

**California State Auditor
2020 Citizens Redistricting Commission
Town Hall Summary Notes**

March 1, 2019

Overview

Prior to kicking off the process to form California's second Citizens Redistricting Commission, the California State Auditor's Office held a Town Hall to solicit input on outreach strategies and to give interested organizations an opportunity to meet the advertising and outreach consultants who will help encourage eligible Californians to apply for the 2020 Commission.

Below is a summary of the Town Hall, which took place on March 1, 2019.

Meeting Attendees

CA State Auditor's Office: Elaine M. Howle, Margarita Fernandez, Stephanie Ramirez-Ridgeway and Brianna Behnoud.

Runyon Saltzman: Scott Rose, Jonathan Bolivar, Steve Fong, Molly Harcos and Mandy Hwang.

Ogilvy: Maggie Linden, Misha Gutierrez, Laura Gonzalez, Cami Crawford, Rachel Broghammer, Drake Baglietto and Sarah Barry.

Imprenta Communications Group: Ron Wong and Mandy Xu.

T&T Public Relations: Phyllis Tucker.

In Person: Cat Nou, Asian Pacific Islander Legislative Caucus; Nicolas Heidorn, California Common Cause; Douglas Johnson, The Rose Institute; Susan Lovenburg, California Forward; Alexia Cortez, The Public Policy Institute of California; Eric McGhee, The Public Policy Institute of California; Edwin Lombard, California Black Chamber of Commerce; Martin Wilson, California Chamber of Commerce; Daniella O'Con, Asian Resources, Inc.; C.T. Weber, Peace and Freedom Party of California; Chris Wagaman, Individual Participant; Jim Wright, Individual Participant; Marci Gore, Individual Participant; Robert Miess, Individual Participant; Mitchel Benson, Individual Participant; Doug Yoakam, Senate Republican Caucus; Don Levin, Assembly Republican Caucus; Helen Hutchison, League of Woman Voters; John Kabateck, National Federation for Independent Business; Ryan Gardiner, Independent Participant; Carlos Gutierrez, Civil Justice Association of California; Michelle DiGuilio, Independent Participant; Samuel Molina, Mi Familia Vota; Luisa Menchaca, League of United Latin American Citizens; Jonathan Tran, The California Endowment; Susan Myers, Independent Participant; Joel Yang, California State Senate; Joe Debbs, Independent Participant; May Lee, APIs Rise; and Nathan Skadsen, Independent Participant.

Via Webinar: Jinky Dolar, Organization of Chinese Americans (Sacramento); Jonathon Stein, Asian Americans Advancing Justice – Asian Law Caucus; Deanna Kitamura, Asian Americans Advancing Justice – Los Angeles ; Andy Lewandowski, Together We Will Orange County; Steven A. Ochoa, Mexican American Legal Defense and Educational Fund (MALDEF); John Wildermuth, San Francisco Chronicle; Dane Wadle, CA Special Districts Association; Edwin Tan, Asian Americans for Community Involvement (AACI); Matt Weiner, Independent Participant; Karin, Independent Participant; Sharon Sorenson, League of Women Voters Orange County; Theresa Riviera, Independent Participant; Christina E. Fletes, American Civil Liberties Union Foundations for California; Ann Turtle, Independent Participant; Michael Tamariz, SEIU California; Whitney Walsh, Independent Participant; Steve Chadima, Independent Participant; Rebecca Newman, League of Women Voters Orange County; Jim Case, FAIR39; Daniel Broughton, Independent Participant; Attorney Marguerite Leon, Individual Participant; Wanda Shaffer, Together We Will Orange County; Chris Chafee, Independent Participant; Jacquelyn Dupont-Walker, African Methodist Episcopal Church; Marc Victoria, Independent Participant; Samuel Walton, Independent Participant; Gee Singh, Independent Participant; Annaly V. Medrano, Office of U.S. Senator Kamala D. Harris; Dan, Independent Participant; Diane Offner, District 39 Action Council in North Orange County; Kimler Gutierrez, Independent Participant; Otniel Pavia, and Orange County Civic Engagement Table.

Note: The list of webinar attendees above does not include the names or organizations of attendees who joined via conference call or those who didn't include a name when signing into the webinar.

Meeting Summary

On March 1, 2019, the California State Auditor's Office hosted a Town Hall for the 2020 Citizens Redistricting Commission application and selection process at their offices. The purpose of this meeting was to bring together community organizations and individuals to hear the outreach team's initial plan and provide input on outreach strategies for increasing awareness and informing eligible applicants throughout the state about the opportunity to apply for a position on the 2020 Citizens Redistricting Commission.

The meeting agenda included an introduction of the outreach team, an overview of the 2020 Citizens Redistricting Commission application and selection process, initial ideas for outreach strategies and a discussion of next steps, as well as a question and answer session where participants could provide feedback.

The items below were the key points/comments provided by participants (both in-person and via webinar):

Partnerships/Events

- Common Cause asked if the outreach team has settled on a total number of events that they will hold for outreach purposes and if they are segmented. The panel noted that a

specific number of events has not yet been identified; however, the panel discussed holding several events throughout the state, similar to the number of events which were held in 2009. These events fall into two main categories: press events and community events. A number of events are in the planning process and more will be explored prior to the initial application period.

- California Forward expressed that they were excited by the outreach plan and emphasized the importance of reaching out to rural California. The panel reaffirmed that their goal is to put an outreach plan in place that will reach as many eligible voters as possible.
- The California Endowment asked if the outreach plan includes any specific engagement strategies for younger people. The panel confirmed that they intend to include engagement strategies for younger audiences eligible to apply for the Commission.
- FAIR 39 asked about plans for Latino/Latina community outreach. The panel discussed that initial strategies included using Spanish-language news, social media and community partners to facilitate outreach across the state.
- California LULAC mentioned that using some of the current Commissioners to talk about their experiences might be helpful. They felt that Gabino Aguirre was great during the drawing process because he met with the Latino community and kept them informed. The panel confirmed they would take that into consideration.
- An individual participant, recommended outreach to Sikh temples. The panel confirmed they would take that into consideration.
- The California Black Chamber of Commerce asked which radio stations the Auditor's Office will be using for outreach and suggested partnering with the stations the California Black Chamber of Commerce is affiliated with to reach Black and African American voters. The panel discussed that a media outreach plan is not yet final and will consider those radio stations as part of that plan.
- An individual participant asked if the Auditors Office had begun implementing any outreach strategies that were presented. The panel confirmed that the outreach effort officially began with the Town Hall and that after receiving this initial input, the team will prepare a final outreach plan for implementation.
- The Mexican American Legal Defense and Educational Fund asked if community-based organizations will be provided funding for outreach. The panel said that the State Auditor's Office does not have a legal avenue to offer grants, but did offer to help in anyway by producing material, PowerPoint presentations, op-eds, or speaking at any events.

- The Rose Institute mentioned that their organization is hosting a webinar in April and asked how they would access materials and tools for outreach about 2020 Citizens Redistricting Commission. The panel recommended they reach out to the outreach team about their specific needs. The panel also directed potential partners to visit the State Auditor’s website, where materials have been made public and are available for widespread use.
- The African American Methodist Episcopal Church asked if there will be a face-to-face opportunity for partners and interested community members to meet with the outreach team in the Los Angeles area and if it would be possible to have an event outside of the regular work day. The panel agreed that a weekend opportunity to meet with people in Los Angeles was an important consideration and will consider opportunities to do so as part of their final outreach plan.
- An individual participant asked if the State Auditor’s Office tracks which regions applications are submitted from and if they will be reaching out to local elected officials. The panel confirmed they are planning to track applications by region and include local elected officials in their outreach.

Outreach Resources

- League of Women Voters suggested utilizing the current Commissioners as ambassadors in outreach as well as reaching out to people who applied in the last cycle. The initial outreach strategies include Commissioner testimonials.
- Common Cause requested information about messaging and asked if the State Auditor’s Office had completed any focus group testing to inform messaging. The panel said that messaging documents are important to the process and noted that sending this messaging to partners is included in the initial outreach plan as part of a toolkit which is being developed. The California Endowment said that one of the core barriers is technical assistance. Previously, a technical training video was developed to assist applicants during the supplemental application period. There were also several webinars in which applicants could call in with questions on completing the supplemental application. Further various groups/organizations held events for applicants to seek additional assistance or answers to questions—representatives from the State Auditor’s office attended, spoke and addressed questions at many events. The panel discussed and stressed its commitment to attend and present at events that organizations invite them to (as many as possible). Further, the panel is planning to include training videos and webinars during the supplemental application period as part of this year’s strategies.
- The Public Policy Institute of California (PPIC) suggested using voter files for outreach. The panel agreed to consider this tactic.

- An individual participant suggested having tablets available at events so that people can sign up for more information and apply on the spot. They also suggested using NextDoor, Facebook Groups, and sports figures for outreach. The panel agreed to consider these tools as part of the outreach plan.

Application and Selection Process

- California LULAC suggested that the State Auditor’s Office provide a better understanding of what “most qualified” means to those selecting applicants for each sub-pool. They also suggested reaching out to community leaders to explain the selection and application process to them. The panel discussed creating a new document that provides a description of what it takes to be a Commissioner (such as “a day in the life of a Commissioner”) for outreach purposes.
- The Rose Institute suggested reaching out to Californians who have gone to meetings about redistricting and said that his organization has a list. They mentioned that other states have seen a decline in applicants and that outreach will be important to keeping the number of applications up. The panel discussed plans to incorporate these individuals in our outreach efforts.
- Asian Americans Advancing Justice asked when the initial application will be released and when it is due. The panel advised that the initial application period opens on June 10 and ends on August 9, 2019.
- Common Cause asked if people will be able to enter their information before the application period opens. The panel said that people will be able to add their name to an interested persons list prior to the opening of the application period, but that an application must be submitted within the initial application period.
- Mi Familia Vota asked what it takes to change the requirements to allow legal permanent residents to become Commissioners. The panel confirmed it would require a Constitutional Amendment to change the requirements but added that those individuals can still participate in the process by submitting public comments about the individuals that apply (that they know) and watching the process online (or in person), and then also once the Commission is formed, providing comments/input to the Commissioners about the lines.
- An individual participant recommended talking about the selection and redistricting process in a realistic way so that individuals know what is involved in serving as a Commissioner.
- The Mexican American Legal Defense and Educational Fund asked if the State Auditor’s Office will ensure that the sub-pools from which Commissioners will be selected are a

reasonable representation of California's diversity. The panel discussed that selection process will be in accordance with the Voters First Act and the regulations, and that having an applicant pool that is reflective of California's diversity was a way to help reach that goal and, that organizations such as those present at the meeting or online could help get the word out.

- The Rose Institute asked if there is a larger pool of employees from the State Auditor's Office from which to select for the Applicant Review Panel. Previously, the law required that to be eligible to serve on the Applicant Review Panel, the individuals needed to be Certified Public Accountants, but this is no longer the case. Therefore, the pool of eligible employees to become part of the Applicant Review Panel is larger for each of the sub-pools.
- California LULAC suggested that just because you belong to an organization that works with one community doesn't mean you don't only care about that community and should not be considered by the Applicant Review Panel to mean that the person does not have the ability to be impartial. They recommended giving people the opportunity to explain their background as part of the selection process. The panel confirmed that the essay portion of the application process gives applicants the opportunity to explain their interest in the Commission, ability to be impartial, appreciation of California's diversity, and the analytical skills they possess for becoming a Commissioner.

Other Comments

- An individual participant asked if there were plans to reach people who are disconnected, like the unhoused. They also noted that outreach to libraries is a good idea to ensure that individuals who do not have a computer or internet access can still apply online using library computers. The panel agreed that accessibility is a priority. They added that they planned making applications available for submission across various devices (mobile and desktop).
- An individual participant mentioned that he is going to stay involved in the process and recommended working with KDEE-FM. The individual also said that there needed to be more diversity among folks that are part of the outreach process so that there is a representative for all demographics.
- The Rose Institute mentioned that they were disappointed not to see more specific content on this year's Citizens Redistricting Commission outreach plan in the presentation. The panel noted that the Town Hall was focused on obtaining input from the groups invited so that outreach plans could be finalized.
- The Peace and Freedom Party of California suggested creating multimember districts to overcome problems with creating balanced districts. They also discussed methods for

drawing the lines. The panel assured them that their comments would be forwarded to the Commission once it is formed.

- The Rose Institute questioned the effectiveness of paid media as a driver of eligible applicants who were interested in the process. They suggested that there may have been a drop off in interest between the initial and supplemental application period because paid media focused on driving applicants, rather than identifying Commissioners that were most interested in the process.

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