

CITY OF SANTA BARBARA
2021 ELECTORAL REDISTRICTING
CIVIC ENGAGEMENT AND OUTREACH PLAN

The Civic Engagement and Outreach Plan (the “Outreach Plan”) describes tools and strategies to maximize public participation by Santa Barbara residents in the City’s electoral redistricting process. This Outreach Plan is intended to implement and surpass the public outreach requirements under the FAIR MAPS Act, Elections Code Sections 21500, et seq. (“Fair And Inclusive Redistricting for Municipalities And Political Subdivisions”).

The Outreach Plan relies on multiple strategies for participation to allow as many members of the public as possible to learn about district-based elections and participate in the district map redistricting process, regardless of their technological abilities or previous levels of civic engagement.

The Outreach Plan describes the objectives and goals of the outreach process, the target audience for community outreach, the public input process, the methods to engage underserved communities, the final synthesis of the results of the public engagement when it is complete, the process for final district map adoption, and the overall schedule and cost for the project.

Goals and Objectives

The desired outcomes for the Outreach Plan are to educate City residents about redistricting requirements and to assure diverse community participation in the process for redrawing district maps based on 2020 Census Bureau data.

The Outreach Plan’s primary goals are:

- 1) Encourage participation by a diverse range of City residents, reflecting the range of opinions within the community as well as the City’s demographics;
- 2) Use a variety of outreach tools to make it easy for community members to provide input;
- 3) Involve traditionally underrepresented and marginalized communities in the process, including ethnic minorities and low-income communities for whom language and cultural differences and lack of access to technology may otherwise preclude or discourage involvement;
- 4) Design public workshop formats to be as inclusive and open as possible, providing a variety of ways in which individuals can participate and contribute ideas; and

- 5) Proactively seek participation and comments, rather than waiting for individuals and groups to come forward to participate.

The outreach tools and schedule identified below present a series of strategies to achieve these goals.

Community Outreach

The City will provide meeting information to neighborhood associations, public schools, and other relevant cultural and community organizations regarding the redistricting project to build interest in the project, educate people about the need to participate in the redistricting process and encourage participation in mapping events.

Digital outreach efforts will include colored flyers containing text and infographics, a digital QR code and website information, background summaries of the project, and meeting dates and locations. All materials will be available in English and Spanish.

Digital outreach and advertising opportunities include:

Project Website. The project Website will include the following information:

- 1) Background information and meeting materials;
- 2) Calendar of outreach events and public hearings;
- 3) Frequently Asked Questions;
- 4) Link to Mapping Tool provided by National Demographics Corporation;
- 5) Links to video recordings of public workshops and Independent Redistricting Commission hearings;
- 6) Contact information for City staff;
- 7) Instructions on how to submit public comment including a comment box; and
- 8) Sign-up for email list.

A link to the project website will be highly visible on the homepage of the City's website.

Social Media. City staff will utilize its Facebook, NextDoor, and Twitter accounts for the project. City staff will make regular posts on these accounts to update the public about the project including posting meeting dates and sharing background information about the project. Meeting information will be posted as soon as the meeting date is set with reminders posted one week in advance of the meeting and on the day of the meeting.

Emails. The City will distribute information electronically to neighborhood associations and community organizations for inclusion in their newsletters, as well as to individuals who added themselves to the project email list at public events or through the online engagement portal described below.

Posters and Flyers. The City will prepare posters and flyers and distribute to key businesses, libraries, community centers, and community groups throughout the City, with a particular focus on businesses or destinations frequented by underserved communities, including laundromats, grocery stores, post offices, libraries, recreation centers, and other destinations that serve a broad cross-section of the community. The City will deploy two informational sandwich boards per district in high traffic areas, which will include all project information and a QR code for additional information.

The posters and flyers will educate residents about the redistricting effort, the process of drawing district maps, and identify ways to get involved in the project.

Media Release. The City will prepare press releases that could lead to publication of unpaid news stories in the local news sources, including *Radio Bronco*, the *Independent*, *Noozhawk*, and *EdHat*.

Paid Print Advertising. The City will place paid advertisements in publications targeting specific demographic groups historically underrepresented, such as ethnic and racial minorities.

City News in Brief. City staff will write an article for the City to place in the City News in Brief. The purpose of the article will be to inform residents about the project, provide a link to the project website, and publish initial outreach dates for the public hearings.

Project Mailing List. City staff will send out periodic project updates, including information about upcoming public meetings, to subscribers of the project mailing list.

Independent Redistricting Meeting Information

The City will hold eight public hearings between the period of September 20, 2021 and March 14, 2022 in order to solicit input from City residents with respect to redistricting based on the new 2020 Census data. While the deadline for adoption of the redistricting maps by the City Council is April 17, 2022, the City plans to hold two introductory hearings in the fall of 2021, and one hearing per district beginning on January 8, 2022.

The first hearing on Monday, September 20, 2021 will focus on introduction of the Independent Redistricting Commission and online mapping tools to the public and an explanation of the redistricting process and timeline. This first meeting will be held virtually and will be accompanied by the prior public outreach described above.

The second hearing will also be held virtually and will occur on Wednesday, October 20, 2021 from 6:00 – 7:30 p.m. The purpose of the second hearing will be to provide training for the online electoral mapping tools and release the preliminary draft maps.

The individual District hearings will begin with District 1 at Franklin Elementary School on Saturday, January 8, 2022 from 10:00 - 11:30 a.m. and will conclude with District 6 on Monday, March 14, 2022 at the Carrillo Recreation Center from 6:00 p.m. to 7:30 p.m. The meeting information is summarized in Table 1 below: *Independent Redistricting Meeting Information*. At the conclusion of the individual District hearings and the finalization of the redistricting maps by City staff and National Demographics Corporation, the City Council Redistricting Adoption hearing is scheduled for Tuesday April 12, 2022.

All meetings will be held either in the evening or on the weekend in easy to access City venues. In case of COVID-19 restrictions, the six District based meetings beginning on January 8, 2022 will be held virtually rather than in person. Venues were selected based on district location and ease of access for the public. All venues will be indoors in City or School District facilities. Outdoor venues were found infeasible, as the meetings will occur during the rainy season and some will be in the evening, which could create lighting, audio visual, and temperature issues. All meetings will be recorded and will be posted on the project website for future access. All meetings will be translated into Spanish and American Sign Language. In person meetings will include childcare, and a children’s activity areas which will be provided and monitored by City staff or City Volunteers who have been fingerprinted by Livescan. In person meetings will also include light and culturally appropriate refreshments.

Table 1: Independent Redistricting Meeting Information

Meeting Type	Date	Location	Time	Refreshments
IRC Meeting IRC will consider and approve the civic engagement plan	Wednesday August 25, 2021	Virtual: Go To Meeting	5:00 p.m. PST	NA
Introduction Hearing (Before City draws redistricting map) Agenda: Introduce the IRC to the community; introduce the online electoral mapping tools; explain the redistricting process and timeline. Discuss the October	Monday September 20, 2021	Virtual: Go To Meeting	6:00 p.m. -7:30 p.m. PST	NA

release of the preliminary draft maps.				
Technical Training & Map Introduction Hearing (Before OR after City draws redistricting map) Agenda: Release of the preliminary draft maps; Public map drawing workshop	Wednesday October 20, 2021	Virtual: Go To Meeting	6:00 – 7:30 p.m. PST	NA
District 1 Hearing (After City draws draft redistricting map)	Saturday January 8, 2022	Franklin Elementary School	10:00 – 11:30 a.m. PST	Coffee and Roscones
District 2 Hearing (After City draws draft redistricting map)	Thursday January 20, 2022	La Cumbre Junior High School	6:00 – 7:30 p.m. PST	Soda and Chips
District 3 Hearing	Saturday February 12, 2022	Harding Elementary School	10:00 – 11:30 a.m. PST	Coffee and Roscones
District 4 Hearing	Thursday March 3, 2022	Peabody Elementary School	6:00 – 7:30 p.m. PST	Soda and Chips
District 5 Hearing	Wednesday March 9, 2022	MacKenzie Park or Hope Elementary School	6:00-7:30 p.m. PST	Soda and Chips
District 6 Hearing	Monday March 14, 2022	Carrillo Recreation Center	6:00-7:30 p.m. PST	Soda and Chips
IRC meeting and hearing to deliberate on and adopt redistricting map	Wednesday March 30, 2022	TBD	TBD	NA

City Council Adoption Hearing The Independent Redistricting Commission shall adopt and refer to the City Council a redistricting map before Sunday, April 17, 2022	Tuesday April 12, 2022	TBD	3:00 p.m. PST Time Certain	NA
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Summary of Anticipated Costs

Costs for both virtual meetings and in-person meetings are estimated below. The summary table assumes that two hearings in fall 2021 will be virtual, and the remaining six hearings will be in person. Please see *Table 2: Summary of Hearing Costs* below for more detail. Based on the estimate below, the cost for each virtual meetings would be \$675 and each in person meeting would be \$1,050 each for a total estimate of \$7,650 for the eight scheduled hearings. Staff has included a 10% contingency, which brings the estimate to \$8,415. Costs would be \$5,940, including 10% contingency, if all assumed in person meetings must be held virtually.

Table 2: Summary of Hearing Costs

Service	Estimated Cost per Meeting	Total Cost
Spanish Translation	\$75/hour x 3 hour minimum x 8 Meetings	\$1,800
American Sign Language Translation	\$75/hour x 3 hour minimum x 8 Meetings	\$1,800
Childcare	12-24 hours (assume 6 in person meetings)	Overhead or Volunteer
Childcare Supplies (coloring books, puzzles, blocks)	One set for 6 in person meetings, to be sanitized after each meeting	\$150
Snacks and Drinks	\$100/meeting x 6 in person meetings	\$600
Venue Rental	\$150/meeting x 6 in person meetings	\$900
Audio Visual Equipment Rental	\$100/meeting x 6 in person meetings	\$600

Nametags, office supplies, color printing of exhibits	General Fund Overhead	NA
Media Publications and Noticing	\$150/meeting x 8 meetings	\$1,200
Social Media Outreach	General Fund Overhead	NA
Flyers Posted at Community Sites (Casa De La Raza, Libraries, Laundromats)	General Fund Overhead	NA
Sandwich Boards in the Community	2 per district in high traffic areas x \$50	\$600
Updates to Webpage	City Staff/Overhead	NA
TOTAL Virtual Meetings	\$675 each (2)	\$1,350
TOTAL Person Meetings	\$1,050 each (6)	\$6,300
SUBTOTAL ESTIMATE		\$7,650
10% Contingency		\$765
TOTAL Estimate		\$8,415