

G B A O

# Portland Electoral Reform Research

April 2022

- 610 likely November 2022 voters
- Conducted March 8-12, 2022 via landline, cell phone, and text-to-web
- Margin of error = +/- 4.0 percentage points

- Voters are extremely dissatisfied with the way things are going in Portland, likely making them more amenable to proposed changes.
- Each proposal begins with broad majority support with the ballot language we tested.
- RCV and multi-member district proposals are unlikely to damage form of government reform, and in fact start off stronger than form of government.
  - There is little difference in support between those who heard form of government before or after the other proposals.
  - A majority of voters believe we should make all three changes instead of solely focusing on form of government.



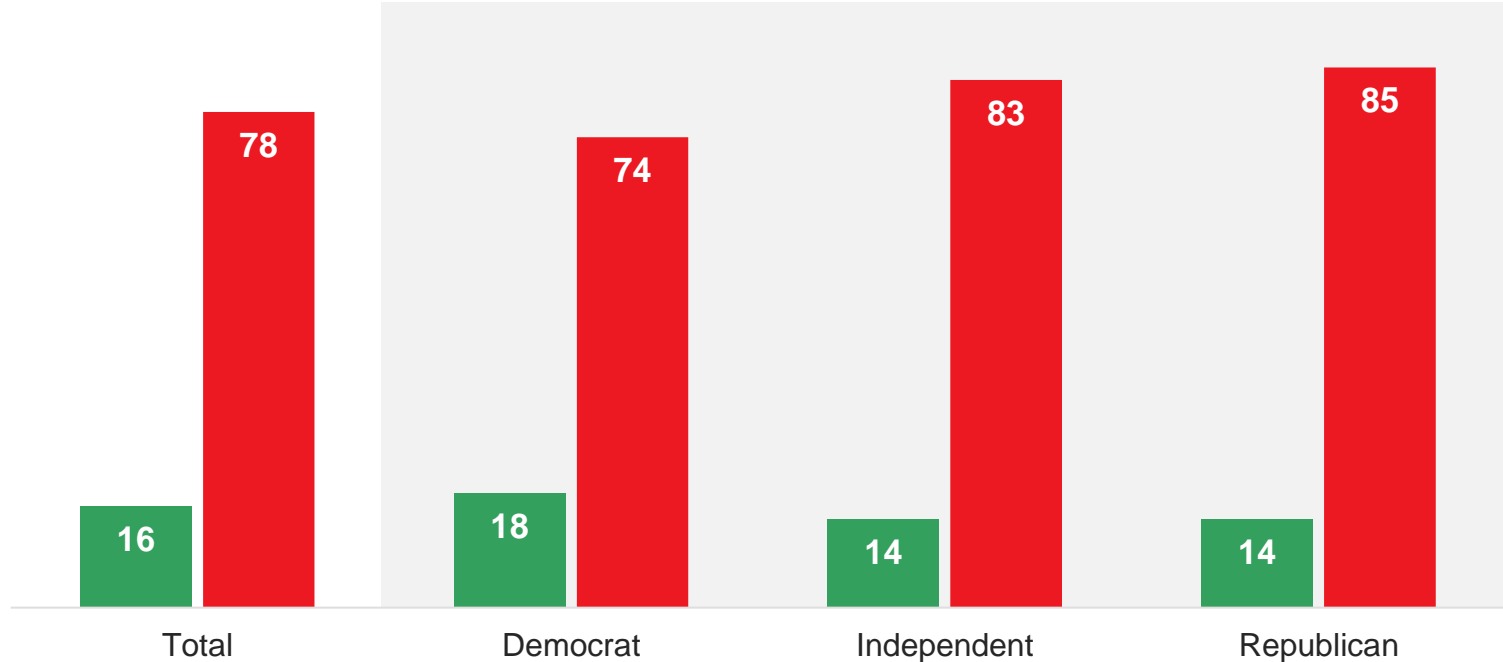
# Political Landscape

# Portlanders Are Extremely Dissatisfied With The Direction Of The City

Figure 5

## Direction of Portland

● Right direction ● Wrong track





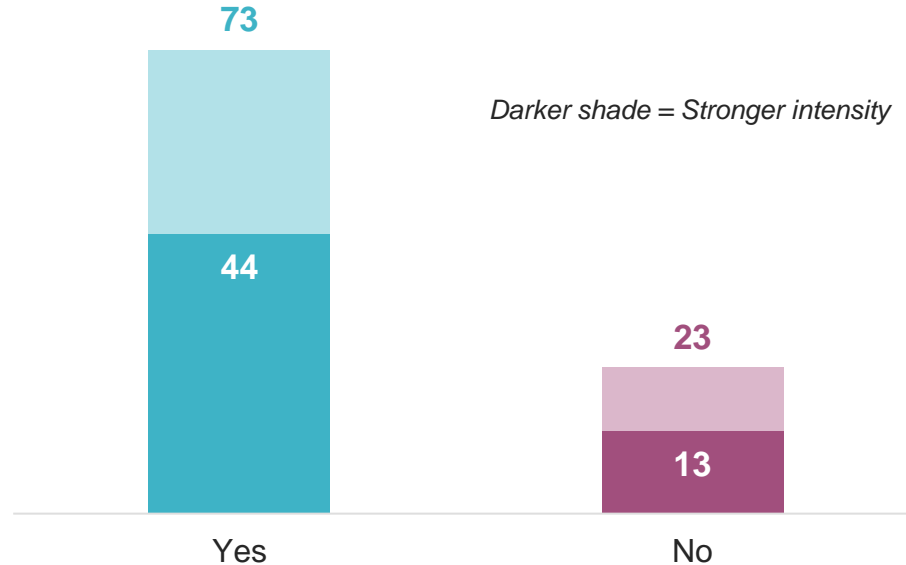
# Proposals

# Ranked-Choice Voting Is Broadly Popular

Figure 7

## Initial RCV Vote

*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?*



# Support Is Steady When Voters Hear More Info

Figure 8

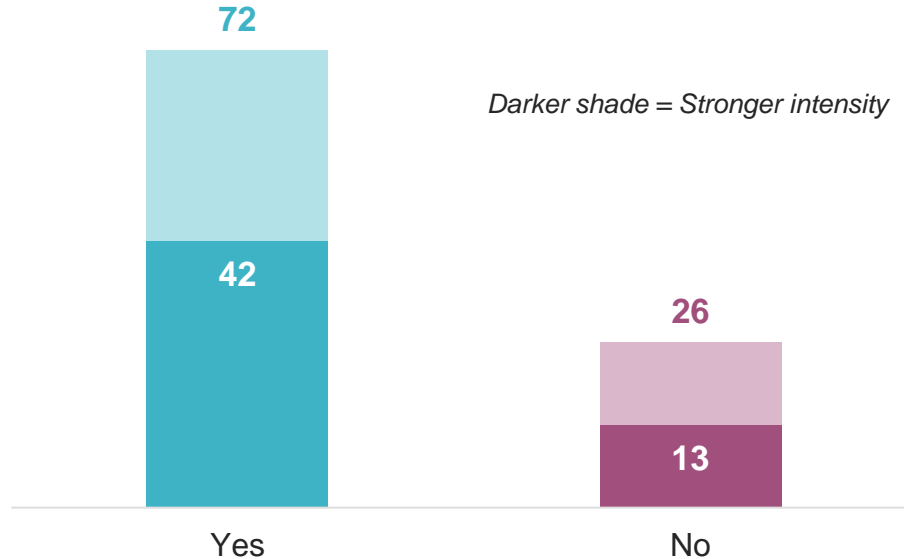
## RCV Vote With Info

Initial:  
73-23

"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?





# Multi-Member District Proposal Also Popular

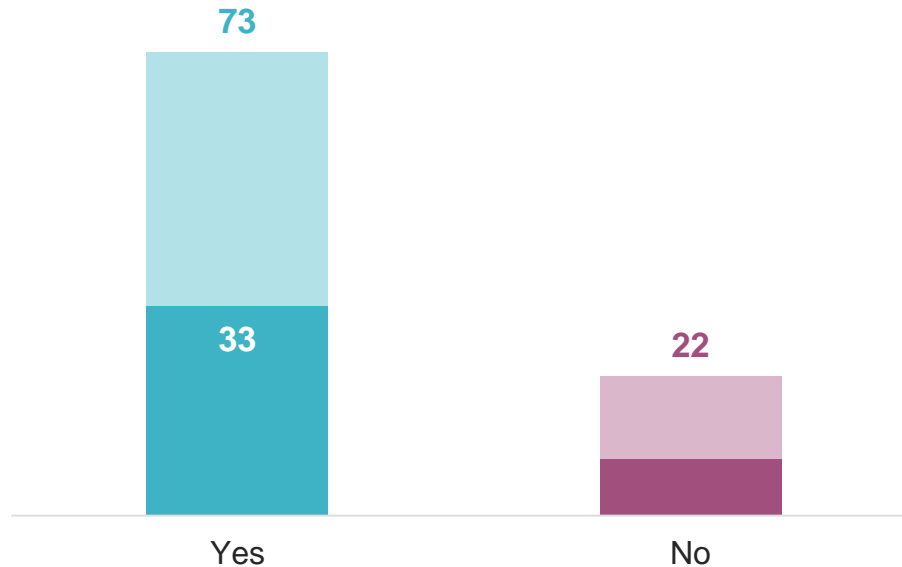
Figure 9

## Initial Multi-Member Vote

*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?*

*Darker shade = Stronger intensity*



# Multi-Member District Proposal Remains Popular After Yes/No Statements

Figure 10

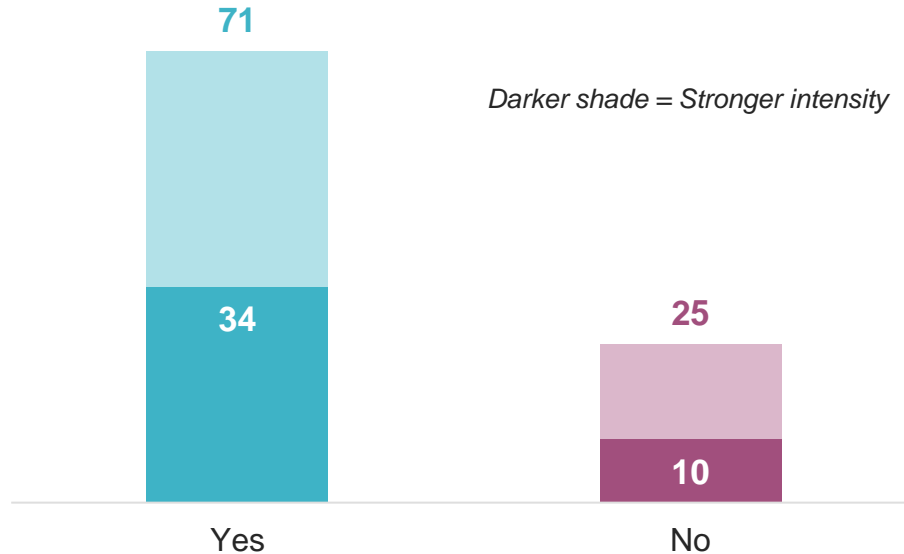
## Multi-Member Vote With Info

*"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?*

Initial:  
73-22

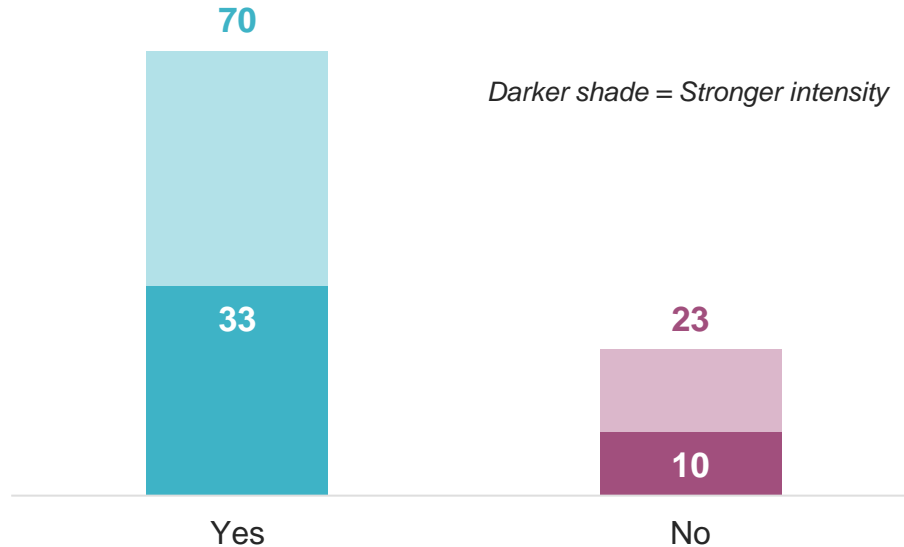


# Proportional RCV Measure Is Popular As Well

## Initial PRCV Vote

*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?*



# Slight Growth For PRCV With Yes/No Statements

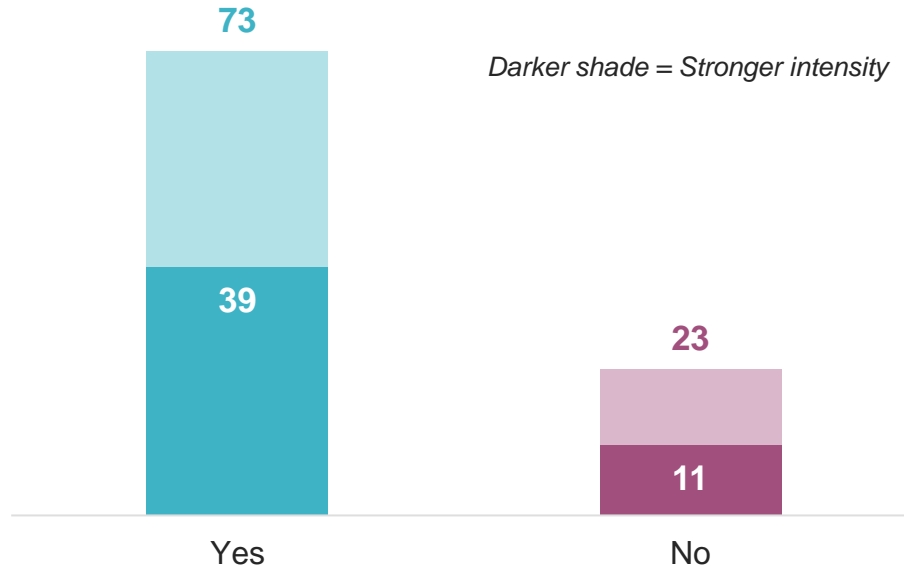
## PRCV Vote With Info

Initial:  
**70-23**

*"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?*



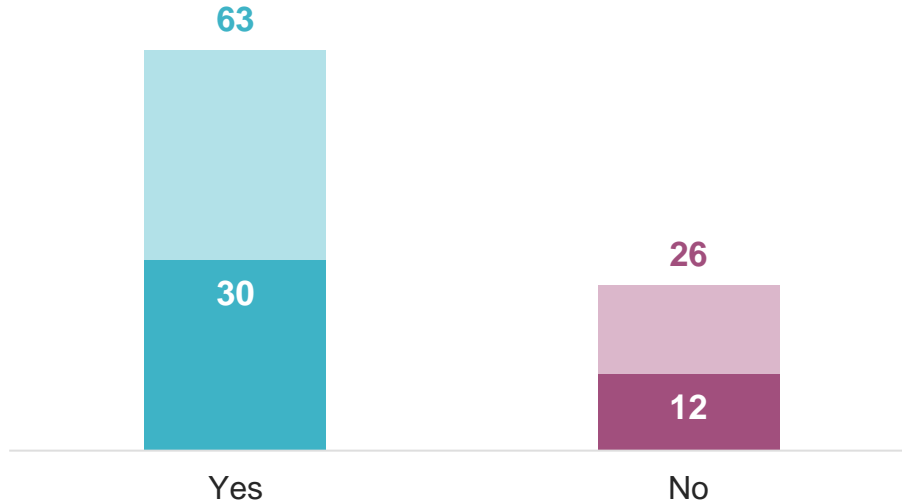
# Form Of Government Reform Strong

## Combined Initial Form Of Government Vote

*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?*

*Darker shade = Stronger intensity*

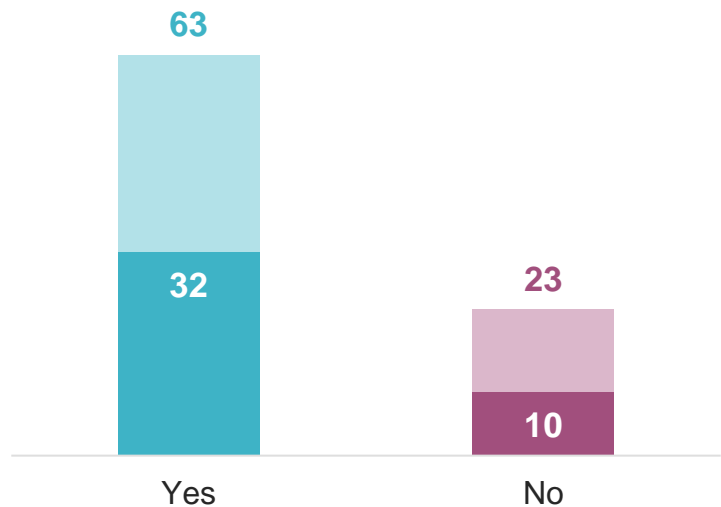


# No Evidence That Hearing Other Measures Damages Form Of Government

Figure 14

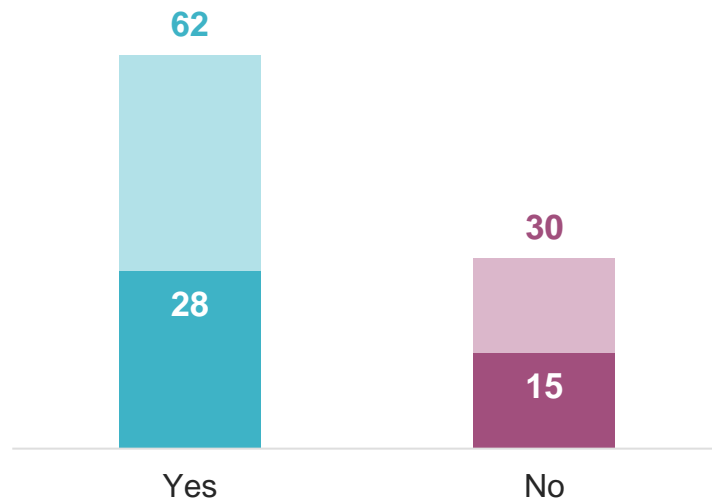
## Heard First

*Darker shade = Stronger intensity*



## Heard Last

*Darker shade = Stronger intensity*



# Growth For Form Of Government With Yes/No Statements

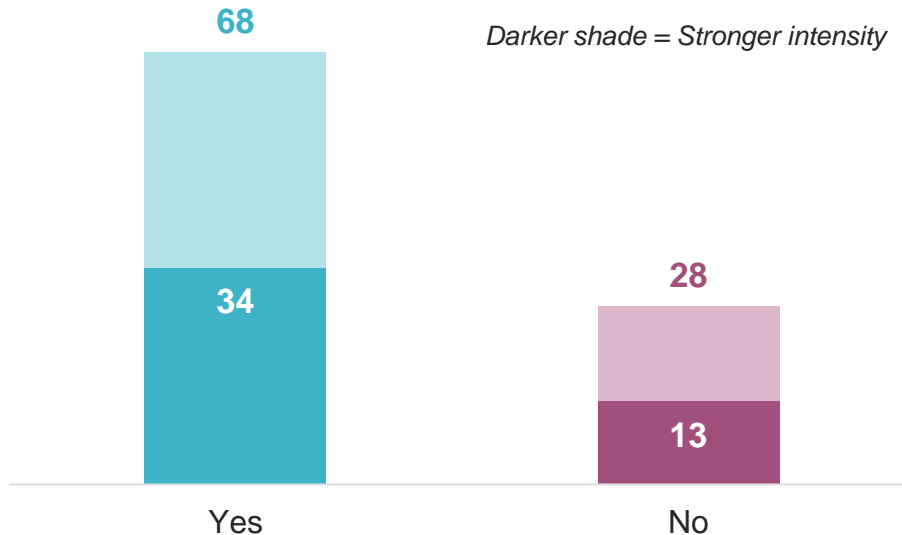
## Combined Form Of Gov. Vote With Info

"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?

Initial:  
63-26

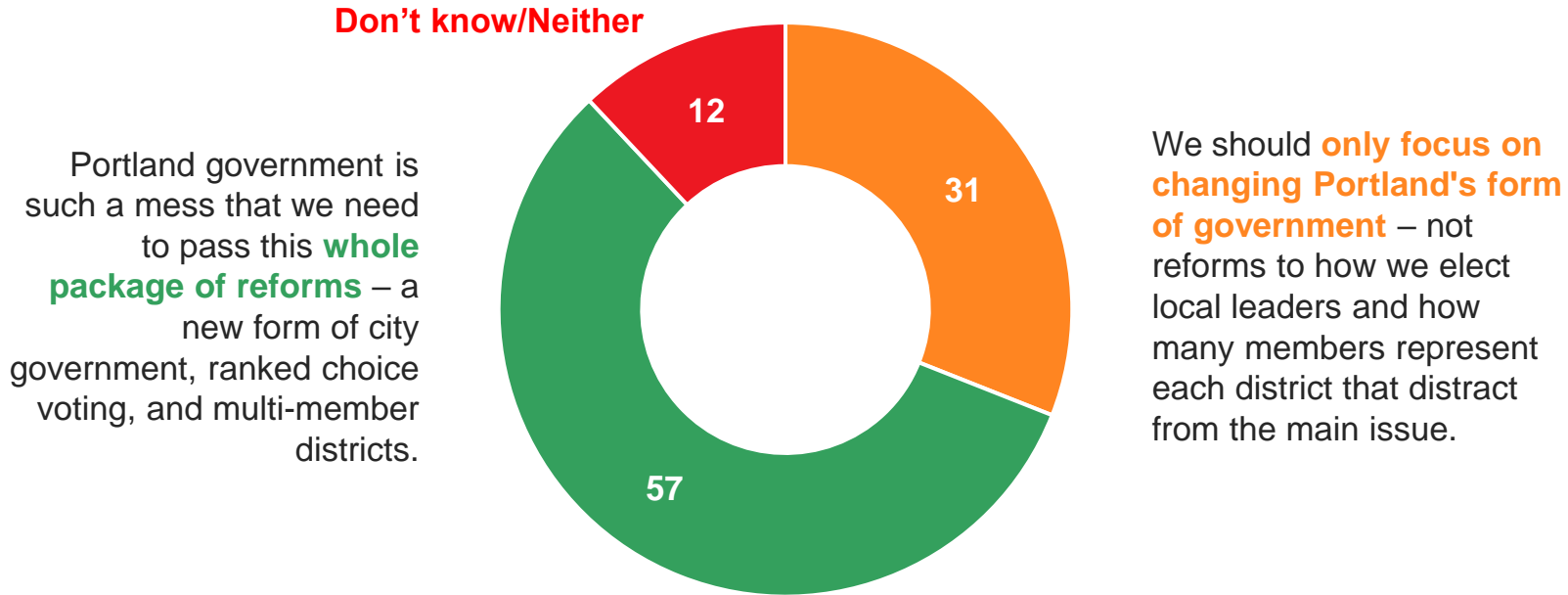


# Majority Of Voters Believe We Should Pass The Whole Package

Figure 16

## Whole Package Vs. Form Of Government

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





# Majority Across Ideologies Support Package

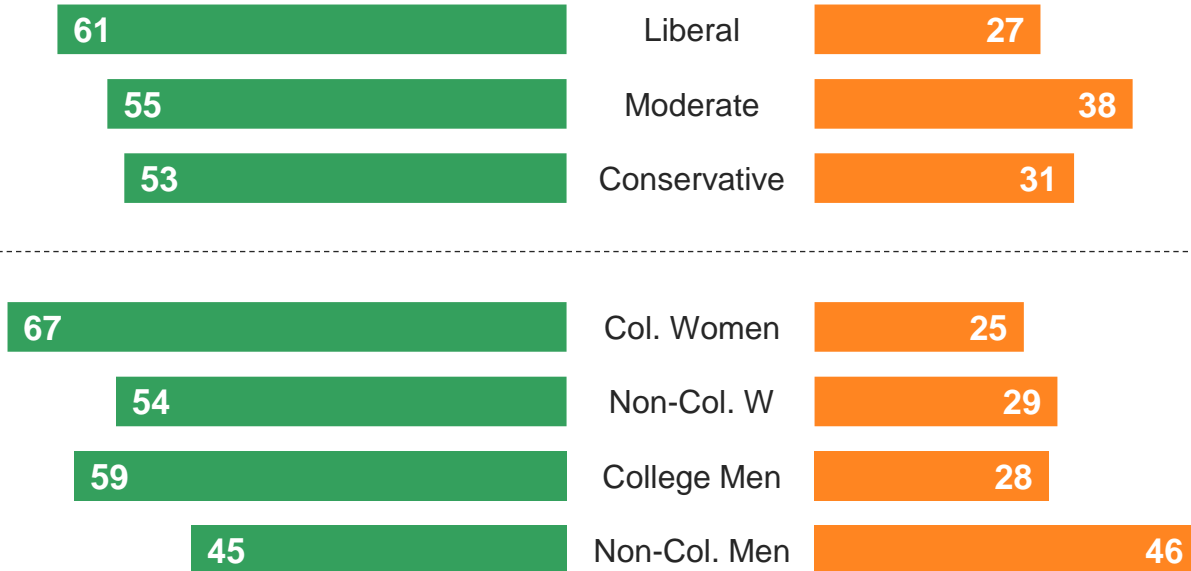
Figure 17

## Whole Package Vs. Form Of Government

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

Portland government is such a mess that we need to pass this **whole package of reforms** – a new form of city government, ranked choice voting, and multi-member districts.

We should **only focus on changing Portland's form of government** – not reforms to how we elect local leaders and how many members represent each district that distract from the main issue.



# Voters Of Color Most Supportive Of Whole Package

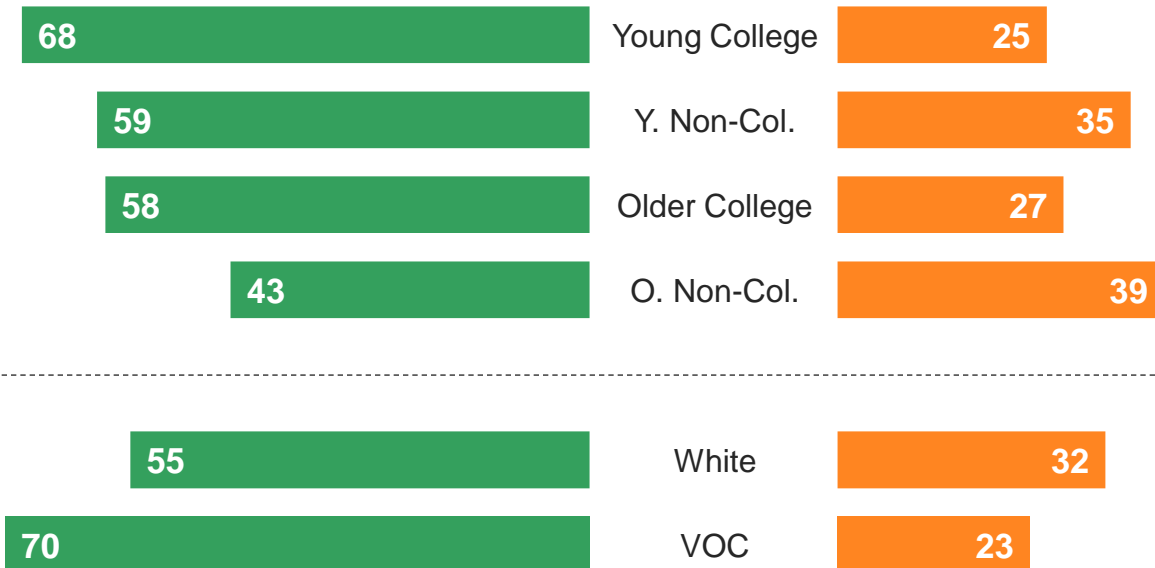
Figure 18

## Whole Package Vs. Form Of Government

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

Portland government is such a mess that we need to pass this **whole package of reforms** – a new form of city government, ranked choice voting, and multi-member districts.

We should **only focus on changing Portland's form of government** – not reforms to how we elect local leaders and how many members represent each district that distract from the main issue.



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