Elections Briefing

Presidential Election Cycle and
Voter Education and Outreach Update

Multnomah County Elections Division

Agenda

Presidential Election Cycle Update

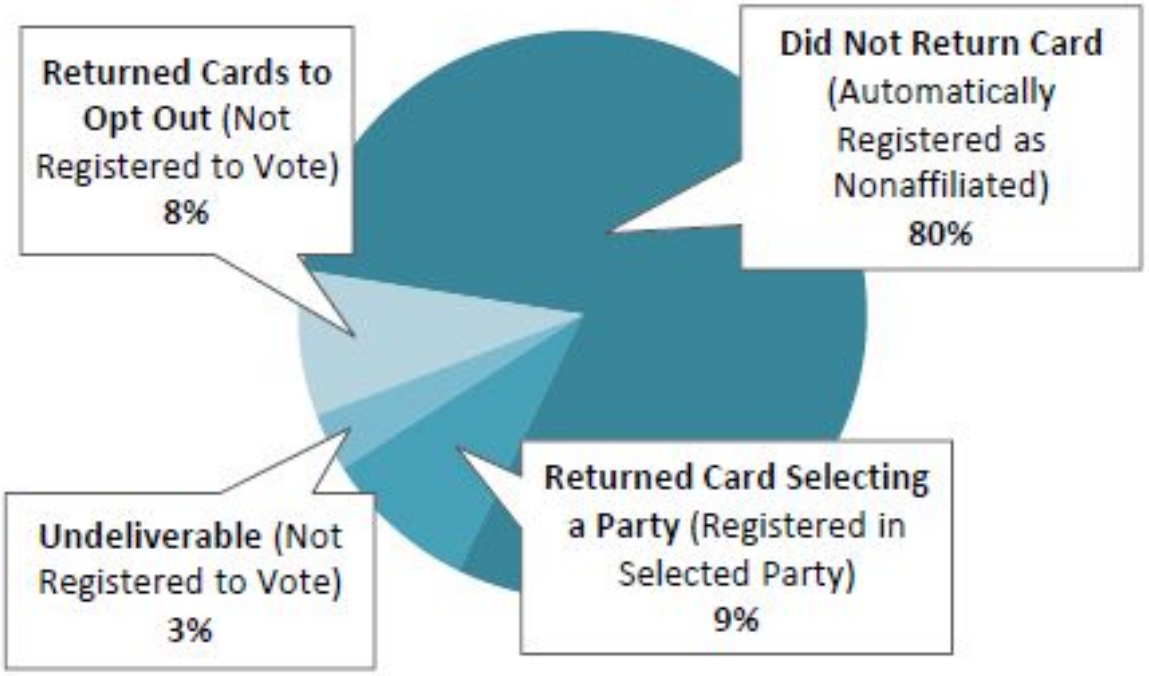
- Oregon Motor Voter (OMV) Update
- Technology Update
- Presidential Primary Successes
- Presidential General Planning

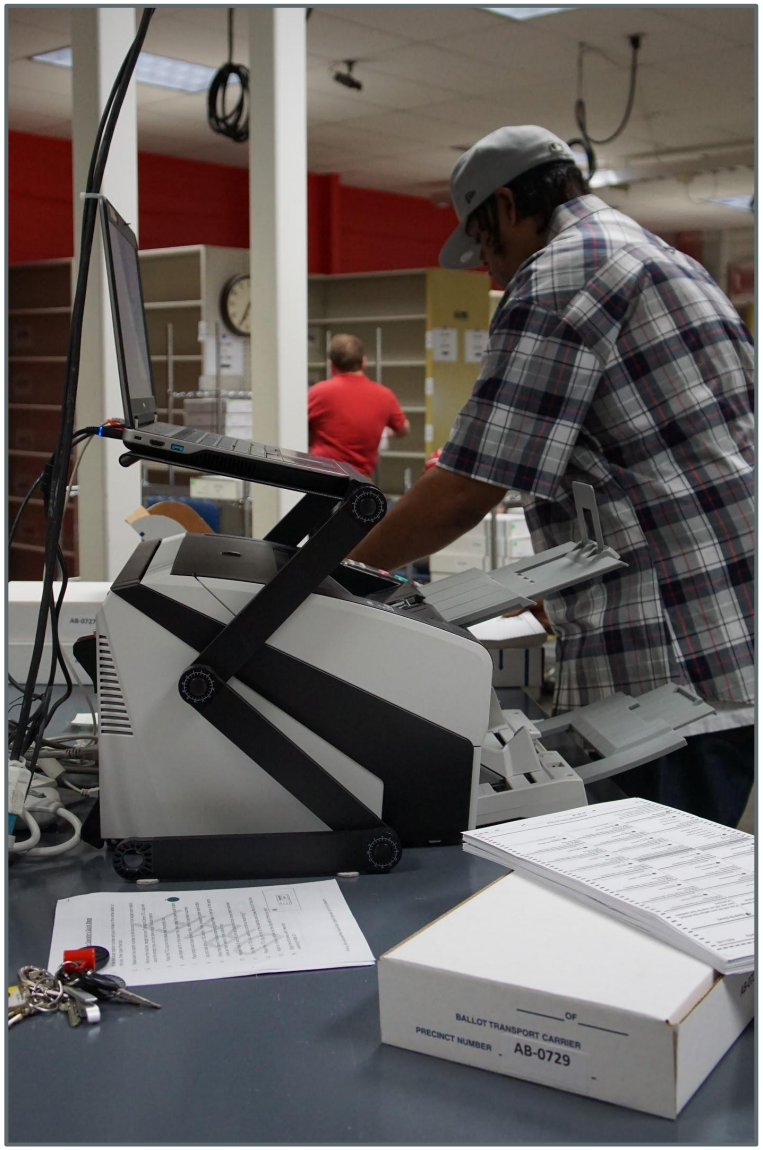
Voter Education and Outreach

- Voter Survey and Focus Groups
- Voter Education and Outreach Program
- OMV and Needs of New Voters
- Expanding Language Access

Oregon Motor Voter

- Very successful - More than 36,000 new voters since January 1st
- Electronic transfer of records reduces data entry time and errors
- OMV Statistics cumulative as of August 31



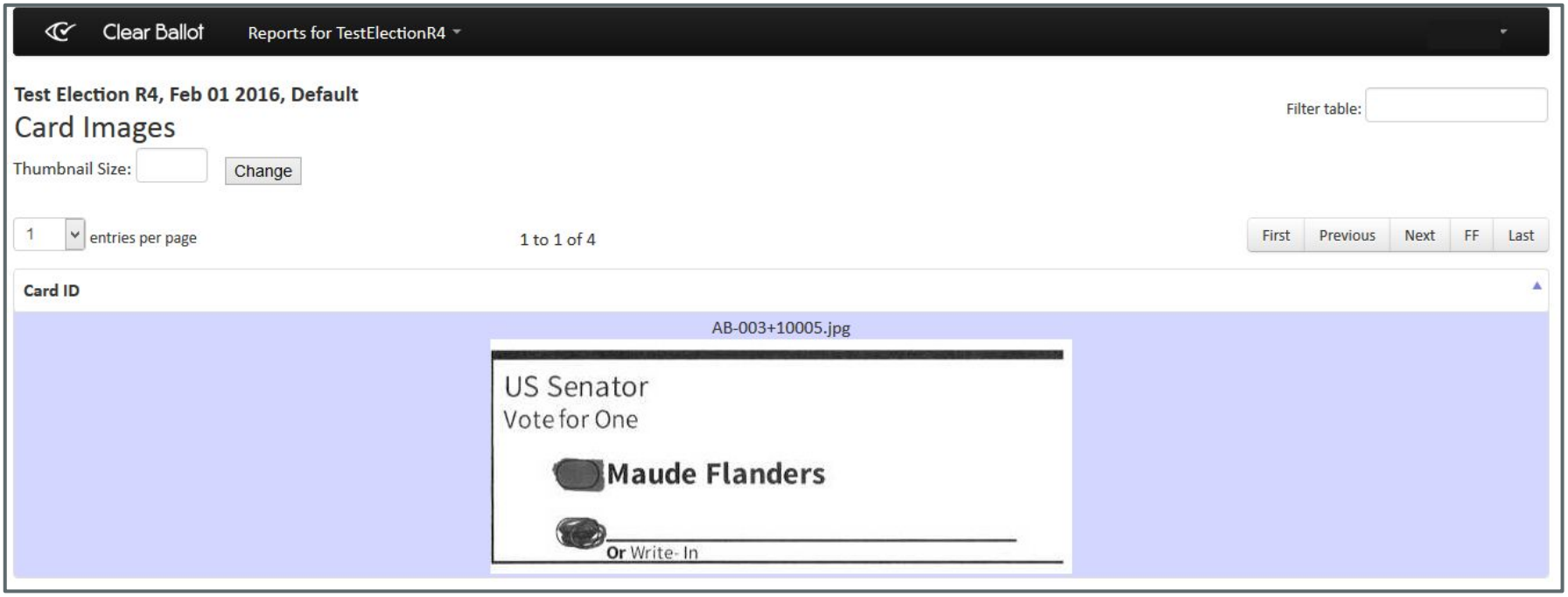


Technology Update

New systems working together increase efficiency and transparency

- High Speed Ballot Sorter
- Ballot on Demand
- Tally System

Presidential Election Cycle Update // Technology Update



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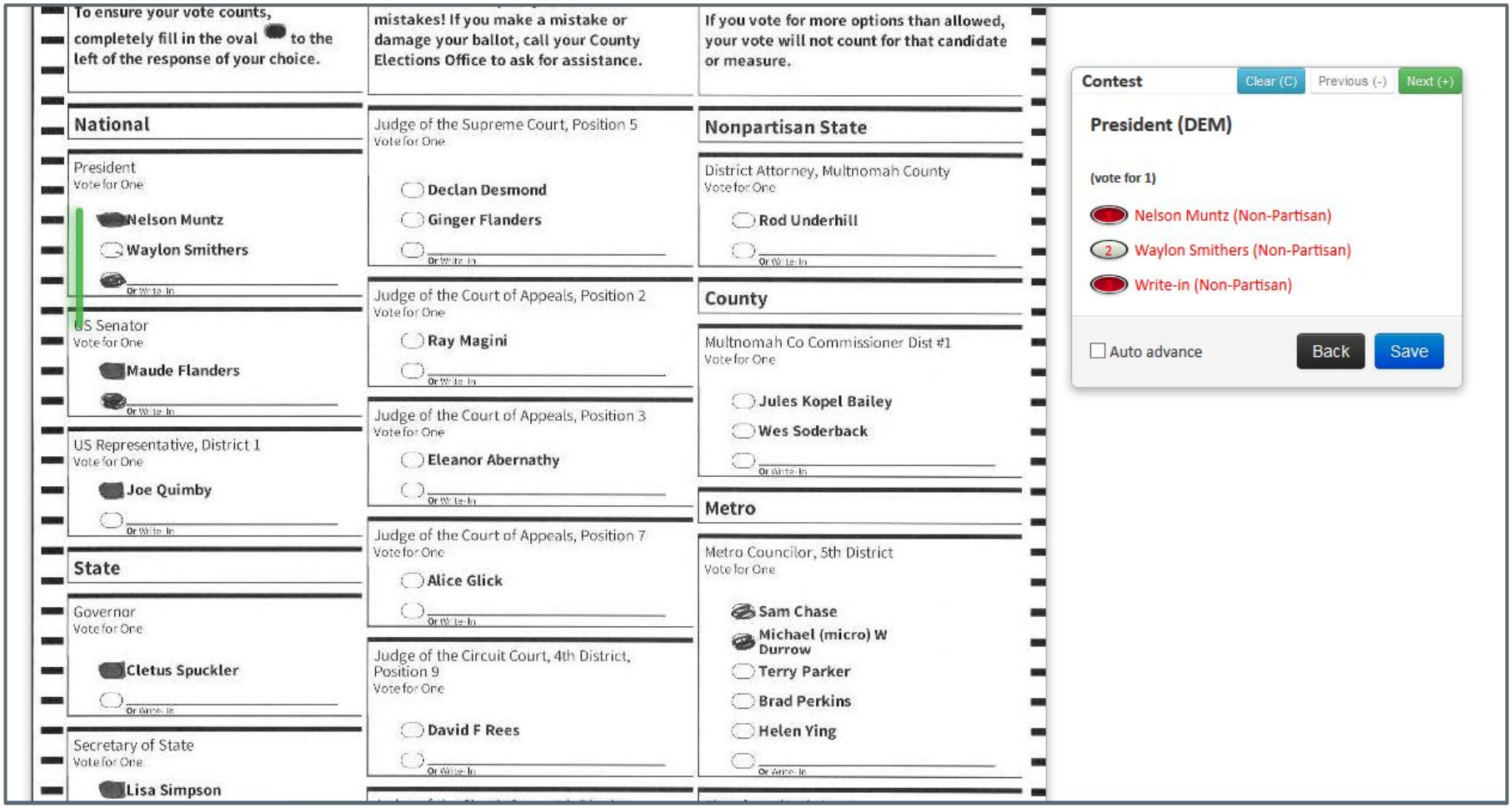

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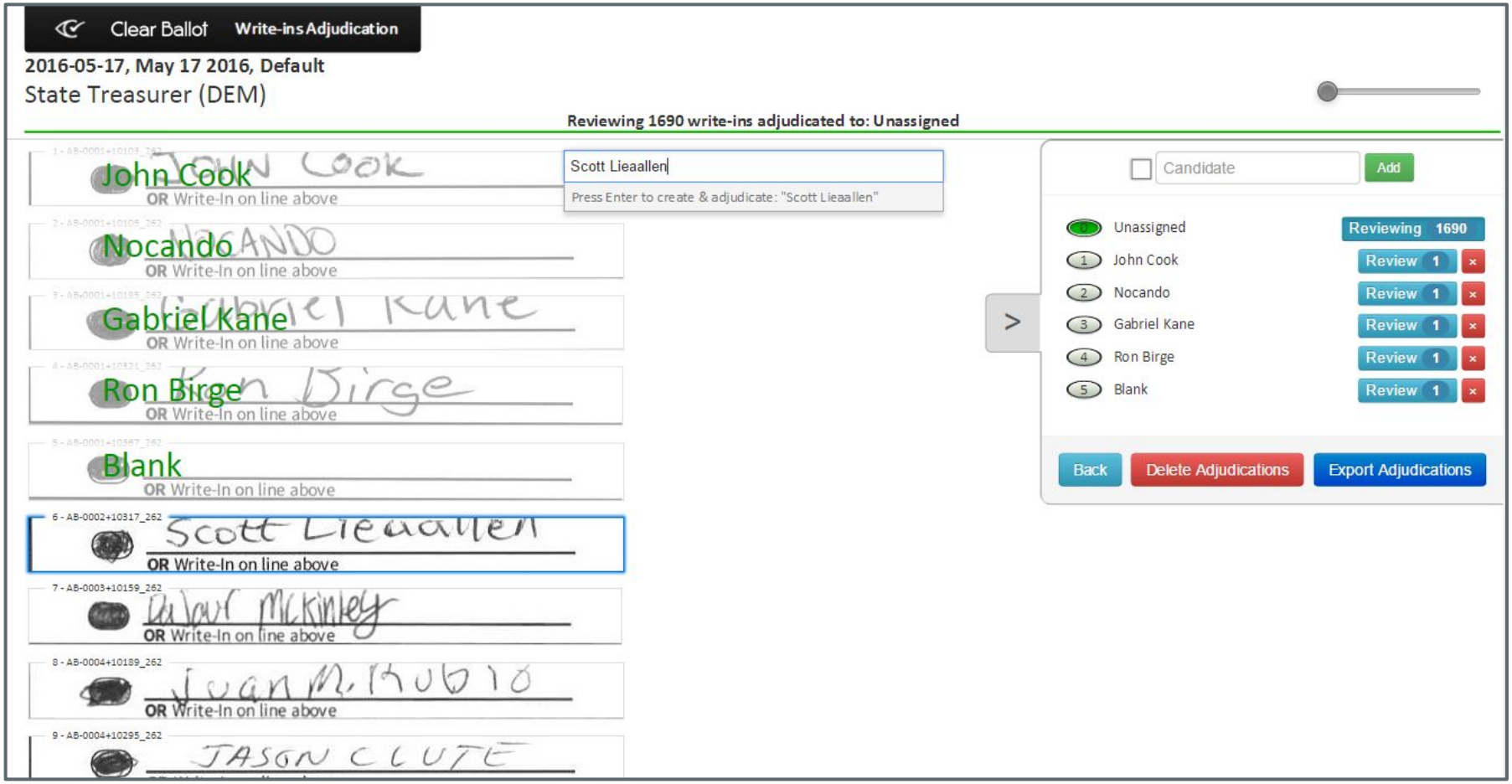

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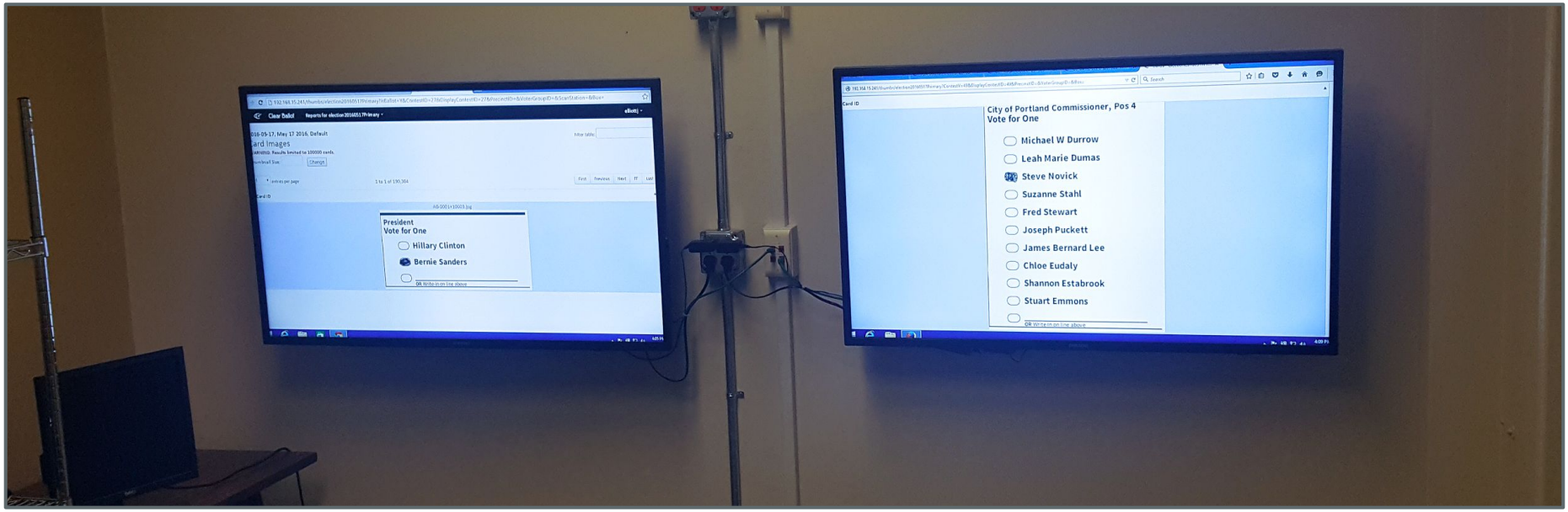
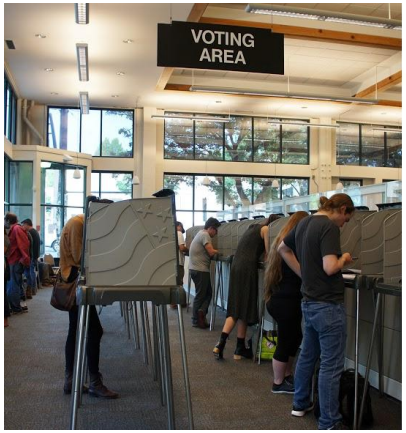


Primary Election Highlights

Voter Registration - About 460,000 as of 5/17

- Phone Bank - Almost 10,000 calls from 4/21 - 5/17
- In Person Voters - 1,674 in lobby on 5/16 and 5/17
- Order Ahead Replacement Ballots - 721 total
- Reduced Labor for Opening Boards
- Write-in Adjudication Tool
- Ballot Tracking - 10,758 or 2% of registered voters used it



Presidential General Planning

Largest turnout in 4-year cycle

- 2008 - 86% of 426,567 registered
- 2012 - 82% of 446,304 registered
- 2016 - **??**% of 500,000 registered (projection)

Presidential General Planning

Focus on improving the experience of the voter

- Active media presence and outreach to communicate deadlines
- Reduce lines through expanded service hours
- Reduce lines through order ahead replacement ballots
- Increase transparency through ballot tracking
- Dedicated parking for voters
- Security of the election process

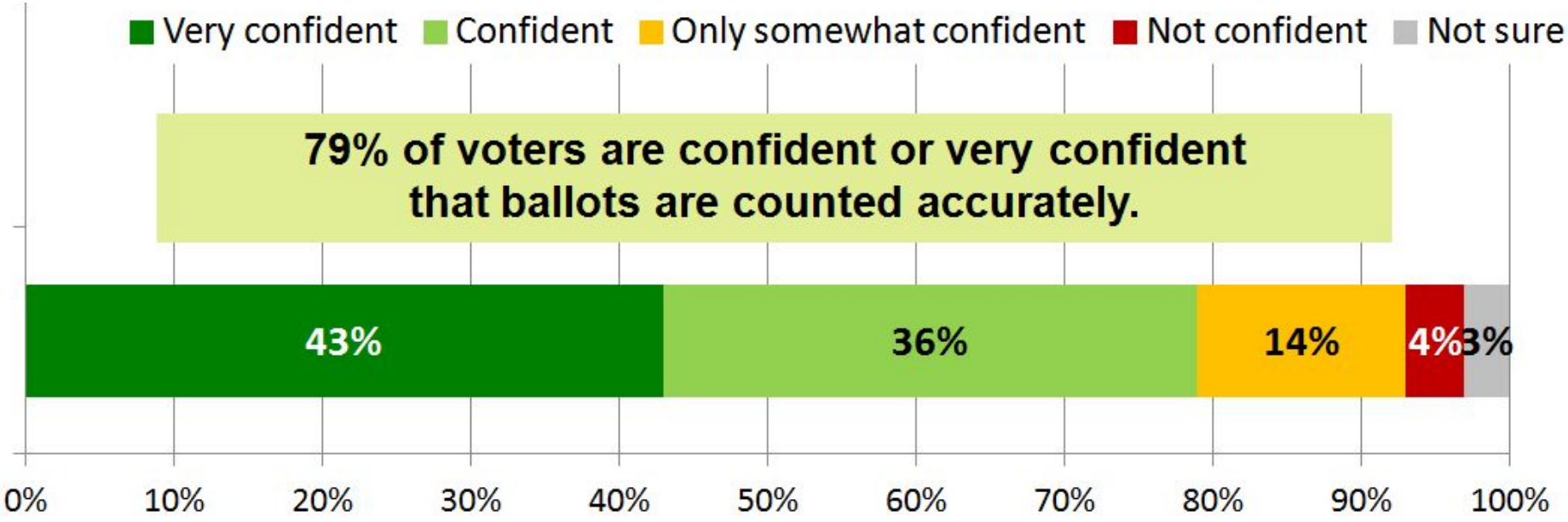
Voter Survey and Focus Groups

Research Objectives

- Understand voters' knowledge of and experience with voting and elections processes.
- Identify opportunities for education and outreach.
- Evaluate voter impressions of transparency and trustworthiness.
- Explore most effective ways to communicate with voters.

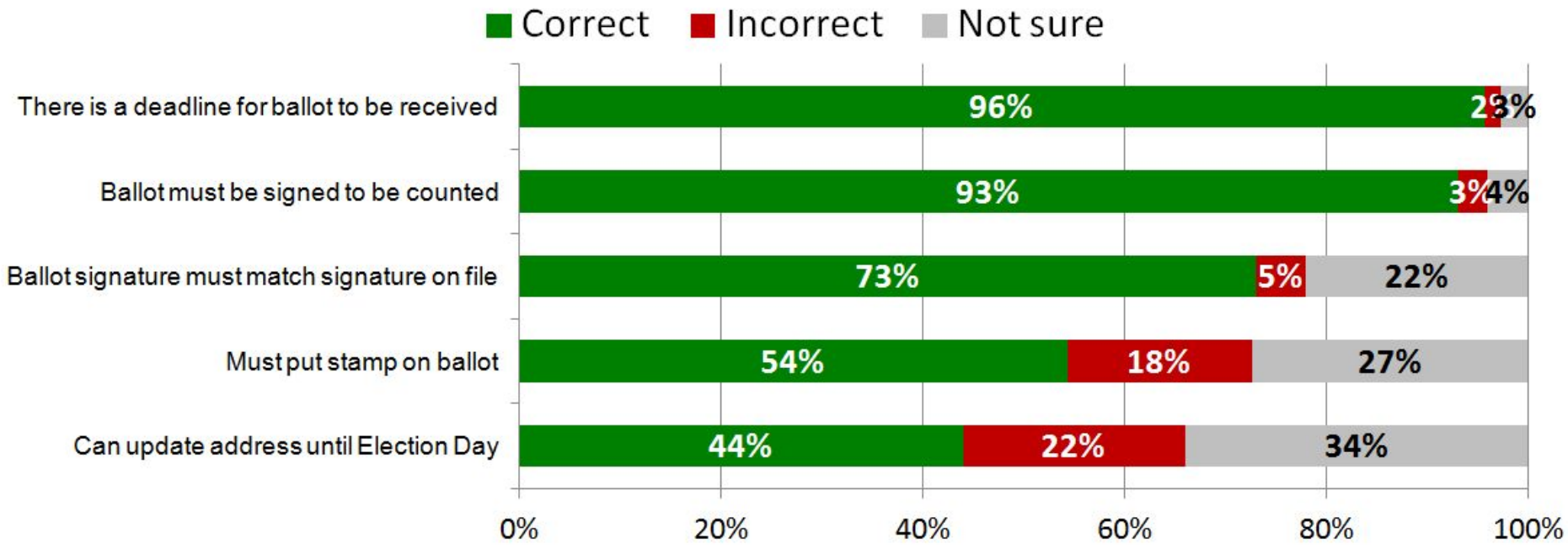
Confidence that ballots are counted accurately

Countywide Survey Response



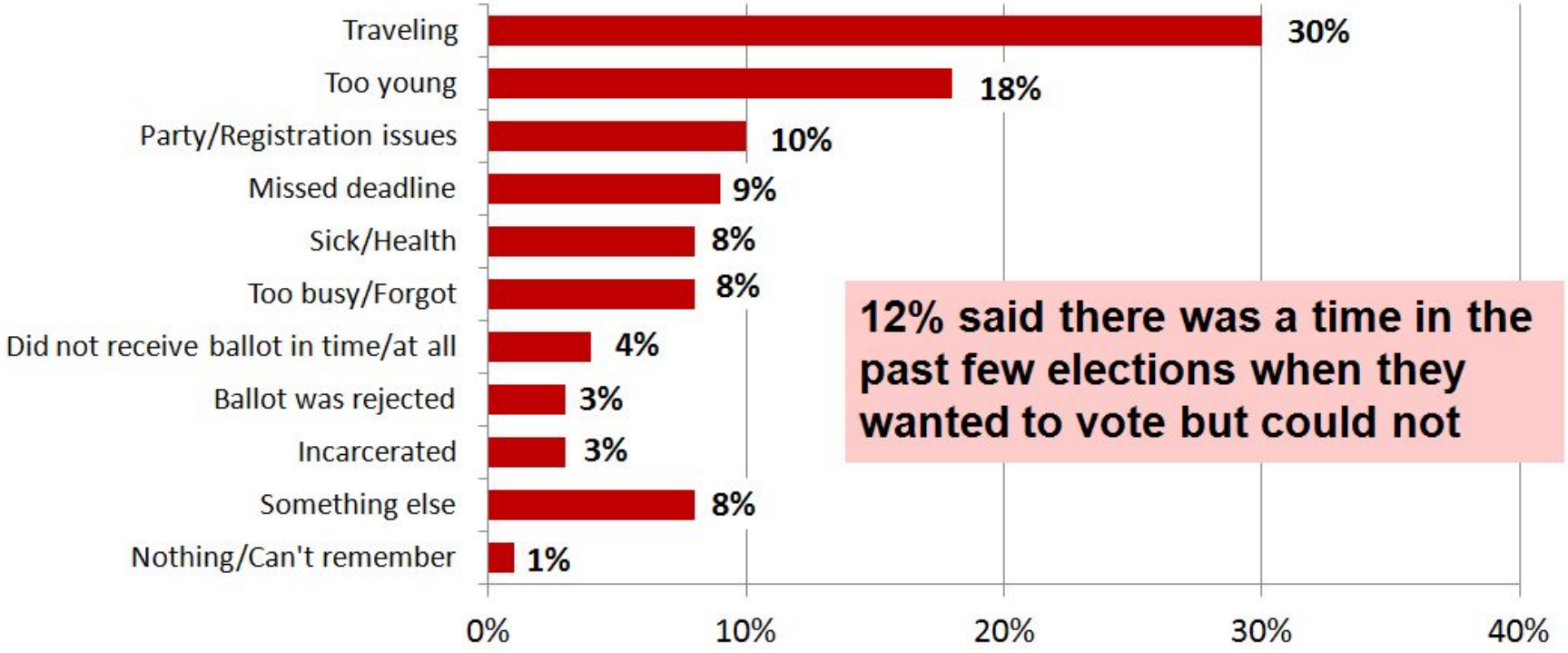
Knowledge of the Voting Process

Countywide Survey Response



Reasons that kept people from voting

Asked of voters who said there was a time when they wanted to vote but could not



Engagement

Future Voter
Future Voters

SUBWAY
TURKEY

Vote!
Electio
Multr

Hello
Rai
Crayola

LIBRARY
Elections
Multnomah County
E264600

HERE
TO VOTE
#36

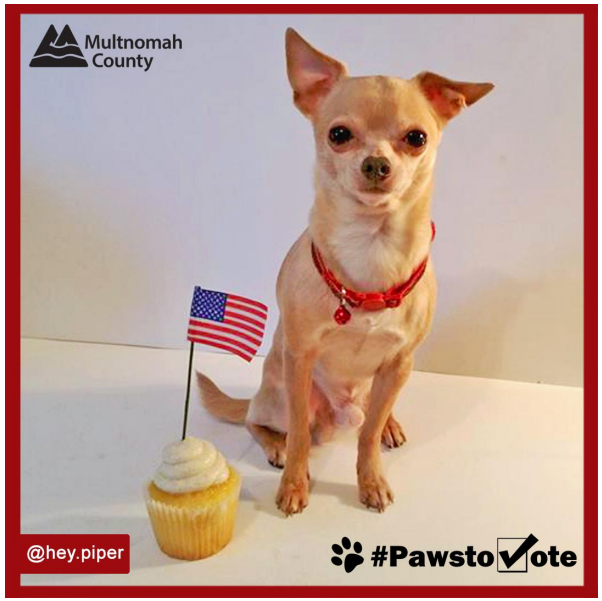
Outreach

Education

Voice your Vote

Nuestra Comunidad: https://youtu.be/RBQdU9nlWos

#PawstoVote


Multnomah County
@hey.piper
#PawstoVote

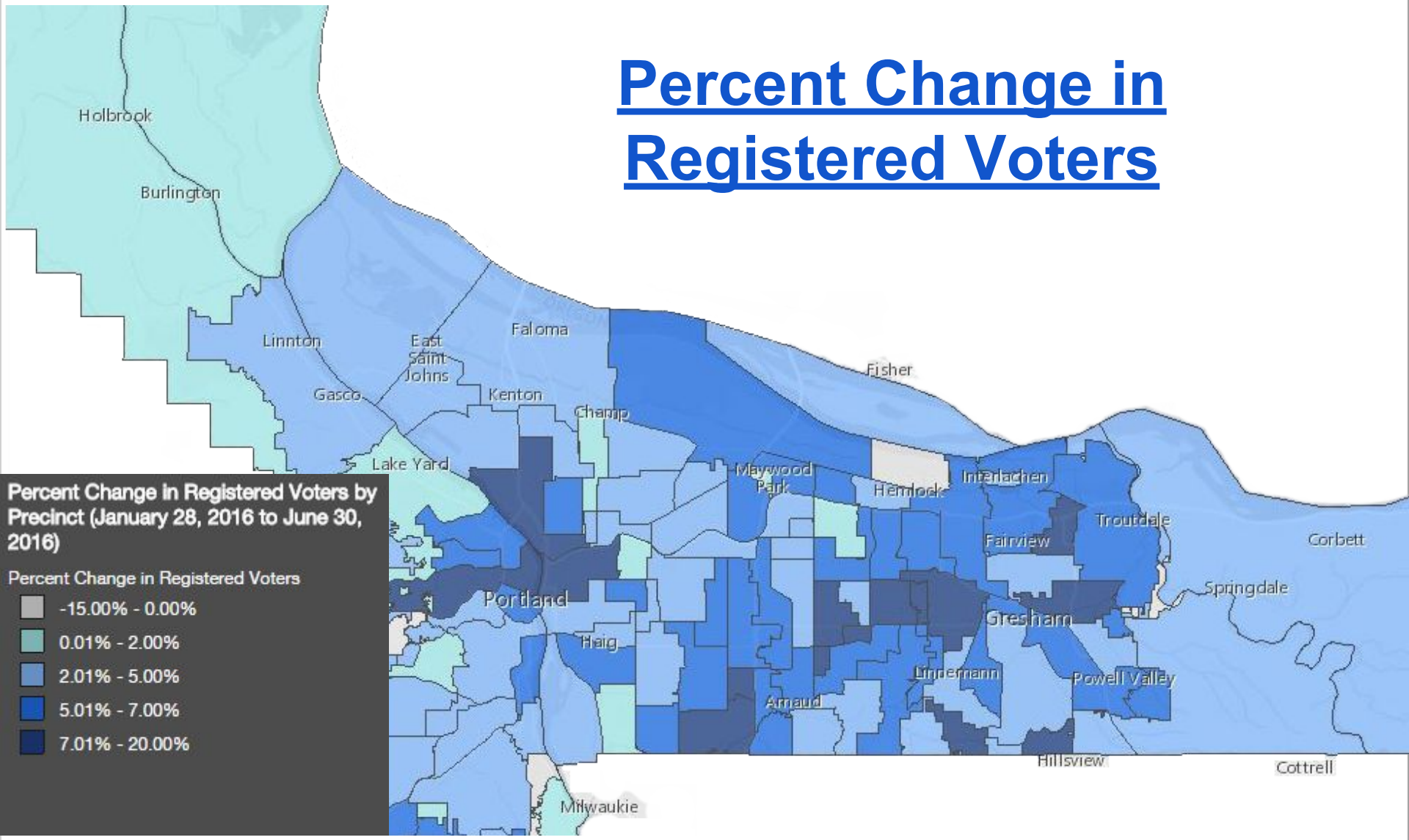
#PawstoVote
Multnomah County
@billvolckening

Multnomah County
#PawstoVote
Vote!
@jeffery_the_piggy

OMV and Educational Needs of New Voters

https://multco.us/education-and-outreach

Percent Change in Registered Voters



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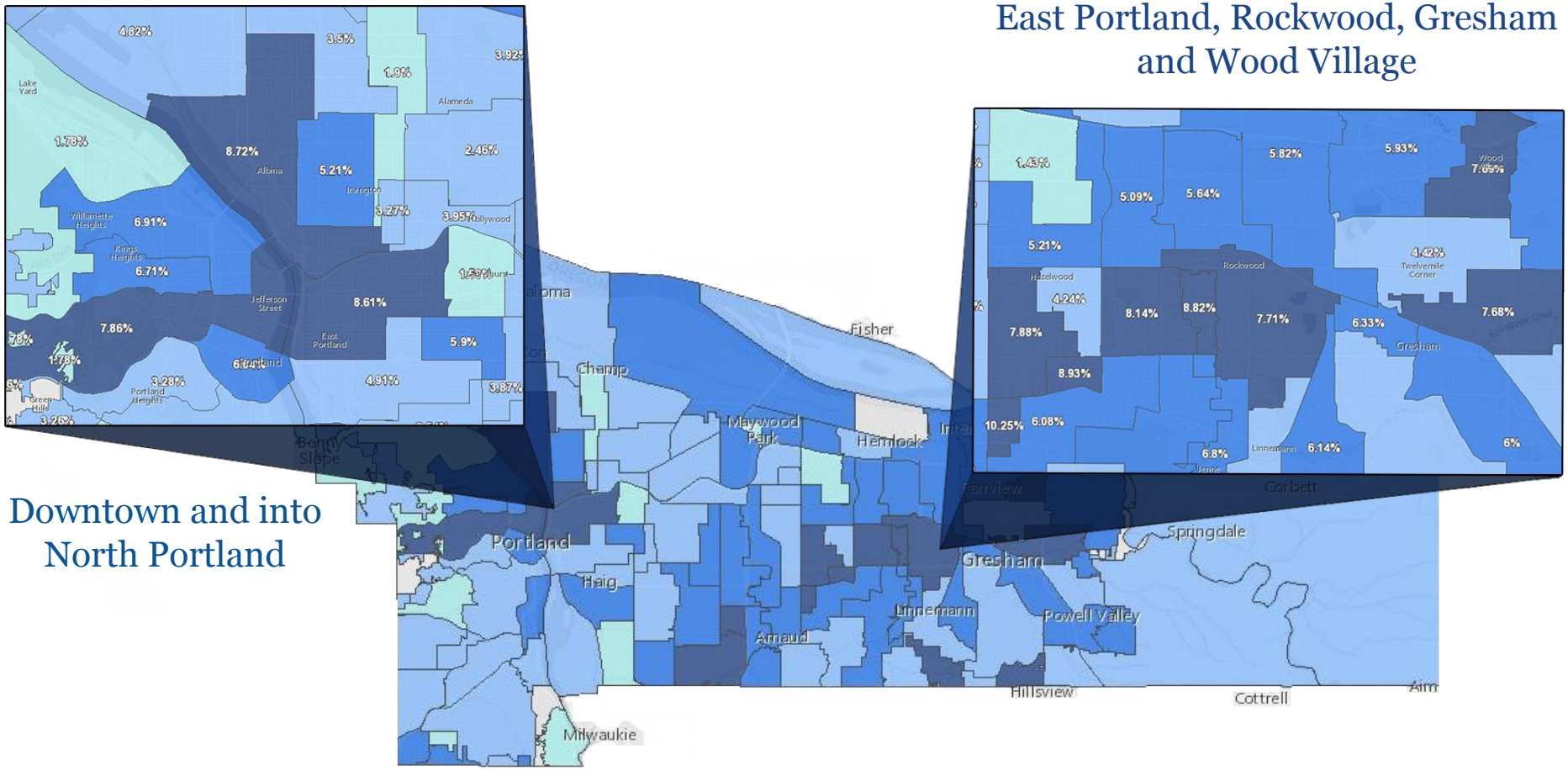

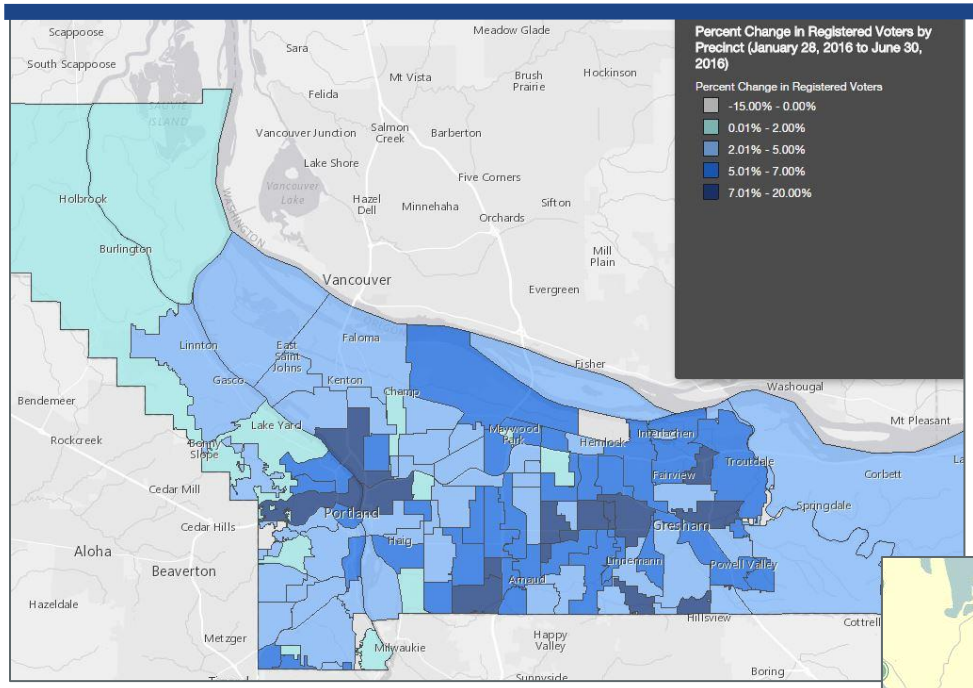

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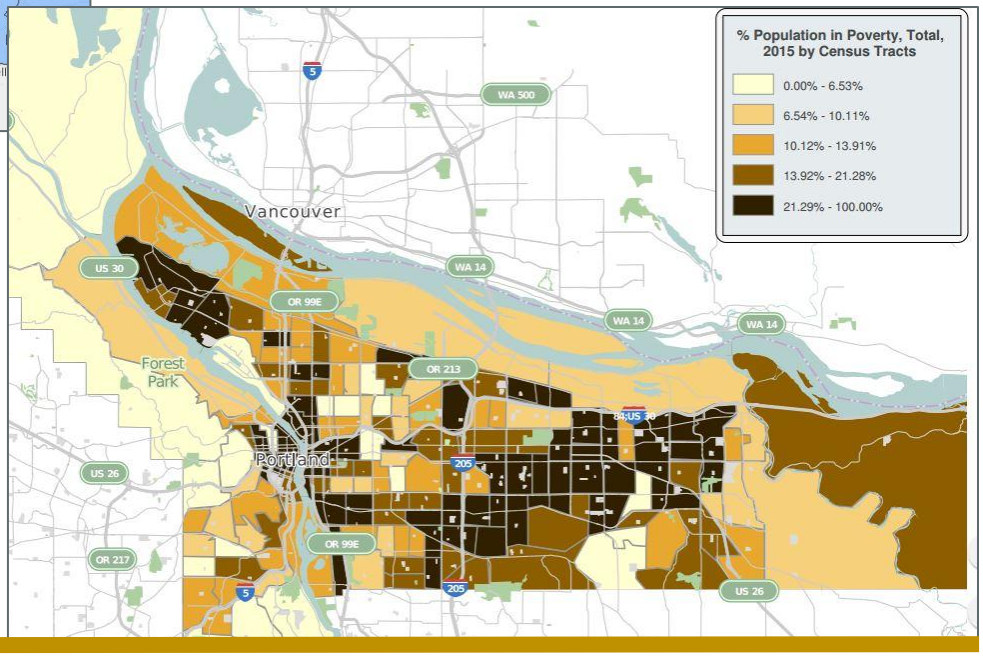

Percentage of Population in Poverty

Expanding Language Access

- Offer assistance and resources in voters' native language to register to vote, learn how vote by mail works and understand elections processes
- Provide a warm referral to culturally specific organizations for resources to assist in making decisions on ballot measures and candidates

Presidential Election Cycle Update

- OMV is successfully registering voters
- Technology is improving efficiency and transparency
- The Primary was a successful test of new processes
- Focus on improving the experience of voters for November

Voter Education and Outreach

- Voter Survey and Focus Groups will inform our work plan
- Continue engaging with the community
- Continue to have a presence and be a resource
- OMV is increasing the need for outreach and education