



July 9, 2021

Voter Outreach and Education Plan

September 14, 2021, California Gubernatorial Recall Election

The Department of Elections' main outreach objectives for the September 14, 2021, California Gubernatorial Recall Election are to inform City residents about: a) vote-by-mail and in-person voting options, and b) how to mark the recall contest. As in all recent elections, outreach materials will also provide details such as when and how to register online and in person, which language and accessible voting resources are available and where, how to access the accessible vote-by-mail system, and how voters in certain circumstances, such as those experiencing homelessness or involved in the criminal justice system, can still participate in the recall election.

Given the unusual nature of both the election calendar and recall voting instructions, the Department plans to simultaneously execute as many outreach strategies as practical over the course of the next eight to ten weeks. These outreach strategies will include both direct methods such as distribution of print and digital materials; official mail notifications; placement of newspaper ads; broadcasting of public service announcements on television and radio stations; utilization of *sfelections.org* and the Department's social media channels, and indirect methods such as collaboration with some of the local nonprofit organizations who are best poised to assist in disseminating election information to vulnerable populations.

A. Print and Digital Material Distribution

For the September 14 election, the Department has produced and will distribute brochures and posters throughout San Francisco at community presentations, street fairs and festivals, and other community events. Copies of all brochures and posters will also be made available for distribution to community organizations, with electronic versions available for download from the Department's website. All such voter education materials will be available in English, Chinese, Spanish, and Filipino. To reach out to individuals with sight impairments, large-print versions of materials will also be produced and distributed, by request, to organizations that serve the blind and low-vision community. These materials will include:

- Election flyer with key information about registration, voting options, the recall contest, and poll worker service
- Accessible voting flyer that describes which types of accessible voting resources are available
- Accessible Vote-By-Mail System card that explains how to access, mark, print, and return an accessible vote-by-mail ballot
- Pre-registration card for young voters with information about re-registration and poll worker service
- Unhoused voter card that explains how to use local cross streets as a registered residential address
- Justice-involved voter card that explains who is eligible to vote and how and when to register to vote
- Career Card with information on employment and volunteer opportunities at the Department of Elections.

B. All Household Direct Mailer

During the week of July 19, the Department will mail a quadrilingual notice to approximately 380,000 San Francisco households, alerting both registered voters and eligible City residents to the upcoming recall election and explaining their voting options (by mail, at the Voting Center, or at a polling place). This notice will also provide key information and pertinent dates related to each method of voting, advise registered voters to double-check the information in their voter records and sign up for ballot notifications, explain how to register to vote online or using a paper form, and feature a message about

serving as a poll worker. To reach as many people as possible as early as possible, Department will send digital versions of this notice to the nearly 250,000 voters who provided email addresses as part of their registration records.

C. Voter Information Pamphlet

The Voter Information Pamphlet and Sample Ballot (VIP) will again serve as one of the main outreach strategies through which the Department educates the City's approximately half a million voters. The September 14, 2021 edition of the VIP will provide information about voting options, explain how to mark the recall contest, and highlight the some of the many resources available to voters. To make finding answers to anticipated voter inquiries as easy as possible, the VIP will feature a "Frequently Asked Questions about Voting in San Francisco" page that addresses questions in the each of the five following categories: 1) voter registration, 2) recall contest, 3) in-person voting, 4) vote-by-mail ballot delivery, and 5) vote-by-mail ballot return.

D. Use of Local and Social Media

In the upcoming election, the Department will also continue to utilize local media to communicate key information to San Francisco residents, producing and placing a local public service announcement, sending press releases about key election dates, and highlighting important election messages in social media posts. Finally, bilingual Department personnel will conduct election-related interviews with local non-English media outlets.

i. Public Service Announcement

The Department will produce 30-second radio and television public service announcements with the primary goal of drawing voters' attention to the purpose and date of the upcoming recall election. This PSA will be made available to outreach partners and run in the following media outlets starting mid-August:

- a. Xfinity Channel 238 (Chinese/Filipino)
- b. Effectv - 27 Comcast Networks (English/Spanish/Chinese/Filipino)
- c. Univision T.V. - KDTV-DT, channel 14 (Spanish)
- d. Univision Radio - KDTV-DT, channel 14 (Spanish)
- e. Multicultural Radio Broadcasting – KEST (Chinese)
- f. Multicultural Radio Broadcasting – KIQI (Spanish)
- g. Audacy - KCBS - All News (English)
- h. Audacy - Channel Q (English)

ii. Newspaper Advertisement

In August, the Department will launch a multilingual print advertising campaign. These print ads, which will focus primarily on voting options in the recall election, but will also include messages about voting period topics such as ballot tracking options and how to request a replacement ballot, will run in all of the following newspapers:

- a. San Francisco Bay Times (English)
- b. Bay Area Reporter (English)
- c. World Journal (Chinese)
- d. Daily Journal – Sing Tao (Chinese)
- e. Daily Journal – Philippine News (Filipino)

- f. Daily Journal – Asian Journal
- g. Daily Journal – Korean Times (Korean)
- h. Daily Journal – El Reportero (Spanish)
- i. Daily Journal – Vietnam Daily (Vietnamese)
- j. Clint Reilly Communications dba San Francisco Examiner Media Co. - SF Weekly (English)
- 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)

iii. Digital Ads

For the September 14 election cycle, the Department will also engage with the public by embedding ads on different media web pages to draw attention to election related information. The ads will be displayed on web pages of the following sites:

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

iv. Social Media

Throughout the September 14 election cycle, the Department will post news, FAQs, and election updates on its Twitter, Facebook, and Next Door channels, publishing “bite-sized” bits of important information about voting options and other key election information. To serve those who need additional information, many of these social media posts will include links to detailed informational pages and self-help voter tools (e.g., the Voter Portal).

v. Website

In the upcoming recall election, the Department’s website, *sfelections.org*, will continue to serve as a comprehensive, multilingual, and barrier-free source of information. To this end, Department staff have recently updated all relevant pages as well as all affected self-help tools and the website now features information and deadlines applicable to the recall election. The website banner has also been updated to draw attention to the date of the upcoming election.

E. Community Partnerships

Working with community partners, Department Outreach personnel will actively seek opportunities to conduct voter education presentations at locations such as community centers, places of worship, and entertainment venues. At the same time, staff

will work on organizing meetings to facilitate voter registration and educate residents about the upcoming election, focusing on how to mark the recall contest. Outreach staff will also use in-person, one-on-one strategies to educate voters at neighborhood venues such as flea markets, farmers markets, and grocery store parking lots.

i. Partnered Multilingual Outreach

To reach language minority voters with information about the recall election as effectively as possible, the Department will leverage connections with members of its Language Accessibility Advisory Committee and collaborate with a wide spectrum of community organizations and advocacy groups to saturate all City neighborhoods with multilingual materials and presentations.

ii. Partnered Accessible Voting Outreach

Strategies to reach voters with disabilities will parallel the strategies used to reach language minority voters, and will involve a concurrent effort to leverage the expertise and contacts of the Voting Accessibility Advisory Committee while partnering with many of the local community organizations and advocacy groups who serve seniors and people with disabilities in San Francisco.

iii. Other Vulnerable Population Outreach

In identifying focused opportunities for outreach to other vulnerable or hard-to-reach voting populations, including racial and ethnic minorities, residents of low-income communities, and people involved in the justice system, the Department will collaborate with a number of local governmental departments, agencies, and community organizations, including the Office of Racial Equity, the Department of Homelessness and Supportive Housing, the San Francisco Housing Authority, Project Homeless Connect, Swords to Plowshares, the Homeless Prenatal Project, Episcopal Community Services, Catholic Charities, Five Keys, and the Sheriff's Department Prisoner Legal Services Unit. Through this last collaboration, the Department will continue to facilitate the Incarcerated-Person Voting Program to provide election services, tailored outreach and materials, registration forms, and ballot delivery to those in county jail or otherwise involved in the justice system who are eligible to participate in elections.