Redistricting – Plan of Action and Budget (April 1, 2021 – March 30, 2022)

**Broad, State-Wide Focus on Fair Process and Public Engagement = $520,000**

* Providing core coordination and developing clear plans for bringing public engagement to the Congressional and state legislative redistricting processes.
* Educating the public about what redistricting is, why it matters, and how the public can participate. This includes public events, explainers, infographics, short video, data sharing. Communications must be culturally specific – targeted and tailored to resonate with BIPOC communities – and quick to respond.
* Setting expectations for the commissions’ public engagement and accountability – pushing for hearings & input, including observation that the commissions do not represent the diversity of New Jersey. (The political parties nominated 10 individuals to serve on the legislative redistricting commission: 6 white men, 2 white women, 1 Black man, and 1 South Asian man – no Latinx member was selected, although NJ’s population is about 21% Latinx.)
* Creating a norm that the “tie breakers” should reflect the public’s interests, not the partisan interests of incumbent legislators. Building a support apparatus as necessary, including hosting additional public hearings.
* Analyzing the parties’ maps with particular focus on advancing equity in representation.

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| Fair Districts Coalition  | $180,000 |
| Communications – for statewide focus and for community engagement | $300,000 |
| Expert analysis  | $40,000 |

**Community Engagement Prioritizing New Jersey’s Communities of Color = $450,000**

* Supporting community-based leadership to develop organizing, outreach, and technical capacity focused on Latinx, Black, Asian, and immigrant communities. Hiring three full-time organizers: one each focused on Black communities, Latinx communities and New Americans (first and second generation immigrants). Cultivating engagement from other organizing groups, including focus on Asian communities.
* Empowering community members to advocate for fair representation, to offer testimony and maps to the commissions, to inform public discourse. Sharing racial impact analysis so communities understand how redistricting is connected to their lived experience.
* Supporting community groups to create and analyze district maps and extending expertise through a partnership with Rutgers’ Eagleton Institute.

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| Three full-time organizers  | $240,000 |
| Expanded community engagement (smaller grants to 5-6 organizations) | $150,000 |
| Technical support for mapping (including software licenses) | $60,000 |

**Mechanism for Funding = $970,000 Pooled Fund**