



## Outreach Initiative Update (as of Mar. 19, 2022)

### Social Media

Since December 2021, the City of Martinez Independent Redistricting Commission (IRC) has been actively publicizing the city’s independent redistricting process and opportunities for public engagement on the City’s social media platforms (Facebook, Twitter, NextDoor). Since the IRC’s engagement with Tripepi Smith in December 2021, there have been 20 published posts to these platforms and has engaged in paid boosting of many of the posts on Facebook. This activity has enhanced the visibility of this critical effort and significantly increased the number of Martinez residents who are informed on redistricting.

Number of Facebook boosts: 9

Total reach/impressions across platforms: 55,445

Total engagement across platforms: 6,916

Total Number of Social Media posts – 42 per platform (including posts announcing Jan. 2021 informational workshop and recruiting for the Commission that were handled by the city prior to IRC’s engagement of Tripepi Smith).

### Website

RedefineMartinez.org was launched in December 2021 with specific IRC branding, logo, etc. This new website is the information hub of the redistricting effort. This website will be maintained for the legally required 10 years, information will be archived there, while live links will be deactivated after the IRC’s work is complete. Note that the city’s website, which formerly housed redistricting information, redirects users to RedefineMartinez.org. Since the website launch, there have been 1,002 users broken down as follows:

11.5% are returning visitors

88.5% new visitors

1,613 sessions

3,944 pageviews

Nearly 49% of users were referred by the City’s social media accounts

### Informational Flyer/Paper Map Kit

Tripepi Smith developed an informational flyer that is two-sided and includes the demographer generated paper map on the back side. The paper map includes user directions to enable users to physically outline proposed districts for the IRC’s consideration. This flyer was produced in two versions, one version that was utilized before the January 24, 2022, IRC map drawing workshop, and the other version that is utilized currently. This flyer was produced in English and Spanish. It is



available in both languages on [RedefineMartinez.org](https://www.RedefineMartinez.org). 1,000 copies were printed for local distribution.

### **Digital Billboard & Window Posters**

The City of Martinez facilitated the IRC's ability to display a digital ad on the Benicia Bridge digital sign for the 2022 duration of the redistricting effort. The IRC also developed an advertisement for display in business windows throughout Martinez that encourage residents to participate in the process and include a QR code that directs residents to [RedefineMartinez.org](https://www.RedefineMartinez.org) for more information on how to engage. 50 redistricting posters were printed for distribution to area businesses.

### **Community Based Organization Outreach**

The IRC began development of a Community Based Organization (CBO) list for the City of Martinez. The CBOs on this list have been contacted via phone and email numerous times with information related to how to be involved in the redistricting effort. This list is available on [RedefineMartinez.org](https://www.RedefineMartinez.org) and is constantly evolving as new CBOs are identified and listed.

### **Map Submission**

30 Public Maps Submitted

3 Demographer-produced Maps