

## Redistricting Communication Plan Summary

### Goals

- Increase awareness of redistricting process and impacts of redistricting
- Educate residents of the why and how of the redistricting process
- Drive public engagement in the redistricting process
- Ensure transparency in the process and instill public confidence in the process

### Audiences

- City of Charlotte residents
- Local media

### Key Tactics & Timelines

Tactic	Timeline
<b>Web:</b> a web page has been created and will be updated to inform the public of important dates and information	<ul style="list-style-type: none"> <li>• August-March 2022</li> </ul>
<b>Press releases:</b> press releases will announce the dates for the public engagement session, public hearing, new districts and other important milestones	<ul style="list-style-type: none"> <li>• September – November</li> </ul>
<b>Press conference:</b> provide media availability with Committee Chair and city staff to explain process	<ul style="list-style-type: none"> <li>• Week of September 13</li> </ul>
<b>Public Feedback:</b> create a vanity inbox ( <a href="mailto:redistricting@charlottenc.gov">redistricting@charlottenc.gov</a> ) to provide a centralized and consistent channel for the public to provide input	<ul style="list-style-type: none"> <li>• Week of September 7</li> </ul>
<b>Social media campaign:</b> increase awareness of what’s happening, educate the public, invite them to the public engagement session and promote them to use the Geoportal/visit the webpage to learn their new districts	<ul style="list-style-type: none"> <li>• September - November</li> </ul>

<p><b>Web stories:</b> web stories will increase awareness of what’s happening, educate the public, invite them to the public engagement session and promote them to use the Geoportal/visit the webpage to learn their new districts</p>	<ul style="list-style-type: none"> <li>• September – November</li> </ul>
<p><b>Videos:</b> videos will provide visuals for the web stories when possible.</p>	<ul style="list-style-type: none"> <li>• September – November</li> </ul>
<p><b>Email blasts:</b> emails will be sent to all subscribers in the city’s database promoting the engagement opportunities, announcing the new districts and informing the public of election dates.</p>	<ul style="list-style-type: none"> <li>• September-March 2022</li> </ul>
<p><b>Events:</b> a public engagement session will be held to provide the public an additional opportunity to give feedback during the redistricting process.</p>	<ul style="list-style-type: none"> <li>• October 2021</li> </ul>
<p><b>Ads:</b> depending on budget, radio/social media ads could be purchased to boost promotion of engagement events and other resources.</p>	<ul style="list-style-type: none"> <li>• September – November</li> </ul>