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*Meeting: February 26, 2021 at 2:30pm*

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# Proposed Public Outreach Directive

## ***Background***

The staff mission is to:

- 1) Facilitate the Redistricting Board's decision-making process through administrative, technical and logistical support.
- 2) Explain the redistricting process and resulting Board decisions to the public.
- 3) Assist legal counsel to defend the Board's decisions in the courts.

## ***Purpose of this Directive***

The purpose of this plan is to articulate the public outreach mission and provide direction and specific guidelines that staff may reference while engaged in communications with the public.

## ***Direction to Staff***

The Board directs the staff to proactively engage in public outreach using means and technologies which best facilitates the Board's work.

- 1) **Who is the "Public"?** – In this context the public means all Alaskans, their elected local and state representatives, local government bodies, interested parties such as ANSCA Corporations, political parties and other non-governmental organizations and their representatives.
- 2) **What is the message?** – Staff should endeavor to be as helpful and specific as possible while educating the public about the Board's constitutional mission, governing laws, policies and procedures, open meetings guidelines, public notice practices, procurement process, sources for additional information, and Census methodology and timing. The staff should work to educate the public about the various constraints placed on the board: namely the 4 constitutional standards of compactness, contiguity, social-economic integration and population equity (one person, one vote) as well as a general summary of Federal guidelines enacted in the Voting Rights Act. Staff should be prepared to provide a general overview of the most relevant case law as it applies to the Board for the 2020 cycle. (Shelby, Egan etc)
- 3) **Is there anything the staff should not communicate?** – Yes. The staff must not divulge specific content of executive sessions, matters subject to attorney-client, deliberative privilege, or details of litigation strategy options. The staff should refrain from making projections about what the board will or won't do in any specific situation. The staff should not cast negative dispersions on any member of the public or their representative, even during hostile legal proceedings.