

Ad Hoc Committee for Redistricting Outreach & Communications

ITEM 10A

July 8, 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 2, June 30, 12 – 1pm

- RSVP: 66
- Attendees: 23

District 3, June 23, 12 – 1pm

- RSVP: 39
- Attendees: 17

District 4, June 8, 6 – 7pm

- RSVP: 42
- Attendees: 20

District 5, June 3, 12 – 1pm

- RSVP: 47
- Attendees: 29

Overview of Represented Industries & Community Organizations in Attendance

- **Education**
 - San Diego City College
 - San Diego State College of Education
 - Sweetwater Union High School District
- **Financial Services**
- **Government**
 - Cal-Fresh
 - City of San Diego Redistricting Commission
 - City of Encinitas
 - City of Santee
 - City of Poway
 - County of San Diego Registrar of Voters
 - County of San Diego Public Health Services
 - Election Services
 - Fallbrook Chamber of Commerce
 - Oceanside Public Library
 - Parks and Rec
 - Roads
 - San Diego County Aging and Independent Services
 - San Diego County Human Relations Commission
 - San Diego County Treasurer-Tax Collector
 - Vallecitos Water District
- **Hospitality/Tourism**
- **Health Insurance**
 - Blue Shield of CA Promise Health Plan
- **Law Enforcement/Jails**
- **Legal**
- **Marketing/Advertising**
 - Hardwick Creative Services
 - Real Estate
- **Technology**
 - Hexcloud Security Solutions, Inc.
- **Other**
 - Art Savoir Studios
 - Consulting Services
 - Environmental Health Coalition / Community HousingWorks
 - Kitchen Korner
 - League of Women Voters North County San Diego
 - Majdal Community Center
 - Planned Parenthood
 - SAY San Diego
 - San Diego LGBT Community Center
 - San Diego Youth Symphony and Conservatory
 - Somali Family Service of San Diego
 - South County Economic Development Council
 - Spring Valley Community Group
 - The Urban Collaborative Project
 - Universidad Popular

Analytics – RSVP/Attendance by District

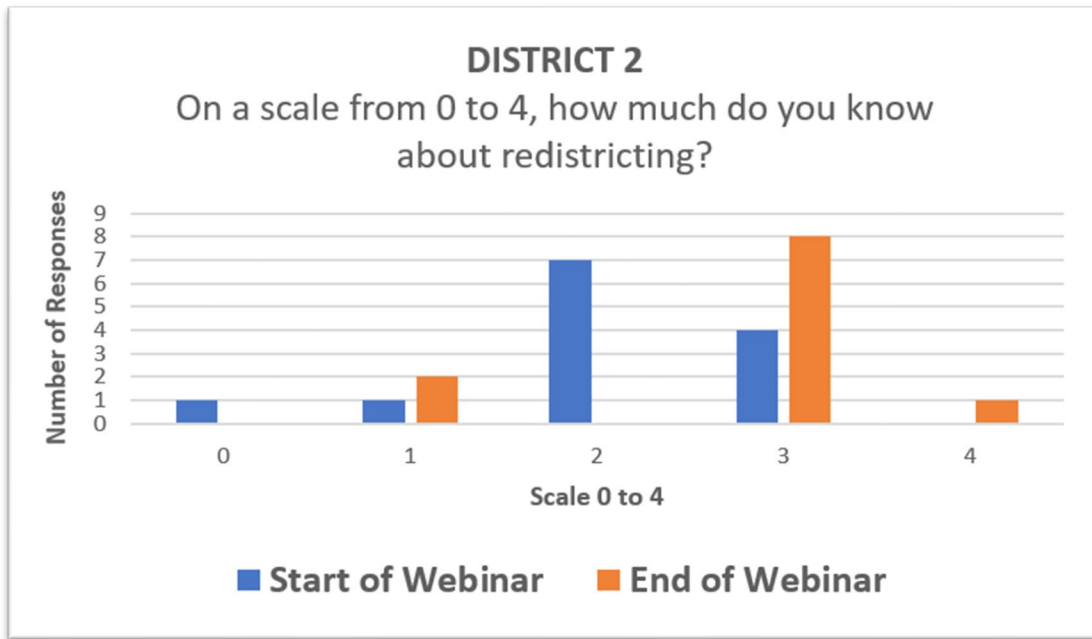
Ed Tour District		Percentage Residing Within District	Percentage Residing Outside District	Total Number
1	RSVP	47% (19)	53% (21)	40
	Attendees	37% (7)	63% (12)	19
2	RSVP	73% (48)	27% (18)	66
	Attendees	78% (18)	22% (5)	23
3	RSVP	51% (20)	49% (19)	39
	Attendees	59% (10)	41% (7)	17
4	RSVP	55% (23)	45% (19)	42
	Attendees	70% (14)	30% (6)	20
5	RSVP	66% (31)	34% (16)	47
	Attendees	66% (19)	34% (10)	29

Takeaways:

- District 1 had a higher number of residents from *outside* their districts RSVP and attend their sessions.
- Districts 2, 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?"

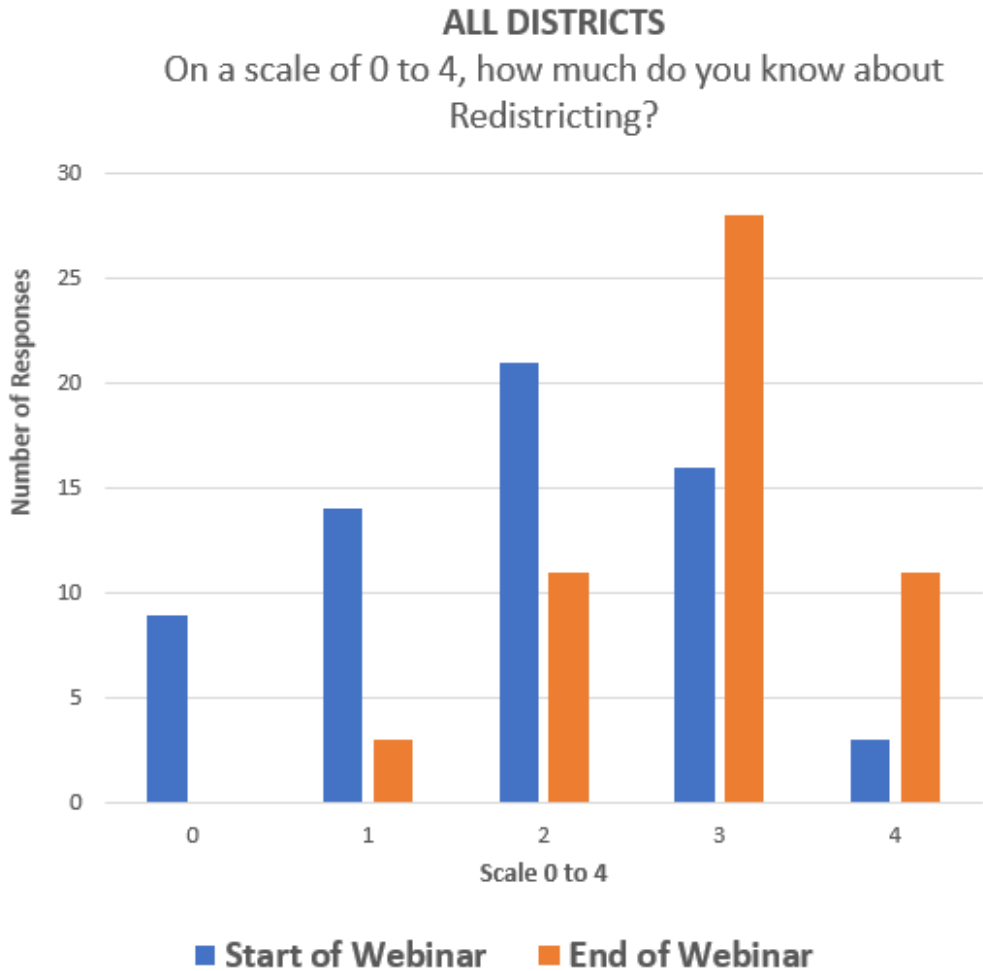


Start & End of Webinar Polling Scores:

"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	9	15%	0	0%	-15%
1	14	22%	3	5%	-17%
2	21	33%	11	21%	-12%
3	16	25%	28	53%	28%
4	3	5%	11	21%	16%
Total	63	100%	53	100%	0%

* **NOTE:** There were 10 fewer responses received at the end of the webinar overall, versus at the beginning of the webinar.

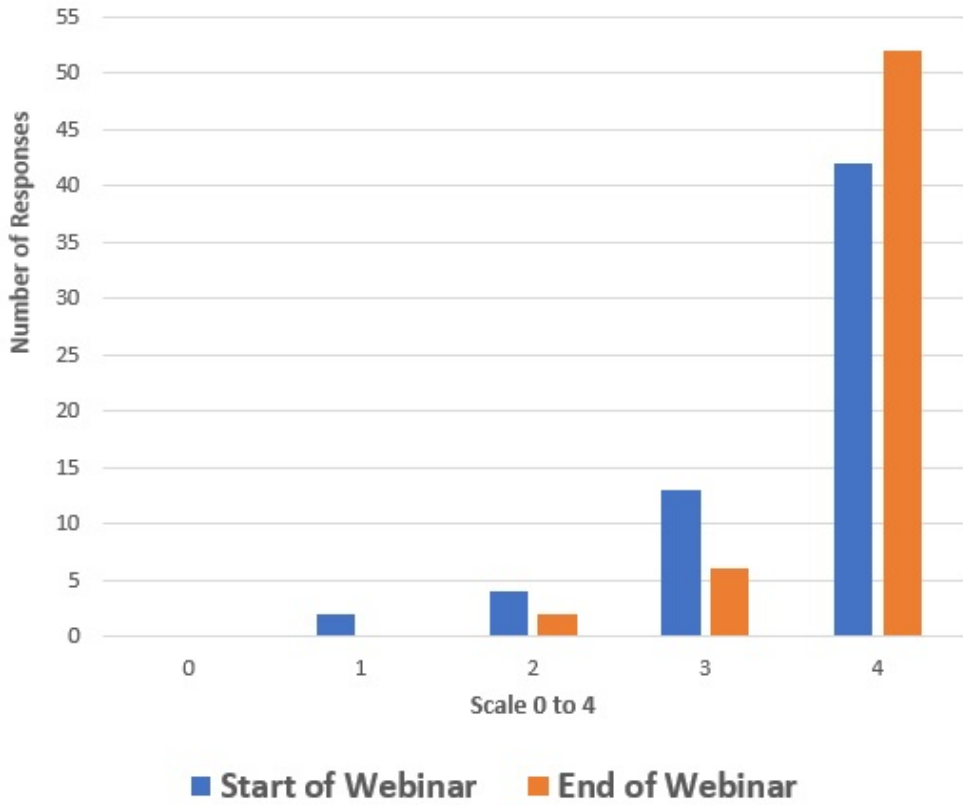
Average Score at Start of Webinar	Average Score at End of Webinar
1.84	2.89

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?”

ALL DISTRICTS
On a scale of 0 to 4, 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	3%	0	0%	-3%
2	4	7%	2	3%	-4%
3	13	21%	6	10%	-11%
4	42	69%	52	87%	18%
Total	61	100%	60	100%	0%

*** NOTE:** There was 1 fewer response received 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
3.56	3.83

Takeaways:

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

D2 Virtual Education Tour Feedback

"Thank you for your efforts to provide fair representation."

