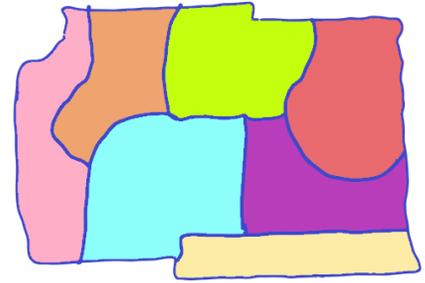

Dane County, Wisconsin

2021 Redistricting

Public Engagement for 2021 Redistricting Process



Introduction

Under [Section 59.10 of the Wisconsin Statutes](#), county governments in Wisconsin must create new county board district boundaries every ten years, immediately after the federal census. In 2016, the Dane County Board of Supervisors adopted [Ordinance Amendment 2016-OA 32](#), which created a nonpartisan independent citizen [Redistricting Commission](#). The Commission is tasked with submitting at least three draft supervisory district maps to the County Board by deadlines under state law. Over the course of 2021 and 2022, the Redistricting Commission will oversee a map drafting process that:

- Is independent, impartial and fair;
- Is accountable and transparent;
- Meets all state statutory deadlines;
- Fully engages the public.

Public Outreach Plan Purpose

This plan has been developed to encourage Dane County residents to participate in the 2021 Redistricting process. Methods used to promote participation include:

- A County Redistricting website
- Community outreach
- A process for defining communities of interest
- A process for members of the public to submit maps
- A timetable for the process and outreach efforts

Overview

What is Redistricting?

Following the 2020 census, every municipality, county, and state must redraw their respective wards or precincts, aldermanic districts, county supervisory districts, state assembly, senate, and federal congressional districts.

Redistricting is the process of redrawing the lines of districts from which public officials are elected to reflect population shifts in accordance with the results of the census. A county's ability to redistrict is governed by traditional concepts of redistricting, which include: compactness, contiguity, and substantial equivalence of population.



The boundaries for Dane County's districts are adjusted based on population changes that occurred over the previous decade. Through the redistricting process, the population within each supervisory district is equalized so that residents across the county are equally represented on the Board of Supervisors. The approved final map is used for the next decade.

The local redistricting data timeline begins as soon as the US Census data is published. Due to the COVID-19 pandemic, the data has been delayed and is now expected to be released by September 30, 2021. The County Board Office, the County Clerk's Office, the Land Information Office, and the Planning and Development Department are all involved in the process.

What is Dane County Doing?

A non-partisan Redistricting Commission composed of community members chosen by the Dane County Board Chair and the County Clerk will create the map and submit it to the Board of Supervisors. From there, the Board will decide if the map creates the correct number of districts set by statute based on population. In addition, the Board will need to consider other factors including population, geography, Board organization and functioning, electoral issues, and cost of campaigns. If the map doesn't address these criteria it will be sent back to the Redistricting Commission to be amended.

The public will have the opportunity to provide input on the proposed maps in public hearings. The County Board will adopt a final map.

The map will remain unchanged until the next census or until it is required to be changed to permit creation of districts of substantially equal population or to enhance the participation of members of a racial or language minority group in the political process and their ability to elect representatives of their choice.

Defining a Community of Interest

What is Representable?

Map your community of interest with Representable between June and August 2021. Representable is an online tool that allows people to draw communities of interest and share information about the interests and needs in those communities. Communities of interest are groups of individuals who share common social and economic interests, and who are likely to have similar political concerns.

How will members of the public submit maps for commission consideration?

What is District Builder?

Submit a map for consideration by the Redistricting Commission using District Builder between October 1 and November 1, 2021. District Builder is a free to use mapping software that uses block-level data to create electoral maps that will be used by the Redistricting Commission as well as the public to create maps for consideration. Multiple maps can be created on one account and can be shared with others.

Public Access and Outreach

The intention of the plan is to cast the widest net of public participation as possible. This will be accomplished by utilizing multiple outreach options including a redistricting website, press releases, radio ads, print ads, live trainings, material translation, communications from commission members, and communication from Dane County.



Website

The Redistricting website provides an overview of what redistricting is, links to resources for members of the public, as well as links to Representative and District Builder. Additionally, there is a short overview video of the redistricting process.

<https://www.danecountyplanning.com/Projects/Redistricting>

Contact information

Email:

2021redistricting@countyofdane.com

Phone:

Dane County Planning Department
(608) 266-4266

Building on Existing Organizational Networks

Redistricting Commission members are individuals that are connected to their community. Their network of contacts will be used to share information about the redistricting process and opportunities for public engagement.

Dane County staff have also developed a contact list for organizations in Dane County that will be used to distribute information.

Language Access

Distributed materials will be translated into Hmong and Spanish as much as possible.

Scripts for videos will be available in text as a link on the YouTube video post.

Media

Press releases will be developed by staff and distributed at the appropriate time.

Radio ad scripts will be developed by staff and contact will be made to radio stations for running

Ads will be developed and submitted for papers that could include Madison 365, Capital City Hues, LaComunidad, Madison.com, Isthmus, Badger Herald, local news groups

Public Involvement

Providing the background information, an easy-to-follow timeline, and explaining concepts are critical in involving members of the community. This information needs to be and will be available in a variety of formats for members of the community to learn about redistricting and the process.



Resources

The following resources are available for members of the public to learn more:

- Redistricting video
- One page document “what is redistricting”

Representable Participation

- Representable How-To video (in progress)

Public Map Submissions using District Builder

- District Builder How-To video (in progress)
- District Builder live training session (Dates TBD)

Redistricting Commission Meetings

- <https://dane.legistar.com/DepartmentDetail.aspx?ID=44384&GUID=B41C0E09-384C-48C6-B841-EB5E0743BA58>

Redistricting Opportunities for Public Participation

Attend Monthly Redistricting Commission meetings

Attend Public Hearings (Dates TBD – approximately September-November)

Map Your Community of Interest with Representable (June – August 2021)

Submit a map for consideration by the Redistricting Commission using District Builder (October 1 – November 1, 2021)

Timeline for Outreach

	June	July	August	September	October	November	December	January	February
Representable									
District Builder									
Public Map Submission									
Commission Meetings									
Education									
County Board Action									



Outreach Toolkit for Redistricting Commission Members

Emails for Commissioners to send

- Representable and educational information
- District Builder and educational information

Social media posts and Facebook events for commissioners

Scripts for radio ads

Mocked-up ads for papers

Draft language for County staff to share via Constant Contact/Mail Chimp

Timeline for communication pieces

County contact list

