



Outreach Report

Update Since Last Reported at Regular IRC Meeting (9/2)

- Finalized Public Service Announcement for Radio and TV in English and Spanish and leveraged ABA member benefits to secure airtime with Cox and Spectrum (value \$10,000)
- Airtime across San Diego County, to include major networks such as ESPN, MTV, Bravo, MSNBC, CNN, Oxygen, USA, Food Network, VH1 and many more. PSA to run a minimum of 100 times from 9/6-9/25
- Updated Presentation and Script for District 3 Pre-Mapping Public Hearings
- Disseminated Flyers at community events: YMCA Community Block Party (August 20 – Jackie Robinson Family YMCA-Southeast San Diego) / Artwalk Little Italy Summer Series (Sept 5 - Little Italy) / Poway Rotary Parade (Sept 11 - 1500+ attendees) / San Diego Festival of the Arts (Sept 12 - Del Mar)
- Disseminated District 3 Pre-Mapping Public Hearing (9/2) digital flyers to more than 104 CBOs; 18 Tribes; 28 Chambers; 72 Planning Groups and Special Districts; 85 ethnic and community media outlets
- Earned media in several publications including Coronado Eagle, The Village News (Fallbrook & Bonsall), Union Tribune, KPBS, East County Magazine, Del Mar Times, Voice of San Diego, San Diego Reader
- Featured in online community calendars: 10 News, 211 San Diego, Fox 5, KPBS, Patch, San Diego Community Newspaper Group, San Diego Reader, San Diego Union Tribune
- Updated and distributed digital message for the 9/9 and 9/18 Pre-Mapping Public Hearing
- Prepared Draft Map Public Hearing Outreach Plan



Outreach Report

Work Examples

County of San Diego Independent Redistricting Commission
Published by T.J. Zane · August 27 at 3:57 PM ·

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County of SD Independent Redistricting Commission
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County of San Diego Independent Redistricting Commission

Share your perspective at an upcoming pre-mapping public hearing (in-person, phone, and virtual)!
sandiegocounty.gov/redistricting/ Joined August 2021

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City of San Diego Redistricting Commission

Rozanna Zane @Affairz



COUNTY OF SAN DIEGO
INDEPENDENT
REDISTRICTING
COMMISSION

Outreach Report

Work Examples

Main Calendar | KPBS/Arts | Outdoor Concerts | Outdoor Films | Virtual Events | Submit Event | Contact

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County Redistricting Public Hearing - District 2

WHEN Thursday, August 26, 2021 at 5:30 p.m.
 WHERE Ronald Reagan Community Center, 195 East Douglas Ave., El Cajon, CA
 AGES All ages
 COST Free

The County of San Diego Independent Redistricting Commission is hosting pre-mapping public hearings to hear from District 2 residents about how County supervisorial district lines should be drawn. Even if you don't live in District 2, you're still welcome and encouraged to participate. This hearing is both in-person and virtual.

For virtual, please join by Zoom at <http://us06web.zoom.us/j/95985013113>
 Webinar ID: 959 8501 3113
 Passcode: 905422
 or by phone (408) 638-0968

For more information, please visit <https://www.sandiegocounty.gov/redistricting/>

Dates and times of events are subject to change without notice. Always check the event organizer's website for the most updated schedule before attending. Check local COVID-19 restrictions and updates.

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Vision: As a grassroots, locally driven institution, Majdal Community Center is committed to uplifting the Arab community in San Diego through politic... See More

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PUBLIC HEARING
 THURSDAY, AUGUST 26, 2021
 IN-PERSON / VIRTUAL / BY PHONE

Ronald Reagan Community Center
 195 E Douglas Ave
 El Cajon, CA 92020

5:30 P.M.

- To learn more about redistricting
- To find your current district
- For Zoom meeting information
- To provide comments for any of these hearings
- To identify your community of interest using the Community Builder Tool

Go to: sandiegocounty.gov/redistricting



Public hearings on San Diego County's redistricting process begin

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Redistricting hearing in El Cajon

San Diego County's Independent Redistricting Commission is holding a virtual and in-person public hearing on redistricting at 5:30 p.m. Thursday at the Ronald Reagan Community Center, 195 E Douglas Ave., El Cajon, to hear from District 2 residents. The goal is to ensure that people are fairly represented when drawing district lines. Those who live in other supervisorial districts are also welcome. To participate by Zoom, visit <https://bit.ly/3BIES2t>.

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PUBLIC HEARINGS

The County of San Diego Independent Redistricting Commission is hosting pre-mapping public hearings to hear from residents like you about how County supervisorial district lines should be drawn. These hearings are both in-person and virtual.

- THURSDAY, AUGUST 12, 2021**
Mira Mesa Senior Center, 3450 Mira Mesa Blvd, San Diego, CA 92126
5:30 P.M.
- WEDNESDAY, AUGUST 18, 2021**
Sanford Community Library, 4375 SanDiego Blvd, San Diego, CA 92122
6:00 P.M.
- THURSDAY, AUGUST 26, 2021**
Ronald Reagan Community Center, 195 E Douglas Ave, El Cajon, CA 92021
5:30 P.M.
- THURSDAY, SEPTEMBER 2, 2021**
Escondido Chamber of Commerce, 700 N Escondido
6:00 P.M.
- THURSDAY, SEPTEMBER 9, 2021**
Valderrama Park/Malibu & Library, 5142 Market St
5:30 P.M.
- SATURDAY, SEPTEMBER 18, 2021**
Crestwood Shopping & Amusement, 1110 Preston Dr
1:00 P.M.
- THURSDAY, SEPTEMBER 23, 2021**
Vista Oaks Center, 200 Civic Center Dr, Vista, CA
5:30 P.M.
- SATURDAY, SEPTEMBER 25, 2021**
Spring Valley Community Center, 4950 Sanborn
1:00 P.M.

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SUPERVISOR REDISTRICTING HEARINGS ANNOUNCED: AUG. 26 IN EL CAJON AND MORE

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PUBLIC HEARINGS

SUPPORT INDEPENDENT REDISTRICTING COMMISSION

The County of San Diego Independent Redistricting Commission is hosting pre-mapping public hearings to hear from residents like you about how County supervisorial district lines should be drawn. These hearings are both in-person and virtual.

By Miriam Rafferty
August 24, 2021 (San Diego) – How should redistricting lines be drawn for San Diego County's supervisorial district? The County of San Diego Independent Redistricting Commission is hosting pre-mapping public hearings to hear from residents. The hearings will be held both in-person and virtually online.
For East County residents in District 2, currently represented by Joel Anderson, a hearing is set for Thursday, Aug. 26 at 5:30 p.m. at the Ronald Reagan Community Center, 195 E. Douglas Ave. in El Cajon. [Meeting link for Aug. 26 El Cajon hearing.](#)



Outreach Report

An initial summary of metrics and analytics for all marketing efforts-as of 9/2

IRC Facebook Reach	1,347
Engagements	73
Facebook Reshared Reach (ABASD/CBOs /Media)	110,799
IRC Twitter Reach	14
ABASD/CBOs Twitter Reach	4,209
ABASD/CBOs Newsletter Reach	8,572
On-line ads -impressions county-wide (approximately 500,000 per supervisory district)	2,500,118
TV & Radio (Cox, Spectrum, KPBS, NBC/Telemundo 9/16, Latina Radio)	PSA
Website- Total page views as of 8/26-9/2	1,689
Website- Total unique visitors as of 8/26-9/2	918

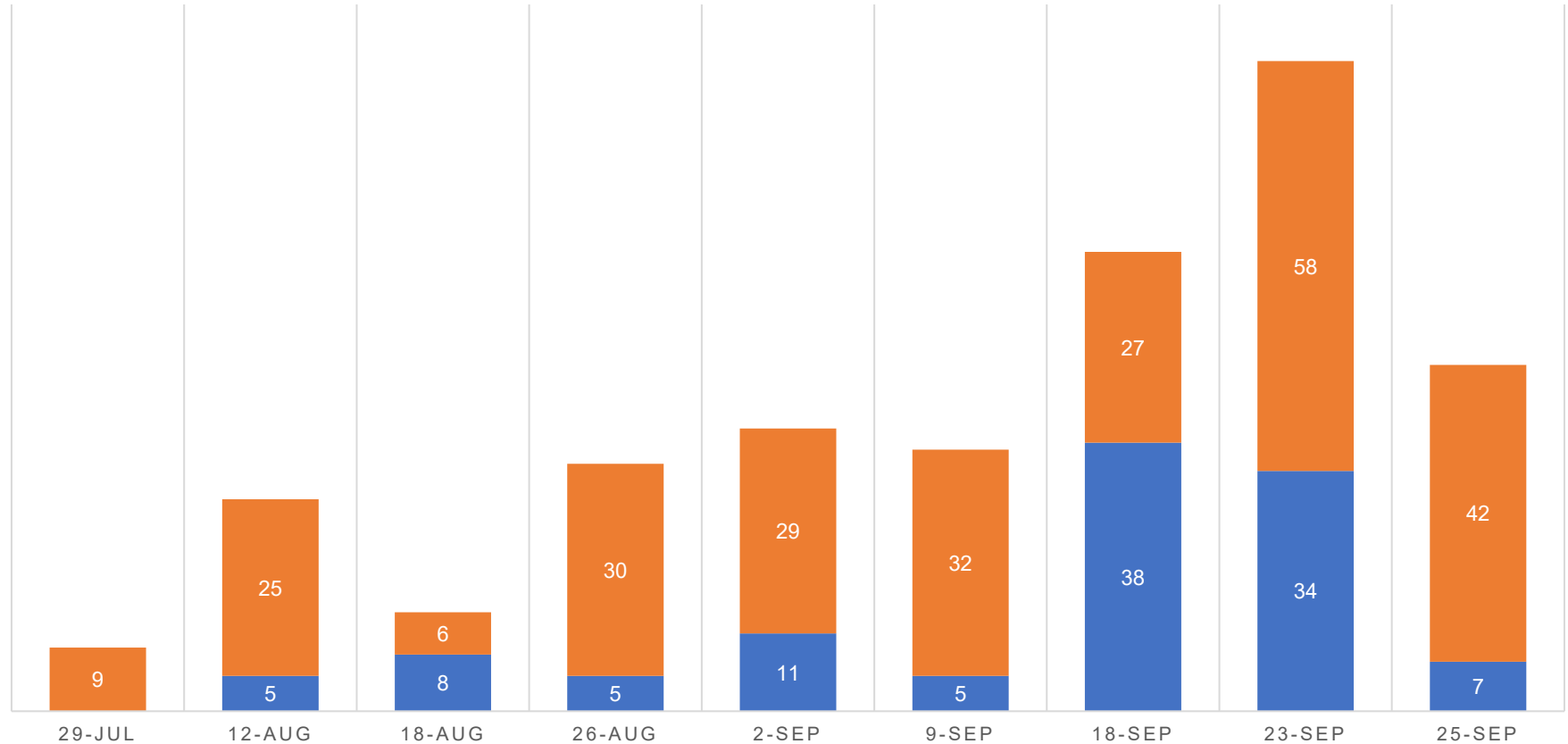
Email Campaigns:	
CBO's	104
Tribes (18 Tribes in SD County)	18
Chambers (33 Chambers in SD County)	28
Planning Groups & Special Districts	72
Ethnic & Community Media Outlets (120 total outlets)	85



Public Hearing Report

Number of Attendees*

Attendees In Person Attendees Virtual



* Excludes IRC Commissioners, Contractors and COSD staff

IRC Meeting, July 29th, 5:30pm	
Virtually (only):	9
GENERAL, August 12th, 5:30pm	
In-Person:	5
Virtually:	25
DISTRICT 1, August 18th, 6:00pm	
In-Person:	8
Virtually:	6
DISTRICT 2, August 26th, 5:30pm	
In-Person:	5
Virtually:	30
DISTRICT 3, September 2nd, 6:00 pm	
In-Person:	11
Virtually:	29
DISTRICT 4, September 9th, 5:30 pm	
In-Person:	5
Virtually:	32
GENERAL, September 18th, 1:00 pm	
In-Person:	38
Virtually:	27
DISTRICT 5, September 23rd, 5:30 pm	
In-Person:	34
Virtually:	58
GENERAL, September 25th, 1:00 pm	
In-Person:	7
Virtually:	42



Public Input Received

GENERAL, August 12th, 5:30pm

In-Person: 1
 Virtually: 9
 e-Comments: 31
 CB Tool: 2

GENERAL, September 18th, 1:00 pm

In-Person: 4
 Virtually: 23
 e-Comments: 33
 CB Tool: 0
 Letter: 0

DISTRICT 1, August 18th, 6:00pm

In-Person: 6
 Virtually: 1
 e-Comments: 11
 CB Tool: 1

DISTRICT 5, September 23rd, 5:30 pm

In-Person: 31
 Virtually: 7
 e-Comments: 106
 CB Tool: 0
 Letter: 0

DISTRICT 2, August 26th, 5:30pm

In-Person: 2
 Virtually: 10
 e-Comments: 27
 CB Tool: 7

GENERAL, September 25th, 1:00 pm

In-Person: 0
 Virtually: 10
 e-Comments: 30
 CB Tool: 0
 Letter: 1

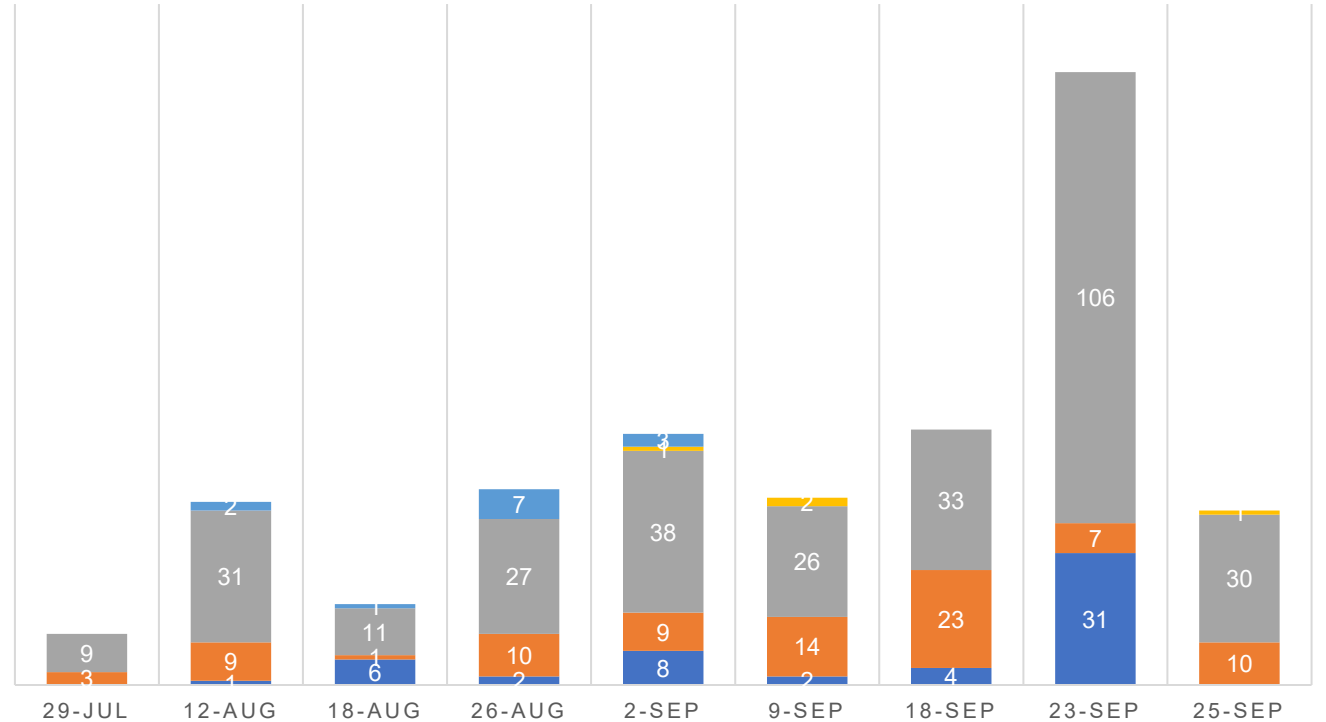
DISTRICT 3, September 2nd, 6:00 pm

In-Person: 8
 Virtually: 9
 e-Comments: 38
 CB Tool: 3
 Letter: 1

DISTRICT 4, September 9th, 5:30 pm

In-Person: 2
 Virtually: 14
 e-Comments: 26
 CB Tool: 2
 Letter: 2

■ In-Person ■ Virtual ■ e-comment ■ Letter ■ CB tool Input



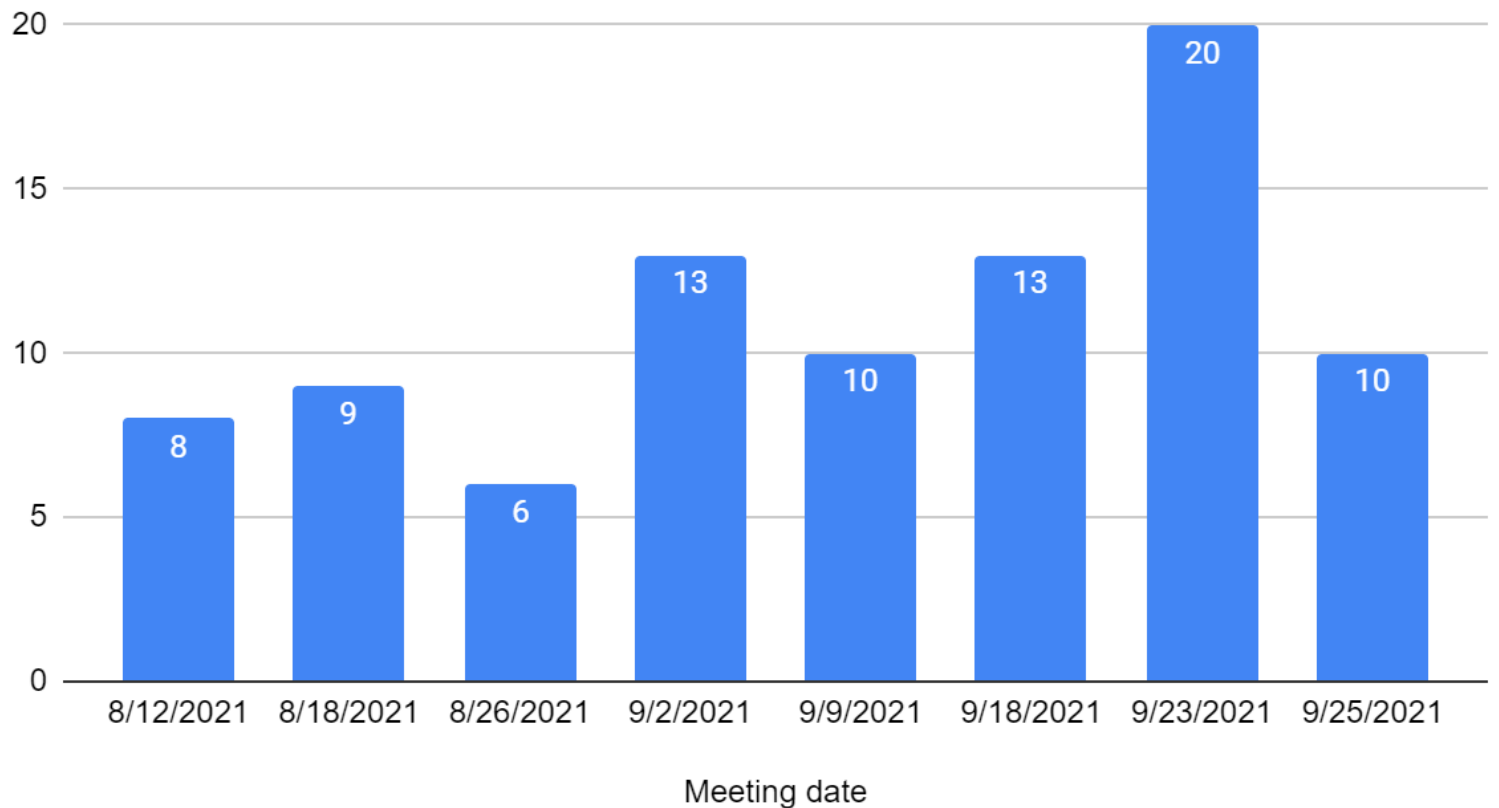
Regular IRC Meeting, July 29th, 5:30 pm there were 3 virtual comments and 9 e-comments



Survey Results

- GENERAL, August 12th, 5:30pm
Total surveys: 8
- DISTRICT 1, August 18th, 6:00pm
Total surveys: 9
- DISTRICT 2, August 26th, 5:30pm
Total surveys: 6
- DISTRICT 3, September 2nd, 6:00 pm
Total surveys: 13
- DISTRICT 4, September 9th, 5:30 pm
Total surveys: 10
- GENERAL, September 18th, 1:00 pm
Total surveys: 13
- DISTRICT 5, September 23rd, 5:30 pm
Total surveys: 20
- GENERAL, September 25th, 1:00 pm
Total surveys: 10

Total Surveys Received





Survey Results

Total surveys submitted by district to date

GENERAL, August 12th, 5:30pm
 Total: D1 (1), D2 (1), D3 (5), D5 (1)

DISTRICT 1, August 18th, 6:00pm
 Total: D1 (8)

DISTRICT 2, August 26th, 5:30 pm
 Total: D2 (2), D3 (3), D5 (1)

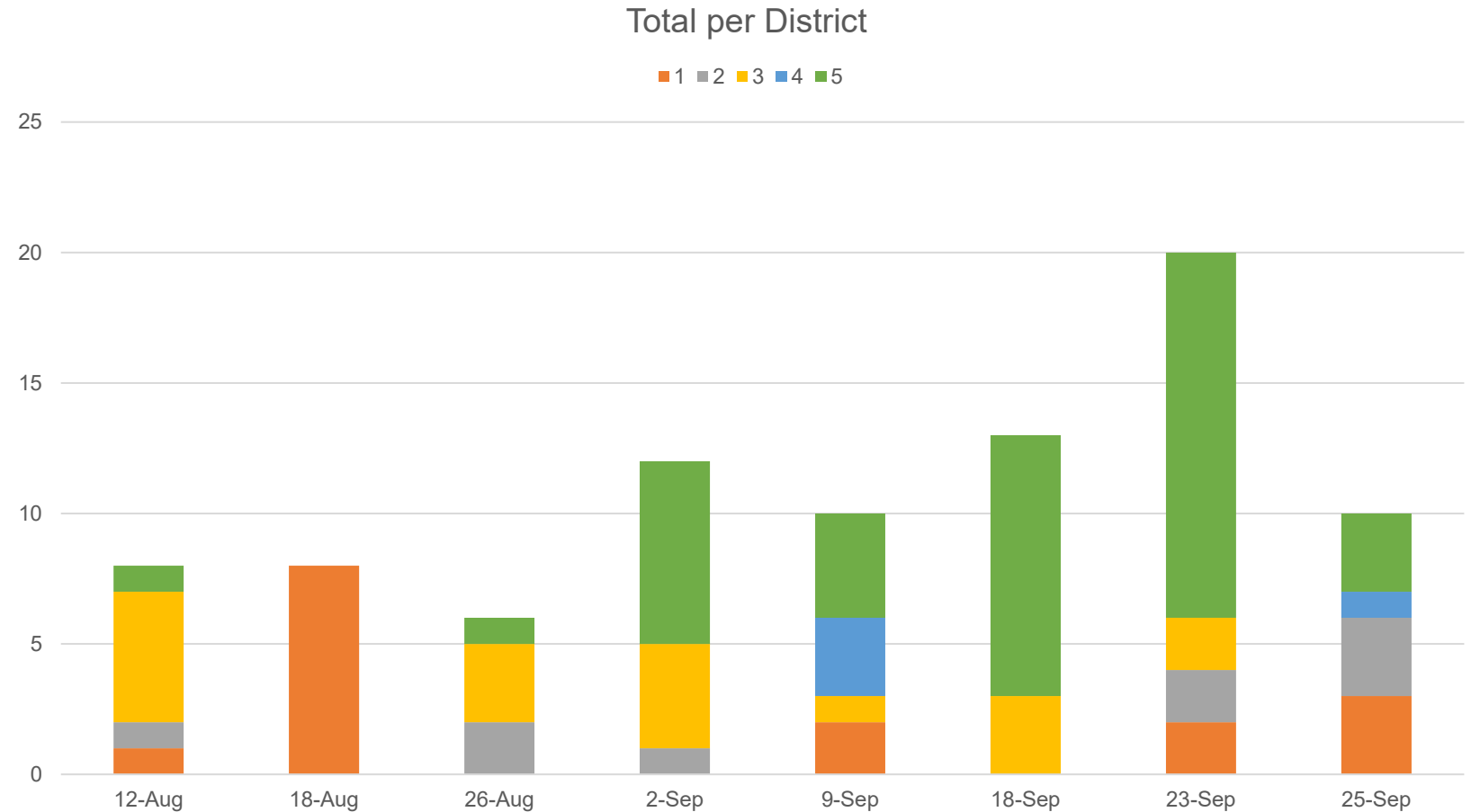
DISTRICT 3, September 2nd, 6:00pm
 Total: D2 (1), D3 (4), D5 (7)

DISTRICT 4, September 9th, 5:30pm
 Total: D1 (2), D3 (1), D4 (3), D5 (4)

GENERAL, September 18th, 1:00pm
 Total: D3 (3), D5 (10)

DISTRICT 5, September 23rd, 5:30pm
 Total: D1 (2), D2 (2), D3 (2), D5 (14)

GENERAL, September 25th, 1:00pm
 Total: D1 (2), D2 (3), D4 (1), D5 (3)





Zip Code Frequency of Survey Responses

GENERAL, August 12th, 5:30pm
 91941, 91950, 92126, 92131

DISTRICT 1, August 18th, 6:00pm
 91902, 91950, 91941, 92126, 92131

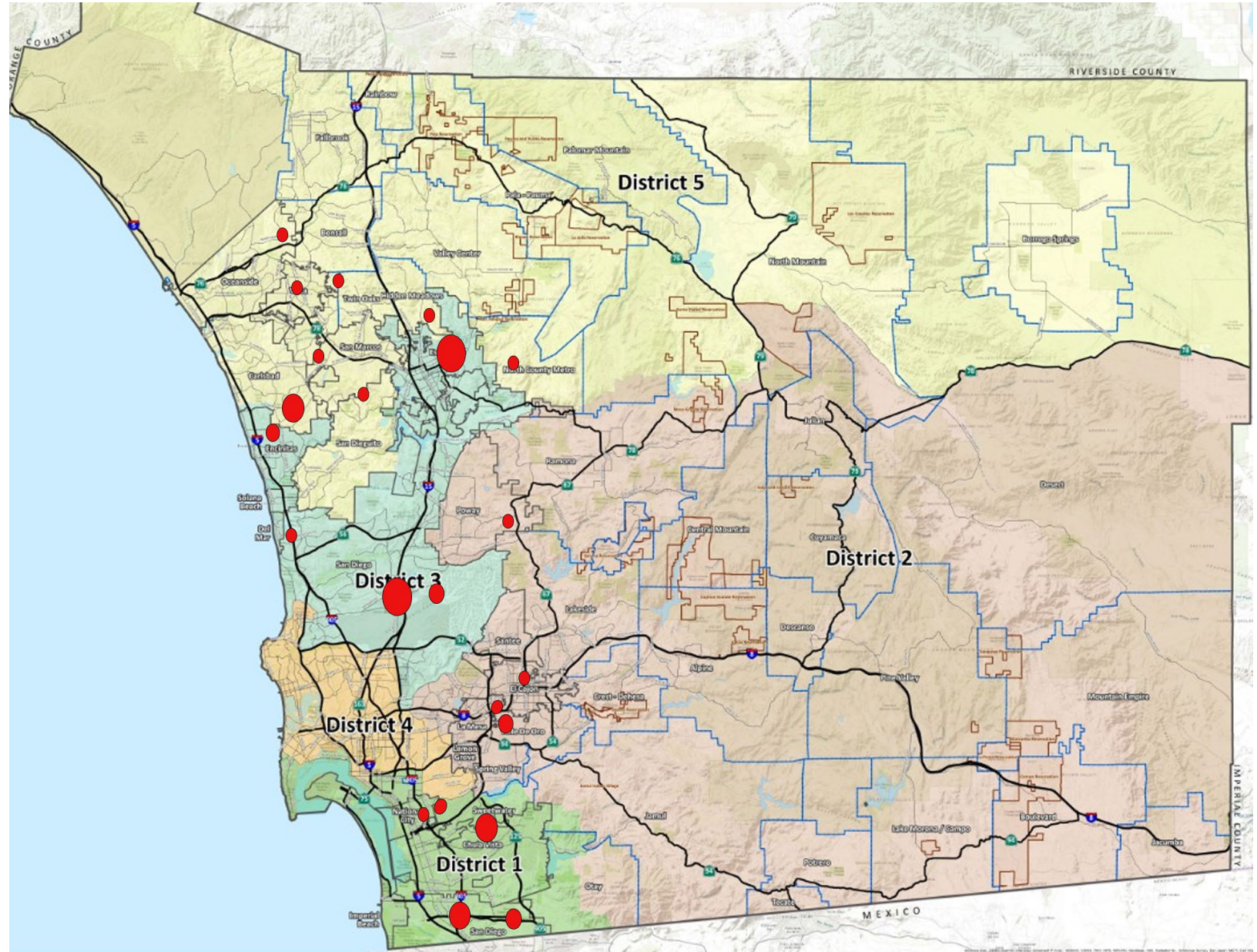
DISTRICT 2, August 26th, 5:30pm
 91942, 92009, 92020, 92024, 92026

DISTRICT 3, September 2nd, 6:00pm
 92009, 92011, 92014, 92027, 92057, 92064,
 92078, 92081, 92083, 92084,

DISTRICT 4, September 9th, 5:30pm
 92057, 92009, 92105, 92110, 92114, 92116,
 92026, 92027, 92028

Frequency of Zip Code* 

*Size of circle correlates with frequency of survey responses in each zip code





Survey Results

Age

GENERAL, August 12th, 5:30pm

26, 27, 33, 65, 66, 68, 72, 83

DISTRICT 1, August 18th, 6:00pm

21, 33, 36, 43, 55, 72, 74, 81

DISTRICT 2, August 26th, 5:30pm

36, 54, 60, 70, 72, 73

DISTRICT 3, September 2nd, 6:00pm

29, 30, 37, 38, 40, 42, 50, 58, 64, 72, 74, 78,

DISTRICT 4, September 9th, 5:30pm

28, 39, 54, 51, 72, 73, 91

GENERAL, September 18th, 1:00pm

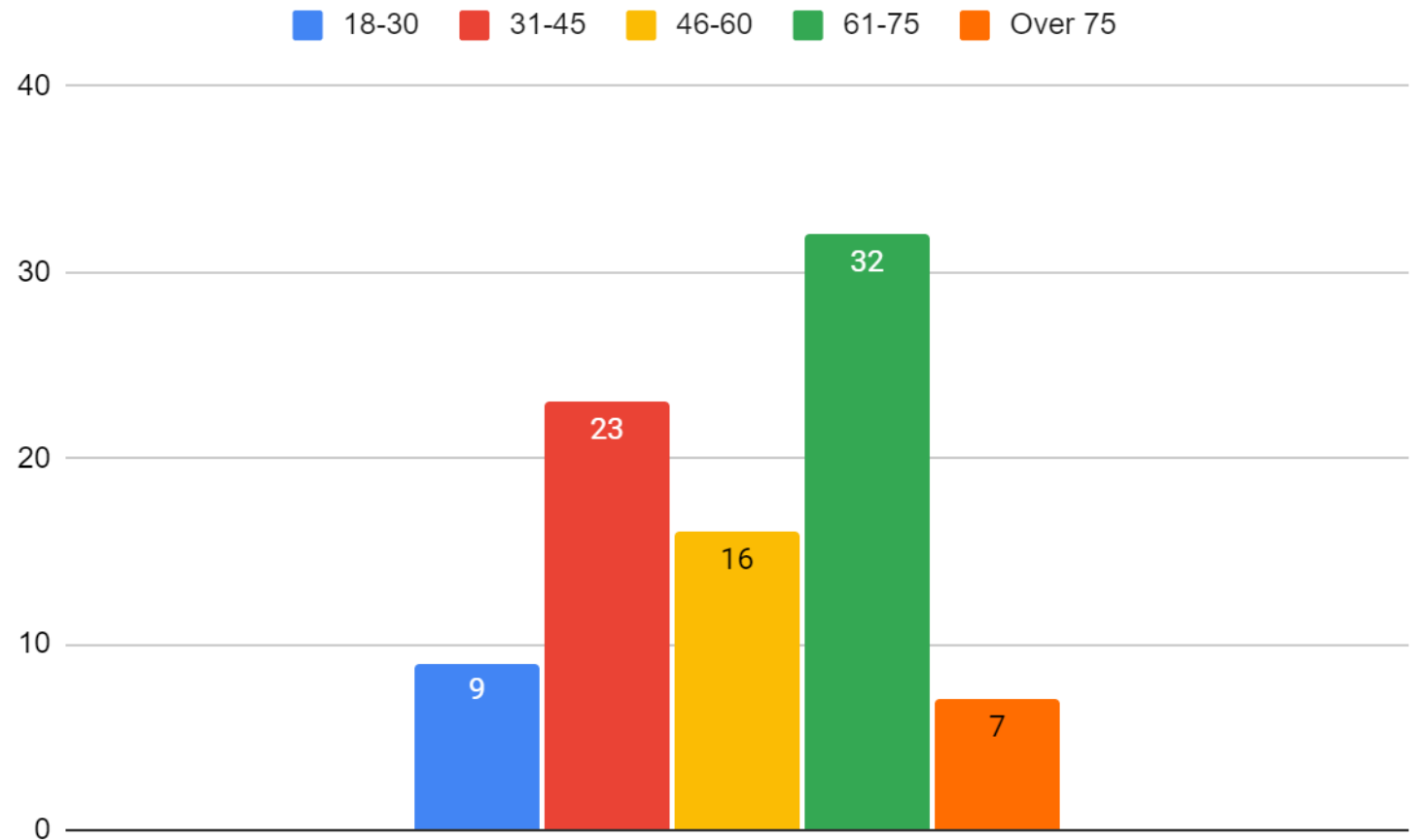
39, 58, 60, 65, 68, 69, 70, 72, 74, 76, 86

DISTRICT 5, September 23rd, 5:30pm

26, 28, 35, 39, 40, 41, 42, 43, 44, 50, 55, 57, 58,
62, 69, 72, 73, 80

GENERAL, September 25th, 1:00pm

25, 31, 33, 35, 46, 48, 69, 72, 73





Survey Results

GENERAL, August 12th, 5:30pm
5 Female / 3 Male

DISTRICT 1, August 18th, 6:00pm
6 Female / 3 Male

DISTRICT 2, August 26th, 5:30pm
5 Female / 1 Male

DISTRICT 3, September 2nd, 6:00pm
5 Female / 8 Male

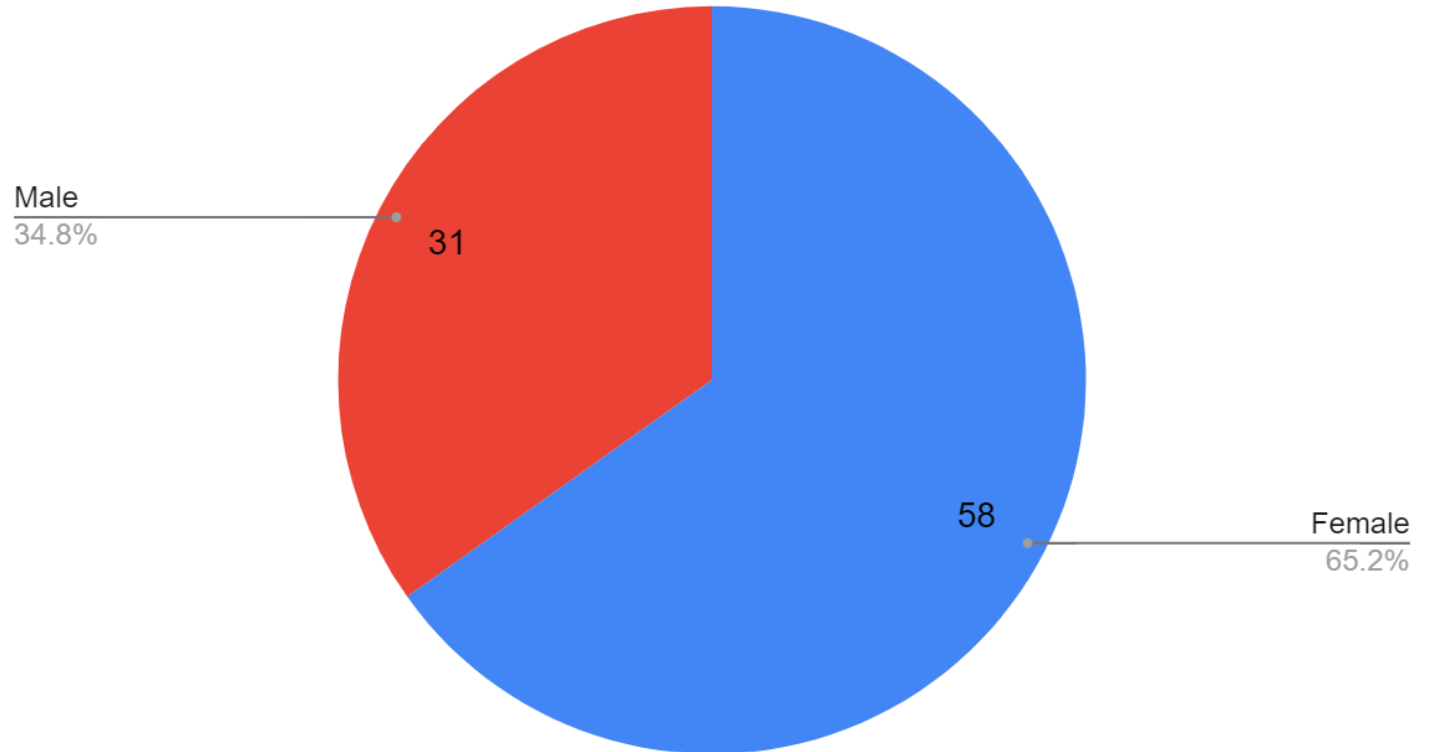
DISTRICT 4, September 9th, 5:30pm
6 Female / 4 Male

GENERAL, September 18th, 1:00pm
10 Female / 3 Male

DISTRICT 5, September 23rd, 5:30pm
14 Female / 6 Male

GENERAL, September 25th, 1:00pm
7 Female / 3 Male

Gender





Survey Results

GENERAL, August 12th, 5:30pm
White, Filipino, Asian Eurasian, Colombian

DISTRICT 1, August 18th, 6:00pm
Hispanic, White, Asian, Latin

DISTRICT 2, August 26th, 5:30pm
White

DISTRICT 3, September 2nd, 6:00pm
Asian, White, Latin, Mestiza, African American, Vietnamese

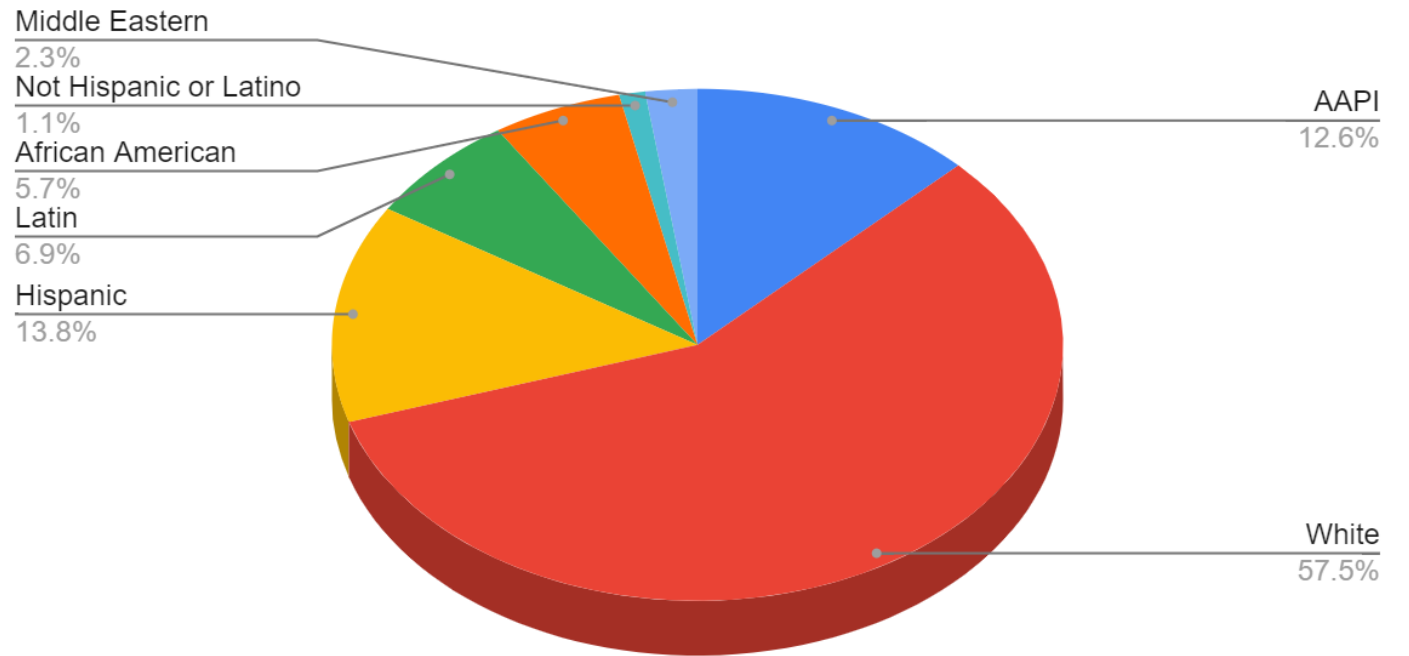
DISTRICT 4, September 9th, 5:30pm
White, Non-Hispanic or Latino, African American, Hispanic

GENERAL, September 18h, 1:00pm
White, Hispanic, Latin

DISTRICT 5, September 23rd, 5:30pm
White, Asian, Hispanic, Indigenous Caribbean, Afghan, Honduran

GENERAL, September 25th, 1:00pm
White, African American, Hispanic, Lebanese, Asian

Race & Ethnicity

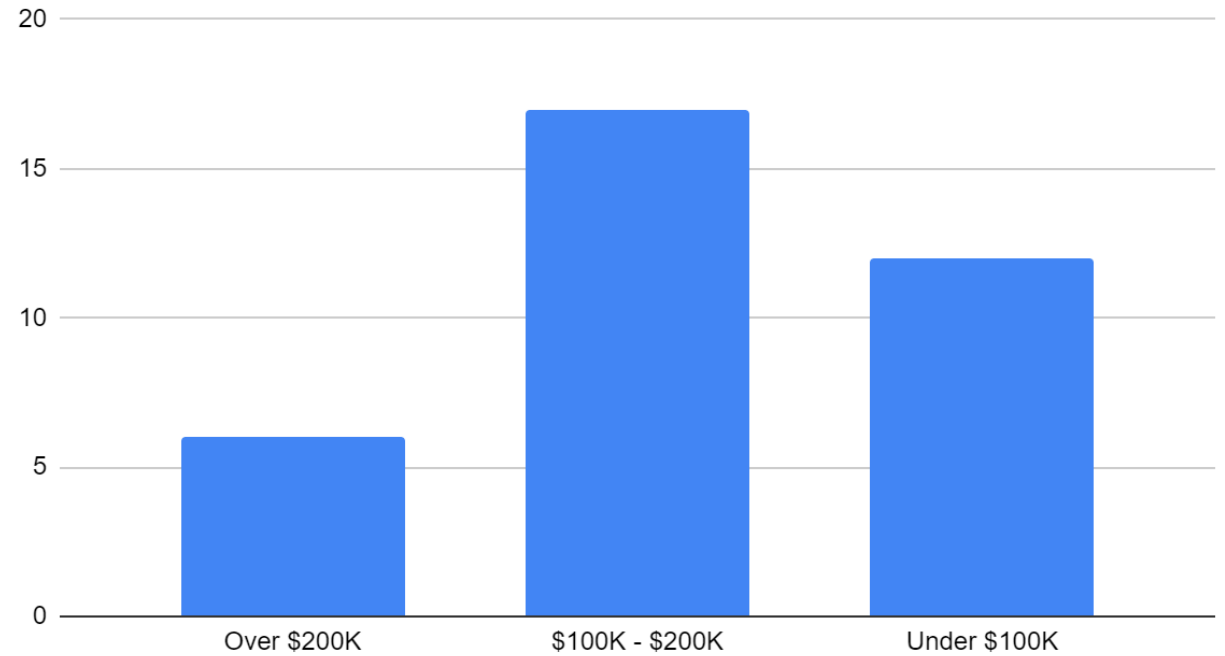




Survey Results

GENERAL, August 12th, 5:30pm		GENEARL, September 18th, 1:00pm	
Under \$100K:	1	Under \$100K:	5
\$100K-\$200K:	6	\$100K-\$200K:	5
Over \$200K:	1	Over \$200K:	2
DISTRICT 1, August 18th, 6:00pm		DISTRICT 5, September 23rd, 5:30pm	
Under \$100K:	5	Under \$100K:	9
\$100K-\$200K:	2	\$100K-\$200K:	5
Over \$200K:	1	Over \$200K:	4
DISTRICT 2, August 26th, 5:30pm		GENEARL, September 25th, 1:00pm	
Under \$100K:	1	Under \$100K:	3
\$100K-\$200K:	4	\$100K-\$200K:	6
Over \$200K:	1	Over \$200K:	1
DISTRICT 3, September 2nd, 6:00pm			
Under \$100K:	6		
\$100K-\$200K:	4		
Over \$200K:	3		
DISTRICT 4, September 9th, 5:30pm			
Under \$100K:	4		
\$100K-\$200K:	5		
Over \$200K:	1		

Household Income





Survey Results

GENERAL, August 12th, 5:30pm

Rent: 1
 Own: 7

DISTRICT 1, August 18th, 6:00pm

Rent: 1
 Own: 7

DISTRICT 2, August 26th, 5:30pm

Rent: 1
 Own: 5

DISTRICT 3, September 2nd, 6:00pm

Rent: 6
 Own: 7

DISTRICT 4, September 9th, 5:30pm

Rent: 1
 Own: 8

DISTRICT 4, September 9th, 5:30pm

Rent: 1
 Own: 8

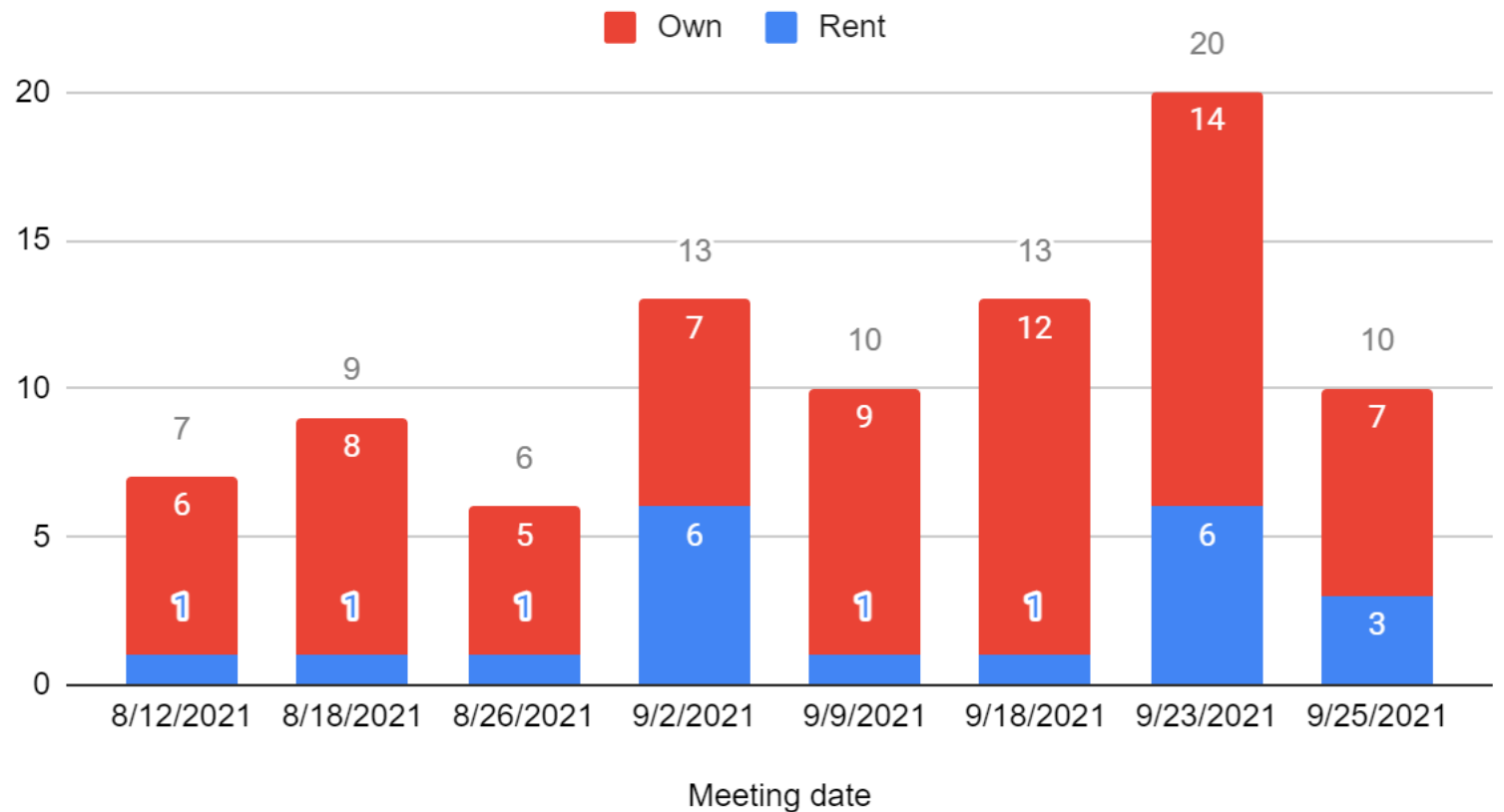
DISTRICT 4, September 9th, 5:30pm

Rent: 1
 Own: 8

DISTRICT 4, September 9th, 5:30pm

Rent: 1
 Own: 8

Homeownership





Survey Results

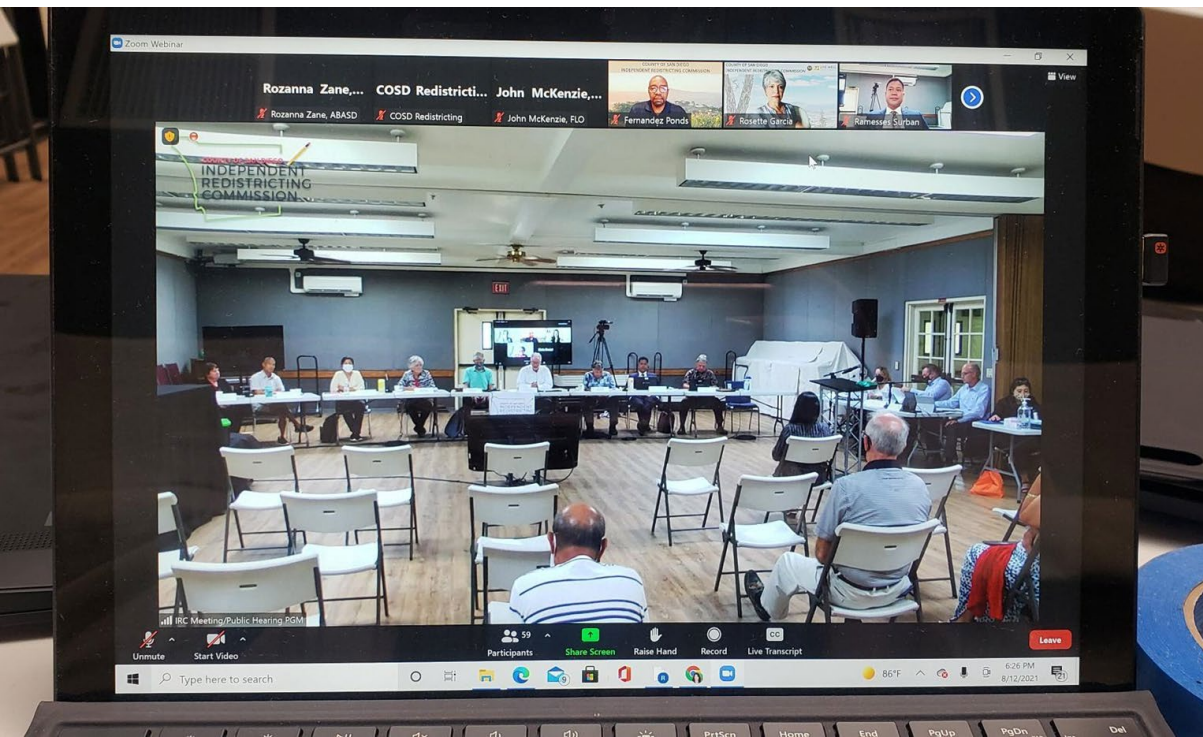
Industry/Community Organizations:

GENERAL, August 12th, 5:30pm

- Convoy District Partnership
- Defense Consulting

DISTRICT 1, August 18th, 6:00pm

- RLA resident leader
- Sweetwater Valley Civic Association
- Member of Sweetwater Valley Civic Association
- Bonita Museum
- Sweetwater Valley Civic Association
- Bonita Valley Horsemen
- Sweetwater Community Planning Group
- South Bay YMCA
- Sweetwater College





Survey Results

Industry/Community Organizations:

DISTRICT 2, August 26th, 5:30pm

- Health
- Non-profit

DISTRICT 3, September 2nd, 6:00pm

- Grossmont Healthcare District
- Art
- Education, Bio Tech Research, Tourism, Retail Commercial, Agricultural, Light Industrial
- Community educator, specialize working w/Latinos, immigrants, Spanish speakers

DISTRICT 4, September 9th, 5:30pm

- University Heights Develop. Corp
- Escondido Democratic Club
- University Heights Community Association
- Real Estate
- Somali
- Southeast Neighbors Together





Survey Results

Community of Interest:

GENERAL, August 12th, 5:30pm

- South Carlsbad
- East County: La Mesa-El Cajon
- Filipino/AAPI working class community of South San Diego, mainly National City
- Senior services, affordable assisted housing living
- Senior services and easy transportation when I can't drive. Affordable assisted living
- Convoy District (Kearny Mesa, Mira Mesa)
- Seniors
- Asian American Pacific Islander

DISTRICT 1, August 18th, 6:00pm

- Adding: lights to our parks, activity gym for families and community family events.
- Bonita should be the same district as Chula Vista
- Would like to verify that Bonita is part of a district with Chula Vista
- Convoy District/Kearny Mesa
- Bonita Sunnyside
- San Ysidro, Otay Mesa, Barrio Logan, Imperial Beach, Chula Vista, Bonita



Survey Results

Community of Interest:

DISTRICT 2, August 26th, 5:30pm

- Environmental stewardship/correcting global warming so my grandchildren will survive
- North county coastal
- La Mesa
- Escondido, San Marcos, Vista, Oceanside, Elphin Forrest, Mountain Meadow, and Fallbrook, that is north county and the I-78 corridor, these cities should stay together, we have common interest and traffic and school issues
- East County

DISTRICT 3, September 2nd, 6:00pm

- East County
- Asian American community
- The 78 corridor, Vista
- 78 corridor that includes our growing Latino community together, along with our institutions of higher education and health sector.
- Carlsbad, Vista, San Marcos, Escondido, Oceanside, Veterans and Active-Duty Military
- North Coastal communities: Torrey Pines, Sorrento Valley, University City, Del Mar, So Beach, Encinitas, San Dieguito, Rancho Santa Fe, perhaps also La Jolla, Pac Beach
- Escondido, San Marcos, Vista, Hwy 78 corridor, North Inland County, Latino Communities, renters
- 78 and 76 corridors
- 78, Oceanside, Carlsbad, Vista, San Marcos, Escondido
- Vista, Carlsbad, Oceanside, Escondido, San Marcos, Infrastructure equity and commerce
- 78 corridor
- North County inland, Asian, Diaspora, Escondido, San Marco, Vista, Oceanside



Survey Results

Community of Interest:

DISTRICT 4, September 9th, 5:30pm

- North County including Carlsbad, Oceanside, Vista, San Marcos and Escondido
- University Heights subdivision, founded in 1888, and its present-day boundaries; east to Texas St, on the south to Lincoln Ave, on the west Hwy 163, and on the north rim of Mission Valley.
- South Carlsbad
- University Heights
- Fallbrook, North County
- City Heights
- Historically Black (American Descendants Of Slavery) areas of San Diego County.

- The Highway 78 corridor cities (Escondido, San Marcos, Vista, Oceanside, and Carlsbad). These cities share common economic, educational, and cultural interests. Many residents of the 78-corridor commute to jobs in other 78 corridor cities, and youth compete against one another in school-based athletic activities.
- Old Town needs to remain a public & cultural living historical neighborhood.



GENERAL, September 18th, 1:00pm

- Carlsbad
- Del Mar
- Rural, working families, Latino, unincorporated Fallbrook
- Carlsbad near San Marcos, Vista
- All of Carlsbad stay in District 5
- Citizens for a friendly Airport (C4FA). 10 mile radius of Palomar Airport impact area
- Carlsbad District 5 remain part of
- Education - SDUHSD, Environmental, Equity
- TRI-CITY + Encinitas
- Keep Carlsbad in District 5. Oceanside, Vista, San Marcos and Escondido. Remain as is!!!
- Keeping Palomar Airport A 2
- Oceanside Vista Escondido Carlsbad San Marcos (Hwy 78 corridor)

Survey Results

Community of Interest:

DISTRICT 5, September 23rd 5:30pm

- Spring Valley (The unincorporated community surrounded by San Diego, Chula Vista, El Cajon, La Mesa, and Lemon Grove). ex: 91977, 91978, 91979
- Carlsbad/Oceanside/San Marcos/Vista/Escondido/Fallbrook - North County
- Fallbrook
- Fallbrook and North County
- North San Diego County - Fallbrook, Bonsall, Vista, Oceanside, Carlsbad, San Marcos, Escondido, Valley Center, Rainbow
- Escondido
- Rincon/Escondido- Please keep Escondido and Rural N. Inland cities together, North of the 78 corridor, in D5.
- North County
- Arab Middle Eastern Muslim South Asian + Afghan
- 78 corridor including Fallbrook and Bonsall
- North County, Rancho Bernardo
- senior communities, located in Oceanside
- East Oceanside near Vista
- Border Region
- Greater Fallbrook Community (Fallbrook, De Luz, Bonsall, Rainbow) Also Pala is part of Bonsall School District
- The communities along the 78-Corridor and 76-Corridor. North County as a regional home includes Carlsbad, Oceanside, Fallbrook, Bonsall, Vista, San Marcos, Escondido
- Resident of Escondido, in the unincorporated county



Survey Results

Community of Interest:

GENERAL, September 25th, 1:00pm

- "El Cajon: Bostonia to the North, Granite Hills to the East, Rancho San Diego to the South, and La Mesa to the West. Also in community with City Heights, Lemon Grove, La Mesa, Rancho San Diego, Granite Hills, La Presa Bostonia, Paradise Hills, Spring Valley, Encanto and Skyline communities and we define our COI as BIPOC, Immigrant, & Refugee."
- Chula Vista, D3, D1
- 78 Corridor, including Oceanside, Carlsbad, Vista, San Marcos, and Escondido
- District 3 - El Cajon
- LGBTQ, metro San Diego
- Black residents in Southeastern San Diego County including: La Mesa, El Cajon, Rancho San Diego, Spring Valley, Skyline, Bay Terraces, Paradise Hills, Valencia Park, and City Heights.
- 78 corridor communities: Oceanside, Carlsbad, Vista, San Marcos and Escondido. We share common educational systems, a transportation network that traverses the 78, Healthcare systems, common environmental issues, and cultural connections. SMUSD has 2 elementary schools in Carlsbad and 1 in Vista.
- Sweetwater



Survey Results

Communities of Interest- Word Cloud

