

# Public Input Design Committee

## Phase II: COI Blitzes & Community Conversations

Draft for Discussion by the Committee on 4/20/21

### CRC Approved Outreach Goals

The overall goal of the Commission is 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 is intentional in creating a process that is accessible to all and creating maps that equitably reflect 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.

Specifically, the Commission's goals are:

#### **Goal 1**

Activation rate of 1/1,000 or .01% of the 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 the internet  | ● Transportation                                      |
| ● Understanding of the political system   | ● Limited technological or written literacy           |
| ● Language  | ● Mobile device accessible                            |
| ● Past political disenfranchisement   | ● Cultural  |
| ● Not eligible to vote: Undocumented, formerly incarcerated, under 18 years old | ● Religion (including holidays & norms of engagement) |
| ● Incarcerated individuals  | ● Education level                                     |
| ● Isolated/afraid to engage   | ● Disability  |

### **CRC Phases:**

1. Education
2. Submission of COIs
3. Line drawing

### **What we know:**

#### Census Delays

- Census data will arrive to the state between August 15 and September 15
- It will take Statewide Database (SWB) between 4 and 6 weeks to process the data depending on the files that Census sends to the state

#### COVID Restrictions

- The statewide restrictions will be lifted by June 15, assuming:
  - Adequate vaccines are available
  - Hospitalization rates are stable and low
- Requires compliance with Cal OSHA guidelines
- Vaccination verification required for large-scale, higher-risk events
- We do not know how that will impact the executive order pausing some of the Bagley-Keene requirements. The Government Affairs committee is writing a letter to the Governor's office for clarification.
- Many in CA are still not vaccinated, and others are still taking precautions because they are still at risk and may not want to or be able to participate in person
- Technology can help increase access for participation AND be a barrier to participation

## Public Input

- Gathering COIs is a critical component that will enable the CRC to draw fair and representative maps
- The process of public input in 2011 was not welcoming and was a burden for many who were not used to engaging in public hearings; did not live near the location; had to wait hours to give a 2-minute public testament; had a hard time seeing the COIs being created in public
- Trusted leaders are critical to helping us engage communities in submitting COIs
- The Statewide Database is not hosting a training on how to organize communities to submit COIs.
- The Statewide Database is prepared to open Redistricting Access Sites if health situations allow, and meanwhile, we have hired some staff already and are recruiting for the remaining unfilled positions. These staff members are providing online support.
- These Redistricting Access sites are in the same six locations as in 2011. Statewide Database is working on preparing other access options for those for whom these Centers are not convenient.
- Other data can be used to inform and complement public input

## Hiring/Contracting (all dates are estimates)

- Outreach grants cannot be distributed as in visioned
- The data manager will be on board by late May
- The data management platform will be up and running TBD
- VRA should be hired by late May or early June
- CRC Legal Counsel will be hired by the end of May
- 4 Outreach Zone staff will be hired by mid-May
- Replacement for Patricia VT will be hired by late-May

## Community Groups

- Members of the CA Redistricting Coalition are working with groups in their networks to submit COIs and create unity maps
- Many other statewide entities and local organizations are eager to organize their communities to submit COIs but are not in the Redistricting Coalition. These groups may include but are not limited to libraries, chambers of commerce, Farm Bureaus, Community Colleges, Boys and Girls Clubs, YMCA, LGBT groups...

## Our Team

- We have a strong team of 5 staff members for outreach and communications (though we are losing Patricia VT – very sad face)
- We are hiring 8 outreach staff members plus a replacement for Patricia VT

## Our Outreach Efforts

- We are building our social media presence
- We have engaged with Facebook & Google to see how these corporations can help our efforts
- We have conducted or scheduled over 100 Redistricting Basics presentations
- We have a lot of media mentions and contacts

What else we need to do this summer

- Conduct Racially Polarized Voting (RPV) analysis to prepare for VRA analysis once the Census data arrives
- Identify potential VRA districts for focused outreach efforts

### **What if...**

- We focus the summer on clarifying where VRA communities may be
- We use some of our outreach funding to hire and train 15 outreach workers – at least one in each zone
- We train these 15 outreach workers to train at least 10 other local leaders on organizing and submitting COIs
- We create statewide training in partnership with organizations that can commit at least 10 local leaders to organize and submit COIs
- We contract with or cover the expenses of local leaders to ensure that they reduce all barriers (including language access and technology/Wi-Fi access) for their communities to submit COIs
- We focus on activating communities to engage by submitting COIs using the COI Tool and other input options
- We collect demographic, economic, and other data that will complement public input
- We design the CRC's community input sessions to focus on conversations with communities to clarify the COIs we have already received
- We schedule community input (conversation) sessions in late summer to give:
  - CRC outreach workers time to work with trained, trusted leaders to organize communities to submit COIs
  - The Commission time to translate & digitize all COIs received
  - The Data Manager and Line Drawers time to work together to organize and analyze all the COI input

### **We propose a COI Blitz followed by Community Conversations**

#### COI Blitz

Purpose: To activate as many communities as possible to submit COIs by reducing barriers and leveraging CRC current assets. Activities would include but not limited to:

- Trainings: train outreach field staff, and they conduct train-the-trainer workshops statewide and locally
- Focus on a strong media presence, including social and traditional media, PSAs, etc.
- Promote submission of COIs: through all channels including COI tool, SWDB Community Centers, paper, email, phone calls, etc.
- Translating, digitizing, and analyzing all submitted COIs
- Identifying potential VRA districts

#### Community Conversations

Purpose: To review all submitted COIs for a specific region that have been submitted to date and seek clarity from the community when there are competing or overlapping COIs.

- Community Conversations are a hybrid of virtual and in-person. Each Community Conversation will include three locations to accept public input and have at least one Commissioner present per location. All Commissioners can participate in person or virtually. The public will also be able to connect to the Commission virtually.
- Host at least 1 Community Conversation per zone with 3 in Los Angeles (Zone H) and 3 in the Bay Area (Zone C)
- Community Conversation Agenda
  - Zone overview presentation for the commissioners done by a local entity
  - Collect additional COIs (may host a pre-meeting to allow those who have not submitted previously)
  - Review & clarify COIs and competing & overlapping COI input
- Offer a Community Conversation for community groups to present

**Timeline** (phase the Blitzes and Community Conversations by region)

- May: Curriculum and trainings created & scheduled
- May - June: COI input training
- June - August: COI Blitz
- Late June - Early September: Community Conversations
- Late September - Commissioners and contractors regroup, and Commissioners prepare for line drawing
- October - December: Begin line drawing (Design TBD)