

**CAUSE**

**CREATING IMPACT  
AND EMPOWERING  
COMMUNITIES THROUGH  
CULTURALLY-INFORMED  
DIGITAL CAMPAIGNS.**



[www.causeusa.org](http://www.causeusa.org)



@causeusa



@causeempowerment



# Center for Asian Americans United for Self Empowerment

Founded in 1993, CAUSE is a 501(c)(3) nonprofit, nonpartisan, community-based organization with a mission to advance the political and civic empowerment of the Asian American and Pacific Islander (AAPI) community through nonpartisan voter outreach, training, and education as well as leadership development.



**Nancy Yap**  
Executive Director



**Farrah Su**  
Marketing and  
Communications  
Manager

# California Redistricting 2021

## IMPACT

Maps created in the redistricting process impacts communities for 10+ years.

From school board, funding for neighborhoods, national representation in Washington DC, and more.

## KEY STAKEHOLDERS

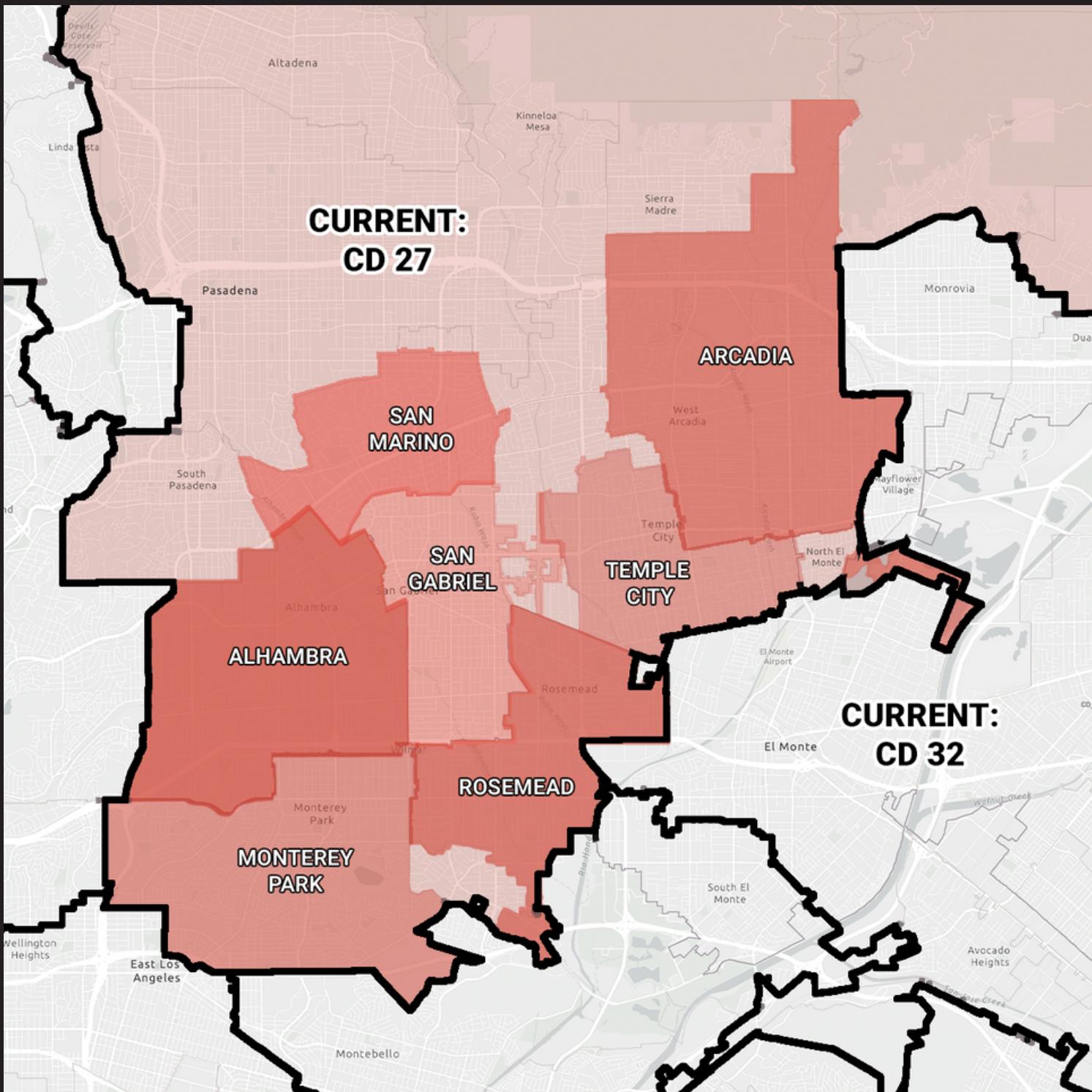
- California Citizens Redistricting Commission
- AAPI Community Advocates
- AAPI Community Members

## TIMELINE

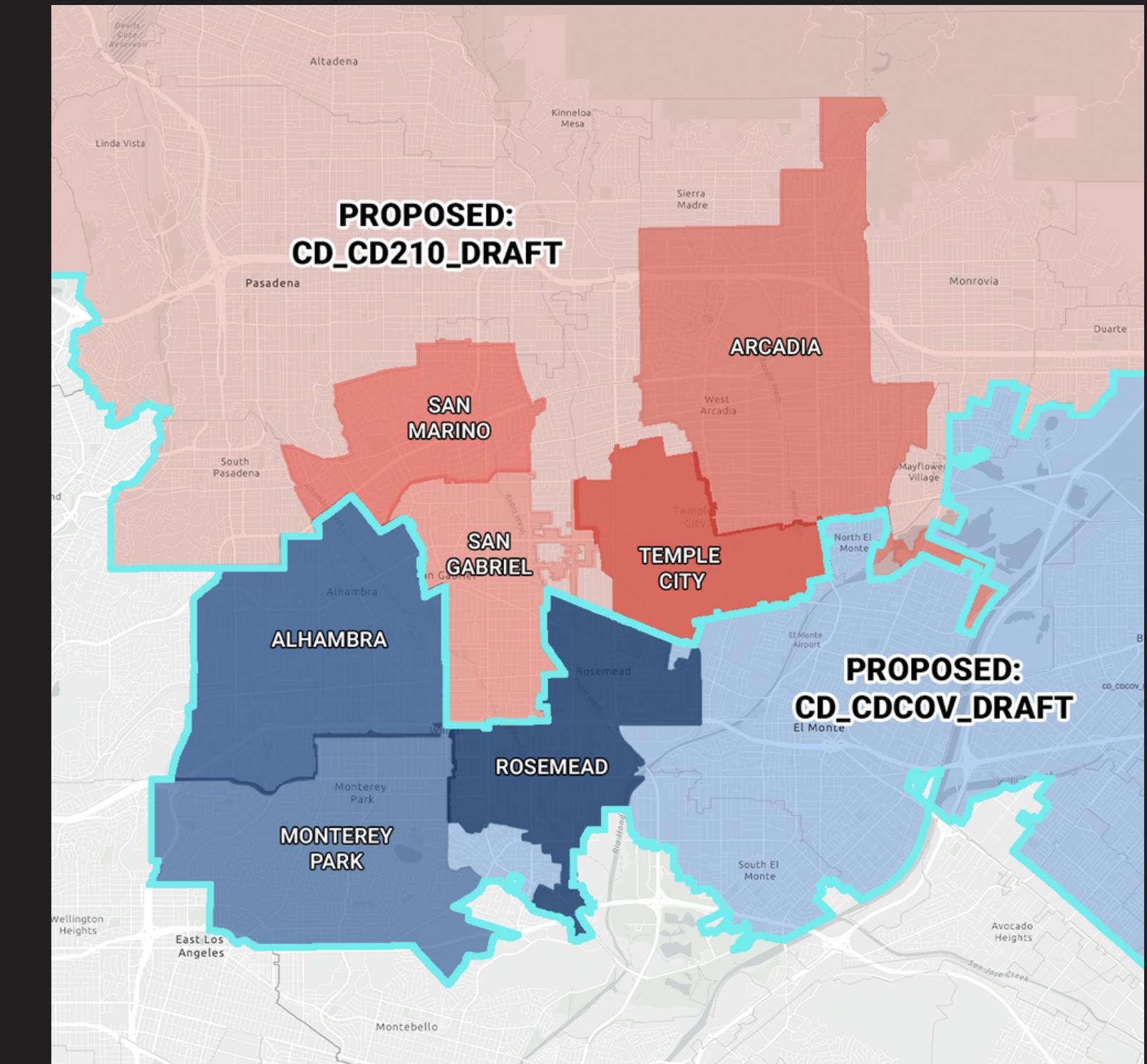
- ~ Nov 15 -- Preliminary Draft District Maps Released
- ~ Dec 23 -- Display of Commission Approved Final Maps
- ~ Dec 27 -- Final District Maps Certified by Secretary of State

# West San Gabriel Valley (WSGV)

## CURRENT CONGRESSIONAL MAPS



## PROPOSED CONGRESSIONAL MAPS (PRELIMINARY DRAFT MAPS RELEASED IN MID-NOVEMBER 2021)



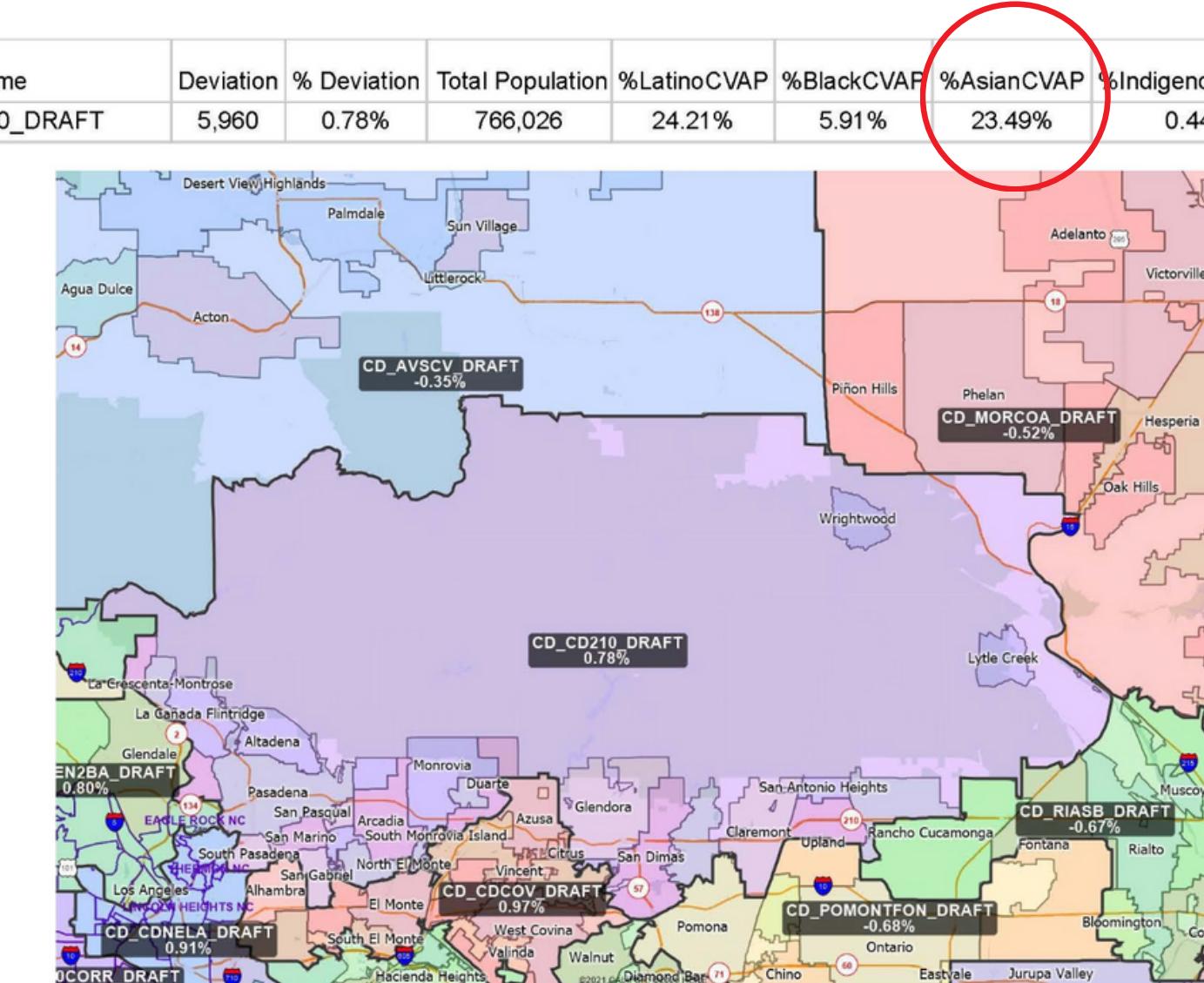
- **35% Asian Citizen Voting Age Population (CVAP)** is the threshold that allows for the ability of Asian American voters to elect Asian American candidates of choice.
- **Asian American voters are generally cohesive** in support of Asian American candidates of choice in elections.
- Redistricting Draft Maps **split cohesive Asian American communities** in the WSGV.

Analysis by **Dr. Christian Grose**, Professor of Political Science and Public Policy at University of Southern California, and **Dr. Natalie Masuoka**, Associate Professor of Political Science and Asian American Studies at University of California, Los Angeles.

## 2012 - 2020 Congressional Maps 35% Asian CVAP

### Proposed 2021 Congressional Map:

Name	Deviation	% Deviation	Total Population	%LatinoCVAP	%BlackCVAP	<b>%AsianCVAP</b>	%IndigenousCVAP	%WhiteCVAP
CD_CD210_DRAFT	5,960	0.78%	766,026	24.21%	5.91%	23.49%	0.44%	44.90%



CA 2021 Redistricting Draft Map of current CD-27, which includes West San Gabriel Valley (Source: WeDrawTheLinesCA.org)

# COMMUNITY EFFORT

## COMMUNITY PARTNERS

- 40+ Organizations
- 10 Businesses
- 150+ Individuals

## RESEARCHERS

- **Dr. Christian Grose**, Professor of Political Science and Public Policy at University of Southern California
- **Dr. Natalie Masuoka**, Associate Professor of Political Science and Asian American Studies at University of California, Los Angeles.

## MEDIA OUTLETS

- 8 News Coverages
- 30+ News Media Engaged
- 102 Million estimated circulation

# Campaign Core Message

**TUESDAY, NOVEMBER 16, 2021 -- LOS ANGELES, CA** -- A coalition of Asian American Pacific Islander (AAPI) community leaders and organizations are joining together to raise concerns over California Citizens Redistricting Commission's draft maps of the San Gabriel Valley (SGV). The draft maps split West San Gabriel Valley cities (WSGV) and East San Gabriel Valley (ESGV) cities with significant AAPI populations into multiple congressional districts. In these drafted commission maps, the AAPI community would face an uphill battle to elect a representative from their own community and reverse four decades of progress by community coalitions and partnerships.

*Snippet of Joint Statement*

## Official Press Release on Joint Statement

- Shared with Press Media
- Published on CAUSE Website
- Official Language/Message

# Digital Platforms

- CAUSE Website
- Social Media
- Newsletter / Email Blasts
- Direct Email
- Press / Official Statements

# Audiences

- Commissioners
- CAUSE Network
  - Active Community Leaders
  - AAPI Advocates
- Public
  - People interested in advocating for AAPI communities
  - Fellow active community members and leaders
  - SGV Residents

# Ways CAUSE Used Platforms

## AUDIENCE: COMMISSIONERS

### Messaging Tone:

- Clear
- Direct Language
- Informed

### Methods:

- Direct Emails
- Social Media
- Submission Form

## AUDIENCE: CAUSE NETWORK

### Messaging Tone:

- Encouraging
- Direct Actions
- More Detailed

### Methods:

- Newsletters
- Social Media
- Social Media toolkit

## AUDIENCE: GENERAL PUBLIC

### Messaging Tone:

- Encouraging
- Overview / General
- Urgency

### Methods:

- Press / Official Statements
- Website
- Social Media
- Social Media toolkit

# Example: Joint Statement via Newsletter

(More Conversational,  
Directed towards established  
AAPI advocates)



## OPTION 1: SUBMIT A WRITTEN COMMENT

The 2020 California Citizens Redistricting Commission is about to draft their final maps. You still have time to voice your opinion before the congressional districts are drawn. The Commission's draft maps of the San Gabriel Valley (SGV) split both the West San Gabriel Valley cities (WSGV) and East San Gabriel Valley (ESGV) cities, diluting AAPI communities in both districts. In these drafted commission maps, the AAPI community in both districts would face an uphill battle to elect a representative from their own community, reversing four decades of progress by community coalitions and partnerships.

The commission is particularly interested in hearing from residents and stakeholders of the identified areas. Please send input and share the information with your networks.

Your input can create change and impact the future of the AAPI community. Below are template letters of what you could send to the commission. These are suggestions and we encourage you to add your own perspectives and context to your public comment.

[VIEW ALL TEMPLATE LETTERS](#)

For specific letters, please see below:

Find the [EAST SAN GABRIEL VALLEY Template Letter here](#).

Find the [WEST SAN GABRIEL VALLEY Template Letter here](#).

Find the [LITTLE SAIGON Template Letter here](#).

Find the [ALL AREAS ABOVE Template Letter here](#).

## CALL IN & SHARE A PUBLIC COMMENT



## OPTION 2: CALL-IN AND SHARE A PUBLIC COMMENT LIVE

The remaining meetings for public comment are **November 20 10:00am to 3:00pm PT** and **November 22 - 23 at 9:30am to 2:30pm PT**. The commission is scheduled to start public comments 30-60 minutes at the end of the meetings. You do not need an appointment to call in during public comments, but calling in does not always guarantee a spot to speak. The earlier you can call in, the more likely you will be able to speak.

View the full schedule is here: <https://www.wedrawthelinesca.org/meetings>

Call into the upcoming CA Citizens Redistricting Commission Meetings at

**877-853-5247**

- Saturday (11/20) - @ 2:30 pm (Estimated Start time of Public Comment)  
Code: 827 2468 6608
- Monday (11/22) @1:30 pm (Estimated Start time of Public Comment)  
Code: 863 5218 7003
- Tuesday (11/23) @1:30 pm (Estimated Start time of Public Comment)  
Code: 854 8314 4624

# Example: Joint Statement on Social Media Platforms

(Shorter, Imagery, Bold Key Words,  
General Overview Language)

JOINT STATEMENT  
JOINT STATEMENT  
JOINT STATEMENT  
JOINT STATEMENT  
JOINT STATEMENT  
**JOINT STATEMENT OF  
SAN GABRIEL VALLEY LEADERS  
ON THE DILUTION OF  
THE AAPI COMMUNITY IN  
DRAFT REDISTRICTING MAPS**

CAUSE   
Center for Asian Americans United for Self Empowerment

Make your voice heard and join a growing list of over 80 organizations, businesses, and individuals in signing onto this joint statement advocating for AAPI communities.

Swipe right to read key points from the Joint Statement.



The current draft congressional maps split **West San Gabriel Valley (WSGV)** cities and **East San Gabriel Valley (ESGV)** cities with significant AAPI populations into multiple congressional districts.

In these maps, the **AAPI community would face an uphill battle** to elect a representative from their own community and reverse four decades of progress by community coalitions and partnerships.

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**New Maps Dilute AAPI Representation in San Gabriel Valley areas**

In ESGV, **Hacienda Heights, Walnut, Rowland Heights, and Diamond Bar** are currently in a district with **33% AAPIs**, **33% AAPIs**, and **33% AAPIs**.

In the draft maps, they are put in **a new district**, with communities that have different economic conditions & interests, reducing the population to **21% AAPIs**, **21% AAPIs**, and **21% AAPIs**.

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SGV representatives have been at the forefront of advocating for issues that the **AAPI community cares about** at the national level, providing representation for many who do not live in districts with large enough AAPI communities to elect their own representative.

This is one of the ways the AAPI community makes its voice heard as the fastest growing population group in the country and must not be diminished.

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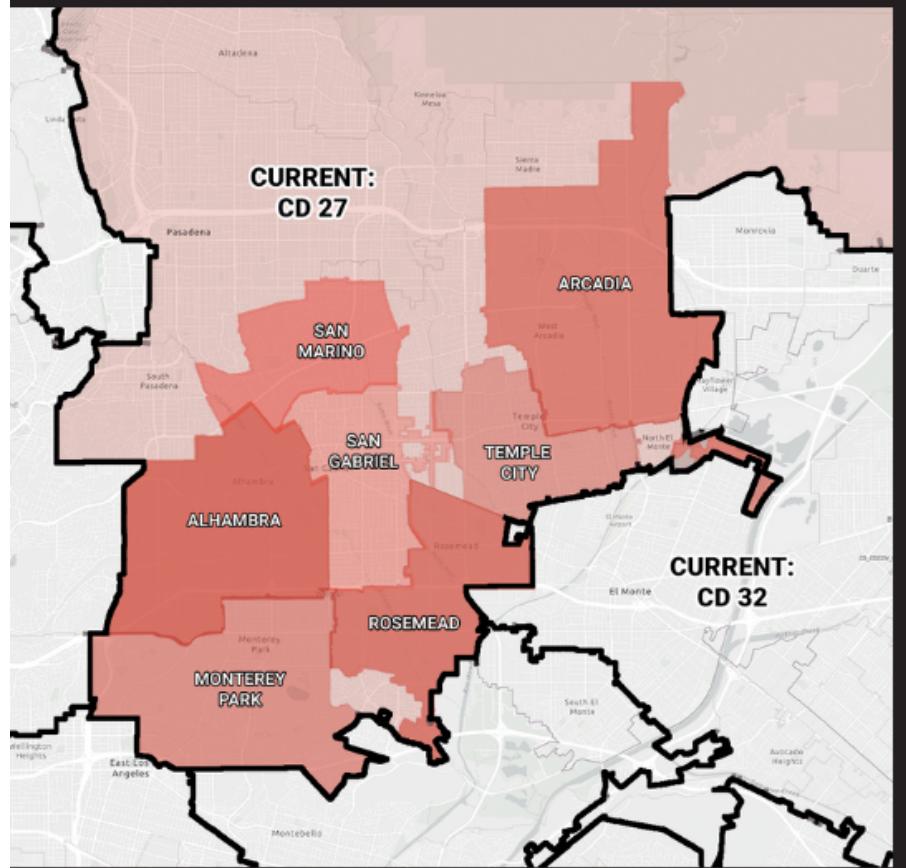
**WAYS YOU CAN ADVOCATE**

- Read the full Joint Statement
- Sign the Joint Statement as an Organization, Business, or Individual
- Submit a Public Feedback on the Maps by 11/24
  - CAUSE created Community Letter Templates and a detailed step-by-step on how to submit public feedbacks
- Share the Joint Statement and Community Letter Templates with your networks and help get the word out!

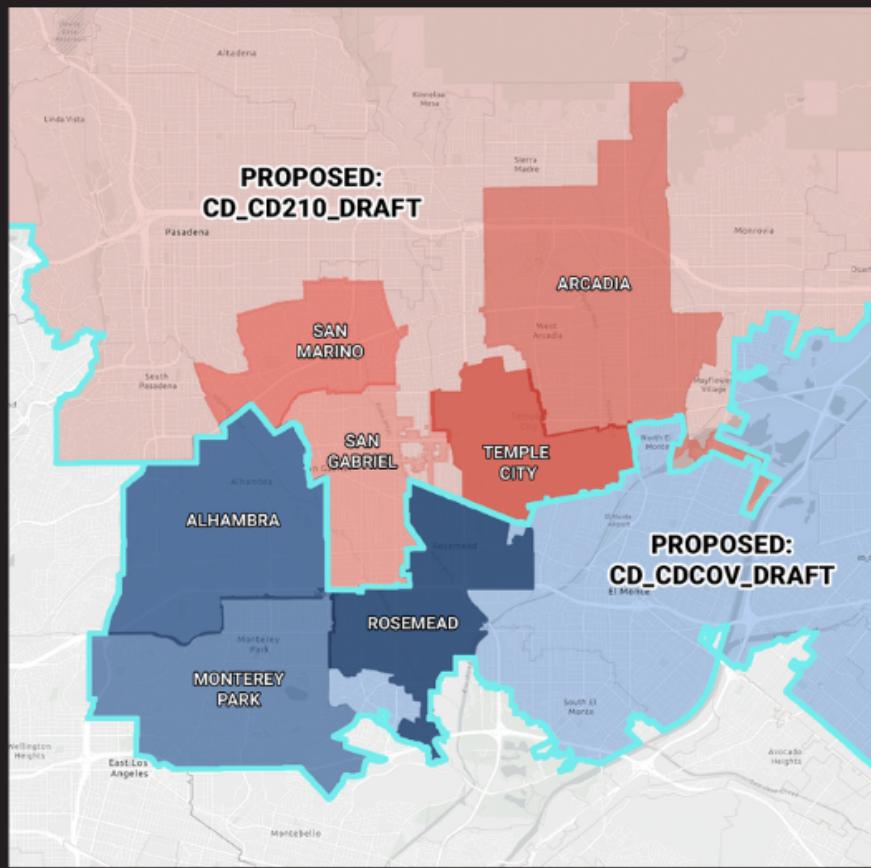
**VISIT: CAUSEUSA.ORG**

**TOGETHER OUR VOICES ARE STRONGER**  
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## CURRENT CONGRESSIONAL MAPS



## PROPOSED CONGRESSIONAL MAPS



## CALIFORNIA CONGRESSIONAL REDISTRICTING 2021

### WEST SAN GABRIEL VALLEY

**KEEP THESE CITIES IN THE SAME DISTRICT.**

#KeepCommunitiesTogether  
#DontDilluteAAPI

CAUSE  @causeusa

Graphic created on 12/02/21

## CALIFORNIA CONGRESSIONAL REDISTRICTING 2021

### EAST SAN GABRIEL VALLEY

Current draft maps dilute AAPI populations from

**33% AAPIs**  
to

**21% AAPIs**

**KEEP COMMUNITIES,  
NOT COUNTIES,  
TOGETHER**

#KeepCommunitiesTogether  
#DontDilluteAAPI



The current redistricting draft maps separate East San Gabriel Valley (ESGV) AAPI retail-focused cities and groups them with manufacturing-focused Gateway cities, that have different economic interests.

The separation dilutes the AAPI representational power, diminishing the voices of the AAPI community members. This will create challenges for the AAPI community when advocating for their needs.

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@causeusa

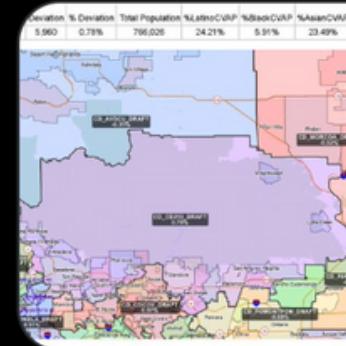
Graphic created on 12/02/21

## Example:

### Joint Statement on Twitter

(Shortest, Icons, Bold Key Words, General Overview Language or Direct when needed)

CAUSE  
@CAUSEusa

...  
We offer these recommendations to @WeDrawTheLines when reviewing CD210:  
**1** Move #AAPI majority cities back in CD210 district  
**2** Increase the AAPI CVAP to 35%  
**3** Center AAPIs as largest minority group  
Read full data analysis:  
  
causeusa.org  
Protecting the Voting Rights of the San Gabriel Valley's Asi...  
Researchers from USC and UCLA, Dr. Christian Grose and Dr. Natalie Masouka, respectively, share evidence and ...

### Sample Tweet from Toolkit:

The current #CARedistricting2021 draft maps:

- ↗ Significantly dilute the AAPI community in East San Gabriel Valley
  - 🏡 Group suburban, retail communities with very different industrial areas
- ✖ Don't make sense

#KeepCommunitiesTogether #DontDiluteAAPI @WeDrawTheLines

# Campaign Results

- More than 200 Organizations and Community Leaders signed onto the Joint Statement and submitted comments.
- WSGV API majority cities are in the same congressional district (CD28)
- Commissioners publicly stated that the **outpouring of support for the WSGV API community was critical** to their decision.

CAUSE

CALIFORNIA CONGRESSIONAL  
REDISTRICTING 2021

## FINAL REDISTRICTING MAPS HAVE BEEN APPROVED

On Monday, December 20, 2021, the California Citizens Redistricting Commission approved the final Congressional, Senate, and Assembly maps.

### THANK YOU FOR YOUR ADVOCACY

CAUSE supporters submitted 200+ comments of the 300 comments that were submitted about the SGV to the Commission. The final maps show:

- WSGV API majority cities are in the *same congressional district* (CD28).
- Though ESGV API political representation has dropped to 21%, ESGV API communities are in the *same congressional district* (CD38).
- A newly formed North Central Orange County congressional district has *37% API representation*, one of the highest in the state (CD45).

View the maps today.

[wedrawthelinesca.org](http://wedrawthelinesca.org)

**8 NEWS COVERAGES**  
**30+ NEWS MEDIA ENGAGED**  
**ESTIMATED CIRCULATION: 102 MILLION**



NEXTSHARK

THE SACRAMENTO BEE

The Washington Post

W 世界日報  
World Journal

# Chinatown & Koreatown Vote Centers

## CONTEXT

Access to vote centers is vital to civic engagement

High numbers of elders & people who walk/take public transit as main form of transportation

California has a Top Two Candidate Open Primary

## COLLABORATORS

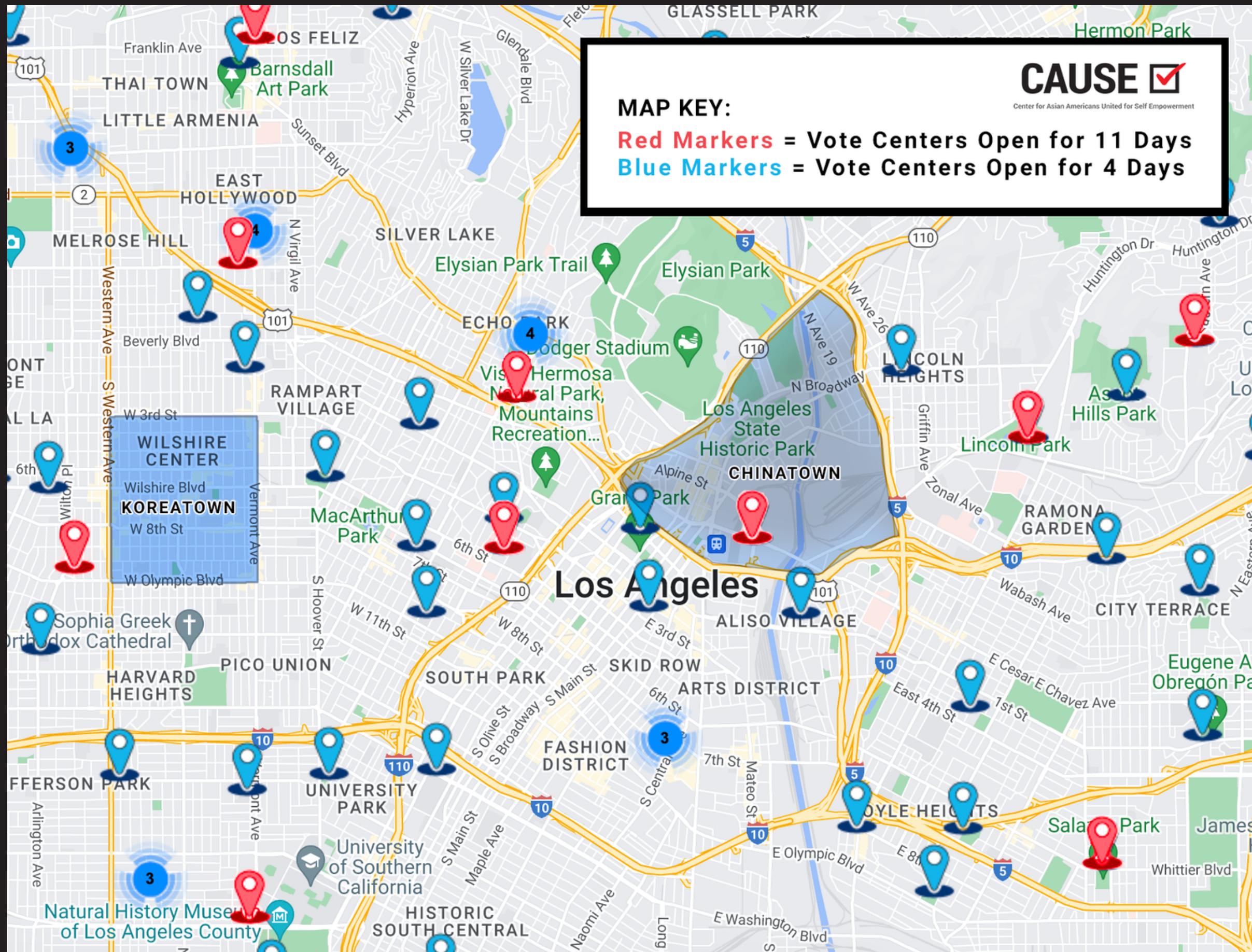
- CAUSE
- Korean American Coalition (KAC)
- AAPI Equity Alliance
- Asian Americans Advancing Justice - Southern California
- Los Angeles County Registrar-Recorder / County Clerk (RR/CC)

## TIMELINE

**May 9th** - CAUSE discovered ZERO Vote Centers in Chinatown & Koreatown residential areas

**May 28th** - Vote Centers Open

**June 7th** - Primary Election



**CAUSE**

Center for Asian Americans United for Self Empowerment

As of May 17, 2022

# Action Plan

- Meet with the Los Angeles County Registrar-Recorder / County Clerk (RR/CC) and hold them accountable
- Source community recommended locations for Vote Center sites, either Full Vote Centers or Flex Vote Centers
- Spread Awareness to the community
  - Inform the community on how to get involved (canvassing, volunteering, etc.)

# WE NEED VOTE CENTERS IN CHINATOWN & KOREATOWN

As of May 17th, 2022,  
there are **ZERO** Vote Centers in both Los  
Angeles Chinatown and Koreatown residential  
areas for the 2022 California Primary Election.



## THE IMPACT

- No in-person vote resources within a mile
  - Resources include:
    - Ballot replacement support
    - Same-day voter registration
    - Language assistance services
- Public safety concerns for pedestrians
  - 3 out of 4 Asian Americans have expressed worry about physical violence with the rise of anti-Asian hate incidents. (Source: California Community Poll April 2022)
- Decreases voter engagement and awareness in neighbors with high AAPI population

**ACCESS TO VOTE CENTERS = VOICES HEARD**



## THE CONTEXT

Vote Centers, which replaced traditional polling places, are the new and more inclusive method of voting in-person for Los Angeles County. This change, first implemented for the 2020 election, shifted the criteria sites needed to fulfill to qualify as a vote center.

In previous elections, there were many popular voting locations throughout Koreatown and Chinatown.

This year, there are **NO** available sites that meet all the criteria in the population dense communities of Koreatown & Chinatown, making it difficult to access in-person voting options for the June 7th Primary.



## WHAT CAN BE DONE?

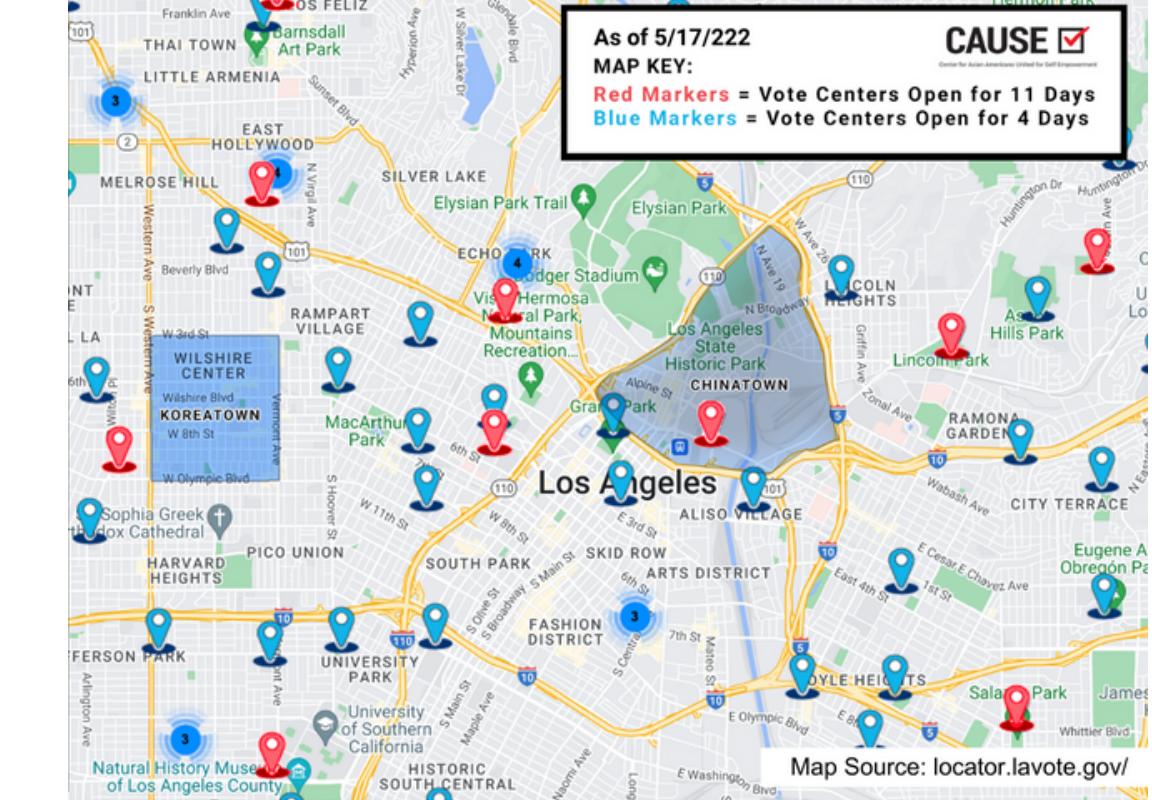


Center for Asian Americans United for Self Empowerment (CAUSE), Korean American Coalition (KAC), AAPI Equity Alliance, and Asian Americans Advancing Justice - Los Angeles (AAAJ-LA) has met with the Los Angeles County Registrar-Recorder/County Clerk (RR/CC), the government office responsible for voting and elections.

They confirmed that they are in the process of finding Vote Centers and have leads in both neighborhoods...

**...BUT WE NEED YOUR HELP**

## VOTE CENTER MAP



**DO YOU...**

**1**

have suggestions for  
**POTENTIAL VOTE  
CENTER SITES?**

have time to  
**VOLUNTEER AS AN  
ELECTION WORKER?**

**2**

Let us know @ [bit.ly/votecenter22](http://bit.ly/votecenter22)



Please fill out by Thursday May 19th



# Campaign Results

- New Vote Centers, a mix of flex and 4-day, were added to both Chinatown and Koreatown just before Vote Centers were open for voting.
- Intensive communication campaign: RR/CC mailed mailers and promoted through social media and local media outlets.
- The Coalition is now in frequent contact with RR/CC on Vote Center updates

## SHARE THE NEWS: NEW VOTE CENTERS IN CHINATOWN & KOREATOWN

Let's get the word out about the new previously-unannounced four-day vote centers in Chinatown and Koreatown. Join us for a community canvass and help inform community members about these new vote centers.

Volunteer to canvass on  
**Monday, May 30 @ 11am - 1pm**

Sign Up @ [bit.ly/lacanvas2022](https://bit.ly/lacanvas2022)



# CHINESE AMERICAN CITIZENS ALLIANCE





# Thank You!

**Farrah Su**

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