

# INTERIM COMMUNICATIONS PLAN: IRC 2021

## MISSION

The County of San Diego Independent Redistricting Commission (SD County IRC or the Commission) is committed to drawing a Supervisorial district map that will accurately and fairly represent the residents of San Diego County in accordance with applicable law, and to make it possible for as many broad and diverse voices as possible to participate in the redistricting process.

## BACKGROUND

Every ten years, after the federal census, district boundaries for federal, state and local elected offices are redrawn to reflect new population data and shifting populations. This process is called redistricting. The SD County IRC must redraw the boundaries of its five supervisorial districts. The redrawing ensures that the five County supervisors elected to office fairly represent the County's diverse population.

Under new state law, [Elections Code Section 21550 et seq.](#), and the County Charter, the SD County IRC is responsible for drawing the new district boundaries. The Commission must follow these criteria, in this order, when drawing the district map:

- ✓ Districts must be of equal population to comply with the US Constitution.
- ✓ Districts must comply with the Voting Rights Act to ensure that minorities have an equal opportunity to elect representatives of their choice.
- ✓ Districts must be contiguous, so that all parts of the district are connected to each other.
- ✓ Districts must minimize the division of cities, neighborhoods, and communities of interest to the extent possible.
- ✓ Districts should be geographically compact to the extent practicable, such that nearby areas of population are not bypassed for a more distant population.
- ✓ The place of residence of any incumbent or political candidate may not be considered and districts shall not be drawn for purposes of favoring or discriminating against a political party.
- ✓ Other redistricting criteria

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## KEY MESSAGES

### **What is the San Diego County Independent Redistricting Commission?**

- The County of San Diego Independent Redistricting Commission (SD County IRC or the Commission) is comprised of 14 citizens from each of the County's five supervisorial districts, representative of the County's diversity. The Commission operates independently of the County Board of Supervisors.
- The SD County IRC is responsible for redrawing the boundaries of San Diego County's five supervisorial districts to reflect new and shifting populations, based on 2020 census data and other specified federal and state criteria.
- The SD County IRC is required by State law to hold public hearings and/or workshops and to accept public comment. The Commission is committed to hearing from as broad and diverse a population as possible from throughout the County, including non-English speaking communities.

### **Why is Redistricting Important?**

- Participation in the redistricting process ensures that your voice is heard in determining where district boundaries are located for the purpose of electing members of the Board of Supervisors. Why is that important?
- The San Diego County Board of Supervisors oversee a \$6.5 billion budget. The Board decides how much money will be spent on the essential items that County governments provide: public safety, election services, health and human services, and much more.
- County redistricting determines which neighborhoods and communities are grouped together into a district for purposes of electing a member of the Board of Supervisors to represent them. Who gets elected, in turn, can impact how the County's resources are allocated.
- Redistricting only happens once every 10 years; residents have the opportunity to empower their community for the next decade.
- Public input works. Prior to the last redistricting cycle in 2010, the Barrio Logan community had been split in two along census tract lines, with a portion assigned to District 1 and another portion assigned to District 4. Due to public input during the 2010 redistricting process, the map was redrawn, restoring the community of Barrio Logan and assigning it wholly to District 1.

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## How can the Public get Involved?

- Attend our regularly scheduled IRC meetings (currently held remotely). Your input at the meetings is welcome via Zoom, over the phone, or via email prior to the meeting. All meetings are open to the public. Meeting schedules and agendas are posted at our website [www.sandiegocounty.gov/redistricting](http://www.sandiegocounty.gov/redistricting)
- Your community group can request a “Why is Redistricting Important to My Community?” presentation with one or more of the Commissioners. Email us at [redistricting@sdcounty.ca.gov](mailto:redistricting@sdcounty.ca.gov)
- Attend an IRC educational session scheduled throughout late Spring and Summer. Information can be found at our website [www.sandiegocounty.gov/redistricting](http://www.sandiegocounty.gov/redistricting)
- You can submit public comment via email to [redistricting@sdcounty.ca.gov](mailto:redistricting@sdcounty.ca.gov)  
Or via USPS to  
San Diego County Independent Redistricting Commission  
1600 Pacific Highway, Room 402  
San Diego CA 92101
- Subscribe to receive updates about the IRC at our website [www.sandiegocounty.gov/redistricting](http://www.sandiegocounty.gov/redistricting).

## DELIVERABLES

DEADLINE	CONTENT	PLATFORM	DESCRIPTION	AUDIENCE	LEAD	STATUS	METRIC
3-7-21	Develop Draft of Interim Communication Plan	Internal	Develop first draft of communications plan and decide on which deliverables to pursue	AHC / CCO	AHC	Completed	Draft Plan

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DEADLINE	CONTENT	PLATFORM	DESCRIPTION	AUDIENCE	LEAD	STATUS	METRIC
3.10.21	Finalize Interim Comm Plan	Internal	Finalize deliverables and create Interim Communications Plan	IRC	AHC	Completed Submit to IRC 3/25/21 for approval	Final Plan
3.12.21	Develop Procedures for Requests from Media and Community Groups	Internal	Establish procedures to handle incoming requests from the media and community groups	IRC	AHC	Final draft completed	Final Media Request Procedure and Final Community Group Request Procedure
3.15.21	Fine Tune Messaging (talking points)	Internal	Develop key messaging points Establish Mission Develop talking points	IRC	AHC	Completed Included in Interim Communications Plan introduction	Final Messaging
3.19.21	Develop Collateral Material to support interim communications efforts	Website Meetings	Develop one-page (double sided) Backgrounder (Fact sheet / FAQ) Presentation	General Public	AHC/CCO	AHC to develop a rough draft of Backgrounder AHC to develop presentation	Backgrounder Presentation

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DEADLINE	CONTENT	PLATFORM	DESCRIPTION	AUDIENCE	LEAD	STATUS	METRIC
3.25.21	Begin Updating Website	Website	Update website to add brief consistent Commissioner bios, components to support educational tour, add tabs across the top, and add content (Use Barrio Logan story) Incorporate mobile view Insert updates (census and other info) Insert Timeline (link to Regular Meeting & Educational Tour) Optimize user friendliness esp. for attending meetings (click button, if possible)	General Public	AHC/CCO	Planning underway	Updated website
3.31.21	Develop Educational Tour Plan Develop Pilot presentation: Why is the IRC important to my community?	Website Powerpoint	See attached plan designed to increase inclusion Start with pilot program Expand through April and May	IRC	AHC/CCO	Underway	1 Pilot Meeting Presentation

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DEADLINE	CONTENT	PLATFORM	DESCRIPTION	AUDIENCE	LEAD	STATUS	METRIC
4.15.21	Launch of the IRC Education Tour	CNC Story, Media, Social Media, Email, Flyer, Website	Once the pilot program is complete, launch the Educational Tour via a news story (announcement) Time announcement with 04.15.21 North County League of Women Voters event on redistricting in CA	General Public Stakeholders	AHC/CCO	Underway	Goal: one meeting in each district. Number of meetings
Optional	Implement Pop-Up Program as extension of Educational Tour	Public Events	Pilot. Target youth sports, supersite vaccination centers, foodbanks, and faith-based centers. @PADRES!	General Public	AHC	TBD	Goal one in each district. Number of meetings
Optional	Set up Social Media Accounts Schedule passive posts	Online		General Public	AHC	TBD	Social media metrics
Optional	Develop Additional Collateral Material	Graphic Image	Background Image for IRC to use in Zoom/Team meetings	IRC	AHC	TBD	Graphic complete