



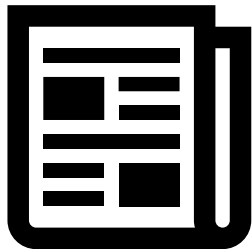
SAN FRANCISCO REDISTRICTING OUTREACH

SCOPE

Goal: Educate the public on the Redistricting process, increase participation, and drive attendance to Task Force Meetings

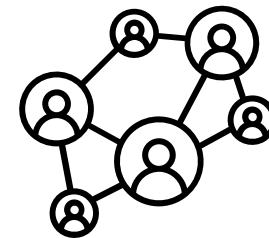
Marketing & Materials

- Toolkit: Fact Sheet, Presentation Deck, Graphics, “How To” Guide
- Community Newspaper Ads
- Digital Media (E-blasts, & Social and Website content)



Dissemination & Targeted Outreach

- Email as the primary source of communication with the public
- Coordinate with City departments to leverage existing outlets



TIMELINE

Phase 1

- December 2021
- Materials Development, digital flyer distribution

Phase 2

- January - February 2022
- Pre-mapping outreach emails, newspapers, PSA

Phase 3

- February - March 2022
- Mapping feedback outreach emails, newspapers, PSAs, DOE mailer insert

Phase 4

- April 2022
- Final Report and Recommendations

TARGETED OUTREACH & FOLLOW UP

Citywide Outreach Email List

- Over 600 San Francisco stakeholder groups and organizations



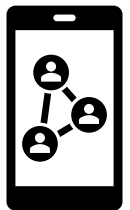
Using the list to target specific communities

- Examples: Current Supervisorial Districts, neighborhoods, racial and ethnic minorities, faith-based communities, disability groups, youth and seniors, etc



Following up to share information

- Individual emails and phone calls to promote meetings and share resources such as the toolkit



THANK YOU

