



CITY OF ALBUQUERQUE

City Council

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2022 Redistricting Committee Communications Plan

Overview

All Redistricting Committee Meetings will adhere to the State Open Meetings Act. Agendas will be published at least 72 hours before a scheduled meeting.

City Council Staff will maintain the webpage for all the Redistricting Committee's information; www.cabq.gov/2022redistricting. The page contains background information on the Committee and process, membership information, project contact, and fields for members of the public to submit written comments and the ability to attach materials to be shared with the Committee. The webpage will be continually updated with each Committee meeting information, including agendas, Zoom links, presentation materials, and YouTube link for the public to watch live and/or the recording later. As the Committee develops work products, including conceptual maps, they will be published on the webpage.

In addition to electronic comment and map submissions, the public can contact Council staff for hard copies of materials or to submit hard copies of their comments.

Prior to April 6, 2022 Committee Meeting, DistrictR, a public mapping platform (www.districtr.org) will be available for the public to create and submit their own maps for Committee's review.

City Council Staff will be providing translation services for the Committee Meetings. Staff has contracted with a Spanish language interpreter to provide live simultaneous translation through Zoom Webinar. Staff is also in the process of contracting for closed captioning to be provided through Zoom Webinar.

Target Audiences

- General, city-wide residents
- Neighborhood Associations and Coalitions
- Civic Organizations
- Community Based Organizations
- Business Organizations
- Minority groups and organizations
- Religious organizations

Context

- Public, mass communications.

- Smaller group communications.
- Interpersonal communications.

Intended Outcomes

- To notice and educate city residents of the Redistricting process.
- To engage communities of interest in the Redistricting process.
- To invite communities to attend and provide input at Committee Meetings.
- To provide tools for communities to submit maps and or map suggestions to the Committee.

Key Messages

- Per the City Charter, following the Census, the City must undergo a process to change City Council District boundaries based on Census data.
- The Redistricting Committee will make recommendations regarding redistricting City Council Districts based on Census data.
- The Committee is tasked with recommending changes in the Council District boundaries that are necessary based on constitutional principles governing voting rights, population, compactness, and other related factors.
- Communities are encouraged to engage in the process and provide input, including their own mapping ideas.

Appropriate Medium

- Committee information will be continuously updated on City webpage and can be easily shared and linked to on social media.
- City Staff will maintain an email distribution campaign with MailChimp.
- All Committee Meetings will be available to join on Zoom Webinar and broadcast live on YouTube.
- City Council social media accounts will share information.
 - City Council Twitter: [@abqcitycouncil](#)
 - City Council Instagram: [@abqcitycouncil](#)
- Office of Neighborhood Coordination social media and weekly newsletter will share information on the Committee process and upcoming meetings.
 - Office of Neighborhood Coordination (ONC) Facebook: facebook.com/albuquerqueneighborhoods
- City Council Staff can coordinate press releases, press conferences, and other outreach to local new organizations to share information.

Preferred Messengers

- Committee Members
- City Council Staff
- Community Partners from neighborhoods, civic organizations, etc., from list in Target Audiences.