

Redistricting 2021 Under New California Statutes

Redistricting 101: Outreach to Communities of Interest: Legal Requirements, Best Practices and Case Study

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Presenters:

**Ginger Grimes, Attorney,
Goldstein Borgen Dardarian & Ho**

**Jaqui Guzman, Deputy City
Manager, City of Sunnyvale**

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Introduction of Ginger Grimes

“Public Outreach -- Best Practices”

Social Justice Fellow.

Practice areas: class and collective actions involving wage and hour, consumer, and voting rights.

Supervising attorney for Legal Aid at Work's Workers' Rights Clinic.

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Introduction of Jaqui Guzman

“Case Study – Effective Public Outreach”

Sunnyvale’s diversity and inclusion liaison.

Oversaw establishment of electoral districts and now redistricting.

Community Advisory Panel of KQED.

Board of Asian Americans for Community Involvement.

Advisory Board Member of the Latina Coalition of Silicon Valley.

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Public Outreach Mandate:

- Seven public hearings before maps are drawn.
- Two public hearings after maps are drawn.
- Agenda posted at least seven days before hearings (including a copy of the draft map for hearing after maps drawn.)
- Live translation in an applicable language if requested at least 24 hours before hearing.
 - “Applicable language” = language for which the number of residents who are members of a language minority is greater than or equal to 3% of the total voting age residents of the county.
- Affirmative steps to encourage public participation.
 - (A) Media, social media, and public service announcements.
 - (B) Community organizations.
 - (C) Internet website including a notice of each public hearing and the procedures for testifying or submitting written testimony directly to the commission.

(Elec. Code § 21552)

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Best Practices for Community Engagement

- **Diversify your process:**
 - **Hearings – number, location, accessibility**
 - **Language access**
 - **Outreach events**
- **Make mapping software accessible to residents**
- **Work with existing community groups**

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Best Practices for Community Engagement

- **Provide multiple ways to submit feedback on maps**
- **Remember the importance of community engagement**

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Sunnyvale 2019 District Mapping

Pre-work:

- Community stakeholder mapping
- Identifying community ambassadors
- Comprehensive engagement and outreach plan
- Extensive community education

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Sunnyvale 2019 District Mapping

Engagement Efforts:

- Kick-off meeting – 50 attendees
- Map-Making Trainings (2) – 30 attendees
- Map Input Workshop (1) – 25 attendees
- Pop-up events (10) – 600+ engagements
- Online survey (1) – 500 visits with 160 votes
- Council Hearings (6)



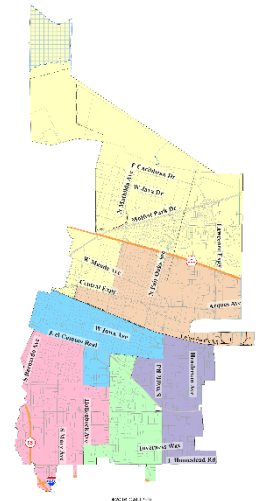
Sunnyvale District Mapping Pop-Up Events



Sunnyvale 2019 District Mapping

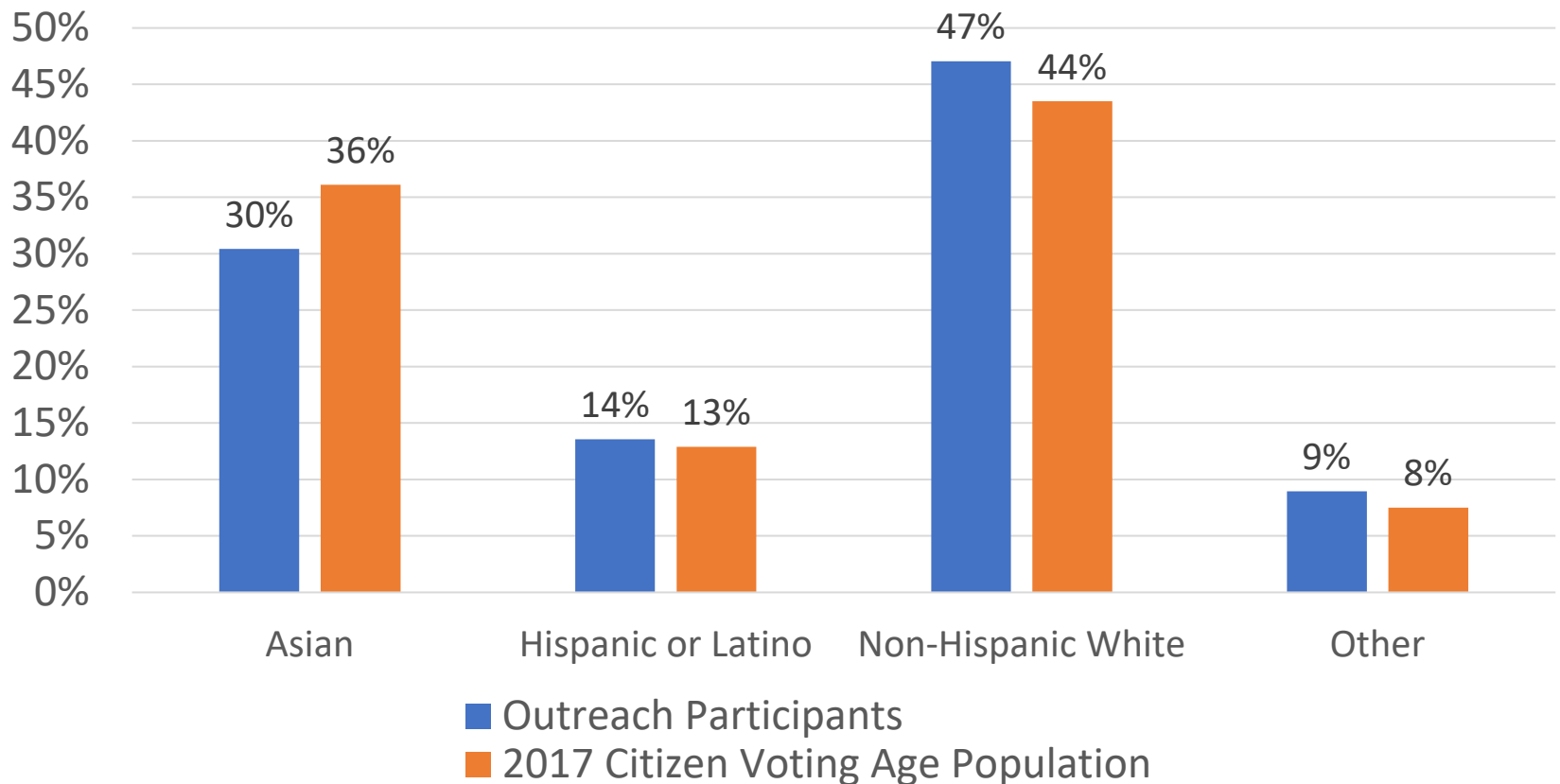
Unity Group Map Selection

Self described as a group of “*diverse Sunnyvale residents who hail from different neighborhoods and communities, including the mobile home park community, the Latinx community, the Asian American community, the Hindu community, and multiple faith communities across the City met over many months to create a map that meets the needs of all our communities*”



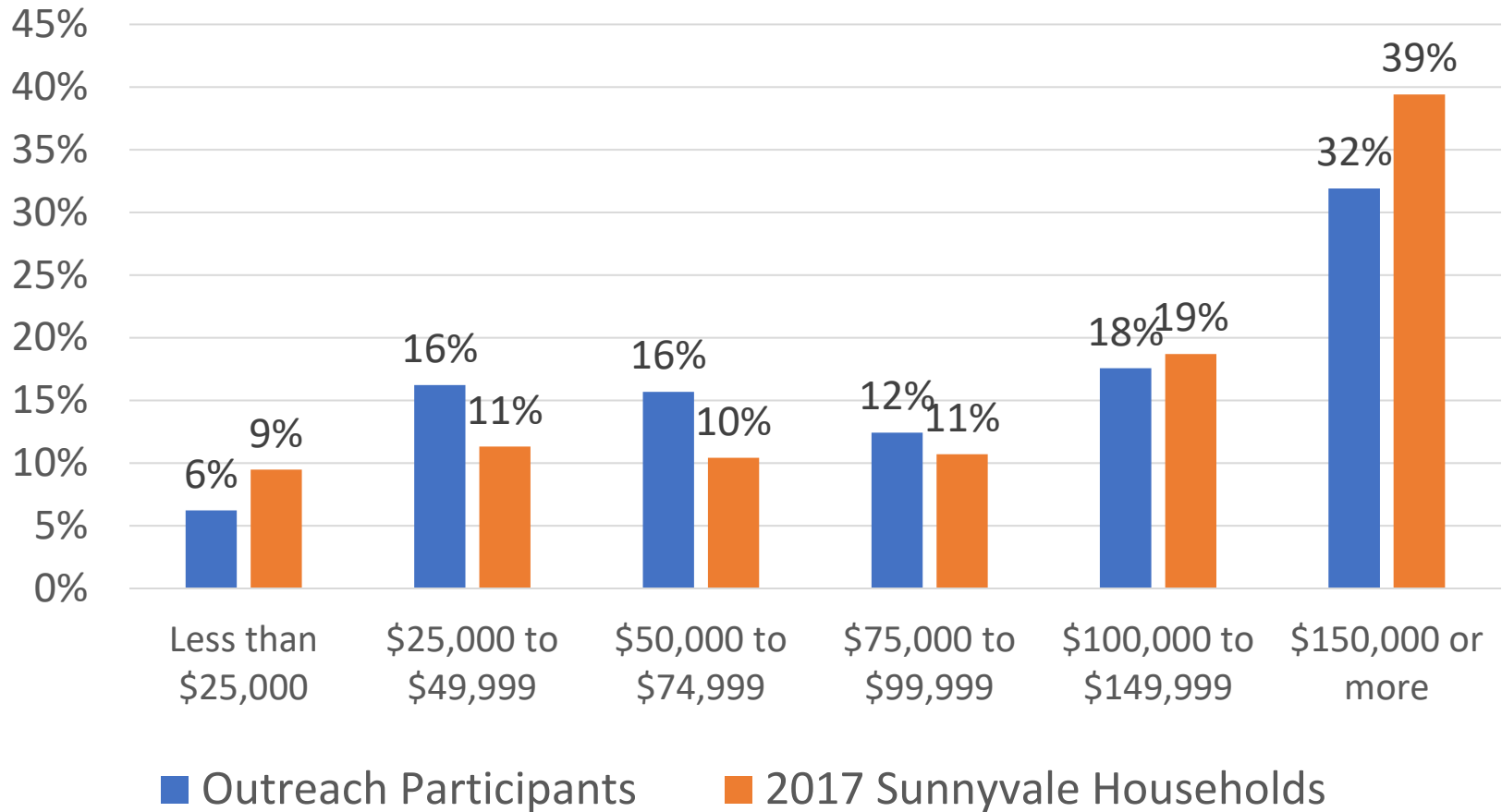
Sunnyvale District Mapping

Demographics – Race/Ethnicity



Sunnyvale District Mapping

Demographics – Household Income



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Lessons from City of Sunnyvale

1. Invest in stakeholder mapping
2. Provide many ways to engage
3. Go to where people are at
4. Track your outreach demographics
5. Let the public draw and refine the maps

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Timeline Update

1. Official Census Bureau announcement: redistricting data delivered by September 30, 2021.
2. Exact date is still uncertain.
3. Given other necessary data processing, this will likely push IRC mapping activities further into the Fall 2021.
4. The deadline for adoption of final map has not changed: December 15, 2021.
5. S.B. 594 (Glazer): “This bill would state the intent of the Legislature to enact legislation that would mitigate issues surrounding the potential delay in the release of census data and the effect of that delay on local redistricting.”
6. LA CRC liaison subcommittee inquiry regarding joint communication to Legislature.

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Question Time