



Portland Transition

Voter approved. Community centered. City delivered.

Transition Team Communications Plan*

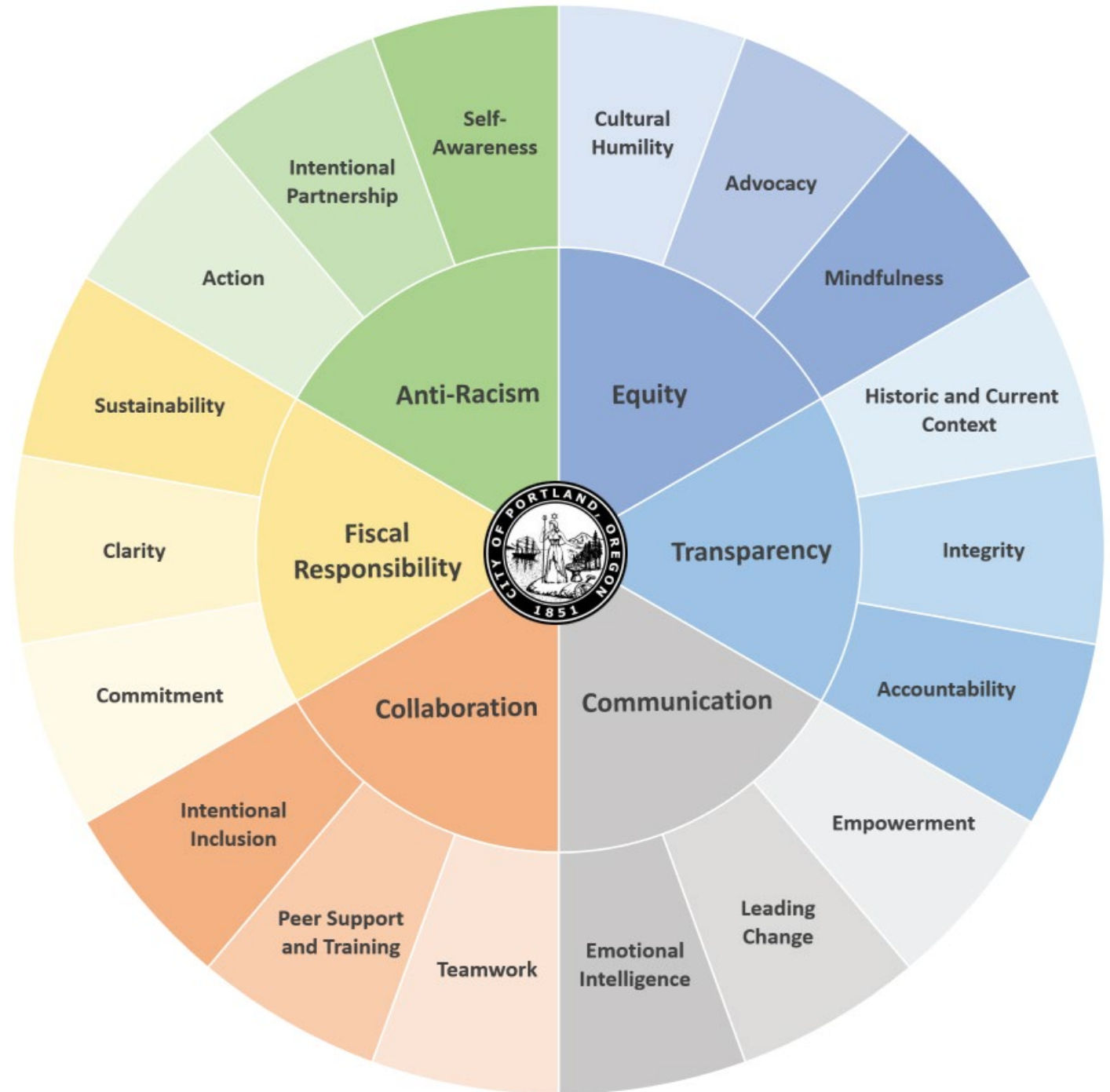
**This plan is comms-focused and does not include community engagement strategies.*

August 2023



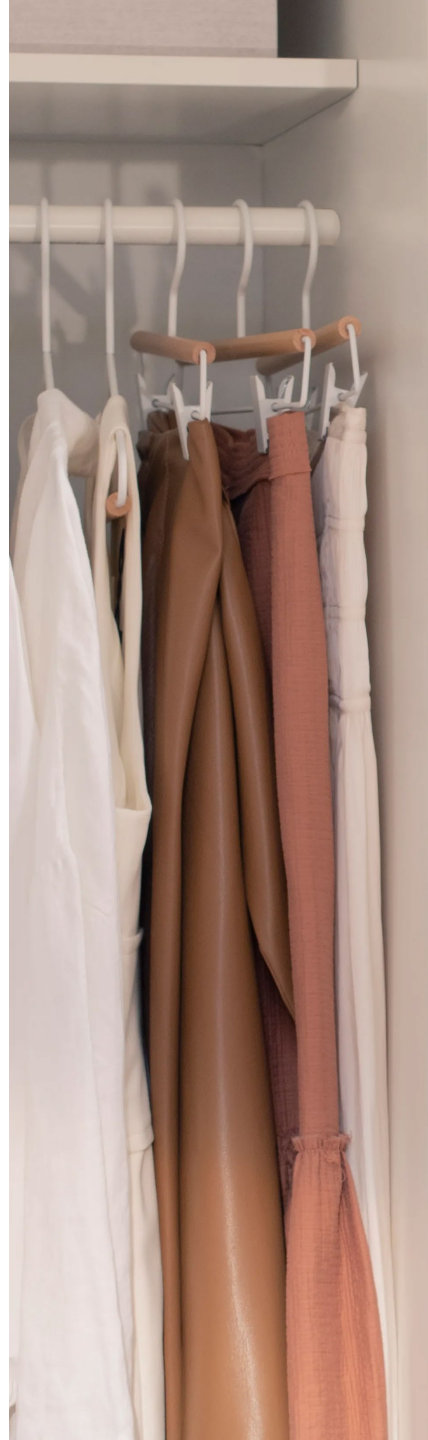
City's Core Values:

The Communications Team adopted these core values to unify our work and to guide our efforts.



Our communication approach

- **Step 1:** Build internal organization, alignment, streamline planning & begin implementation
- **Step 2:** Showcase and present our work simply, visually, & in a meaningful way
- **Step 3:** Build proactive, results-oriented communications
- **Step 4:** Establish a reputation & track record worth following



Marie Kondo is our muse as we think about a metaphor for this plan & approach



Short- & Long-term Goals:

These communication goals are on-going

Steps 1 & 2 (March through Summer 2023):

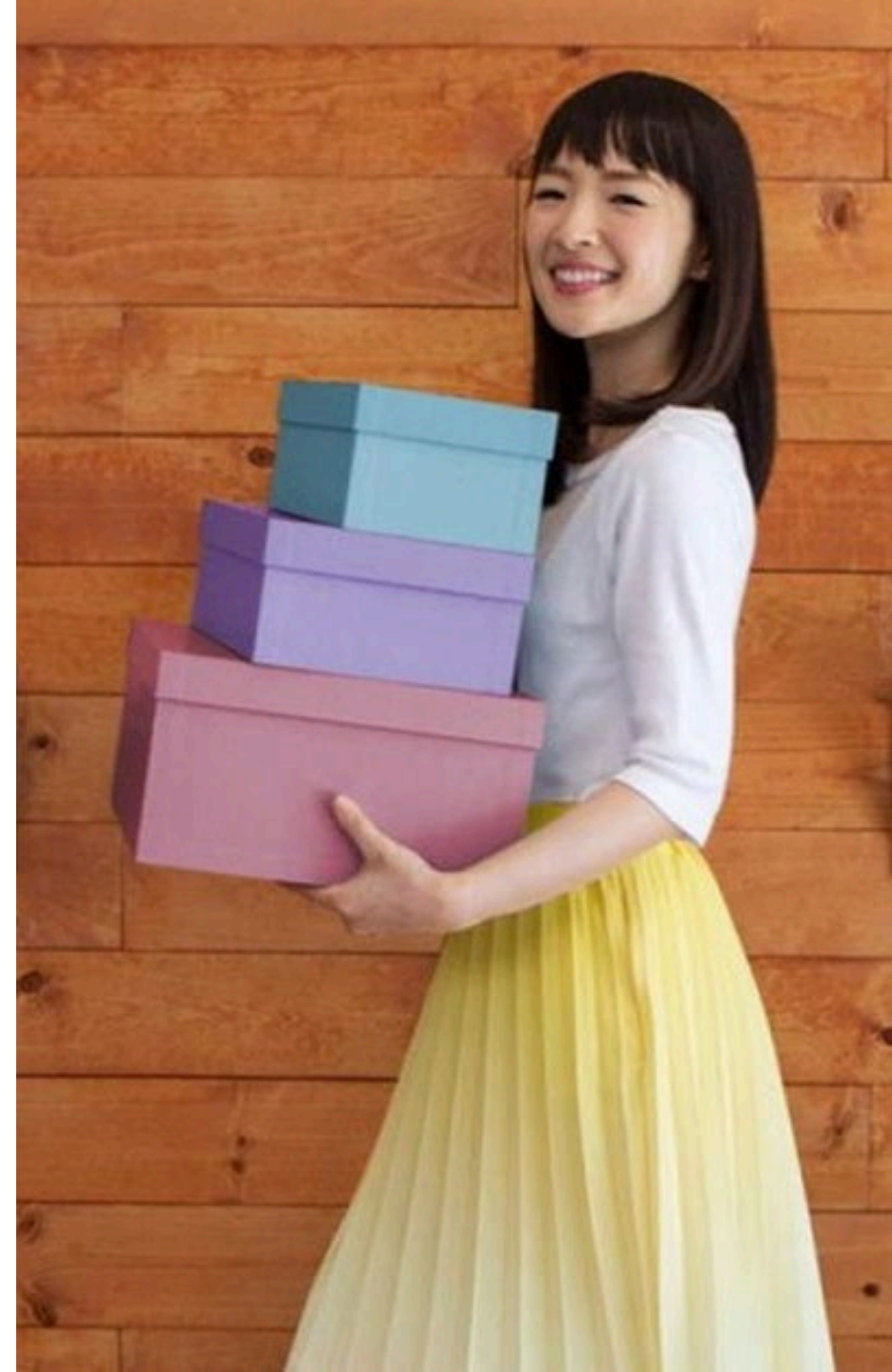
- Transition Plan
- Fact sheets (multi-lingual)
- Intranet and expanded website
- Investment in newsletter, social media & media relations

Step 3 (Fall 2023 to End of 2023):

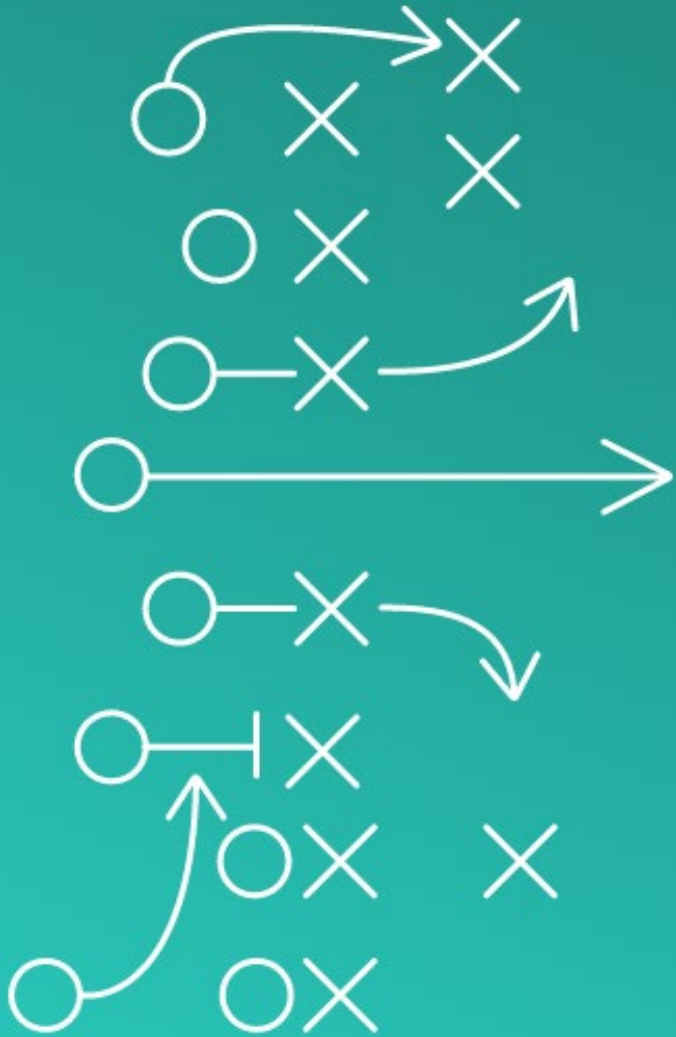
- Improve our reach and “open rate”
- Implement proactive media relations (and multicultural media)
- Implement new employee outreach and engagement strategies
- Package comms to support multicultural outreach
- Procure technology solutions to expand media and social media activities

Step 4: (Early 2024):

- Performance metrics recap: look for growth opportunities and areas for improvement
- Gain a wider audience, while working with partners built in 2023



Transition Team Playbook



- **Play offense**
 - We're playing the proactive game, and relying less on our defense (reactive plays, scrambles and rushing)
- **Engagement folks need to bake in time for outreach.**
 - We're introducing a framework for production (comms) and delivery (engagement)
- **Comms works with team to determine the date for announcements**
 - Often experienced overlapping/competing announcements
 - We need to tell the right story at the right time(s)
 - Newsletter and media relations is how we'll do this
- **If it doesn't go through the internal review process, it is not going out.**
 - Our opponents are one-thousand-times more critical than us



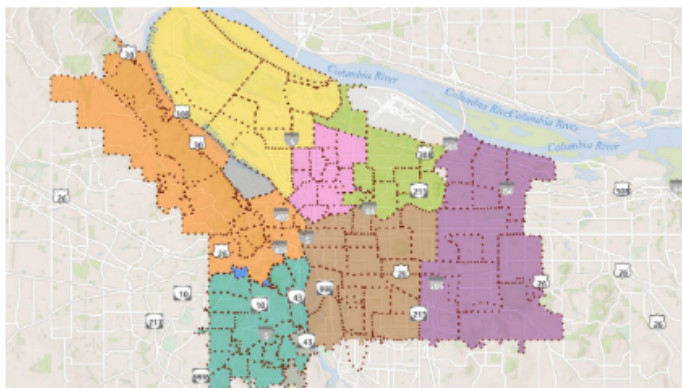
Newsletter the first to kick-off all Transition-related updates

Metrics in March 2023:

- Transition newsletter includes 2,000 subscribers.
- Transition monthly newsletter open rate is 19%
- Added neighborhood associations using ONI Database (from Civic Life)
- IDC newsletter has 300 subscribers
- IDC newsletter open rate is 19%
- Added neighborhood associations using ONI Database (from Civic Life)

Partner with the City's newsletter editors

- Many bureaus have monthly external newsletters.
- Many bureaus have monthly employee newsletters, including PBOT, Civic Life, Water and other bureaus.



Portland's current 7 District Office service areas, with dotted neighborhood boundaries.

Independent District Commission Appointed

On Wednesday, Jan. 25, City Council appointed 13 people to the [Independent District Commission](#) (IDC) 5, as well as alternate members. Nearly 300 Portlanders applied to be a part of the IDC.

As part of Ballot Measure 26-228, which passed in November 2022, the IDC will lead the work to establish four [geographic districts](#) for Portland's next city council. Starting with the November 2024 election, three City Councilors will be elected in each of the four new geographic districts, increasing the number of councilors from four people to 12 people.

The City Charter calls for a districting plan to be adopted by Sept. 1. Before then, the commission will:

- Hold a citywide public hearing in the near-term to engage Portlanders on district criteria
- Hold at least two public hearings in each proposed district before voting to adopt a district plan
- Ensure district maps are consistent with charter, state and federal laws and criteria

Visit the City's [Transition team webpage](#) to learn more about how to get involved! [Watch the video](#) of the City Council meeting!

Civic Life Op-dates

Business Operations Monthly Email
November 2022



"Remember, as soon as his boss joins the videoconference, it's showtime."

Hello Civic Life Staff!

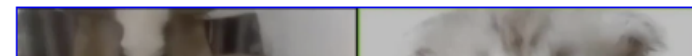
As we near December, I anticipate that many of you will be taking vacations to spend time with friends and family. Please remember to communicate your planned time off with your team members so they are aware of the dates you will be out of the office.

This month's op-date has a lot of important information about hybrid meetings, document sharing, and a new article about employee talents outside of work! As a reminder, we keep an archive of all Op-Dates on the staff Intranet which can now be accessed via the Civic Life's front external webpage page.

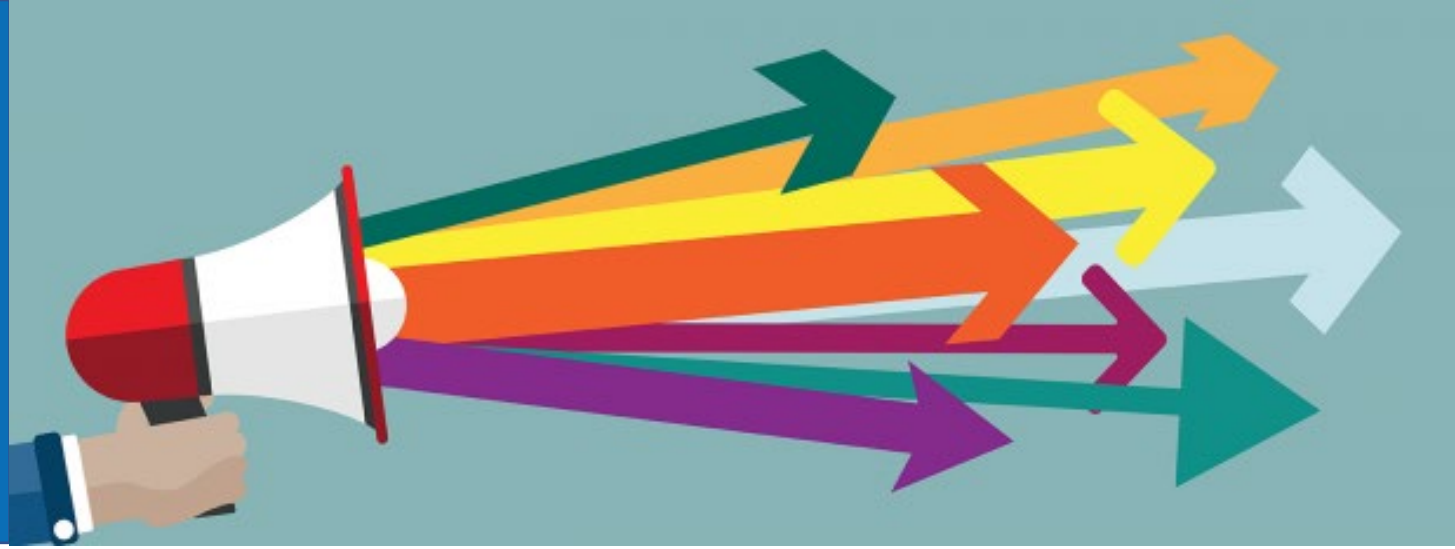
Thanks for reading!

-Icie

Reserving Meeting Rooms in the Portland Building



Amplification Strategy & Approach



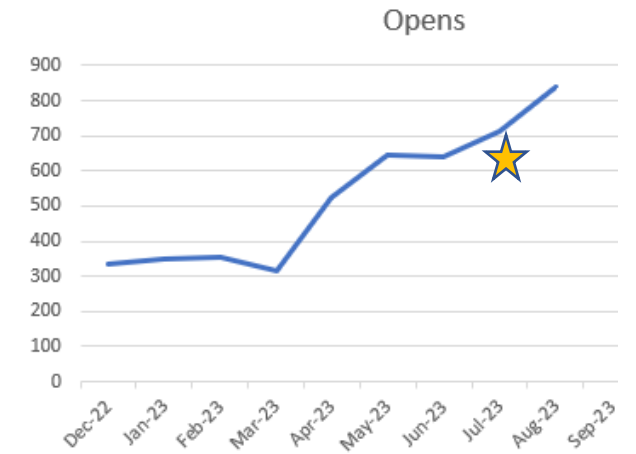
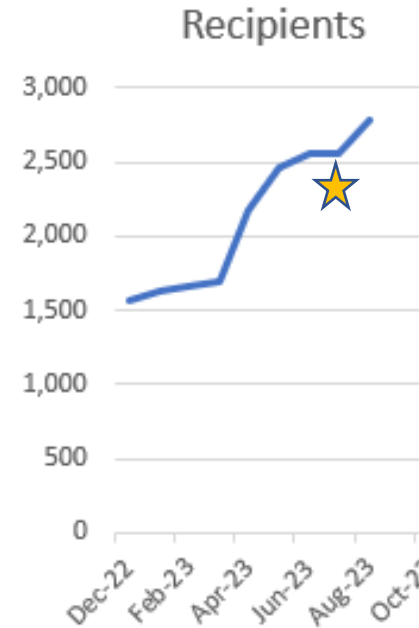
- We secured monthly placement in Civic Life newsletter (3,700 subscribers).
- Civic Life open rate averages 43%.

Goals are to centralize/streamline communications, increase open rate and improve click rates.

Newsletter Metrics

- On-track to **double our newsletter subscribers** in less than one year.
- Improved our “open rate” from 19% to 31%.
- 2,700 transition readers + 4,300 CL readers = **approx. 7,000 readers** (that we know of)

Month	Opens	Clicks	Recipients
December	337	51	1,573
March	314	65	1,698
June	641	204	2,566
August	841	136	2,784



★ *IDC releases draft district plan*

The Intranet: Centralizing info for employees (especially service and delivery)

For our team:

- Letterhead & logos
- PowerPoint templates
- Translation guidelines

For employees:

- Town hall recordings
- PowerPoint work plans
- Quarterly reports
- Director Jordan's email archive
- All program 1-pagers

<https://employees.portland.gov/>



Streamlining & Transforming Employee Communications

Goals:

- Reach more employees, as we know many do not read our emails.
- Provide more education to employees, especially regarding what the transition means.

Strategies:

- Working with OMF + Unified Comms to explore how we can evolve employee communications
- Working with City Org & Future Improvements team to expand field employee communications and outreach
- Exploring archiving Director Jordan's email updates on intranet and tracking e-mail performance



PBOT's Intranet

- Transition team will have own citywide portal
- Work with OMF on a coordinated strategy for Director Jordan's and citywide comms



The screenshot shows the homepage of the City of Portland Transition Intranet. At the top left, there is a 'Home' link. The main heading is 'City of Portland Transition'. To the right is a large image of a bridge over a river at sunset. Below the heading is a navigation menu with four items: 'Documents and Resources', 'Employee Townhalls', 'Organizing Our City', and 'Programmatic Assessments'. There are two buttons: 'Manage Menu' and 'Menu List All'. The main content area features the City of Portland seal, the 'Portland Transition' logo with the tagline 'Voter approved. Community centered. City delivered.', and a welcome message. Below the message is a 'News' section with a post titled 'July 2023 CAO Update' dated July 25, 2023. On the right side, there is a search bar, a dropdown menu for 'All Content', and sections for 'Membership' (Admin) and 'Group Contacts' (City of Portland Transition).

[Home](#)

City of Portland Transition

- Documents and Resources
- Employee Townhalls >
- Organizing Our City >
- Programmatic Assessments

[Manage Menu](#) [Menu List All](#)



Portland Transition

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Welcome to the City of Portland's Transition Intranet. We are still building out this tool and expect to add more resources here soon. Questions or comments? Send us a message at transition@portlandoregon.gov .

News

July 2023 CAO Update

July 25, 2023

A message from the Chief Administrative Officer on major transitions for Portland, as well as some transitions and opportunities in our workplace.

Search City of Portland Transition

All Content  

Membership

Admin

Group Contacts

City of Portland Transition
transition@portlandoregon.gov 

Website & Resource Integration

- Website is the focus for fall 2023
 - This is the foundation all bureaus are using.
 - It's a work-in-progress, and translation capabilities are coming soon.

Comms integration with 311 team

- 311 helps with any questions or refers government service needs within Multnomah County.
 - 7 days a week - 7 a.m. - 8 p.m.
 - A city and county resource, and ready to help us with voter education (district identification)

City of Portland Transition

Project

A new election system and form of government will take shape in Portland, with voters approving changes to the city's charter. Learn about the transition to ranked-choice voting, a 12-member city council elected by district, and a mayor elected citywide to oversee services with a city administrator.



[News](#) [Events](#) [Documents](#) [Advisory Groups](#)

Featured content



[Transition Overview and Timeline](#)



[How ranked-choice voting works](#)



[Portland transition: form of government](#)



[Portland Transition: Geographic Districts](#)



[Sign up for Transition Updates](#)



[Transition Questions or Comments?](#)

Media Relations Strategy

Align work with the Mayor's Office

- Preview comms strategies with the Mayor's Office
- Hold 1:1 in-person meeting and go over this strategy
- Determine how they want to be enrolled
- Let's model changes of the Transition / one-city model **now**

Hold joint on-site informational meetings this summer

- Do a roadshow with reporters that include drop-offs of informational kits.
- Begin to lay down the framework
- Build-out and develop a multicultural media campaign and build in-person relationships.

Late Summer/Early Fall Blitz

- Focus on voter education and report upon new updates (new districts, RCV accomplishments, etc.)

