



# CITY *of* ESCONDIDO

INDEPENDENT REDISTRICTING COMMISSION

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Monday, September 27, 2021

5:00 p.m.

Council Chambers 201 North Broadway, Escondido, CA 92025

Video Conference: <https://us06web.zoom.us/j/85056079141>

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## WELCOME TO YOUR COMMISSION MEETING

We welcome your interest and involvement in the legislative process of Escondido. This agenda includes information about topics coming before the Commission.

### CHAIR

Robert Case

### VICE CHAIR

Kristy Jurgensen

### COMMISSIONERS

Carolyn Clemens

Dao Doan

Xochitl Reyes

Juan Reynoso

Mariela Saldana

### CITY CLERK

Zack Beck

## HOW TO WATCH

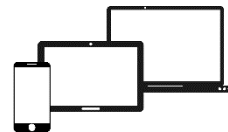
The City of Escondido provides two ways to watch a Commission meeting:

### In Person



201 N. Broadway, Escondido, CA 92025

### Online



<https://us06web.zoom.us/j/89406110312>



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## MEETING AGENDA

1. Roll Call
2. Oral Communication
3. Approval of September 13, 2021 Minutes
4. Public Outreach
5. 2020 Census Data
6. Budget
7. Review of State and County Redistricting Commissions
8. Future Agenda Items
9. Commissioner Reports and Disclosures
10. Adjournment

## HOW TO PARTICIPATE

The City of Escondido provides two ways to communicate with the Commission during a meeting:

### In Person



Fill out Speaker Slip and Submit to City Clerk

### In Writing



<https://www.escondido.org/agenda-position.aspx>.

## ASSISTANCE PROVIDED

If you need special assistance to participate in this meeting, please contact our ADA Coordinator at (760) 839-4643. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility. Listening devices are available for the hearing impaired – please see the City Clerk.





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INDEPENDENT REDISTRICTING COMMISSION

## SEPTEMBER 13, 2021 MEETING MINUTES

The meeting of the Independent Redistricting Commission was called to order on September 13, 2021 at 5:00 p.m. by Chair Case in the Escondido City Council Chambers and via videoconference.

**Commissioners Present:** Chair Case, Vice Chair Jurgensen, Commissioner Clemens, Commissioner Reyes and Commissioner Reynoso

**Commissioners Absent:** Commissioner Doan and Commissioner Saldana

**Staff Present:** Zack Beck, City Clerk

**1. Roll Call**

All present.

**2. Oral Communications**

None.

**3. Approval of August 23, 2021 Minutes**

Motion: Case

Second: Clemens

Approved: 5-0 (Doan, Saldana – Absent)

**4. Community Outreach Consultant**

City Staff will return on September 27, 2021 with an overview of the community outreach plan.

**5. Commissioner Communication Policy**

An item will be placed at the end of each meeting, where commissioners will be able to disclose any communication they have had with individuals or groups regarding the redistricting process.

**6. Future Agenda**

Budget Review

**7. Adjournment**

Meeting adjourned at 5:53 p.m.

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CHAIR

CITY CLERK

## REDISTRICTING OUTREACH PLAN (ITEM #3)

All outreach materials will be created in English and Spanish

### Outreach

- Postcard Mailing
  - Water quality mailing goes to about 63,000 businesses and residences and costs approx. \$15K
  - Designed in house, do a call for quotes for printing/mail house and mailing.
    - Includes redistricting timeline, opportunities to engage, and URL/QR Code
- Social Media Posts
  - Create a scheduled series of posts geared towards residents
    - Post examples:
      - Escondido residents, we need your voice
      - Attention Escondido residents, the City wants to hear from you
      - Do you know who represents your City Council district? Find out here
  - Posts will be shared to:
    - Instagram
    - Nextdoor
    - Facebook
    - Twitter
- City Newsletters/Weekly Activity Report
  - Featured content with graphics that direct back to the URL
    - Economic Development newsletter
    - Neighborhood Services newsletter
    - Library newsletter
    - PACC Post
    - Weekly Activity Report
- Channel 19 slides
  - Mix of graphics and text
- Website Banner
  - Tagline with link to URL
- Slide/ad before City Council meetings
  - A video message from Zack Beck that will air prior to each Council/Commission meeting
  - Sharing keys date and URL
- Physical posters in City facilities
  - With QR codes linking back to redistricting URL
- Noticing through community partners like the Chamber, DBA, CAFÉ, School districts (Peach Jar)

### Budget

- Mailing: \$15K



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- Sponsored posts: \$1000
- Printing: \$500