



Agenda Report

MEETING DATE: Thursday, October 14, 2021

TO: COMMUNITY REDISTRICTING ADVISORY COMMITTEE

FROM: CITY CLERK VÁZQUEZ FLORES

SUBJECT: COMMUNITY OUTREACH REPORT

RECOMMENDED ACTION:

Motion accepting Community Outreach Update Report.

DISCUSSION:

The Fair and Inclusive Redistricting for Municipalities and Political Subdivisions (FAIR MAPS) Act (AB 849, 2019) codified at California Elections Code §§ 21500 et seq, requires the Council to encourage public participation (Election Code Section 21628) to participate in the redistricting review process.

The City has undergone an exhaustive campaign to inform its residents about redistricting. As required by the Act, the City has created a Webpage that explains the redistricting process, a mapping tool, meeting times, etc.

NOTICES

Required meeting notices were and will be published in both the Register Pajaronian and the Santa Cruz Sentinel. The notices were posted on the City's Website in the Public Hearing Hearings & Legal Notices Page with a link to the Redistricting Committee page. The notices were also sent to hundreds of emails consisting of media organizations, civil rights, civic engagement, and community groups and organizations that are active in the city, including those active in language minority communities according to Election Code subdivisions (1) and (2) of subdivision 21628 (a).

FLYERS

We have emailed and will continue to email all the informational flyers to our community partners, City commissions, and media outlets. We have also sent media releases to all the local media outlets.

We published a redistricting article in the City's Our Town newsletter that is sent out to nearly 16,000 City utility customers. The article will be mailed throughout the month of October. The Newsletter is also available online.

SOCIAL MEDIA

The City is also posting all the redistricting information on the City's website as well as our Facebook and Instagram accounts. We are reposting the meeting notices the day of the meetings.

MISCELLANEOUS

From October 25th to November 12th, a banner will be hung across Main Street for three consecutive weeks, encouraging the community to submit Community of Interest forms and draw proposed district lines.

We will be at the Watsonville Farmer's Market to inform the public about redistricting and help with Communities of Interest Forms and/or draw maps. We will also be reaching out to our farmworkers by joining the Watsonville Campesino Appreciation Caravan to distribute flyers.

We are publishing an ad on the online version of the Register Pajaronian for five days before the date of the meeting.

All of these materials and efforts will be provided in English and Spanish.