

Date: April 7, 2021
 To: Independent Redistricting Commission Members
 From: Kevin J. Jackson, Deputy City Manager
 Subject: Redistricting Public Engagement Plan Update

On March 17, 2021, the Independent Redistricting Commission (IRC) convened a study session to discuss the draft Public Engagement Plan (Plan) presented to the IRC on March 3, 2021. City staff made adjustments to the Plan according to the input brought into conversation during the study session.

Outreach Meeting Schedule

The IRC raised scheduling conflicts with dates in the proposed Outreach Meeting schedule. The proposed initial dates conflict with other city-wide community commitments, for example, high school graduation. City staff was able to identify new dates to accommodate scheduling concerns. The proposed schedule aligns with Wednesday’s due to City Hall Chamber availability.

New Proposed Schedule is as follows:

| 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 |
| District Specific Meetings | |
| June 2, 2021 | District 1 |
| June 23, 2021 | District 2 |
| July 7, 2021 | District 3 |
| July 21, 2021 | District 4 |
| August 4, 2021 | District 5 |
| August 18, 2021 | District 6 |
| September 8, 2021 | District 7 |
| September 22, 2021 | District 8 |
| 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. |
| November- December 2021 | Tentative Mapping Hearings begin |



Additions to Potential Partners

The IRC inquired if they could include additional organizations and groups in the attached list of Community-Based Organizations and Faith-Based Organizations. Staff sent an email to the Commissioners on March 23, 2021, requesting any additional organizations and neighborhood groups. City staff has included those that the IRC identified and will continue to add groups throughout the project.

Engagement Activities

City staff created an Engagement Activities attachment to supplement the plan. The attachment details each of the phases' messaging along with activities that will be conducted per phase. Each activity further details a brief description and distribution method staff plans to conduct.

If you have any questions, please contact Bradley Bounds II at (562) 570-6787 or via email at Bradley.Bounds@longbeach.gov.

ATTACHMENT: ENGAGEMENT ACTIVITIES
DRAFT REDISTRICTING ENAGEMENT PLAN

C: AMY R. WEBBER, DEPUTY CITY ATTORNEY
TAYLOR M. ANDERSON, DEPUTY CITY ATTORNEY
MONIQUE DE LA GARZA, CITY CLERK
JONATHAN NAGAYAMA, CITY CLERK ANALYST
BRADLEY BOUNDS II, REDISTRICTING PROGRAM SPECIALIST
PATRICIA ALEMAN, COMMUNICATIONS COORDINATOR

| Phase | Messages | Activities | Descriptions | Distribution Outlet | Start Date |
|---|--|---|--|---|------------|
| Education April 2021 | What is Redistricting? Who is the Independent Redistricting Commission? Why is matters? | Print Advertisement: General Information Flyer | General Information pertaining to what redistricting is, how to get involved, website information and dates of meetings. | Providing flyers to CBO's, FBO's, and neighborhood associations that have partners with the City. Staff plans to initiate conversation and foster partners starting in April with trusted key stakeholders in the community. | 4/1/21 |
| | | | | Flyer will be uploaded on city website for partners, public and commissioners to be able to easily locate promotional information. | 4/1/21 |
| | | Print Advertisement: Terms Booklet | Terms booklet was created to provide more information about the Redistricting process, technical terminology that would be useful for the public to use when submitting COI's and draft maps. | Booklet can be located on the city website. Public will be directed to all the city resources through the general information flyer as well as social media campaign post. | 4/1/21 |
| | | Digital: Social Media In-House Campaign | Social media campaign will be created by city staff to promote the outreach meetings, direct public to online resources and overall general information on what redistricting is, why is matters and how public can get involved. | Social media promotion will be posted on the City of Long Beach official handles. Partners will be provided a social media toolkit, containing content, graphics and tags. Social media toolkit will be made available on the city website with all resources. | 2/1/21 |
| Motivate May to September 2021 | Ways to get involved. Outreach Meeting schedule | Print Advertisement: Communities of Interest Form | Communities of Interest form was created for the public to provide feedback to the commission/city on their communities. | Form will be provided to community members after each outreach meeting, through our flyer advertisements and on the city website. | 5/1/21 |
| | | | | City partners will be encouraged to drive public to complete communities of interest forms and attend outreach meetings. | |
| | | Print Advertisement: Frequently Asked Questions | Frequently asked questions are prepared for the website to assist public to quick answers on commonly ask topics. Questions were prepared with assistance from State FAQ. FAQ will be made into a print advertisement for promotional resources. | FAQ sheets will be made available online under resources as well as provided to partners as promotional items to distribute to their communities. Partners will be encouraged to distribute resources at their already set events and through their avenues of communication. | 5/1/21 |
| | How to submit COI's? | Print Advertisement: Mapping Tool Informational Flyer | Public will be invited to submit draft maps, an informational flyer will be created as a how to tool to better understand the mapping tool software. | Mapping tool will be made available on the City website. City partners and public will be directed to these resources. City staff will be working with partners to ensure they are equipped with directing public to accurate resources needed. | 5/1/21 |
| | | Print Advertisement: Map Criteria Informational Flyer | A set of map criterias will be created to assist public with guidelines on what commission will look at when reviewing submitted maps. Guideline will pair with the mapping tool informational flyer. | Map criteria will be made available on the City website. City partners and public will be directed to these resources. City staff will be working with partners to ensure they are equipped with directing public to accurate resources needed. | 5/1/21 |
| | | Print Advertisement: Utility Bill Mailer | The City sends out printed utility bills to residents each month, a printed flyer will be inserted in the envelope with the utility bills. Flyer will provide quick info on redistricting, how to get involved and where to find more information. Flyer will be in English and Spanish. | Distribution will be provided by City mail room, they will work with their services to provide advertisements in the utility bill envelopes distributed to residents that receive paper bills. | 5/1/21 |
| | | Digital: Social Media In-House Campaign | An in-house social media campaign consist of curated content by city staff that will be posted on the City of Long Beach main accounts to better reach a wider audience. | Campaign will be made into a social media toolkit, as well as being released on City platforms, and provided to partners with content, hashtags, and graphics. Partners and public can find toolkit on the city's main page under resources. | 5/1/21 |
| | | Digital: Local News Media Articles | City staff will reach out to local news media; LB Post, Press Telegram, Gazette, and ethic media that represents and covers the Long Beach area to discuss the Redistricting process and efforts to their viewers, readers. Staff will also be able to distribute resources to outlets to better get resources to viewers and readers. | In partnership with local news outlets, articles written by trusted. Journalist in the city will be distributed through their platform. Those residents will be provided with important information through this trusted messenger and directed to city website for more information. | 6/1/21 |

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| | | Digital: Social Media Paid Campaign | City staff will work with marketing vendor, Keen Social, this vendor will assist in distributing a social media campaign to reach residents of Long Beach through targeted content and city wide post. Vendor will also assist in providing analytics of content that worked and did not work to better adjust the campaign. | Social media posts are sponsored on city platforms, that have been paid to reach residents in targeted areas. Platforms include Facebook and Instagram. Targeted areas will be identified through Zip codes around the city that ads could directly target certain communities. | 6/1/21 |
| | | Digital: LinkedLB Newsletter | LinkedLB is a city resource that connects residents who sign up to department newsletters, City Clerk will distribute frequent newsletters on Redistricting updates. | Public signs up for news alerts, distribution list has already been established and used to send all updated regarding all City news. | 5/1/21 |
| | | Digital: GOLongBeach Newsletter | The City Managers Office distributes bi-weekly and weekly news blast to those who sign up. News blast can contain updates on Redistricting news as they see fit. | Public signs up for news alerts, distribution list has already been established and used to send all updated regarding all City news. | 5/1/21 |
| | | Digital: Online Website Ads (LBPost) | LB Post runs advertisement across their website, city staff will work with LBPost to produce advertisement for this space, to run for the duration of the project. | City staff will work with LBPost to determine number of views each advertisement should receive and will be distributed across their website platform until paid ad views are met. | 6/1/21 |
| | | OOH: Construction Fence Wrap | City in house resource, fence wrap that are provided by Public Works have advertisement space that can be displayed across construction sites or any site with a fence wrap by the City. | Distribution of how the fence wraps would be selected and released to be determined upon request from vendors. | TBD |
| | | OOH: LB Transit Bus Shelters | Advertisement space for simple messaging on the bus shelters that the City was made available by Outfront Media. | City staff will work with LB Transit to place bus shelter advertisements at selected locations. Locations are provided spaced for City promotion through Outfront media. | TBD |
| | | OOH: LB Transit Bus Cards | Advertisement space for simple messaging on the bus cards located inside bus, that the City was made available by Outfront Media. | City staff will work with LB Transit to place cards in to the City buses throughout reserved months. More information on quantity to come. | TBD |
| | | OOH: LB Transit Bus Billboards | Advertisement space for simple messaging on the bus ad space. | City staff will work with LB Transit to place advertisement on city buses. More information on number of buses are to come. | TBD |
| | | OOH: Ford Worthington Billboard | Digital billboard, managed by the City of Long Beach, off the 405 freeway created a great space for promotion to a wide audience daily. | Digital billboard promotes messaging on 10 second loops for each advertisement. Redistricting message will play for 10 seconds every minute. | 5/1/21 |
| | | OOH: Long Beach Airport Media Wall | Digital media wall, managed by the City of Long Beach, located at the airport terminal creates a great space for promotion to a wide audience daily. | Media wall at the Long Beach Airport has promotional material on loop that plays during service hours. Redistricting message will be presented along with other promotions on the media wall. | 5/1/21 |
| | | Audio: On-Hold City Message | Managed by LBTV, the city on-hold messages provide a space for 10-20 second promotion. City staff will work with LBTV to provide content that can be incorporated in the city on hold message for the months of the redistricting initiative. | Distribution will be made when customer calls into city service line and are waiting to hear from a customer service representative in the City. | 5/1/21 |
| | | Audio: Automated Voice Message | Energy resources department has a program they commonly use for updates and alerts to their customers. City staff will utilize this resource to promote a short message through an automated voice message to their customers on how to get involved with Redistricting. | Energy resources has a set distribution list they utilize for updates. Once messages are created and approved City staff will provide energy resources department with content to record and send out. | 5/1/21 |
| | | PSA: 60 Sec- What is Redistricting? How to get involved? | Partnering with LBTV to create a series of PSA's that are quick explanations on what redistricting is and how the public can get involved in the process. | Distribution outlets: Social Media post, YouTube link promotion and placing the video on the homepage of the website for residents to see when they visit the website for more information. | 5/1/21 |
| Activate October to December 2021 | Encourage participation for Mapping Hearings. Submit draft maps for commission review. | PSA: 30 Sec- How to submit draft maps/Participate in Mapping Hearings | Partnering with LBTV to create a series of PSA's that are quick explanations on what redistricting is and how the public can get involved in the process. | Distribution outlets: Social Media post, YouTube link promotion and placing the video on the homepage of the website for residents to see when they visit the website for more information. | 10/1/21 |

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Long Beach Independent Redistricting Commission
Engagement Plan Draft

Introduction and Purpose

Background

On November 6, 2018, Long Beach voters approved Measure DDD – City of Long Beach Independent Redistricting Commission. Measure DDD amended the City Charter to create a Commission of Long Beach residents to determine the boundaries of Council Districts every ten years after the national census count. The Long Beach City Charter requires the adoption of a map that establishes Council District boundaries within six months after census-block-level population data from the 2020 Census is released. According to the U.S. Census Bureau, the redistricting data will be delivered to all states by **September 30, 2021**. The Redistricting efforts will align itself to this updated timeline.

Representing Long Beach – Long Beach Independent Redistricting Commission

Understanding the racial, ethnic, socio-economic, and sexual orientation diversity of Long Beach, the Independent Redistricting Commission (IRC) purposefully comprises Long Beach residents who reasonably reflect the various identities of the Long Beach community, consistent with the intent of Measure DDD. The IRC consists of 13 members and two alternates who were seated on November 20, 2020 and began holding training meetings on January 6, 2021.

Requesting and receiving public input is among the four primary duties of the Commission prescribed in Measure DDD. The measure states that the commission shall:

“Conduct an open and transparent process enabling full public consideration of and comment on the drawing of Council district boundaries.”

- Long Beach City Charter - ARTICLE XXV. Sec. 2501 (b) 2

In addition, state law for cities conducting redistricting states that they shall:

“take steps to encourage residents, including those in underrepresented communities and non-English speaking communities, to participate in the redistricting public review process.”

- California Elections Code, SEC. 25. Section 21608.

Thus, the IRC, with the help of City staff, has an obligation to inform and facilitate input from the public and ensure for transparency in the redistricting process. To accomplish the task of receiving and considering public input, the IRC will play an active role in the engagement process that is compliant with the Long Beach Charter and the Brown Act. As the public facing hearing body of the Redistricting project, it is important for the community to know who represents them and their specific role in the redistricting engagement process. The role of IRC will be:

1. Engage the public through education and outreach, explaining the Commission’s purpose and how it functions to encourage public participation in the redistricting process;
2. Connect residents to resources to facilitate their engagement in the Redistricting process; and
3. Encourage residents to participate in the Outreach and Map Drawing meetings.

Current Constraints

This outreach work will be key to the success of the IRC. However, the City Charter and State Legislature could not have envisioned the current public-health crisis and the related problems in conducting traditional outreach. Acknowledging this situation's constraints, City staff will conduct outreach in line with State and City public health orders to ensure the safety of all involved. The goal of outreach plan is to ensure all communities are engaged and to reduce participation barriers, particularly among underrepresented minorities and non-English speaking communities. The outreach project team recognizes the digital divide that currently exists and will pursue pandemic-safe outreach activities to

provide a fully open and transparent public process. The outreach plan is designed to also address recent Census Bureau schedule adjustments for late delivery of redistricting data.

Proposed Redistricting Outreach Plan

The Redistricting Outreach Plan will build upon outreach activities and community relationships developed over the past year and a half through the 2020 Census outreach and IRC recruitment efforts. This document outlines the strategic plan for a coordinated effort led by City of Long Beach staff in partnership with local community stakeholders.

The proposed outreach plan consists of three phases of outreach*:



**Please note: all activities will take into consideration the physical safety of residents, partners, and stakeholders for any in-person activities.*

The purpose of the Education Phase, which will begin in April 2021 and continue throughout all stages, will be to familiarize the public with the redistricting process and encourage resident testimony. The messaging in this phase will focus on four main topics.

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

The purpose of the Motivation Phase, which occur from May 19, 2020 to October 20, 2021, will be to continue familiarizing the public with the redistricting process and preparing the public to use the online mapping tool and other forms of map submission and informing the public on what we learned from the early outreach phase. In addition, this phase includes the Charter required nine outreach meetings. The messaging in this phase will focus on three main topics.

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

The purpose of the Activation Phase, which will start in November, will be to deliver the call to action to send map submissions. The messaging in this phase will strategically reintroduce messages from the previous phases for targeted audiences and encourage public feedback on draft maps.

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

Proposed Schedule

| 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 |
| District Specific Meetings * | |
| June 2, 2021 | District 1 |
| June 23, 2021 | District 2 |
| July 7, 2021 | District 3 |
| July 21, 2021 | District 4 |
| August 4, 2021 | District 5 |
| August 18, 2021 | District 6 |
| September 8, 2021 | District 7 |
| September 22, 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. |

*District order tentative to change

Phase 1: Educate

To ensure a rich and diverse public participation process, all Long Beach residents must be informed and educated about redistricting, who represents Long Beach as IRC members, and the Redistricting process. This phase will serve as an initial start for gathering Communities of Interest (COI) testimony and feedback.

City Staff and the IRC will accomplish this by partnering with community-based organizations, neighborhood groups, and faith-based organizations. Citywide outreach along with direct outreach to specific groups will occur utilizing digital communication technology and traditional promotion to reach the intended audiences.

Goals:

1. Introduction of Commissioners
2. Initial Identification of Neighborhoods and Communities of Interest
3. Basics of Redistricting
4. Inform the public about the Redistricting Process

Engagement Strategies:

1. Partnering with Community-Based Organizations, Neighborhood Groups, and Faith-Based Organizations (Attachments 1.1 – 1.3):

To blanket the entire city in outreach, the list of organizations compiled considers ethnic diversity, geography, religious background, education, LGBTQ+, and commercial and public institutions. The

purpose of this strategy is to effectively disseminate information and receive feedback regarding the Redistricting project in places that have been underrepresented and hard-to-reach.

The role of City Staff will be:

- a. To connect with organizations, starting with the partnerships developed for the 2020 Census and Redistricting Commission recruitment processes and establishing a network of ambassadors to help inform hard-to-reach areas.
 - i. The organizations that volunteer will be equipped with a Social Media Toolkit and any handouts for traditional means of promotion while maintaining compliance with the City's Covid-19 regulations.
 - ii. Scheduling set of meetings with interested groups.
- b. Notifying the organizations (Attachments 1.1 – 1.3) through electronic communications to provide information such as when and where meetings will occur, where to access resources and how to participate
- c. Presenting redistricting information at meetings.
- d. Aiding organizations as needed including, but not limited to, inquiries, data requests, and language access
- e. Distribution of the community of interest forms.
 - i. A more low-tech way for the public to engage, define their community, and explain how it is impacted by the actions of the city council.

2. Utilize the resources and services of City Departments and Public Institutions

The City Redistricting Engagement Team will meet with every relevant department and public institutions to discuss how to leverage current resources and services for promoting redistricting messages across the city.

The role of City Staff will be:

- a. Interacting with City Departments
 - i. Coordinating with departments that are more public facing
 - ii. Identifying scheduled events that can provide an avenue for redistricting engagement
 - iii. Presenting at the associated commissions of the identified City departments to spread the news about redistricting.
 1. Presentations would consist of what redistricting is, how they can help, and when meetings will occur.
- b. Interacting with Public Institutions
 - i. Identifying scheduled events that can provide an avenue for redistricting engagement
 - ii. Provide the identified Public Institutions with redistricting resources such as a Social Media Toolkit, posters, print materials.

3. Overall outreach.

While the first two strategies are underway, the City will need to provide robust notification to and engagement from the residents of Long Beach to solicit feedback and meeting attendance. To do this, the Redistricting Communications Team will be utilizing the following resources:

| Phase | Message | Outreach Strategy | Platform | Audience | Description | Examples |
|------------------------|---|-------------------|---|----------|---|---|
| Educate April - May | What is Redistricting? Who is the IRC? | Digital Media | Social Media Website | General | City wide message on social platforms and website to generate a well-rounded interest of all communities in the city. | Facebook & Twitter post City Newsletter Text Message campaign PSA |
| | | | | Direct | Paid advertisement and direct messaging to specific communities. This will help foster understanding on why all communities' input is important to the process. | |
| | | Traditional | Local News Print Materials Billboard Partnerships | General | Using traditional means of mass messaging through print materials and word of mouth messaging through partnerships. | Flyers Posters Postcards Utility Bill Inserts Newspaper Article/Ads City On-Hold Message City Robo-Call |

Phase 2: Motivate

Starting May 19, 2021, Commission outreach hearings will take place virtually. Hearings will be held through an online forum, the first and third Wednesday of every month until all 9 districts have been met. Each meeting will provide a training presentation created by the City consultant team, Redistricting Partners, to guide residents on use of the mapping tools.

Community-based organizations will be an asset to drawing in communities of interest testimony for outreach hearings. Although hearings will be virtual, the City team will strategically engage with groups in each district to ensure residents participate in their home district outreach meetings.

Goals:

1. Fill-in-Gaps of Knowledge of Neighborhoods and Communities of Interest
 2. Basics of Redistricting
 3. Inform the Public about the Redistricting Process
 4. Training the Public on Map Submission
-
1. Partnering with Community-Based Organizations, Neighborhood Groups, and Faith-Based Organizations (Attachments 1.1 – 1.3)

After establishing partnerships to engage the Hard-to-Reach areas of Long Beach, we will rely on them to help disseminate updated information into their existing networks.

The role of City Staff will be:

- a. Providing the partners with updated materials to spread to their networks.
 - i. The organizations that volunteer will be equipped with a Social Media Toolkit and any handouts for traditional means of promotion while maintaining the City's Covid-19 regulations.
 - ii. Schedule meetings to touch base on maintaining outreach/community engagement.
2. District-Specific Commission Outreach Hearings

There will be nine required Commission outreach hearings that are intended to target each district, 1 through 9, in the City of Long Beach. The purpose of the outreach hearings is to provide training on the Redistricting process and encourage community participation in the map drawing hearings.

Promotion for the Commission outreach hearings will start in March of 2021 continuing through the end of the outreach hearings tentatively scheduled for October 2021.

The role of City Staff will be:

- a. Continuing city-wide public outreach activities
- b. Notifying the organizations (Attachments 1.1 – 1.3) through electronic communications to provide information such as when and where the hearings will occur and where to access resources and how to participate
- c. Aiding organizations as needed including, but not limited to, inquiries, training videos, data requests, and language access

The role of IRC will be:

- a. Commissioner Introductions
 - i. Selection process
 - ii. The "Whys"
 1. Why have a commission?

- 2. Why have redistricting?
- 3. Why community involvement is important?
- b. Leading the conversation, with the help of City staff, and engage public in process and to solicit maps and information as public testimony to help identify what is important to the public and what should be considered as lines are drawn.
 - i. Recommended that the Commissioner from the respective district lead while the other commissioners still can engage in the conversation.

Training Materials

Training presentation will be recorded for resource purposes. Video will be available on the City YouTube page and the Redistricting Commission City website.

All material distributed to community members during meeting, including training presentation, will be translated in the three major language for Long Beach; Spanish, Khmer and Tagalog. Resource materials will all be made available on the city website for public access.

3. Overall Outreach

In addition to the nine meetings, the residents will also continue to be engaged at the broader level. The engagement will continue messaging of Phase 1: Educate and provide updated essential information during this phase. To do this, the Redistricting Communications Team will be utilizing the following resources:

| Phase | Message | Outreach Strategy | Platform | Audience | Description | Examples |
|------------------------------|------------------------------|-------------------|----------------------|---|--|--|
| Motivate May – October | How can public be involved? | Digital Media | Social Media Website | General | Continue city wide messaging from phase 1, with focusing on how the public can get involved. | Facebook & Twitter post City Newsletter PSA |
| | Direct | | | Focusing on district specific residents to attend district specific meetings. | | |
| | How to use map making tools? | Traditional | | General | Utilizing partnerships made in phase 1, to encourage involvement from community members | Postcards Newspaper Article/Ads City On-Hold Message City Robo-Call |

Phase 3: Activate

Based on the existing Census data release date of September 30, 2021, the Activate phase is expected to begin in November. Once the data is released, the public will have the opportunity to draft maps. However, the Commission will not be able to draw lines until an estimated mid-November.

Therefore, to ensure that the public can provide its point of view on the data and how the lines should be drawn, the engagement for this phase will be a call to action.

Goals:

1. Encourage public to submit draft maps
2. Encourage public attendance to map hearings

1. Overall Outreach

During this phase, the public is encouraged to continue its interest through the map making process. Continued promotion will be conducted through City platforms in addition to utilizing partnerships to help promote the map drawing process.

| Phase | Message | Outreach Strategy | Platform | Audience | Description | Examples |
|----------------------|--------------------|-------------------|---|----------|--|--|
| Activate November | Map making process | Digital Media | Social Media Website | General | Continued communication to encourage city wide participation. Focusing on map making process. | Social media post City Newsletter Text Message campaign PSA |
| | | Traditional | Local news Partnerships Print media | General | Utilizing phase 1 and 2 best practices to ensure complete cover of communication to all residents regarding participation in map making phase. | Flyers Postcards Utility Bill Inserts Newspaper articles City On-Hold Message Robo-Call |

2. Map Drawing Hearing

The expected release of census data is September 30, 2021, and the map drawing hearings remain tentative until more information is received. These hearings will consist of

- Presentation on existing district lines
- Review of public mapping

Mapping Software

An online mapping tool will be made available to the public on the Commission website as required by Long Beach City Charter Section 2508(c). Training will be available to the public through the outreach

Commission meetings and by request to CBOs and Neighborhood groups, in addition to instructional videos and handouts.

There are two primary ways that these tools are going to be used by the public:

- 1) Drawing communities of interest.
A key element of the redistricting process will be understanding how residents view themselves within the city, and their neighborhood. The example of the community of interest testimony above, with the community of interest form, could also be drawn on a map and submitted to the Commission.
- 2) Drawing actual Council Districts
This will be a meaningful part of the mapping process once the 2020 Census-tract data is released. Members of the community can submit city-wide or partial maps of Council Districts.

Engagement Budget

The allocated budget for engagement is \$457,500. This amount has been split into three components: Outreach, Translations, and Meeting. The Outreach component consists of advertisements, promotional materials, and printing costs. The Translations component is for meeting translations and outreach material translations. The Meetings component money allocated for staff to run meetings and potential off-site meetings.

| 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 |