

A repeating pattern of lightbulb icons in various shades of green and yellow, some with a yellow glow, set against a white background.

City of Pomona Redistricting Outreach

October 27, 2021



TRIPEPI SMITH

Forms of Conducted Outreach

- Weekly social media posts
- 6 press releases
- 5 multilingual flyers noticing each Commission meeting and workshop
- 50 phone calls
- 96 emails
- E-blasts
- Website
- Submitted Blurb to be put on water bills

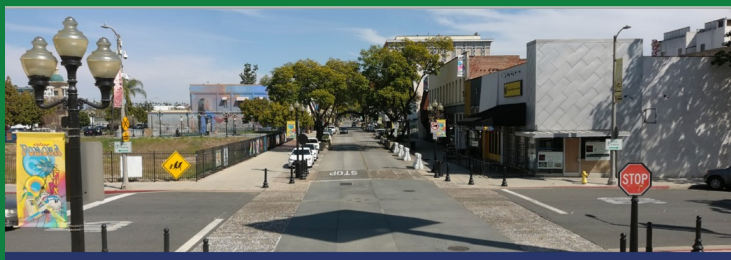


Social Media

- Facebook
 - Total Impressions: 15,924
 - Total Engagements: 1,168
- Instagram
 - Total Impressions: 42,686
 - Total Engagements: 956
- Twitter
 - Total Impressions: 7,208
 - Total Engagements: 60



Flyers




City's Mapping Tools Preview at Upcoming Independent Redistricting Commission Meeting

The City's demographic data has been released! Come learn how the City's population and districts have changed in the last decade! And get a first-time preview of the City's new redistricting mapping tools!

**Wednesday, October 27
5 PM**

Zoom Link:
<https://us02web.zoom.us/j/87237417323?pwd=eHVzL3MzRzhRTXJwNEVBK3hWk0orUT09>
Passcode: 949415
+1 669 900 9128
Webinar ID: 872 3741 7323

 Learn more about redistricting and how you can participate in the process at: DrawPomona.org



Vista previa de las herramientas de mapeo de la Ciudad en la próxima reunión de la Comisión de Redistribución de Distritos Independiente

¡Se han publicado los datos demográficos de la Ciudad! ¡Ven a conocer como la población y los distritos de la Ciudad han cambiado en la última década! ¡Y obtenga una vista previa por primera vez de las nuevas herramientas de mapeo de redistribución de distritos de la Ciudad!

**miércoles 27 de octubre
5 PM**

Enlace de Zoom:
<https://us02web.zoom.us/j/87237417323?pwd=eHVzL3MzRzhRTXJwNEVBK3hWk0orUT09>
CONTRASEÑA: 949415
+1 669 900 9128
ID del seminario web: 872 3741 7323

 Obtenga más información sobre redistribución de distritos y cómo puede participar en el proceso en: DrawPomona.org

Website Analytics

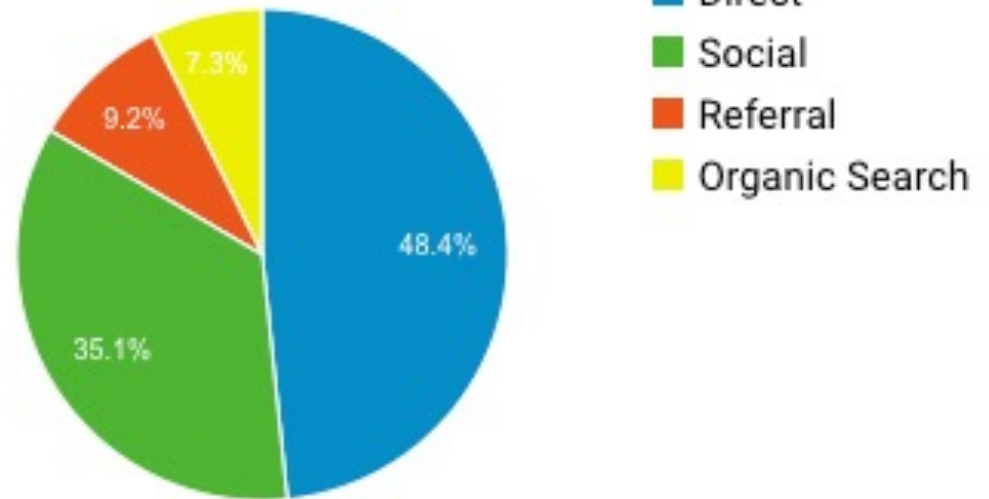


- 721 Users
- 1,051 Sessions
- 2,454 Pageviews
- 1:52 Average Session Duration
- 88.6% new visitors
- 11.4% returning visitors

Website Analytics (contd.)

- 356 – direct
- Among the top referrers includes:
 - Facebook (27.6%)
 - Instagram (4%)
 - Inland Valley Daily Bulletin (1.9%)
 - San Gabriel Valley Tribune (1.4%)

Top Channels



Website Analytics (contd.)

Most Popular Website Pages

- Home Page (36.35%)
- Schedule (15.28%)
- Draw a Map (8.07%)
- Draft Maps (7.78%)
- Resources (6.81%)
- FAQs (6.32%)

Date	Time	Location	Meeting Type	Links to Documents & Recordings
June 23, 2021	5 PM	Virtual	- First Independent Redistricting Commission Meeting.	Agenda, Meetings and Agendas Page, NDC Redistricting Presentation, Commission Training Presentation, English video, Spanish video
July 28, 2021	5 PM	Virtual Zoom link Meeting ID: 886 7671 1292 Passcode: 671446 Call: +16699009128,,88676711292#,...*671446#	- Public Hearing - Held prior to the release of draft maps. - Identify "neighborhoods," "communities of interest," and "secondary areas."	Agenda, Meetings and Agendas Page, NDC Redistricting Presentation, English video *please note that the Spanish video is unavailable due to technical difficulties
August 25, 2021	5 PM	Virtual Zoom link here OR calling +1 (699) 900-9128 Webinar ID: 861 7585 8551 Passcode: 789745	- Public Hearing - Held prior to the release of draft maps. - Identify "neighborhoods," "communities of interest," and "secondary areas."	Agenda, Meetings and Agendas Page, NDC Redistricting Presentation, English video, Spanish video



Future Outreach Options

- SMS Texting

- Depending on the amount of phone numbers could range anywhere from \$61/mo to \$350/mo

- YouTube ads

- Creation of animated video: \$1,850
 - Advertisement: \$10/day

- Pandora or Spotify location targeted ads

- Cost information pending



Future Outreach Options

- Signs

- \$1,600 (placement) per location for a 4-week period + \$960 (design):

- Locations include

- Mission Blvd. N/L 200 E Central (reach: 74,740)

- Mission Blvd. & Rebecca Ne (reach: 91,584)

- Holt N/L 110 E Huntington (reach: 29,554)



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Future Outreach Options (contd.)

- Newspaper ads (digital or print)
 - Southern California News Group (including San Gabriel Valley Tribune & Inland Valley Daily Bulletin)
 - Potential Reach: 828,690
 - Pending cost estimate
 - La Prensa
- Additional educational flyers
 - Cost: \$415



Recommendations

- SMS Texting
 - \$350/mo for 5 months = \$1,750
- YouTube Ads
 - Recommended Spending - \$10/day for 8 weeks (\$560) + \$1,850
- Signs
 - \$4,160 for 2 location placements for 4 weeks
 - Mission Blvd. N/L 200 E Central (reach: 74,740)
 - Mission Blvd. & Rebecca Ne (reach: 91,584)
- Total: \$8,320 (from existing agreement)





Questions?