
Date: July 21, 2021

To: Independent Redistricting Commission Members

From: Kevin J. Jackson, Deputy City Manager

Subject: Update on Community Outreach for the Long Beach Independent Redistricting Commission

This report is intended to provide a brief update on engagement done to promote the redistricting process. Staff has been promoting the meetings to the public using the following means:

- I. Digital Media:
 - a. Paid social media digital ads through Facebook & Instagram
 - i. Translated Posts in Khmer, Spanish, and Tagalog
 - b. Long Beach TV Public Service Announcement
 - i. Posted on Redistricting website
 - ii. Posted on LBTV YouTube
 - iii. Posted on City Clerk YouTube
 - c. Social Media Ads posted to @longbeachcity
 - i. Facebook Posts
 - ii. Facebook/Twitter/Instagram graphics and content updated to include location details
 - iii. Facebook Events posted to capture city resident's interest
 - d. Social Media Tool Kit on the redistricting website
- II. Traditional
 - a. Surface Street Billboards
 - i. Four printed billboards promoting redistricting and the city newsletter
 1. Locations: PCH and Atlantic, Cherry and Anaheim, PCH, Cherry and Del Amo
 - b. Digital Displays
 - i. Locations: Worthington Ford 405 Freeway Digital Billboard, Long Beach Convention Center Digital Billboard, Long Beach Airport Digital Displays, City Hall Elevator Digital Displays
 - c. Flyers
 - i. General flyers and meeting flyers distributed at COVID-19 Vaccination Events
 - ii. Community of Interest Outreach Meeting flyers provided to the City Council Offices
- III. CBO and Neighborhood Group Outreach
 - a. Direct emails with the social media toolkit and upcoming meeting information
 - b. Neighborhood Resource Center emails
 - c. Neighborhood Group Presentation
 - i. Belmont Shore Residents Association – 7/8



- IV. News Outlets (promoting each meeting)
 - a. Long Beach Post and Long Beach Press-Telegram digital online ads
 - b. Long Beach Press-Telegram Sunday print ads
 - c. Grunion Gazette digital online ads
- V. Boards and Commissions
 - a. Citizen's Advisory Commission on Disabilities – 5/14
 - b. Citizens Police Complaint Commission - 6/10
 - c. Civil Service Commission – 6/23
 - d. Technology and Innovation Commission – 6/23
 - e. Sustainable City Commission – 6/24
 - f. Cultural Heritage Commission – 6/29
 - g. Planning Commission – 7/15
- VI. Redistricting LinkLB emails

Upcoming Activities

At the 7/14 meeting, staff received feedback about the engagement process and utility bill mailers delivered in May. In addition to our current efforts, City staff researched solutions to address the concerns of residents that will be implemented:

Utility Bill Mailers

City staff will be delivering another round of utility bill mailers to promote the Citywide Community of Interest (COI) Outreach Meeting on Wednesday, September 8, 2021. This meeting is intended to be an additional opportunity for community members to provide the Commission with public testimony.

Redistricting Information at Libraries

City staff will be partnering with the Long Beach libraries throughout the city to have copies of the most up-to-date redistricting schedule, community of interest forms, communities of interest printed maps. Residents will also begin to have the option to fill out the printed community of interest maps and forms and submit them to their local libraries.

Library	Location	District
Billie Jean King Main Library	200 W. Broadway	2
Bay Shore Neighborhood Library	195 Bay Shore Ave.	3
Brewitt Neighborhood Library	4036 E. Anaheim St.	4
Los Altos Neighborhood Library	5614 Britton Dr.	4
Bach Neighborhood Library	4055 N. Bellflower Blvd.	5
Burnett Neighborhood Library	560 E. Hill St.	6
Mark Twain Neighborhood Library	1401 E. Anaheim St.	6
Dana Neighborhood Library	3680 Atlantic Ave.	7
Harte Neighborhood Library	1595 W. Willow St.	7
Michelle Obama Neighborhood Library	5870 Atlantic Ave.	9

Community of Interest Workshops

In order to receive further input from the community, City staff will be conducting community workshops to educate and provide assistance to the public on how to draw and submit community of interest maps. At these workshops, residents will learn how to use the mapping tool, what criteria are taken into consideration when drawing Council districts, and complete the community of interest forms and maps.

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

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