

Education, Outreach, & Engagement Subcommittee

Phase I Analysis

06/30/2021

Background

The first California Citizens' Redistricting Commission (CRC) was first convened in 2010. That Commission had responsibility for two phases of the redistricting process: 1) gathering public input and 2) drawing new district maps. Educating the public about redistricting was done by nonprofits with funding from private foundations in 2010/2011. In contrast, the 2020 Commission was given the additional responsibility and funding for educating the public on redistricting.

The 2020 California Citizens Redistricting Commission convened in August of 2020 and had just two part-time staff at that time: an acting director and an acting chief counsel. The Commission's first task was to hire staff to support all aspects of the Commission work. Unfortunately, hiring staff took much longer than expected so the Commissioners took on responsibility for designing and conducting much of the public education.

It is also important to note that CRC 2020 had a budget of \$2 million for public education and outreach. Allocating this funding was a new endeavor for the CRC. The CRC's Outreach Contracts subcommittee and outreach staff explored various approaches for contracting or granting these funds to the community. Multiple state policy challenges created delays in distributing these funds. The longer it took, the more responsibility the CRC needed to take on public education, outreach, and engagement.

Phase I: Public Education & Outreach

The Commission decided on a three-tiered approach to this educational phase that included educating both the Commission and the public.

1. Commissioner Education

This tier was intended to provide the Commissioners with a variety of perspectives on redistricting. The sessions were focused on learning about a topic, outreach to a specific population, informing CRC before an action, and/or training.

This was accomplished by inviting various groups into our business meetings and having them give a brief presentation to the Commissioners. A total of 23 CRC educational sessions were held. The panels were organized by the Outreach, Education, & Engagement; Language Access; VRA; Legal, Data Management; and Incarcerated People Subcommittees. The education session designed by Commissioners include:

Topic	Groups	Date
Learning: 2010 Philanthropic Redistricting Investments	<ul style="list-style-type: none"> ● Philanthropy CA (statewide) ● Former Com. Malloy 	October 7
Outreach: Envisioning what is possible for COI input sessions	<ul style="list-style-type: none"> ● CA Common Cause ● Advancement Project CA 	October 7
Outreach: General & Language Access	<ul style="list-style-type: none"> ● National Association of Latino Elected Officials (NALEO) ● Asian Health Services 	October 29
Outreach: Local Civic Engagement by Trusted Nonprofits	<ul style="list-style-type: none"> ● San Ysidro Health (San Diego) ● True North (Far North, Tribal) ● Power CA (statewide, youth) 	October 30
Outreach: Global Access	<ul style="list-style-type: none"> ● Disabilities Rights CA ● PANA (San Diego) 	November 6
Learning: CA Census	<ul style="list-style-type: none"> ● CA Census 2020 	November 17
Outreach: Global Access	<ul style="list-style-type: none"> ● Access Services (MENA, OC) ● Black Census & Redistricting Hub 	November 17
Training: VRA	<ul style="list-style-type: none"> ● Justin Levitt, Loyola Law School 	November 18
Action: Data management	<ul style="list-style-type: none"> ● US Digital Response (national) ● Georgetown 	December 1
Learning: What DHF learned through their local redistricting process	<ul style="list-style-type: none"> ● Dolores Huerta Foundation (Central Valley & North LA) 	December 1
Outreach: Native Americans	<ul style="list-style-type: none"> ● Southern CA Tribal Chair Association ● CA Native Vote Project 	December 3
Action: Counting incarcerated people at their last home address	<ul style="list-style-type: none"> ● CA Statewide Database ● Prison Policy Initiative (national) 	January 12
Outreach: Incarcerate people & their families	<ul style="list-style-type: none"> ● Initiate Justice ● CA Dept. of Correctional & Rehabilitation 	January 26

	<ul style="list-style-type: none"> ● Alberto Vásquez, PhD, formerly incarcerated (San Diego) 	
Learning: VRA	<ul style="list-style-type: none"> ● NALEO ● Asian-American Advancing Justice 	January 26
Training: VRA	<ul style="list-style-type: none"> ● UCLA Voting Rights Project 	January 26
Outreach: Economic Sector	<ul style="list-style-type: none"> ● CA Farm Bureau Federation ● CA Chamber of Commerce ● Silicon Valley Leadership Group 	January 27
Learning: Environment & Infrastructure	<ul style="list-style-type: none"> ● CA League of Conservation Voters ● Public Policy Institute of CA 	February 8
Outreach: Education	<ul style="list-style-type: none"> ● CA School Board Association ● Sacramento County Office of Education ● CA Parent Teachers Association 	March 9
Outreach: LGBTQ+	<ul style="list-style-type: none"> ● Equity CA ● San Diego LGBTQ Center ● Imperial LGBTQ Resource Center ● Redistricting Partners 	April 27
Learning: Demographic Shifts	<ul style="list-style-type: none"> ● Public Policy Institute of California 	April 27
Learning: Community Unity Mapping Efforts (PID)	<ul style="list-style-type: none"> ● Asian American Advancing Justice ● CA Black Census & Redistricting Hub ● Mexican American Legal Defense & Education Fund (MALDEF) ● Redistricting Partners ● Q2 ● Haystaq 	April 14
Training: Line drawing	<ul style="list-style-type: none"> ● Q2 ● Haystaq 	April 17
Outreach: Labor	<ul style="list-style-type: none"> ● Service Employee International Union (SEIU) ● CA Labor Federation ● Dolores Huerta (farmworkers) 	May 14

The Commissioner Education phase is complete. Commissioners will be trained by staff and contractors moving forward.

2. Zone Outreach

The second tier in our overall outreach approach was to divide the state into 11 "Outreach Zones" and assign two commissioners to each zone. The intent was to mirror the process used by the Census outreach efforts and enable the Commission to leverage the relationships with grassroots and other groups developed by the Census in each zone. Commissioners reached out to various nonprofits and government entities to learn how best to educate and engage communities in each of these zones. These meetings helped build trust among local communities and the CRC, resulting in an outreach network for CRC information and updates throughout California.

During this tier, the Commission connected with civic, philanthropic, nonprofit, and government entities and conducted nearly 200 Redistricting Basics educational presentations with Spanish translation at two.

As of June 4, 2021, the Commission stopped taking requests for educational sessions. This phase is currently winding down, with several educational sessions are still scheduled and presented by Commissioners through July.

The CRC [outreach calendar](#) lists all the educational sessions conducted between January and July 2021.

3. Statewide Outreach

Not long into the Zone outreach phase, it became clear that a top-down strategy for engaging statewide organizations would provide a more uniform approach for engaging their local chapters throughout the state. The Outreach, Education, & Engagement Subcommittee reached out to nearly 50 statewide organizations to build relationships. During the meetings, we shared background on the Commission and redistricting. We invited them to host a Redistricting Basics presentation. As a follow up, we created CRC letters of introduction to send to their local chapters and enrolled them in the CRC distribution lists to ensure they would receive our newsletter and social media kits.

These meetings helped generate requests for statewide educational sessions and informed the CRC on how best to educate and engage different Californians. To ensure that all Californians were reached, the Subcommittee was strategic in its statewide outreach. Commissioners conducted nearly 25 statewide Redistricting Basics Presentations with at least two in Spanish.

The statewide entities who met with CRC include but are not limited to:

Boys & Girls Club CA	Imperial County librarians
CA American Water	Imperial Valley Library
CA Association of Nonprofits	Initiate Justice
CA Chamber of Commerce	Latino Community Foundation
CA Community College Assoc	League of California Community Foundations
CA Dept of Correctional	League of Women Voters, CA
CA Farm Bureau Federation	National Association of Latino Elected Officials (NALEO)
CA Hispanic Chamber of Commerce	National Association for the Advancement of Colored People
CA Labor Federation	National Council of State Legislatures
CA League of Conservation Voters	Parent Institute for Quality Education (PIQE)
CA Library Association	Philanthropy CA
CA Probation	Public Policy Institute of California (PPIC)
CA Redistricting Collaborative	PsychArmor
CA State Library	Redistricting Partners
CA State Sheriffs Assoc	Service Employee International Union (SEIU)
CAL Asian Chamber	Southern CA Tribal Chairmen's Association
California Calls	Statewide Database, UC Berkeley
California Federation of Teachers (community colleges)	UCR, Center for Innovations
Center for Civic Design	Unidos US, CA
Chief Probation Officers of California	United Way of CA
Common Cause	YMCA, CA
Community College Association	
Complete Count California	
Equality CA	
Facebook	
Google	