

# Real Talk on Learnings from Census and Redistricting

The IE Funders Alliance Redistricting Pooled Fund  
FEBRUARY 9, 2022



# Agenda

- Purpose and Goals
- Census 2020 Outcomes & Demographics
- What is Redistricting?
- Wins, Losses, Lessons Learned
- Breakout Discussion
- Q&A / Closing



# Purpose & Goals of Today's Presentation

## PURPOSE

To connect philanthropic partners with the work of the IE Redistricting Coalition and uplift the importance of investing in community groups committed to advancing racial and economic equity in the redistricting process.

## GOALS

1. Update funders on Census 2020 outcomes
2. Deepen understanding of:
  - a. The Importance of Redistricting
  - b. The IE Redistricting Coalition
  - c. What will it take to fully engage low-income, BIPOC communities
3. Provide opportunities to engage the Coalition and build connections with funders.



# 2020 Census Outcomes & Demographics

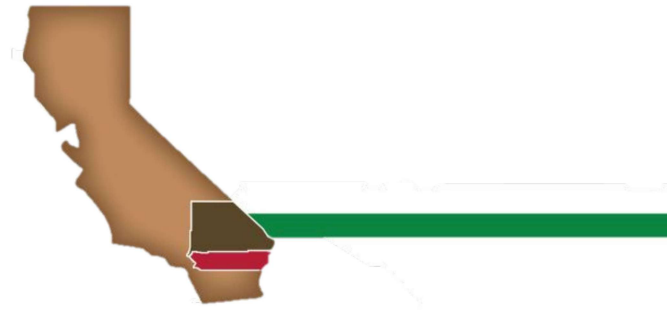
## 2020 Census Outcomes in the Inland Empire

- Historically San Bernardino and Riverside Counties have been in the top 20 Counties of high risk undercount numbers of children between the ages 0 to 4.
- Surpassed 2010 metrics in both counties
  - San Bernardino: 65.4% > 66.3%
  - Riverside: 63.5% > 67.2%
- Unprecedented coordination across sectors and sub-regions
  - 60 different partners in every corner of the region
  - Contacted 1 million residents; 98k pledge cards; 145k IDs
  - Monthly trainings; dozens of trusted messengers trained
- Field coordination that was grassroots, innovative, and nimble
  - pivoted strategies within 24 hours of COVID lockdown announcement
  - advanced field, communications, in person strategies
- A stronger sense of community and collaboration within community groups than ever before

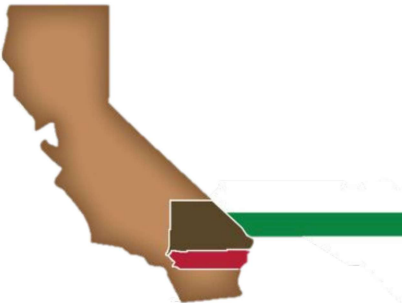


## San Bernardino County Population increased 146,444 from 2010

All Topics	San Bernardino County, California
Total accommodation and food services sales, 2012 (\$1,000) (c)	2,857,960
<b>PEOPLE</b>	
<b>Population</b>	
Population Estimates, July 1 2021, (V2021)	NA
Population estimates base, April 1, 2020, (V2021)	NA
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	NA
Population, Census, April 1, 2020	2,181,654
Population, Census, April 1, 2010	2,035,210
<b>Age and Sex</b>	
Persons under 5 years, percent	7.0%
Persons under 18 years, percent	26.1%
Persons 65 years and over, percent	11.9%
Female persons, percent	50.2%
<b>Race and Hispanic Origin</b>	
White alone, percent	76.6%
Black or African American alone, percent (a)	9.4%
American Indian and Alaska Native alone, percent (a)	2.1%
Asian alone, percent (a)	8.0%
Native Hawaiian and Other Pacific Islander alone, percent (a)	0.5%
Two or More Races, percent	3.6%
Hispanic or Latino, percent (b)	54.4%
White alone, not Hispanic or Latino, percent	27.3%



# Riverside County Population increased 228,544 from 2010



All Topics	Riverside County, California
<b>Population Estimates, July 1 2021, (V2021)</b>	NA
<b>PEOPLE</b>	
<b>Population</b>	
<b>Population Estimates, July 1 2021, (V2021)</b>	NA
Population estimates base, April 1, 2020, (V2021)	NA
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	NA
Population, Census, April 1, 2020	2,418,185
Population, Census, April 1, 2010	2,189,641
<b>Age and Sex</b>	
Persons under 5 years, percent	6.3%
Persons under 18 years, percent	24.9%
Persons 65 years and over, percent	14.8%
Female persons, percent	50.1%
<b>Race and Hispanic Origin</b>	
White alone, percent	79.6%
Black or African American alone, percent (a)	7.3%
American Indian and Alaska Native alone, percent (a)	1.9%
Asian alone, percent (a)	7.2%
Native Hawaiian and Other Pacific Islander alone, percent (a)	0.4%
Two or More Races, percent	3.6%
Hispanic or Latino, percent (b)	50.0%
White alone, not Hispanic or Latino, percent	34.1%

# Redistricting 101



## What is Redistricting?

**Definition:** The legally-required process of *redrawing* voting districts lines in accordance with population shifts.

**Frequency:** Every 10 years, usually after Census

**Constitutional Requirement:** The U.S. Constitution (Article I, Section 2) requires that House Representatives be apportioned to states according to state population counts (with minimum that each state have at least 1 representative)

**Process:** Varies by jurisdiction type (i.e., independent commissions, bill, elected officials)



## Gerrymandering & the Voting Rights Act

**Gerrymandering:** the act of redrawing district lines to influence elections to favor a particular party, candidate, ethnic group.

**Voting Rights Act (VRA):** landmark federal legislation in the United States(1965) that prohibits racial discrimination in voting.

-Informs a minimum required demographic makeup of a district



## Why is Redistricting Important?

- Critical opportunity for communities to:
  - Build power
  - Ensure equitable political representation (elected officials)
  - Address systemic inequities
  - Improve community self-determination



## What's at Stake for the IE?

- Bolster IE's representation in Sacramento and Washington, DC
- Important because both SB and RIV two of faster growing counties
- Merge Riverside and San Bernardino counties' districts with its neighbors, potentially helping some communities while diluting the influence of others
- Local cities/county governments fairly represent (or not) local populations



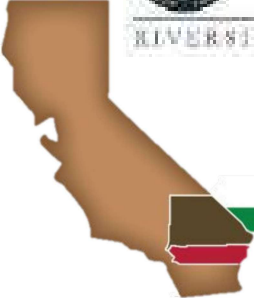
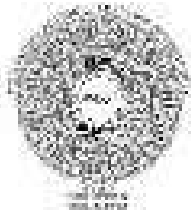
## Partner's Activities in the Process and Future

- Feedback Loop established between partner organizations(who know their community) and demographers/map drawing team.
- Communities of Interest (COI).
- With proliferation of open source tools such as QGIS and python, 2030 redistricting could use less costly software and be more democratic.



Wins, Losses,  
Lessons Learned &  
Best Practices

# Inland Empire Redistricting Hub



## What Went Well

- Strong coalition of over 20 organizations
- Collected over 100 Community of Interest Testimonies
- We advocated for 7 IE VRA compliant Assembly districts. We got 7!
- Senate got 4 VRA compliant districts
- Congress got 4 VRA compliant districts
- Black communities in metro regions of San Bernardino and Riverside were not fractured





## Unexpected challenges/positives

- The sheer scope and time necessary to be on top of the 3 commissions (both counties and state) was underestimated. Many days 2 if not all 3 commission were having meetings that overlapped.
- State actors were discrediting community organizations as ‘special interest groups’
- Partners we had not been coordinating with came out in support of public submissions at the local level (especially Riverside County). Our map made it to the top two being discussed!



## What would we do differently?

- Start earlier, much earlier. We had dragged our feet because of the delay in census, we didn't truly start until census had closed. There were infrastructure pieces we could have started early so we could launch out the gate sooner when the data arrived.
- We were drawing COIs, maps, and conducting trainings all at the same time. We could have separated these out and been able to avoid an unexpected obstacles. For example COIs and trainings could have been happening during census and when data came out all we would be focusing on is map drawing and advocacy.



## How did the data and TA help inform the advocacy process?

Data and Technical Assistance was key to every conversation and decision we made. Having Loren and Gio close at hand to work with the coalition to guide our mapping as well as translating Census and maps coming out of the various commissions was invaluable. In Riverside county there were over 57 maps that were drawn and put before the commission, of those 7 made it to the Board of Supervisors. Of those 7, it came down between 2 maps that the board voted on. Ours was one of those maps.



## What would we ask of the funders to do differently?

I do think next time we would ask for more autonomy in holding the funds and acting as a centralized subgranting committee.

This would also create more ownership of the grantees as they would be part of that process more intimately. We have seen positive results when there is a subcommittee of the coalition that is in charge of grants. It creates a culture of peer accountability that leads to increased outcomes.

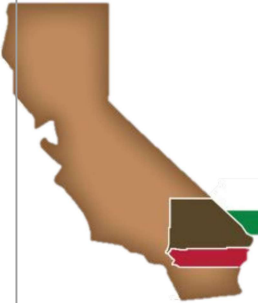


# Brown & Black Redistricting Alliance

*Organizations we worked with either in: State, county and local redistricting*

- Inland Equity Partnership
- CCA EJ
- SBX Youth and Family Services
- TODEC Legal Center
- National Ecumenical Forum for Filipino Concerns, Inland Empire
- COFEM
- LULAC Riverside
- LULAC Ontario
- League of Women Voters of San Bernardino
- League of Women Voters of Riverside
- Rainbow Beginnings
- Planned Parenthood Action Fund of Pacific Southwest
- Comite Latino

- Chicano/Latino Caucus of San Bernardino County
- Bayanihan Desert Chapter
- A Better Banning
- Inland Black Redistricting Alliance
- Indio Organizing Power
- South Fontana Concerned Citizens Coalition
- Progressive Alliance of the Inland Empire
- Victor Valley Residents for Equitable Maps
- Southwest Riverside County for Equitable Maps
- Latina Association of Riverside County
- Unions:
- Asian Pacific American Labor Alliance (APALA), Inland Empire Chapter
- United Domestic Workers 3190
- SEIU 2015
- Fontana Teachers Association



# What went well?

Getting people of color voices be heard

Helping people discuss the importance of redistricting

Great experience having our community give input of what they think is communities of interest and input of the type of maps they want at the federal, state, county and local level

Strategic partnerships like MALDEF and ACLU regarding Voting Rights Act and Fair Act Map talking points and helping us with our communications strategy with various media outlets.

Being valued and taken into consideration from the various state/county/local redistricting commissioners and electeds agreed with our community regarding our proposed community maps

Provided both English and Spanish educational workshops to community members from disadvantaged communities about the redistricting process and helped them create their own COI testimonies. One of our partners reached out to Asian American Advancing Justice for different API languages.



# What went well?

State: mobilized approximately 100 public comments (phone in, e-mails, online) to submit their communities of interest

We advocated for Voting Rights Act maps that complimented our communities of interest in both San Bernardino and Riverside county maps. In comparison to 2011, in 2022, we gained more Congressional, state senate and state assembly voting rights act maps that will lead to more Latinx, African American and Asian American/Pacific Islanders to be able to run for office.

County: Both in San Bernardino and Riverside county board of supervisors community maps made it to the Advisory redistricting commission for review and we mobilized 30 community members to do phone in, online, and in person public comments.

Local: Victorville City changed from at large to at district elections. Fontana City and Rialto USD community maps were selected for recommendations. Most recently prepared community map for Fontana USD that will be up for consideration for February 16th. Riverside City is considering an Independent Commission. Other cities we will be preparing community maps like in Perris, Riverside, Jurupa Valley and Banning,



# What was unexpected?

## Positive things:

We got 20 organizations that want to be involved. We worked with IEFA redistricting grantees and non grantee organizations.

We supported Indio City redistricting work, working with allied groups like Communities for New California (CNC) and our partners were a part of creating the Indio City district community map.

We partnered with other redistricting partners like Inland Black Redistricting Alliance and MALDEF





# What was unexpected?

## Challenges:

- There were challenges with our Spanish monolingual leaders when they phone in during public comments. They didn't know how to unmute or when commission staff called them they didn't know it was their turn. Some of the monolingual leaders due to language issues didn't know it was their last 4 digits of their phone number not their name when called upon. Loss of opportunity to let their voices be heard.
- Based on our diverse and vast membership and limited staff capacity, the Brown and Black redistricting alliance members needed us in many cities and school boards so there were some missed opportunities. Also due to high local level redistricting interest, we used unrestricted funds to contract a census and GIS expert, and partner member, Lupe Camacho to help with the city and school board maps.



## What would we do differently?

- Have access to more funds to be able to plan better our redistricting work. There was a need for a demographer with full time availability or have multiple demographers so cover more ground for state, county and local redistricting work



# How did the data and TA help inform the advocacy process?

- As the Voting Rights Act was our top redistricting criteria after equal population, we utilized 2020 Census Data Map Viewer (population, race, Hispanic origin, housing, and group quarters) and Citizen Voting Age Population data. Secondary, was Communities of Interest, where we used other demographics data like American Community Survey, CalEnviroScreen as other tools that helped us put together community map proposals.
- Value working with experienced demographers that are familiar with the region like Loren, Lupe Camacho.
- We worked with Loren in the Riverside county board of supervisors district maps. He helped with San Bernardino and Riverside County BOS district community maps.



# How did the data and TA help inform the advocacy process?

- Great experience working with technical assistance partners like NALEO and MALDEF, their demographer had advanced map tool where one can give feedback and adjust the maps. Both Hub and Alliance worked with MALDEF on a San Bernardino County BOS district community map.. Shows the benefit of IE hub and B &B collaborating together. Both HUB and Alliance worked more closely when our San Bernardino county BOS community map wasn't approved. MALDEF helped expand our reach due to limited resources to include Riverside USD and Banning, a city with high Black CVAP.
- NALEO helped with some of our community of interest trainings.
- Lupe helped us on some Riverside county board of supervisors community map proposals along with Fontana and Rialto (city council and school board level)



## What did the funder collaboration add to the process for you?

The funder collaboration helped compliment the funds needed to organize on redistricting. Also helped the two Inland redistricting coalitions info share and collaborate when possible various redistricting efforts.



# What would you want us to do differently to be more constructive partners?

- Fund the work earlier and ongoing funding to help us start early and do more of the prework strategic planning and organizing (What is redistricting, what is a COI's, share individual COI's based in region, and drafting a regional collective COI that will lead to Fair Map Act/Voting Rights Act community maps
- In the future, IEFA can provide more apprenticeship positions versus just two positions so we can scale up the number of redistricting community maps in both San Bernardino and Riverside counties.
- Supporting legislation for independent commissions like Assembly Bill 1307 (Asm Cervantes) County of Riverside Citizens Redistricting Commission. Have similar legislation like AB 1307 that would include local jurisdictions. Independent commissions lead more to adopted maps that better reflect upholding Voting Rights Act and Fair Maps Act.

