

COUNTY OF SAN DIEGO INDEPENDENT REDISTRICTING COMMISSION (IRC) EDUCATION TOUR PLAN

Education Tour Plan

I. Objectives

The IRC is committed to hearing from as many broad, diverse, and interested voices as possible during the redistricting process so that the map we draw can accurately and fairly represent the residents of San Diego County. Thus, the IRC will begin public engagement, through educational sessions, during the interim period prior to the IRC's selection of a professional outreach consultant. These educational sessions will educate the public about redistricting in general, and the IRC in particular, as well as allow the IRC to learn more about community groups in San Diego County.

II. Stakeholders & Audiences

A non-exhaustive list of examples of stakeholders and audiences we intend to reach during this period may include community groups located in the eighteen incorporated cities within the county and the unincorporated areas. The time frame is short (about 2 months), so it is not likely that we will reach all target audiences, but the IRC can continue to schedule these events beyond the interim period, in coordination with the IRC's eventual outreach consultant, if appropriate.

III. Approach & Messaging¹

- a. A pilot event may precede the launch of the "tour," in order to obtain feedback and input about the presentation to ensure that it is user-friendly, informative, engaging and inclusive.
- b. The event will consist of a presentation on the basics of redistricting, following an introduction by the community group.
- c. Tour will be launched once all components have been polished, vetted and are in place.
 - i. Website will be updated with Commissioner bios, headshots and other elements to raise public awareness and facilitate requests for speakers.
- d. Education tour launch will include announcement via County News Network, press release, email announcement, social media posts, and may include non-traditional means, such as school marquees, pop up events at farmer's markets, etc. Commissioners will be encouraged to reach out to their networks to elicit requests for presentations.

¹ While the constraints occasioned by COVID-19 remain in effect, all meetings will be virtual, using a platform that will allow interaction between the attendees and the presenting Commissioners.

- e. Resources that will be developed and available: presentation (basics of redistricting—what is it, why is it important, who is doing it, how can you participate); and a Fact Sheet/ FAQs (key messages).
- f. Resources will be available on the website.
- g. IRC may, as practicable, invite local community groups to present to IRC to provide recommendations on the best ways to engage the community in the redistricting process.

IV. Timing & Frequency

Contingent upon completion of resource materials, a pilot event may occur at the end of March, with launch of tour by early to mid-April. The goal is to have a minimum of one presentation per week, conducting at least one event in each of the 5 supervisorial districts by the end of May, or at least 5 presentations to 5 different community groups.

Deliverables	Time Period	Responsibility	
Presentation	3/31		
Fact Sheet/FAQ	3/31		
Announcement of Tour	4/15		