

**City of Portland Voter Education Approach**

	<b>Broad Voter Education using existing channels</b>	<b>Candidate training</b>	<b>Partnership focused on hard-to-reach voters</b>
<i>Approaches</i>			
<i>Description</i>	The City and Multnomah County will partner to coordinate a broad public education campaign using government communication systems already established.	We know that candidates running for office are deeply engaged and in communications with voter more than anyone else. Educating candidates and providing them with the right tools is one of the most effective ways to reach voters. The City's Elections Office will provide these training.	United Way of the Columbia-Willamette will administer the funds for a collaborative project with Brink Communication, Portland United for Change, and Democracy Rising for media and education and outreach focused on elections methods (Ranked Choice Voting & Districts).
<i>Focus</i>	Ranked choice voting, districts,	Candidate trainings	Ranked choice voting and districts
<i>Leads</i>	Transition team + Elections office	Elections office	Transition Team
<i>Activities &amp; Deliverables</i>	Website RCV Platform Factsheet FAQ RCV Presentation (for briefings & website) Educational Comic Coloring page Mailer Social media toolkit Transition Video (City) RCV Video (County) Paid media strategy Summer tabling Fall townhalls	Winter Candidate sessions Spring candidate learning sessions Intern program Candidate guides Ballot Insert	Educational materials Paid media approach subgrant progress

# Voter Education Approach

Prong	Focus	Activities/Deliverables
 <p><b>Broad Voter Education Utilizing Existing Channels</b></p>	<p>Coordinate a broad public education campaign using established government communication and outreach systems.</p>	<ul style="list-style-type: none"> <li>• 2024 Voter Ed Website</li> <li>• Mock Election platform</li> <li>• City-wide mailer</li> <li>• Ballot insert</li> <li>• Educational Comic</li> <li>• Coloring page</li> <li>• FAQ</li> <li>• Fact sheet</li> <li>• Social Media Toolkits</li> <li>• eNewsletters</li> <li>• Paid Media Strategy</li> <li>• Intern program</li> <li>• Community Presentations</li> <li>• Community townhalls</li> <li>• Summer tabling</li> <li>• Educational videos</li> </ul>
 <p><b>Candidate Education</b></p>	<p>Expanding the CityB capacity and educate candidates through candidate learning sessions. Candidates are a primary point of contact for voters and we need to have accurate information on election changes.</p>	<ul style="list-style-type: none"> <li>• Candidate Guide</li> <li>• Candidate learning sessions</li> <li>• Elections Dashboard</li> </ul>
 <p><b>Partnership focused on hard-to-reach voters</b></p>	<p>Plan and coordinate a voter education plan focused on educating harder-to-reach voters, focusing on Portlanders who historically have been left out of city hall.</p>	<ul style="list-style-type: none"> <li>• Non-partisan voter education materials</li> <li>• Coalition outreach &amp; subgrants (Tier 1, Tier 2, Tier 3)             <ul style="list-style-type: none"> <li>• Tier 1: direct voter contact</li> <li>• Tier 2: community building events</li> <li>• Tier 3: communications</li> </ul> </li> <li>• Multilingual Paid media strategy</li> </ul>

**Voter Education:** Non-partisan, multilingual and accessible community education on City’s new election methods and form of government

**Areas of Education:** Ranked Choice Voting, Districts, Form of Government, & Candidate Trainings

**Partners involved:** Transition Team, Elections Office, Multnomah County, and Contractor/Community Partners.

**Transition Team Members:** Sofia Alvarez-Castro, Nicole Forbes, Daniel McCardle-Jaimes, Francisca Garfia, Christine Llobregat, June Reyes, GTAC Members

**Transition Team Budget:** \$200,000 FY23-24, \$675,000 in contract, \$150,000 budget ask from the Auditors office for FY24-25

## Transtion Team & Elections Focused MOCHA

**ROLES MATRIX** (MOCHA: Manager, Owner, Consultant, Helper, Approver)

		Transition Manager	Elections Manager	Transition PM	Election PM	County PM	Transition Comms	Elections Comms	GTAC Subcom.	Contractor
Project Management	Voter Edu. Strategy	N/A	N/A	Man/Own/App	Manager/App	Helper	Consulted	Helper	Helper	Consulted
	Budget Spending & Tracking	Consulted	Consulted	Man/Own/App	Man/Approver	Consulted	Helper	Helper	Consulted	Consulted
Election Methods	RCV messaging	Consulted	Consulted	Manager/App	Manager	Consulted	Helper	Helper	Helper	Owner
	RCV materials + graphics	Consulted	Consulted	Manager/App	Manager	Consulted	Helper	Helper	Helper	Owner
	Candidate trainings	Consulted	Consulted	Helper	Man/Own/Approver	Consulted	N/A	Consulted	Consulted	Consulted, if needed
	Candidate guide	N/A	Consulted	Helper	Man/Own/Approver	Consulted	N/A	Consulted	Consulted	Consulted, if needed
	Mock Election platform	N/A	Consulted	Man/Own/App	Man/Approver	Consulted	N/A	Helper	N/A	Helper
	Election Dashboard	N/A	Consulted	Helper	Man/Own/App	Helper	N/A	Helper	N/A	N/A
	Ballot Insert	N/A	Consulted	Manager	Manager/Owner	Approver	Helper	N/A	Helper	Consulted
Governance	FOG messaging	Consulted	Consulted	Manager/App	Manager	N/A	Owner	N/A	Consulted	N/A
	FOG materials	Consulted	Consulted	Manager/App	Manager	N/A	Owner	N/A	Consulted	N/A
Comms	Comms strategy (newsletter, toolkit, SM)	Consulted	Consulted	Manager/App	Manager	N/A	Owner	N/A	Consulted	Consulted
	Media Request	Consulted	Consulted	Approver	Helper	N/A	Man/Owner	N/A	Helper	Consulted
	Paid media campaign	N/A	N/A	Approver	Approver	Consulted	Man/Owner	Consulted	N/A	Owner
	Website	N/A	Consulted	Manager/App	Manager	Consulted	Owner	Helper	N/A	N/A
	Video	Consulted	Consulted	Manager/App	Manager/App	Consulted	Owner	Consulted	Helper	Helper
	Comic	N/A	N/A	Man/App/Own	Manager	Consulted	Helper	Helper	Helper	Consulted
	Hard to Reach Voter Contract	N/A	N/A	Manager/App	Manager	Consulted	N/A	N/A	Helper	Owner
	Stakeholder outreach	Consulted	Consulted	Man/Own/ App	Man/Own	Consulted	Consulted	Consulted	Helper	Helper

Overall Outreach	<b>Community Events</b> (Trainings, misinformation, briefings, townhall,)	Consulted	Consulted	Man/Own/ App	Man/Own/	Consulted	Helper	Helper	Helper	Consulted
	<b>Community Presentation</b> (Material)	N/A	N/A	Manager/App	Helper	N/A	Owner	N/A	Helper	Consulted

**MOCHA Matrix Roles**

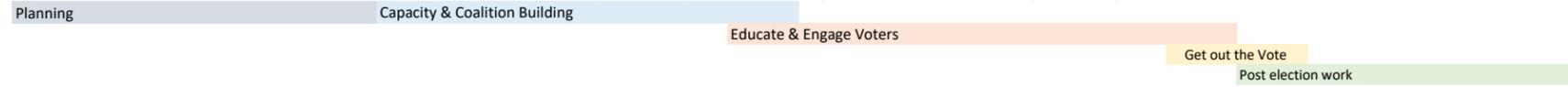
<b>Manager</b>	Supports and holds owner accountable through delegation. Serves as a resource, shares feedback, asks probing questions, reviews progress, and intervenes if the work is off-track. This person may or may not be the owner's supervisor.
<b>Owner</b>	Has overall responsibility for driving the project forward and coordinating steps to accomplish the goal. Ensures all the work gets done (directly or with helpers) and involves others (consults) in a meaningful way. There should only be one owner.
<b>Consulted</b>	Provides input and perspective. May share resources or referrals.
<b>Helper</b>	Implements aspects of the work and actively contributes to project success. The helper may own a significant area of work with its own MOCHA (we call this a cascading MOCHA).
<b>Approver</b>	Signs off on the final product or key decisions. May be the owner or manager, though it can also be a person or group with a clear decision-making role on the project.
<b>Informed</b>	Is updated and kept up to date.

**PARTNER COLLABORATIVE ROLES MATRIX (MOCHA: Manager, Owner, Consultant, Helper, Approver, and Informed)**

		Transition Manager	Elections Manager	Transition PM	Elections PM	Transitions Comms	Elections Comms	GTAC Sub.	H&M	DR	PuFC	Multn. County	
<b>Events</b>	<b>Candidate Session</b>	Consulted	Consulted	Helper	Man/Own/approver	Helper	Consulted	Informed	Informed	Informed	Informed	Consulted	
	<b>Election Comm Presentation</b>	Consulted	Consulted	Man/Own/ App		Helper	N/A	Helper	Consulted	Consulted	Consulted	Consulted	
	<b>Community Townhall</b>	Consulted	Consulted	Man/Own/ App	Helper	Consulted	N/A	Helper	Consulted	Consulted	Consulted	Consulted	
	<b>Tablings - City</b>	Consulted	Consulted	Man/Own/ App	Helper	Consulted	N/A	Helper	Consulted	Consulted	Consulted	Consulted	
<b>Materials &amp; Deliverables</b>	<b>Ballot Insert</b>	Consulted	Consulted	Manager	Manager/Owner	Helper	N/A	N/A	Consulted	Consulted	Consulted	Approver	
	<b>Candidate Guide</b>	Consulted	Consulted	Helper	Man/Own/ App	Consulted	Helper	Consulted	Consulted	Consulted	Consulted	Consulted	
	<b>Coloring sheet</b>	N/A	N/A	Approver	Helper	Man/Owner	N/A	Consulted	Consulted	Consulted	Consulted	Consulted	
	<b>Comic</b>	N/A	N/A	Man/Own/ App	Manager/Owner	Helper	N/A	Informed	Consulted	Consulted	Consulted	Consulted	
	<b>Elections Presentation</b>	N/A	N/A	Man/Own/ App	Manager/Owner	Helper	N/A	Informed	Consulted	Consulted	Consulted	Consulted	
	<b>FAQ</b>	N/A	N/A	Man/Own/ App	Man	Helper	Helper	Consulted	Consulted	Consulted	Consulted	Consulted	
	<b>Intern Program</b>	Consulted	Approver	Helper	Man/Owner	N/A	N/A	Informed	Informed	Informed	Informed	Informed	
	<b>Mailer</b>	Consulted	Consulted	Helper	Man/Own/ App	Helper	Helper	Informed	Consulted	Consulted	Consulted	Consulted	
	<b>Paid Media Campaign - City</b>	Informed	Informed	Man/Own/ App	Manager/Owner	Helper	Informed	Consulted	Consulted	Consulted	Consulted	Consulted	
	<b>Paid Media Campaign- County</b>	Informed	Informed	Consulted	Consulted	Helper	Helper	Informed	Consulted	Consulted	Consulted	Consulted	Man/Own/ App
	<b>RCV Platform</b>	Informed	Informed	Manager/Owner	Man/Own/ App	Helper	Informed	Consulted	Consulted	Consulted	Consulted	Consulted	
	<b>Video - City</b>	Informed	Informed	Approver	Helper	Manager/Owner	Informed	Informed	Informed	Informed	Informed	Informed	
	<b>Video - County</b>	Informed	Informed	Consulted	Consulted	Helper	Helper	Informed	Consulted	Consulted	Consulted	Consulted	Man/Own/ App
<b>Website</b>	Informed	Informed	Man/Own/ App	Man/Owner	Helper	Helper	Consulted	Consulted	Consulted	Consulted	Consulted		

		Oct.23	Nov. 23	Dec. 23	Jan. 24	Feb. 24	Mar. 24	Apr. 24	May. 24	June. 24	July. 24	Aug. 24	Sept. 24	Oct. 24	Nov. 24	Dec. 24	Jan. 25	
Events	<i>Events</i>	Candidate Session			Jan. 8 & 10							In-Districts, one each						
		Targetted CBO Briefings						Ongoing										
		Tablings										3 per month						
		Community-wide Townhall						Scoping	Materials				Outreach	2 townhalls	Oct. 7 & 21	TBD		
Materials	<i>Deliverables</i>	Candidate Guide			Version 2 live													
		Community presentation		Development		Translation/Rec Final												
		Comic	Scoping	Development			Revision	Translation	Final									
		Website	Development		Review & Refinement	Live												
		RCV Platform	Development			Translation				Live								
		Mailer				Scoping	P&D Coordinati	Development	Refine	Approval	To P&D	Mailer final	Sep. 30					
		FAQ	Development		Revision	Translation	Final											
		Video	Scoping	Vendor		Development		Translation	Final									
		Outreach Toolkit (Townhalls, Video, &)																
		Paid Ad Campaign			Development					Ad Run			Ad Run	Ad Run	Ad Run			
		Ballot Insert																
Coloring sheet																		
Election Related Dates	<i>Important Dates</i>	Candidate filing								Begins June 5		Ends Aug 27						
		National Voter Registration Day											Sept. 19					
		National Voter Edu Week													Oct. 2 - 6			
		Voter Early Day													Oct. 26			
		Voter Pamphlet Deadline													Oct. 9			
		Voter Registration Deadline													Oct. 15			
		Ballots drop													Oct. 16			
		Certified Results															Dec. 2	
Election Day														Nov. 5				

Sept.23    Oct.23    Nov. 23    Dec. 23    Jan. 24    Feb. 24    Mar. 24    Apr. 24    May. 24    June. 24    July. 24    Aug. 24    Sept. 24    Oct. 24    Nov. 24    Dec. 24    Jan. 24



Phase	Planning Sept 2023 - Jan 2024	Capacity & Coalition Building Feb - June 2024	Educate & Engage Voters June - Oct 2024	Get out the Vote Oct - Nov 2024	Post election work Nov 2024 - Jan 2025
<b>Time frame</b>	Sept 2023 - Jan 2024	Feb - June 2024	June - Oct 2024	Oct - Nov 2024	Nov 2024 - Jan 2025
<b>c</b>	This time period will primarily be spent identifying and engaging local voter education partners, building out infrastructure and collateral for different campaign focuses (voter, coalition, media), and working with election officials on RCV implementation	This stage will focus on outreach to coalition partners to extend our capacity, the recruitment and training of organizational and volunteer leaders on voter education, and engagement of stakeholders and media to facilitate their understanding of the new election system so that in the next phase of the project they may more easily explain it to portlanders.	We will aim to be operating on all cylinders during this time period, through all coalition and partner organizations. Coalition will be a full capacity, ramping up voter education through coverage at targeted events and direct voter contact	Our coalition members will directly engage voters in the final weeks before the election to ensure voters that have already been educated are aware of the date of the election and to answer any lingering questions on how RCV works.	Packaging tools, templates, and other materials that can be shared with future voter education planners and advocacy organizations. Offering training and presentations sharing best practices and finding that support voter education, planning for election of 2026, final evaluation/assessment of project highlighting successes and challenges, and set of best practices recommendations for future efforts
<b>Deliverable 1</b>	By Sept 2023 Identify priority communities	By Feb 24 RFP responses submitted by April 2024, with acceptance to the project by July 2024. Contractor will ensure that the deliberations on this process will be made by committee, including members of the project team, Transition Team & Elections Office	By June 24 Contractor will sign and complete agreements with coalition partners, with work beginning in accordance with proposal and agreed upon workplans and reporting structures.	By Nov 24 Contractor will ensure coalition partners conduct voter education through direct voter contact with an emphasis on households likely to include harder-to-reach Portlanders and areas of historically low turnout.	By Jan 25 Contractor will package tools, templates and other materials that can be shared with future voter education planners.
<b>Deliverable 2</b>	By Nov 23 Determine which outreach methods are most effective for those communities and will engage the voter education partners that are most responsive to that need.	By Feb 24 Contractor will prepare established tiers of investment with clear deliverables for all partners. Example activities are to be included in tiers in the proposal, to be confirmed and added to in the planning phase of the project.	By Nov 24 Contractor will cover targeted events and direct voter contact. Example activities include direct voter contact programming such as phone banking, text banking, canvassing, and ballot assistance centers prioritizing harder to reach voters, town halls and community education events, emails to membership, social media posts, introducing community and civic groups to our team, mock elections, and train the trainers for staff and/or core organizational leadership.	By Nov 24 Contractor will ensure programming include activities such as phone banking, text banking, canvassing, and ballot assistance centers prioritizing harder to reach voters.	By Jan 25 Materials from the project will be well labeled and digitally packaged and shared with the City.
<b>Deliverable 3</b>	By Feb 24 Create an education partner RFP and evaluation process by February 2024. Meet with prospective partners to share more information.	Ongoing beginning Feb 24 Contractor will ensure all education partners will be trained on separation of 501(c)3, 501(c)4, and political action committee permissible activities.	Ongoing All activities will be tracked and documented in reporting structures created in Task 1, as well as shared about in regular reports to the City.	By Nov 24 Coalition events that began in Task 3 will continue through this phase as well.	By Jan 25 Electronic materials must be in format that is useable by the City without the need for the City to acquire any software program or license.
<b>Deliverable 4</b>	By Feb 24 Share subgrant application info w/ partners	By May 24 Contractor will obtain approval of the City Project Manager for the template of any legal agreements before they are executed.	By August 24 Draft the initial voter contact scripts.	Nov '24, Dec '24 Contractor will provide October and November reports that include voter contact metrics to the City.	
<b>Deliverable 5</b>	By May 24 Meet w/ potential subgrantee's re: application	By June 24 Contractor will ensure that all education partners sign legal agreements (such as contracts or legally binding memorandum of understanding) that would accept requirements to keep city voter education work separate from any 501(c)4 and/or political action committee permissible work.	By August 24 Contractor will obtain the City's Project Manager's approval for the initial voter contact scripts.		
<b>Deliverable 6</b>	By Oct 23 Develop specific workplans, timelines, reporting structures, and collateral for each stream of work that will guide and support the rest of the project.	Ongoing Contractor will do proactive outreach to organizations that reach key constituencies of harder-to-reach Portlanders for whom we will focus our education efforts.			
<b>Deliverable 7</b>	by Nov 23 Conduct pre-planning calls, build out workplans, conduct audience research, landscape plan and materials audit, a communications strategy brief, and begin development of multi-lingual print material.	Feb 24 through Nov 24 Contractor will launch trainings in late February 2024 and continue as needed through election day, training approximately 10-15 partners and other orgs not part of the paid partner cohort - voter education materials and best practices - how to train volunteers - separation of c3, c4, and PAC permissible activities			
<b>Deliverable 8</b>	By Oct 23 Create a comprehensive tracker of the project to ensure all deliverables are met.	Ongoing through Dec 24 Together with the City, Contractor will engage culturally specific media, earned media, and paid communications to ensure citywide coverage of the new voting system.			
<b>Deliverable 9</b>	by Nov 23 Co-develop a paid media plan and strategies for June-November 2024. Media approach would be centered on deep audience analysis and would have an initial discovery phase that will ensure the communications meet audiences based on media consumption research. This approach will likely include tactics such as: - Paid digital and social ads - Print materials - Paid advertising in culturally specific publications	By Nov 24 Continue development of paid media plan & Strategy.			

<b>Deliverable 10</b>	Ongoing	Co develop unified messaging plan/strategy on RCV
<b>Deliverable 11</b>	Ongoing	Contractor will share its expertise to advise on best practices for RCV voter education, best approaches for reaching hard-to-reach Portlanders
<b>Deliverable 12</b>	Ongoing	Utilize information provided by the City and Multnomah County Elections Office to tailor materials, media, and presentations for community organizations to facilitate conversations and education with harder-to- reach

Invoices					
Date	Vendor	Description	Invoice #	Amount	Paid
11/3/2023	Ranked Vote	Invoice #1 for platform	PDX-0001	\$ 5,000.00	Paid via Diana p-card on 11/3
2/27/2024	WW	Voter education ads	Contract # 7790	\$ 5,980.00	Paid via accounting on 3/18
3/13/2024	Portland Mercury	Voter education ads	Contract 53555	\$ 6,800.00	Paid via accounting on 3/18
3/13/2024	SE Examiner	Voter education ads	3842	\$ 2,040.00	Paid by Diana pcard on 3/20
3/13/2024	The Bee	Voter education ads	149230	\$ 2,956.00	Needs to be paid via phone
3/18/2024	Portland Tribune	Voter education ads	Account # 147274	\$ 4,302.00	Paid via accounting on 3/18
3/18/2024	St. John Review	Voter education ads		\$ 1,040.00	Paid by via Diana p-card 3/20
3/19/2024	Oregonian	Voter education ads	SO-167949	\$ 6,860.00	Paid via accounting on 3/19, on hold bc they added
3/19/2024	NW Examiner	Voter education ads	56605	\$ 2,200.00	Paid via accounting 3/25
3/19/2024	Street Roots	Voter education ads	Payment #1	\$ 400.00	Paid by Diana pcard on 3/20
3/20/2024	United Way	Contract Invoice #1	PUCF-001, Contract # 31002467	\$ 49,085.59	Accounting kicked back, asked to revise invoice and resubmit
3/21/2024	DaWayne Judd	City Video Talent	Invoice 1125	\$ 400.00	Paid via Diana p-card on 3/21
3/22/2024	Bike Portland	Voter education ads	3399	\$ 2,000.00	Paid via accounting 3/25
1/31/2024	Passport2Languages	IRCO RCV platform translation	119837	\$ 75.00	Julia approved & sent for payment 3/25
9/19/2024	Kate's Ice Cream	Townhall refreshments	2633	\$ 514.00	sent to Diana to pay on 9/19
5/15/2024	Aki Ruiz			\$ 2,200.00	
	OPB Ads	OPB		\$ 4,800.00	
	Beka Feathers			\$ 900.00	

23-24 Voter Education Budget Allocations		
<i>Note: FY23-24 Budget of \$200k, rolling over \$75.5 to FY24-25</i>		
Budget Line Item	Budget Allocation	Remaining
Mock Election Platform	\$ 12,500.00	\$ 7,500.00
Video	\$ 10,000.00	\$ 6,600.00
Comic	\$ 5,000.00	
Translation	\$ 11,500.00	\$ 11,425.00
Printing	\$ 20,000.00	
Paid Media Campaign	\$ 48,000.00	\$ 13,422.00
Community Events	\$ 2,500.00	
Focus Group	\$ 10,000.00	
Elections Dashboard	\$ 5,000.00	
<b>Total</b>	<b>\$ 124,500.00</b>	<b>\$ 38,947.00</b>

23-25 Voter Education Contract		
Budget Line Item	Budget Allocation	Remaining
Voter Ed Contract	\$ 675,000.00	\$ 625,914.41

24-25 Voter Education Budget Allocations		
Budget Line Item	Budget Allocation	Remaining
*Mailer (coming from	\$150,000.00	
Town-halls	\$ 10,000.00	
Summer Intern	\$ 25,000.00	
Ballot Insert	\$ 30,000.00	
Translation	\$ 10,500.00	

Invoices coming soon				
PBJ	Voter education ads		\$ 6,497.00	Has NOT invoiced yet
Star News	Voter education ads		\$ 1,700.00	Has NOT invoiced yet
Mindlink	Translations for video		\$ 3,000.00	Has NOT invoiced yet
Street Roots	Voter education ads	Payment #2	\$ 400.00	Monthly recurring payment, Diana Pcard
Street Roots	Voter education ads	Payment #3	\$ 400.00	Monthly recurring payment, Diana Pcard
Street Roots	Voter education ads	Payment #4	\$ 400.00	Monthly recurring payment, Diana Pcard
Street Roots	Voter education ads	Payment #5	\$ 400.00	Monthly recurring payment, Diana Pcard
Street Roots	Voter education ads	Payment #6	\$ 400.00	Monthly recurring payment, Diana Pcard
Street Roots	Voter education ads	Payment #7	\$ 400.00	Monthly recurring payment, Diana Pcard
Street Roots	Voter education ads	Payment #8	\$ 400.00	Monthly recurring payment, Diana Pcard

FY 23-24 Voter Education Budget: \$200,000.00					
Category	Description	Total Cost	Actual cost	Projected by FY23-24 Year-End	Notes
Mock Election Platform	<a href="#">RCV Website Platform for website:</a> 9 language RCV platform platform for website \$ 5,000 6 months of full partner subscription \$7,500	\$ 12,500.00	\$ 12,500.00	\$ 12,500.00	RankedVote, paid 5k w/ P-card on 11/3. \$7,500 payment will be sent 5/25/24. \$5k paid on 11/23. Set up as a vendor
Video	<a href="#">30-60 sec video highlightina changes:</a> Video production w/ captioning \$10-15K	\$ 10,000.00	\$ -	\$ -	To be spent in FY24-25
Comic	<a href="#">Educational comic:</a> Development and design of comic in two languages	\$ 5,000.00	\$ -	\$ 3,300.00	To be spent in FY23-24 Vendor: Beka Feathers + Aki Ruiz; work is done; Francisca working getting the invoice; likely to be \$2100
Translation	Website (9 languages) \$4K FAQ/Two-pager (9 languages) \$4K Briefing presentation (Spanish) \$2k Educational comic (Spanish) \$750.00 extra 750	\$ 11,500.00	\$ 2,000.00	\$ 5,650.00	To be spent FY23-24 Vendor: Passport to Languages \$900 for 3 website pages translated into 4 languages \$2,000 fact sheet translation into 4 languages (going to add 2 more later on), \$750 comic translation
Printing	<a href="#">Printing for events, tabling, librarians, etc.:</a> Two-pager (3k in English, 1k in 9 other languages) \$ 12K FAQ (1k in English, 500 in 9 languages) \$5.5 District map (large) \$250 Sample RCV Ballot(large) \$250 Comic \$2k	\$ 20,000.00	\$ -	\$ 11,860.00	To be spent in FY23-24 Vendor: P&D; Confirm with CBO that week of 4/25 for P&D; order #1258269; #1259552; and 1259719
Paid Media Campaign or promotion	<a href="#">Ad push in Jan, Spring, and two in late summer:</a> Willamette Week Portland Mercury Oregonian Local Newspapers (2 or 3)	\$ 48,000.00	\$ 31,752.00	\$ 47,565.00	Willamette Wk (\$5,980); Portland Mercury (\$6,800); Oregonian (\$8,320); local newspapers (\$15,136); \$400 Street Roots; 88 cent;
Paid Media Campaign - Radio (new-added 5/2024)	Radio Buys: iHeart (\$15,000); OPB (\$4,800); Spodify (\$2,000)	\$ 20,000	\$ 4,800	\$ 4,800	Jennifer is lead on it; iHeart radio \$15,999 iHeart invoice will hit in FY 24-25;
Community Events	Summer Tabling, tablings fees & additional materials (other than printing)	\$ 2,500.00	\$ 1,750.00	\$ 1,750.00	Mainly to be spent in FY23-24. Event Swag: \$950 Juneteenth \$500 (originally budgeted for \$1000) Jade \$50.
Elections Dashboard	GIS election Dashboard	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	Mainly to be spent in FY23-24. Vendor: GIS
<b>Total</b>		<b>\$ 134,500.00</b>	<b>\$ 57,802.00</b>	<b>\$ 92,425.00</b>	
FY 23-24 Budget for Voter Education (not hard to reach)		\$ 200,000			
Total FY 23-24 YE Projection		\$ 92,425			
Underspending available for carryover to FY 24-25		\$ 107,575			

FY 24-25 Voter Education Budget Ask					
Category	Description	Transition Team Budget	Invoiced to Date (actual)	Auditor's office Budget	Notes
Paid Media Campaign	Radio Buys: iHeart (\$14,999) - (added 5/2024)	\$ 14,999	\$ 14,999		Jennifer is lead on it; iHeart radio \$15,999 iHeart invoice will hit in FY 24-25;
Video (which was completed in June 2024)	<a href="#">30-60 sec video highlightina changes:</a> Video production w/ captioning \$10-15K	\$ 15,000			To be spent in FY24-25 Maybe in house, water bureua; this expected to be a cost next year;
Mailer	<a href="#">City-wide mailer highlightina district &amp; sample ballot:</a> P&D cost for printing and postage, development of mailer in-house	\$ -		\$ 150,000	To be covered by Auditors office. Leftover budget will be used for additional printing needs. Quotes are being finalized in July 2024, will likely be in the \$110k-120k range.
Town-halls	<a href="#">4 hybrid townhalls, 2 hour each:</a> Room reservation \$2,600 (4 events x \$650) Interpretation \$1,040 (ASL \$75 x 8 hrs; Spanish \$55 x 8 hrs) Refreshments \$1,000 (4 events x \$250) + Childcare.	\$ 10,000			To be spent in FY24-25; estimate is closer to \$6k needed
Summer Intern Fellow	Two (2) intern from June, July, August 2024	\$ 25,000			To be spent in FY24-25
Ballot Insert	<a href="#">Ballot Inserts in the 3 counties:</a> Multnomah County Ballot Insert \$25k WA County Ballot Insert \$5k CA County Ballot Insert \$5k	\$30,000			To be spent in FY24-25 Need to confirm invoicing mechanism w/ counties
Translation	TBD				To be spent in FY24-25 Vendor: Passport to Languages
Community Events	Summer tabling (cont.)	\$5,000			Pride event (\$750); supplies (\$250); additional funds for swag, etc.
Materials and Printing	Supplemental printing costs for Grantee materials (10,000 copies Hearts & Minds English one-pager)	\$5,000			P&D quote 10,000 copies for \$5,000
Ads		\$30,000			
<b>TOTAL Transition Team budget</b>		<b>\$ 134,999</b>			
FY24-25 approved transition budget		\$ 255,699	Confirmed by Shannon on (08-01-24)		
Left to allocate		\$ 120,700			

Proposed Allocations (08/15/24)			
Category	Description	Cost	Notes
Paid Media	Extend iHeart radio ads - extension through Aug and additional digital display ads	\$ 15,000	James got quote, James/Jennifer reviewed and approved; got Shoshanah approval (8/7/24)
Paid Media	Goggle search ads	\$ 3,000	James - \$1k/month would be a reasonable investment; can scale very flexibly based on budget.
Paid Media/ Campaign Promotion	OPB/media event partners in (Sept and Oct events) - add in sponsorship \$ to further elevate message (low work, low cost)	\$ 1,000	Auditor's office will have a table at the civic fair portion; suggest
Paid Media	WW - ad placement in neighborhood newsletters and banner ads - Aug/Sept/Oct	\$ 5,000	
Translation	Translation and design of City fact sheet in nine additional languages: <b>Somali, Arabic, Japanese, Korean, Lao, Romanian, Swahili, Tagalog, and Ukrainian.</b> (Est. ~\$475/language)	\$ 4,300	get vendor (Verbio) - Auditor's office may have budget
Translation	Translation and design of City frequently asked questions (FAQs) sheet in nine additional languages: <b>Somali, Arabic, Japanese, Korean, Lao, Romanian, Swahili, Tagalog, and Ukrainian.</b> (Est. ~\$475/language)	\$ 4,300	get vendor (Verbio) - Auditor's office may have budget
Translation	Translation city website of "Contact Us page" and "Resources page" in nine additional languages <b>Somali, Arabic, Japanese, Korean, Lao, Romanian, Swahili, Tagalog, and Ukrainian.</b> (Est. ~\$350/language)	\$ -	get vendor (Verbio) - paid by auditor's office 3,200
Staffing support - graphic design	Contracted hours on Comms team to support graphic design and website content for voter ed. Includes adding translated website content for additional nine languages: <b>Somali, Arabic, Japanese, Korean, Lao, Romanian, Swahili, Tagalog, and Ukrainian.</b>	\$ 10,000	(Daniel is getting quote)
Printing	share with community partners: 2 pager, FAQ, District	\$ 10,000	print order (determin
	<b>TOTAL:</b>	<b>\$ 52,600</b>	

**FY 23-24 Voter Education Budget: \$200,000.00**

Category	Description	Total Cost
<b>Mock Election Platform</b>	<u><a href="#">RCV Website Platform for website:</a></u> 9 language RCV platform platform for website \$ 5,000	\$ 12,500.00
	6 months of full partner subscription \$7,500	
<b>Video</b>	<u><a href="#">30-60 sec video highlighting changes:</a></u> Video production w/ captioning \$10-15K	\$ 10,000.00
	<u><a href="#">Educational comic:</a></u> Development and design of comic in two languages	
<b>Comic</b>		\$ 5,000.00
<b>Translation</b>	Website (9 languages) \$4K	\$ 11,500.00
	FAQ/Two-pager (9 languages) \$4K	
	Briefing presentation (Spanish) \$2k	
	Educational comic (Spanish) \$750.00 extra 750	
<b>Printing</b>	<u><a href="#">Printing for events, tabling, librarians, etc:</a></u> Two-pager (3k in English, 1k in 9 other languages) \$ 12K	\$ 20,000.00
	FAQ (1k in English, 500 in 9 languages) \$5.5	
	District map (large) \$250	
	Sample RCV Ballot(large) \$250	
	<u><a href="#">Ad push in Jan, Spring, and two in late summer:</a></u> Willamette Week	
<b>Paid Media Campaign or promotion</b>	Portlad Mercury	\$ 48,000.00
	Oregonian	
	Local Newspapers (2 or 3)	
	Radio Buys: iHeart (\$15,000); OPB (\$4,800); Spodify (\$2,000)	
<b>Paid Media Campaign - Radio (new-added 5/2024)</b>		\$ 20,000

	Summer Tabling, tablings fees & additional materials (other than printing)		
<b>Community Events</b>		\$	2,500.00
<b>Elections Dashboard</b>	GIS election Dashboard		
		\$	5,000.00

**Total \$ 134,500.00**

**FY 23-24 Budget for Voter Education (not hard to reach) \$ 200,000**

**Total FY 23-24 YE Projection \$ 92,425**

**Underspending available for carryover to FY 24-25 \$ 107,575**

**FY24-25 appro**

Actual cost	Projected by FY23-24 Year-End		Notes	
\$	12,500.00	\$	12,500.00	RankedVote, paid 5k w/ P-card on 11/3. \$7,500 payment will be sent 5/25/24. \$5k paid on 11/23. Set up as a vendor
\$	-	\$	-	To be spent in FY24-25
\$	-	\$	3,300.00	To be spent in FY23-24 Vendor: Beka Feathers + Aki Ruiz; work is done; Francisca working getting the invoice; likely to be \$2100
\$	2,000.00	\$	5,650.00	To be spent FY23-24 Vendor: Passport to Languages \$900 for 3 website pages translated into 4 languages \$2,000 fact sheet translation into 4 languages (going to add 2 more later on), \$750 comic translation
\$	-	\$	11,860.00	To be spent in FY23-24 Vendor: P&D; Confirm with CBO that week of 4/25 for P&D; order #1258269; #1259552; and 1259719
\$	31,752.00	\$	47,565.00	Willamette Wk (\$5,980); Portland Mercury (\$6,800); Oregonian (\$8,320); local newspapers (\$15,136); \$400 Street Roots; 88 cent;
\$	4,800	\$	4,800	Jennifer is lead on it; iHeart radio \$15,999 iHeart invoice will hit in FY 24-25;

\$	1,750.00	\$	1,750.00	Mainly to be spent in FY23-24. Event Swag: \$950 Juneteenth \$500 (originally budgeted for \$1000) Jade \$50.
\$	5,000.00	\$	5,000.00	Mainly to be spent in FY23-24. Vendor: GIS

\$ 57,802.00 \$ 92,425.00

ved transition budget \$ 255,699 *Confirmed by Shannon on (08-01-24)*  
 Left to allocate \$ 95,880

**FY 24-25 Voter Education Budget Ask**

<b>Category</b>	<b>Description</b>	<b>Transition Team Budget</b>
Paid Media Campaign - Radio (new-added 5/2024)	Radio Buys: iHeart (\$14,999) - (added 5/2024)	\$ 14,999.00
Paid Media- Google search	Google search ads or Next Door	\$ 3,000.00
Paid Media- OPB Event	OPB/media event partners in (Sept and Oct events) - add in sponsorship \$ to further elevate message (low work, low cost)	\$ 100.00
Paid Media	WW - ad placement in neighborhood newsletters and banner ads - Aug/Sept/Oct	\$ 5,000.00
Video (which was completed in June 2024)	Translation of video	\$ 4,620.00
Mailer	<u>City-wide mailer highlighting district &amp; sample ballot:</u> P&D cost for printing and postage, development of mailer in-house	\$ -
Town-halls	<u>4 hybrid townhalls, 2 hour each:</u> Room reservation (4 events x \$650) Interpretation \$1,040 (ASL \$75 x 8 hrs; Spanish \$55 x 8 hrs) Refreshments \$514 Event sponsorship for Street Roots and Blanchet House	\$ 6,000.00

Two (2) intern from June, July, August 2024

Summer Intern Fellow		\$	25,000.00
----------------------	--	----	-----------

Ballot Inserts in the 3 counties:

Ballot Insert	Multnomah County Ballot Insert \$25k WA County Ballot Insert \$5k	\$	30,000.00
---------------	--	----	-----------

Translation	Translation and design of City fact sheet in nine additional languages: <b>Somali, Arabic, Japanese, Korean, Lao, Romanian, Swahili, Tagalog, and Ukrainian.</b> (Est. ~\$475/language)	\$	4,300.00
-------------	---	----	----------

Translation	Translation and design of City frequently asked questions (FAQs) sheet in nine additional languages: <b>Somali, Arabic, Japanese, Korean, Lao, Romanian, Swahili, Tagalog, and Ukrainian.</b> (Est. ~\$475/language)	\$	4,300.00
-------------	--	----	----------

Translation	Translation city website of "Contact Us page" and "Resources page" in nine additional languages <b>Somali, Arabic, Japanese, Korean, Lao, Romanian, Swahili, Tagalog, and Ukrainian.</b> (Est. ~\$350/language)		
-------------	--	--	--

Community Events	Summer tabling (cont.) and ad-hoc community events/event sponsorships -Portland is Possible sponsorship \$1,500 -	\$	5,000.00
------------------	---	----	----------

Materials and Printing	Supplemental printing costs for Grantee materials (10,000 copies Hearts & Minds English one-pager)	\$	5,000.00
------------------------	--	----	----------

Printing	As needed printing cost, for community or other events	\$	8,000.00
----------	--	----	----------

Misc.	Last minute cost, if not used to re-purposed as ads. Meta/FB sponsored- 2k	\$	14,500.00
-------	---	----	-----------

Ads - ballot drop	Mercury WW Tribune Bike Portland lheart	\$	30,000.00
-------------------	---	----	-----------

<b>FY24-25 approved transition budget</b>	<b>\$</b>	<b>255,699.00</b>
---	-----------	-------------------

<b>TOTAL Transition Team budget</b>	<b>\$</b>	<b>159,819.00</b>
-------------------------------------	-----------	-------------------

Invoiced to Date (actual)	Auditor's office Budget	Notes
\$	14,999 \$	Jennifer is lead on it; iHeart radio \$15,999 iHeart invoice will hit in FY 24-25;
\$	-	James - \$1k/month would be a reasonable investment; can scale very flexibly based on budget. OPB event on 10/14. Auditor's office will have a table at the civic fair portion; suggest Transition Team staff be sponsor at event as well.
\$	4,015 \$	Translation of video & captioning
	N/A \$	150,000 To be covered by Auditors office. Leftover budget will be used for additional printing needs. Quotes are being finalized in July 2024, will likely be in the \$110k-120k range.
		To be spent in FY24-25; estimate is closer to \$6k needed
	About \$2,000	

To be spent in FY24-25

About 23,000 - confirm

\$31,065

To be spent in FY24-25  
James to confirm invoicing w/ county- ask  
Shannon on payment

get vendor (Verbio) - Auditor's office may have  
budget

get vendor (Verbio) - Auditor's office may have  
budget

\$ 3,150.00

get vendor (Verbio) - paid by auditors office  
3,200  
Pride event (\$750); supplies (\$250); additional  
funds for swag, etc.

\$ 4,434.47

P&D quote 10,000 copies for \$5,000

\$ 6,777.94

\$ 27,427.15

---

**Confirmed by Shannon on (08-01-24)**

**Invoices**

Date	Vendor	Description	Invoice #	Amount	Paid
3/31/2022	Passport to Language	Translation	1189485	\$ 4,091.25	Paid
2/28/2023	Passport to Language	IDC - Past due	1194339	\$ 318.75	Paid
3/31/2023	Passport to Language	IDC - Past due	1194340	\$ 2,005.00	Paid
6/15/2023	Asian Reporter	IDC past due	27935	\$ 1,602.00	Paid
9/30/2023	Oregonian	Ads - summer comic	2348367	\$ 1,650.00	Paid
2/27/2024	WW	Ads- Summer	Contract # 7790	\$ 5,980.00	Paid, before I went on leave
3/18/2024	St. John Review	Ads- Summer		\$ 1,040.00	Paid, before I went on leave
3/22/2024	Bike Portland	Ads- Summer	3399	\$ 2,000.00	Paid
3/22/2024	Portland Mercury	Ads- Summer	15329	\$ 6,800.00	Paid
4/18/2024	NW Examiner	ads	56697	\$ 550.00	Paid p-card
4/25/2024	Ranked Vote	subscription		\$ 7,500.00	Paid
5/2/2024	Viscardi Center	City org	31002180	\$ 16.36	Paid
5/8/2024	OPB Radio	ads	06-082024	\$ 4,800.00	Paid
5/15/2024	Aki	Comic		\$ 2,200.00	Paid
5/22/2024	Passport to Language	Translation	1199745	\$ 900.00	Paid
5/28/2024	PBJ	Ads -Summer	10477478	\$ 6,497.00	Paid
5/30/2024	iheart Radio	Ads	SP46208	\$ 14,999.99	Paid
6/1/2024	Tribune	Ads		\$ 1,346.00	PAID
6/1/2024	Tribune	Ads		\$ 2,956.00	PAID
6/2/2024	NW Examiner	ads	56674	\$ 550.00	Paid
6/14/2024	P&D	Printing	1259719	\$ 1,128.01	Paid
6/21/2024	Beka Feathers	Comic	BEK 2023-06-33	\$ 900.00	Paid
6/21/2024	Star Publication	ads	BBB22-5388	\$ 425.00	PAID
6/29/2024	Passport to Language	Translation	1200304	\$ 135.00	Paid
6/30/2024	The Bee	Ads	617639	\$ 544.00	Paid p-card
7/16/2024	P&D	Printing	1260470	\$ 61.02	Paid
7/19/2024	P&D	Printing	1260626	\$ 611.89	Paid
7/19/2024	P&D	Printing	1260682	\$ 45.86	Paid
8/1/2024	Star Publication	ads	BBB22-5497	425 ?	Paid p-card
8/7/2024	NW Examiner	ads	56721	\$ 550.00	paid p-card
8/21/2024	P&D	Printing	1261552	\$ 1,925.30	Paid
8/27/2024	iheart Radio	Ads	8821767577	13,876.00	Paid
8/29/2024	P&D	Printing	1261552	\$ 4,434.47	Paid
8/31/2024	The Bee	Ads - 149230	June, July, Aug	\$ 1,656.48	Paid p-card
9/1/2024	Star Publication	ads	abb22-5333	\$425	Paid p-card
9/10/2024	iheart Radio	Ads	8821792459	\$2,624.00	Paid
9/15/2024	NW Examiner	ads	56745	\$ 550.00	paid p-card
9/17/2024	P&D	Printing	1262388	\$ 404.89	Paid
9/19/2024	P&D	Printing	46191	\$ 424.63	Paid
9/27/2024	P&D	Printing	1262556	\$2,743.93	in process
9/30/2024	Oregonian	Ads -	2358367	\$ 1,490.00	Approved, asked Diana to pay
10/4/2024	Blanchet House	event sponsorship	Inhouse invoice	\$ 1,500.00	Sent for payment
10/22/2024	iheart Radio	Ads- Ballot drop, scaregr	8821949583	\$ 3,496.15	sent for payment
10/31/2024	P&D	Printing- misinformation	1263434	\$ 2,176.34	
11/6/2024	Bend Mailing Service	Printing	93147	\$ 31,064.70	Sent for payment
11/6/2024	Bike Portland	Ads- Ballot drop	3469	\$ 4,000.00	Paid
Coming soon	Aki	Comic			TBD
	MindLink	Translation	inv-011510-s6s6k4	\$ 620.00	Sent for payment
	MindLink	Translation	inv-01169-r5x4c1	\$ 3,394.70	Sent for payment
	Portland Mercury	Ads- Ballot drop	55493	\$ 6,850.00	Sent for payment
	Portland Tribune Co	Ads- Ballot drop	341073	\$ 6,000.00	Sent for payment
	SE Examiner	Ads- Summer	3842	\$ 2,040.00	Paid, before I went on leave
	Street Roots				
	WW	Ads- Ballot drop	10395	\$ 7,081.00	Sent for payment
9/12/2024	Verbio	Translation	IN10357 Ref31000631	\$ 1,665.00	Paid
	Verbio	Translation	IN10402 Ref31000638	\$ 5,090.48	Paid

Hard to Reach Voter Education Contract (August 2023 - January 2025)

**FY 23-24 Hard to reach voter education**

Expenses	Description	Total Budgeted	Invoiced to Date	Projected total costs to be invoiced by FY23-24 Year-End	Notes
Project Team & Staffing costs	Staffing cost for PUFC and Democracy Rising, Indirect, and overhead	\$ 87,500	\$ 27,161.32	\$ 48,800.00	
Organizational Subgrants	Regrants to community partners	\$ 210,000	\$ 210,000	\$ 210,000.00	To be spent June 24 on subgrants
Materials & Media	Communications - Hearts & Minds LLC - paid media campaign	\$ 300,000	\$ 13,956	\$ 75,000.00	About 75k to be spend in FY 23-24
	Indirect/Overhead	\$ 77,500	\$ -	\$ 43,600.00	anticipated to be invoiced at monthly rate (\$4,843/mo)
<b>TOTAL</b>		<b>\$ 675,000</b>	<b>\$ 251,118</b>	<b>\$ 377,400.00</b>	
FY 23-24 Budget for Voter Education (Hard to Reach)		\$ 675,000			
Total FY 23-24 YE Projection		\$ 377,400			
Encumbrance carryover for FY 24-25		\$ 297,600			

**FY 24-25 Hard to reach voter education**

Expenses	Description	Cost	Actual cost	Notes
Project Team & Staffing costs	Staffing cost for PUFC and Democracy Rising, Indirect, and overhead	\$ 38,700		
Organizational Subgrants	Regrants to community partners	\$ -		
Materials & Media	Communication materials, paid media comapaign, printing, translation	\$ 225,000		
Indirect/Overhead		\$ 33,900		
<b>Total FY24-25</b>		<b>\$ 297,600</b>		

CITY OF PORTLAND VOTER EDUCATION PLAN - DELIVERABLE TRACKER

Voter Education Program (Programs)										Status Key	
Broad Voter Education										In progress	
Candidate Education										Completed	
Hard to Reach Voter Contract										Has not started	
Program	Task	Type	Lead	Leave Coverage	Description of Deliverable or Activity	Timeline	Latest Update	Next Step	Status	Folder Link	
Broad Voter Education using Existing Channels	Tablings	Community event	Transition & Elections-entire team	Katie	Join a handful of Summer tabling opportunities, with the goal to join some of the tabling events as Multnomah County to table right next to them.	Planning: Winter/Spring 2024 Live: July-August 2024	Tabling has begun. GTAC is also tabling, Ruby(Guillermo) have been helping coordinate tabling efforts for GTAC. Francisca has been lead on printing efforts, Francisca asked for minimum 1 week on large printing needs. Elections office has been doing additional tabling. Collect metrics	Katie & Sofia to plan	Completed	<a href="https://portlandoregon.sharepoint.com/:f/s/GT-OMFCOA-VoterEducation/EtVeVHdGvDtMojkyllyrQBrTIVRWRZd-Q35PdC0MsHcg?e=g6DL0x">https://portlandoregon.sharepoint.com/:f/s/GT-OMFCOA-VoterEducation/EtVeVHdGvDtMojkyllyrQBrTIVRWRZd-Q35PdC0MsHcg?e=g6DL0x</a>	
Broad Voter Education using Existing Channels	Summer Intern Program	Program	Elections Office - James	June	The Elections Office is leading the development of a summer intern program, with the goal of two interns supporting voter education activities during summer (tabling & briefings). To be supervised by elections office and co-managed w/ Transition Team	Planning: Winter/Spring 2024 Live: Summer 2024	Interns work wrapping up their work. Invoicing? Anything for documentation needed for future work? Katie was on point, created the summer tabling spreadsheet. Coordinating w/ June & interns, setting up efforts. Completed. We gave them our cost center code.	June will be the transition intern liaisons for James.	Completed	<a href="https://portlandoregon">https://portlandoregon</a>	
Broad Voter Education using Existing Channels	Elections Presentation	Deliverable	Transition - Sofia	Francisca	An educational presentation w/ talking points that goes into details of the elections changes, including district based elections and RCV (single winner, multiple winner, etc). This presentation will be available for GTAC to use and will be recorded and posted on the website.	Development: Winter 2024 Recording: Spring 2024 Live: To be posted after May 2024 election	Election presentation is final. Updates to presentation as needed for different events. GTAC has short version, and the long train the trainer. Confirm with Francisca copy of final presentation?	Final edits being made by Grace, then will be sent for translation.	Completed	<a href="https://portlandoregon">https://portlandoregon</a>	
Broad Voter Education using Existing Channels	Comic	Deliverable	Transition - Sofia	Francisca	An educational comic that goes over the changes to elections & governance. Comic will be posted online and printed for community events.	Development: Fall '23/Winter '24 Final: Spring Live: After May 2024 election	Comic is final. Confirm invoicing w/ Francisca. Is the County translating their comic?	Compiling edits. Connect w/ Beka/Aki on invoicing.	In-progress	<a href="https://portlandoregon">https://portlandoregon</a>	
Broad Voter Education using Existing Channels	RCV Platform	Deliverable	Elections Office - James	James	An online RCV platform to embed on the voter education website, where people can run a mock election and see how tabulation works. Being translated into 9 languages. We will have access to special licensing, to then give to community organizations to run their own special election on the platform.	Development: Fall '23/Winter '24 Final: Spring Live: After May 2024 election	Contract signed. Francisca has been reaching out to bureaus to promote mock elections. Confirm w/ James on management of licences	After May election, Platform to be added to website.	In-progress	<a href="https://portlandoregon">https://portlandoregon</a>	
Broad Voter Education using Existing Channels	FAQ	Deliverable	Transition - Sofia	Francisca	A FAQ on elections and governance. Posted on the website and then put into print format for community events, etc.	Development: Winter 2024 Final: Spring 2024 Live: Spring 2024	Final in Spanish, Russian, Vietnamese and Chinese. Additional translations coming Somali, Arabic, Japanese, Korean, Laos, Romanian, Swahili, Tagalog & Ukrainian. Sofia to help Francisca w/ website. Confirm w/ Francisca where we are in the process.	Fix edits on the website. Then get FAQ and add into a printable document.	Completed	<a href="https://docs.google.com">https://docs.google.com</a>	
Broad Voter Education using Existing Channels	Video - City	Deliverable	Unified Comms - Stephanie	Francisca	A short video that highlights the changes coming up on the election methods and form of government. This is being lead by the Unified Comms	Planning: Fall 2023 Development: Winter 2024 Live: After May 2024 election	Video final, on website. Invoicing for talent w/ Stephanie. Video was suppose to be translated?	Being filmed, copy coming April 8+15	Completed	N/A- Stephanie Yao Long	
Broad Voter Education using Existing Channels	Video - County	Deliverable	Multnomah County - Sofia	Jennifer	Two version of RCV video, a long version and short version, focused on the voter experience. The videos will be translated into 7 languages, for a total of 14 different videos. Collaborative partners will help support in the development of the script.	Procurement: Winter 2024 Development: Winter/Spring '24 Final: May/June 2024	County video final and on the City's website too.	N/A. County will reach out on video script collaboration	Completed	N/A- County	
Broad Voter Education using Existing Channels	Paid Ad Campaign	Deliverable	Transition - Sofia	Francisca	We have 48k budget to do a paid ad campaign. We asked GTAC for priorities on media, they gave a few things. Finalized a paid media plan of print/digital in large and small publication from June-September.	Planning: Winter 2024 Development: Spring 2024 Live: June - Sept 2024	Francisca is finishing up some ads and sending to ad companies. Sofia to clean up invoicing, ask Francisca to share folder.	Send AD to publishing companies	In-progress	<a href="https://portlandoregon">https://portlandoregon</a>	
Broad Voter Education using Existing Channels	Paid Ad Campaign	Deliverable	Transition - Sofia	James	We have some remaining funds for paid media, we'd like to use those funds for radio ads. James is looking into iheart Radio, Kboo, etc. Francisca did some research on spotify.	Planning: March-April 2024 Live: June-Sept 2024	Roughly 20k on radio and spotify ads. Iheart radio ads, just need to invoice.	Determine remaining funds	In-progress	<a href="https://portlandoregon">https://portlandoregon</a>	
Broad Voter Education using Existing Channels	Coloring sheet	Deliverable	Transition - Daniel	Daniel	A district coloring sheet w/ simple trivia.	Planning: Winter 2024 Development: Live:	Final and on the website. Daniel Invoicing?	Coming early April.	Completed	N/A	
Broad Voter Education using Existing Channels	Material Distribution	Program	Transition - Sofia	Francisca	Once materials are finalized, strategy where to distribute to. Examples include: 311, community center, council offices, GTAC, summer free for all, libraries, etc.	Planning: Spring 2024 Live: Summer 2024	311 has materials, some upcoming materials. Confirm w/ 311 if they need additional materials.	N/A	Completed	N/A	
Broad Voter Education using Existing Channels	Community Townhall	Community event	Transition	Katie	Virtual and/or in-person town halls, similar to GTAC briefings. Idea is for GTAC members give the educational presentation and then take time take Q&A, open to members of the public.	Planning: Summer 2024 Live: Sessions beginning in September - November 2024.	Dates, locations, and speakers confirmed. Calendar holds sent out. Zoom has been scheduled. Confirm outreach/comms, invoicing, and run of show? Presented to GTAC - in July let me know about and they asked what support we needed. Will volunteer. Overview meeting w/ staff for employee townhalls and for the community.	Sofia started on framework document for Katie to plan	In-progress	<a href="https://portlandoregon">https://portlandoregon</a>	
Broad Voter Education using Existing Channels	Mailer	Deliverable	Elections Office James	James	An educational mailer to be sent right before ballot drops, the mailer would remind them of district based elections, where to lookup their district, and show a mock ballot.	Planning: Winter 2024 Development: Spring/Summer 2024 Final: Late Summer 2024 Live: September 2024	Completed	Coordinate a overview page	Completed	<a href="https://portlandoregon">https://portlandoregon</a>	
Broad Voter Education using Existing Channels	Invoicing	Project Mangement	Transition-Sofia	Jennifer	Track invoices coming from the "broad voter education", send invoices to Aaron Raato for Payment and let Shannon know of expenses	Ongoing	Clean up invoicing	N/A- ongoing	In-progress	<a href="https://portlandoregon">https://portlandoregon</a>	
Hard to Reach Voter Contract	Grants: Application Release	Deliverable	Transition-Sofia	Jennifer	Establish voter education grant program structure, applications, determining selection process, and comms plans.	Planning: Jan-Feb 2024 Live: March 2024 Closure: End of April 2024.	Applications are open. City & partners continuing outreach to support orgs application	N/A	Completed	<a href="https://portlandoregon">https://portlandoregon</a>	
Hard to Reach Voter Contract	Grants: Application Outreach	Deliverable	Transition-Sofia	Jennifer	Outreach on grant application, documentation of outreach.	N/A	Sofia updating excel w/ outreach of orgs. County & elections office to update on their outreach. When outreach done, create a one-pager that recaps outreach process for transparency.	Continue to do outreach. Outreach recap doc to be created	Completed	<a href="https://docs.google.com">https://docs.google.com</a>	

Hard to Reach Voter Contract	Grants: Evaluation & Selection Process	Deliverable	Transition-Sofia	Jennifer	Establish evaluation process.	Planning: Jan-Feb 2024 Live: March 2024 Closure: End of April 2024.	Review evaluation process at collaborative meeting. Process has been defined. Meetings have been scheduled.	Do the evaluation process.	Completed	<a href="https://docs.google.com">https://docs.google.com</a>
Hard to Reach Voter Contract	Grants: Legal agreements	Deliverable	Transition-Sofia	Jennifer	Legal agreements UW to use w/ subgrantees. City contract states City PM will approve the legal agreements. City attorney to review and provide suggested edits to UW	Planning: Jan-Feb 2024 Review: March-April 2024 Final: May 2024	City attorney currently reviewing and providing edits to legal agreements. When complete send agreement to Kori, from UW. GTAC has asked for a copy	N/A	Completed	
Hard to Reach Voter Contract	Key messages	Deliverable	Transition-Sofia	Jennifer	Key messages to use in collateral materials	N/A	A draft version has been created. An updated version will come from hearts&minds	N/A	Completed	
Hard to Reach Voter Contract	Paid Ad Campaign	Deliverable	Transition-Sofia	Jennifer	A multilingual and multicultural paid media.	N/A	Scheduling a media landscape meeting and a follow up paid media plan. Coming in April 2024	N/A	In-progress	
Hard to Reach Voter Contract	Contract Management	Project Management	Transition-Sofia	Jennifer	Contract invoicing & management	Ongoing	We've received one invoice as of March 2024, sent to invoicing. Need to coordinate w/ Aaron on advance payment invoicing instructions. Our contract has been amended to allow for advance partial payments	N/A	In-progress	
Hard to Reach Voter Contract	Contract Amendment #3	Project Management	Transition-Sofia	Jennifer	Contract amendment to reduce the \$5 million employee dishonesty insurance requirement for subcontractors, and to eliminate the 3 year requirement for them to keep that insurance after contract activities are complete	N/A	Contract amendment final.	When contract comes, send to UW for signature	Completed	

Ranked vote demo plan



**Voter Ed - Stakeholder Outreach and Education**

**Types of Presentations**

**1. The City's Voter Education Plan: Our strategy and what we're doing from now to Nov 2024**

**2. District Elections and Ranked Choice Voting (RCV)**

**3. RCV Training**

**(4. RVC Training - tabulation)**

Primary	Staff Lead	Stakeholder Group	Type of Outreach/Ed	Materials/Resources
PUFC Collaboration	Grace	Portland Votes Grantees	In-Depth Onboarding Training; on-going assistance	City website and materials; Trained on conducting RCV training; mock elections administrators
PUFC Collaboration	Grace	Community based orgs (non-Grantees)	RCV Training Session	City website and materials; mock election participants
Transition Team	Jennifer	Transition Team		
		City bureaus		
		City leadership (DCAs, ELT)	September town hall (virtual); City Insider (Aug/Sept)	
		City employees (general)		
		City Advisory bodies (?)		
		Jurisdictional partners (Counties, Metro, others?)		
		Neighborhood associations	RCV train the trainers (May 2024)	
		GTAC		
		IDC and Salary Commission	Community Town Halls (how may? Virtual or in-person?)	
		Community (general - Transition newsletter)		
		Communities (focused neighborhoods)	Summer tabling at community events	
		Businesses (culturally specific chambers)		City website and materials; RCV training, mock election participants
Elections Office	James			
GTAC	Julia/June/GTAC Co-Chairs	Community based orgs (non-Grantees)		