

Outreach Summary for Commission Final Report 11-18-21

Outreach Background, Strategy, and Goals

The 2020 California Citizens Redistricting Commission outreach efforts were driven by a multi-phased strategic approach, developed to ensure a comprehensive statewide initiative. Building on civic engagement best practices to engage Californians, including communities who have been historically disenfranchised, the Commission leveraged trusted messengers, local leaders, and stakeholders across numerous sectors to educate and activate Californians in a historic redistricting process.

The Commission outlined three strategic goals (Exhibit A) to reach out to all Californians, especially communities of interest, racial/ethnic communities noted in the federal Voting Rights Act, and others who wish to have their input heard and considered in the redistricting of California. The Commission was intentional in creating a process that is accessible to all and creating maps that equitably reflect the voices of California's diverse population.

Although on-the-ground outreach was faced with numerous challenges including the COVID-19 pandemic and California wildfires, the Commission leveraged the additional time they were provided due to the 2020 Census delay to mount an extraordinary public outreach campaign. With over 36,000 Californians providing public input, the Commission innovatively utilized technology to expand its remote reach, making this once in a decade civic engagement opportunity more accessible than ever.

Language Access:

In January 2021 the Commission approved a Language Access Policy to further its goals of creating a redistricting process which would be accessible to as many Californians as possible. This policy identified the top 13 languages spoken by California's Limited English Proficient populations to include in the translation of outreach materials and considered for interpretation of public input/comment. The identified languages were: Arabic, Armenian, Simplified and Traditional Chinese (for written materials) and Mandarin and Cantonese (for spoken interpretation), Cambodian/Khmer, Japanese, Korean, Farsi, Punjabi, Russian, Spanish, Tagalog, and Vietnamese.

The Commissioners committed to translating any non-English public input/comment submitted to the Commission as well as providing interpretation for the identified languages whenever requested, five working days in advance. The Commission also committed to trying to meet requests for interpretation in other languages beyond the 13, and were able to accommodate requests for Somali, Pashto and Oromo interpretation. To comply with Americans with Disabilities Act (ADA) requirements, the Commission provided ASL interpretation for all public meetings throughout the redistricting process. Additional details on the Language Access Policy are attached as [Exhibit B](#).

To assist reaching as many Californians as possible the Commission created a robust stable of more than 17 unique Outreach Materials including digital flyers, videos, a Digital Action Toolkit, FAQs and sample newsletter articles. Most of these materials were translated into Spanish and many of them into the 12 languages.

PHASE I- PUBLIC EDUCATION AND OUTREACH (October 2020 to June 2021)

From October 2020 through July 2021, the California Citizens Redistricting Commission focused on educating itself as well as raising public awareness and understanding about the statewide redistricting process.

Commission Education Panels:

The Commission hosted 23 public education panels between October 2020 and May 2021 to learn about specific topics, discuss methods to outreach to various populations, facilitate training opportunities and inform Commission policy decisions. External stakeholders were invited to CRC business meetings to provide presentations. The panels were organized by the Outreach, Education, & Engagement; Language Access; VRA; Legal, Data Management; and Incarcerated People Subcommittees. See **Exhibit C** for a full list of the panels.

Statewide and Zone Outreach:

To launch outreach efforts, the Commission divided California into 11 "Outreach Zones" and assigned two Commissioners to each zone to lead regional efforts. The intent was to mirror the process used by the California Complete Count Census 2020 outreach campaign and enable the Commission to leverage the relationships with grassroots and other stakeholders who engaged on Census outreach within the respective zones. Commissioners reached out to various stakeholders including, associations, nonprofits and government entities to learn how best to educate and engage communities in each of these zones. These meetings helped build trust among local communities and the CRC, resulting in an outreach network for CRC information and updates throughout California. During this early education process the Commission also engaged over 50 statewide entities to leverage their local and regional networks.

Public Education:

From January 2021 until August 2021 the Commission conducted more than 181 *Redistricting Basics* educational sessions, including two Commission hosted statewide presentations in English and Spanish. This presentation focused on an explanation of redistricting in California, an overview of its history, an introduction to the Commissioners and ways to participate in the redistricting process. The presentations included an emphasis on the six criteria that must be followed in the line drawing process, including examples and guidance on how the public can describe their Communities of Interest.

Organizations in 34 of the state's 58 counties hosted these presentations, covering each of the Commission's 11 designated outreach zones and reaching more than 7000 individuals. Twenty-three of the presentations reached a statewide audience. The Commission's outreach and

communications team supported with promotion of these presentations to engage an even broader audience. See [Exhibit D](#) to see a full list of presentations.

Draw My CA Community:

During Phase I, the Statewide Database launched its www.DrawMyCACommunity.org webpage, allowing the public to draw and share information about their Communities of Interest directly to the Commission. The tool and corresponding tutorials were available to Californians in 16 languages as well as short video tutorials. The www.DrawMyCACommunity.org webpage was highlighted in the *Redistricting Basics* presentations and staff and Commissioners began promotion of the tool to engage Californians in the redistricting process.

PHASE II- ACTIVATION (June – September 2021)

Communities of Interest Input:

Beginning in June 2021, the Commission began hosting virtual COI Public Input meetings, as well as spreading the word about online and other opportunities to provide COI input.

Leveraging Commission outreach efforts in Phase I, Outreach team staff began researching, emailing and calling thousands of stakeholder organizations throughout California. They provided information about public meetings, online input tools, sign-ups for the social media toolkits and monthly newsletters and encouraged participation in the redistricting process.

In an extraordinary effort, the Commission created an appointment sign up system for the COI Input Public meetings, eliminating the need to stay in long lines while waiting to provide testimony, as well as providing same day call in opportunities for those choosing not to or were unable to make an appointment. This process helped reduced barriers for so many Californians, stretched with balancing work and family time, allowing for easier access to participation. Commissioners also allowed the public to enable their video, further reducing some of the barriers of not being in person and leveraging technology to make the process as inclusive and accessible as possible in this virtual environment.

The Commission held 35 regionally focused COI Public Input meetings with 1340 individuals providing their input during these virtual, Zoom-platform meetings. Thousands of Californians listened in or watched the live-feed stream. Throughout the public meetings, besides American Sign Language (ASL) and English captioning, spoken language interpretation was provided for anyone seeking to provide comment in another language, so long as they provided sufficient notice for the request. In early August 2021, all remaining 16 meetings offered Spanish listening lines and had Spanish interpreters on standby. Across 6 of those 16 meetings the Commission provided additional language listening lines in 12 other languages as well as provided interpreters on standby. For a complete listing of COI Public Input meetings and the language interpretation and listening lines provided, [see Exhibit E](#) (COI Input Meeting flyer).

Altogether, 51 Californians gave input to the Commissioners using an interpreter during one of the COI Public Input meetings. On the busiest day, 80 Californians provided COI input or public comment to the Commissioners, in any language.

Targeted Sector Outreach:

A core component of Phase II outreach efforts was identifying gaps in outreach and targeting key sectors that reach all Californians. Contacts across these sectors were reached out to at the regional level, throughout the Outreach Zones as well as at the statewide level.

These included:

- **Government Entities:** i.e., City departments, County agencies, Tribes, School districts, Water districts/special districts, association of local governments, State Agencies, neighborhood associations, local elected officials such as mayors or city council members.
- **Businesses:** i.e., chambers of commerce, associations, trade groups, commodities, large corporations, small businesses, street vendors
- **Education:** 0-5, K-12, Higher Education, Continuing Education, Migrant Ed, PTAs,
- **Labor:** Unions, Central Labor Councils, Worker centers, Workforce investment boards.
- **Community Based Organization:** direct service, civic, philanthropic, healthcare, disability access, language access, political organizations.
- **Faith-Based:** Institutions, Interfaith networks
- **Libraries:** local, statewide networks

By the end of Phase II in mid-September, over 6500 unique outreach efforts, reaching hundreds of thousands of members of the public had been made by the Outreach staff, while supporting a robust set of interactive virtual-public meetings.

COI Blitz and Additional Education Trainings:

In early September 2021, Commission staff began a separate round of educational presentations geared towards fostering redistricting input rather than only teaching about the redistricting history and process. Launching this effort, the training focused specifically on increasing Communities of Interest Input to the Commission and the tools available to provide the input. More than 85 presentations were conducted in each of the Commission's 11 outreach zones. More than 1200 screens signed on to attend these presentations, representing even a broader reach to more people.

In September 2021 the Statewide Database launched <https://drawmycalifornia.org/> which included Draw My CA Districts and Draw My CA QGIS enabling the public to draw district Maps and submit them directly to the Commission. Six Access Centers were opened in late August which were located in Fresno, Long Beach, Oakland, San Bernardino, Sacramento and San Diego which allowed the public to get help in person or to utilize publicly accessible computers and redistricting software developed by the Statewide Database. Outreach staff included these mapping tools in CRC Redistricting Trainings as examples of ways to provide input to the Commission.

Throughout the late summer months and into December 2021, the Commission's outreach and purchased media campaigns were both taking place at the same time that the Commission's informal community, regional and statewide partners around California were conducting their own outreach and engagement campaigns. This improved and solidified the commission's reach, exponentially increasing public input. By the time draft maps were released on November 10, 2021, more than 15,000 unique public input submissions were provided by Californians

Additional Outreach Highlights:

The commission undertook a number of sub campaigns, directed at specifically or traditionally hard-to-engage populations. These included people experiencing incarceration, K-12 youth, tribal communities, veterans and people experiencing homelessness. In some cases, these populations were not geographically anchored and produced a diaspora effect, making establishing relevance of participating in the process the ultimate challenge for those groups. Dedicated outreach resources and staff time ensured that opportunities to participate in the statewide redistricting process reached even these hard-to-engage populations.

Incarcerated Populations

On August 19, 2021, the Commission approved a historic policy to reallocate incarcerated individuals in state facilities to their last known address.

To further engage California's incarcerated population in the Redistricting process the Commission developed an unprecedented campaign to reach incarcerated adults and youth in California's statewide prisons, County adult facilities and County youth facilities. Commissioners and staff partnered with the California Department of Corrections, County probation officers and Sheriffs Associations, and community-based organizations, garnering both a strategy and permissions for reaching incarcerated people, as well as their families and staff in each of these systems.

This work led to the development of a paper Community Input form (Paper Tool) that could be distributed to people in each of these systems who did not internet access. The two-page form and one-page cover insert gave context to the commission's work while providing examples of COI input and inviting participation.

Over 108,000 Paper COI Tools were shipped to 190 facilities around the state. Additionally, by working with highly engaged community-based organizations and Department of Corrections staff, the Commission was able to produce a redistricting video that was played in statewide prisons and two community-based organizations created their own independent introduction videos. These community-produced videos provided additional context and a critical trusted messenger to invite engagement. Additionally, partnering facilities provided communications to staff across the statewide institutions to also share opportunities of how they could participate in the redistricting

process. Over 800 incarcerated youth and adults returned their Paper Tools, providing a unique source of COI input for the Commissioners.

Paper COI Tools and Libraries:

The Paper COI Tools were also used to reach communities with limited broadband accessibility or computer literacy. The Commission coordinated with 73 libraries around the state who opted-in to receiving Paper COI Tools for distribution at their locations. Over 16,000 Paper COI Tools were sent to these libraries with over 6500 in English, 4500 in Spanish and 300-600 Paper COI Tools for each of the Commission's other 12 identified language.

The Commission coordinated with statewide networks like the California state library and California Library Association along with local branches to inform libraries on the redistricting process to also encourage computer access to participate in the process for communities with limited home broadband access.

Statewide 11th and 12th Grade Curriculum:

A partnership between the Sacramento and Los Angeles County offices of education resulted in a statewide curriculum on redistricting geared towards 11th and 12th graders. Commission staff collaborated with the curriculum developers to include available commission tools and links, increase engagement opportunities, assure accuracy and consult on the release timing of the curriculum. Besides being rolled out to County Offices of Education around the state by the curriculum developers, follow-up outreach from Commission staff reached out to County Offices of Education, encouraging them to disseminate the curriculum and otherwise engage students throughout the state's school districts. All 58 counties received this outreach geared towards K-12 students along with their teachers and families.

The statewide curriculum was also specifically distributed to the youth incarceration facility management and after the paper tools were shipped, a number of engaged youth facilities separately received this curriculum which was welcomed enthusiastically. The statewide curriculum on redistricting is located in [Exhibit F](#).

Statewide and Regional Outreach

Statewide outreach included a focus on large systems that could reach dozens of organizations and thousands of Californians. Statewide associations, coalitions, networks and entities were leveraged to reach local entities serving LGBTQ+, Veterans, rural communities, refugees and recent migrants, and race and ethnicity focused entities. Additionally, State Agencies supported with disseminating information to groups serving people with disabilities, recently incarcerated individuals, people experiencing homelessness, seniors and economically disadvantaged people.

Phase III: LINE DRAWING (October - December 2021)

As the Commission began the line drawing process in the Fall of 2021, they continued to provide numerous opportunities for public input on the visualization and line drawing process. A community feedback form was created allowing Commissioners and the public real time access to public input. CRC Redistricting Presentations continued through phase III to highlight the ongoing ways to participate in the redistricting process. Commission staff also continued to encourage the submission of COI input while highlighting the need for visualization and draft map feedback.

In the final days leading up to the release of the commission's preliminary Draft maps, as many as 971 members of the public provided their input on a single day (November 9, 2021). On November 10, five days ahead of their Supreme Court mandated deadline, the Commissioners posted a set of preliminary Draft maps. Up until that point, the commissioners had received more than 15,000 unique submissions of public testimony which informed those Draft maps.

Additional Public Input Meetings

Public Map Input Meetings: On October 21, 22 and 23, the Commission hosted public input meetings where the public had an opportunity to present their own proposed district map submissions. During the three-day meeting, 47 organizations or individuals submitted their proposed district and/or statewide maps. Unique appointments were again offered for these public presentations, not only allowing the public to share their video but also enable screensharing and allowed for multiple individuals to present at once in various remote locations. Outside of the meetings the public were also encouraged to utilize <https://drawmycalifornia.org/> mapping tools or other mapping tools to provide input to the Commission. See [Exhibit G](#) for the appointment schedule.

Draft Map Public Input Meetings: On November 17, 18, 19, 20, 22 and 23, 2021 the Commission held six Draft Map Public Input meetings which focused on community responses to the preliminary Draft maps. Again, an appointment system was designed to allow members of the public to participate in the process without needing to wait hours "in-line", online and allowing them to share their video. Over 560 appointments were filled, and the Commission opened daily non-appointment public comment, allowing for hundreds more to participate over the six days of meetings. As a result, many members of the public provided input at a Draft Map Public input meeting between November 17 and November 23, 2021.

Total Input:

The final weeks of the redistricting process included a series of live line drawing meetings where the public continued to have opportunities to call in with public input, utilize Commission feedback form as well as other ways to participate in the process.

In total the Commission received **XX** of public input including a breakdown of:

Source Type	Number of Input
Email	
Letter	
CRC Website Contact Us Form	
Drawmycacommunity.org:	
Drawmycadistricts.org:	
Live Meeting:	
Visualization Feedback:	
District Map Feedback Form:	
Total:	

Exhibits: A - G

Exhibit A: Commission Outreach Goals

Commission Outreach Goals: The Commission is intentional in creating a process that is accessible to all and creating maps that equitably reflects the voices of California's diverse population. The Commission has identified target considerations for outreach in the goals below and will assess the impacts of these considerations throughout the entire redistricting process.

Goal 1:

Activation rate of 1/1,000 or .1% of area be it neighborhood, city, county, or region.

Goal 2:

To ensure that Californians' engagement is representative of the area. Representation considerations include, but are not limited to:

- Geography
 - Mountain, desert, coastal

- Urban, suburbs, rural
- County center (i.e., City of San Diego) and non-county center
- Race/Ethnicity
- Citizenship status and Immigrant/Native-born
- Gender
- Economic
 - Small business, big business, nonprofit, education
 - Business owner, employers, employee, labor
 - Local industries (economic engines)
 - Industrial, agriculture
 - Homeowners/renters
- LGBTQ+
- Disability
- Age: Youth (16-24), adults (25 to 64), seniors (65+)
- Native English Speakers and Limited English Proficiency
- Language access

Goal 3:

Engagement is accessible to a wide range of Californians. Accessibility considerations include, but are not limited to:

- Technology and/or internet
- Understanding of the political system
- Language
- Past political disenfranchisement
- Not eligible to vote: Undocumented, formerly incarcerated, under 18 years old
- Incarcerated individuals
- Isolated/afraid to engage
- Transportation
- Limited technological or written literacy
- Mobile device accessible
- Cultural
- Religion (including holidays & norms of engagement)
- Education level
- Disability
- LGBTQ+

Exhibit B: Language Access Policy ([Microsoft Word - Language Access Recommendations - Final_012521_v2.docx \(d3n8a8pro7vhmx.cloudfront.net\)](#))

Exhibit C: Commissioner Education Panels

Topic	Groups
Learning: 2010 Philanthropic Redistricting Investments	<ul style="list-style-type: none"> ● Philanthropy CA (statewide) ● Former Com. Malloy

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Outreach: Envisioning what is possible for COI input sessions	<ul style="list-style-type: none"> ● CA Common Cause ● Advancement Project CA
Outreach: General & Language Access	<ul style="list-style-type: none"> ● National Association of Latino Elected Officials (NALEO) ● Asian Health Services
Outreach: Local Civic Engagement by Trusted Nonprofits	<ul style="list-style-type: none"> ● San Ysidro Health (San Diego) ● True North (Far North, Tribal) ● Power CA (statewide, youth)
Outreach: Global Access	<ul style="list-style-type: none"> ● Disabilities Rights CA ● PANA (San Diego)
Learning: CA Census	<ul style="list-style-type: none"> ● CA Census 2020
Outreach: Global Access	<ul style="list-style-type: none"> ● Access Services (MENA, OC) ● Black Census & Redistricting Hub
Training: VRA	<ul style="list-style-type: none"> ● Justin Levitt, Loyola Law School
Action: Data management	<ul style="list-style-type: none"> ● US Digital Response (national) ● Georgetown
Learning: What DHF learned through local redistricting	<ul style="list-style-type: none"> ● Dolores Huerta Foundation (Central Valley & North LA)
Outreach: Native Americans	<ul style="list-style-type: none"> ● Southern CA Tribal Chair Association ● CA Native Vote Project
Action: Counting incarcerated people at their last home address	<ul style="list-style-type: none"> ● CA Statewide Database ● Prison Policy Initiative (national)
Outreach: Incarcerated people & their families	<ul style="list-style-type: none"> ● Initiate Justice ● CA Dept. of Correctional & Rehabilitation ● Alberto Vásquez, Ph.D., formerly incarcerated (San Diego)
Learning: VRA	<ul style="list-style-type: none"> ● NALEO ● Asian-American Advancing Justice
Training: VRA	<ul style="list-style-type: none"> ● UCLA Voting Rights Project
Outreach: Economic Sector	<ul style="list-style-type: none"> ● CA Farm Bureau Federation ● CA Chamber of Commerce ● Silicon Valley Leadership Group

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Learning: Environment & Infrastructure	<ul style="list-style-type: none"> ● CA League of Conservation Voters ● Public Policy Institute of CA
Outreach: Education	<ul style="list-style-type: none"> ● CA School Board Association ● Sacramento County Office of Education ● CA Parent Teachers Association
Outreach: LGBTQ+	<ul style="list-style-type: none"> ● Equity CA ● San Diego LGBTQ Center ● Imperial LGBTQ Resource Center ● Redistricting Partners
Learning: Demographic Shifts	<ul style="list-style-type: none"> ● Public Policy Institute of California
Learning: Community Unity Mapping Efforts (PID)	<ul style="list-style-type: none"> ● Asian American Advancing Justice ● CA Black Census & Redistricting Hub ● Mexican American Legal Defense & Education Fund (MALDEF) ● Redistricting Partners ● Q2 ● Haystaq
Training: Line drawing	<ul style="list-style-type: none"> ● Q2 ● Haystaq
Outreach: Labor	<ul style="list-style-type: none"> ● Service Employee International Union (SEIU) ● CA Labor Federation ● Dolores Huerta (farmworkers)

Exhibit D: Commission Redistricting Basics Presentation Schedule: [Outreach Calendar - We Draw the Lines CA](#)

Exhibit E: COI Input Meeting Flyer - [COI Meetings Flyer.pdf \(d3n8a8pro7vhmx.cloudfront.net\)](#)

Exhibit F: 11th and 12th Grade Redistricting Curriculum: [b927575f-5838-4b4a-bba4-b00c30e9a16c.pdf \(constantcontact.com\)](#)

Exhibit G: October 21 – 23, 2001 Public Map Meeting Appointment List -
<https://airtable.com/shrHtFKQFdrNmmZbN/tblrKkGSFIZsHARI9>