

The following tables describe the contents of the folders:

Communication Folder: Archive of documents related to the 2020 Commission's communication work.

Folder	Subfolder	Description of contents
Advertising	Adv Final Reports	Folders containing the vendor's final reports for the CRC's 10 Zones that describe the outlets and impressions delivered. There are also separate reports re: all contracts, County-level advertisement, social media report, ethnic media report, and print ads final report.
	Print Advertising	Detailed information regarding the newspaper advertisements used by the 2020 CRC
	Radio Billboard	Detailed information by Zone describing the radio stations and billboard advertising used by the 2020 CRC
	Social Media	Detailed information about the social media campaigns used by the 2020 CRC
Analytics		Detailed social media campaign analytics
Collateral	CRC 2020	Folders containing the FAQs, Scripts, presentations, Media Tool kits ad Redistricting Basics presentations delivered to the public.
The Collateral folder also contains 2 draft presentations (status of 2020 CRC Dec 2020 and training on US Congress), an early FAQ, and the mock-ups for the 2020 CRC Business cards.	Partners Folder also contains the Irvine Foundation's 2013 review of the 2010 Commission and its work	Redistricting Training Materials for the 2020 cycle developed jointly by Common Cause, MALDEF, and Arizona Coalition for Change, Asian Americans Advancing Justice AAJC, Asian Americans Advancing Justice Los Angeles, Black Voters Matter Fund, Brennan Center for Justice, Campaign Legal Center, Center for Community Change, FIRM (Fair Immigration Reform Movement), Center for Popular Democracy, Demos, Lawyers Committee for Civil Rights Under Law, National Association for the Advancement of Colored People-Legal Defense Fund, NALEO Educational Fund, Pennsylvania Voice, and Southern Coalition for Social Justice.
	SCF (Shape CA's Future)	Media materials from the State Auditor's 2018-2020 campaign for the CRC
	WDTL (We Draw the Lines)	Media materials from the State Auditor's 2009-2010 campaign for the CRC
Commercials		MP3 files of 15 of the radio spots developed by the 2020 CRC (English, Spanish, and Mandarin).
Comms Plan		Several docs reporting the Communication Team's activities to the commission
Comms Reports		Summary reports to the commission of the Communication Team's activities, including outreach advertising, interviews held, website and ad stats, etc.

Communication (continued)

Folder	Subfolder	Description of contents
Final Comms Report		Communications Director's final Communications report to the commission. It describes all the activities performed, including media toolkits, outreach ad results, and website and social media analytics.
Flyers		Flyers developed by the Commission for outreach partners to distribute, advertising the Commission's outreach and line drawing meetings held June-Nov 2021, including flyers translated into other languages.
Legal		<p>PDFs of the following Actions and Bills related to the commission's work:</p> <ul style="list-style-type: none"> • Commission's Writ of Mandate to modify the CA Supreme Court's ruling in <i>Padilla</i> to extend the deadline for the final maps • CA State Legislature's response to the Commission's Writ • CA Secretary of State's response in opposition to Commission's Writ • Commission's response to CA Secretary of State's Opposition • Amici Letter to CA Chief Justice supporting the Commission • Commission's Opposition to Writs of Prohibition and Mandate of Extraordinary Relief in completing their final maps • Senate Bill 594, 2021, modifying the 2022 state primaries to accommodate the availability of the final maps given the census and COVID delays • List of 2020 districts falling under section 2 of the federal Voting Rights Act
Letters		<ul style="list-style-type: none"> • Letter from CA Assembly Member Shirly Weber encouraging the Commission to count each incarcerated individual as residing at his/her last known place of residence • Letter from Commission to now CA Secretary of State, Shirley Weber communicating that the Commission passed a motion in support of deeming each incarcerated individual as residing at their last known place of residence • Letter to the Governor in support of Executive Orders N-25-20 and N-29-20 modifying the Bagley-Keene open meeting act requirements to accommodate COVID restrictions to public meetings. • Letter to State Senator Padilla requesting assistance with obtaining CA federal prisoner information to include them with their last known place of residence.
Media Lists		Media lists used by Communications Team by Outreach Zone
Newsletter		Commission newsletters from April through December 2021.
Op-eds		Various Commission Op-eds from April -Dec 2021.
	Meeting Summaries	Various summaries of Commission meetings April-June 2021. The full collection is included with the website archives,

Communication (continued)

Folder	Subfolder	Description of contents
Presentations		Various PDF Slides of presentation made to the Commission. The full collection is with the website archives. <ul style="list-style-type: none"> • Cultural Awareness and Language Access • EQCAL LGBTQ and Redistricting • Public Policy Institute: Population Report
Press Conference Final Maps		List of members of the press attending the Commission's meeting for the certification of the final maps.
Press Pics Certification of the Final Maps		Pictures taken during and after the Commission's meeting and Press Conference where they certified the Final Maps: Dec 26, 2021.
Press releases		Press releases and media alerts issued by the commission Dec 2020 through February 2022
Scripts		Various scripts used for delivering the Commission's outreach message
Social Media Toolkits		Graphic and written content for delivering commission's outreach message April through August 2021
Talking Points		Talking points developed in coordination with the communications team for various presentations and interviews by staff and commissioners held between Feb 2021 and March 2022,

Outreach Folder: Archive of documents related to the 2020 Commission's work performing public outreach, engagement, and education.

Folder	Subfolder	Description of contents
CA CRC Outreach also contains meeting viewer stats June - dec 2021	CRC Administration	There are two subfolders: <u>Outreach Reports</u> : contains the Outreach Team's periodic reports on the training to the public on how to use the commission's online COI Tool, summary reports on activities and the final report to the commission, and the weekly reports to the Executive Director from Aug 2021 thru Jan. 2022. <u>Strategy and Plans</u> : contains the draft for the June presentation to the commission detailing the Outreach Team's strategic plan and goals and a summary of accomplishments from Jan. 2022.
	CRC COI Meetings	Summary reports of public testimony taken during the commission's meetings held to collect COI testimony from the public June thru Sept. 2021. The reports are provided by meeting.

Outreach (continued)

Folder	Subfolder	Description of contents
	Draft Maps Public Input Meetings	Summary reports of public testimony taken during the commission's meetings held Nov 17-20, 2021, to collect public testimony about the visualizations and draft maps presented Oct 13-15 and 27-30. The reports are provided by meeting. Also included are internal documents describing note taker assignments, the run of show, and meeting talking points. A subfolder contains several of the meeting caption saves depicting one of the tools used by staff to capture the meeting's public comments and instructions by the commissioners.
Draw My CA Community Training		PowerPoint and scripts used to train the public and interested groups on how to use the commission's online tool to submit public testimony on communities of interest (COI).
Language Access Processing	Various subfolders	Various subfolders containing files, instructions, and summaries for the foreign language conference lines, meeting interpretation, public testimony translation, and commission outreach materials translated into foreign languages.
	Translated files	Commission Outreach materials translated into Arabic, Armenian, Farsi, Japanese, Khmer, Korean, Punjabi, Russian, simplified and traditional Chinese, Spanish, Tagalog, and Vietnamese. The translated materials include meeting flyers, the Digital Action Toolkit, FAQs, calls to participate, radio scripts, FAQs, and the Redistricting basics presentation.
Outreach Team Contacts		Subfolders and files containing a sampling of the contact lists developed by the outreach team.
Outreach Recommendations		Four PDF's describing the lessons learned and recommendations from the Outreach Team to the commission.

2010 Final Report

	Zipped folder	The Final Maps report from the 2010 commission including final report, all appendices, and final resolutions.
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2020 Final Report

		The Final Maps report from the 2010 commission including the Final report, all appendices, slide show of new maps and script, and signed resolutions.
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Line Drawing

Folder	Subfolder	Description of contents
	Line Drawing Notes	Notes from commissioners to line drawers during meetings and transcripts of public comment as collected by staff doing the note taking. The notes cover October through December 2021.
	Public Map Input Sessions Oct 21-23 2021	Various maps submitted by the public and organizations as presented to the commission October 21-23, 2021.
	Visualizations	Visualizations for the assembly, senate and congressional maps as presented during the October 27 and Nov 2, 2021, commission meetings.

Maps

Folder	Subfolder	Description of contents
	2020 Final Maps	Final maps, equivalency files, shapefiles, statistics and attribute definitions for the final assembly, senate, congressional and BOE maps.
	Maps	Drafts of the assembly, senate, congressional and BOE maps from Nov and Dec2021; jpegs of Nov 2021 drafts.