

Best Practices for Public Engagement and Identifying Communities of Interest



Advancement Project California is a racial justice organization with over 20 years of expertise in policy research and advocacy. We work alongside community partners to transform public systems and shift investments to create a more racially equitable California.

Educational Equity – Expanding opportunity for marginalized students.

Equity in Community Investments – Helping communities transform neighborhoods.

Political Voice – Making governments more participatory and representative.

Equitable Access

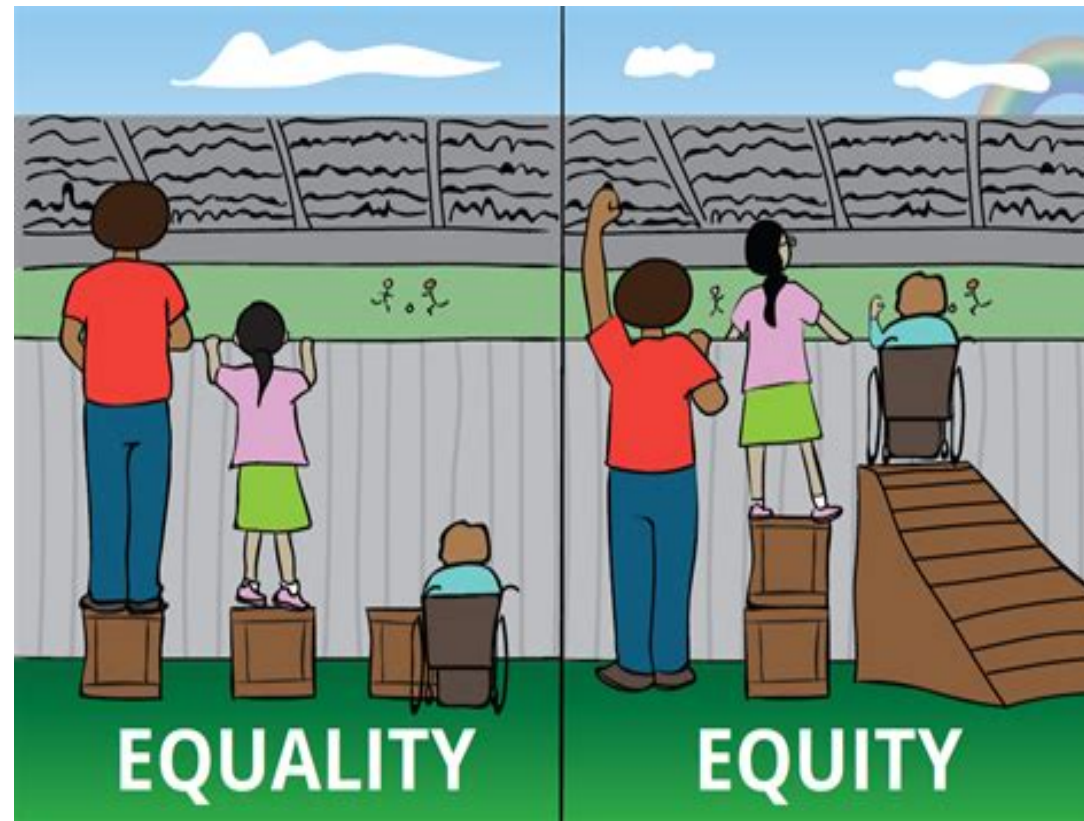


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What Does That Mean?

Accessibility: Ensure that the process is as accessible as possible to all residents.

Equity: Be mindful of the unique barriers that certain populations face and work to eliminate those barriers.



Structure



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Number of Public Meetings

- Strongly consider going beyond the minimum requirement of nine meetings.
- If virtual, use individual meetings to gather COI testimony on a specific district or region; however, also allow testimony relating to other districts/regions or comments on other issues.
- If virtual, consider having some meetings specifically in some additional languages.
- Have at least one commissioner who is familiar with the district/region take a leadership role.



Meeting Logistics

- Have diverse days and times:
 - Prioritize weekday evenings and weekends
- If in person, select locations that are welcoming, comfortable, and accessible:
 - ADA compliant
 - Close proximity to public transit
 - Not associated with law enforcement
 - Live streamed



Communications about Meetings



- Post agendas well in advance and with specific information about the topics that will be addressed.
- Develop, publicly post, and regularly share a participation guide.
- Ensure all materials are accessible:
 - Plain language, translation, Word and alternative formats (e.g., Braille)



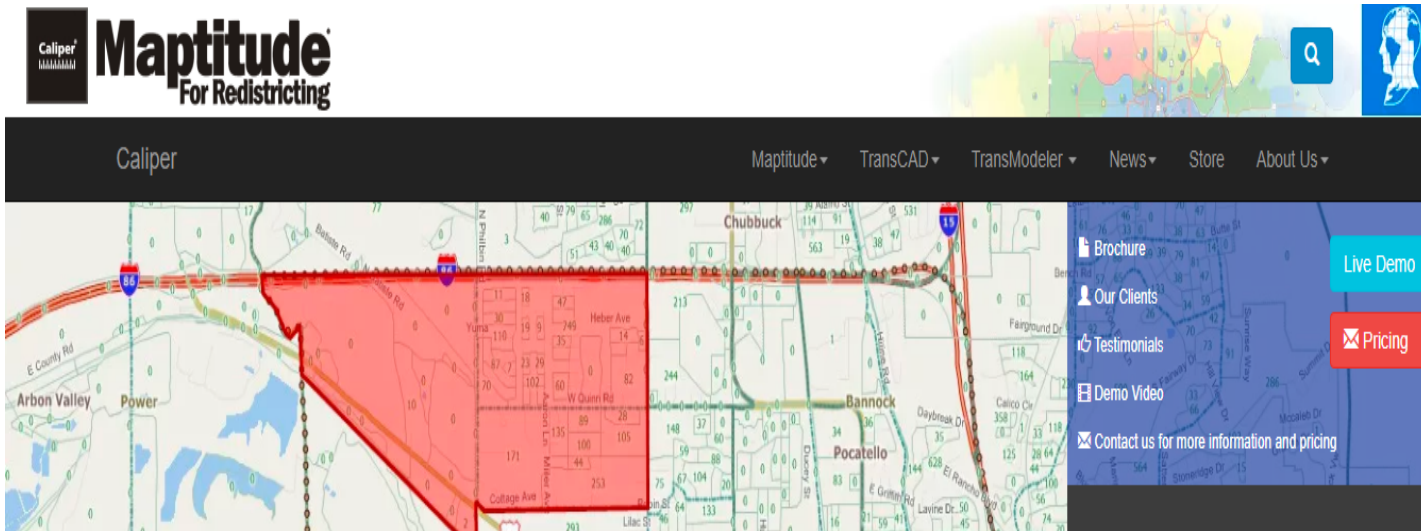
Communications at Meetings



- Use plain language.
- Provide interpreter services and allow community members to use their own interpreters.
- Provide clear guidance on requirements to provide public comment.
- If interpreters are needed, consider extending the time limit for comments.

Resources

Mapping Tool



- Encourage the public to use the mapping platform.

- Promote trainings.

- Accept different types of maps.

Maptitude for Redistricting Software



Maptitude Online Redistricting

Maptitude Online Redistricting is web-based redistricting software designed for governments or organizations that want to provide their members or the general public with a means to draw and report redistricting plans. Because the Windows and online versions share common file formats, plans developed online can be electronically submitted to the central redistricting office, opened in the Windows-based software, and analyzed to the full extent as if they had been created using the Windows-based software.

The Maptitude Online Redistricting screen contains the plan map, a dataview listing the existing districts and their statistics, and a dataview of pending changes based upon the user's current actions. The redistricting toolbox is similar to the toolbox in the desktop version, and the user can zoom, pan, and query the map using the mapping tools.

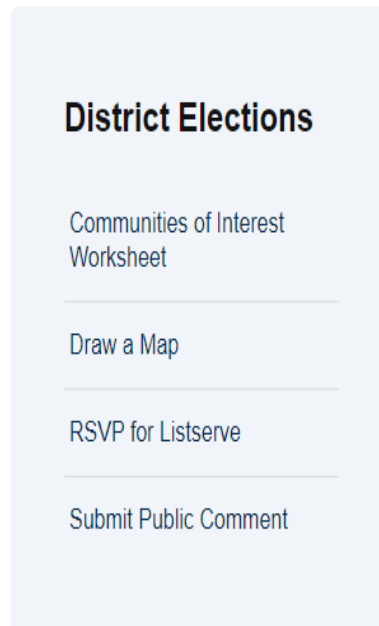


- ★ California Democratizes Redistricting with Maptitude
- ★ Efficiency Gap and other partisan competitiveness reports
- ★ Check out the [district measures and reports](#) that have always been included with Maptitude!



Testimony and Map Submissions

- Provide worksheets in multiple formats.
- Allow multiple forms of submission.



Communities of Interest Worksheet



Outreach

How and Who?

Tactics

- Traditional media
- Social media
- Text messages
- Phone messages
- Email
- Announcements at public events
- Flyers
- Door-to-door
- Car caravans

Messengers

- Ethnic media
- Social media influencers
- Government departments
- Schools
- Community-based organizations



Community Partnerships





Thank You!

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