



CIVIC EDGE CONSULTING

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MEMO

To: Redistricting Task Force
Date: February 25, 2022
RE: Friday Digest Email



Dear Task Force Members,

We hope you are having a fantastic Friday morning! Please see below for our weekly outreach update from this week. Also attached to this email is an **updated outreach calendar**, **updated priority list document**, and **most recent flyer format** we distribute via our outreach. Feel free to reference past Friday recap emails for any past updates or ongoing reminders!

1. Outreach Highlights from this Week

District 7 Outreach Highlights: Our materials and information about the District 4 meeting were shared further by **11 of the 35** community leaders we contacted through targeted outreach, including:

- Matt Chamberlain of Greater West Portal NA, who published the meeting information to the entire membership
- Pierre Smit of Ocean Avenue Association who shared our materials with his membership
- Barbara and Bill Chionsini of the Lakeshore Acres Improvement Club, who maintained very active contact with Emmy to ensure their community's access to the meeting, also submitted a COI letter
- *Other associations who let us know they spread the word about the meeting include (Forest Hill Association, Merced Extension Triangle NA, Sherwood Forest Homeowners Association, The Woods of SF HOA, Twin Peaks Improvement Association, and OMI Cultural Participation Project)

District 2 Outreach Highlights: We reached out to a total of **23 organizations** for tomorrow's meeting, **9** of which confirmed their attendance and shared Redistricting information with their communities, including:

- Marina/Cow Hollow Neighbors & Merchants, Laurel Heights Improvement Association of SF, Presidio Heights Association of Neighbors, Jewish Family and Children's Services, Friends of Mountain Lake Park, and Northern Neighbors, who shared our materials with their entire memberships
- Marina Community Association, who shared information with all members and is submitting a letter from their board

2. General Outreach Update

Continued District-Specific/Targeted Outreach

- Ahead of tomorrow's meeting, we completed 3 rounds of individual emails and phone calls for **22 District 2 organizations**
- We continue our **District 10 targeted outreach** to **19 organizations** and have sent two rounds of emails and made phone calls
- We've also begun our **District 6 targeted outreach** to the **21 organizations** on our priority list for the March 7 meeting

City-wide Email Blasts

- We continue to add emails provided to us to our distribution list. The [upcoming meetings newsletter](#) sent on Feb 21 was delivered to 907 recipients and had a 41% open rate and 11% click rate
- The [D7 meeting reminder newsletter](#) sent on Feb 23 was delivered to 904 recipients with a 33% open rate and 7% click rate
- To see past material and content for newsletters that have been sent through our city-wide email blast thus far, [click here](#)

District Meeting Flyers

- We have incorporated all edits and updates made to the meeting flyers by the Clerk's Office and Task Force members, reflected in the flyer attached to the body of this email

3. Task Force + CEC Bi-weekly Meeting Update

- At yesterday's bi-weekly meeting with Members Hernandez Gil and Ho, we discussed the strategy and outreach for the upcoming mapping meetings, in addition to our current outreach deliverables
- We have updated our [calendar of outreach](#) to reflect the meeting calendar as of 2/23/22 and are updating our targeted outreach by informing priority organizations of hybrid meetings and the option to attend in-person
- We will be updating the mapping meeting city-wide eblasts to include links for the online mapping tool and COI Public Input Form proposals

4. Next Steps / Look ahead

- Emmy Kim will be sharing the outreach update at the Saturday, February 26 RTF Meeting
- We will be sending out **city-wide email blasts** on:
 - Monday, Feb 28 for the upcoming mapping meeting, District 10 and District 6 meetings
 - Wednesday, March 3, as a reminder to join the mapping meeting with direct WebEx links

- Friday, March 4, as a reminder to join the District 10 meeting with direct WebEx links

As always, thank you for your time! If you have any questions or concerns regarding our outreach, please reach out at your earliest convenience.

Kindly,
EVELYN TORRES