Santa Barbara County
Citizens Independent Redistricting Commission

Outreach Introduction and Overview

February 22, 2021

Outreach Audiences

- Interested individuals
- Statutorily required groups:
  - "underrepresented communities" and "good government, civil rights, civic engagement, and community groups or organizations that are active in the county, including those active in language minority communities"
- Additional groups:
  - Any other community group with an interest in redistricting or any other county policies

Outreach Activities

- **Requirements:**
    - (a) Providing information through media, social media, and public service announcements.
    - (b) Coordinating with community organizations.
    - (c) Posting information on the Internet website.

- **Additional activities: "Go where the people are"**
    - Commissioners or representatives attend community meetings.
    - Also attend non-traditional outreach events, such as farmers' markets.

- **Most successful approach is by "trusted messengers"**

Messages: the 3 E's

1. Engage the community

   ◻ Why should they care about redistricting?

2. Educate the community

   ◻ What are the rules for redistricting?

   ◻ What is the process and timeline?

3. Empower the community

   ◻ How can residents make constructive contributions?

   ◻ How to submit one's neighborhood / community description and map?

   ◻ How to draw single-district and full-county maps?

   ◻ How to share their opinions on draft maps?

Outreach Steps

1. Compile initial list of community individuals and organizations

2. Identify the best channel to reach each target audience

3. Decide on outreach look, feel and messages

4. Initial contact, engagement, check-in, and update messaging

5. Ongoing work to expand of list of community individuals and organizations

Commissioner Tasks

- Contribute to list of individuals and organizations
  - Review lists currently under development
  - Submit names through online submission form
- Engage individuals and groups on behalf of the commission
- Spread the word in your personal networks
  - encourage everyone to sign up for email updates
- Actively work to identify individuals and organizations not in anyone's current network
- Suggest, review and approve messaging

- "Go where the people are" and communicate through "trusted messengers" whenever possible