

Virginia Redistricting Commission and Subcommittees Meeting Schedule

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| Monday, May 17 | Citizen Engagement subcommittee <ul style="list-style-type: none">• Discussion of the goals and needs for the Commission's citizen engagement efforts.• Develop list of citizen engagement priorities to provide to the Budget & Finance subcommittee |
| Wednesday, May 19 | Budget & Finance subcommittee <ul style="list-style-type: none">• Develop prioritized list of expenditure categories to propose to the full Commission for approval |
| Thursday, May 20 | Citizen Engagement subcommittee <ul style="list-style-type: none">• Develop public input guidelines |
| Monday, May 24 | Full Commission meeting <ul style="list-style-type: none">• Budget & Finance subcommittee to present proposed expenditure priorities• Approve proposal |
| Tuesday, May 25 | Budget & Finance subcommittee <ul style="list-style-type: none">• Develop proposed allocation of funds based on the Committee-approved priorities• Discussion re: procurement process options |
| Wednesday, May 26 | Citizen Engagement subcommittee <ul style="list-style-type: none">• Finalize advertising and accessibility plans based on B&F subcommittee's proposed allocation• Finalize public input guidelines• Develop schedule for Commission public hearings |
| Thursday, May 27 | Budget & Finance subcommittee <ul style="list-style-type: none">• Finalize budget proposal to present to the full Commission for approval <i>at first meeting in June</i>• Determine the procurement process to be followed |

Budget and Finance Subcommittee

Proposed Work Plan

Meeting Schedule

- Wednesday, May 19 / 2:00-3:30pm
- Tuesday, May 25 / 10:00-11:30am
- Thursday, May 27 / 10:00-11:30am

Meeting 1: Wednesday, May 19 (2-3:30)

- Develop prioritized list of expenditure categories to propose to the full Commission for its approval.
 - Review the various potential expenditure categories.
 - Potential cost categories:
 - Consultants
 - Legal compliance
 - General counsel
 - Litigation counsel
 - Specialized VRA counsel
 - Section 2 statistical analyst
 - Mapping
 - Line drawer
 - Plan development consultant
 - Statistical analyst (communities of interest)
 - Public outreach
 - Communications consultant/director
 - Community outreach coordinator
 - Commission administration
 - Executive director
 - Event coordinator
 - Advertising
 - Accessibility costs: translation services; transcription services
 - Website maintenance
 - Public meetings and hearings
 - How many are required?
 - In-person or virtual?
 - In-person considerations: cost of travel, meals, lodging for commissioners and staff; facility rental costs
 - Administrative costs
 - Per diems
 - Discussion re: prioritization of expenditure categories based on the Commission's needs and goals.

- Determine topics that will require additional information or research from DLS staff in order for final decisions to be made.

Meeting 2: Tuesday, May 25 (10-11:30)

- Develop proposed allocation of funds based on the Committee-approved priorities
- Discussion re: procurement process options.
 - Determine the timeline for procuring goods and services needed by the Commission
 - Regular procurement process
 - Timeline
 - What is required?
 - VPPA exemption
 - How to get the exemption?
 - If granted, what process will the subcommittee follow?
- Determine topics that will require additional information or research from DLS staff in order for final decisions to be made.

Meeting 3: Thursday, May 27 (10-11:30)

- Finalize budget proposal *to present for full Commission approval at first meeting in June*
- Determine the procurement process and timeline to be followed.
 - Assign procurement process tasks to subcommittee members.

Citizen Engagement Subcommittee

Proposed Work Plan

Meeting Schedule

- Monday, May 17 / 2:00-3:30pm
- Thursday, May 20 / 10:00-11:30am
- Wednesday, May 26 / 10:00-11:30am

Meeting 1: Monday, May 17 (2-3:30)

- Discussion re: the needs and goals for citizen engagement
 - Public hearings
 - The purpose of the public hearings is to inform the public about the redistricting process, the purpose and responsibilities of the Commission, and, most significantly, solicit information and input from the public that will aid the Commission in its work.
 - The Constitution and the Code of Virginia requires a certain number of public hearings:
 - At least three prior to drawing a map
 - *Think of these as informal listening sessions*
 - At least three after a map has been drawn but before voting to submit to the General Assembly
 - *Think of these as formal hearings*
 - What will the Commission's role be?
 - All commissioners present or a subgroup of commissioners?
 - Staff support
 - Will the public hearings be held virtually or in-person?
 - In-person considerations: COVID restrictions; cost of travel, meals, lodging for commissioners and staff; should be held in locations across the Commonwealth
 - How will the Commission receive and synthesize information from the public so that it usefully informs the map making process?
 - Advertising
 - What are we advertising?
 - The Code of Virginia requires "All meetings and hearings held by the Commission" to be "adequately advertised"
 - Where are we advertising?
 - Regional vs. statewide; specific communities
 - How are we advertising?
 - Print media
 - Social media
 - Other media
 - Flyer for dissemination

- Consider how can this be disseminated, practically
 - Advertisement alternatives
 - Collaborate with community organizations
 - "Meetings and hearings shall be advertised in multiple languages as practicable and appropriate."
 - Which languages?
 - VRA minority language accessibility formula
 - Context-specific?
 - Translation services
 - Accessibility
 - Alternative languages
 - Website
 - Which content should be translated?
 - Which languages?
 - Meetings and hearings
 - Translated transcript available after meetings/hearings?
 - Which languages?
 - Cost considerations
 - Translation services
 - Deaf or hard-of-hearing individuals
 - Interpreter present in meetings/hearings?
 - Transcription of meeting/hearing available after?
 - Cost considerations
 - Additional outreach and communications needs
 - Will the commission solicit/accept draft map or information about communities of interest outside of designated public hearings?
 - How will the commission accept and synthesize this information?
- Develop list of citizen engagement priorities to provide to the Budget & Finance subcommittee.
- Determine topics that will require additional information or research from DLS staff in order for final decisions to be made.

Meeting 2: Thursday, May 20 (10-11:30)

- Receive updates from staff.
- Develop public input guidelines.
 - These are the guidelines for the public to refer to and follow when providing input to the Commission.
 - *"To ensure a productive and meaningful input session, we ask for your cooperative participation by adhering to the following guidelines:"*
 - Two sets of guidelines:
 - Written public comment
 - Public comment at a Commission meeting or public hearing
 - The guidelines should cover:
 - How and when public input is accepted

- What identifying information about the individual must be given? What identifying information about the individual will be shared?
- Whether there is a specified format for the public input
- Content rules and restrictions

Meeting 3: Wednesday, May 26 (10-11:30)

- Finalize advertising and accessibility plans based on B&F subcommittee's proposed allocation.
- Develop schedule for Commission public hearings.
- Finalize public input guidelines.

Estimated costs of in-person public hearings

Item	Est. Costs
Facility rental and support services	\$5,500.00
Court Reporter (transcript) ⁱ	\$2,400.00
Broadcast of hearing	\$2,500.00
Per diems (4 Commission members) ⁱⁱ	\$1,200.00
Meals, incidentals, and mileage (4 Commission members; 2 staff)	\$1,236.00
Lodging (4 Commission members; 2 staff)	\$ 612.00
Total	\$13,448.00

Estimated cost for 8 in-person public hearings **\$107,584.00**

ⁱ Estimate assumes \$8 per page, 300 pages

ⁱⁱ Per diem established at \$300 per Commission member.

Social Media Advertising Costs

Different Bidding Options

- Cost-per-click (CPC): you pay every time someone clicks on the ad
- Cost-per-impressions (CPM): you pay for every 1,000 ad impressions or views

The bidding options change depending on the platform used.

Facebook:

- Cost-per-like (CPL): You pay for every Facebook like resulting from your ad - \$1.07 per like
- Cost-per-action (CPA): you pay for every action generated from your Facebook ad - \$5.47 per action
- CPC: - \$0.97 per click
- CPM: \$7.19 per 1000 impressions
- Monthly Ad Spend: \$200 - \$1500 per month
- Monthly Campaign Management: \$1000-\$2500

Twitter:

- Cost-per-engagement (CPE): You pay for every Twitter Ad - \$1.35
- Cost-per-follow (CPF): You pay for every follower resulting from your Twitter ad - \$2.50 to \$4.50 per follower
- Cost-per-download (CPD): You pay for every download generated from your Twitter ad - \$1.95 to \$3.25 per download
- CPC: \$0.38 per click
- CPM: \$6.46 per 1000 impressions
- Monthly Ad Spend: \$200 - \$1500 per month
- Monthly Campaign Management: \$1000 - \$2500 per month

Instagram:

- CPC: \$3.56 per click
- CPM: \$7.91 per 1000 impressions
- CPL
- CPA
- Monthly Ad Spend: \$200 - \$1500 per month
- Monthly Campaign Management: \$1000 - \$2500

There is a difference between a budget and a bid. A budget is what you're willing to spend each month on your campaign. A bid is what you're willing to pay for a user to complete an action on your ad.

The average cost for social media advertising ranges from \$15 to \$200 per day or \$450 to \$6000 per month, which monthly ad spends ranging from \$200 - \$50,000. As your ad becomes more popular, the more expensive it is.

Without a Social Media Manager, it can cost about \$900 - \$7,000. By partnering with a Social Media Marketing Company, the range can be \$4,000 - \$7,000. The price is higher; however, the outcome is greater by hiring a Social Media Consultant.

When consider social media pricing, there are different factors:

- Ad Spend
- Ad management: What you pay an agency
- Technology
- Talent

Type of Social Media	Monthly Ad Spend	Number of Months	W/O Social Media Consultant	W/ Social Media Consultant
Facebook	\$850 (average of average monthly ad spend range)	6 (June – November)	\$5,100	\$3,950 x 6 (average of average range)
Twitter	\$850	6	\$5,100	
Instagram	\$850	6	\$5,100	
Total Amount: \$15,300 (3 Social Media Platforms) + \$23,700 (Social Media Consultant) + \$9,900 (\$1650 per monthly ad campaign) = \$48,900 estimated cost W/O Social Media Consultant = \$25,200 estimated cost				