

OREGON SUMMER FELLOWSHIP PROJECT BRIEF

City of Portland Community Outreach and Voter Education Coordination for GTAC.

*Project Dates: July 22, 2024 – September 22 2024***PROJECT GOAL**

The goal of the project was to coordinate community outreach efforts and voter education activities, ensuring that all relevant tasks are completed for successful community engagement. This included scheduling briefings, processing presentation requests, supporting Government Transition Advisory Committee (GTAC) members in outreach. Additionally, the project involved organizing voter education tabling events, tracking event outcomes, managing GTAC meetings, and compiling monthly community engagement reports. The overall aim was to facilitate effective communication and collaboration between community members, volunteers, and city departments to enhance public understanding and participation in the transition process of the City of Portland.

TAKE-AWAYS

- Coordination and Support: Efficiently scheduling briefings and processing requests and Supporting GTAC members in outreach efforts.
- Event Planning and Engagement: Organizing events like mock elections and tabling. Tracking community engagement and gathering feedback.
- Record-Keeping: Maintaining accurate records and reporting.

- **CHALLENGES**

During my 10 weeks with the City of Portland transition team, the few challenges I faced were coordinating acceptable meeting times and dates between the community members, neighborhood associations and GTAC members for presentation as it often required multiple attempts to align schedules. Another challenge was that, although there were regular check-ins and clear guidelines, there were not so much feedback from

the sponsor, leaving me unsure of what was being done well and what needed improvement, especially since much of the work was my first experience in this area.

STRATEGY

During the 10-week project with the City of Portland transition team, I used several key strategies.

- I researched community districts to tailor outreach efforts and scheduled briefings and GTAC meetings to fit everyone's availability.
- I organized voter education tabling by preparing materials and coordinating with volunteers and attending tabling events.
- I maintained clear communication with transition staff and GTAC members help streamline the process.
- I also sought feedback from both colleagues and my sponsor to refine my approach and improve the effectiveness of our outreach and engagement.

RESULTS

During the fellowship, I successfully organized community briefings and GTAC meetings, ensuring they ran smoothly.

- I coordinated GTAC members and communities for presentations and ensured trackers were completed on time.
- For voter education, I managed tabling materials, tracked event statistics and developed and designed materials for newsletters.
- I effectively managed both in-person and virtual meetings, including technical setups, writing meeting summaries, and sharing screens for presentations.

