



MEMO

To: San Francisco Redistricting Task Force
Date: February 11, 2022
RE: Weekly Report



Dear Task Force Members,

Happy Friday! We hope this message finds you well. Below is our weekly update with the progress of our outreach and the next steps for the following week. We have continued to update our city-wide email blast contact list as we send out regular "save the date"/meeting reminder email blasts. In addition, this week, we have started the targeted outreach for **D7 organizations** and continued targeted outreach for **D4 and D9 organizations** with information and an invitation to participate in their respective District Task Force Meetings.

Highlights of The Week: We connected with District 8 priority community organizations list. The district 8 list comprises 20 organizations that received a personalized email with information regarding the date, time, and how to participate in the upcoming meeting. In addition, we included the fact sheet to provide further intel on the redistricting process, communities of interest, and the overall process.

- After connecting with Betsy Eddy of the Diamond Heights Community Association, Betsy sent an announcement about the D8 meeting to an additional 790 contacts on the DHCA email list.
- Additionally, Matt McCabe of the Noe Neighborhood Council curated an exclusive newsletter about today's meeting to another 300 active members in his database, including our materials.
- Overall, for the District 8 meeting, we were able to reach over **1100 additional District 8 residents**, in addition to our email blast of 900 San Francisco-wide contacts!

While direct links in the email body will lead you to the respective materials listed, we have attached the **priority list document** shared earlier this week. In addition, we also included the **updated outreach calendar** and the finalized **translated fact sheet** as attachments for your reference.

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

Calendar:

- The [outreach calendar](#) has been updated to **indicate when phone calls to priority organizations are scheduled!**

- As a reminder, the calendar indicates when targeted district emails are to be sent, stating that CEC will email an additional reminder with the Webex information **to each organization on the day of or the day before their district meeting.**

General/Citywide Email Blasts:

- We continue to add emails provided to us to our distribution list.
- The [D10 meeting reminder](#) sent on Feb 3 was delivered to 910 recipients and had a **36% open rate** and **8% click rate**
- The [D11 meeting reminder](#) sent on Feb 7 was delivered to 907 recipients with a **35% open rate** and **8% click rate**
- The [D8 meeting reminder](#) sent on Feb 9 was delivered to 907 recipients with a **33% open rate** and **4% click rate**
- To see past material and content for newsletters that have been sent through our city-wide email blast thus far, [click here](#)
- As requested, we have also included buttons in Spanish, Chinese, and Filipino to direct residents to the agenda of their choice

District-Specific/Targeted Outreach:

- CEC continues to complete targeted outreach to the organizations indicated on the [list of priority organizations](#) to the Task Force members and CEC's targeted outreach within each district. We are also resharing the list as an attached word document, so the members have a wide range of accessibility to provide input
- **Task Force Members did not have any additions for District 11, District 8, or District 1 organizations**
- As a reminder, we'd greatly appreciate it if the Task Force would prioritize reviewing the list and provide additions **no later than a week before their given meeting.**
- Any general questions about mapping, the meeting schedule, and general redistricting information are redirected to the rdtf@sfgov.org email

Phone call Outreach:

- Member Chasel Lee provided us with the phone call script on Tuesday, Feb 8
 - **CEE completed phone calls to all District 8 and District 1 organizations upon receiving the script**
- Phone calls to all **District 4** and **District 9** organizations have also been completed
- We are scoped to contact priority list **no larger than 25 organizations**
- CEC will make one call to each organization and leave a message if no one picks up
- Moving forward, phone calls to organizations in our priority organization list will be made **1 week before** their meeting

Flyers:

- Please [click here](#) to see the flyers for past and upcoming Task Force Meetings
- As suggested by Vice-Chair Reiner, **we have updated the link** in future meeting flyers to open to the **main Redistricting website** instead of the pages that will remain empty until 5 days before the meeting.

- We are working with our designer to update the flyer information to include Meeting IDs, Public Comment call-in information, and updated messaging provided by the Task Force

Outreach happening today 2/11:

- All D1 organizations have been emailed **3 times** and received a **phone call** about this afternoon's meeting. **The Task Force did not request any additional D1 organizations to contact**

Next Week's Outreach Look Ahead:

- We will be sending out **city-wide email blasts** on:
 - Wednesday, Feb 16, as a reminder to join the **District 4 meeting** with direct WebEx links
 - Thursday, Feb 17, as a reminder to join the **District 9 meeting** with direct WebEx links
- Targeted outreach to the organizations identified in the [priority org list](#) will occur on:
 - Monday, Feb 14: **first round of personalized emails** to all **D2 organizations**
 - Tuesday, Feb 15: the **second round of follow-up emails** and **phone calls** to all **D7 organizations**
 - Friday, Feb 18: **first round of personalized emails** to all **D10 organizations** and **phone calls** to all **D2 organizations** contacted on Monday

Ongoing Reminders:

- 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](#)
- The **finalized fact sheet** has been translated by the Department of Elections and is linked in the language below
 - [English](#)
 - [Spanish](#)
 - [Chinese](#)
 - [Filipino](#)
 - We have also created a [singular pdf](#) that includes all 4 languages
 - The [Google Drive folder](#) also contains past drafts for reference
 - This version of the fact sheet is available for dissemination and included in the targeted, personalized outreach for district-specific organizations
 - **If there are additional edits, please discuss them at your next task force meeting and email us a consolidated request**

If you have any questions or concerns, please reach out at your earliest convenience. Thank you for your time and hard work!

Kindly,
EVELYN TORRES