

# WARD ECONOMIC DEVELOPMENT CORP.

(A California not-for-profit faithbased organization)

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California Citizens Redistricting Commission  
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# WARD ECONOMIC DEVELOPMENT CORP.

- ▶ Greater Los Angeles area
  - ▶ Los Angeles
  - ▶ Mission of your organization
    - Communitybased development including housing, economic development, **leadership and neighborhood development** (Encouraging civic engagement & organizing for quality of life activities including public transportation redistricting, voter education)
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# WARD ECONOMIC DEVELOPMENT CORP.

What we are trying to achieve:

- ▶ WEDC conducted Information Sessions to inform the community about “new” ReDistricting Commission & connection to 2010 Census full count efforts
  - ▶ Goal is to keep the early participants engaged and attract other residents/stakeholders to monitor and become involved
  - ▶ Objective is Community Education and Mobilization for communities of interest, esp those who are first-timers
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# 2010 CENSUS

## You...Me...We... Count

(A project of Ward EDC)

### ***Sample of Outreach & Involvement***

- ▶ Census Jobs available in Los Angeles, CA
- ▶ The Census Bureau will be testing for Census 2010 Jobs
- ▶ Friday February 12th @ 10am and 6pm
- ▶ Please arrive 15 minutes early
- ▶ Ward Villas
- ▶ 1177 West Adams Blvd LA, CA 90007

# Sample of Networking in early Re-Districting Outreach

*WEDC Follow up from the*

*CALIFORNIA COMPLETE COUNT CAMPAIGN*

## **Some Partners**

- ▶ Delta Sigma Theta Sorority, Inc
- ▶ National Family Life and Education Center
- ▶ South Central Multipurpose Senior Citizen Center
- ▶ A.A.R.C.
- ▶ The A.M.E. Church
- ▶ McDonald's
- ▶ Utopia Barber Shop
- ▶ LISC
- ▶ Ralph's
- ▶ Greenlining Institute
- ▶ Neighborhood Associations (LaFayette Sq, Adams-Normandie)

# Outreach To Date

- ▶ What your organization has been doing...
  - ▶ **Eblast Updates** – periodic
  - ▶ **Announcements** thru-out Community
  - ▶ **Participate in & Sponsor Forums, Seminars and Workshops** to provide information
  - ▶ **Outreach to CRC staff and Commission** to keep lines of communication open
  - ▶ **Encourage and participate in coalitions** in preparation for hearings, map drawing, etc.
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# Ward Economic Development's Outreach Efforts

- ▶ Greater LA area is our target area
  - ▶ English, Spanish, and access for the African diaspora (i.e., Ethiopian, Ghanaian, Nigerian residents)
  - ▶ WEDC does not anticipate submitting a statewide plan for redistricting. WEDC may collaborate with other coalitions.
  - ▶ Special emphasis in faith communities
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# Ward Economic Development's Outreach Plans

- ▶ **WEDC** anticipates widely distributing information about CRC's work.
  - ▶ **WEDC** will invite CRC commissioners, staff, etc to community gatherings.
  - ▶ **WEDC** will sponsor forums, dialogues.
  - ▶ **WEDC** will encourage communities of interest to use regional centers.
  - ▶ **WEDC** will trouble shoot for those who report access issues.
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# Suggestions for CRC Success

- ▶ WEDC recommends that the CRC **determine access challenges** (transportation, technology for remote participation & drawing lines, responsiveness from CRC, etc.)
- ▶ **Synchronize Work with Other Re-Districting** Processes since cities, counties and school boards will also be drawing lines, coordination with those bodies will enhance participation.
- ▶ **ID gaps** in participation and target those areas for extensive outreach
- ▶ **Add rumor control**
- ▶ **Organize a Speakers' Bureau**