



# REDISTRICTING COMMUNICATIONS & MOBILIZATION TOOLKIT

NORTH CAROLINA'S REDISTRICTING  
PUBLIC HEARINGS  
September 8 - September 30, 2021



A GUIDE FOR NORTH CAROLINA  
FAIR MAPS ADVOCATES

2021



# WHAT IS REDISTRICTING?

Redistricting is our once-in-a-decade process of accounting for state-level population changes in North Carolina to draw new district maps from the federal level to the local level. It impacts how funding is distributed for healthcare, schools, and roads.

- The districts drawn during this cycle will impact and shape our lives for the next decade and directly influence how resources are distributed to North Carolina's communities.
- Whether you're cooking up a Sunday block party, planting a neighborhood garden, or supporting each other through a global pandemic, community members know their community, the people who live there, and the specific needs of the community better than anyone else.

No matter our color, background, or zip code, voters should pick the leaders, not the other way around. **District lines should give our votes equal weight and equal stature and our communities access to equal resources for education, roads, and healthcare.**

- Working together collectively can make positive change, help shape the process and give North Carolina communities a better outcome for the next decade.
- Call, email, tweet, or write letters to your state legislators to insist on fairly drawn maps; demand transparency throughout the process.
- Together, we can all make a difference in the quality of resources North Carolina communities have in the next 10 years.

# WHY PARTICIPATE IN PUBLIC HEARINGS?

- When community members join together to speak out for fair districting, they are speaking out for whole community, securing resources needed for schools and families for the next decade.
- The public must see that their elected officials care about their concerns, recognize their unique needs, and respect their voices in this process.
- Speaking up for your community informs the redistricting committees of your opinions on what is important in your community.
- Simply put, no one knows communities better than those who live there.



*Inspired by resources created by various partners, including CHARGE, Fair Vote, Southern Coalition for Social Justice, All on The Line, ASO Communications, and Alabama Forward.*



[Click here](#) to also demand hearings after state legislative and Congressional district maps are available.

## REMAINING PUBLIC HEARING DATES

As of September 1, 2021, the North Carolina General Assembly's Joint Redistricting Committee offered 13 public hearings before draft state legislative and Congressional maps are available. Details on each hearing will be added as they become available — past events (with links to video recordings) are listed on the next page.

### TUESDAY, SEPTEMBER 21

Western Carolina University, hearing starts at 5:00 p.m.

Health & Human Services Building, 3971 Little Savannah Road, Cullowhee, NC 28723 | [Sign up to speak](#)\*

### WEDNESDAY, SEPTEMBER 22

Central Piedmont Community College, hearing starts at 3:00 p.m. and opens to the public at 2:00 p.m.

Harris Conference Center, 3216 CPCC Harris Campus Drive, Charlotte, NC 28201 | [Sign up to speak](#)\*

### THURSDAY, SEPTEMBER 23

Mitchell Community College, Iredell County Campus, hearing starts at 3:00 p.m.

Shearer Hall, 500 West Broad St., Statesville, NC 28677 | [Sign up to speak](#)\*

### TUESDAY, SEPTEMBER 28

UNC-Pembroke, hearing starts at 4:00 p.m.

Office for Regional Initiatives, 115 Livermore Drive, Pembroke, NC 28372 | [Sign up to speak](#)\*

### WEDNESDAY, SEPTEMBER 29

UNC-Wilmington, hearing starts at 5:00 p.m.

Lumina Theatre, Fisher Student Center, 615 Hamilton Drive, Wilmington, NC 28403

### THURSDAY, SEPTEMBER 30

Fayetteville Technical Community College, hearing starts at 6:00 p.m.

Tony Rand Student Center, Rooms 9.1 & 9.2, 2220 Hull Rd., Fayetteville, NC 28303

\*Members of the public may sign up to speak on-site at each hearing site, starting one hour prior to the start of the public hearing. Members of the public may also sign up online to speak at the public hearing; online sign-up will close four (4) hours prior to the start of the public hearing. The committee meeting notice for each public hearing will include the name and address of the location and provide a link to the online sign-up for that public hearing.



[Click here](#) to also demand hearings after state legislative and Congressional district maps are available.

## PAST PUBLIC HEARING DATES

Thus far, the Joint Redistricting Committee has offered the following redistricting public hearings in North Carolina.

### WEDNESDAY, SEPTEMBER 8

Caldwell Community College and Technical Institute, hearing started at 6:00 p.m.  
Address: Broyhill Center, 1913 Hickory Blvd., Lenoir | [WATCH THE HEARING](#)

### TUESDAY, SEPTEMBER 14

Forsyth Technical Community College, hearing started at 4:00 p.m.  
Strickland Auditorium, Robert L. Strickland Center, 1615 Miller St., Winston Salem | [WATCH THE HEARING](#)

Elizabeth City State University, hearing started at 5:00 p.m.  
K.E. White Center, 1704 Weeksville Rd., Elizabeth City, NC | [WATCH THE HEARING](#)

### WEDNESDAY, SEPTEMBER 15

Durham Technical Community College, hearing started at 6:00 p.m.  
Main Campus, Building 5, 1613 Lawson St., Durham, NC 27703 | [WATCH THE HEARING](#)

Nash Community College, hearing started at 5:00 p.m.  
Brown Auditorium, 522 N. Old Carriage Rd., Rocky Mount, NC 27804 | [WATCH THE HEARING](#)

### THURSDAY, SEPTEMBER 16

Alamance Community College, hearing started at 5:00 p.m.  
Patterson Auditorium, 1247 Jimmie Kerr Rd., Graham, NC 27253 | [WATCH THE HEARING](#)

Pitt Community College, hearing started at 3:00 p.m.  
Craig F. Goess Student Center, 169 Bulldog Run, Winterville, NC 28590 | [WATCH THE HEARING](#)

# SUBMIT VIRTUAL TESTIMONY TO NC'S REDISTRICTING COMMITTEE

CLICK HERE to send NC's Joint Redistricting Committee virtual copies of your public hearing testimony or other comments.

## NC HOUSE

**D87**

### REP. DESTIN HALL (CHAIR)

Destin.Hall@ncleg.gov  
919-733-5931 | [@DestinHall](#)

**D44**

### REP. BILLY RICHARDSON (VICE CHAIR)

William.Richardson@ncleg.gov  
910-488-5050 | [@GoNCRichardson](#)

**D97**

### REP. JASON SAINÉ (VICE CHAIR)

Jason.Saine@ncleg.gov  
919-733-5782 | [@JasonSaine97th](#)

**D108**

### REP. JOHN TORBETT (VICE CHAIR)

John.Torbett@ncleg.gov  
704-263-9282 | [@JohnTorbett](#)

**D60**

### REP. CECIL BROCKMAN

Cecil.Brockman@ncleg.gov  
919-733-5825 | [@CecilBrockman](#)

**D102**

### REP. BECKY CARNEY

Becky.Carney@ncleg.gov  
919-733-5827 | [@RepBeckyCarney](#)

**D24**

### REP. LINDA COOPER-SUGGS

Linda.Cooper-Suggs@ncleg.gov  
919-733-5898 | [@cooper\\_suggs](#)

**D4**

### REP. JIMMY DIXON

Jimmy.Dixon@ncleg.gov  
910-590-1740

**D59**

### REP. JON HARDISTER

Jon.Hardister@ncleg.gov  
919-733-5191 | [@JonHardister](#)

**D61**

### REP. PRICEY HARRISON

Pricey.Harrison@ncleg.gov  
336-274-5574 | [@priceyharrison](#)

**D110**

### REP. KELLY HASTINGS

Kelly.Hastings@ncleg.gov  
704-473-3468 | [@kellyhastings1](#)

**D31**

### REP. ZACK HAWKINS

Zack.Hawkins@ncleg.gov  
919-715-2528 | [@zackhawkinsnc](#)

**D46**

### REP. BRENDEN JONES

Brenden.Jones@ncleg.gov  
919-733-5821 | [@BrendenJonesNC](#)

**D95**

### REP. GREY MILLS

Grey.Mills@ncleg.gov  
919-733-5741 |

**D54**

### REP. ROBERT REIVES

Robert.Reives@ncleg.gov  
919-733-0057 | [@electreives](#)

**D112**

### REP. DAVID ROGERS

David.Rogers@ncleg.gov  
919-733-5749 | [@RepDavidRogers](#)

**D45**

### REP. JOHN SZOKA

John.Szoka@ncleg.gov  
919-733-9892 | [@JohnSzoka](#)

**D45**

### REP. HARRY WARREN

Harry.Warren@ncleg.gov  
919-733-5784

**D73**

### REP. LEE ZACHERY

Lee.Zachary@ncleg.gov  
919-715-8361

# SUBMIT COMMENTS & CONCERNS TO NC'S REDISTRICTING COMMITTEE

CLICK HERE to send NC's Joint Redistricting Committee virtual copies of your public hearing testimony or other comments.

## NC SENATE

D46

### SEN. WARREN DANIEL (CHAIR)

Warren.Daniel@ncleg.gov  
(919) 715-7823 | [@danielforsenate](#)

D47

### SEN. RALPH HISE (CHAIR)

jRalph.Hise@ncleg.gov  
(919) 733-3460 | [@RalphHise](#)

D36

### SEN. PAUL NEWTON (CHAIR)

Paul.Newton@ncleg.gov  
(919) 733- 7223 | [@SenPaulNewton](#)

D14

### SEN. DAN BLUE

Dan.Blue@ncleg.gov  
(919) 733-5752 | [@DanBlueNC](#)

D21

### SEN. BEN CLARK

Ben.Clark@ncleg.gov  
(919) 733-9349 | [@SenatorClark](#)

D5

### SEN. DON DAVIS

Don.Davis@ncleg.gov  
(919) 733-8363 | [@dondavis34](#)

D48

### SEN. CHUCK EDWARDS

Chuck.Edwards@ncleg.gov  
(919) 733-5745 | [@SenChuckEdwards](#)

D33

### SEN. CARL FORD

Carl.Ford@ncleg.gov  
(919) 733-5665 | [@VoteCarlFord](#)

D43

### SEN. KATY HARRINGTON

Kathy.Harrington@ncleg.gov  
(919) 733-5734

D10

### SEN. BRENT JACKSON

Brent.Jackson@ncleg.gov  
(919) 733-5705 | [@SenBrentJackson](#)

D31

### SEN. JOYCE KRAWIEC

Joyce.Krawiec@ncleg.gov  
(919) 733-7850 | [@KrawiecforNC](#)

D32

### SEN. PAUL LOWE

Paul.Lowe@ncleg.gov  
(919) 733-5620 | [@PaulLowejr](#)

D41

### SEN. NATASHA MARCUS

Natasha.Marcus@ncleg.gov  
(919) 715-3050 | [@NatashaMarcusNC](#)

D16

### SEN. WILEY NICKEL

Wiley.Nickel@ncleg.gov  
(919) 715-3036 | [@wileynickel](#)

D7

### SEN. JIM PERRY

Jim.Perry@ncleg.gov  
(919) 733-5621 | [@JamesPerryNC](#)

D5

### SEN. BILL RABON

Bill.Rabon@ncleg.gov  
(919) 733-5963 | [@SenBillRabon](#)



PRO-TIP: [Click here](#) to send your testimony to lawmakers online now.

## TESTIMONY TIPS

- Introduce yourself, your organization or any coalitions you work with
  - Be clear on goals, letting the audience know exactly why you're there
  - Tell your story, including how your community is impacted
  - Ask for a specific solution, including how your community is helped
  - PRO-TIP: Use your notes, if necessary to capture all of your points
- Introduce your community. Keeping "communities of interest" (people who have the same political or other interests) together is critical for those that have traditionally been left out of the process. Ask yourself: What makes your neighborhood unique? What are the reasons they should keep your specific community together? Are there geographic boundaries that help paint a picture?

## SAMPLE TESTIMONY SCRIPT

My name is TONYA SMITH. I've been a resident of HOPEVILLE for 35 years. I'm here with my neighbors in the HOPE STREET neighborhood coalition. I urge this committee to keep my community together when considering our legislative districts."

The HOPE STREET community is the oldest predominantly-Black neighborhood in HOPEVILLE, home to nearly 1500 of the town's 30,000 residents. Many of the HOPE STREET residents attend the same church; our children go to the same school district; many work in the same nearby factory on its North end; and we share many of the same family names. My father and grandfather lived in the same neighborhood, and like many of my neighbors, I live in the home my grandfather built with his own hands.

HOPE STREET is surrounded on its east side by railroad tracks that flow through HOPEVILLE, and on its east side by the HOPEVILLE RIVER. In 2011, HOPE STREET was redistricted by the lawmakers and our tight-knit community was cracked between two legislative districts in order to erode the political power of this historic Black community.

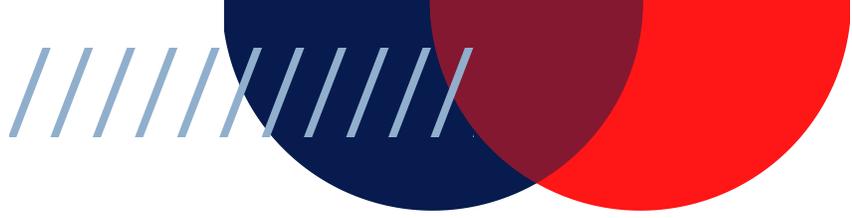
In the process, we went from having our first-ever Black legislator — a person who understood our needs and was responsive to our calls — to a different elected, who, like members of the adjoining districts, has failed to provide the promised resources we need to provide internet access to our kids while they've been sheltering at home, extend desperately needed healthcare to those in need, and protect our residents during the COVID-19 pandemic.

HOPEVILLE has been hard-hit by the pandemic. We fear that without a newly-restored district that keeps our community of interest whole, our voices will be silenced, the legislature will continue to ignore our concerns and our community will continue to get sicker. Worse, we are concerned that the town council may follow the lead of the legislature and model their own maps on the ones that have carved our neighborhood in two.

We have submitted maps that more closely reflect the pre-2011 changes and would ask that you consider them when redistricting HOPEVILLE and keep our community whole. As was true in prior meetings and online forums when we shared these maps, we are happy to take your questions.

Thank you for your consideration.

*Inspired by resources created by various partners, including CHARGE, Fair Vote, Southern Coalition for Social Justice, All on The Line, ASO Communications, and Alabama Forward*



# COMMUNITY MAPPING TALKING POINTS

- All North Carolina residents, regardless of age or immigration status, should have an opportunity to engage directly with the map-drawing process. Every person in North Carolina will be affected by new maps, and everyone deserves the opportunity to have his or her voice heard during the process.
- District maps should be drawn to provide equal representation, and should appropriately reflect the political make-up of your state.
- Drawing fair maps allows communities to be represented by leaders who know their communities and who will fight for needed resources to solve community issues and promote growth and sustainability.

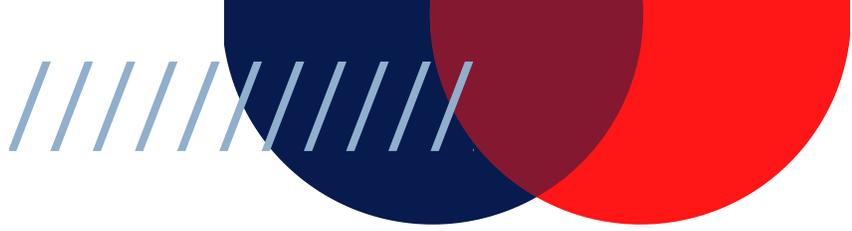
- We draw maps to ensure our communities stay whole to meet our needs rather than politicians' needs for power.
- A good map-drawing process starts with a fair process and ends with a fair result.

## GERRYMANDERING

- Gerrymandering is a threat to the process of equitable distribution of needed resources and democracy.
- Gerrymandering is an effort to draw maps in a way that gives an advantage to one party over the other by carving up communities to ensure votes will be more likely to go toward their respective parties and thus securing their own political futures.
- Some legislators split communities apart in an effort to unfairly dilute the area, which, in turn, causes residents' votes to have less power.
- No matter which version of Gerrymandering is used it has negative impacts on voting rights, dilutes the influence of minority and marginalized communities, and takes away their representation in state and federal government.
- It's important to understand the fight for fair maps is coupled with the struggle for voting rights.
- Unfair mapping and Gerrymandering weakens the ability of communities to fight for their needs and have an adequate voice.



*Inspired by resources created by various partners, including CHARGE, Fair Vote, Southern Coalition for Social Justice, All on The Line, ASO Communications, and Alabama Forward*



# CONNECTING TO THE ISSUES

## Education

Redistricting directly affects funding for education. We all want our children to have access to quality education, the most up-to-date academic programs, and activities to help put them ahead as they prepare for their futures. Having representation from someone who understands our community, gives our children a greater chance of equitable education.

## Healthcare

Redistricting directly affects funding for healthcare. We all want access to quality healthcare from hospitals and specialist care. Having representation from those who understand our communities' needs gives us a better shot at having much-needed healthcare opportunities.

## Rights for Incarcerated People

Redistricting directly affects how incarcerated people are counted, how funding for prisons is handled, including the handling of the prison over-population issues. Those who represent districts in the state legislature are also in charge of making our laws, which directly affect the criminal justice system in our state.

## Voting Rights

Redistricting directly affects voting rights. When legislators Gerrymander district lines, they directly affect the power of our votes. Drawing district maps unfairly can affect how much a vote is truly worth in a district. Letting our voices be heard during redistricting keep our voices and votes heard.

## Political Representation

Building fair and representative voting districts committed to the one person, one vote principle will ensure that North Carolina's political decision-makers reflect the diversity of cultures and interests represented in the state's population.



*Inspired by resources created by various partners, including CHARGE, Fair Vote, Southern Coalition for Social Justice, All on The Line, ASO Communications, and Alabama Forward*



## LOCAL ASSISTANCE: NC CROWD FELLOWS

Southern Coalition for Social Justice's Community Redistricting Organizations Working for Democracy (CROWD) Fellows educate their community on the redistricting process and intervention points, monitor the redistricting process as it pertains to their community, and are able to draw and propose alternative maps using map-drawing software. As part, Fellows are able to assist with draft maps for local redistricting within their regions.



**KEITH GRAHAM**  
kgraham35@gmail.com  
Southeastern NC



**KEISHA DOBIE**  
keishad73@gmail.com  
Northeastern NC



**CHANNELLE JAMES**  
cdjames2@gmail.com  
Triad Region

## TRAVEL REIMBURSEMENTS

We know it can be a financial hardship to drive several hours to participate in redistricting public hearings. Blueprint NC and NC Counts will be providing stipends and reimbursements to help subsidize travel to redistricting public hearings across the state.

[Click here](#) to apply for a gas or hotel stipend or reimbursement.



Keep us updated about your state and local hearings. [Click here](#) to let us know what you see.



# SOCIAL MEDIA

## PHASE I: CALL-TO-ACTION: #NCDeservesBetter

On Sept. 1, 2021, the NC General Assembly Redistricting Committee Chairs announced their 13-site public hearing schedule with little fanfare, burying it on the legislature's website with few details on where hearings would be held across the state, if streaming and other options would be offered at these hearings, who would be present at the hearings, and only guaranteeing hearings BEFORE maps are even drawn.

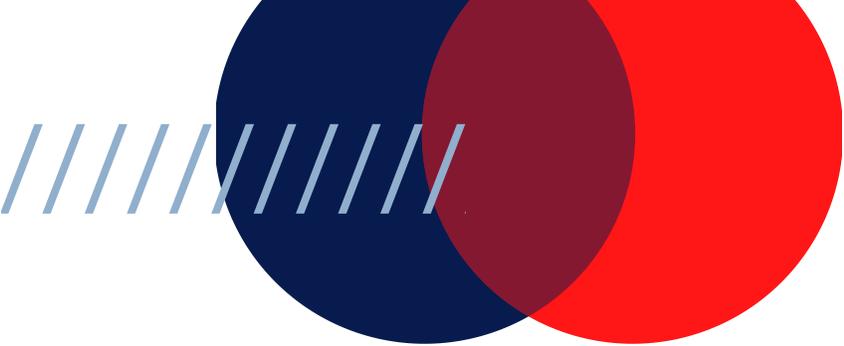
- The #ncga's current plans slash public hearings on fair voting maps in North Carolina to silence your voices. Tell them we deserve better → [scsj.org/demandbetter](https://scsj.org/demandbetter) #NCDeservesBetter
- To date, the #ncga has omitted many details about public hearings on your voting maps mere weeks before they're set to begin. Tell them we deserve better → [scsj.org/demandbetter](https://scsj.org/demandbetter) #NCDeservesBetter
- Did you hear? NC lawmakers have said they have no plans to hold statewide public hearings AFTER voting maps are revealed. Tell them we deserve better → [scsj.org/demandbetter](https://scsj.org/demandbetter) #NCDeservesBetter
- ✓ Alabama lawmakers said in July they would hold about 28 public hearings this fall on their new voting maps. ✗ A week before hearings began, #ncga gave few details on their 13 hearings. We deserve better → [scsj.org/demandbetter](https://scsj.org/demandbetter) #NCDeservesBetter
- ✓ Mississippi lawmakers gave their constituents 3 weeks to plan before the start of their state's redistricting public hearings. ✗ The #ncga gave you a week. We deserve better → [scsj.org/demandbetter](https://scsj.org/demandbetter) #NCDeservesBetter
- In 2011, the #ncga allowed 62 redistricting hearings in 36 counties for you to give feedback — BEFORE and AFTER your voting maps were drafted. In 2021, they want to give you 13 BEFORE ONLY. You deserve better → [scsj.org/demandbetter](https://scsj.org/demandbetter) #NCDeservesBetter

## #HASHTAGS

#NCDeservesBetter #GetOutThe Comment  
#redistricting #fairmaps #fairmapsNC  
#ncga #ncpol #forthepeopleact  
#fairmapsforall #fairdistricts #mapourfuture  
#seatatthetable #yourvoicematters

*Inspired by resources created by various partners, including CHARGE, Fair Vote, Southern Coalition for Social Justice, All on The Line, ASO Communications, and Alabama Forward*





# SOCIAL MEDIA

## PHASE II: CALL-TO-ACTION: #GetOutTheComment

Inspire and encourage others to present their testimony in-person at statewide hearings by demystifying the process and sharing your hearing testimony with your networks on social media or taking pictures from the hearing and tagging them: #GetOutTheComment. Don't forget to copy the NC General Assembly's hashtag to make sure they see it too!

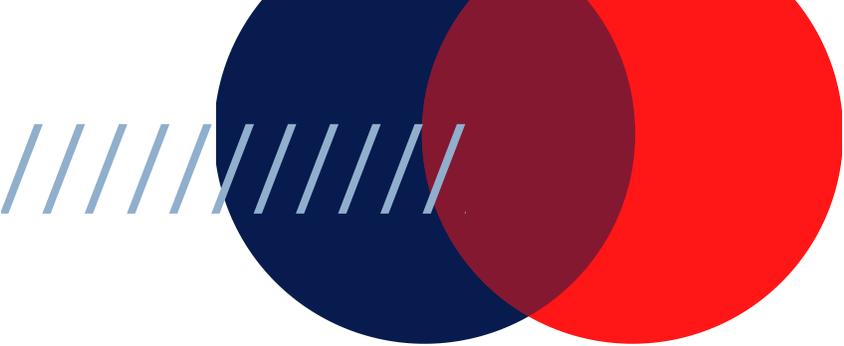
- The #ncga isn't making it easy to make your voices heard on the voting maps you deserve. Join us in giving them a taste of your testimony here. Tag your 2-minute testimony on the maps your community deserves at: #GetOutTheComment #ncga
- Certain politicians want to slash public hearings on your voting maps in North Carolina to silence your voices. Tag your <2-minute testimony in favor of the maps your community deserve so everyone can see at: #GetOutTheComment #ncga
- Even during a pandemic, the #ncga wants to play political games with public hearings on your voting maps. Make sure they hear what you have to say — tag your testimony at #GetOutTheComment #ncga
- In your own words, let the #ncga know you plan to #GetOutTheComment on voting maps. Remind them who and where you are and the maps you want:
  - ➔ a fair, open process that gives real opportunities to be heard
  - ➔ maps that protect your community
  - ➔ reps that reflect who you are



## #HASHTAGS

#NCDeservesBetter #GetOutThe Comment  
#redistricting #fairmaps #fairmapsNC  
#ncga #ncpol #forthepeopleact  
#fairmapsforall #fairdistricts #mapourfuture  
#seatatthetable #yourvoicematters

*Inspired by resources created by various partners, including CHARGE, Fair Vote, Southern Coalition for Social Justice, All on The Line, ASO Communications, and Alabama Forward*



# SOCIAL MEDIA

## PHASE III: CALL-TO-ACTION: Mobilize for Pre-Map Hearings

Get others ready to attend statewide public hearings by sharing key information about locations and times at: #GetOutTheComment.

- This is our chance! Join us for #ncga hearings on voting maps:
  - Sept 8: Caldwell
  - Sept. 14: Forsyth, Pasquotank
  - Sept. 15: Durham, Nash
  - Sept. 16: Alamance, Pitt
  - Sept. 21: Jackson
  - Sept. 23: Iredell
  - Sept. 28: Robeson
  - Sept. 29: New Hanover
  - Sept. 30: Cumberland
  - #GetOutTheComment
- Our voting maps, representation, and resources for the next decade are at stake in the next few months — make your voice heard now during the #ncga's Sept public hearings and show our lawmakers that we #GetOutTheComment
- Redistricting should be about equal votes, equal voices, and giving our communities equal value. Tell your lawmakers in-person as we #GetOutTheComment



## #HASHTAGS

#NCDeservesBetter #GetOutThe Comment  
#redistricting #fairmaps #fairmapsNC  
#ncga #ncpol #forthepeopleact  
#fairmapsforall #fairdistricts #mapourfuture  
#seatatthetable #yourvoicematters

*Inspired by resources created by various partners, including CHARGE, Fair Vote, Southern Coalition for Social Justice, All on The Line, ASO Communications, and Alabama Forward*

# STATE PARTNER RESOURCES



- [NC Counts Coalition Redistricting toolkit](#). This comprehensive toolkit includes: redistricting basics, Spanish-language resources, trainings, advocacy information, resources for public hearings.



- [Democracy NC's Tips for Public Comment](#). This handy resource provides an overview of how to define your community of interest and tips for effective public testimony.



- [Citizens' redistricting toolkit](#). This comprehensive toolkit includes: a template for writing a letter/email/postcard to your state legislators; a guide for posting about fair maps on social media, plus sample graphics; a community testimony worksheet and a sample testimony video; a guideline to NC redistricting rules and timeline; a redistricting community handbook (for a detailed look at the redistricting process); and a local redistricting workshop checklist.



- [SCSJ's Tips for Testimony](#). This handy resource provides tips and examples for effective public testimony. [\(also en Español\)](#).
- [SCSJ's Redistricting Basics](#). Gives you all you need to know about the redistricting process in a handy one-pager [\(also en Español\)](#).
- [SCSJ's #TestimonyTuesdays](#). Weekly bilingual events (English & Spanish) dedicated to giving NC residents best practices for effective and actionable testimony.
- [SCSJ's #MapOurFuture Tour](#). County events designed to help you understand redistricting on the local, state and congressional levels.



# WHO WE ARE



## SPECIAL THANKS

Anneshia Hardy  
Executive Director



Kendra Majors  
Media Strategist

Kevin Crook  
Creative Advocacy Director

Special thanks to Alabama Values, an Alabama-based 501c3 organization that provided much of the design and inspiration for North Carolina's Messaging and Mobilization Guide. Alabama Values' goal is to provide messaging and communications leadership and infrastructure to organizations and coalitions advocating to build power and break down barriers to civic participation for communities across the state.

We are grateful for their partnership in the fight for fair maps across the South.

