



**SAN FRANCISCO
REDISTRICTING
OUTREACH**

KEY OUTREACH PRIORITIES



Drive attendance to District events and Task Force meetings



Provide information and resources to diverse communities and stakeholders broadly and deeply



Utilize culturally competent, accessible, and in-language communications

COMMUNICATIONS METHODS & MATERIALS

Materials

- Cohesive branding + logo
- Meeting flyers
- Fact Sheet
- Input Form
- Digital graphics
- "Tool Kit"
- Advertisements
- Signage

Methods

- Redistricting Outreach email campaign marketing to 500+ organizations and partners
- Leverage existing City partners and Elected Official's newsletters and social media
- Community newspaper advertisements citywide – 2 ads per paper, per month through April

COMMUNITY OUTREACH

Stakeholder Groups

- Neighborhood Groups
- Merchant Associations
- Community Benefit Organizations
- Faith-Based Institutions
- Service Providers
- Latinx Organizations

City Partners

- Redistricting Task Force
- Department of Elections
- OCEAI
- District Supervisors' Offices
- Mayor's Office
- City Departments

Community Partners

- African American Organizations
- Asian Organizations
- API Organizations
- Native American Organizations
- Latinx Organizations

MULTILAYERED APPROACH



WHAT ELSE?

Additional Options

- In-Language Telephone Town Halls
- Public Service Announcements
- Neighborhood Groups Roadshow
- Multilingual in-person engagement
- Facilitated small group meetings
- Mailer content for Department of Elections
- Community ambassador training
- Input gathering and tracking

MULTILAYERED APPROACH



NEXT STEPS

ROAD SHOW

Meet groups where they are and participate in their regular meetings

Targeted at active neighborhood groups, merchant associations, and CBOs

Approach stakeholders by neighborhood and common interests

Short presentations with Q&A

Engagement activities, exercises, or trainings tailored to each group to maximize participation

Intake forms and gather data offline, in real time

Learn from what we hear on the ground – fine tune messaging, report an elevate community concerns, improve outreach methods and increase participation

ROAD SHOW: INTERACTIVE ENGAGEMENT



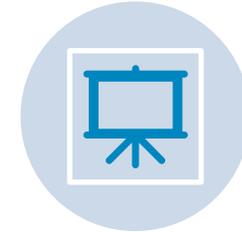
MAPPING TOOL
DEMONSTRATION



PRINTED MAPS



FACILITATED
CONVERSATIONS



PRESENTATIONS



Q&A



DRIVE ATTENDANCE TO
DISTRICT MEETINGS



PROVIDE RESOURCES
AND "TOOL KIT"



DISTRIBUTE AND
COLLECT INTAKE FORMS