What is the People Powered Fair Maps (PPFM) Campaign?
THE PEOPLE POWERED FAIR MAPS CAMPAIGN

Official Campaign Description: PPFM is a national redistricting program of the League of Women Voters that focuses on creating fair political maps in all 50 states and the District of Columbia.

Depending on the state, forms of advocacy work may look different. The focus areas include:

(1) Ballot Initiatives or Referendums
(2) State Constitutional Options
(3) State Legislative Fixes
(4) Federal Legislative Fixes
(5) Civic Engagement & Education
NEW YORK STATE PP FM CAMPAIGN PLANS

Educate the Public
Build Partnerships with Diverse Stakeholder Groups
Engage in Community Mapping
Advocate for Fair Maps
What is Redistricting?
Redistricting is the process of drawing legislative districts. By federal law, redistricting must occur following the census (every 10 years) for two reasons.

- First, new districts must be drawn when a state gains or loses congressional districts as a result of the apportionment of congressional districts to the states.

- Second, even if the number of districts does not change, governments must redraw districts so that the districts have equal populations. These are the reasons why redistricting must occur.
LWV REDISTRICTING CRITERIA

Substantially equal population

Geographic contiguity

Promotion of partisan fairness,

Preservation and protection of “communities of interest,” and

Respect for boundaries of municipalities and counties.

Compactness and competitiveness may also be considered as criteria so long as they do not conflict with the above criteria.
How does Redistricting work in New York State?
Members shall represent the diversity of residents of this state with regard to race, ethnicity, gender, language, and geographic reference.

Members cannot within the last 3 years:

1. Be or have been a member of the NYS legislature or US Congress, or a state-wide official
2. Be or have been a state officer or employee or legislative employee
3. Be or have been a registered lobbyist in NYS
4. Be or have been a political party chairman
5. Be the spouse of a statewide elected official or of any member of the US Congress or state legislature
FEDERAL MANDATES

U.S. Constitution

- Apportionment Clause of Article I, Section 2: Requires that all Congressional districts be as nearly equal in population as practicable.

- Equal Protection Clause of the 14th Amendment: Requires that state legislative districts be “substantially equal”.

Voting Rights Act of 1965

- Section 2: Prohibits plans that intentionally or inadvertently discriminate on the basis of race, which could dilute the minority vote.
NEW YORK STATE CONSTITUTIONAL RULES AROUND REDISTRICTING

Required

• Compact
• Contiguous
• Preserve Political Subdivisions
• Preserve Communities of Interest
• Preserve Cores of Prior Districts
• Competitive

Prohibited

• Intentionally Favor or Disfavor Incumbent, Candidate or Party
<table>
<thead>
<tr>
<th>YEAR</th>
<th>MONTH</th>
<th>GOVERNMENT ACTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>January</td>
<td>2021-2022 NYS Budget Proposals</td>
</tr>
<tr>
<td></td>
<td>February</td>
<td>Census Geographic Data to States</td>
</tr>
<tr>
<td></td>
<td>April</td>
<td>NYS Independent Redistricting Commission; Mapping</td>
</tr>
<tr>
<td></td>
<td>September</td>
<td>Expected Census Population Counts to States</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maps available no later than Sept 1-15</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maps must be available 30+ days before first public hearings</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Commission Public Hearings: Albany, Buffalo, Syracuse, Rochester, White Plains, Bronx, King, New York, Richmond, Queens, Nassau, and Suffolk Counties (these are estimated times)</td>
</tr>
<tr>
<td>2022</td>
<td>January</td>
<td>Must submit plan to legislature by January 1st</td>
</tr>
<tr>
<td></td>
<td>February</td>
<td>If Legislature rejects maps or Governor vetoes maps, the Commission must be notified within 15 or no later than February 28th.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>If the Legislature rejects the second set of maps, the Legislature can amend the maps and implementing legislation as they see fit.</td>
</tr>
</tbody>
</table>
What is a Community of Interest?
Defining "Community of Interest":
Groups of individuals who are likely to have comparable legislative and community concerns based on similarities and who therefore would benefit from cohesive representation in the legislature.

- Ethnic, racial, and economic groups**;
- Places that share churches/religion;
- Areas within a single school district;
- Cities with shared public transportation; and/or
- Counties with shared broadcast and print media.

**Race or political party alone is not a factor in creating a community of interest.**
Communities where most residents work in similar fields or for the same company/agency/organization:
- Professors and Staff that work at SUNY schools throughout the state (e.g. SUNY Fredonia);
- Medical professionals and personnel that work at major medical centers (e.g. Albany Medical Center);
- Engineers working for factories or for major manufacturers (e.g. General Electric in Schenectady);
- Agriculture workers (e.g. farm workers in Herkimer County)

Communities that have similar economic or environmental concerns:
- Towns, villages, and cities impact by poor water quality (e.g. Hoosick Falls);
- Areas with high property taxes (e.g. Long Island);
- Areas with high rates or unemployment and/or poverty (e.g. Bronx).

Communities with similar values and belief systems:
- Amish community in Mohawk Valley;
- Native American tribes in Oneida;
Why is it important to engage communities of interest in redistricting?
Stylized Illustration of How Legislative Boundaries Influence Partisan Representation

- 60% purple wards
- 40% gray wards

- 3 purple districts
- 0 gray districts

- 1 purple district
- 2 gray districts

Adapted from Steven Nass (CC BY-SA 4.0)
Gerrymandering, explained

Three different ways to divide 50 people into five districts

1. Perfect representation
   - 60% blue, 40% red
   - 3 blue districts, 2 red districts
   - BLUE WINS

2. Compact, but unfair
   - 5 blue districts, 0 red districts
   - BLUE WINS

3. Neither compact nor fair
   - 2 blue districts, 3 red districts
   - RED WINS

Adapted from Stephen Nass
Tips for identifying your Community of Interest
LWV SHOULDN'T BE THE ONLY VOICE TO DEFINE WHAT A FAIR MAP IS.

- We want to partner with and empower other organizations and communities to advocate for themselves in the redistricting process.
- The ultimate goal is for communities to be able to self identify and advocate for their interests through giving testimony or submitting maps.
DON’T ASSUME WHAT COMMUNITIES OF INTEREST EXIST IN YOUR AREA, THIS IS A GREAT TIME TO BE CURIOUS AND ASK QUESTIONS.

- Communities can be organized based on language group, economic/industrial/agricultural centers, transportation routes, school districts, union membership and more!
THE LEAGUE MAY END UP PLAYING DIFFERENT ROLES IN THIS PROCESS:

- **Educating**: Giving Redistricting 101 trainings to pre-established communities that already have a history of organizing around issues.
- **Training**: Training communities on how to use tools like Representable to self-identify and map themselves.
- **Encouraging**: Encouraging partners to organize their own members and supporters who belong to different communities.
Practicing: What communities am I a part of?
PULL OUT A PIECE OF PAPER OR A DOCUMENT TO DO A QUICK EXERCISE!

Ask yourself these questions:

• Where do I live?
• Where do my kids go to school?
• Where do I shop for groceries?
• Where do I work?
• Where is the closest hospital to me?
• Where will I go to socialize?
• Where do I go to worship?
• Do I take public transit?
• Which station is closest to me?
• Can I walk to essential stores?
• What public services do I rely on?
WHAT DOES IT MEAN?

- You’ve identified what communities YOU are a part of!

- These are all places where someone would be likely to find YOU.

- Your answers might match up with other people near you, and that’s how you can identify members of your community! What does it mean?

BUT, you and other League members can’t be everywhere in your state at once, so you want to be able to find and build relationships with people who are in different communities too!
Engaging Communities of Interest
Now that you've identified the communities you are a part of, you can use these same questions to help others identify the communities of interest they are a part of.

We and our League members don't represent every community in our state, so we will need to build relationships with people from other communities.

The principles around building partnerships:

- Asking for permission
- Establishing trust
- Follow community leaders
RELATIONSHIP BUILDING

- Are there centralized meeting spaces or community centers where people in your geographic area congregate?
- Religious centers, economic centers, schools, community centers, libraries, grocery stores, restaurants, parks etc.
- Virtual considerations – Nextdoor app, Facebook groups, local government or library websites
- Once you meet someone from these communities, ask for an introduction. Set up a 1 on 1 call and share about the work you’re doing.
- Ask them to introduce you to others in the community OR invite them to organize other members of their community to give testimony
- This process of relationship building takes time! It's important to be patient and intentional.
WHAT ARE YOU ASKING THESE COMMUNITIES TO DO?

Once you've established a meaningful relationship with someone in a different community, you want to make sure you know what you're asking of them.

- Giving testimony at public hearings
- Sharing their story in a written or visual format
- Participating in the map-drawing process
- Volunteering for PPFM events.
WHY IS IT IMPORTANT TO ARTICULATE YOUR ASKS?

- Helps build trust and mutual understanding in your redistricting reform work
- Demonstrates a commitment to furthering the work through meaningful partnerships
- Keeps you on track to reach your goals
- Opens the door for them to relationally organize with you
Next Steps
NEXT STEPS:

1. Begin connecting with community stakeholder groups
2. Plan a community of interest training
3. Plan a community round table
4. Get familiar with your local redistricting process
THANK YOU