



Virginia Redistricting Commission

Citizen Engagement Subcommittee

May 20, 2021, at 10:00 a.m.

Electronic Meeting

<https://virginiaredistricting.org>

The Citizen Engagement Subcommittee (the Subcommittee) of the Virginia Redistricting Commission (the Commission) met virtually with Mr. James Abrenio, co-chair, presiding.¹ The meeting began with opening remarks from Mr. Abrenio. Materials presented at the meeting are accessible through the [Commission's meetings webpage](#).

In-Person Public Hearing Estimates

Amigo Wade, Acting Director, Division of Legislative Services

Mr. Amigo Wade presented the estimated costs for in-person public hearings, assuming attendance of at least four Commission members and two support staff at each hearing. Based on these assumptions, the cost for a single public hearing is estimated at \$13,450.00. Included in this figure is (i) facility rental and support services, (ii) transcription services, (iii) broadcasting charges, (iv) per diems and support costs for four commission members, and (v) support costs for two staff persons. Mr. Wade indicated that the total cost for eight in-person public hearings would be \$107,600.00.

- Delegate Delores McQuinn asked if public buildings or faith community facilities could be utilized in order to eliminate some of the cost in the estimate attributed to facility rentals. Senator Mamie Locke added that public colleges and universities could also be used by the Commission. Mr. Wade responded that the Commission could consider such locations.
- Senator Ryan McDougle asked why the Commission would need to hire a court reporter to produce a transcript since there would be an audio-visual recording of each hearing. Mr. Wade stated that staff used public hearings conducted for the 2011 redistricting cycle in determining the estimates, and transcribing costs were included for the previous public hearings. He further noted that the Commission had the option of eliminating or adding to the costs included in the staff estimate.

Social Media Advertisement Estimated Costs

Claire Waters, Board Administrator, Division of Legislative Services

Ms. Claire Waters presented the estimated costs for social media advertising if the Commission were to use three social media platforms and secure the services of a Communications Consultant. The estimated costs for using three social media platforms would be \$15,300.00. The addition of a Communications Consultant to create a monthly advertisement campaign would

¹ **Subcommittee Members Present:** James Abrenio, co-chair, Rick Harrell, co-chair, Brandon Hutchins, Delegate Les R. Adams, Delegate Delores L. McQuinn, Senator Mamie E. Locke, and Senator Ryan T. McDougle

Subcommittee Members Absent: Jose Feliciano

Other Commission Members Present: Greta Harris

add approximately \$50,000.00. Ms. Waters noted that the Commission would have the ability to customize the allocation of the budget for each platform depending on which citizens they want to engage.

- Mr. Brandon Hutchins asked what information the Commission would be advertising. Ms. Waters suggested advertising the public hearing schedules, meeting schedules, public participation guidelines, and public map submission guidelines.
- The Subcommittee discussed the variety of ways to engage different generations due to the generational gap that exists within social media.
- Delegate Les Adams noted that the Commission does not have a specific return on investment when considering advertising and suggested that this might reduce the need for a consultant. Mr. Richard Harrell responded that he believes the Commission will still need guidance from a Communications Consultant, and the Subcommittee must provide the Budget and Finance Subcommittee with a figure that includes this estimate regardless. Mr. Brooks Braun emphasized the need for the Subcommittee to focus on the items that they believe they will need to successfully complete outreach and then prioritize each item.
- Mr. Harrell moved that the Subcommittee request a minimum of \$250,000.00 from the Budget and Finance Subcommittee. The motion was seconded by Delegate McQuinn. The motion passed 6-0.

The Subcommittee then proceeded to explore the different guidelines for in-person public hearings and written public comment. Mr. Wade suggested that staff draft public participation guidelines for the Subcommittee to review at the next meeting.

Next Meeting

The next meeting of the Subcommittee is scheduled for May 26, 2021, at 10:00 a.m. The next meeting of the Commission will be held on May 24, 2021, at 10:00 a.m.

For more information, see the [Commission's website](#) or contact the Division of Legislative Services staff:

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