

# OCA Redistricting Outreach Plan

Every 10 years, local governments use new data from the Census to redraw their district lines to reflect how local populations have changed. The County of San Mateo aims to engage communities in the redistricting process by holding public hearings and doing public outreach. The Office of Community Affairs has developed this outreach plan to inform and invite participation from the residents of San Mateo County.

Goals are to engage the following targeted audiences in their preferred languages:

- Residents
- Stakeholders (community partners, elected officials, faith leaders, etc.)

## Key Messages

### Your Voice Counts: Help Shape Your Community!

Every 10 years you have the opportunity to help influence supervisorial district boundaries.

The County of San Mateo is asking for your help to plan and draw new County supervisorial districts.

Learn more about the County redistricting process and how to participate here:  
<https://smcdistrictlines.org>.

## Outreach Plan



## Strategies

Produce messages in a variety of languages

Keep messaging simple, short, and targeted

Use a variety of communication channels

Use trusted messengers from the community to disseminate messages

Utilize communication channels used by community partners

# September Community Meeting Calendar

Monday

**Sept 6**

Tuesday

**Sept 7**

Wednesday

**Sept 8**

Countywide  
6:30 pm

Thursday

**Sept 9**

Friday

**Sept 10**

Saturday

**Sept 11**

District 1  
9:00 am

**Sept 13**

District 2  
6:30 pm

**Sept 14**

**Sept 15**

**Sept 16**

District 3  
6:30 pm

**Sept 17**

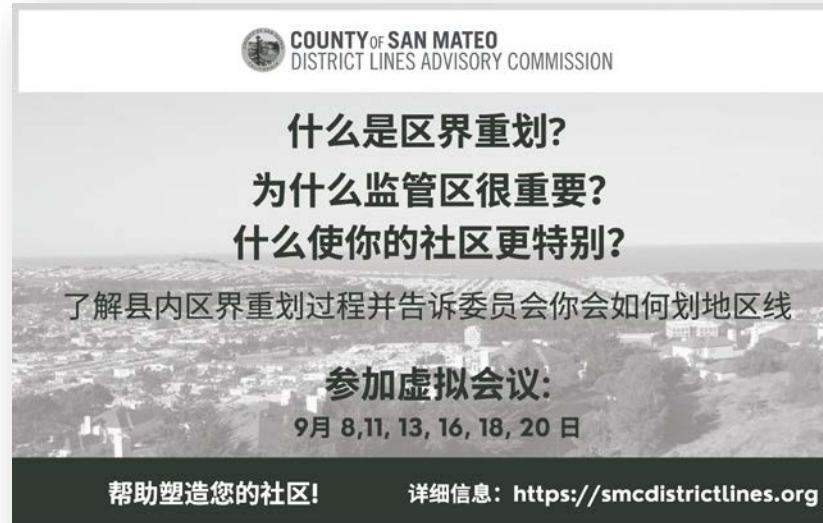
**Sept 18**

District 4  
9:00 am

**Sept 20**

District 5  
6:30 pm

# Media Graphics (print + digital)



Sing Tao





El Reportero

San Mateo Daily Journal

# Media Graphics (print + digital)

## Philippine News

 <b>COUNTY OF SAN MATEO</b> DISTRICT LINES ADVISORY COMMISSION	
<p><b>What is Redistricting?</b></p> <p><b>Why are Supervisor Districts important?</b></p> <p><b>What makes your community unique?</b></p> <p>Learn about the County redistricting process and tell the Commission where you would draw district lines.</p>	<p><b>¿Qué es la redistribución de distritos?</b></p> <p><b>¿Por qué son importantes los distritos de supervisores?</b></p> <p><b>¿Qué hace que su comunidad sea única?</b></p> <p>Aprenda sobre el proceso de redistribución de distritos del condado y dígame a la Comisión dónde trazaría los límites del distrito.</p>
<p><b>ATTEND A VIRTUAL MEETING:</b></p> <p>September 8, 11, 13, 16, 18, 20</p> <p>Help shape your community!          Details at: <a href="https://smcdistrictlines.org">SmcDistrictLines.org</a></p>	<p><b>ASISTA A UNA REUNIÓN VIRTUAL:</b></p> <p>Septiembre 8, 11, 13, 16, 18, 20</p> <p>¡Ayude a dar forma a su comunidad!          Detalles aquí: <a href="https://smcdistrictlines.org">SmcDistrictLines.org</a></p>

 <b>COUNTY OF SAN MATEO</b> DISTRICT LINES ADVISORY COMMISSION	
<p><b>What is Redistricting?</b></p> <p><b>Why are Supervisor Districts important?</b></p> <p><b>What makes your community unique?</b></p> <p>Learn about the County redistricting process and tell the Commission where you would draw district lines.</p>	<p><b>Ano ang pagbabago ng distrito?</b></p> <p><b>Bakit mahalaga ang Tagapamahala ng mga Distrito?</b></p> <p><b>Ano ang natatangi sa inyong komunidad?</b></p> <p>Alamin ang tungkol sa proseso ng pagbabago ng distrito sa County at sabihin sa lupon kung saan iguguhit ang pagkakahati-hati ng distrito.</p>
<p><b>ATTEND A VIRTUAL MEETING:</b></p> <p>September 8, 11, 13, 16, 18, 20</p> <p>Help shape your community!          Details at: <a href="https://smcdistrictlines.org">SmcDistrictLines.org</a></p>	<p><b>DUMALO SA ISANG VIRTUAL NA PAGPUPULONG</b></p> <p>Setyembre 8, 11, 13, 16, 18, 20</p> <p>Tumulong sa paghubog ng inyong komunidad          Alamin ang mga detalye sa <a href="https://smcdistrictlines.org">SmcDistrictLines.org</a></p>

 <b>COUNTY OF SAN MATEO</b> DISTRICT LINES ADVISORY COMMISSION	 <b>COUNTY OF SAN MATEO</b> DISTRICT LINES ADVISORY COMMISSION
<p><b>What is Redistricting?</b></p> <p><b>Why are Supervisor Districts important?</b></p> <p><b>What makes your community unique?</b></p> <p>Learn about the County redistricting process and tell the Commission where you would draw district lines.</p> <p><b>September 18, 2021 at 9:00 am (virtual meeting)</b></p> <p>All are welcome to participate. This meeting will have special focus on the following cities and communities:          East Palo Alto, Menlo Park, Redwood City, unincorporated North Fair Oaks and other unincorporated communities currently in District 4.</p>	<p><b>¿Qué es la redistribución de distritos?</b></p> <p><b>¿Por qué son importantes los distritos de supervisores?</b></p> <p><b>¿Qué hace que su comunidad sea única?</b></p> <p>Aprenda sobre el proceso de redistribución de distritos del condado y dígame a la Comisión dónde trazaría los límites del distrito.</p> <p><b>Septiembre 18 de 2021 a las 9:00 am (audiencia virtual)</b></p> <p>Todos están invitados a participar. Esta reunión se enfocará especialmente en las siguientes ciudades y comunidades:          East Palo Alto, Menlo Park, Redwood City y comunidades no incorporadas actualmente, incluyendo North Fair Oaks en el Distrito 4.</p>
<p>Help shape your community!          Details at: <a href="https://smcdistrictlines.org">https://smcdistrictlines.org</a></p>	<p>¡Ayude a dar forma a su comunidad!          Detalles aquí: <a href="https://smcdistrictlines.org">https://smcdistrictlines.org</a></p>

Half Moon Bay Review + Pacifica Tribune

# Print Collaterals

**COUNTY OF SAN MATEO**  
DISTRICT LINES ADVISORY COMMISSION

**What is Redistricting?**      **什么是区界重划?**

**Why are Supervisor Districts important?**      **为什么监管区很重要?**

**What makes your community unique?**      **什么使你的社区更特别?**

Learn about the County redistricting process and tell the Commission where you would draw district lines.      了解县内区界重划过程并告诉委员会你会如何划地区线

**ATTEND A VIRTUAL MEETING:**      **参加虚拟会议:**

**September 8, 11, 13, 16, 18, 20**      **9月 8, 11, 13, 16, 18, 20 日**

**Details at / 详细信息: [SmcDistrictLines.org](https://smcdistrictlines.org)**

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**¿Qué es la redistribución de distritos?**  
**¿Por qué son importantes los distritos de supervisores?**  
**¿Qué hace que su comunidad sea única?**

Aprenda sobre el proceso de redistribución de distritos del condado y dígame a la Comisión dónde trazaría los límites del distrito.

**ASISTA A UNA REUNIÓN VIRTUAL**  
**Septiembre 8, 11, 13, 16, 18, 20**

**Detalles: [SmcDistrictLines.org](https://smcdistrictlines.org)**

Canvassing Flyer and Poster

**North San Mateo County Residents**      **North San Mateo County 居民**

**What is Redistricting?**      **什么是区界重划?**

**Why are Supervisor Districts important?**      **为什么监管区很重要?**

**What makes your community unique?**      **什么使你的社区更特别?**

Learn about the County redistricting process and tell the Commission where you would draw district lines.      了解县内区界重划过程并告诉委员会你会如何划地区线

**Virtual Meeting focusing on your communities: Monday, September 20, 2021 at 6:30 pm**      **欢迎大家参加城市和社区会议 9月 20 日 下午 6:30**

See details at / 详细信息: <https://smcdistrictlines.org>

**COUNTY OF SAN MATEO**  
DISTRICT LINES ADVISORY COMMISSION      **#ShapeYourCommunity**  
**#YourVoiceCounts**

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**Residentes del norte del Condado de San Mateo**

**¿Qué es la redistribución de distritos?**  
**¿Por qué son importantes los distritos de supervisores?**  
**¿Qué hace que su comunidad sea única?**

Aprenda sobre el proceso de redistribución de distritos del condado y dígame a la Comisión dónde trazaría los límites del distrito.

**Reunión virtual centrada en sus comunidades**  
**Lunes 20 de Septiembre del 2021 a las 6:30 pm**

See details at: <https://smcdistrictlines.org>

**COUNTY OF SAN MATEO**  
DISTRICT LINES ADVISORY COMMISSION      **#ShapeYourCommunity**  
**#YourVoiceCounts**  
**[SmcDistrictLines.org](https://smcdistrictlines.org)**

**¡Ayude a dar forma a su comunidad!**

**County of San Mateo**  
Office of Community Affairs  
400 County Center  
Redwood City, CA 94063

Postcards

# Radio PSAs



Radio Tonga



KHMB



Pasifika Radio



KPDO

# Social Media Graphics

COUNTY OF SAN MATEO  
DISTRICT LINES ADVISORY COMMISSION

¿Qué es la redistribución de distritos?  
¿Por qué son importantes las...

COUNTY OF SAN MATEO  
DISTRICT LINES ADVISORY COMMISSION

什么是区界重划?  
了解县...

COUNTY OF SAN MATEO  
DISTRICT LINES ADVISORY COMMISSION

**What is Redistricting?**

**Why are Supervisor Districts important?**

**What makes your community unique?**

Learn about the County redistricting process and tell the Commission where you would draw district lines.

**ATTEND A VIRTUAL MEETING:**

**September 8, 11, 13, 16, 18, 20**

**Help shape your community!**  
Details at: <https://smcdistrictlines.org>

All September Meetings  
(English, Chinese, Spanish)

COUNTY OF SAN MATEO  
DISTRICT LINES ADVISORY COMMISSION

**What is Redistricting?**

**Why are Supervisor Districts important?**

**What makes your community unique?**

Learn about the County redistricting process and tell the Commission where you would draw district lines.

**September 11, 2021 at 9:00 am (virtual meeting)**

All are welcome to participate. This meeting will have a special focus on the following cities and communities: Burlingame, Hillsborough, Millbrae, San Bruno, San Francisco and unincorporated communities currently in District 2.

**Help shape your community!**  
Details at: <https://smcdistrictlines.org>

COUNTY OF SAN MATEO  
DISTRICT LINES ADVISORY COMMISSION

**什么是区界重划?**

**为什么区界重划很重要?**

**什么让你的社区与众不同?**

了解县重划区界的过程并告诉委员会你会在哪里画区界线。

**九月十八日，2021年上午九点（虚拟会议）**

所有人都欢迎参加。这次会议将重点关注以下城市和社区：东帕洛阿尔托、门洛帕克、雷德伍德市、未建制北费尔奥克斯和其他未建制社区目前属于第四区。

**帮助塑造你的社区!**  
详情网址: <https://smcdistrictlines.org>

COUNTY OF SAN MATEO  
DISTRICT LINES ADVISORY COMMISSION

¿Qué es la redistribución de distritos?  
¿Por qué son importantes los distritos?  
¿Qué hace que tu comunidad sea única?

Aprende sobre el proceso de redistribución de distritos del Condado y dile a la Comisión dónde deberías trazar las líneas de los distritos.

**Septiembre 16, 2021 a las 6:30 pm (reunión virtual)**

¡Todos son bienvenidos a participar. Esta reunión tendrá un enfoque especial en las siguientes ciudades y comunidades: Redwood City, Menlo Park, Pacifica, Vallejo, San Carlos, Woodside y comunidades costeras e unincorporadas actualmente en el Distrito 3.

**¡Ayuda a dar forma a tu comunidad!**  
Escríbenos en: <https://smcdistrictlines.org>

Specific Meetings  
(English, Chinese, Spanish)

# "Meet Your Commissioner" Campaign

*I'm helping shape my community's future because:*

*I hope to advocate for fair and equitable consideration of the needs of all residents."*

- Commissioner Nicole Davis

#ShapeYourCommunity  
#YourVoiceCounts



[SmcDistrictLines.org](http://SmcDistrictLines.org)

COUNTY of SAN MATEO  
DISTRICT LINES ADVISORY COMMISSION

*I'm helping shape my community's future because:*

*"I believe, besides voting, 'redistricting' is one of the most important elements of democracy in action!"*

- Commissioner Jim Lawrence

#ShapeYourCommunity  
#YourVoiceCounts



[SmcDistrictLines.org](http://SmcDistrictLines.org)

COUNTY of SAN MATEO  
DISTRICT LINES ADVISORY COMMISSION

*I'm helping shape my community's future because:*

*"I want all folks to thrive and feel represented at all levels of government."*

- Commissioner Rudy Espinoza

#ShapeYourCommunity  
#YourVoiceCounts



[SmcDistrictLines.org](http://SmcDistrictLines.org)

COUNTY of SAN MATEO  
DISTRICT LINES ADVISORY COMMISSION

*I'm helping shape my community's future because:*

*"Creating district lines that represent our communities fairly is integral to our democracy."*

- Commissioner Kailen Sallander

#ShapeYourCommunity  
#YourVoiceCounts



[SmcDistrictLines.org](http://SmcDistrictLines.org)

COUNTY of SAN MATEO  
DISTRICT LINES ADVISORY COMMISSION



# How You Can Get Involved



**COUNTY OF SAN MATEO**  
DISTRICT LINES ADVISORY COMMISSION

- **Engage** your community members to get involved
- **Encourage** community members to attend a meeting
- **Share** outreach resources via social media or other platforms
- **Participate** in "Meet Your Commissioner" campaign

