Portland Community College

2017 Bond Renewal Campaign
Fulcrum Political

Kevin Looper, Principal

Kevin Looper has nearly twenty-five years experience managing campaigns from the local to federal level, and has directed more than thirty successful ballot initiative campaigns. He has worked as a senior political strategist for Senator Merkley, Governor Kitzhaber, Congresswoman Bonamici, Governor and Secretary of State Kate Brown, and Treasurer Wheeler, among many others. He has helped create progressive infrastructure in Oregon, including Our Oregon, Defend Oregon, Economic Fairness Oregon, and the Equity Alliance of Oregon.

Angela Martin, Senior Director

Angela’s work on behalf of Fulcrum clients is informed by a long career in nonprofit advocacy and a proven track record in policy development, coalition building and communications strategy. She is an experienced campaign and coalition manager who understands how to build diverse and strategic coalitions as well as activate them for maximum effectiveness inside and outside the Capitol.
Lessons Learned – Basic Truths

✓ Concerns of insiders rarely matched by the electorate

✓ Largest percent of “persuadable” voters are low information voters

✓ Less than one minute with voters is all we can hope for
Big Picture

- Strong position but a win is not inevitable
- Room to grow in some communities
- Campaign goal should be to win with an eye toward growing support for future programmatic outreach and bond measures (Clackamas, Washington, Yamhill, and Columbia)
Shaping the Narrative

How we tell voters our story matters

✓ Facts are a building block to the story. However, facts alone don’t make the story.

✓ Narrative must be reinforced by validators across all channels.

✓ In the end it’s about the story the voters hear (which we help create), not just repeating “messages”.
PCC Bond Elections

1992 – $61.4 million

2000 - $144 million
- $0.135 per $1000 ($20.25 a year on House $150,000)

2008 - $374 million
- $0.329 per $1000 ($66 a year on House $200,000)
Public Support is Strong

Support for the PCC bond measure renewal Jan ’15
- pre-test (71%)
- post-test (81%)

Cold Test
- Approve strongly: 41%
- Approve smwt: 31%
- Oppose smwt: 10%
- Oppose strongly: 11%
- Don't know: 9%

"No Increase" Test
- Approve strongly: 54%
- Approve smwt: 27%
- Oppose smwt: 6%
- Oppose strongly: 8%
- Don't know: 5%
Vote Share by County, 2008
(where the votes were cast)

- Yamhill, 2.8%
- Clackamas, 4.4%
- Columbia, 3.5%
- Washington, 42.0%
- Multnomah, 47.3%
## Voters by School District

<table>
<thead>
<tr>
<th>County</th>
<th>District</th>
<th>Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multnomah</td>
<td>Portland SD 1J</td>
<td>304,463</td>
</tr>
<tr>
<td>Washington</td>
<td>Beaverton SD 48J</td>
<td>140,628</td>
</tr>
<tr>
<td>Washington</td>
<td>Hillsboro SD 1J</td>
<td>65,878</td>
</tr>
<tr>
<td>Washington</td>
<td>Tigard-Tualatin SD 23J</td>
<td>47,417</td>
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<tr>
<td>Clackamas</td>
<td>Lake Oswego SD 7J</td>
<td>27,914</td>
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<tr>
<td>Washington</td>
<td>Forest Grove SD 15</td>
<td>17,487</td>
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<tr>
<td>Washington</td>
<td>Sherwood SD 88J</td>
<td>12,867</td>
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<tr>
<td>Yamhill</td>
<td>Newberg SD 29J</td>
<td>18,867</td>
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<tr>
<td>Columbia</td>
<td>St Helens SD 502</td>
<td>11,848</td>
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<tr>
<td>Columbia</td>
<td>Scappoose SD 1J</td>
<td>8,456</td>
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<tr>
<td>Washington</td>
<td>Banks SD 13</td>
<td>3,872</td>
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<tr>
<td>Multnomah</td>
<td>Riverdale SD 51J</td>
<td>1,455</td>
</tr>
<tr>
<td>Columbia</td>
<td>Vemonia SD 47J</td>
<td>2,244</td>
</tr>
</tbody>
</table>
Results: Multnomah County

Total Votes Multnomah County

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>71.8%</td>
<td>28.2%</td>
<td>63.2%</td>
<td>36.8%</td>
</tr>
</tbody>
</table>

November 2000  November 2008

Multnomah County: Share of total vote in 2008 47.3%
Results: Washington County

Washington County:
Share of total vote in 2008
42%
Path to Renewal 2017

Steps to building the campaign

- Analyze the electorate
- Assemble the early team, internal facing
- Define the base, opposition, and swing voters
- Leverage existing relationships and resources
- Organize research and initial structure
- Launch the formal campaign
- Take it to the voters
Campaign Timeline

Phase 1: Internal Facing

- Early conversations with internal stakeholders
- Assessment of strengths and weaknesses
- Focus on strengthening brand identity

*Board - Identify and divide list of internal stakeholders for one-on-one meetings.*
## Campaign Timeline

### Phase 2: Research and Base Building

- Organize research and internal structure
- Message development
- Early outreach to external partners
- Continued focus on strengthening brand identity

**Board - Identify and divide list of external partners**
Campaign Timeline

Phase 3: Launch Public Facing Campaign

- Identify and deploy key spokespeople
- Integrate campaign message throughout communication channels
- Collect coalition and earned media endorsements

*Board* - *Work with campaign team to secure key endorsements.*
Campaign Timeline

Phase 4: Election

- Launch paid communications
- Continue to build endorsements
- GOTV: Ballots mailed end of April/early May

Board - Work with campaign team to implement persuasion and GOTV plan.
Campaign Timeline

Key Milestones

- Facilities master plan (pending)
- Engage key stakeholders (Fall, 2016)
- Public opinion research (Dec, 2016)
- Board vote – amount & title (Jan/Feb 2017)
  * Ballot title deadline, (Feb 24, 2017)
- Public facing campaign (Spring 2017)
Considerations

Amount of Bond (Rough Estimates)

- $0.135 per $1,000 = $150 million
  
  *Does not increase tax rate*

- $0.185 per $1,000 = $200 million
  
  *Increases tax rate by 5 cents or $10 per year on median priced home*

- $0.235 per $1,000 = $250 million
  
  *Increases tax rate by 10 cents ($20 per year on median priced home)*
Considerations: How to invest the resources

**Voters:**
- ✓ Building improvements
- ✓ Workforce training
- ✓ Safety & seismic upgrades
- ✓ Technology

**College Community:**
- ✓ Deferred maintenance
- ✓ Swan Island
- ✓ Kaiser building (SE)
- ✓ Rock Creek
- ✓ Sylvania (HT)
- ✓ AMRC
Considerations

- Costs of projects and deferred maintenance

- External Factors
  - Economy
  - Impact of PSU proposal
  - Steer clear of generalized no new taxes campaign
  - State legislature - $8 million funding request
Questions & Discussion