

# **People's Bloc - L.A City Council Redistricting Commission Presentation**

Thursday, May 20, 2021

A large, dark blue diagonal graphic that starts from the bottom left corner and extends towards the top right corner, covering the lower half of the slide.



# GOALS

- 1. Build relationship with City Commissioners to improve communication throughout the Redistricting process**
- 2. Instruct the City Commissioners on the best outreach practices and potential challenges**

# Digital Divide



- The pandemic has highlighted inequity RE: access to internet connectivity
- Historically, certain groups are “hard to count” and therefore undercounted
  - The “Digital Divide” plays a role
    - Definition: “the ability, both technically and financially, to benefit from the full use of available technology resources
    - 19.4 million U.S. households lack access to broadband ([The Federal Communication Commission](#))
      - In 2018: less than half of Latinx adults and just over half of Black adults used home broadband, compared to 72% of white adults ([Pew](#))
    - L.A. Area Specifically
      - [In LA County:](#)
        - 182k households lack computers
        - 365k households lack internet access
        - 1.1 million households earn \$50k or less a year
      - 17% of South LA, Watts, and Boyle Heights families in a [2020 survey](#) lacked home internet access

# Communication Strategies for Outreach

## What works:

- Social Media
- Interactive Virtual conferences
- In-person workshops
- Canvassing
- Direct-to-individual outreach
- Coalition building (CBO's and elected officials)
- Slogans
- Multilingual

## What won't work:

- Car caravans
- Flyer drop-offs
- Chalk-a-thons
- Mass group texts
- Monolingual messaging

We must know and understand our target community, because one method of outreach for one community won't work for another.

# Accessibility

- Language
  - Nearly one in three residents were born outside of the US
  - Appx 2.5 million county residents are limited English proficient (LEP)
- Economic Realities
  - Availability
  - Connectivity
- Disenfranchisement & Marginalization
  - Format & forum
  - Physical, cognitive, mental, & emotional accessibility
  - Strategy for acquisition
- Technological Capacity
  - Digital divide

# Messaging



## Making Redistricting relevant to the moment of Now

- Having a trusted messenger
  - Community members
  - A familiar voice
- Becoming an expert with key campaign Messaging
  - Why is it important for community to know this?
  - How is community impacted by this?
- Learning how to Pivot
  - Acknowledging the times we are in
    - Pandemic & BLM uprising.
- Activate Community
  - Direct Action
  - Volunteer

**\*\*Representation Matters!**

# Culturally Linguistically Appropriate Outreach

D



# Education and Regional Communications



## What Works

- Grassroots level organizing. SELA Collaborative held Charlas with community members 2 years before Census
- Advocating education towards marginalised communities. I.e. webinars for the LGBTQA+ community, & Faith-based communities
- Educating nonprofit leaders, and elected officials
- In person face-to-face trainings

## Branding

- SELA Collab lead 1/3 of all the county caravans in collaboration and partnership with CBOS, elected officials

# Organizing

## Poder al Pueblo (People Power)

- The people affected are the leaders leading and planning the campaigns
- Integrating ongoing issues affecting the community in our campaigns
- Reaching out to hard to reach communities

