



November 15, 2021

Voter Outreach and Education Plan

February 15, 2022, Consolidated Special Municipal Election

I. Outreach Objectives

The primary objective of the voter outreach and education program for the February 15, 2022, Consolidated Special Municipal Election will be to provide San Franciscans with essential election information, including which contests will appear on the ballot, how to register to vote, and how to cast a ballot. Outreach materials will therefore explain when and how to register online, in person, or by mail, which language and accessible voting resources will be available, and how voters in all types of circumstances, including those experiencing homelessness or those involved in the criminal justice system, may receive and cast ballots. In addition, the program will highlight the impacts of Assembly Bill (AB) 37 and Local Ordinance No. 210961.

The passage of AB 37 made permanent the automatic mailing of vote-by-mail ballots to all registered voters as well as universal access to counties' accessible vote-by-mail (AVBM) systems and also mandated the operation of official ballot drop boxes. Since most local voters have already experienced receiving their ballots in the mail and are already aware of the new option to access their ballots through the AVBM system, the Department will focus most of its AB 37 related outreach efforts on this new ballot drop-off infrastructure.

Voters will learn that, for the upcoming election, San Francisco's 34 official ballot drop boxes will be open 24/7 from January 18 through 8 p.m. on Election Day in neighborhoods across San Francisco, that all such boxes will be clearly marked and bear the official seal of the City and County of San Francisco, that these boxes will provide voters with a secure, accessible, and contact-free method to return their mailed ballots, and that all instructions appearing on the boxes (e.g., "no-postage necessary") will be printed in English, Chinese, Spanish, Filipino, Burmese, Japanese, Korean, Thai, and Vietnamese.

With respect to outreach on local elections legislation, the Department will focus on the impact of the passage of Local Ordinance 210961, which made permanent Proposition N's non-citizen registration and voting in local School Board contests. (Since 2016, any non-citizen resident of San Francisco of legal voting age, not in prison for a felony conviction, and the parent, guardian, or legally recognized caregiver of a child under the age of 19 also living in San Francisco has been able to register and vote in San Francisco Board of Education elections.) Voters and potential registrants in this election will learn that such residents will be able to continue to participate in all future "EDU" elections, including the upcoming Board of Education recall election.

The Department plans to meet these objectives using a wide variety of outreach strategies, including 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; and utilization of *sfelections.org* and the Department's social media channels, and also indirect methods, such as collaboration with some of the local nonprofit organizations who serve voters in potentially challenging circumstances, such as those experiencing homelessness or those involved in the criminal justice system. All of these strategies will incorporate messages with pertinent information for EDU voters as well as other voters.

II. Outreach Theme

As part of its outreach program for the February 15, 2022, Consolidated Special Municipal Election, the Department developed *Cast by mail or at the poll, your vote plays an important role!* theme with the intent of inspiring the San Francisco electorate to participate in this special election by emphasizing the importance of voting and reassuring voters that there are multiple ways to do so.

The first part of the theme “Cast by mail or at the poll,” alludes to the essential facts that, 1) vote-by-mail ballots will be arriving in mail boxes soon, and 2) in-person voting will continue to be available. With several changes to election law and voting procedure in the last two years, some San Francisco voters may be uncertain about their voting options in the City’s February 2022 election. The first part of this theme thus aims to affirm that voters will have the full range of voting options in the upcoming election. Having reassured voters that they will be able to cast their ballot as they see fit, the second part of the theme, “your vote plays an important role!” is intended to urge voters to exercise their right to vote and make an impact.

The graphics accompanying the new theme were created to draw in the eye while highlighting 1) the date of the election (since it is specially scheduled), and 2) the word “vote” (which, sitting alone can act as an imperative verb). To compliment the prominence of the election date and the word “vote,” the Department formed the remainder of the theme’s words into a blue-ribbon shape. The blue ribbon, symbolizing high quality and standards, is representative of both the City and County of San Francisco and its electorate; it is meant to provide a subtle reminder that the City, despite experiencing a number of significant challenges brought on by the COVID-19 pandemic, remains committed to administering free, fair, and functional elections, while also recognizing the important and distinguished role that voters play in fulfilling their civic duty.

The new election theme will be featured on the cover of the *Voter Information Pamphlet*, which voters will receive in mid-January. The Department has also integrated this new theme into its outreach strategies, including multilingual print and digital materials, citywide mailer, the homepage of *sfelections.org*, online slideshows, flyers, and outreach giveaways.

III. Outreach Strategies

A. Print and Digital Material Distribution

For the February 15, 2022 election, the Department will distribute updated 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 print and digital outreach materials will be available in English, Chinese, Spanish, and Filipino, as well as large-print (the latter by request), including the following items:

- Election flyer with information about registration, voting options, contests on the ballot, and poll worker service
- Accessible voting flyer describing the types of accessible voting resources available in person and by mail
- Accessible vote-by-mail system card explaining how to access, mark, print, and return an online AVBM ballot
- Ranked-choice voting flyer explaining how to use the new RCV format and how RCV votes are counted
- Pre-registration card for young (16-17) residents with information about pre-registration and poll worker service

- Unhoused voter card explaining how to register using non-permanent home and mailing addresses
- Justice-involved voter card explaining how who is now eligible to register and vote and how to do so
- Non-citizen guide to registration and voting explaining who is eligible and how to register and vote
- Career card with information on employment and volunteer opportunities at the Department of Elections
- San Francisco Redistricting card explaining how to participate in San Francisco's current redistricting process

B. All Household Direct Mailer

On or around December 13, the Department will mail a multilingual notice (printed in English, Chinese, Spanish, and Filipino) to all of San Francisco's approximately 380,000 households, alerting both registered voters and eligible City residents to the upcoming election and providing key information. This notice will highlight essential dates and explain all three methods of voting (by mail or in-person at City Hall or a polling place), advise registered voters to double-check the information in their voter records, inform those who are not yet registered about available registration options, and feature messages about EDU registration and poll worker service. To reach as many people as possible as early as possible, Department will also send digital versions of this notice to the nearly 250,000 voters who have email addresses in 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 February 15, 2022 edition of the VIP will explain available voting options, provide information about contests on the ballot, and highlight the many accessibility and language resources available to voters. As in all recent elections, voters may receive the VIP in their preferred language as well as in English, and, for the upcoming election, the Department will also produce a Voter Information Booklet (VIB) for EDU voters, with a sample ballot showing only the Board of Education recall contests along with general information about the election. Both VIPs and VIBs will be mailed to their intended recipients and posted on selections.org in mid-January.

D. 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 a local public service announcement, sending press releases about key election dates, and highlighting important election messages in social media posts. To reach as broad an audience of voters as possible, bilingual Department personnel will also conduct election-related interviews with local non-English media outlets.

i. Public Service Announcement

With the goal of drawing San Francisco voters' attention to registration and voting options in the upcoming election, the Department will produce 30-second radio and television public service announcements. These PSAs will be made available to the Department's outreach partners and will run in the following media outlets starting mid-December:

- 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

This December, the Department will launch a multilingual print advertising campaign that focuses on registration and voting options in the upcoming election, highlighting the new ballot drop box infrastructure, and explaining how to check the status of a vote-by-mail ballot and how to request a replacement ballot. This ad 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 Weekly (English)
- l. Clint Reilly Communications dba San Francisco Examiner Media Co. - SF Examiner (English)
- m. SF Neighborhood Newspaper Assoc. - El Tecolote (Spanish)
- n. SF Neighborhood Newspaper Assoc. - Marina Times (English)
- o. SF Neighborhood Newspaper Assoc. - Noe Valley Voice (English)
- p. SF Neighborhood Newspaper Assoc. - Potrero View (English)
- q. SF Neighborhood Newspaper Assoc. - Richmond Review (English)
- r. SF Neighborhood Newspaper Assoc. - SF Bay View (English)
- s. SF Neighborhood Newspaper Assoc. - Sunset Beacon (English)
- t. SF Neighborhood Newspaper Assoc. - West Portal Monthly (English)

iii. Digital Ads

In this election cycle, the Department will embed ads on several different media webpages to draw attention to election-related information relevant to both EDU and other voters. The 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)

iv. Social Media

Throughout the February 2022 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 serve those who want 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

As in all recent elections, the Department’s website, sfelections.org, will continue to serve as a comprehensive, multilingual, and barrier-free source of information. The Department also provides an array of online voter self-help tools. When visiting the website, voters can access their registration information, view their Voter Information Pamphlet and sample ballot, track the journey of their vote-by-mail ballots from printing to counting, find the location of their polling places, or request translated election materials.

To provide election information tailored to EDU voters, the Department maintains a dedicated website section, sfelections.org/noncitizen/voting, which holds six drop-down panels. The first drop-down panel presents the required “Important Notice” translated into 48 languages; the second panel lists eligibility requirements, explains how to register, and hosts links to the registration application; the third panel gives information about the recall contests on the upcoming ballot; the fourth panel discusses voting options; the fifth panel lists helpful links to various resources; and the last panel contains answers to Frequently Asked Questions.

E. Community Partnerships

Working with its many community partners in this election cycle, Department’s outreach team will actively seek opportunities to conduct comprehensive voter education presentations at locations such as community centers, places of worship, and entertainment venues. Outreach coordinators will also organize events to facilitate voter registration and educate residents about the upcoming election and their voting options. Finally, outreach staff will use in-person, one-on-one strategies to educate voters at neighborhood venues such as flea markets, farmers markets, and grocery stores.

i. Partnered Multilingual Outreach

To reach language minority voters with information about the upcoming election as effectively as possible, the Department will collaborate with a wide spectrum of community organizations, advocacy groups, and government agencies and leverage its connections with members of the Language Accessibility Advisory Committee to saturate all San Francisco 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.

iii. Other Vulnerable Population Outreach

In identifying focused opportunities for outreach to other vulnerable or hard-to-reach voting populations, 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. 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 in county jail or otherwise involved in the justice system.

iv. EDU Outreach

To ensure all eligible non-citizen San Franciscans understand their voting options in the upcoming School Board recall election, the Department will work with many local agencies and organizations to educate City residents about non-citizen voting -- some of these partnerships have been in place for earlier School Board Elections, while others are new. In its EDU outreach efforts, the Department will collaborate with the Immigrant Parent Voting Coalition (IPVC), which in turn works with all of the following organizations: African Advocacy Network, Arab Resource and Organizing Center, Central American Resource Center, Chinese for Affirmative Action, Coleman Advocates for Children and Youth, La Raza Community Resource Center, Mission Economic Development Agency, and Mission Graduates. The Department will also partner with the San Francisco Unified School District and the City's Office of Civic Engagement and Immigrant Affairs to distribute EDU materials and to identify additional community-based organizations with established ties to immigrant communities in the City.