



Local Pros/Cons Roundtable Discussion

February 2021



Panelists/Facilitators

Panelists

Mary Thompson, North San Diego County

Niki Dettman, San Bernardino Area

Jacky Young, San Francisco

Linda Atkinson, South San Mateo County

Facilitators

Phyllis White-Ayanruoh, LLC

Nancy Mahr, LLC

Jacquie Canfield, LWVC, First VP



GoToWebinar Features

Top Corner of Screen

- Control Panel
- Microphone - muted
- Raise hand
- Questions – Enter in any questions you have
- Handouts



Poll the Audience



Outline

- Panelist Overview/Team Organization
- Roundtable Discussion
- Items You Would Change
- Most Proud Items



North San Diego County

- **16 virtual pro/con presentations**
- **7 local measures**
- **Video Length/Format –**
 - Video Length – 28 minutes covered all local measures
 - League speakers
 - Recorded presentation
 - Views varied – English – almost 1,200 views, Spanish - over 300 views
- **Support Team**
 - Research/writers -15, Editors - 2 , Video 7, Outreach – 3
- **Translation –** into Spanish by League members

Local Measures

- G-Carlsbad Council Compensation
- H-Encinitas Cannabis Business
- K-Oceanside term limits
- L-Oceanside North River Farms Referendum
- M-Oceanside Cannabis Business Tax
- S-Solana Beach Cannabis Business
- W-Oceanside School Bond



San Bernardino Area

- **12 pros/cons presentations**
- **4 local measures**
- **Video Length/Format –**
 - Video Length - 1 hour to 1 hour 30 minutes, 3 different presentations
 - Guest/League speakers
 - Live presentation and questions were submitted/answered
 - Views varied – English -223 to over 4,500 views, Spanish -11 to over 219 views
- **Support Team**
 - Research -5, Writers – 2, Editors - 1 , Video -2
- **Translation – Spanish**
- **Partnerships** - Greater San Bernardino Kiwanis Club - guest speaker
COPE Virtual Ballot Party Voter Workshop w/Smiley Library

Local Measures

- J - Revised San Bernardino County Charter
- K - San Bernardino County Supervisor Compensation Reduction /Term Limits
- S - City of San Bernardino Transactions and Use Tax
- U - Fire protection district parcel tax repeal



San Francisco

- **Local Pros/Cons Voter Guides in 3 languages**
 - **Full Pros/Cons - 27 pages**
 - **At a Glance - 3 pages**
 - **Outreach – placed on website**
- **15 pros/cons presentations**
- 13 local measures
- **Video Length/Format –**
 - Video Length – 15 minutes to 1 hour 15 minutes, 5 different presentations
 - Live presentation and questions were submitted/answered
 - Views varied – 90 to over 750 views
- **Support Team**
 - Research/Writers - 17, Editors - 4
- **Translation** –Spanish, and Chinese
- **Partnerships** - UCSF, USF, CCSF, SFSU, Womens' March SF, SF Unified School Board

Local Measures

- A - SF Health/Homelessness, Parks/Streets Bond
- B - Establish Sanitation/Streets Commission & Public Works Commission
- C - Removing Citizenship Requirements for Members of SF City Bodies
- D - SF Sheriff Oversight
- E - SF Police Staffing
- F - SF Business Tax Overhaul
- G -Youth Voting in Local SF Elections
- H - SF Neighborhood Commercial Districts and City Permitting
- I - SF Real Estate Transfer Tax
- J - Parcel Tax for SF Unified Schools
- K - SF Affordable Housing Authorization
- L - SF Business Tax Based on Comparison of Top Executives' Pay to Employees' Pay
- RR -SF County Sales Tax for Caltrain



South San Mateo

- **11 pros/cons presentations**
- **3 local measures**
- **Video Length/Format –**
 - Video Length – 6 minutes for RR to 1 hour 45 minutes, 2 different presentations
 - Live presentation and questions were submitted/answered
 - Views varied – English -1075 to over 7,700 views
- **Support Team**
 - Research/Writers/Editors - 7 , PowerPoint -1
- **Partnerships –**
 - Zoom presentations: LWV North/Central San Mateo County, LWV San Francisco, THRIVE, Community Senior Groups
 - Recording/Zoom/YouTube Postings -Midpenninsula Media Center
 - Bay Area LWV for Tri-County Ballot Measure RR.

Local Measures

- Tri-County Measure RR (CalTrain funding)



Roundtable Discussion





Items You Would Change

- North County San Diego
 - More time for review /edit of scripts to reduce "errata" postings
 - Develop a "deeper bench" of technical volunteers to run host Zoom sessions.
 - Develop proficiency in using shared workspaces (Google docs, etc.) for traceability and version control.
- San Bernardino
 - It was a very involved production. Thank goodness we have volunteers with that skillset
- San Francisco
 - It would be nice to increase communications between volunteers
- South San Mateo
 - Have access to better video recording as Zoom is not great.
 - Figure out a program length that would allow for more Q&A. Program was 90 minutes to cover all propositions and having intermittent Q&A periods was not as successful as I had hoped.

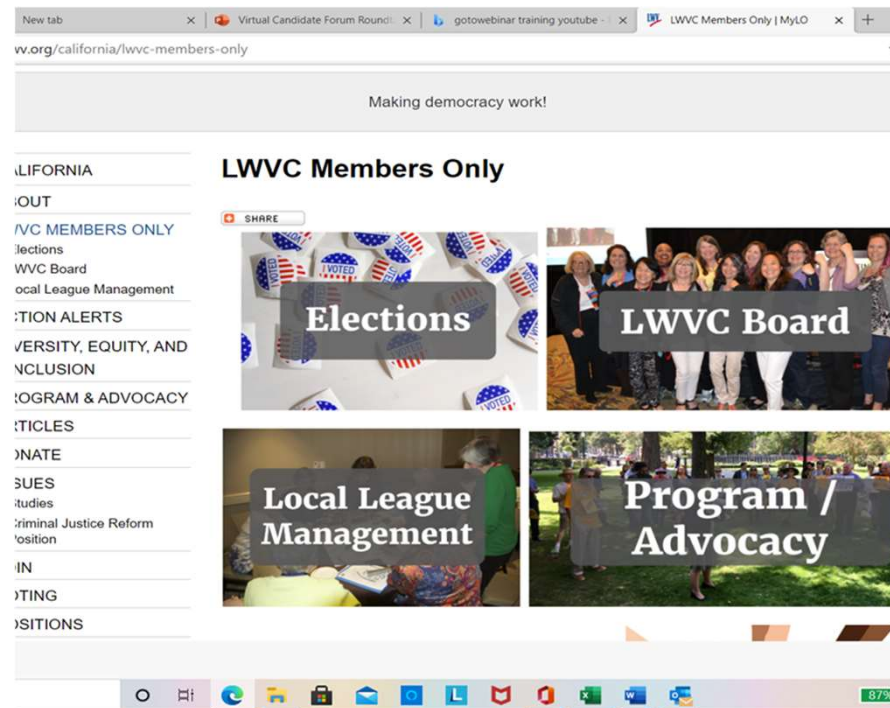


Most Proud Items

- **North County San Diego**
 - Sticking with official sources.
 - Uses a "hybrid" model of presenting pro/con information and then moderate "live" audience questions.
 - Researching/converting audience questions into a FAQ on website which received >500 viewings.
- **San Bernardino**
 - We definitely made an impact on our local measures
- **San Francisco**
 - Working successfully under COVID conditions with a large group of volunteers
- **South San Mateo**
 - Most amazed at the extended outreach that Zoom webinars afforded and the extended service to the community by having the individual propositions available on YouTube.



MyLO League Member Only Website



<https://my.lwv.org/california/lwvc-members-only>



Resources

- Voter Service Google Group
- MYLO Members Only Website
 - Voter Service Handbook
 - Write Local Pros and Cons
 - Virtual Candidate Forum Summary of Things to Consider, Options, Suggestions, and Resources - Sept 2020
- Forthcoming publication
 - People First Language Guide - Will provide guidance on using more inclusive language when referring to different groups of people.
 - Publication date – Convention 2021



Questions?



Poll the Audience