

Independent Redistricting Commission

Public Outreach Conducted

September 2021 – March 2022

- **Posters and Flyers** – At the beginning of the process, City staff distributed flyers/posters explaining the process and website information to the districts at various businesses and government agencies. Nine sandwich board were distributed with at least one placed at each district. Currently there are six left (2 at Downtown Parking Lots, 1 at Mission Rose Garden, 1 at Waterfront, 1 at City Hall, 1 at Eastside Library).
- **Press Releases** – 11 Bilingual issued
 - Press releases reprinted in Independent and Edhat - 3
- **Social Media**
 - Twitter – 15 posts
 - Facebook – 17 posts
 - Facebook bulletin board--Also posted the Spanish press release to Spanish language bulletin boards: 2
 - Instagram – 6 Posts
 - Nextdoor – 7 posts
- **City News In Brief**
 - Main Story – 4
 - Sidebar - 11
- **Separate E-Mail to Citywide List** - 6
- **Paid Print Advertising**
 - Paid ads in Independent
 - Posting in “Events Calendar” in Independent
- **Community Groups**
 - Reached out to following to distribute information / Press Releases
 - El Centro SB
 - Facebook Spanish-language community forums (2)
 - WEV
 - Hospice of SB
 - St. George Community Church
 - Immigrant Hope
 - Casa de La Raza
 - Radio Bronco – Liliana Encinas Weekly Radio Interview.
 - Mi Vida Mi Voz
 - La Musical