APPENDIX L

- Outreach & Engagement
- Community Engagement Strategy
- Workplan

MMD PUBLIC OUTREACH & ENGAGEMENT PLAN

PURPOSE: Public Participation is **the** essential component to the success of our redistricting work. Ensuring that we create effective forums to inform, educate and engage the public and for the public to provide input and participate in a meaningful way is key.

This Public Outreach & Engagement Plan seeks to define the ways in which the MMD Redistricting Subcommittee can/will engage with minority communities and residents of majority minority districts in our redistricting work.

Goals and objectives of the public outreach and engagement process are:

- Engage minority communities, community organizations, neighborhood associations in Albany County's redistricting process
- Solicit insight from key community/neighborhood stakeholders on the public engagement process (See more detail below)
- Solicit feedback from community members to identify the unique needs of minority communities
- Identify and establish relations with a few community organizations who have a willingness to partner with or support our efforts to engage the community
- Create a framework for continuous and ongoing public engagement in all redistricting work
- Develop an outreach and engagement strategy that conforms to goal of having work completed by May/June 2022

Solicit insight from community/neighborhood stakeholders on the public engagement process, including:

When we should hold hearings to maximize community involvement?
Where we should hold public meetings to maximize community involvement?
Whether they maintain email distribution lists or have other vehicles in place to broadly disseminate information
Community organizations that would be effective conduits to getting information out
Other key stakeholders we should reach out to
Issues we should be aware of as we begin outreach

Consider existing events/meetings where we as individuals can inform/educate/engage the public

Consider creative activities to encourage involvement

Consider convenience and ease of access issues to maximize attendance at meeting/ public hearings

Consider Web-based survey to gather information on unique needs of minority communities (Survey Monkey)

Specific Activities that should be undertaken include

I. Broadly Disseminate Public Announcement (formerly Press Release) -Need to Revise

II. Broadly Disseminate Informational Flyer

III. Continue to further Develop Website

IV. Monitor & respond consistently to any email inquiries

V. Publish MMD Q & A on Website

VI. Identify links to General Information about Redistricting or Majority Minority Districts that can be published on website

VII. Finalize Meeting Minutes for Publication on Website

VIII. Develop Survey to solicit information from individuals residing in minority communities on issues and needs unique to the various communities for broad dissemination, reporting and publication on website

IX. Schedule Public Meeting to Inform/Educate/Engage minority communities
- Introduction to MMD Members, Law and redistricting work
-Presentation on Redistricting and Majority Minority Districts (Jeffrey Wise)
-Presentation on minority voting rights challenges & issues (Dr. Lisa Handley)
-Q & A Period

X. Schedule Public Hearings to gather input on district boundaries & Mapping

Community Engagement Strategy

The Majority Minority Redistricting Subcommittee (MMD) is charged with implementing a public education and outreach plan to ensure minority communities have an awareness and understanding of redistricting and ensure the public has every opportunity to participate in the redistricting process. The following actions were taken to ensure the MMD Subcommittee met this charge.

1. How We Implemented Our Charge

   - The MMD Subcommittee met multiple times via zoom to discuss our options for getting information out to the public. We decided on the following methods to implement immediately:
     1. Development of a list of Community Based Organizations,
     2. Create a list of Albany County Libraries,
     3. Create a list of Neighborhood Associations,
     4. Stores (Stewarts Shops),
     5. Community Events, and
     4. Create a list of Churches in Albany County.

     Commissioners, as well as our Intern were assigned one or more of these entities to contact and obtain email addresses and the names of contact persons. We used this information to send out flyers via email to notify the public about the MMD Redistricting process and upcoming Public Hearings and Public Forums. In addition, we asked these entities if they would post the flyers where they would be visible to the public.

   - Development of A Workplan

     The MMD Subcommittee Chair, Commissioner Allen-Campbell and Commissioner Owens-Cody developed a workplan from which all Subcommittee Commissioner's selected an area of responsibility. The workplan outlined key action steps that we could refer to in getting information to and gain feedback from the public. Our Intern did weekly follow-ups with each Commissioner to track the status/progress of their selected areas of responsibility.

   - Creation of a List of Events

     In order to organize community events, Commissioner's submitted the names of the upcoming events they were aware of with dates, times and locations. This list was then placed on "Sign-Up Genius" for each Commissioner to review and select to attend a specific event.

2. Public Hearings

   - The MMD Subcommittee scheduled and held a total of three (3) Public Hearings on March 8, May 4 and May 18, 2022. At each of these Public Hearings, the MMD

Subcommittee had flyers produced and distributed and sent them out via email, contacting businesses for posting, as well as handing out flyers out at various locations to announce the upcoming Hearings. At each Hearing, the MMD Subcommittee had a map(s) available for public viewing and were available to answer any questions pertaining to the map(s).

- As a part of our Community Engagement activities, we organized community events and identified MMD Subcommittee members to facilitate and discussions at the event. The MMD members selected from a list of 16 events to facilitate.
  I selected the following six (6) of the events to attend as follows:
  1. Howe Public Library: I attended with Subcommittee Chair, Marie Allen Campbell. The Head Librarian provided feedback that he was willing to post our flyers and assist us in any way he could. There were NO other attendees.
  2. Delaware Public Library: I attended this event with three (3) other members (Marie Allen Campbell, Dona Bulluck, Larry Mauldin). We had one (1) attendee to come and discuss the map(s) and redistricting process with us. This attendee was Lars Dahl who had previously submitted maps of his own. He provided good feedback to us which included how we could successfully establish 7 MMD's and commended the MMD Subcommittee on the good work we had already produced. He also provided some tips to help us prevent splitting some neighborhoods. There were NO other attendees.
  3. Green-Tech High School: I attended this meeting with two (2) other members (Dona Bulluck and Larry Mauldin). There were NO attendees and NO feedback.
  4. Juneteenth Festival: I attended this event with (2) other members (Larry Mauldin and Marie Allen Campbell). We displayed maps and flyers. We also encouraged many interested people to complete our survey. Some completed it on the spot while others said that they would complete it later. While we did not keep a count of those that stopped by our table, there were approximately 20-30 people who stopped to ask questions about our maps or inquire about "What Is Redistricting"?
  5. Juneteenth in Washington Park: I attended this event early in the day and distributed a few flyers.
  6. South End Night Market: I attended this event with Dona Bulluck and Larry Mauldin. While flyers were previously distributed, NO inquiries were apparent when I attended.

This concludes my report.