

City and County of San Francisco  
Elections Commission  
Approved: \_\_\_\_\_  
Minutes of the Meeting at City Hall Room 408  
December 16, 2009

1. **CALL TO ORDER.** President Joseph Pair called the meeting to order at 6:04 pm.
2. **ROLL CALL. PRESENT.** Commissioners Rosabella Safont, Richard P. Matthews, Gerard Gleason, Joseph Phair, Winnie Yu (arrived at 6:09 pm), Deputy City Attorney Mollie Lee, and Director of Elections John Arntz. **EXCUSED.** Commissioner Arnold Townsend.
3. **Discussion and possible action to approve the minutes of the November 18, 2009 Elections Commission Meeting.** Commissioner Matthews MOVED and Commission Safont SECONDED this item.

The Roll Call Vote was UNANIMOUS to approve the minutes.

8. **Report of the Budget and Oversight of Public Elections Committee (BOPEC) Meeting.**  
President Phair asked that Item # 8, The Report of the Budget and Oversight of Public Elections Committee (BOPEC) Meeting, be taken out of order due to Chairperson Matthews needing to leave tonight's meeting early.

Chairperson Richard Matthews reported that Deputy Director Aura Mendieta attended the meeting for Director Arntz. There were several question regarding the initial review of the DRE (Direct Recording Equipment) performance during the November election that the Committee wanted the Director to answer. Those questions were relayed to the Director after meeting by the Deputy Director. Director Arntz provided written responses, by memo, to the Committee last week. Chairperson Matthews will review the responses and provide a memo to the Commission within two weeks regarding his observations of the November 2009 election as it relates to the DRE. The Minutes of the BOPEC are in the meeting packet for tonight's meeting.

5. **Director's Report**  
Director John Arntz reported that all divisions are organizing budgets for the next fiscal year. The Mayor's Office's mandate is for a 20% cut with 10% of the cut to be on going. Department of Elections' (DoE) Division Managers are looking at materials and supplies and temporary staff needs in order to make these cuts.

The upcoming June 2010 election will be the second election in the current fiscal year and will be larger than the November 2009 election because there will be no consolidation of polling places. In last November's election there were 409 polling places, in June 2010 there will be 561 or more. The DoE will plan staffing based on the November 2009 election and build up staffing and materials to what will be needed for June 2010. The DoE will not cut services but will streamline its operations. Director Arntz hopes to get a draft budget to the Commission by the second week in January.

### **Division Updates:**

***Ballot Distribution*** is involved in archiving materials from the November 2009 election such as rosters and vote-by-mail envelopes. Staff will be checking and clearing the storage area at Bill Graham Auditorium where they and other divisions store materials. This is a large task. The Division is seeking a high speed scanner to pick up and read bar codes on vote-by-mail ballots instead of the hand-held one currently being used, and upload that information into the system. The Division is performing a cost benefit analysis for obtaining a new and faster system. The new system would also verify the signatures on the envelopes, within specific tolerances, open envelopes and sort by precinct.

The Director reported that he was in Sacramento last week to attend The New Law Conference for California Election Officials. At this meeting, vendors show off their new products. One company may use San Francisco as a test county for a new mid-priced (\$150 to \$200,000) bar code scanner to automate the vote-by-mail process and increase the efficiency of the Department. There is a \$20,000, smaller machine we may purchase as a stop gap which can later be used for other purposes.

***Budget and Personnel***, which is Administration, is also involved in the budgeting and staffing process. Audit checks with EDD (Employment Development Department) are being done for all the temporary staff hired before each election and then released shortly after the election. The DoE separates these workers from City employment, and forwards information to EDD regarding each individual. This is a large task which must be done with each election.

The DoE is drafting a proposal for an election information management system which is a voter registration data system. In 2011, California will implement "Vote Cal" a statewide data base program under the Help America Vote Act (HAVA) from 2002, in which all states are required to have a statewide database. We need to get a new system under contract that will interface with the "Vote Cal" system. DoE has been using the DIMS (Data Information Management Systems) since 1992. Finding a new vendor will be a large project. The system will not only involve voter registration, but also: pollworkers, polling places, petitions, candidate information, etc. The

Department hopes to draft a proposal by the end of January 2010 that will go out for bid several months later because of the various steps that must be taken within the City's process.

Several divisions are working on a grant through the Secretary of State (SoS), under HAVA, for accessibility. The Department made a request last July, and finally received notice that it is eligible to receive a grant of \$249,000. Director Arntz, with the City Attorney's help, has drafted a resolution to accept the funds. These funds will go quickly. A large portion will go to buy chairs so voters can sit down. Through the years chairs have broken. The DoE will also be creating materials to explain and demonstrate, via video, accessibility to voters. In addition, funds will be used to make the front counter of the Department more accessible.

Redistricting as a result of the 2010 census is being planned. The DoE will have links on its website with census information to be disseminated through Outreach events. The Commission's role will be to recommend who will occupy three seats on the Voting System's Task Force in 2011. It is expected that members of the public will contact the Elections Commission regarding these seats. The redrawing of the lines that make up the voting precincts will happen sometime between the end of 2011 and the beginning of 2012.

**Campaign Services Division** handled a filing to recall the Supervisor of District Ten last week. The Supervisor has seven days to file a response, then the petitioners should issue a notice and then the collection of signatures begins.

In addition, the Division is working on the guides for the June election, declaration of policy ordinance, Charter Amendments, Central Committee Guides – the Central Committee is a very large part of the primary elections and information for the November election. There are currently 49 candidates – that is people who have taken out a declaration of intent to run for Supervisor.

**Outreach Division** has released a report regarding Voter Outreach and Education which was given to the Commission Secretary earlier today. Work is being done on a booklet for ADA, along with the Mayor's Office on Disability and The Light House for the Blind and Sight Disadvantaged.

**Publications Division** is working with vendors to streamline printing and working on templates that are consistent from one election to the other so that the vendors can have a better understanding of our needs.

**Poll Locating and ADA Division** is working on the accessibility grant that the Department has received for materials and is making determination of how best to use the monies. One of the primary duties of this Division is to work with the Director to plan out the redistricting for the City.

**Pollworker Division** is developing the training schedule for the June election, and identifying and securing locations for the training, and reviewing the performance reports from the FEDs (Field Election Deputies) of the workers from last November's election to assist the Division in returning only the best workers for upcoming elections.

**Technology Division** is working on a database for the Outreach Division, in addition to databases for canvassing and warehouse inventory tracking. With Pier 48, the Department now has one location to centralize activities, but it still needs to refine how we inventory and replace our materials and supplies at that location. With the help of Administration, the Technology Division is working to help Divisions work together on supplies and inventorying those supplies at the warehouse. Additionally, the Technology Division is readying another file server transition.

**Voter Services Division** is working on changes and cancellations of voter registrations. The Division reviewed a state initiative and finalized it yesterday. Staff is working also on creating efficiencies in how they handle their responsibilities. One example is the large volume of information the Department receives every election. The amount varies with each election. The Division is comparing the information historically, with time studies to determine how much each staffer can accomplish and in what amount of time.

Commissioner Matthews asked if the successor to the DIMS system will be able to mask certain fields of registrant information if the state changes the election code to permit masking, and could the Request for Proposal (RFP) include this masking requirement. Director Arntz responded that this would not be difficult, and in fact, the Department could now do this with its current equipment. The Director added that he completed the outline of the performance specifications for the RFP today, and has required that if new requirements of state law arise, the equipment be able to comply.

Commissioner Matthews asked if the problem of having potable water at Pier 48 had been resolved. Director Arntz answered that it had and that a filtration system was installed last year.

Commissioner Gleason asked if there was a possibility of sharing the expense of the vote-by-mail equipment with another City Department, considering that the DoE only needs to use the equipment during elections. Director Arntz said that it would be difficult to agree to the proportion of the cost each department would be paying and there is the issue of custody of Election Materials. If the equipment is housed somewhere else, the ballots would need to be transported to that location. The machine does not have to be a large one, and the Director said that he would like to have it housed in the DoE. Then there is the problem of the maintenance contract for the machine.

President Phair asked the Commissioners to review the Voter Outreach report that the Director provided earlier in the day and be prepared to discuss it at the next meeting.

Commissioner Safont asked if the Outreach report could be broken down to show the percentage of registered voters targeted in the Outreach Presentations and the percentage actually reached in the language categories.

Director Arntz estimated that 23,000 voters request information in Chinese, and 3,000 voters request information in Spanish. He said country of origin, surname, and requests on election day are all considered when materials are distributed in languages other than English.

Commissioner Gleason was concerned that personal information of voters and campaigns was included in the report of voter communications about the election. He felt the information should be redacted, perhaps by the Commission Secretary, before it is forwarded to the members.

Commissioner Turner said that he was pleased to see the DoE's report on communications from the November Election voters and was not concerned about the small amount of personal voter information it contains.

Commissioner Matthews said he felt that redaction would increase the burden on the Department when it provides this information to the Commission.

President Phair said he agreed with Commissioner Matthews. If a particular Commissioner felt that he didn't want to see the information, he could destroy or discard it.

Commissioner Yu asked about the graph of outreach by supervisory districts on the Outreach Report. She suggested that the report show "outreach events by supervisory districts", "community outreach by target communities" and asked if where the chart shows "Chinese 85" is events or people reached. Director Arntz asked the Commissioner to email her comments and he would provide answers. Commissioner Yu said she would like to see voter turnout in the districts covered by outreach, including a voter profile to see if there is any comparison that can be made with the outreach efforts in those districts. Director Arntz responded that the DoE does not do demographics, and only the number of requests for language information is known. Commissioner Yu asked if those requests are divided by district. Director Arntz said that they are not, but it would not be difficult to do so. Director Arntz asked Commissioner Yu to send him a draft of the information she would like to see on a chart and he would work to produce that information.

President Phair reminded the Director to provide the Commission the usual reports it requests after each election as soon as those reports are available. Director Arntz said that he would do so and reminded the Commission that some of those reports are not available until the election is certified.

## 9. **New Business Business**

- (a) **Discussion and possible action regarding evaluation of the effectiveness of the Election Plan for the November 3, 2009 General Municipal Election.** Commissioner Safont MOVED and Commissioner Turner SECONDED approval of the effectiveness of the November 3, 2009 Election. The Roll Call Vote was UNANIMOUS to approve the item.
  
- (b) **Discussion and possible action to amend the Elections Commission's by-laws as regards the Commission's annual report (the "Report") to conform the period to be covered by the Report to the Commission's practice of a calendar year report and to revise the timing for preparation of the Report by the Commission President and approval of the report by the Commission all as set forth on Attachment A to this Agenda, and to authorize the Commission Secretary to prepare an amended and restated Commission by-laws to reflect the current state and content of the Commission's by laws.**

President Phair asked that action on this item be postponed until the next full Commission meeting and that the Commission Secretary provide an updated and complete copy of the By Laws to each Commissioner.

This item is held over until the January meeting.

Deputy City Attorney Lee reminded the Commission that its By Laws require that any amendments be circulated ten days before voted upon, and if any Commissioner has changes to this amendment, it must be made at least ten days before the next meeting so that it can be posted for public review.

## 10. **Discussion regarding items for future agendas**

- (a) Discussion of materials presented regarding the November 2009 Election Outreach activities report.
  
- (b) Amendments to the Elections Commission By Laws regarding the Annual Report.
  
- (c) Suggestion by Commissioner Derek Turner that the Commission review the [howsfvotes.com](http://howsfvotes.com) website, which has a precinct by precinct mapping of election results, and at the next Commission meeting, the Commission

discuss data openness and ways to support community innovation with election data.

ADJURNMENT at 7:09

ATTACHMENT:

Out Reach Report

# San Francisco Elections Commission

## Proposed Amendments to the Commission's By-Laws

1. Amendment to Article III, Section 2., Paragraph M., second sentence:

From: "This annual report shall cover the fiscal year of the City from July 1 through June 30."

To: "This annual report shall cover the calendar year of the Commission's President's term, from January 1 through December 31."

2. Amendment to Article V, Section 2., Paragraph E., second sentence:

From: "The President shall present a draft annual report to the full Commission in November of each year and the annual report shall be approved by the full Commission no later than December 31<sup>st</sup> of that year."

To: "The President shall present a draft annual report to the full Commission in January of each year following completion of the President's term the previous calendar year and the annual report shall be approved by the full Commission no later than February 28th of that year."

7(a)





## Voter Outreach and Education Report

November 3, 2009 Municipal Election

### I. INTRODUCTION

For the November 3, 2009 election, San Francisco voters elected the City Attorney and Treasurer, as well as voted on five local ballot measures.

To comply with the federal and state laws, and local mandates regarding voter outreach and education, the Department of Elections implemented a voter outreach and education program designed to identify and register qualified electors, and provide voter information to San Francisco voters in order to improve understanding of the electoral process in San Francisco. This summary report reviews the outreach programs objectives, topics communicated to voters, and mechanisms used to communicate those topics.

Highlights of the voter outreach and education program for the November 3, 2009 Election:

- Conducted, participated, or attended 266 separate community outreach events;
- Conducted 143 presentations to 15,138 people;
- Registered/re-registered over 1,867 voters;
- Produced and distributed large-print Voter Information Pamphlets in English, Chinese and Spanish.
- Created an online version of the Voter information Pamphlet with information in Chinese and Spanish.
- Sent three eNewsletters to 57,000 Voters resulting in a 17.5% average increase in visits to the Department's website.

### II. OBJECTIVE

The objective of the Voter Education and Outreach Plan is to identify and register qualified electors; to educate San Francisco voters and the general public about San Francisco's voting process by increasing voter understanding and awareness of election laws and procedures; to provide hands-on presentations on San Francisco's accessible voting system called the "Edge II"; and to educate voters on services available for limited English-speaking Chinese- and Spanish-Speaking voters and persons with disabilities.

The Department also sought to increase awareness of resources on its website [sfelections.org](http://sfelections.org), including a downloadable voter registration form, an on-line vote-by-mail application and Voter Information Pamphlet, and look-up tools.

The Department accomplished program objectives by taking a broad approach by disseminating voter information to voters in all parts of San Francisco. The Department further targeted specific communities with additional voter education and outreach. These communities included

populations protected under the Voting Rights Act (limited English-speaking Chinese- and Spanish-speakers), seniors, persons with disabilities, younger voters, ex-offenders, limited English-speaking Russian-speakers, immigrants, and communities with low voter turnout.

#### Voters in Low-Voter Turnout Areas

In order to reach out to geographic areas in the city that have historically low turnout, the Department identified those neighborhoods for which turnout was below the citywide average of 53% for each of the previous seven elections. From this analysis, the Department has determined the following low voter turnout neighborhoods: Bayview/Hunter's Point (42%), Civic Center/Downtown (48%), Ingleside (49%), Portola (48%), South of Market (46%), and Visitation Valley (43%).

#### Education and Presentations Specific to Voters With Disabilities

For the November 3, 2009 election, the Department continued its use of accessible voting equipment that meets guidelines set by the Help America Vote Act (HAVA, 2002). In San Francisco, the accessible voting equipment is called the Edge. The Edge is a touch screen voting machine that provides a paper audit trail that voters are able to review before casting their ballot.

The Department targeted organizations that served the disabled community and conducted demonstrations of the new equipment so voters could understand the functionality of the equipment, what assistive devices are compatible that a voter can bring to the polling place, and how the process for using the Edge differs from voting with the optical scan machine. During demonstrations voters also received education on other services provided by the Department for voters with disabilities including materials available in alternative formats and assistance available on Election Day.

#### San Francisco Housing Authority

The San Francisco Housing Authority provides housing for very low-income families, senior citizens and persons with disabilities with 6,262 public housing units of which 2,027 are senior/disabled units. The average voter turnout for facilities under the authority of the San Francisco Housing Authority for most of its facility falls significantly below the Citywide average. For the November 3, 2009 election, the Department collaborated with the San Francisco Housing Authority to provide voter outreach to its residents. The Department utilized the San Francisco Housing Authority's newsletter to provide information to its residents on voter eligibility, election deadlines, voting by mail, ranked-choice voting and services available to persons with disabilities. The Department also provided tabling events during food bank in some of the facilities and helped distribute election materials to others.

## II. STRATEGIES

### 1. Topic Creation

This section outlines the topics that were communicated to voters and the public at large about the voting process in San Francisco. Outreach topics included, but were not be limited to, the following:

- Voter registration (eligibility, deadlines and procedures, identification requirements)
- Resources available at sfelections.org
- Requirements and procedures for voting by mail
- Early voting
- Voting at the polls
- Multilingual voters services
- Services available to persons with disabilities, including accessible voting equipment
- Voting rights for ex-offenders
- Pollworker and polling place recruitment

### 2. Mechanisms

The “Mechanisms” are the various outreach methods and tools that are used to disseminate the messages outlined above to San Francisco voters and the public at large.

#### a. Brochure and Poster Distribution

For the November 3, 2009 election, the Department produced and distributed flyers, brochures and posters throughout San Francisco at community presentations, street fairs and festivals, and registration drives. Copies of all brochures and posters were also made available for distribution to community organizations, with electronic versions available for download from the Department’s website. Brochures were also displayed at locations where voter registration forms were made available.

In compliance with the Voting Rights Act and San Francisco’s Equal Access to Services Ordinance, voter education materials were translated into Chinese and Spanish. Additionally, some materials were produced in Russian.

Below is a complete list of print materials distributed by the Department:

- Election Specific Flyer (Dates and Deadlines, Ballot Contests, Pollworker recruitment)
- Election Quick Guide
- Your Right To Vote: A Guide for Ex-Offenders
- Multilingual Voter Services
- Your Right to Vote Poster

## **b. Community Presentations**

The Department's Outreach Division conducted community presentations beginning the first week of September. Presentations were conducted at locations throughout San Francisco such as community centers, schools, places of worship, and organization and neighborhood meetings. To meet the language needs of organizations, presentations were conducted in English, Cantonese, Mandarin, Spanish, and Russian. To accomplish this goal successfully, the Department hired bilingual outreach coordinators in order to communicate effectively in the voter's spoken language.

The Department also used other formats to meet and educate voters face-to-face such as voting machine demonstrations, and participation in street fairs, festivals and tabling events. The Department also provided a total of 66 tabling events for this election. A number of tabling events were set up during community food banks and residential facilities in target communities.

### U.S.C.I.S. Naturalization Presentations

The Department of Elections continued to provide voter outreach at the bi-monthly U.S.C.I.S. Naturalization Ceremonies conducted at the Nob Hill Masonic Center. At each ceremony outreach coordinators provided a short presentation on the procedures of registering to vote, highlighting identification requirements mandated by HAVA. In addition to the English presentation, information about identification requirements is provided in Cantonese, Mandarin and Spanish. During the ceremony, outreach coordinators distributed voter registration cards specific to new citizen attendees and collected after its conclusion.

## **c. Community Newsletters**

The Department drafted a newsletter to be provided to community organizations for distribution using an organization's existing community newsletters format (mailing, website, and email). The newsletter provided information about the upcoming election including, important dates and deadlines, and accessible voting equipment. Newsletter content also was modified to meet any specific need or request of a particular organization. The Department translated this newsletter content into Chinese, Spanish and Russian for distribution to organizations that served limited-English speaking voters as mandated by the Voting Rights Act and San Francisco's Equal Access to Services ordinance.

## **d. Media**

The Department utilized the press that serves those whose primary language is not English. Bilingual outreach coordinators solicited a number of interviews and offered tours with Chinese, Spanish, and Russian language television and radio stations. For the November election, bilingual coordinators conducted 14 media interviews with various ethnic media outlets through newspaper, radio and television stations.

## Public Service Announcements

Targeting the ethnic media, the Department developed a 30-second public service announcement (PSA) for radio. The PSA was available in English, Chinese and Spanish and was sent to the radio stations six weeks prior to the election. The Department also contacted the hosts of the radio stations to ensure the PSA was being played. Below is a list of local radio stations that the Department contacted for the November election:

- Singtao Radio Station
- Northern California Chinese Media Association
- KIQI Radio

### Paid Radio Advertisement the Chinese Singtao Radio Station AM 1400

The Department also worked with the Singtao Chinese Radio Station to produce a 30-second radio advertising in the Chinese Radio station. This radio advertisement was played in both Cantonese and Mandarin with information on voter registration rules and deadlines, vote-by-mail and early voting procedures and deadlines, and multi-lingual voter services. To encourage voter registration, the Department played the radio advertisement six days before the voter registration deadline and two times a day between the hours of 10 a.m. to 2 p.m.

### **e. Newspaper Advertisement**

The Department of Elections ran print advertising in all 15 of the San Francisco Neighborhood Newspapers for the month of October. Advertising included an announcement of the upcoming November election, important dates and deadlines, and information about [sfelections.org](http://sfelections.org). A list of San Francisco Neighbor Newspaper follows below:

|                       |                      |                        |
|-----------------------|----------------------|------------------------|
| Castro Currier        | New Bernal Journal   | San Francisco Bay View |
| Central City Extra    | New Fillmore         | Sunset Beacon          |
| El Tecolote (Spanish) | Noe Valley Voice     | West of Twin Peaks     |
| Haight-Ashbury Beat   | North Beach Aquarium | Observer               |
| Marina Times          | Potrero View         | West Portal Monthly*   |
| Mission Dispatch      | Richmond Review      | Western Edition        |

The Department also ran advertising in Chinese- and Spanish-language newspapers. All advertising included an announcement of the upcoming November election, important dates and deadlines, pollworker recruitment, and information about the ranked-choice voting method. A list of newspapers follows below:

|                |              |
|----------------|--------------|
| Sing Tao Daily | El Mensajero |
|----------------|--------------|

**f. Muni Advertising**

For the November 3, 2009 election, the Department ran interior bus card advertising in MUNI buses beginning September 14, 2009 and lasting until close of registration on October 19, 2009. Bus cards were produced in English, Chinese, and Spanish and be placed in approximately 400 buses. MUNI advertng was approved of as a public service from the San Francisco Municipal Transit Authority and advertisement was provided free of cost.

**g. eNewsletter**

The Department sent three eNewsletters directly to voters using email addresses collected from voter registration affidavits. eNewsletters were used to provide important voter information directly to voters and included links to information on candidates and measures and services provided by the Department. The content of the eNewsletter was primarily in English with information in Chinese and Spanish directing recipients to where they could find information in those languages. For the November election, the Department sent eNewsletters to 57,000 Voters on October 7, October 27, and November 25, which generated an 17.5% average increase in visits to the Department's website.

**IV. OUTREACH AND EDUCATION PROGRAM REPORT**

Overall, the outreach division met or exceeded a number of the goals and objectives set in the outreach and education plan. The outreach program is evaluated in terms of the total number of registration forms collected; partner organization with which the Department worked; outreach events to target communities; educational presentations conducted; and materials delivered and distributed through outreach events. An in-depth and detailed voter outreach and education report will be attached. The target numbers of outreach activities and the actual numbers reached for each item are listed below.

| Measurement Description                              | Target Number | Actual Number |
|--|---------------|---------------|
| Number of registration forms collected               | 1,500         | 1,867         |
| Number of partner organizations                      | 142           | 133           |
| Number of outreach events to target communities      | 242           | 351           |
| Number of educational presentations                  | 111           | 143           |
| Number of educational presentation program attendees | 15,000        | 15,138        |
| Number of educational materials distributed          | 8,000         | 15,490        |

## Materials Distributed November 3, Municipal Election

| Description                           | English | Chinese | Spanish | Russian |
|---------------------------------------|---------|---------|---------|---------|
| Brochure: Guide to Voting             |         |         |         |         |
| Brochure: Multilingual Voter Services |         | 125     | 40      |         |
| Brochure: Poll Worker Application     |         |         |         |         |
| Brochure: Ranked-Choice Voting        | 6       | 4       |         | 2       |
| Brochure: Your Right to Vote          | 56      |         | 10      |         |
| Easy Voter Guide                      |         |         |         |         |
| Election Flyer                        | 2049    | 2178    | 845     | 828     |
| Newsletter                            | 1399    | 25      | 50      |         |
| Poster: Ex-Offender                   | 23      |         |         |         |
| Poster: Poll Worker                   |         |         |         |         |
| Poster: Register to Vote              | 384     | 280     | 350     | 120     |
| Quick Guide                           | 3988    | 2900    | 848     | 0       |

| Posters                         | English    | Chinese    | Spanish    | Russian    |
|---------------------------------|------------|------------|------------|------------|
| Posters mailed to organizations | 287        | 182        | 134        | 81         |
| Canvass                         | 384        | 280        | 350        | 120        |
| <b>Total</b>                    | <b>671</b> | <b>462</b> | <b>484</b> | <b>201</b> |

**San Francisco Department of Elections Voter Outreach and Education Summary**  
**November 3, 2009 Municipal Election**  
 (Data reflects outreach between May 20, 2009 and November 2, 2009)

**Presentation Participants**

|                                  |               |
|----------------------------------|---------------|
| Voter Education Presentations    | 3,303         |
| Naturalization Presentations     | 11,700        |
| Voting System Demonstrations     | 100           |
| Registration Drive Presentations | 35            |
| <b>Total</b>                     | <b>15,138</b> |

**Registration Forms Collected**

|                      |              |
|----------------------|--------------|
| San Francisco County | 516          |
| Other Counties       | 1,351        |
| <b>Total</b>         | <b>1,867</b> |

**Vote-by-Mail Ballot Applications Collected**

|                        |           |
|------------------------|-----------|
| 11/03/09 Election      | 9         |
| Permanent Vote-by-Mail | 6         |
| <b>Total</b>           | <b>15</b> |

**Non-English Material Requests Collected**

|              |           |
|--------------|-----------|
| Chinese      | 0         |
| Spanish      | 15        |
| <b>Total</b> | <b>15</b> |

**Alternative Format VIP Requests Collected**

|                     |           |
|---------------------|-----------|
| Large-print English | 13        |
| Large-print Chinese | 23        |
| Large-print Spanish | 2         |
| Cassette            | 2         |
| <b>Total</b>        | <b>40</b> |

|                                 |            |
|---------------------------------|------------|
| <b>Organizations Outreached</b> | <b>133</b> |
|---------------------------------|------------|

**Community Outreach by Event Type**

|   |            |
|---|------------|
| Voter Education Presentations           | 92         |
| Voting System Demonstrations            | 4          |
| U.S.C.I.S. Naturalization Presentations | 10         |
| Registration Drive Presentations        | 4          |
| Material Deliveries                     | 53         |
| Tablings                                | 66         |
| Newsletters                             | 2          |
| Media Interviews                        | 14         |
| Neighborhood Canvasses                  | 21         |
| <b>Total</b>                            | <b>266</b> |

**Community Outreach by Supervisorial Districts**

|              |            |
|--------------|------------|
| District 1   | 15         |
| District 2   | 1          |
| District 3   | 41         |
| District 4   | 9          |
| District 5   | 19         |
| District 6   | 43         |
| District 7   | 1          |
| District 8   | 4          |
| District 9   | 37         |
| District 10  | 9          |
| District 11  | 7          |
| Citywide     | 83         |
| <b>Total</b> | <b>269</b> |

**Community Outreach by Target Community**

|                   |            |
|-------------------|------------|
| Chinese           | 85         |
| Latino / Hispanic | 43         |
| Russian           | 30         |
| Seniors           | 61         |
| African-American  | 13         |
| Low-Income        | 55         |
| Disabled          | 14         |
| Youth             | 10         |
| Immigrants        | 39         |
| Ex-Offenders      | 1          |
| <b>Total</b>      | <b>351</b> |

**Community Outreach by Language\***

|              |            |
|--------------|------------|
| English      | 157        |
| Chinese      | 155        |
| Spanish      | 91         |
| Russian      | 77         |
| <b>Total</b> | <b>480</b> |

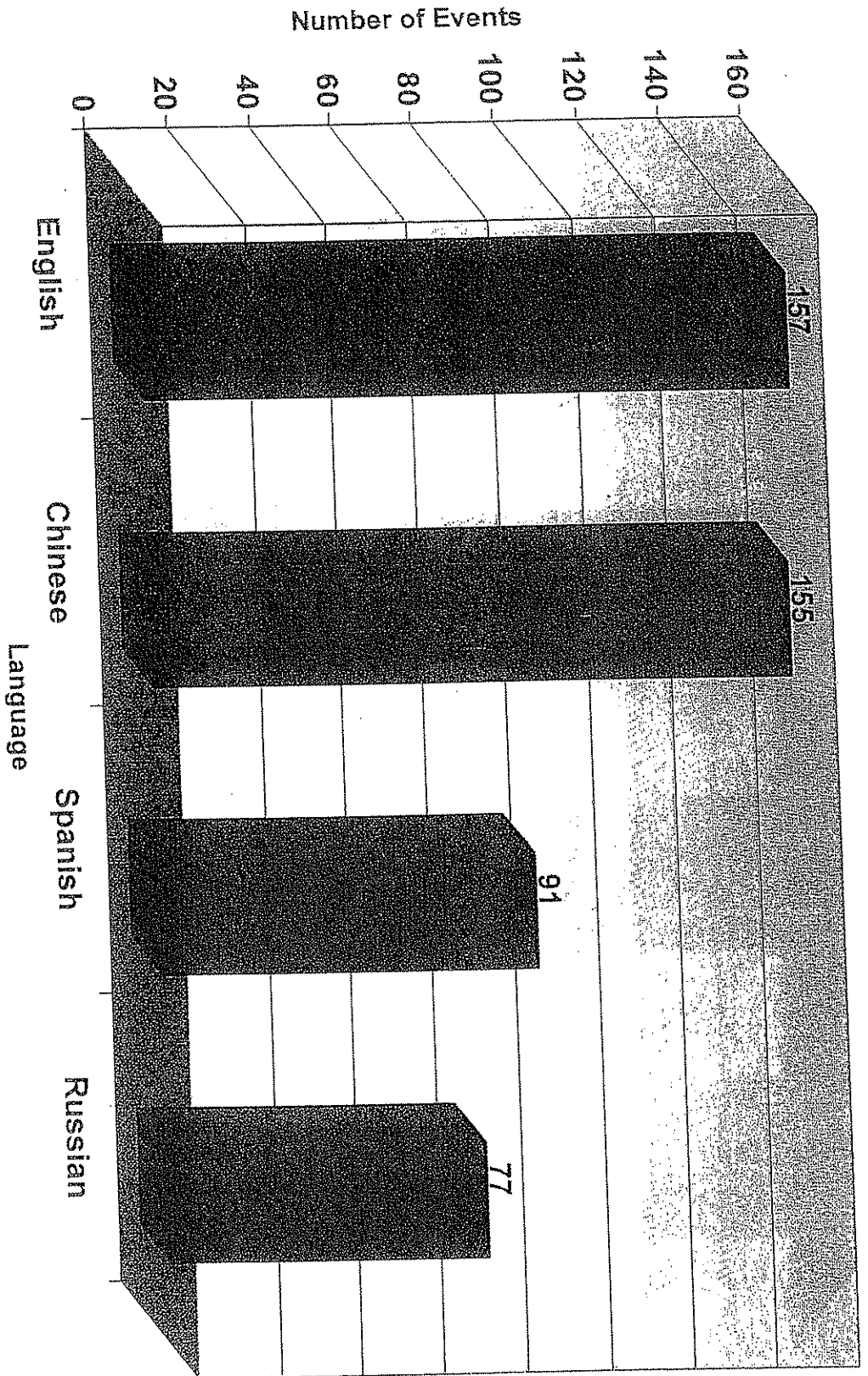
**Outreach Presentations by Language\*\***

|              |            |
|--------------|------------|
| English      | 41         |
| Chinese      | 50         |
| Spanish      | 21         |
| Russian      | 31         |
| <b>Total</b> | <b>143</b> |



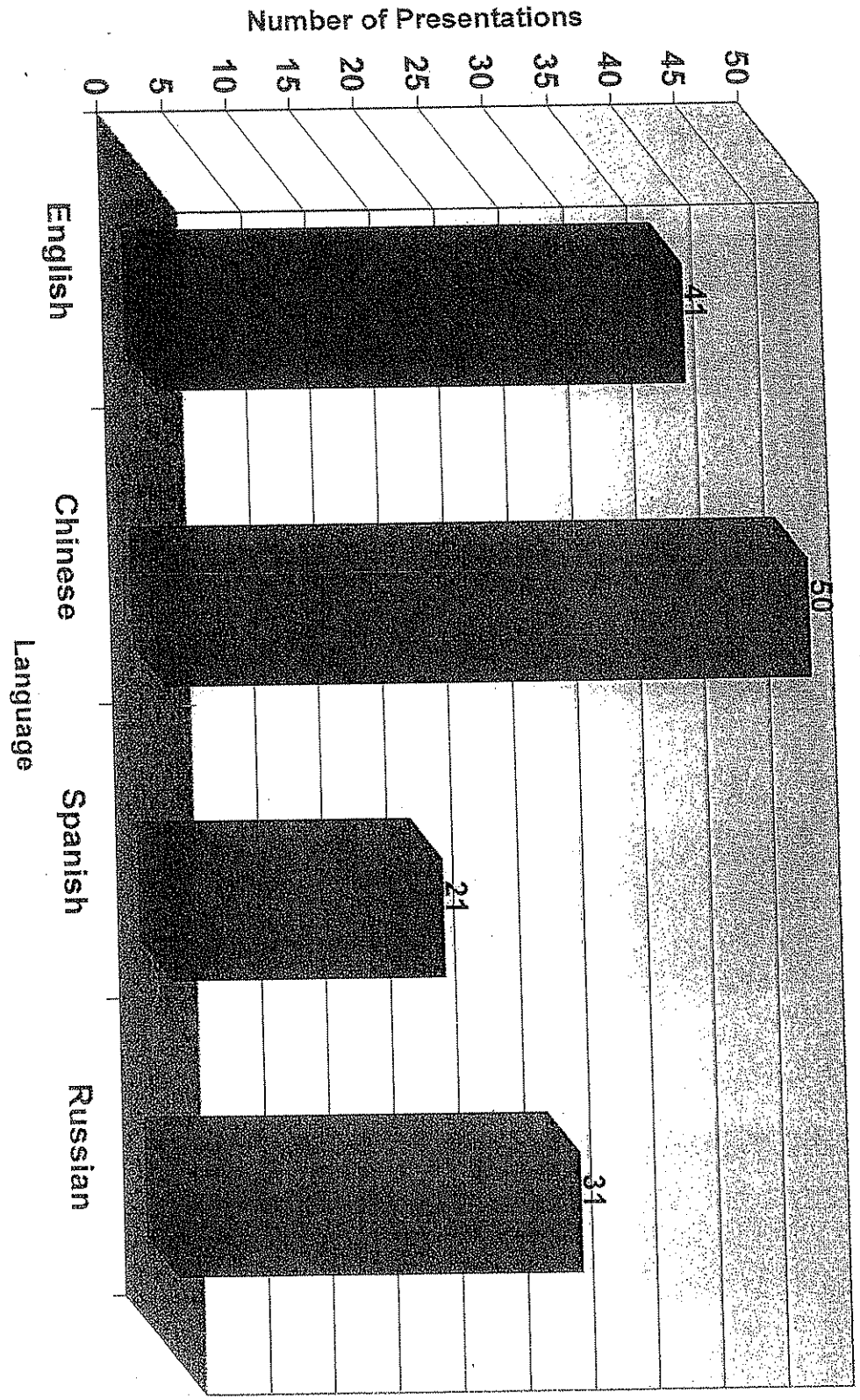
# Outreach Events by Language

(Total Events by Language: 487)



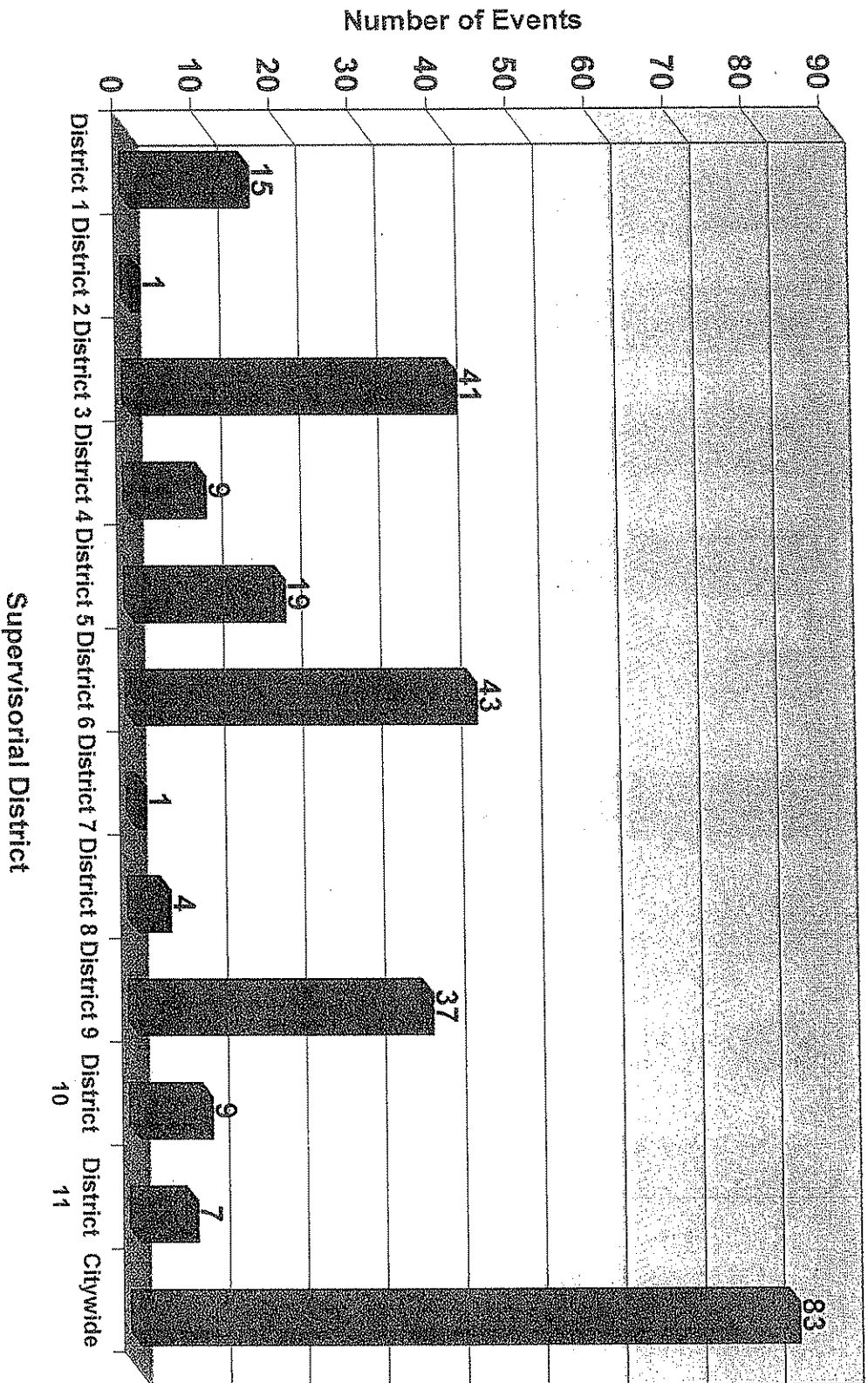
# Outreach Presentations By Language

(Total Number of Presentations: 184 )



# Outreach Events by Supervisorial District

(Total Events by Supervisorial District: 299)



# Outreach Events by Target Community

(Total Events by Target Community: 402)

