Norman Y. Mineta Leadership Institute

We DRAW THE LINE:
Intro to Redistricting Advocacy in Arizona

Sponsored by:

July 24, 2021
Tech Talk

- Meeting Format (we want this to be interactive!)
- Mute vs. Unmute (please mute yourself unless speaking)
- Chat (use to interact with each other and ask your questions)
  - We will drop links in chat to Mentimeter Polls and the Evaluation at the end
- We will be recording this training.
- Let us know if you have any tech problems!
Trainers

Raymond Partolan  
*National Field Director at APIAVote*

Kyle Van Fleet  
*Communications Associate at APIAVote*

Victoria Grijalva Ochoa  
*Redistricting Program Manager at One Arizona*

Jennifer Chau, Program Director, AZ AANHPI for Equity Coalition
Icebreaker!

► Mentimeter Poll

LINK IN CHAT
If you haven’t filled out your worksheet for today yet, please do so. We will drop the link in the chat!
# Agenda Run-Through

## Part 1. Introduction to Redistricting + Q&A
What is Redistricting? How does it work? Why should we care?

**BREAK**

## Part 2. Introduction to Community Mapping
Why is community mapping important?  
How do we define our community? What stories are we looking for? What data would help?  
**Breakout - Learning to use Representable**  
- How do we use Representable?  
- How do we share maps in a coalition?  

**BREAK**

## Part 3A. Messaging and Communications
- What are some effective messages you can use to help your community understand the importance of redistricting?

## Part 3B. Advocacy and Giving Testimony
- What are some important things to consider when giving testimony on any issue?

## Part 4. Closing
Introduction to Redistricting
Introduction to Redistricting: What you will learn

► What is redistricting?
► Why does redistricting matter?
► What is the process like in Arizona?
► Why is it important for us to engaged in this work in **UNITY**?
Redistricting is when we redraw districts so each has the same number of residents.

Introduction: What is redistricting?
Introduction: What is redistricting?

Over time, districts become uneven in size.
Introduction: What is redistricting?

Every ten years, we count people again, and then redraw the district lines to have an even number of people again.
Introduction: Why does redistricting matter?

Redistricting can take away minority voting rights.

Minorities make up only $\frac{1}{4}$ of each district.
Introduction: Why does redistricting matter?

When we organize, we can elect candidates of our community’s choice.

Minorities make up a majority of this district

If a majority can be drawn, the Voting Rights Act may require it
In 1992, Koreatown was ignored by elected officials.
1992 LA Koreatown

- Koreatown was split into four City Council districts and five State Assembly districts.
- In 1992, the uprising in Los Angeles took a heavy toll on many neighborhoods, including the area known as Koreatown.
- The city suffered damages of more than $1 billion, much of it concentrated on businesses operated by Koreans and other Asian immigrants.
- When it came to cleanup and recovery, elected officials all passed responsibility because Asian Americans didn’t make up a “significant portion” of their district.
To get started, you will want to have a conversation about:

- How much do we understand about how elected officials at different levels affect our daily lives?
- What level of redistricting do we want to be involved in – congress? state? county? city? School board?
To get started, you will want to have a conversation about:

- Do we want to give testimony?
- Do we also want to submit a map for a district? Or all the districts?
- If you want to draw district maps, who can help? What are the mapping criteria?
Find out how to give input:

► Who makes the mapping decisions?
► When are public hearings?
► How do we submit information? By email, through a web portal, in person?
## Redistricting Rules: Arizona Timeline

<table>
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<tr>
<th>Period</th>
<th>Event Description</th>
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<tr>
<td>July - August 2021</td>
<td>Independent Redistricting Commission hosts their first listening tour — public hearings focused on communities of interest.</td>
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<td>September - October 2021</td>
<td>Grid map review</td>
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<td>October - November 2021</td>
<td>Draft map review</td>
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<td>December 2021</td>
<td>Public review/final map readings and comments</td>
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<td>December 2021</td>
<td>Commission tentatively adopts plans</td>
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Redistricting Rules: Arizona Rules

Who draws the lines?

- The Arizona Independent Redistricting Commission was created when voters approved Proposition 106 in 2000.
- Prop 106 amended the AZ Constitution to create a commission independent of the state legislature that would redraw congressional and legislative lines following the decennial census.
- The Commission is made up of 5 members — 2 Democrats, 2 Republicans, and 1 Independent.
What are the mapping rules?

- Compliance with the U.S. Constitution and the Voting Rights Act, and to the extent practicable:
  - Be equal in population
  - Be compact and contiguous
  - Respect communities of interest
  - Incorporate visible geographic features
  - Favor competitive districts where doing so would create no significant detriment to the other goals
REDISTRICTING: Legal Framework
REDISTRICTING: THE ROAD TO 2022

- Minority Vote Dilution - Packing and Cracking
- Federal Protection - 1965 Voting Rights Act
- Focus On Ongoing Efforts - Tools at Our Disposal
What is Minority Vote Dilution?
In communities of color, practices commonly known as **packing** and **cracking** occur to dilute the voting strength of the community.

- Redistricting has been used at times to prevent minority voters from gaining political power by drawing districts in a way that resulted in those voters having less of a chance of electing their candidate(s) of choice.
- This is known as **minority vote dilution**, and it commonly can be seen when map drawers use techniques, such as, **packing** and **cracking**.
- Districts are drawn based on the cohesion of like-minded groups, but shapes of districts need not be perfectly geometric.
Packing is the term used when minority voters are compressed into a smaller number of districts to waste their collective strength, instead of effectively controlling one district or more.

An example is when mapmakers draw one district that is over 90% of a single minority group (BLUE), when one could draw two districts each with 50% single minority group.

**Source:** Common Cause
What is CRACKING?

Spreading (splitting apart areas of) minority voters thinly into many districts is known as cracking, splitting, or fracturing.

An example of cracking can occur if three districts are created that have 40% of a single minority population in each. If the minority population (BLUE) were placed within one district where they are 70%, the minority community would have an opportunity to elect a candidate of their choice.

[60% Grey Wards
40% Blue Wards]

[3 Districts: 3 Grey, 0 Blue
Blue wards are "cracked" into one district]

[3 Districts: 1 Blue, 2 Grey
Proportional Outcome]
Protection From the Voting Rights Act ...

- Passed at the height of the Civil Rights Movement in 1965, the Voting Rights Act was and is designed to prevent the systemic and widespread voter discrimination experienced by people of color.

- Section 2 allows voters to seek judicial relief if they believe that a state or local government has denied or limited their voting rights on the basis of their race, color or membership in a language minority group.
  - Provides certain criteria for drawing majority minority districts.
EDUCATION - To engage the general public, advocates and activist through our various channels on how to impact the drawing of equitable maps through understanding the state and local political and demographic landscape, leveraging community partnership spaces and approaches like Communities of interest.

TRAINING - Provide technical training on the use of the tabular data and other data sets to assess and draw maps. This will be for a niche grouping but understanding the range of tools and resources are essential to empowering community engagement.

ADVOCACY - To continue to advocate for fair and inclusive maps, and the end of packing, cracking and prison gerrymandering. To lift up redistricting community engagement at the grassroots and grasstops level.

LITIGATION – To intervene through the courts when and where necessary.
POWER OF UNITY WORK
Mapping Our Communities
Where are we in the agenda?

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**Breakout - Learning to use Representable**

- How do we use Representable?
- How do we share maps in a coalition?

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Community Mapping: How do we organize to put our community on the map?

Let’s think about these questions:
► Who should be at the table to describe our community?
► Are there other folks we want to invite?
► What level of redistricting do we want to be involved in – congress? state? county? city? School board?
► Do we want to submit a map of our community?
► Who are possible allies we want to reach out to increase our power?
Community Mapping: What is it?

Community mapping = when a group of people identify:

► WHO we are
► WHAT makes us special
► WHERE we live
► HOW we share interests
**Focus of Ongoing Efforts:** Independent redistricting based on “communities of interest”

► **Community of Interest** – A neighborhood, community, or group of people who have common policy concerns and would benefit from being maintained in a single district.

► Focus of a lot of state efforts, and currently in H.R. 1, Reflected in S1

► Would be a big step forward in:
  - preventing extreme, intentional minority vote dilution; and,
  - helping to mobilize communities.
Share stories that cover the 3 Cs:

- **CULTURE**: How would you describe the people who are part of your community? What do we have in common? What is our history? What are our languages? What do we celebrate? What do we value?

- **CONCERNS**: What issues need attention from government? What community projects need resources? Are there examples of elected officials ignoring our concerns?

- **COUNT**: Is there data we can present that strengthens our stories? (Number of people in our community, % POC, income levels, distance from hospitals, lack of greenspace)
Go around the room. Please share...

- Your name
- Your preferred pronouns
- The name of your community
- Share one thing you love about your community
Let’s use Representable to map our communities!

Gerrymandering is silencing communities.
Make your voice heard with Representable and put your community on the map.

AZ AANHPI for Equity
Organized by One Arizona in AZ

This organization has partnered with Representable to allow people to draw communities of interest and share information about the interests and needs in those communities.

Making this information available encourages mapmakers to take these communities into account during redistricting, in order to avoid gerrymandering and the “packing and cracking” of marginalized groups.
Messaging and Communications
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Effective Messaging

What are some effective messages you can use to help your community understand the importance of redistricting?
Effective Messaging

Video Game - effective for educating the base
Effective Messaging

So is it fair when politicians move district lines

Goalie - effective for educating the base
Effective Messaging

Movement’s Task - particularly effective for mobilizing our progressive base
Effective Messaging

Belonging - effective in activating audiences across ideological spectrum
Key Principles

► Make redistricting about equity across races / ZIP Codes / Backgrounds
► Create a sense of urgency by tying to lasting impact
► Call out the villains for dividing us
► Clearly tie districting to personalized impact
► Be positive and inspirational
► Promise people what they crave -- a united community
Effective Messaging

A LOT CAN CHANGE IN 10 YEARS

THE DISTRICTS DRAWN NOW WILL DETERMINE YOUR COMMUNITY’S RESOURCES FOR THE NEXT DECADE. GET INVOLVED.
Effective Messaging

A LOT CAN CHANGE IN 10 YEARS

THE DISTRICTS DRAWN NOW WILL DETERMINE YOUR COMMUNITY’S RESOURCES FOR THE NEXT DECADE. GET INVOLVED.
Effective Messaging

YOU WOULDN'T ACCEPT THIS:

SO DON'T ACCEPT THIS!
SPEAK OUT FOR FAIR COMMUNITY DISTRICTING!
Effective Messaging

**FRAME SHIFT**

CIVIL RIGHTS 
FAIR DISTRICTING

TAKE UP THE BATON
Advocacy and Giving Testimony
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Effective Testimonies

What are some important things to consider when giving testimony on any issue?
Redistricting Advocacy: The Overview

➢ Why is advocacy important during the redistricting process?
➢ How to deliver strong public testimony
➢ What are ways to increase accessibility and transparency in the redistricting process
➢ How are advocacy and transparency connected
Redistricting Advocacy: Why it matters

- Gives communities a voice & access to the political process
- May create maps that better represent all communities
- Allows for community oversight in the process
- Builds skills – for your organization & community
- Applies to any issue
- Applies to any person or group in power
- Gets you/your organization on the record
- Builds coalitions
- Gets media attention
Virtual & Digital Engagement Strategies

1. Attend virtual meetings and hearings
2. Provide written testimony
3. Share virtual public testimony
4. Coordinate advocacy calls to legislative or commission committees
5. Mobilize communities through digital platforms
6. Create a plan for media coverage through op-eds, letters to the editor, and local interviews
Components of Effective Testimony

Building blocks for success

● Establishes credentials
● Identifies the critical point
● Tells a story of us
● Provides evidence & lists consequences
● Specifies an “ASK”
What is a Story of Us?

A story that communicates who we are:

• Our values
• Our experience
• What is special about our community?
Stories are powerful because...

• Specific. The more specific, the more power your story will have to engage others.

• Educate. Teaches us how to face difficult choices, unfamiliar situations, and uncertain outcomes because we are the protagonists in our own community’s story.

• Communicate. Through emotions, cares, and obligations to inspire us with the courage to act.
Preparing your Testimony: What is a “TESTIMONY”?

Testimony is defined as: a declaration or statement given in evidence

- Written document
- Content of what will be said in testifying or submitted in writing
Preparing your Testimony: 
What is “TESTIMONY”?

Letter contains:

● Information on writer
● What s/he is asking for his/her issue
● Reasons/facts for his/her position
Preparing your Testimony: Define your community

- Define the unique qualities of your community
- Highlight the geographic or structural boundaries in your neighborhood
- Share and explain your COI mapping
Be PREPARED for COUNTER ARGUMENTS

- You might be questioned. Know if there are opposing viewpoints and be able to defend your position.
- If you don’t know the answer to a question, say you “don’t know” but you will get back to them with the answer.
Listen for stories that cover the 3 Cs:

**CULTURE**: How would you describe the people who are part of your community? What do we have in common? What is our history? What are our languages? What do we celebrate? What do we value?  

**CONCERNS**: What issues need attention from government? What community projects need resources? Are there examples of elected officials ignoring our concerns?  

**COUNT**: Is there data we can present that strengthens our stories? (Number of people in our community, % POC, income levels, distance from hospitals, lack of greenspace)
Preparing your Testimony: *Key Parts*

- **Introduce** yourself, your organization, any coalitions you work with!
- **Be clear on your goals** for your testimony and community letting the commission know why you are there
- **Tell your story**
- **Ask for a specific solution**
- **Use your notes, if necessary**

**Example:** “Hello committee, my name is ____. I’ve been a resident of for 5 years. I’m here with a group of my neighbors and the XYZ neighborhood coalition. I would like to urge the committee to keep my community together.”
Get Involved Now!

Attend a public hearing

- Sign up to attend a public hearing: https://forms.gle/M9TZQuKX7ubwfkNa8
- Submit your community of interest survey to the IRC: https://irc.az.gov/survey

Host community mapping sessions & recruit community members to give testimony

- Use Representable to create a map of your own community: representable.org
- Host a community mapping session with other community members
- Encourage community members to attend testimony trainings: https://www.mobilize.us/onearizona/
Save the Date

Tuesday, June 22nd - 6:00 PM to 7:00 PM

Testimony Development Workshop

❖ Get hands on support from a coalition of Georgia organizations in writing and preparing your testimony for upcoming public hearings
❖ Virtual Event
❖ Will host additional training in July
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Public Testimony Example #1
Public Testimony Example #2
Testimony Breakout: Public Testimony Role-Play

1. Based on the testimony role-play scenario, what went well?
2. Do you think Ms. Kindred’s points were well conveyed? How could they be improved?
3. Have people created testimony for redistricting already? What are some helpful real-world things to keep in mind?
Thank you for joining us today!