



**SAN FRANCISCO
REDISTRICTING
TASK FORCE**

**OUTREACH PLAN
CIVIC EDGE CONSULTING**

PROJECT TEAM

- **Founded in 2003**
- **Women-owned, employee-led**
- **LBE/DBE-certified**



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INTRODUCTION

Approach & Ethos

- Honor community space and “meet people where they are”
- Accessible, multilingual, and culturally competent community outreach
- Investing time and resources to connect with underserved communities and neighborhoods
- Look for innovative opportunities to engage traditionally hard to reach populations



APPROACH

Goals for Engagement

- Amplify citywide efforts
- Broad but targeted
- Equitable engagement
- Cultural competency and representation

Call to Action

- Participate in the process
- Engage & share resources in their communities
- Drive people to District meetings
- Encourage public comment at Task Force meetings
- Direct people to mapping tool

City Collaboration

- Elected Officials
- City Departments and Agencies
- Task Force Members

District Events

- Organized and staffed by Clerk's Office, DOE & City partners
- Translation & Interpretation
- Civic Edge will promote to stakeholder groups and CBOs
- Civic Edge will work with BOS, Mayor's Office and City departments to promote meetings and participation

Civic Edge Outreach

- Scoped for “Road Show” presentations and direct engagement with 45-55 stakeholder groups
- Native speaking staff in Spanish, Chinese and Filipino
- Collect meaningful feedback + tracking

Engagement Opportunities

- In-person presentations
- Virtual presentations
- Tabling in public settings
- Intercept outreach
- Mapping demonstrations

Stakeholder Groups & Access Points for Road Show

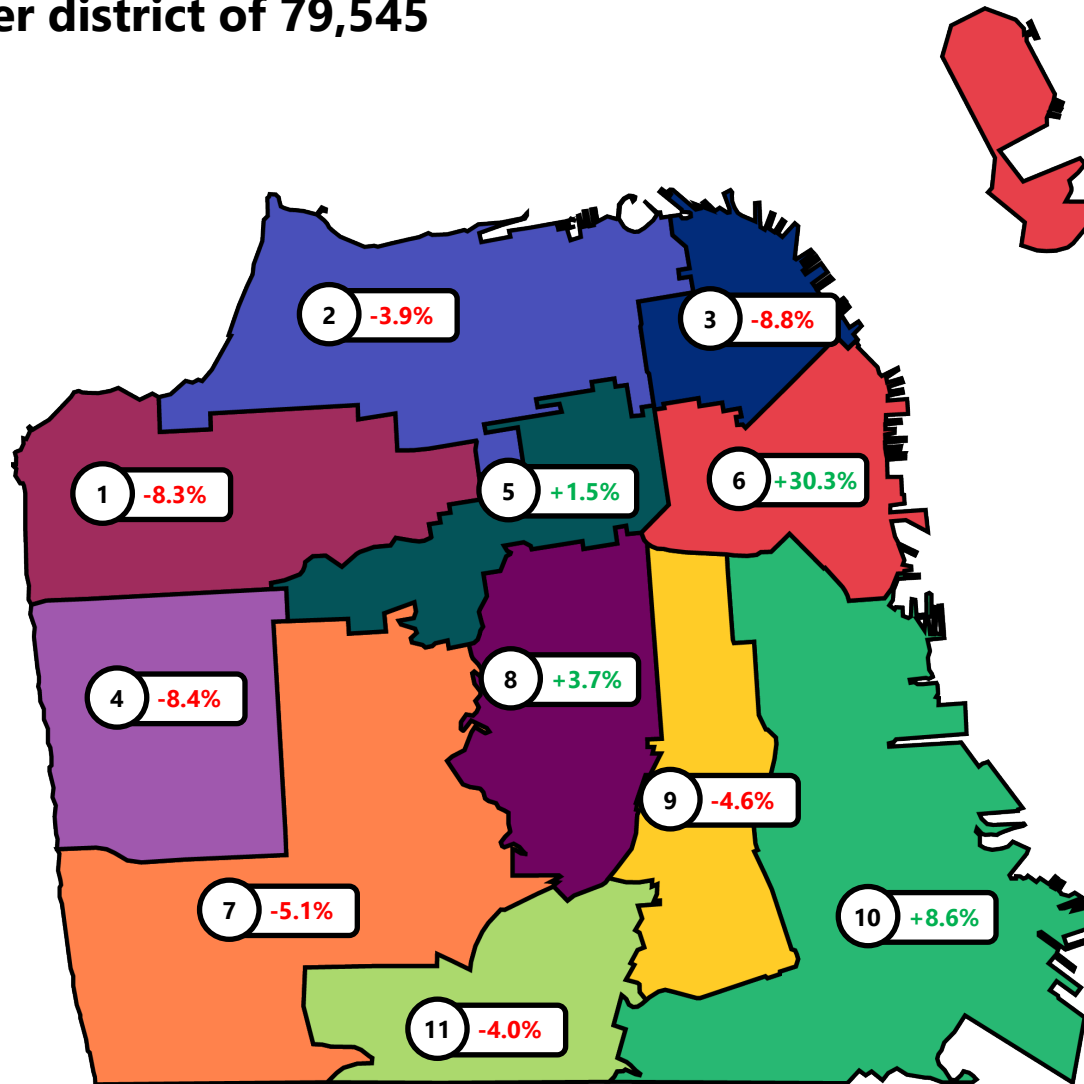
- Localized Associations
 - Neighborhood Groups
 - Merchant Associations
 - Community Benefit Districts (CBDs)
- Community-Based Organizations (CBOs)
- Community Hubs
 - Farmers Markets
 - Community & Senior Centers
 - Transit Hubs
 - Busy Corridors & Intersections
- Churches & Faith Based Institutions

Broader Community & CBO Engagement

- Maintain list of organizations provided by DOE and internal Civic Edge list
- Regular communication + updates
- Meeting information, details, collateral, and blurbs for newsletters and social media
- Share your lists and contacts for us to include

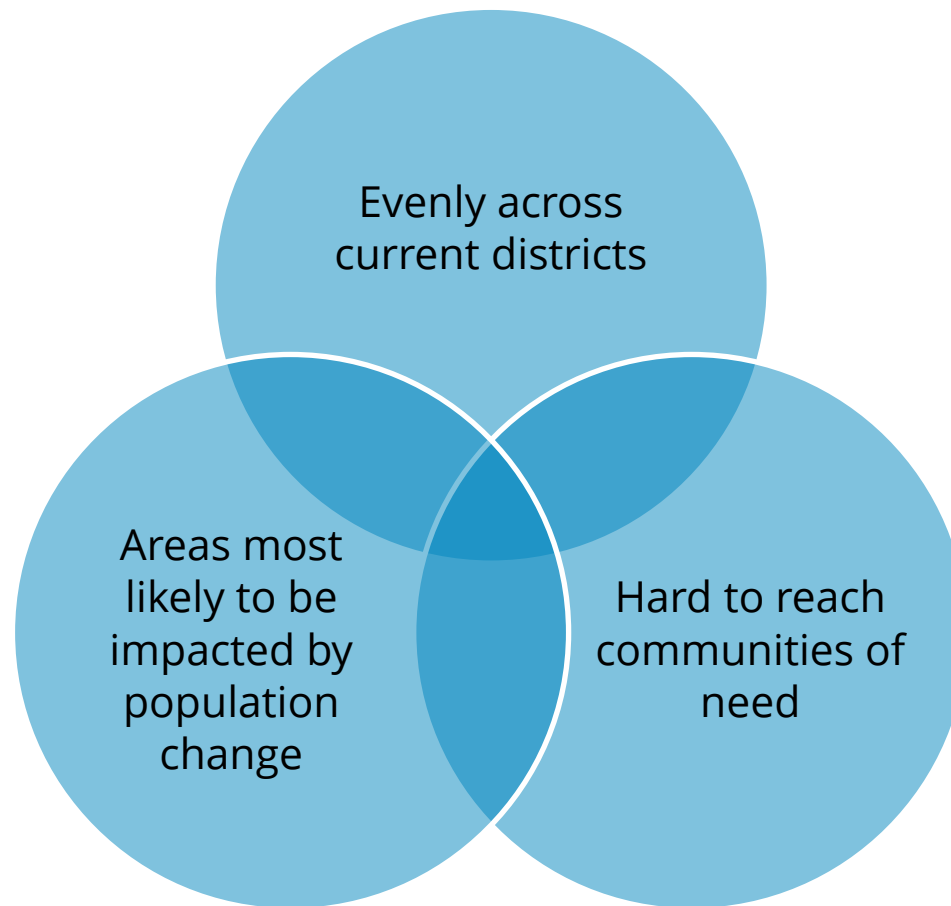
OUTREACH STRATEGY

Percentage deviation from the "ideal" population per district of 79,545



Values Based Strategy Considerations

- How do we allocate our limited resources in the most equitable way?



Limitless Opportunities, Limited Resources

- What values inform our outreach priorities?
- Does population data impact the way we invest our resources?
- Invest resources in areas that have the greatest need and are hardest to reach?
- Invest resources across affinity groups/communities of color?
- Focus on current district boundaries or focus on traditional neighborhood boundaries?
 - e.g. focusing on “District 5” or “Western Addition” and “Haight/Ashbury” as distinct areas?

DISTRICT-BY-DISTRICT OUTREACH IDEAS

OUTREACH STRATEGY

District 1

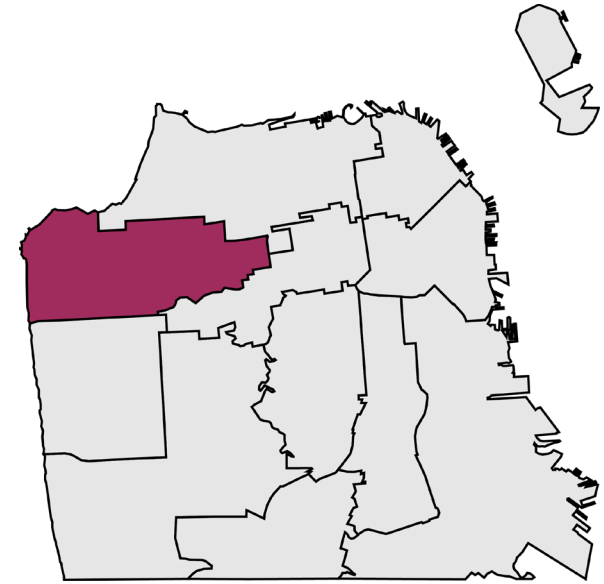
Richmond District, Lone Mountain

Outreach Targets

- Multiservice CBOs
- Cantonese-American and Russian-American serving CBOs
- Community hubs + high traffic transit areas
- Merchant groups

Considerations

- Groups closest to borders with D2 and D5
- Boundary around Golden Gate Park



OUTREACH STRATEGY

District 2

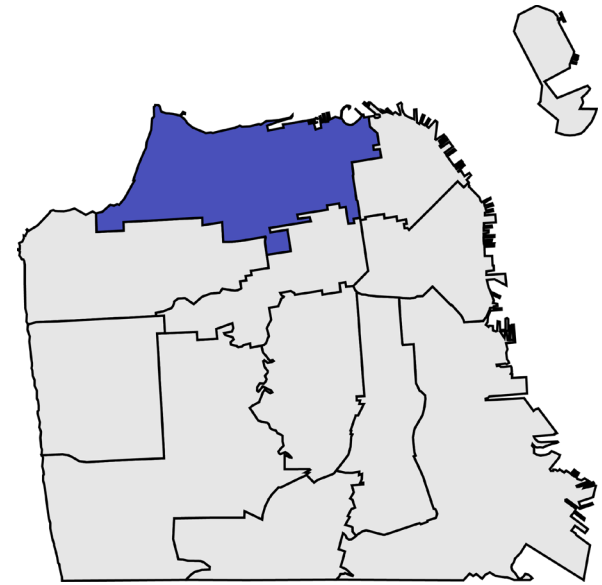
Marina, Russian Hill, Pacific Heights, Presidio, Cow Hollow, Laurel Heights, Presidio Heights, Lake Street, Sea Cliff

Outreach Targets

- Merchant associations
- Neighborhood groups

Considerations

- Borders with D1, D3, and D5



OUTREACH STRATEGY

District 3

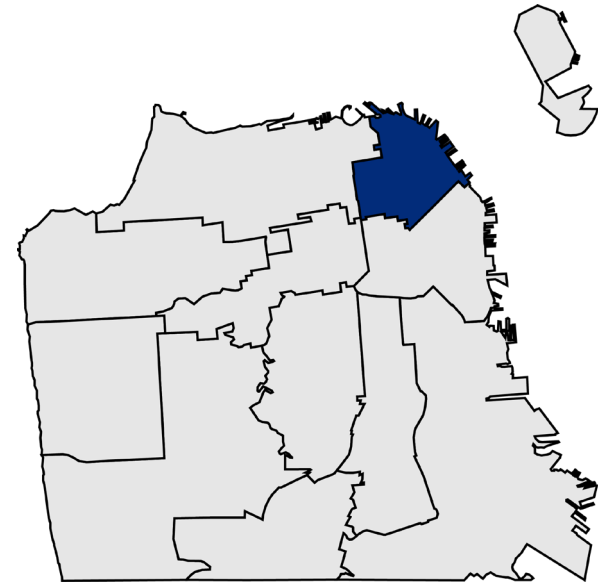
Chinatown, North Beach, Telegraph Hill,
Nob Hill, Financial District,
Fisherman's Warf

Outreach Targets

- Chinese-America & Filipino-American-focused CBOs
- Merchant & neighborhoods groups
- Community hubs + high traffic transit areas

Considerations

- High growth along borders with D3
- High population density & diversity withing the District



OUTREACH STRATEGY

District 4

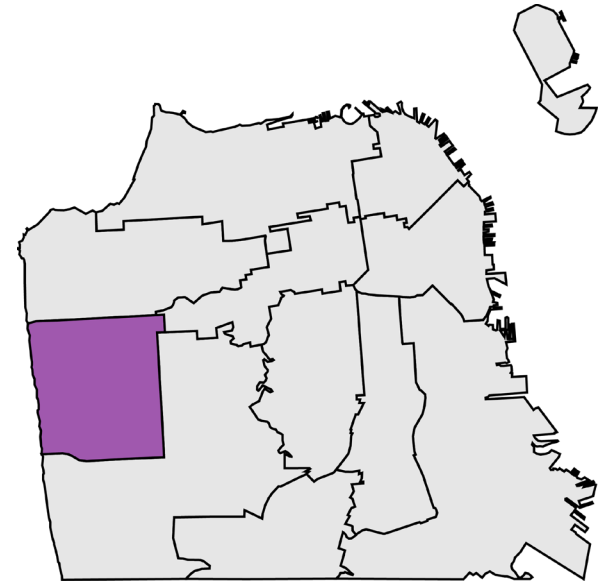
Sunset District, Parkside,

Outreach Targets

- Cantonese-American and Russian-American serving CBOs
- Neighborhood/merchant associations
- Major transit corridors
- Large schools and churches

Considerations

- Currently clean borders around Sunset District and Parkside
- Boundary around Golden Gate Park



OUTREACH STRATEGY

District 5

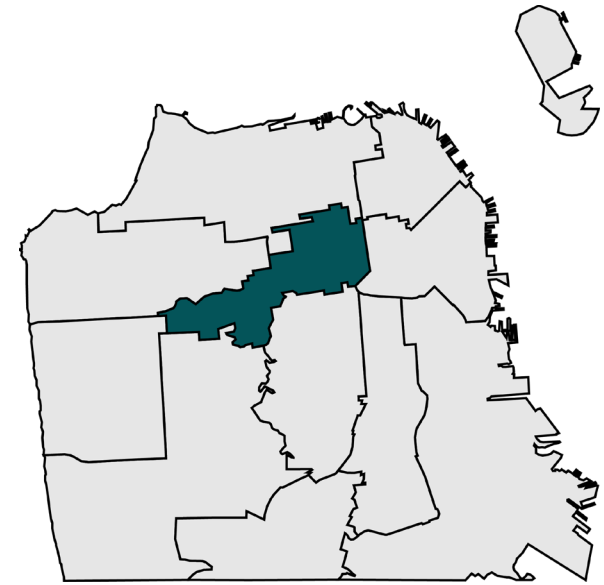
Fillmore, Western Addition, Japantown, Lower Pacific Heights, Hayes Valley, North of Panhandle Area (NOPA), Haight-Ashbury, Cole Valley

Outreach Targets

- High number of merchant & neighborhood groups
- Numerous, highly-used transit corridors
- Wide array of CBOs, including those predominantly serving Black/African-American and Japanese-American

Considerations

- Sheer number of different neighborhoods
- Lowest deviation of all 11 districts (1.53%)
- Very complicated borders with 7 other Districts



OUTREACH STRATEGY

District 6

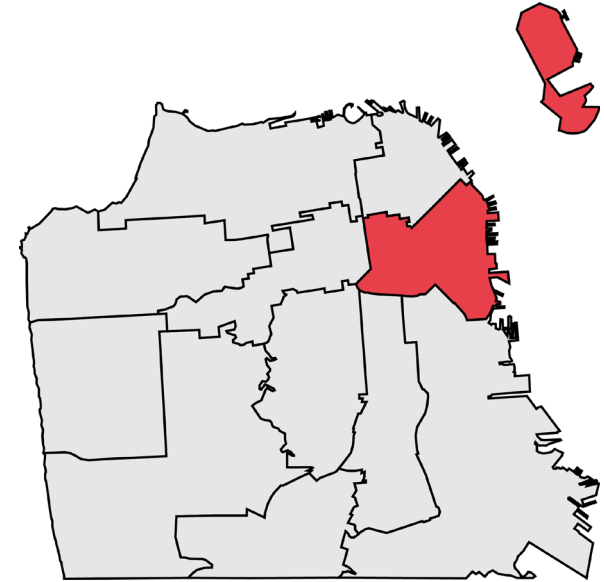
Tenderloin, SoMa, Treasure Island, Mission Bay

Outreach Targets

- CBOs & service providers, especially those serving Filipino-American, Arabic-American, Southeast Asian-Americans, and other racial and ethnic minorities
- Senior centers and providers of essential services
- Community Benefit Districts

Considerations

- Dramatic growth – by far the largest deviation (30.35%)
- Well-defined and large existing neighborhoods
- Very high rates of children, seniors, people with disabilities, and non-English speaking households.



OUTREACH STRATEGY

District 7

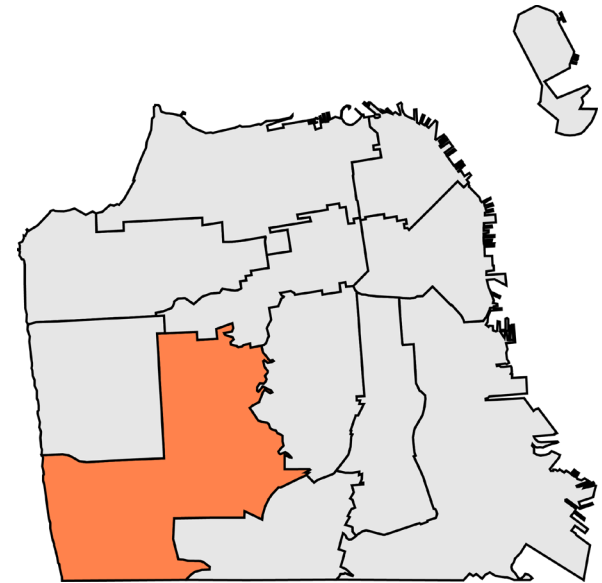
West of Twin Peaks, West Portal, Parkmerced, Forrest Hill, Miraloma

Outreach Targets

- Resident & merchant groups
- Churches and education intuitions (including SF State)
- Transit hubs (e.g. West Portal Station, Forrest Hill)

Considerations

- Very complicated borders along hilly eastern end
- Massive geographic area



OUTREACH STRATEGY

District 8

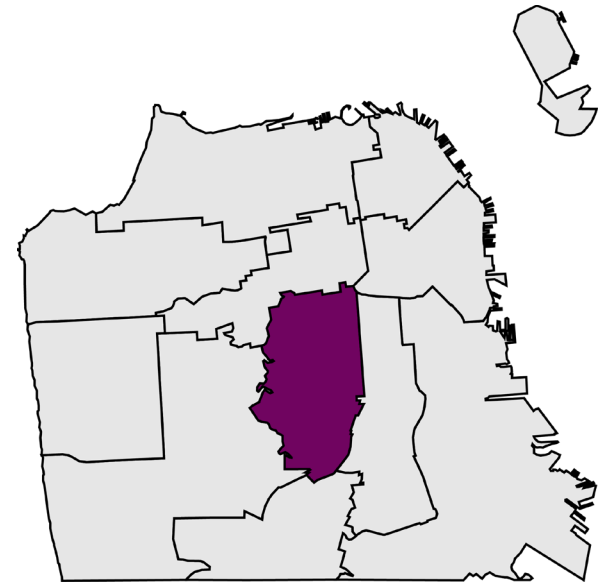
Castro, Upper Market, Noe Valley, Glenn Park

Outreach Targets

- Neighborhood groups
- LGBT-serving organizations
- Transit hubs and public spaces

Considerations

- Complex border with D7 along western border
- Borders with five different districts



OUTREACH STRATEGY

District 9

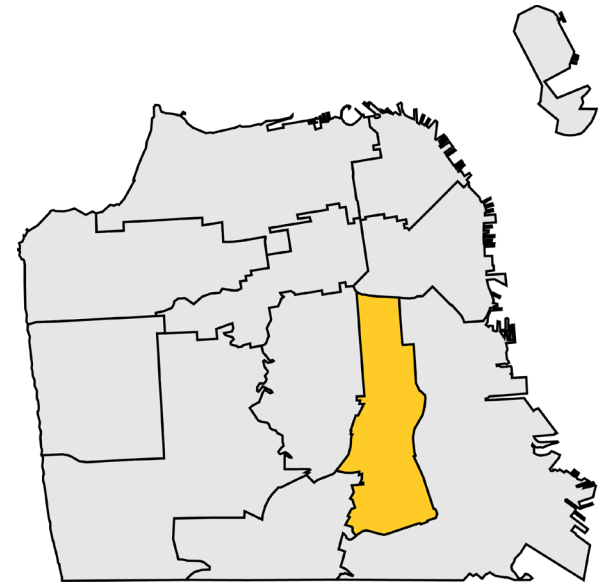
Mission District, Bernal Heights, Portola

Outreach Targets

- CBOs serving Latino/a/x and Chinese-American residents
- Large transit hubs and public spaces
- Community centers

Considerations

- Significant development and displacement over the prior decade
- Shared border with two districts with high deviations (D6 & D10)



OUTREACH STRATEGY

District 10

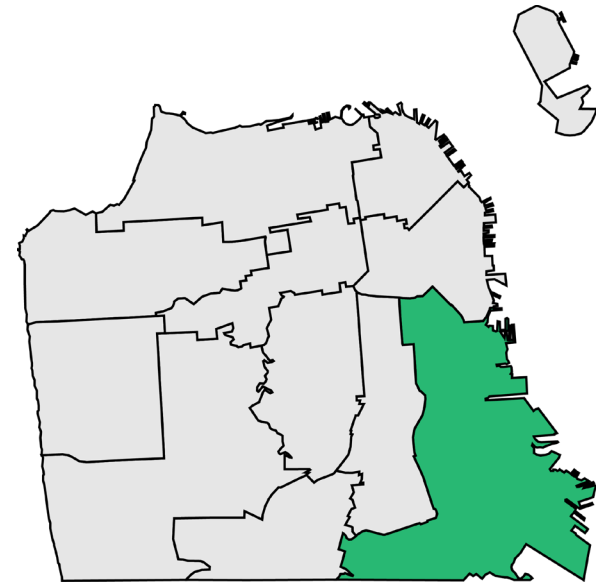
Bayview, Visitacion Valley, Hunters Point, Potrero Hill, Dogpatch

Outreach Targets

- Neighborhood groups
- CBOs, including those primary service Black/African-American, Chinese-Americans, Southeast Asian-Americans, and Vietnamese-Americans
- Public housing locations

Considerations

- Largest geographical district
- High deviation, and shares border with district with highest deviation (D6)
- Historical disinvestments, environmental injustice, and opportunity gaps



OUTREACH STRATEGY

District 11

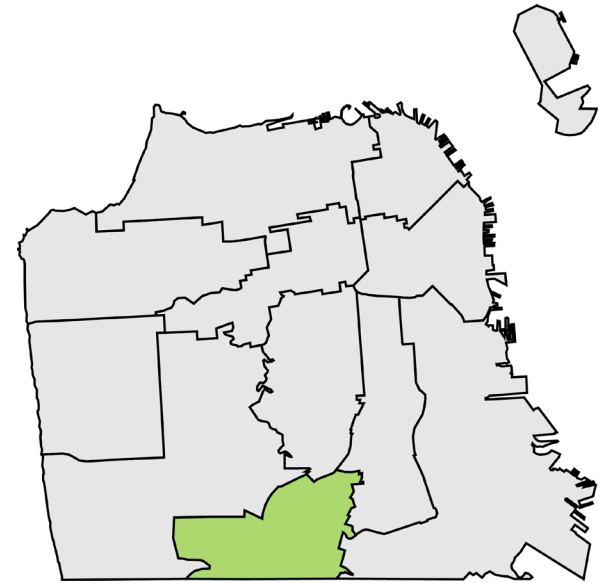
Excelsior, Ingleside, Oceanview, Outer Mission, Crocker-Amazon

Outreach Targets

- Neighborhood groups
- Schools/churches
- CBOs, especially those primarily serving Latino/a/x, Filipino-American, and Chinese-American populations

Considerations

- Low deviation rate
- Very diverse population



Materials & Messaging

- Printed materials
- Digital flyers and graphics
- Department of Elections website content
- Elected Officials, community newsletters & CBO lists
- Social Media advertisements (Department of Elections)
- Public service announcements
- Community newspaper ads:
 - **Bay Area Reporter** (LGBTQ)
 - **El Reportero** (Latino/a/x)
 - **El Tecolote** (Mission)
 - **Kstati** (Russian-language)
 - **Marina Times** (Marina District, Cow Hollow, Russian Hill, Nob Hill, North Beach)
 - **Noe Valley Voice** (Noe Valley)
 - **San Francisco Bay Times** (LGBTQ-focused)
 - **San Francisco Bay View** (Bayview/Hunter's Point)
 - **Wind Newspaper** (Chinese-language)
 - **World Journal** (Chinese-language)

OUTREACH TIMELINE

October through November 2021

Engagement Strategy + Materials Development

November through December 2021

Stakeholder Outreach + Scheduling

January 2022 through March 2022

Road Show Presentations

March 2022 through April 2022

Summary of Work Conducted and Findings

April 2022

Task Force Hearings & Final Outreach Report

QUESTIONS?