

Ad Hoc Committee for Redistricting Outreach & Communications

ITEM 11A

June 24, 2021

Chair David Bame

Co Vice-Chair Amy Caterina

Co Vice-Chair Rosette Garcia

Commissioner Ramesses Surban

Virtual Education Tour RSVP & Attendance Outcomes

Past Events:

District 1, June 16, 4 – 5pm

- RSVP: 40
- Attendees: 19

District 4, June 8, 6 – 7pm

- RSVP: 42
- Attendees: 20

District 5, June 3, 12 – 1pm

- RSVP: 47
- Attendees: 29

District 3, June 23, 12 – 1pm

- RSVP: 39
- Attendees: 17

Upcoming Events:

District 2, June 30, 12 – 1pm

- RSVP: 53 (as of 6/23/21)
- Attendees: TBD

Overview of Represented Industries & Community Organizations in Attendance

- **Education**
 - San Diego City College
 - Sweetwater Union High School District
- **Financial Services**
- **Government**
 - Cal-Fresh
 - City of San Diego Redistricting Commission
 - City of Encinitas
 - County of San Diego Registrar of Voters
 - Election Services
 - Fallbrook Chamber of Commerce
 - Oceanside Public Library
 - Parks and Rec
 - Roads
 - Vallecitos Water District
- **Hospitality/Tourism**
- **Health Insurance**
 - Blue Shield of CA Promise Health Plan
- **Law Enforcement/Jails**
- **Legal**
- **Marketing/Advertising**
- **Technology**
 - Hexcloud Security Solutions, Inc.
- **Other**
 - South County Economic Development Council
 - Environmental Health Coalition / Community HousingWorks
 - League of Women Voters North County San Diego
 - San Diego LGBT Community Center
 - The Urban Collaborative Project
 - Somali Family Service of San Diego
 - Kitchen Korner
 - The Urban Collaborative Project
 - Universidad Popular

Analytics – RSVP/Attendance by District

Ed Tour District		Percentage Residing Within District	Percentage Residing Outside District	Total Number
1	RSVP	47% (19)	53% (21)	40
	Attendees	37% (7)	63% (12)	19
2*	RSVP	TBD	TBD	53 (as of 6/23/21)
	Attendees	TBD	TBD	TBD
3	RSVP	51% (20)	49% (19)	39
	Attendees	59% (10)	41% (7)	17
4	RSVP	55% (23)	45% (19)	42
	Attendees	70% (14)	30% (6)	20
5	RSVP	66% (31)	34% (16)	47
	Attendees	66% (19)	34% (10)	29

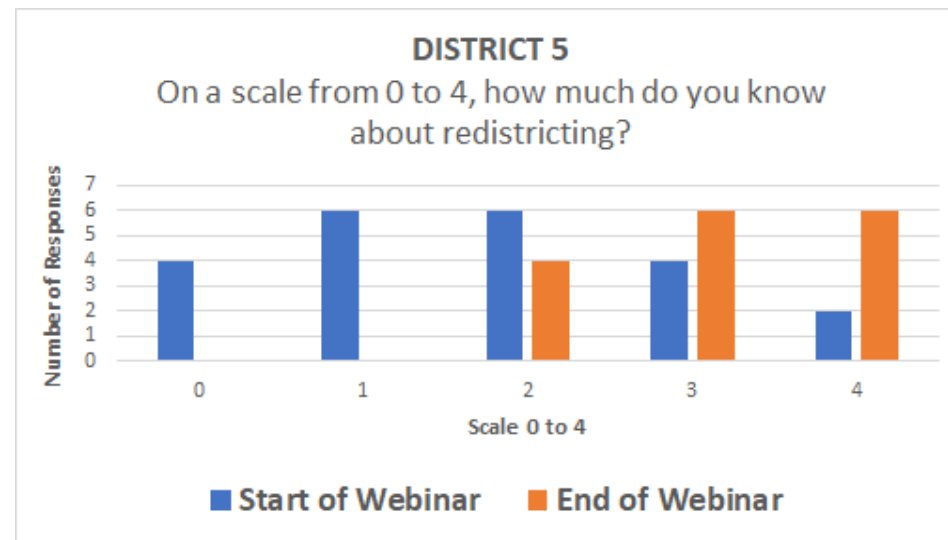
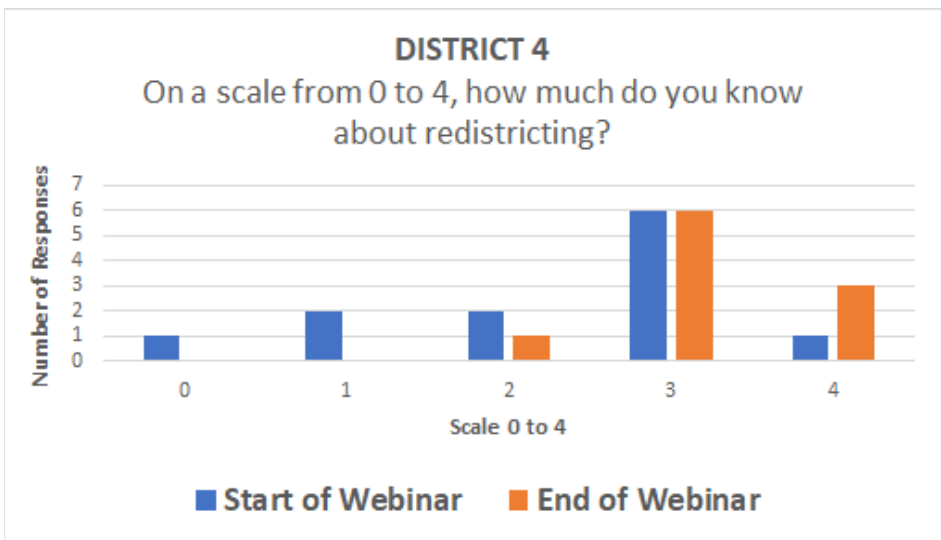
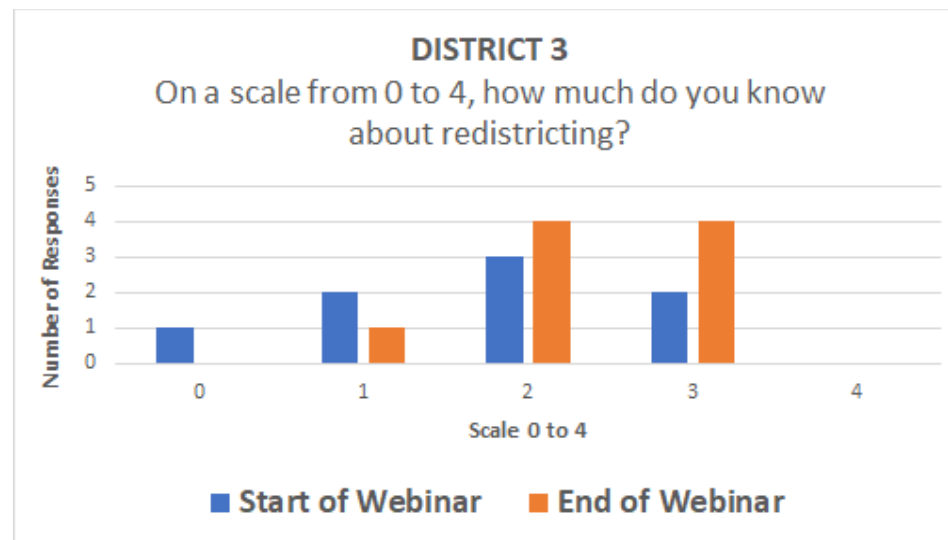
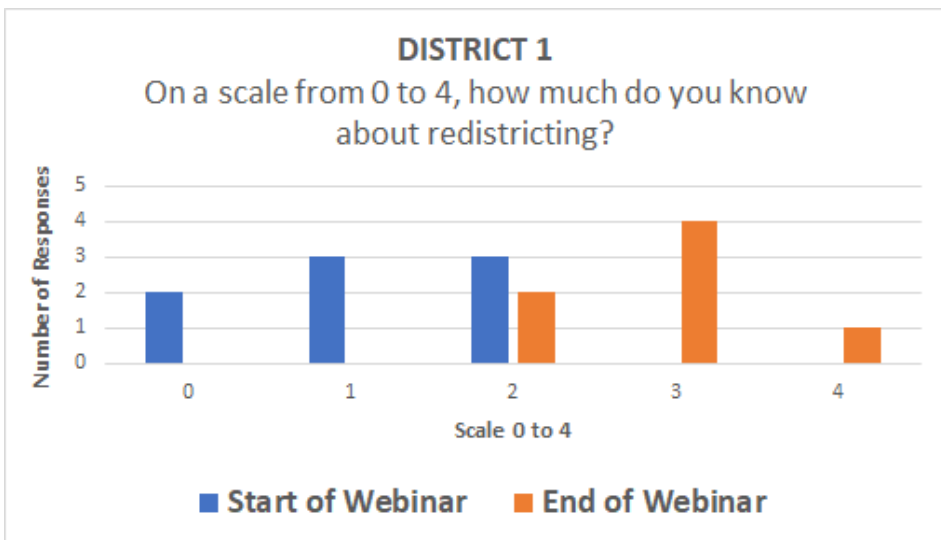
*Unable to generate report from Zoom as event has not occurred yet

Takeaways:

- Districts 1 had a higher number of residents from *outside* their districts RSVP and attend their sessions.
- Districts 3, 4, and 5 had a higher numbers of residents from *within* their districts RSVP and attend their sessions.

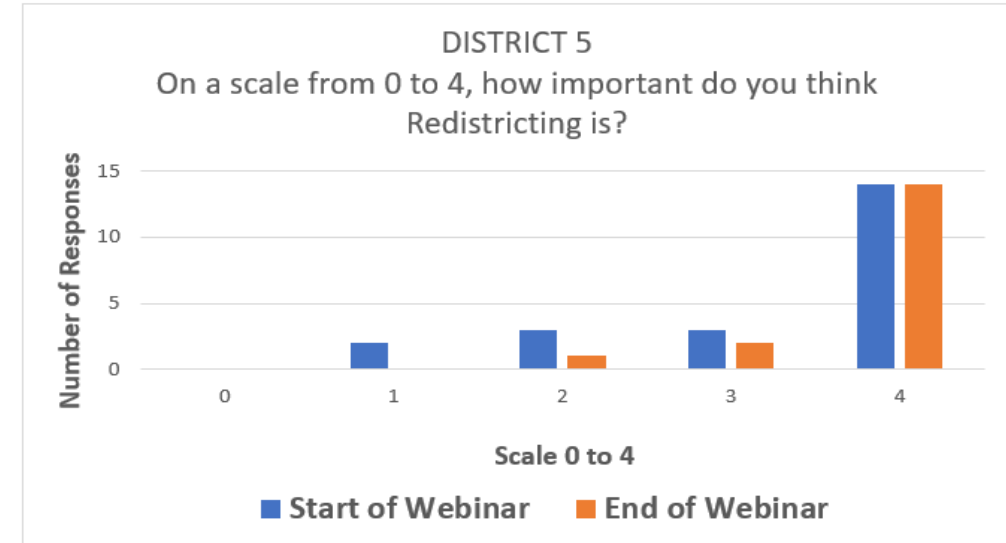
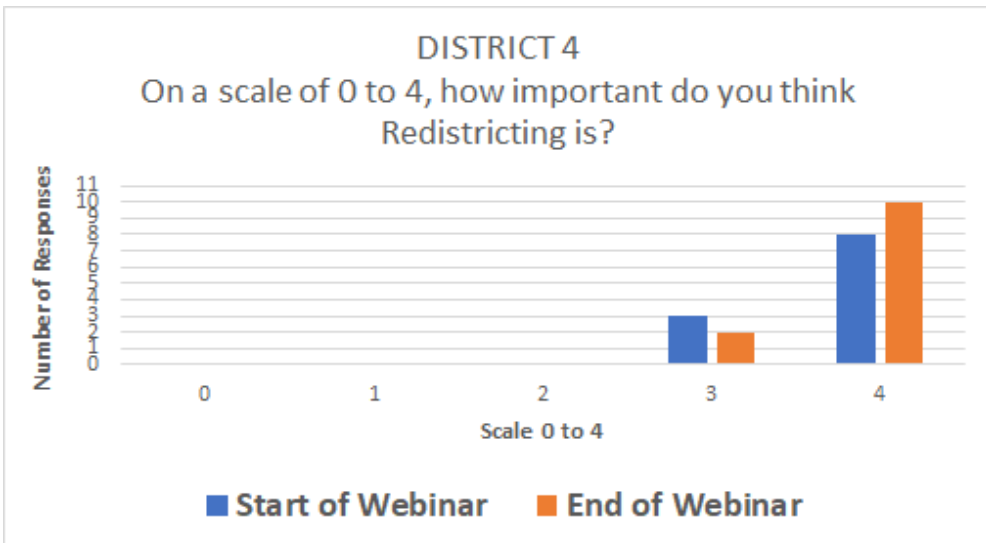
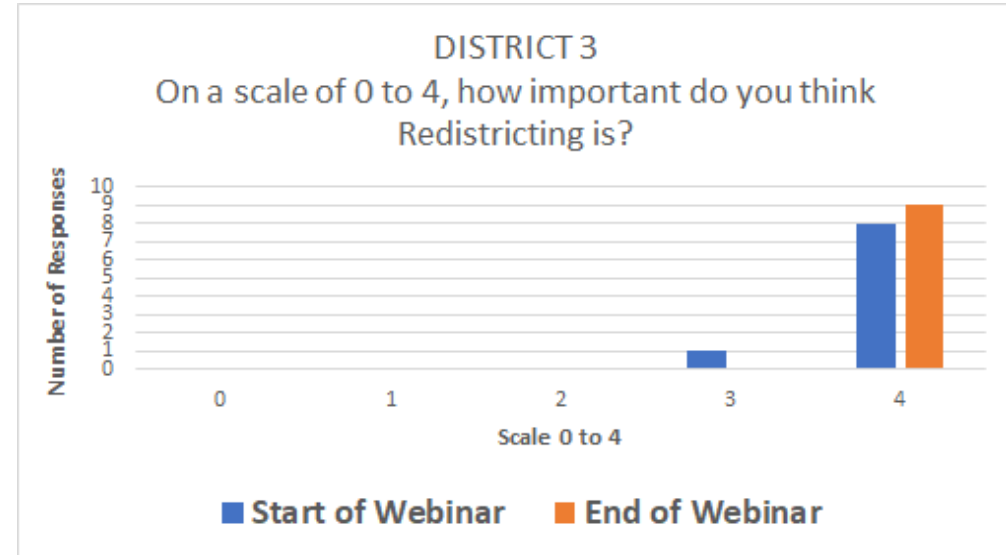
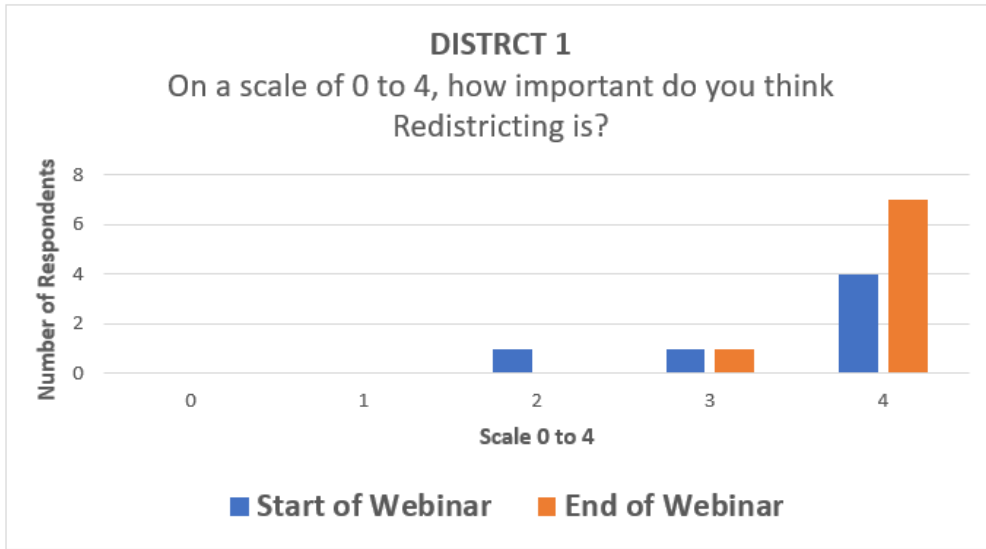
Start & End of Webinar Polling Scores:

"On a scale from 0 to 4, how much do you know about redistricting?"

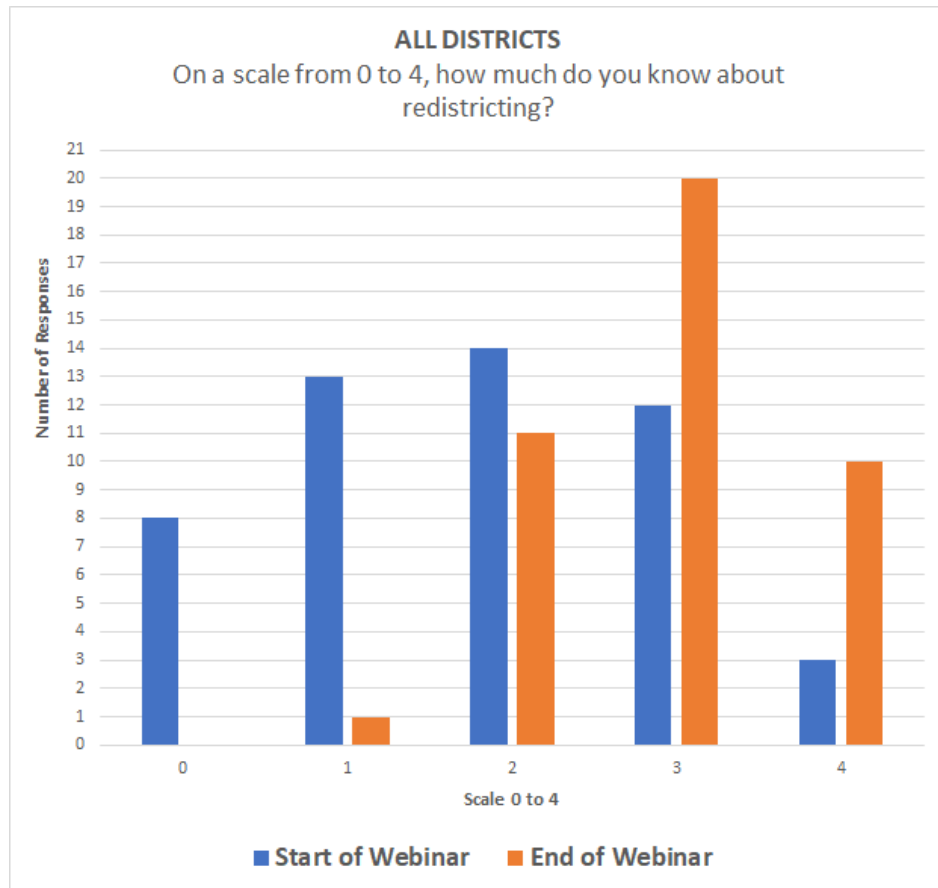


Start & End of Webinar Polling Scores:

"On a scale from 0 to 4, how important do you think Redistricting is?"



*All Districts Before & After Webinar Poll Scores: “How much do you know about Redistricting?”



Scale 0-4	Start of Webinar	%	End of Webinar	%	Percent Change
0	8	16%	0	0%	-16%
1	13	26%	1	2%	-24%
2	14	28%	11	26%	-2%
3	12	24%	20	48%	24%
4	3	6%	10	24%	18%
Total	50	100%	42	100%	0%

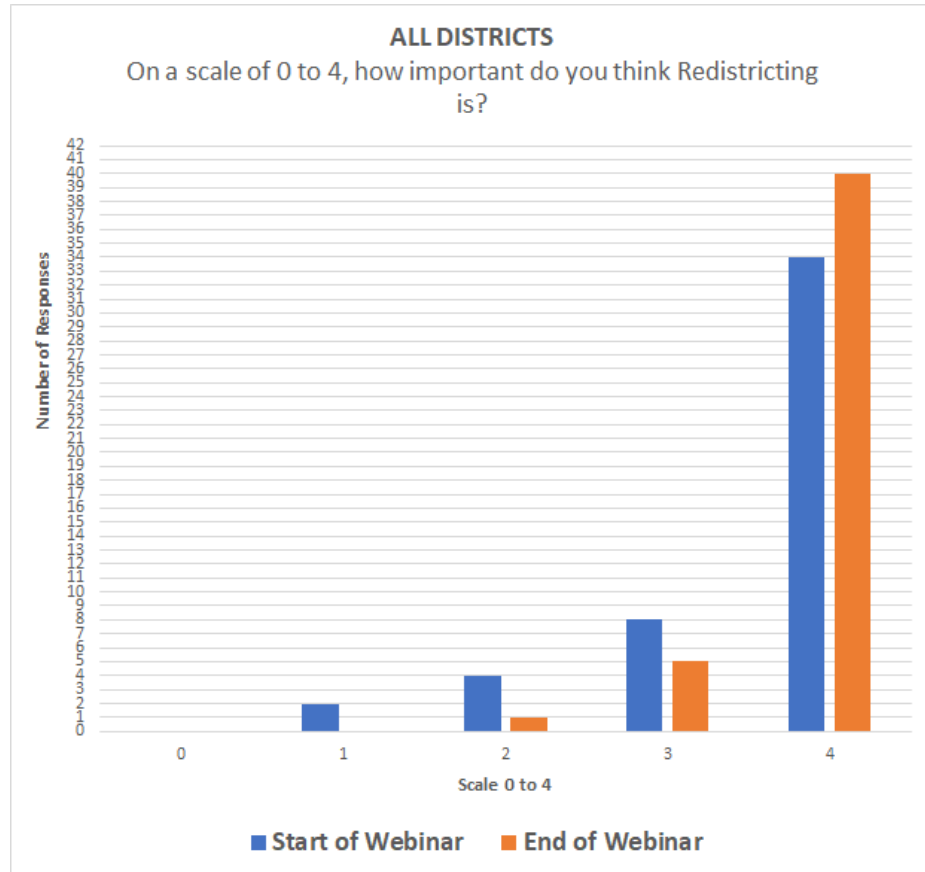
*** NOTE:** There were 12 fewer participants who had answered the poll question at the end of the webinar, versus at the beginning of the webinar.

Average Score at Start of Webinar	Average Score at End of Webinar
1.78	2.86

Takeaways:

- The Virtual Education Tours increased attendee’s knowledge on Redistricting!

*All Districts Before & After Webinar Poll Scores: “How important do you think Redistricting is?”



Scale 0-4	Start of Webinar	%	End of Webinar	%	Percent Change
0	0	0%	0	0%	0%
1	2	4%	0	0%	-4%
2	4	8%	1	2%	-6%
3	8	17%	5	11%	-6%
4	34	71%	40	87%	16%
Total	48	100%	46	100%	0%

* **NOTE:** There were 2 fewer participants who had answered the poll question at the end of the webinar, versus at the beginning of the webinar.

Average Score at Start of Webinar	Average Score at End of Webinar
3.54	3.85

Takeaways:

- The Virtual Education Tours changed attendee’s perspective on the value of Redistricting!

*Does not include District 2 as session has not occurred

"Thank you all for this effort and the communication too."

"Thank you for your service!"

"Thank you for the work and dedication. The concept of gerrymandering is often hard for the community members to see with concrete proof until much later, so appreciate you to focus on the Voting Rights Act."

Virtual Education Tour Comments

Takeaways

- Redistricting only happens once every 10 years
- CoSD IRC is committed to
 - Drawing **fair and accurate maps** that will deliver fair representation
 - Obtaining as **broad and diverse participation as possible**
- We need **YOU** to help us do the best job we can

Thank You!

COUNTY OF SAN DIEGO INDEPENDENT REDISTRICTING COMMISSION

Stephanie Brown

Rosette Garcia

Why does Redistricting Matter?

Democracy is a WE... not a THEM.

Yo Voté Bumoto Ako I VOTED SAN DIEGO COUNTY Tu Bà Bò Phiếu 我已投票

INDEPENDENT REDISTRICTING COMMISSION

Zoom meeting participants: Stephanie Brown, Rosette Garcia, Stephanie Brown, Rosette Garcia, Stephanie Brown, Rosette Garcia, Stephanie Brown, Rosette Garcia.