



August 4, 2022

Voter Outreach and Education Plan
November 8, 2022 Consolidated General Election

I. Outreach Objectives ..... 1
II. Outreach Theme..... 2
III. Outreach Strategies ..... 3
A. Redistricting-Specific Outreach ..... 4
B. Registration-Specific Outreach..... 7
C. Flyers, Posters and Brochures ..... 8
D. Presentations ..... 9
D. Mailings, Postings and Website ..... 10
E. Media, Advertisements and Public Service Announcements..... 11
F. Outreach Partnerships..... 12
IV. Plan Assessment..... 14

I. Outreach Objectives

On Tuesday, November 8, 2022, California will hold a General Election to fill federal and state offices and decide on state ballot measures. In this election, San Franciscans will also vote on a number of local offices and ballot measures. (A detailed list of contests can be viewed at sfelections.sfgov.org/future-elections).

Following the release of 2020 federal census data, state and local redistricting committees drew new voting district maps in order to maintain equal numbers of people in each voting district. The November 8 Election will be the first opportunity for City electorate to vote using new Supervisorial and BART district maps (new federal and state voting district maps went into effect in the June 7, 2022 Election.)

The Department of Elections (Department) has developed this Voter Outreach and Education Plan (VOEP) to inform City residents, both current registered voters and potential registrants, about essential information for the November 8, 2022 Consolidated General Election.

Specifically, the primary objective of this VOEP is to provide San Franciscans with information about how to participate in 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 will be available, 5) how to serve as a poll worker, and 6) how to observe elections processes.

The secondary objective of the VOEP is to provide City residents with information about the impact of the recent state and local redistricting decisions, with a focus on the City's new Supervisorial District map. Among other topics, redistricting-specific outreach will highlight that: 1) a voter's home address determines their voting districts as well as the contests and candidates they will see on their ballot, 2) if a voter's voting districts have changed, the contests and candidates on their ballot may differ from those they were expecting to see, and 3) there are a number of resources any voter may access to familiarize themselves with redistricting changes.

All aspects of the Department's November 8 VOEP have been developed with three of the Department's ongoing key goals in mind, namely: 1) providing equal access to safe, barrier-free registration and voting options to every eligible San Franciscan, 2) engaging with hard-to-reach and vulnerable communities, and 3) encouraging voter participation. Accordingly, this VOEP describes the many strategies the Department will utilize to disseminate information to the general public as well as to focus populations, including: a) seniors and people with disabilities, b) first-time voters, c) people whose primary language is not English, d) unhoused or housing insecure individuals, and e) individuals involved in the criminal justice system.

## II. Outreach Theme

The Department is engaged in an ongoing effort to motivate people to participate in elections through a wide variety of outreach strategies. To support this effort in the November 8 Election cycle, the Department has debuted a new outreach theme: *"With many secure ways to cast a ballot this fall, make a plan to vote, one and all!"* as shown on the following page.

This theme was, like the June election theme ("Make a difference in your city and state! Vote by Election Day, don't be late!"), created first and foremost to remind voters and potential registrants that all eligible San Franciscans could participate in this citywide election.

The first part of the theme, "With many secure ways to vote this fall," was designed to reassure voters that they will continue to have access to a robust and trusted voting framework, with universal vote-by-mail ballots, inclusive access to the City's Accessible Vote-by-Mail (AVBM) system, a recently expanded ballot drop box infrastructure, and a complete array of in-person voting options and assistance at both their neighborhood polling place and at the City Hall Voting Center. The first part also simply highlights the season (fall) of the next election.

Meanwhile, the second part of the theme, "Make a plan to vote, one and all!" was chosen in the hope of boosting a sense of solidarity between all eligible voters in all parts of the City and collective civic strength, all to encourage local voter turnout.

The theme's colors and graphics were also chosen with purpose – with red, white, and blue color scheme utilized to evoke a sense of patriotism and enthusiasm for the democratic process and each of the four images included to illustrate the four main voting options available to local voters.

The first image shows a hand dropping a ballot envelope into an official ballot box, while the third image shows a USPS mailbox; both are featured to provide psychological support to the many local voters who chose to vote by mail in recent elections. The second image shows a series of occupied in-person voting booths intended to remind voters that this traditional method of casting a ballot is also available. Finally, the fourth image, which shows City Hall, with a pathway leading up to it, was included to boost early in-person voting at the City Hall Voting Center in the upcoming election.

The November 8 Election theme will be featured on the cover of the *Voter Information Pamphlet* (VIP) and the mailer that will be sent to every San Francisco's household, as well as many other outreach materials, including election-specific outreach posters (shown below), flyers, brochures, presentations, and the banner on the Department's website homepage, [sfelections.org](http://sfelections.org).



The poster features a blue header with the text "November 8, 2022 Consolidated General Election". Below the header is a collage of six illustrations: a hand dropping a ballot into an "OFFICIAL BALLOT DROP BOX", a "POLLING PLACE" with three voting stations including one with a wheelchair icon, a "CITY HALL VOTING CENTER" with an American flag, a person at a "U.S. MAIL" drop box, a person at a voting station, and a city hall building under a sun. A red banner below the collage reads "WITH MANY SECURE WAYS TO CAST A BALLOT THIS FALL, MAKE A PLAN TO VOTE, ONE AND ALL!". The bottom section is dark blue with white text for "Voter Registration" and contact information.

## November 8, 2022 Consolidated General Election

WITH MANY SECURE WAYS TO CAST A BALLOT THIS FALL,  
**MAKE A PLAN TO VOTE,  
ONE AND ALL!**

### Voter Registration

Need to register to vote or update your registration?  
Go to [registertovote.ca.gov](http://registertovote.ca.gov) or contact us for a paper registration form.

Not sure if you are registered to vote in San Francisco or if your information is up to date? Check at [voterstatus.sos.ca.gov](http://voterstatus.sos.ca.gov).

 CITY AND COUNTY OF SAN FRANCISCO  
DEPARTMENT OF ELECTIONS

 (415) 554-4375  
 [SFVote@sfgov.org](mailto:SFVote@sfgov.org)

 City Hall, Room 48  
 [sfelections.org](http://sfelections.org)

### III. Outreach Strategies <sup>1</sup>

Outreach and education for the November 8 Election will be multilingual and multiformat and will utilize both direct and indirect strategies. Direct outreach strategies will include sending official notices, distributing print and digital materials at community

<sup>1</sup> Some of the strategies enumerated in this Plan are accompanied by images; however, for practicality purposes, most images supporting the Department's outreach strategies are not included.

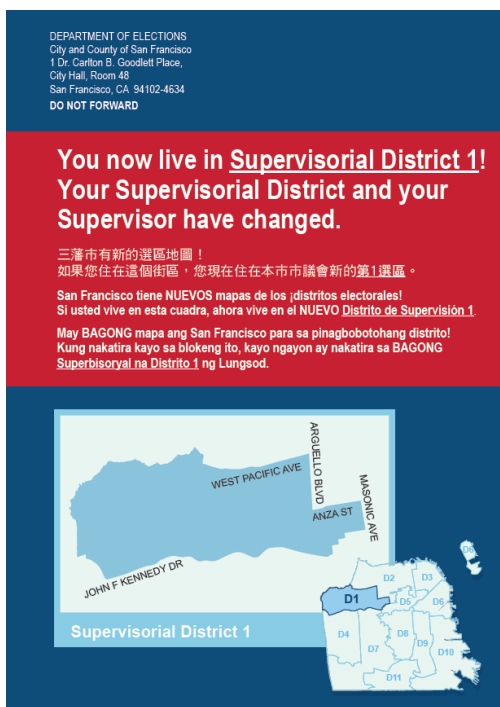
events and resource tables, conducting in-person and virtual presentations, placing advertisements in print and digital media, broadcasting public service announcements via television and radio, and publishing election information and news via the Department’s website and social media channels. Indirect outreach strategies will mainly entail collaboration with the Department’s hundreds of partners (i.e., local nonprofit organizations and government agencies), with a focus on the ten nonprofit organizations – Arriba Juntos, Asian Pacific American Community Center, Chinatown Community Development Center, Chinese Newcomers Service Center, Mission Economic Development Agency, Mission Neighborhood Centers, Inc., New Community Leadership Foundation, San Francisco Rising, SF-Shanghai Association and Tenderloin Neighborhood Development Corporation – working to reach members of San Francisco’s vulnerable and hard-to-reach populations through the Department’s 2022 Voter Partnership Grant Program. To expand its outreach efforts, in the coming month, the Department plans to secure partnerships with additional grantee organizations through its Request for Proposals issued on July 22.

The Department’s outreach strategies for the November 8 election are briefly described below.

### A. Redistricting-Specific Outreach

In the coming months, the Department will utilize several strategies to educate both registered voters who live in new Supervisorial Districts and who are thus most immediately impacted by redistricting changes and the general public (i.e., all City residents).

In August, the Department will send a multilingual notice to the approximately 47,000 registered voters living in a new Supervisorial District. Each of these notices will feature a citywide map with new Supervisorial District boundaries along with a close-up image of the recipient’s Supervisorial District, and will notify the recipient that their District has changed. Each recipient voter in an even-numbered district will be informed that a supervisorial contest will be on their upcoming election ballot, while each recipient voter living in an odd-numbered district will be informed that such a contest will appear on their November 2024 election ballot. Shown below is the front of a District 1 mailer, with the back is shown on the following page.



PRESORTED  
FIRST-CLASS MAIL  
U.S. POSTAGE PAID  
SAN FRANCISCO, CA  
PERMIT NO. 4



<<szNameFirst>> <<szNameLast>>  
<<ResAddress1>>  
<<ResAddress2>>

# Notice Regarding San Francisco's New Supervisorial District Map

選務處 關於 舊金山新監管區地圖的通知  
Aviso sobre el nuevo mapa del distrito de supervisión de San Francisco  
Paunawa Tungkol sa Bagong Supervisorial District Map ng San Francisco

Dear San Francisco Resident:

Earlier this year, the Redistricting Task Force redrew the boundary lines of San Francisco's Supervisorial Districts. As a result, your residential address will fall within a new Supervisorial District beginning with the November 8, 2022 Election.

Because you now live in an odd-numbered Supervisorial District, you will not see a Board of Supervisors contest on your ballot in the upcoming election. (Voters in odd-numbered districts will elect their supervisors in the November 2024 Election.) To review all of your current voting districts and elected officials, please visit [sfelections.org/myvotingdistrict](https://sfelections.org/myvotingdistrict).

親愛的三藩市居民：

今年早些時候，重新劃分工作組重新劃定了舊金山監管區的邊界線。因此，從2022年11月8日選舉開始，您的居住地址將屬於新的監管區。

因為您現在居住在一個奇數監管區，所以在即將到來的選舉中，您不會在選票上看到監事會競賽。（奇數選區的選民將在2024年11月的選舉中選出他們的監督員。）要查看您當前的所有投票選區和當選官員，請訪問 [sfelections.org/myvotingdistrict](https://sfelections.org/myvotingdistrict)。

Estimado Residente de San Francisco:

A principios de este año, el Grupo de Trabajo de Redistribución de Distritos volvió a trazar los límites de los Distritos de Supervisión de San Francisco. Como resultado, su dirección residencial estará dentro de un nuevo distrito de supervisión a partir de las elecciones del 8 de noviembre de 2022.

Debido a que ahora vive en un Distrito de Supervisión impar, no verá una contienda de la Junta de Supervisores en su boleta electoral en las próximas elecciones. (Los votantes de los distritos impares elegirán a sus supervisores en las elecciones de noviembre de 2024). Para revisar todos sus distritos de votación y funcionarios electos actuales, visite [sfelections.org/myvotingdistrict](https://sfelections.org/myvotingdistrict).

Mahal naming Residente ng San Francisco:

Sa unang bahagi ng taong ito, muling iginuhit ng Task Force na Muling Pagdidistrito ang mga hangganan ng mga Supervisorial District ng San Francisco. Bilang resulta, ang iyong tirahan na address ay mapapaloob sa isang bagong Supervisorial District simula sa Nobyembre 8, 2022 na Halalan.

Dahil nakatira ka na ngayon sa isang odd-numbered Supervisorial District, hindi ka makakakita ng paligsahan ng Lupon ng mga Superbisor sa iyong balota sa darating na halalan. (Ang mga botante sa odd-numbered na mga distrito ay maghahalal ng kanilang mga superbisor sa Nobyembre 2024 na Halalan.) Upang surin ang lahat ng iyong kasalukuyang mga distrito ng pagboto at mga nahalal na opisyal, pakibisita ang [sfelections.org/myvotingdistrict](https://sfelections.org/myvotingdistrict).

Questions? Call (415) 554-4375 or email [SFVote@sfgov.org](mailto:SFVote@sfgov.org)

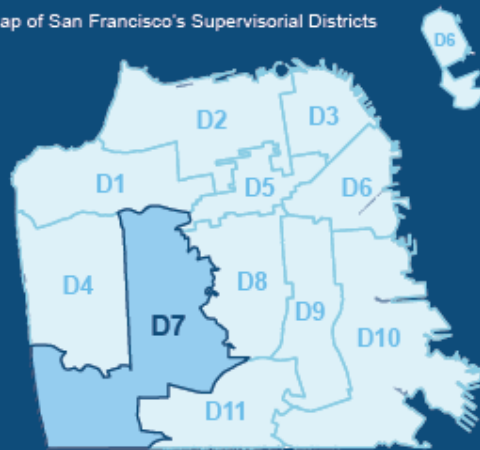


Additionally, the Department will aim to saturate the areas of the City experiencing Supervisorial District changes with educational material by placing door hangers (shown on the following page) and posters at affected addresses and affixing posters to utility poles and other common infrastructure. These printed materials will alert residents and passers-by that a particular block is within a new Supervisorial District and note whether or not voters on that block will elect a Supervisor in the upcoming election.

# Have you heard?

San Francisco has a **NEW** voting district map! If you live on this block, you now live in **Supervisorial District 7.**

Map of San Francisco's Supervisorial Districts



**Get ready to vote in the upcoming November 8, 2022 Election!**

Visit [sfelections.org](https://sfelections.org) or call the Department of Elections at (415) 554-4375 to:

- ✓ Check your voting districts and representatives
- ✓ Find out about your voting options
- ✓ Learn how to register to vote or check your registration

Note: In the November 8 election, only ballots for voters living in even-numbered, (i.e., 2, 4, 6, 8 and 10) Supervisorial Districts will include a Board of Supervisors contest. (If you live on this block, your ballot will not include this contest.)



CITY AND COUNTY OF SAN FRANCISCO  
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☎ (415) 554-4375

📍 City Hall, Room 48

✉ [SFVote@sfgov.org](mailto:SFVote@sfgov.org)

🖱 [sfelections.org](https://sfelections.org)

In early September, the Department will send another multilingual notice to every City residence – approximately 380,000 households – which will identify the Supervisorial District of each recipient and provide information about San Francisco’s new Supervisorial District map. The notice will also explain available voting options and key dates and deadlines, discuss registration options for those who are not yet registered, highlight recent changes to the state Constitution that allow people on parole for felony conviction to register and vote, and feature a message about poll worker service. The Department will also send digital versions of this notice to nearly 250,000 voters who provided email addresses as part of their registration records.

In the coming months, the Department will continue to disseminate pertinent redistricting information to the general public via in-person events and presentations. To engage event attendees in discussions about their new districts, the Department’s Outreach Team will bring maps of the City’s new districts, along with layered, transparent versions of the City’s “old” and “new” maps to more clearly illustrate all changes to district lines. At each of these events, to draw attention to the City’s new voting district map, staff will utilize a retractable banner stand showing a QR Code linked to the Department’s online [Voting District Lookup Tool](#). This tool provides an easy way to find out if the federal, state and local voting districts assigned to the voter’s address have changed. In addition to comparing the voter’s old and new districts, the tool invites its users to learn more about their new districts and representatives by exploring other relevant pages of [sfelections.org](#).

At all in-person events, Department staff will also offer multilingual versions of the [New Voting District Lines Brochure](#) and, when practical, show a [New Voting District Lines in 2022 Presentation](#), both of which answer the essential questions, such as: 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 affect me?” and 4) “Who made the changes to voting district lines and how?” (Both the brochure and presentation are also available in digital formats on the Department’s website, for any member of the public to review or download.)

Additionally, information about impacts of local redistricting and available voter resources on the topic will be incorporated in all the outreach strategies described in sections III.C. - III.F. of this plan.

## **B. Registration-Specific Outreach**

For the upcoming November 8 Election, the Department will continue to reach out to as many eligible but unregistered City residents as possible, encouraging them to register to vote and to cast ballots in the upcoming election.

Thus, in August, the Department will send a multilingual notice to each of the approximately 42,000 residential addresses in the City at which there are no registered voters. This notice, shown on the following page, will inform recipients about state voter registration eligibility requirements and encourage those who meet these requirements to register and participate in the November 8 election.

Dear San Francisco Resident:

The Department of Elections encourages you to register and participate in the November 8, 2022 General Election, so that you can help shape the future of our city and state! To be eligible to register to vote, you must be: 1) a United States citizen, 2) a resident of California, 3) at least 18 years old on Election Day, 4) not currently serving a state or federal prison term for the conviction of a felony, and 5) not currently found mentally incompetent to vote by a court.

Per recent changes to state law, people on parole for a felony conviction can now register and vote.

You may register or update your registration at [registertovote.ca.gov](https://registertovote.ca.gov) or contact us to request a paper registration form.

親愛的三藩市居民：

選務處鼓勵您登記並參與2022年11月8日普選的投票，這樣您便可以協助塑造我們城市和加州的未來！要符合選民登記資格，您必須是：1) 美國公民，2) 加州居民，3) 在選舉日至少年滿18歲，4) 目前沒有因為被定為重罪而在州或聯邦監獄服刑，以及 5) 目前沒有被法庭認為精神上無能力投票。

根據最近修改的州法律，因重罪處於假釋期的人現在可以登記和投票。

您可以在 [registertovote.ca.gov](https://registertovote.ca.gov) 登記或更新您的登記，亦可以聯絡我們索取選民登記申請表。

Estimado habitante de San Francisco:

El Departamento de Elecciones le invita a inscribirse y participar en las Elecciones Generales del 8 de noviembre de 2022, y de esta manera, pueda ayudar a definir el futuro de nuestro estado y nuestra Ciudad. Para inscribirse, debe cumplir lo siguiente: 1) ser ciudadano de Estados Unidos, 2) ser habitante de California, 3) tener al menos 18 años de edad cumplidos al Día de las Elecciones, 4) no estar cumpliendo una condena estatal o federal por haber cometido un delito grave, y 5) no haber sido declarado por un tribunal como mentalmente incompetente para votar.

Conforme a los cambios recientes a la ley estatal, las personas que cometieron un delito grave y están en libertad condicional pueden inscribirse y votar.

Puede inscribirse o actualizar su registro en [registertovote.ca.gov](https://registertovote.ca.gov) o contactarnos para solicitar un formulario impreso.

Mahal naming Residente ng San Francisco:

Hinihikayat kayo ng Departamento ng mga Eleksyon na magparehistro at makilahok sa Nobyembre 8, 2022 na Pangkalahatang Eleksyon, para kayo'y makatulong na hubugin ang kinabukasan ng ating lungsod at estado! Para maging elihible na magparehistro upang makaboto, kailangang kayo ay: 1) isang mamamayan ng Estados Unidos, 2) isang residente ng California, 3) hindi bababa sa edad 18 taong gulang sa Araw ng Eleksyon, 4) hindi kasalukuyang nagsisilbi ng estado o pederal na termino ng pagkakabilanggo dahil sa hatol na felony, at 5) hindi napatunayan ng isang hukuman na kasalukuyang walang sapat na kakayahan ang pag-iisip para bumoto.

Dahil sa kamakailang pagbabago sa batas ng estado, maaari na ngayong magparehistro para bumoto ang mga taong parolado para sa hatol na felony.

Maaari kayong magparehistro o mag-update ng inyong rehistrasyon sa [registertovote.ca.gov](https://registertovote.ca.gov) o makipag-ugnayan sa amin upang makahiling ng papel na form ng pagpaparehistro.

Questions? Call (415) 554-4375 or email [SFVote@sfgov.org](mailto:SFVote@sfgov.org)



With the return of celebration of the National Voter Registration Day on September 20, the Department will join with thousands of others across the country to build awareness about voting and the upcoming election. In the weeks leading up to the National Voter Registration Day, the Department's Outreach team will bring voter registration opportunities to various neighborhoods in the City and encourage San Franciscans to cast their vote in the November 8 Election. Staff will partner with local libraries, schools, and churches to host registration tabling events in the following neighborhoods: Civic Center/Downtown, South of Market, Bayview-Hunters Point, Portola, Visitacion Valley, Chinatown, Western Addition, Excelsior, Mission, and Ingleside. At these events, the Department's Outreach Team will engage City residents by providing voter registration forms and facilitating online registration as well as distributing information about election-related services.

Also in September, the Department will conduct its bi-annual *High School Student Ambassador Program*, through which many young people will encourage their peers, family, and community members to register or pre-register to vote, participate in elections, or volunteer as poll workers.

Information about voter registration will also be incorporated in all the outreach strategies described in sections III.C. - III.F. of this plan.

### C. Flyers, Posters and Brochures

For the upcoming election, the Department's Outreach team will disseminate general and election-specific hard copy outreach materials to San Francisco residents, visiting well-trafficked areas and service hubs such as food banks, low-income/multi-



family residence building lobbies, charitable sites, navigation centers, churches, recreation centers, street fairs and festivals, assisted living facilities, and government and non-profit agencies. All of following outreach materials will be directly or indirectly distributed by Department staff and outreach partners and be made available to any interested party in English, Chinese, Spanish, Filipino, large print format, and/or PDF format via the Department's website (the *Accessible Voting Brochure* will also be available in Braille).

1. [Accessible Voting Brochure](#), with descriptions of the types of accessible voting resources available in person and by mail.
2. [Experiencing Homelessness Flyer](#), with information about how to register and vote without a permanent home address.
3. [Justice-Involved Voter Flyer](#), with facts for justice-involved persons about how to register and vote in the next election.
4. [New Voting District Lines Brochure](#), with information about redistricting/precincting processes and resources for voters.
5. [November 8 Election Flyer](#), with information about registration, voting, contests on the ballot, and poll worker service.
6. [November 8 Election Poster](#), with basic information about registration and voting in the November 2022 election.
7. [Pre-Registration Card](#), with information for young (16-17) residents about pre-registration and poll worker service.
8. [Ranked-Choice Voting Brochure](#), with explanations of how to mark an RCV contest and how RCV votes are counted.
9. [Vote by Mail Flyer](#), with descriptions of the main steps to voting by mail and how to avoid common mistakes.
10. [Career Card](#), with information on employment and volunteer opportunities available at the Department of Elections.

#### **D. Presentations**

Working with its many community partners in this election cycle, the Department's Outreach team will actively seek opportunities to conduct comprehensive voter education presentations at locations throughout San Francisco such as community centers, schools, places of worship, and organization and neighborhood meetings.

Public events and locations will be chosen to maximize exposure to diverse communities. The Department's Outreach team will prioritize attending events hosted to reach seniors and people with disabilities, first-time voters, monolingual residents, unhoused individuals, and other vulnerable communities.

In August, the Department will send invitation letters to its partner organizations to schedule presentations with the goal of providing voter registration as well as improving voter readiness for the upcoming election.

The Department offers a series of presentations that vary in content, which allows groups to request information aligned with the needs of their clientele, covering the following topics:

1. [November 8, 2022 Election Presentation](#) — This 20-minute presentation covers essential election topics such as registration qualifications and ways to register to vote, upcoming election dates and deadlines, redistricting in San Francisco, voting options (by mail and in-person), and language and accessibility resources. After this presentation, attendees are invited to register to vote or sign up to serve as poll workers.
2. [2022 Voting District Map Changes Presentation](#) — This 15-minute presentation explains changes to the voting district lines in San Francisco as a result of recent post-census redistricting. After this presentation, attendees are invited to check their current voting districts using the new map.
3. [Ranked-Choice Voting \(RCV\) Presentation](#) — This 8-minute presentation explains which local offices are elected using ranked-choice voting, how to mark a ballot with ranked-choice voting contests, and how votes in ranked-choice voting

contests are counted. After this presentation, attendees are invited to practice ranking candidates on demonstration ballots.

4. [Accessible Voting Resources Presentation](#) — This 15-minute presentation describes the different types of accessible resources San Franciscans can use to participate in elections privately and independently. After this presentation, attendees are invited to practice marking a demonstration ballot using the audio or touchscreen interface of a ballot-marking device.
5. [Voter Registration Drive Presentation](#) — This 15-minute presentation explains how to conduct a registration drive in compliance with state law. After this presentation, attendees are invited to request copies of voter registration affidavits by completing a Statement of Distribution, Digest of Penalties for Improper Voter Registration Actions, and Statement of Circulator’s Responsibilities and Liabilities.

#### **D. Mailings, Postings and Website**

In the coming months, the Department will continue to leverage its list of voter addresses (approximately 500,000) and its list of email addresses (approximately 250,000) to send official guides and notices regarding deadlines, voting opportunities, redistricting, etc. Such mailings will include the *Voter Information and Sample Ballot*, multiple official notices (including those described in the section on redistricting-specific outreach strategies, above), and the vote-by-mail ballot packet. All of the information available in these postal and email mailings will also be available at [sfelections.org](http://sfelections.org).

Since social media remains one of the most cost-effective ways to disseminate information, the Department will continue to utilize social media platforms to engage with City residents in the upcoming election. This fall, the Department will therefore post “bite-sized” bits of news, FAQs, and election updates on its Twitter, Facebook, Instagram, and NextDoor channels. To serve readers who prefer to receive 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) on [sfelections.org](http://sfelections.org).

The Department’s website, [sfelections.org](http://sfelections.org), available in English, Chinese, Filipino and Spanish, will continue to serve as an exhaustive 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. Website visitors can also utilize several available self-help tools, such as:

- 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 [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](#) provides local voters an easy way to find out if, how, and when their Congressional, State Assembly, BART, or local Supervisorial voting districts have changed and explains that neither San Francisco’s State Senate nor its Board of Equalization District were modified in the most recent round of redistricting.
- 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 [Ranked-Choice Voting Practice Ballot](#) allows voters to practice marking a ranked-choice voting ballot contest and receive feedback on how their marks would be counted.

## **E. Media, Advertisements and Public Service Announcements**

In the upcoming election, the Department will continue to leverage its relationships with local English and multilingual media networks to broadcast current election news via TV, radio, print, and digital channels. Digital and media outreach strategies will also include issuance of public service announcements and press releases, and ads on Muni buses, all of which have been designed to highlight key November 8 Election messages.

To ensure as many members of the City's numerous non-English speaking communities as possible are reached, bilingual Department staff will also conduct interviews with local non-English media outlets to share information about registration and voting options for San Francisco residents.

This September, educational ads regarding the November 8 Election will run in all of the following local 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)
- s. SF Neighborhood Newspaper Assoc. – West Portal Monthly (English)

Given that many San Franciscans prefer to receive their news and entertainment online, the Department will also secure both static and video multilingual advertisements via a variety of local and digital platforms, websites, and streaming services in the upcoming election cycle. More specifically, the Department will broadcast digital ads via all of the following sites this fall:

- a. [www.crossingstv.com](http://www.crossingstv.com) (Chinese/Filipino)

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

And, in the upcoming election, the Department will work with local English and non-English media stations, as well as with all outreach partners, to air multilingual television and radio public service announcements (PSAs), conduct multilingual informational interviews, and broadcast multilingual educational advertisements. All PSAs produced for the November 8 Election will draw attention to topics such as redistricting, registration, and voting options, and will run via the following outlets starting in mid-September:

- a. Xfinity Channel 238 (Chinese/Filipino)
- b. Effectv - 27 Comcast Networks (English)
- 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)
- j. KQED, channel 9 (English)
- k. KQED 88.5 FM (English)

Finally, to reach residents who commute via San Francisco’s public transit, the Department will place advertisements on local Muni buses in late September, saturating the City’s transit routes with key election information and messages about poll worker service. These multilingual ads have been designed to alert and educate commuters about the upcoming election, including voter registration options, and election resources and services.

## **F. Outreach Partnerships**

Community partnership and collaboration remain vital to the Department’s voter outreach and education programs. Department’s outreach partners number in the hundreds and include advisory committees, hospitals and schools, nonprofits, local businesses, government entities, and many other public and private sector organizations. Prior to the November 8

Election, the Department will provide all partners with essential information about the upcoming election, inviting them to collaborate with the Department to raise awareness about crucial information regarding the upcoming election.

To support and foster inclusive electoral processes for all San Francisco language minority communities, the Department provides translated voting and outreach materials as well as robust language assistance in all elections. In the coming months, the Department will once again work intently with its *Language Accessibility Advisory Committee* (LAAC), a group comprised of language access leaders and interested members of the public, to disseminate current election information to voters from minority communities and improve language-related services offered by the Department.

Similarly, the Department will continue working with its *Voting Accessibility Advisory Committee* (VAAC), a group comprised of accessibility experts and interested members of the public, to expand the City's array of accessible election materials and services. In collaboration with the VAAC and other accessibility partners, the Department will continue to inform the community about the many services and resources available for voters with disabilities and seniors, including the Accessible Vote-by-Mail System, the emergency ballot delivery program, and the ballot-marking device offered at all in-person voting sites.

This summer, the Department will once again work with numerous San Francisco high schools, colleges, and universities to disseminate information about the upcoming election. Communicating with and through student advocates and administrators, the Department will offer registration and voting resources to City residents.

In addition to working with schools this fall, the Department will continue to collaborate with a large number of care facilities and hospitals throughout San Francisco to provide election-related information and services. In September, as part of its vote-by-mail ballot delivery service, the Department will reach out to nearly 135 such facilities to explain how patients and residents can register to vote and cast ballots by mail. Then, in the last week of the voting period, when it is too late to mail ballots, the Department will facilitate *Emergency Ballot Pickup and Delivery* for voters who find themselves unable to travel.

In the coming months, the Department will continue to work with local job training and vocational service providers. In addition to providing educational materials, the Department will distribute materials designed to inform work-seeking San Franciscans about temporary employment and poll worker opportunities with the Department. And, to increase the visibility of election-related materials at locations providing essential goods and services, the Department will also work with merchants to display election posters in storefronts, with a particular focus on businesses in City neighborhoods with below-average voter turnout. Poster topics will focus on registration and voting options and highlight opportunities to serve as a poll worker.

The Department has numerous long-standing relationships with many non-profit and governmental organizations. Working with these partners in the upcoming election cycle, the Department's outreach team will proactively seek new opportunities to conduct comprehensive outreach and education presentations at locations such as community centers, places of worship, and entertainment venues. Outreach staff will also utilize in-person resource tables to facilitate voter registration and educate residents across the City about their voting options in the upcoming election – using both group and one-on-one strategies to communicate with voters at neighborhood venues such as flea markets, farmers markets, food distribution centers, and grocery stores.

To deliver election information to hard-to-reach and vulnerable populations, the Department's Outreach team will collaborate with numerous 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 San Francisco Sheriff's Office, 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.

#### **IV. Plan Assessment**

Following the November 8, 2022 Election, the Department will conduct an assessment of this VOEP. The primary goal of this assessment will be to determine the impact and effectiveness of the Department's outreach strategies, both in the sense of reaching voters and potential registrants with key elections information, and in the sense of being time, energy, and cost-effective.

This assessment will consist of a review of how well each of the strategies described in the VOEP appear to have worked, with total effectiveness analyzed in terms of both quantitative data, such as the number of community events attended, the number of materials distributed, and the number of new partnerships established, and qualitative data, including surveys of San Francisco voters, feedback from outreach partner organizations and outreach event attendees. With voter equity in mind, the Department will also aggregate data by each community reached and will seek to identify useful correlations between relevant datasets and election outcomes, such as registration levels and turnout patterns in the November 8, 2022 Election.

This assessment will enable the Department to more effectively shape its future outreach and education strategies, and also to intelligently consider the funding and resources necessary to enable the continuation and/or refinement of outreach strategies going forward.