

CA CRC Commission Meeting
August 31, 2021
Public Outreach: Zone H - Los Angeles Country

With more than 10 million inhabitants in Los Angeles County, the Outreach Team approached its public outreach efforts in a macro to micro level process.

Hired in late May of 2021, Outreach Staff continued to build off the Commissioners' outreach efforts in Phase I of the Strategic Outreach Plan, targeting the City of Los Angeles, the City of Los Angeles Neighborhood Councils, incorporated cities, and Los Angeles County including various departments and local agencies including: The City of Los Angeles Department of Neighborhood empowerment, the City of Los Angeles Human Rights and Equity Department and Metropolitan Water District of Southern California.

At the start of the public outreach activation phase, there was a high focus on local government entities to leverage their large networks and promote the June 26th COI meeting focused on Zone H and those that followed, including the Draw My CA Community Tool.

In July 2021, the Outreach Staff team pivoted their public outreach efforts and targeted chambers of commerce, business associations, gateway cities, and other government entities that promote mezzo social-work such as the Los Angeles Homeless Services Authority. Larger non-profit organizations that catered to general/mixed populations were also reached, for example: United Way of Greater Los Angeles and Neighborhood Legal Services of Los Angeles County.

In July of 2021 staff also did extensive outreach to entities across LA County to identify in person locations prior to the Commission pivoting to continuing COI meetings virtually. Some entities included higher education institutions including USC, UCLA, Cal State LA, Los Angeles community colleges and other private universities. Now that the 2021/2022 school year is beginning, outreach staff will be following up with higher education institutions to continue to activate them in the redistricting process.

Our public outreach in August 2021 has been to non-profit organizations that service enclaves whose inhabitants are ethnically and culturally diverse such as the Southeast Los Angeles Collaborative, Jewish Federation of Greater Los Angeles, Koreatown Youth + Community Center, and AIDS Healthcare Foundation.

The organizations we have outreached to serve communities across 15 categories and focus on the intersectionality of sector/geographic areas that are underrepresented, including everything from youth to libraries to people with disabilities to businesses and incarcerated people. About 1/3 of them serve the general population. Some examples include outreach to Armenian and Iranian civic and faith communities informing them of the Redistricting process including language access available for August COI meeting.

Staff connected with organizations via email, phone calls and through social media.

There are a variety of challenges with outreach in LA County including language barriers, need for continued education on the redistricting process, and the 2019 pandemic. There are also local redistricting efforts happening across numerous entities including the County of Los Angeles, City of Los Angeles and Los Angeles Unified School District. Outreach Staff have connected with the LA County Independent Redistricting Commission and have cross promoted COI input meetings.