



ABASD Summary of PMPHs and Success Metrics

SEPTEMBER 2021

County of San Diego Independent Redistricting Commission Pre-Draft Map Public Hearing Outreach Contractor: Asian Business Association San Diego (ABASD)

County of San Diego Independent Redistricting Commission (IRC) is responsible for the redrawing of the County's supervisorial district boundaries and retained ABASD to manage its outreach efforts and increase public participation in the redistricting process. ABASD's goal is to increase and encourage broad and diverse community participation and input in each supervisorial district throughout a series of public hearings.

Detailed Program Status

ABASD's strategy is to raise awareness of the redistricting process and promote participation in the Public Hearing process in each of the five supervisorial districts by working with its outreach partners throughout the county to communicate with various communities of interest to ensure maximum public participation.

The following is a report on the program status and results found.

Summary of Public Hearings

ABASD coordinated and hosted eight out of eight Pre-Mapping Public Hearings from Aug 12th to Sept 25th at eight different locations throughout five different districts. Three of the meetings were General Meetings and five were district-specific meetings, one in each district.

The first Public Hearing was held on August 12th and was a **General Meeting** at the Mira Mesa Senior Center. The second Public Hearing was held on August 18th at the Bonita Sunnyside Library for **District 1**. The third Public Hearing was held on August 26th at the Ronald Reagan Community Center for **District 2**. September 2nd was held at the Escondido Chamber of Commerce located in **District 3**. The fifth Public Hearing was held on September 9th at the Valencia Park/Malcolm X Library, in **District 4**. The sixth Public Hearing was a **General Meeting** held on September 18th at the Green Dragon Tavern & Museum. The seventh Public Hearing was held on September 23rd at the Vista Civic Center, in **District 5**. The eighth and last Public Hearing was a **General Meeting** held on September 25th at the Spring Valley Community Center.

Total attendance for the Pre-Mapping Public Hearings from August 12th to September 25th was **356**. Of the 356 attendees, **107 [30%]** attended in person and **249 [70%]** attended virtually. Based on attendance at the Pre-map Public Hearings, the public chose to attend virtually **3:1**. Based on the surveys received, **66%** of the participating public chose to submit input via e-comments.

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%.

What's next

During the Draft Mapping Public Hearing period, ABASD will focus outreach efforts on communities with lower engagement, based on the number of voluntary surveys received, public comments and e-comments submitted during the Pre-Draft Mapping phase. ABASD will reach these areas, such as district four, through targeted emails, and MOUs with Community-Based Organization to conduct outreach, share meeting information and maps and encourage engagement through their members via emails and sharing on social media platforms.

SUMMARY OF OUTREACH ACTIVITIES

Collateral Materials

- Created IRC logo
- Created collateral materials review including an overall flyer with all scheduled dates and district-specific flyers and social media images and online banner ads
- Created flyer with all scheduled dates plus eight individual meeting-specific flyers (multiple revisions)



Social Media and Media

- Set up social media accounts:
 - Facebook: <https://www.facebook.com/SanDiegoCountyIRC>
 - Twitter: <https://twitter.com/sdcountyirc>
- Created vanity URL: www.drawyourcommunity.com
- Developed social media graphics and distributed broadly through social media accounts
- Developed and distributed press release announcing public hearings to 85 ethnic and community media outlets
- Finalized Public Service Announcement for Radio and TV in English and Spanish and leveraged ABA member benefits to secure airtime with Cox and Spectrum (value \$10,000)
- English PSA airtime across San Diego County, to include major networks such as ESPN, MTV, Bravo, MSNBC, CNN, Oxygen, USA, Food Network, VH1 and many more. PSA to run a minimum of 100 times from 9/6-9/25
- The Spanish version of the PSA ran 56 times on NBC7 and Telemundo 20.
- Earned media in several publications including Coronado Eagle, The Village News (Fallbrook & Bonsall), Union Tribune, KPBS, East County Magazine, Del Mar Times, Voice of San Diego, San Diego Reader
- Featured in online community calendars: 10 News, KUSI, 211 San Diego, Fox 5, KPBS, Patch, San Diego Community Newspaper Group, San Diego Reader, San Diego Union Tribune, The Coast News Group, Village News

Public Hearings

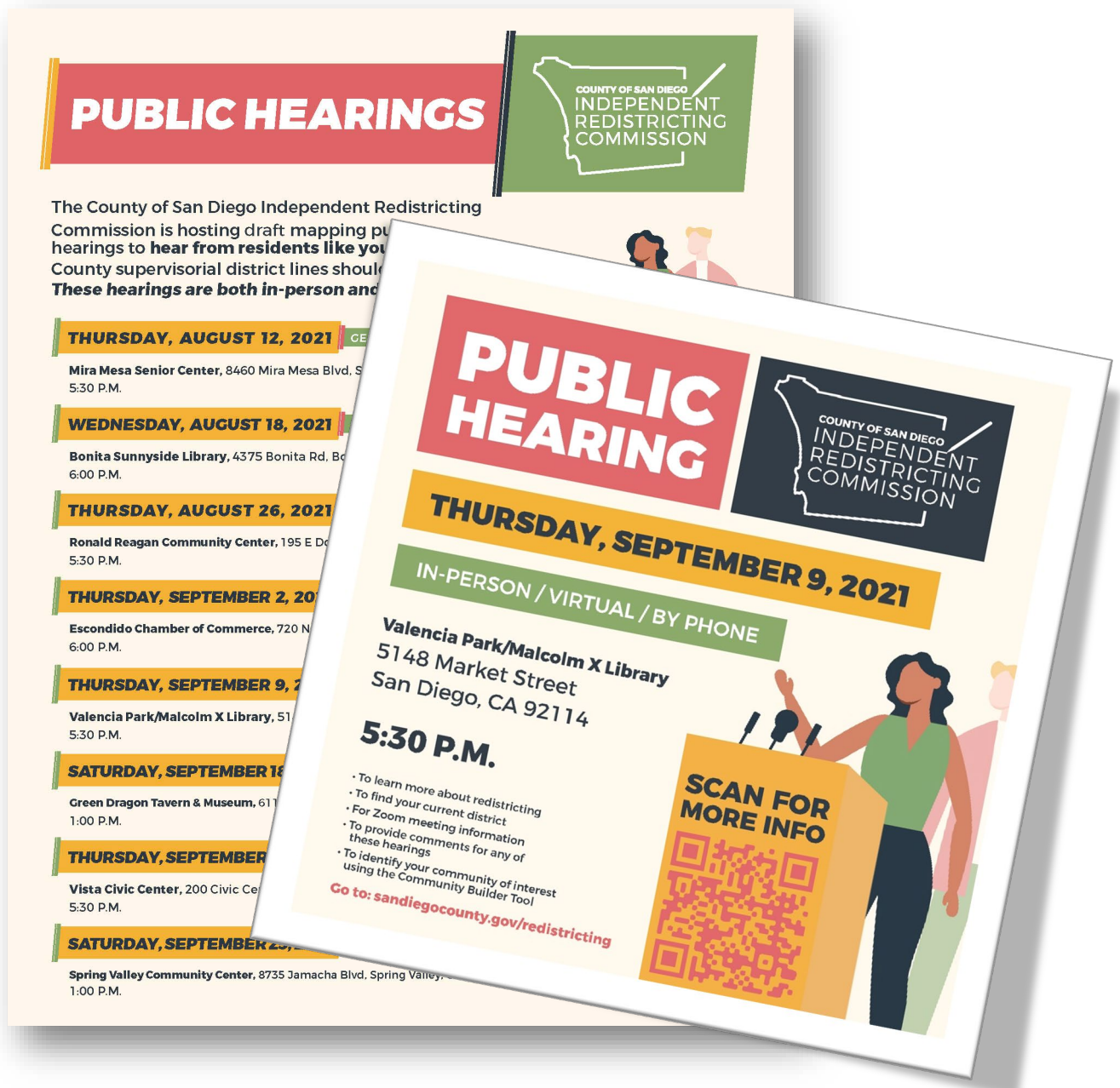
- Researched and secured venues for eight pre-mapping public hearing meetings, including the addition of a second Saturday hearing at Commissioners' request
- Drafted online voluntary survey, printed version for in-person meetings is in progress
- Created Presentation and Script for the pre-mapping public hearings (multiple revisions)

Outreach

- Created a draft Outreach Plan for the Pre-Mapping Public Hearing phase presented at the IRC meeting which included a schedule for seven pre-mapping public hearings and locations for six 6 of the meetings.
- Updated Outreach Plan documents to reflect changes sought by Commissioners, IRC staff, and Legal Counsel, including an additional public hearing (multiple revisions)

- Printed flyers for dissemination at community events
- Disseminated Flyers at community events: YMCA Community Block Party (August 20 – Jackie Robinson Family YMCA-Southeast San Diego) / Artwalk Little Italy Summer Series (Sept 5 - Little Italy) / Poway Rotary Parade (Sept 11 - 1500+ attendees) / San Diego Festival of the Arts (Sept 12 - Del Mar)
- Disseminated information on eight Pre-Mapping Public Hearings: digital flyers to more than 256 CBOs; 18 Tribes; 28 Chambers; 72 Planning Groups and Special Districts; 85 ethnic and community media outlets

FLYERS AND SOCIAL MEDIA IMAGES



VOLUNTARY SURVEY

Independent Redistricting Commission (IRC)
VOLUNTARY SURVEY

Meeting Date: _____

Attendee Information

Age: _____ Gender: _____

Race/ethnicity: _____

Language(s) _____


Zip code of residence: _____

Household Income (circle one):
under \$100K / \$100K-\$200K / over \$200K

Homeownership (circle one): rent / own

Your defined Community of Interest _____

Industry or community organization you represent:



SCAN ME

Independent Redistricting Commission (IRC)
VOLUNTARY SURVEY

Meeting Date: _____

Attendee Information

Age: _____ Gender: _____

Race/ethnicity: _____

Language(s) _____


Zip code of residence: _____

Household Income (circle one):
under \$100K / \$100K-\$200K / over \$200K

Homeownership (circle one): rent / own

Your defined Community of Interest _____

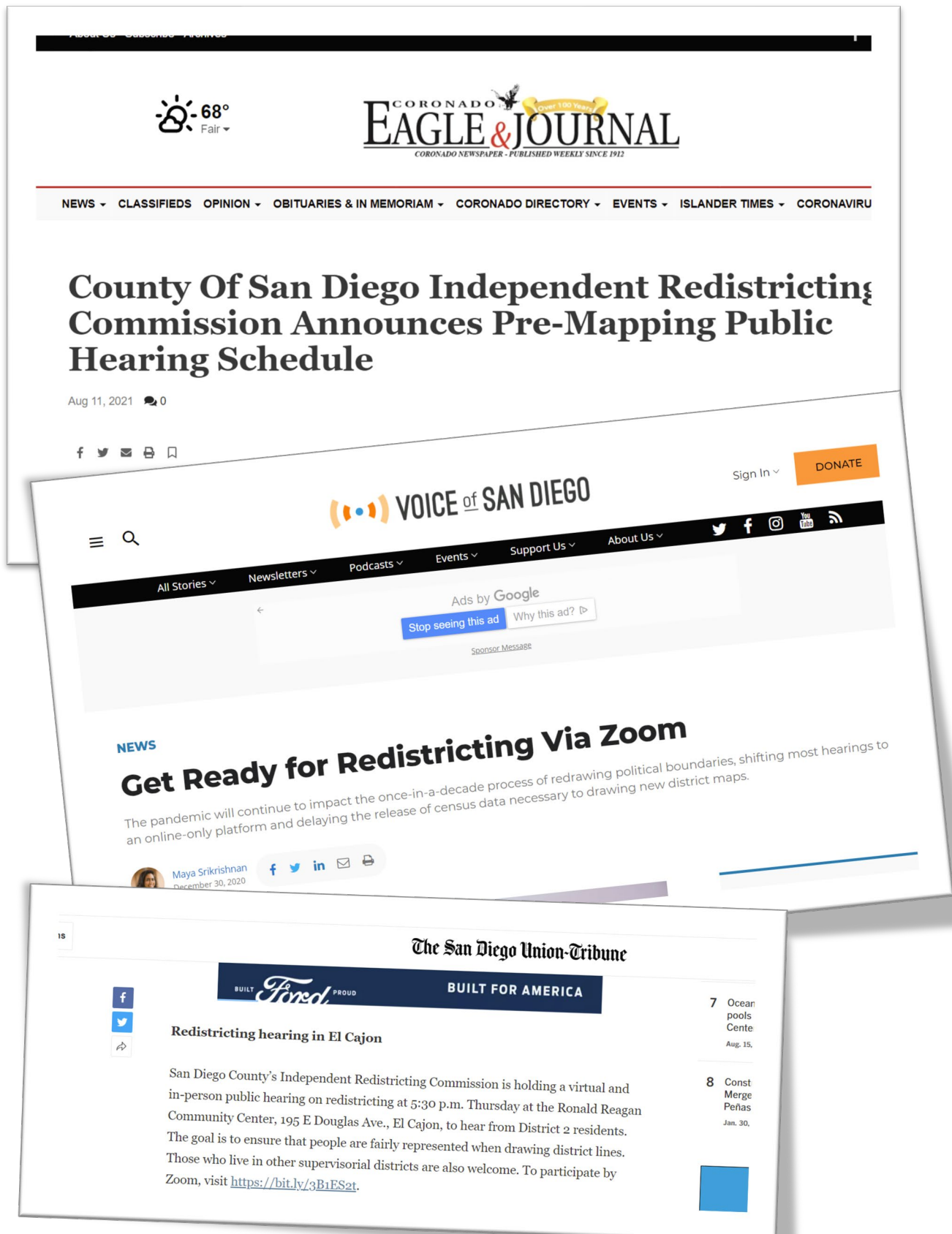
Industry or community organization you represent:



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Commission announces pre-scheduling schedule

Last updated 8/20/2021 at 11:

San Diego - The County of San Diego Independent Redistricting Commission is seeking public input on redistricting, including communities of interest, at virtual and in-person public hearing across all five San Diego County supervisorial districts which started Aug. 12.

Redistricting takes place every 10 years after the federal census. District boundaries for federal state and local elected offices are redrawn to reflect new data and shifting populations. The County of San Diego IRC is tasked with redrawing the district boundaries for each of the County's five supervisorial districts so that each has roughly equivalent populations, to the extent

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PUBLIC HEARINGS

The County of San Diego Independent Redistricting Commission is hosting in-person and virtual public hearings to hear from residents like you about how County supervisorial district lines should be drawn. **These hearings are both in-person and virtual.**

THURSDAY, AUGUST 12, 2021
10:00 AM
Mission Valley Center, 3440 Villa Vieja Blvd., San Diego, CA 92108

WEDNESDAY, AUGUST 18, 2021
10:00 AM
San Marcos Community Center, 1275 Avenida de la Paz, San Marcos, CA 92078

THURSDAY, AUGUST 26, 2021
10:00 AM
San Marcos Community Center, 1275 Avenida de la Paz, San Marcos, CA 92078

THURSDAY, SEPTEMBER 2, 2021
10:00 AM
Escondido Community Center, 775 E Broadway, Escondido, CA 92025

THURSDAY, SEPTEMBER 9, 2021
10:00 AM
Escondido Community Center, 775 E Broadway, Escondido, CA 92025

THURSDAY, SEPTEMBER 16, 2021
10:00 AM
Escondido Community Center, 775 E Broadway, Escondido, CA 92025

THURSDAY, SEPTEMBER 23, 2021
10:00 AM
Escondido Community Center, 775 E Broadway, Escondido, CA 92025

SATURDAY, SEPTEMBER 25, 2021
10:00 AM
Spring Valley Community Center, 4700 Santee Blvd., Spring Valley, CA 91977

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County Redistricting Public Hearing - District 5

Thursday, September 23, 2021
5:30 pm - 7:30 pm

Vista Civic Center
Vista, CA

Virtual Event URL: <https://www.sandiegocounty.gov/redistricting/>

Note: Virtual Event.

The County of San Diego Independent Redistricting Commission is hosting pre-mapping public hearings to hear from District 5 residents about how County supervisorial district lines should be drawn. However, residents from all Districts are also welcome and encouraged to participate. This hearing is both in-person and virtual.

For virtual, please join by Zoom at <https://us06web.zoom.us/j/96102756605> Webinar ID: 961 0275 6605
Passcode: 652093 OR by phone at (408) 638-0968



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Find a community event near you!

It may take up to 5 business days after submission for a calendar event to be added.

Community Events Calendar

Today [←](#) [→](#) [Saturday, September 25](#) ▾

[Print](#) [Week](#) [Month](#) [Agenda](#) ▾

1:00pm County Redistricting Public Hearing

When Sat, September 25, 1pm - 3pm

Where 8735 Jamacha Blvd, Spring Valley, CA 91977, USA ([map](#))

Description R. The County of San Diego Independent Redistricting Commission is hosting pre-mapping public hearings to hear from residents like you about how County supervisorial district lines should be drawn. Residents from all districts are welcome and encouraged to participate. This hearing is both in-person and virtual. For more information, please visit <https://www.sandiegocounty.gov/redistricting/>

For virtual, please join by Zoom at <https://us06web.zoom.us/j/81565171820>

Webinar ID: 8156517 1820

Passcode: 648227

OR by phone at (669) 900-6833

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What's Happen

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Monday, October 18, 2021

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PUBLIC HEARING

The County of San Diego Independent Redistricting Commission is holding pre-mapping public hearings to hear from residents about how County supervisorial district lines should be drawn. This hearing is both in-person and virtual.

WHEN
Thursday, September 25, 2021, 1:00 pm - 3:00 pm

WHERE/NOW
To Participate In Person
Spring Valley Community Center
Spring Valley, CA 92087

WHAT
The County of San Diego Independent Redistricting Commission is holding pre-mapping public hearings to hear from residents about how County supervisorial district lines should be drawn. This hearing is both in-person and virtual.

County Redistricting Public Hearing
Saturday, September 25, 2021
1:00 pm - 3:00 pm

Spring Valley Community Center
Spring Valley, CA

Virtual Event URL: <https://www.sandiegocounty.gov/redistricting/>

Note: Virtual Event.

The County of San Diego Independent Redistricting Commission is hosting pre-mapping public hearings to hear from residents like you about how County supervisorial district lines should be drawn. Residents from all districts are welcome and encouraged to participate. This hearing is both in-person and virtual.

For virtual, please join by Zoom at
<https://us06web.zoom.us/j/81565171820> Webinar ID: 815 6517 1820
Passcode: 648227 OR by phone at (669) 900-6833

Contact Info
Rozanna Zane
redistricting@abasd.org
(650) 277-2822

8735 Ja...
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Spring Valley, CA

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STREAM Activity: The Three Billy Goats Gruff ...
San Diego Children's Discovery
8:30 pm

The Front Jazz Jam
University City
5:30 pm

New Butcher Block
Thursdays at 20/Twenty
20/Twenty
5:30 pm

County Redistricting Public Hearing - District 5
Virtual Vista
5:30 pm

Little Italy State of the Neighborhood
Piazza della Famiglia
7:00 pm

Family Arts Night
Kroc Center
7:00 pm

The History of Jov...
DINE
7:00 pm

PUBLIC HEARING DISTRICT 5

The County of San Diego Independent Redistricting Commission is holding pre-mapping public hearings to hear from District 5 residents about how County supervisorial district lines should be drawn. However, residents from all Districts are also welcome and encouraged to participate. This hearing is both in-person and virtual.

WHEN
Thursday, September 23, 2021, 5:30 pm - 7:30 pm

WHERE/NOW
To Participate In Person
Vista Civic Center
Vista, CA 92083

WHAT
The County of San Diego Independent Redistricting Commission is holding pre-mapping public hearings to hear from District 5 residents about how County supervisorial district lines should be drawn. However, residents from all Districts are also welcome and encouraged to participate. This hearing is both in-person and virtual.

County Redistricting Public Hearing - District 5
Thursday, September 23, 2021
5:30 pm - 7:30 pm

Vista Civic Center
Vista, CA

Virtual Event URL: <https://www.sandiegocounty.gov/redistricting/>

Note: Virtual Event.

The County of San Diego Independent Redistricting Commission is hosting pre-mapping public hearings to hear from District 5 residents about how County supervisorial district lines should be drawn. However, residents from all Districts are also welcome and encouraged to participate. This hearing is both in-person and virtual.

For virtual, please join by Zoom at
<https://us06web.zoom.us/j/96102756605> Webinar ID: 961 0275 6605
Passcode: 652093 OR by phone at (408) 638-0968

Contact Info
Rozanna Zane
redistricting@abasd.org
(858) 277-2822

More Info
County Redistricting Public Hearing - District 5

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Dr, Vista, CA 92083

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Saturday, September 18, 2021, 1 p.m. to 3 p.m.

County Redistricting Public Hearing



supervisory district lines should be drawn.
This hearing is both in-person and virtual.

WHEN	WHERE/HOW
Saturday, September 18, 2021, 1:00 P.M.	To Participate In-Person: Green Dragon Tavern & Museum 6115 Paseo Del Norte Carlsbad, CA 92011
WHY	To Participate by Zoom:
The Commission needs to hear from residents to better understand their communities and ensure they are fairly represented when drawing district lines.	ONLINE: https://us06web.zoom.us/j/82076473351 BY PHONE: (669) 900-6833
WHAT	Webinar ID: 820 7647 3351

County of San Diego Independent

Green Dragon Tavern & Museum
6115 Paseo Del Norte, Carlsbad, 92011

[Get Directions](#)

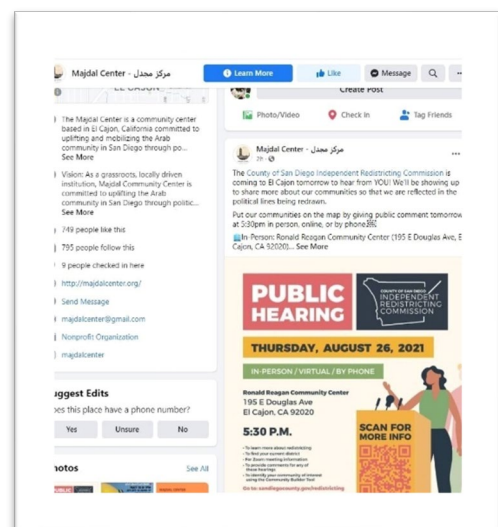
Cost: Free

The County of San Diego Independent Redistricting Commission is hosting pre-mapping public hearings to hear from residents how County supervisory district lines should be drawn. Residents from all Districts are welcome and encouraged to participate. This hearing is both in-person and virtual.

SUMMARY OUTREACH METRICS

ABASD's marketing efforts are quantified by the following cumulative reach metrics. ABASD's marketing efforts since the commencement of Pre-Mapping Public Hearings demonstrate broad outreach to a variety of media outlets.

Media Outlet	Total
IRC Facebook (FB) Reach	5,158
FB Engagements	232
FB Reshared Reach (ABASD/CBOs /Media)	280,350
IRC Twitter Reach	44
ABASD/CBOs Twitter Reach	8,816
ABASD/CBOs Newsletter Reach	20,272
On-line ads-impressions county-wide (approximately 116,700 per supervisorial district)	2,500,118
TV (Cox, Spectrum, KPBS 108; NBC/Telemundo 50)	158
Instream Audio Ads	29,082
Radio impressions	70,200
Website: Total page views as of 8/26-9/2	1,689
Website: Total unique visitors as of 8/26-9/2	918



ONLINE ADS

Metrics based on online ads show Click Through Rates (CTR) for District 4, were 807, compared to district 1 at 1,256. Average click through for the entirety of the campaign is .19 %, and according to the 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%.

Display - Placement Summary

Placement	Impressions	Clicks	CTR
124290-1_661710_Dovetail Partners/PAC Management & Consulting Inc. - CA - San Diego County Redistricting Meetings_District 1_DISPLAY_8/11/21 - 9/25/21	500,027	1,256	0.25%
124290-1_661710_Dovetail Partners/PAC Management & Consulting Inc. - CA - San Diego County Redistricting Meetings_District 2_DISPLAY_8/11/21 - 9/25/21	500,019	817	0.16%
124290-1_661710_Dovetail Partners/PAC Management & Consulting Inc. - CA - San Diego County Redistricting Meetings_District 3_DISPLAY_8/11/21 - 9/25/21	500,035	919	0.18%
124290-1_661710_Dovetail Partners/PAC Management & Consulting Inc. - CA - San Diego County Redistricting Meetings_District 4_DISPLAY_8/11/21 - 9/25/21	500,004	807	0.16%
124290-1_661710_Dovetail Partners/PAC Management & Consulting Inc. - CA - San Diego County Redistricting Meetings_District 5_DISPLAY_8/11/21 - 9/25/21	500,033	840	0.17%
Total	2,500,118	4,639	0.19%



Display - Ad Size Summary

Ad Size	Impressions	Clicks	CTR
160x600	183,506	40	0.02%
300x250	880,363	1,433	0.16%
320x100	32,957	30	0.09%
320x50	916,694	1,801	0.20%
728x90	486,598	1,335	0.27%
Total	2,500,118	4,639	0.19%

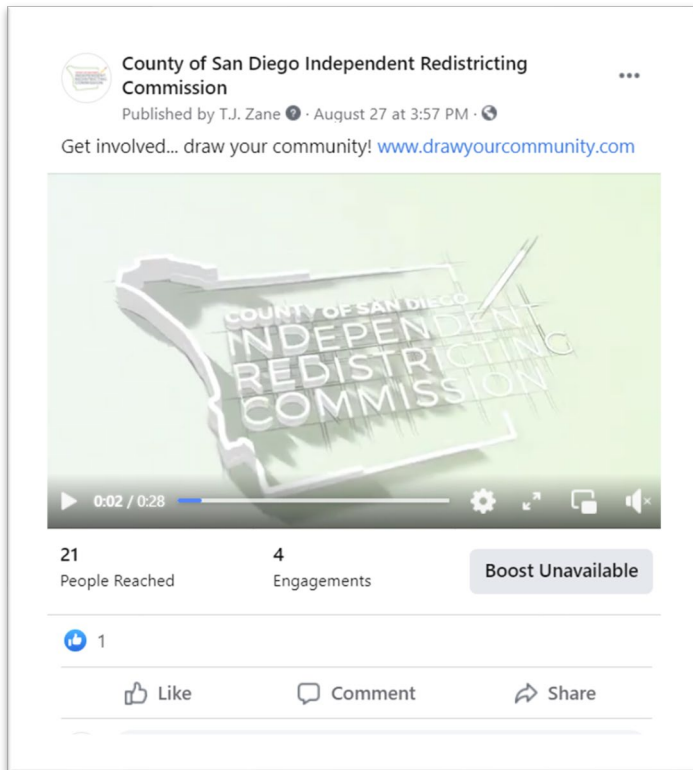


PSAs AND RADIO

ABASD finalized the Public Service Announcement for English and Spanish T.V. and Spanish radio; leveraged ABA member benefits to secure airtime with Cox and Spectrum (value \$10,000).

The English PSA ran across San Diego County including major networks such as ESPN, MTV, Bravo, MSNBC, CNN, Oxygen, USA, Food Network, VH1 and many more. The PSA ran a minimum of 100 times from 9/6-9/25. The Spanish version of the PSA ran 56 times on NBC7 and Telemundo 20.

Spanish radio ads garnered over 70,000 impressions. In-stream audio ads were also used, creating over 29,000 impressions.



TV SPOT TIME REPORT



AirDate	Zone	Network	ProgramName	AirTime	9/10/2021	SD East	TVW	Old Christine	04:14:20 AM
9/6/2021	SD North	APLW	North Woods Law	02:13:44 AM	9/10/2021	SD North	LMNW	Cook Smart & Healthy	04:31:43 AM
9/6/2021	SD East	CMTW	Reba	02:14:43 AM	9/10/2021	SD North	FSW	First Things First	04:48:08 AM
9/6/2021	SD Central-South	TRAVW	OsbourneBel	02:53:48 AM	9/10/2021	SD East	CCW	Cake Wars	05:55:38 AM
9/6/2021	SD North	BRVOW	Kelly Clarkson	04:21:48 AM	9/11/2021	SD Central-South	TBSCW	Family Matters	05:47:27 AM
9/6/2021	SD East	AENW	Paid Programming	05:30:05 AM	9/11/2021	SD North	FRFMW	Family Programming	05:39:57 AM
9/6/2021	SD Central-South	SYFW	Cult of Chucky	05:36:30 AM	9/11/2021	SD East	TOONW	World of Gumball	05:55:08 AM
9/6/2021	SD North	CMOW	Paid Programming	06:30:43 AM	9/12/2021	SD North	ESP2W	SportsCenter	03:51:28 AM
9/6/2021	SD Central-South	CMOW	Parks and Recreation	08:21:19 AM	9/12/2021	SD Central-South	UPW	Turner Truck	03:31:43 AM
9/6/2021	SD East	PAC12W	Pac-12 After Dark	11:54:49 PM	9/12/2021	SD East	TLCW	Figure 8 Fitness	05:00:42 AM
9/7/2021	SD Central-South	CMOW	South Park	02:44:54 AM	9/13/2021	SD East	NICKW	I Love a Mama's Boy	02:50:02 AM
9/7/2021	SD East	HISW	American Pickers	02:50:10 AM	9/14/2021	SD East	FNW	Friends	02:14:11 AM
9/7/2021	SD North	AHCW	America's Facts	02:55:13 AM	9/14/2021	SD North	FNW	Myers M.C.	02:45:53 AM
9/7/2021	SD North	FSQAW	Tennis Classics	04:53:29 AM	9/14/2021	SD Central-South	SYFW	Landlute	02:57:01 AM
9/7/2021	SD East	BETW	The Parkers	05:44:16 AM	9/14/2021	SD Central-South	CMNW	New Day with	04:51:29 AM
9/7/2021	SD Central-South	TOONW	World of Gumball	06:58:36 AM	9/14/2021	SD North	CKSEW	Law & Order: CI	04:56:18 AM
9/7/2021	SD East	HLNW	Forensic Files	08:16:18 PM	9/14/2021	SD East	CMOW	Paid Programming	05:01:42 AM
9/7/2021	SD North	PAC12W	Pac-12 Football	09:30:04 PM	9/15/2021	SD North	HETW	House Hunters	02:19:54 AM
9/8/2021	SD North	DIYW	Buzz Off! The Grid	12:46:46 PM	9/15/2021	SD East	AHCW	America's Facts	02:26:12 AM
9/8/2021	SD East	VCEW	Weedquette	01:39:33 AM	9/15/2021	SD Central-South	BETW	Martin	02:46:53 AM
9/8/2021	SD Central-South	TOONW	Family Guy	02:28:28 AM	9/15/2021	SD East	LMNW	Mommy's Deadly...	03:20:03 AM
9/8/2021	SD North	DISCW	Deadliest Catch: Roughie	03:41:16 AM	9/15/2021	SD North	FOOW	The Pivo Cratel	03:42:00 AM
9/8/2021	SD Central-South	DISCW	Deadliest Catch: Roughie	03:50:12 AM	9/15/2021	SD Central-South	ESP2W	Chopped Junior	04:24:00 AM
9/8/2021	SD East	ESP2W	SportsCenter	03:51:32 AM	9/15/2021	SD East	TRUW	Get Up	06:00:07 AM
9/8/2021	SD East	LMNW	Paid Programming	05:30:43 AM	9/15/2021	SD North	TOONW	Paid Programming	06:05:34 AM
9/8/2021	SD North	AHCW	Apocalypse: Stalin	11:53:45 AM	9/16/2021	SD Central-South	FNKW	Pocoyo	08:00:21 AM
9/9/2021	SD Central-South	CMOW	South Park	04:02:49 AM	9/16/2021	SD Central-South	MTW	Fox & Friends First	02:45:51 AM
9/9/2021	SD East	TLCW	Say Yes to the Dress: E	04:40:23 AM	9/16/2021	SD East	FNKW	Ridiculousness	02:46:29 AM
9/9/2021	SD North	CKSEW	Killer Stings	04:45:26 AM	9/17/2021	SD North	RAW	Fox and Friends	03:52:01 AM
9/10/2021	SD East	FRFMW	Paid Programming	02:29:57 AM	9/17/2021	SD East	TBSCW	Ace Ventura: Pet	02:16:53 AM
9/10/2021	SD Central-South	BETW	Martin	02:47:53 AM	9/17/2021	SD East		Full Frontal	02:18:29 AM
9/10/2021	SD North	HETW	House Hunters Intl	02:47:57 AM					

TV SPOT TIME REPORT



9/21/2021	SD East	SYFYW	Friday 13th, Part 2	07:48:17 AM
9/22/2021	SD East	SYFYW	Friday 13th, Part 2	02:07:06 AM
9/22/2021	SD Central-South	ENTW	The Badshaw Bunch	03:18:53 AM
9/22/2021	SD East	AENW	Storage Wars	03:21:34 AM
9/22/2021	SD North	ENTW	The Badshaw Bunch	03:48:04 AM
9/22/2021	SD Central-South	NICKW	Mom	04:50:22 AM
9/22/2021	SD East	CCW	Cheap Eats	06:47:04 AM
9/22/2021	SD North	OKYGW	Cold Justice	07:46:32 AM
9/23/2021	SD Central-South	MTVW	Ridiculousness	03:17:20 AM
9/23/2021	SD East	HGTVW	Curb Appeal Xtreme	03:23:54 AM
9/23/2021	SD North	FS1W	Skip/Shannon Undisputed	03:50:18 AM
9/24/2021	SD East	TRUW	Impractical Jokers	02:39:36 AM
9/24/2021	SD Central-South	ESP2W	UFC Main Event	02:45:29 AM
9/24/2021	SD East	TRUW	Paid Programming	05:03:16 AM
9/24/2021	SD North	AENW	Paid Programming	05:30:35 AM

9/17/2021	SD North	OKYGW	Mark of a Ser	03:45:24 AM
9/17/2021	SD Central-South	MLBW	Quick Pitch	03:46:31 AM
9/17/2021	SD East	TVLW	Old Christine	04:08:42 AM
9/17/2021	SD Central-South	LOGOW	Gilmore Girls	04:48:32 AM
9/17/2021	SD North	TNTW	NCIS: New Orleans	05:39:42 AM
9/17/2021	SD East	CCW	Cake Hunters	06:47:21 AM
9/17/2021	SD Central-South	ESN1W	Women's NCAA Volleyball	11:48:57 PM
9/18/2021	SD Central-South	CMTW	American Housewife	03:45:22 AM
9/18/2021	SD East	OKYGW	Exhumed	03:47:00 AM
9/18/2021	SD North	CN1W	Paid Programming	03:59:56 AM
9/19/2021	SD North	CNNW	CNN Newsroom Live	02:28:57 AM
9/19/2021	SD East	NICKW	Mom	03:46:30 AM
9/19/2021	SD Central-South	OKYGW	Dateline	05:53:54 AM
9/20/2021	SD East	FXW	My Inbetween	02:17:56 AM
9/20/2021	SD Central-South	TOONW	Bob's Burgers	02:28:51 AM
9/20/2021	SD North	NBCSW	Never Fear Power	02:29:14 AM
9/20/2021	SD North	FXNCW	Fox & Friends First	02:43:53 AM
9/20/2021	SD Central-South	TNTW	Jack Reacher...	03:36:12 AM
9/20/2021	SD East	OKYGW	Dateline	03:51:56 AM
9/20/2021	SD North	MNBCW	Morning Joe	04:33:27 AM
9/20/2021	SD East	HGTVW	Renovation Inc	04:40:44 AM
9/20/2021	SD Central-South	TLCW	Darcey & Stacey	04:53:07 AM
9/20/2021	SD North	LIFW	Paid Programming	05:01:12 AM
9/20/2021	SD East	DISCW	Misfit Garage	07:40:21 AM
9/20/2021	SD Central-South	PAW2W	Rac-12 After Dark	08:56:51 AM
9/20/2021	SD North	VICW	How to Rob a Bank	10:44:12 AM
9/21/2021	SD East	IDW	NightHD: End	02:14:42 AM
9/21/2021	SD Central-South	FR1W	Paid Programming	02:29:56 AM
9/21/2021	SD North	LMRW	Killer Competition	03:15:29 AM
9/21/2021	SD Central-South	AENW	Paid Programming	05:30:35 AM
9/21/2021	SD North	SYFYW	Twilight Zone	06:46:00 AM



Length : 24

TDH160360	9/14/2021	Tuesday	5:13:28 PM	NOTICERO TELEMUNDO SAN DIEGO 5P	VPR210H1REDISTRICTPSASPA
TDH160360	9/14/2021	Tuesday	11:38:15 AM	ACCESO TOTAL	VPR210H1REDISTRICTPSASPA
TDH160360	9/14/2021	Tuesday	12:05:57 PM	MIAS SABE EL DIABLO	VPR210H1REDISTRICTPSASPA
TDH160360	9/15/2021	Wednesday	2:40:55 PM	EN CASA CON TELEMUNDO	VPR210H1REDISTRICTPSASPA
TDH160360	9/15/2021	Wednesday	12:58:19 XM	CASO CERRADO	VPR210H1REDISTRICTPSASPA
TDH160360	9/16/2021	Thursday	11:25:43 AM	LA CASA DE LOS FAMOSOS: SIN CENSURA	VPR210H1REDISTRICTPSASPA
TDH160360	9/17/2021	Friday	11:54:45 AM	ACCESO TOTAL	VPR210H1REDISTRICTPSASPA
TDH160360	9/20/2021	Monday	11:47:59 AM	ACCESO TOTAL	VPR210H1REDISTRICTPSASPA
TDH160360	9/20/2021	Monday	12:23:14 PM	MIAS SABE EL DIABLO	VPR210H1REDISTRICTPSASPA
TDH160360	9/21/2021	Tuesday	12:11:00 PM	MIAS SABE EL DIABLO	VPR210H1REDISTRICTPSASPA
TDH160360	9/21/2021	Tuesday	11:46:39 AM	ACCESO TOTAL	VPR210H1REDISTRICTPSASPA
TDH160360	9/22/2021	Wednesday	12:58:21 PM	NOTICIAS TELEMUNDO MEDICINA	VPR210H1REDISTRICTPSASPA
TDH160360	9/23/2021	Thursday	12:22:02 PM	MIAS SABE EL DIABLO	VPR210H1REDISTRICTPSASPA
TDH160360	9/24/2021	Friday	5:13:30 PM	NOTICERO TELEMUNDO SAN DIEGO 5P	VPR210H1REDISTRICTPSASPA
TDH160360	9/25/2021	Saturday	12:53:58 XM	LATIN X NOW	VPR210H1REDISTRICTPSASPA
TDH160360	9/25/2021	Saturday	1:04:55 PM	CINE TELEMUNDO	VPR210H1REDISTRICTPSASPA
TDH160360	9/25/2021	Saturday	11:28:49 PM	NOTICERO TELEMUNDO SAN DIEGO 11P (PR)	VPR210H1REDISTRICTPSASPA
TDH160360	9/25/2021	Saturday	8:22:40 PM	NOTICERO TELEMUNDO SAN DIEGO 6P	VPR210H1REDISTRICTPSASPA
TDH160360	9/25/2021	Saturday	7:42:18 PM	CINE TELEMUNDO	VPR210H1REDISTRICTPSASPA
TDH160360	9/25/2021	Saturday	4:58:28 XM	LOCAL PADI PROGRAM	VPR210H1REDISTRICTPSASPA
TDH160360	9/25/2021	Saturday	1:58:24 XM	LOCAL PADI PROGRAM	VPR210H1REDISTRICTPSASPA
TDH160360	9/25/2021	Saturday	8:28:58 AM	LOCAL PADI PROGRAM	VPR210H1REDISTRICTPSASPA

Length : :30

NORH484133	9/14/2021	Tuesday	5:13:33 AM	NBC 7 NEWS AT 5AM	SVPRCLEANG202180COUNTYRES
NORH484133	9/14/2021	Tuesday	2:27:59 PM	KELLY CLARKSON	SVPRCLEANG202180COUNTYRES
NORH484133	9/15/2021	Wednesday	5:29:48 AM	NBC 7 NEWS AT 5AM	SVPRCLEANG202180COUNTYRES
NORH484133	9/15/2021	Wednesday	4:26:51 PM	NBC 7 NEWS AT 4	SVPRCLEANG202180COUNTYRES
NORH484133	9/15/2021	Wednesday	1:56:33 AM	NBC 7 NEWS AT 11P ENCORE	SVPRCLEANG202180COUNTYRES
NORH484133	9/15/2021	Wednesday	11:45:20 AM	CALIFORNIA LIVE	SVPRCLEANG202180COUNTYRES
NORH484133	9/16/2021	Thursday	2:37:46 PM	KELLY CLARKSON	SVPRCLEANG202180COUNTYRES
NORH484133	9/16/2021	Thursday	1:30:38 AM	LATE NIGHT WITH KYLE	SVPRCLEANG202180COUNTYRES
NORH484133	9/17/2021	Friday	2:34:49 PM	KELLY CLARKSON	SVPRCLEANG202180COUNTYRES
NORH484133	9/18/2021	Saturday	5:28:15 AM	SATURDAY TODAY	SVPRCLEANG202180COUNTYRES
NORH484133	9/18/2021	Saturday	5:55:00 AM	SATURDAY TODAY	SVPRCLEANG202180COUNTYRES
NORH484133	9/20/2021	Monday	3:55:28 AM	ACCESS	SVPRCLEANG202180COUNTYRES
NORH484133	9/20/2021	Monday	11:57:45 AM	DAYS OF OUR LIVES	SVPRCLEANG202180COUNTYRES
NORH484133	9/21/2021	Monday	5:31:35 AM	NBC 7 NEWS AT 5AM	SVPRCLEANG202180COUNTYRES
NORH484133	9/21/2021	Tuesday	3:45:32 AM	ACCESS	SVPRCLEANG202180COUNTYRES
NORH484133	9/21/2021	Tuesday	5:41:50 AM	NBC 7 NEWS AT 5AM	SVPRCLEANG202180COUNTYRES
NORH484133	9/21/2021	Tuesday	11:44:12 AM	CALIFORNIA LIVE	SVPRCLEANG202180COUNTYRES
NORH484133	9/21/2021	Tuesday	2:53:58 AM	ACCESS	SVPRCLEANG202180COUNTYRES
NORH484133	9/22/2021	Wednesday	4:23:23 PM	NBC 7 NEWS AT 4	SVPRCLEANG202180COUNTYRES
NORH484133	9/22/2021	Wednesday	1:56:19 AM	NBC 7 NEWS AT 11P ENCORE	SVPRCLEANG202180COUNTYRES
NORH484133	9/22/2021	Wednesday	4:49:16 AM	NBC 7 NEWS AT 430AM	SVPRCLEANG202180COUNTYRES
NORH484133	9/22/2021	Wednesday	11:41:07 AM	CALIFORNIA LIVE	SVPRCLEANG202180COUNTYRES
NORH484133	9/23/2021	Thursday	3:51:53 AM	ACCESS	SVPRCLEANG202180COUNTYRES
NORH484133	9/23/2021	Thursday	3:47:02 AM	KELLY CLARKSON	SVPRCLEANG202180COUNTYRES
NORH484133	9/23/2021	Thursday	3:53:39 AM	ACCESS	SVPRCLEANG202180COUNTYRES
NORH484133	9/23/2021	Thursday	5:43:17 AM	NBC 7 NEWS AT 5AM	SVPRCLEANG202180COUNTYRES
NORH484133	9/23/2021	Thursday	3:55:38 AM	KELLY CLARKSON	SVPRCLEANG202180COUNTYRES
NORH484133	9/23/2021	Thursday	12:58:41 PM	DAYS OF OUR LIVES	SVPRCLEANG202180COUNTYRES
NORH484133	9/24/2021	Friday	3:51:38 AM	ACCESS	SVPRCLEANG202180COUNTYRES
NORH484133	9/24/2021	Friday	4:32:01 AM	LATV/FIRST LOOK	SVPRCLEANG202180COUNTYRES
NORH484133	9/24/2021	Friday	1:31:36 PM	ACCESS DAILY	SVPRCLEANG202180COUNTYRES
NORH484133	9/24/2021	Friday	3:50:43 AM	KELLY CLARKSON	SVPRCLEANG202180COUNTYRES
NORH484133	9/25/2021	Saturday	1:48:25 AM	OPEN HOUSE	SVPRCLEANG202180COUNTYRES
NORH484133	9/25/2021	Saturday	1:23:04 AM	LATV/FIRST LOOK	SVPRCLEANG202180COUNTYRES

THE POWER OF STORYTELLING THROUGH IN-STREAM AUDIO ADS

The image shows a screenshot of the iHeartRadio website interface. At the top, there's a navigation bar with options like 'For You', 'My Stations', 'My Music', 'Live Radio', 'Artist Radio', 'Playlists', 'Podcasts', 'Genres', 'News', and 'More'. Below this, the 'Create Artist Radio Stations' section is visible, featuring a dropdown for 'All Genres' and a 'Popular Artists' section with images of Drake, Post Malone, and Cardi B. To the right, there's an advertisement for 'Your best bedding is closer than you think.' by The Company Store. Below the website screenshot, there's a visual representation of an Amazon Echo and an iPhone displaying an advertisement for 'Less!' by The Company Store.

SVPR Communications amplified messages by reaching loyal listeners 1:1 on live local radio & artists stations on iHeartRadio

The week of 9.20.2021

29,082 impressions
:30 second messages

ASSETS INCLUDED:

- ▶ :30 second spots
- ▶ Devices: Desktop, Mobile, In-App & CE Devices



RADIO SPOTS IN SPANISH

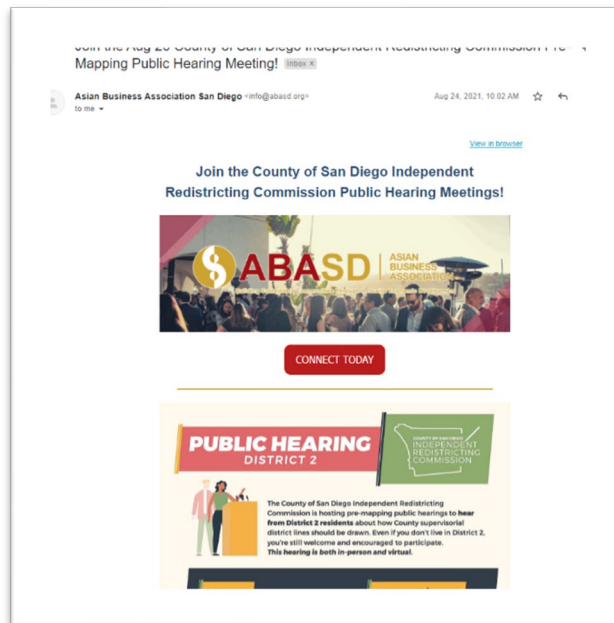


- **Thurs Sept 23 - Sat Sept 25**
- **16x reach 5.5% Hispanic Adults**
1.7x
- **70,200 Impressions**

EMAIL CAMPAIGNS

ABASD conducted email campaigns to distribute IRC materials such as Pre-Mapping Public Hearing digital flyers to the following number of organizations. Also listed are CBOs, Tribes, Chambers and Planning Groups/Special Districts which were part of this email campaign.

Email Campaign	Total
CBOs	256
Tribes (18 Tribes in SD County)	18
Chambers (33 Chambers in SD County)	28
Planning Groups & Special Districts	72
Ethnic & Community Media Outlets (120 total outlets)	85



CBOs

Convoy District Partnership
Southeastern Diamond Business District
Adams Avenue Business Association
Barrio Logan Association
City Heights Business Association
Hillcrest Business Association
Logan Heights CDC
Logan Avenue Consortium
Mira Mesa Chamber of Commerce
North Park Main Street
San Ysidro Chamber of Commerce
La Vuelta
Urban Corps
San Diego Equality Business Association
Made in Paradise Hills
El Cajon Boulevard Business Improvement
Association
The Brink at USD
International Rescue Committee
RISE San Diego
Rotary Club San Diego
San Diego Urban League
Black San Diego
Chaldean American Association
Chicano Federation
Community Events for Voice & Viewpoint
Coverage
East African Community Center
Indo-American Arts & Culture Society
Jacobs Center
NAACP - North County
National Panhellenic Council
Otay Mesa Chamber of Commerce
Pastors on Point
Paving Great Futures
Power Referral Services
Promise Zone
San Diego Black Business Network
SD Urban League Young Professionals
Young Professionals Network San Diego

Southeastern Business Development Center
(SBDC -Diamond BID)
Sudanese Community Center
The Rock Church
UAAMAC
Young Black and In Business
College Area Business District
College Area Business District
Access Inc
Horn of Africa (54th Area)
Little India (Miramar)
Universidad Popular
Justice Overcoming Boundaries
Asian Solidarity Collective
Asian Pacific Islander Initiative
Pillars of the Community
Majdal Community Center
The LGBT Center
San Diego Organizing Project
Partnership for the Advancement of New
Americans — PANA
Mercado Business Association
Escondido Rotary Club
COMPACT
USA Multicultural
Tibetan Buddhist Meditation Center
Thai and Southeast Asian Association of
California
Thai Buddhist Temple of California
Rotary Club of Del Mar
Del Mar Community Connections
Cedros Avenue Deisgn District
Friends of the San Dieguito River Valley
Friends of the Powerhouse
Concerned Citizens of Encinitas
Cardiff 101 Main Street
Encinitas 101 Main Street Association
Leucadia 101 Main Street Association
Friends of los Peñasquitos Canyon Preserve
Mira Mesa Town Council
Sorento Valley Town Council

Rancho Peñasquitos Town Council
 LAOSD
 Scripps Ranch Civic Association
 Rotary Club of Poway-Scripps
 Muslim Community Center of San Diego
 Sorrento Valley Town Council
 Tarbuton - Israeli Cultural Center
 Rancho Bernardo Community Council
 Rancho Bernardo Town Council
 Jewish Community Foundation San Diego
 Jewish Federation of San Diego County
 Tierrasanta Community Council
 University City Community Association
 Poway Kiwanis
 Carlsbad Village Association
 Karen Organization of San Diego
 City Heights CDC
 City Heights Town Council
 LISC San Diego
 Mid-City Community Advocacy Network
 Clairemont Town Council
 Linda Vista Town Council
 Morena Business Association
 Community Casa Linda Vista
 La Jolla Town Council
 La Jolla Shores Association
 North Park Community Association
 Pacific Beach Town Council

Tribes

Barona Band of Mission Indians
 Campo Kumeyaay Nation
 Capitan Grande Band of Mission Indians
 Ewiiapaayp Band of Kumeyaay Indians
 Iipay Nation of Santa Ysabel
 Inaja-Cosmit Band of Indians
 Jamul Indian Village A Kumeyaay Nation
 La Jolla Band of Luiseño Indians
 La Posta Band of Mission Indians

Discover Pacific Beach
 Ocean Beach Main Street Association
 Ocean Beach Town Council
 Gaslamp Quarter Association
 Hillcrest Town Council
 Mission Beach Town Council
 Old Town BID
 University Heights Community Association
 Carlsbad Equality Coalition
 Assistance League of North Coast
 Batiquitos Lagoon Foundation
 Brother Benno's
 Buena Vista Audubon
 Carlsbad City Library
 Carlsbad Community Theatre
 Carlsbad Educational Foundation
 Carlsbad Village Association
 Carlsbad Firefighters Association
 Rotary Club of Carlsbad
 Women's Resource Center
 Woman's Club of Carlsbad
 United Way of San Diego County
 Tri-City Hospital Foundation
 Sierra Club North County Group
 California Coastal Rose Society
 Palomar Amateur Radio Club
 League of Women Voters
 Innovate78

Los Coyotes Band of Mission Indians
 Manzanita Band of the Kumeyaay Nation
 Mesa Grande Band of Mission Indians
 Pala Band of Cupeño Indians
 Pauma Band of Mission Indians
 Rincon Band of Luiseño Indians/Harrahs
 San Pasqual Band of Diegueño Mission Indians
 of California/Valley View
 Sycuan Band of the Kumeyaay Nation
 Viejas Band of Kumeyaay Indians

Chambers

Del Mar Chamber of Commerce
Solana Beach Chamber of Commerce
Encinitas Chamber of Commerce
Carlsbad Chamber of Commerce
Oceanside Chamber of Commerce
Vista Chamber of Commerce
San Marcos Chamber of Commerce
Escondido Chamber of Commerce
Poway Chamber of Commerce
North San Diego Business Chamber
San Diego North EDC
East County Chamber of Commerce (El Cajon)
Santee Chamber of Commerce
La Mesa Chamber of Commerce
San Diego Regional EDC
San Diego Regional Chamber of Commerce
Chula Vista Chamber of Commerce
National City Chamber of Commerce
Coronado Chamber of Commerce
Imperial Beach Chamber of Commerce
Mira Mesa Chamber of Commerce
Otay Mesa Chamber of Commerce
San Ysidro Chamber of Commerce
Ramona Chamber of Commerce
East County EDC
South County EDC

Planning Groups/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
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 Valley Community Services
Pine Valley Community Planning Group
Potrero Community Planning Group
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
San Dieguito Community Planning Group
San Miguel Consolidated Fire Protection District
Santa Fe 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 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
Vallecitos Water District
Chollas Valley Community Planning Group
Skyline-Paradise Hills Community Planning Group

PRE-MAPPING PUBLIC HEARING METRICS

The ABASD tracked attendance and participation at each pre-mapping public hearing, as well as, submitted surveys. The target audience was (and continues to be) the residents of the County of San Diego (including all unincorporated areas)

The results of the outreach efforts are demonstrated through a review of the following metrics: meeting attendance, public input, and survey information. The total metrics for the period of August 12 through September 25 are listed below. These metrics are compared to the baseline month of July 2021, as appropriate.

ATTENDANCE

The first metric is meeting attendance. Attendees were both in person and virtual for the duration of the pre-mapping public hearings. A total of **356 attendees** participated in eight Pre-Mapping Public Hearings. Of the 356 attendees, **107 [30%]** attended in person and **249 [70%]** attended virtually.

Attendees	Baseline Totals	August Totals	September Totals	TOTAL
In Person	-	18	89	107
Virtual	25	61	188	249
<i>Total</i>	25	79	277	356

PUBLIC INPUT

Opportunity to submit public input was possible by in-person testimony, virtual testimony, e-comment, mailed letters and the online community builder tool. The majority of the public comments were submitted through **e-comments** by **66%**. The least used tool to submit public input was mailing in letters at only 4 received.

Public Input	Baseline Totals	August Totals	September	TOTAL
In Person	0	9	46	55
Virtual	3	20	61	81
e-Comment	9	73	234	307
Letter	0	0	4	4
CB Tool	0	10	5	15
<i>Total</i>	<i>12</i>	<i>112</i>	<i>350</i>	<i>462</i>

SURVEYS

Surveys were distributed to virtual and in person attendees at the three Pre-Mapping Public Hearings held and a total of **90 responses** were received. Surveys are available on the website. No surveys were distributed during the baseline month of July.

By District

Another metric, surveys per district, was established to track survey responses in each of the five supervisorial districts. A total of 74 responses were received. **District 3** and **District 5 [40%]** had the most responses at 17 and 29 respectively.

Surveys Per District	Totals
District 1	16
District 2	8
District 3	17
District 4	4
District 5	29
<i>Total</i>	<i>74</i>

The following comments regarding **Communities of Interest** were recorded during the five Pre-Mapping Public Hearings held in September.

GENERAL, August 12th, 5:30pm

- South Carlsbad
- East County: La Mesa-El Cajon
- Filipino/AAPI working class community of South San Diego, mainly National City
- Senior services, affordable assisted housing living
- Senior services and easy transportation when I can't drive. Affordable assisted living
- Convoy District (Kearny Mesa, Mira Mesa)
- Seniors
- Asian American Pacific Islander

DISTRICT 1, August 18th, 6:00pm

- Adding: lights to our parks, activity gym for families and community family events.
- Bonita should be the same district as Chula Vista
- Would like to verify that Bonita is part of a district with Chula Vista
- Convoy District/Kearny Mesa
- Bonita Sunnyside
- San Ysidro, Otay Mesa, Barrio Logan, Imperial Beach, Chula Vista, Bonita

DISTRICT 2, August 26th, 5:30pm

- Environmental stewardship/correcting global warming so my grandchildren will survive
- North county coastal
- La Mesa
- Escondido, San Marcos, Vista, Oceanside, Elphin Forrest, Mountain Meadow, and
- Fallbrook, that is north county and the I-78 corridor, these cities should stay together, we have common interest and traffic and school issues
- East County

DISTRICT 3, September 2nd, 6:00pm

- East County
- Asian American community
- The 78 corridor, Vista
- 78 corridor that includes our growing Latino community together, along with our institutions of higher education and health sector.
- Carlsbad, Vista, San Marcos, Escondido, Oceanside, Veterans and Active-Duty Military
- North Coastal communities: Torrey Pines, Sorrento Valley, University City, Del Mar, So Beach, Encinitas, San Dieguito, Rancho Santa Fe, perhaps also La Jolla, Pac Beach
- Escondido, San Marcos, Vista, Hwy 78 corridor, North Inland County, Latino Communities, renters
- 78 and 76 corridors
- 78, Oceanside, Carlsbad, Vista, San Marcos, Escondido
- Vista, Carlsbad, Oceanside, Escondido, San Marcos, Infrastructure equity and commerce
- 78 corridor
- North County inland, Asian, Diaspora, Escondido, San Marco, Vista, Oceanside

DISTRICT 4, September 9th, 5:30pm

- North County including Carlsbad, Oceanside, Vista, San Marcos and Escondido
- University Heights subdivision, founded in 1888, and its present-day boundaries; east to Texas St, on the south to Lincoln Ave, on the west Hwy 163, and on the north rim of Mission Valley.
- South Carlsbad
- University Heights
- Fallbrook, North County
- City Heights
- Historically Black (American Descendants Of Slavery) areas of San Diego County.
- The Highway 78 corridor cities (Escondido, San Marcos, Vista, Oceanside, and Carlsbad). These cities share common economic, educational, and cultural interests. Many residents of the 78-corridor commute to jobs in other 78 corridor cities, and youth compete against one another in school-based athletic activities.
- Old Town needs to remain a public & cultural living historical neighborhood.

GENERAL, September 18th, 1:00pm

- Carlsbad
- Del Mar
- Rural, working families, Latino, unincorporated Fallbrook
- Carlsbad near San Marcos, Vista
- All of Carlsbad stay in District 5
- Citizens for a friendly Airport (C4FA). 10 mile radius of
- Palomar Airport impact area
- Carlsbad District 5 remain part of
- Education - SDUHSD, Environmental, Equity
- TRI-CITY + Encinitas
- Keep Carlsbad in District 5. Oceanside, Vista, San Marcos
- and Escondido. Remain as is!!!
- Keeping Palomar Airport A 2
- Oceanside Vista Escondido Carlsbad San Marcos
- (Hwy 78 corridor)

DISTRICT 5, September 23rd 5:30pm

- Spring Valley (The unincorporated community surrounded by San Diego, Chula Vista, El Cajon, La Mesa, and Lemon Grove). ex: 91977, 91978, 91979
- Carlsbad/Oceanside/San Marcos/Vista/Escondido/Fallbrook - North County
- Fallbrook
- Fallbrook and North County
- North San Diego County - Fallbrook, Bonsall, Vista, Oceanside, Carlsbad, San Marcos, Escondido, Valley Center, Rainbow
- Escondido
- Rincon/Escondido- Please keep Escondido and Rural N. Inland cities together, North of the 78 corridor, in D5.
- North County
- Arab Middle Eastern Muslim South Asian + Afghan
- 78 corridor including Fallbrook and Bonsall
- North County, Rancho Bernardo
- senior communities, located in Oceanside
- East Oceanside near Vista
- Border Region

- Greater Fallbrook Community (Fallbrook, De Luz, Bonsall, Rainbow) Also Pala is part of Bonsall School District
- The communities along the 78-Corridor and 76-Corridor. North County as a regional home includes Carlsbad, Oceanside, Fallbrook, Bonsall, Vista, San Marcos, Escondido
- Resident of Escondido, in the unincorporated county

GENERAL, September 25th, 1:00pm

- "El Cajon: Bostonia to the North, Granite Hills to the East, Rancho San Diego to the South, and La Mesa to the West. Also in community with City Heights, Lemon Grove, La Mesa, Rancho San Diego, Granite Hills, La Presa Bostonia, Paradise Hills, Spring Valley, Encanto and Skyline communities and we define our COI as BIPOC, Immigrant, & Refugee."
- Chula Vista, D3, D1
- 78 Corridor, including Oceanside, Carlsbad, Vista, San Marcos, and Escondido
- District 3 - El Cajon
- LGBTQ, metro San Diego
- Black residents in Southeastern San Diego County including: La Mesa, El Cajon, Rancho San Diego, Spring Valley, Skyline, Bay Terraces, Paradise Hills, Valencia Park, and City Heights.
- 78 corridor communities: Oceanside, Carlsbad, Vista, San Marcos and Escondido. We share common educational systems, a transportation network that traverses the 78, Healthcare systems, common environmental issues, and cultural connections. SMUSD has 2 elementary schools in Carlsbad and 1 in Vista.
- Sweetwater