

ABASD Outreach Plan



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Purpose & Objective

Situation Analysis: The County of San Diego's Independent Redistricting Commission (IRC) is responsible for the redrawing of the county's supervisorial district boundaries and seeks assistance from community partners and outside consultants to aid its outreach efforts and increase public participation in the redistricting process.

Objective: Increase and encourage broad and diverse community participation and input in each supervisorial district throughout a series of public hearings.

Proposal: The Asian Business Association San Diego (ABASD) will raise awareness of the redistricting process and promote Public Hearing participation in each supervisorial district by working with its outreach partners throughout the county to communicate with various communities of interest to ensure maximum public input over the next several months.

STRATEGY

ABASD will engage community-based organizations (CBOs), local planning groups, special districts and other organizations throughout the County, over 50 outreach partners who are part of a collaborative focused on Economic & Social Equity for the San Diego Region, and across all media, to ensure the IRC accomplishes its Objective and public input is maximized.

Community-based organizations with whom ABASD currently collaborates include: Access, Adams Avenue Business Association, Barrio Logan Association, Chaldean Chamber of Commerce, Chicano Federation, Convoy District Partnership, Indo-American Arts & Culture Society, Jacobs Center for Neighborhood Innovation, Otay Mesa Chamber of Commerce, RISE San Diego, Rotary Club San Diego, San Diego Asian Pacific Islander Coalition, San Ysidro Chamber of Commerce, Sudanese Community Center, Urban Corp, Urban League of San Diego, The Vine Black News Magazine.

Community Based Organizations

Adams Avenue Business Association
Barrio Logan Association
Black San Diego
Chaldean American Association
Chicano Federation
City Heights Business Association
Community Events for Voice & Viewpoint Coverage
Convoy District Partnership
East African Community Center
El Cajon Boulevard Business Improvement Association
Hillcrest Business Association
Indo-American Arts & Culture Society
International Rescue Committee
Jacobs Center
La Vuelta
Logan Avenue Consortium
Logan Heights CDC
Made in Paradise Hills
NAACP - North County

National Panhellenic Council
North Park Main Street
Pastors on Point
Paving Great Futures
Power Referral Services
Promise Zone
RISE San Diego
Rotary Club San Diego
San Diego Black Business Network
San Diego Equality Business Association
SD Urban League Young Professionals
SD Young Professionals
Southeastern Diamond Business District
Sudanese Community Center
The Brink at USD
The Rock Church
The Vine Black News Magazine
UAAMAC
Urban Corps
Urban League of San Diego County
Young Black and In Business

Chambers of Commerce

Carlsbad Chamber of Commerce
Chula Vista Chamber of Commerce
Coronado Chamber of Commerce
Del Mar Chamber of Commerce
East County Chamber of Commerce
Encinitas Chamber of Commerce
Escondido Chamber of Commerce
Imperial Beach Chamber of Commerce
La Mesa Chamber of Commerce
Lemon Grove Chamber of Commerce
Mira Mesa Chamber of Commerce
National City Chamber of Commerce
North County EDC

North San Diego Business Chamber
Oceanside Chamber of Commerce
Otay Mesa Chamber of Commerce
Poway Chamber of Commerce
San Diego North EDC
San Diego Regional Chamber of Commerce
San Diego Regional EDC
San Marcos Chamber of Commerce
San Ysidro Chamber of Commerce
Santee Chamber of Commerce
Solana Beach Chamber of Commerce
Spring Valley Chamber of Commerce
Vista Chamber of Commerce

Planning Groups and Special Districts

Alpine Community Planning Group
Alpine Fire Protection District
Bonita-Sunnyside Fire Protection District
Borrego Springs Fire Protection
Borrego Water District
Boulevard Community Planning Group
Campo/Lake Morena Community Planning Group
Canebrake Co. Water
Crest/Dehesa/Granite Hills/Harbison Planning
Cuyamaca Water District
Deer Springs Fire Protection District
Descanso Community Planning Group
Fairbanks Ranch Community Services District
Fallbrook Community Planning Group
Fallbrook Healthcare District
Fallbrook Public Utility District
Grossmont Healthcare District
Helix Water District
Jacumba Community Services
Jamul- Dulzura Community Planning Group
Julian Community Planning Group
Julian Community Services
Lakeside Community Planning Group
Lakeside Fire Protection District
Lakeside Water District
Leucadia Wastewater District
Lower Sweetwater Fire Protection
Majestic Pines Community Services District
Mootamai Municipal Water
Morro Hills Community Services Group
North County Fire Protection District
Olivenhain Municipal Water District
Otay Water District
Padre Dam Municipal Water District

Palomar Health
Pauma Municipal Water
Pauma Valley Community Services
Pine Valley Community Planning Group
Potrero Community Planning Group
Questhaven Municipal Water
Rainbow Community Planning Group
Rainbow Municipal Water District
Ramona Community Planning Group
Ramona Municipal Water District
Rancho Santa Fe Community Services District
Rancho Santa Fe Fire Protection District
Rincon Del Diablo Water District
Rincon Ranch Community Services
San Dieguito Community Planning Group
San Luis Rey Municipal Water District
San Miguel Consolidated Fire Protection District
Santa Fe Irrigation District
South Bay Irrigation District
Spring Valley Community Planning Group
Sweetwater Community Planning Group
Tri-City Hospital District
Valle de Oro Community Planning Group
Valley Center Community Planning Group
Valley Center Fire Protection District
Valley Center Municipal Water District
Valley Center Parks and Recreation District
Vista Fire Protection District
Vista Irrigation District
Whispering Palms Community Services District
Wynola Water District
Yuima Municipal Water District
Other local, municipal planning groups

TACTICS

The tactics used to inform and engage target communities may include flyers, brochures, posters, word-of-mouth, posted information on our website and websites of community-based organizations, social media, media releases, direct mail, email distribution, community meetings, newsletters, local newspapers (both print and digital versions), radio and PSAs.

Community Relations & Coalition Building

ABASD will leverage long-standing relationships with non-County elected officials and other community leaders at the local level to provide timely and pertinent information regarding the redistricting process to raise awareness, educate, and increase public participation. Coordinated distribution of information via the email lists of our respective CBO partners will play a critical role in this area.

Targeted Communications, Social Media & Advertising

ABASD will help the IRC reach targeted audiences no matter where they are. Beyond simply delivering traditional, “legacy” media programs (direct mail, print and broadcast), ABASD’s team is partnered with leading providers of audience-based IP-addressable advertising solutions that span 4-screens: desktop, mobile, tablet & TV – ensuring our digital outreach and engagement campaign is employing the very best tactics available.

In conjunction with IRC guidelines and direction, the ABASD team will craft appropriate digital content for outreach distribution across relevant social media platforms for each district and among outreach partners. An emphasis on partnering with CBO's for tagging and organic resharing will be utilized as part of the overall strategy.

Social Media

In conjunction with IRC guidelines and direction, the ABASD team will craft appropriate digital content for outreach distribution across relevant social media platforms for each district and outreach partners. An emphasis on partnering with CBO's for tagging and organic resharing will be utilized as part of the strategy. When appropriate, paid ads will be distributed digitally to target populations.

Sample Facebook Post:

Be a voice for your community! 🗳️ Join the Communities of Interest Meeting for the San Diego County Independent Redistricting Commission on Thursday, August 12 at 5:30PM at Mira Mesa Senior Center!

Learn more at: www.website.com

Sample Twitter Post:

Be a voice for your community! 🗳️ Join the Community Meeting on August 12 at 5:30PM at Mira Mesa Senior Center! Learn more at: www.website.com

Sample Outreach Email:

Good afternoon (GROUP NAME),

My name is Lauren Garces, Outreach Representative for San Diego County's Independent Redistricting Commission. We cordially invite you and members of your organization to voice your thoughts at a Public Hearing scheduled for Thursday, August 12th, at 5:30PM.

Registration is highly recommended, but not required to attend. Community members can also skip the line and save time by submitting their input using our "Community Builder" online submission tool.

August 12 Public Meeting [LINK]

Community Builder Tool [LINK]

I have also attached flyers for next Thursday's event and included steps on how community members can participate in the redistricting process. For those unable to attend, the next event will be on Wednesday, August 18th, at 6:00PM.

If you have any questions, concerns, or need additional information, feel free to contact me.

Thank you for your consideration.

Respectfully,

Lauren Garces
Outreach Representative
San Diego County Independent Redistricting Commission
O: (858) 555-1234
www.LINKTOWEBSITE?.com

Public Education

Website

In conjunction with IRC guidelines and direction, the ABASD team will assist with updating the IRC website/webpage to provide relevant redistricting information for dissemination to all partners, and for linking to all digital outreach efforts.

Earned Media

ABASD will communicate all opportunities for public engagement in the redistricting process to local TV, radio and print media and encourage media attendance at all public hearings. Media broadcast of the redistricting process increases the likelihood of broader public participation.

Public Hearings & Webinars

As outlined herein, ABASD will orchestrate and assist with the execution of the agreed-to schedule of public hearings, webinars, and other meetings as needed throughout the county.

Earned Media Targets and Ethnic Media (partial list)

Black SD Magazine	The Epoch Times
SOFUN Media	Korea Times
Lighthouse Magazine	The Korean Daily
San Diego YuYu	Vietnamese News TV
Filipino Press	Al Hayat Daily (Arabic)
Asian Journal	
La Prensa	

Public Service Announcements via local radio and cable television providers

Local community newspapers

- Commissioner Op-Ed placement

County Media Target Lists

IRC Meetings & Public Hearings – Venue Selection

WHY? ... rationale and considerations for venue and time selection:

- Venues reasonably accessible to retired/older individuals and the working age population
- Venues with meeting room capacity adequate to accommodate anticipated public turnout
- Venues with reasonable transit and walkability scores, are relatively close to major highways, freeways or expressways, and which are accessible to residents with mobility issues

Additional consideration was given to the areas in each district that:

- are closer in proximity to existing district borders, increasing the probability of being affected by redrawn borders
- are close to large minority populations
- have a greater number of CBOs and planning groups

Walkability and Transit Scores (www.walkscore.com)

Walk Score measures the walkability of any address using a patented system that analyzes hundreds of walking routes to nearby amenities.

Walk Score®	Description
90-100	Walker's Paradise Daily errands do not require a car.
70-89	Very Walkable Most errands can be accomplished on foot.
50-69	Somewhat Walkable Some errands can be accomplished on foot.
25-49	Car-Dependent Most errands require a car.
0-24	Car-Dependent Almost all errands require a car.

Transit Score is a patented measure of how well a location is served by public transit. Transit Score is based on data released in a standard format by public transit agencies.

Transit Score®	Description
90-100	Rider's Paradise World-class public transportation.
70-89	Excellent Transit Transit is convenient for most trips.
50-69	Good Transit Many nearby public transportation options.
25-49	Some Transit A few nearby public transportation options.
0-24	Minimal Transit It is possible to get on a bus.

Final Notes

We did research “**disability access**” scores, but no such scores exist. Such scores would be very difficult to develop because there is a large diversity of disabilities in the populace and no one single score could fairly reflect that with regard to meaningful access. Further, every business and public building is legally required to be ADA compliant.

We also looked at 2019 SANDAG population estimates for the most current projection of working age population (**ages 15-64**) in the San Diego region, and how that relative population share compared to the specific zip codes of the venues proposed for hearings. A late afternoon/early evening hearing is more appropriate when there is a relatively similar or larger share of **working age residents** in the immediate zip code population of the proposed venue. All zip codes for the proposed venues have relatively similar median ages and working age populations when compared to the overall regional average.

IRC Meeting & Public Hearing – Schedule

Meeting Date	Day	Meeting Location	District	Walk Score	Transit Score	Room Capacity	Access	IRC Meeting Start	Public Hearing Start
8/12/2021	Thursday	Mira Mesa Senior Center	GM (3)	83	33	150-200	3:00PM	4:00PM	5:30PM
8/18/2021	Wednesday	Bonita Sunnyside Library	1	56	n/a ¹	84	4:00PM		6:00PM
8/26/2021	Thursday	EL CAJON: Crystal Ballroom / The Magnolia / Royal Palace	2	86	46	500	2:30PM	4:00PM	5:30PM
9/2/2021	Thursday	Escondido Chamber of Commerce	3	86	49	86	4:00PM		6:00PM
9/9/2021	Thursday	Valencia Park-Malcolm X Library (E of 805, S of 94) / War Memorial Bldg (Balboa Pk) / Skyline Hills Library (Bay Terraces)	4	79	60	140	2:30PM	4:00PM	5:30PM
9/18/2021	Saturday	La Mesa / Spring Valley area	GM (2)	69	n/a ²	297	11:00AM		1:00PM
9/23/2021	Thursday	Vista Civic Center / San Marcos CC	5	75	47	200+	2:30PM	4:00PM	5:30PM
		¹ There is bus service within .1 mile of this location.							
		² There are four bus stops within .1 mile from this location.							

Outreach Time Overlay

WEEK (Beginning)	DATE	MEETING / HEARING	District	DATE/s	ACTIVITY / EVENT	District
1 (7/26/2021)	Jul 29	IRC Meeting			- Soft outreach begins; contact all CBOs and extended network. - Engage Spanish, Arabic, Tagalog, Chinese, Japanese, Korean, Laotian, and Vietnamese translators; begin production of all digital and media materials, including Meeting Notice translation and other translations.	
				Jul 30 - Aug 1	Ramona Country Fair	2
				Jul 31	Valley Center Stampede Rodeo & Memorial Festival	5
				Jul 31	Filipino American Friendship Festival	4
				Jul 31	Sip of Julian	2
				Jul 31	Live in Balboa Park: Reopening Celebration	4
2 (8/2/2021)					- Update IRC website/webpage, as needed. - Press Advisories re: General and District meetings. - Identify potential dates and times for possible Virtual Only meetings/webinars. - Finalize production of digital and media materials.	
				Aug 2 - 12	Rolling Outreach/Meeting Promotion: Aug 12 IRC Mtg/Public Hearing	All
				Aug 3	IB National Night Out	1
				Aug 5	Encinitas Chamber Golf Tournament	3
				Aug 6	First Friday Art Walk Oceanside	5
				Aug 7	ArtWalk @ Liberty Station	4
				Aug 8	Hillcrest CityFest	4

(continued)

WEEK (Beginning)	DATE	MEETING / HEARING	District	DATE/s	ACTIVITY / EVENT	District
3 (8/9/2021)	Aug 12	IRC Meeting/Public Hearing - Mira Mesa Senior Center	(3)	Aug 9 - 18	Rolling Outreach/Meeting Promotion: Aug 18 Public Hearing	1
				Aug 12	National City Chamber Summer Mixer	1
				Aug 14	Chula Vista HarborFest	1
				Aug 17	Carlsbad Music Festival	5
4 (8/16/2021)	Aug 18	Public Hearing - Bonita Sunnyside Library	1	Aug 17 - 26	Rolling Outreach/Meeting Promotion: Aug 26 IRC Mtg/Public Hearing	2
				Aug 20	San Diego Magazine Best of San Diego Party	4
5 (8/23/2021)	Aug 26	IRC Meeting/Public Hearing - "El Cajon"	2	Aug 24 - Sep 2	Rolling Outreach/Meeting Promotion: Sep 2 Public Hearing	3
6 (8/30/2021)	Sep 2	Public Hearing - Escondido Chamber of Commerce	3	Aug 31 - Sep 9	Rolling Outreach/Meeting Promotion: Sep 9 IRC Mtg/Public Hearing	4
				Sep 4	Santee Fall Fair	2
7 (9/6/2021)	Sep 9	IRC Meeting/Public Hearing - "SE San Diego"	4	Sep 9 - 18	Rolling Outreach/Meeting Promotion: Sep 18 Public Hearing	All
				Sep 11	Poway Rotary Parade	2
				Sep 11-12	San Diego Festival of the Arts	3
8 (9/13/2021)	Sep 18	Public Hearing - La Mesa / Spring Valley area	(2)	Sep 14 - 23	Rolling Outreach/Meeting Promotion: Sep 23 IRC Mtg/Public Hearing	5
9 (9/20/2021)	Sep 23	IRC Meeting/Public Hearing - Vista Civic Center / SMCC	5			

Monthly Reporting

Reach, Data, Analytics

Monthly reporting (oral/print) to include:

1. Narrative summary of outreach efforts, public participation and input received
2. Number of Outreach events
3. Number of attendees and demographic info for each event
4. Information collected on voluntary survey
5. Summary metrics and analytics for all marketing efforts
 - a. Social media metrics
 - b. Website traffic
 - c. Email click-throughs
 - d. poster/flyer distribution reach
 - e. TV and radio reach

Survey Responses

Collected via voluntary surveys at each meeting:

Meeting info:

- District
- Date/time
- Location
- RSVPs
- Attendees

Demographics:

- Zip code of residence
- Community of Interest
- Age
- Gender
- Household income
- Race/ethnicity
- Rental/homeownership status

Communities of Interest in attendance (Represented Industries and Community Organizations):


- Educational
- Financial
- Government
- Hospitality
- Law Enforcement
- Legal
- Marketing/Advertising
- CBOs
- Other

Information regarding outreach plans and reporting for the Post-Draft Map period will be provided at a future IRC meeting.



Sample Ad Material

Targeted digital “display ads” will appear to audiences based on their browsing habits. Ads will appear on brand-safe websites, including local news and weather sites, sports websites, and general information websites.



**WE NEED
TO HEAR
FROM
YOU**


Election lines
are being drawn
and your input
is valuable!



**Election lines
are being
drawn.**

*Are you being
represented?*

LEARN MORE



**New election lines
are being drawn**

**WE NEED TO HEAR
FROM CARLSBAD
RESIDENTS.**

**Ad pictures will vary to reflect cultural diversity*

SAN DIEGO COUNTY 2021 REDISTRICTING



SAN DIEGO COUNTY
INDEPENDENT
REDISTRICTING
COMMISSION

The San Diego County Independent Redistricting Commission is hosting public hearings to **hear from residents like you** about how district lines should be drawn for the next election.

WHAT

Meeting and Public Hearing of San Diego County's Independent Redistricting Commission

WHERE

Mira Mesa Senior Center
8460 Mira Mesa Blvd
San Diego, CA 92126

WHY

So that the Independent Redistricting Commission can **hear from you** about how district lines should be drawn to best represent you and your community!



For more information, to submit online input and to learn how to draw your own map, go to www.sandiegocounty.gov/redistricting

Or, scan this:

