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

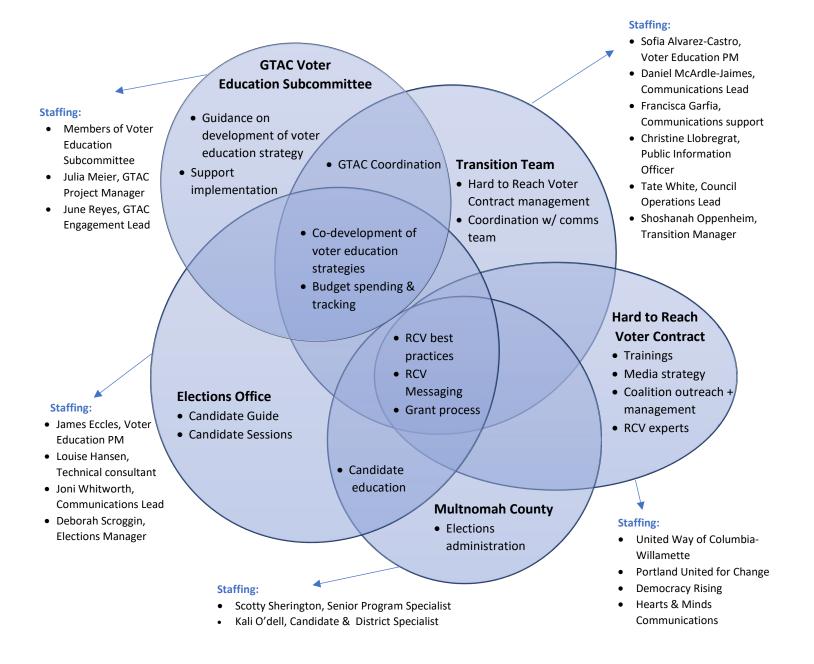
To meet the City's vision to voter education, a three-pronged approach to voter education has been developed:

Approach	Focus	Leads
Broad Voter Education Utilizing Existing Channels	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.
Candidate Education	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.

Hard to Reach Voter Contract	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 & 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	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.

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
Арргоасн	 As outlined in the hard-to-reach voter contract, the priority populations have been
Hard to Reach Voter Contract	 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. Create unified messaging and develop non-partisan voter education materials that will be accessible and educational for all Portlanders related to RCV and Districts. 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): Tier 1: direct voter education Tier 2: community building events Tier 3: communications
	 Robust paid media with an emphasis on culturally specific media. Candidate Guide.
Candidate Trainings	 Candidate Guide. 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. Outreach to candidate focused organizations.
	Website (multilingual information, robust FAQ, will host materials).
	Two-pager fact sheet.
	• Dashboard.
	Mock Election (RankedVote).
	Activities still in the planning stage:
	Materials:
	Governance Fact Sheet (RCV factsheet from contractor)
	Community presentation (recorded & posted)
Broad Education	Educational video
Using Existing	 Social media toolkits (translated) Mailer w/ district and sample ballot in FY 2024-25
Channels	 Mailer w/ district and sample ballot in FY 2024-25 Educational Comic
	 Misinformation – toolkit share w/ media, best practices, etc.
	Outreach activities:
	Media
	 Print materials at Community Centers
	Community briefing presentations
	 Tabling at community events
	Virtual community town-halls
	Train-the-trainer
	Jurisdictional partner outreach

Priorities by quarter

202	3
Q3	Voter education contract finalized
	Strategic Planning:
	Overall voter education planning & strategy development
	Priority population & language selection
	GTAC Voter Education subcommittee planning
	Materials & outreach:
	 Messaging for each key area of education (i.e. RCV, districting, candidate education, etc.)
	 Begin developing grant RFP proposals & selection process
Q4	Landing page development
Q4	Mock election platform development
	One-pager
	Outreach on initial learning sessions (Dec)
	Train the Trainer (contractor) development
	Events:
	Non-Profit Connect Oct. 25
	CSN Resource Fair Nov.4
	GTAC Subcommittee on Voter Education (First Train the Trainer)
202	4
Q1	Strategic Planning:
	Summer learning sessions finalized
	Finalize internship program
	Materials & outreach:
	Candidate guide V2
	Website live
	 Community organization outreach + briefings
	 Share subgrant RFP proposals w/ potential partners
	 Train the Trainer for Election Admins, 311, and other high-level stakeholders
	Debunking/Briefing kit
	Video development
	Comic development
	 Social media/media campaign
	Events:
	Candidate learning session Jan. 8 & 10
	GTAC Voter Education Subcommittee
Q2	Strategic Planning:
	Summer learning sessions finalized
	RFP Deliberations + selections
	Summer event tabling coordination
	Materials & outreach:
	Train the Trainer for subgrant organizations
	Mock election live (latest)
	Elections dashboard
	Media strategy
	Social media/media campaign
	Events:
	Candidate learning sessions
	Community briefings
Q3	Strategic Planning:
1	Finalize Mailer and Ballot Insert

	Materials & outreach:
	RFP partner activities (varies by org)
	 Voter script completed
	Media strategy, continued
	Train the Trainer for subgrant organizations, continued
	Mailer (Sept)
	Social media/media campaign
	Events:
	Candidate learning sessions
	Summer tabling
Q4	Strategic Planning:
	Finalize Election Day plans
	Materials & outreach:
	RFP partner activities
	Media strategy, continued
	Train the Trainer, continued
	Events:
	Fall tabling
	Townhalls
2025	
Q1	Evaluation and reporting
	Turnover of Voter Education from Transition to Election Office

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			Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Hard To Reach Voters (Hard T	o Reac
Work planning and Preparati				Wo	rk plann	ing and	Prepara	ition										
Workplanning				Wo	rkplanni	ng												
Deliverable Tracker Work			Deliverat	ble Track	er Work													
Identify Priority Populations			Identify	Priority I	Populati	ons												
Train the Trainer			Trair	n the Trair	ner													
Draft presentation		Draft	presentat	tion														
Revise presentation			Revise	presenta	ition													
Key Messages			Key	Message	s													
Final Presentation			Final	Presenta	ation													
Subgrant Process														Subg	rant Proc	cess		
Developing RFP						Developi	ing RFP											
RFP Finalized						RFP Fina	alized											
Release RFP					Re	lease Ri	FP											
Meet with Potential RFP Par				[Meet	with Po	tential R	FP Partr	ners								
RFP Responses Submitted								RFP R	esponse	s Submi	itted							
RFP Deliberations		Hard To Reac Work planning and Preparation Workplanning Deliverable Tracker Work I identify Priority Populations Train the Trainer Draft presentation Revise presenta																
RFP Agreements signed									RFP	Agreem	ents sig	ned						
RPF Partner Activities														RPF	Partner /	Activities		
Trainings with Organizations														Train	ngs with	Organiz	ations	
Media Strategy														Media	Strategy	/		
Media strategy														Media	strategy			
Post election work																	Post el	ection
Package materials & toolkit																	Packag	je mat∈
Post Election Presentation																	Post E	lection
Final Report																	Final R	eport
Candidate Education															Candid	ate Educ	ation	
Materials Deliverables				Materia	ls Deliv	erables												
Candidate Guide Version 2				Candid	ate Guio	de Versi	on 2											
Candidate Guide Version 2 F				Candid	ate Guio	de Versi	on 2 Re	leased										
Candidate Learning Session												Candid	late Lea	rning Se	ssions			
January Learning Sessions				🔶 Janua	ary Lear	ning Se	ssions											
January Learning Sessions				🔶 Janu	ary Lea	rning Se	ssions											

Primary		Q4			Q1			Q2			Q3			Q4			Q1	
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May		Jul	Aug	Sep	Oct	Nov	Dec		Feb	Mar
May (list dates here)									May (I	ist dates	here)							
June (list dates here)										June (li	st dates	here)						
July (list dates here)											July (li:	st dates	here)					
August (list dates here)												August	(list dat	es here)				
Elections Dashboard -TBD															Election	ns Dashb	oard -T	BD
Broad Education by Exi:														E	Broad Ed	ucation I	by Existi	ng Cha
Materials/Deliverables														Ν	Aaterials	/Delivera	bles	
Community Presentation				Comr	nunity P	resentat	tion											
Community Presentation Col			Com	munity P	Presenta	tion Cor	ntent Fin	al										
Community Presentation Tra			Co	mmunit	y Prese	ntation T	ranslati	on										
Community Presentation Re-			0	ommuni	ity Pres	entation	Recordi	ng										
Community Presentation Re-				Comr	munity P	resentat	tion Rec	ording Li	ve									
Citywide Mailer													Cityw	ide Maile	er			
2024 Mailer Development									2024 1	/ailer De	velopme	ent						
2024 Mailer Review & Appro		2024 Mailer Review & Approval																
2024 Mailer Final		◆ 2024 Mailer Final																
2024 Mailer to P&D											2024 N	lailer to F	P&D					
2024 Mailer Sent out													2024	Mailer S	ent out			
Educational Comic							Educat	tional Co	mic									
Comic Development						Comic	Develop	oment										
Comic Translation						Co	mic Tra	nslation										
Comic Final						•	Comic	Final										
Landing page/Website				Landi	ing page	/Websit	е											
Landing Page				anding	Page													
Landing page Review		[Lar	nding pa	ge Revi	ew												
Landing Page Live				Landi	ng Page	e Live												
Mock RCV Platform				М	lock RC	V Platfor	m											
Mock Election Platform Deve				Mock E	lection I	Platform	Develop	oment										
Mock Election Platform Live				М	lock Ele	ction Pla	tform Li	ve										
RCV Video								RC\	/ Video									
County RCV Video Scoping/			County	RCV Vi	ideo Sco	oping/Ve	ndor											
County RCV Video Developr						County	RCV V	ideo Dev	elopme	nt								
County RCV Video Translati							County	RCV Vi	deo Trai	nslation								

Primary	Q4			Q1			Q2			Q3			Q4			Q1	
	Oct Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Ma
County RCV Video Final							Cou	nty RCV	/ Video F	inal							
City Video							City Vio	leo									
City Video Scoping		City Vid	deo Scop	ping													
City Video Script			City Vid	leo Script													
City Video Development					City Vio	deo Dev	elopmen	t									
City Video Translation					Cit	y Video	Translati	on									
City Video Final							City Vic	leo Fina	al								
Paid Media Campaign													F	Paid Me	dia Camp	baign	
Paid Campaign Developmen				Paid Ca	mpaigr	Develo	pment										
Paid Campaign Run #1							Paid Ca	ampaigr	n Run #1								
Paid Campaign Run #2									Paid Ca	ampaign	Run #2						
Paid Campaign Run #3											Paid C	ampaigr	n Run #3				
Social Media Outreach													5	Social M	edia Out	reach	
FAQ				E	AQ												
FAQ Development				FAQ De	velopm	nent											
FAQ Final				E.	AQ Fina	al											
Ballot Insert										Ballot In	sert						
Ballot Insert Development									Ballot I	nsert De	velopme	nt					
Ballot Insert Final								[E	Ballot Ins	ert Final						
Ballot Insert to Counties										Ballot In	sert to C	ounties					
Community Events													(Commur	ity Even	ts	
Briefings w/ Community Part									Briefing	s w/ Cor	nmunity	Partners	5				
CBO Briefings Strategy					сво в	riefings	Strategy										
CBO Briefings				[CBO B	riefings							
Summer Tabling				[Summe	er Tablin	g				
Summer Tabling Strategy D€				[Summe	er Tabling	Strate	gy Devel	opment							
Summer Tabling (3 events p											Summe	er Tablin	ig (3 eve	nts per r	month)		
Community Townhalls				[(Commur	ity Town	halls	
Townhalls Development				[Townh	alls Dev	elopmen	ıt				
Townhall Outreach											Townh	all Outre	ach				
Townhall September (2 ever												Townha	all Septer	mber (2	events)		
Townhall October (2 events)													Townhal	I Octobe	er (2 eve	nts)	
Townhall November (2 even!												[1	ownhal	Novemb	per (2 ev	/ents
Misinformation Events													N	Aisinform	nation Ev	/ents	

Primary	Q4			Q1				Q2			Q3		Q4			Q1		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May		Jul	Aug	Sep	Oct	Nov	Dec		Feb	Mar
GTAC Engagement		∳ GT	AC Eng	agemer	nt													
Voter Education Sub-Commi		Voter Education Sub-Committee																
Other Election Opportur															Other	Election	Opportu	inities a
Candidate Filing												Candida	ate Filing	1				
Multnomah County Voter Pa		Multnomah County Voter Pamphlet Deadline																
National Voter Registration [🔶 Na	ational V	oter Reg	gistration	Day		
National Voter Education We													Nati	ional Vot	ter Educa	ation We	ek	
Voter Pamphlet Deadline													Vote	er Pampł	nlet Dead	lline		
Voter Reistration Deadline													🔶 Vo	ter Reist	ration De	eadline		
Ballots mailed out													🔶 Ba	illots ma	iled out			
Vote Early Day													•	Vote Ea	rly Day			
Election Day!														Election	ion Day!			
Certified Results															Certifie	ed Resul	ts	