

## I – Introduction

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The Los Angeles City Council Redistricting Commission (“Commission”) is an appointed, 21-member body charged by the Los Angeles City Charter with the responsibility of designing new recommended boundaries of the City’s fifteen council districts. The Commission’s adopted **Core Purpose** is to independently draw proposed Los Angeles City Council District boundaries based on census data and applicable law that will allocate constituents proportionately while also accounting for the unique histories, experiences and interests of communities, such that those interests will have the highest probability of being served by elected representatives and the City of Los Angeles.

Boundaries for the City Council districts must be made as equal in population as possible and practicable so that communities have equal access to political representation. How and where districts are drawn can shape communities' ability to elect the representatives of their choice. The testimony and input of the residents of Los Angeles is critical to creating a redistricting plan that provides fair and effective representation for all residents of the City.

The Commission has further adopted the following Vision and Core Values to inform and drive its fulfillment of its legal responsibilities and its Core Purpose:

**Vision:** To strengthen the governance of the City of Los Angeles by empowering its communities to have their diverse needs served through fair and inclusive representation.

**Core Values:**

- Equity
- Integrity
- Transparency
- Respect
- Compassion
- Dignity
- Data-driven
- Solution-oriented
- Interdependence

Building from the Commission’s Core Purpose, Vision and Core Values, this Strategic Community Outreach Plan has been developed to ensure a systematic approach to develop educational material, identify and engage community partners, leverage tools to communicate, including social media platforms, and to encourage individual and community engagement in the Commission’s redistricting process.

## II – Community Outreach and Engagement Strategy

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The Commission's aforementioned Core Values drive the approach necessary to fulfill its mission through the Community Outreach and Engagement Plan. These Core Values evidence the Commission's commitment to a process of empowerment that is equitable, transparent, inclusive, and aimed at solutions that are intentionally based on data and integrity.

The Commission has expressed its desire to listen, to learn and to recognize the interdependent nature of the redistricting process as a reflection of the interdependent nature of the communities that give the City its vitality and strength. The Commission therefore determines to begin the core of its work by listening to experts in three areas of critical importance to the fulfillment of its mission, particularly in the current environment:

- 1) public outreach and community engagement,
- 2) community-of-interest definition and application, and
- 3) the phenomenon of Census undercounts and its implications for redistricting.

The Commission recognizes that its meetings can raise the public's awareness of this year's redistricting process and the opportunities to participate in the process. Special Commission meetings, properly designed, can also educate both Commissioners and the public about these three critical factors.

Public Workshops convened by the Commission around these three issues can set the stage procedurally and substantively for successful Public Hearings that contribute to a sensible and defensible recommended map and plan.

The Commission thus sees its work as consisting of three Phases, each building on the lessons learned from its preceding Phase, toward the ultimate goal of Angelenos across the City empowering themselves and each other to make their own contributions to a Redistricting Map and Plan. The Commission believes this phased approach to community outreach and engagement offers the best hope of arriving at an organic, bottom-up result.

The Commission will therefore begin its core work with a series of Public Workshops designed to educate both the public and Commissioners as Phase I of its overall outreach effort. In Phase II, the Commission will hold a series of Public Hearings to educate and engage communities in redistricting. Phase III will consist of a Public Comment period for public input on Draft Maps.

## Phase 1 - Public Workshops for Redistricting Education and Awareness

Purpose: Raise public awareness about redistricting and the Commission's Public Hearing Schedules. Engage community partners in public outreach efforts.

Timing: April – May 2021

Forum: Public workshop discussion convened by the Outreach Committee.

- **Outreach Workshop: Community-Based Organizations.** This Outreach Workshop will focus on engaging CBOs. Given COVID-19, the contacts for some of these organizations may have changed and will need to be confirmed.
- **Outreach Workshop: Public Agencies.** This Outreach Workshop will involve City departments, and other governmental agencies so they are on board in supporting the Commission's redistricting efforts.

Purpose: Raise public awareness about redistricting and the Commission's Public Hearing Schedules. Educate the public and the Commission about critical issues in redistricting.

Timing: April – May 2021

Forum: Public workshop discussion convened by the Mapping and Data Committee.

- **Community of Interest Workshop: Redistricting Advocacy Organizations.** This Workshop will provide the Commission the opportunity to engage with representatives of organizations dedicated to issues of social justice, good governance, fair representation and redistricting in a discussion about the definition and importance of "community of interest" in the context of redistricting.

## Phase 2 – Public Hearings for Community Input (COI input)

Purpose: Engage the public in discussions about how they define their communities and incorporate their testimony into the Commission's database for eventual map and plan development.

Timing: May – July 2021

Forum: Public Hearings of the Commission to receive public input on redistricting, including Community-of-Interest testimony.

In this phase, the Commission will engage communities across the City through Public Hearings designed to solicit and receive public input. The Commission will leverage contacts with community based organizations (CBOs) to get the word out and coordinate the public input meetings. These meetings will include the Commission's retained "line drawer" to take public input into consideration for line drawing purposes. The Commission will have community of interest (COI) tools to collect public input.

Fifteen Public Hearings will be held, one per week, one for each Council District, from May through July. At least one additional Public Hearing may be held in a language other than English.

These Public Hearings will consist of two parts:

- 1) An overview for the public of the redistricting process, timeline, protocols for public input and what "community of interest" means in the context of redistricting.
- 2) Opportunity for the public to identify communities of interest and advise the Commission on issues of concern with regard to the redistricting process.

At the end of Phase II, the Commission will receive the Census PL-94 data and incorporate it into the Commissions database.

### **Phase 3 – Public Hearings for Public Comment on Draft Maps**

**Purpose:** Receive public comment of the Commission's Draft Map, identify possible amendments to the Draft Map for the Commission's consideration.

**Timing:** September – October 2021

**Forum:** Public Hearings of the Commission to receive public input on Draft Maps.

Once the 2020 Census data and mapping software are available, the public can develop maps for submission and consideration by the Commission. With this input, the Commission will develop its proposed redistricting map(s) for further feedback. Additional Public Hearings will occur prior to the Commission's final adoption of a Los Angeles City 2021 Decennial Redistricting Map and Plan by November, 2021.

### **Resourcing for Community Outreach and Engagement Phases II and III**

To ensure the success of Phases II and III of the Community Outreach and Engagement Plan, the Commission will recruit and partner with a broad cross-section of community-based organizations who are experienced, tested and trusted. Many such CBOs will have been recent veterans of the 2020 Census outreach efforts. A public solicitation and procurement document will be presented to the Outreach Committee for its approval in May 2021.

Outreach partners will be supervised by the Commission's Director of Redistricting Community Outreach and Engagement under the guidance of the Commission's Outreach Committee.

The Commission's Core Values invite careful consideration of accessibility considerations that impact engagement. Such accessibility considerations may include, but are not limited to:

- Digital divide
- 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

### III – Community Outreach & Engagement Approach – PHASE I

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Consistent with the Commission’s Core Values and its commitment to promote public participation in the redistricting process, this Community Outreach and Engagement Plan seeks to ensure the widest practicable participation and dissemination of pertinent redistricting information and materials.

This Strategic Community Outreach Plan builds on lessons learned from the 2020 Census outreach during COVID-19. The recommended outreach strategy is to build on the experience and expertise of Los Angeles City departments, other public agencies, and, crucially, tested and trusted community-based organizations (CBOs).

#### Building on the Existing Expertise of LA’s Community Organizations

The rich tapestry of Los Angeles’ unequalled diversity provides the Commission with an opportunity to listen to, learn from and partner with the myriad of community organizations that help bind the City together. In light of constrained resources and the short timeframe for redistricting, the Commission’s best strategy is to work with agencies and organizations interested in redistricting that already have established networks and distribution channels by virtue of being trusted voices for Phase I.

To facilitate their involvement, Commission staff will:

- Build on the Census 2020, City departmental, CBO, business, and related networks
- Develop toolkits in multiple languages for promoting redistricting events
- Recruit a broad cross-section of organizations with distribution channels that can promote accessibility to the redistricting process and activities both through traditional channels and in languages beyond English

#### Outreach Workshops

The Commission will hold three Public Workshops in April and May, prior to the series of Public Hearings. The purpose of the Public Workshops is two-fold:

1. *Raise public awareness* about redistricting and the Commission’s Public Hearing Schedules prior and subsequent to the release of Draft Maps in October.
  2. *Advance the Commission’s understanding* of critical issues in the fulfillment of its Core Purpose, such as how best to do community outreach and how to think about and incorporate expressions of “community of interest.”
- **Outreach Workshop: Community-Based Organizations.** This Outreach Workshop will focus on engaging CBOs. Given COVID-19, the contacts for some

of these organizations may have changed and will need to be confirmed. This Workshop will be conducted by the Outreach Committee.

- **Outreach Workshop: Public Agencies.** This Outreach Workshop will involve City departments, and other governmental agencies so they are on board in supporting the Commission’s redistricting efforts. This Workshop will be conducted by the Outreach Committee.
- **Community of Interest Workshop: Advocacy Organizations.** This Workshop will provide the Commission the opportunity to engage with representatives of organizations dedicated to issues of social justice, good governance, fair representation and redistricting in a discussion about the definition and importance of “community of interest” in the context of redistricting. This Workshop will be conducted by the Mapping and Data Committee.

The Goals of the two Outreach Workshops are to:

- Identify the organizations that are the “influencers”
- Solicit their input to refine the Commission’s approach
- Solicit their involvement and support to help engage the diverse communities in the City
- Explore how these organizations can support the public outreach efforts:
  - Coalition building
  - Digital, print, media outreach
  - Conducting redistricting mapping workshops
  - Building redistricting maps for Commission consideration
  - Providing language translation support services
- Identify the organizations’ reach in terms of communities of interest, Council Districts, racial/ethnic groups, and other demographic factors
- Pinpoint ways that residents who are not affiliated with an organization can locate organizations that align with their interests and that they might opt to work with
- Identify coverage gaps to pinpoint other organizations to recruit and involve in the redistricting activities

These gaps may be based on a variety of factors, such as:

- Age groups (e.g., young people, seniors and older adults)
- Racial/ethnicity groups
- Geography
- People with disabilities
- LGBTQ individuals and families
- Households with Limited English Proficiency (LEP)
- Addressing digital divide issues by enabling residents to work with trusted CBOs

The Goals of the Community of Interest Workshop(s) are to:

- Listen to and learn from experienced organizations that have a redistricting focus as part of their mission
- Engage such organizations in the Commission's Community Outreach and Engagement efforts
- Identify important issues in redistricting that may not have been considered
- More deeply investigate issues such as the real-world intricacies of the Voting Rights Act
- Solicit their input to refine the Commission's approach

## IV – Additional Community Outreach & Engagement Pillars

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### LACCRC Redistricting Website

The LACCRC Redistricting Website will be the primary source to disseminate all redistricting information and materials, including online redistricting software for the public to develop and submit Redistricting Plans for LACCRC consideration.

The Commission website is currently limited to providing basic information about redistricting generally and the Commissioners. The current LACCRC redistricting website is found at: <https://sistercities.lacity.org/2021redistricting/LACCRC/index.html>. A new, more accessible URL should be established for the website.

The launch of an updated, more user-friendly site with the functionalities listed below will take place in May. Posted information will include:

- “Home Page,” which provides an Introduction, sign-up for more information, and privacy/terms and addresses such questions as:
  - What is Redistricting?
  - Why is Redistricting important?
  - What criteria will be used for drawing district lines?
  - What is a Community of Interest and how do I define my Community of Interest?
  - How can the public participate in Redistricting?
- “About Us,” including the Selection Process, Commissioners, the Commission’s Core Purpose, Vision and Core Values, and Commission Staff.
- “Meetings,” including:
  - 2021 Virtual Meetings
  - Calendar
- “Community Outreach,” including
  - Community Outreach Plan
  - Public Hearing on Communities of Interest
  - Public Hearings on Draft Maps
  - Press Releases
- “Making My Own Redistricting Map,” including the current City and District maps and information about training and use of the mapping software
- “Redistricting 101,” listing Legal Resources, Frequently Asked Questions, and Glossary of Terms. This page will also house tools for asynchronous learning in the form of short, educational videos about different aspects of redistricting such as the Voting Rights Act and Communities of Interest.

Users will be able to access different foreign languages by using Google translator on the website.

## **Social Media Networks**

In addition to leveraging the social networks of the various CBOs and City departments, the Commission will build its own social networks, on various platforms and forums such as: Twitter, FaceBook, YouTube, Instagram, LinkedIn, Next Door, Zócalo and Public Square. The Commission should also develop a social media advertising campaign as a low-cost means of raising awareness and publicizing Public Hearings and engagement opportunities.

## **Other LACCRC Communication Vehicles**

In addition to the LACCRC website, the public can contact LACCRC by:

- Mail: Los Angeles City Hall, 200 N. Spring Street, Room 275, Los Angeles, CA 90012 Telephone: (818) 907-0397
- Email to the Commission's Executive Director: [frank.cardenas@lacity.org](mailto:frank.cardenas@lacity.org)
- Email to the Commission's Director of Redistricting Community Outreach and Engagement: @lacity.org

## **Toolkits**

The Commission will develop toolkits in multiple languages for cities, agencies, and organizations to use to distribute redistricting information via their social networks (e.g., Twitter, Instagram, Facebook, WeChat), websites, pop- up events, and email.

## **Commission Speakers Bureau**

As community leaders in their own right, Commissioners are natural ambassadors for their own redistricting work. Commissioners are encouraged to participate in public events to raise awareness and engage the public in the process. Staff will prepare Commissioner Presentation Kits for their use in making presentations and will maintain a Master Speakers Bureau calendar to coordinate activities.

Staff will also make themselves available to interested parties for presentations. Commissioners and staff will be clear when scheduling and making each presentation that the presentation is for educational purposes only and that the Commissioners/Staff will not take public comment on redistricting matters during these meetings. Members of the public will be informed at the beginning of public presentations and at the beginning of the Question and Answer (Q&A) part of such presentations about upcoming Public Hearings in which they may provide public input on redistricting matters. Meeting participants will also be given information on how to get to the tools for public input.

The presentations could be between fifteen minutes to one hour in length and would consist of the following basic information:

- Welcome by the hosting organization
- Image slide of all Commissioners - Pictures and City
- Introduction of attending Commissioner(s)
- PowerPoint and/or video presentation
- Q&A
- Closing

Commissioners will be provided with talking points, a PowerPoint presentation, and other materials to use for the presentations depending on time allotted. Links to the Commission website, videos, COI tools, and other available information will be provided to the hosting organizations prior to the meetings.

### **Neighborhood Councils**

The 99 Neighborhood Councils comprise critical grassroots foundation of the City government. Created by the same Charter reform movement that resulted in the establishment of the Commission, Neighborhood Councils connect LA's diverse communities to City Hall, led by board members who are volunteer public officials elected to office by the members of their community. The Los Angeles City Department of Neighborhood Empowerment (DONE) provides guidance and administrative support for the network of Neighborhood Councils (more than 10,000 email subscribers).

Outreach to and engagement of Neighborhood Councils will be a critical element of the Commission's overall Community Outreach and Engagement Plan.

## V – Community Outreach and Engagement Schedule

With the Census Bureau not be releasing 2020 Census data until August 2021, the Commission will have more time to hold the Public Hearings for community input, but a compressed timeline for the public to submit plans, the Commission to review them, and then prepare its proposed Redistricting Map and Plan for transmittal to the City Council.

COMMUNITY OUTREACH AND ENGAGEMENT SCHEDULE PHASES 1 AND 2	
April 2021	Commission reviews the Community Outreach and Engagement Plan
PHASE I May 2021	Outreach Workshops with CBOs, City departments, and other agencies to hear their views on Community Outreach and engage them in outreach.
PHASE I May 2021	Community of Interest Workshop with advocacy organizations to discuss “community of interest” in the context of redistricting.
PHASE I May 2021	Commission adopts the Community Outreach and Engagement Plan, including the Public Hearing Schedule.
May 2021	Promotion of Public Hearing Schedule; dates, times, and links.
PHASE II May-June-July 2021	<p>Public Hearings in all Fifteen council Districts; during evening hours and weekends in June and August 2021. One Public Hearing in Spanish.</p> <p>These public hearings will consist of two parts:</p> <ol style="list-style-type: none"> <li>1. Overview of the redistricting process, timeline, public input and engagement opportunities.</li> <li>2. Opportunity for the public to identify communities of interest and advise the LACCRC on issues of concern with regard to the redistricting process.</li> </ol>
August 2021	2020 Census data made available and incorporated into the City’s mapping software.

## COMMUNITY OUTREACH AND ENGAGEMENT SCHEDULE PHASES 2 AND 3

<p>PHASE II August - September 2021</p>	<p>Free Redistricting mapping software. The LACCRC will provide free online redistricting tools, information, and materials on the redistricting website.</p> <p>The following is proposed to be provided with the Redistricting software to assist in developing redistricting proposals: a list of datasets, statutory, ordinance, and other legal requirements for City redistricting, and instructions/requirements for submitting a Redistricting Map.</p> <p>Commission staff will organize virtual workshops on the use of the mapping software.</p> <p>Members of the public will have the opportunity to submit proposed Redistricting Plans for consideration by the LACCRC.</p>
<p>September 2021</p>	<p>State tabulation of incarcerated individuals released and incorporated into the City's mapping software.</p>
<p>PHASE III Early October 2021</p>	<p>Release of Draft Council District Maps by the Commission.</p>
<p>PHASE III October 2021</p>	<p>Members of the public will have the opportunity to submit proposed Redistricting Plans for consideration by the LACCRC.</p>
<p>PHASE III October 2021</p>	<p>Public Hearings on Draft Council District Maps by the Commission.</p>
<p>November 2021</p>	<p>Commission Approval of Final Recommended Map and Plan and Submittal to the City Council.</p>