

# Voter Education Plan

01/30/2024

## Purpose

This Voter Education Plan outlines and describes the City of Portland Charter Transition Team and the Election’s Office voter education strategy leading up to the November 2024 election. The Charter Transition Team is leading Voter Education and working in partnership with the Election’s Office. This Plan describes the overall approach to voter education, partners, roles, potential strategies, and a high-level calendar. Additional workplans and detailed timelines on specific strategies will follow this plan.

## Background

In summer of 2022, the Charter Commission voted to advance measure 26-228 which proposed to overhaul the City of Portland’s form of government and election methods. On Nov. 8, 2022, Portlanders overwhelmingly passed ballot measure 26-228 with a vote of 58% to 42%.

The voter-approved amendments to the City’s charter included three interconnected changes:

- Allow voters to rank candidates in order of preference, using ranked-choice voting;
- Create four new geographic districts with three members elected to represent each district, expanding city council to a total of 12 members; and
- Establish a mayor-council government structure in which the city council would set policy, a mayor would carry out laws and supervise a professional city manager that manages city services.

## Voter Education Vision

The City of Portland Transition Team is focused on developing a robust non-partisan, multilingual and accessible voter education campaign on the City’s new election methods and form of government. The City’s voter education campaign aims to eliminate barriers to civic participation by promoting inclusivity and ensuring that every voter, regardless of background or circumstance, has access to the information and resources needed to exercise their right to vote.

Accessible voter education is essential for all Portlanders. A successful voter education campaign will:

- Allow voters to feel confident in casting their vote, and that their votes will be tabulated in the ways that they intended.
- Address misinformation and provide voters with factual and non-partisan information.
- Cater to the needs of our diverse and vibrant communities.
- Contain material that are co-created whenever possible into the nine primary languages identified by the City of Portland, to include: Spanish, Vietnamese, Chinese, Russian, Somali, Ukrainian, Romanian, Nepali, Chuukese
- Address access, cultural, and technological barriers.

## Voter Education Approach

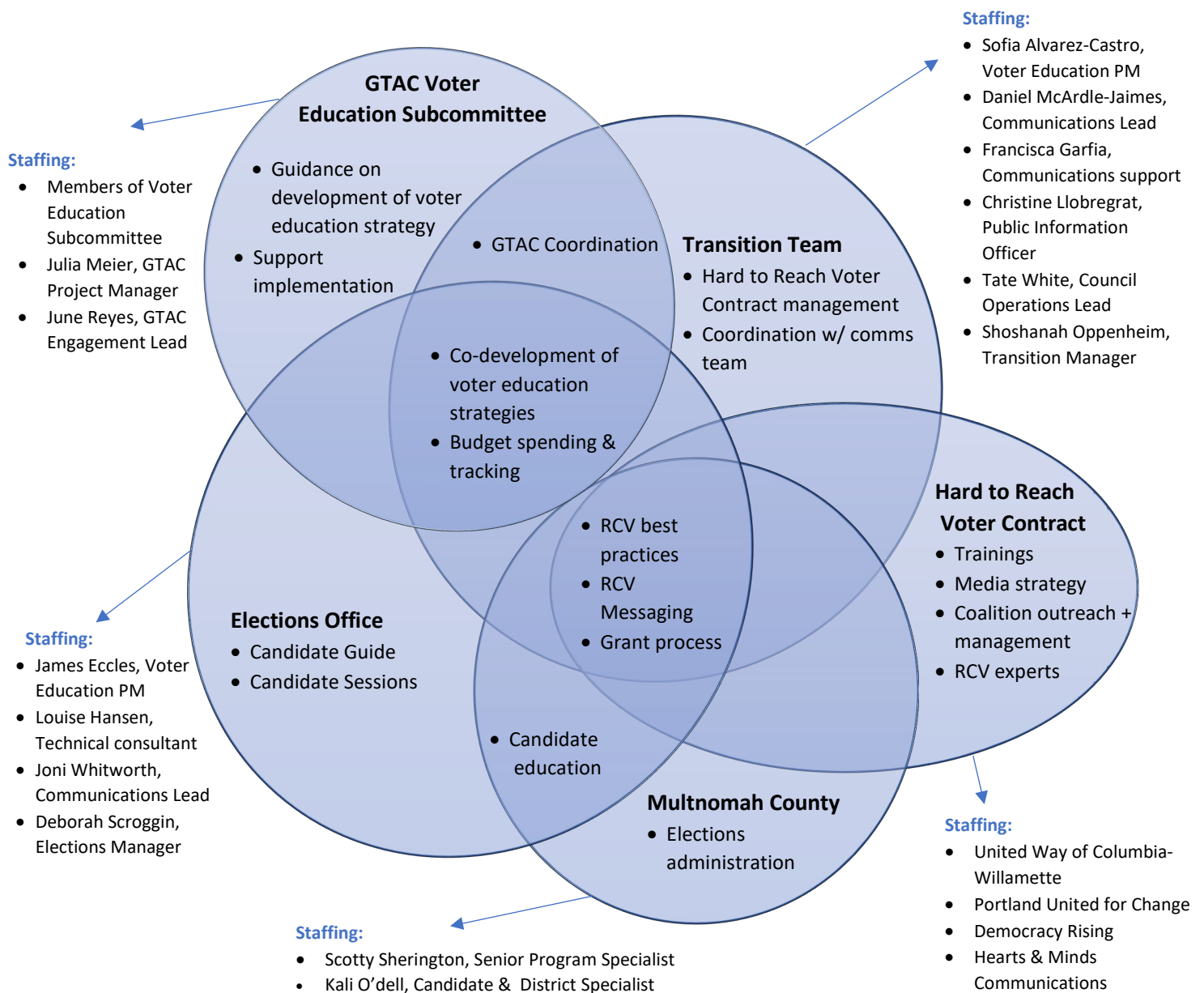
To meet the City’s vision to voter education, a three-pronged approach to voter education has been developed:

Approach	Focus	Leads
<i>Broad Voter Education Utilizing Existing Channels</i>	The City will coordinate a broad public education campaign tapping into existing communication and outreach systems already established	The Transition team and Election’s Office Project Managers will co-develop these strategies in partnership with Government Transition Advisory Committee (GTAC) and in close coordination with Multnomah County.
<i>Candidate Education</i>	Candidates running for office are deeply engaged and in communications with voters 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 lead this education. Transition team will support as needed.

<p><i>Hard to Reach Voter Contract</i></p>	<p>Through a competitive RFP process, the Hard-to-Reach Voters contract was awarded to United Way of the Columbia-Willamette for a collaborative project with Heart &amp; Mind Communications, Portland United for Change, and Democracy Rising. The collaborative project will focus on direct voter education, outreach, and multilingual media plan. The collaborative will grant funds to a coalition of organizations who will directly engage with voters.</p>	<p>The Transition Team Voter Education PM will oversee day-to-day contract. Contract deliverables will be co-developed in partnership with transition team, City elections office and Multnomah County.</p>
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## Partners & Roles

The partners listed below will contribute to various aspects of the City of Portland's comprehensive voter education plan. The Transition Team and Elections Office Voter Education Project Managers will collaboratively develop these strategies with support of the Government Transition Advisory Committee and in close coordination with Multnomah County, Contractor, and other subject-matter experts. This is not an exhaustive list of partners who are supporting by amplifying the voter education campaign. Additional such partners include 311, council offices, neighborhood coalitions and more.



## Roles in Elections

The following are additional elections related roles that partners play in elections:

### *City of Portland Elections Office*

- Candidate Filing and Education.
- Ballot determination for candidates, petitions; coordinates city-referred measures.
- Compiles and certifies official results to Council.
- Enforcement of Campaign Finance Charter requirements; overall administration of Lobbying, and Political Consulting Codes.

### *City of Portland Transition Team*

- Implementation of voter-approved charter changes.
- Independent District Commission.
- Voter Education.

### *Multnomah County Elections Division*

- Design, mail out and receive, and tabulate ballots.
- Manage voter registration.
- Publish the Voter's Pamphlet.
- Elections observation.

## Budget

The majority of the City's voter education budget comes out from the City's Transition budget. The voter education budget does not include programmatic cost associated with running voter education programs and activities. For example, the voter education budget does not include costs to run the program, meaning, the costs of online services and city staff time to work on this project, which includes a full-time project manager, communications staff, City Elections Office staff, and administrative staff. These programmatic costs are not assumed in the specific voter education budget line items. Additionally, the voter education budgets do not include expenditures outside the transition budget. The budget does not include the costs related to candidate education and informational sessions, those cost are included in the city Auditor's budget. The cost associated with the counties' voter education and administration activities are also not in the transition budget, those costs are managed by the counties (Multnomah, Clackamas, Washington).

Transition Team Fiscal Year 2023-2024 (FY23-24) budget for voter education totals \$875,000. The City is making an additional voter education budget request of \$150,000 for the Fiscal Year 2024-2025 (FY24-25), and those funds will be allocated directly toward the voter education activities outlined above (broad voter education).

Of the \$875,000 budget, \$200,000 is allocated to develop voter education materials to be used in FY23-24, and any funds remaining are to be rolled over to the FY24-25. The remaining \$675,000 is allocated in a three-year hard-to-reach voter contract (July 2023- Jan 2025), of which \$210,000 is being used for subgrants for community partners and \$300,000 in materials development and paid media.

Office	Funding FY23-24	Focus
Transition Team	\$675,000 in contract	Contract for Hard-to-Reach Voters
Transition Team	\$200,000	Not allocated, to be determined in collaboration with partners
Elections Office	\$20,000	To be spent on Candidate Learning Sessions

## Activities

The following voter education activities are potential activities within each of the three-pronged approach.

Approach	Planned Activities
Hard to Reach Voter Contract	<ul style="list-style-type: none"> <li>As outlined in the hard-to-reach voter contract, the priority populations have been defined as Black, Indigenous, and other communities of color; immigrants and refugees; seniors; people with disabilities; members of the Portland's minority language communities; unhoused and housing insecure residents; communities with limited digital access; and residents of neighborhoods with turnout below the city average.</li> <li>Create unified messaging and develop non-partisan voter education materials that will be accessible and educational for all Portlanders related to RCV and Districts.</li> <li>Distribute materials by building out a coalition of education partners who will submit proposals to receive subgrants and be resourced to do the work of educating their constituents through a range of activities (to be determined by proposers): <ul style="list-style-type: none"> <li>Tier 1: direct voter education</li> <li>Tier 2: community building events</li> <li>Tier 3: communications</li> </ul> </li> <li>Robust paid media with an emphasis on culturally specific media.</li> </ul>
Candidate Trainings	<ul style="list-style-type: none"> <li>Candidate Guide.</li> <li>Candidate Learning Sessions (1 held in each district in Spring 2024, 2 early sessions in January 2024 - virtual and in person - centrally located. Partnering with Small Donor Elections program, Oregon Elections Division, Mult. Co. Elections Division to provide comprehensive framework for running for office. Plan to make virtual session available online.</li> <li>Outreach to candidate focused organizations.</li> </ul>
Broad Education Using Existing Channels	<ul style="list-style-type: none"> <li>Website (multilingual information, robust FAQ, will host materials).</li> <li>Two-pager fact sheet.</li> <li>Dashboard.</li> <li>Mock Election (RankedVote).</li> </ul> <p><u>Activities still in the planning stage:</u></p> <p><i>Materials:</i></p> <ul style="list-style-type: none"> <li>Governance Fact Sheet (RCV factsheet from contractor)</li> <li>Community presentation (recorded &amp; posted)</li> <li>Educational video</li> <li>Social media toolkits (translated)</li> <li>Mailer w/ district and sample ballot in FY 2024-25</li> <li>Educational Comic</li> <li>Misinformation – toolkit share w/ media, best practices, etc.</li> </ul> <p><i>Outreach activities:</i></p> <ul style="list-style-type: none"> <li>Media</li> <li>Print materials at Community Centers</li> <li>Community briefing presentations</li> <li>Tabling at community events</li> <li>Virtual community town-halls</li> <li>Train-the-trainer</li> <li>Jurisdictional partner outreach</li> </ul>

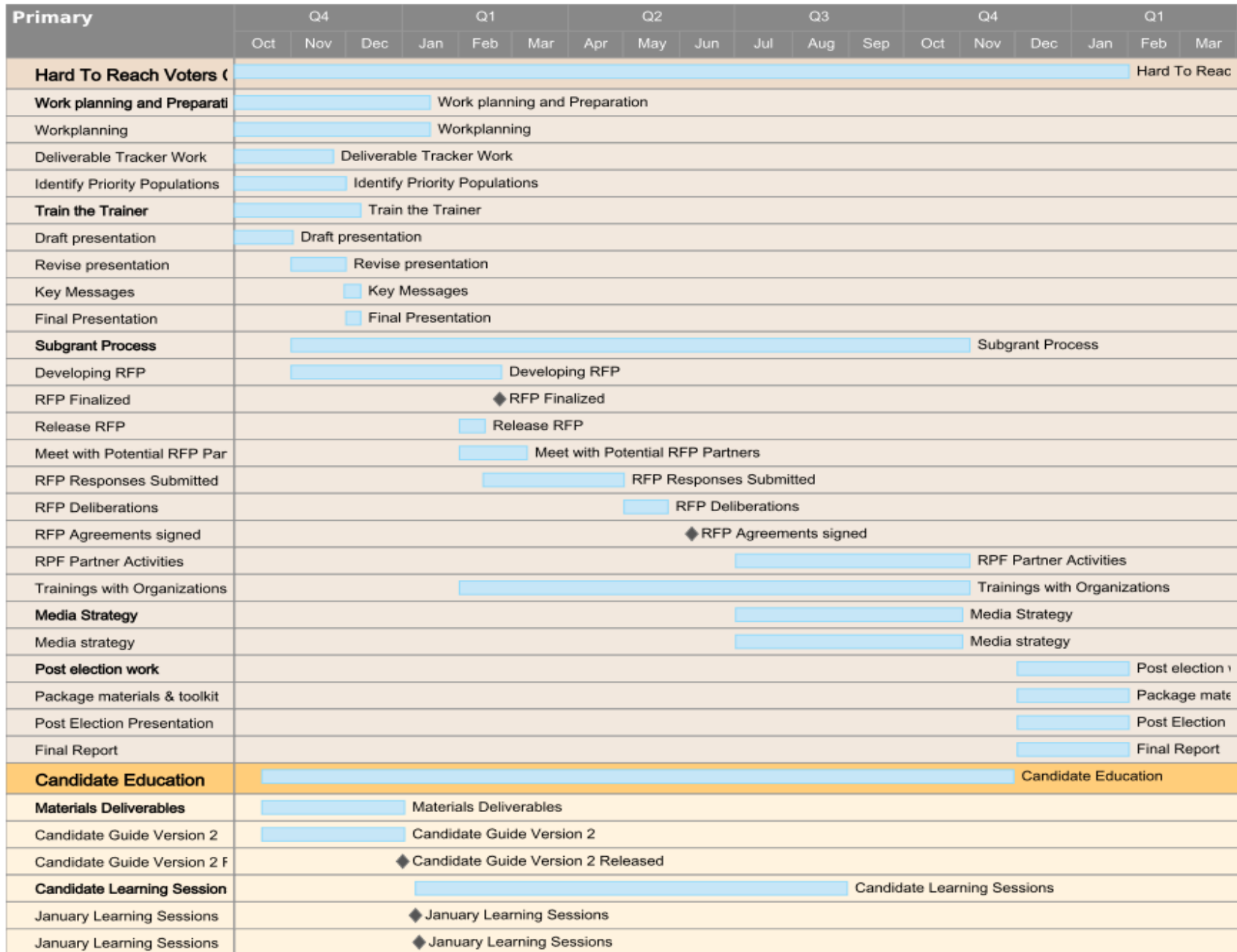
## Priorities by quarter

2023	
Q3	<ul style="list-style-type: none"> <li>• Voter education contract finalized</li> </ul>
Q4	<p><u>Strategic Planning:</u></p> <ul style="list-style-type: none"> <li>• Overall voter education planning &amp; strategy development</li> <li>• Priority population &amp; language selection</li> <li>• GTAC Voter Education subcommittee planning</li> </ul> <p><u>Materials &amp; outreach:</u></p> <ul style="list-style-type: none"> <li>• Messaging for each key area of education (i.e. RCV, districting, candidate education, etc.)</li> <li>• Begin developing grant RFP proposals &amp; selection process</li> <li>• Landing page development</li> <li>• Mock election platform development</li> <li>• One-pager</li> <li>• Outreach on initial learning sessions (Dec)</li> <li>• Train the Trainer (contractor) development</li> </ul> <p><u>Events:</u></p> <ul style="list-style-type: none"> <li>• Non-Profit Connect Oct. 25</li> <li>• CSN Resource Fair Nov.4</li> <li>• GTAC Subcommittee on Voter Education (First Train the Trainer)</li> </ul>
2024	
Q1	<p><u>Strategic Planning:</u></p> <ul style="list-style-type: none"> <li>• Summer learning sessions finalized</li> <li>• Finalize internship program</li> </ul> <p><u>Materials &amp; outreach:</u></p> <ul style="list-style-type: none"> <li>• Candidate guide V2</li> <li>• Website live</li> <li>• Community organization outreach + briefings</li> <li>• Share subgrant RFP proposals w/ potential partners</li> <li>• Train the Trainer for Election Admins, 311, and other high-level stakeholders</li> <li>• Debunking/Briefing kit</li> <li>• Video development</li> <li>• Comic development</li> <li>• Social media/media campaign</li> </ul> <p><u>Events:</u></p> <ul style="list-style-type: none"> <li>• Candidate learning session Jan. 8 &amp; 10</li> <li>• GTAC Voter Education Subcommittee</li> </ul>
Q2	<p><u>Strategic Planning:</u></p> <ul style="list-style-type: none"> <li>• Summer learning sessions finalized</li> <li>• RFP Deliberations + selections</li> <li>• Summer event tabling coordination</li> </ul> <p><u>Materials &amp; outreach:</u></p> <ul style="list-style-type: none"> <li>• Train the Trainer for subgrant organizations</li> <li>• Mock election live (latest)</li> <li>• Elections dashboard</li> <li>• Media strategy</li> <li>• Social media/media campaign</li> </ul> <p><u>Events:</u></p> <ul style="list-style-type: none"> <li>• Candidate learning sessions</li> <li>• Community briefings</li> </ul>
Q3	<p><u>Strategic Planning:</u></p> <ul style="list-style-type: none"> <li>• Finalize Mailer and Ballot Insert</li> </ul>

	<p><u>Materials &amp; outreach:</u></p> <ul style="list-style-type: none"> <li>• RFP partner activities (varies by org)</li> <li>• Voter script completed</li> <li>• Media strategy, continued</li> <li>• Train the Trainer for subgrant organizations, continued</li> <li>• Mailer (Sept)</li> <li>• Social media/media campaign</li> </ul> <p><u>Events:</u></p> <ul style="list-style-type: none"> <li>• Candidate learning sessions</li> <li>• Summer tabling</li> </ul>
Q4	<p><u>Strategic Planning:</u></p> <ul style="list-style-type: none"> <li>• Finalize Election Day plans</li> </ul> <p><u>Materials &amp; outreach:</u></p> <ul style="list-style-type: none"> <li>• RFP partner activities</li> <li>• Media strategy, continued</li> <li>• Train the Trainer, continued</li> </ul> <p><u>Events:</u></p> <ul style="list-style-type: none"> <li>• Fall tabling</li> <li>• Townhalls</li> </ul>
<b>2025</b>	
Q1	<ul style="list-style-type: none"> <li>• Evaluation and reporting</li> <li>• Turnover of Voter Education from Transition to Election Office</li> </ul>

## Timeline

The following timeline is a high-level timeline to provide a general overview. Timeline is subject to change and not exhaustive of all activities.









Primary	Q4			Q1			Q2			Q3			Q4			Q1		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
GTAC Engagement	◆ GTAC Engagement																	
Voter Education Sub-Commi	◆ Voter Education Sub-Committee																	
Other Election Opportur										Other Election Opportunities a								
Candidate Filing										Candidate Filing								
Multnomah County Voter Pa	◆ Multnomah County Voter Pamphlet Deadline																	
National Voter Registration E	◆ National Voter Registration Day																	
National Voter Education We	National Voter Education Week																	
Voter Pamphlet Deadline	◆ Voter Pamphlet Deadline																	
Voter Reistration Deadline	◆ Voter Reistration Deadline																	
Ballots mailed out	◆ Ballots mailed out																	
Vote Early Day	◆ Vote Early Day																	
Election Day!	◆ Election Day!																	
Certified Results	◆ Certified Results																	