

City of Visalia Administration

Public Outreach Plan for City Council Redistricting 2021-2022

Section I: Overview

Communication Objectives

1. Educate the public on the redistricting process
2. Communicate the public hearings and public meeting schedule
3. Ask for the public's help in helping to plan and draw new City districts

Target Audience

1. Visalia Citizens
2. Community Groups and Influencers

Section II: Schedule

The redistricting process will include the following:

- Two Initial Hearings
 - August 23rd at 7 p.m. – City of Visalia Convention Center San Joaquin Room, 303 E. Acequia Ave. Visalia, CA
 - September 20th at 7 p.m. – City of Visalia Council Chambers, City Hall West, 707 W. Acequia, Visalia, CA
 - Held prior to release of draft maps
 - Goal is education and to solicit input on the communities in the districts
- Census Data Release
 - Mid/Late August
 - Census bureau releases official 2020 Census population data
- California Data Release
 - Slated for September 20, 2021
 - California Statewide Database releases California's official "prisoner-adjusted" 2020 redistricting data
- Mapping Workshops
 - Wednesday, October 13th at 6 p.m. - City of Visalia Whitendale Community Center, Main Room, 630 W. Beech Ave., Visalia, CA
 - Saturday, October 23rd at 10 a.m. – City of Visalia Anthony Community Center, Main Room, 345 N. Jacob St., Visalia, CA.
- Deadline to Submit Draft Maps
 - November 22, 2021 at 5 p.m.
- Deadline to Post Draft Maps
 - November 29, 2021 at 5 p.m.

City of Visalia Administration

- Draft Map Hearing (Public Hearing #3)
 - December 6, 2021 at 7 p.m. – City of Visalia Council Chambers, City Hall West, 707 W. Acequia Ave., Visalia, CA
 - Discuss and revise the draft maps
 - Discuss the election sequence
- Deadline to Submit Draft Maps
 - December 27, 2021 at 5 p.m.
- Deadline to Post Draft Maps
 - January 3, 2022 at 5 p.m.
- Draft Map Hearing (Public Hearing #4)
 - January 10, 2022 at 7 p.m. – City of Visalia Council Chambers, City Hall West, 707 W. Acequia Ave., Visalia, CA
 - Discuss and select final map
 - Discuss and determine election sequence
- Deadline to Adopt Map
 - April 17, 2022

Section III: Actions

The communication channels and messaging that will facilitate spreading the message once the locations of the public outreach meetings are determined.

Medium	Agency	Cost
City Website	City of Visalia	Free
Press Releases	City of Visalia	Free
City Utility Bill Message	City of Visalia (Finance)	Free
Print/Hard Copy Fliers	City of Visalia	TBD
Inside City Hall Newsletter	City of Visalia (Admin)	Free
Live & Play Activity Guide	City of Visalia (Recreation)	TBD
Social Media	Facebook	Free
Social Media	LinkedIn	Free
Social Media	Twitter	Free
Social Media	Instagram	Free
Presentations	City of Visalia/Community	Free
Radio PSAs	Momentum, Campesina	Free
Print Public Notices	VTD/Vida en el Valle	TBD
Local Chambers	Visalia Chamber of Commerce & Tulare Kings Hispanic Chamber of Commerce	Free
Community Group Messaging	Varied	Free

City of Visalia Administration

- City Website
 - Section titled “Redistricting” has been created under “City Government”.
 - Child pages include Schedule, Draft Maps, Draw A Map, FAQ and Resources.
 - All tools provided by NDC are currently live on the page and available to the public
 - QuickLink for easy access is www.visalia.city/drawvisalia.
 - Of note, other jurisdictions are using a third-party website and the domain www.drawcityname.org. To prevent a fake website being built with incorrect information, I have purchased (with IS blessing and assistance) www.drawvisalia.org and www.drawvisalia.com.
 - Information will also be shared under the News section and all public hearings/meetings will be noted on the Calendar section.
 - News Items:
 - 8.17.21 Join Us for A Meeting on Redistricting
 - 9.3.21 First Look at 9/7 City Council Meeting
 - 9.9.21 Share Your Vision for Visalia
 - While not connected to the City website, the employee Intranet will be utilized to host updates on the redistricting process through the News section and the dates of public hearings and meetings on the Calendar section.
 - News Items:
 - 9.9.21 Share Your Vision for Visalia
 - Cost: Free, will be housed under existing section on website.
- Press Releases
 - Draft and release press releases that outline the redistricting process and note the public hearings and outreach meetings.
 - Schedule of Releases:
 - Press Release #2 – City of Visalia Hosts Public Hearing on Redistricting
 - Release Date: TBD or 9/9/21
 - Titled “Share Your Vision for Visalia”
 - Also includes details on rest of redistricting schedule
 - Press Release #3 – City of Visalia Hosts Redistricting Map Workshops
 - Release Date: 9/20/21
 - Press Release #4 – City of Visalia to Host Redistricting Draft Map Hearing
 - Release Date: TBD or 11/22/21
 - Press Release #5 – City of Visalia To Host Final Draft Map Hearing
 - Release Date: TBD or 1/3/22
 - Send these releases to local media, including (but not limited to) the Visalia Times-Delta, Fresno Bee, Vida en el Valle, Sun-Gazette, Valley Voice, KMJ, KTIP, Momentum Broadcasting, La Campesina, La Buena, La Preciosa, and others.

City of Visalia Administration

- Press releases will also be utilized as News items under “News” on the City website and then shared on City social media channels.
 - News articles will appear on the City homepage and in the Media Slideshow on the front page of the website
- Cost: Free

- City Utility Bill Message
 - Work with City Finance/Public Works Department to include meeting notices, pertinent updates on the process and map information via the text/message section on print City of Visalia utility bills.
 - Schedule of Information:
 - October 2021 – Include Information on Mapping Workshops along with “more information and mapping tools at visalia.city/drawvisalia”
 - November – Reminder to draw and submit maps, along with more information notation above and note on 12/6/21 Draft Map Hearing
 - December – Include information on deadline to submit draft maps and note on 1/10/22 Draft Map Hearing
 - Cost: Free, will use information space on print/digital bill

- Print/Hard Copy Materials
 - Create full (8.5 x 11”) and half size print/hard copy fliers with meeting information and website.
 - Have these print materials on hand at City of Visalia office locations with public lobbies and material display areas.
 - Also provide to Departments:
 - Public Works to hand out at Dump On Us
 - Recreation to staple to registration receipts and put in Senior Center to go lunches
 - These will include:
 - General flier with meeting/workshop dates
 - This will be English one side, Spanish the other
 - Schedule: TBD
 - Cost: TBD, will be minimal.
 - Car Cards in Transit Buses
 - Schedule: TBD
 - Cost: TBD, will check with Transit staff

- Inside City Hall Newsletter
 - Utilize the weekly enewsletter to include announcement on public hearings and outreach meeting schedule, details on how to be involved and general reminders.
 - Schedule:
 - 9.10.21 Edition
 - Title and main item of newsletter, “Share Your Thoughts on Redistricting”

City of Visalia Administration

- 9.17.21 Edition
 - Reminder item in newsletter, link to page on City website
 - Additional dates TBD
 - Will include a Redistricting item each time a press release is sent
- Live & Play Activity Guide
 - Place advertisement (if allowable by date/print schedule, confirming) in the City of Visalia Community Services Live & Play activity guide.
 - A fall Live & Play is in the planning stages, more details on availability of using this as an avenue for advertising is coming from Recreation Division staff.
 - Schedule:
 - TBD, obtaining information from Recreation staff if this is possible
- Social Media
 - Facebook
 - Use the City's main Facebook page for distribution of public hearing and meeting information, as well as general redistricting details.
 - Enlist help of the other City Facebook pages, including Police Department, Transit, Community Services and Animal Care Center.
 - Utilize the Events feature and share media coverage and applicable posts from community groups.
 - Twitter
 - Use the City's main Twitter page for distribution of public hearing and meeting information, as well as general redistricting details.
 - Enlist help of the other City Facebook pages, including Police Department, Transit, Community Services and Fire Department.
 - Utilize appropriate hashtags in addition to #DrawVisalia and RT media coverage and applicable community tweets.
 - Instagram
 - Use the City's main Instagram account for distribution of public hearing and meeting information, as well as general redistricting details.
 - Enlist help of the other City Instagram accounts, including Police Department, Transit, Community Services and Animal Care Center.
 - Utilize appropriate hashtags in addition to #DrawVisalia.
 - LinkedIn
 - Use the City's main LinkedIn account for distribution of public hearing and meeting information, as well as general redistricting details.
 - Nextdoor
 - As suggested by the Measure N Committee, include information as possible on Nextdoor
 - Will work with PD to utilize their account on the platform
 - Schedule:
 - Schedule of posts is ongoing, total schedule is TBD at this time

City of Visalia Administration

- Posts will coincide with press releases, News announcements, Inside City Hall inclusion and will also have general reminders
- Presentations
 - Provide the presentation by NDC at the public hearings and outreach meetings.
 - Schedule:
 - See Section II: Schedule
 - All meetings will have Spanish interpretation available to those in attendance.
 - Provide brief breakdown on redistricting to each City Committee and Commission
 - Schedule:
 - TBD
 - Working with staff Committee and Commission reps to have information provided and available to their groups.
 - Make presentation provided to Measure N group and City Council available on the City website.
 - Reach out to community groups and service clubs to gauge interest on receiving a presentation on the process.
- Radio PSAs
 - Draft redistricting specific PSAs and provide to Visalia based radio stations.
 - Connect with those seeking guests for community affairs programming.
 - Continue to send press release to all radio stations, making sure the on-air talent who is responsible for community news/events is notified and when applicable, tag or tweet their social media handles.
 - Schedule:
 - TBD
- Print Public Notices
 - Run Public Notices for each of the six meetings (public hearings and outreach meetings) in the Visalia Times-Delta.
 - Schedule:
 - Public Notice #1
 - Fresno Bee on 8/12/21 in Legal Notices
 - Visalia Times Delta on 8/13/21 in Legal Notices
 - Public Notice #2
 - Fresno Bee on 9/10/21 in Legal Notices
 - Visalia Times Delta on 9/14/21 in Legal Notices
 - Public Notice #3
 - Visalia Times Delta no later than 11/26/21
 - Public Notice #4
 - Visalia Times Delta no later than 1/1/22

City of Visalia Administration

- Local Chambers
 - Visalia Chamber Newsletter
 - The City has a standing monthly column in the Visalia Chamber of Commerce newsletter, we can use one of the monthly columns to outline the redistricting process and provide details on how to participate.
 - Schedule:
 - September Column “Redistricting process underway”
 - Online here:
<https://static1.squarespace.com/static/5719141d40261dc2b40c5703/t/6131338b6c4fa64a6b740722/1630614436188/Sept-2021.pdf>
 - Tulare/Kings Hispanic Chamber of Commerce
 - Will connect and ask if they can support with messaging
 - Contact provided by member of Measure N Committee
- Community Group Messaging
 - Connect with key team members at local community groups and organizations and ask them to share the public hearing and meeting schedule and information with their groups, contacts and through their social media networks.
 - Also connect with local podcasts and ask if they'd be willing to host brief interviews on the process
 - Community groups would include, but not be limited to, the Tulare/Kings Hispanic Chamber of Commerce, service clubs, League of Women Voters of Tulare County, Tulare Workforce Investment Board, Visalia Chamber of Commerce Young Professionals, Leadership Visalia, and more.
 - Local organizations/businesses would include, but not be limited to, Kaweah Health, Visalia Unified School District, College of the Sequoias, Brandman University, Fresno Pacific, Visalia Farmers Market, AYSO, community billboards (coffee shops, restaurants, etc.) and more.
 - Schedule:
 - TBD
- Measure N Committee Suggestions (MNCS)
 - At the 8.23.21 Public Hearing and meeting of the Measure N Committee, members of the group provided the following suggestions:
 - Utilize the social media site Nextdoor to release information
 - Will work with the Police Department to post information on their channels as the City organization as a whole does not have a Nextdoor account.
 - Stream a meeting/meetings of the presentation
 - Will stream Public Hearing #2 on 9/20, Draft Map Hearing on 12/6 and Draft Map Hearing on 1/10 through the City's new Legistar system.
 - Share information via local podcasts

City of Visalia Administration

- Noted already in Plan as a target. We hope to connect with any interested local podcasts and will discuss on the City Visalia On Air if podcast is relaunched.
- Share information through Chamber Newsletters
 - Noted already in Plan as target, will connect with local Chambers to provide information and seek advertising costs.
- Coordinate with VUSD and COS to provide redistricting materials to Civics classes, provide age appropriate materials to be distributed throughout the District to classrooms.
 - Will look at feasibility of providing these resources.
- Provide information to Neighborhood Watch Groups
 - Will coordinate with PD on how to connect to these groups and provide materials.
- Connect with faith-based organizations and provide redistricting materials
 - Will look at feasibility of providing these resources and identifying contacts.
- While the Measure N Committee made no formal recommendations, the various suggestions from Committee members have been noted in this Plan.

Section III: Messaging

- The Process
 - Every 10 years, local governments use new data from the Census to redraw their district lines to reflect how local populations have changed.
 - State law requires cities and counties to engage communities in the redistricting process by holding Public Hearings and doing public outreach, including to underrepresented and non-English-speaking communities.
 - The City of Visalia is asking for your help to plan and draw new City districts.
 - The finalized maps that you will help us create will define the City of Visalia district borders, and these new districts will impact how you elect your council members for the next 10 years.
 - Our primary goal when developing election districts is to draw lines that respect neighborhoods, history and geographical elements.
 - We want to know: What do you consider the boundaries of your neighborhood?
- How to Participate
 - We need your help Visalia!
 - Share your specific thoughts, draw a map, or attend an upcoming workshop to get involved.
 - Submit written testimony about the process or a specific map to communityfeedback@visalia.city.
 - See the calendar of workshops and public hearings at which you can speak about the process or a specific map.
 - Get information on drawing and submitting maps.
 - At the hearings and workshops, we want you to:
 - Share your story

City of Visalia Administration

- Define your neighborhood or community of interest
 - Explain why redistricting is relevant to your community
 - Get the tools you need to draw a map of one district or of all the districts
 - Share your opinions of the draft maps
 - Talk to your neighbors and local organizations
- FAQs
 - Sample FAQs available from the California Secretary of State website at <https://www.sos.ca.gov/elections/helpful-resources/redistricting> and from the City of Tulare website