



2021 Redistricting Community Outreach Plan


Voter Registration & Elections
Public Information

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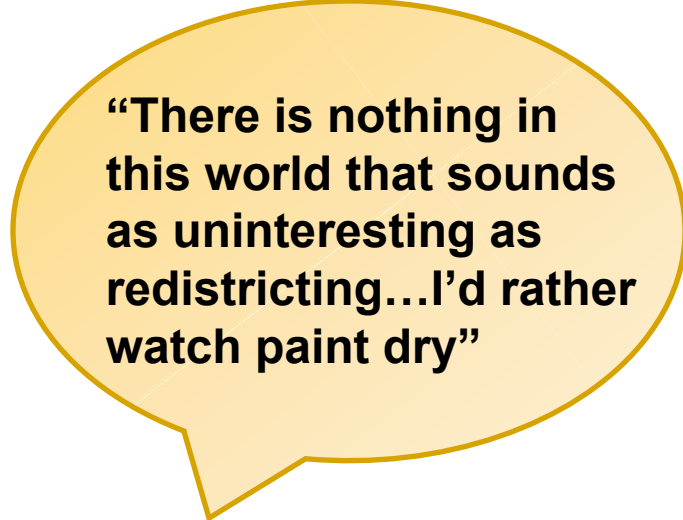
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“Redistricting”

- Community engagement needed to define “redistricting” and why it matters to certain communities
- How will supervisorial districts affect neighborhoods, community organizations, businesses, county services, constituent responses/Supervisor interactions?



“Redistricting is one of the most important actions any body of government can take to ensure equal representation”



“There is nothing in this world that sounds as uninteresting as redistricting...I’d rather watch paint dry”

Community Engagement

- County Departments & Services
- City Clerks
- Local Districts (schools, rec & park, fire, water, etc)
- Businesses
- Community Based Organizations & identifying community trusted messengers/leaders
- Senior Living Communities
- Youth Organizations
- Neighborhood Associations
- Voting Accessibility Advisory Committee
- Language Accessibility Advisory Committee
- Elections Community Advisory Committee



Community Meetings

- Locations (virtual, in-person after June 15, hybrid)
- Join existing community events
- Translated materials
- Existing Maps
- Q&A
- Mapping Tools
 - Low Tech & High Tech Options
 - Training – once data comes out, turnaround time for public hearings will be fast, we want to make sure the public is prepared ahead of data release!



Redistricting Website



<https://www.saccounty.net/Redistricting/>



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Public Outreach

Purpose of Sacramento County Redistricting 2021 Public Outreach Plan

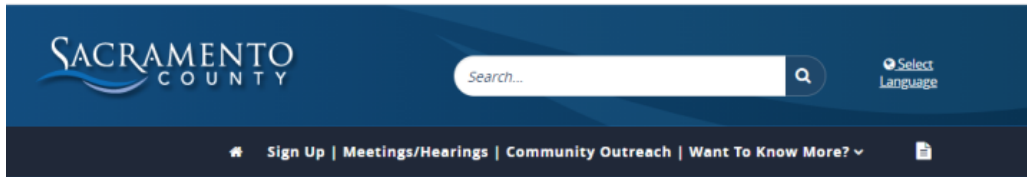
To engage, promote and urge participation by Sacramento County residents in the Redistricting Process.

How can we achieve this?

- Promoting use of the Redistricting Website
- Utilizing Sacramento County Communication Vehicles
- Building on Existing Organizational Networks
- Developing and Sharing Promotional and Informational Toolkits in Multiple Languages

Redistricting Website

www.SacCounty.net/Redistricting



[Sacramento County Home](#)

Redistricting Sacramento County 2021



Current District Maps

Sacramento County has five supervisorial districts, serving residents in the unincorporated areas as well as in the seven incorporated cities within its boundaries. The County covers 984 square miles and is home to 1.5 million residents.

[Current Supervisorial District Map](#) - Current supervisorial district boundaries.

[Who represents me?](#) - Find your district - Simply enter your address and scroll down to "Political Districts."

[Unincorporated Areas Map](#) - Unincorporated areas in Sacramento County.

[Incorporated Cities Map](#) - Seven incorporated cities' boundaries in Sacramento County.

[Sacramento County Communities](#) - Census Designated Places in Sacramento County.

[Sacramento County Area Maps](#) - Sacramento County area maps.

Redistricting Website

Public Meetings/Hearings

The County will hold **at a minimum** four public hearings before adopting a final map.

At least one hearing will be held before the County draws a draft map and at least two hearings will be held after a draft map is drawn. There will be a final hearing adopting a final map. Additionally, one public hearing must be held outside of normal business hours.

Once public hearings and workshops are scheduled, a meeting calendar will be posted on this page. Hearings will be noticed online at least five days in advance and will indicate the date, time and location of the hearing. (This requirement will be reduced to three days in the last 27 days before a jurisdiction's redistricting deadline.)

A recording of the hearings will be uploaded and available to view for each meeting.

Mapping Software

Sacramento County will provide a free, web-based mapping tool for individuals and community groups once the U.S. Census Bureau provides in the 2020 census data. The tool, currently in development, will be available on this website for public use to draw district boundaries.

Frequently Asked Questions

What is Redistricting?	+
Why does redistricting matter to me?	+
What do the existing supervisorial districts look like?	+
What criteria will our Board of Supervisors use when drawing district lines?	+
How will the Board of Supervisors notify the public about redistricting?	+
How can I get involved?	+
Where can I find out more information?	+

County Communication Vehicles

- Website
- Social Media Platforms
 - Facebook
 - Twitter
 - Instagram
 - NextDoor
 - YouTube



- Email
 - Receive info and feedback: redistricting@sacounty.net
 - Distribute info:
 - GovDelivery Redistricting
 - SacCounty News
 - Board Agenda

County Communication Vehicles

- Earned/Unearned Media
 - Media Coverage
 - Paid Advertising
- Digital Sign at Highway 99 at Calvine
- Sacramento County Newsletter



County Communication Vehicles

- Printed Materials
- Internal Communication
- Public Meetings/Events



SACRAMENTO COUNTY

Employee News and Information 04/26/2021

Visit the County's intranet home page, <http://Inside.SacCounty.net> to read more about the latest.

New Reciprocity Video from SCERS

A new animated video on the subject of reciprocity has been added to [SCERS' video library](#) and [YouTube channel](#). This is the fifth in a series of informational videos designed to answer many of SCERS' frequently asked questions. If you've recently joined SCERS after working under another California public retirement system, this one's for you! [Check it out on the SCERS website.](#)

May is Bike Month 2021 - Get Outside and Ride!

May is Bike Month registration is now open. Join the team! All County of Sacramento Employees who register on the Sacramento Region May is Bike Month website, and log activity during the month of May will be entered into a drawing for prizes. Employees must register under "County of Sacramento" to qualify for prize drawings. Weekly \$50 e-gift card prizes will be awarded to participants! One prize per winner. To learn more, [check out the May is Bike Month flyer.](#)

Be Careful Opening Email Attachments

Email attachments are almost unavoidable in both personal and business communications. However, it's best to minimize your exposure. If you receive an unexpected email from an unknown sender or from someone who is not in your contacts list, do not open any [attachments](#). A more safe method of sharing documents and other files is through a shared drive or a cloud. For more tips, please visit cybersecurity.saccounty.net.

What is Redistricting?

Redistricting is the process of redrawing the boundaries of election districts, including local election districts such as city councils, school boards, county boards of supervisors, and more. Local governments must redistrict at least once [every ten years](#), based on federal Census data, to reflect changes in population and to ensure that all districts have the same number of residents.

Who Counts in Redistricting?

Redistricting is based on the idea of fair representation, which makes sure that each of our voices can be represented fairly, by creating districts that have the same number of people. Census data that is collected every ten years is used to draw new maps to account for the ways that populations have changed and moved across the states and districts.

Why do we need fair redistricting?

How district lines are drawn influences who runs for public office and who is elected. Elected representatives make decisions that are important to our lives, from ensuring safe schools to adopting immigration policies. Who lives in a district can influence whether elected officials feel obligated to respond to a community's needs. The district boundaries are in place for the next ten years, and their policy impacts can last well beyond that.

Building on Existing Networks

- The County worked extensively with community-based organizations, faith-based organizations, businesses, special districts and other networks on two important outreach efforts:
 - Census 2020
 - COVID-19
- Public Information has reached out to contacts from these networks, seeking assistance in distributing information regarding redistricting and meetings.



Toolkits

- Toolkits will contain flyers, FAQs, public meeting information and more in English and the following languages:
 - Spanish
 - Russian
 - Chinese
 - Vietnamese
 - Hmong
 - Tagalog
 - Farsi
 - Arabic
 - Punjabi

