Appendix 2

The following information and timelines are tentative and subject to amendment.

**A. General Public**

Communications directed to the City at large form the core of the 2019 Outreach Plan intended to educate the public about a new voting system, including a new method for marking the ballot, and to provide information about expanded RCV ballot format. In developing communication strategies, the Department intends to utilize virtually all known methods of correspondence, connection, publication, and broadcasting.

1. **Print Media**

Print materials remain an essential part of Department communications with San Franciscans. To that end, the Department will produce flyers, brochures, and posters highlighting the features of the new voting system and the changes in marking of the ballot as well as expanded RCV ballot format.

**Postcards** – In most elections, the Department sends a single postcard to every residential household in San Francisco containing general information about the upcoming election and highlighting important topics, key dates, and upcoming deadlines. In 2019, the Department will mail a second postcard to provide City residents with information specific to the new voting system and new RCV ballot. Both postcards will invite voters to use the Department’s assistance hotline and website to find more information.

Timeline: 1st mailing – May, 2nd mailing – September

**Voter Information Pamphlet** – The November 2019 Voter Information Pamphlet, to be mailed to approximately 500,000 voters in October, will devote significant space to information about the new voting system and proper ballot marking methods for RCV contests, with a special emphasis on the effect of over-voting or under-voting contests.

Timeline: October

**Vote-by-mail ballot inserts** – Approximately 290,000 vote-by-mail (VBM) voters will receive a VBM packet in the mail with a ballot, a postage-paid return envelope, and voting instructions. The VBM voting instructions will also illustrate the proper marking of the ballot and provide voters with a link to the Department’s RCV page, which will include an interactive practice RCV ballot.

Timeline: October

**Newspapers** – The Department will launch a broad advertising campaign in local newspapers, most of which maintain a presence online, providing additional impressions to the Department’s content.

Timeline: 1st run – June, 2nd run – August, 3rd run – September – October

**Transit advertising** – In an effort to reach the City’s commuters, the Department will purchase ad space in local public transit stations and on transit vehicles. Because of the relative complexity in this year’s messages, the Department intends to run these ads for longer than usual so that busy commuters will have more opportunities to absorb all messages.

Timeline: September – October
**Brochures and posters**—These materials will be distributed throughout San Francisco by activities such as community presentations, street fairs and festivals, door-to-door canvassing and registration drives. Copies of all brochures and posters will also be made available for distribution to community organizations, with downloadable versions available on the Department’s website.

Timeline: Creation – April, Distribution – May – October

2. **Digital Media**

**Website**—The Department will dedicate several pages on sfelections.org to information related to the new voting system and the new RCV ballot format. This page will host a practice RCV ballot tool and a section with answers to commonly asked questions on topics such as over-voting, under-voting, skipped columns, and how to get a replacement ballot in the event of a mistake.

Timeline: Rollout – April

**Press releases**—The Department emails regular press releases to an ever-growing list of interested individuals and media contacts. These press releases are also posted on the Departments website in order to reach individuals who prefer to obtain election information online.

Timeline: Periodically between April – October

**Public Service Announcement**—The Department will produce and distribute a 30-second public service announcement (PSA), to air on local television stations, about the new voting system and the new ballot format. The PSA will offer viewers a glimpse of the new system and highlight key differences between the old and new ballot formats.

Timeline: 1st run – May, 2nd run – October

**Radio broadcasts**—The Department will provide content to local radio stations, including independent radio and college radio stations, to air announcements about the new voting system and ballot format. The Department plans PSAs and radio interviews to air on a variety of stations at different times to reach as many communities as possible.

Timeline: Periodically between April – October

**Social Media**—In recent years, the Department has continued to increase its followership on social media, allowing for rapid communication of messages to followers who can also share the information with their own circles of followers. In 2019, the Department will utilize Twitter, Facebook, and Next Door to announce public events, forums, and public voting system demonstrations as well as share partner updates with other City departments and community partners, thereby disseminating information to an even larger group of followers.

Timeline: Periodically between April – October

**Interactive RCV presentation**—The Department will develop an online RCV demonstration that shows voters how to mark up to 10 candidates for an office, discusses the new RCV ballot format, illustrates the implications of marking a ballot incorrectly, and explains how votes are tabulated in the event that a winner
cannot be declared from first-choice votes alone. The digital interactive demonstration will be available on the Departments website, shared via social media, and demonstrated at events throughout San Francisco.

Timeline: Rollout – April, Continuous promotion between April – October

3. Community Partnerships

Presentations and events – In 2019, the Department will conduct educational programs at a variety of City locations including community organizations and events. The Department’s community partners include non-profit organizations, community-based and private sector organizations, and other government agencies.

At the events, participants will have the opportunity to use practice ballots and view an interactive demonstration on RCV.

Timeline: Periodically between April – October

Content for community partners – In addition to providing in-person outreach throughout the City, the Department will develop ready-made content available to community partners to share in their newsletters, blog posts, organization websites, and social media accounts. This content will educate San Franciscans about the changes they will experience when casting their vote by mail or in person.

Timeline: Creation – April, Distribution – May – October

Voting System demonstrations – The Department will provide voting system demonstrations at various locations such as City Hall, in neighborhood venues, organizations that serve people with disabilities and seniors.

Demonstrations will be designed to offer San Franciscans the opportunity to practice the new voting system technology in anticipation of its official rollout in the November 2019 election. Demonstrations will also allow Department staff to observe voter interactions with the voting equipment, which will inform development of voting instructions, poll worker training materials and other documents.

Timeline: 1st – May, 2nd – July, 3rd – September/October

Media-focused events – Certain demonstrations will be held specifically for local media outlets. To assist the media in providing accurate information about the new voting system to members of the public, the Department will produce a Media Toolkit with ready-made news content. The toolkit will include written and illustrated background information about elections processes and the voting system, as well as stock images, video footage, and sound bites.

Timeline: Creation – May, Distribution – May – October

Grant Program – The Department seeks approval of additional funding that would allow to develop a grant program for community organizations interested in working with the Department on RCV outreach projects. Such grants would fund the development of collaborative programs to deliver RCV educational content to voters within each Supervisorial District. Communities likely to benefit from focused outreach on RCV include those with limited English proficiency, seniors and persons with disabilities, residents of neighborhoods where voter turnout is below the City’s average turnout, and young or first time voters.
B. Voters with limited English proficiency

As part of its focused outreach programs, the Department will utilize several additional strategies for communicating general and new election information to voters with Limited English Proficiency (“LEP”).

1. Non-English Media

For every election, in partnership with local non-English media outlets, the Department produces programs specifically designed to disseminate information to San Francisco LEP voters and those who prefer to receive messages in a language other than English. This year, these communications will cover topics related to the new voting system and RCV ballot format as well as general election information.

Newspapers – The Department regularly places information about upcoming elections in local non-English newspapers. The newspaper ads are translated and placed in publications that serve LEP residents throughout San Francisco. In 2019, the primary focus of such ads will be on educating voters about a new voting system and expanded RCV ballot format.

   Timeline: 1st run – June, 2nd run – August, 3rd run – September – October

Public Service Announcement – The Department’s PSA will also be translated into Chinese, Spanish and Filipino. Translated PSAs will run on local television stations that offer programming in these languages.

   Timeline: 1st run – May, 2nd run – October

Radio advertising and on-air interviews – The Department provides translated advertising content in each election cycle, providing notice to San Francisco residents about translated materials and services offered by the Department. In 2019, radio advertising will focus on information about the new voting system and ballot format.

   Timeline: Periodically between April – October

Website – The Department maintains a translated website containing a range of content designed to help non-English speaking San Franciscans acquire the knowledge and resources necessary for participating in City elections. The interactive practice RCV ballot tool will, along with other pages with information about the new voting system, be translated into Chinese, Spanish, and Filipino.

   Timeline: Rollout – April

Print Materials – All print materials produced and distributed by the Department will be fully translated into the languages required by law, ensuring a consistent experience for LEP voters and San Franciscans who prefer to receive information in a language other than English.

   Timeline: Creation – April, Distribution – May – October

C. Seniors and Voters with Disabilities

The Department will utilize several additional strategies for communicating general information and information about the new voting system and its accessible features to seniors and voters with disabilities.
1. **Accessible Media**

**Website** – The Department’s website features a variety of accessibility functions, including screen-reader compatibility, high contrast functionality, adjustable font size, text markup, and Alt text for the featured images. The website spotlights content about accessible voting options and tools available at the Department’s office, the City Hall Voting Center, and at every polling place in the City on Election Day. The Department will update the website with new content focused on the enhanced accessibility functions of the new voting system and highlight key components of the voting machine.

   Timeline: Rollout – April

**Public Service Announcements** – The Department will work with the Department of Technology and SFGovTV to ensure that this year’s PSA carries closed captioning to allow voters who use this service to receive all of the information delivered in the announcement.

   Timeline: 1st run – May, 2nd run – October

**Print Materials** – The Department produces print materials specifically dedicated to informing voters about accessibility services and tools. In developing print materials, the Department considers standard accessibility guidelines and best practices: text size, color contrast, and visual placement are all considered during the design process. The materials will be available in large-print formats to meet the needs of voters with visual impairment and distributed to community organizations serving relevant populations.

   Timeline: Creation – April, Distribution – May – October

D. **Voters who reside in neighborhoods with lower voter turnout**

**OCEIA partnership** – In past elections, the Department has partnered with the Office of Civic Engagement and Immigrant Affairs (OCEIA) to engage San Francisco residents, particularly immigrants and newcomers, around the City. The Department will maintain this partnership in 2019, leveraging in particular the wide reach of the OCEIA Community Ambassador Street Team.

OCEIA Community Ambassadors will distribute election information and print material provided by the Department. These trusted community ambassadors have a demonstrated ability to reach City residents who are unlikely to visit traditional community-based organizations. Community Ambassadors are demographically diverse and speak many languages, including Cantonese, Mandarin, Spanish, and Filipino, as well as other languages, allowing messages to reach San Franciscans who may not receive those messages via traditional channels.

   Timeline: September – October

**Merchant corridor canvass** – To increase visibility of election-related materials in neighborhoods with lower voter turnout, the Department will work directly with small-business owners in those neighborhoods. Collaborating with shopkeepers and merchants willing to display election-related collateral will allow the Department to reach an audience likely to benefit from deeper engagement. The Department will also seek to bolster such efforts by engaging officials elected to represent these areas.

   Timeline: Ongoing between April – October
Job training and vocational service collaboration – The Department will expand its connections with the job training and vocational service providers who interact with large numbers of San Franciscans who reside in areas with lower voter turnout. The Department will supply election-related educational materials, presentations and demonstrations, content for agency publications, to inform program participants about opportunities such as poll worker positions and seasonal employment with the Department. Through these mechanisms, the Department seeks not only to reach members of communities who may not be aware of some Department services, but those who might take advantage of the many seasonal opportunities for service and employment at the Department of Elections.

  Timeline: Ongoing between April – October

E. First-time voters between the ages of 18 and 24

High School Voter Education program – For the November 2019 Election, the Department will administer the High School Voter Education program. This program will focus on communicating information about registration and voting process as well as voting system used in San Francisco to high school juniors and seniors. This program will be offered to high schools throughout San Francisco in conjunction with California’s High School Voter Education Weeks.

  Timeline: 1st – April, 2nd – September

High School Ambassador program – In conjunction with the High School Voter Education program, the Department will also continue to offer the High School Ambassador program. The Ambassador program encourages early civic engagement by high school students through peer-to-peer efforts to pre-register 16- and 17-year-olds, to register parents, teachers, and other adults to vote, to offer the opportunity to learn about voting process in San Francisco, and to recruit high school poll workers to serve San Francisco voters on Election Day.

  Timeline: Ongoing between April – October

College and university collaboration – The Department will continue to partner with colleges and universities in an effort to expand the engagement of young voters. Leveraging strategic contacts with student advocates, professors, and school administration, the Department will provide information and resources to trusted school stakeholders and encourage the promotion of messages from the Department through activities on campus.

  Timeline: Ongoing between April – October

Partnership with trusted agencies – The Department will focus its efforts to engage first-time voters by leveraging partnerships with community-based organizations and City departments that serve new residents. Through these partnerships, the Department will engage new voters with written material, in-person presentations and voting system demonstrations, and through ready-made content provided to community and civic partners for their own publications. By channeling official election information through these community partners, first-time voters can receive valuable election-related information through a trusted source with whom they already interact.

  Timeline: Ongoing between April – October