



2024 Portland City Council Endorsement Process

The United for Portland endorsement process is an opportunity to identify thoughtful, practical leaders running for Portland City Council, demonstrate their qualifications for office, and help educate and prepare those candidates for the challenges they will face. Our goal is to make our endorsement process educational, transparent, open, and inclusionary.

Many endorsement processes are intentionally opaque to outsiders and the media, often for good reason. However, we want our process for Portland City Council elections to be different – with a new Charter, a new system of elections, and many tough decisions ahead, we believe this calls for a new approach to endorsements, just as it calls for a new approach to our city government. So, what exactly is our process? We are glad you asked...

In short, we will hold a series of educational briefings and events about important topics that matter to each of the four districts. To earn our Green Light endorsement, you will opt in by filling out a short, public questionnaire, attend our mandatory educational events, and have achieved Tier 1 public financing (250 unique Portland donors). For candidates who go above and beyond – attending more events and hitting Tier 2 public financing, we will shine United for Portland’s Spotlight on your campaign.

- Two tiers of support: Green Light and Spotlight.
 - Green Light requirements: opt-in questionnaire which substantively agrees with our [priorities](#), attend 4 mandatory events, achieve Tier 1 public financing (250 unique Portland donors).
 - Spotlight requirements: earn Green Light, attend more events, achieve Tier 2 public financing (750 unique Portland donors).
- United for Portland will hold events throughout the campaign for candidates, with the media invited as well. The first event will be a State of the Economy briefing, conducted by EcoNorthwest, followed by a meet and greet with United for Portland’s Board, members, and donors. There are three additional events in progress as well, and details will be emailed when finalized. The pre-voters’ pamphlet deadline events are:
 - State of the Economy, hosted by Portland Metro Chamber: 8/6 (3-5PM) or 8/8 (10AM-12PM)
 - How to Build Multi-Family Housing, hosted by Oregon Smart Growth: 8/23 (2-4PM)
 - Tour of NECA-IBEW Training Center, hosted by NECA: TBD
 - Portland as a Destination, hosted by Sport Oregon: TBD

Additional events will be added throughout the election season, with the continued goal of educating candidates about important issues facing our city, and the existing challenges to solving our problems.

If you have any questions about our endorsement process, please feel free to contact Executive Director Doug Moore via email (doug@moorestrategicconsulting.com) or phone (503-729-5175).



Additional information/FAQ:

- What happens if I don't have 250 donors yet but want to attend your educational events?
You should attend! All candidates are welcome to these events, regardless of their current fundraising status. There is no deadline for endorsement consideration. When you get to 250 donors, if you've been coming to our events, we will give you our Green Light.
- Why 250 donors? I believe I can win with less donors!
We disagree. With so many talented candidates in each of these districts, we don't believe a candidate with less than 250 donors has a viable path to victory. If there is reasonable rationale – like self-funding – that you think will convince us you have a chance to win, then reach out and we will make a case-by-case decision.
- What happens if I'm out of town, sick, or otherwise unable to make a mandatory event?
We think these events are important, and we want everyone to attend but we also understand that life does happen. Talk to United for Portland Executive Director Doug Moore, and we will see if we can make alternate arrangements.
- This is different. Are you sure there isn't anything else I need to do to earn your endorsement? There aren't any ideological or gotcha position screens for your endorsement? *Nope. The United for Portland Board, who determines all our endorsements, has developed this process to meet our values and support the kind of candidates we think Portland needs – open, transparent, practical, thoughtful leaders who understand that running a city isn't about ideology, it's about solving problems for both the short and the long-term. If you want our endorsement, substantively agree with our [priorities](#), and do the work, we'll give you our Green Light.*
- Can I use this in the voters' pamphlet and when talking to voters? *Yes! Our goal is to be able to issue our Green Light endorsements before the voters' pamphlet deadline and after the filing deadline so you can use them to support your candidacy.*
- Can I count on you to make a contribution to my campaign? *Good question. We will not be giving direct contributions to candidates, and an endorsement from United for Portland is not a guarantee or indicator of financial contributions or additional resources to support a candidate or campaign.*
- How many candidates will you endorse? *We will endorse as many candidates as qualify in each district – those who attend our events and achieve Tier 1 public financing. Our goal is to ensure that we have a strong Portland City Council that shares our values, reflects Portland, and understands the challenges we face and the more voices we can support, the better.*