



# Path to Referral

## **November/December 2023:**

- Community Center Advisory Committee meeting #1
- Planning (communications, engagement, research)
- Electoral analysis

## **January/February 2024:**

- Community Center Advisory Committee meeting #2
- Poll in the field and results back

## **March/April 2024:**

- Community Center Advisory Committee meeting #3 — recommendation
- Begin drafting ballot language
- Launch initial public communications (postcard, website, one pager, FAQ)



# Path to Referral

## **May/June 2024**

- Finalize ballot language
- Council referral vote
- Continue public communications

## **June/July 2024:**

- Measure paperwork filed with County elections (deadline: August 16); ballot title challenge period
- Final paperwork filed with County elections (deadline: September 5); measure number assigned
- District staff/resources restricted to informational communications only (non-advocacy)

## **Summer/Fall 2024:**

- Community-organized advocacy campaign(s) launch
- September 9: Voters pamphlet deadline
- October 16: Ballots mailed to voters
- November 5: Election Day



# What Else is On the November Ballot?

## **Candidates:**

- President
- OR-6
- Secretary of State
- State Treasurer
- Attorney General
- OR HD-22
- Marion County Commissioner (Pos 3)
- City of Woodburn: Mayor, Council 1, 2, 6



# What Else is On the November Ballot?

## Measures

- Legislative referrals: Impeachment, Independent public service commission, Ranked choice voting
- Initiatives: TBD (signatures due in July)
- Local: TBD



# Communications Tools

## **Share information via existing City channels:**

- Website
- Social Media
- E-blast newsletter
- On site in City buildings (banners/posters)

## **New materials developed:**

- One pager(s)
- Talking points / presentation deck
- Frequently Asked Questions
- Earned media content (op-eds, pitches)
- Video?

## **In discussion:**

- Paid digital advertising