

Citizens Independent Commission Meeting

LIVE STREAM WILL BEGIN SHORTLY

<https://www.youtube.com/LACountyRedistricting/>



LOS ANGELES COUNTY
REDISTRICTING
2021





LOS ANGELES COUNTY
REDISTRICTING 2021

Los Angeles County Citizens Redistricting Commission (CRC)

Regular CRC Meeting: February 10, 2021





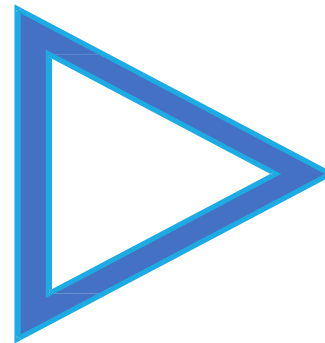
1. Call to Order



Notice

THIS MEETING IS BEING RECORDED AND WILL BE POSTED ON
CRC WEBSITE: <https://redistricting.lacounty.gov>

This meeting is streaming live at: <https://www.youtube.com/LACountyRedistricting/>



**During the CRC meeting, if you need technical assistance,
use the Q&A button at the bottom of your Zoom Webinar screen.
Thai Le of KH is there to assist.**

Other Public Comment Submissions: CommServ@bos.lacounty.gov





2. Roll Call

Commissioner Jean Franklin
Commissioner David Holtzman
Commissioner Daniel Mayeda
Commissioner Mark Mendoza
Commissioner Apolonio Morales
Commissioner Nelson Obregon
Commissioner Priscilla Orpinela-Segura

Commissioner Hailes Soto
Commissioner Saira Soto
Commissioner Priya Sridharan
Commissioner Brian Stecher
Commissioner John Vento
Commissioner Carolyn Williams
Commissioner Doreena Wong

**Meeting to be chaired by the newly appointed
Co-Chair Daniel Mayeda and Co-Chair Carolyn Williams**





3. Approval of Agenda

Co-Chair Carolyn Williams





4. Public Comment: General

Matters Not on the Agenda – Co-Chair Carolyn Williams

If you wish to speak, provide the following information through the Q&A button at the bottom of your screen as though you were completing a Public Comment card:

- Public Comment Speaker
- Your Name
- Your Affiliation/Organization

If on a phone line, press *9 to raise your hand. Once called upon, press *6 to unmute and speak.

Each Person Gets 2 Minutes

When you speak, share your name and affiliation at the beginning.
If you feel comfortable, please turn on your video while speaking.

If you do not wish to speak, you can also enter public comment through the Q&A button by providing:

- Your Name
- Your Affiliation/Organization
- Your Public Comment to be read aloud





4. Public Comment : General – Matters Not on the Agenda

Public Correspondence Received





5. Consent Items: Minutes

Co-Chair Daniel Mayeda

Review and take appropriate action on:

January 27, 2021, Draft Los Angeles County Citizens Redistricting Commission (CRC) Minutes





6. Action/Discussion Items

Overview of Approach

1. Item is introduced
2. Staff present staff report or PowerPoint, if used
3. Commissioners can ask clarifying questions of staff during or after the presentation
4. Public Comment on that specific item is held
5. Public Comment is closed
6. Commission discusses, debates, and votes on the item





6. Public Comment on Agenda Item 6

If you wish to speak, provide the following information through the Q&A button at the bottom of your screen as though you were completing a Public Comment card:

- Public Comment Speaker
- Indicate Agenda Item # (e.g., 6a, 6d)
- Your Name
- Your Affiliation/Organization

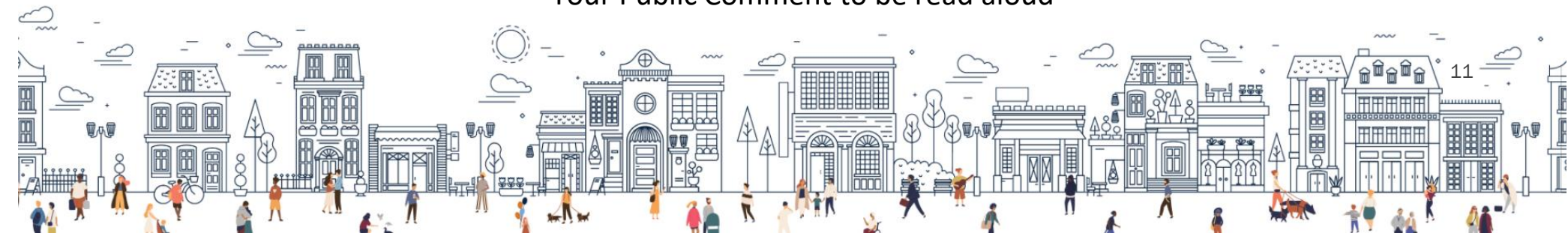
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6. Action/Discussion Items

6a. Appointment of Ad Hoc Working Groups – Co-Chair Daniel Mayeda

6b. Receive and Consider Approval of Public Outreach Plan – Co-Chair Carolyn Williams

- a. Gayla Kraetsch Hartsough, Ph.D., CRC Executive Director
- b. Carlos De Alba, Marketing, Media, and Outreach Consultant

6c. Overview and Soft Launch of the Website www.redistricting.lacounty.gov – Co-Chair Carolyn Williams and Gayla Kraetsch Hartsough, Ph.D., CRC Executive Director

6d. Overview of Public Records Act (PRA) – Co-Chair Daniel Mayeda and Holly O. Whatley, Esq., CRC Independent Legal Counsel

- a. Receive training

6e. Discussion and Possible Adoption of Bylaws (continuation) – Co-Chair Daniel Mayeda and Holly O. Whatley, Esq., CRC Independent Legal Counsel





6a. Action/Discussion Items:

Appointment of Ad Hoc Working Groups – Co-Chair Daniel Mayeda

Proposed Ad Hoc Working Group	Proposed Members	
Public Outreach	Commissioner Apolonio Morales Commissioner Hailes Soto Commissioner Jean Franklin	Commissioner Priscilla Orpinela-Segura Commissioner Saira Soto Commissioner Deena Wong
Redistricting Mapping Tools & Demography	Commissioner Priya Sridharan Commissioner David Holtzman	Commissioner Brian Stecher Commissioner Nelson Obregon
Subject Matter Experts/ CRC Education	Commissioner Mark Mendoza Commissioner John Vento	
Values	Commissioner Mark Mendoza Commissioner Apolonio Morales	Commissioner Carolyn Williams Commissioner Nelson Obregon
Other (e.g., legislature, liaison with other commissioners)?	TBD	TBD





6b. Action/Discussion Items:

Public Outreach Plan – Co-Chair Carolyn Williams

Commissioner Working Group

CRC Staff:

- Gayla Kraetsch Hartsough, Ph.D., CRC Executive Director
- Carlos De Alba, Marketing, Media, and Outreach Consultant





Media Strategy – Carlos De Alba

Multicultural marketing, media planning, media buying and negotiating, and advertising consultant at various ad agencies and direct clients

18+ years experience

Cause Communications

RLR Advertising, Media Director (11 years)

Media relations clients

First 5 LA

Baby Safe Surrender

Los Angeles County Department of Mental Health

Los Angeles County Department of Health Services

L.A. Care Health Plan

Los Angeles Zoo

Bienvenidos

Los Angeles Dodgers

Education

ITESO (Guadalajara, Mexico), B.A., Communication Science

UCLA, Media Buying





Public Outreach Plan Highlights

- Promote Redistricting website
 - Use GovDelivery
 - Link County departments to CRC websites
- Build on existing networks
 - Conduct 2 workshops in early March
 - Community organization workshop
 - County, cities, agencies workshop
 - Provide promotional toolkits (flyers, social media, email promo) in 12 threshold languages
 - Covers 96% of County’s LEP population
- Obtain media attention and media buys
- Promote and conduct public hearings, including threshold language capabilities
 - 7 in April-May
 - 2 in Fall
- Promote redistricting software and submissions of Redistricting Map proposals

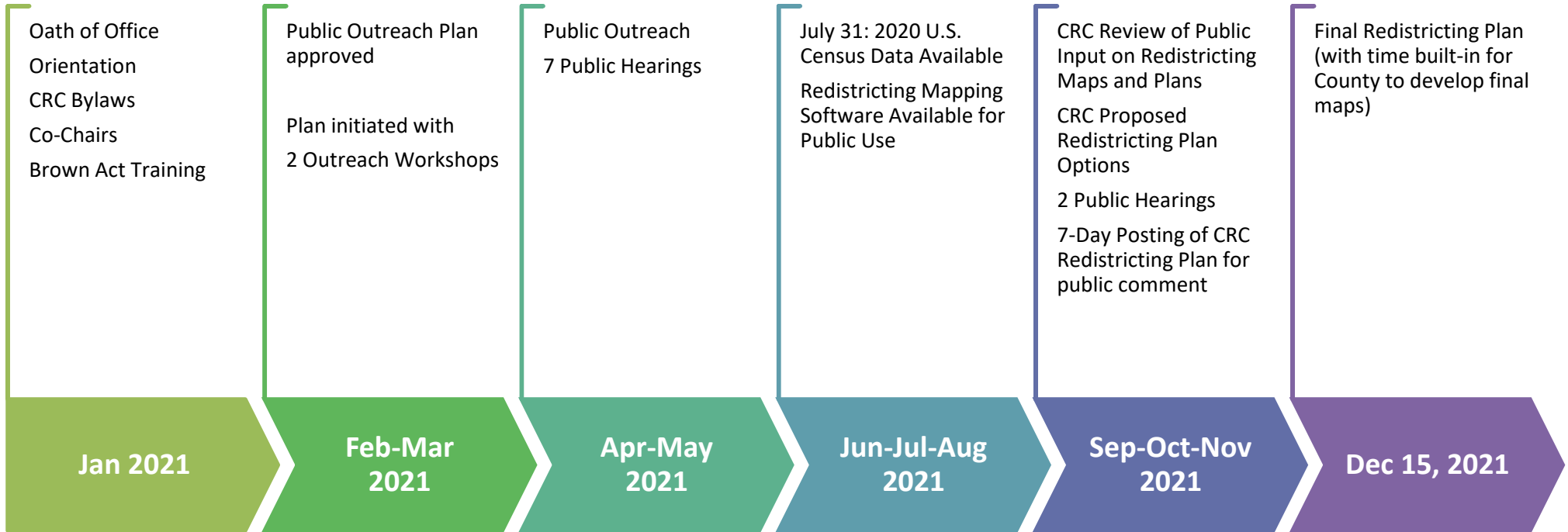
Email Lists	Size
Los Angeles County 2020 Census	1,900
CRC sign-ups	<100
Los Angeles City 88 Neighborhood Councils (DONE)	
▪ Neighborhood Council Board members	1,800
2011 Border Redistricting Committee outreach	1,100
Media outlets	721

The Attachment lists organizations as starting points. The number of involved organizations will grow as the Public Outreach Plan is implemented.





CRC 2021 Milestones





6c. Action/Discussion Items:

CRC Website – Co-Chair Carolyn Williams

<https://redistricting.lacounty.gov>

- Work in progress but ready for soft launch:
 - Sign-up for information
 - Share CRC information about meetings and redistricting
 - Multiple language translations available
- Can request that County websites (RR/CC, EO, etc.) direct inquiries to the CRC website
- Can refine/expand on areas as needed (e.g., glossary)
- Areas to be added:
 - Bylaws (once CRC approved)
 - Values (once CRC developed/adopted)
 - Public Outreach Plan (once approved)
 - Public Comment Card (in progress)
 - Public Hearing dates/links (once CRC adopted)
 - Information on mapping tools when ready



6d. Action/Discussion Items:

Training on Public Records Act (PRA) – Co-Chair Daniel Mayeda and Holly O. Whatley, Esq., CRC Independent Legal Counsel

PUBLIC RECORDS ACT OVERVIEW

Agenda 6d



CA Public Records Act: History



- Modeled on Federal Freedom of Information Act
- Signed by Governor Reagan in 1968
- Requires inspection and disclosure of public records

CA Public Records Act: Purpose

- California Constitution: “the People have the right of access to information concerning the conduct of the people’s business”
- Government Code: “In enacting this chapter, the Legislature, mindful of the right of individuals to privacy, finds and declares that access to information concerning the conduct of the people’s business is a fundamental and necessary right of every person in this state.”

CA Public Records Act: Elements

- “Any writing
 - [Including emails and social media posts]
- Containing information relating to the conduct of the public’s business
 - [Not just within the subject matter jurisdiction of the Commission]
- prepared, owned, used, or retained
 - [Even those retained on personal devices]
- by any state or local agency
 - [like the Commission]
- regardless of physical form or characteristics.”



CA Public Records Act: Process

Commission receives CPRA request

01

Staff has 10 days to provide records, make them available for inspection during business hours, notify requestor of exemption, or request extension

02

Staff has additional 14 days to provide records, make them available for inspection during business hours, or notify requestor of exemption

Exemptions from Duty to Disclose

- “Preliminary drafts, notes or memoranda ... not retained ... in the ordinary course of business, provided that the public interest in withholding those records clearly outweighs the public interest in disclosure.”
- Pending litigation
- Personnel, medical or similar files, the disclosure of which would constitute an unwarranted invasion of personal privacy
- Documents of agency contractors that are not by contract owned by the agency
- Commissioners’ home addresses or phone numbers
- Records protected by legal privilege (attorney-client or work product)
- General balancing exception



Questions
and Answers



7. Future Agenda Items

Co-Chair Carolyn Williams

Commissioners, do we have any “Matters Not Posted”
to be placed on a future agenda?





8. Executive Director's Report



9. Adjournment

Co-Chair Daniel Mayeda



Citizens Redistricting Commission Staff

Executive Director

Gayla Kraetsch Hartsough, Ph.D.

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Carlos De Alba
Marketing, Media, and Outreach Consultant

Independent Legal Counsel

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*** RECESS ***

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