



**San Francisco Youth Commission
Civic Engagement Committee
Minutes - Draft
Monday, April 26, 2021
4:30-6:30 PM**

**Public Comment Call-in:
+1-415-655-0001**

United States, San Francisco (toll)

Access code: 187 319 3569

There will be public comment on each item.

Members: Valentina Alioto-Pier, Arianna Arana, Sarah Cheung, Sarah Ginsburg,
Stephen "Rocky" Versace, Adrianna Zhang

1. Call to Order and Roll Call

The meeting was called to order at 4:33pm.

Commissioner Zhang is absent (by arriving later past bylaw regulations).

Valentina Alioto-Pier - aye
Arianna Arana - aye
Sarah Cheung- aye
Sarah Ginsburg - aye
Stephen "Rocky" Versace - aye
Adrianna Zhang - absent

2. Approval of Agenda (Action Item)

Commissioner Versace, seconded by Commissioner Cheung, motioned to approve the agenda.
A roll call vote was taken. Motion passes. No public comment.

Valentina Alioto-Pier- aye
Arianna Arana-aye
Sarah Cheung- aye
Sarah Ginsburg - aye
Stephen "Rocky" Versace-aye
Adrianna Zhang - absent

3. Approval of Minutes (Action Item)



A. **April 12, 2021**
([Document A](#))

Commissioner Alioto-Pier, seconded by Commissioner Arana, motioned to approve the minutes. A roll call vote was taken. Motion passes. No public comment.

Valentina Alioto-Pier- aye
Arianna Arana - aye
Sarah Cheung- aye
Sarah Ginsburg- aye
Stephen "Rocky" Versace - aye
Adrianna Zhang- absent

4. **Public Comment on Items not on Agenda (Discussion Only)**

There was no public comment.

5. **Business (All Items to Follow Discussion and Possible Action)**

A. Team Building Activity

Commissioners engaged in a team building activity.

B. Review group agreements

Commissioners reviewed group agreements.

C. Vote16SF/Prop G Round 3 Poll Discussion + Planning

Presenter: Brandon Klugman, Associate Director - Campaigns, Generation Citizen

\$14237 in BLING/YFYI grants remaining. Still some outstanding receipts that have to be turned in so more like \$13500, roughly.

Types of polls:

- **Live calls:** The most expensive polls are those that use "live calls," meaning a real person working in a call center will call people on both landlines and cell phones and talk to them using a script to get responses. Some companies do a combination of live calls plus online questioning. I think this is typically considered the most accurate.
 - This can cost \$20,000 and more. Typical length is 12-18 questions.
 - Allows for "likert scale" questions.
 - For example: "How likely would you be to vote yes on this question? Very likely, somewhat likely, somewhat unlikely, or very unlikely." Or "How much do you agree with this statement? Strongly agree, somewhat agree, etc. ect."
 - Allows for other closed-ended questions. Examples: Do you approve vs. disapprove of something; or have a favorable vs. unfavorable view.



- *To my knowledge* open-ended questions are either not possible or not the norm. But we could learn more!
- **Online:** Two companies that do this are Civiqs and Change Research. They get a representative sample of people to answer the questions online. This can be very accurate.
 - Costs a lot less. \$5000-9000 based on the estimates they previously gave us.
 - Can allow for more questions. 20+
 - Like with live calls, I believe it's usually restricted to likert scale or closed-ended questions. But we could ask whether open-ended is a possibility.

Possible discussion questions / food for thought

- Do you think you can gain the insight you want to through closed-ended or likert scale questions? If so, how would you modify the questions you brainstormed earlier to fit those formats?
- Would you be interested in doing focus groups to ask people open ended questions? Could that be a larger project that goes beyond Vote16? Or maybe something to see if other organizations would be more able to do?
- If there is interest in focus groups, should we find out what it would take to get a professional research company to arrange and conduct focus groups, just like we would get a professional to do a poll? Or would you be more interested in doing it as a youth-led or community-led project?

Michele does qualitative and quantitative research as her day job and utilizes focus groups. Her idea is LWV, that conduct regular survey work (through SurveyMonkey), is to scale the study for us. The budget/cost would not be near what was cited above. The question that could be cost is the target sample of where/how to get the voters (what is the criteria for the voters?).

Michele put together a research brief, which outlines the objectives are for the research (inferred from previous CEC discussions). She can send that to us with a draft questionnaire. It's an online survey that would include yes/no questions as well as open ended questions to provide some more why.

Generally speaking, any question/survey that is more than a handful of questions could be a barrier. Want to keep the surveys as short/concise as possible.

Review it, see if it's in the direction of what we need, and then discuss further on fine tuning it. Then show it to Brandon.

Sarah C. - surveymonkey could be an option and less costly. On our end would be the outreach portion and representative population to respond to the survey.

LWV-has a paid surveymonkey account. They deploy their own outreach.

Sarah G. - Brandon had said online questions would be closed options so would survey monkey do open ended? Yes, we could program it however we like. Just need to talk out the criteria of people we are reaching. Follow up conversation is needed.



Sarah C. - could you do multiple choice? Yes
Sarah G. - could you get a mix of questions? Yes

Michele - focus groups have their place, but may not yield more quantifiable data. It's "softer" data and reaching out to less people in the room with multiple sessions. Surveys would get more numbers.

Sarah C. - focus groups would take too long and we'd want results by mid summer and then decide what to do before round 3. Focus groups don't sound the most straight forward/quickest way to go.

Valentina-focus groups could take too long and with covid, wouldn't know what groups would look like and doesn't see it working as well as a poll. Focus groups would take a long time out of their day (payment?). Polls.

Commissioner Zhang arrived at 5:03pm.

- D. League of Women Voters Presentation
Presenter: Jennifer Helton and Michele Gerus, Voter Services Committee member

LWV has posted our YC applications on their media channels.

They clarified with their leadership re: SFUSD resolution on civic education. YC can write our motion and LWV can write their own parallel letter signed off with the League president.

- E. CEC related news

6. Staff Report

- Please blast out/support with outreach for YC applications. We are specifically targeting districts 5, 6, 8, 9, 10, 11 and public schools that aren't Lowell.
- YC Application Info sesh this Friday 5-6pm, for CEC 101, Sarah C.
- Cybersecurity training needs to be completed by the end of this month!

7. Adjournment

The meeting was adjourned at 5:13pm.