



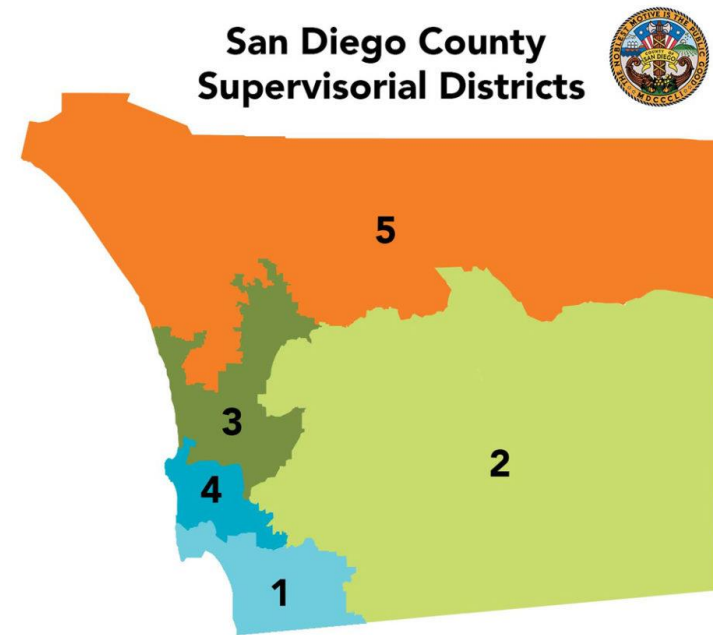
COUNTY OF SAN DIEGO INDEPENDENT REDISTRICTING COMMISSION OUTREACH AND ENGAGEMENT SERVICES

INDUSTRY DAY



AGENDA

- Purpose
- Background
- Target Population & Geographical Service Area
- Service Delivery
- Open Forum and Topics for Discussion



PURPOSE



- Every 10 years, after the federal census, district boundaries for federal, state, and local elected offices are redrawn to reflect new population data and shifting populations to ensure equal voter representation to the extent possible.
- To support the redrawing of supervisorial district boundaries in San Diego County, the Independent Redistricting Commission (IRC) plans to retain a consultant for Public Outreach and Community Engagement to seek and encourage broad and diverse community input during the redistricting public review process.



BACKGROUND



- ***California Elections Code Section 21550-21553 and the County Charter, Section 400.1*** set forth the rules for drawing the supervisorial district boundaries for the County of San Diego, giving this redrawing responsibility to the County's Independent Redistricting Commission (IRC) and requiring public engagement and public meetings of the IRC.
- Fourteen people were selected to serve on the County's IRC in a process designed to produce a Commission that is independent from the influence of the Board of Supervisors and is reasonably representative of the County's diversity. The County provides funding and staffing support for the work of the IRC.



TARGET POPULATION & GEOGRAPHIC SERVICE AREA



- Contractor shall provide services in San Diego County at the direction of the IRC.
 - **Target audience** shall be the **residents of San Diego County (including all unincorporated areas)** and be **reflective of the County's demographics** and communities of interest, taking into account the following, but not limited to:
 - Race/ethnicity, socio-economic status, language spoken, educational attainment, housing type, etc.
 - Contractors **shall coordinate with other entities for public outreach and engagement**, including but not limited to local media outlets, community organizations, neighborhood associations, and local businesses.



SERVICE DELIVERY



- **Develop and execute a public outreach and community engagement plan** with a timeline consistent with the IRC's timeline to approve and adopt redistricting maps of the County supervisorial districts. Key requirements:
 - Minimum of seven (7) pre-mapping public hearings and (2) public hearings on draft redistricting maps.
- **Methods and strategies to increase public engagement and input** in redistricting maps proposed and considered at meetings of the IRC, with particular focus on communities of interest, underserved communities, and communities that have been historically disengaged from the governmental process.
- **Developing a media and public relations strategy** for advertising community outreach events.

SERVICE DELIVERY



- **Organizing and attending** public meetings and informational events, and **hosting trainings** with the **goal of lowering barriers to the public's participation** in the redistricting process.
 - The training shall include but not be limited to an overview of the redistricting process, applicable state and federal voting rights laws and how to provide written and oral testimony at public meetings.
- **Engaging broad public participation and input** at the regular meetings of the IRC and pre and draft mapping public hearings.
- **Retaining the services** of no fewer than **three (3) subcontractors** to support the goals and objectives in the Statement of Work.

DISCUSSION TOPIC #1



What approaches can be used to increase civic engagement to ensure an inclusive and diverse participation?

TOPICS OF DISCUSSION



Given the restrictions imposed by COVID-19, what are some creative ways to interact with the public and encourage civic engagement?

TOPICS OF DISCUSSION



What are some services and resources that should be considered in the development of redistricting outreach and communication plans that would effectively engage communities of interest and historically hard to reach populations?

TOPICS OF DISCUSSION



Have there been challenges to bridging an increasing digital divide?

What are some mitigation strategies or methods that have been used in the past?

What are some ideas for the future?