The People Powered Fair Maps Campaign

The League of Women Voters US and The League of Women Voters of Virginia
The League of Women Voters believes that congressional districts and government legislative bodies should be apportioned substantially on population.
Our work makes a difference!

- 2018 Ballot initiatives
  - League played a role in all states which had a redistricting related ballot initiative
  - All 4 states (CO, MI, MO, UT) passed!

- Holding legislators accountable
  - LWVPA had court-drawn maps that were used November 6 2018 and it’s a great case study to show the impact of fair, representative maps
Partisan Gerrymandering
*Rucho v. LWVNC & Lamone v. Benisek*

- Gerrymanders designed by both parties

- **RULING:** Partisan gerrymandering is a "political question" and federal courts will no longer have a role in these cases.

- **UPDATE:** The decision impacted our wins in Michigan and Ohio at federal level and now exploring how to use state court decision to redraw maps in both states.
Impact of *Rucho & Benisek*

- Presented shift in our work
- Required us to respond in some way
- Symbolically created need for us to *recognize who we are as a brand and how we can build power in a truly transformational way*
Nation-wide Campaign
A Redistricting Proposal for All Levels of League

1. Powerful collaboration between national, state, and local Leagues aimed at building power in communities across the country;

2. Coins a signature campaign that can be recognized for decades to come;

3. Focuses our redistricting work with a reform plan that allows an entry point for all levels of League;

4. Takes advantage of an opportunity to build capacity strategically in field around a single topic and deepen the relationships between state Leagues and national office.
People Powered Fair Maps Campaign!

- All State Leagues plus DC have opted in!
- Held a tele-town hall on Sept. 4 with over 1700 registrants
- Publicly announced on Sept. 5
Redistricting Areas of Focus

- Ballot Initiative and Referendum
- State Constitutional Option
- State Legislative Fixes
- Federal Legislative Fixes
Campaign At-A-Glance
Foundational Focus
Civic Engagement & Education

- Educate
- Embolden
- Organize
- Activate
- Engage
Menu of Activities Supported by the Campaign

- Education materials/collateral
- LTEs/Op-Eds
- Tabling and GOTV
- Volunteer Recruitment
- Coalition building
- Action Alerts
Menu of Activities Supported by the Campaign

- In-person Meetings with Legislators
- Public dialogues/events
- League trainings (testifying before committees)
- Identifying dedicated legal partners
- Support Legislative Drafting
People Powered Fair Maps and LWV of Virginia

- Framework to support ongoing state work
- Supporting activities in all 3 identified focus areas
- Ongoing training of leaders
- Monthly metric reporting
Next Steps

• Strategic retreat in DC October 9-11
• Apply to be part of the redistricting workgroup!
• Developing and executing state by state redistricting reform goals!
• All states will receive a pass through grant with reporting requirements
• Consider a philanthropic contribution