

City of San Bruno - District Formation

Outreach & Engagement Update

 **TRIPEPI SMITH**
marketing • technology • public affairs

January 25, 2022



Agenda

- Outreach & engagement efforts to date
 - Public Hearings 1-2 & Community Workshops 1-2
 - Multimedia, multilingual outreach
 - Outreach highlights – Digital
 - Outreach highlights – Print
 - Outreach highlights – In-Person
- Outreach & engagement moving forward
 - Continued engagement publicizing each milestone in the process



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Outreach & Engagement Efforts to Date



Multimedia Outreach

- **Digital**

- Website
- Emails
- Social media
- City Manager Newsletter
- CityNet “What’s Happening Around Town”
- Press releases to online media outlets


- **Print**

- Flyers
- Public Notices
- Press releases to print media outlets

- **In-Person**

- Mall kiosk
- Association meetings (Rotary Club, Lions Club, etc.)
- Marquee at El Camino Real & San Mateo Ave.
- City staff participation in events such as fall clean-up day, food bank events, etc.





CITY OF SAN BRUNO DISTRICTING

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[Calendar](#)
[Draw A Map](#)
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District Elections

The City of San Bruno is making a change to how voters elect the San Bruno City Council across the state undergoing similar changes. Beginning in 2022, we have changed our districting to reflect the changes in the state. This will replace the current system of 4 large citywide elections with 4 smaller district elections.

We need your help to make this change and draw new City Council districts!

One of our primary goals when drawing San Bruno City Council districts is to be fair, equitable, and representative of all San Bruno residents. We want to ensure that all voices are heard and that all residents have an equal opportunity to be represented. We will be holding public hearings and workshops to gather input from the community and to ensure that the final districts are fair and equitable.


How to participate


Share your specific thoughts, draw a map, or attend an upcoming workshop!


- Submit written testimony about your community, the process, or a specific issue.
- Click here to see the calendar of workshops and public hearings or click here to see the calendar of workshops and public hearings.
- Click here for information on drawing and submitting maps.


At the hearings and workshops, we want you to:


- Share your story
- Define your neighborhood or community of interest
- Explain why districting is relevant to your community
- Get the tools you need to draw a map of one district of all five districts
- Share your opinions of the draft maps
- Talk to your neighbors and local organizations



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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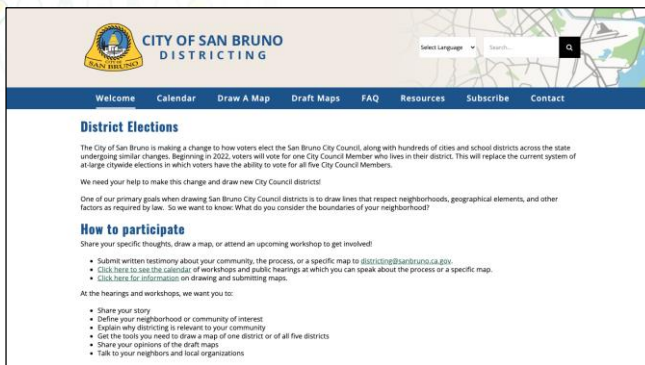

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- Website
- Social media
 - Flyers
- Virtual Community Workshop



TRIEPEI SMITH

Digital Outreach Highlight: Dedicated Website



DistrictingSanBruno.org, which launched Sept. 21, is continuously updated with information & resources.

Includes **Subscribe** option to sign up for email updates & **Contact** tab to share feedback

Website Sessions (from Sept. 21 to Jan. 14): 1,474



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Digital Outreach Highlight: Social Media



Weekly social media content on districting launched Sept. 24 (on Facebook, Twitter, Instagram & Nextdoor)

Total reach (from Sept. 24 to Jan. 14):
17,079



Print Outreach Highlight: Flyers

HELP SHAPE SAN BRUNO'S FUTURE!

Participate in the Process of Drawing Districting Boundaries for the City of San Bruno

The City of San Bruno is asking for your help to plan and draw City districts!

The way district lines are drawn will determine which neighborhoods and communities are represented by each Council Member. You are encouraged to participate in this important process. Below is information on how to get involved and ensure that all San Bruno residents receive fair and equal representation.

Join us at a Public Hearing or Community Workshop to get involved:

Sept. 2021	Oct. 2021	Nov. 2021	Dec. 2021	Jan. 2022	Feb. 2022	Mar. 2022
October 19 at 5:00 PM Public Hearing 2	November 13 at 2:00 PM Community Workshop 2	February 22 at 7:00 PM Public Hearing 4	March 22 at 7:00 PM Public Hearing 6	September 28 at 5:00 PM Public Hearing 1	November 1 at 7:00 PM Community Workshop 1	January 25 at 7:00 PM Public Hearing 3

For event details, please visit DistrictingSanBruno.org/Schedule

We want you to weigh in on how district lines should be drawn by sharing your thoughts on Communities of Interest, submitting your own proposed maps and reviewing draft maps.

More info: DistrictingSanBruno.org or (650) 616-7058

¡Ayude a Dar Forma al Futuro de San Bruno!

Particpe en el Proceso de Dibujar Límites de Distritos para la Ciudad de San Bruno

La Ciudad de San Bruno está pidiendo su ayuda para planificar y dibujar distritos de la Ciudad!

La forma en que se tracen las líneas del distrito determinará qué vecindarios y comunidades están representados por cada Miembro del Consejo. Se le anima a participar en este importante proceso. A continuación, encontrará información sobre cómo participar y garantizar que todos los residentes de San Bruno reciban una representación justa e igualitaria.

Únase a nosotros en una audiencia pública o un taller comunitario para participar:

Sept. 2021	Oct. 2021	Nov. 2021	Dec. 2021	Jan. 2022	Feb. 2022	Mar. 2022
October 19 at 5:00 p.m.: Audiencia Pública 2	November 13 at 2 p.m.: Audiencia Pública 2	February 22 at 7 p.m.: Audiencia Pública 4	March 22 at 7 p.m.: Audiencia Pública 6	September 28 at 5 p.m.: Audiencia Pública 1	November 1 at 7 p.m.: Audiencia Pública 1	January 25 at 7 p.m.: Audiencia Pública 3

For event details, please visit DistrictingSanBruno.org/Schedule

Queremos que opine sobre cómo se deben dibujar las líneas de distritos compartiendo sus pensamientos sobre las comunidades de interés, enviando sus propios mapas propuestos y revisando los borradores de mapas.

More info: DistrictingSanBruno.org or (650) 616-7058

幫助塑造聖布魯諾的未來!

參與聖布魯諾市選區邊界繪製過程

聖布魯諾市正尋求您的幫助以規劃和繪製城市選區!

劃定地區線的方式將決定每個選區由誰代表聖布魯諾市。我們鼓勵您參與這一重要過程。以下是有關如何參與並確保所有聖布魯諾居民獲得公平和平等代表權的信息。

參加我們的公開聽證會或社區研討會，參與其中：

Sept. 2021	Oct. 2021	Nov. 2021	Dec. 2021	Jan. 2022	Feb. 2022	Mar. 2022
October 19 at 5:00 PM: 第2次公開聽證會	November 13 at 2:00 PM: 第2次社區研討會	February 22 at 7:00 PM: 第4次公開聽證會	March 22 at 7:00 PM: 第6次公開聽證會	September 28 at 5:00 PM: 第1次公開聽證會	November 1 at 7:00 PM: 第1次社區研討會	January 25 at 7:00 PM: 第3次公開聽證會

有關活動詳情，請訪問 DistrictingSanBruno.org/Schedule

我們希望您通過分享您對利益社區的想法，提交您自己的地圖提案並審查地圖草案，參與討論該如何劃分選區邊界。

更多資訊: DistrictingSanBruno.org, (650) 616-7058

Flyers shared electronically and in-person at events such as fall clean-up day, food bank events, etc.



In-Person Outreach Highlight: Mall Kiosk



Districting Kiosk on display
at The Shops at Tanforan
throughout the month of
January





Outreach & Engagement Moving Forward



Outreach Moving Forward

- Public Hearing 4 (February 22 @ 7:10 p.m.)
 - Second draft maps due date February 8 by 5 p.m.
- Continued engagement publicizing each milestone in the process

A decorative background on the left side of the page featuring a grid of lightbulbs. Some lightbulbs are green, some are yellow, and some have a question mark inside, all arranged in a pattern that tapers off to the right.

Share Your Thoughts

Website

districtingsanbruno.org

Phone

(650) 616-7058

Email

districting@sanbruno.ca.gov

