

## Memorandum

**TO:** Chair Glenn Morris, Santa Barbara Independent Redistricting Commission  
**FR:** Tripepi Smith  
**RE:** SBIRC Earned Media Placement for Chair Morris, Vice Chair Turley Op-ed  
**DT:** October 15, 2021

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### Executive Summary

Tripepi Smith successfully placed an opinion article entitled “Redistricting in Santa Barbara County Hinges on Community Participation” in *eight* publications in the County of Santa Barbara during the first two weeks of October 2021. The potential online reach of these earned media placements is estimated at *680,000 unique website visitors*.

### Earned Media Placements

Drafted by Tripepi Smith on behalf of Santa Barbara County Independent Redistricting Commission Chair Glenn Morris and Vice Chair Megan Turley, the op-ed focused on promoting public engagement participation in redrawing district lines for the County of Santa Barbara Board of Supervisors.

One or another variation of the op-ed appeared in each of the following publications on the following dates:

- [The Santa Maria Times](#), October 1, 2021
- [The Lompoc Record](#), October 1, 2021
- [The Santa Ynez Valley News](#), October 1, 2021
- [Pacific Coast Business Times](#), October 4, 2021
- [The Santa Barbara Independent](#), October 5, 2021
- [El Latino Central Coast](#), October 5, 2021
- [The Santa Barbara News-Press](#), October 10, 2021
- [The Montecito Journal](#), October 14, 2021

In aggregate, these eight publications have an online reach of approximately 680,000 unique visitors per month.

In addition to publishing the op-ed online, each of the above publications also published the op-ed, or a version of it, in their respective print editions.

Tripepi Smith modified the County’s op-ed to meet **The Santa Barbara Independent’s** request for a shorter, 250-word letter-to-the-editor due to space constraints. In print, The Independent, a weekly publication read by 62% of all residents in Southern Santa Barbara County, ran that letter in its October 7, 2021 edition. Online, The Independent has consistent month-to-month traffic of more than 383,700 unique visitors to its website.

**The Santa Barbara News-Press** published the full op-ed online and in print on Sunday, October 10, 2021. In print, the op-ed was featured in the paper's weekly Voices section, starting on page C2 and jumping to C4.

**The Santa Maria Times, Lompoc Record, and Santa Ynez Valley News** are owned by one publisher and provide news coverage to an area spanning from the central part of the county in Santa Ynez to the northern part in Santa Maria. The commissioners' op-ed was placed online on October 1, 2021 and in the papers' print editions. Together, these three papers' websites account for a potential reach of over 208,000 unique visitors per month.

**The Montecito Journal**, a weekly publication, published the op-ed in print under the Community Voices banner on page 11 of its October 14, 2021 edition. While the print edition could be viewed on the Journal's website, a stand-alone online version of the op-ed had not been published as of October 14, 2021.

**The Pacific Coast Business Times** published the op-ed online on October 4, 2021 with a potential reach online of just over 11,000 unique visitors per month. The op-ed also appeared in the publication's print edition.

Tripepi Smith also prepared a Spanish-language translation of the commissioners' op-ed, which appeared online and in print in **El Latino Central Coast**. An English-language version of the op-ed was also published on the Spanish-language newspaper's website.

**Noozhawk**, an online only publication with a 33,000-unique-visitor reach, is expected to publish the op-ed this week.

# **Santa Barbara** **Independent**

## **Redistricting in Santa Barbara County Hinges on Community Participation**

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

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 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? This could be a neighborhood surrounding a business district or school, an area with common interests in a geographic or ecological landmark, or a neighborhood that shares a language other than English. By defining your communities of interest, your input will help the SBCIRC properly consider the impacts of changes to a district's boundary. Submit your thoughts on local "communities of interest" via email at [redistricting@countyofsb.org](mailto:redistricting@countyofsb.org), SBCIRC's website at [drawsantabarbaracounty.org](http://drawsantabarbaracounty.org) or during public comment at our hearing on Wednesday, October 6 at 6 PM in the Betteravia Hearing Room (511 Lakeside Parkway, Santa Maria, CA) or via Zoom.

Get more involved by drawing maps and asking others to do the same! This allows you to have an even more direct impact on this process. It's easier than you think; residents can use the county's online mapping tools available at [drawsantabarbaracounty.org](http://drawsantabarbaracounty.org) or physically draw maps using paper templates that are available at our meetings or can be downloaded from the website and mailed to the commission. Residents can draw the county's five districts or just one. These maps, along with the explanation of why residents drew the lines where they did, will help to inform us of your priorities and identities that should be preserved and represented on the County Board of Supervisors.

Unfortunately, the delays in releasing the Census data that informs these maps severely limits the time for reviewing and adopting a final map. We only just received the official data. Despite these challenges, the State set a deadline of December 15, 2021, for our county to adopt a final map.

It is a sprint for the next few weeks – that's all the time you have to draw and submit maps for the commission's consideration. The deadline for map submissions is October 18, to provide the commission enough time to select a final map by December 15, 2021.

The final map will decide a great deal – including how residents vote, which communities they vote with, and which County Board of Supervisor will represent them following the June 2022 election, and in all elections for the next *decade*.

We cannot accomplish our goal of creating the most fair and equitable County district map without *your* help. Get started today by visiting [drawsantabarbaracounty.org](https://drawsantabarbaracounty.org).

*Glenn Morris, 5th District, is chair and Megan Turley, 2nd District, is vice chair of the Santa Barbara County Citizens Independent Redistricting Commission.*

# SANTA BARBARA NEWS-PRESS



## Redistricting in county hinges on community participation

October 10, 2021

**Editor's note:** Glenn Morris is chair of the Santa Barbara County Citizens Independent Redistricting Commission and is from the 5th District. Megan Turley is the commission's vice chair and is from the 2nd District.

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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 Santa Barbara County 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, 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 state's legal requirements, and to accurately represent and enfranchise our county's diverse communities.

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

This could be a neighborhood surrounding a business district or school, an area with common interests in a geographic or ecological landmark, or a neighborhood that shares a language other than English. By defining your communities of interest, your input will help the SBCIRC properly consider the impacts of changes to a district's boundary.

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Residents can draw the county's five districts or just one. These maps, along with the explanation of why residents drew the lines where they did, will help to inform us of your priorities and identities that should be preserved and represented on the county's Board of Supervisors.

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The deadline for map submissions is Oct. 18, to provide the commission enough time to select a final map by Dec. 15.

The final map will decide a great deal, including how residents vote, which communities they vote with, and which member of the Board of Supervisors will represent them following the June 2022 election — and in all elections for the next decade.

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**Glenn Morris and Megan Turley**

*The authors live in Santa Barbara County.*

**ALERT**

Guest Commentary

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

Oct 1, 2021 Updated Oct 5, 2021

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Santa Barbara Citizens Independent Redistricting Commission Chair, Glenn Morris, 5th District;  
Vice Chair, Megan Turley, 2nd District.

## Opinion: Santa Barbara County’s redistricting hinges on your participation

By [Guest commentary](#) / Monday, October 4th, 2021 / [No Comments](#)

**By Glenn Morris and Megan Turley**

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• *Glenn Morris represents the 5<sup>th</sup> District on the Santa Barbara Citizens Independent Redistricting Commission and is the commission's chair. Megan Turley represents the 2<sup>nd</sup> District and is the vice chair.*



# 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***

El derecho al voto es uno de nuestros derechos más fundamentales como estadounidenses: tenemos derecho a estar representados de manera equitativa y justa.

Nuestro condado está redistribuyendo distritos, lo que significa que estamos evaluando los límites actuales de los distritos de supervisión, y rediseñando los cinco distritos en función del Censo federal de 2020, para tener en cuenta los cambios en la población del condado y cumplir con la Ley de Mapas Justos de California.

Este proceso se basa en que los miembros de la comunidad evalúen cómo deberían ser los Distritos de la Junta de Supervisores del Condado de Santa Bárbara.

La redistribución de distritos ocurre cada 10 años después del censo federal y requiere que todos los distritos electorales sean aproximadamente iguales en población.

La Medida G, una ordenanza del condado aprobada en 2018, requiere que este proceso decenal sea dirigido por la Comisión Independiente de Redistribución de Distritos de los Ciudadanos del Condado de Santa Bárbara (SBCIRC): una comisión no partidista compuesta por 11 residentes del Condado de Santa Bárbara.

La misión del SBCIRC es determinar las fronteras del distrito de supervisión del condado basándose en mapas enviados por la comunidad, y así satisfacer los requisitos legales del estado y para representar y otorgar derechos de voto a las diversas comunidades de nuestro condado.

Es un honor para nosotros ser el presidente y el vicepresidente de esta Comisión.

La prioridad principal del SBCIRC es involucrar a nuestras diversas comunidades. Sabemos que lo mejor para el condado es que los residentes de cada vecindario y comunidad compartan sus opiniones sobre cómo deberían verse sus distritos de supervisión.

¿Cuáles cree que son sus “comunidades de interés,” es decir las áreas en todo el condado donde la población comparte prioridades sociales o económicas comunes?

Este podría ser un vecindario que rodea un distrito comercial o una escuela, un área con intereses comunes en un hito geográfico o ecológico, o un vecindario que comparte un idioma que no sea el inglés.

Al definir sus comunidades de interés, su aporte ayudará al SBCIRC a considerar adecuadamente los impactos de los cambios en los límites de un distrito.

Envíe sus opiniones sobre las “comunidades de interés” locales por correo electrónico a [redistricting@countyofsb.org](mailto:redistricting@countyofsb.org) o el sitio web de SBCIRC en [drawsantabarbaracounty.org](http://drawsantabarbaracounty.org).

También puede participar dibujando mapas y solicitando a otros que hagan lo mismo.

Esto le permite tener un impacto aún más directo en este proceso.

Los residentes pueden usar las herramientas de mapas del Condado disponibles en línea en [drawsantabaracounty.org](https://drawsantabaracounty.org) o dibujar mapas físicamente usando plantillas de papel que están disponibles en nuestras reuniones o pueden descargarse del sitio virtual y enviarlas por correo electrónico a la Comisión.

**Además, los residentes pueden dibujar los cinco distritos del condado a solo uno.**

Estos mapas, junto con la explicación de por qué los residentes trazaron las líneas donde lo hicieron, ayudarán a informarnos de sus prioridades e identidades que deben conservarse y representarse en la Junta de Supervisores del Condado.

Desafortunadamente, las demoras en la publicación de los datos del Censo que informan estos mapas, limitan severamente el tiempo para revisar y adoptar un mapa final.

Recién recibimos los datos oficiales, pero pesar de estos desafíos, el estado estableció como fecha límite el 15 de diciembre de 2021 para que nuestro condado adopte un mapa final.

Será una carrera dura las próximas semanas, porque es todo el tiempo que tiene para dibujar y enviar mapas para que la Comisión los considere.

La fecha límite para la presentación de mapas es el 18 de octubre, para que la Comisión tenga tiempo suficiente para seleccionar un mapa final antes del 15 de diciembre de 2021.

El mapa final decidirá mucho, incluido como votan los residentes, con que comunidades votan y que Junta de Supervisores del Condado los representará después de las elecciones de junio de 2022 y en todas las elecciones de la próxima *década*.

No podemos lograr nuestro objetivo de crear el mapa de distrito del condado más justo y equitativo sin SU ayuda. Comience hoy visitando [www.drawsantabarbaracounty.org](http://www.drawsantabarbaracounty.org)

*Montecito*  
**JOURNAL**

The print edition is available online [here](#).