



CIVIC EDGE CONSULTING

101A Clay Street #267, Embarcadero Center 3, San Francisco, CA 94111

MEMO

To: RDTF
Date: January 21, 2022
RE: RDTF Priority Organizations/Neighborhood Associations



Hello Task Force Members,

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. We are continuing 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 D5, D3, and D10** organizations with information and an invitation to participate in their respective District Specific Task Force Meetings.

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

Fact Sheet:

- The [fact sheet](#) has been finalized with all suggested edits on Tuesday, Jan 18
- This version of the fact sheet is uploaded in this [Google Drive folder](#) that also includes past drafts for reference
- The suggestions in this final include:
 - Member Hernandez Gil's request to add a QR code to the Redistricting webpage
 - Member Ho's edits to the "How Can I Get Involved?" section
 - Member Chasel Lee's edits to the "How Can I Get Involved?" section and informational/content edits throughout the rest of the fact sheet
- This version of the fact sheet is available for dissemination and included in the targeted, personalized outreach for district-specific organizations

Calendar:

- 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)
- Please [click here](#) to review the updated calendar
- We will continue to update the calendar and our schedule of outreach to incorporate any changes or additions to the meeting schedule

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](#)
 - [Meeting Flyers](#)
 - [Email Blast Format and Content](#)

General/Citywide Email Blasts:

- 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
- The [Jan 18 email blast](#) with District 5 and District 3 meeting information has been updated with SFPL information and computer reservation links, and all email blasts will continue to have this information unless instructed otherwise
- The Jan 18 email was successfully delivered to **847 emails** with a **38% open rate** and **9% click rate**
- 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 reminder** meeting email blasts will 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)
- During our bi-weekly meeting, Member Hernandez Gil raised concern about the current sender email. **After corresponding with Valeri Shilov, IT Manager at the Department of Elections, we were communicated that we would be unable to send the email blasts from rdtf@sfgov.org due to cybersecurity concerns. However, we will continue to send these email blasts from the Gmail account we've created.**

District-Specific/Targeted Outreach:

- We have made an [initial contact list](#) with organizations to prioritize within each district
- During our biweekly meeting with Members Hernandez Gil and Ho approved of our initial list of contacts for D5, D3, and D10
- This list is moving for the rest of the Redistricting process, and we would love to receive your input and leads for this effort. Please enter any key organizations in the document's **table** on page 1, and we will reach out to them accordingly.
- All the D5 and D3 organizations listed have been contacted about their upcoming district meeting. **However, if there are 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
- We are also contacting each legislative aide to name any organizations and contact info within their district that they think we should contact

Flyers:

- On Tuesday, Junko requested editable flyers so that the clerk's office could physically print them and make them available to the public, and we relayed branding materials (logos, etc.) with the Google folder for the paper flyers
- Please [click here](#) to see the flyers for past and upcoming Task Force Meetings
- 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
- Note: John Carroll's office phone number has been removed from the flyers, prompting comment submissions to be sent to rdtf@sfgov.org only

Outreach happening today:

- The first round of personalized emails to District 10 and District 11 organizations will be sent out **today before COB**
- The listed District 5 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 D5 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, Jan 24** with D3, D10, and D11 meeting information
 - **Friday, Jan 28**, as a reminder to join the D3 meeting with direct Webex links
- We will be sending individual, **targeted emails** to the organizations identified in the [priority org list](#) on:
 - **Monday, Jan 24** to follow up with all internally identified D3 organizations/any additional D3 organizations flagged by Task Force members
 - **Tuesday, Jan 25** D8 organizations listed in the shared link
 - **Friday, Jan 28**, individual reminder emails will be sent to each contacted D10 organization with direct meeting information

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

Kindly,
EVELYN TORRES