



MEMO

To: RDTF
Date: January 14, 2022
RE: Friday Recap Email



Hello Task Force Member,

I hope you are doing well and in good health. As requested, we will be sending a weekly update with the progress of our digital outreach and the next steps for the following week. In addition, we added new lists and contacts to our email blasts, including all individual Task Force members' emails and contacts from the Department of Elections.

We have shared the fact sheet that includes the suggested edits. If there are any more edits, we'd be happy to do one more round before finalizing the document; otherwise, we'd like to get an email confirmation with approval of this copy.

This week, members Chema, Ho, and Lee met with our project manager, Emmy Kim, and went over the following.

1. **Email blasts/citywide outreach:**

1. For all emails blasts moving forward, Emmy/CEC will change the email blast sender and reply-to email to the rdtf@sfgov.org distribution list
2. Day-before or day-of reminder emails for Task Force Meetings will include direct links to WebEx meetings (with password information)
 1. I have scheduled an additional reminder email for tomorrow's meeting at 8:00 am to test these changes and will follow up with the board if the platform runs into any security or technical issues
3. SF Public Library information will also be added to future email blasts

2. **Priority list/targeted outreach:**

1. Personalized, individual emails to the groups we have identified in District 5 and District 3 regarding their respective meetings will go out starting tomorrow
2. In tomorrow's recap/digest email that you will receive through John Carroll, we will include the priority list document to be shared with the rest of the Task Force members, as well as give an update on when we will have identified organizations for the rest of the districts
3. After which the Task Force can then add any other organizations + their contact info they want to be included in the targeted outreach

If you have any questions or concerns, please reach out at your earliest convenience.

Deliverable updates below:

Fact Sheet:

- Member Hernandez, Ho, and Lee have received the redistricting fact sheet that includes the suggested edited content and digital formatting
- Member Hernandez and Ho added additional edits on Thursday, January 13th, and the CEC team turned around those edits that afternoon
- We will do one more round of edits if needed and would like to receive them by Tuesday, January 18th

Calendar:

- Per the suggestion during Monday's meeting, we have created a calendar outlining all the meeting dates and their respective email blasts
- For access to the calendar, [Click Here!](#)

Materials:

- We have developed branding material for SF Redistricting 2022 that we will use in all the materials that we create
- Below are the materials for your convenience
 - [Logo](#)
 - [Branded district map icons](#)

Emails:

- Please [click here](#) to see the material and content that has been shared through our email blast
- Our team has drafted content for a personalized email to CBO's and neighborhood groups to align with the district meetings
- The email blast is being edited to include a link to local libraries residents and use as a resource to watch the meetings or look at our digital resources.
- As requested, we have also included buttons in Spanish, Chinese, and Filipino to direct residents to the agenda of their choice

Flyers:

- Please [click here](#) to see the past flyers for Task Force Meetings (the branded January 3 flyer will serve as a template for future flyers)

List:

- We have created a [template](#) for identifying organizations to prioritize within each district; we will internally determine key community organizations. We would love to receive your input and leads for this effort. Please enter any key organizations in the document's table, and we will reach out to them accordingly.

- This past week members Chema, Ho, and Lee, have provided their input on district 5, and with their direction, we will be sending the names list a personalized email to include an in language flyer and the fact sheet

Next Week:

- We will be sending out the following email blast and personalized emails on the following dates leading up to the January 22nd District 5 meeting.
 - January 14th, 17th and 21st
- Task Force Meeting
 - A member of CEC will be in attendance to provide an update
 - We will communicate with the clerk's office and share who will be attending

Kindly,

EVELYN TORRES