

**Department:** Community Services      **Program Contact:** Tim Scott  
**Program Offer Type:** Innovative/New Program      **Program Offer Stage:** As Requested  
**Related Programs:** 91008A  
**Program Characteristics:** Out of Target

**Executive Summary**

The Elections Division would like to create a voter education and outreach program. The program would support goals, objectives and strategies identified in the DCS and Elections strategic plan around equitable service provision and collaboration. Specifically working to identify and remove barriers to participation in under served communities using feedback from several sources including direct outreach to identified communities.

**Program Summary**

The main focus of Elections for the past six years has been on adding technology to improve the efficiency of the program. The majority of the money used for this was from federal grant funds except for an FY15 OTO request for purchasing a new tally system. The Elections strategic plans contain several objectives and strategies around removing barriers to participation in voter registration and election processes. Additionally, leading elections programs on the west coast have begun to focus on equity issues with measurable, positive results. The addition of an outreach and education program to Multnomah County Elections meets key goals of the strategic plan and aligns with the values of both the Department of Community Services and the Board of County Commissioners.

The Voter Education and Outreach program would be largely supported by a new Program Coordinator position. Key components of the position would include:

- Using the equity lens, design and field a statistically valid random sampling survey soliciting feedback from voters
- Create a Community Advisory Committee to establish a regular forum for feedback on Elections issues
- Develop relationships with ethnic communities and other under served populations
- Work with the disabled community to match services with voters' needs
- Establish partnerships with organizations already active in serving the targeted communities
- Analyze feedback and make recommendations for outreach and education

**Performance Measures**

Measure Type	Primary Measure	FY14 Actual	FY15 Purchased	FY15 Estimate	FY16 Offer
Output	Report of initial findings and future strategies to engage communities in the election process.	new	new	new	Report complete
Outcome	Field a statistically valid, random sampling survey of voters using the equity lens.	new	new	new	Survey complete

**Performance Measures Descriptions**

In the first year of this program the overall goals will be to establish mechanisms for feedback from the community and report out the effectiveness of those measures. The outcome measure is to develop and field a statistically valid random sampling survey to get feedback on voters' awareness of our services and target areas of outreach and education. The output measure will be a report that will include initial findings and future strategies to engage underrepresented communities in the election process.

## Legal / Contractual Obligation

There are currently no legal or contractual obligations to undertake this work. However there continues to be significant growth in minority language communities that has been the topic of study at the state level by the Task Force on Minority Language Voting Materials. The task force report that will be released to the legislature will guide decisions about possible legislation requiring additional requirements to provide voting materials in languages other than English. The work of this program will help prepare Multnomah County to meet any possible future legal requirements.

## Revenue/Expense Detail

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2015	2015	2016	2016
Personnel	\$0	\$0	\$87,046	\$0
Contractual Services	\$0	\$0	\$15,000	\$0
Materials & Supplies	\$0	\$0	\$3,954	\$0
<b>Total GF/non-GF</b>	<b>\$0</b>	<b>\$0</b>	<b>\$106,000</b>	<b>\$0</b>
<b>Program Total:</b>	<b>\$0</b>		<b>\$106,000</b>	
<b>Program FTE</b>	0.00	0.00	1.00	0.00

Program Revenues				
<b>Total Revenue</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

## Explanation of Revenues

This program contains no anticipated revenue.

## Significant Program Changes

Last Year this program was: