



TO: County of San Diego Independent Redistricting Commission
FROM: Asian Business Association San Diego
SUBJECT: Requested Revisions to Outreach Proposal
DATE: August 9, 2021

To facilitate the Commission's approval of ABASD's Outreach Plan, below is a summary of the refinements/changes made to the presentation originally made and submitted at the IRC's July 29th meeting for your further review.

- Updated "Monthly Reporting" section to reflect ABASD will review the metrics after each meeting and adjust outreach schedule / tactics, if needed. ABASD will also be available to provide regular updates at each IRC meeting.
- Updated IRC Meeting and Public Hearing schedule to reflect changes requested at 7/29 IRC meeting.
 - Changed location/venue of Saturday, September 18th, 1:00PM Public Hearing to "TBD".
 - ABASD is researching coastal locations/venues for this hearing
 - Added another Saturday Public Hearing on September 25th, 1:00PM. Location/venue: Spring Valley Community Center (District 2).
- Created and inserted slide that shows the Public Hearing locations plotted on a map of San Diego County, for reference purposes.
- Updated Outreach Timeline Overlay to reflect current date.
- Updated slide entitled "Additional Outreach, Ethnic Media & Other Media Targets" to include outreach commitment to Latino community, Tribal governments, and religious institutions.
- Changed email signature in sample email copy to read "Outreach Consultant" instead of "Outreach Representative". Will ensure verbiage remains consistent across all communications moving forward.
- Edited all references to the IRC to reflect "County of San Diego Independent Redistricting Commission" versus "San Diego County Independent Redistricting Commission." Emphasis will always be on County redistricting, as opposed to city, state, etc. Will ensure verbiage remains consistent across all communications moving forward.
- Updated sample collateral material to reflect improvements/approvals made since 7/29 IRC meeting.
- Added the following to TACTICS: Public Hearings & Webinars: "ABASD will assist with the development of methods to organize and coordinate improved public participation in pre-mapping public hearings, and work with IRC staff to research and develop a process to allow for advance scheduling of voluntary appointments for individuals and groups wishing to address the IRC during public hearings, as feasible."