



ABASD Draft Map Public Hearing and Outreach Plan

Table of Contents

I.	Purpose & Objective.....	3
II.	Strategy.....	4
III.	Tactics.....	5
IV.	Venue Selection.....	8
V.	Proposed Meeting Location and Start Time.....	9
VI.	Reporting.....	10
VII.	Collateral Materials.....	12

Purpose & Objective

Situation Analysis: County of San Diego Independent Redistricting Commission (IRC) is responsible for redrawing of County's supervisorial district boundaries and has retained Asian Business Association San Diego (ABASD) to provide meeting logistics and conduct outreach efforts to increase public participation in the redistricting process as it relates to the two Draft Map Public Hearings that the IRC is required to conduct.

Objective: ABASD aims to provide high quality, professional meeting logistics support services and to increase and encourage broad and diverse community participation and input from the five supervisorial districts through the second phase of the redistricting process; the Draft Map Public hearing phase. By law, there are two required Draft Map Public Hearings that need to be held at least 30 days apart with seven days advance public notice. The agenda for the two required public hearings, provided by IRC staff, shall include a copy of the IRC's draft map(s), prepared by FLO Analytics. Hearings shall be scheduled at opportune times and on different days of the week to accommodate work schedules and to reach as large and diverse an audience as possible.

Proposal: The Asian Business Association San Diego (ABASD) will schedule and provide logistical support for the two Draft Map Public Hearings, raise awareness of the redistricting process and promote Draft Map Public Hearing participation in the five supervisorial districts. ABASD will work with its outreach partners throughout the County to communicate with the public to ensure maximum public engagement from October through December 15th, the day the final map and the final report is due to be filed with the Clerk of the Board of Supervisors.

Strategy

ABASD will utilize the same strategy employed during the first phase of the redistricting process; the Pre-Mapping Public Hearing phase and will provide scheduling and logistical support as well as outreach for the two Draft Map Public Hearings.

ABASD will schedule the two meetings in locations as the IRC directs and will continue to utilize high quality, professional audio/visual resources to conduct the two Draft Map Public Hearings.

ABASD will engage community-based organizations (CBOs), local planning groups, special districts and other organizations throughout the County, over 50 outreach partners who are part of a collaborative focused on Economic & Social Equity for the San Diego Region, and across all media, to ensure IRC accomplishes its Objective and public engagement is maximized.

Community-based organizations with whom ABASD currently collaborates include: Access, Adams Avenue Business Association, Barrio Logan Association, Chaldean Chamber of Commerce, Chicano Federation, Convoy District Partnership, Indo-American Arts & Culture Society, Jacobs Center for Neighborhood Innovation, Otay Mesa Chamber of Commerce, RISE San Diego, San Diego Asian Pacific Islander Coalition, San Ysidro Chamber of Commerce, Sudanese Community Center, Urban Corp, Urban League of San Diego, the Hispanic Chamber of Commerce, and North County groups such as the Escondido and Carlsbad Chamber of Commerce, San Diego North Business Chamber, Carlsbad Life in Action, Carlsbad Equality Coalition and those groups representing rural areas such as San Diego County Farm Bureau, planning committees and tribal contacts at Sycuan, Barona and Jamul.

Tactics

The outreach tactics used to inform and engage target communities may include flyers, posters, word-of-mouth, posted information on the IRC website, the ABA website and websites of community-based organizations, social media, media releases, email distribution, newsletters, local newspapers (both print and digital versions), radio and Public Service Announcements (PSAs). See examples on pages 12 through 19.

Community Relations & Coalition Building

ABASD will continue to leverage long-standing relationships with community leaders at the local level to provide timely and pertinent information regarding the redistricting process to raise awareness, educate, and increase public participation. Coordinated distribution of information via the email lists of our respective CBO partners will play a critical role in this area. ABASD will also utilize the existing County of San Diego distribution lists and ask staff to distribute the communications as well.

Targeted Communications, Social Media & Advertising

ABASD will help IRC reach San Diego residents and communities no matter where they are. Beyond simply delivering traditional, “legacy” media programs (print and broadcast), ABASD’s team is partnered with leading providers of audience-based IP-addressable advertising solutions that span four (4) screens: desktop, mobile, tablet & TV – ensuring our digital outreach and engagement campaign is employing the very best tactics available.

In conjunction with IRC direction, the ABASD team will craft appropriate digital content for outreach distribution across relevant social media platforms for each district and among outreach partners including Facebook, Twitter, Instagram and LinkedIn. An emphasis on partnering with CBOs for tagging and organic resharing will be utilized as part of the overall strategy.

Social Media

In conjunction with IRC direction, the ABASD team will craft appropriate digital content for outreach distribution across relevant social media platforms for each district and outreach partners. An emphasis on partnering with CBOs for tagging and organic resharing will be utilized as part of the strategy. When appropriate, paid ads will be distributed digitally to target populations.

SAMPLE Facebook Post:

Participate in Draft Map hearings! 🗣️ Join the County of San Diego Independent Redistricting Commission Draft Map Public Hearing on Monday, November 1st at 5:00 p.m.!

View Draft Map(s), Draw your own map, Provide your input, and learn more at www.drawyourcommunity.com.

SAMPLE Twitter Post:

Participate in Draft Map hearings! 🗣️ Join the County redistricting Draft Map Public Hearing on Monday, November 1st at 5:00 p.m. in San Diego! View Draft Map(s), Draw your own map, Provide your input, and Learn more at: <https://www.drawyourcommunity.com>.

SAMPLE Outreach Email:

Good afternoon (GROUP NAME),

My name is Lauren Garces, Outreach Consultant for County of San Diego Independent Redistricting Commission. We cordially invite you and members of your organization to provide input on how the lines are drawn in your community at a Draft Map Public Hearing scheduled for Monday, November 1st, at 5:00 pm at [a D1 location TBD].

Registration is not required to attend. Comments at the meeting, and by e-Comment, email and mail are welcome. Community members can also skip the line and save time by submitting draft maps using the “District Scenario Modeler” online submission tool.

November 1st Draft Map Public Hearing [LINK]

District Scenario Modeler [LINK]

I have also attached flyers for the second Draft Map Public Hearing as well as for the IRC’s Regular and Special meetings at which draft maps will be considered and included steps on how community members can participate in the redistricting process. For those unable to attend on November 1, public comment can be provided on draft maps at all meetings of the Commission at which maps are discussed. The next public hearing will be on Thursday, December 2nd, at 5:00PM.

If you have any questions, concerns, or need additional information, feel free to contact me.

Thank you for your consideration.

Respectfully,

Lauren Garces
Outreach Consultant
County of San Diego Independent Redistricting Commission
O: (858) 555-1234
www.drawyourcommunity.com

Public Education

Website

ABASD team secured a vanity website address www.DrawYourCommunity.com and will continue to update the IRC website to provide relevant redistricting information for dissemination to all partners, and for linking to all digital outreach efforts.

Earned Media

ABASD will communicate all opportunities for public engagement in the redistricting process to local TV, radio and print media and encourage media attendance at all public hearings. Media broadcast of the redistricting process increases the likelihood of broader public participation. ABASD will continue to develop Public Services Announcements as needed.

Public Hearings & Other Public Meetings of the IRC

As outlined herein, ABASD will orchestrate and assist with the execution of the agreed-to schedule of the two Draft Map Public Hearings. ABASD will assist with the development of methods to organize and coordinate improved public participation in the Draft Map Public Hearings and other IRC Regular and Special meetings and will coordinate with IRC staff as needed.

Venue Selection

Two Draft Map Public Hearings

Rationale and considerations for venue selection:

- Reasonably accessible to retired/older individuals
- Accessible to the working age population
- Adequate meeting room capacity to accommodate anticipated public turnout
- Reasonable transit and walkability scores, are relatively close to mass transit, major highways, freeways or expressways, and which are accessible to residents with mobility issues
- Adequate technical capability for virtual attendance in order to enable attendance by those who cannot attend in person, hard-to-reach populations and more distant, less-populated communities
- Adequate technical capability for computerized mapping activities

Additional consideration was given to areas that:

- are reasonably convenient to underrepresented communities and non-English speaking communities
- have a greater number of CBOs and planning groups
- are reasonably located to serve hard-to-reach and less-populated communities

Proposed Meeting Location and Start Time

Per current contract, ABASD will coordinate the following meetings:

- November 1st 1st Draft Map Public Hearing
- December 2nd 2nd Draft Map Public Hearing

Taking into consideration Commission input and concentration of received public comment, ABASD is recommending the November 1st Draft Map Public Hearing take place in District 1 and the December 2nd Draft Map Public Hearing to take place in District 4.

Start Time

ABASD is recommending a start time of 5:00 PM for the convenience of attendees and members of the public and to account for an increase in the number of public comments and increased presentation content, including maps.

Draft Map Public Hearings Summary Table

Meeting Date	Proposed Meeting Location	Proposed Meeting Time	Meeting Type	Meeting Content
November 1 st	D1	5:00 PM	Public Hearing	Draft Map(s)
December 2 nd	D4	5:00 PM	Public Hearing	Draft Map(s)

Reporting

Monthly & After-Action Reporting

Reach, Data, Analytics

ABASD will review metrics/lessons learned after each meeting and adjust outreach schedule/tactics accordingly.

ABASD will also be available to provide After-Action updates at each regular IRC meeting, which will be consolidated into Monthly Reports.

Monthly reporting (oral/print) to include and due at the next regular meeting at the end of the month:

1. Narrative summary of outreach efforts, public participation and input received
2. Number of Outreach events
3. Number of attendees and demographic info for each event
4. Information collected on voluntary survey
5. Summary metrics and analytics for all marketing efforts
 - a. Social media metrics
 - b. Website traffic
 - c. Email click-throughs
 - d. poster/flyer distribution reach
 - e. TV and radio reach
 - f. Earned media

Survey

Voluntary surveys are made available and collected at each in-person meeting. For those joining virtually, the link for the voluntary survey is:

<https://docs.google.com/forms/d/e/1FAIpQLSfORUyx9sXoBJ7loSWX5zVSM8v9aqn8VkcdGw2OOoyptJLBYA/viewform>

Or scan the QR code at <https://www.sandiegocounty.gov/content/sdc/redistricting/pre-mapping-public-hearing.html>

Survey Queries

Meeting info:

- District
- Date/time
- Location
- RSVPs (if applicable)
- Attendees

Demographics:

- Zip code of residence
- Community of Interest
- Age
- Gender
- Household income
- Race/ethnicity
- Rental/homeownership status

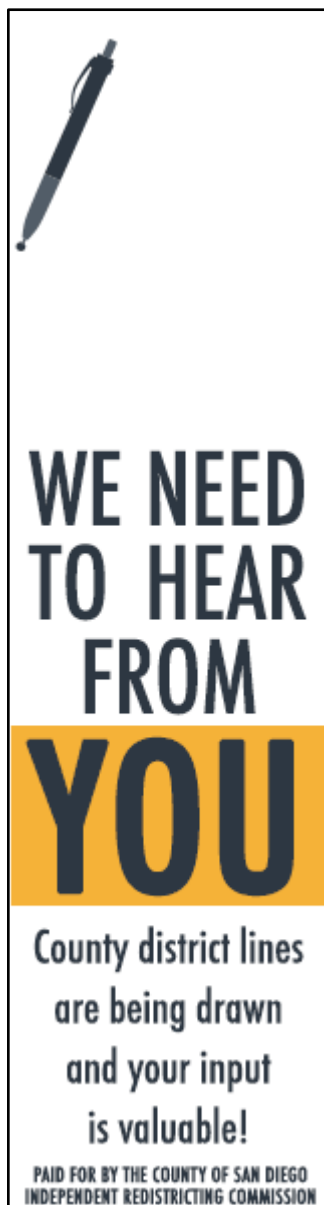
Communities of Interest in attendance (Represented Industries and Community Organizations):

- Educational
- Financial
- Government
- Hospitality
- Law Enforcement
- Legal
- Marketing/Advertising
- CBOs
- Other

Collateral Materials

Sample Ad Material

Targeted digital “display ads” will appear to audiences based on their browsing habits. Ads will appear on brand-safe websites, including local news and weather sites, sports websites, and general information websites.



Sample Flyers

Pre-Mapping Public Hearing flyers are below. Draft Map Public Hearing flyers will be similar, and samples will be provided once the meeting logistics are finalized.

PUBLIC HEARINGS



The County of San Diego Independent Redistricting Commission is hosting pre-mapping public hearings to **hear from residents like you** about how County supervisorial district lines should be drawn. **These hearings are both in-person and virtual.**



THURSDAY, AUGUST 12, 2021 GENERAL HEARING

Mira Mesa Senior Center, 8460 Mira Mesa Blvd, San Diego, CA 92126
5:30 P.M.

WEDNESDAY, AUGUST 18, 2021 DISTRICT 1

Bonita Sunnyside Library, 4375 Bonita Rd, Bonita, CA 91902
6:00 P.M.

THURSDAY, AUGUST 26, 2021 DISTRICT 2

Ronald Reagan Community Center, 195 E Douglas Ave, El Cajon, CA 92020
5:30 P.M.

THURSDAY, SEPTEMBER 2, 2021 DISTRICT 3

Escondido Chamber of Commerce, 720 N Broadway, Escondido, CA 92025
6:00 P.M.

THURSDAY, SEPTEMBER 9, 2021 DISTRICT 4

Valencia Park/Malcolm X Library, 5148 Market St, San Diego, CA 92114
5:30 P.M.

SATURDAY, SEPTEMBER 18, 2021 GENERAL HEARING

Green Dragon Tavern & Museum, 6115 Paseo Del Norte, Carlsbad, CA 92011
1:00 P.M.

THURSDAY, SEPTEMBER 23, 2021 DISTRICT 5

Vista Civic Center, 200 Civic Center Dr, Vista, CA 92084
5:30 P.M.

SATURDAY, SEPTEMBER 25, 2021 GENERAL HEARING

Spring Valley Community Center, 8735 Jamacha Blvd, Spring Valley, CA 91977
1:00 P.M.

- To learn more about redistricting
- To find your current district
- For Zoom meeting information
- To provide comments for any of these hearings
- To identify your community of interest using the Community Builder Tool

GO TO: www.sandiegocounty.gov/redistricting

Or, scan this:



The County of San Diego continues to follow California Department of Public Health guidelines which **require indoor masking of unvaccinated individuals**. The County is also following the Centers for Disease Control and Prevention's guidance that **recommends everyone wear a face covering in indoor public settings, regardless of vaccination status**.

To request **live language interpretation of IRC meetings**, individuals should call (858) 277-2822 or send email to redistricting@abasd.org at least 24 hours in advance of the meeting.

PUBLIC HEARING



The County of San Diego Independent Redistricting Commission is hosting pre-mapping public hearings **to hear from residents like you** about how County supervisorial district lines should be drawn. **This hearing is both in-person and virtual.**

WHEN

Saturday, September 25, 2021, 1:00 P.M.

WHY

The Commission needs to hear from residents to better understand their communities and ensure they are fairly represented when drawing district lines.

WHAT

County of San Diego Independent Redistricting Commission Public Hearing

WHERE/HOW

To Participate In-Person:

Spring Valley Community Center
8735 Jamacha Blvd
Spring Valley, CA 91977

To Participate by Zoom:

ONLINE:
<https://us06web.zoom.us/j/81565171820>

BY PHONE:
(669) 900-6833

Webinar ID: 815 6517 1820
Passcode: 648227

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GO TO WWW.SANDIEGOCOUNTY.GOV/REDISTRICTING

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Social Media Graphics and Posts

Pre-Mapping Public Hearing Social media graphics and posts are below. Draft Map Public Hearing flyers will be similar, and samples will be provided once the meeting logistics are finalized.





Explore

⚙ Settings

← Tweet



East County Magazine
@EastCountyMag

...

SUPERVISOR REDISTRICTING HEARINGS: This Thurs. District 2 residents can attend a hearing in El Cajon at 5:30 p.m. or online. If you care about how lines will be redrawn in your community here are all of the upcoming opportunities to participate:
eastcountymagazine.org/supervisor-red...

PUBLIC HEARINGS

COUNTY OF SAN DIEGO
INDEPENDENT
REDISTRICTING
COMMISSION

The County of San Diego Independent Redistricting Commission is hosting pre-mapping public hearings to **hear from residents like you** about how County supervisorial district lines should be drawn. **These hearings are both in-person and virtual.**

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The County of San Diego continues to follow

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County Redistricting Public Hearing - District 2



Above: Promotional photo of the city of San Diego. Courtesy of San Diego County on Twitter.

[Facebook](#)

[Twitter](#)

[Email](#)

[Reminder](#)

Categories

Virtual

Related links

[County of San Diego - Government](#)
[Follow @SanDiegoCounty on Twitter](#)

[Submit a correction for this event](#)

WHEN Thursday, August 26, 2021 at 5:30 p.m.
WHERE Ronald Reagan Community Center, 195 East Douglas Ave , El Cajon, CA
[Map](#)
AGES All ages
COST Free

The [County of San Diego Independent Redistricting Commission](#) is hosting pre-mapping public hearings to hear from District 2 residents about how County supervisorial district lines should be drawn. Even if you don't live in District 2, you're still welcome and encouraged to participate. This hearing is both in-person and virtual.

For virtual, please join by Zoom at <http://us06web.zoom.us/j/95985013113>
 Webinar ID: 959 8501 3113
 Passcode: 905422
 or by phone (408) 638-0968

For more information, please visit <https://www.sandiegocounty.gov/redistricting/>

Dates and times of events are subject to change without notice. Always check the event organizer's website for the most updated schedule before attending. Check local COVID-19 [restrictions and updates](#).

Majdal Center - مركز مجدل

[Learn More](#)
[Like](#)
[Message](#)

The Majdal Center is a community center based in El Cajon, California committed to uplifting and mobilizing the Arab community in San Diego through po... [See More](#)

Vision: As a grassroots, locally driven institution, Majdal Community Center is committed to uplifting the Arab community in San Diego through politic... [See More](#)

749 people like this

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9 people checked in here

<http://majdalcenter.org/>

[Send Message](#)

majdalcenter@gmail.com

Nonprofit Organization

[majdalcenter](#)

Suggest Edits

Does this place have a phone number?

Photos [See All](#)

Create Post

Majdal Center - مركز مجدل

2h ·

The [County of San Diego Independent Redistricting Commission](#) is coming to El Cajon tomorrow to hear from YOU! We'll be showing up to share more about our communities so that we are reflected in the political lines being redrawn.

Put our communities on the map by giving public comment tomorrow at 5:30pm in person, online, or by phone.

[In-Person: Ronald Reagan Community Center \(195 E Douglas Ave, El Cajon, CA 92020\)...](#) [See More](#)

THURSDAY, AUGUST 26, 2021

IN-PERSON / VIRTUAL / BY PHONE

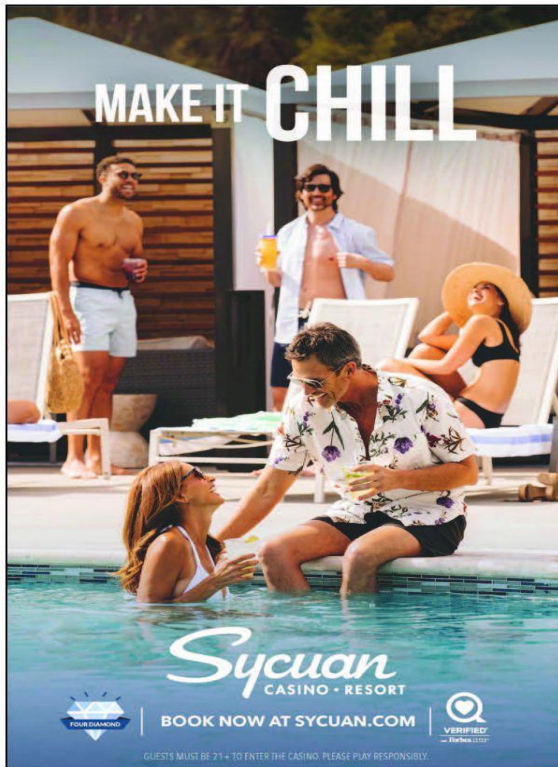
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SCAN FOR MORE INFO



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BOOK NOW AT SYCUAN.COM

GUESTS MUST BE 21+ TO ENTER THE CASINO. PLEASE PLAY RESPONSIBLY.

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PUBLIC HEARINGS

COUNTY OF SAN DIEGO
INDEPENDENT
REDISTRICTING
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OR TEXT (360) 720-6040

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