



London N. Breed
Mayor

City and County of San Francisco
Department on the Status of Women



DIRECTOR'S REPORT

December 13, 2022

Working at the intersection of health, safety, socioeconomics, politics and gender, the Department on the Status of Women has an expanded portfolio that prioritizes improving the whole lives of women, girls and nonbinary people through three core service areas: Health and Safety, Economic Security and Civic Engagement and Political Empowerment.

With a focus on its three core service areas, the Department seeks to rebuild itself as the City's Watch Dog and Accountability Partner on issues related to gender parity; Chief Advocate for equitable employment opportunities, leadership development and budgetary funding; and Master Convener – bringing together partners inside and outside the City to help move the needle of progress forward, particularly for those from marginalized and underrepresented communities of color.

Reorganized and reimaged to meet this post-Roe moment, today's Department on the Status of Women is one that is human-centered, informed by data and infused with confidence, conviction and clarity of purpose.

The items below reflect the Department's work towards building a more diverse and efficient San Francisco City and County government through gender-responsive and racially equitable policies and programs.

I. **EXECUTIVE**

N/A

II. **ADMINISTRATION & OPERATIONS**

a. **Fiscal**

The Department is collaborating with the Mayor's Budget Office on the FY 23-24 and FY 24-25 budgets. Additionally, the Department is working on outlining our goals to support the Mayor's focus on economic recovery for the Mayor's Office's Five-Year Financial Plan for FY 2023-24 - FY 2027-28. The Department's current five-year goals are as follows:

- i. Advocate for gender equitable policies and laws both locally and beyond, as well as serve as the City and County of San Francisco's internal watchdog and accountability partner on all matters related to gender equality and inclusion.

- ii. Convene community partners and other government institutions to tackle longstanding and evolving societal problems that disproportionately and negatively impact women, girls and nonbinary people.
- iii. Promote the health and safety of all women, girls and nonbinary people with particular focus on mental wellness and an individual's connectivity to and interdependence on their environment and community.
- iv. Advance the economic security of women, girls and nonbinary individuals and their respective families through education, programming and citywide policies.
- v. Recruit and energize women, girls, nonbinary people and other underrepresented communities.

The Department surpassed its previous goals in the last two years by expanding our work from a single-issued area (gender-based violence grant making) to three core areas. We also increased our staffing from 6 general fund FTEs to 11 (for a total of 14 Department staff) and secured funding for guaranteed income pilots from the Blue Shield Foundation of California and the California Commission on the Status of Women and Girls. The Department has worked to ensure that our programs target communities which have been historically disinvested in and underserved. The Department has made a concerted effort to engage and outreach with less prominent organizations in the City. Most importantly, the Department holds steadfast in its responsibility as an effective steward of the public's dollars; thus, funding is now allocated based on demonstration of need and meeting performance measures.

b. New Hires

The Department would like to welcome new hires Alex Boskovich, Alek Hartwick and Cameron Lucas.

i. Alex Boskovich

Alex Boskovich is our new Project Manager for Strategic Initiatives. She will serve as the point person for the Department's strategic initiatives and special projects portfolio, including leading the effort to establish the Bay Area Abortion Rights Coalition, as well as managing the launch of the Department's inaugural Women's Policy Summit.

Alex comes to the Department as a seasoned government affairs professional dedicated to the advancement of inclusive and just public policy and programming for the most marginalized communities. She served as senior staff to the late Alameda County Supervisor and first woman Assembly Majority Leader Wilma Chan overseeing her women,

children and budgetary policy portfolio. Most recently, Alex led Alameda County Community Food Bank's strategy around the public sector as their Government Affairs Manager, including the organization's emergency response to COVID-19.

Alex holds a Master of Social Work from the University of Michigan-Ann Arbor and is also a retired semi-professional rugby player and current Alumni Coordinator for the Berkeley All Blues Women's Rugby Club. Most importantly, Alex is a proud "mama bear" to Ben (6) and Miles (1), making her even more passionate about reproductive healthcare and freedom.

ii. Alek Hartwick

Alek Hartwick is our new Grant and Policy Associate for the Department of Justice Office of Violence Against Women grant. He will coordinate and implement the Department's grant activities to increase service availability for domestic violence survivors and address system gaps to reduce incidences of domestic violence in the City.

Prior to joining DOSW, Alek worked with the Administration for Native Americans and the National Congress of American Indians to manage and evaluate grant programs advancing social and economic development in Native American communities. He's also worked on international grant programs responding to humanitarian crises around the globe, as well as collaborative research grants programs to benefit science-based capacity building.

Alek holds a BS in Sociology from James Madison University and focused his studies on the history of inequality across intersections of race, class and gender. He's passionate about expanding resources and opportunities in marginalized communities and works to influence change more broadly. In his free time, when Alek is not enjoying recreational sports leagues or multi-sport races, you can usually find his head buried in comics.

iii. Cameron Lucas

Cameron is our new Grant and Policy Associate for the Blue Shield of California Foundation grant. He will coordinate and implement the Department's grant activities, including working with member organizations in the HEALing Roots Collaborative, to further domestic violence prevention efforts in the City and County of San Francisco.

Cameron is a recent California transplant coming from Pennsylvania. Prior to joining the Department, he coordinated contracts for the Office

of Economic Development in the City of San Jose. In Pennsylvania, Cameron was proud to serve as a Legislative Assistant to State Senator Maria Collett.

Cameron holds a BA in Sociology and Women's Studies from Case Western Reserve University and a Masters of Public Administration from Pennsylvania State University. He is passionate about the intersections of race, gender and sexual orientation, as well as working to create a government and society that is based on equity and fairness for all.

III. **COMMISSION**

N/A

IV. **COMMUNICATIONS & EXTERNAL AFFAIRS**

- a. Leading up to the Pathways to Participation Women's Conference in Cork, Ireland, the Irish Examiner's November 19 article titled "Rallying cry for women ahead of major conference in Cork" featured Lord Mayor of Cork Diedre Ford; Mary Crilly, CEO of the Sexual Violence Centre Cork and recipient of the Freedom of the City award; and the Director of the San Francisco Department on the Status of Women, Kimberly Ellis.

[Rallying cry for women ahead of major conference in Cork \(irishtimes.com\)](https://www.irishtimes.com/news/ireland/irish-news/rallying-cry-for-women-ahead-of-major-conference-in-cork-1.4611111)

- b. The Department posted two social media posts about the staff trip to Ireland.
 - i. Pathways to Participation Women's Conference Recap: "It was an absolute pleasure to deliver the keynote address at the first ever Pathways to Participation Women's Conference hosted by Cork City Council's Women's Caucus and meet with female community leaders throughout the city. To our Sister City - Cork, we have your back and look forward to working in partnership to improve the lives of women, girls and nonbinary people."

<https://www.instagram.com/p/ClyxXjDJ4GF/?hl=en>

- ii. DOSW on the Street: "DOSW takes on Cork, Ireland 🌟 thank you to Councillor Kieran McCarthy for taking us on a tour of San Francisco's beautiful sister city!"

<https://www.instagram.com/p/ClmKKOHl0oo/?hl=en>

V. **PROGRAMS, POLICY & REPORTING**

a. **Strategic Initiatives**

The Department will host a virtual convening with abortion rights leaders, including the Office of Mayor Breed, on Thursday, December 15 from 1:00-2:30 P.M. The purpose of this gathering is to formally announce DOSW's intentions to establish a Bay Area Abortion Rights Coalition (BAARC) that will serve as a convening table for the greater Bay Area Region as we look to coordinate a joint response to the immediate, medium and long-term impacts of the Dobbs decision; identify potential core members and future champions across policy, direct service providers, funders and advocates; and determine a date for the next follow-up meeting to take place in advance of a press conference to be hosted by Mayor Breed and Director Ellis the week leading up to what would have been the 50th Anniversary of Roe v. Wade.

b. **Health & Safety**

The Department hosted its final DOSW Partner Agency Quarterly Meeting with grantees on November 30. During this meeting, staff shared program updates, and Elisabet Avalos from San Francisco Department of Homelessness and Supportive Housing presented on the Safe House Community Needs Assessment.

This past month DOSW staff also hosted the final Family Violence Council meeting for the year. The meeting included guest speaker April McGill, Director of Community Partnerships & Projects at California Consortium for Urban Indian Health who presented on the new California Consortium for Urban Indian Health Report; and Katie Albright, CEO at Safe and Sound, who presented on mandated reporting.

c. **Economic Security**

Site visits are underway for shelters and transitional housing facilities within the gender-based violence portfolio. A visit to La Casa de Las Madres, an emergency domestic violence shelter that provides confidentially located, short-term shelter to survivors of domestic violence and their children, was conducted last month. Last week, Department staff visited Cameo House, a long-term transitional and alternative sentencing program for homeless, formerly incarcerated women and children.

Lastly, DOSW is surveying San Francisco-based organizations providing services related to economic security for women, children and nonbinary people as part of a landscape analysis.

d. **Civic Engagement & Political Empowerment**

The Department is focused on completing three projects by March 2023: the

Political Makeup Conversation Series, the *Step Into Your Power* narrative shift and storytelling campaign and supporting programmatic development of the inaugural DOSW Women's Policy Summit.

Furthermore, IGNITE National has completed its contract with the Department and has delivered encouraging outcomes as outlined in the San Francisco #IGNITEtheVote Final Report (see Appendix A). The Department is happy to report that not only did IGNITE National deliver--their team excelled. Here are a few highlights from the final report:

- i. IGNITE hosted a successful press event at Gateway High School with Mayor London Breed celebrating the DOSW and IGNITE partnership and the launch of the San Francisco #IGNITEtheVote campaign.
- ii. IGNITE hired and trained 7 IGNITE the Vote Leaders at schools across San Francisco. Additionally, to expand their reach, IGNITE hired and trained 31 ITV Ambassadors to encourage additional digital engagement with the campaign outside of school events.
- iii. IGNITE solidified partnerships with 9 high schools, which include: Gateway High School, Lowell High School, Convent and Stuart High School, Bay School of San Francisco, Burton Academic High School, Mission High School, City Arts and Leadership, Downtown High School and Abraham Lincoln High School.
- iv. In addition to efforts in individual schools, IGNITE hosted an in-person training for ITV leaders in the Bay Area that included participation from 29 students representing 9 high schools. Each of these leaders left the event with the tools, know-how and motivation to continue the work of educating their peers around civic engagement and voting.
- v. One San Francisco ITV Leader reflected, "I noticed that my peers really enjoyed learning about the history of voting and talking about what changes we want in our own communities. Talking about how voting has changed in the past and what we want to see in the future sparked lots of conversation that everyone was able to engage in."
- vi. Finally, the blog "Gen Z Women are the Future of San Francisco Politics", co-authored by DOSW Director Kimberly Ellis and IGNITE CEO Sara Guillermo was promoted on social media, reaching 10.8K young people in San Francisco, and generating 689 engagements and 267 reactions.

The #ITV campaign message was never about a single election, but about the importance of making voting a habit and getting more young people in San Francisco engaged today. Efforts from IGNITE were geared towards education and preparing young people to become lifelong voters. Through our organization's partnership we are uniquely positioned to continue to make an investment in Gen Z civic engagement and political empowerment.

This partnership has been strategic, energetic, professional, focused and most

importantly effective. We are deeply appreciative of IGNITE National's contributions to the City and County of San Francisco and look forward to partnering with them in the future. Department staff would like to give a special shout out to Amanda Conlee and Sofia Huizar.

e. **SF SOL Collaborative**

The SF SOL (Safety, Opportunity and Lifelong Relationships) Collaborative continues to develop a continuum of care for youth involved in or at risk of commercial sexual exploitation.

The project is finalizing the first phase and will be executing a new contract with the California Department of Social Services starting January 1, 2023. The recently developed contract will include all the components of the first phase, as well as a new low-barrier placement for youth called the Youth Stabilization Pathway.

Finally, the UC Berkeley Human Rights Center released its final evaluation report on FAM (Family & Me) for the first phase, which includes data collected from all three evaluation cycles, a closing round of interviews and notes taken during biweekly meetings about youth referred to FAM since the inception.

f. **Department of Justice, Office of Violence Grant**

The San Francisco Domestic Violence Death Review (SFDVDR) Team reconvened community partners in November to get their feedback on the near-final draft of the SFDVDR report. John Hollway, Executive Director of the Quattrone Center for the Fair Administration of Justice at the University of Pennsylvania, attended and facilitated the meeting. At the close of the meeting, the Department discussed dissemination strategies. Additionally, the Department continues to assist San Francisco Police Department (SFPD) in the efforts to produce final training materials for officer training.

g. **Blue Shield Foundation Grant**

The HEALing Roots Collaborative is working on the application for the next cycle of funding from Blue Shield Foundation of California. As this cycle of funding comes to a close, the Collaborative is working together to envision new and innovative avenues to address the root causes of domestic violence in our communities and ensure an ever-increasing quality of care is provided to survivors through this collaboration.

VI. **RESEARCH & DATA/ PROJECTS, STRATEGIC LEARNING & CAPACITY BUILDING**

a. **Research & Data**

The Department has closed its Official Voter Participation survey for the 2022 Midterm Elections. This survey gathered 729 responses (including almost 450 women), well above our initial expectations, although there are limitations concerning how representative our sample is of the general population. This survey asked respondents what issues were most important to their decision to vote and what issue they saw as most important for women in CCSF. Analysis has shown that abortion rights, crime, homelessness and the fate of our democracy were the four most potent drivers to vote among our respondents. Concerning what issue respondents saw as the most important for women in CCSF, abortion rights and personal safety were the two most prominent issues. There were also notable differences between male and female voters. Women voters were more likely to list abortion rights as a personal reason to vote than their male counterparts and more likely to list safety as the primary issue for women in CCSF. This survey has not only provided valuable data to the Department, but it will also serve as a foundation for future surveys.

The Department has launched multiple data collection efforts this month. We are collecting data for the Family Violence Council Report, the Human Trafficking in San Francisco Report, our Grantee Quarterly Reports and the Public Spaces Report.

The Department has also begun procuring a new grants and data management system. This new system will improve the efficiency of the Department's data collection and management of its grants portfolio, as well as our ability to set and maintain goals. This procurement will help the Department fulfill its goal of using public dollars efficiently and with accountability.

b. **Staff Retreat**

In October, the Department held an offsite staff retreat to spend time as a team planning, bonding and building. Staff presented on their work plans for this fiscal year and participated in a DEI workshop.

VII. **GENERAL UPDATES**

N/A

VIII. **SPECIAL EVENTS, ACTIVITIES & ANNOUNCEMENTS**

a. **Visit to Sister City Cork, Ireland**

In November, staff from the Department traveled to San Francisco's Sister City, Cork, Ireland to join the Pathways to Participation Conference hosted by Cork City Council's Women's Caucus. Department staff also met with Cork community leaders, Women's Caucus members and City Councillors to discuss women's civic engagement and political empowerment. This included: Lord Mayor Deirdre Forde, the sixth woman to serve as the Mayor of Cork; Councillor Mary Rose Desmond, Chair of the Women's Lord Caucus; Mary Crilly, CEO of Cork Sexual Violence Centre and 2022 Freedom of Cork City recipient; Dr. Naomi Masheti, Director of the Cork Migrant Centre; Shioban O'Dowd, Cork City's LGBTI+ Rainbow Cities Network Coordinator; and Caitrtiona Gleeson, CEO of Women for Election.

Additionally, Director Kimberly Ellis was a keynote speaker at the Pathways to Participation Conference where she delivered a message with a bold vision to rebalance power in communities, politics and business so that all women, girls and nonbinary have a stronger voice and greater influence.

We found that Cork and San Francisco share many similar challenges including:

- i. Rising sea levels due to climate change.
- ii. Struggling economic recovery for women following COVID-19's impact on businesses and trade.
- iii. A dearth of women running for and serving in elected office.

Cork shares many of the same barriers to achieving gender equity as San Francisco, and their population and structure of government will require unique approaches to solving problems. As is the case in San Francisco and the United States, several barriers to civic engagement for Cork women and girls stifle representation in elected office. Less than 20% of the Cork City Council are women. The City of Cork Women's Caucus released a report titled "Women's Voices in the Council Chamber" in July of 2022. The report found there is a need for greater education and awareness among the public about the local government system, the role of Councillors and the powers of local authorities.

Data from the last six cycles of local elections in Ireland suggested that women's limited representation in local government is not due to electoral bias but rather a lack of women running in the first place. The report found that limited childcare options and a lack of awareness on how to run for office act as the main barriers to women's political participation. One key recommendation from the report was to introduce a gender quota of 40% for local elections, which would be in step with measures Ireland's national government and many other European countries have taken to increase

women's entry into politics.

One of our most exciting moments in Cork was learning in real time that Ireland's national government had passed legislation allowing local city councillors to take full maternity leave and appoint another person to serve in their absence. It was a hopeful reminder of the influence that locally championed women's empowerment initiatives can have on national conversations.

The opportunities for collaboration with Cork are abundant. With limited access to corporate and philanthropic dollars, civic engagement and service-based organizations rely heavily on the government for funding. Our position in San Francisco may be valuable as it relates to urging (US) Fortune 500 companies located in Cork to invest in women's empowerment and civic engagement in their communities.

IX. **CALENDAR**

December

Thursday, December 15

Monday, December 26

BAARC Virtual Kickoff

OFF: Christmas

January

Wednesday, January 25

Monday, January 16

Commission Meeting

OFF: Martin Luther King Jr. Day

San Francisco #IGNITEtheVote FINAL REPORT *November 2022*

Background

IGNITE prioritizes voter education as a part of our core curriculum that teaches young women and gender expansive youth why voting matters and how to navigate elections. During each election cycle IGNITE gives participants the tools and training to host voter registration drives and ballot education parties for their peers. Long-term research suggests that voting in two consecutive elections makes it dramatically more likely someone becomes a lifetime voter. Given the vote totals for Gen Z - and especially Gen Z women - in 2018 and 2020, we are looking at a generation who will be more politically activated lifelong voters than many of the preceding generations.

2022 San Francisco IGNITE the Vote

IGNITE is using the lessons learned from our 2020 digital #IGNITEtheVote campaign, coupled with over a decade of experience with on-the-ground voter activation campaigns, to build out a targeted 2022 campaign to engage, register, and mobilize San Francisco high school students and position them for a lifetime of voter engagement.

San Francisco's #IGNITEtheVote follows three phases - Phase 1: Build partnerships with high schools across San Francisco and prepare voter registration and activation leading up to the primary election on June 7, 2022. Phase 2: From July – November 2022, hold trainings, activities, and voter education events leading up to the midterm election. Phase 3: December 2022 – December 2023 hold trainings, activities, and long-term voter and civic participation events to sustain voter engagement beyond the midterm elections.

Phase 1: May 2022 - June 2022

- IGNITE recruits, hires, and trains 5-10 #IGNITEtheVote Leaders to support partnerships with San Francisco high schools to serve from July to November 2022
- IGNITE builds partnerships with 6-10 San Francisco high schools (target schools include: Gateway High School, Balboa High School, Leadership High School, Ida B. Wells High School, Galileo Academy of Science & Technology, Raoul Wallenberg High School)

Phase 2: July 2022 - November 2022

- IGNITE recruits, hires, and train 5-10 IGNITE the Vote Leaders to support partnerships with SF high schools. #IGNITEtheVote Leaders serve as school contacts and deliver the activities on each site to plan, lead, and execute 2-4 voter registration events on campus
 - Host voter education activities such as ballot parties and creating a ballot drop off plan.
 - Partner with San Francisco high schools to host 2-3 early voting kick off parties and election day parties to celebrate voting, reaching 30-60 students at each event. Events include voter education activities such as ballot parties, helping fellow young people to create a plan to drop off their ballot, hosting early voting kick off parties, and hosting election day parties to celebrate voting.

Phase 3: December 2022 - December 2023

- IGNITE reflects on lessons learned from the primary election in partnership with the Department through a SWOT analysis of the #IGNITEtheVote campaign, creating an activation plan beyond the election cycle.
- IGNITE recruits, hires, and trains 5-10 #IGNITEtheVote Leaders to support continuing partnerships with San Francisco high schools.
- IGNITE continues partnering with San Francisco high schools to plan, lead, and execute voter education.

Final Report

Our project goals included recruiting, hiring, and training young people to serve as #IGNITEtheVote Leaders to support students in San Francisco high schools, building partnerships in those high schools, and delivering voter education activities geared toward registering high school seniors to vote, while turning them out on election day. Our outcomes on these goals are illustrated below.

#SFIGNITEtheVote Goal	Progress to Date/Reflection
Recruit, hire, and train 5-10 IGNITE the Vote Leaders to support partnerships and deliver voter education activities on campuses.	<p>IGNITE hired and trained 7 IGNITE the Vote (ITV) Leaders at schools across the SF area. Additionally, to expand our reach, IGNITE hired and trained 31 ITV Ambassadors to encourage additional digital engagement with the campaign outside of school events.</p> <p>In October, our team hosted an in-person training in the Bay Area to train Leaders and Ambassadors to support program delivery and increase our engagement with San Francisco-area youth. 9 high schools were represented: Gateway, Burton, Mission, City Arts and Leadership, Downtown High School, Abraham Lincoln High School, Convent, and Lowell High School across the 29 in-person attendees. Our team led the students through Your Voice, Your Vote curriculum that focused on voter education, the importance of civic engagement, and tips/tricks for</p>

	community organizing to aid our young leaders in their ITV efforts.
Build partnerships with 6-10 San Francisco high schools.	<p>IGNITE solidified partnerships with 9 high schools:</p> <ol style="list-style-type: none"> 1) Gateway High School 2) Lowell High School 3) Convent & Stuart High School 4) Bay School of San Francisco 5) Burton Academic High School 6) Mission High School 7) City Arts and Leadership 8) Downtown High School 9) Abraham Lincoln High School
Lead and execute 2-4 voter registration events on campus.	IGNITE the Vote Leaders held 8 tabling events at their high schools to share voter education information and provide voter registration information.
Partner with San Francisco high schools to host 2-3 early voting kickoff parties and election day parties to celebrate voting. Reach 30-60 students at each event.	<p>ITV Leaders and Ambassadors focused on producing two types of events - one for voter registration and one for voter education including registration. Activities began in late October and ran through the election on November 9.</p> <p>We hosted 1 virtual pre-election day "Politics & Pajamas Party" featuring a guest speaker from the California State Senate to talk about California politics with 13 students in attendance. Additionally, 2 of our ITV Leaders at Convent & Stuart High School led a school-wide presentation for approximately 400 students about the importance of voting. Our ITV ambassadors and leaders hosted 1 in-person election day party with approximately 50 students in attendance.</p> <p>Total reach for our early voting and election day activities was 463 high school students.</p>
Complement on the ground efforts with a digital campaign to reach young people across SF.	<p>On October 1, we launched Phase 2 of the digital campaign that included a digital ad campaign, targeting young people of voting age across the country. We specifically targeted ads to reach young people in the San Francisco area. The outcomes of this digital campaign included:</p> <ul style="list-style-type: none"> • Reached 52,600 youth ages 16 - 24 in the SF area • Generated 1,419 digital engagements among SF youth <p>In addition to our digital ad campaigns, our team designed and launched a series of text campaigns to increase outreach and encourage civic engagement. On November 1, we sent out a pre-election text reminding our list in the Bay Area to register to vote and to vote on November 8. The day after the election, on November 9, we sent out a post-election text survey asking participants to tell us about their voting day activity. The text went to approximately 700 people in the San Francisco Bay Area.</p>

Campaign Highlights

In addition to efforts in individual schools, IGNITE hosted an in-person training for ITV leaders in the Bay Area that included participation from 29 students representing 9 high schools. Each of these leaders left the event with the tools, know-how, and motivation to continue the work of educating their peers around civic engagement and voting. You can view a sample of the curriculum that our team led the leaders through [here](#).

Below is a photo of the in-person training our team hosted for ITV Leaders and Ambassadors in the Bay Area in October 2022.



IGNITE hosted a press event at Gateway High School with Mayor Breed celebrating the DOSW & IGNITE partnership and the launch of the #IGNITEtheVote campaign.

The blog “[Gen Z Women are the Future of San Francisco Politics](#)”, co-authored by DOSW Director Kimberly Ellis and IGNITE CEO Sara Guillermo was promoted on social media, reaching 10.8K young people in SF, and generating 689 engagements and 267 reactions.

[Digital content](#), including graphics and video, focused on educating and mobilizing young people to vote. Below is a sample of one of the graphics created as part of our voter education and registration awareness campaign as part of the ITV project.



Project Reflections & Learned Lessons

The #IGNITEtheVote campaign in San Francisco created an opportunity and vehicle for young women to get involved in the political process as change agents within their school communities. The campaign's efforts truly excited young women about their role in civic participation and how to become lifelong voters and leaders. The more young people become involved in the process, the more likely they will continue to be civically engaged throughout their lives. One San Francisco ITV Leader reflected, "I noticed that my peers really enjoyed learning about the history of voting and talking about what changes we want in our own communities. Talking about how voting has changed in the past and what we want to see in the future sparked lots of conversation that everyone was able to engage in."

The #ITV campaign message was never about a single election but about the importance of making voting a habit, and getting more young people in San Francisco engaged today. Efforts from IGNITE were more geared to the educational component and preparing young people to become lifelong voters. For example, at Convent High School, teachers led an informational session about voting and then supported interested students with registration.

This strategy paid off as the campaign progressed and ITV Leaders struggled to get students to pre-register and register to vote on the spot. Students often preferred to complete the forms at home since they did not know all of the required information. In response to this challenge, we shifted to working directly with teachers to get students to pre-register in person. However, ITV

leaders were successful in walking their peers through the process, answering questions, and educating them.

Ongoing Efforts

The #IGNITetheVote SF campaign has gained momentum and IGNITE is excited for continued efforts to engage, mobilize and inspire students beyond the midterm election. The campaign successfully trained young people in San Francisco to carry on the work of educating their peers in civic engagement and voter registration, and IGNITE is poised to ensure the campaign's impact continues to expand.

In the weeks after the midterm election, and as we enter Phase 3 of the campaign, we have begun a process of reflection and deep dive analysis to better understand the strengths of our approach, lessons learned and from there develop the most effective strategy for continuing our impact. On December 10, we will host an elected official meet and greet in San Francisco to kick off Phase 3 and celebrate the successes from 2022. In early 2023, we will continue to celebrate the successes of our Leaders and engage them in a debrief and reflection process. Together, they will help us chart the next chapter of how we will continue to sustain this momentum and work knowing how critical a year 2023 will be.

IGNITE will continue to create opportunities for the ITV leaders to convene, receive ongoing training and networking amongst each other. IGNITE will also continue to build relationships on school campuses across the city.