

To: Interested Parties

From: GBAO

Date: March 17<sup>th</sup>, 2022

## Portland Governance & Electoral Reform Survey

The following are key findings from a survey of 610 likely November 2022 voters in the city of Portland, conducted between March 8-12, 2022.

**The Bottom Line:** City governance and electoral reform ballot proposals are broadly popular in Portland, and all garner significant majority support. There is strong evidence that ballot measures regarding electoral reform have no negative effect on the chances of passing governance reform.

### Key Findings

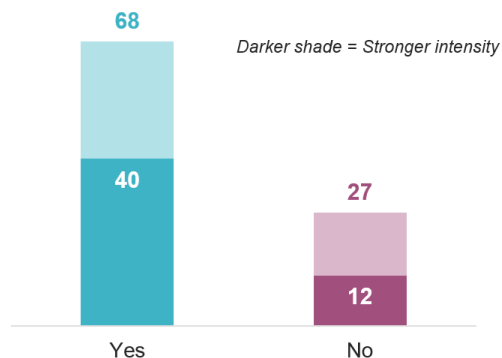
#### 1. Majorities of voters support ballot measures instituting ranked choice voting and multi-member districts, as well as a ballot measure instituting both.

When presented with draft ballot caption of a measure instituting ranked choice voting, 68% of voters say they would vote yes on the measure (40% “strongly”). While language that makes explicit reference to “allowing voters to rank candidates in order of preferences” does somewhat better (73% yes) than “ranking candidates in order of preference” (63% yes), support is strong with either framing. When voters are provided with yes/no statements about the measure, support remains strong with 71% voting yes.

*(½ Sample) Should the City Charter be amended to elect the Mayor and City Council by ranking candidates in order of preference using ranked choice voting?*

*(½ Sample) Should the City Charter be amended to elect the Mayor and City Council using ranked choice voting, allowing voters to rank candidates in order of preference?*

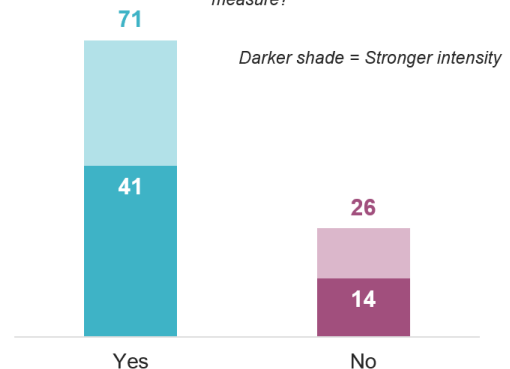
*If the election were held today, would you vote "yes" or "no" on this measure?*



*"Yes" vote would amend Portland City Charter to specify that all elected officials of the city be elected by a process known as ranked choice voting that would allow voters to rank candidates in order of preference, using those rankings to elect candidates in a single election.*

*"No" vote retains current system where a candidate is elected with more than fifty percent of the vote in the primary; if no candidate receives more than fifty percent in the primary, the two candidates with the most votes compete in a run-off in the general election.*

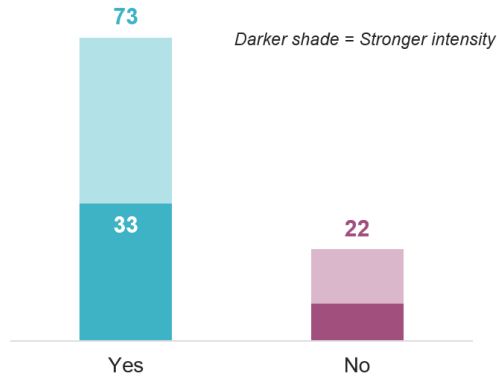
*If the election were held today, would you vote "yes" or "no" on this measure?*



Support is even broader for a multi-member district proposal, with 73% of voters saying they would vote yes (33% strongly), and support remains high when voters receive yes/no statements (71% voting yes).

*Should the City Council be enlarged, with members elected by geographical districts with comparable populations, to be established by commission?*

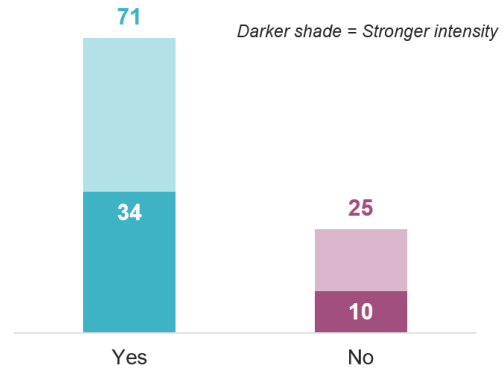
*If the election were held today, would you vote "yes" or "no" on this measure?*



*"Yes" vote would amend Portland City Charter to enlarge City Council, elect four City Councilors per geographic District, allow voters to vote for up to three candidates.*

*"No" vote retains system where four City Commissioners are elected citywide, voters choose one candidate per commission seat.*

*If the election were held today, would you vote "yes" or "no" on this measure?*

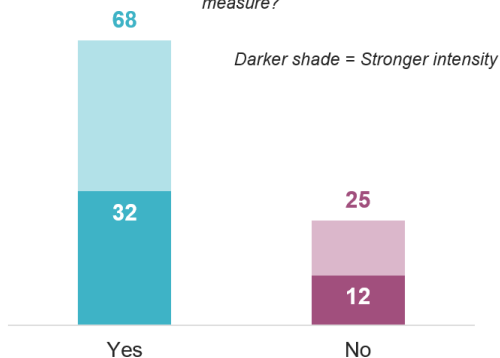


A measure combining the two proposals also garners strong support, with 68% of voters saying they would vote yes (32% strongly), including 73% of Democrats, 67% of Independents, and 43% of Republicans, as well as 67% of white voters and 73% of voters of color.

*(½ Sample) Should the City Council increase to twelve members, City elected officials elected by ranked choice voting in one election; Mayor elected citywide, City Councilors elected within geographical districts with comparable populations?*

*(½ Sample) Should the City Council increase to twelve members, City elected officials elected by ranked choice voting in one election, allowing voters to rank candidates in order of preference; Mayor elected citywide, City Councilors elected within geographical districts with comparable populations?*

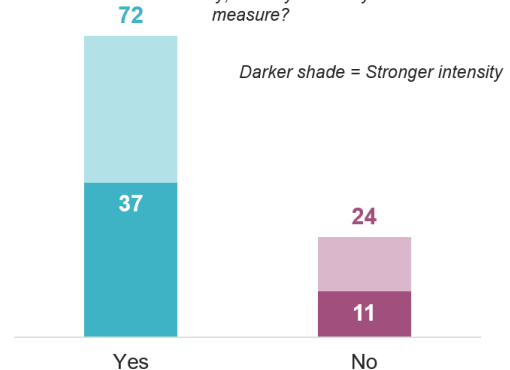
*If the election were held today, would you vote "yes" or "no" on this measure?*



*"Yes" vote would amend the Portland City Charter to specify all elected officials of the city be elected by a process known as ranked choice voting; allow voters to rank candidates in order of preference; elect three City Councilors per District; Mayor elected citywide.*

*"No" vote retains the current system where a candidate is elected with more than fifty percent of the vote in the primary; if no candidate receives more than fifty percent in the primary, the two candidates with the most votes compete in a run-off in the general election; four City Commissioners are elected citywide, voters choose one candidate per commission seat.*

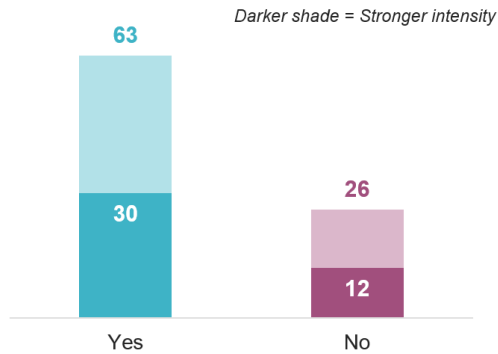
*If the election were held today, would you vote "yes" or "no" on this measure?*



**2. A proposed form of government change is also popular.** Sixty-three percent of voters support a proposal to change the city government structure to one led by a city manager overseen by the City Council, with only 26% opposed.

*Should the City's governance structure be changed to have the city managed by City Manager, appointed and overseen by elected City Council?*

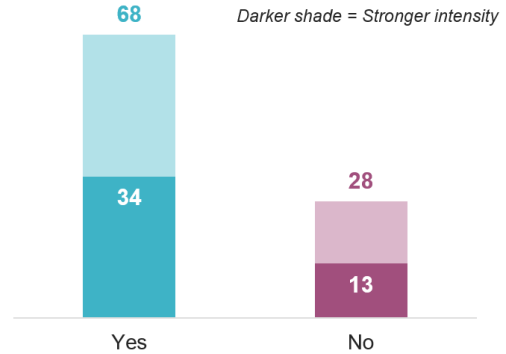
*If the election were held today, would you vote "yes" or "no" on this measure?*



*"Yes" vote would amend the Portland City Charter to create a City Manager to run bureaus, administer laws, and budget; City Manager appointed by Mayor with approval of majority of City Council.*

*"No" vote retains current form of city government where each Bureau is overseen by the Mayor or a City Commissioner, which also passes laws and budget.*

*If the election were held today, would you vote "yes" or "no" on this measure?*



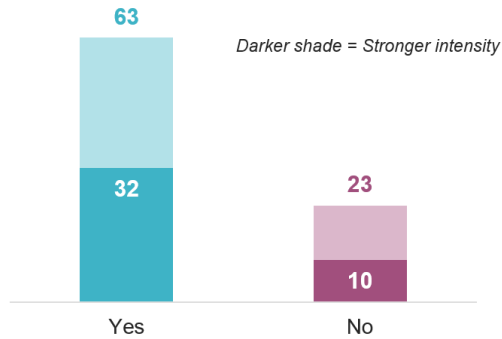
**3. There is strong evidence that including electoral reform ballot measures has no negative impact on support for a change in the form of government.**

First, the electoral reform proposals have broader support than the governance reform proposals, so it defies logic that electoral reform drags down governance reform. Moreover, in this survey, half of respondents heard the change of form of government measure before the ranked-choice voting and multi-member district members, and the other half heard the change of form of government measure after the other measures. There was no meaningful difference in voters' support for a change in the form of government between the two positions, 63% of voters who heard it first said they would vote yes, while 62% who heard it last said the same. This indicates that the RCV and multi-member district measures had no impact on the form of government measure.

### Form of Government Heard First

Should the City's governance structure be changed to have the city managed by City Manager, appointed and overseen by elected City Council?

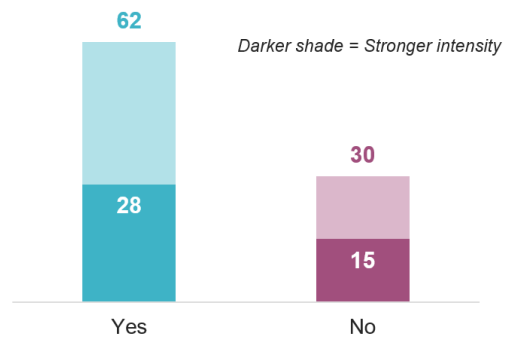
If the election were held today, would you vote "yes" or "no" on this measure?



### Form of Government Heard Last

Should the City's governance structure be changed to have the city managed by City Manager, appointed and overseen by elected City Council?

If the election were held today, would you vote "yes" or "no" on this measure?



Additionally, when presented with two statements, one in favor of only changing the form of government and one in favor of including it in a package of reforms, a majority of voters (57%) said they agreed with the argument for a package of reforms over a standalone form of government change.

### Statement Pair

Which of the following two statements do you agree with more?

