

# Dane County Redistricting Commission

Public Outreach and Engagement

# What is the overall purpose of the project?

- Need succinct overview
- Describe problem
- Describe solution
- Purpose statement for public participation campaign

# What are the components of our outreach strategy?

- Encourage map submissions
- General awareness
- Encourage public discussion and debate
- Others?

# How do we define scope of the “public” we are trying to reach?

- Dane County residents,
- Racial minorities
- Language minorities
- Urban populations
- Rural populations
- Others>?

# Who can help us get the word out?

- Civic groups
- Groups that represent targeted constituencies
- Schools
- Social studies teachers
- Think about roles, education, geography, race, ethnicity, economics, affiliation, gender

# How many map submissions do we want?

- What would we consider “a success?”

# Is there existing public relations machinery we can tap into?

- Press releases
- Press contacts
- Other contacts
- Web presence
- Social media
- County Board, County Clerk, County Executive press office
- Department of Planning and Development outreach

# What role (if any) should current county supervisors play?

- Could help publicize efforts to constituency
- May have conflict of interest