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