

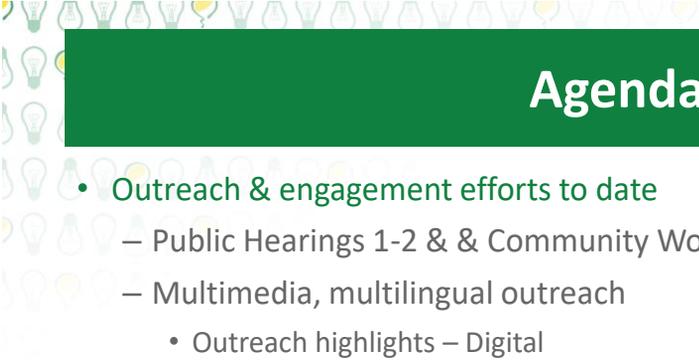


City of San Bruno - District Formation

Outreach & Engagement Update



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





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.



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Multilingual Approach



- Translated materials and/or interpreters provided for:
- Website
 - Social media
 - Flyers
 - Virtual Community Workshop

Also available upon request for hearings and in-person workshop



Digital Outreach Highlight: Dedicated Website

CITY OF SAN BRUNO DISTRICTING

Welcome | Calendar | Draw A Map | Draft Maps | FAQ | Resources | Subscribe | Contact

District Elections

The City of San Bruno is making a change to how voters elect the San Bruno City Council, along with hundreds of cities and school districts across the state undergoing similar changes. Beginning in 2022, voters will vote for one City Council Member who lives in their district. This will replace the current system of at-large open elections in which voters have the ability to vote for all five City Council Members.

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 draw lines that respect neighborhoods, geographical elements, and other factors as required by law. So we want to know: What do you consider the boundaries of your neighborhood?

How to participate

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

- Submit written testimony about your community, the process, or a specific map to districting@sanbruno.ca.gov.
- [Click here](#) to see the calendar of workshops and public hearings at which you can speak about the process or a specific map.
- [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 or of all five districts
- Share your opinions of the draft maps
- Talk to your neighbors and local organizations

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



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:

September 28 at 5:00 PM Public Hearing 1	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	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

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 y equitativa.

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

28 de septiembre a las 5:00 p.m., Audiencia Pública 1	19 de octubre a las 5 p.m., Audiencia Pública 2	13 de noviembre a las 2 p.m., Taller Comunitario 2	22 de febrero a las 7 p.m., Audiencia Pública 4	22 de marzo a las 7 p.m., Audiencia Pública 6
19 de octubre a las 5 p.m., Audiencia Pública 2	13 de noviembre a las 2 p.m., Taller Comunitario 2	22 de febrero a las 7 p.m., Audiencia Pública 4	22 de marzo a las 7 p.m., Audiencia Pública 6	

Para obtener detalles del evento, visite 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.

Más información: DistrictingSanBruno.org o (650) 616-7058

幫助塑造聖布魯諾的未來!

參加聖布魯諾市選區邊界繪製過程

聖布魯諾市正在尋求您的幫助以規劃和繪製城市選區!

選區邊界的方式將決定每個選區由誰代表聖布魯諾地區。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：

9月28日下午5:00：第1次公開聽證會	10月19日下午5:00：第2次公開聽證會	11月13日下午2:00：第2次社區研討會	1月25日下午7:00：第3次公開聽證會	2月22日下午7:00：第4次公開聽證會
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有關活動詳情，請訪問 DistrictingSanBruno.org/Schedule

我們希望您通過分享對利益社區的想法，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條件。

更多資訊: DistrictingSanBruno.org 或 (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

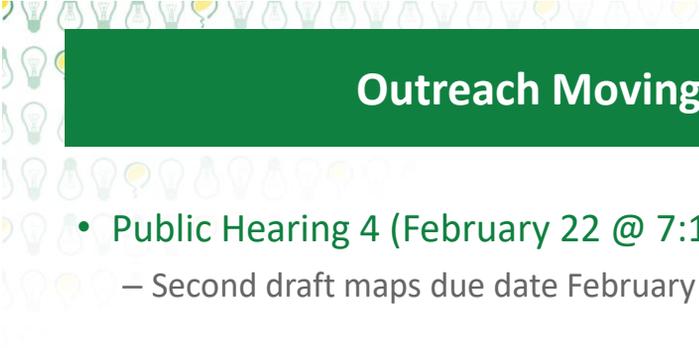


Districting Kiosk on display at The Shops at Tanforan throughout the month of January





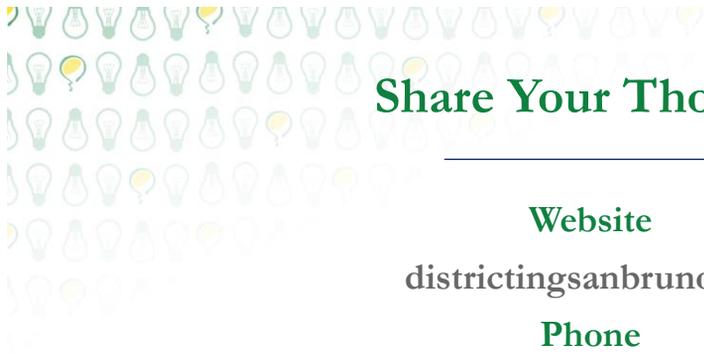
Outreach & Engagement Moving Forward



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





Share Your Thoughts

Website

districtingsanbruno.org

Phone

(650) 616-7058

Email

districting@sanbruno.ca.gov



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