

Santa Barbara County Citizens Independent Redistricting Commission

Outreach Introduction and Overview

Outreach Audiences

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- □ 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

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□ Requirements:

- Providing information through media, social media, and public service announcements.
- (b) Coordinating with community organizations.
- © 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

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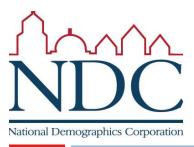
1. Engage the community

- 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

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- 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

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- □ 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