



County of Santa Barbara

Citizens Independent Redistricting Commission

Redistricting Public Outreach Report

December 8, 2021



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Executive Summary

In furtherance of the commitment by the Santa Barbara County Independent Redistricting Commission (SBCIRC) to promote public participation throughout its redistricting process, the Commission and its communications outreach firm, Tripepi Smith, conducted extensive public outreach throughout the redistricting process. This outreach included strategies to disseminate pertinent redistricting information and materials, and to engage a diverse and inclusive spectrum of the public to the widest extent possible.

The SBCIRC engaged residents through:

- A County Redistricting Website: drawsantabarbaracounty.org
- Public meetings, including thirty-six (36) public hearings and meetings as well as three (3) public workshops
- Digital outreach including social media posts, e-flyers, press releases, and radio advertisements
- Individual phone calls and emails to community-based organizations
- A process for the public's development and submission of maps
- A public review of draft maps, which has been posted on the [SBCIRC Redistricting Website](#)

Implementation outcomes and achievements of the public outreach are detailed below.

Communications Firm

The SBCIRC hired National Demographics Corporation (NDC) to manage the County's redistricting process. As a subcontractor to NDC, a communications outreach firm, Tripepi Smith, assisted SBCIRC in public outreach throughout the redistricting process as required by the FAIR MAPS Act passed in 2019 by the California State legislature. Tripepi Smith attended many commission meetings and public hearings as well as workshops, facilitating initial workshops until SBCIRC Commissioners were confident in hosting workshops themselves. In collaboration with the SBCIRC Communications Subcommittee, Tripepi Smith implemented outreach strategies to disseminate pertinent redistricting information and to engage the diverse and inclusive spectrum of the public to the widest extent possible, which included the utilization of web, email, social media, paid ethnic radio advertisements, in-person and virtual community workshops, and direct telephone calls.

Website

The SBCIRC website was the hub of this effort: www.drawsantabarbaracounty.org, was a multilingual webpage, housing all information pertaining to the County's redistricting process. This webpage included FAQs, information about the SBCIRC and its Commissioners, links to mapping tools, information about the map drawing process, links to draft maps, a meeting calendar, as well as ways for the community to provide input to the County. The website was regularly updated with meeting agendas, meeting minutes, and meeting and workshop videos in both English and Spanish. The information was available through Google Translate in over 100 languages and dialects.

Social Media

On May 19, 2021, Tripepi Smith created new Facebook and Instagram accounts for the Santa Barbara Citizens Independent Redistricting Commission. Since then, Tripepi Smith has published 36 redistricting posts

on Facebook and Instagram on behalf of the SBCIRC, and the County of Santa Barbara re-shared these posts on its Facebook, Instagram, Twitter and Nextdoor.

- On [Facebook](#), the SBCIRC published 36 redistricting posts, including 21 boosted posts. The total reach was 135,582 and had 6,115 total engagements (as of 12/4/21)
- On [Instagram](#), the SBCIRC published 32 redistricting posts. The total reach was 1,805 and had 219 total engagements (as of 12/4/21).
- All posts are re-shared on the County's Facebook, Instagram, and Twitter. County Facebook posts averaged a reach of 700-1,000 each in the past few months with an engagement of 1.5-4.5%
- Twitter impressions per post are in the range of 1,100 to 3,000

All social media posts were provided in English and Spanish, and 21 posts were boosted with geo-targeting to Santa Barbara County. Post topics ranged from redistricting FAQs to meeting announcements to opportunities for public participation and more. In total, Tripepi Smith designed 32 social media graphics to support the aforementioned posts and provided strategic advice on social media boosting throughout the engagement.

Flyers

The SBCIRC, through Tripepi Smith, created 9 flyers to promote public workshops and public hearings, and Commission meetings. The electronic flyers were emailed to the Redistricting Community Based Organizations List, a list of 195 community-based organizations throughout Santa Barbara County, including the County's cities. Additionally, the electronic flyers were posted on the County's redistricting website calendar page.

All flyers were provided in English and Spanish.

Press Releases

SBCIRC developed 5 press releases announcing several milestones in the redistricting process. These press releases were sent to the County's list of media outlets and to the Redistricting Community Based Organizations List.

- The first press release on June 14, 2021 announced the first SBCIRC hearing on June 16.
- The second press release on June 29, 2021 announced the first in-person public hearing on July 7.
- The third press release on August 6, 2021 announced public workshops.
- The fourth press release on September 30, 2021 announced the final public hearing before the map submission deadline.
- The fifth press release on October 18, 2021 announced the draft map submittal deadline.

E-Blasts

Workshops, meetings, and public hearings were also publicized by The County through 11 bilingual redistricting e-blasts to the County's subscriber lists and to the SBCIRC Community-Based Organization list.

Media Coverage

Earned Media

Between October 1 through October 14, 2021, multiple news outlets throughout the County of Santa Barbara ran an editorial authored by the SBCIRC Chair and Vice Chair. A memo outlining that coverage can be found here: [earned media coverage](#).

Paid Media

In September 2021, the County dedicated additional funds to outreach in order to purchase radio advertising on multilingual radio to further extend the public outreach. From September 13 through October 24, the County ran 630 radio advertisements on Radio Indígena 94.1 FM, Radio Bronco 107.7 FM, KZER 106.5 FM, KLMM 94.1 FM and KCBX 89.5 FM. The estimated total number of listeners was 387,000.

The radio advertisements focused on three messages:

- 1. Informing Santa Barbara County residents about the redistricting process
- 2. Encouraging Santa Barbara County residents to draw a map
- 3. Recommending Santa Barbara County residents to review draft maps

The first message aired from September 13, 2021 to October 10, 2021; the second message aired from October 11, 2021 to October 17, 2021; and the third message aired from October 18, 2021 to October 24, 2021. All three radio spot messages directed listeners to visit www.drawsantabarbaracounty.org for more information.

Radio Indígena 94.1 FM aired 132 30-second radio spots in Mixtec between September 13, 2021 and October 24, 2021. Radio Indígena’s audience includes indigenous, immigrant and farm-working communities. The total number of estimated listeners was 126,000. Additionally, Radio Indígena posted weekly posts on Instagram relating to Santa Barbara County’s redistricting process.

Radio Indígena 94.1 FM Radio Spots								
Date	M	T	W	Th	F	S	SU	Total
9/13	4	3	3	3	3	3	3	22
9/20	4	3	3	3	3	3	3	22
9/27	4	3	3	3	3	3	3	22
10/4	4	3	3	3	3	3	3	22
10/11	4	3	3	3	3	3	3	22
10/18	4	3	3	3	3	3	3	22
Total: 132 Radio Spots / 126,000 Listeners / 6 Instagram Posts								

Radio Bronco 107.7 FM aired 90 30-second radio spots in Spanish between September 13, 2021 and October 24, 2021. Radio Bronco’s audience is Santa Barbara County’s Hispanic community. The total number of estimated listeners was 46,200.

Radio Bronco 107.7 FM Radio Spots

Date	M	T	W	Th	F	S	SU	Total
9/13	3	3	3	3	3	0	0	15
9/20	3	3	3	3	3	0	0	15
9/27	3	3	3	3	3	0	0	15
10/4	3	3	3	3	3	0	0	15
10/11	3	3	3	3	3	0	0	15
10/18	3	3	3	3	3	0	0	15
Total: 90 Radio Spots / 46,200 Listeners								

KZER 106.5 & KLMM 94.1 FM aired 240 30-second radio spots in Spanish between September 13, 2021 and October 24, 2021. KZER 106.5 FM serves the Hispanic community in Santa Barbara. KLMM 94.1 serves the Hispanic community in Santa Maria. The total number of estimated listeners was 147,600.

KZER 106.5 & KLMM 94.1 FM Radio Spots								
Date	M	T	W	Th	F	S	SU	Total
9/13	8	6	4	4	6	6	6	40
9/20	8	6	4	4	6	6	6	40
9/27	8	6	4	4	6	6	6	40
10/4	8	6	4	4	6	6	6	40
10/11	8	6	4	4	6	6	6	40
10/18	8	6	4	4	6	6	6	40
Total: 240 Radio Spots / 147,600 Listeners								

KCBX 89.5 FM aired 168 15-second radio spots in English between September 13, 2021 and October 24, 2021. KCBX 89.5 is a member station of National Public Radio and serves the residents of Santa Barbara County. The total number of estimated listeners was 68,000.

KCBX 89.5 Radio Spots								
Date	M	T	W	Th	F	S	SU	Total
9/13	7	6	5	5	5	0	0	28
9/20	7	6	5	5	5	0	0	28
9/27	7	6	5	5	5	0	0	28
10/4	7	6	5	5	5	0	0	28
10/11	7	6	5	5	5	0	0	28
10/18	7	6	5	5	5	0	0	28
Total: 168 Radio Spots / 68,000 Listeners								

In addition to radio advertisements, Tripepi Smith also created an informational video in English, Spanish and Mixteco to explain the redistricting process, encourage public participation and urge the public to learn more by visiting the website. This video was posted to the Commission’s website, and it was also posted to YouTube as an advertisement. The YouTube advertisement was geo-targeted toward residents of Santa Barbara County. Overall, the advertisement ran from September 22 through October 28, and it had 220,823 impressions and 119,847 views.

Community Organization Outreach

Starting in May 2021, the SBCIRC began identifying community-based organizations (CBOs) for outreach and continued throughout the redistricting process to identify and add organizations to the [Redistricting Community-Based Organization List](#). SBCIRC’s outreach consultant, Tripepi Smith, individually called and emailed the identified organizations to announce the redistricting process, encourage organizations to participate in the commission hearings and public workshops and recommend organizations to visit the SBCIRC’s redistricting website. Prior to each public workshop or public hearing, Tripepi Smith notified each CBO individually via phone or email and attached the flyer with the meeting information.

Overall, the County identified 195 community-based organizations, including local foundations, ethnic organizations, associations and other community coalitions. In total, Tripepi Smith conducted 256 phone calls and sent 749 emails to these community-based organizations.

Public Workshops Summary

The County held five in-person public workshops on

- July 9, 2021 in Goleta
- July 12, 2021 in Lompoc
- August 12, 2021 in Solvang
- November 9, 2021 presentation to the Guadalupe City Council by Commissioner Twibell
- November 30, 2021 in New Cuyama organized by Vice Chair Turley

For a full list of Commissioner-led discussions, workshops and meetings, please view the [ex parte communications report here](#). In addition to Commissioner-led workshops and meetings to community groups, the report includes a list of discussions, emails and phone calls that Commissioners had with individuals, groups and at public events to inform their communities of the County's redistricting process. In order to assist the Commission with these personal efforts on behalf of the Commission, Tripepi Smith created bilingual business cards with important deadlines and information on how to get involved in the County's process.

At the July 9 and July 12 public workshops, the County's demographers, Shalice Tilton and Dr. Douglas Johnson of the National Demographics Corporation gave an overview of the redistricting process. The County's outreach consultant, Ryder Todd Smith of Tripepi Smith, facilitated a discussion on communities of interest in order to solicit community input on their neighborhood boundaries and commonalities. The other workshops were facilitated by the SBCIRC Chair Glenn Morris and were held in communities and neighborhoods throughout the County.

In total, there were 109 draft maps submitted by the public to the SBCIRC.

Conclusion

The SBCIRC went above and beyond legal requirements for redistricting public outreach. Based on the timeline dictated by the State of California, the Commission and its communication consultant, Tripepi Smith, made every effort to inform the public about redistricting and empower their engagement with the 2021 citizen-led, county-wide redistricting effort.