



Long Beach Independent Redistricting Commission Engagement Plan Draft

March 3, 2021

Agenda



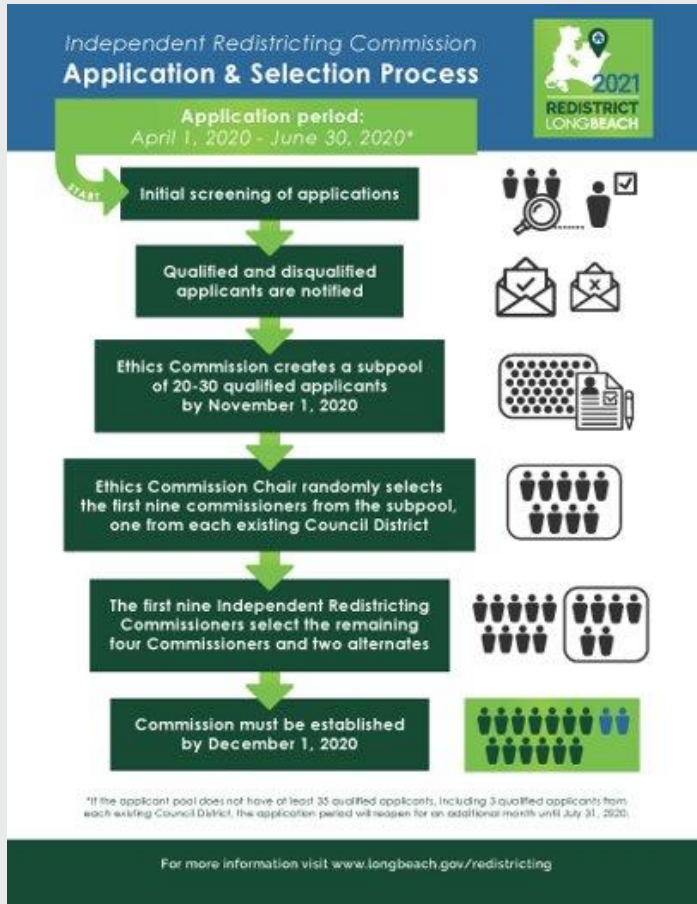
- 2020 Census Outreach
- Redistricting Commissioner Recruitment & Selection Outreach
- Communication Phases
- Methods of Engagement
- Engagement Budget
- Proposed Engagement Schedule
- Online Engagement Suggestions

Census 2020 Best Practices

- **Engagement of all City departments**
- **Partnerships with trusted messengers**
 - Community-Based Organizations
 - Faith-Based Organizations
 - Neighborhood Associations
 - Educational Institutions
 - Healthcare Institutions
 - LB Chamber and Business Improvement Districts
- **Launched successful social media campaign**
 - 793,012 People Reached
 - 29,101 Video Views
 - 8,871 Link Clicks
- **Printed Postcard**
 - Provided to departments and partners to distribute at their events



Redistricting Commissioner Recruitment & Selection Outreach



- Outreach conducted between August 2019 – June 2020
- Successful Outreach Efforts:
 - Community Partnerships
 - Social Media Ads & Posts
 - Utility Bill Insert
 - Various Newsletters & Email Blasts
 - Advertisements – LB Transit, Airport, Local Publications
- Application Submissions: 400

3 Phases of Engagement

Educate: April 2021

- Introduction of Commissioners
- Initial Identification of Neighborhoods & Communities of Interest
- Basics of Redistricting
- Inform the public about the Redistricting Process

Motivate: May to October 2021

- Fill-in-Gaps of Knowledge of Neighborhoods and Communities of Interest
- Basics of Redistricting
- Inform them about the Redistricting Process
- Training the Public on Map Submission

Activate: November – December 2021

- Encourage public to submit draft maps
- Encourage public attendance to map hearings

Methods of Engagement



DIGITAL

- Social Media
- City Newsletter
- Text Message Campaign
- PSA's



TRADITIONAL

- Postcards, Flyers, Posters
- Local News Outlet Advertisements
- City On-Hold Message
- City Robo-Call

Engagement Budget

Engagement Budget	
Components	Amount
Outreach (Advertisements, Promotional Materials, Printing Costs)	\$237,500
Translations (Meeting Translation, Outreach Material Translation)	\$100,000
Meetings (Technology & Innovation Staff, Potential Off-Site Meetings)	\$120,000
Total	\$ 457,500

Proposed Engagement Timeline

Proposed Schedule	
April – May 2021	Outreach to CBO, FBO and Neighborhood groups specifically for education and engagement encouragement
May 19, 2021	City-Wide Kickoff Meeting
June 2, 2021	District 1
June 16, 2021	District 2
July 7, 2021	District 3
July 21, 2021	District 4
August 8, 2021	District 5
August 18, 2021	District 6
September 1, 2021	District 7
September 15, 2021	District 8
September 30, 2021	Release of Census Data to States
October 6, 2021	District 9
October 20, 2021	General city-wide meetings to reinforce early efforts to encourage additional participation generally and in low-participation areas from earlier sessions.
October 30, 2021	Prisoner Reallocation Data Complete
November- December 2021	Tentative mapping hearings begin.

Online Engagement Suggestions



- **Repost Social Media Post**
 - Amplify social media post made by the City of Long Beach official accounts to promote all Redistricting Commission Business
- **Use of Personal Account**
 - Post related to city business on personal accounts are subject to the Public Records Act.
- **Engaging with Residents**
 - Direct residents to Redistricting main website for educational resources, FAQ's and meeting agenda information.
- **Think Before you Post**
 - Keep in mind redistricting matter cannot be discussed using any personal social media accounts.

Thank You

