



# Take Action for Fair Maps Toolkit 2021



\* Like, Follow, Subscribe!

#ncpol #fairmaps



# The Goal

We are asking our North Carolina legislators to create fair districts by adopting a [transparent process](#) with [fair, clear, and measurable criteria](#) and [ample opportunities for public input](#), for the 2021 redrawing and going forward.

## A Closer Look at Our Goal

*In the short term (with respect to 2021 redistricting in North Carolina), the redistricting process should be improved in three areas:*

- The redistricting process should be more [transparent](#). The 2019 remedial map-drawing process (as ordered by state courts) was a real improvement over the past, but more can and should be done. Visibility of the redistricting process leads to greater public trust in elections and elected officials.
  1. Redistricting should occur in full public view at public hearings with any relevant computer screen visible to legislators and public observers.
  2. Redistricting meetings should be broadcast live over the internet, including live-stream broadcast of computers used to draw the maps.
  3. “Picture-in-picture” technology, microphones, and captions should be used so voters know who is drawing, which counties/districts are being redrawn, and what is being said.
  4. There should be no off-camera consultations, either inside or outside the committee room.
  5. All drafts should be made available in machine-readable form, including provision of shapefiles (formats translating the outline of districts, towns, counties, precincts, etc. into a standard GIS format usable for computerized map analysis).
  6. Provide a reasonable time between introducing and voting on a map.

# A Closer Look at Our Goal

- Fair, clear, and measurable criteria should guide redistricting, including specified acceptable levels or ranges for each of the following:
  1. Districts should be compact and contiguous.
  2. Districts should avoid splitting cities, counties, and communities of interest (geographically compact areas sharing a common interest, typically one that would benefit from undivided representation in the legislature or Congress, such as social, cultural, racial, ethnic, or economic groups, etc.).
  3. Districts should not intentionally favor or disfavor any individual or political party and should not protect incumbents.
- There should be real opportunities for public input.
  1. Voters want an open process with hearings around the state.
  2. Voters should be able to make proposals (e.g., regarding communities of interest, maps) and have those be considered as part of the redistricting process.
  3. There should be sufficient time for comments and modifications to be incorporated before votes are taken.
  4. When voters make specific comments on the maps, they deserve a response.

*Note: For the longer term (future decennial redistricting in North Carolina), the League supports the creation of an impartial commission (not elected officials) with a diverse membership. With good design, a commission would prevent either party from being able to manipulate districts in their favor. This should result in less polarized political bodies and encourage more bipartisan legislative solutions. Bills have been introduced, but are unlikely to pass out of committee during the current legislative session. See: <https://www.fairdistrictsnc.org/legislation-introduced>*

# How YOU Can Help

## **Talk to your legislators.**

- Contact your NC General Assembly legislators in both the House and the Senate. Let them know you care about redistricting reform and that you want fair and impartial voting maps.
- Use any proposed redistricting legislation as a reason to start a conversation with your legislators.
- When the legislature is not in session, set up a meeting with your legislators in their district offices.
- Go to your legislators' town hall meetings. Demand their support for redistricting reform.
- Don't get discouraged! Every conversation, phone call, email, and meeting is a valuable act of advocacy.

## **Get politically active in your community.**

- Attend candidate forums. Ask candidates about their positions on redistricting. Let candidates know that this is an important issue to you.
- Be politically active in your community. Most local jurisdictions redraw their voting maps every 5 to 10 years.
- Vote in local elections! Candidates for local office often later become candidates for legislative offices.

# How YOU Can Help

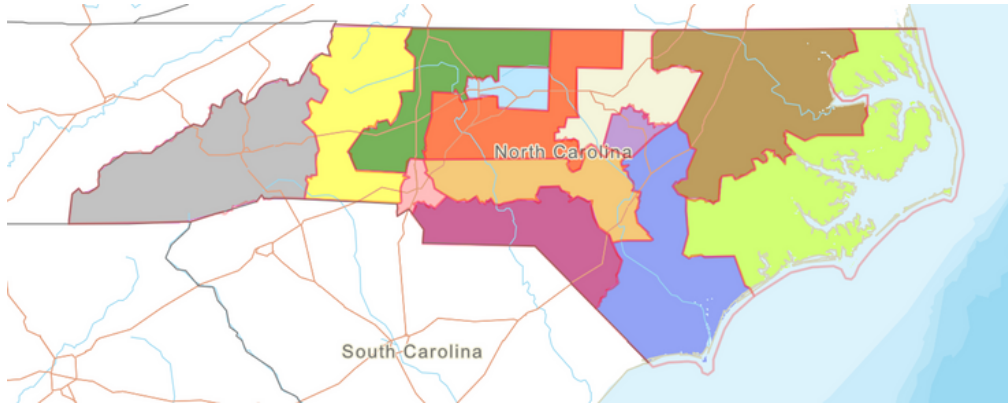
## Be an opinion leader.

- Tell your family, friends, and neighbors why we must end gerrymandering. Help build the wave for change!
- Write letters to the editor and post to online media forums explaining your support for redistricting reform.
- Use your social media to spread the word about the importance of this issue.

**Redistricting reform will happen in North Carolina when voters demand that their elected officials support creating voting districts that reflect the needs of the voters -- not the politicians!**

***Learn more by reading [Guide to Strategic Messaging in North Carolina](#), LWV of Wake County.***

# How to Contact Your Legislators



Go here: <https://www.ncleg.gov/FindYourLegislators>

It's easy to enter your address and get connected to your representatives in the NC General Assembly within a couple of clicks!

## What to Say

**Use these talking points for emails and phone calls to NCGA, creating social media posts and when discussing redistricting with friends & family.**

- Fair voting maps are a cornerstone of our democratic process. Everyone's vote should count. Unless we have fair voting maps, it will be very difficult to make real progress on any other issues.
- The maps that are drawn in 2021 set the stage for the next decade. From 2011-2019, our General Assembly spent 10.79 million dollars defending maps in court, many of which were overturned. In the next decade, that money should be spent in ways that actually improve the lives of citizens! A fair and transparent process can reduce the impact of litigation.

# What to Say

**Use these talking points for emails and phone calls to NCGA, creating social media posts and when discussing redistricting with friends & family.**

- Adopting transparency best practices, such as public hearings with public comment, map-making done in public with rules and improved public observation of map-making will create better maps and lead to greater public trust.
- As citizens, we must have the ability to vote out politicians who don't represent our interests. When maps are drawn unfairly, politicians from both parties feel very "safe" in their districts, and have less motivation to listen to their constituents.
- Transparency processes must be better than those that occurred during the 2019 court-mandated map redrawing process and should include multiple opportunities for citizen engagement.
- North Carolina General Assembly can benefit from transparency by engaging the public in the redistricting process. Effective management and response to public comment heightens citizen's belief that politicians are effectively working on their behalf.
- LWV-Wake members observed the court mandated redrawing of maps last year and witnessed several occurrences of conversations being held away from microphones, texting while engaged in the map drawing process, copies of maps leaving the map-drawing room. These occurrences undermine the process and in turn, the trust the public holds for legislators.



***Interested in writing a letter to the editor to your local paper? [Here](#) are 10 letter-writing tips and suggestions to help increase your chances of publication! And [here](#) is a video that offers some guidance.***



# Sample Email

**Subject: Transparency in redistricting needed now**

Dear Representative [NAME] –

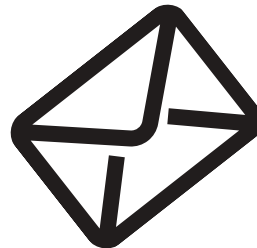
Are you aware that over the last decade, the NCGA spent \$10.79 million of taxpayer money defending their voting maps in redistricting lawsuits? Did you know that they lost most of these cases due to illegal or excessive gerrymandering?

As new maps are being drawn this year, I am asking that you support transparency measures above and beyond what was demonstrated during last year's court-mandated map drawing. The public needs to witness not only the map drawing, but also know that this process was free from private side chats and backroom conferences. In addition, we must have public hearings across the state where citizens can participate in the redistricting process with ample opportunities for meaningful public comment. Only then will I and other citizens trust that you are working effectively on our behalf.

Please read and demand that members of the NCGA Redistricting Committee adopt the best practices.

Thank you,

[YOUR NAME]





# Social Media Tips

## What makes a good post?



- Make it personal
- Use an image
- Use handles to get someone's attention (@)
- Use hashtags!!

*#ncpol (most important)*

*#FairMaps (most important)*

*#redistricting*

*#endgerrymandering*

*#gerrymandering*

*#peoplepoweredmaps*

Bill Name	No.	What Bill Would Do (if it can ever get out of Rules!)
Fair Maps	H437	Model bill to create an <b>independent commission</b> . Very similar to Gold Standard bill introduced last session.
Redistricting Criteria for 2021	H495	Codifies <b>standard map-drawing criteria, bars political data</b> , introduces new measures developed at Duke and used successfully in state court in 2019 to identify and prevent gerrymanders.
	S581	
Redistricting County Cluster Process	S511	Sets transparent process to <b>identify all available county groupings and pick the best one</b> that complies with the law and limits gerrymandering.
Fix Our Democracy	H542	<b>Omnibus model bill for reforms to strengthen democracy</b> , voting, elections, etc. Incorporates the Fair Maps text among a broad set of other measures. This is the NC version of S1/H1 (For the People) in Congress.
	S716	

1:30 PM · May 7, 2021 · Twitter Web App

# Sample Social Media Posts

*Feel free to copy and paste!*

- Dear NC Senate Redistricting Chairs @SenPaulNewton @RalphHise @DanielforSenate Public input on redistricting not only leads to #FairMaps, but saves NC money. #ncpol
- Dear NC House Redistricting Chairs and Vice Chairs @DestinHall @GoNCRichardson, @JasonSaine97th, @JohnTorbett Public input on redistricting not only leads to #FairMaps, but saves NC money. #ncpol
- NC voting maps were redrawn four times between 2011 and 2019. The lawsuits alone cost NC taxpayers \$10.79 million last time around. Let's have #FairMaps this go 'round. #ncpol
- The time is NOW @NCLeg for greater transparency, public participation and a real budget #fairmaps #ncpol
- What's the plan for increasing transparency in upcoming NC redistricting @NCLawmakerHandle? Here's one: <http://bit.ly/LWVWakeFairMapsGuide> #fairmaps #ncpol
- . @NCLeg @NCHouseGOP @NCHouseDems @MyNCSenate @NCSenateDems Will you commit to funding to support public input and transparency for #FairMaps in 2021? Suggestions from @lwvofwake: <http://bit.ly/LWVWakeFairMapsGuide> #ncpol
- Dear NC Senate Redistricting Chairs @SenPaulNewton @RalphHise @DanielforSenate Will you commit to keeping partisan data out of redistricting in 2021? #ncpol #FairMaps
- Dear NC House Redistricting Chairs and Vice Chairs @DestinHall @GoNCRichardson, @JasonSaine97th, @JohnTorbett:: Will you commit to keeping partisan data out of redistricting in 2021? #ncpol #FairMaps

# Sample Social Media Posts

*Feel free to copy and paste!*

**Be sure to enter your own lawmaker's handle on this one:**

- . @enterNClawmakerhandle: I want a public input portal for feedback for the redistricting process. #FairMaps #ncpol

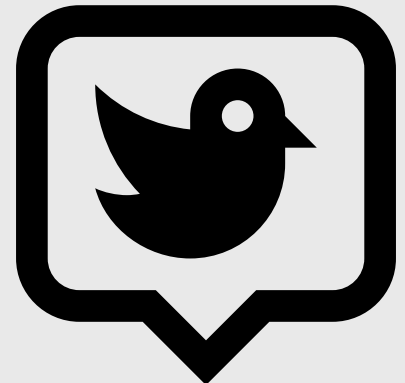
**Don't forget to fill in the lawmaker handle and the blank on these:**

- @lawmakerhandle In the last decade the NC General Assembly spent \$10.79 million on redistricting lawsuits! I want fair maps because that money would be better spent on \_\_\_\_\_. #FairMaps #ncpol
- . @lawmakerhandle Without fair voting maps, it's hard to make real progress. I want #FairMaps in 2021 because I care about \_\_\_\_\_. #ncpol

***If you are not yet into tweeting, you may want to check out these tutorials:***

<https://www.wikihow.com/Tweet-Someone>

<https://www.youtube.com/watch?v=kc6L59wECBI>



# Sample Social Media Posts

*Feel free to copy and paste!*

- What could 10.79 million dollars provide North Carolinians? This is the amount of taxpayer dollars NCGA spent defending their gerrymandered maps over the past decade. Let's not repeat this over the next decade!! Contact your legislators and demand increased transparency during the new round of redistricting. Find sample emails in the LWW-Wake Toolkit here: <https://www.lwwake.org/redistricting>



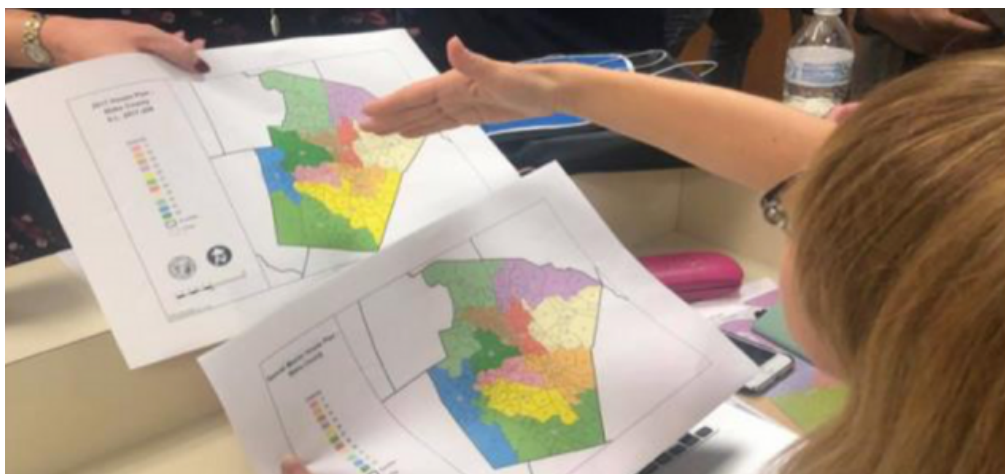
**\$10.79** MILLION

- What do we want? More transparency in the upcoming round of redistricting, including:
  1. Open to the public with public hearings before during and after the process
  2. Mapmaking restricted to one room with rules for engagement
  3. Improved livestreamed audio & screen projections
  4. Public comment portal managed and read by NC Legislators

When do we want it? NOW!

Please email your legislators and ask for more transparency!

More info here: [www.lwwake.org/redistricting](http://www.lwwake.org/redistricting)



# Important Twitter Handles

Twitter Handles for NC General Assembly Members  
Involved in Redistricting  
**(Bold font indicates chair or vice-chair)**

Senate Redistricting Committee *	House Redistricting Committee *	General Assembly Groups
@DanBlueNC @BenClarkNC <b>@DanielforSenate</b> @SenChuckEdwards @VoteCarlFord <b>@RalphHise</b> @SenBrentJackson @joycekrawiec @PaulLowejr @NatashaMarcusNC <b>@SenPaulNewton</b> @wileynickel @JamesPerryNC @SenBillRabon	@CecilBrockman @RepBeckyCarney @lcsuggsnc @RepJimmyDixon <b>@DestinHall</b> @JonHardister @priceyharrison @kellyhastings1 @zackhawkinsnc @BrandonGrayNC @electreives <b>@GoNCRichardson</b> @RepDavidRogers <b>@JasonSaine97th</b> <b>@JohnTorbett</b>	@NCLeg @NCHouseGOP @NCHouseDems @MyNCSenate (Senate Republicans) @NCSenateDems





# Twitter Handles of Redistricting Advocates

Get started by following these groups on Twitter! You can like Tweets, retweet, or get involved in the conversation.

Organization	Handle
LWV-Wake	<a href="#">@LWVofWake</a>
LWV of North Carolina	<a href="#">@LWVNCarolina</a>
LWV of the United States	<a href="#">@LWV</a>
Common Cause	<a href="#">@CommonCauseNC</a>
Southern Coalition for Social Justice	<a href="#">@SCSJ</a>



## Learn More

Many of the resources contained within this toolkit are courtesy of [LWV of Wake County](#) and [LWV Piedmont Triad](#). Visit their websites to learn more. [This video](#) from LWV of Wake County reviews strategies for talking to others about redistricting.

Go to [fairdistrictsnc.org](https://fairdistrictsnc.org) and LWVNC's redistricting page - <https://my.lwv.org/north-carolina-state/committee/fair-districts-nc> - for updates as the redistricting process moves forward.