

Agenda Item No. 3

2020 Census Redistricting Task Force

AGENDA PACKET CONTENTS LIST

Date: March 16, 2022

Date: _____



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Outreach Materials for March 14, 16, 18, 2022

Prepared by: John Carroll

Prepared by: John Carroll

Prepared by: John Carroll

Date: March 11, 2022

Date: _____

Date: _____



CIVIC EDGE CONSULTING

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

MEMO

To: Redistricting Task Force
Date: March 11, 2022
RE: Friday Digest Email



Dear Task Force Members,

We hope you had a great week! **Moving forward, Civic Edge will transition the remaining outreach efforts to Madam Clerk Angela Calvillo and her office.** Therefore, this will be our final Friday digest email. Also attached is the most recently updated outreach calendar, priority list, and flyer format. Lastly, reference past Friday recap emails for previous materials and reminders.

1. Targeted District Outreach Report

District 6 Outreach: We reached out to a total of **23 organizations** in District 6 to inform them of the March 7th Task Force meeting, **12** of which responded confirming their attendance or shared the meeting information further with their communities, including:

- SOMA Leadership Council, South Beach/Rincon/Mission Bay Neighborhood Association, Alliance for a Better District 6, Livable City, Southeast Asian Community Center, Yerba Buena CBD, and Arab Resource & Organizing Center
- Andrew Robinson, the Executive Director of the East Cut CBD, sent a call to action to the community via [a newsletter](#) and reported to us that an additional **1,000 community** members opened it

District 3 Outreach: We reached out to a total of **29 organizations** in District 6 to inform them of the March 7th Task Force meeting, **7** of which responded confirming their attendance or shared the meeting information further with their communities, including:

- Barbary Coast Neighborhood Association, North East Medical Services (NEMS), Chinese Progressive Association, Chinese Chamber of Commerce, Union Square Alliance, and Downtown Community Benefit District

2. General Outreach Update

Continued District-Specific/Targeted Outreach

- We have completed the targeted outreach for **District 1 and 2 organizations** with 3 rounds of individual emails and phone calls to **38 priority organizations** with Webex access links and the in-person meeting information for today's meeting.

- We will complete the 3 rounds of targeted email outreach to **28 priority organizations in Districts 4 and 5**, and **35 priority organizations in Districts 8 and 9** for the respective Task Force meetings on March 16 and March 18
- We will also complete the first round **only** of targeted emails to **51 priority organizations in Districts 7 and 11**
 - **NOTE: This will complete Civic Edge's targeted outreach for district meetings before transitioning the work to the Clerk's office.** Civic Edge will provide all the necessary information to the Clerk's office to complete the targeted outreach to all District 7 and District 11 meetings before the March 21 Task Force meeting

City-wide Email Blasts

- We continue to add emails provided to us to our distribution list.
- The D10 meeting reminder newsletter sent on March 4 was delivered to 906 recipients with a 39% open rate and 5% click rate
- The D6 meeting reminder newsletter sent on March 7 was delivered to 905 recipients with a 35% open rate and 5% click rate
- The D3 meeting reminder newsletter sent on March 8 was delivered to 903 recipients with a 36% open rate and 6% click rate
- The D1 and 2 meeting reminder sent yesterday morning was delivered to 903 recipients with a 28% open rate and 4% click rate
 - [Access past email blasts here](#)

District Meeting Flyers

- We created meeting flyers for **all remaining Task Force meetings until April 13th**, reflecting the most recent Task Force meeting schedule. They are available for distribution and included in targeted district emails and city-wide email blasts
 - [Access all flyers here](#)

3. Next Steps / Look ahead

We are in the process of transitioning targeted outreach efforts to Clerk Angela Cavillo and her office. Moving forward, the Clerk of the Board will provide any outreach updates at future Task Force meetings and to the Task Force as she and her office see fit.

- **Civic Edge can continue scheduling and formatting the remainder of the email blasts** (3 upcoming meetings newsletters, 14 meeting reminder newsletters)
- **Civic Edge will also create the remaining meeting flyers and provide them to the Clerk's Office for distribution and use in the remaining outreach efforts**
 - We will also account for any changes in meeting logistics, meeting schedule, and in-person location (i.e., updated room in City Hall) and update scheduled email blasts and flyers accordingly

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

Kindly,
EVELYN TORRES

JOIN US FOR THE NEXT REDISTRICTING TASK FORCE MEETING

MAPPING MEETING

MONDAY, MARCH 14, 2022 5:30 P.M.

Remote Meeting - Public Call in 415-655-0001 - Meeting ID 2483 894 4076
Press # Twice, and *3 to be added to the queue for Public Comment.

Interpretation Services may be available if requested at least 48 hours in advance. Please contact the Office of the Clerk of the Board at **415-554-5184** for more information.

Every ten years, the boundaries of San Francisco's Supervisorial Districts are redrawn to ensure that each district maintains equal numbers of residents. Members of the public are encouraged to participate in the redistricting process.

Why does Redistricting Matter?

Redistricting directly impacts communities access and ability to voice their goals, ideals and objectives. This process helps ensure that Communities of Interest are kept intact with meaningful representation.

HOW TO PARTICIPATE

- » **Attend** the upcoming Task Force meeting either remotely on Webex or in person** at **City Hall, 1 Dr. Carlton B. Goodlett Place, Room 408**. All San Francisco residents are welcome to comment and submit proposed maps. You can find the meeting schedule and mapping tool by visiting the RDTF Website at sfelections.org/rdtf
- » **Submit comments** by emailing rdtf@sfgov.org
- » **Sign up** for the email list to receive updates at sfelections.org/rdtf
- » **Follow** the Redistricting Task Force on Facebook and Twitter: [@RedistrictSF](https://twitter.com/RedistrictSF)

** Masks are required at all times inside City Hall, regardless of vaccination status. If attending in person, **please make sure to bring a mask!**



ÚNETENOS EN LA PRÓXIMA REUNIÓN DEL GRUPO DE TRABAJO DE REORGANIZACIÓN DISTRITAL REUNIÓN PARA DISCUTIR MAPAS LUNES, 14 DE MARZO DE 2022, 5:30 P.M.

Reunión remota - línea para comentarios del público: 415-655-0001 - número de reunión: 2483 894 4076, oprima dos veces la tecla # y después oprima *3 para sumarse a lista y poder dar su comentario.

Es posible solicitar servicios de interpretación por lo menos 48 horas antes. Para más información, por favor, contacte a la oficina del Secretario del Consejo al **415-554-5184**.

Los límites de los distritos de supervisión de San Francisco se delimitan cada diez años para garantizar que cada uno mantenga el mismo número de habitantes. El público está invitado a participar en el proceso de redistribución.

¿Por qué es importante la redistribución distrital?

La redistribución tiene un impacto directo en el acceso y en la voz que tienen las comunidades para comunicar sus retos, sus ideales y sus objetivos. Este proceso ayuda a mantener intactas las comunidades de interés con una representación significativa.

CÓMO PARTICIPAR

- » **¡Asista** a la próxima reunión del Grupo de Trabajo a través de Webex o visite el Ayuntamiento en persona, **1 Dr. Carlton B. Goodlett Place, Room 408**. Se invita a todos los habitantes de San Francisco a enviar sus comentarios y propuestas de mapas. El horario de las reuniones y la herramienta para dibujar mapas están disponibles en el sitio web del Grupo de Trabajo: sfelections.org/rdtf
- » **Envíe sus comentarios** al correo electrónico rdtf@sfgov.org
- » **Agregue** correo electrónico para recibir actualizaciones sfelections.org/rdtf
- » **Siga** al Grupo de Trabajo para la Reorganización Distrital en Facebook y Twitter: [@RedistrictSF](https://www.facebook.com/RedistrictSF)

** El uso de cubrebocas es obligatorio en todo momento dentro del Ayuntamiento sin importar que usted esté vacunado. Si asiste a la reunión en persona, **por favor, asegúrese de llevar un cubreboca.**



請參加下一個 選區重劃工作組會議 繪製地圖會議

2022年3月14日，星期一，下午5時30分

遠距會議 - 公眾來電請撥打415-655-0001 - 會議ID編號2483 894 4076

按 # 兩次，然後按 *3，加入輪候發表公眾意見的隊伍。

如需傳譯服務，請於會議前最少48小時提出要求，以便安排。欲知詳情，請致電415-554-5184聯絡市議會秘書處。

每隔十年，三藩市市議會的分區界線都需要重新劃定，以確保每區保持相等的居民人數。我們鼓勵公眾人士積極參與選區重劃的過程。

選區重劃為何至關重要？

選區重劃直接影響到社區表達其目標、理想和宗旨的機會與能力。這個過程確保共同利益的群體保持完整，並具有意義的代表性。

如何參與

- » 出參加即將舉行的工作組會議，可以通過Webex遠程會議或親自到**市政廳，1 Dr. Carlton B. Goodlett Place 408室。歡迎所有三藩市居民發表意見和提交建議地圖。您可以通過選區重劃工作組網站sfelections.org/rdtf找到會議時間表和繪圖工具。
- » 提交意見，請發送電郵至rdtf@sfgov.org
- » 登記加入電郵名單，接收最新信息，網址為sfelections.org/rdtf
- » 關注選區重劃工作組，請到Facebook或Twitter:[@RedistrictSF](https://twitter.com/RedistrictSF)

SAMAHAN KAMI SA SUSUNOD NA PAGPUPULONG NG TASK FORCE PARA SA MULING PAGDIDISTRITO PULONG PARA SA PAGMAMAPA LUNES, MARSO 14, 2022, 5:30 P.M.

Remote na Pagpupulong - Linyang Matatawagan ng Publiko 415-655-0001 - Meeting ID 2483 894 4076 Pindutin ang # nang dalawang beses, at *3 upang makasama sa pila para sa Pagkomento ng Publiko.

Makakukuha ng Serbisyo sa Pagsasalin ng Wika kung hihilingin nang humigit-kumulang 48 oras bago ganapin ang pulong. Mangyaring makipag-ugnayan sa Opisina ng Klerk ng Lupon sa **415-554-5184** para sa karagdagang impormasyon.

Bawat sampung taon, iginuguhit muli ang mga hangganan ng Superbisoryal na mga Distrito ng San Francisco upang matiyak na ang bawat distrito ay may pantay na bilang ng mga residente. Hinihikayat ang mga miyembro ng publiko na lumahok sa proseso ng muling pagdidistrito.

Bakit Mahalaga ang Muling Pagdidistrito?

Direktang naaapektuhan ng muling pagdidistrito ang aksesibilidad at kakayahan ng mga komunidad na ipahayag ang kanilang mga hangarin, mithiin, at layunin. Tinutulungang matiyak ng prosesong ito na mapanatiling buo at may makabuluhang representasyon ang Tinututukang mga Komunidad.

PAANO MAKILAHOK

- » **Dumalo** sa nalalapit na pagpupulong ng Task Force sa pamamagitan ng remote Webex o nang personal** sa **City Hall, 1 Dr. Carlton B. Goodlett Place, Room 408**. Malugod na inaanyayahan ang lahat ng residente ng San Francisco na magbigay ng komento at magsumite ng mga mungkahing mapa. Makikita ang iskedyul ng mga pulong at ang kagamitan sa pagmamapa sa website ng RDTF sfelections.org/rdtf
- » **Magsumite ng mga komento** sa pamamagitan ng pag-email sa rdtf@sfgov.org
- » **Mag-sign up** sa email list para makatanggap ng mga update sa sfelections.org/rdtf
- » **Sundan** ang Task Force para sa Muling Pagdidistrito sa Facebook at Twitter: [@RedistrictSF](https://twitter.com/RedistrictSF)

Kinakailangan magsuot ng mask o pantakip sa mukha sa loob ng City Hall sa lahat ng oras, anuman ang katayuan ng inyong pagbabakuna. Kung dadalo sa personal, **mangyaring tiyakin na magdala ng mask!

JOIN US FOR THE NEXT REDISTRICTING TASK FORCE MEETING

DISTRICTS 4 & 5

WEDNESDAY, MARCH 16, 2022, 5:30 P.M.

Remote Meeting - Public Call in 415-655-0001 - Meeting ID 2495 761 7761

Press # Twice, and *3 to be added to the queue for Public Comment.

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Every ten years, the boundaries of San Francisco's Supervisorial Districts are redrawn to ensure that each district maintains equal numbers of residents. Members of the public are encouraged to participate in the redistricting process.

Why does Redistricting Matter?

Redistricting directly impacts communities access and ability to voice their goals, ideals and objectives. This process helps ensure that Communities of Interest are kept intact with meaningful representation.

HOW TO PARTICIPATE

- » **Attend** the upcoming Task Force meeting either remotely on Webex or in person** at **City Hall, 1 Dr. Carlton B. Goodlett Place, Room 416**. All San Francisco residents are welcome to comment and submit proposed maps. You can find the meeting schedule and mapping tool by visiting the RDTF Website at sfelections.org/rdtf
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ÚNETENOS EN LA PRÓXIMA REUNIÓN DEL GRUPO DE TRABAJO DE REORGANIZACIÓN DISTRITAL DISTRITOS 4 & 5

MIÉRCOLES, 16 DE MARZO DE 2022, 5:30 P.M.

Reunión remota - línea para comentarios del público: 415-655-0001 - número de reunión: 2495 761 7761, oprima dos veces la tecla # y después oprima *3 para sumarse a lista y poder dar su comentario.

Es posible solicitar servicios de interpretación por lo menos 48 horas antes. Para más información, por favor, contacte a la oficina del Secretario del Consejo al **415-554-5184**.

Los límites de los distritos de supervisión de San Francisco se delimitan cada diez años para garantizar que cada uno mantenga el mismo número de habitantes. El público está invitado a participar en el proceso de redistribución.

¿Por qué es importante la redistribución distrital?

La redistribución tiene un impacto directo en el acceso y en la voz que tienen las comunidades para comunicar sus retos, sus ideales y sus objetivos. Este proceso ayuda a mantener intactas las comunidades de interés con una representación significativa.

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請參加下一個 選區重劃工作組會議 第4選區, 第5選區

2022年3月16日, 星期三, 下午5時30分

遠距會議 - 公眾來電請撥打415-655-0001 - 會議ID編號2495 761 7761

按 # 兩次, 然後按 *3, 加入輪候發表公眾意見的隊伍。

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**無論是否已經接種疫苗, 在市政廳內任何時候都需要戴口罩。如果您親自參加, 請務必帶口罩!

SAMAHAN KAMI SA SUSUNOD NA PAGPUPULONG NG TASK FORCE PARA SA MULING PAGDIDISTRITO MGA DISTRITO 4 & 5 MIYERKULES, MARSO 16, 2022, 5:30 P.M.

Remote na Pagpupulong - Linyang Matatawagan ng Publiko 415-655-0001 - Meeting ID 2495 761 7761 Pindutin ang # nang dalawang beses, at *3 upang makasama sa pila para sa Pagkomento ng Publiko.

Makakukuha ng Serbisyo sa Pagsasalin ng Wika kung hihilingin nang humigit-kumulang 48 oras bago ganapin ang pulong. Mangyaring makipag-ugnayan sa Opisina ng Klerk ng Lupon sa **415-554-5184** para sa karagdagang impormasyon.

Bawat sampung taon, iginuguhit muli ang mga hangganan ng Superbisoryal na mga Distrito ng San Francisco upang matiyak na ang bawat distrito ay may pantay na bilang ng mga residente. Hinihikayat ang mga miyembro ng publiko na lumahok sa proseso ng muling pagdidistrito.

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JOIN US FOR THE NEXT **REDISTRICTING TASK FORCE MEETING**

DISTRICTS 8 & 9

FRIDAY, MARCH 18, 2022, 3:00 P.M.

Remote Meeting - Public Call in 415-655-0001 - Meeting ID 2486 843 4378
Press # Twice, and *3 to be added to the queue for Public Comment.

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ÚNETENOS EN LA PRÓXIMA REUNIÓN DEL GRUPO DE TRABAJO DE REORGANIZACIÓN DISTRITAL

DISTRITOS 8 & 9

VIERNES, 18 DE MARZO DE 2022, 3:00 P.M.

Reunión remota - línea para comentarios del público: 415-655-0001 - número de reunión: 2486 843 4378, oprima dos veces la tecla # y después oprima *3 para sumarse a lista y poder dar su comentario.

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請參加下一個 選區重劃工作組會議 第8選區, 第9選區

2022年3月18日, 星期五, 下午3時

遠距會議 - 公眾來電請撥打415-655-0001 - 會議ID編號2486 843 4378

按 # 兩次, 然後按 *3, 加入輪候發表公眾意見的隊伍。

如需傳譯服務, 請於會議前最少48小時提出要求, 以便安排。欲知詳情, 請致電415-554-5184聯絡市議會秘書處。

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- » 提交意見, 請發送電郵至rdtf@sfgov.org
- » 登記加入電郵名單, 接收最新信息, 網址為sflections.org/rdtf
- » 關注選區重劃工作組, 請到Facebook或Twitter:[@RedistrictSF](https://twitter.com/RedistrictSF)

SAMAHAN KAMI SA SUSUNOD NA PAGPUPULONG NG TASK FORCE PARA SA MULING PAGDIDISTRITO MGA DISTRITO 8 & 9 BIYERNES, MARSO 18, 2022, 3:00 P.M.

Remote na Pagpupulong - Linyang Matatawagan ng Publiko 415-655-0001 - Meeting ID 2486 843 4378 Pindutin ang # nang dalawang beses, at *3 upang makasama sa pila para sa Pagkomento ng Publiko.

Makakukuha ng Serbisyo sa Pagsasalin ng Wika kung hihilingin nang humigit-kumulang 48 oras bago ganapin ang pulong. Mangyaring makipag-ugnayan sa Opisina ng Klerk ng Lupon sa **415-554-5184** para sa karagdagang impormasyon.

Bawat sampung taon, iginuguhit muli ang mga hangganan ng Superbisoryal na mga Distrito ng San Francisco upang matiyak na ang bawat distrito ay may pantay na bilang ng mga residente. Hinihikayat ang mga miyembro ng publiko na lumahok sa proseso ng muling pagdidistrito.

Bakit Mahalaga ang Muling Pagdidistrito?

Direktang naaapektuhan ng muling pagdidistrito ang aksesibilidad at kakayahan ng mga komunidad na ipahayag ang kanilang mga hangarin, mithiin, at layunin. Tinutulungang matiyak ng prosesong ito na mapanatiling buo at may makabuluhang representasyon ang Tinututukang mga Komunidad.

PAANO MAKILAHOK

- » **Dumalo** sa nalalapit na pagpupulong ng Task Force sa pamamagitan ng remote Webex o nang personal** sa **City Hall, 1 Dr. Carlton B. Goodlett Place, Room 416**. Malugod na inaanyayahan ang lahat ng residente ng San Francisco na magbigay ng komento at magsumite ng mga mungkahing mapa. Makikita ang iskedyul ng mga pulong at ang kagamitan sa pagmamapa sa website ng RDTF sfelections.org/rdtf
- » **Magsumite ng mga komento** sa pamamagitan ng pag-email sa rdtf@sfgov.org
- » **Mag-sign up** sa email list para makatanggap ng mga update sa sfelections.org/rdtf
- » **Sundan** ang Task Force para sa Muling Pagdidistrito sa Facebook at Twitter: [@RedistrictSF](https://www.facebook.com/RedistrictSF)

Kinakailangan magsuot ng mask o pantakip sa mukha sa loob ng City Hall sa lahat ng oras, anuman ang katayuan ng inyong pagbabakuna. Kung dadalo sa personal, **mangyaring tiyakin na magdala ng mask!

Let Your Voice Be Heard !

What is Redistricting?

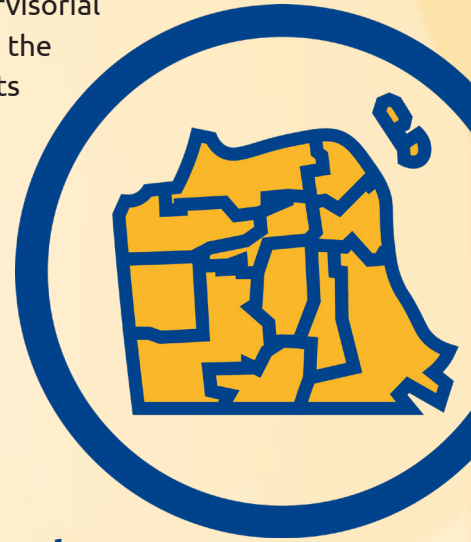
Redistricting is a once-a-decade exercise that draws lines of fair engagement and representation of our neighborhoods. It is an important part of our democracy that preserves our residents' rights of fair representation while promoting participation of our diverse citizens of various ethnic backgrounds, cultural demographics, and communities of interest.

Every ten years, the US Government conducts a nationwide census to count all people living in the United States. Based on the results of this census, new boundary lines are drawn for congressional, state, and local districts, including the San Francisco Supervisorial Districts, to ensure that voting districts are reflective of recorded population changes.

Why Does Redistricting Matter?

As the population of San Francisco grows and shifts, the City is legally required to redraw Supervisorial District boundaries every ten years to ensure equal and equitable representation for all residents. Redistricting directly impacts communities' access and ability to voice their goals, ideals, and objectives to their government officials through elections and community policies. This process helps ensure that communities of interest are kept intact with meaningful representation.

The San Francisco Redistricting Task Force (RDTF) is required to ensure that the boundaries of existing Supervisorial Districts comply with the legal requirements established by federal, state and local law. As part of that process, the RDTF holds multiple outreach hearings to receive input from the community.

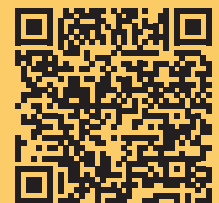


Who Will Redraw the New District Boundaries?

The RDTF is a diverse group of nine people appointed by the Mayor, the Board of Supervisors and the Elections Commission. It is responsible for drawing the new San Francisco Supervisorial District boundaries that will be used for the next ten years. The RDTF will conduct public meetings to collect testimony from residents about their communities and consider their input as they draw the new lines. The RDTF will adopt the new supervisorial district map before April 15, 2022.

How can I get involved?

- » **Attend** upcoming Task Force Meetings
- » **Submit** your district input using our mapping tool
- » **Ask** any redistricting questions by emailing rdtf@sfgov.org or calling (415) 554-4445
- » **Follow** the Task Force on Facebook and Twitter @RedistrictSF
- » **Host** a Redistricting Meeting



Visit the Task Force website to learn more

<https://sf.gov/public-body/2020-census-redistricting-task-force>

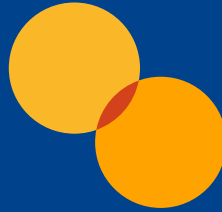
What are the Criteria for Creating New District Boundaries?



Districts must be roughly equal in population



Different parts of the district must connect geographically



Minimize splitting neighborhoods into multiple districts



Comply with local, state, and federal requirements, including the Voting Rights Act

What is a Community of Interest and why is it important?

A community of interest is a neighborhood, community, or group of people of various ethnicities who have common policy concerns and would benefit from being maintained in a single district.

Keeping communities of interest together is an important principle in redistricting. It can be especially helpful to communities that have been traditionally left out of the political process. Without the participation and input of traditionally disenfranchised and unorganized communities, those who may not have these communities' best interest in mind will define the communities for them.

How can I define a community of interest?

Communities of interest are self-defined by local community members themselves. They can be described by creating maps and profiles describing common threads tying the community together. While there are no clear rules on how to define a community of interest, the following are the basic elements:

Personal Testimonies

Community members can share examples of things residents share in common and what makes the community unique. Imagine describing the community to a visitor from out of town. What is the community's history?

Written description

A written description can describe what connects the people and why it's important that they be kept together.

Community Issues

Communities often get involved in redistricting because they feel their issues have not been adequately addressed by their elected representative.

Boundary maps

Create a map of your neighborhood or area. Mark the street names and significant locations. They can include significant landmarks and gathering places, including social service agencies, community centers, shopping districts, schools, and religious places. You can do this in digital or paper format.