

CA CRC Commission Meeting
September 11, 2021
Public Outreach: Zone J – Orange County

Orange County is home to over 3 million people who drive the tourism, amusement and entertainment and various service and professional industries in the area. The County is also the hub of historic enclaves like Little Saigon and Little Arabia. As Community of Interest meetings proceeded, it was clear that Orange County is a tale of two communities: inland and coastal; each has distinct needs and priorities.

For Phase 1 outreach in June 2021, staff built up a list of cities/local governments like the City of Anaheim, Laguna Beach, and County Board of Supervisors; trusted nonprofits and civic engagement organizations like the League of Women Voters-OC, Mission Up and OCCET Action; and Chambers of Commerce like the Newport Beach Chamber and Costa Mesa Chamber to engage with.

For July 2021, staff continued to outreach to the aforementioned groups. Like other outreach zones, we came across people and organizations who didn't know what redistricting was and were apathetic about participating in the process. It was important to keep repeating the message to them: the importance of redistricting and that these meetings were taking place where we needed to hear from them. Other difficulties we came across had to do with no one physically being in the stakeholder's office to answer phone calls due to health orders-even some smaller organizations did not have phone numbers. We also noticed that some in the non-profit community were hesitant to share recommendations for partner organizations we could reach out to. We persisted in identifying additional groups like the Chinese American Chamber of Commerce of Orange County, the Santa Ana College School of Continuing Education and Chrysalis OC. CRC support staff were crucial to this effort.

For August/September 2021, outreach expanded their reach to organizations like The Orange County Communities Organized for Responsible Development (OCCORD), the Orange County Environmental Justice Educational Fund and the Community Action Partnership of Orange County. Staff also outreached to organizations who serve those who may speak English as a second language. Examples include: for the Middle-Eastern North African community, we reached out to Access California Services and the OC Iranian Chamber of Commerce. For the Asian-American/Pacific-Islander outreach, contacts included the Pacific Islander Health Partnership.

Statewide organizations like the Coalition for Humane Immigrant Rights (CHIRLA) and the National Association of Latino Elected and Appointed Officials (NALEO) also ignited their OC networks to participate in the COIs.

Staff also outreached to vital sectors including foundations like the Orange County Community Foundation; health care organizations like the Coalition of OC Community Health Centers; labor groups like the Orange County Labor Federation, faith-based groups, LGBTQ+ and political organizations. Staff also reached out to local media like the Voice Of OC and Orange County Register to amplify awareness of the COI meetings.

We have heard from a variety of inland and coastal communities through the call-in COI meetings as well as DrawMyCACommunity submissions like Westminster, Fountain Valley, Anaheim, Irvine, and Newport Beach, but we have noticed some areas that require more engagement like Laguna Niguel, San Juan Capistrano, Ladera Ranch, Mission Viejo and others.

Moving forward, outreach staff will connect with areas/communities/organizations that have yet to submit a COI. We will be promoting our DrawMyCACommunity presentations to these groups so that they can be equipped with the knowledge to use the tool and empowered to submit their input.