

**COUNTY OF SAN DIEGO  
INDEPENDENT REDISTRICTING COMMISSION  
PUBLIC OUTREACH AND ENGAGEMENT SERVICES  
INDUSTRY DAY**

The County of San Diego Independent Redistricting Commission (IRC) invites your participation in an Industry Day, in anticipation of the upcoming procurement for Public Outreach and Community Engagement services.

**INDUSTRY DAY PURPOSE**

Every ten years, after the federal census, district boundaries for federal, state, and local elected offices are redrawn to reflect new population data and shifting populations to ensure equal voter representation to the extent possible. The Industry Day is an opportunity to provide input and feedback on the public outreach and engagement services needed to assist the IRC in obtaining broad and diverse community input across San Diego County, during the process of redrawing supervisorial districts, known as redistricting. Visit <https://www.sandiegocounty.gov/redistricting> to view draft procurement documents.

**DISCUSSION TOPICS DURING INDUSTRY DAY**

The IRC's goal is to reach as many residents of the County as possible to participate in the redistricting process for the County of San Diego. Given current limitations imposed by COVID-19 restrictions, the IRC is interested in hearing creative ways to interact with the public, particularly with our communities of interest, hard to reach rural areas, communities historically disengaged from the governmental process, and non-English speaking communities. The IRC would like to know what some of the challenges have been in bridging the digital divide and the mitigation strategies or methods that have been used to increase engagement and ensure broad and diverse participation.

**Date: Thursday, March 18, 2021**

**Time: 1:00 - 3:00 PM**

**Zoom Information: <https://zoom.us/j/97634347358>**

**Webinar ID: 976 3434 7358**

**Meeting Passcode: 663938**

**Dial-In: (408) 638-0968 or (669) 900-6833**

**Attendance is open to all interested individuals and no advance registration is required. Please share this information with any interested parties.** To request live language interpretation, individuals should call (619) 409-3003 or send email at least 24 hours in advance of the meeting to [redistricting@sdcounty.ca.gov](mailto:redistricting@sdcounty.ca.gov)