

Report of the Ad Hoc Committee on Redistricting Outreach and Communications

The Ad Hoc Committee held its first meetings over video conference, on February 17 and 24, 2021, to discuss and plan outreach and public engagement in the period prior to the expected onboarding of a public outreach consultant in late May or early June. Members present: Commissioners Bame, Caterina, Garcia and Surban.

The items discussed included the following:

1. Discussion of tasks/goals/deliverables
 - ✓ Development of communications plan, including standard processes for handling requests from media and community organizations.
 - Consider a rotating "Outreach Coordinator" position, filled by a Commissioner.
 - Empower other Commissioners, besides Chair, to engage media and others.
 - ✓ Development of public communication materials
 - E.g. "toolbox" such as Q&A, talking points, FAQs.
 - ✓ Development of key messages
 - E.g. "Why should I care about IRC?"; IRC statement on impact of delayed census data
 - ✓ Initiation of IRC community engagement
2. Items requiring further information/investigation:
 - ✓ Status of current outreach and communication
 - What are we doing now?
 - ✓ Past County public outreach
 - What was done in 2010 that would be useful now?
 - ✓ Potential expansion of current capabilities:
 - What can we stand up between now and end of May?
 - What communication channels are available to IRC?
 - What level of support will IRC receive for management of IRC's social media and content channels?
 - Can we begin education forums/"listening tour" in mid-March?
 - ✓ COIs
 - Who are they, where are they?
 - ✓ Potential for public speaking training for Commissioners
 - ✓ County Office of Equity and Racial Justice
 - Whether and how to include input in guiding our outreach

The Committee expects to bring a list of recommended actions to the Commission at the March 11, 2021 meeting.