



Outreach Report

Update Since Last Regular IRC Meeting (8/26)

- Finalized Public Service Announcement for Radio and TV
- Updated Presentation and Script for District 3 Pre-Mapping Public Hearings
- Disseminated Flyers at community events
- Disseminated District 3 Pre-Mapping Public Hearing (9/2) digital flyers to more than 86 CBOs; 7 Tribes; 28 Chambers; 72 Planning Groups and Special Districts; 85 ethnic and community media outlets
- Updated and distributed digital message for the 9/9 Pre-Mapping Public Hearing
- Prepared Post Mapping / Line Drawing Public Hearing Outreach Plan
- Revised and Updated Regular Meeting Presentation for 9/9



Outreach Report

An initial summary of metrics and analytics for all marketing efforts-as of 9/2***

IRC Facebook Reach	1288
Engagements	42
Facebook Reshared Reach (ABASD/CBOs /Media)	156,540
IRC Twitter Reach	15
ABASD Twitter Reach	2546
ABASD Newsletter Reach	3300+
On-line ads -impressions county-wide (approximately 116,700 per supervisory district)	593,576
TV & Radio (Cox, Spectrum, KPBS, NBC/Telemundo)	PSA
Website Total page views as of 8/26	1689
Website- Total unique visitors as of 8/26	918

Email Campaigns	
CBO's	86
Tribes	7
Chambers	28
Planning Groups & Special Districts	72
Ethnic & Community Media Outlets (120 total outlets)	85



Public Hearing Report

Number of Attendees*

GENERAL, August 12th, 5:30pm

- In-Person: 5
- Virtually: 25

DISTRICT 1, August 18th, 6:00pm

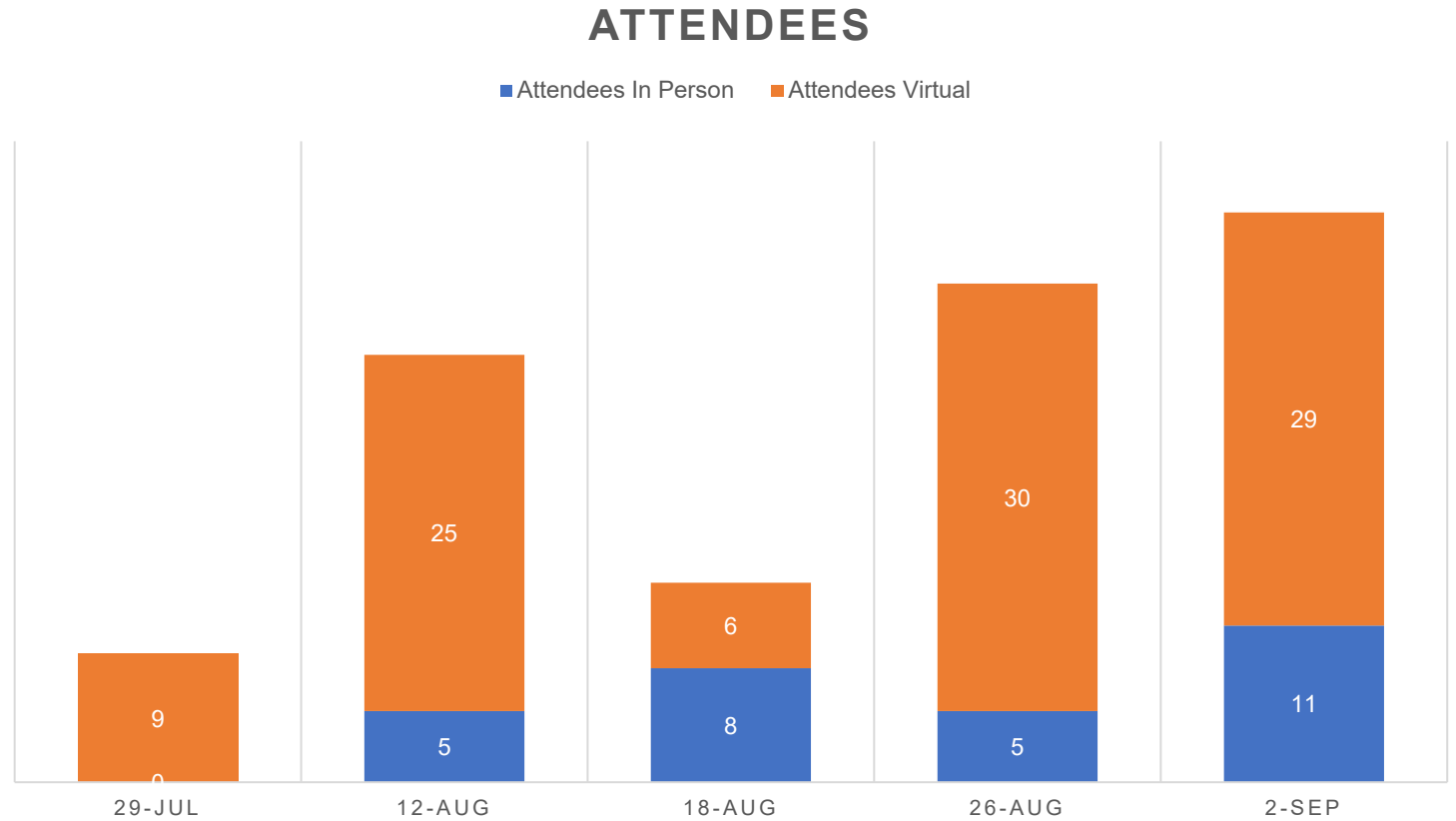
- In-Person: 8
- Virtually: 6

DISTRICT 2, August 26th, 5:30pm

- In-Person: 5
- Virtually: 30

DISTRICT 3, September 2nd, 6:00 pm

- In-Person: 11
- Virtually: 29



* Excludes IRC Commissioners, Contractors and COSD staff



Public Hearing Report

Public Input Received:

PUBLIC COMMENTS

■ In-Person ■ Virtual ■ e-comment ■ Letter ■ CB tool Input

GENERAL, August 12th, 5:30pm

- In-Person: 1
- Virtually: 9
- e-Comments: 33
- CB Tool: 2

DISTRICT 1, August 18th, 6:00pm

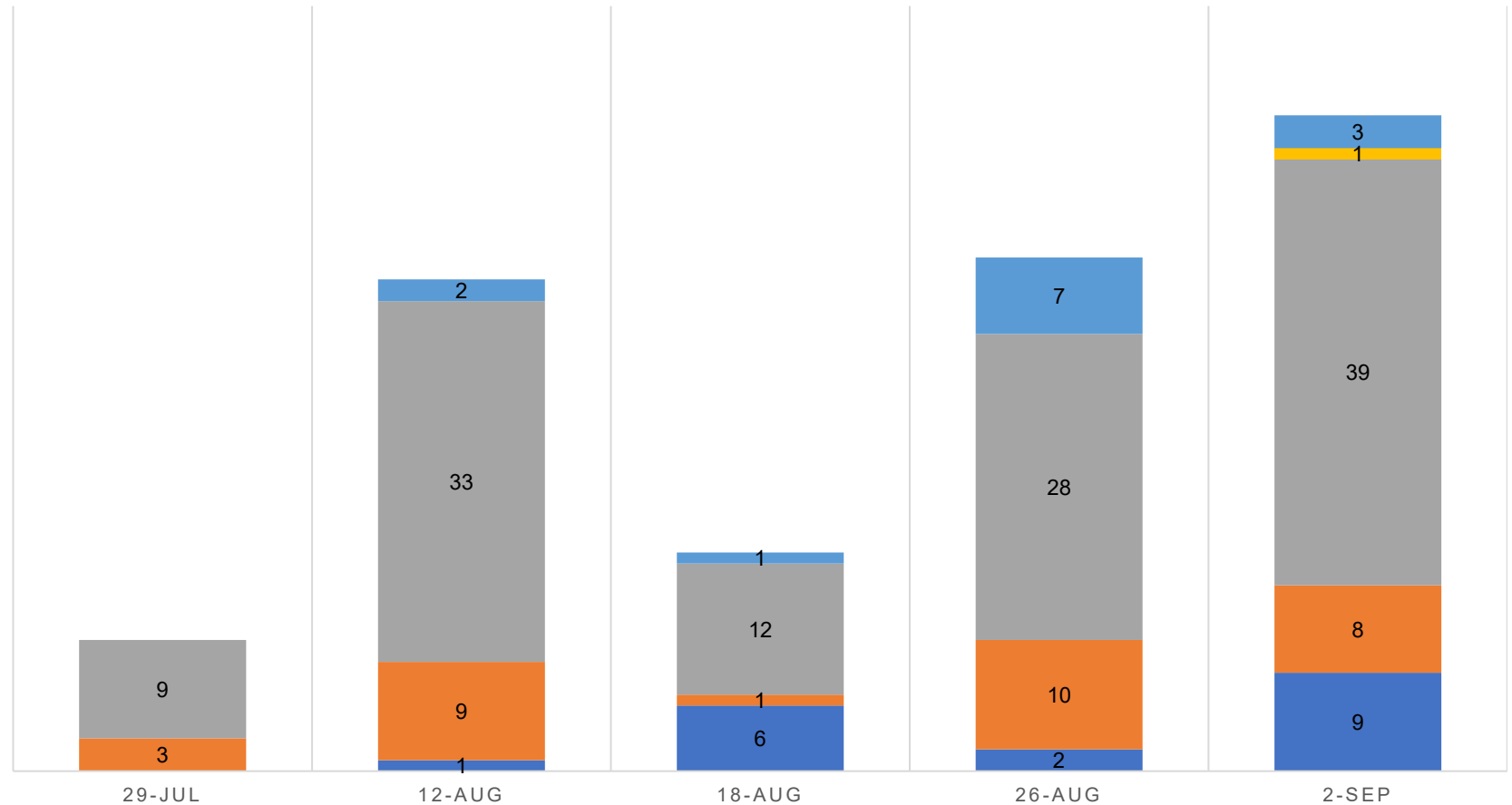
- In-Person: 6
- Virtually: 1
- e-Comments: 12
- CB Tool: 1

DISTRICT 2, August 26th, 5:30pm

- In-Person: 2
- Virtually: 10
- e-Comments: 28
- CB Tool: 7

DISTRICT 3, September 2nd, 6:00 pm

- In-Person: 9
- Virtually: 8
- e-Comments: 39
- CB Tool: 3
- Letter: 1





GENERAL, August 12th, 5:30pm

- Total surveys: 8

DISTRICT 1, August 18th, 6:00pm

- Total surveys: 9

DISTRICT 2, August 26th, 5:30pm

- Total surveys: 6

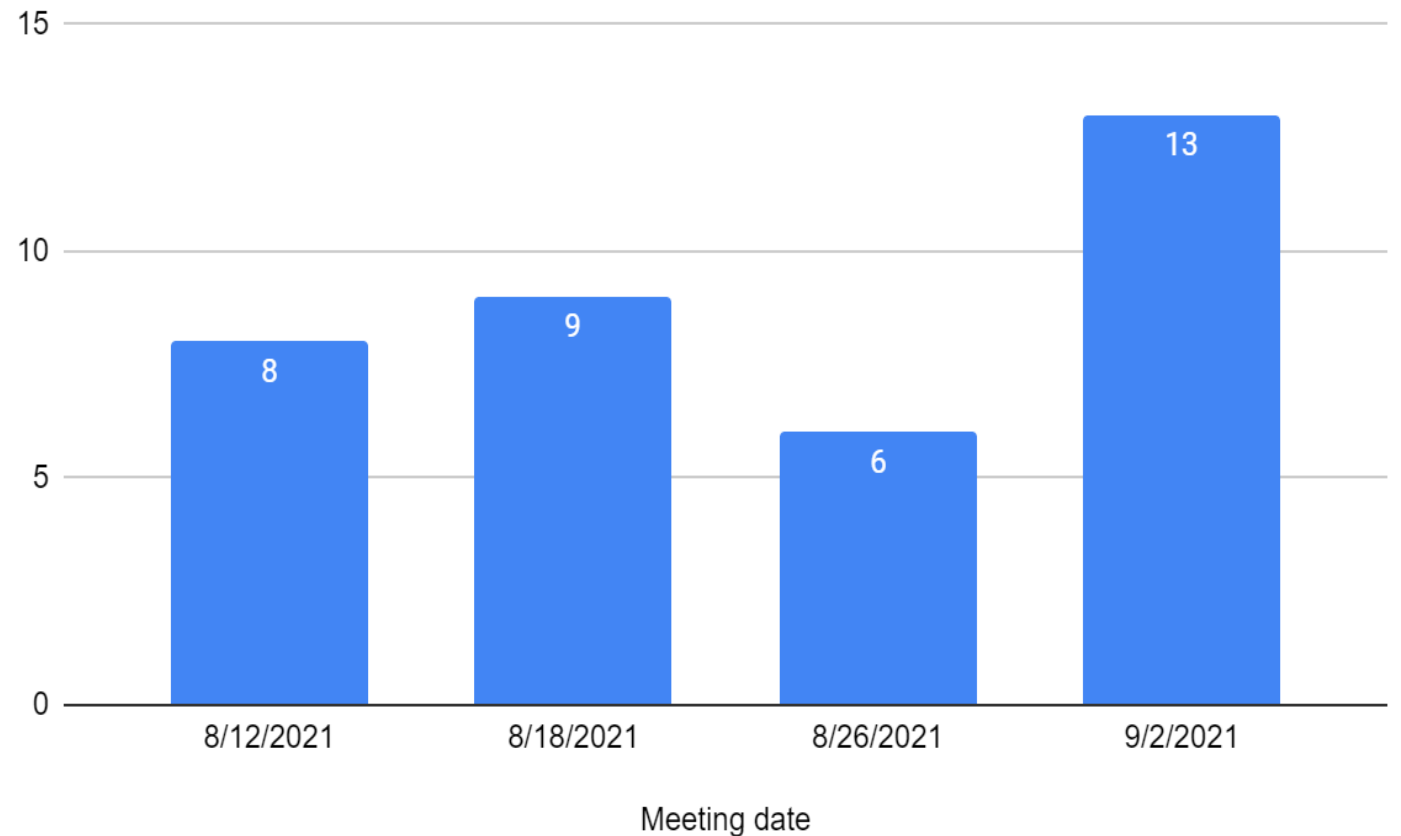
DISTRICT 3, September 2nd, 6:00 pm

- Total surveys: 13

Survey Results

Total

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

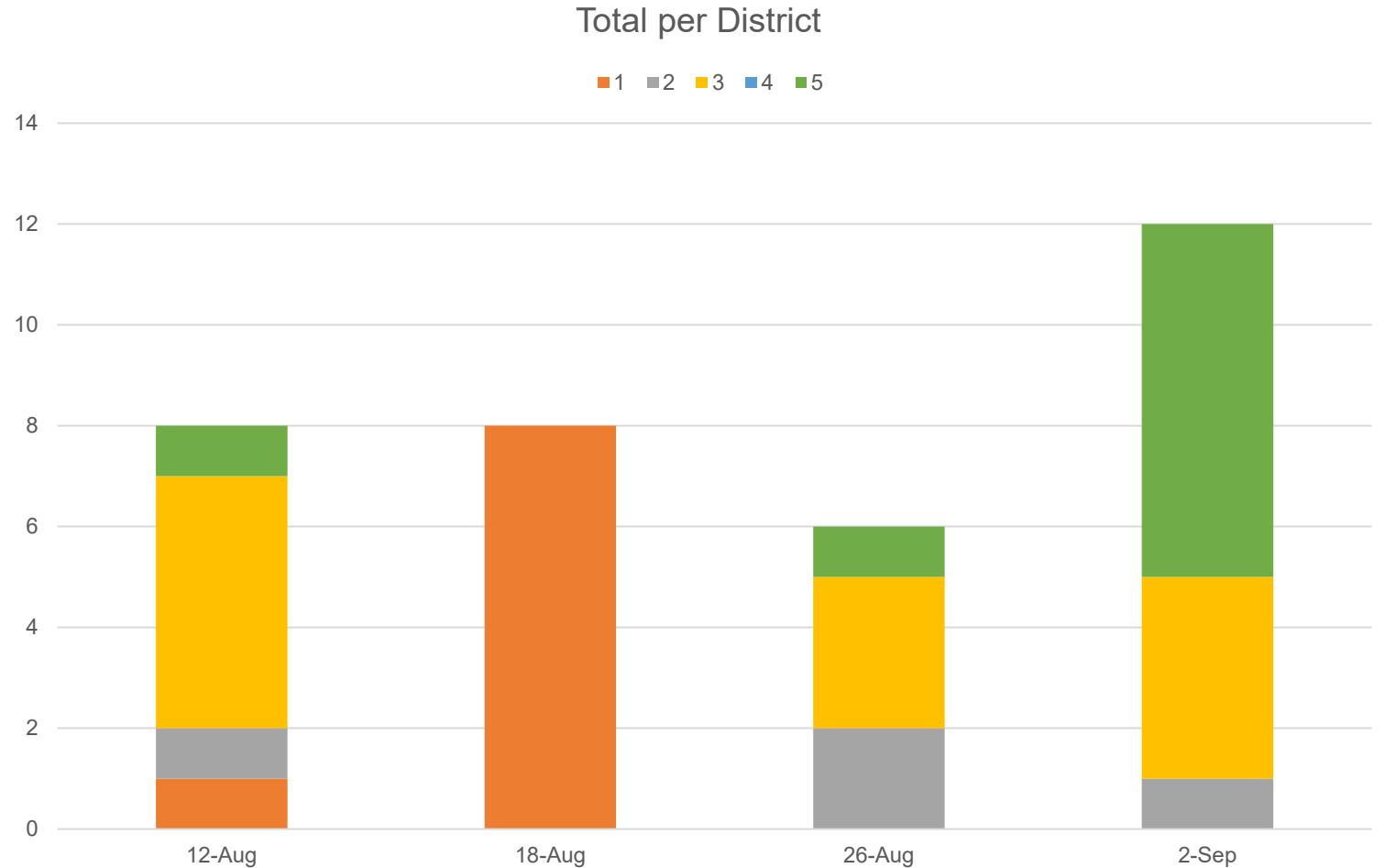
- Total: D1 (8)

DISTRICT 2, August 26th, 5:30 pm

- Total: D2 (2), D3 (3), D5 (1)

DISTRICT 3, September 2nd, 6:00pm

- Total: D2 (1), D3 (4), D5 (7)





Survey Results

Zip Code Frequency

GENERAL, August 12th, 5:30pm

- 91941, 91950, 92126, 92131

DISTRICT 1, August 18th, 6:00pm

- 91902, 91950, 91941, 92126, 92131

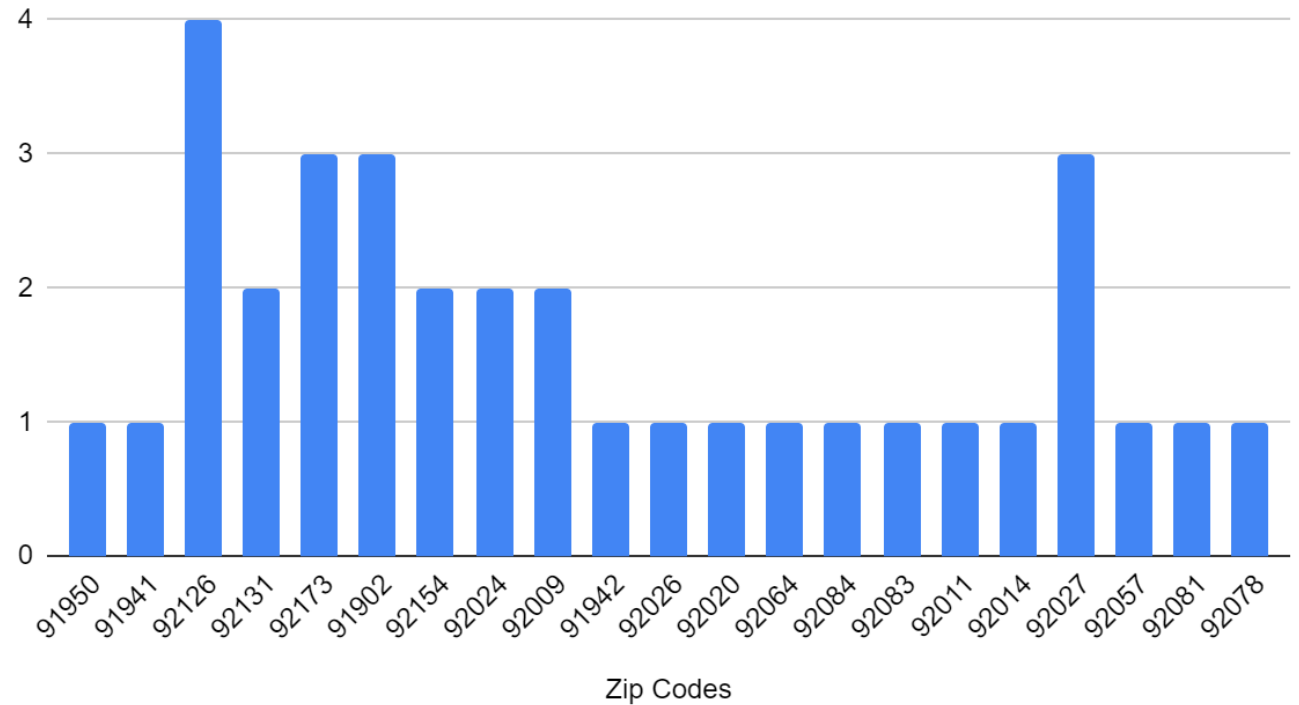
DISTRICT 2, August 26th, 5:30pm

- 91942, 92009, 92020, 92024, 92026

DISTRICT 3, September 2nd, 6:00pm

- 92009, 92011, 92014, 92027, 92057, 92064, 92078, 92081, 92083, 92084,

Zip Code of Residence



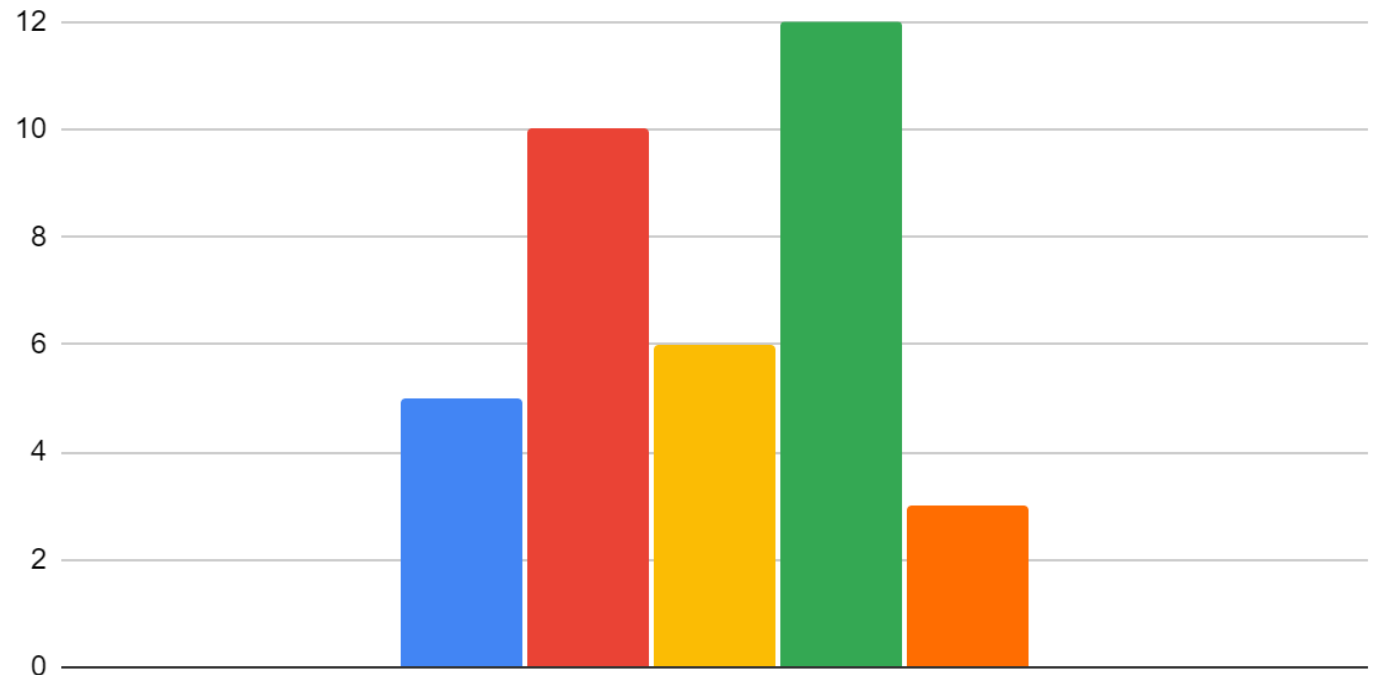


Survey Results

Age

Age Ranges

18-30 31-45 46-60 61-75 Over 75



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

DISTRICT 2, August 26th, 5:30pm

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

DISTRICT 3, September 2nd, 6:00pm

- 29, 30, 37, 38, 40, 42, 50, 58, 64, 72, 74, 78,



Survey Results

Gender:

GENERAL, August 12th, 5:30pm

- 5 Female / 3 Male

DISTRICT 1, August 18th, 6:00pm

- 6 Female / 3 Male

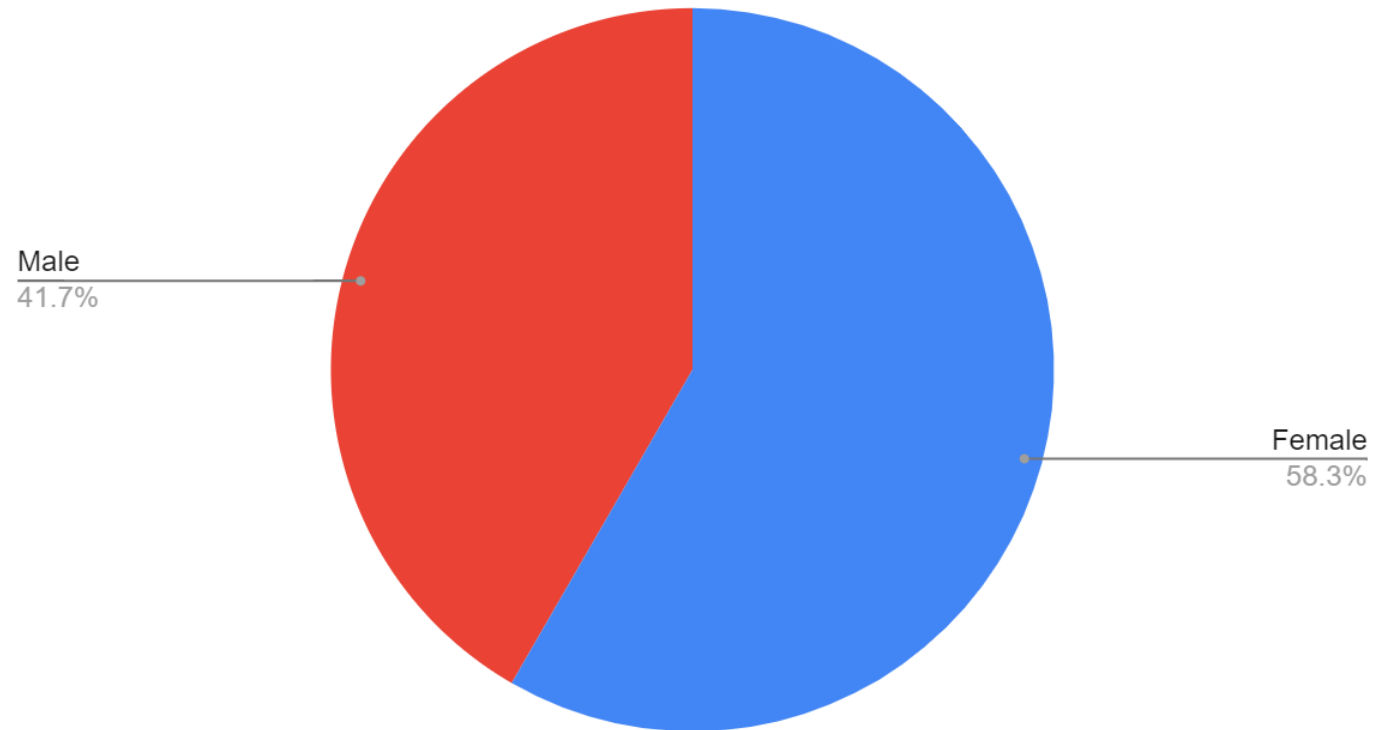
DISTRICT 2, August 26th, 5:30pm

- 5 Female / 1 Male

DISTRICT 3, September 2nd, 6:00pm

- 5 Female / 8 Male

Gender

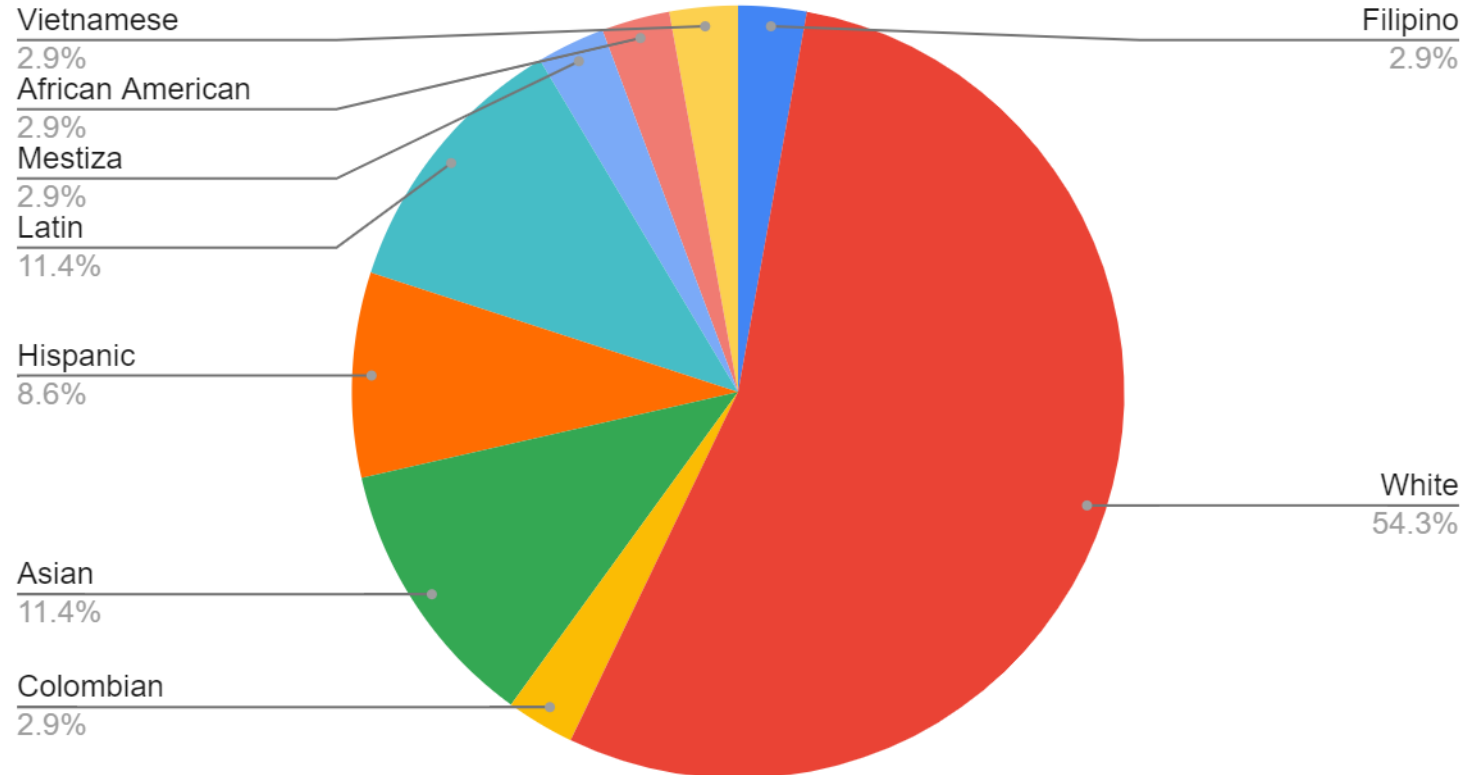




Survey Results

Race/Ethnicity:

Race & Ethnicity



GENERAL, August 12th, 5:30pm

- White, Filipino, Asian Eurasian, Colombian

DISTRICT 1, August 18th, 6:00pm

- Hispanic, White, Asian, Latin

DISTRICT 2, August 26th, 5:30pm

- White

DISTRICT 3, September 2nd, 6:00pm

- Asian, White, Latino, Mestiza, African American, Vietnamese



Survey Results

Household Income:

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

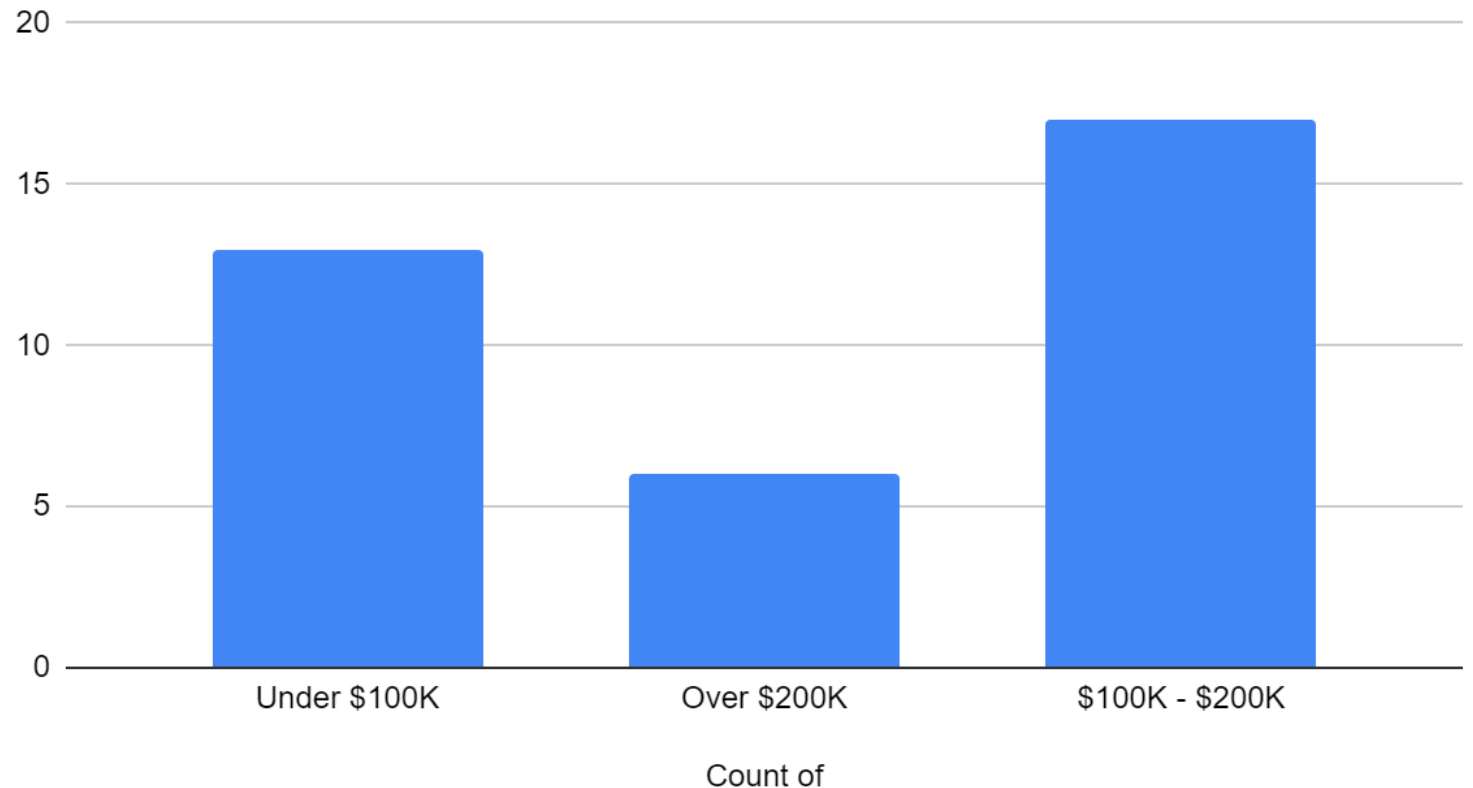
DISTRICT 2, August 26th, 5:30pm

- Under \$100K: 1
- \$100K-\$200K: 4
- Over \$200K: 1

DISTRICT 3, September 2nd, 6:00pm

- Under \$100K: 6
- \$100K-\$200K: 4
- Over \$200K: 3

Household Income





Survey Results

Home Ownership:

GENERAL, August 12th, 5:30pm

- Rent: 1
- Own: 7

DISTRICT 1, August 18th, 6:00pm

- Rent: 1
- Own: 7

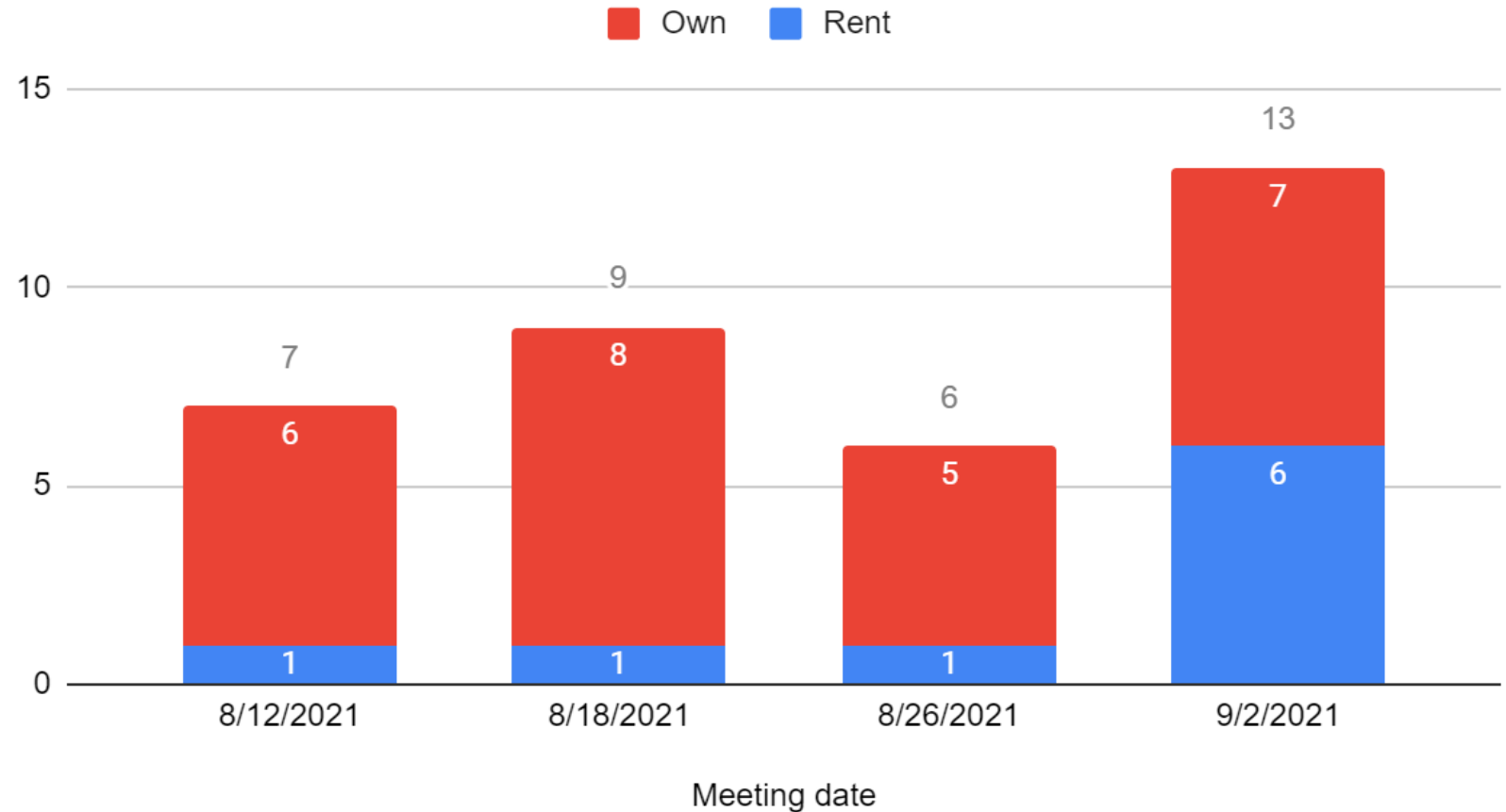
DISTRICT 2, August 26th, 5:30pm

- Rent: 1
- Own: 5

DISTRICT 3, September 2nd, 6:00pm

- Rent: 6
- 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

Industry/Community Organizations:

DISTRICT 2, August 26th, 5:30pm

- Health
- Non-profit

DISTRICT 3, September 2nd, 6:00pm

- Grossmont Healthcare District
- Art
- Education, Bio Tech Research, Tourism, Retail Commercial, Agricultural, Light Industrial
- Community educator, specialize working w/Latinos, immigrants, Spanish speakers





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:

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

