



# People Powered Fair Maps

LWVUS Campaign  
November 20, 2020

# The Role of Redistricting

- Redistricting: the periodic—usually decennial—redrawing boundaries of districts that elect representatives who serve specific geographic areas.
- U.S. Supreme Court held in 1960's that districts must be equal in population -- “one-person, one-vote” requirement.
- Maps redrawn after every decennial census to create equally populated districts.
- All electoral bodies that elect representatives from districts must be redistricted: Congress, state legislatures, cities, counties, other local entities.

# Gerrymandering and Other Mischief

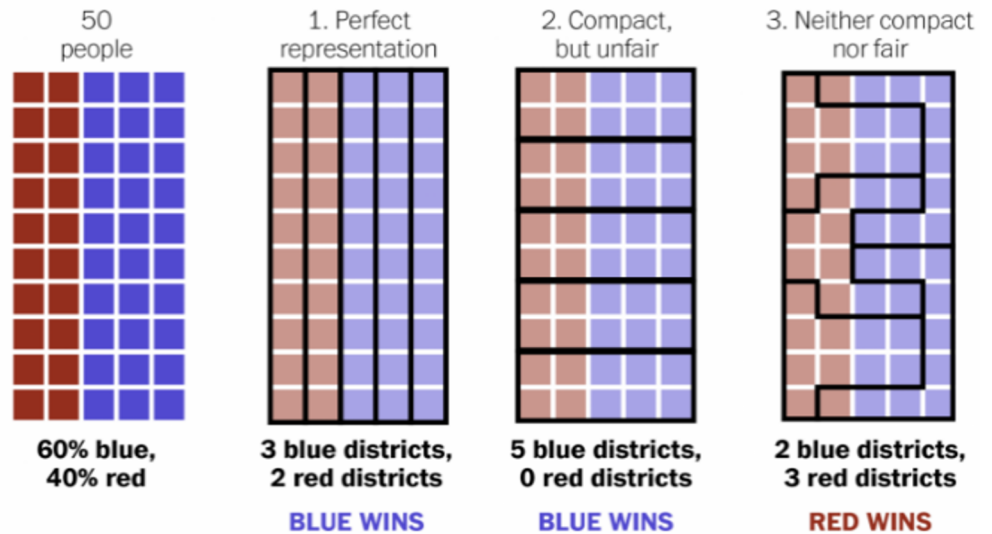
- Massachusetts Governor Eldridge **Gerry**, in 1812, created a partisan district in the Boston area that was compared to the shape of a **salamander**.
- Thus was born the practice of Gerrymandering -- manipulating district boundaries to draw a map that provides a political advantage for a particular party or group.

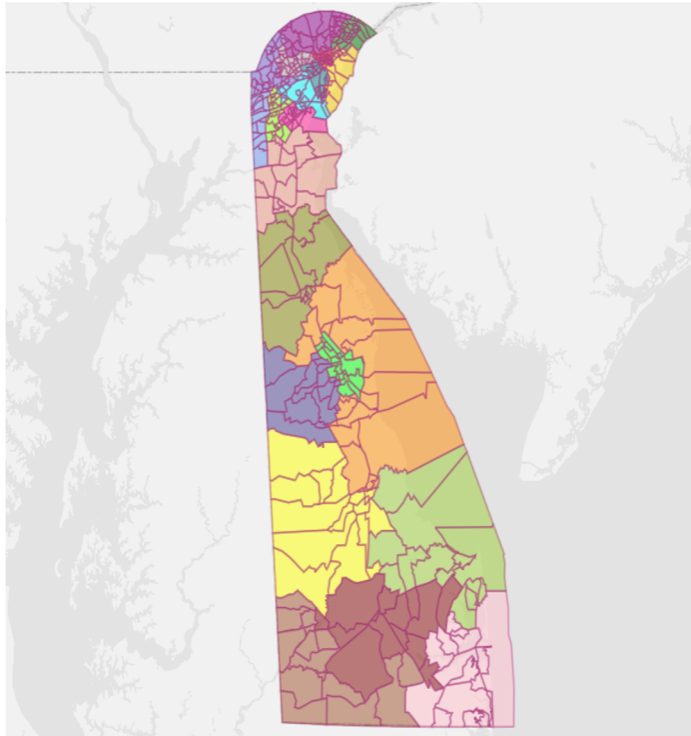


# Other Mischief: Packing & Cracking

- ▶ **Packing** concentrates voters of one party or community in as few districts as possible to reduce their influence in the remaining districts.
- ▶ **Cracking** reduces the voting power of a party or community by splitting its population and spreading its members among several districts where they become an irrelevant minority.

Three different ways to divide 50 people into five districts





**OUR GOAL:**  
**People Powered  
Fair Maps**

# People Powered Fair

## Maps

### Background

- LWVUS seeks to improve, protect and influence redistricting processes and create a roadmap for the future.
- LWVDE is engaged in the LWVUS 50-state plus DC People Powered Fair Maps advocacy program that aims to:
  - Promote a fair and representative redistricting process in 2020.
  - **Create state-based campaigns to influence, engage and educate members of the public, community partners, lawmakers and the media in the creation of fair maps.**

# Project

## Goals

1. Establish a knowledge base among Delawareans.
2. Address the significance and process of redistricting across the state.
3. Develop a Fair Map process for Delaware's General Assembly.
4. Institute a Road Map for the future.

# People Powered Fair

## Maps

### Process and Objectives

- Ensure a transparency focus in the entire process
- Engage partners in the development of agreed upon criteria for Fair Maps redistricting process
- Collectively determine strategies for map drawing, distribution of draft maps and re-drawing of maps as requested
- Determination of revision process and once agreed by partners, dissemination of maps for broad audience



# People Powered Fair

## Maps

- LWVDE is required to engage in partnership with community organizations to promote and support redistricting efforts across the state
- Relevant communities of interest must be identified and engaged as part of this ongoing process
- The collection of metrics will occur to document progress and results.

## Reporting



# Communities of Interest

Includes neighborhoods or county, city, town areas where the residents have common political interests.

This means combining, in a district, social, cultural, racial, ethnic and economic interests common to the subject population.

This area may not coincide with the boundaries of a political subdivision, such as a city or county.

# People Powered Fair Maps

## Deliverables

- State-specific Redistricting 101 Presentation
- Recruitment of volunteers who participate in a train-the-trainer program for redistricting presentations
- Host multiple virtual or in-person events to educate the public
- Engage numerous Partner organizations in this effort
- Conduct meetings with stakeholders
- Develop a template for future redistricting activities
- Create final report that summarizes project activities and outcomes

## Expected

### Outcomes

- **Fair Maps for DE House & Senate created**
- Broad-based advocacy for Fair Maps.
- Final project report documenting activities, progress and results.
- Public educated on history of redistricting, legal requirements, case law, “best practices.”
- Library/archives established with reference materials & documentation of project, online.

# Timeline/Milestones

Partners' meeting - November 2020

Development of presentation for broad use

Transparency bill introduced (Dec.)

NCSL Conference on Redistricting (Jan. 6-8)

Train the trainer training

Training on mapping software - Maptitude (Jan. & Feb.2021)

Practice mapping

Brief legislators and media

Begin presentations to public/groups

Complete maps no later than April 15 (assuming Census data rcd. 4/1/21)

## Roles of Partners

- Identify a key contact to serve as liaison with LWVDE.
- Invite members to volunteer.
- Promote the “people-powered” fair map process.
- Support a transparency bill.
- Provide key metrics monthly to measure success.
- Fundraising assistance for software, media costs and other required communication materials for broad dissemination.

# Discussion

