

Redistricting Public Outreach Communications Report



Media Coverage (as of September 27, 2021)

- **East County Today**, 8/5/2021: [Contra Costa County Launches Redistricting Process First Public Hearing](#)
- **Patch**, 8/6/2021: [Once-In-A-Decade Redistricting Process Kicks Off Tuesday In CoCo](#)
- **KALW**, 8/8/2021: [Contra Costa County Invites Public To Help With Redistricting Process](#)
- **Claycord**, 8/8/2021: [Contra Costa County To Host First Hearing For Supervisorial Redistricting Process](#)
- **Danville San Ramon**, 8/11/2021: [County Supervisors Hold First Public Hearing in Local Redistricting Process](#)

Redistricting News Releases

August 5, 2021 [Contra Costa County Launches Redistricting Process First Public Hearing on August 10, 2021 \(PDF\)](#)

August 13, 2021 [Census Bureau Releases First Local Data that Forms the Basis for the County's Redistricting Process \(PDF\)](#)

Email Messaging to Redistricting Subscriber List

Total 254 Subscribers:

- Redistricting Subscribers (online sign ups): 60
- Census Grantee and Interested Party: 175
- City Manager List: 25
- Redistricting Key Staff: 11

Note: Total of all subgroups is 271 because some people are in more than one subgroup.

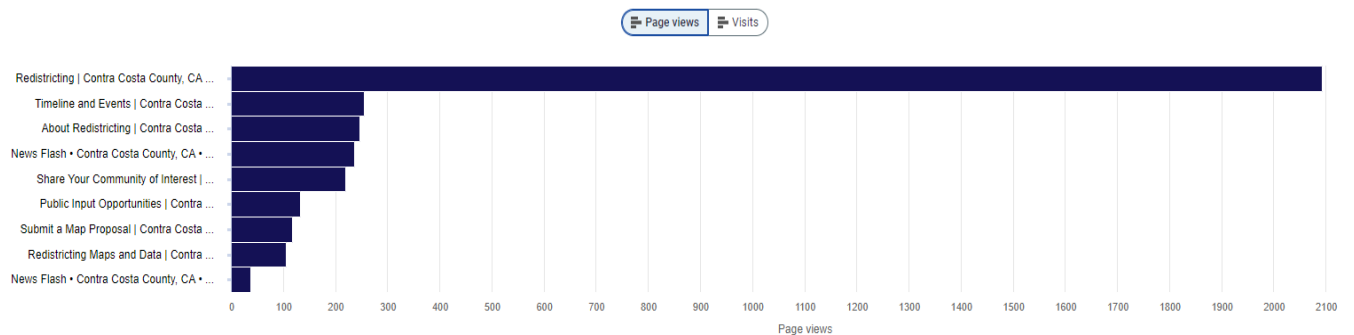
The average **Open Rate** (the percentage of contacts who opened an email compared to how many contacts were sent the email) is **39.5%**.

The average **Click-through Rate** (measures the proportion of the unique contacts who opened an email and then clicked on any link in the email) is **18%**.

CoCoRedistricting.org and County Website

Overall Website Outreach & Engagement (August 4, 2021 – September 27, 2021):

- Overall Total of Website Page Views, including views of News Releases online: **3,327**
- CoCoRedistricting.org Homepage received the most views, followed by Timeline and Events, About Redistricting, News Flash, and Share Your Community of Interest.



Social Media Outreach

Overall Total of Twitter and Nextdoor Views and Engagements/Reactions: **69,942**

Twitter Postings

Twitter Posts	Total
Impressions (times people saw tweets on twitter)	12,889
Engagements (times people interacted with tweets)	350
Total	13,239

Nextdoor Postings

Nextdoor Posts	Total
Impressions (number of residents who viewed and opened a post in their Nextdoor newsfeed or email)	56,660
Reactions (times people interacted with post)	43
Total	56,703