

Outreach and Redistricting: Best Practices for Community Engagement

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Biggest Takeaway

**Get beyond the 10-100 people
who take part in every conversation**

Best Practices

- Overwhelm the community with outreach / publicity / education
 - Start early!
 - Use social media
 - Distribute publicity materials to local media of all kinds
 - Traditional & ethnic/non-English media, community newsletters, blogs, etc.
 - Send a mailer (with translations) to every household, or in utility bill
 - Use school marquees and other highly visible postings
 - Do presentations to community groups & tabling at community events

Best Practices

**Share the WHY not just the
what, where, when, and how**

Best Practices

- Make hearings as accessible as possible
 - Hold way more than 4 hearings
 - Hold all hearings in the evening (and even on weekends) so standard work hours are not a barrier
 - Hold hearings in different parts of town so transportation is not a barrier
 - If in person, make sure all locations are accessible via public transit
 - If remote, dedicate specific hearings to specific parts of town to prevent residents on one part of town from dominating

Best Practices

- Gather public input/testimony outside of hearings
 - Send city staff/consultant to gather input from community groups
 - Hold “pop ups” at community events
 - Issue a survey and publish on social media
 - Make map-drawing technology/software available to the public
 - Make clear community members do not need to submit a complete district map – they can map just their district or just their COI

Best Practices

- Reach community members and groups that aren't engaged
 - Publicize in less-engaged neighborhoods
 - Go beyond Facebook, Twitter, Nextdoor -- use WhatsApp, WeChat, etc.
 - Translate social media outreach as necessary
 - Translate all outreach materials / use ethnic media
 - Partner with trusted messengers & compensate if necessary
 - Use graphics/images/visuals and avoid text-heavy materials