

Language Accessibility Advisory Committee (LAAC) Meeting Minutes

September 26, 2019

2:00 p.m. – 3:30 p.m.

City Hall, Room 48

Meeting Attendance:	
Nataliya Kuzina, Deputy Director	Department of Elections
Eve Peña, Outreach Assistant Manager	Department of Elections
Jordan Valenzuela, Outreach Coordinator	Department of Elections
Mike Choi, Outreach Manager	Department of Elections
Winter Patterson, Assistant Deputy Director	Department of Elections
Alma Vasquez, Community Health Worker	Mission Graduates
Annette Wong, Director of Programs	Chinese for Affirmative Action
Hazel Lee, Principal	SF Shanghai Association
Kathryn Power, Public Affairs Advisor	North East Medical Services
Frances Hsieh, Senior Policy Analyst	Office of Civic Engagement and Immigrant Affairs
Eva Poon, Policy Advocate	Chinese for Affirmative Action

Meeting Minutes:

- I. Welcome and distribution of Voter Outreach binders containing print and digital outreach resources
- II. Update on the Department of Elections' outreach efforts to educate voters about the new voting system and the increased number of rankings in contests using Ranked-Choice Voting (RCV)
 - A. New Voting System contract
 - i. In March of this year, the City approved a lease agreement between the Department and Dominion Voting Systems for the use of Dominion's voting system to conduct elections in San Francisco. This means that beginning with the November 5 Election, San Francisco voters will use a new voting system and will notice ballot format changes.
 - ii. After the signing of the contract, the Department established a voter outreach implementation team who developed various outreach strategies, including a wide variety of direct communications via print and digital media, voting system demonstrations, radio and video broadcasts, and collaboration with community partners.
 - B. Update on the distribution of grant funding to supplement Department's efforts to educate the community about the new RCV ballot format and voting system
 - i. Earlier this year, the Department secured and disbursed grant funding to local organizations who had expressed interest and demonstrated ability in assisting to disseminate information about the new RCV ballot format and the new voting system.
 - ii. In May, the Department issued a Request for Proposals (RFP) for 2019 Ranked-Choice Voting Outreach. After review of responses to the RFP, the Department selected six grant recipients, each of which showed the capacity to reach one or more of City populations who are likely to benefit from focused outreach. Such populations include, but are not limited to, residents of neighborhoods with turnout below the City average, seniors and voters with disabilities, members of the City's main language minorities, and first-time voters.

In August, the Department conducted training sessions to help grantees develop knowledge of the new voting equipment and new ballot format as well as messaging and materials to be distributed to San Francisco residents. Additionally, the Department provided grantees with a variety of ready-to-use, multilingual, multi-format outreach materials for dissemination to the public.

C. Update on recent outreach efforts to disseminate information about the new voting system

- i. The Outreach Division has conducted or participated in nearly 170 event this year, including voting system demonstrations, community forums, citizenship ceremonies, tabling events, neighborhood festivals, fairs, and assemblies.
- ii. The Department aired PSAs in English, Chinese and Spanish on local radio stations on the following dates:

Language	Radio Station	Number of Times Aired	Air Dates
English	Channel Q	72	August 12, 2019 – September 29, 2019
Chinese	KEST-AM 1450	60	July 6, 2019 – July 26, 2019
Spanish	KIQI-AM 1010	60	July 6, 2019 – July 26, 2019

- iii. The Department aired television PSAs in English, Cantonese, Mandarin, and Filipino on local television stations on the following dates:

Language	TV Station	Number of Times Aired	Air Dates
English	Comcast Networks	797	July 1, 2019 – July 28, 2019
Spanish	Comcast Networks	26	July 1, 2019 – July 28, 2019
Cantonese	Crossings TV	6	August 12, 2019 – August 24, 2019
Mandarin	Crossings TV	7	August 12, 2019 – August 24, 2019
Filipino	Crossings TV	8	August 12, 2019 – August 25, 2019

- iv. The Department featured advertisements about the new voting system in multiple local newspapers on the following dates:

Language	Publication	Publication Dates
English	Castro Courier	September 2019
	Marina Times	August 2019

	New Fillmore	August 2019
	Noe Valley Voice	September 2019
	Potrero View	August 2019
	Richmond Review	August 2019
	San Francisco Bayview	August 2019
	Sunset Beacon	August 2019
	Westside Observer	September 2019
	West Portal Monthly	August 2019
	Bay Area Reporter	June 27 and September 26, 2019
	West Portal Monthly	August 15, 2019
	SF Weekly	August 21, 2019
Chinese	Sing Tao Daily	September 4, 2019
Spanish	El Reportero	September 6, 2019
	El Tecolote	August 2019
Filipino	Philippine News	September 6, 2019
	Asian Journal	September 6, 2019
Korean	The Korea Times	September 4, 2019

- v. The Department will feature advertisements in English, Chinese, Spanish, and Filipino on MUNI buses from September 30 through November 4.
- vi. The Department will feature advertisements at all San Francisco BART stations starting October 7 through November 4.
- vii. In September, the Department sent postcards to approximately 227,000 households in San Francisco, providing information in English, Chinese, Spanish, and Filipino. The focus of the citywide mailer is on the new ballot format with increased number of rankings in RCV contests as well as the many resources available to voters to learn more about RCV.

The mailer features the Department's new outreach theme *Make a Note. Plan to Vote*. This theme is designed to prompt City residents to integrate the action of voting into an everyday, personal to-do list and to highlight the accessible nature of voting.

- III. Review of outreach resources available to community partners
 - A. Mike and Eve presented the Department's General Presentation, highlighting key dates and deadlines for the upcoming election, how to register to vote, how to mark a ballot, voting options, and key features of the new voting system.
 - B. Jordan presented the Department's RCV Presentation, which explains how to mark a RCV ballot, key points to remember, how RCV contests are counted, and resources available to voters to learn more.
 - C. Winter reviewed with the group the Voter Outreach binder with samples of the digital and print resources that the Department distributes at events and makes available to community partners.
 - i. To help educate the community about voting in the three upcoming elections and to increase community awareness about the new voting system and ballot format, LAAC members are encouraged to request additional materials from the Department using the Voter Outreach Materials Request Form.
 - D. The group engaged in the discussion about materials that the Department develops with the goal of reaching certain populations and strategies for reaching such populations. New collaborations were discussed and will be pursued by the Department.
 - i. Hazel Lee asked how the Department plans to educate voters on the counting of votes in ranked-choice voting contests and indicated that she frequently receives such questions from the community. In preparation for the changes in the RCV ballot format, the Department created various educational resources such a new RCV presentation that illustrates the distribution of votes amongst candidates, a dedicated RCV page on sfelections.org that describes the counting of RCV contests and provides answers to Frequently Asked Questions about RCV, and a new interactive practice ballot that allows voters to practice marking their selections and then receive feedback on how the ballot will be counted.
 - ii. Kathryn Power noted her involvement with services for new citizens and immigrants, and asked about transparency and outreach to these groups. The Department strives to provide information in a clear and concise way to allow potential voters to make an informed decision. For example, all materials designed for EDU voters include an Important Notice to inform prospective registrants about potential consequences resulting from participating in the School Board Election, such as information in the voter record becoming available to any federal agencies.
 - iii. After reviewing the Department's materials related to voting rights for those who are involved in the justice system, Alma Vasquez noted the importance of voter outreach to this group, and asked how the Department distributes such materials to the community. The Department brings these materials to all outreach events and distributes them to those with questions about voting rights, and recently participated in a Restorative Justice Reentry Conference and Resource Fair. The Department continues to seek additional partnerships with organizations to help bolster its outreach efforts to hard-to-reach communities.
- IV. Demonstration of the new voting equipment and the new RCV ballot format
 - A. The Outreach team conducted a demonstration of the new equipment and the new RCV ballot.
 - i. Attendees had the opportunity to mark the ballot using the new ballot-marking device, filling out the new RCV grid, and casting demonstration ballots using the ballot-scanning machine.