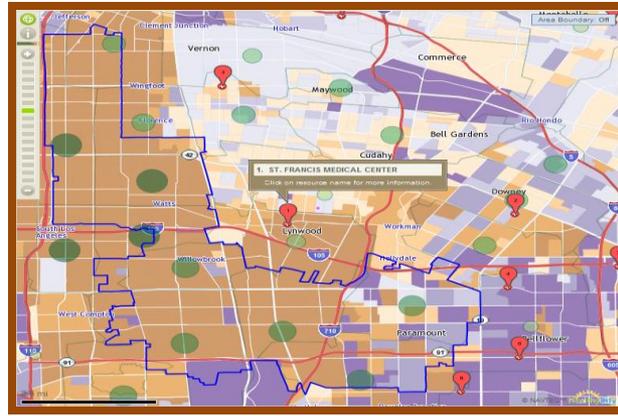




ADVANCEMENT PROJECT



John Kim, Co-Director

E: jkim@advanceproj.org P: 213.989.1300 x127

California Citizen's Redistricting Commission

Educational Session – February 26th, 2011



We are a multi-racial public policy change organization rooted in the civil rights movement. We engineer large-scale systems change to remedy inequality, expand opportunity, and open paths to upward mobility.

Offices: Los Angeles, Sacramento, & Washington D.C

HealthyCity

...is an **information + action** resource that unites **rigorous research, community voices and innovative technologies** to solve the root causes of social inequity

ONLINE MAPPING TECHNOLOGY www.HealthyCity.org



DIRECT TECHNICAL SUPPORT TO:

- ✓ COMMUNITY ORGS
- ✓ FOUNDATIONS
- ✓ GOVERNMENT

COMMUNITY RESEARCH LAB

Training community groups to lead and sustain action-oriented research & technology projects



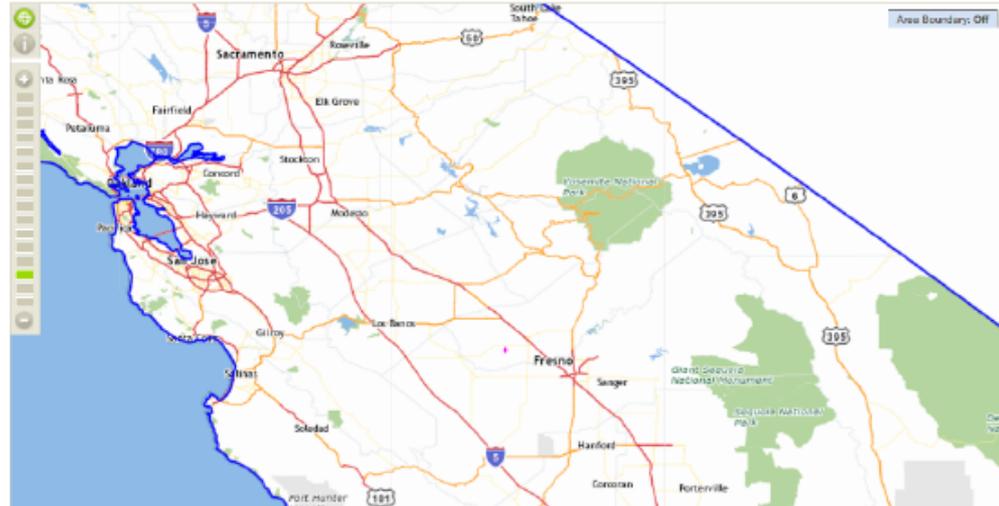
HealthyCity's Redistricting System

- **Bridge info/tech gap** for community leaders and groups to participate
- **Not built for** larger organizations, labor, partisans = **the “haves”**
- AP will provide **free, 24-hour, online access**
- System is an **education, communication, and data access/mapping** machine
- Support **various jurisdictional levels**

Welcome to Healthy City's Redistricting platform.

Text describing the two potential use cases for the website (people coming to comment and influence mappers, and people mapping who want to see what community members have to say about a particular area.

[Get started viewing and adding comments >](#)



Share your input and see what others are saying about your district

[Get Started >](#)

There are many ways to participate in the redistricting process:

Comment on CA to tell the CRC what is most important to consider as they draw the 2011 California districts. [Get started >](#)

View Data consectetur adipiscing elit. Viva accumsan auctor. Aenean eget arcu at quam molestie molestie. Vivamus ac mi a ipsum. [Find data >](#)

Draw a COI or a district, Vivamus tincidunt accumsan auctor. Aenean eget arcu at quam molestie molestie. Vivamus ac mi a ipsum sit amet scelerisque lectus iaculis. [Make a map >](#)

Prepare a testimony auctor. Aenean eget arcu at quam molestie molestie. Vivam mi a ipsum vulputate auctor. Mauris ultricies risus non metus porttitor sit amet scelerisque lectus iaculis. [Go >](#)

Not sure where to start?
[View tutorials >](#)

USE #1: Learn

Who?

- Community leaders/advocate
- Media
- Policymaker
- Researcher

What?

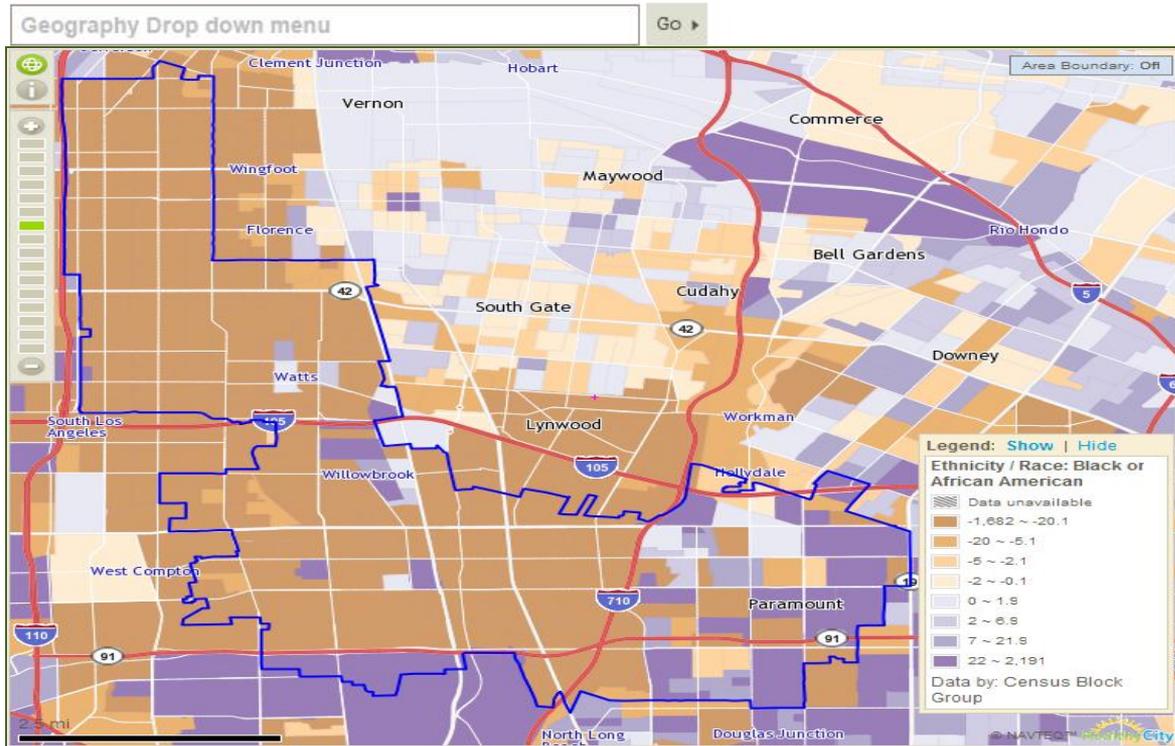
- Interactive educational web module
 - What's redistricting & why is it important?
 - What are "Communities of Interest"
 - How can our system help you have a voice?
- Access key data and maps
- See what's at stake
- See what other users are saying about their neighborhoods and districts

USE #1: Learn

Choose a geography to focus on and select data to map.

Data Layers

[Add Data Layer >](#)



[Edit this area >](#)

[Create Report >](#)

[Save >](#)

[Email >](#)

[Download >](#)

[Add comment >](#)



Charts

Tables

Comments

California

Redistricting Data

[Compare two geographies >](#)

Registered Voters
[Indicator 1]

meta

% Democrat

% Republican

% Other

Race / Ethnicity
[Indicator 2]

meta

%

%

%

%

%

Gender
[Indicator 3]

meta

[Add data >](#)

% Male

% Female

% Other

“Community of Interest” Data

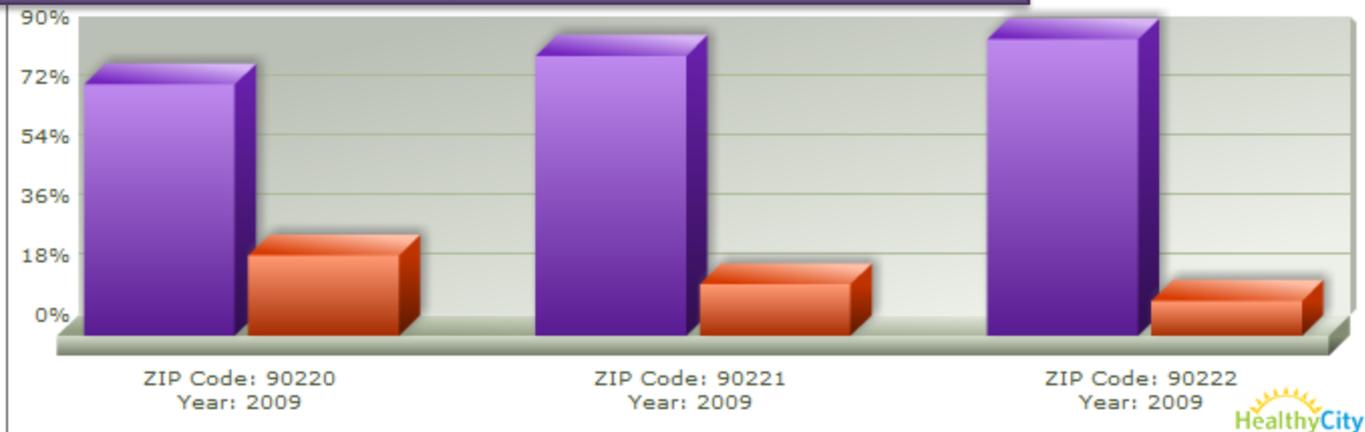
OVER 50% of adults w/ no High School Degree



Kids w/o childcare seat

- Less than 9th Grade [See on Map](#)
- Some High School [See on Map](#)

- Percent W [See on Map](#)
- Percent W [See on Map](#)



	ZIP Code: 90220	ZIP Code: 90221	ZIP Code: 90222
	2009	2009	2009
<ul style="list-style-type: none"> ■ Without Childcare Space Show description See on Map 	3,977 75.8%	5,799 84.4%	3,229 89.5%
<ul style="list-style-type: none"> ■ With Childcare Space Show description See on Map 	1,270 24.2%	1,068 15.6%	380 10.5%

USE #2: Communicate

Who?

- Anyone interested in redistricting

What?

- Join the conversation over redistricting
“WIKI-MAP” – CommentonCA.org
- Make comments & draw ideas directly on the map
- See what other stakeholders are saying

USE #2: Communicate

What are people saying about Redistricting in California?

Keyword search

Go ▶

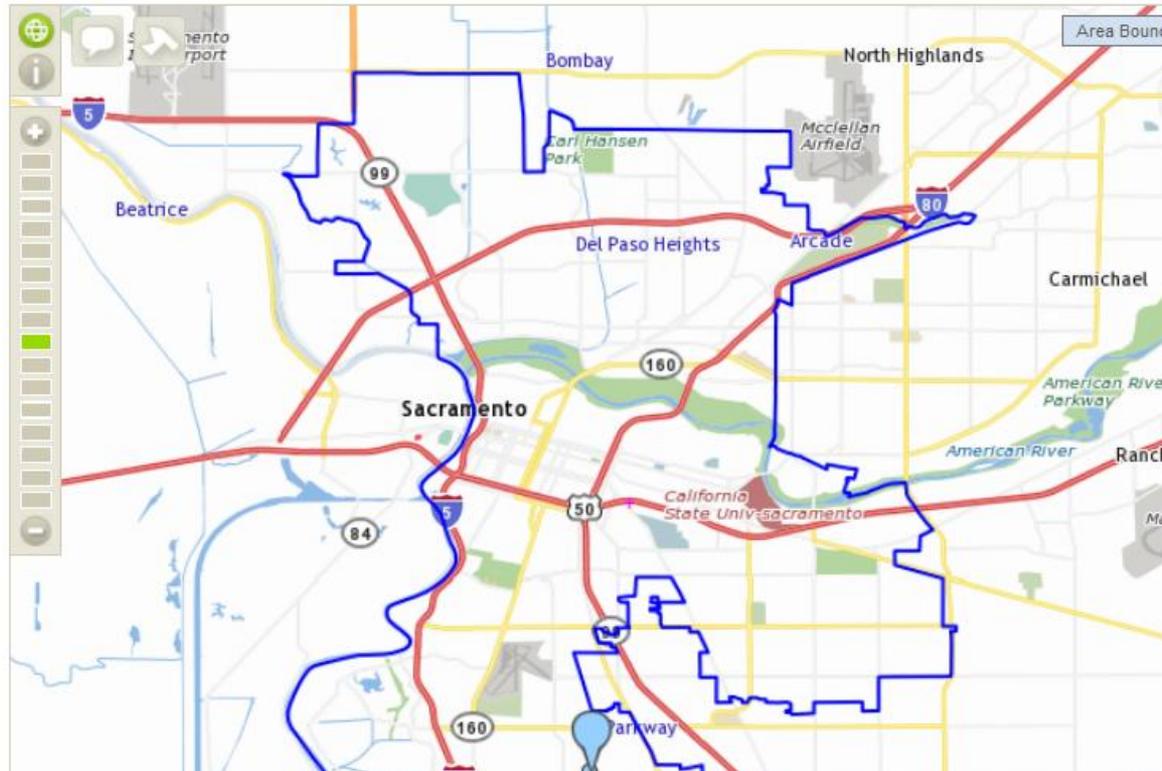
Showing 1 ~ 1 of 1

“Please consider the higher concentration of the African American and Asian Pacific Islander communities ...”

John Kim Feb 26, 2011

Sacramento

Go ▶



Integrate with Twitter

4.5 mi

USE #3: Draw/Engage

Who?

- Community groups (the “have-nots” re: tech/data)
- Advocates/Leaders

What?

- Conduct research to develop “position”
 - Focused on a specific population (*e.g. native americans*)
 - Focused on a specific issue (*e.g. low educational levels*)
 - Focused on a specific geographic area (*e.g. South Sacto*)
- Draw “Community of Interest” or propose District(s)
- Prepare reports and testimony
- Transfer to MAPTITUDE for further analysis

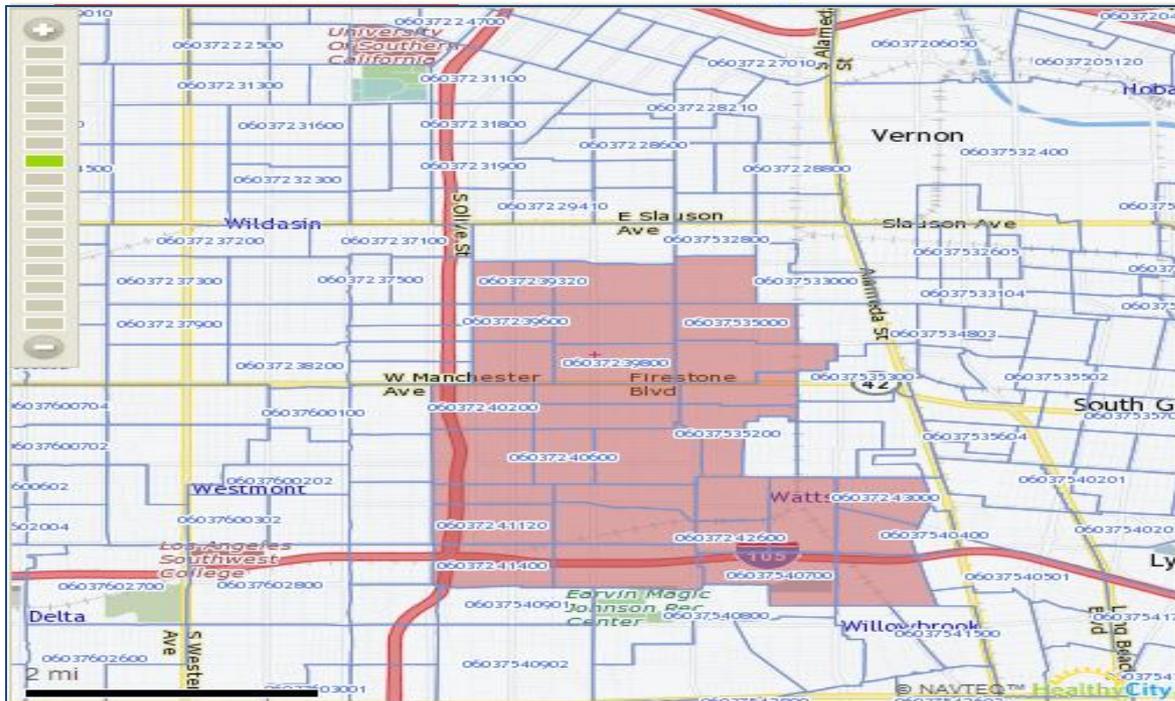
USE #3: Draw/Engage

Select data to map and choose a geography to focus on.

Data Layers

[Add Data Layer >](#)

Zoom to [Go >](#)



[< Return to view](#)

[Add new district >](#)

[Create Report >](#)

[Save >](#)

[Email >](#)

[Download >](#)

[Get Feedback >](#)

[Publish on CoCA >](#)

[Charts](#)

[Tables](#)

[Comments](#)

California

Redistricting Data

[Compare two geographies >](#)

Registered Voters
[Indicator 1]

% Democrat

% Republican

% Other

Race / Ethnicity
[Indicator 2]

%

%

%

%

%

Gender
[Indicator 3]

% Male

% Female

% Other

[Add data >](#)

USE #3: Draw/Engage (print funx)

PROPOSED CONGRESSIONAL DISTRICT - OVERVIEW

BASIC INFORMATION/
MAP KEY

RACIAL COMPOSITION

INCOME

AGE



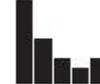
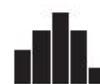
AREA OF DETAIL #1 HAS FAR MORE PEOPLE OF THE MAUVE ETHNICITY THAN THE SURROUNDING AREA AND MAKES A GOOD CASE FOR A VOTING RIGHTS INCLUSION



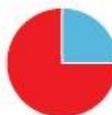
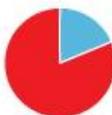
RACE



INCOME



VOTING



USE #4: Collaborate

Who?

- Statewide collaboratives/networks
- Local/Regional collaborative
- Multi-racial coalitions

What?

- Conduct research to develop joint “position”
 - Conduct dialogue over actual data and maps
 - Identify shared needs and issues
 - Create joint “maps” of COI’s or districts
- Share maps/ideas for integration/feedback
- Conduct “group” mapping

DATA SOURCES

- ✓ Census 2010 PL94-171
- ✓ Census 2000
- ✓ ACS 5-year Estimates
- ✓ Statewide Database @ UCB
- ✓ Ca Dept. of Education
- ✓ Ca. Dept. of Health/Public Health
- ✓ DeLorme
- ✓ NAVTEQ

DATA VARIABLES

- ✓ Total Population
- ✓ Age
- ✓ Voting Age Population
- ✓ Race/Ethnicity
- ✓ Foreign-born (status)
- ✓ Language
- ✓ Marital Status
- ✓ Registered Voters (by party, by general election, by election/party)
- ✓ Presidential, Gov in '92, '98, '00, '02, '04, '08, '10 elections
- ✓ Votes on Prop. 209 and 8
- ✓ Educational Attainment
- ✓ Student
- ✓ Home
- ✓ Renter v. Owner Occupied
- ✓ Banks v check cashing
- ✓ CBO's

PLUS MORE TO COME!

Outreach + Training

Statewide focus, materials in English, AP **will not** submit a statewide plan

Outreach Plan

- ✓ One-on-one with RedistrictingCA partners
- ✓ RedistrictingCA + other conferences
- ✓ Our own statewide & regional partners
 - ✓ Sacramento
 - ✓ Bay Area
 - ✓ San Diego
 - ✓ Central Valley
- ✓ Statewide outreach + training webinars
- ✓ Outreach to media/ethnic media
- ✓ Engagement with local collaboratives/ partners

Suggestions for CRC

Distribute draft plan maps digitally (as equivalency file) for us to present on our site

Stay open to comments/testimony submitted from the community in new/interesting forms – twitter, our “wiki-map”, etc.

Appropriately consider/provide guidance on use of other state/federal/local data that help articulate “communities of interest”

- Health Access/Condition/Outcome data
- Educational Institutions/Attainment
- Community Deficit/Services/Nonprofits
- Other Socio-Economic Status data
- Public Safety
- etc.

Consider highlighting our system as a tool for more effective community engagement with the process