



# MEMO

To: RDTF  
Date: January 28, 2022  
RE: Friday Recap Email



Dear Task Force Members,

As requested, we will be sending a weekly update with the progress of our digital outreach and the next steps for the following week. We will continue to update our city-wide email blast contact list as we send out regular "save the date" email blasts. This week we have started the targeted outreach for D11, D8 and continued targeted outreach for D3 organizations with information and an invitation to participate in their respective District Task Force Meetings.

Please see below for deliverable updates from the past week in more detail:

## Fact Sheet:

- The finalized fact sheet is being translated by John Arntz and the Department of Elections
- We connected with John Arntz on the delivery of the translations, and we should receive them on Tuesday, February 1. We will keep you posted.
- The final version of the fact sheet is uploaded in this [Google Drive folder](#) that also includes past drafts for reference
- This final version of the fact sheet is available for dissemination and included in the targeted, personalized outreach for district-specific organizations

## Calendar:

- As noted last week, we have updated our [outreach calendar](#) to indicate when targeted district emails are to be sent, noting that an additional reminder email with meeting information will also be individually sent to organizations on the day of their district meeting (or the day before if the meeting is scheduled in the morning)
- The calendar is updated to reflect the most recent changes in the meeting schedule as of 1/25/22
- **We acknowledge the schedule may change after the 1/29 Task Force meeting. Please be sure to relay any further changes to the meeting schedule, so we have time to request any translation needed, editing, and overall, plan accordingly.**

## Materials:

- As an ongoing reminder, 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](#)
- [Meeting Flyers](#)
- [Email Blast Format and Content](#)

#### General/Citywide Email Blasts:

- We continue to add emails provided to us to our distribution list. The [January 24 email](#) was sent to 915 recipients and had a 38% open rate and 7% click rate
- Please [click here](#) to see all the past materials and content for newsletters that have been sent through our city-wide email blast thus far
- City-wide email blasts also now include respective meeting flyers for recipients to share with their communities
- As requested, we have also included buttons in Spanish, Chinese, and Filipino to direct residents to the agenda of their choice
- As requested by Member Hernandez Gil, day-of/day before reminder meeting email blasts now include a direct link to the WebEx meeting as well as login information (as opposed to a link to the meeting's information page)
- As requested by Clerk Calvillo, the outreach survey is now linked in all available languages and no longer at the bottom of the newsletter blast

#### District-Specific/Targeted Outreach:

- Last week, we shared with you the [list](#) of priority organizations we plan to conduct targeted outreach to within each district
- As a reminder, this list is moving for the rest of the Redistricting process, and we would love to receive your input and leads for this effort. **Also, please enter any additional key organizations in the document's table on page 1, and we will reach out to them accordingly.** (The list link is also below!)

<https://docs.google.com/document/d/1jPlnVNYAdJzTU9u4IHrJ6GqoFS0Nw1LTLLAWrWNRva8/edit>

- In preparation for tomorrow's meeting, we have individually contacted 23 District 3 organizations, including all recommendations provided by Member Jeremy Lee, Lily Ho, and member Chema.
- We have also begun targeted outreach to all D10, D11, and D8 organizations about their respective district meetings.
  - **If any other organizations you would like us to reach out to in these districts, please add them to the table in the document and notify us as soon as possible.**
- Each personalized email also includes the district meeting flyers (English, Spanish, Chinese, and Filipino) and finalized fact sheet as stated above
- [Should we add this note: Any general questions about mapping, meeting schedule, and redistricting information will be directed to the [rdtf@sfgov.org](mailto:rdtf@sfgov.org) email]

#### Flyers:

- Please [click here](#) to see the flyers for past and upcoming Task Force Meetings

<https://drive.google.com/drive/folders/1-EAKkJYTXKhXYcRoPFz7fxKqPX32Y91P>

- District-specific meetings have their district focus indicated at the top of the flyer
- We have been internally updating and type-setting each flyer in preparation for circulation
- [Update from TF meeting and Clerks office paper flyers]

Outreach happening today 1/28:

- The first round of personalized emails to District 1 organizations will be sent out today before COB
- Follow up emails to District 10 organizations will be sent out today before COB
- All-District 3 organizations are each receiving a reminder email today before COB with direct links to the WebEx meeting and a reminder to invite their communities to attend
- A reminder city-wide email blast for tomorrow's D3 meeting will go out this afternoon with direct links to the WebEx meeting

Next Week:

- We will be sending out city-wide email blasts on:
  - Monday, January 31, with D10, D11, and D8 meeting information
  - Thursday, February 3, as a reminder to join the D10 meeting with direct WebEx links
- We will be sending individual, targeted emails to the organizations identified in the priority org list on:
  - Tuesday, February 1, to follow up with all contacted D11 and D8 organizations
  - Wednesday, February 2 to all D4 and D9 organizations listed in the priority org list
  - Thursday, February 3 to remind all D10 organizations individual reminder emails to join the D10 meeting with direct WebEx links
  - Friday, February 4, to follow up with all contacted D1 organizations

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

Kindly,  
EVELYN TORRES