

Redistricting Public Outreach Communications Report



Media Coverage as of October 11, 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](#)
- **Lamorinda Weekly**, 9/29/2021: [Will Lamorinda be Broken up? Redistricting Process Underway](#)
- **East County Today**, 9/29/2021: [Contra Costa County Redistricting Process Holds Second Public Hearing on October 5](#)
- **The Pioneer**, 9/29/2021: [Contra Costa Redistricting Process Holds Second Public Hearing Oct. 5](#)
- **Pioneer Publishers**, 10/3/2021: [So This Happened... Week of Sept. 27 to Oct. 3](#)

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 \(PDF\)](#)

September 28, 2021: [Contra Costa County Will Hold Second Public Hearing for Redistricting Process \(PDF\)](#)

Email Messaging to Redistricting Subscriber List

Total 260 Subscribers:

- Redistricting Subscribers (online sign ups): 66
- Census Grantees and Interested Parties: 175
- City Manager List: 25
- Redistricting Key Staff: 11

*Note: Total of all subgroups is 277 because some people are in more than one subgroup.

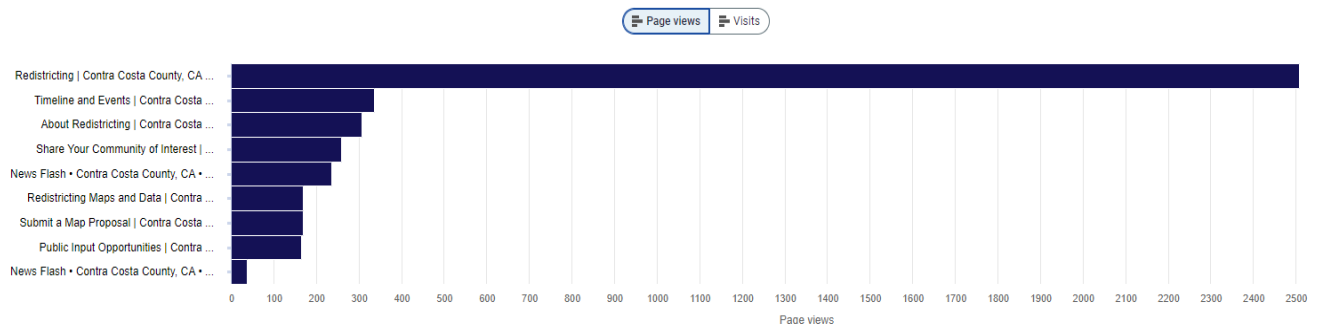
The average **Open Rate** (the percentage of contacts who opened an email compared to how many contacts were sent the email) is **42.7%**.

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 **16.6%**.

CoCoRedistricting.org and County Website

Overall Website Outreach & Engagement

- Overall Total of Website Page Views since site launched: **4,291**
- CoCoRedistricting.org Homepage received the most views, followed by Timeline and Events, About Redistricting, and Share Your Community of Interest.



Social Media Outreach

Overall Total of Twitter and Nextdoor Views and Engagements/Reactions to date: **96,276**

Twitter Postings to Date

Twitter Posts	Total
Impressions (times people saw tweets on twitter)	22,468
Engagements (times people interacted with tweets)	583
Total	23,051

Nextdoor Postings to Date

Nextdoor Posts	Total
Impressions (number of residents who viewed and opened a post in their Nextdoor newsfeed or email)	73,174
Reactions (times people interacted with post)	51
Total	73,225