
From: Lesk, Emily (ECN)
Sent: Monday, May 15, 2017 1:46 PM
To: Lisa Spinali
Cc: Amy O'Hair; Shaw, Jeremy (CPC); Shanahan, Thomas (ECN)
Subject: Re: Thanks and following up!

Okay--we'll discuss potential options and circle back.

From: Lisa Spinali <lisa.spinali@gmail.com>
Sent: Monday, May 15, 2017 1:26:20 PM
To: Lesk, Emily (ECN)
Cc: Amy O'Hair; Shaw, Jeremy (CPC); Shanahan, Thomas (ECN)
Subject: Re: Thanks and following up!

I fear no one will open the envelopes we have heard that from lots of folks. Let's discuss further, okay?

Thanks,
Lisa

P.S. Did we not do a mailing already for everyone that included the context of the project, etc. early on?

On Mon, May 15, 2017 at 1:06 PM, Lesk, Emily (ECN) <emily.lesk@sfgov.org> wrote:
Hi Lisa and Amy,

It was my pleasure! I'll share this recap with the rest of the team, and we'll work on incorporating these ideas into our outreach plan.

We actually talked about doing the mailer as a postcard (and agree that it would be great for visibility), but the challenge is that we think it's important to include a bit of background information for those who are unfamiliar with the project/process and may not be able to access the information that's online. And we need the mailer to have information in Spanish and Chinese, and have text that's big enough to be legible. But the visibility concern is a good one, so I'll see if the team has any ideas.

Thank you for volunteering to help hang posters/fliers! We really appreciate it.

Emily

From: Lisa Spinali <lisa.spinali@gmail.com>
Sent: Sunday, May 14, 2017 5:29 PM
To: Lesk, Emily (ECN); Amy O'Hair
Subject: Thanks and following up!

Hi Emily,
Thank you again for your time on Saturday morning. It was good to be able to present to another group of our community members. After our meeting, we discussed how we would be doing outreach in the community about the June 10 event. We would appreciate the following materials:

- Posters 11x17 (we can print some of these ourselves)
- Posters 8.5 x 11 (we can print some of these ourselves)
- Postcard 4x5 (instead of mailing the flyer) to make sure people see it. (We would do a second mailing to the SNA members with the postcard inside an envelope as we will provide additional information along with the postcard.)

We will put them up at bus stops, community locations, retail stores etc.

You will take care of the banner for the Reservoir Cyclone fence.

We think having the city send a postcard instead of a flyer, people will actually see it.

Thanks so much and more to come as we get ready for June 10th!

Sincerely,
Lisa

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