

CA CRC Commission Meeting
September 7, 2021
Public Outreach: Zone F & G

With a combined population of over 4.5 million people the central San Joaquin Valley and central Nevada mountain range is one of the largest rural and agricultural areas in the nation. It is also culturally diverse with more than 70 ethnicities and 105 languages spoken. We have worked extensively in our public outreach to be inclusive and represent all Californians.

Since joining the commission in late May of 2021, and with the support of field staff since August, of 2021 we continued to build off the Commissioners' outreach efforts in Phase I of the Strategic Outreach Plan. With 15 counties to collaborate with, we strategically established relationships with each of them. We reached out to all incorporated cities, community centers in census-designated areas, County and city government entities including various departments and local agencies such as Public Libraries, School Districts, Public Servants, health departments and community based organizations.

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 July 12, and the July 20 COI meetings focused on Zones F and G. Our outreach efforts also targeted chambers of commerce, business associations, local media and non-profit organizations that catered to general populations and specific demographic groups such as The Jakara Movement, Leadership Council for Justice and Accountability, The Dolores Huerta Foundation, and Hmong Innovation Politics.

Our public outreach in August 2021 has been focused to faith based organizations, non-profits organization, civic engagement and education and strategic ethnic communities. Some examples include outreach to Hmong, Punjab, Oaxaca Indigenous communities and other Latinx communities.

Our continuous communication with stakeholders allowed us to access county and city facilities across three of the most populous counties in zone F and three of the most populous counties in zone G for in person COI meetings as we planned to transition to in-person meetings. In working with local county, city and higher education officials we learned of abundant challenges rural communities in zone G and F face. Challenges such as lack of large facilities and accessibility. The conversations with local stakeholders have also allowed us to learn of new partnerships and unique approaches to different communities.

Our main outreach methods with organizations in June had been via email and phone calls, but considering the need for continued education on the redistricting process, access to technology and connectivity issues we implemented different strategies in our emails to make the commission more attractive and essentially get our message across. A second strategy we learned was that after our email, we would follow up with a call to make sure our stakeholder had received the email or that it hadn't gone to their spam folder.

And our last strategy was also outreach to local newspapers, radio and T.V stations, local magazines, social media pages and community calendars. It has been a successful strategy and we have received mentions mostly in local newspapers and radio stations.