



**San Francisco Youth Commission
Civic Engagement Committee
Minutes - Draft
Monday, May 24, 2021
4:30-6:30 PM**

Public Comment Call-in:

+1-415-655-0001

United States, San Francisco (toll)

Access code: 187 668 1010

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 Versace and Goldberg are absent and let staff know before 72 hour notice. Commissioner Zhang, seconded by Commissioner Alioto-Pier, motioned to approve both absences.

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

2. Approval of Agenda (Action Item)

Commissioner Alioto-Pier, seconded by Commissioner Zhang, 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 - absent
Stephen "Rocky" Versace - absent
Adrianna Zhang - aye



3. Approval of Minutes (Action Item)

A. May 10, 2021 ([Document A](#))

Commissioner Zhang, seconded by Commissioner Alioto-Pier, 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 - absent
Stephen "Rocky" Versace - absent
Adrianna Zhang - aye

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; Michele Gerus, community member

Brandon unable to attend today but gave an email update "Following our last meeting, I reached out to the two online polling companies I had spoken with previously, Change Research and Civiqs. Civiqs got back to me and said they could not do a project right now. I have not heard back from Change yet."

Solicit input from Prop G Steering Committee, however, no guests from SF Rising, Coleman, or PowerCA today.

Review research brief that Michelle had sent, and ensure that those objectives are agreed upon by the Committee AND the Task Force.

Michelle did contact a company called L2 who specializes in voter invitation to all kinds of orgs. They are a political research organization and have enormous data bases of voter registrations updated 7-8 times a year.

Summary: they can easily do what we are asking them to do on voters in SF. This is how phone banks work and how you get voter information and their demographics.



Rough pricing: \$5k range for hundreds of thousands of names (4-500K names in SF), but we might just need 100k for projectable research. Waiting for confirmation on this research agency.

Kiely-send the whole email thread for CEC + Brandon.

Michele-came across an article in Law Street Journal and there is a company based in SF called InterQ and they conduct research and they could be another vendor to utilize (company woman owned business). Michele will reach out to InterQ to see if they are available, just in case.

Adrianna-does it matter which company we choose? Do we have to alter our goals?
Michele- your objectives should be consistent, unless we meet with them and they recommend an addition for research purposes.

For us would most likely depend on timing + pricing.

Michele-does anyone on this call never completed a survey or responded to a survey. Yes.

Sarah C. - can you clarify the difference between qualitative and quantitative data and that for us we should err on the side of quantitative data.

-quantitative is more objectable/stable research results than qualitative (like focus groups)

Sarah C-what are pros/cons of each agency or did one stand out more than the other regarding the polling.

L2- they manage lists of people/populations

InterQ-they would conduct the research, so we would use the two of them together to get to the data that we need. They would take the list and deploy/design the questions and survey, and collect/analyze the data and provide us with a summary. L2 doesn't do this.

We would need both.

Commissioners gave feedback on specific research goals:

SPECIFIC RESEARCH GOALS

- Profile voters who voted against and for Prop G (*and a way to incorporate those who didn't vote at all on the Prop and left it blank*) (*half new suggestion*)
- Gain a deeper understanding of what voters did /didn't know about the issue
- Gain a deeper understanding of why voters voted against Prop G/for Prop G
- Explore how Prop G advocates can improve the messaging around the issue, and
- Identify ways they might modify the Vote16 initiative next time they put it in front of the voters, to give it a better chance of success

- *Identify which year would voters vote on this (2022?) (new suggestion)*

- *Profile voters if they would vote yes if it was School Board elections only vs. if it was all municipal elections (New suggestion)*



Kiely to send Michele the GC 2016 Prop F Summary Report that broke down voting information by district and %.

Target/Sample Criteria (e.g., SF registered voters, age, income, race/ethnicity)

TBD

- SF registered voters who voted in the 2020 election
- do we need to survey those from 2016? Both, just one? If both, did their answer changed and why?
- get election department information stats from 2020 (ask Brandon how they got the 2016 Summary Report that was broken down by district)

Estimated Timeline - TBD

TBD

1. General idea of what we want to learn (research brief) and objectives
 - a. End of June (3 more CEC meetings to figure out this bucket)
 - b. invite Vote16 Steering Cmte members to be a part of the conversation for all next 3 meetings (Coleman, Power CA, Generation Citizen, SF Rising)
2. Run past Vote16 Steering Committee
 - a. Early July (1x time meeting)
 - b. If needed if we didn't get feedback in CEC meetings
3. Get to vendor and see scope of services/cost (Brandon has names of two vendors Change Research and Civiqs)
 - a. Mid July
4. Decision based on cost and services
 - a. Mid July-Late July
5. Create strategy for Round 3
 - a. Late July-early August

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

This item is tabled.

- E. Youth Commission Budget Priorities and Advocacy Strategy

Sarah C. - can we add in something about youth organized/social justice advocacy and encourage youth to take initiatives? Who's the target - BOS, DCYF. If youth are creating rallies then bypassing permits? Can new BOS youth cmte looking into supporting youth led initiatives.

- F. CEC related news

None

6. Staff Report

-June 9th at 3pm (possibly later) is our second budget presentation to the Budget and Appropriations Committee

- Sarah C.

-Possible extension of YC applications for specific districts (District 3, 8, 10, 11)



- YC Applicant interview pushed to later most likely based on above
- Former Supervisor Yee event regarding Black and Asian Solidarity event with Reverend Jesse Jackson
 - dinner: Adrianna (if she didn't have to go alone), Sarah C.
 - Youth Chat: Adrianna, Sarah C., Ariana

7. Adjournment

The meeting was adjourned at 6:05pm.