



# ***MAPPING OUR FUTURE:*** ***A post line-drawing analysis***

*Presented by*

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The Greenlining Institute

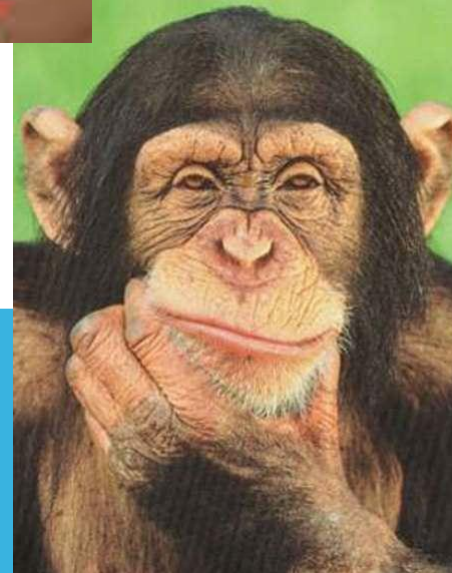
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# About Greenlining Institute

- ❖ A national policy research, organizing, and leadership institute working for racial and economic justice.
- ❖ We ensure that grassroots leaders are participating in major policy debates by building diverse coalitions that work together to advance solutions to our nation's most pressing problems.
- ❖ We are a 501(c)3 nonprofit.

For more, visit [www.greenlining.org](http://www.greenlining.org)

# *Support Prop 11? New commission?*



*The Greenlining Institute's*

# CA Redistricting Initiative


- ❖ Recruit candidates to apply for commission
- ❖ Monitor redistricting process from selection of commissioners to final drawing and adoption of new maps.
- ❖ Implement a civic engagement program in 7 regions across the state: Bay Area, Stockton, Fresno, Bakersfield, Los Angeles County, Inland Empire, and San Diego
- ❖ Advocate for open and transparent process, empowering of communities of color.

**Funded by The James Irvine Foundation  
& Member of the RedistrictingCA Alliance**

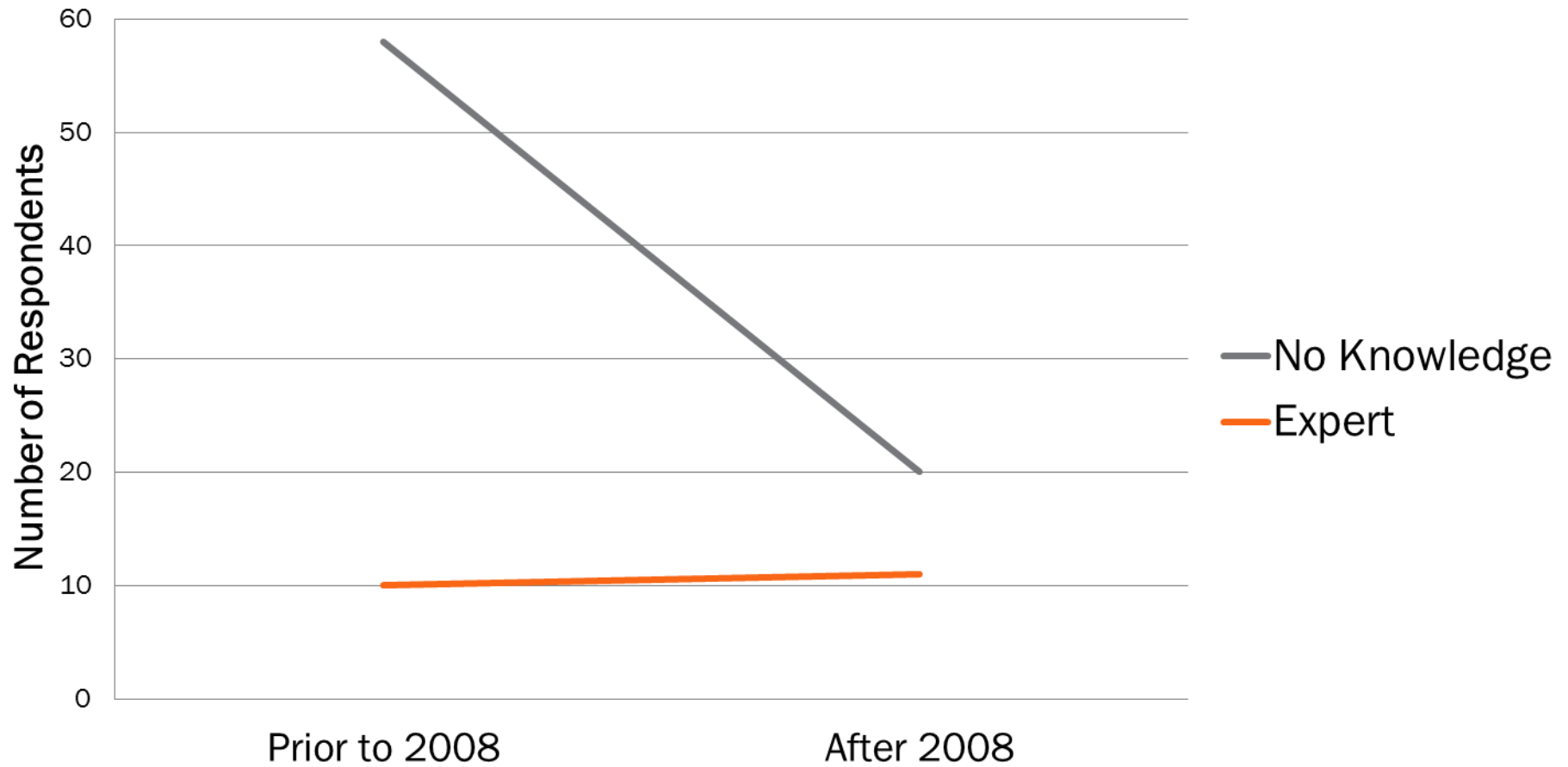
# Evaluating Prop 11's Impact

- ❖ We conducted our own analysis from first hand observation of the process, review of public comments, commission hearings, and materials
  - ❖ Conducted statewide survey using a convenient sample of 211 Californians
  - ❖ Survey of 53 out of 75 participants present at the last San Francisco's Public Input Hearing
  - ❖ Interviews with advocacy organizations, commissioners, and commission staff
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# Redistricting Reform in Review: *Successes*

- **Diversity on the commission**
  - **20,000+ public comments received**
  - **Thousands of Californians educated & engaged on the topic**
  - **Decent Assembly & Congressional plans**
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# Knowledge of Redistricting

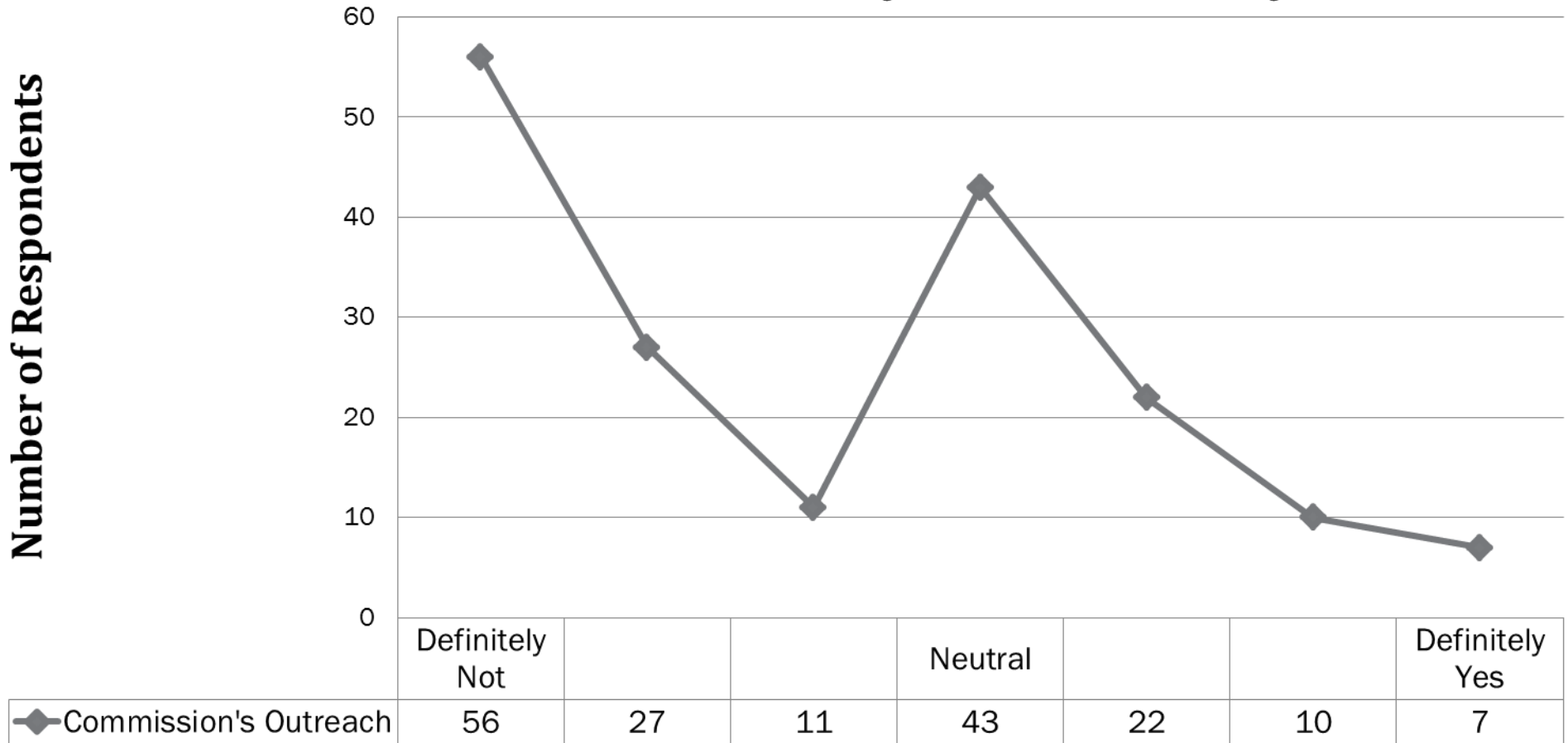


**From a convenient sample of 211 Californians taken in late July 2011**

# Redistricting Reform in Review: *Failures*

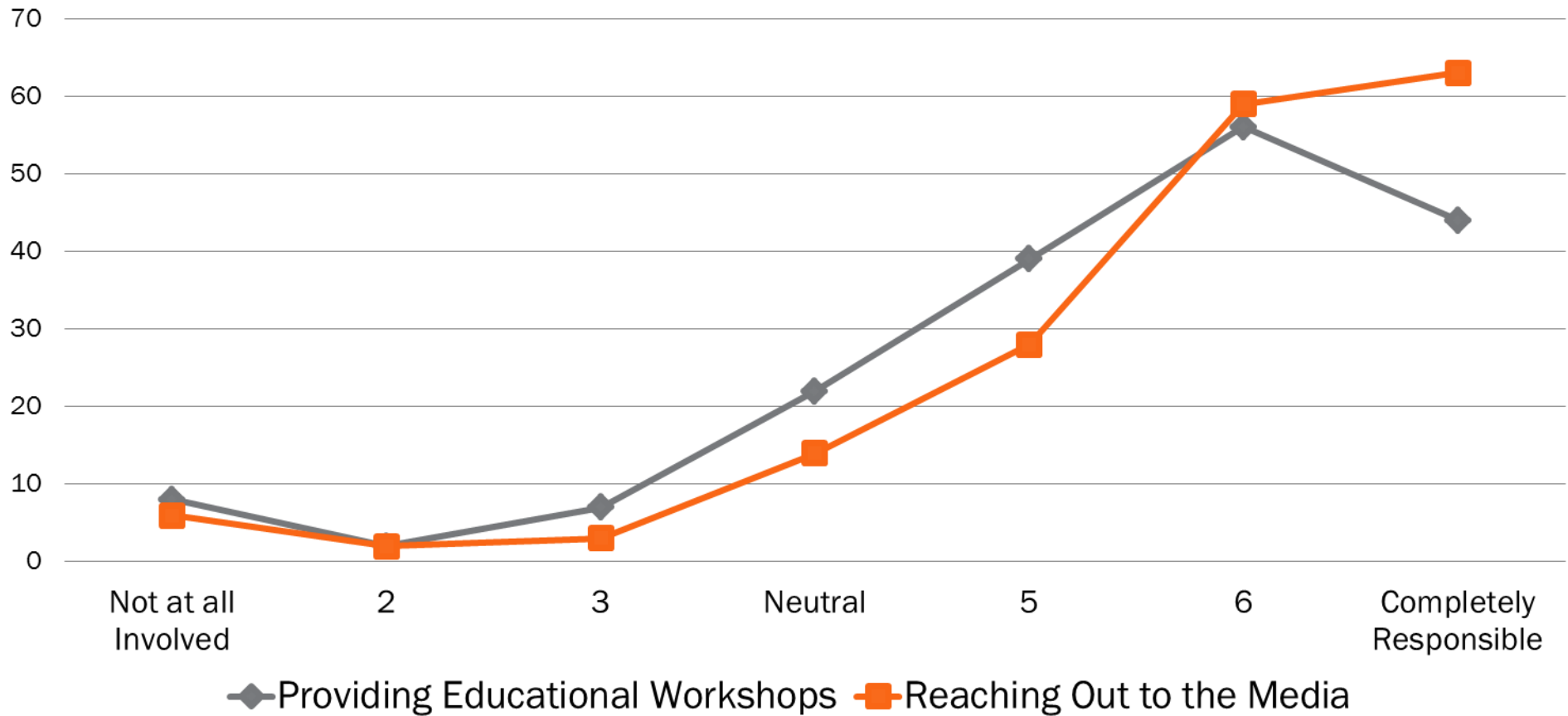
- Adequate engagement of lower income Californians, people of color, and less educated individuals
- Ineffective communication & outreach
  - Lack of Voting Rights expertise
  - Poor Senate Plans

# Q: Do you feel the commission did adequate outreach to your community?



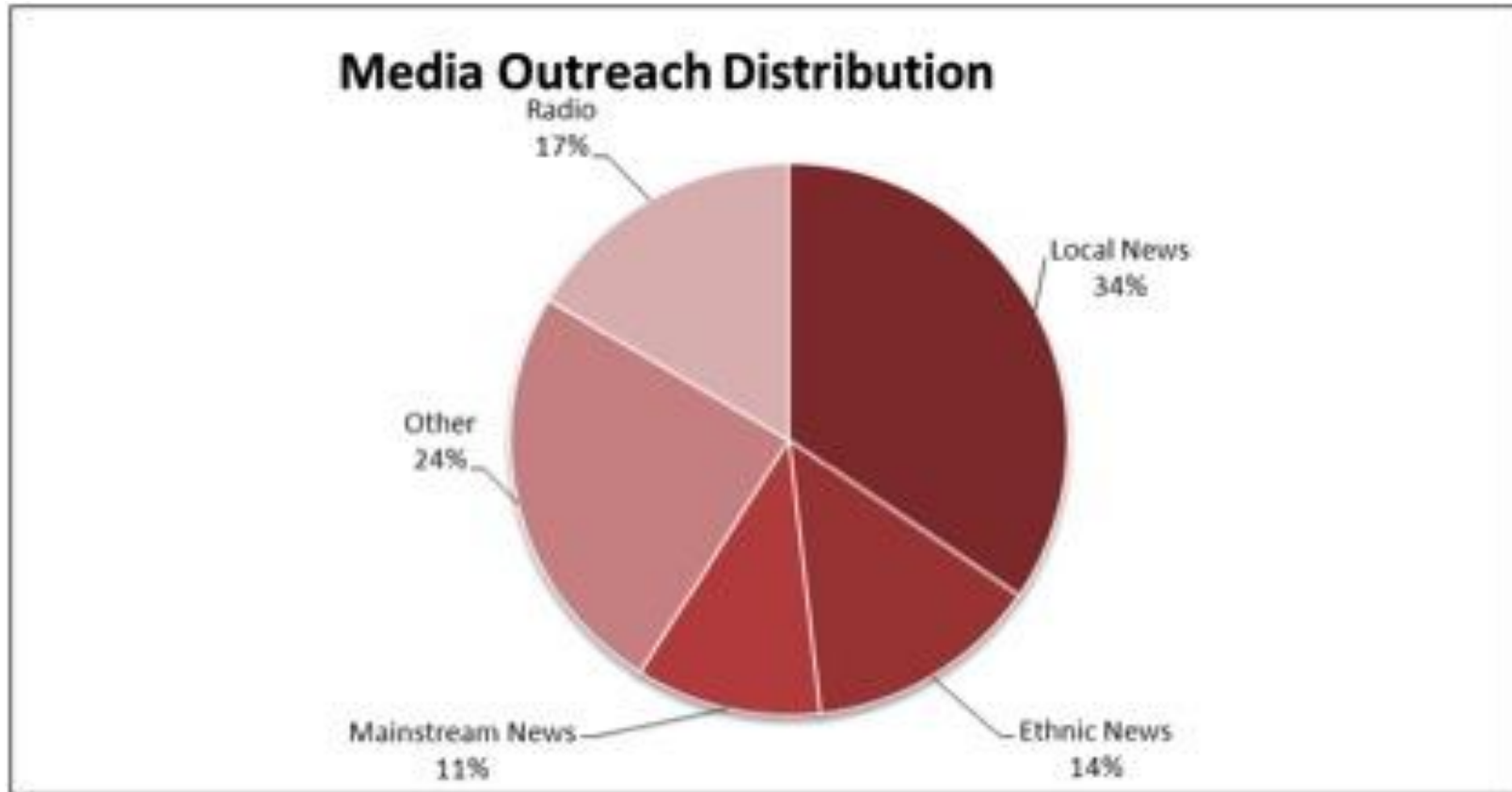
**From a convenient sample of 211 Californians taken in late July 2011**

# Q: How much should the commission be involved in outreach?:



From a convenient sample of 211 Californians in late July 2011

# CRC “In the Community”



From self-reported information  
available at  
[www.wedrawthelines.ca.gov](http://www.wedrawthelines.ca.gov)

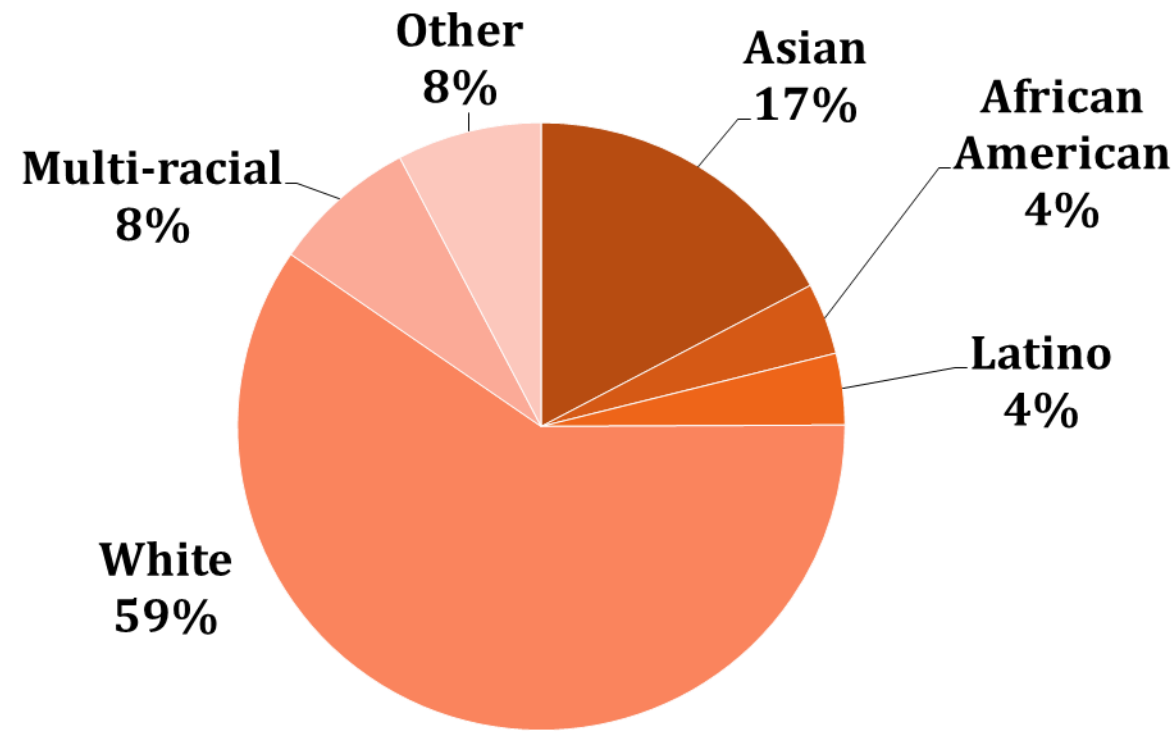
However, when asked about how they get their news information, a Pew Research Center study found:

- **87% of Hispanics;**
  - **74% of African-Americans and Arab Americans;**
  - **70% of Asian-Americans**
- Use some form of ethnic media

(“State of the News Media,” 2006)

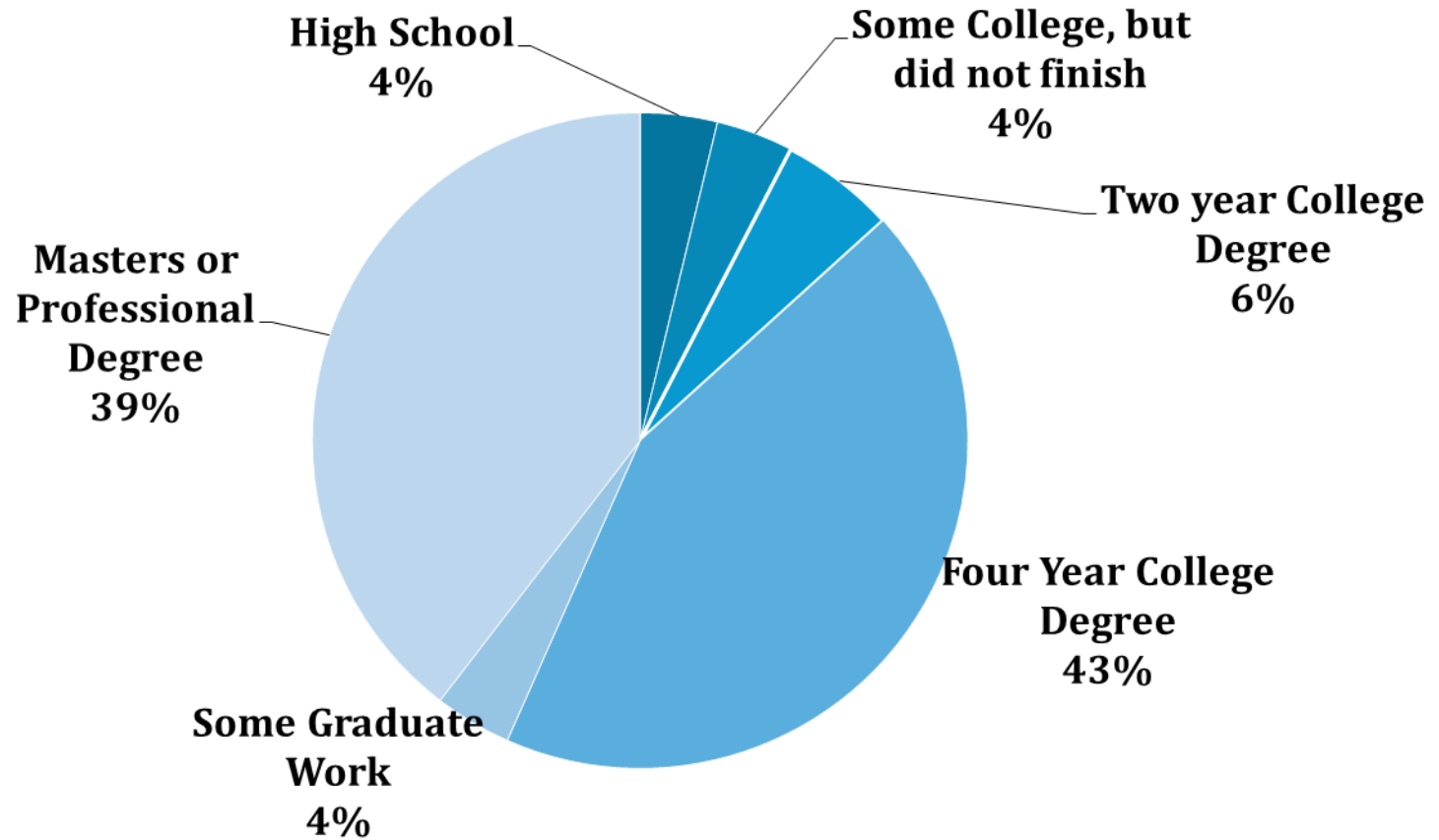
Greenlining analysis also found discrepancies between **how** mainstream and ethnic media outlets tended to frame the issues.

# San Francisco Public Input Hearing Attendees by Race



From a survey of 53 out of 75 participants at a San Francisco public input hearing

# SF Public Input Hearing Participants by Education



From a survey of 53 out of 75 participants at a San Francisco public input hearing

# Greenlining Institute's Full Report on Recommendations

Due out later this year

# Next Steps

- ❖ Engage the commission to make improvements
  - ❖ Build strategic grassroots coalitions
  - ❖ Encourage & develop new leaders
  - ❖ Engage elected officials & keep them accountable
  - ❖ Sign up for our mailing list!
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For more information  
[www.greenlining.org](http://www.greenlining.org)

*Select the “Redistricting” tab*