

Protecting Our Democracy



House Committee on Rules


December 8, 2022

Shemia Fagan

Secretary of State

PROTECT OUR DEMOCRACY.

A red checkmark icon is positioned to the right of the word "OUR" in the main title.

- Oregon must continue to lead on voting access, election administration and election worker protection.
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PROTECT OUR DEMOCRACY.

2022 Short Session

- Remove barriers to voting.
HB 4133
- Protect election workers.
HB 4144
- Invest in election administration.
HB 5202

PROTECT OUR DEMOCRACY.




2023 PROTECT OUR DEMOCRACY



- Expand automatic voter registration.
- Successful implementation of campaign finance reform.
- Study sustainable local election funding.
- Improve election security.
- Implement needed technical fixes.



2023 Budget Requests: Building Trust in Democracy

- Addressing the leadership vacuum from rapid turnover of Secretaries of State.
 - Investing in key positions and programs in the agency that will work to build trust.
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Eroding trust in US elections taxes state investigators

By ANDREW SELSKY November 4, 2022



Building Trust in Democracy

- Problem: Elections complaints are up, and the understaffed investigations team cannot keep up. There have been more than 300 complaints this year alone.
- Solution: Add 2 FTE so we can respond quickly to complaints and prevent long delays that erode public trust in election oversight.

Building Trust in Democracy

Oregon officials strive to rebuild trust in elections as 1 in 5 don't believe 2020 results

Nearly half of the Republicans who responded to a recent survey endorsed a false claim that voter fraud changed the results of the 2020 election

BY: JULIA SHUMWAY - APRIL 14, 2022 6:00 AM

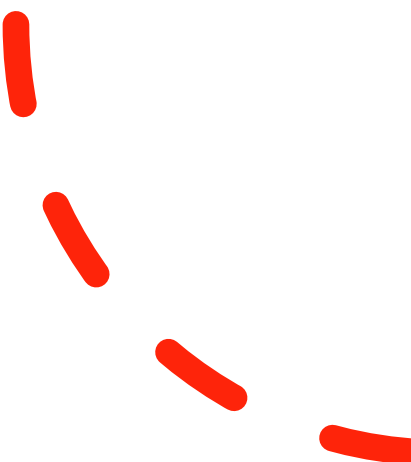


© (Malheur Enterprise)

- Problem: False information is common in Oregon. We tracked 260 incidents in 2022 alone, and we saw a flood of public records requests and lawsuits related to the false belief that the 2020 election was stolen.
- False information wastes staff resources and contributes to the erosion of trust.



False Information: Solutions

- Invest in staff positions at the Secretary of State's office to take pressure off county elections officials in 2 key areas: Public Records and Litigation.
 - Re-invest in proven methods for “pre-bunking” misinformation.
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Voting in Oregon Feels Good

**Voting In Oregon Feels
Good: “Pre-Bunking”
Misinformation in the
2022 Election Cycle**

vote! OregonVotes.gov

Voting In Oregon Feels Good

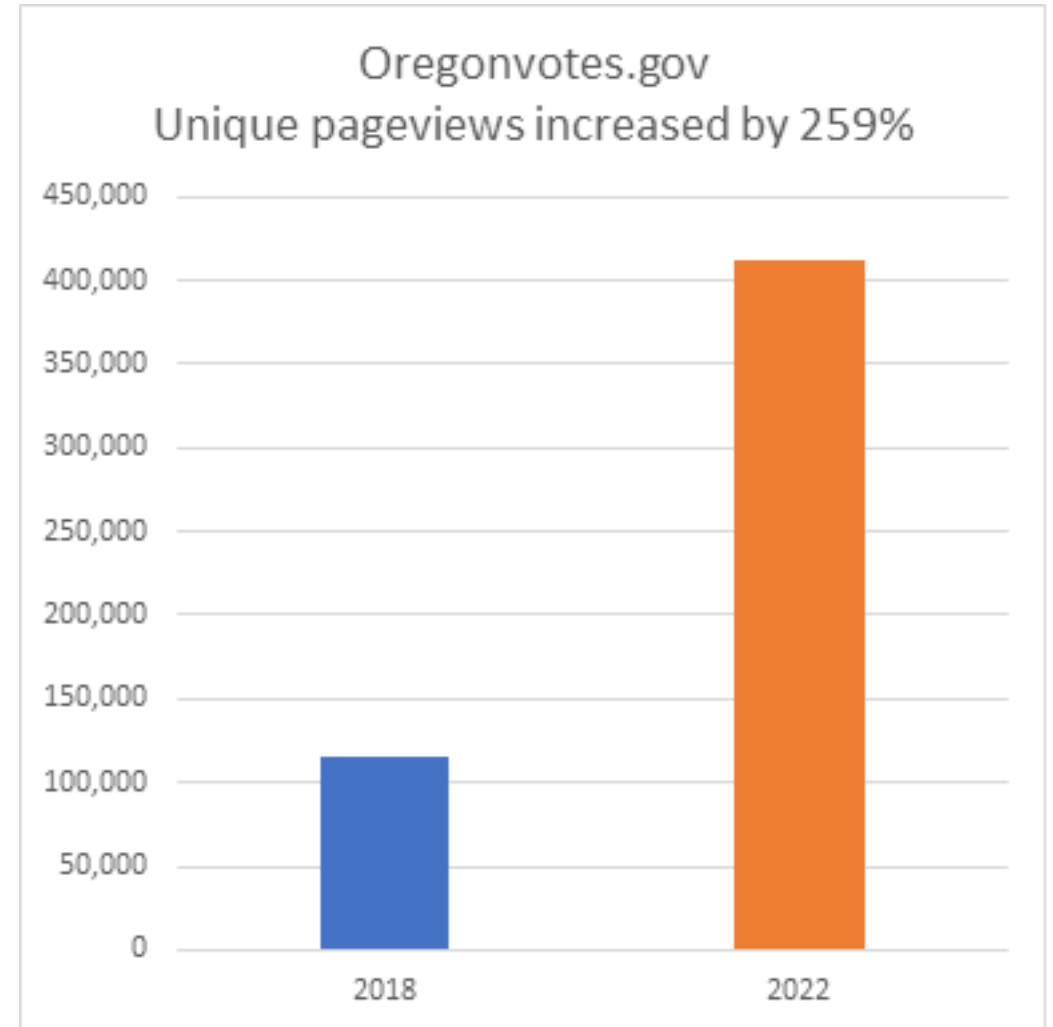
- This campaign had three goals:
 - Goal #1: Pre-bunk false election information by proactively reaching voters with accurate information from official sources.
 - Goal #2: Build trust in elections by reaching voters with positive messages about Oregon's vote- by-mail system.
 - Goal #3: Create simple, accessible, and engaging content that stood apart from political ads and other government PSAs.

Providing voters with accurate information.



Voting In Oregon Feels Good: “Pre-Bunking” Misinformation in the 2022 Election Cycle

- Goal #1: Pre-bunk false election information by proactively reaching voters with accurate information from official sources.
 - Key performance indicator: Website traffic at Oregonvotes.gov increased by 259% when compared to the last midterm election. Oregonvotes.gov is the entry point to all official elections information in the state.
 - Key performance indicator: Use of My Vote, Oregon’s online tool for providing individualized information about voting, such as ballot status or registration information, increased by 512%.



Build trust in Oregon elections



Voting In Oregon Feels Good: “Pre-Bunking” Misinformation in the 2022 Election Cycle

- Goal #2: Build trust in elections by reaching voters with positive messages about Oregon’s vote- by-mail system.
- Key performance indicator: Campaign impressions of 8,896,642 million between October 7 and Election Day.



Voting In Oregon Feels Good: “Pre-Bunking” Misinformation in the 2022 Election Cycle

- Goal #3: Create simple, accessible, and engaging content that stood apart from political ads and other government PSAs.
- Key performance indicator: 37,423 click throughs and 6 million video views through paid advertising. Additionally, 2.6 million impressions through organic social media.
- In-language performance was even better, with higher engagement metrics in Spanish, Russian, Vietnamese, Mandarin and Cantonese.



Effective ads: In May we saw and 974% increase unique pageviews on the My Vote tool. 11,347 in 2018 to 121,973 in 2022.




Effective ads: We avoided voter confusion about the new postmarks law and did not see widespread misinformation related to the law.





Google Ad Campaign

In addition to the Voting In Oregon Feels Good campaign, we used google ads to drive traffic to Oregnovotes.gov

- 35,073 clicks to the website.
 - 2.8 million views.
 - Search ads were particularly cost effective, with a cost of \$0.92 per click, far below the \$2.69 benchmark¹ for search ad campaigns across industries.
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Secure & Trusted Elections

What Went Well

- Preparation & Partnerships
 - Communication/Uniformity Across State
 - Stability in Oregon Elections Division
 - Partnership between Elections Division & Information Technology
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Secure & Trusted Elections

Opportunities For Improvement

- Provide more adequate staffing
 - State & County Level
- Invest in sustainable technology funding
- Invest in Mis, Dis, and Mal information
- Improving Voter Accessibility
- Improving our Investigations & Complaints Process
- Additional security and uniformity measures
- Rulemaking, transparency, and comprehensive approach
- County training



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