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
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 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

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
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)
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
• 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