

The background of the slide is a repeating pattern of lightbulbs and speech bubbles. Most are green outlines, but some have a yellow glow or a yellow question mark inside, symbolizing ideas and communication.

# County of Santa Barbara Citizens Independent Redistricting Commission

## Update on Outreach & Marketing Materials



**TRIPEPI SMITH**  
marketing • technology • public affairs

May 5, 2021

# Agenda

- Proposed Hearing Schedule
- Marketing Materials In Work
  - New dedicated website
  - Social media
  - Informational video
  - Presentation for Commissioners' use



# Proposed Hearing Schedule

Meeting Type	Date	Time
Hearing 1	Wednesday, June 2, 2021	6 p.m.
Hearing 2	Saturday, June 5, 2021	10 a.m.
Hearing 3	Wednesday, July 7, 2021	6 p.m.
Hearing 4	Friday, July 9, 2021	2 p.m.
Hearing 5	Wednesday, August 4, 2021	6 p.m.
Hearing 6	Thursday, August 12, 2021	12 p.m.
Release of Federal Census	mid to late August	
Release of State Adjusted Counts	early to mid October	
Hearing 7	Wednesday, November 3, 2021	6 p.m.
Deadline to Submit Maps	Tuesday, November 9, 2021	
Hearing 1 Maps	Friday, November 12, 2021	3 p.m.



# Proposed Hearing Schedule

Meeting Type	Date	Time
Hearing 2 Maps	Monday, November 15, 2021	6 p.m.
Hearing 3 Maps	Thursday, November 18, 2021	11 a.m.
Deadline to Submit Maps	Friday, November 19, 2021	
Hearing 4 Maps	Monday, November 22, 2021	6 p.m.
Hearing 5 Maps	Wednesday, November 24, 2021	8 a.m.
Deadline to Submit Maps	Monday, November 29, 2021	
Hearing 6 Maps	Wednesday, December 1, 2021	6 p.m.
Post Map 3 Days Prior to Adoption	Friday, December 3, 2021	
Hearing 7 Maps Map Adoption	Wednesday, December 8, 2021	6 p.m.
Post Map 3 Days Prior to Adoption	No later than Monday, December 12, 2021	
Adoption Deadline	Wednesday, December 15, 2021	



# New Dedicated Website

- DrawSantaBarbaraCounty.org is in work
  - Received green light from County of Santa Barbara on April 29
  - Tripepi Smith developing via WordPress with user-friendliness and accessibility as top priorities
  - Will host Resources about to be discussed including Informational Video & Presentation
  - Planning to share with Outreach Subcommittee on Wednesday, May 12



# Social Media

- Commission accounts for Facebook and Instagram are in work
  - Working through set-up process with the Outreach Subcommittee and the County of Santa Barbara
  - Should be up and running within the week
  - Moving forward, Tripepi Smith will develop weekly content for review/approval by the Outreach Subcommittee (for sharing on the Commission accounts as well as potentially the County accounts)

# Informational Video

- An animated informational video is currently in development
  - Received input/guidance from Outreach Subcommittee on April 28
  - Intended use is for social media, website, kicking off presentations, etc.
  - Captions will be available in multiple languages
  - Planning to share draft video with Outreach Subcommittee on Wednesday, May 12



# Presentation

- Tripepi Smith is finalizing a presentation for Commissioners' use
  - Based upon feedback and examples from the Commission and Outreach Subcommittee
  - Shared a draft already with the Outreach Subcommittee and working to finalize the English-language version this week (can then translate into multiple languages)







Questions?