

# Government Transition Advisory Committee

**Government Transition Advisory Committee  
Voter/Candidate Education & Outreach Subcommittee Meeting #10  
September 9, 2024, 11:30 a.m.  
Minutes**

## Attendance

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

James Eccles, City of Portland Elections Office
Grace Ramsey, Democracy Rising
Leah Benson, Multnomah County Elections Office
Julia Meier, Transition Team
Alvarez-Castro, Sofia, Voter Education Team
Rebolledo Salgado, Guillermo, Transition Team
Ruby Dovi, Transition Team

## Welcome

Julia Meier from the Transition Team welcomed everyone, reviewed Zoom logistics and introduced co-chairs Bill and Jane.

Julia noted that the meeting was being recorded and would be available on the transition website, with closed captioning accessible via Zoom. Committee members were asked to set their chat to "everyone" so listeners could follow along, and both chat and Q&A submissions would become part of the public meeting record. While verbal public comments were not taken during this meeting, community members could submit comments via an online form, email at [transition@portlandoregon.gov](mailto:transition@portlandoregon.gov), or by calling 311, and sign-ups were open for verbal comments at the next full committee meeting on Wednesday, September 11, from 6 to 8 pm.

## Subcommittee Business

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- Jane welcomed everyone and thanked them for dedicating their lunch hour and a half to the meeting. She briefly reviewed the agenda, noting the usual subcommittee business followed by three education strategies: hard-to-reach voters, broad voter education, and candidate education.
- Jane mentioned that many presenters were lined up and that they were excited to hear about the progress made, especially regarding ranked choice voting, which had recently been in the media. After the education updates, they would discuss upcoming meetings and then conclude.
- Jane then moved on to subcommittee business, asking for revisions to the July 31st meeting summary. and called for a motion to approve it.
  - Approval of July 31, 2024, meeting summary
    - Motion from: Terry
    - Second: Jose
    - None opposed, meeting minutes approved.
- Jane announced that the committee needed a new subcommittee chair since William Kinsey was moving on to a new role. She explained that while normally the chair would rotate, the committee had been functioning well and there wasn't much left to do, so she would remain as co-chair and hoped someone would volunteer to join her.
- Jane outlined the responsibilities of the role, including leading meetings, facilitating discussions, and collaborating on agendas. The committee had a few remaining meetings, including one in October and another in February, before wrapping up with a review of their work and encouraged members to consider stepping up.
- Jane then reviewed the group's working agreements.

## **Hard to Reach Voters.**

- Grace shared that it's been a while since she last spoke with the subcommittee and was excited to provide an update on the voter education grants. The program received over 30 applications and distributed more than \$200,000 in grants to community-based organizations. These grants are designed to support voter education, especially among underrepresented groups. Grace described three tiers of grantees: direct voter education, community education, and communications grantees.
- Grace highlighted the impressive work of organizations like APANO, the Native American Youth and Family Center, and the Urban League of Portland, which have been integrating voter education into their existing programs.
- Grace also mentioned mock elections as an effective tool for reducing anxiety about ranked choice voting and noted that voter engagement is expected to increase as the

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election nears. The program has already reached over 4,000 voters and participated in more than 30 community events, with more outreach efforts planned.

- Bill asked Grace about the grant amounts, specifically how the decision was made regarding how much funding to allocate to each grantee. He mentioned seeing amounts like \$40,000 or \$5,000 and expressed that he wasn't sure what those figures represent in terms of their impact. He requested more insight into how those funding amounts were determined.
- Grace explained that the grant amounts were determined based on several factors, including the funding amounts the organizations applied for and their capacity to carry out voter outreach. Some organizations self-selected their funding levels, which helped in the decision-making process. The primary considerations were whether the organizations had a citywide presence and the ability to do direct voter outreach.
- Grace also mentioned that, in some cases, they couldn't fully fund organizations at the requested levels but worked collaboratively with them to adjust. She highlighted those collaborative applications, where organizations worked together on voter education, were especially valued. Despite the challenge of high-quality applications, the funding decisions ultimately focused on the organizations' capacity to contribute meaningfully to voter education efforts.
- Zach shared his excitement about seeing several community groups actively involved in voter outreach. He mentioned attending a concert in the park where East County Rising and East Portland were present and noted an upcoming presentation by Apano's networks at the Division Midway Alliance for Vietnamese and Karen-speaking individuals.
- Zach also requested that any materials provided to those organizations be shared with GTAC. While GTAC may not be as well-positioned to reach some of the hard-to-reach voters, Zach believes the materials could still be useful for their networking efforts throughout neighborhoods and the community.
- Grace responded by affirming that the materials would be available on the website soon and expressed her willingness to share them. She highlighted that, in her experience, the materials developed for this effort represent a new "gold standard" for engaging, fun, and visually appealing voter education. She also praised the work done by Hearts and Minds in developing these resources before turning the conversation over to Fred.
- Fred expressed his appreciation for Grace's work and shared an observation about the Urban League booth near his local Safeway, noting a poster with the message "A Black job is to vote." He found it to be a clever response to recent events.

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- Fred then raised concerns about how 150% of the money given to grantees went to Hearts and Minds and the effort to reach hard-to-reach voters, but he felt the report lacked specific details on how the money was spent.
- Fred mentioned that he may have missed the relevant presentation in a previous meeting and asked how the spending is being tracked. He expressed concern about the allocation of \$300,000, wondering if it was being spent on materials to support the grantees.
- Fred also noted that there was significant public interest in ensuring the money was spent on educating the general population, who are also undereducated.
- Lastly, Fred referenced the League of Women Voters, mentioning they received a \$15,000 grant for hard-to-reach voters but likely had other materials of their own.
- Grace addressed Fred's concerns by explaining that the first push of content from Hearts and Minds, including digital and radio ads, has recently started. The investment is aimed at reaching the target audience effectively. She highlighted that the materials created by Hearts and Minds are not only for grantees but are also valuable for every Portland voter.
- Grace emphasized that the goal is to achieve saturation, ensuring that the message about ranked choice voting is widely spread. This approach includes reaching both culturally specific and broader audiences. She also mentioned that more content from Hearts and Minds will be released and that they will report on the impact of their work.
- Jose asked Grace about the scope of the canvassing efforts. Specifically, he wanted to know if the canvassing is targeting all voters, likely voters, or specific groups such as people of color. He was interested in understanding the approach being used for canvassing.
- Grace explained that canvassing efforts are tailored in two main ways: by integrating with the established programs of grantees who target their known constituencies, and by focusing on priority populations and areas with historically low voter turnout. The approach combines leveraging the grantees' existing outreach capabilities with data-driven strategies to enhance voter engagement in specific districts and communities where turnout is typically lower.
- Juanita asked whether the 4,000 voters mentioned in the report include the numbers reached by the grantees or if that figure is separate.
- Grace confirmed that the number only reflects those reached by the grantees.
- Juanita also inquired about the translation of the comic into Spanish, and it was confirmed that the comic is indeed translated.
- Sofia explained that the comic is part of the broader voter education efforts, not specifically for hard-to-reach voters. She mentioned that they are coordinating

with the county, which also has a comic, to ensure that translations are consistent across both materials.

- Juanita emphasized that the comic is a valuable tool, particularly for hard-to-reach populations. She noted that the feedback from the English version has been positive and expressed concern that not translating it promptly into Spanish could be a disservice.
- Grace expressed enthusiasm about the effectiveness of the dueling comics in educating voters and offered to address any additional questions via email. She encouraged sharing relevant requests with her, mentioning that they had successfully connected various presentations through the city or county to meet language needs. Grace expressed excitement about the ongoing work and anticipated further impressive developments.

## **Broad Voter Education**

- Bill called on Sofia to share updates.
- Sofia provided updates on the town halls and confirmed that the materials created by Hearts and Minds are now available on the website. She outlined the upcoming town hall dates, including four community town halls (two in-person and two virtual) and two employee-only town halls. Upcoming town halls include an in-person event at Park Rose High School on October 19, an in-person event co-hosted with Street Roots on October 10, and virtual events on the same day and another in-person event on October 19
- Sofia noted the need for volunteers to support these events, especially the in-person ones, and described the format for the town halls, which will include educational presentations on ranked choice voting, common mistakes, and mock elections for in-person events. She also mentioned the need for GTAC members to assist during the virtual events.
  - Zach asked whether voter registration would be available at the town hall events.
  - Sofia acknowledged that the county will be present at all the town halls to answer related questions and mentioned that they are still working on finalizing details about whether voter registration will be available at these events.
  - Juanita asked about the difference between town halls and the presentations made to groups when organizations invite speakers. She was curious about how these two formats compare, though she indicated it wasn't a critical question.
  - Sofia explained that the main difference between town halls and other presentations is that town halls are open to anyone, providing a broader,

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- more general audience. In contrast, presentations given at specific events are typically targeted toward communities or groups that have been organized for that purpose.
- James added that town halls are designed to be more interactive and audience-centric compared to other presentations. They involve activities like mock elections, encourage participant engagement, and provide more opportunities for questions. This contrasts with other presentations, which might be more traditional, and lecture based.
  - Sofia added that the in-person town halls will feature an "ice cream election" to make the events more engaging and enjoyable.
  - Bill asked to confirm if Sofia has seen the GTAC members' responses about volunteering for the events. He also recommended that Sofia resend her email about volunteer opportunities so those who haven't.
  - Sofia confirmed that Julia has been forwarding her the names of people interested in volunteering. She suggested giving it a day or two to see if more people express interest, after which she'll follow up via email with details about potential roles. She emphasized that the roles are straightforward and mainly involve making people feel welcome and providing additional support.
- James provided a detailed update on the ballot insert being developed for the upcoming election. The insert, designed by Francisca, will be included in every ballot sent out in the three counties.
  - James indicated that it will be an 8.5 by 11-inch page folded into the ballot package, containing information on how to vote using ranked choice voting. The front will include a brief explanation, instructional content, tips, and a QR code linking to a mock election. The back will feature common mistakes and corrections.
  - James noted that the insert aims to be ballot-centric, focusing on guiding voters through the voting process. The final version, still undergoing some edits, will be sent to the county for approval and then to the printer.
  - James emphasized that feedback is welcome, even though the timeline is tight.
    - Zach suggested adding a section to the front page of the ballot insert to address the issue of write-in candidates, as several people had inquired about it. He recommended including a visual or instructional example of how to properly handle write-in votes. He also appreciated the removal of the checkmark symbol in favor of a more straightforward "fill in the bubble" instruction to avoid confusion.
    - Bill echoed Zach's comment, suggesting that the ballot insert could benefit from an example or a clear guide for write-in candidates. He recommended

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- adding a row or a column to the front page to direct voters on how to properly rank and write in candidates, enhancing clarity and usability.
- Juanita sought clarification on whether they needed to print their own materials for presentations.
- James responded that the materials would be provided by the transition team, both online and as physical copies for presentations. He confirmed there is no expectation for individuals to print their own materials.
- Fred expressed concern that the illustration of a ballot with six candidates and choices might not accurately reflect the final ballot design, which will feature many more candidates and different typefaces. He suggested that a more realistic graphic would have been preferable.
- James responded that the current graphic, provided by the Center for Civic Design, was chosen for clarity and simplicity rather than exact representation. He noted that the actual ballot will be included with the insert in the ballot package, which should help mitigate any confusion, and acknowledged Fred's point while explaining the design choices.
- Bill suggested that adding a row for write-in candidates on the ballot graphic could address the feedback from Terry while also considering the space for a non-voted candidate. He proposed potentially moving the ballot image up to make room for this addition without complicating the design too much.
- James responded that the design process has involved many discussions about the right balance of information and simplicity. He acknowledged that while adding more details could be useful, it also complicates the insert, which is already more detailed than most jurisdictions. James emphasized the challenge of balancing clarity with the amount of information and noted that feedback will be collected once the inserts are in use.
- Jane asked if there was a deadline for providing feedback on the ballot insert and whether they should send it to Julia to forward to James.
- James responded that due to the tight timeline, feedback would need to be submitted by the end of the meeting to be included in this specific insert. However, he emphasized that feedback is still valuable and could be used to improve other materials. He encouraged sending any feedback they have, even if it might not be incorporated into the current insert, as it could inform future updates and materials.
- Terry inquired if there was a mock-up of the ballot with the full list of candidates yet.
- James responded that while they had provided the list of candidates to the county recently, they had not yet received a mock-up with all the names included. He mentioned that the county was working on it, and while they had seen an almost finished version, they were still awaiting the final mock-

up. James noted that the county needed to finalize this by the end of the month to meet deadlines for sending out overseas ballots.

## **RCV Ballot Package Update.**

- Leah Benson began by expressing her enthusiasm and readiness to share information about ballots and ballot design, acknowledging she might not cover every slide in detail but that they were available for reference.
- Leah provided key dates related to the election: September 21 for mailing ballots to military and overseas voters, October 7 for out-of-state voters, October 8 for the voters' pamphlet, October 15 as the registration deadline, and October 16-22 for when Portland voters will start receiving their ballots.
- Leah highlighted the inclusion of a ranked choice voting section in the voters' pamphlet and emphasized the importance of clear instructions, especially since voters would be receiving a two-page ballot for the first time in years.
- Leah also mentioned the use of a distinct Canary yellow envelope for sorting and stressed returning both pages of the ballot in the same envelope.
- Leah noted the collaboration with the Center for Civic Design on the ballot design and outlined the support available through the Voter Assistance Team for accessibility and translation needs.
  - Terry suggested that, with the ballot package nearing completion and having a finalized look, it would be beneficial to update the presentation materials given to community organizations. He recommended incorporating the new graphic icons and directions from the ballot package to ensure consistency and reinforce the information being shared.
  - Leah agreed with Terry's suggestion and promised to share the final images of the ballot with the transition team once they are ready. She acknowledged that the information is fresh and that they have been working hard on it over the weekend. She will ensure the transition team receives the updated materials for consistency.
  - Bill expressed his appreciation for Leah's work, noting that it is both impressive and overwhelming given the extensive contacts and interrelationships involved in preparing the ballot and related information in an understandable way.
  - Jose complimented Leah's work and shared that during a recent trip to the Democratic National Convention in Chicago, he learned that Portland is seen as a gold standard for ranked choice voting. He mentioned that other places are watching Portland's example closely.
  - Additionally, Jose requested to revisit the slide with the important dates to ensure he captured them correctly.

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- Bill confirmed that Jose was good with the information and mentioned that Julia would distribute the updated slide link. Bill then transitioned the discussion to the next topic, candidate education, and handed it over to James.

## **Candidate Education**

- James provided an update on the final candidate education event scheduled for September 20 from 2:30 to 5:00 p.m. at the Multnomah County Elections Office. The event will start with an hour-long information session to address candidates' concerns and misinformation, followed by a tour of the elections office. With a capacity for 70 attendees, invitations will be sent to all 116 registered candidates in the weeks of September 9 and September 16.
- James also noted that candidates are increasingly organizing their own events, including mock elections, and that the pace of such activities is expected to intensify in September and October.
  - Bill asked if the presentation to the candidates before the tour would be recorded for later access.
  - James responded that the decision had not been made yet. He noted that if the event had too many attendees, recording might be considered. However, since the event is intended for candidates and not the general public and given that the session will include a significant amount of Q&A, it might not be recorded in the same way as previous broader voter education presentations.
  - Juanita acknowledged the wealth of information shared during the meeting and prompted participants to offer any feedback or observations regarding ranked choice voting presentations.

## **New Feedback from Community on RCV.**

- Terry responded by highlighting a significant gap in voter awareness, noting that many people are still unaware of the changes coming with ranked choice voting. He emphasized that while candidates are spending considerable time discussing the topic during canvassing, there is still much work to be done in reaching a broader audience.
- Juanita shared similar experiences to Terry's, noting that when tabling or giving presentations, many people are still unaware of the upcoming changes. However, she mentioned that people appreciate the outreach efforts.
- Juanita also highlighted a successful strategy where, instead of remaining stationary at tables, she and her team, inspired by Fred's initiative, engaged with people directly during breaks at concerts. This approach proved effective, as people showed great interest in learning about ranked choice voting and expressed gratitude for the information provided.

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- Bill expressed his pleasure at finding a Spanish version of the slide deck for presentations, which he found very positive.
- Bill also shared information about a program called "Running on Air" on table radio, which features weekly interviews with candidates across different districts and mayoral candidates.
- Bill highlighted this as an additional way information about the candidates is being disseminated.
- Bill then thanked Jane for the pleasure of co-chairing with her and praised her positively, expressing that it's been a great experience.
- Jane thanked Bill for his kind words and humorously mentioned that she would be "breaking arms" in a non-negative way, encouraging more engagement with the subcommittees. She highlighted the positive and professional nature of the teams working on the project, noting the impressive amount of work completed in preparation for the voting changes.
- Jane expressed gratitude to the team members, including James, Sophia, Grace, and Leah, for their hard work.

## **Upcoming Meetings.**

- Jane provided details on upcoming meetings:  
A full GTAC meeting on September 11, town halls on October 10 and 19, a subcommittee meeting in late October, and a GTAC debrief meeting with city and county elections folks on December 11.  
Jane concluded by encouraging everyone to enjoy the remaining time and get some sunlight, and she adjourned the meeting ten minutes early.

## **Meeting adjourned, 12:50p.m.**

Minutes respectfully submitted,  
Ruby Dovi

## Meeting Chat:

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William Kinsey

18:32

Do not see option for "everyone".

Jane DeMarco

18:44

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I'm not seeing an Everyone drop down

Julia Meier

20:22

chat should show "everyone" now

William Kinsey

20:57

yes - "everyone" is on.

Sofia Alvarez-Castro, Transition Team

40:56

We are working on adding those materials on the website this week

Zach Kearn

41:07

Yay! Love it!

Jane DeMarco

42:32

Wonderful. Great array of activities

William Kinsey

42:39

Grace,

Grace, re the types of Voter Ed activities include texting? Possibly "Phonebanking" and "Email" encompass texting?

Terry Harris

43:50

brb

Julia Meier

43:52

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Hearts & Minds line-item budget, slides 22-24,  
<https://www.portland.gov/transition/documents/73124-government-transition-advisory-committee-voter-candidate-education-0/download>

Sofia Alvarez-Castro, Transition Team

44:35

@fred ^^ here is the Hearts & Minds budget breakdown

Leah Benson (she/they) | MultCo Elections

47:45

County comic is translated into all our supported languages.

Sofia Alvarez-Castro, Transition Team

48:06

Thank you, Leah

Jose Gamero-Georgeson

48:34

Thank you Grace!

fred

48:34

Thanks for the budget...

William Kinsey

49:07

Thank you, Grace, for your informative presentation. Share updates as you go!

Julia Meier

49:08

Thanks Grace!!

Jane DeMarco

49:08

Good work Grace!

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Zach Kearnl

50:49

I sent a message to Julia this morning, but I can assist with the 10/10 townhall @ Blanchet with Street Roots

James Eccles, City of Portland Elections

51:11

Here is the link to all material we have created for voter education. The grantee material is near the top of the list as newer material and labeled "Community Partners". <https://www.portland.gov/vote/documents>

The mock election for the live events will be our most exciting mock election, yet! Super interactive! Highly recommend!

Sofia Alvarez-Castro, Transition Team

57:37

H&M One-pager <https://www.portland.gov/vote/documents/community-partners-rcv-fact-sheet-english/download>

fred

57:42

I've got to leave for amother meeting...

S

Sorry!

Sofia Alvarez-Castro, Transition Team

58:06

H&M Door hanger: <https://www.portland.gov/vote/documents/community-partners-rcv-doorhanger-english/download>

Jane DeMarco

01:00:55

Great that 3-1-1 will help on voting questions. They need ice cream

Sofia Alvarez-Castro, Transition Team

01:04:56

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Here are all the materials: <https://www.portland.gov/vote/resources/printed-materials>

William Kinsey

01:05:22

Yes on the value of 3-1-1.

Sofia Alvarez-Castro, Transition Team

01:14:11

brb

Jane DeMarco

01:16:48

Whoohooo on Canary Yellow!

James Eccles, City of Portland Elections

01:18:54

Center for Civic Design has been an amazing partner

Jane DeMarco

01:21:13

Great work Leah from you and your team

Julia Meier

01:24:14

I will post the updated slide deck on the events page as well.

Zach Kearn

01:24:29

Thanks, Julia!

Jose Gamero-Georgeson

01:24:32

Thank you!

Sofia Alvarez-Castro, Transition Team

01:25:01

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Thank you for all the info, Leah

Julia Meier

01:25:10

Thanks Leah!!

Jose Gamero-Georgeson

01:25:43

brb

Leah Benson (she/they) | MultCo Elections

01:26:22

Thanks everyone! See you next week.

Zach Kearn

01:27:40

Love that tactic. Thank you for uplifting the opportunity to candidates to share what misinformation might be out there and adapt messaging if necessary

Jose Gamero-Georgeson

01:28:43

Great job, James

Sofia Alvarez-Castro, Transition Team

01:28:44

be right back