



Outreach Report

Efforts to Date

- Updated Outreach Plan documents to reflect changes sought by Commissioners, IRC staff, and Legal Counsel (multiple revisions)
- Researched and Secured venues for 8 pre-mapping public hearing meetings, including the addition of a second Saturday hearing at Commissioners' request
- Researched and Secured location for September 18th meeting: The Green Dragon, Carlsbad
- Created flyer with all scheduled dates plus 8 individual meeting-specific flyers (multiple revisions)
- Created Social Media accounts:
 - Facebook: <https://www.facebook.com/SanDiegoCountyIRC>
 - Twitter: <https://twitter.com/sdcountyirc>
- 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
- Created Presentation and Script for the pre-mapping public hearings (multiple revisions)
- Printed flyers for dissemination at community events
- Disseminated pre-mapping public hearing digital flyers more than 70 CBOs; 7 Tribes; 25 Chambers; 72 Planning Groups and Special Districts; 85 ethnic and community media outlets





Outreach Report

An initial summary of metrics and analytics for all marketing efforts-as of 8/23***



IRC Facebook Reach	1120
Engagements	39
Facebook Reshared Reach (ABASD/CBOs /Media)	148,034
IRC Twitter Reach	15
ABASD Twitter Reach	407
ABASD Newsletter Reach	3300+
On-line ads -impressions county-wide (approximately 45,800 per supervisorial district)	228,952
TV & Radio	PSA
Website Total page views	1689
Website- Total unique visitors	918

Email Campaigns	
CBO's	70
Tribes	7
Chambers	25
Planning Groups & Special Districts	72
Ethnic & Community Media Outlets	85



Rural Engagement

Campaign

In Progress:

Public Service Announcements

- Secured media relationships with Cox Communications, Spectrum and KPBS for broad dissemination
- Developing PSAs video; drafting script and developing storyboard; lining up professional voiceover talent

Online webinar

- Drafting an online Pre-mapping Public Hearing webinar to include an introduction/orientation component and public comment opportunity; to include organically targeted social media
- Developing possible schedule for online webinar

Online community calendars

- Submitting and uploading pre-mapping public hearing event information and flyers to community calendars on websites of TV stations, cable providers and community publications

Tribal Nations

- Connecting with Tribal Nations for broader, more inclusive outreach
- Collaborating with Sycuan on other options for collecting public input



Rural Engagement

Campaign cont'd

Items under consideration / possible action:

- Develop recorded webinars to post on the IRC website and push out through a targeting email campaign to rural communities
- Post a recording of the Pre-mapping Public Hearing presentation on the IRC website
- Post a downloadable PDF of the Pre-mapping Public Hearing slide deck
- Collaborate with other Redistricting commissions
- Targeted mailer program (in rural communities)



Rural Engagement

Targeted Mail Program

**Print, Trim
Process Data Saturation
Mailhouse, Verify, Drop to San Diego SCF
5.5x8.5 POSTCARD**



QUANTITY: 145,000 (Targeted Zip Codes only)
Production \$ 17,494.00 + Tax
Data: \$1,337 + tax
Postage Estimate \$ 28,420.00
approximately \$48,851.64 after tax

**for reference:*

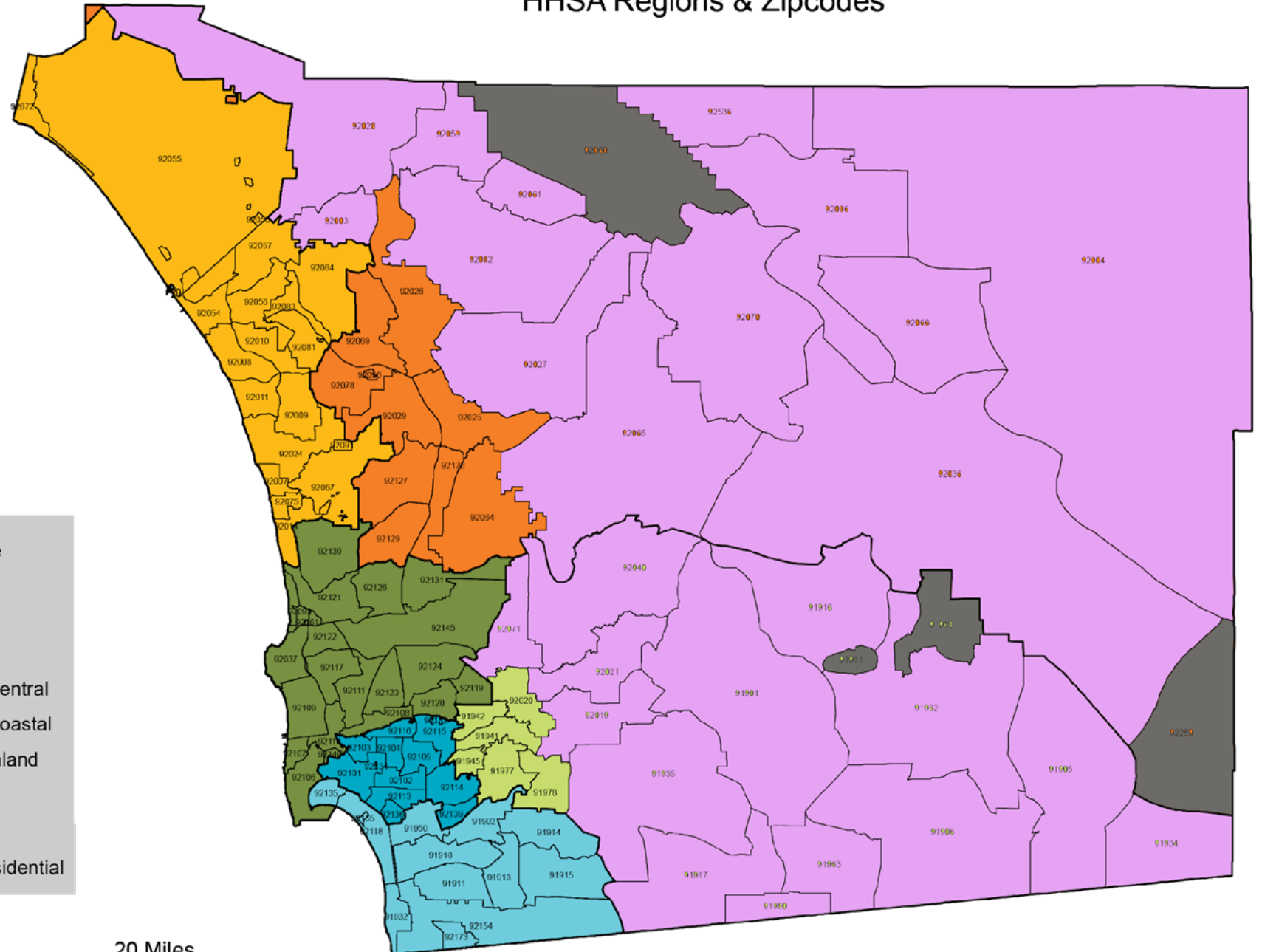
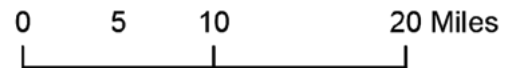
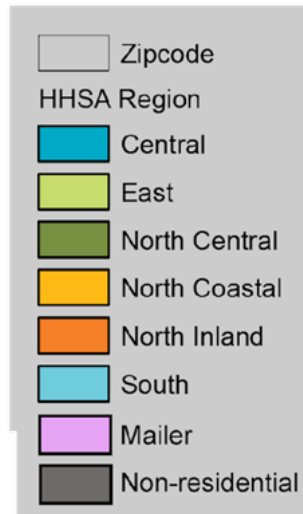
QUANTITY: 1,350,000 (Countywide)
Production \$ 136,555.00.00 + Tax
Data: \$10,1481 + tax
Postage Estimate \$ 240,300.00

COUNTY OF SAN DIEGO

INDEPENDENT REDISTRICTING COMMISSION



HHSA Regions & Zipcodes





Rural Engagement

Additional Meetings

Estimated cost for each additional meeting: \$8,900 (average)

These are estimated costs:

Audio/Visual	\$3,500
Venue Rental	\$1,000
CBO/Sub-Consulting Services	\$3,000
ABA Staff	\$2,200
Translation Services	\$500



GENERAL, August 12th, 5:30pm

- In-Person: 21*
- Virtually: 54*

DISTRICT 1, August 18th, 6:00pm

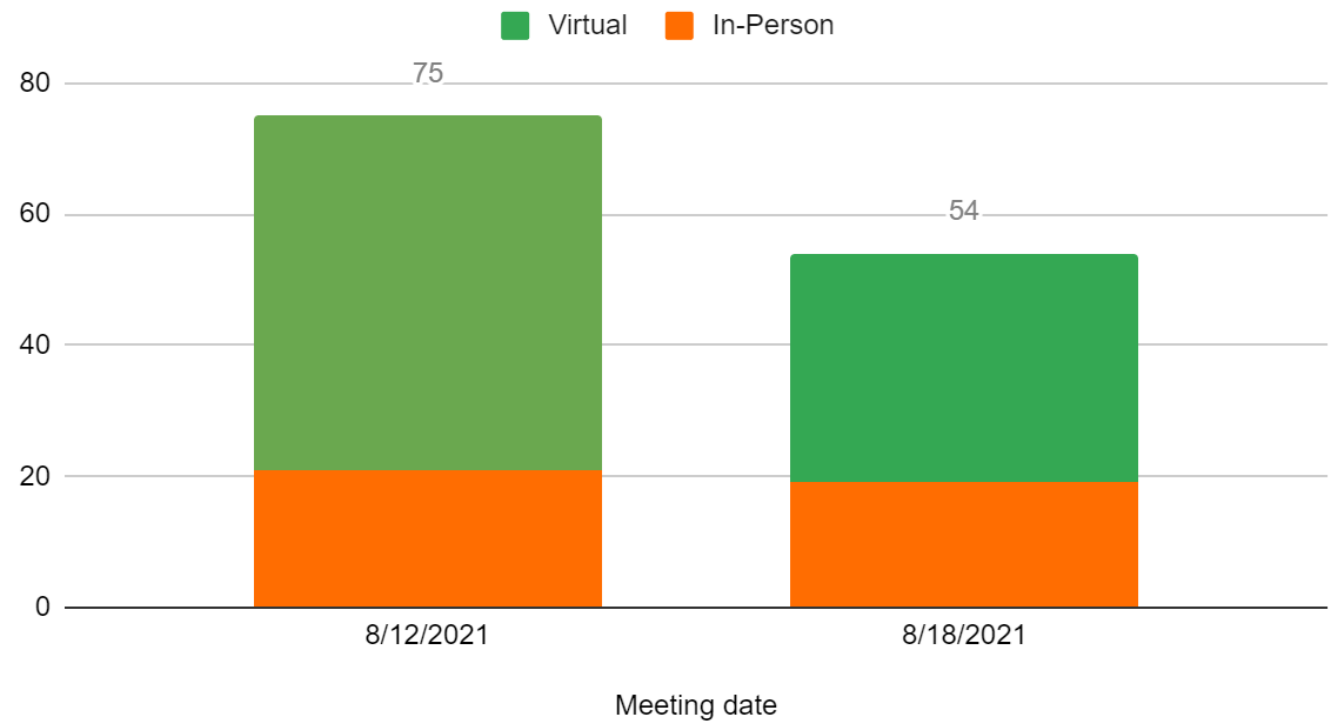
- In-Person: 19*
- Virtually: 35*



Public Hearing Report

Number of Attendees

Attendees



* Includes IRC Commissioners and COSD staff



Public Hearing Report

Public Input Received:

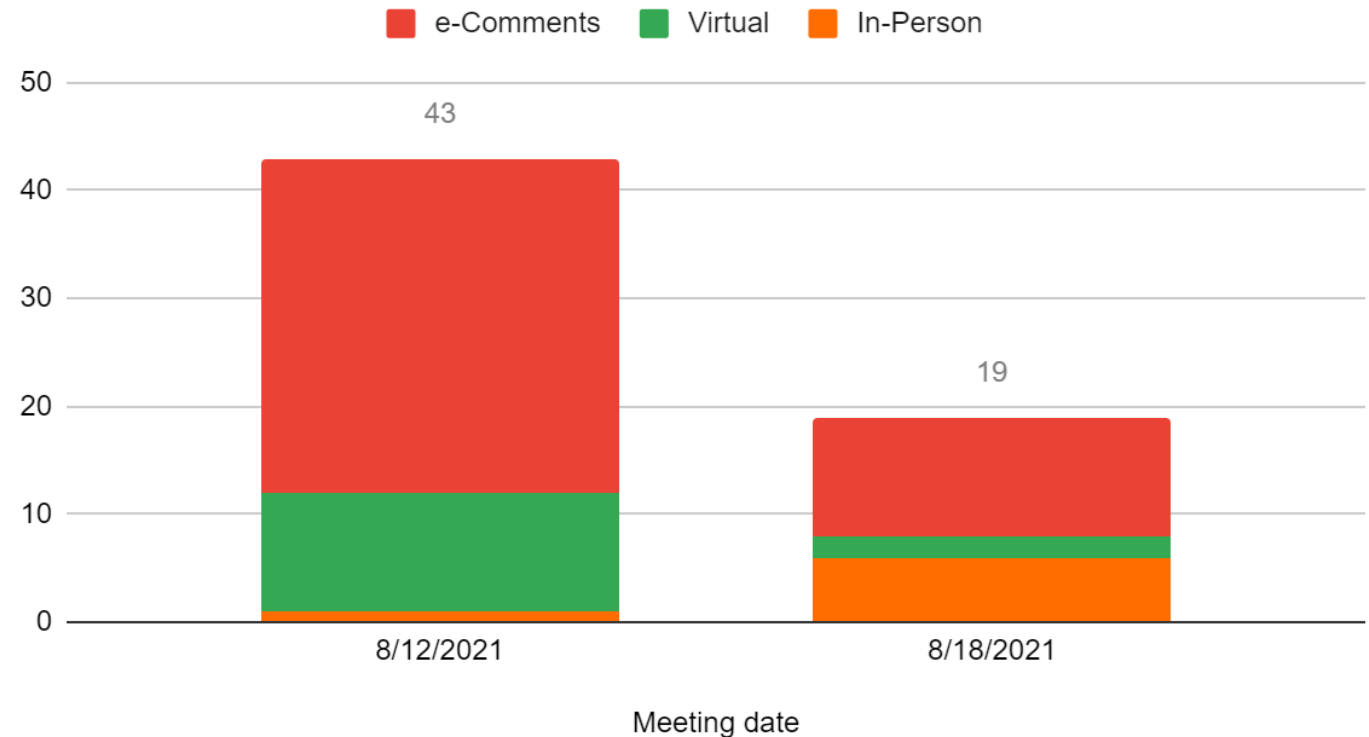
GENERAL, August 12th, 5:30pm

- In-Person: 1
- Virtually: 15
- e-Comments: 31

DISTRICT 1, August 18th, 6:00pm

- In-Person: 6
- Virtually: 2
- e-Comments: 11

Public Comments





Survey Results

Total

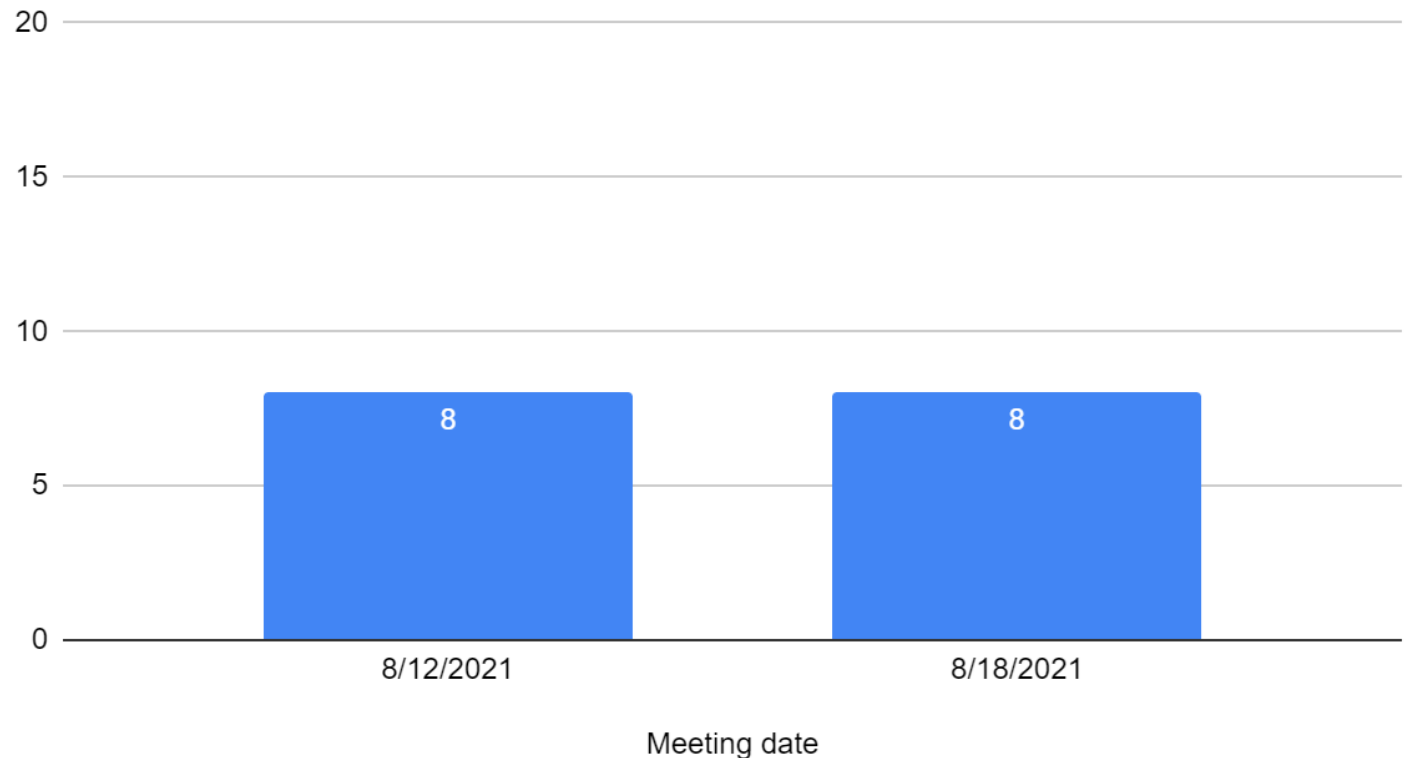
GENERAL, August 12th, 5:30pm

- Total surveys: 8

DISTRICT 1, August 18th, 6:00pm

- Total surveys: 8

Total Surveys Submitted





Survey Results

Total survey by district to date

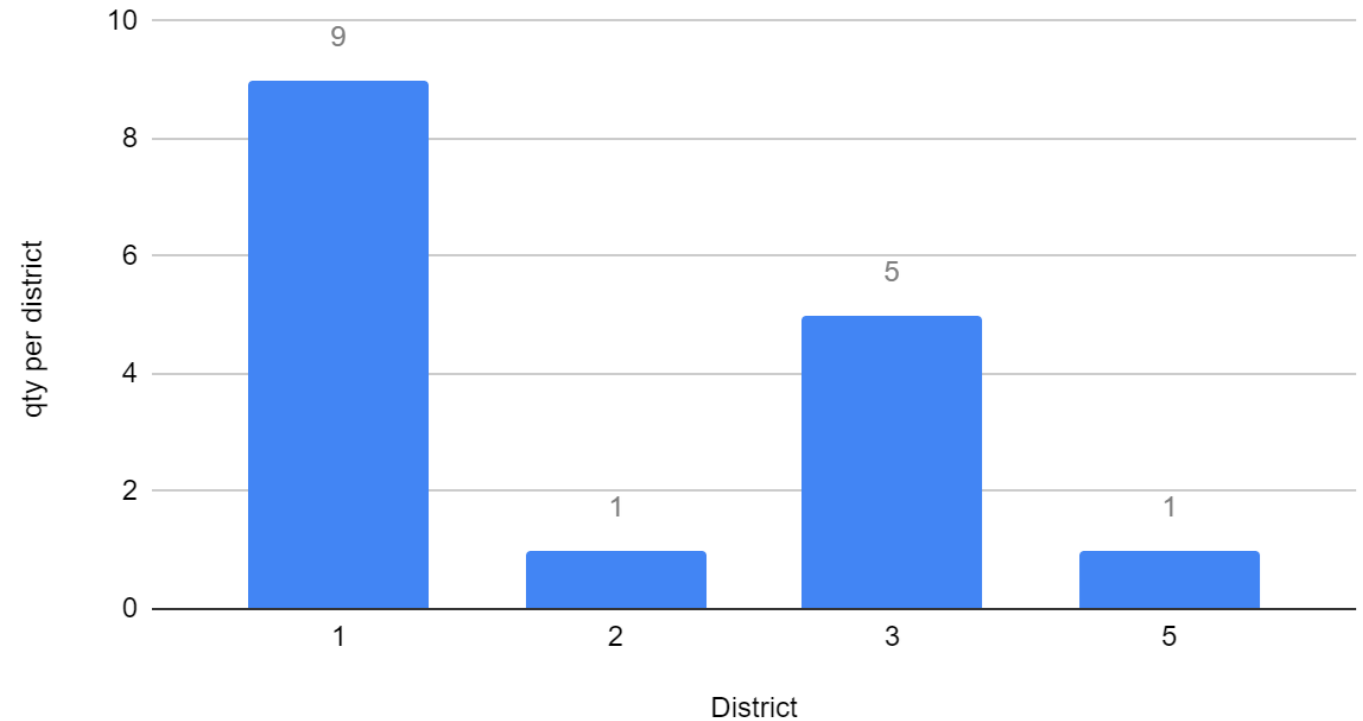
GENERAL, August 12th, 5:30pm

- Total: D1 (1), D2 (1), D3 (5), D5 (1)

DISTRICT 1, August 18th, 6:00pm

- Total: D1 (8)

Total per District





Survey Results

Zip Codes

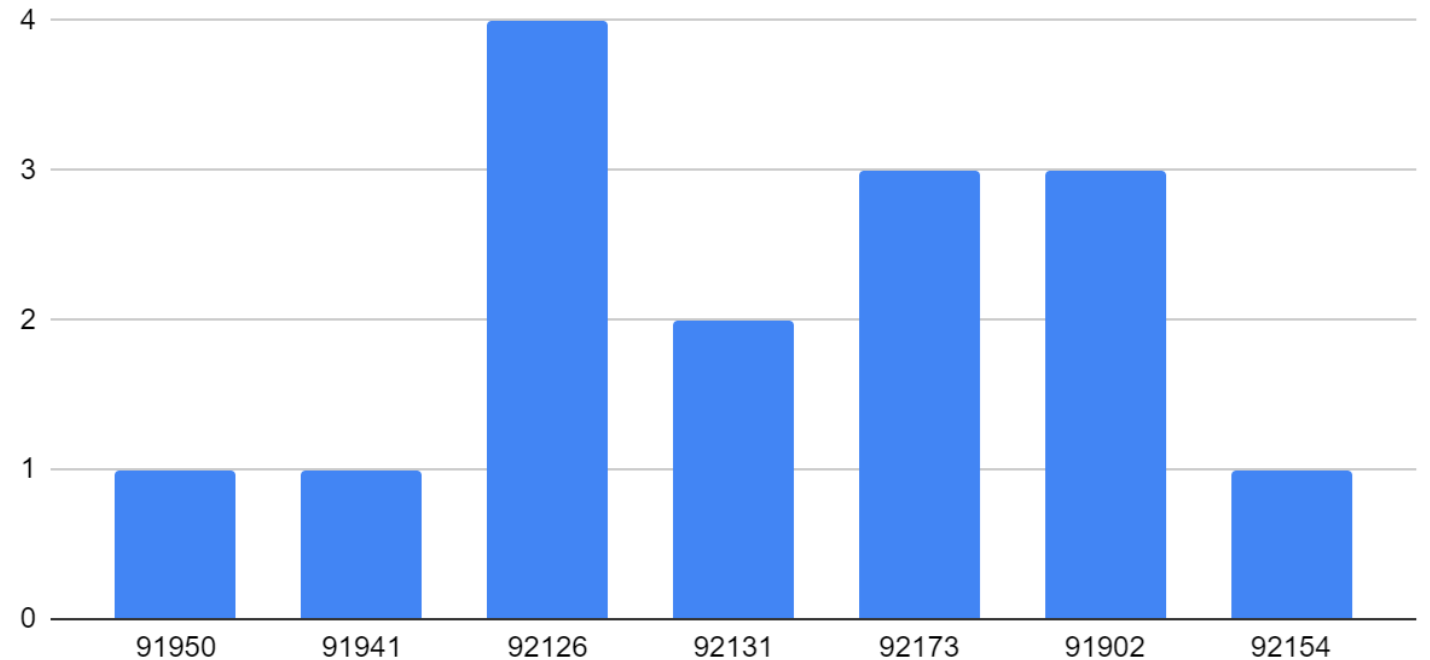
GENERAL, August 12th, 5:30pm

- 91941, 91950, 92126, 92131

DISTRICT 1, August 18th, 6:00pm

- 91950, 91941, 92126, 92131

Zip Codes



Zip Codes



Survey Results

Age

*data not yet meaningful: provide update at the next meeting.

GENERAL, August 12th, 5:30pm

- 26, 27, 33, 65, 66, 68, 72, 83

DISTRICT 1, August 18th, 6:00pm

- 21, 33, 36, 55, 72, 74, 81



Survey Results

Gender:

*data not yet meaningful: provide update at the next meeting.

GENERAL, August 12th, 5:30pm

- 5 Female / 3 Male

DISTRICT 1, August 18th, 6:00pm

- 5 Female / 3 Male



Survey Results

Race/Ethnicity:

*data not yet meaningful: provide update at the next meeting.

GENERAL, August 12th, 5:30pm

- White, Filipino, Asian Eurasian, Colombian

DISTRICT 1, August 18th, 6:00pm

- Hispanic, White, Asian, Latinx



Survey Results

Household Income:

*data not yet meaningful: provide update at the next meeting.

GENERAL, August 12th, 5:30pm

- Under \$100K: 1
- \$100K-\$200K: 6
- Over \$200K: 1

DISTRICT 1, August 18th, 6:00pm

- Under \$100K: 5
- \$100K-\$200K: 2
- Over \$200K: 1



Survey Results

Home Ownership:

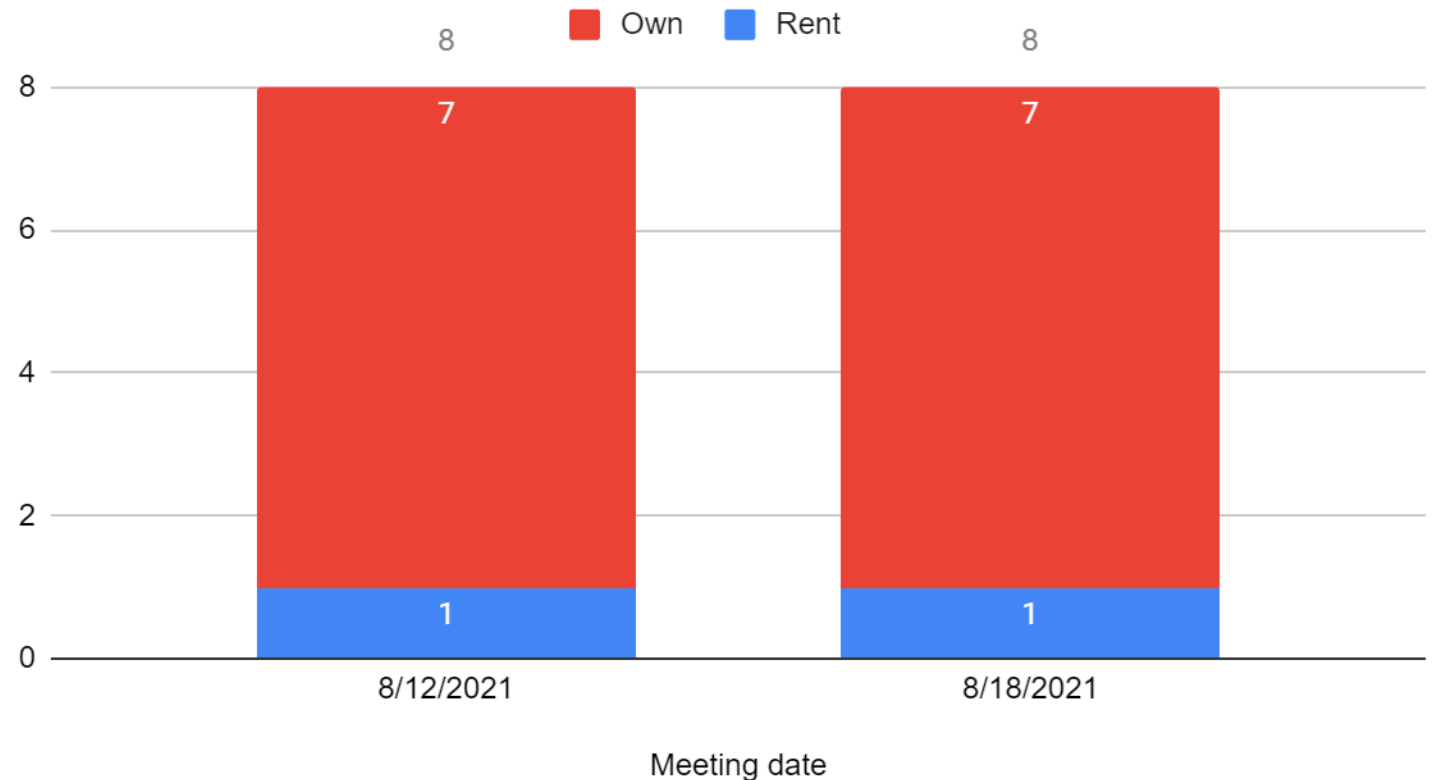
GENERAL, August 12th, 5:30pm

- Rent: 1
- Own: 7

DISTRICT 1, August 18th, 6:00pm

- Rent: 1
- Own: 7

Homeownership





Survey Results

Industry/Community Organizations:

GENERAL, August 12th, 5:30pm

- Convoy District Partnership
- Defense Consulting

DISTRICT 1, August 18th, 6:00pm

- RLA resident leader
- Sweetwater Valley Civic Association
- Member of Sweetwater Valley Civic Association
- Bonita Museum
- Sweetwater Valley Civic Association
- Bonita Valley Horsemen
- Sweetwater Community Planning Group
- South Bay YMCA
- Sweetwater College





Survey Results

Community of Interest:

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



Survey Results

Community of Interest:



