



**COMMUNICATIONS OUTREACH  
Council Districting Process**

**Social Media Posts**

Ongoing scheduled posts throughout process

- Twitter: 6/27, 6/28, 6/29, 7/3, 7/4, 7/5, 7/10, 7/11, 7/13
- Facebook: 6/27, 6/28, 6/29, 7/3, 7/4, 7/5, 7/10, 7/11, 7/13
- Next Door: 6/27, 6/28, 6/29, 7/3, 7/4, 7/5, 7/10, 7/13

**Outreach**

- Proposed Maps and Survey online at [www.santaclaraca.gov/opencityhall](http://www.santaclaraca.gov/opencityhall) or direct link to survey at <https://www.opentownhall.com/6502>
- City website banner on Home page
- Developed website page at [www.santaclaraca.gov/districts](http://www.santaclaraca.gov/districts)
- Developed Open City Hall Survey: <https://www.opentownhall.com/6467>
- Posted News item on June 27, 2018 on eNotify to City email subscribers; updated News item on July 13, 2018 and re-sent to eNotify email subscribers
- Flyers distributed and posted: Community Recreation Center, Senior Center, Youth Center, Teen Center, Central Park Library, Northside Branch Library; updated flyer posted July 13, 2018
- Flyers posted on Park Buildings by Parks & Rec staff
- Cable Channel 15 ad placed on recurring broadcast
- Email Flyer and information from Communications email to constituent database; updated flyer sent July 13, 2018
- Emailed Translated materials to Ken Kim, President of Korean Chamber of Commerce for distribution
- Emailed translated materials to SES Portuguese Community leaders for distribution
- Added slide of upcoming public hearings on Santa Clara Source: [www.santaclaraca.gov/scsource](http://www.santaclaraca.gov/scsource) and posted on social media

**Media Distribution**

- Press Release sent on June 29, 2018 to local media outlets
- Mercury News lists our public hearing dates on their article: <https://www.mercurynews.com/2018/06/27/judge-blasts-santa-clara-over-redistricting-in-new-order/>

- Santa Clara News Online posted dates in their article:  
<https://santaclaranews.org/2018/07/02/superior-court-judge-kuhnle-doesnt-seem-to-understand-santa-clara-the-registrar-of-voters-or-political-realities/>

### **Translation of Materials**

Posted translated materials on website [www.santaclaraca.gov/districts](http://www.santaclaraca.gov/districts)

Korean, Chinese, Vietnamese, Spanish, Portuguese, Japanese Hindu and Tagalog - COMPLETED

### **Postcard Mailer – 5.5 x 8.5 postcard 2-sided color**

San Jose Mailing Completed postcards and dropped off at US Post Office on June 29, 2018 by 11:30 a.m.. The anticipated delivery is no later than July 2. Distribution to All Santa Clara zip codes = 56,550 Households

### **Ad Placements in Local/Ethnic Media**

*Note: Due to time of requests, some publications are weekly therefore we placed ads as soon as possible. Costs listed are estimated.*

1. Korea Daily News & Times: Ad placement: July 2, July 6, July 9, 16
2. Spanish - La Oferta News: Ad Placement July 6
3. Vietnamese - Vietnam Daily: Ad Placement July 6
4. Tagalog – Philippine News: Ad Placement July 6
5. Chinese – World Journal: Ad Placement July 6
6. Santa Clara Weekly: Ad Placement Week of July 2
7. Japanese – J Weekly: Ad Placement July 6, July 13
8. Hindi - India Currents: Ad placement July 3, 2018 on website, blog, social media
9. India West – Ad placement July 6, 2018

### **Ad hoc Advisory Districting Committee Meetings**

All meeting dates (July 3, 5, 11, 21) added to the website event calendar

**July 3 Meeting:** Agenda and supporting material posted to website and sent via e-Notify June 29, as well as posted to events on social media channels

**July 5 Meeting:** Agenda and supporting material posted to website and sent via e-Notify July 2, as well as posted to events on social media channels

**July 11 Meeting:** Agenda and supporting material posted to website and sent via e-Notify July 9, as well as posted to events on social media channels