

**COUNTY OF SAN DIEGO
INDEPENDENT REDISTRICTING COMMISSION
PUBLIC OUTREACH AND ENGAGEMENT SERVICES
EXHIBIT A – STATEMENT OF WORK**

1. SCOPE/PURPOSE

To support the redrawing of supervisorial district boundaries in San Diego County, the Independent Redistricting Commission (IRC) plans to retain a contractor for Public Outreach and Community Engagement services to seek and encourage broad and diverse community input during the redistricting process.

2. BACKGROUND

Every ten years, after the federal census, district boundaries for federal, state, and local elected offices are redrawn to reflect new population data and shifting populations to ensure equal representation to the extent possible. This process is called Redistricting. California Elections Code Section 21550-21553 and the County Charter, Section 400.1 set forth the rules for drawing the supervisorial district boundaries for the County of San Diego and provide that this responsibility rests with the County's IRC through a process that must include public engagement and public meetings of the IRC.

Fourteen people serve on the County's IRC that is required to reasonably represent the County's diversity. Per state law, the process is independent from the influence of the Board of Supervisors. Also, per State law, the County provides funding and staffing support for the work of the IRC.

3. TARGET POPULATION AND GEOGRAPHICAL SERVICE AREA

3.1. Contractor shall provide services in San Diego County and at the direction of the IRC.

3.1.1. Contractor's target audience shall be the residents of San Diego County (including all unincorporated areas) and shall be reflective of the County's demographics and communities of interest, taking into account the following, but not limited to, race/ethnicity, socio-economic status, language spoken, educational attainment, housing type, etc.

3.1.2. Contractor shall coordinate with other entities for public outreach and engagement, including but not limited to local media outlets, community organizations, neighborhood associations, and local businesses.

4. REQUIREMENTS FOR SERVICE DELIVERY

4.1. Contractor shall develop and execute a public outreach and community engagement plan with a timeline consistent with the IRC's timeline to approve and adopt redistricting maps of the County supervisorial districts. The public outreach and community engagement plan shall:

4.1.1. Develop methods and strategies to increase public engagement and input in redistricting maps proposed and considered at meetings of the IRC, with particular focus on communities of interest, underserved communities and communities that have been historically disengaged from the governmental process.

4.1.2. Identify appropriate outreach and venues for in-person and/or virtual meetings for each target community. Contractor shall meet all current State and County guidelines for Safe Reopening related to COVID-19 as stated in <https://covid19.ca.gov> and <https://www.sandiegocounty.gov/coronavirus.html>.

4.1.3. Identify appropriate hours for meetings for each target community to accommodate all residents (e.g., regular business hours, on weekends, or during evening hours).

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- 4.1.4. In coordination with IRC and County, provide appropriate translation services and translated written materials for the target communities at all public meetings and events to meet the applicable language requirements in state law.
- 4.1.5. Enhance the existing website to maximize interest and engagement while providing ready access to redistricting data and demographics of San Diego County.
- 4.1.6. Develop a media and public relations strategy for advertising community outreach events, that includes posting information on a public facing website, social media, email distributions, posters/flyers, local radio and television, PSAs, including collateral materials, such as standard talking points and FAQs for the IRC.
- 4.1.7. Utilize a variety of tools to solicit broad and diverse community input including, but not limited to, surveys and questionnaires, online input tools, and/or public comment.
- 4.2 Contractor shall organize and attend public meetings and informational events, and host trainings with the goal of lowering barriers to the public’s participation in the redistricting process.
 - 4.2.1 Trainings shall include, but are not limited to, an overview of the redistricting process, applicable state and federal voting rights laws, and how to provide written and oral testimony at public meetings.
- 4.3 Contractor shall work to engage broad public participation and input at the regular meetings of the IRC and at a minimum of seven (7) Pre-Mapping Public Hearings and two (2) Public Hearings on draft redistricting maps, as required by the California Elections Code § 21552 subdivision (c).
- 4.4 Contractor shall work with the IRC and community partners to identify additional outreach efforts and/or special public hearings that may be required to reach target audiences and gather a robust portfolio of public input that is broad, diverse, and reflective of the demographics and communities of interest of San Diego County. Outreach efforts shall be held for all supervisorial districts of San Diego County to ensure the maximum number of residents have equal opportunity to provide their input.
- 4.5 Contractor shall provide all staff, supervision, subcontractors, materials and supplies necessary to perform the work described herein and/or as directed by the IRC.
- 4.6 Contractor shall retain the services of no fewer than three (3) subcontractors to support the goals and objectives in the Statement of Work.
 - 4.6.1 Subcontractors shall include local community-based organizations and service providers that currently provide broad and diverse public outreach/engagement services to the target population or members of the community who are recognized to have a close understanding of the community served.
 - 4.6.2 Contractor shall perform ongoing subcontractor engagement and collaboration throughout the duration of the Contract.
- 4.5 Contractor shall coordinate with the IRC’s Demographic Services contractor as appropriate on such issues as identification of communities of interest and training on the use of mapping software.
- 4.6 Contractor shall continuously monitor and implement all updated guidelines and information regarding COVID-19 throughout the duration of the Contract.

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5. CONTRACT MONITORING REPORTING

- 5.1. Contractor shall submit any communication materials and information to IRC and/or designated County staff for approval prior to publishing or distribution.
- 5.2. Contractor shall track and report in writing public participation in each outreach event.
 - 5.2.1. Contractor shall ask participants to complete a voluntary survey to collect demographic data (including at minimum, zip code of residence, community of interest, age, gender, household income, race/ethnicity, rental/homeownership status).
- 5.3. Contractor shall provide a monthly detailed Outreach Report to IRC which summarizes the following:
 - 5.3.1. Narrative summary of outreach efforts, public participation and input received.
 - 5.3.2. Number of outreach events.
 - 5.3.3. Date and location for each outreach event.
 - 5.3.4. Total number of attendees and any available demographic data collected in the survey per 5.21 (listed above) for each outreach event.
 - 5.3.5. Summary metrics and analytics for all marketing efforts including social media post metrics, website traffic, email click through rates, poster/flyer distribution reach, and TV and radio reach.
- 5.4. Contractor shall submit final report detailing all outreach efforts, public participation and input, number of events with date and location and number attended as well as a summary of metrics and analytics of all marketing efforts.