

Government Transition Advisory Committee

**Government Transition Advisory Committee
Voter/Candidate Education & Outreach Subcommittee Meeting #9
July 31, 2024 12:00 p.m.
Minutes**

Attendance

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

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 reminded everyone that the meeting chat is public record and if any community members wanted to give verbal feedback, then they may sign up for the next meeting on August 7th through the transition website. No verbal input from the community was taken at this meeting. Comments can be submitted at any time by calling 311 or by emailing the transition team at transition@portlandoregon.gov.

Welcome & Subcommittee Business

Bill reviewed the agenda including the motion on meeting minutes.

Bill invited feedback on the notes and then asked for a motion to approve the meeting:

- Approval of June 27 2024 meeting summary
 - Motion from: Jose

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- Second: Terry
- None opposed, meeting minutes approved

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 members 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.
 - 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.

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- 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 those 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 in the chat and that feedback was incorporated.

Bill went over the working agreements where he went over expectations from the team. Such as challenging ideas and not individuals, keeping multi-tasking to a minimum, and arriving on time.

Hard to Reach Voters

Jane gave a reminder about the last meeting where it was requested to have a deeper dive into learning about the Focus Media campaign led by hearts and Minds Communication. Strategies have been made in close coordination and collaboration with the city and the county's broad education media efforts to ensure alignment of approaches in reaching all Portland voters.

Megan from Hearts and Minds will present for 10 minutes.

Hearts and Minds Communication

Hearts and Minds is a collective of strategic and creative professionals who specialize in communications rooted in justice. Their goal is to inform voters about ranked choice voting and make sure that folks have the tools that they need for the November 2024 general election and outreach. Focused on historic voters who have faced historically systemic barriers to city decision making. And so, this list encompasses our key

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audiences. Another difference is the addressing the language barrier. The campaign will be in six languages. Their focus is really ensuring language access as well as access through very accessible materials and language. All work is started by really rooting themselves in discovery and research.

Audiences are facing some barriers and challenges when it comes to fully utilizing ranked choice voting. Some of these include:

- The fear of making mistakes while voting, especially for folks who have recently secured citizenship.
- They have a lot of nerves around voting and that something new can feel really challenging.
- In general, there's also a lack of trust and clarity.
 - Lack of trust for voters that needs to kind of be overcome and continue to think about ways in which we can deepen and build that trust through our campaign.
 - For lack of clarity. Trusted and trained messengers are an important part of this so that voters can ask those questions. And that's where the sub grantees work comes in.

Opportunities seen is first and foremost really appealing to values. Campaigns across the country that campaigns that focused on things like ease of use, transparency, fairness, and accountability were very effective campaigns. One way that they want to focus on deepening trust and overcoming any distrust is ensuring continuity with the city's campaign and leveraging existing trust through the city seal and reiterating the visuals. Also create materials that will resonate across audiences that share some lived experience falling within the category of those who have faced historic barriers to access to the city decision -making, and at the same time acknowledging that audiences across six languages are going to have very different experiences. Working with the City website so that seeing the same images, colors, those kinds of things so that they have that trust and familiarity that they've seen the ads, and they feel like this is a trusted source for the community.

A lot of emphasis on simplicity and keeping the language simple. Also highlight city candidates to help people and have that city seal so people know that it is something specific to the city of Portland. Megan continued to provide further examples on how creating a uniform image will help create trust within these communities.

Megan then opened the meeting for questions. Jose and Destiny had a question.

Jose asked how the door-to-door hangers will be targeted. Megan then responded that she can't really speak on the specifics because they are providing the materials and the

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subgrantees will work with how to distribute. Jennifer jumped in and added that they are working with 11 community partners that each have their own scopes of work which include door to door canvassing.

Destiny had the same question as Jose and requested to have a copy of the door hangers.

Juanita also added that it would be great to know more about the strategies the subgrantees will be using.

Broad Voter Education

James started off with talking about some of the audit office updates. Three things, mainly the internship program. Internship program: These are undergraduate students in the region that showed a great deal of interest in doing election work and voter education and their role primarily is to increase our capacity in doing voter education for events and to outreach to individuals.

Sophie is introduced and will share about her independent project. She wants to share about the complexities and how intricate our government is. She wants to reach young voters and decided on a podcast that will talk about voting. Specifically, how to vote and the impact of voting. She mentions that she wants to address the rise of a fear of government and as the people on the ground she can help combat that. She notes how it may seem nerve racking to speak to members of the government as a young person and is sure that there are many that feel that same but there is no age minimum to meet your elected official. She hopes that this will bring more engagement

Next is Yousef. He introduces himself as a senior who is in international policy. He wants his project to be lasting and not just some paper to write. Since Portland is transitioning to ranked voting he wants to get people in higher education more involved in the transition. He decided on creating a toolkit. A toolkit that uses a video with visuals to help educate people on ranked voting. These videos will be sent to different institutions where professors can present it to their students. He makes it clear that in will not be exclusively for higher education but also for high schools.

James comes back to give an update on Ballot insert timeline and content. It will have a later deadline than the mailer ballot. Some of the content will be covered on the ballot but it will be different because there's a lot of information that you don't need inside of the ballot itself. Tri met ads will try to be out by mid-August. These ads will be like the movie theater ads. They plan to have the ads in about 85% of theaters in Portland. These will include QR codes, URLs and the 311 to lead them to further resources.

RCV Town Halls – Confirmed Dates

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total of six town halls and all the dates have been confirmed. So, we have four that are community -focused town halls, two of which are in -person and two of which are going to be virtual. Two town halls that are specific to reaching the city of Portland.

- A 60-minute event, except for the in -person events, which are going to be a little longer just to allow for mingling and kind of Q &A after the presentation.

Some feedback on these includes potentially having some GTAC support because these are big presentations especially in community.

Candidate Education

Five candidate learning sessions have happened. two in January, and then three in the in those late spring, early summer timeframe. And they largely have the same content, but not quite the same content.

- One of the first lessons learned is that we really didn't get as many respondents in the surveys we would have liked we got about 30% of attendees took part in the survey.
- Too much going on in the survey.
- Streamline the survey in the future and hope to get more respondents in that way.
- Respondents rated us a 4 .6 out of 5 for helpfulness and over 73% of the participants said the sessions were very helpful.
- 79% of participants found the presentation to be either high or very high quality.
- Clarity was the lowest score. It was still a 4 .1 out of five particularly because there was too much content.

There will be a tour of the Multnomah County Elections Building. This tour an important part of sort of dispelling fears and mistrust and misinformation out there about the ballot process, especially when it comes to ranked choice voting.

New Feedback from the Community

Carrie presented her feedback from some of her tabling events, presentations and general world experience. Folks that come to the presentations are engaged and get a good education and come away probably with a good understanding of where things are. From tabling events and walking around most people are not aware of the changes that are coming. She is curious about how the media reach will affect this.

Juanita also shares the same sentiments as Carrie. She mentions that the people who approach the table are not aware of the changes in government that will be happening. Presentations seem to be the most engaging for people.

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There is a real need and people are want to know more especially like I said in those communities where they were not there at least there's a perception of their feeling that they haven't been having access to information as to what's going on in the city.

We also have a full G tech meeting on August seven. And the budget and work a budget work group and districts and Council Operations Subcommittee meets on August 27 and voter candidate education and outreach committee will meet in September.

Bill thanks everyone for their input and reminds us that this is a two -way communication street and thanks everyone for their participation.

Meeting adjourned, 1:25p.m.

Minutes respectfully submitted,
Ruby Dovi

Meeting Chat:

11:55:42 From Destiny Magana-Pablo to Hosts and panelists:

I'll be off screen rn for a bit to eat my lunch, also will jump off at 1 but will watch the rest of the recording :)

11:57:38 From Destiny Magana-Pablo to Hosts and panelists:

great looking slides and agenda!

12:01:37 From Destiny Magana-Pablo to Hosts and panelists:

Welcome!!

12:15:49 From Julia Meier (she/her) to Everyone:

PDF of the slide deck available here:
<https://www.portland.gov/transition/documents/73124-government-transition-advisory-committee-voter-candidate-education-0/download>

12:18:11 From Destiny Magana-Pablo to Everyone:

beautiful visuals

12:27:46 From Julia Meier (she/her) to Everyone:

@juanita that is planned for our next mtg

12:28:25 From Destiny Magana-Pablo to Everyone:

Fabulous Julia, that info can help me also direct people for translated or culturally equipped training & info :)

12:28:28 From Jennifer Chang, she/her to Everyone:

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Here is the link to the voter education grantees.

<https://www.portland.gov/vote/grants>

12:28:34 From Destiny Magana-Pablo to Everyone:

thanks Juanita for raising that

12:32:16 From Destiny Magana-Pablo to Everyone:

I'd love to see paid search budget to increase in the future to add more languages!!!

12:32:33 From Julia Meier (she/her) to Everyone:

Thanks Megen!

12:32:41 From Megen Ickler - Hearts & Minds to Everyone:

That's helpful feedback, Destiny!

12:32:46 From Megen Ickler - Hearts & Minds to Everyone:

With that I'm going to sign off, thanks everyone

12:32:52 From Jennifer Chang, she/her to Everyone:

Thanks Megen and team!

12:33:02 From Jane DeMarco to Everyone:

Nice work Megen!

12:34:45 From Destiny Magana-Pablo to Everyone:

Thank you for the energy and work Sophie and Yousif!

12:35:07 From Juanita Santana to Everyone:

So glad to see the City using this approach. It is a win-win.

12:35:16 From William Kinsey to Everyone:

Kudos to your outreach!

12:35:33 From Jane DeMarco to Everyone:

Love that the City has hired such good interns!

12:37:08 From Jane DeMarco to Everyone:

PODCAST!! Fabulous

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12:40:29 From William Kinsey to Everyone:

An idea for individuals too young to vote: knowledge about voting can impress in elementary and high school civic education classes.

12:42:47 From Terry Harris to Everyone:

Shoutout to Yousif for service beyond the call of duty in support of GTAC outreach at Kenton park last weekend.

12:44:11 From William Kinsey to Everyone:

Thank you, interns for your initiatives.

12:45:16 From Charter Transition Team to Hosts and panelists:

Thank you all for your work and kind words! I look forward to continuing our teamwork amidst this historic transition. :)

12:46:52 From Jose Gamero-Georgeson to Everyone:

Love the use of the interns in the ads 😁

12:51:23 From Destiny Magana-Pablo to Everyone:

also, maybe make it clearer and type "Call 3-1-1 for help"

12:53:02 From Destiny Magana-Pablo to Everyone:

awesome work and reflections happening James and voter ed team!

12:53:28 From Juanita Santana to Everyone:

Thanks a lot for all the Team's good work.

12:57:07 From James Eccles, City of Portland Elections to Everyone:

I've been breaking in my tap dance shoes all summer

13:00:18 From Destiny Magana-Pablo to Everyone:

Amazing info! I'm jumping off but will watch the recording, thanks