



#WeDrawTheLines



Message One

Redistricting is one of the most powerful tools that can be used to increase or decrease political power for a group of citizens.

The goal of the redistricting process is to draw political district boundaries that have the same population size for the purpose of electing roles including local school board, state legislator, and congressional roles. Beyond population size, one goal in redistricting is to create districts with similar constituents so that their needs and interests are reflected in their elected officials.


Those in charge of drawing political districts have the opportunity to ensure that all voices are equally represented.

Topline and Core Messaging:

Message Two

No matter our color, background or zip code, voters should pick their leaders, not the other way around.


We come together every decade to draw new district lines that give each of our votes equal weight, each of our voices equal stature, and each of our communities equal access to the decision making processes that determine funds for schools, hospitals, and other essential services that our government allocates




“Voters should be able to vote for their candidate of choice.


Elected officials **should not be able to choose their voters or constituents.**

This is why redistricting is so important!”



Janice Jamison
Director of Programs

#WeDrawTheLines 



PowerCoalition.org/Redistricting

Topline and Core Messaging:

Message Three

The districts we draw this year will shape our lives and our communities for the next decade.

- ➔ **When we draw the maps, we influence the federal and state resources** that funnel back to our communities -- money for hospitals, schools, and transportation.
- ➔ **When we draw the maps, our communities don't get carved up by politicians hungry for power**, with only their own political interests in mind.
- ➔ **When we draw fair maps, our communities are represented by leaders who know us**, who represent our needs, and fight for the resources that our children and families need in order to thrive.
- ➔ Redistricting is when politicians can choose their constituents instead of when people elect their representatives



Message Four

Nobody knows our communities better than the people who live in them.

- ➔ Whether we're helping a neighbor out during a hurricane, meeting after a Sunday sermon, or planting a neighborhood garden, nobody knows our communities better than the people who live in them.
- ➔ By joining together to speak out for fair districting, we can make our communities whole and deliver the resources our schools and families need for a decade to come. It's our role as community leaders and members to inform the levers of power what our communities need.

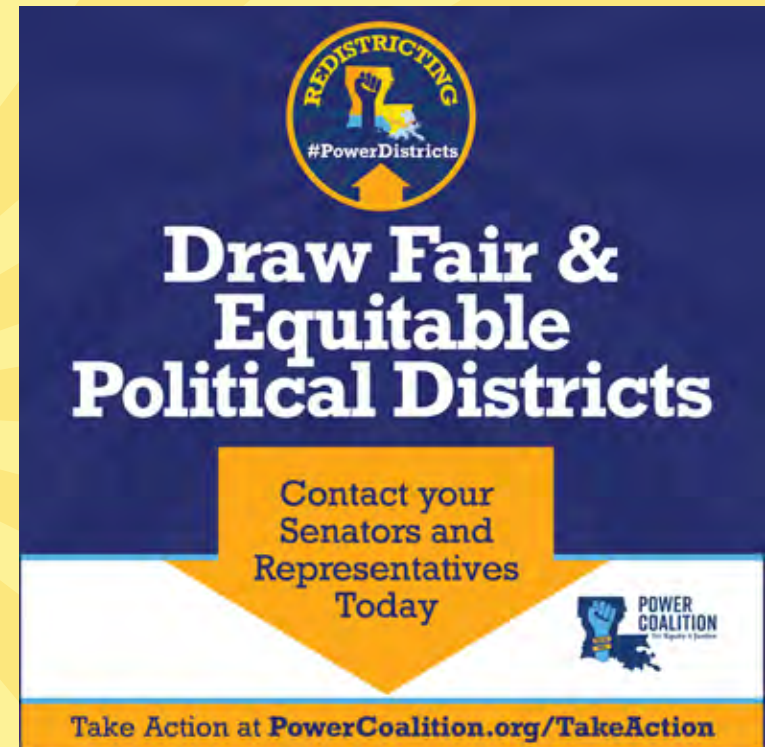
These new maps will be used for the next 10 years and beyond, so it's critical that our elected leaders and redistricting commissioners hear from us.

Topline and Core Messaging:

Message Five

Our collective action can make positive change and help shape this process, leading to better outcomes for our families and our community.

- ➔ The United States is a unique country that offers tools of civic engagement to influence our public policy and debate; use the power you have a citizen to influence this process
- ➔ **Call, email, tweet or write letters to your state legislators to insist on equitably drawn maps; demand transparency through the process.** An easy way to do this is to use [Power Coalition's One Click feature](#) where you can contact your legislators easily



Redistricting Overview

What is Redistricting?

Redistricting is the process by which governments redraw political districts.

It applies to all levels of government where district elections are held, including:

U.S. House of Representatives
Louisiana State Senate & House



State & Local School Boards
State Supreme Court



Police Juries
Parish & City Councils



Redistricting happens once every 10 years:

Every year ending in '1' (e.g., 2021), the Louisiana state legislature uses Census data collected the previous year (e.g., 2020) to redraw political maps.

2020: Census

2021: Redistricting

Downloadable Graphics:

What is REDISTRICTING?

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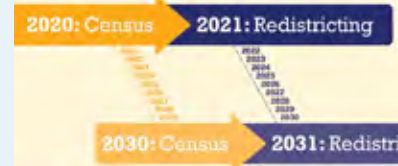
U.S. House of Representatives
Louisiana State Senate & House
State & Local School Boards
State Supreme Court
Police Juries
Parish & City Councils



PowerCoalition.org/Redistricting

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PowerCoalition.org/Redistricting

What is Redistricting?

There are three basic redistricting principles:

1. Contiguity

Every district has to remain connected—they can't "jump" from one place to another.

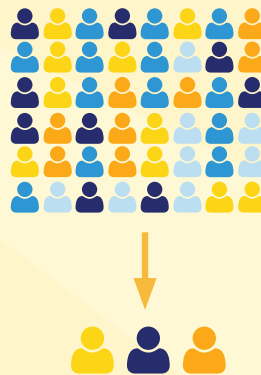
2. Compactness

With few exceptions, **districts shouldn't be drawn in extremely odd shapes.**

3. Communitites of Interest

This one can be very subjective, and is the most controversial. Generally, **districts should try to keep populations that share interests**--e.g., fishing communities--**together as much as possible.**

Political districts are supposed to accurately reflect how populations have changed statewide and locally over the past decade, and **provide fair representation to each individual and group.**



Downloadable Graphics:

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PowerCoalition.org/Redistricting

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PowerCoalition.org/Redistricting

Redistricting Overview

Redistricting Timeline



September 30, 2020: Census Data Collection Ends

The US Census Bureau collects population data once every decade.



December 21, 2020: Census Data Sent to the White House



September 30, 2021: Census Data Sent to the States



Oct. 2021 - Jan. 2022: Legislative Redistricting Roadshow

Make your voice heard when your legislators draw political districts!



February 2022: Special Legislative Session

The state legislature relies on Census data, public input, and experts to draft district maps Hearings are held on proposed district maps The legislature votes on maps



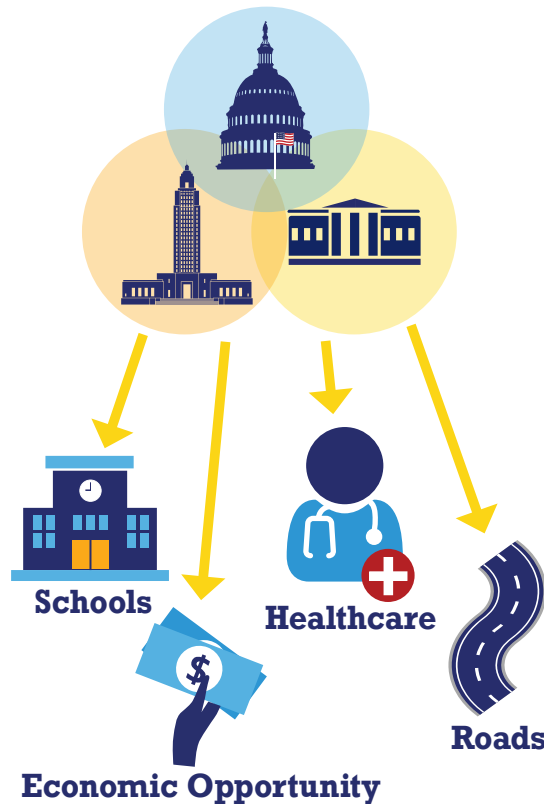
After Vote: Governor Approves or Vetoes Map

Redistricting Overview

Why is Redistricting Important?

Redistricting plays a critical role in who runs for office, who is elected, and how they vote once they're in office.

It's one of the most important factors in determining who represents you and how they represent you.



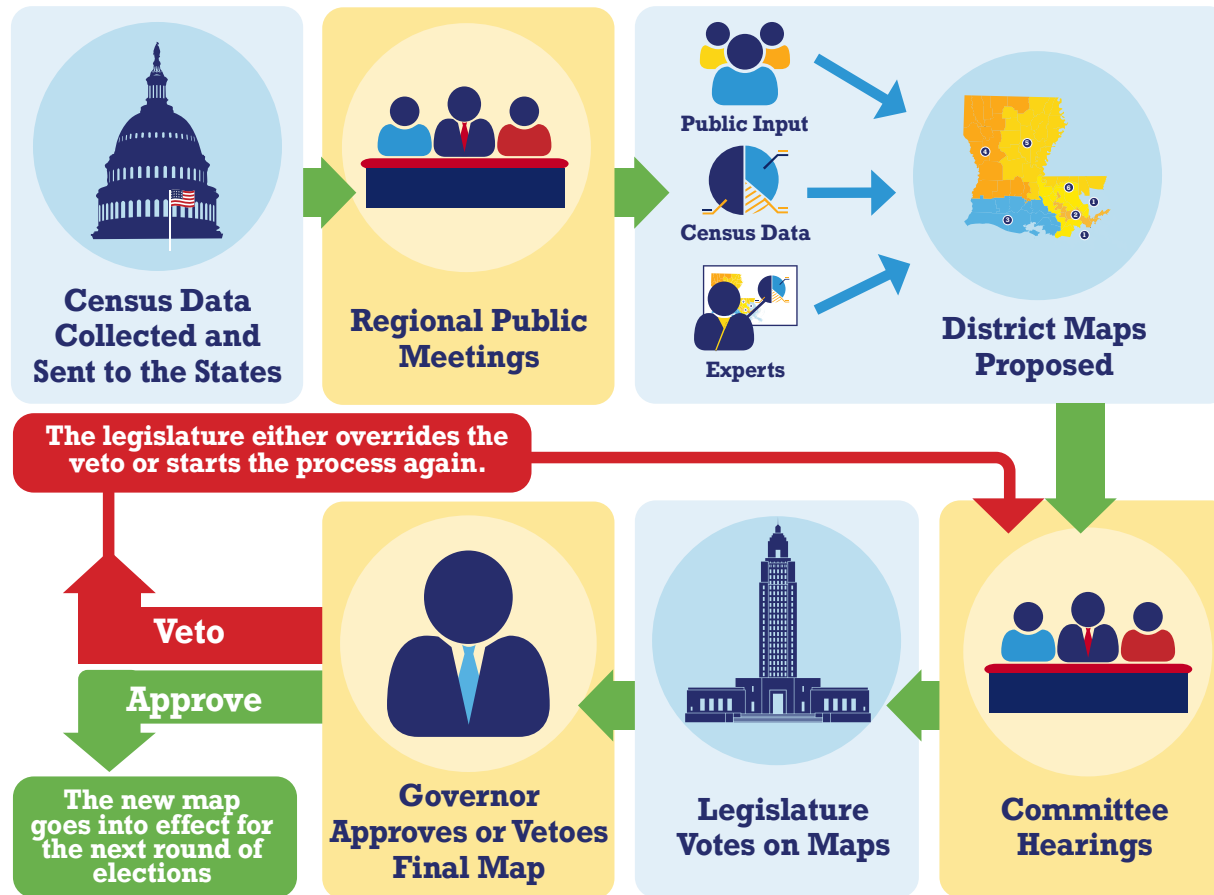
- ➔ Your local, state, and federal elected representatives **make decisions that impact your everyday life**, like economic opportunity, healthcare, schools, roads, and so much more.
- ➔ The makeup of a district **can significantly influence how and whether** elected officials respond to a community's needs.
- ➔ **Redistricting only happens once every 10 years, and the policy impact can last even longer.** We can't miss this chance to demand fair and representative districts.

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Redistricting Overview

How Does Redistricting Work?



Downloadable Graphics:



Redistricting Overview

How Does Redistricting Work?

1

The U.S. Census Bureau collects **population data** once every decade, during years ending in '0'.



2

The Louisiana legislature uses that data, as well as **public meetings on redistricting**, to inform the redistricting process. The public meetings are run by the two committees that oversee redistricting in the legislature--House & Governmental Affairs (HGA) and Senate & Governmental Affairs (SGA).

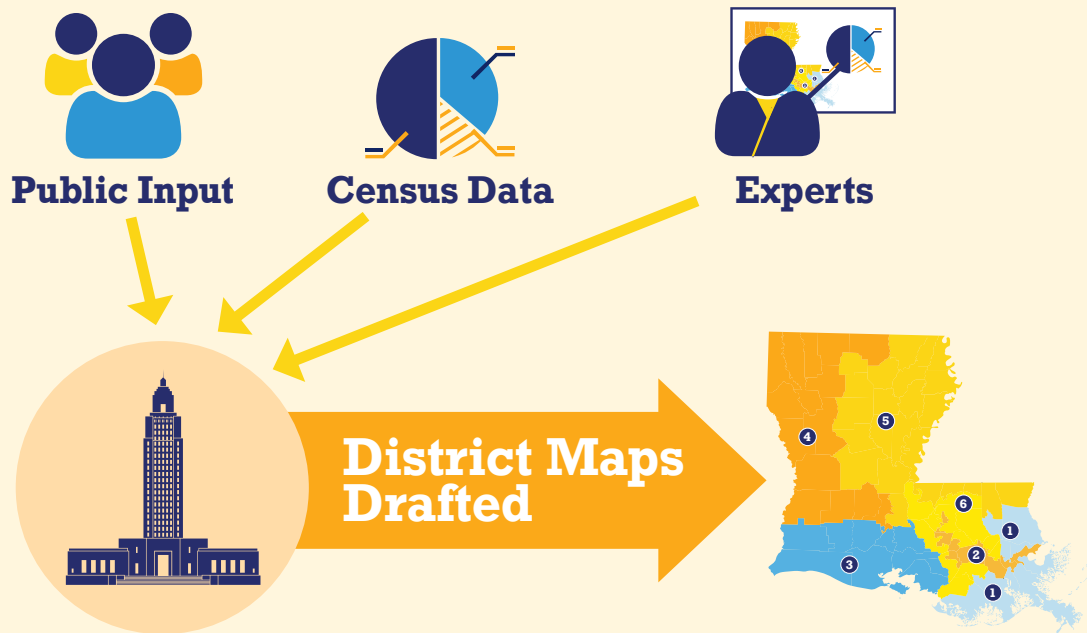
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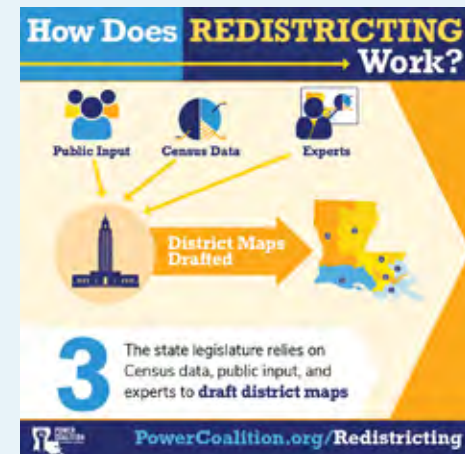
How Does Redistricting Work?

3

The state legislature relies on Census data, public input, and experts to **draft district maps**



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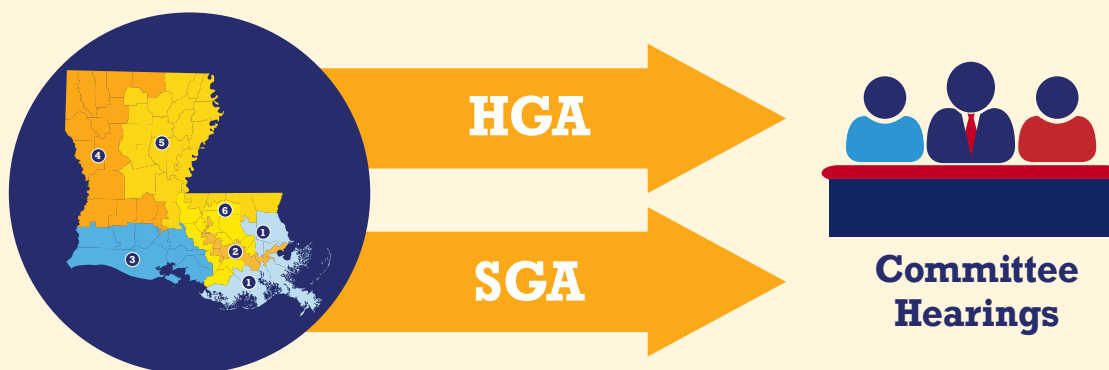


How Does Redistricting Work?

4

The House & Governmental Affairs (HGA) committee and Senate & Governmental Affairs (SGA) committee each **hold hearings on proposed district maps**.

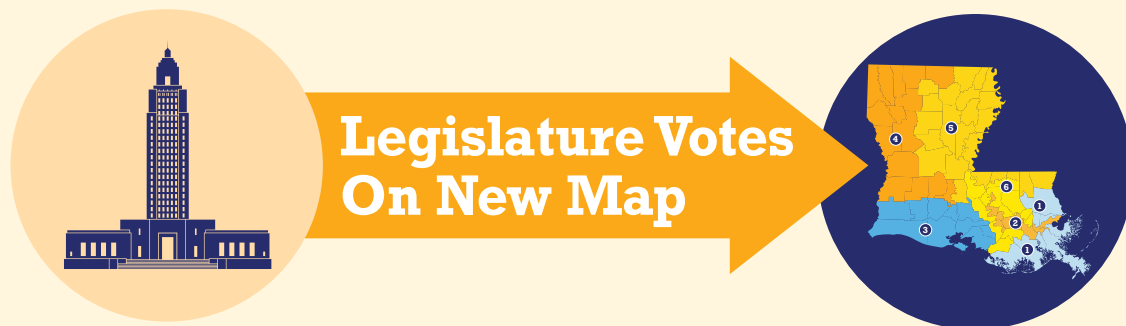
Any proposed map must be approved by a majority of the committee members in order to go to a vote on either the House or Senate floor.



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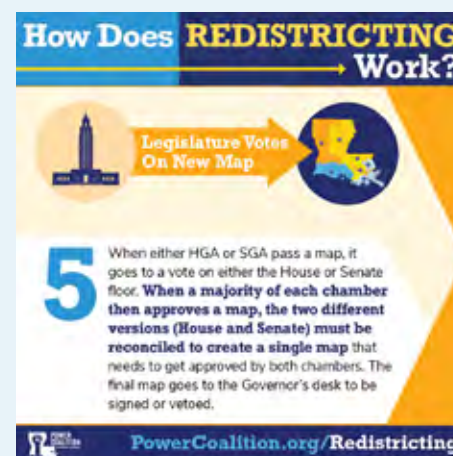
How Does Redistricting Work?



5

When either HGA or SGA pass a map, it goes to a vote on either the House or Senate floor. **When a majority of each chamber then approves a map, the two different versions (House and Senate) must be reconciled to create a single map** that needs to get approved by both chambers. The final map goes to the Governor's desk to be signed or vetoed.

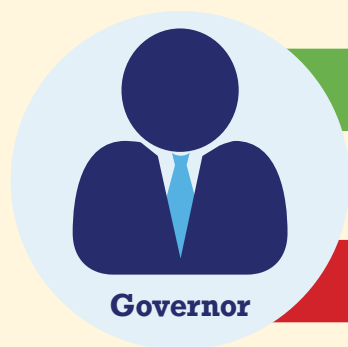
Downloadable Graphics:



How Does Redistricting Work?

6

Once the legislature agrees on a map, it is sent to the **Governor who can approve or veto it.**



Approves

The new map goes into effect for the next round of elections

Veto

The legislature either overrides the veto or starts the process all over again

If the Governor and legislature can't ultimately agree on a map, the State Supreme Court takes over the redistricting process

Downloadable Graphics:



Redistricting Overview

Who Is Responsible for Redistricting?



Louisiana Legislature

- U.S. Congress
- State Senate & House
- State Supreme Court
- Board of Elementary and Secondary Education (BESE)
- Public Service Commission (PSC)

YOU

- **The public plays a key role** in determining how the redistricting process plays out and how the district lines are ultimately drawn.
- **Contact our Redistricting Fellows** to learn more about redistricting in your area, and then go out into your community to educate your family, friends, and neighbors about redistricting.
- **Submit comments** during public redistricting hearings.
- **Anyone can do it.**



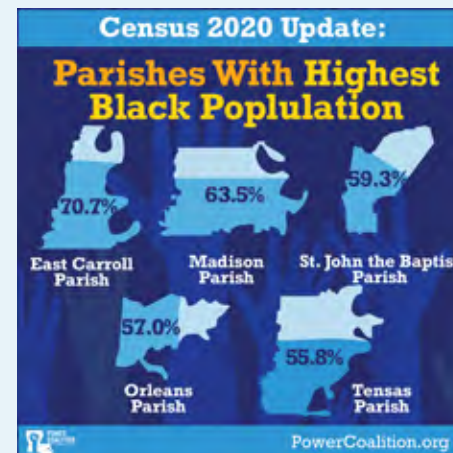
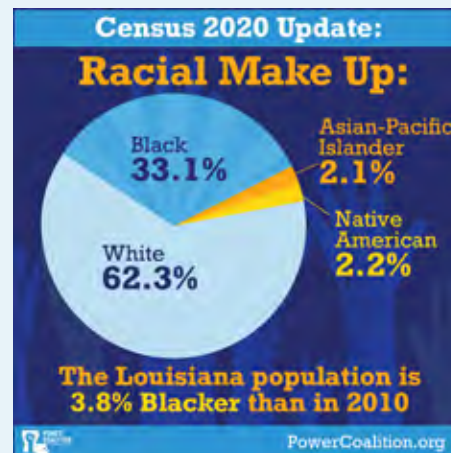
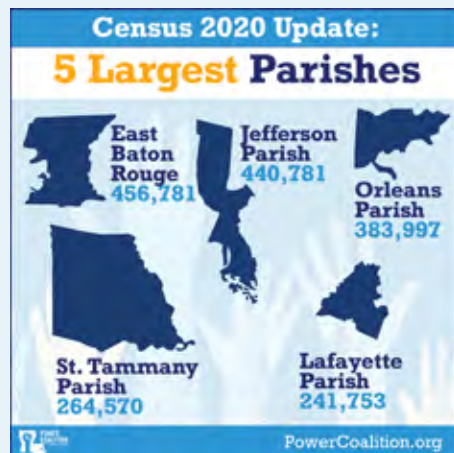
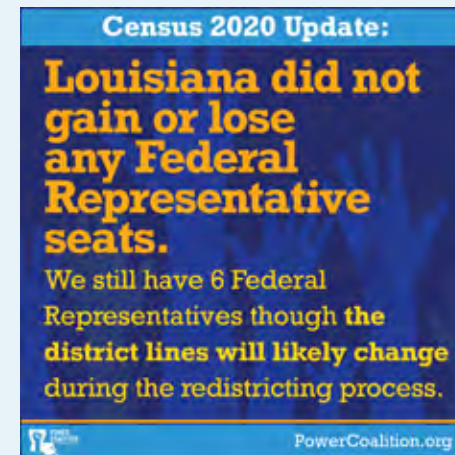
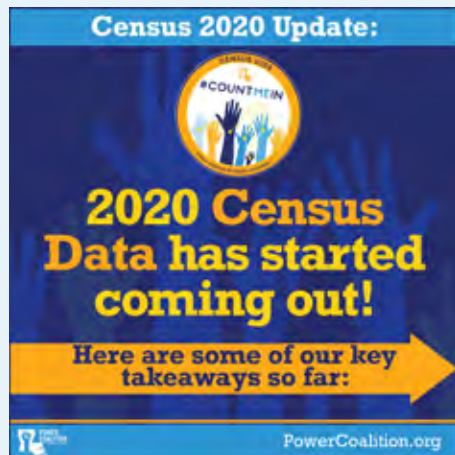
Local Governments

- City council
- Parish council
- Police Jury
- Judicial

Downloadable Graphics:



2020 Census Data Findings



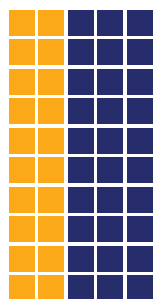
All graphics are downloadable.

Gerrymandering & Majority-minority

Gerrymandering

Drawing boundaries of political districts in a way that gives one political party an unfair advantage over its rivals or that dilutes the voting power of members of ethnic or linguistic minority groups

50 Precincts



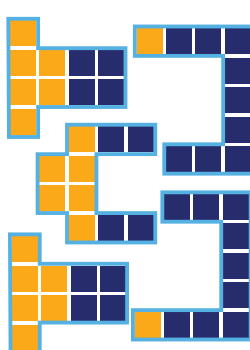
60% Blue
40% Orange

5 Districts



5 Blue
0 Orange
Blue Wins

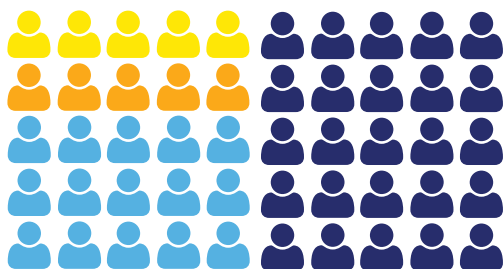
5 Districts



2 Blue
3 Orange
Orange Wins

Majority-minority

This is a district where one or more racial, ethnic, and/or religious minorities make up a majority of the local population



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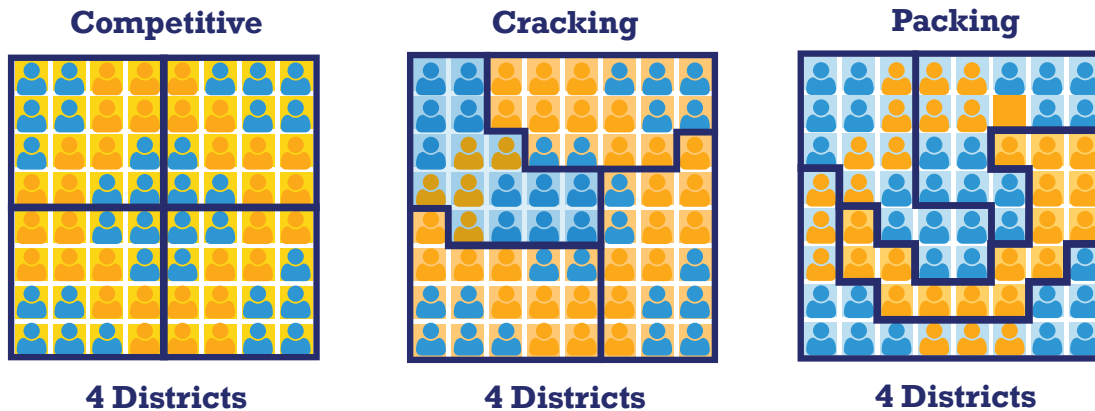
Cracking & Packing

Cracking

Diluting the voting power of a group of voters across many districts

Packing

Concentrating a group of people in one district to reduce their voting power in other districts



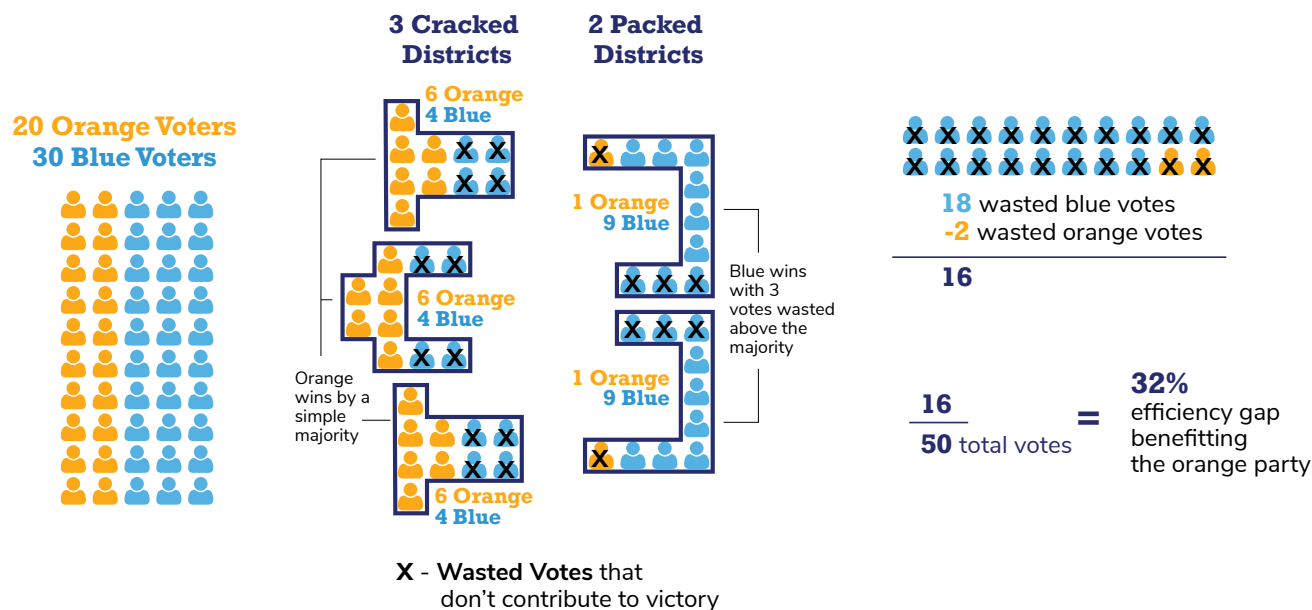
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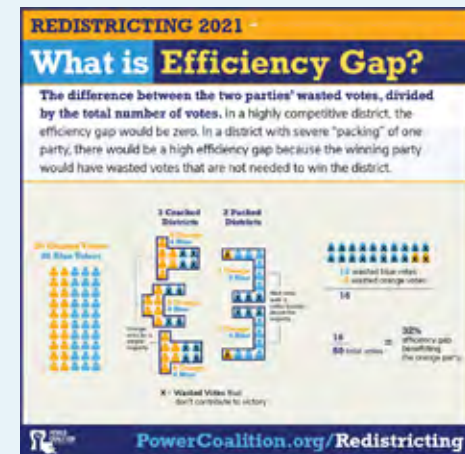
Efficiency Gap

Efficiency gap

The difference between the two parties' wasted votes, divided by the total number of votes. In a highly competitive district, the efficiency gap would be zero. In a district with severe "packing" of one party, there would be a high efficiency gap because the winning party would have wasted votes that are not needed to win the district.



Downloadable Graphics:



Vote Dilution & Prison Gerrymandering

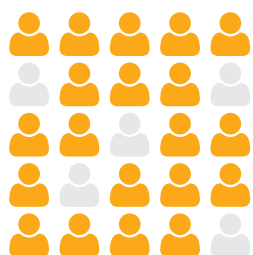
Vote dilution

When a groups' voting power is reduced because they have been either been "packed" into a limited number of districts or their voting power has been "cracked" and dispersed across several districts

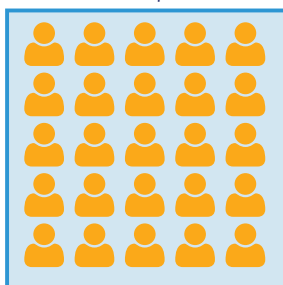
Prison Gerrymandering

Prison gerrymandering is the act of counting incarcerated people in the jurisdiction where the prison is located instead of their home community. Incarcerated people do not have the right to vote in Louisiana, creating disproportionate representation for people that live in districts with prisons.

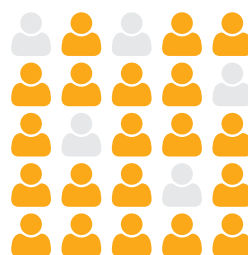
Home Community



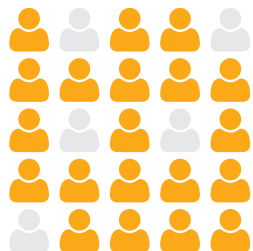
Incarcerated People



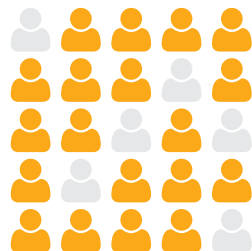
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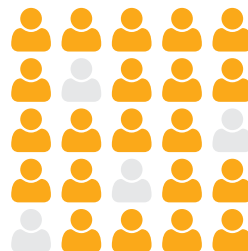
Home Community



Home Community



Home Community



Downloadable Graphics:



Testimony and Rebuttals

Power Testimony Guide

ACLU- Redistricting Testimony Prep

Redistricting Hub: Improving Transparency & Providing Testimony

League of Women Voters- Testimony Guidance

NAACP LDF

SCSJ



POWERful Redistricting Testimony

Tell Your Authentic Story

Example: Good Evening, Chairman My name is _____ and I am a member of the _____ community and _____ parish. I have been a resident of this community for _____ years. I am here with my community members and larger coalitions. I urge you to keep my community together. My goal for this redistricting process is for our elected officials to pass fair and equitable maps that do not deflate my power in the election process.

Power Tips

- **Share what makes your community unique** and why is that an important factor that should not be separate out of your community
- **Share the culture of the community.** Describe the people, commonalities, history. What do you all value?

Define Your Community and Its Concerns

Example: I live in the _____ it borders _____ and _____. Here are some assets I would like to keep in this community.

Power Tips

- Define your community boundaries and elaborate **support or opposition to proposed maps**
- **Explain your map** and the boundaries of your community
- What are the **streets and markers** in your community
- What are the **significant landmarks:** rivers, bayous, parks, shopping areas, or historic sites, etc.?
- What are the **gathering places:** shopping districts, schools, community centers, religious places, and social service agencies?
- **Do the current political district boundaries divide your community?** Or do they keep your community together?
- **What issues need attention from the government?** What community projects need resources? Are there examples of elected officials ignoring our concerns?

Don't Forget The Data

After addressing these questions, explain your community's map and the boundaries and gathering places that define the neighborhood map

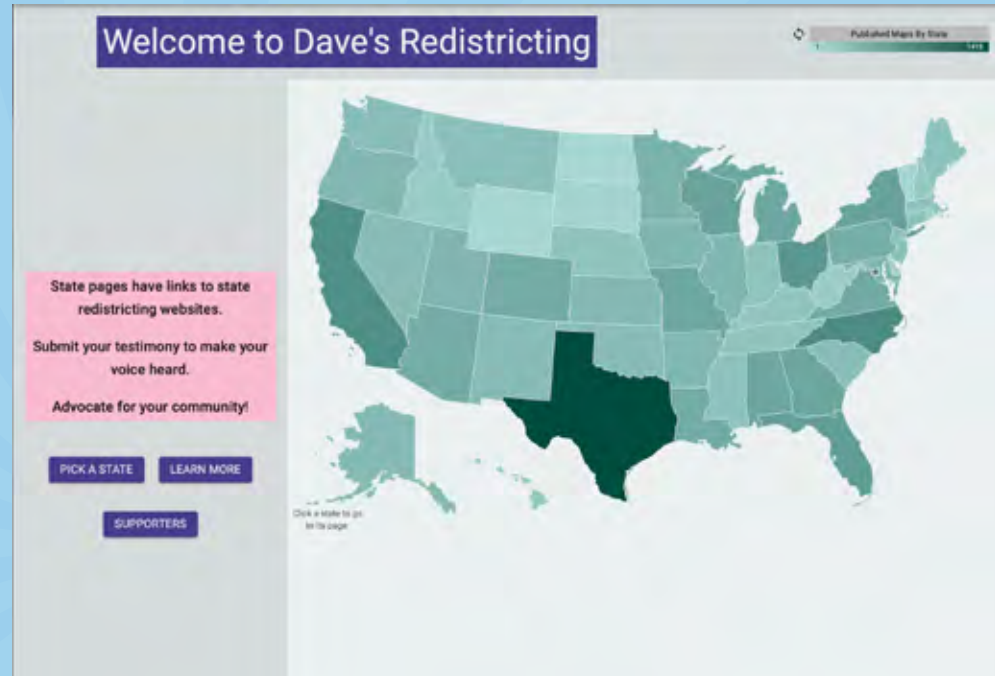
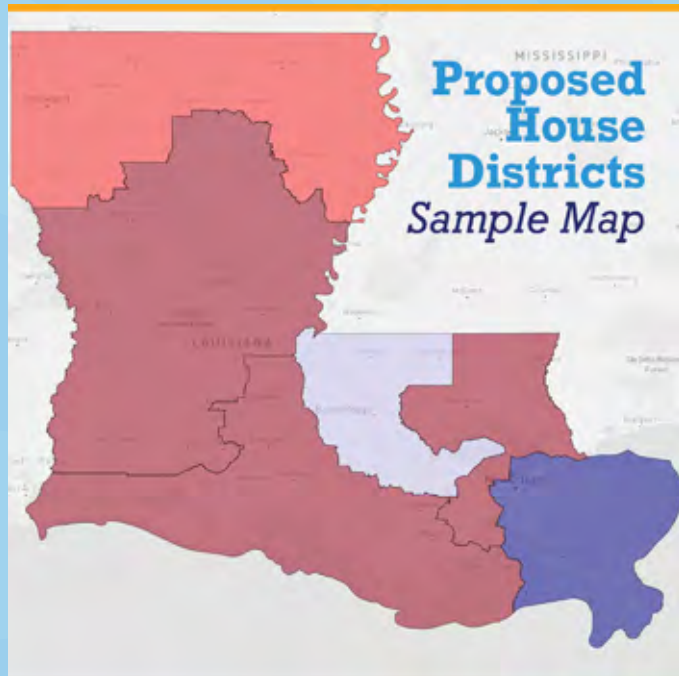
Power Tips

- What are the **streets or boundaries** that mark your community borders on each side?
- What are the **significant landmarks:** rivers, parks, shopping areas, or historic sites, etc.?
- What are the **gathering places:** shopping districts, schools, community centers, religious places, and social service agencies?
- Do the **current political district boundaries** divide your community? Or do they keep your community together?
- Is there **data** we can present that strengthens our testimony (Number of people in our community, % POC, income levels, distance from hospitals, lack of greenspace)



Learn more about redistricting and how to get involved at: PowerCoalition.org/Redistricting

Sample Maps



Media Advisory

FOR PLANNING PURPOSES

DATE

CONTACT

[NAME]

[EMAIL]

[PHONE NUMBER]

[Title of Event]

CITY — In response to the U.S. Census Bureau's release of redistricting data, [ORGANIZATION] is hosting a call with reporters on [DAY, DATE, AND TIME] to discuss the data release, the [STATE] redistricting process, and what it means for our communities and the future of our state.

This data release inaugurates the official start of the 2021 redistricting process. Redistricting is about so much more than political power and this call will help provide important context as we head into a chaotic and messy process.

Here are the details:

WHAT:

WHEN:

WHO:

WHERE:

If you have any additional questions, you can email [name and email of contact].

###

Press Release

PRESS RELEASE

FOR IMMEDIATE RELEASE

[DATE]

CONTACT

[NAME]

[EMAIL]

[PHONE NUMBER]

[TITLE]

CITY — [info]

###

Sample Tweets

This is our opportunity to participate in the process of doing it correctly **#PowerDistricts** visit powercoalition.org/redistricting to stay engaged

Redistricting is when politicians can choose their constituents instead of when people elect their representatives **#PowerDistricts** powercoalition.org/redistricting

When we draw the maps, we influence the federal and state resources that funnel back to our communities -- money for hospitals, schools, and transportation **#PowerDistricts**

When we draw the fair maps, our communities are represented by leaders who know us, who represent our needs, and fight for the resources that our children and families need in order to thrive **#PowerDistricts**

Hold your elected officials accountable for **#PowerDistricts** take our [one click](#) and let your voice be heard

Voters should pick their leaders, not the other way around **#PowerDistricts**

When we draw the maps, our communities don't get carved up by politicians hungry for power, with only their own political interests in mind **#PowerDistricts**

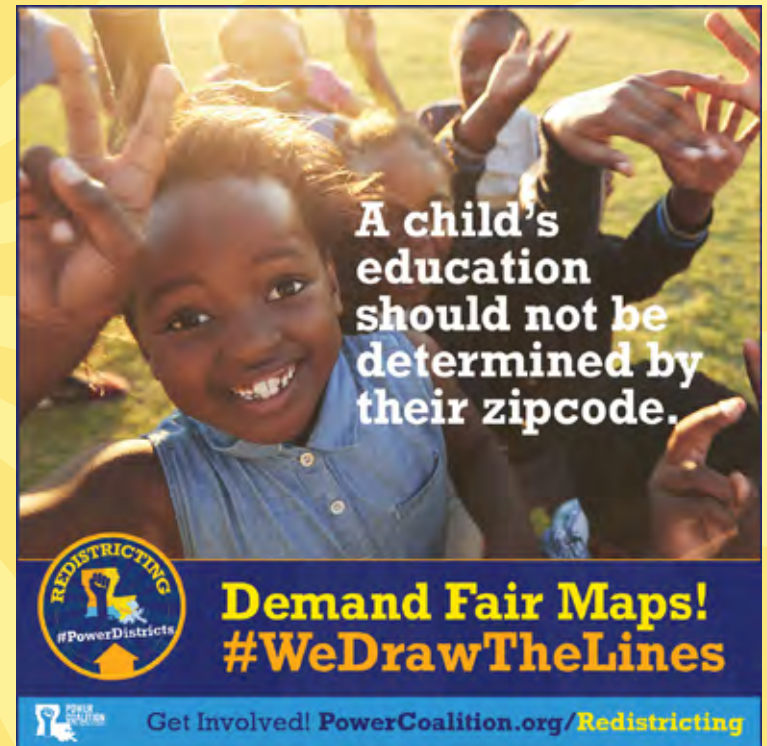
#PowerDistricts

Sample Posts

Did you know congressional maps determine how financial resources are allocated across our state?

Hospitals, roads, our public schools and more all get allocations of funding according to how these maps are drawn. We must act NOW so they are delivered with a mind for equity for ALL communities, and not just a few.

Get involved and demand your legislators support **#PowerRedistricting**



Sample Posts

When redistricting is done correctly people get to choose their elected officials instead of their elected officials choosing them

It's up to our community to come together to prevent this from happening by DEMANDING fairly drawn congressional maps for equal representation, regardless of your zip code, race or background.

#PowerRedistricting



Sample Posts

Did you know congressional maps determine how financial resources are allocated across our state? Hospitals, roads, our public schools and more all get allocations of funding according to how these maps are drawn. We must act NOW so they are delivered with a mind for equity for ALL communities, and not just a few. Attend a roadshow in your area. Learn more at powercoalition.org/redistricting.

Take action and demand your legislators support
#PowerRedistricting



Get Involved

You don't have to be an expert in this to be involved and engaged.

- ➔ **Host a Town Hall or Community Meeting**
- ➔ Use Our [One Click](#) to Contact Your Legislators
- ➔ Go to a [Redistricting Roadshow](#)
- ➔ Sign up for Testimony Training
- ➔ Attend Our Virtual [Coffee Chat Series or watch a video of past Coffee Chats.](#)
- ➔ Have a session with our [Redistricting Fellows](#)