

2011 BCC Redistricting Public Outreach Summary

Newspaper Advertisements:

The community outreach meetings were advertised in various newspapers of general circulation and local periodicals as identified below. Advertisements were published in English, Spanish and Haitian Creole as indicated below. Periodicals were chosen that target diverse segments of the population to maximize public awareness.

Newspapers – General Circulation:

- Miami Herald (Neighbors Section) – English
- El Nuevo Herald – Spanish
- Diario Las Americas – Spanish
- Haiti en March – Creole
- Miami Times - English

Newspapers – Local Periodicals:

- Kiskeya Herald – Creole
- America Hoy – Spanish
- South Dade Newsleader – English
- Libertad News – Spanish
- Haitian American Business – English

Media Release:

With the assistance of the Board of County Commissioners Media Division, a media release was distributed to the major local print, radio and television media outlets to notify the community of upcoming community outreach meetings.

Flyers:

Flyers were provided to each Commission office for display and distribution to various constituent groups.

Redistricting Website:

The County established a website for the redistricting effort as a means of providing up-to-date information to the public as the redistricting process progressed. The website also provided an

opportunity for the public to submit comments via the web. To increase traffic to the website, a link was provided on the “Featured Information” section of the County’s main webpage. The website was also featured for approximately one month on MiamiDade.gov “Site Highlights”. The website received 1,734 visits.

Other Outreach Efforts:

- Social Media: The list of community outreach meetings was distributed to subscribers via Facebook and Twitter.
- Miami-Dade TV: A static ad appeared on MDTV to provide information on community outreach meetings.
- MetroNet: Community outreach meeting notifications were distributed to approximately 26,000 MetroNet users in “What’s New”.
- 3-1-1 Phone System: A message was provided on the County’s 3-1-1 phone system beginning on August 11, 2011 to inform callers of upcoming community meetings and direct them to the website for more information.

Community Outreach Meetings:

Public redistricting workshops were held in each of the thirteen commission districts to inform the public about the redistricting process and elicit comments. Spanish and Creole interpreters were available upon request. Following is a list of the 2011 community outreach meetings:

- Commission District 1
North Dade Regional Library, 2455 NW 183rd St
September 1, 2011 – 6:00 PM
- Commission District 2
Faith Community Baptist Church, 10401 NW 8th Avenue
September 7, 2011 – 6:00 PM
- Commission District 3
City of Miami Legion Park – Community Hall, 6447 NE 7th Ave
September 21, 2011 – 6:30 PM
- Commission District 4
Gwen Margolis Community Center, 1590 NE 123rd St
September 19, 2011 – 6:30 pm

- Commission District 5
Hispanic Branch Library, 1398 SW 1st St
August 30, 2011 – 6:00 PM
- Commission District 6
Miami Springs Community Center, 1401 Westward Dr
August 17, 2011 – 6:00 PM
- Commission District 7
Frankie Rolle Center, 3750 S Dixie Highway
August 18, 2011 – 6:00 PM
- Commission District 8
South Dade Regional Library, 10750 SW 211th St
September 29, 2011 – 6:00 PM
- Commission District 9
South Dade Government Center, 10710 SW 211 St
September 15, 2011 – 6:00 PM
- Commission District 10
West Dade Regional Library, 9445 Coral Way
September 28, 2011 – 7:00 PM
- Commission District 11
West Kendall Regional Library, 10201 Hammocks Blvd
August 24, 2011 – 6:00 PM
- Commission District 12
City of Virginia Gardens – City Hall, 6498 NW 38th Terrace
August 15, 2011 – 6:00 PM
- Commission District 13
Goodlet Park, 4200 W 8th Ave
August 23, 2011 – 6:30 PM

Courtesy Public Hearing Notification:

- Members of the public that provided their email address during a community outreach meeting were provided a courtesy notice with a link to the draft maps and agenda for public hearings before the Board of County Commissioners.