



# Summary of Pre-Mapping Public Hearings and Success Metrics

During the Pre-map Public Hearings, ABASD coordinated and hosted 8 Pre-map Public Hearings throughout all 5 supervisorial districts with a total of 356 attendees virtual and in-person.

## What we learned:

- Based on attendance at the Pre-Mapping Public Hearings, the public attended virtually **3:1**
- Based on the surveys received, **66%** of the participating public submitted input via e-comments
- 36% of the surveys received were from the age range of **61-75**
- More than **65%** of the surveys were submitted by women
- 57.5% of surveys were submitted by white individuals



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## What worked well:

- Coordinating with community-based organizations through e-mail, newsletters and resharing social media posts
- Targeted outreach and communication with CBOs and trusted messengers
- Online ads- based on click-through rates (CTR) and according to our online ad vendor, the average CTR, for a similar campaign to create awareness for an event or issue, is between .06% to .08%, compared to ours at a higher rate of .19%.



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## What's next:

During the Draft Map Public Hearing period, ABASD will focus outreach efforts on communities with lower engagement such as District 4 through targeted emails to Community-Based Organizations and engagement through additional targeted MOUs. Community-Based Organizations will continue to be asked to push out meeting information via emails and share social media posts.



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## Targeted outreach:

Subcontractors for targeted outreach will be asked to share meeting and maps via e-mails to their members/database and social media outlets. They will also be asked to report back metrics such as: email numbers, social media reach and engagements.

- Central San Diego Black Chamber of Commerce
- Urban League
- RISE
- Voice & Viewpoint
- San Diego County Hispanic Chamber of Commerce
- Made in Paradise Hills



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## Targeted outreach:

Additional CBOs for targeted outreach:

### CBOs

- Alliance San Diego
- Asian Solidarity Collective
- BAPAC
- Barrio Logan Association
- Bayside Community Center
- Chicano Federation
- Convoy District
- Diamond BID
- Disability Rights CA
- Downtown Partnership
- El Cajon Blvd BIA
- Environmental Health Coalition
- Hillcrest Business Association
- Indo-American Arts & Culture Society
- Jacob's Center
- La Vuelta
- League of Women Voters
- League of Women Voters San Diego
- LISC
- Logan Heights CDC
- North County LGBTQ Resource Center
- Palomar Airport Group
- PANA
- Partnership for the Advancement of New Americans
- Pillars of the Community
- Pride
- Promise Zone
- San Diego City College
- San Diego Organizing Project
- SBDC Connect
- The Brink at USD
- The Center
- Urban Corps



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## Targeted outreach:

Additional CBOs for targeted outreach:

### Houses of Worship

- First Samoan Congregational Christian Church
- First Samoan Baptist Community Church
- Metropolitan Community Church
- The Rock Church
- Awaken San Diego

### Education

- PUSD
- SDUSD
- University San Diego
- UCSD Groups

### Community Councils

- Linda Vista Town Council
- Serra Mesa Community Council
- Rolando Community Council
- Rancho Penasquitos Town Council
- PQ Planning Group
- Mira Mesa Community Council
- Clairemont Town Council

### Other

- CCRC, City of San Diego, and City of Chula Vista