

A decorative background pattern of lightbulb icons in various shades of green and yellow, arranged in a grid-like fashion across the top half of the slide.

Santa Barbara County Citizens Independent Redistricting Commission Outreach Efforts Update

October 6, 2021

Forms of Conducted Outreach

- Workshop Facilitation
- Weekly social media posts
- 5 flyers noticing each Commission hearing and workshop
- 3 press releases
- County e-blasts to 10,000 resident emails
- Individual phone calls and emails
- Animated video
- Bilingual business cards
- Paid media: radio and digital advertisements
- Website
- Earned media

Social Media

- **New Facebook**
 - 52,092 total reach
 - 46,179 paid reach v. 6,116 organic reach
 - 1,772 total engagements
- **New Instagram**
 - 108 accounts reached
 - 94 content interactions (shares, replies, likes, saves, comments)
- **Boosted posts**
 - By boosting posts, the Commission's posts have increased their reach by over 655%

Workshops

- 3 in-person & 1 virtual workshops to walk through mapping tools and solicit community feedback on communities of interest
 - Goleta
 - Lompoc
 - Solvang

Phone and Email Outreach

- In the last 3 months, Tripepi Smith has
 - Over 200 phone calls
 - Over 150 follow up emails
- Source: County's recent Census outreach lists, Commissioner feedback, independent research

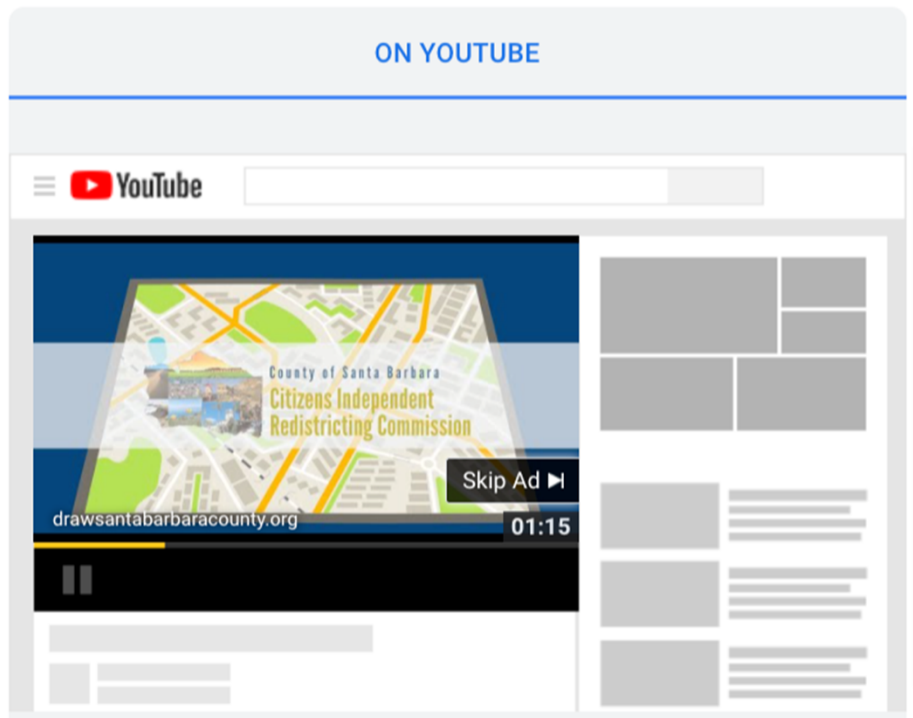
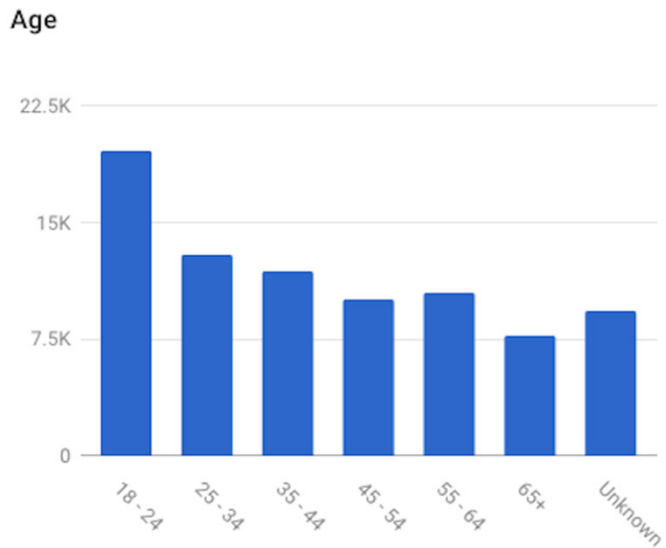
Radio Advertisements

- Engaged with 4 local radio stations (3 of which are Spanish-speaking including Mixteco):
 - Radio Indígena (94.1 FM)
 - Radio Bronco (107.7 FM)
 - Radio Lazer (106.5 FM/1250 AM)
 - KCBX Public Radio (89.5 FM)
- 15-30 second advertisements are running until October 24, 2021.

YouTube Advertisement

Ad Preview

- 81,900 impressions
- 43,900 views



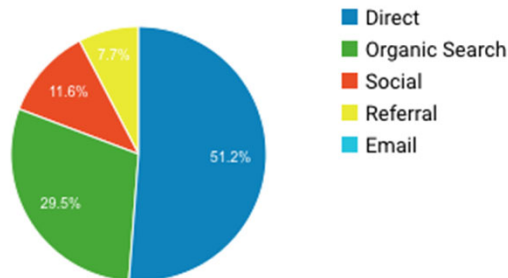
Website Analytics

- 2,238 total users
- 3,956 total sessions
- 8,904 pageviews, 6,780 unique pageviews
- 2:25 average session duration

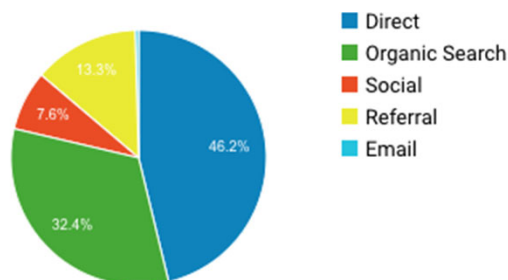
Website Analytics (contd.)

Top Channels

Sep 13, 2021 - Oct 5, 2021



Aug 21, 2021 - Sep 12, 2021



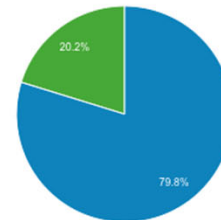
- 4.68% of users are referred from social media
 - 64% of social media referrals are from Facebook
 - 21.8% of social media referrals are from YouTube
 - Majority of referrals come from direct searches (68.16%)
 - Google, the County's website and Noozhawk make up another large chunk (23.59%)

Website Analytics (contd.)

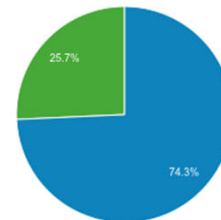
- Pre-Media Plan Performance v. Post

■ New Visitor ■ Returning Visitor

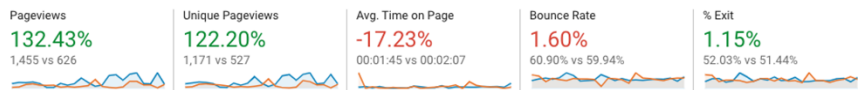
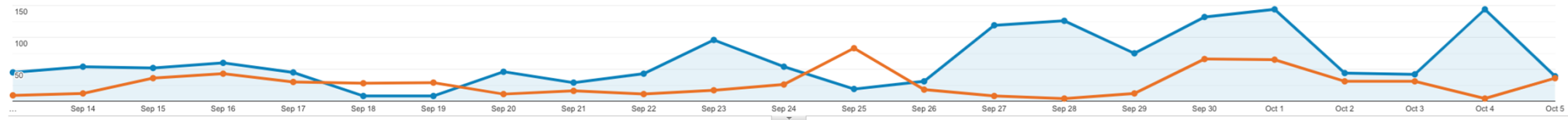
Sep 13, 2021 - Oct 5, 2021



Aug 21, 2021 - Sep 12, 2021



Sep 13, 2021 - Oct 5, 2021: ● Pageviews
Aug 21, 2021 - Sep 12, 2021: ● Pageviews



Website Analytics (contd.)

- 5 Most popular pages (in order):
 - Home page
 - Calendar
 - Draw a map
 - View draft maps
 - Commissioner Biographies


Op-Ed

Chair Morris and Vice-Chair Turley's Op-Ed was published in various publications throughout the County



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Voices

Redistricting in Santa Barbara County Hinges on Community Participation

Now that the Census Is Done, What Will the County's Supervisor Districts Be?



Glenn Morris and Megan Turley | Credit: Courtesy

By Glenn Morris and Megan Turley

Tue Oct 05, 2021 | 11:48am

The right to vote is one of our most foundational rights as Americans — we have the right to be equally and fairly represented. Our county is redistricting, which means that we are assessing current supervisorial district boundaries and redrawing all five districts based on the federal 2020 Census to account for changes in the County's population and to comply with the California Fair Maps Act. This process relies on community members weighing in on what the County of Santa Barbara Board of Supervisors' Districts should look like.

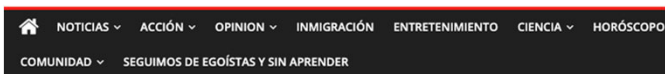
Redistricting happens every 10 years following the federal Census and requires all voting districts to be roughly equal in population. Measure G, a county ordinance passed in 2018, requires that this decennial process be led by the Santa Barbara County Citizens' Independent Redistricting Commission (SBCIRC); a nonpartisan commission made up of 11 Santa Barbara County residents. SBCIRC's mission is to determine the county's supervisorial district borders based on community-submitted maps to satisfy the



Op-Ed (contd.)



El unico periodico bilingue de la Costa Central. The only bilingual newspaper in the Central Coast



Cartas al Editor: La Redistribución de Distritos en el Condado de SB depende de la participación comunitaria

5 octubre, 2021 | latinosb | costa central, distritos electorales, news, noticias, oxnard, santa barbara, santa maria, Ventura

Por Glenn Morris, Presidente de la Comisión Independiente de Redistribución de Distritos de Ciudadanos de Santa Bárbara, 5º Distrito, y Vicepresidenta, Megan Turley, 2º Distrito.
redaccion@latinocc.com

in community participation | Guest Commentary

Redistricting in Santa Barbara County hinges on community participation | Guest Commentary

Oct 1, 2021 Updated 22 hrs ago



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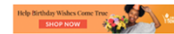
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SBCIRC's mission is to determine the county's supervisorial district borders based on community-submitted maps to satisfy the state's legal requirements, and to accurately represent and enfranchise our county's diverse communities.

We are honored to be the chair and vice chair of this commission. The SBCIRC's top priority is to get our diverse communities engaged. We know that it is in the county's best interest that residents in every neighborhood and community share thoughts on what your supervisorial districts should look like.

What do you believe are your "communities of interest" - areas throughout the county where the population shares common social or economic priorities?



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Local Events

LOMPOC RECORD

SANTA MARIA TIMES

Santa Ynez VALLEY NEWS

TRIPEPI SMITH



Questions?

DrawSantaBarbaraCounty.org