



March 31, 2022

Voter Outreach and Education Plan June 7, 2022 Consolidated Statewide Direct Primary Election

I. Outreach Objectives

On Tuesday, June 7, 2022, California will hold a Statewide Direct Primary Election. In this election, San Franciscans will vote on federal, state, and local offices, as well as local measures. (A detailed list of contests can be viewed at sfelections.sfgov.org/future-elections).

As in all recent elections, the Department of Elections (Department) will develop and launch a Voter Outreach and Education Program (VOEP) for the June 7 election. The primary objective of this VOEP will be to provide San Franciscans with essential information about registration and voting processes for the upcoming election, including 1) how to register to vote, 2) which contests will appear on the ballot, 3) how to cast a ballot by mail or in person, 4) which language and accessible voting resources are available, 5) how to serve as a poll worker, and 6) how members of the public can observe elections processes.

A secondary objective of the June 7 VOEP will be to provide San Franciscans with information about the impacts of recent state and local redistricting decisions on local voters. To that end, June 7 election outreach materials will explain that, while there will be no changes to the boundary lines of San Francisco's Board of Equalization or State Senate Districts in 2022, there will be some changes to its State Assembly, U.S. Congressional, BART, and Supervisorial Districts. Outreach materials will further explain that San Francisco will begin using the new State Assembly and U.S. Congressional District maps beginning with the June 7 election and will begin using the new BART and local Supervisorial District maps beginning with the November 8 election.

In addition to being developed to provide all local voters with essential election information, the Department's June 7 VOEP has been designed to provide supplemental information to certain local voting populations. This supplemental information will be incorporated into materials and presentations designed for a general audience wherever helpful. For example, while every voter will need to know when and how to vote by mail, a voter residing in a hospital or other medical facility may also be interested in how to request a replacement vote-by-mail ballot in an emergency or how to authorize another person to collect or return a vote-by-mail ballot on their behalf. As another example, while every voter will need to know that their registered home address will determine the contests on their ballot, a voter experiencing homelessness may also need to know that they can use a shelter address to register to vote and that they can pick up their vote-by-mail ballot packet and election materials if unable to receive mail at their address.

Notably, all aspects of the Department's June 7 VOEP have been designed with the Department's ongoing goals in mind to support the city's efforts to advance racial equity, to provide access to safe, barrier-free registration and voting options to every eligible San Franciscan, and to continually expand collaborative efforts with both established and new community partners. Consequently, the June 7 VOEP shows how the Department has worked to identify effective outreach venues to disseminate information to local voters and potential registrants in the following vulnerable or hard-to-reach populations: a)

BIPOC residents, b) seniors and people with disabilities, c) people whose primary language is not English, d) unhoused or housing insecure individuals, and e) individuals involved in the criminal justice system, including those on parole.

II. Outreach Theme

To support its voter education and outreach efforts, the Department has developed a new theme for the upcoming June 7 election. The first part of the new theme (shown below), “*Make a difference in your city and state!*”, was chosen to emphasize the vital fact that, in this election, the local electorate will decide matters of both citywide and statewide importance. The second part of the new theme “*Vote by Election Day – don’t be late!*” was chosen with the equally important goal of increasing *timely* local voter turnout, emphasizing the word “VOTE” in bolded red. This text is accompanied by an image of the state of California and the City of San Francisco as a yellow star, echoing the dual nature of the election with state and local contests appearing on the ballot. Both the text and image appear to be etched or “burned” onto a wooden background by hand, a design element chosen to reinforce the theme by motivating voters to take action or a “hands-on” approach to voting and to subtly evoke feelings of strength/solidity, tranquility, and growth.



The June 7 election theme will be featured on the cover of the Voter Information Pamphlet, on a mailer that will be sent to every San Francisco’s household, and on many of the official materials that will be viewed by voters and outreach partners across the City, including the banner on the Department’s website homepage and election-specific outreach flyers and presentations. As is the case in all San Francisco elections, all such publicly-facing outreach materials will be produced in English, Chinese, Spanish, and Filipino, as well as in multiple formats, with most materials available in both hard copy and digital versions.

III. Outreach Strategies

For the June 7 election, the Department will use a wide variety of outreach strategies to disseminate information pertinent to current election topics. Direct strategies will include distribution of print and digital materials at community events, in-person and virtual presentations, and resource table events, official mail notifications, placement of newspaper ads, broadcasting of public service announcements via television and radio, and messages on *sfelections.org* and the Department's social media channels. Indirect strategies will center primarily around collaboration with the nonprofit organizations serving members of San Francisco's vulnerable and hard-to-reach populations through the Department's *2022 Voter Partnership Grant Program*.

A. New and Revised Outreach Materials

Prior to the June 7 election, the Department will introduce two new outreach brochures: *Planning to vote by mail in the next election? Make it count!* and *New Voting District Lines in 2022*, and will also revise and expand two existing brochures: *Have a Criminal History? You May Still Be Eligible to Register and Vote!* and *Accessible Voting in San Francisco*.

In September of 2021, Governor Newsom signed Assembly Bill 37 in to law. This legislation made permanent several temporary COVID-19 related rules, including the automatic mailing of vote-by-mail ballots and universal usage of an accessible vote-by-mail (AVBM) system for all registered voters in California. To educate local voters about these important changes, the Department recently added the *Planning to vote by mail in the next election? Make it count!* brochure to the library of its outreach materials. This brochure illustrates the main steps of voting by mail: 1) registering or re-registering with a current address, 2) tracking and receiving a ballot in the mail, 3) carefully reviewing instructions enclosed with the ballot, and 4) returning a ballot envelope by mail or in person. To prevent return issues, this brochure also reminds voters that 1) they must sign their own ballot envelope, 2) their signature must compare to the one on file, 3) they must return their ballot on time, and 4) if they make a signature-related error, the Department will attempt to notify them so they can "cure" the issue.

After the U.S Census Bureau released 2020 counts of everyone living in the United States, state and local redistricting committees used that data to draw new voting district boundaries in order to maintain equal numbers of people in each voting district. To help local voters understand how these redistricting processes might affect their voting districts and elected representatives beginning in 2022, the Department developed a *New Voting District Lines in 2022* brochure. This brochure provides answers to questions most likely be of interest to the general public, including 1) "Which voting districts have changed in San Francisco?" 2) "When will these changes take effect?" 3) "How can I find out if these changes will affect me?" and 4) "Who made the changes to voting district lines and how?" This brochure also lists resources voters can use to find out if their voting districts or precincts will change this year.

On January 1, 2021, California's Proposition 17 went into effect, allowing otherwise eligible residents who are on parole to register to vote. The Department worked to reflect this change by developing, producing, and distributing educational materials with the revised registration eligibility requirements, incorporated these changes into its *Voter Registration Drive Training Presentation*, updated the language on its provisional ballot and conditional voter registration envelopes, and sent notices about the modified requirements to over 200 outreach partners. Prior to the June 7 election, the Department further revised its *Have a Criminal History? You May Still Be Eligible to Register and Vote!* brochure to clarify the conditions under which someone who has finished serving time for felony or has been detained in a county jail can register and vote. More specifically, the brochure now emphasizes the fact that only those currently serving a state or federal prison term for the conviction of a felony in state prison, federal prison, county jail, or other correctional facility are prohibited from voting.

While the Department has produced outreach materials about accessible services for many years, in 2022, the Department updated its *Accessible Voting in San Francisco* brochure to reflect legislative and technology changes. The revised brochure now emphasizes the facts that: 1) any local voter in a hospital or otherwise unable to travel may authorize another person to pick up or return a ballot on their behalf, 2) every voter has the right to cast a secret ballot privately and independently, and 3) every voter now gets a mailed ballot and can use the accessible vote-by-mail system. As in recent years, this brochure also explains how and when to register to vote online or using a paper form, how and when to get the *Voter Information Guide* and/or *Voter Information Pamphlet* in accessible formats, what accessible voting tools and equipment are available at in-person voting sites, and how to contact the Department with questions on this topic.

B. Overview of All June 7 Outreach Materials

For the upcoming election, the Department will distribute various brochures and posters throughout San Francisco at neighborhood presentations, street fairs and festivals, and other community events. Hard copies of these materials will also be made available for distribution to community organizations, with electronic versions (PDFs) available via the Department's website. All such materials will be available in English, Chinese, Spanish, and Filipino, as well as in large-print by request (*Accessible Voting in San Francisco* brochure will also be available in Braille). Following is a list of outreach materials available for the June 7 election:

1. *June 7 Election brochure* with information about registration, voting options, contests on the ballot, and poll worker service
2. *New Voting District Lines brochure* with information about redistricting/precincting processes and resources for voters
3. *Vote by Mail brochure* with descriptions of the main steps to voting by mail and how to avoid common mistakes
4. *Accessible Voting brochure* with descriptions of the types of accessible voting resources available in person and by mail
5. *Accessible Vote-by-Mail System card* with explanations of how to access, mark, print, and return an online AVBM ballot
6. *Ranked-Choice Voting brochure* with explanations of how to mark an RCV contest and how RCV votes are counted
7. *Unhoused Voter flyer* with information about how to register and vote without a permanent home address
8. *Justice-Involved Voter flyer* with information about who is now eligible to register and vote and how to do so
9. *Pre-registration card* with information for young (16-17) residents about pre-registration and poll worker service
10. *San Francisco's Voting System brochure* with information about the accessibility and security of the voting system
11. *Career card* with information about employment and poll worker volunteer opportunities at the Department of Elections.

C. All Household Election Mailer

To reach both locally registered voters and prospective registrants, the Department will mail a multilingual notice (printed in English, Chinese, Spanish, and Filipino) to all of San Francisco's approximately 380,000 households over the week beginning April 18. This notice will 1) alert all city residents to changes regarding their voting district line boundaries beginning with the June 7 election, 2) explain available methods of voting (by mail, at City Hall, or at a polling place), 3) highlight key upcoming election dates and deadlines, 4) advise registered voters to double-check the information in their voter records, 5) explain registration options for those who are not yet registered, and 6) feature a message about poll worker service opportunities. The Department will also send digital versions of this notice to the nearly 250,000 voters whose registration records include email addresses.

D. Availability of Translated Election Materials Mailer

For the upcoming June 7 election, as it has done in all recent elections, the Department will provide official bilingual ballots and sample ballots in English and Chinese, Spanish, and Filipino, official monolingual Voter Information Pamphlets in English, Chinese, Spanish, and Filipino, and bilingual facsimile (reference) ballots in English and Burmese, Japanese, Korean, Thai, and Vietnamese. Any local voter may select a language preference to receive any of these official election materials and ballots when registering to vote, by contacting the Department, or using the Department's online request form.

In mid-March, as part of its on-going effort to increase awareness of the availability of translated election materials and to provide an additional avenue for voters to include a language preference in their voter registration records, the Department mailed multilingual notices to the nearly 40,000 local voters whose registration records either indicate they were born in a Chinese, Filipino, Spanish, Burmese, Hindi, Japanese, Khmer, Korean, Thai, or Vietnamese-speaking country and do not have a language preference on file, or who did not indicate their country of origin when registering to vote. These multilingual notices advised voters that election materials are available in multiple languages and formats and explained the options for updating language preference.

E. Voter Information Pamphlet

For the June 7 election, the local Voter Information Pamphlet and Sample Ballot (VIP) will serve as one of the primary outreach strategies through which the Department educates the city's approximately half a million registered voters. In addition to the traditional VIP pages explaining available voting options, contests on the ballot, and the many accessibility and language resources available to local voters, the June 7, 2022 edition of the VIP will also include a new page explaining the changes to San Francisco's voting district lines that resulted from various post-census processes. As in all recent elections, voters may choose to receive the VIP in their preferred language as well as in English and/or in one of several accessible formats, including large print and audio on USB flash drive, National Library Service (NLC) cartridge, or compact disc (CD).

F. Traditional and Social Media

In the upcoming election, the Department will continue to utilize local media to communicate key information to San Francisco residents, producing and placing local public service announcements, publishing press releases about key election dates, highlighting important election messages in social media posts, and featuring election-related ads on Muni buses. To reach as broad an audience as possible, bilingual Department staff will also conduct interviews with local non-English media outlets.

i. Public Service Announcement

To draw attention to available registration and voting options in the upcoming election, the Department will produce 30-second radio and television public service announcements (PSAs). These PSAs will be made available to the Department's outreach partners and will run in the following media outlets starting mid-April:

- a. Xfinity Channel 238 (Chinese/Filipino)
- b. Effectv - 27 Comcast Networks (English/Spanish)
- c. Univision T.V. - KDTV-DT, channel 14 (Spanish)
- d. Univision Radio - KDTV-DT, channel 14 (Spanish)
- e. Multicultural Radio Broadcasting – KEST (English)

- f. Multicultural Radio Broadcasting – KEST (Chinese)
- g. Multicultural Radio Broadcasting – KIQI (Spanish)
- h. Audacy - KCBS - All News (English)
- i. Audacy - Channel Q (English)
- ii. Newspaper Advertisement

This April, the Department will also launch a multilingual print advertising campaign that clarifies registration and voting options in the upcoming election, highlights the recently expanded ballot drop box infrastructure, and explains how to check the status of a vote-by-mail ballot and how to request a replacement ballot. These ads will run in all of the following newspapers:

- a. San Francisco Bay Times (English)
- b. Bay Area Reporter (English)
- c. World Journal (Chinese)
- d. Wind Newspaper (English/Chinese)
- e. Daily Journal – Sing Tao (Chinese)
- f. Daily Journal – Philippine News (Filipino)
- g. Daily Journal – Asian Journal (Filipino)
- h. Daily Journal – Korean Times (Korean)
- i. Daily Journal – El Reportero (Spanish)
- j. Daily Journal – Vietnam Daily (Vietnamese)
- k. Clint Reilly Communications dba San Francisco Examiner Media Co. - SF Examiner (English)
- l. SF Neighborhood Newspaper Assoc. - El Tecolote (Spanish)
- m. SF Neighborhood Newspaper Assoc. - Marina Times (English)
- n. SF Neighborhood Newspaper Assoc. - Noe Valley Voice (English)
- o. SF Neighborhood Newspaper Assoc. - Potrero View (English)
- p. SF Neighborhood Newspaper Assoc. - Richmond Review (English)
- q. SF Neighborhood Newspaper Assoc. - SF Bay View (English)
- r. SF Neighborhood Newspaper Assoc. - Sunset Beacon (English)
- iii. Digital Ads

In this election cycle, the Department will embed ads, similar to those printed in newspapers as described above, on several different media webpages to draw attention to election-related information. These ads will be displayed on the following sites:

- a. www.crossingstv.com (Chinese/Filipino)

- b. www.sfgate.com (English)
- c. www.sfchronicle.com (English)
- d. www.univision.com/local/san-francisco-kdtv (Spanish)
- e. www.sfexaminer.com (English)
- f. www.sfweekly.com (English)
- g. www.windnewspaper.com (English/Chinese)
- h. www.worldjournal.com (Chinese)

iv. Muni Ads

To reach residents who commute via San Francisco’s public transit, the Department will place advertisements on local Muni buses in May, saturating the city with key election and messages and spotlighting poll worker opportunities.

v. Social Media

Throughout the June 7 election cycle, the Department will post news, FAQs, and election updates on its Twitter, Facebook, Instagram, and NextDoor channels, publishing “bite-sized” bits of important information about voting options and other key election information. To fully serve readers who want additional, more comprehensive information, many of these social media posts will include links to detailed informational pages and online self-help voter tools (e.g., the Voter Portal).

vi. Website

As it has done for many years, the Department’s website will continue to serve as an exhaustive, multilingual, and barrier-free source of elections information. In addition to being able to navigate to common topics of interest from the homepage, website visitors can gain quick access to frequently sought-after information via the “I WANT TO…” or “TOPICS IN FOCUS” sections. Online self-help voter tools available via sfelections.org for the June election will include the *Voter Portal*, *Voting Site Wait Times Lookup Tool*, *My Election Navigator*, and the new *Voting District Lookup Tool*:

- The *Voter Portal* facilitates access to individualized registration and election information. After logging in, *Voter Portal* users can review the data in their registration records, view sample ballots, check their elected officials, opt in or out of paper *Voter Information Pamphlet* mailings, change their language preference for translated election materials, track their ballots from ballot assembly through delivery, verification, and counting, or request replacement ballots.
- The *Voting Site Wait Times Lookup* tool allows any local voter to confirm the location of their assigned polling place, view wait times, get directions, or identify a convenient site to drop off their vote-by-mail ballot.
- The *My Election Navigator* tool helps educate voters about key election concepts while enabling them to assess their individual readiness for an upcoming election by presenting them with two or three “quiz” style questions.
- The *Voting District Lookup Tool* will afford local voters an easy way to find out if, how, and when their voting districts will change in 2022. Beginning in April, the tool will let each voter/user know: 1) that their Congressional District (CD) will change starting with the June 7 election (from CD 12 or 14 to CD 11 or 15), 2) whether or not their Assembly District (AD) will change (from AD 17 to 19 or vice versa) in the June 7 election, 3) that neither their Senate District

(11), nor Board of Equalization District (2) will change, and 4) that their Supervisorial District may change for the November 8 election. Then, beginning on or around April 20, the tool will let voters know whether or not their Supervisorial District will in fact change starting with the November 8 election.

G. Community Partnerships

Community partnership and collaboration remain key to the Department's on-going success with reaching members of San Francisco's more vulnerable and hard-to-reach populations. Current community partners include nearly 250 nonprofit, community-based and private sector organizations, advisory committees, local businesses, hospitals and care facilities, colleges, as well as other city departments and government agencies. Prior to the June 7 election, the Department will contact these partners with key information about the upcoming election, provide resources and materials for distribution to their constituents, and invite them to collaborate with Department outreach staff at community events.

i. Non-profit and Governmental Partnership Activities

Working with hundreds of local non-profit partners in this election cycle, the Department's outreach team will proactively seek new opportunities to conduct comprehensive voter education presentations at locations such as community centers, places of worship, and entertainment venues. Outreach coordinators will also schedule many in-person resource tables to facilitate voter registration and educate residents about the upcoming election and voting options – using both group and one-on-one strategies to educate voters at neighborhood venues such as flea markets, farmers markets, and grocery stores.

In addition, the Department will supplement outreach to the general public with its *2022 Voter Partnership Grant Program* for local nonprofit and community-based organizations. Focus populations intended to be reached through this *Grant Program* include a) BIPOC residents, b) unhoused or housing insecure individuals, c) individuals involved in the criminal justice system, including those currently on parole, d) seniors and people with disabilities, and e) members of San Francisco's minority language communities. With the same populations in mind, Department staff will also collaborate with several governmental entities and local organizations, including the Office of Racial Equity, the Department of Homelessness and Supportive Housing, the Tenderloin Linkage Center, the San Francisco Housing Authority, Project Homeless Connect, Swords to Plowshares, the Homeless Prenatal Project, Episcopal Community Services, Catholic Charities, Self-Help for the Elderly and Five Keys, while also maintaining established programs as follows:

- Working with the Sheriff, the Department will continue to facilitate the Incarcerated-Person Voting Program to provide tailored outreach materials, registration forms, and ballots to eligible San Franciscans involved in the justice system.
- The Department will continue to collaborate with the San Francisco Library for the Blind and Print Disabled and the San Francisco In-Home Supportive Services Public Authority to reach voters served by these agencies.
- The Department will continue to partner with the Office of Civic Engagement and Immigrant Affairs (OCEIA) and work with its multilingual OCEIA Community Ambassador Street Team to distribute election information to immigrants, LEP populations, and other individuals who may not receive election messages via mainstream channels.
- The Department will partner with the San Francisco Public Library to organize resource and registration tables, thus providing opportunities for members of the public to interact with Department outreach staff in one-on-one settings.

ii. Advisory Language and Accessibility Committees

The Department will continue to work with its Language Accessibility Advisory Committee (LAAC), a group comprised of language access leaders and members of the public, to reach and disseminate election information to voters from minority communities and improve language-related services and materials offered by the Department. Similarly, the Department will continue working with its Voting Accessibility Advisory Committee (VAAC), a group comprised of accessibility experts and members of the public, to improve its materials and services for voters with disabilities and seniors.

iii. Hospitals

The Department currently works with many care facilities and hospitals throughout San Francisco to provide election-related services. Prior to the June 7 election, the Department will reach out to nearly 135 such facilities to provide resources designed to help their patients and residents register to vote and cast ballots. In the last week of the voting period, when it is too late to mail ballot packets, the Department will facilitate ballot pickup and delivery for voters who find themselves unable to travel.

iv. Schools

The Department will continue to work with local high schools, colleges, and universities to disseminate election information and materials. Communicating with student advocates, professors, and school administrators, the Department will provide registration and voting resources to all interested parties and encourage the distribution of election-related messages through student communication channels.

The California Education Code designates the last two full weeks in April and September as “High School Voter Education Weeks”. This April, the Department will therefore work with local high schools, encouraging their students to partner with the Department to promote civic education, voter registration, and poll worker service. Prior to this period, student ambassadors will be invited to meet with Department staff to learn about voter registration procedures and to brainstorm ideas for promoting civic engagement and voter participation through face-to-face interaction and on social media. Ambassadors will also receive an “Ambassador Handbook” that explains registration eligibility requirements, a sample calendar to help students plan their activities, a score sheet to track their achievements, FAQs about voting and volunteering as a poll worker, and other resources. While serving as ambassadors, students will take an active role in encouraging their peers, family members, and community to register or pre-register to vote, participate in elections, and volunteer as poll workers

v. Employment Centers and Local Businesses

This spring, the Department will continue to work with local job training and vocational service providers. In addition to providing election materials, the Department will distribute materials designed to inform program participants about temporary employment opportunities with the Department and serving as a poll worker. To increase visibility of election-related materials at locations that provide essential goods and services, the Department will also work with merchants to display posters in their storefronts, with a particular focus on businesses in neighborhoods with below-average city turnout. Poster topics will focus on voting options, language and accessibility options, and highlight opportunities to serve as a poll worker.

IV. Program Evaluation

Following the June 7 election, Department staff will evaluate the success of this VOEP using both quantitative data, including the number of events by community served, the number of materials delivered or distributed, and the number of new outreach partnerships established, as well as qualitative data, with a focus on feedback from partner organizations and event attendees.