



MEMO

To: RDTF
Date: February 4, 2022
RE: RDTF Priority Organizations/Neighborhood Associations



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 have continued 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 **D1, D4, and D9 organizations** and continued targeted outreach for **D10, D11, and D8 organizations** with information and an invitation to participate in their respective District Task Force Meetings.

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 **outreach calendar**, the most recent **flyer** version going out via digital outreach, and the finalized **translated fact sheet** for your reference.

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

Fact Sheet:

- 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

Calendar:

- We'd like to remind all members of the updated [outreach calendar](#) that indicate when targeted district emails are to be sent, stating that CEC will email an additional individually reminder with the Webex information **to organizations on the day of their district meeting** (or the day before if the meeting is scheduled in the morning)

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 [D3 meeting email reminder](#) sent on Jan 28 was sent to 912 recipients and had a 36% open rate and 4% click rate
- The [upcoming meetings newsletter](#) sent on Jan 31 was delivered to 914 recipients with a 36% 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](#)
- 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:

- As of Jan 14, CEC provided the [list of priority organizations](#) to the Task Force members and CEC's targeted outreach within each district. We also followed up on Monday by sharing a word document form, so the members had a wide range of accessibility to provide input
- As a reminder, this list is moving for the rest of the Redistricting outreach process. We'd appreciate it if the task force would prioritize reviewing the list and provide additions **no later than a week before their given meeting**.
- In preparation for tomorrow's meeting, we have contacted each of the 20 D10 organizations indicated in the list **three times**, including suggestions made by Members Hernandez Gil and Ho during our meeting.
 - **23** organizations that we have reached out to have contacted us back confirming their participation and sharing the word with their communities, **10** of which added an official announcement about district meetings to their newsletters or informed their member databases about upcoming meetings with several hundred contacts
- Any general questions about mapping, the meeting schedule, and general redistricting information are redirected to the rdtf@sfgov.org email

Phone call Outreach:

- Members Hernandez Gil, Ho, and Chasel Lee will be providing us with a script to incorporate phone calls into the targeted outreach process

- During our biweekly meeting with Members Hernandez Gil and Ho, Emmy suggested that the **Task Force indicate which community organizations in the priority list to target with phone calls** in addition to individual email outreach, as many organizations have already responded to our email outreach
- 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
- Phone calls to organizations in our priority organization list will be made **1 week before** their meeting and no later than 4-5 days before their meeting
- **We will incorporate comprehensive phone call outreach as soon as we receive the script from the members**

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.

Outreach happening today 2/4:

- CEC will send follow-up/personalized emails to all District 1 organizations today before COB. **The Task Force requested no additional D1 organizations to contact**
- All-District 10 organizations have received their third reminder email with direct links to the WebEx meeting

Next Week:

- We will be sending out **city-wide email blasts** on:
 - Monday, Feb 7 as a reminder to join the D11 meeting direct WebEx links
 - Wednesday, Feb 9, as a reminder to join the D8 meeting with direct WebEx links
 - Thursday, Feb 10, as a reminder to join the D1 meeting with direct WebEx links
- We will be sending individual, **targeted emails** to the organizations identified in the [priority org list](#) on:
 - Monday, Feb 7 to all D11 organizations with direct WebEx links
 - Tuesday, Feb 8 to all D7 organizations on the priority list
 - Wednesday, Feb 9 to follow up with all D4 and D9 organizations listed in the priority org list, as well as D8 organizations with direct WebEx links for their meeting
 - Thursday, Feb 10 to remind all D1 organizations to join Friday's meeting
- **We will begin phone call outreach to priority organizations as soon as Members Hernandez Gil, Ho, and Chasel Lee provide us with a script and indicate which organizations in each district to contact via phone. Until then, we will proceed with digital outreach as we have been thus far.**

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

Kindly,
EVELYN TORRES