To: Interested Parties
From: GBAO
Date: March 17th, 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.

   ![Graph showing support for ranked choice voting and multi-member districts]
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).

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.
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 a City Manager, appointed and overseen by elected City Council?
   If the election were held today, would you vote "yes" or "no" on this measure?

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<th>Yes</th>
<th>No</th>
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<tbody>
<tr>
<td>Stronger intensity</td>
<td>63</td>
<td>30</td>
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<tr>
<td>Weaker intensity</td>
<td>26</td>
<td>12</td>
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   "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?

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<th>Yes</th>
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<tr>
<td>Stronger intensity</td>
<td>68</td>
<td>34</td>
</tr>
<tr>
<td>Weaker intensity</td>
<td>28</td>
<td>13</td>
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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.
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?

**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.**

- 57%

**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.**

- 31%

- Don’t know/Neither - 12%