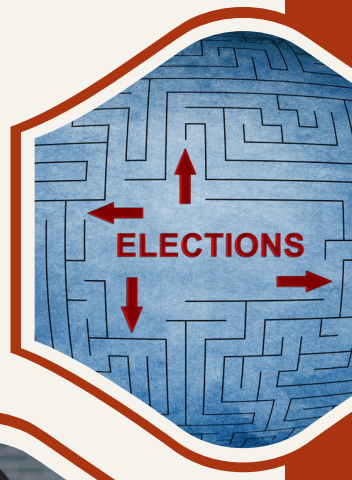


# DRAFT

## PALM DESERT REDISTRICTING 2023

### Public Education & Outreach Plan



## **PUBLIC EDUCATION AND OUTREACH PLAN**

In accordance with Assembly Bill 764, this Public Education and Outreach Plan is organized to address the provisions of Election Code 21160:

### **Financial Resources**

The City has executed agreements with: 1) National Demographic Corporation to serve as the City's demographer in an amount not to exceed \$60,000, 2) Tripepi Smith to provide outreach and engagement services in an amount not to exceed \$60,000, of which \$40,000 is budgeted for direct services and \$20,000 for advertising, 3) Professional Interpreting to provide on-call Spanish-language document translation and interpreter services in an amount not to exceed \$5,000; and 4) CASL Interpreting for on-call American Sign Language interpreter services in an amount not to exceed \$5,000. In addition, the City has allocated \$25,000 (estimate) for a Citywide English/Spanish mailer to inform residents about the redistricting process. Total financial resources allocated: \$155,000.

### **Key Personnel**

The City Clerk has been designated to serve as the primary staff resource and key contact for resident inquires related to redistricting. Other key personnel include William Priest, of Best, Best & Krieger, serving as legal counsel for redistricting/election-related matters; Doug Johnson and Shalice Tilton, of National Demographic Corporation, serving as the City's demographer; and Jennifer Nentwig and Melanie Moore, of Tripepi Smith, serving as consultants for public education and engagement efforts.

### **Local Media**

The City will issue at least two (2) press releases to each of the identified media organizations below to ensure local media aids our efforts to reach residents. The City will identify media, including those that serve language minority communities, to ensure that we reach diverse media. It is anticipated the first press release will announce the redistricting kickoff and schedule and the second press release will announce the adoption of final map.

- Known Local Media:
  - English: The Desert Sun, KESQ, NBC Palm Springs, K-NEWS/Alpha Media, iHub Radio, Desert Entertainer, Palm Springs Life, CV News Desk, and Coachella Valley Independent
  - Spanish: La Prensa Hispana, El Informador del Valle, Televisa Univision, and Telemundo Palm Springs
- Good faith efforts will be made to identify additional local media organizations, including those that serve language minority communities.

### **Social Media**

The City will utilize both social media and paid boosted advertising on social media platforms on a regular basis to reach residents including Facebook, Twitter, Instagram, Google Display Ads, and YouTube Ads.

### **Legal Notices**

The City will post or publish public hearing notices on the project website, at locations where the City Council agenda is posted, and in the Desert Sun and La Prensa Hispana.

### **Radio Advertising**

The City will utilize paid radio advertising on top-performing English and Spanish radio stations which serve the greater Palm Desert area:

- English – Alpha Media (Mix 100.5, K-NEWS 104.7)
- Spanish – La Ponderosa 96.7, La Suavecita 94.7
- Bilingual – Spotify & Pandora (geo-targeted placements)

**Citywide Mailer**

The City will issue a standalone, bilingual (English/Spanish) Citywide mailer informing residents that the City is redistricting to establish five (5) single-member districts, including hearing dates, information on how to participate, and to learn more by accessing the redistricting website. In addition, the City will feature articles in its digital and hardcopy newsletter, the Brightside.

**Good Government, Civil Rights, Civic Engagement, and Community Groups**

On August 8, 2023, the City shared this draft Public Education and Engagement Plan with the American Civil Liberties Union (ACLU) of Southern California for their consideration and feedback. On August 9, 2023, the City posted this draft plan on its website for a 14-day public review and comment period.

In the coming weeks, the City, utilizing the services of Tripepi Smith, will make a diligent effort to identify any additional Good Government, Civil Rights, and other such groups active in Palm Desert. Once known, the City will conduct stakeholder emails/calls – announcing the launch of the process and the schedule of meetings, and another round promoting public feedback prior to the selection of a final map.

In addition, the City will reach out to known civic/community groups such as Palm Desert Rotary, Soroptimist Palm Desert, Palm Desert Chamber of Commerce, and Neighbors Together, to offer presentations to their members regarding the redistricting process and how to participate.

**Dedicated Standalone Website**

The City will establish a dedicated, bilingual (English/Spanish) standalone website for this redistricting effort and shall maintain the website for a period of 10 years. The City's main website homepage shall include a prominent link to the redistricting website.

The website will include the following:

- A general explanation of the redistricting process.
- An explanation of the procedures for a member of the public to provide in-person or remote public comment during a public hearing or to submit written public comment or a draft map to the City, either in a paper or electronic format, for consideration at a future public hearing.
- A schedule of all workshop and public hearing dates.
- A notice of the applicable languages in which the local jurisdiction will provide live translation of a workshop or public hearing upon request and instructions for making such a request.
- Instructions and a method for a person to sign up to receive regular notices regarding redistricting, including notices of upcoming workshops or public hearings.
- The notice and agenda for each workshop and public hearing.
- The recording or written summary of each workshop and public hearing.
- Each draft map considered by the City Council at a public hearing.
- Each written public comment submitted to the local jurisdiction.
- The existing map of election district boundaries prior to redistricting.
- The adopted final map of election district boundaries after redistricting.

**Interested Parties List**

The City will maintain a list of residents and organizations who request to receive notification regarding notices of all future project hearings or meetings and other project-related messaging that is sent by the City.

**Coordination With Other Jurisdictions**

The City is not aware of any overlapping or nearby jurisdictions currently redistricting.

**SCHEDULE OF PUBLIC HEARINGS, COMMUNITY WORKSHOPS, AND MAP-DRAWING WORKSHOPS**

<b>Wed., Sept. 6, 2023, at 6:00 pm</b>	<b>Community Workshop #1</b>	<b>Civic Center/Zoom Hybrid</b>
Pre-Map Workshop to share information on the redistricting process, how to provide public comment, and how to submit a proposed map for consideration.		
Spanish & ASL interpreters will be on-site. Spanish interpreter & captioning will be available via Zoom		

<b>Thurs., Sept. 14, 2023, at 4:30 pm</b>	<b>Public Hearing #1</b>	<b>Council Chamber/Zoom Hybrid</b>
Public Hearing to inform the City Council and public about the redistricting process, how to provide public comment; how to submit a map for consideration; solicit public comment.		
Spanish and ASL Interpreters available upon request. Captioning provided with online live stream.		

<b>Thurs., Sept. 28, 2023, at 4:30 pm</b>	<b>Public Hearing #2</b>	<b>Council Chamber/Zoom Hybrid</b>
Presentation of demographer’s and early public submitted maps; how to provide public comment; how to submit a map for consideration; solicit public comment.		
Spanish and ASL Interpreters available upon request. Captioning provided with online live stream.		

<b>Friday, September 29, 2023</b>	<b>Community Map Drawing Opens</b>	
The demographer’s online and paper map drawing tools will be available for the public to draft and submit their own maps for consideration		

<b>Wed., Oct. 4, 2023, at 5:00 pm</b>	<b>Map Drawing Workshop #1</b>	<b>Zoom</b>
The demographer will demonstrate how to use the online mapping tool and submit a map for consideration. This session will be recorded and posted to the redistricting website.		
Spanish interpreter & captioning will be available via Zoom		

<b>Mon., Oct. 16, 2023, at 5:00 pm</b>	<b>Map Drawing Workshop #2</b>	<b>Zoom</b>
The demographer will demonstrate how to use the online mapping tool and submit a map for consideration. This session will be recorded and posted to the redistricting website.		
Spanish interpreter & captioning will be available via Zoom		

<b>Wednesday, November 1, 2023</b>	<b>Community Map Drawing Closes</b>	
Deadline for the submission of community drawn maps for consideration.		

<b>Thurs., Nov. 16, 2023, at 4:30 pm</b>	<b>Public Hearing #3</b>	<b>Council Chamber/Zoom Hybrid</b>
All demographer and community-drawn maps will be presented for City Council consideration; solicit public comment; City Council will be requested to narrow maps to three (3) to five (5) “focus maps.”		
Spanish and ASL Interpreters available upon request. Captioning provided with online live stream.		

<b>Wed., Nov. 29, 2023, at 6:00 pm</b>	<b>Community Workshop #2</b>	<b>Palm Desert iHub (in-person)</b>
Presentation of focus maps; solicit public comment/feedback.		
Spanish & ASL interpreters will be on-site.		

<b>Wed., Dec. 6, 2023, at 6:00 pm</b>	<b>Community Workshop #3</b>	<b>Civic Center/Zoom Hybrid</b>
Presentation of focus maps; solicit public comment/feedback.		
Spanish & ASL interpreters will be on-site. Spanish interpreter & captioning will be available via Zoom		

<b>Thurs., Dec. 14, 2023, at 4:30 pm</b>	<b>Public Hearing #4</b>	<b>Council Chamber/Zoom Hybrid</b>
Provide City Council with community feedback gathered at workshops; solicit additional public comment; request that the City Council further narrow down the number of maps.		
Spanish and ASL Interpreters available upon request. Captioning provided with online live stream.		

<b>Thurs., Jan. 11, 2024, at 4:30 pm</b>	<b>Public Hearing #5</b>	<b>Council Chamber/Zoom Hybrid</b>
Solicit public comment; select a final map and provide direction on any final adjustments.		
Spanish and ASL Interpreters available upon request. Captioning provided with online live stream.		

<b>Thurs., Jan. 25, 2024, at 4:30 pm</b>	<b>Public Hearing #6</b>	<b>Council Chamber/Zoom Hybrid</b>
Solicit public comment; adoption of a final map and introduction of an ordinance enacting five (5) single-member districts.		
Spanish and ASL Interpreters available upon request. Captioning provided with online live stream.		

<b>Thurs., Feb. 15, 2024, at 4:00 pm</b>	<b>City Council Meeting</b>	<b>Council Chamber/Zoom Hybrid</b>
Solicit public comment; adoption of an ordinance enacting five (5) single-member districts; introduction of an ordinance eliminating use of Ranked Choice Voting in future elections.		
Spanish and ASL Interpreters available upon request. Captioning provided with online live stream.		

<b>LOCATIONS</b>	<b>ADDRESS</b>	<b>CONTACT INFORMATION</b>
Civic Center Administrative Services Building	73-510 Fred Waring Drive, Palm Desert, CA 92260	Main: (760) 346-0611 Email: <a href="mailto:cityclerk@palmdesert.gov">cityclerk@palmdesert.gov</a>
Council Chamber	73-510 Fred Waring Drive, Palm Desert, CA 92260	Main: (760) 346-0611 Email: <a href="mailto:cityclerk@palmdesert.gov">cityclerk@palmdesert.gov</a>
Palm Desert iHub	37023 Cook Street, Suite 102 Palm Desert, CA 92211	Main: (760) 346-0611 Email: <a href="mailto:cityclerk@palmdesert.gov">cityclerk@palmdesert.gov</a>