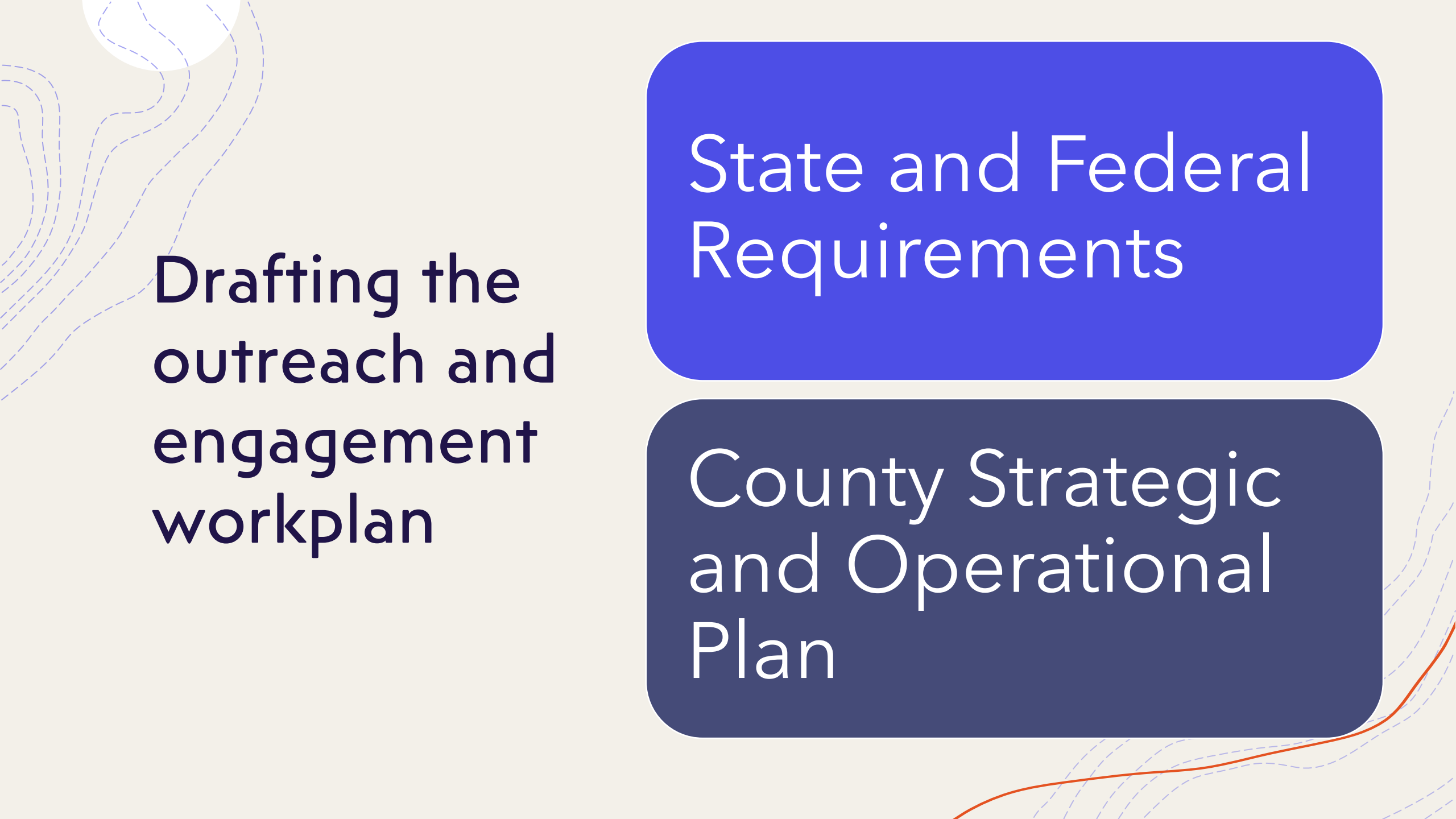


# Redistricting 2021 Public Outreach and Engagement Workplan

Santa Cruz County



**Drafting the  
outreach and  
engagement  
workplan**

**State and Federal  
Requirements**

**County Strategic  
and Operational  
Plan**

# Redistricting 2021

## Goal

- + Provide our customers with equitable access to efficient, effective and culturally responsive services.

## Objective

- + Complete the 2021 redistricting process on time while providing community members equitable access to opportunities for participation, and the Board of Supervisors with the information necessary to adjust the County's district boundaries to meet “substantially equal” population requirements.

# Outreach and Engagement Strategy

## **Access and Outreach**

- + Reach a broad range of residents
- + Create awareness
- + Make information and participation accessible

## **Involvement and Engagement**

- + Provide two-way communication processes
- + Inform public of the mutual benefit of participation
- + Inform public of statewide effort conducted by CA CRC and encourage participation

# Public Access and Outreach



## **Redistricting Website**

Redistricting overview  
Sign-up for more information  
ARC 21 contacts  
Noticing of meetings  
Communities of Interest



## **Other communication vehicles**

Social Media, Radio, etc.  
Toolkits  
Community Organizations  
Informational Sessions  
Redistricting 101 handout at  
events

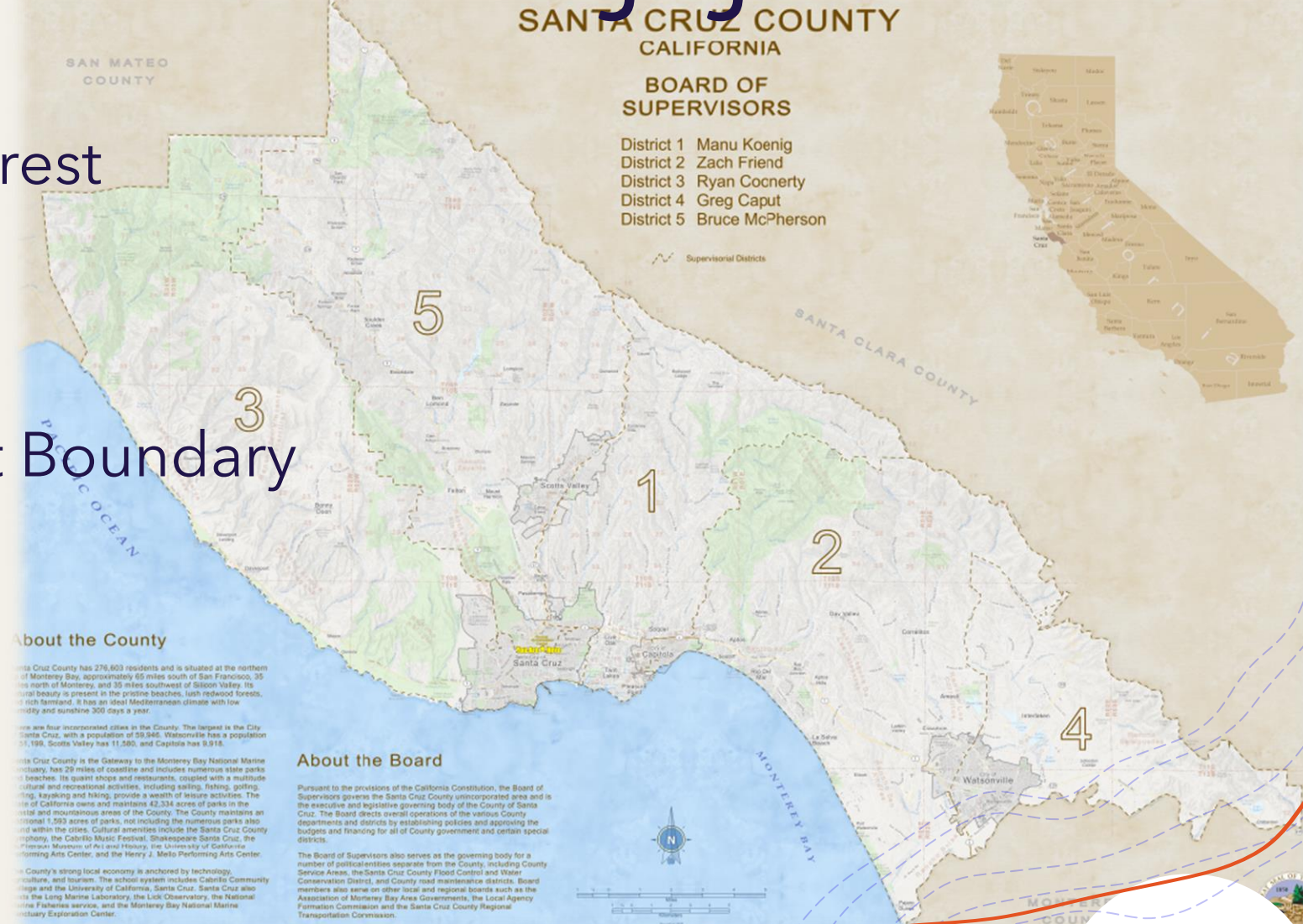
# Public Involvement and Engagement

+ Communities of Interest

+ Forms and Maps

+ Supervisorial District Boundary

Maps and Plans



# Public Involvement and Engagement



COMMISSION  
MEETINGS



INFORMATIONAL  
SESSIONS



PUBLIC  
WORKSHOPS



PUBLIC  
HEARINGS

# Meetings and Informational Sessions

## **Commission Meetings**

- + Conduct business and receive information from staff
- + Provide staff guidance
- + Public comment taken
- + Conducted regularly, and as needed, until final maps are adopted

## **Informational Sessions**

- + Primarily educational
- + Location/audience suggested by ARC 21
- + Conducted mid-July to Sept
- + Drive public comment to website, but if given, transcribe and post



# Public Workshops and Hearings

## Public Workshops

- + Subject to the Brown Act, recorded
- + Location-centric: South/North/Mid County. Option A, Option B
- + Subject matter depends on whether PL 94-171 data is available.
- + Drive public participation to websites (County and CA CRC), publicize mapping software availability
- + May substitute for the public hearing required prior to maps proposed by ARC 21 or BOS

## Public Hearings

- + Board of Supervisors considers district boundary maps as proposed by ARC 21, members of the public, and interested parties.
- + Open for public testimony and comment
- + Final district boundary maps adopted no later than December 15, 2021
- + At least 1 PH conducted 6:00 or after on weekdays, or on Saturday/Sunday
- + BOS approved Public Hearing schedule on 6/8/21 Affirmed staff recommended  
Option A: 11/9 x 2, 11/16, 12/7

# Key Questions for Commission's Consideration

- + Phasing of education/outreach
- + Methods of education/outreach
- + Phasing of community engagement
- + Methods of community engagement
- + Suggestions of CBOs, non-profits, and community organizations to contact to survey interest in having/hosting an informational session. Census partners