

California Citizens Redistricting Commission

Outreach Strategies for Phase II and Phase III

Introduction The following strategies outline opportunities for the California Citizens Redistricting Commission to activate Californians to participate in the Redistricting process. Building on Phase I Education efforts the Commission will focus on outreach efforts for Phase II (Activation) and Phase 3 (Line Drawing), following the Commission Outreach Goals. Research has shown that it takes multiple contacts to make someone aware of an issue and engage them to take action. This outreach outline is designed to expose Californians to multiple messages about the California redistricting process and providing input. By implementing a broad and diverse outreach plan which includes different kinds of media, advertising, other digital components, and field staff engagement the Commission will have the best chances of reaching the most diverse set of Californians, multiple times. These outreach efforts will take place at the same time that the Commission's informal community, regional and statewide partners around California are conducting their own outreach and engagement campaigns, improving and solidifying the Commission's reach.

Commission Outreach Goals: 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.

Goal 1

Activation rate of 1/1,000 or .01% 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+)
- Active military/ veterans
- Native English Speakers and Limited English Proficiency

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

TARGET SECTORS:

CRC Outreach team to target the following sectors to engage Californians. Staff to focus statewide and regional planning to follow up with and/or identify stakeholders across a variety of sectors to promote the work of the Commission and ways to participate in the process:

- **Government Entities:** i.e., City, County, Tribal, School districts, Water districts/special districts, Association of local governments, State Agencies, neighborhood associations
- **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, disability access, language access.
- **Faith-Based:** Institutions, Interfaith networks,
- **Libraries:** local
- **Other**

TOOLS, TRAININGS, & RESOURCES TO SUPPORT OUTREACH

- **Action Toolkit:**

Short and centralized resources for outreach staff to utilize when engaging stakeholders. The document brings together key resources from the Commission and provides clear guidance on how to participate in the process. To include the following key components:

- Top line messaging/talking points: *What is redistricting, why it matters, describing COI and guidance for submitting COI*
- Ways to stay informed: *Standard social posts, links to social pages and media toolkit, CRC email sign up list, links to Commission materials including in-language materials, and language access/disability access requests, details on Commission meeting schedule*
- Ways to get involved: *Different ways to provide input to the Commission: COI Tool, Written, Phone, Public input meeting, COI paper tool*
- Five things your organization can do: *training, reposting, etc.*

- **COI Tool Training**

Creating CRC Training and Script to provide guidance for the public on how to use the COI tool.

- Training module and script available to the public
- CRC to host statewide training(s)
- Field staff to work with regional entities to provide regional trainings
- Begin with virtual trainings with potential for in person training to include access to technology (tablets)
- Training is solely on how to use the COI tool. **Note:** Staff will not be assisting the public in filling out a COI tool submission or organizing communities.
- Training components to include:
 - Brief Redistricting overview/why participate
 - What is a COI
 - Key information to include in COI
 - How to use the COI tool (slides and video). Training to integrate short videos that Statewide Database is creating (30 sec and longer):
 - 5 minute walkthrough of the COI tool
 - How to describe your community
 - How to draw your community on the map
 - How to save your map
 - How to submit your map
 - How to get help with the COI tool (phone/chat function and access managers/sites once they open)

OPPORTUNITIES TO INCREASE ACCESSIBILITY

- Internet/Technology:
 - Outreach staff to work with libraries and other local entities to promote locations for access to internet/technology to utilize the COI tool.
 - Promotion of Statewide Database Access Centers (once open)
- Language Accessibility:
 - Language Access:
 - Materials Translation & Promotion to Public
 - COI Input Translation: Non-English to English
 - Requests for Interpretation of Public Input at COI Input meetings
 - Requests for Interpretation of Public Comment at CRC Business meetings
 - Disability Access
 - ASL & Closed Captioning
 - Promotion to Public
 - Request for disability-related modification or accommodation
- Print materials
 - COI Paper Tool: Targeted for areas of the state with limited broadband, incarcerated population, libraries.
 - Flyers, postcards, palm cards: Possible mailing or distribution at large gatherings, such as food distribution sites, summer meals programs etc.

OPPORTUNITIES TO TARGET GAPS IN OUTREACH

- **Interactive Textbanking Campaign**
Contract with a Northern and Southern California vendor to develop targeted interactive texting campaign for regions where there are gaps in outreach and/or need to activate communities to submit additional Communities of Interest Input/Input on Draft/Final maps.

COMMUNICATIONS ADVERTISING

The Internet, mobile devices, social media, and the digital world have changed how we communicate and live our lives. To amplify our reach to all Californians and expand outreach tactics that utilize traditional and new media advertising, the Communications staff would like to move forward with an expanded media outreach effort.

The California Citizens Redistricting Commission (CA CRC) staff can educate, raise awareness, and encourage participation innovatively and interactively. We will continue to build our communications footprint through the following advertising strategies.

Public Service Announcements

The Communications team will produce public service announcements and promote on social media and local cable stations. A total of 14 PSAs will be produced to feature each Commissioner.

Short Digital Videos

Utilizing the contracted videographer, the Communications team will continue to create short educational videos (some animated) to run on social media and wherever there are captive audiences such as health clinics or public offices.

Ethnic Media/Language Access

The proposed advertising strategies will be created in some of the 14 approved languages approved by the Commission to reach monolingual communities across California. The Communications team will explore this option for short videos, PSAs, Social Media ads, Radio ads and Newspaper ads.

Radio Ads

The World Wide Web's reach is quite astounding. It's convenient, far-reaching, and can solve nearly every problem an average person might run across in their day-to-day life. As the power of the Internet expands, many have come to believe that the days of classic advertising mediums are outdated. However, radio was the first electronic mass media ever created and continues to reach a huge number of people, especially in remote areas.

Nielsen Research claims that over 90% of Americans listen to the radio each week. Peak advertising times are during the morning and even commute during the week, and depending on where you are located, the lamented rush hour can be a good thing for your business as more listeners tune in for longer periods of time.

Newspaper Ads

As technology continues to modernize how information is accessed, advertisers are faced with the constant challenge on how best to reach and engage customers. While there are a variety of

mediums to choose from, newspapers (print and digital) still reign supreme, providing significant benefits that cannot be found elsewhere.

Newspaper advertising can target specific demographics that are traditionally more difficult to reach through other mediums. This allows advertisers to more effectively reach smaller, niche audiences, including those in specific geographical areas. This targeted advertising can range from simple inserts to regular weekly sections in local newspapers and other special publications.

Newspapers aren't obsolete; they are still very relevant when it comes to marketing to specific demographics of consumers. Getting an ad placed in a newspaper means you are speaking to an audience who will be attentive to your message because they trust the information in that particular newspaper.

Billboard Ads

A recent study revealed a significant return of confidence in summer travel, as well as the impact of billboard advertising on vacationers and consumers of all types. A 2019 Nielsen study, offered a detailed look at America's travel habits and exposure to Out of Home (OOH) ads, finding that roadside billboards are the most noticed OOH format. Eighty-one percent (81%) of adults surveyed noticed a billboard in the past month before the survey, while 55 percent noticed a digital billboard.

The study also found high levels of engagement with OOH in the month prior to the survey, with 81 percent of adults noticing ad messages. Billboard advertising is the most engaging category; 85 percent who saw a billboard noticed the ad message.

Social Media Ads

With 2.4B users on Facebook and 1B on Instagram, social media advertising is a must in any advertising campaign. In 4 years, the number of U.S. adults engaging in social media grew by 61m or +50%. Not only are more adults engaged in social media, they're spending more time doing so: on average 1 hour and 46 minutes per day.

The importance of social media advertising lies in targeting. Social media ads offer precise targeting that enables you to reach people more effectively, which helps you get the best return on investment (ROI). With social media, you help potential followers discover your brand. You put your brand in their newsfeeds and grow your footprint.

CONTRACTING

The Communications and Outreach Team investigated what is needed and how to accomplish these tasks and determined that contracting with vendors is the best option. There is no one size fits all for the diversity of California, therefore, the Team is pursuing a more focused and nimble approach that allows for a more targeted outreach effort for each area. The Team will work with our contracting staff to identify vendors in each area that can provide some or all the services listed above within the budget estimates. The types of contracts and actual amounts will be determined by staff according to the services needed while adhering to state contracting guidelines and will cover Phase II, III, and extend through final map submission. Contracts need to be in place before services are performed by a vendor and for us to make payments.

Budget Estimates

Northern Cal 1 Contractor (Zone A/B/D) Billboard/Radio	\$225,000
Northern Cal 2 Contractor (Zone C) Billboard/Radio	\$225,000
Central Cal Contractor (Zone F/G) Billboard/Radio	\$225,000
Central Coast Contractor (Zone E) Billboard/Radio	\$225,000
Southern Cal 1 Contractor (Zone H/J) Billboard/Radio	\$225,000
Southern Cal 2 Contractor (Zone I/K) Billboard/Radio	\$225,000
Social Media	\$200,000
Newspaper Ads	\$100,000
Videos	\$50,000
Textbanking - Northern California	\$250,000
Textbanking - Southern California	\$250,000
Print materials	\$200,000

Interpretation/Translation	\$150,000
Total	\$2,550,000* (\$2,065,000 + \$485,000 originally allocated for videos, print materials, social media, print media, and interpretation/ translation)