



PALM DESERT

Redistricting Public Education and Outreach Summary Report

January 25, 2024

Table of Contents

Table of Contents	2
Introduction	3
Building An Outreach Team	3
Spanning Channels of Outreach	3
Public Engagement and Outreach Plan	4
Dedicated Redistricting Website	4
Collateral Materials	7
Social Media	7
Flyer	7
Mailer	8
Press Releases	9
Paid Advertising	9
Radio Ads	9
English Radio Ads	10
Mix 100.5,	10
K-NEWS 104.7	10
Spanish Radio Ads	10
La Poderosa - 96.7	10
La Suavecita - 107.1	10
Google Ads	10
Search Ads	10
Display Ads	12
Meta Ads	13
English Ads	13
Spanish Ads	13
Spotify	14
Pandora	14
Media Mentions	14
Outreach to Community-Based Organizations and Partner Agencies	16
Direct Outreach	16
Community Workshops	16

Introduction

The City of Palm Desert launched a robust outreach effort to reach across the community to engage and educate the public about the redistricting process. This Outreach Summary Report aims to provide a high-level overview of the outreach philosophy, process, and results to date.

Building An Outreach Team

Palm Desert built a team of professionals to effectively execute the community outreach component of the project. This team includes Palm Desert staff, Tripepi Smith and National Demographics Corporation (NDC). These parties have been meeting jointly on regular calls to discuss the project and coordinate efforts. Integrating the demographer (NDC) into the outreach plan was designed to ensure that communications properly contributed to the broader goals of public information and drawing maps. This team approach has helped to eliminate silos of knowledge in this critical project.

Tripepi Smith was engaged as an outreach expert on the redistricting process. The firm has a history of collaboration with NDC and has worked with other agencies to assist with their redistricting efforts.

These outreach efforts were completed in close coordination with Palm Desert staff members.



Spanning Channels of Outreach

Palm Desert leveraged an array of outreach platforms to connect with the public. These included:

- The City's dedicated redistricting website - RedistrictPD.org
- The City's social media channels, including Facebook, and X (formerly Twitter)
- Direct outreach to community groups
- Print and web flyer
- Mailer
- Digital and radio advertising
- Press releases/media outreach
- Community meetings throughout the City and via Zoom

Key highlights of outreach efforts to date include:

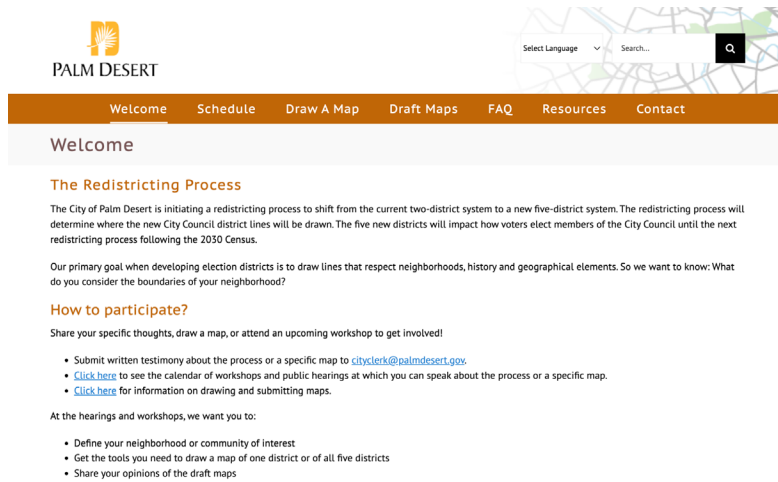
- Public Engagement and Outreach Plan, adhering to Assembly Bill 764 requirements.
- Rollout of the redistricting webpage, RedistrictPD.org, where extensive resources are available for the public to learn about the redistricting process, access all the materials and meeting information, and to draw maps based upon their understanding of communities of interest and submit them for consideration.
- 17 social media posts spread across Facebook and X.
- One informational flyer sharing background redistricting information and encouraging resident involvement.
- One bilingual (English and Spanish) mailer explaining redistricting and encouraging participation, which was sent to every resident in Palm Desert.
- News releases distributed to the City's media contacts and published on the City's redistricting website.
- Paid advertisement on several English and Spanish radio stations.
- Paid advertisement on Meta to promote engagement in English and Spanish.
- Direct contact with approximately 14 community-based organizations to drive awareness of the District's redistricting process and promote opportunities to participate in community meetings.
- Three community workshops to go over the redistricting process and gather public input on neighborhoods and communities of interest. Two map drawing workshops to demonstrate the use of mapping tools.

Public Engagement and Outreach Plan

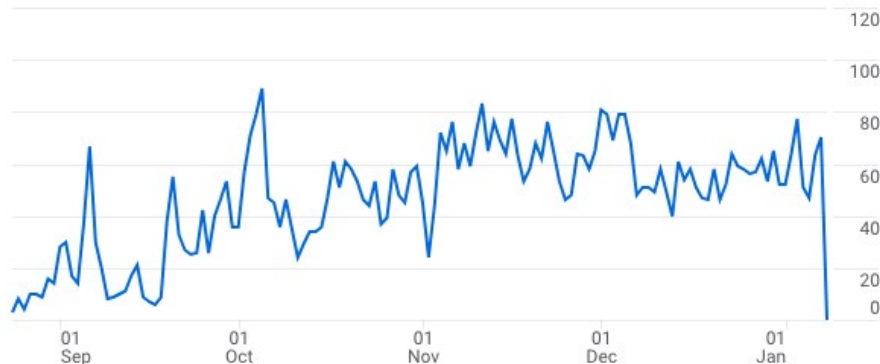
The City of Palm Desert's staff produced a [Public Engagement and Outreach Plan](#), adhering to Assembly Bill 764 requirements. This report aims to cover Election Code 21160 provisions, providing a comprehensive overview of the process and its procedural details and was referenced throughout the corresponding process.

Dedicated Redistricting Website

RedistrictPD.org went live on August 24, 2023. The website serves as a one-stop location for the public to learn about the redistricting process and is also available in additional languages through the Google Translate plugin. The website was updated regularly to include the most accurate information about the process. From August 24, 2023, to January 8, 2024, there have been **8,191 Sessions** on the City's redistricting website. A Session is the period of time a user is actively engaged with the website. Throughout the process, the website's Sessions came from **5,915 users** who viewed **11,448 pages**.



User Activity has been fairly consistent throughout the process, with peaks around workshop and public hearing dates. Activity dropped off in January 2024, likely due to fewer updates being shared as the process comes to a close.

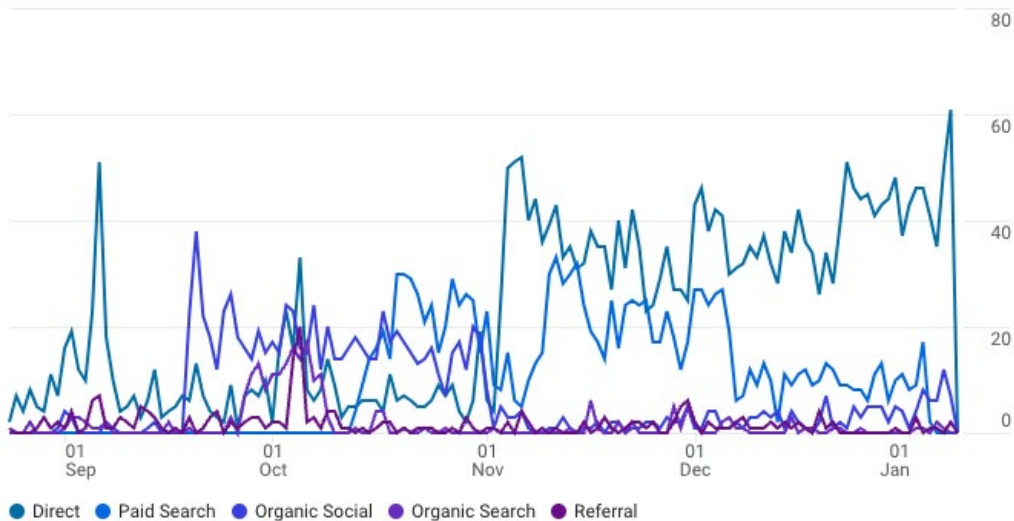


The homepage of the website had the most hits with **8,304** views, and the Schedule and Draw a Map pages followed with **1,001** and **884** views, respectively. This shows interest from the public in attending workshops and public hearings and drawing maps for consideration.

Users also tended to visit the Draft Maps page multiple times, about 3, showing that residents are interested in reviewing the draft maps and staying up to date throughout the process.

Page title and screen class	↓ Views	Users	Views per user	Average engagement time
	11,448 100% of total	5,915 100% of total	1.94 Avg 0%	17s Avg 0%
1 Redistrict Palm Desert	8,304	5,691	1.46	6s
2 Schedule Redistrict Palm Desert	1,001	400	2.50	1m 13s
3 Draw A Map Redistrict Palm Desert	884	392	2.26	38s
4 Draft Maps Redistrict Palm Desert	816	266	3.07	45s
5 FAQ Redistrict Palm Desert	138	73	1.89	36s
6 Resources Redistrict Palm Desert	125	65	1.92	16s
7 Contact Redistrict Palm Desert	119	74	1.61	53s
8 Search Results Redistrict Palm Desert	38	16	2.38	22s
9 Map 109 Redistrict Palm Desert	11	7	1.57	40s

3,106 users came to the website directly via the RedistrictPD.org URL which could be found on all materials and media produced by the City. The website gained **1,387** new users through the search ads being run on Google (Paid Search) and **952** new users from social media posts shared by the City (Organic Social).



The City’s districting website is also mobile optimized, creating a positive experience for users on any device, especially the **79%** of users who used mobile devices to access the website.

Palm Desert’s website successfully served as the main location for users from a variety of sources to find more information about the redistricting process and get involved.

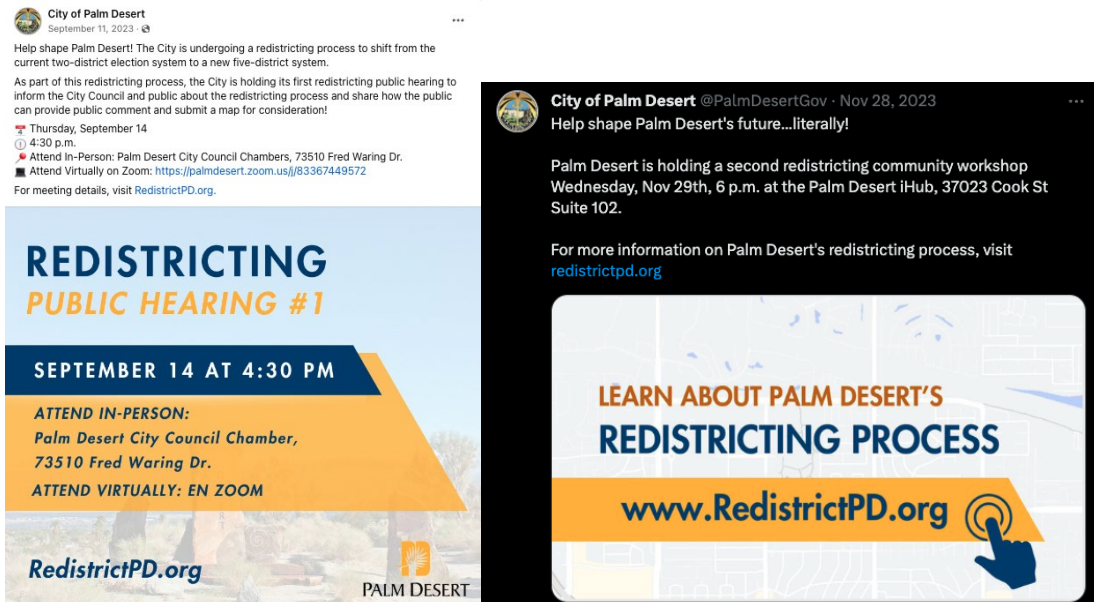
Collateral Materials

Social Media

The City of Palm Desert scheduled 17 total posts across Facebook and X. Each social media post included a descriptive English caption and an invitation to visit the redistricting webpage. Some posts were also shared in Spanish. (Note that a Facebook user can choose to see all post verbiage in Spanish or another language of their choice, depending on their personal Language Settings.)

Social media content included:



- Announcements about community meetings, map drawing workshops and public hearings.



Flyer


Palm Desert produced one flyer promoting resident involvement in the redistricting process and general districting information. The flyer was also translated into Spanish.

The flyer was shared and distributed at community group presentations, including the community workshops and map-drawing workshops.

Help Shape the Future of Palm Desert


Redistricting Frequently Asked Questions



The City of Palm Desert is initiating a redistricting process to shift from the current two-district election system to a new five-district system. Residents are encouraged to get involved by participating in public meetings and sharing their input on where district lines should be drawn.

Join us at a public hearing, map drawing workshop, or community workshop to learn more about the process and share your input.

View the meeting schedule here:



RedistrictPD.org

Residents can also get involved by submitting input on Communities of Interest and by drawing and submitting a draft map of where you think district lines should be drawn. Paper and online mapping tools are available at RedistrictPD.org/Draw-a-Map

What is redistricting?

The City of Palm Desert is initiating a redistricting process to shift from the current two-district system to a new five-district system. The redistricting process will determine where the new City Council district lines will be drawn. The five new districts will impact how voters elect members of the City Council until the next redistricting process following the 2030 Census.

All district lines must be reviewed to meet strict requirements for population equality, voting rights protections, and in accordance with the California FAIR MAPS Act.

How can I participate?

Residents can participate by attending an upcoming public hearing or community workshop, submitting input on Communities of Interest, and drawing and submitting a draft map.



What are Communities of Interest?

A Community of Interest is a population that shares common social and economic interests that should be included within a single district for purposes of its effective and fair representation.

Where can I learn more about redistricting?

For more information regarding redistricting, please visit RedistrictPD.org.

For more information on the redistricting process and how to get involved, visit RedistrictPD.org.


Ayuda a dar forma al futuro de Palm Desert



La ciudad de Palm Desert está comenzando un proceso de redistribución de distritos para pasar del actual sistema electoral de dos distritos a un nuevo sistema de cinco distritos. Se anima a los residentes a participar en reuniones públicas y compartir sus aportes sobre dónde se deben dibujar las líneas del distrito.

Únase a nosotros en una audiencia pública, taller de dibujo de mapas o taller comunitario para obtener más información sobre el proceso y compartir sus comentarios.

Vea el calendario de reuniones aquí:



RedistrictPD.org

Los residentes también pueden participar enviando comentarios sobre las comunidades de interés y dibujando y enviando un borrador de mapa de dónde cree que se deben dibujar las líneas del distrito. Los herramientas de mapeo en papel y en línea están disponibles en RedistrictPD.org/Draw-a-Map

Para obtener más información sobre el proceso de redistribución de distritos y cómo participar, visite RedistrictPD.org.



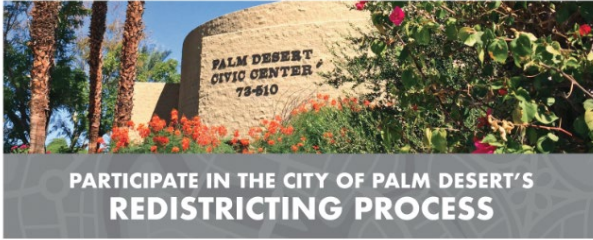
Mailer

The City also produced a mailer in English and Spanish to briefly explain the redistricting process and encourage resident participation. The mailer was sent to each residence and business in the City in addition to registered voters who do not live within city limits.

PALM DESERT
73510 Fred Waring Drive
Palm Desert, CA 92260

*****ECRWSEDDM*****
POSTAL CUSTOMER

Printer to
provide
postal
permit



What is redistricting?
The City of Palm Desert is initiating a redistricting process to shift from the current two-district system to a new five-district system. The redistricting process will determine where the new City Council district lines will be drawn. The five new districts will impact how voters elect members of the City Council until the next redistricting process following the 2030 Census.

How can I participate?
Your voice matters as the City of Palm Desert begins this process. You can participate by attending an upcoming public hearing or workshop, submitting input on Communities of Interest, and by drawing and submitting a draft map.

What are Communities of Interest?
A Community of Interest is a population that shares common social and economic interests that should be included within a single district for purposes of its effective and fair representation.



To learn more about the redistricting process and how you can participate, visit RedistrictPD.org.

Questions, feedback and map submissions can be submitted to cityclerk@palmdesert.gov



¿Qué es redistribución de distritos?

La ciudad de Palm Desert está iniciando un proceso de redistribución de distritos para cambiar del sistema actual de dos distritos a un nuevo sistema de cinco distritos. El proceso de redistribución de distritos determinará dónde se dibujarán las nuevas líneas de distrito del Concejo Municipal. Los cinco nuevos distritos afectarán la forma en que los votantes eligen a los miembros del Concejo Municipal hasta el próximo proceso de redistribución de distritos después del Censo 2030.

¿Cómo puedo participar?

Su voz importa mientras la Ciudad de Palm Desert comienza este proceso. Puede participar asistiendo a una próxima audiencia pública o taller, enviando comentarios sobre Comunidades de Interés, y dibujando y enviando un borrador de mapa.

¿Qué son las Comunidades de Interés?

Una Comunidad de Interés es una población que comparte intereses sociales y económicos comunes que deben incluirse dentro un solo distrito a los efectos de su representación electiva y justa.



Para obtener más información sobre el proceso de redistribución de distritos y cómo puede participar, visite RedistrictPD.org.

Las preguntas, comentarios y envíos de mapas se pueden enviar a cityclerk@palmdesert.gov



Press Releases

Throughout the process, the City of Palm Desert has pushed out one press release to more than 45 local and regional media contacts to introduce the redistricting process. To increase coverage, the City also utilized X to broaden exposure for the release.

The City plans to push out a final press release informing residents of the adopted map and election sequence.

Paid Advertising

The City of Palm Desert expanded outreach efforts to include paid advertising and increase the overall reach of the redistricting efforts. Advertising platforms included radio ads, Google Ads, Meta Facebook ads, Spotify and Pandora.

An initial round of advertising ran from September to November 2023. A second round ran from September 2023 to January 2024. Each round notified residents of the redistricting process and encouraged participation.

Radio Ads

The City ran radio ads on English and Spanish channels including Mix 100.5, K-NEWS 104.7, La Poderosa 96.7 and La Suavecita 94.7 for 10 weeks. More information for these is highlighted below:

English Radio Ads

Mix 100.5,

- Spot Placements: **112**
- Estimated Net Reach: **25,300**
- Estimated Impressions: **+238,800**

K-NEWS 104.7

- Spot Placements: **32**
- Estimated Net Reach: **9,500**
- Estimated Impressions: **+238,800**

Spanish Radio Ads

La Poderosa - 96.7

- Spot Placements: **95**
- Estimated Net Reach: **40,800**

La Suavecita - 107.1

- Spot Placements: **76**

Google Ads

Search Ads

Google Search Ads appear on the Google search engine results page when users conduct relevant searches using specific keywords or phrases. The City ran Google Search Ads in English and Spanish. The keywords employed for the City's Google Search Ads, active from September 2023 to January 2024, underwent continuous modifications for optimization. To broaden impact, English Search Ads were optimized to translate keywords into Spanish based on users' language settings. Keywords included but were not limited to:

- A City Map
- All District Map
- Boundary Map
- Boundary Search
- City Council Elections
- City Council Redistricting
- City of Palm Desert
- Community District Map
- Council Boundary Map
- Council Maps
- Dave's Redistricting
- District Boundaries
- District Election Maps
- District Location
- District Map
- Downtown Palm Desert
- Draft Map
- Gerrymandering Map
- New Districts
- New District Map

- New Redistricting Map
- Palm City Map
- Palm Desert City Hall
- Palm Desert Districts
- Palm Desert Map
- Palm Desert Shopping Center
- Palm Desert Town Center
- Palm Desert Zoning Map
- Palm Map
- Redistricting Criteria
- Redistricting Map
- Redistricting Maps
- Redistricting Meaning
- Redistricting Process
- Redistricting Tool
- Riverside County Districts
- Riverside County Redistricting
- Zoning District By Address
- 2022 Redistricting

Spanish Search Ad keywords included but were not limited to the following:

- Ayuntamiento de Palm Desert
- Centro Commerical de Palm Desert
- Centro de Palm Desert
- Centro Urbano de Palm Desert
- Ciudad de Palm Desert
- Criterios de Redistribución de Distritos
- Distritos de Palm Desert
- Mapa de Distritos
- Mapa de distritos del comunitario
- Mapa de la Ciudad
- Mapa de Palm
- Mapa de Palm Desert
- Mapa de todos los Distritos
- Mapa de Zonificación de Palm Desert
- Mapa Nueva de Redistribución de distritos
- Municipalidad de Palm Desert
- Nueva Mapa de Redistribución de distritos
- Palm Desert
- Redistribución de Distritos del Concejo Municipal
- Redistribución de distritos de 2022
- Significado de redistribución de distritos

Overall, the English Search ad garnered the following results:

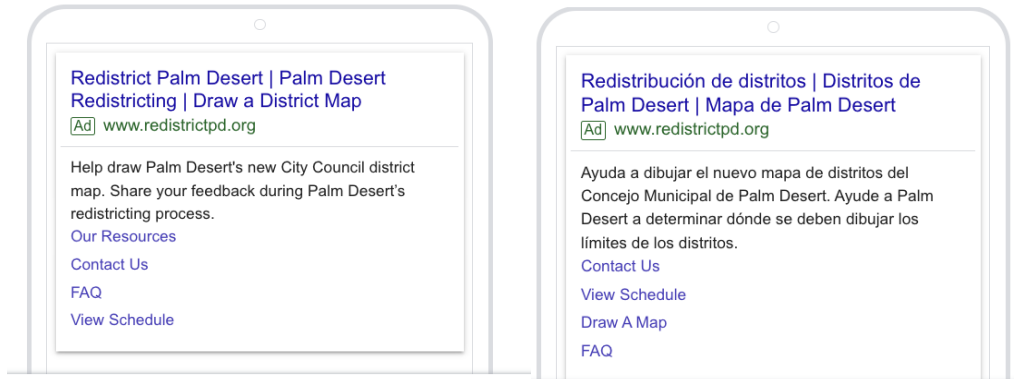
- ¹Impressions – **17,065**
- Clicks – **1,067**

The Spanish Search ad garnered:

- Impressions: **6,455**
- Clicks – **156**

¹ Impression: Each time an ad is shown on a search result page or other site on the Google Network.

Google Search Ad Examples:



Display Ads

The City of Palm Desert implemented Google Display Ads in both English and Spanish to enhance the diversity of Google Advertising. These visually captivating ads, featured on the Google Display Network, aimed to disseminate information on third-party websites. The Google Display Ads campaign spanned from October to January, and key performance metrics are outlined below:

English Display Ads:

- Impressions: **170,651**
- Clicks: **350**

Spanish Display Ads:

- Impressions: **104,807**
- Clicks: **163**

Google Display Ad Examples:



Meta Ads

The City of Palm Desert ran ads on Meta to further boost awareness of the districting effort via social media. These ads included graphics and copies encouraging residents to learn more about the district formation process and participate in the process.

Two ads ran in English and Spanish between September 2023 and January 2024, with links routing viewers to RedistrictPD.org. The ads had a combined reach of over **72,000** and **4,517** link clicks. Detailed metrics for each ad are listed below.

English Ads

September 19 - November 1, 2023:

- ²Reach: **15,894**
- Link Clicks: **548**

November 3, 2023 - January 11, 2024:

- Reach: **21,357**
- Link Clicks: **2,289**

Spanish Ads

September 19 - November 1, 2023:

- Reach: **20,199**
- Link Clicks: **427**

November 3, 2023 - January 11, 2024:

- Reach: **14,943**
- Link Clicks: **1,253**



² Reach: the number of accounts that saw the ads at least once.

Spotify

Music streaming services, like Spotify and Pandora, offer a unique opportunity to reach viewers who are actively engaged with the content and more likely to pay attention to ads.



The City of Palm Desert created two 30-second audio advertisements to stream on Spotify between September 2023 and January 2024. The advertisements were specifically targeted to Palm Desert zip codes and were shared with users over the age of 18.

The first ad ran in English and garnered **35,252 impressions**, reached **4,877 users** and had **53 clicks**.

Ad completion rate is the percentage of users who listen through the full advertisement. Palm Desert's first ad had a **95% ad completion rate**.

The City ran a second audio advertisement in English and Spanish after the map drawing deadline. The English advertisement had **44,638 impressions**, reached **6,655 users**, had **50 clicks** and had a **95% ad completion rate**. The Spanish advertisement had **6,611 impressions**, reached **916 users**, had **3 clicks** and had a **98% ad completion rate**.

Pandora



In tandem with the Spotify audio advertisement, the City of Palm Desert ran ads on Pandora, targeting users in Palm Desert over the age of 18.

The first ad ran in English and garnered **13,975 impressions** and reached **4,872 users**.

Listen-through rate is the percentage of users who listen to the full advertisement. Palm Desert's ad had a **98% listen-through rate**.

The second round of advertising ran in English and Spanish. The English ad had **13,915 impressions**, reached **7,916 users** and had a **listen-through rate of 96%**. The Spanish ad had **13,915 impressions**, reached **4,771 users** and had a **listen-through rate of 97%**.

Media Mentions

Several media outlets followed the redistricting process and shared updates with residents throughout. These publications complemented the City's outreach efforts and expanded the overall reach. Media outlets and their publications are listed below.

Coachella Valley Independent:

- [Five Districts Confirmed: After Years of Obfuscation and Controversy, the Palm Desert City Council Agrees to Move Away From its Odd Two-District System](#)
- [Protecting the Incumbents? Despite Opposition, the Palm Desert City Council Votes to Advance Only One Redistricting Map and Election Schedule](#)

Desert Sun:

- [Palm Desert Council Agrees to Switch to Five Voting Districts Ahead of 2024 Election](#)
- [Palm Desert Council's Favored District Map Draws Criticism for Splitting City's North End](#)
- [Stay on Course, Palm Desert City Council, in Getting Redistricting Done](#)
- [Palm Desert Council Reaffirms Support for Map Splitting City's North End Despite Pushback](#)
- [Desert Sun's Editorial Stance on Palm Desert Redistricting is on Point. Keep the Forward Movement](#)
- [Palm Desert Council OKs Final Redistricting Map for Transition From Two to Five Districts](#)

KESQ:

- [Palm Desert City Council to Discuss Redistricting Options](#)
- [Palm Desert City Leaders Vote to Transition to 5 Districts, Meeting Voter Demands](#)
- [City of Palm Desert Inviting Residents to Weigh in on Redistricting](#)
- [Proposed District Map Remains Center of Controversy in Palm Desert Redistricting Process](#)
- [Palm Desert Moves Forward with Proposed District Map Amid Objections from Northside Residents](#)
- [Palm Desert City Council Approves Final Redistricting Map](#)

K-News Radio:

- [Palm Desert Finalizing 5 Voting Districts in Town](#)

NBC Palm Springs

- [Public Invited to Workshop About Redistricting Process in Palm Desert](#)

Public CEO

- [City of Palm Desert Begins Redistricting Process](#)

Uken Report

- [Palm Desert Redistricting 2023](#)
- [Democrats to Meet on Palm Desert Redistricting](#)
- [Five Districts for Palm Desert \[Opinion\]](#)

Outreach to Community-Based Organizations and Partner Agencies

Direct Outreach

Tripepi Smith, on behalf of Palm Desert, contacted four community-based organizations via email. Each organization was encouraged to get involved in the process and to share information about the redistricting process with their constituents. The following organizations were contacted:

1. Desert Valley Builders Association
2. League of Women Voters - Riverside
3. Palm Desert Area Chamber of Commerce
4. Rotary Club of Palm Desert

Additional direct outreach was conducted by City staff to:

1. Palm Desert Chamber of Commerce
2. Palm Desert Greens Democrats & Republican Clubs
3. Portola Country Club
4. Rotary Club of Palm Desert
5. Soroptimist International of Palm Desert

Other direct outreach by the City included sharing the [outreach plan](#) with ACLU and Common Cause, holding an individual map drawing class for a resident, and participating in an interview about the redistricting process with KESQ.

Community Workshops

Palm Desert held its first districting Community Workshop and two Map Drawing Workshops to engage the public, seek input on communities of interest and assist with map drawing.

- September 6, 2023 – Virtual, via Zoom
- October 4, 2023 – Virtual, via Zoom
- October 16, 2023 – Virtual, via Zoom

The City held a second round of two Community Workshops to encourage residents to provide feedback on draft maps and share map elements they agree or disagree with.

- November 29, 2023 – Palm Desert iHub
- December 6, 2023 – Hybrid, via Zoom and Palm Desert Civic Center

During all workshops, Spanish and ASL Interpreters were on-site and available. Recordings of each community workshop were posted to the redistricting webpage following each meeting to be used as a public resource.