



NALEO Educational Fund

Astrid Garcia

Director of State Election Policy and Redistricting

agarcia@naleo.org

(213)747-7606

California Citizens Redistricting Commission

Educational Session February 26, 2011



About NALEO Educational Fund

- Established in 1981, National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund is headquartered in Los Angeles, and maintains offices in Houston, New York City, Orlando and Washington, D.C.
- The NALEO Educational Fund is the nation's leading 501(c)(3) non-profit nonpartisan organization that facilitates full Latino participation in the American political process, from citizenship to public service.
- The NALEO Educational Fund achieves its mission through an integrated strategy that includes increasing the effectiveness of Latino policymakers, mobilizing the Latino community to engage in civic life, and promoting policies that advance Latino civic engagement.
- Consistent with its mission the NALEO Educational Fund's Redistricting Initiative promotes Latino participation in the 2011 redistricting cycle



NALEO Educational Fund's Redistricting Initiative

- **Goal: Facilitate the Latino community's participation in the Commission's statewide redistricting processes to ensure a successful redistricting cycle**
- Stage 1: Provide educational workshops to Latino civic and community leaders in California, Nevada, and Central Florida
- Stage 2: Create comprehensive website to provide a redistricting toolkit and updated information on the redistricting process for California and other key states at www.latinosdrawthelines.org
- Stage 3: Create network of Latino community groups and provide support and technical assistance as they prepare to participate in redistricting process



As the second largest population group in the U.S. and in California, our nation and our state benefit from the civic engagement of the Latino community₃

Role of community groups

- Community members will organize into roundtables in each of the communities of focus
 - They will identify their priorities as a community and prepare testimony for the Commission's public hearings
 - Focus of testimony will be identifying communities of interest in California. This will include working with partners in multi ethnic communities.
- NALEO Educational Fund will provide groups with technical assistance and help mobilize community groups for hearings
 - Provide key dates and guidelines set by the Commission; provide trainings on defining communities of interest and data

Outreach Efforts

- Communities of focus include San Diego, Los Angeles (SFV, SE cities), Riverside, San Bernardino, Central Valley, Central Coast
- Workshops and materials will be available in Spanish and English depending on the requests from the community
- NALEO Educational Fund's commitment is the civic engagement of the Latino community. We will not be providing a statewide map
- NALEO Educational Fund is working collaboratively our partners: MALDEF, APALC, AARC, Redistricting CA collaborative



Outreach Timeline is Spring/Summer

- 14 Workshops: February – April 2011
- Website Launch: March 2011
- 7-10 Community Groups: April – August 2011

Recommendations for success

- Outreach
 - Consider having two meetings in more populous California cities
 - Education workshops by the Commission should be in addition to workshops provided by nonprofit groups
 - Timeline should allow for the community to submit maps as part of public input
- Transparency
 - Update website to a more user friendly format
 - Upload proceedings in timely manner, preferably within 48h
 - List contact info of nonprofit nonpartisan organizations that are working on redistricting
 - Final votes by the commission should allow for an additional 24h of public comment when members of the public are not present
 - The RFI for the mapping contractor was adopted by the Commission before being given proper consideration. The Commission changed the terms of the RFI from prior public versions, and adopted this new version when the public was not present
 - Hiring of qualified Mapping consultant/staff need to meet the following standards
 - Impartiality
 - Upholding the principles of the Voting Rights Act, that allow traditionally underrepresented groups to participate in the process

Thank you!



Back up

How to participate in the public process

Learn

- Learn the Commission's redistricting criteria, timeline and process

Define

- Identify and define your interests as a community, including qualitative data, quantitative data, and geographic boundaries

Organize

- Identify who your community partners are and organize your coalition to participate in the process

Testify!

- Know key dates for public hearings and show up with a clear and cohesive community message

Communities of Interest

- A Community of Interest (COI) is a neighborhood or community that would benefit from being maintained in a single district because of shared interests, views, or characteristics.
- COIs are defined by the local community members
 - Qualitative: Public will organize to send letters and give testimony, verbally describing their COIs
 - Quantitative: Public and advocates will provide maps and statistics to show the common qualities of your community.
 - The strongest arguments for COIs contain both qualitative and quantitative components.
 - No clear rules on what is needed to define a COI, be comprehensive in your approach