

Redistricting Public Outreach Communications Report



Media Coverage as of November 17, 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](#)
- **California Patch.com**, 10/13/2021: Contra Costa County Government: [Contra Costa County Redistricting Process Holds Third Public Hearing](#)
- **USA Breaking News**, 10/13/2021: Contra Costa County Government: [Contra Costa County Redistricting Process Holds Third Public Hearing](#)

- **East County Today**, 10/21/2021: [Next Contra Costa County Community Redistricting Workshop Set for Oct. 24](#)
- **Patch**, 10/25/2021: [City of Concord: Committee Meeting to Discuss County Redistricting](#)
- **Patch**, 11/3/2021: [Contra Costa County to Hold Hearing on Redistricting Process](#)
- **Local News Matters**, 11/10/2021: [Revamped Supervisor District Map Promises Significant Changes for Parts of Contra Costa](#)
- **Danville San Ramon**, 11/16/2021: [Community Briefs: Fifth Public Hearing on County Redistricting](#)

Redistricting News Releases

August 5, 2021: [Contra Costa County Launches Redistricting Process First Public Hearing on August 10, 2021 \(PDF\)](#). [News Release in Spanish \(PDF\)](#). [News Release in Chinese \(PDF\)](#).

August 13, 2021: [Census Bureau Releases First Local Data that Forms the Basis for the County's Redistricting Process \(PDF\)](#). [News Release in Spanish \(PDF\)](#). [News Release in Chinese \(PDF\)](#).

September 28, 2021: [Contra Costa County Will Hold Second Public Hearing for Redistricting Process \(PDF\)](#). [News Release in Spanish \(PDF\)](#). [News Release in Chinese \(PDF\)](#).

October 12, 2021: [Contra Costa County Redistricting Process Holds Third Public Hearing \(PDF\)](#). [News Release in Spanish \(PDF\)](#). [News Release in Chinese \(PDF\)](#).

November 2, 2021: [Contra Costa County Redistricting Process Holds Fourth Public Hearing \(PDF\)](#). [News Release in Spanish \(PDF\)](#). [News Release in Chinese \(PDF\)](#).

November 16, 2021: [Contra Costa County Redistricting Process Holds Fifth Public Hearing \(PDF\)](#). [News Release in Spanish \(PDF\)](#). [News Release in Chinese \(PDF\)](#).

Email Messaging to Redistricting Subscriber List

Total 303 Subscribers:

- Redistricting Subscribers (online sign ups): 100
- Census Grantees and Interested Parties: 181
- City Manager List: 24
- Redistricting Key Staff: 11

*Note: Total of all subgroups is 322 because some people are in more than one subgroup.

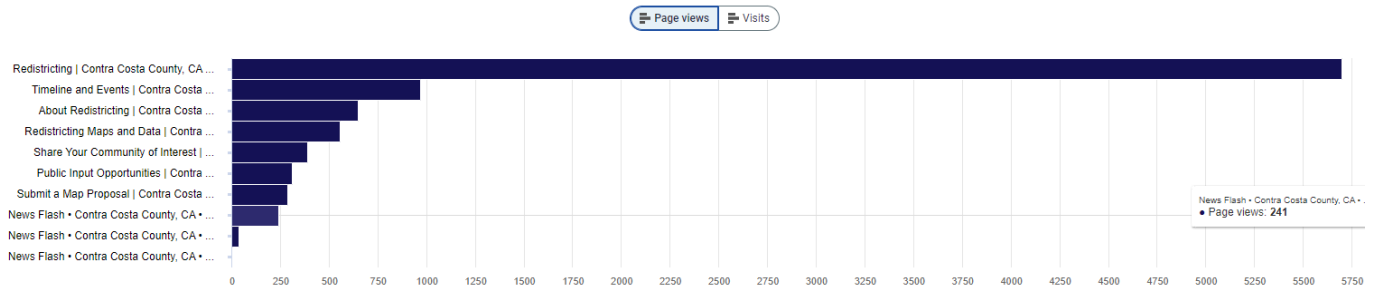
The average **Open Rate** (the percentage of contacts who opened an email compared to how many contacts were sent the email) is **41%**.

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 **8%**.

CoCoRedistricting.org and County Website

Overall Website Outreach & Engagement

- Overall Total of Website Page Views since site launched: **9,406**
- CoCoRedistricting.org Homepage received the most views, followed by Timeline and Events, About Redistricting, Redistricting Maps and Data, Share Your Community of Interest, and Public Input Opportunities.



Social Media Outreach

Overall Total of Twitter and Nextdoor Views and Engagements/Reactions to date: **360,717**

Twitter Postings to Date

| Twitter Posts | Total |
|---|---------------|
| Impressions (times people saw tweets on twitter) | 73,592 |
| Engagements (times people interacted with tweets) | 1,417 |
| Total | 75,009 |

Nextdoor Postings to Date

| Nextdoor Posts | Total |
|--|----------------|
| Impressions (number of residents who viewed and opened a post in their Nextdoor newsfeed or email) | 285564 |
| Reactions (times people interacted with post) | 144 |
| Total | 285,708 |