as Sectors Outreach Manager at the California Complete Count – Census 2020 Office, where she designed and managed statewide strategy and outreach efforts for the business, faith-based, health and labor sectors, as well as for families with children under 5 years of age, Middle Eastern and North African population and to people experiencing homelessness.

“Thank you to the Commission for selecting me to lead its outreach efforts for this historical decennial community-driven effort,” stated Marcy Kaplan. “We created a robust outreach plan, which guides our work to reach every corner of California, along with a language access plan that takes into account the diversity of our great state.”

Ms. Kaplan embodies a deep commitment to community engagement and civic participation. In previous roles, Ms. Kaplan was a Grant Writer for the Mar Vista Family Center, where she developed and oversaw a cohesive fundraising plan, including cultivating relationships with the philanthropic sector and managing program evaluation. She served as Program Officer at MAZON: A Jewish Response to Hunger, where she managed the organization’s advocacy grantmaking portfolio and provided advocacy and

leadership development training and technical assistance to grantees. She also served as the Director of the California Participation Project, where she recruited a diverse alliance of nonprofit stakeholders to launch the project and created a pipeline for voter participation, education and community engagement. Ms. Kaplan holds a BA in Psychology from University of California Santa Barbara and a Master's in Public Policy from UCLA.

Every 10 years, after the federal government publishes updated census information, California must redraw the boundaries of its electoral districts so that the state's population is evenly allocated among the new districts.

In 2008, California voters passed the Voters First Act, authorizing the creation of the independent California Citizens Redistricting Commission to draw new State Senate, State Assembly, and State Board of Equalization district lines. In 2010, the Voters First Act for Congress gave the Commission the responsibility of drawing new Congressional districts following every census.

For more information, please visit WeDrawTheLinesCA.org.

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