## Transition to By-Trustee Area Elections
### Outreach Efforts

**As of Monday, October 25 @ 9:00 a.m.**

<table>
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<th>Action</th>
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| **Community Surveys**  
*July 14, July 26, & September 24* | Received 2,843 responses overall. All surveys were made available in both English and Spanish, and were:  
- Sent to all NUSD households  
- Sent to NUSD key stakeholders  
- Sent to secondary students  
- Posted on our district website  
- Advertised on social media  
  The September 24 survey was also advertised in the *Natomas Buzz* |
| **Targeted Meetings for Key Stakeholders**  
*Month of August* | Meetings were held both in-person and virtually and allowed key stakeholders an opportunity to directly ask staff questions / give feedback. Staff met with 82 people from the following stakeholder groups:  
- NTA  
- CSEA  
- Charter Leaders  
- Superintendent’s Parent Advisory Council  
- Community Advisory Council (CAC)  
- District English Learners Advisory Committee (DELAC)  
- Natomas Chamber of Commerce & Natomas Schools Foundation |
| **Created a Dedicated Webpage**  
*Launched Aug 9* |  
- 1,697 page views to date  
  - Over 800 views (including google folder) since October 20 when draft maps were posted  
- Dedicated webpage has a ‘Quick Link’ on the NUSD home page  
- Dedicated website can be translated into 5 additional languages with the click of a button  
- Advertised at stakeholder engagement events, via email, on eFlyers & paper flyers, and in various district newsletters |
| **Created a Dedicated Email Address**  
*Launched Aug 9* |  
- Utilitized 4 times to date  
- Advertised at stakeholder engagement events, via email, on eFlyers & paper flyers, and in various district newsletters |
| **Flyers Advertising the ‘Map Consideration’ and ‘Map Adoption’ Hearings**  
*Month of October + plans to continue into Nov/Dec* | Flyers were made available in English, Spanish & Punjabi, and both electronic & paper format  
  **eFlyer**  
  - Email home to NUSD families (including charters) - Approx. 16,573 |
### Transition to By-Trustee Area Elections

#### Outreach Efforts

- Posted in two areas on NUSD website
- *Spotlight* newsletter - sent to over 11,000 people
- Email blast to NUSD staff - Approx. 1,297
- *In the Loop* staff newsletter
- *Matters of Principal* newsletter - requested Principals send info home in their weekly communications to families
- Email blast to NUSD key stakeholders - 139
- Advertised in the Natomas Buzz - 18,226 impressions overall (including advertisements for surveys)
- Advertised in N Magazine (November issue) - average 4,000 viewers
- Shared with the Presidents/leaders of various community groups throughout Natomas
- Worked with Karina Talamantes to share with various District 1 contacts - approximately 300 people

#### Paper flyers

- Sent home in student backpacks
- Joey’s Food Locker - distributed with groceries to 1,237 people on Oct. 22
- Posted at the following locations:
  - Ed Center /Service Center lobbies
  - N. Natomas Library
  - S. Natomas library
  - Mexican Consulate
  - Homecoming @ Creekside Apartments
  - Safeway
  - Grocery Outlet
  - Real Life Church
  - The Crossing Church
  - Adventure Christian Church

#### Announcement of Draft Maps Available for Viewing

*Wednesday, October 20*

- A context-setting message from the Superintendent, 5 draft maps & associated documents were announced by:
  - Email home to NUSD families (including charters)
    - 3 ways to view maps - website, google folder or pick-up hard copies at Ed Center
  - Posted in two areas on NUSD website
  - Special Edition of *Spotlight* newsletter - sent to over 11,000 people
  - Email blast to NUSD staff
  - *Matters of Principal* newsletter - requested Principals send the info home in their weekly communications to families
  - Email blast to NUSD key stakeholders
  - Documents shared/announced on Wednesday, October 20 were made
Transition to By-Trustee Area Elections

Outreach Efforts

available in English, Spanish & Punjabi

Since the Draft Maps Became Available:
- The dedicated webpage has been accessed 751 times
- The public google folder has been accessed 54 times
- 0 paper copies have been picked up from the Ed Center

Regular Board Meetings
December 2020 - present

Opportunities for public comment / viewing at the following meetings:

Meetings Required by Statute

Beginning Aug. 4, any eComments posted on the dedicated webpage the day after the Board Mtg.
- January 1 - Adoption of an Intent Resolution
- August 4 - ‘Pre-Map’ Public Hearing #1
- September 1 (continued to 9/14) - ‘Pre-Map’ Public Hearing #2

Meetings that Went ‘Above and Beyond’

- December 16, 2020 - Presentation on CVRA from legal counsel
- July 21 - Presentation on Timeline for Transition to By-Trustee Area Elections
- October 13 - Presentation on Trustee Area Stakeholder Engagement

Board meetings are live streamed / recorded. The number of livestream meeting views & recorded meetings views for each meeting are noted on the dedicated webpage

Total livestream views (all 6 meetings): 554*
Total recorded views (all 6 meetings): 1,177

* does not include livestream views from Sept. 1 meeting (only Sept. 1 continuance held on Sept. 14)

Estimated total number of potential engagements: 59,183*

*This estimated total number likely includes duplicates, but there’s really no way for us to distinguish that. When using the same communication mechanism repeatedly (example: Spotlight newsletter that goes to over 11,000 people) that number was only counted once.