

Government Transition Advisory Committee

**Government Transition Advisory Committee
Voter/Candidate Education & Outreach Subcommittee Meeting #8
June 27, 2024 3:30 p.m.
Minutes**

Attendance

| Subcommittee Members | | |
|----------------------|---------|---------|
| Name | Present | Absent |
| Bill K. | X | |
| Destiny | | X |
| Fred | X | |
| Jane | X | |
| Jose | X | |
| Juanita | X | |
| Terry | X | |
| Zach | | Excused |

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| James Eccles, City of Portland Elections Office |
| Julia Meier, Transition Team |
| June Reyes, Transition Team |
| Jennifer Chang, Transition Team |
| Leah Benson, Multnomah County Elections |
| Francisca Garfia, Transition Team |
| Katie Gavares, Transition Team |

Welcome & Introductions

Julia Meier from the Transition Team welcomed everyone and reviewed Zoom logistics. She explained opportunities to provide public comment including the next GTAC meeting on June 11, through the transition website, calling 3-1-1, or emailing transition@portlandoregon.gov.

Welcome & Subcommittee Business

Jane DeMarco, co-chair of the voter education subcommittee, reviewed the agenda including subcommittee business, updates on broad voter education, hard-to-reach voters work, candidate education, GTAC presentations and tabling, and new feedback from community about ranked-choice voting.

Jane noted Zach has an excused absence. Bill invited feedback on the notes and then asked for a motion to approve the meeting:

- Approval of April 2, 2024 meeting summary

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- Motion from: Committee Member Terry Harris
- Second: Committee Member Juanita Santana
- None opposed, meeting minutes approved
- Approval of May 28, 2024 meeting summary
 - Motion from: Committee Member Terry Harris
 - Second: Committee Member Bill Kinsey
 - None opposed, meeting minutes approved

Jane reviewed the group's working agreements.

Broad Voter Education

James Eccles from City of Portland Elections Analyst shared the first draft of the ballot mailer that is 11" x 6" postcard size. It will be sent out to every household in Portland. It would be sent out last two weeks of September, two weeks before their ballot would arrive. There will be another ballot insert that will arrive inside the actual ballot package. The designer will receive feedback before finalizing. This will be sent to you for your comments during meeting follow-up.

James is interested in what GTAC thinks should be the difference between the ballot mailer and the ballot insert and invited feedback:

- Bill asked when GTAC could provide feedback and when it is due.
 - James noted feedback will be needed roughly two weeks from the time sent, which will be in the next few days. It will be noted in the follow-up.
- Fred noted that there isn't much utility in calling the map a "District Plan Map" and does not seem straightforward. Should try to keep things as straightforward as possible.
 - James agreed it seemed superfluous and is the charter language and could be changed for the next iteration.
- Terry noted that directions that says "fill in one rank per candidate" isn't quite true and in this educational stage, it may be confusing with a seventh candidate.
- Jane suggested that the how a winner is determined section is too much and should just bring folks to more information. She suggested that additional people test this in addition to GTAC.
- Bill noted that a diagram might be useful to describe how ranked-choice voting would work could be helpful.
 - James noted that 11" x 16" is small and may not fit, but could be something that may be a way to show tabulation on the ballot insert.
- Jose asked if we have enough data to mail this in the correct language for the household.

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- James said that the method of sending these mailers is to give a stack of them to the post office and give it to every house on a route.
- Jose suggested that there are lines in different languages of where folks can go for more information.
 - Francisca noted that the QR code leads folks to the ranked-choice voting webpages, which are now translated.
- Fred noted that in the voter education grants, there must be similar information and materials translated into different languages for the targeted groups.
 - James responded that the mailer will probably not serve the purpose of outreach for targeted groups, but the fact sheet may be more useful especially because it is translated into six languages.

Francisca described the ad placements that were published including 1 digital and print news publications as well as audio ads through iHeart Radio, OPB, and Spotify. She noted Hearts & Minds will have ad campaigns later in two phases: August 19 to October 8 and October 8 to November 5. Their work will include more multilingual ads like social media ads. The next set of the City's ads will start in July and then there will be more in September.

She shared that publications like the Portland Mercury, KPTV, and Bike Portland were the top four ads that people clicked through.

- Juanita asked how many sessions they are doing and what kind of organizations that are doing voter education work with Hearts and Minds.
 - Francisca noted that they will be the 11 organizations who are grantees.
- Juanita asked if the comic was printed and comments were incorporated.
 - Francisca shared where the comic was located in the chat and that feedback was incorporated.

Hard to Reach Voter Contract

Jennifer Chang, Transition Team, shared the 11 voter education grantees sharing the category of grant funding each organization received. They were notified late May and began onboarding the first week of June and have begun their work. They will continue to do work leading up to the election. Jennifer noted they've also had training using the RankedVote tool.

Jennifer shared Hearts & Minds' media budget items and a description of where the funds are going. The first category is around media and materials including terrestrial radio ads, paid search ads, digital display, paid social media, and printing for grantee outreach materials and the second is for staffing. She shared that Hearts & Minds

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would be interested in coming to the next subcommittee meeting if folks are interested.

Finally, Jennifer shared more about two focus groups conducted in February with FM3 focused on individuals from districts 1 and 2 who were described as less likely to vote. Some of the key findings were that the participants found that a shift to geographic districts were appealing and very few of the participants were unfamiliar about the current form of government. Another was that folks understood the ranked-choice ballot and didn't appear to be intimidating or overly confusing.

- Fred thanked Jennifer for sharing and asked the difference between the grant categories in terms of communication sponsors and other. He also asked if their information is translated and how banner ads would work for these purposes. Generally he asked how these are targeted for those traditionally underrepresented in decision making.
 - Jennifer noted that the RFP laid out three different categories of grants, which proposed different scales of outreach. For Hearts & Minds, yes, their media is going to be available and translated in five different languages. For banner ads, they are targeted based on community and language.
 - James added they are still working on strategies to target, but will also use zip codes.
 - Jennifer added there are links to translated webpages and coordinating with Hearts & Minds are directing folks appropriately to those webpages.
- Jane congratulated the team and was impressed by the grantees. She is excited that Hearts & Minds will be coming July 31st. She asked who is managing the grants.
 - Jennifer responded that Grace Ramsey is the lead on the voter education contract and is managing the grantees, serving a dual role as coalition director and working with these grantees.
- Jane suggested that Grace choose a cool tidbit about what a grantee is doing and would like to hear feedback about how it's going.
 - Jennifer noted that Grace has been invited to do that, but is busy for the next meeting and hopes we can work something out.

Candidate Education

James shared some background on the learning sessions that happened. He noted that three events – one was virtual and two were in-person. He noted that they started using RankedVote, which was new. Upon reflection, they didn't get the attendance they wanted and should have done two sessions versus three. He noted that they are done

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with sessions that provided a depth of information they had provided in the last sessions. There won't be a final list of candidates until August 27th, which is the final date to file. James noted they hit somewhere between 40-60% candidates attend one of the trainings and they're expecting about 80 candidates or more. Any entity who would interact with a candidate from a government perspective was part of the process including the Secretary of State, small donor elections, etc. They also sent out a survey to get feedback on the sessions. A lot of questions tended to be about the small donor elections program and ranked-choice voting tabulation.

James noted they are interested in developing another event for candidates, but there's an opportunity to involve contacts in their program and refresh them on the changes to the election.

James asked GTAC if they feel there are gaps in knowledge or resources they could pass on to benefit voter broadly.

- Fred said he hoped that when candidates are campaigning in September and October that they have material to understand how votes are tabulated in a simple way as well as the expectation for when votes would be released.
 - James responded that they are careful on advising candidates how to campaign. He noted a potential benefit of civil campaigning when candidates collaborate, but don't think the Elections office is the right messenger for that. James clarified that we never know the final certified results of the election on night and we will have some preliminary results at the end of the election night.
- Jane agreed with Fred that candidates should know how ranked-choice voting tabulation works. She shared that when talking to Ida B Wells students about what candidates could promise – what is the thought process of talking to voters about what they can and cannot do.
 - James shared that part of the training is how they will interact with the public including how the new council might work, but it could be something they could go deeper on.
- Terry shared that he thinks candidates are misunderstanding voter strategies and could use more thoughtful discussions with ranked-choice voting people. However, he's not sure who are the right people to connect them with. He noted that the flowchart in RCVis would be helpful including understanding where individual ballots ends up

GTAC's Role: Presentations & Tabling

Katie Gavares, Transition Team staff, shared about tabling, town hall, and presentation opportunities with GTAC. They mentioned the team is measuring success based on

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reach and comprehension when doing outreach. They noted additional tabling efforts on voter education in addition to the Transition Team by Multnomah County and the Auditor's office, these events will include Summer Free For All events and others.

Katie noted that based on the GTAC Summer Survey, the folks who indicated they were interested in tabling for voter education were sent an additional survey to see what additional events GTAC members could be at. Based on survey responses, they will try to add 8 additional tabling opportunities.

Katie also noted there will be an opportunity to inform the voter town hall plan during the July 31st voter education meeting. They invited GTAC comments or feedback:

- Fred noted that he has a Portland Tribune list of all the summer activities with more than a dozen street fairs. He noted there aren't street fairs on the list, it seems like a missed opportunity – feels like we should be more comprehensive.
 - Katie responded that street fairs are ones that interns are looking into and appreciated the suggestion. They noted that there is also additional train the trainer events to provide them with resources so that materials are being presented outside of the list of events.
 - James added that the voter interns will be helping to add to the list. Voter education interns may also come to the subcommittee and share the tabling list and their voter education project.

Bill asked that the tabling survey be sent to all subcommittee members.

New Feedback from Community

Bill invited reflections and observations around ranked-choice voting:

- Fred noted a presentation where someone was confused and thought they were voting for three seats, but they have one vote and three people will be elected.
 - James noted that there is a reoccurring theme that single-winner is no problem to understand, but for three seats there is confusion with folks thinking they have multiple votes for those seats. He noted a learning at that session was to go through the entire presentation versus answering a tabulation in the middle before it's presented.
 - June noted that for longer presentations (up to 30 to 60 minutes), we'll be ready to explain tabulation even if the original interest was just in the transition so that we are prepared to answer questions.

Next Steps

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Bill reminded folks of upcoming meetings including the next virtual community listening session on GTAC's draft recommendations on July 18, a joint meeting of the Budget Workgroup and District + Council Operations Subcommittee on July 30, and the next Voter/Candidate education and Outreach meeting on July 31.

Jane shared appreciation for the staff working on voter education including Francisca, Jennifer, and Katie.

Meeting adjourned, 4:59p.m.

Minutes respectfully submitted,
June Reyes, Transition Engagement Coordinator

Meeting Chat:

15:44:14 From Fred Neal to Everyone:

I suggest deleting "Plan" from the title District Plan Map.

15:45:22 From Julia Meier (she/her) to Everyone:

I'll send it tomorrow.

15:46:40 From Juanita Santana to Hosts and panelists:

I like the idea of keeping the map, it helps to have an actual view, it can help with the public becoming more used to the idea of districts.

15:48:57 From Francisca Garfia, Transition Team (she/her) to Hosts and panelists:

By the way, GTAC has until July 11 to provide comment which is when we return it to the designer. The next draft will be available in August.

15:50:30 From Fred Neal to Everyone:

I agree with Jane's apprehension.

16:01:51 From Francisca Garfia, Transition Team (she/her) to Hosts and panelists:

<https://www.portland.gov/vote/resources/printed-materials>

16:16:33 From Katie Gavares (they/them), staff to Everyone:

More information on the grant types and sample activities for more examples:
<https://www.portland.gov/vote/grants/types-grants>

16:18:26 From James Eccles, City of Portland Elections to Everyone:

These are the languages that the Hearts and Minds material will exist in:

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1. English
2. Spanish
3. Russian
4. Vietnamese
5. Simplified Chinese
6. Korean

16:29:26 From Juanita Santana to Hosts and panelists:

James, thank you for all the good work.

16:37:24 From Terry Harris to Everyone:

quick comment: I agree that candidates and their staff could use a deeper dive into strategy, but also agree that strategy is probably not great to come from official sources.

16:38:41 From James Eccles, City of Portland Elections to Everyone:

The Sankey Diagram?

16:39:15 From Terry Harris to Everyone:

not sure "Sankey" but yes, the diagram

16:39:56 From Terry Harris to Everyone:

Also, going back a topic or two, regarding grant supervision: Of the grantees, I think at least 5 of them have affiliated 501(c)(4) organizations and I'm interested in how those issues are being managed in the direct-to-voter canvass / phonebank / etc activities.

16:44:22 From Jose Gamero Cassinelli to Everyone:

Some of those sound VERY fun... I wish I was available for more of them!

16:51:03 From Katie Gavares (they/them), staff to Everyone:

Julia is on it!

16:51:58 From Jennifer Chang to Everyone:

To Terry's question: all grantees have signed a commitment to Grant Use of Funds requirements and have completed training with the Portland Votes team that emphasize the importance of understanding and adhering to the separation of

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501(c)(3), 501(c)(4) and permissible activities. This is also clearly stated in each grantees Grant Agreement contract. Grace, as the manager of the grant program, has regular meetings and correspondences with the Grantees to ensure understanding of using funds only for the eligible voter ed activities allowed under the grant.

16:52:28 From Terry Harris to Everyone:

Thanks Jennifer

16:58:01 From James Eccles, City of Portland Elections to Everyone:

All of that said, I just want to clarify that I think the majority of the people at that event walked out knowing more than when they walked in and appreciated us being there.

Question and Answers

Question: Can we have the slides shared?

Answer: The slide deck is available on the transition website here <https://www.portland.gov/transition/documents/62724-voter-education-slide-deck/download>

Question: could the link to the video of the latest candidate education be added to the chat, please.

Answer: https://www.youtube.com/watch?v=8uJofnIg9_o&t=290s (RCV portion starts at 04:50)

Question: My primary concern is about the “credibility” of eventual winners given that most people don’t consider 25% +1 as equivalent in any way to the historic 50%. Voter education AFTER the votes are tallied could/show if any of the candidates initially received a significant number above the 25% threshold. Not every scenario, but I doubt there will be that many who will get 40-50% initially and then have their excess redistributed. David Crandall ‘-