



**12 FOR PDX**  
FOR A CITY COUNCIL THAT WORKS

# Portland Easy Voters Guide

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For the City Council 2024 Election

**We formed 12 for PDX to tackle the unique challenges of this unprecedented election** and help citizens elect a City Council that works. Our Portland Easy Voter Guide is the compilation of hundreds of hours of vetting, evaluating, interviewing, and assessing more than 80 candidates.

The “easy” part refers to the fact that **12 for PDX** — a diverse group of your neighbors — has done much of the legwork for you! Just review and make sure to register and vote in November.

### Why we decided to step up.

You may be asking, why would this grassroots coalition of citizen volunteers go to such lengths to provide you with recommendations? The answer: the majority of Portlanders want a safer, cleaner city, reliable city services, and a healthy business environment...and these 12 newly formed city council seats are pivotal to how the city runs and recovers. With so much at stake and so many people running, we wanted to give you thoughtful input neither influenced nor tainted by special interests, single issues, or partisan politics.

### Trust is a big thing.

Our singular mission is to recommend candidates who have the experience, skills, temperament, and mindset to collaborate and work effectively to move Portland forward. Our coalition is composed of a diverse group of individuals from each district who bring lived experience, knowledge of the district, and a love of Portland to make these recommendations.

### Here to help you vote, not just hope.

From the get-go, we stood in the shoes of the voter – which wasn't too hard since that is who we are. First, we reviewed the public materials of all candidates registered by August 1 against our criteria. Next, we invited those who met our criteria - 38 people in all - to interview either on Zoom or in person. We listened with open hearts and minds, discussed, and debated. Ultimately we chose individual candidates who we believe have in mind the best interests of the city, and will complement and leverage one another. For that reason, not all districts have the same number of recommended candidates.

### The rest is up to you.

You have six slots on your ballot, and up to six candidates to rank according to your personal preference. Three of these candidates will be elected based on a multi-member rank choice voting method to represent your district at City Hall, create citywide policy, pass budgets, and help define the new government.

**We hope our efforts help make your decision making easier. Thank you for voting.**

## An Unprecedented Election

1



A brand new form of city government with 12 City Councilors elected by voters from 4 newly defined city districts.

2



A brand new untested voting method called multi-member rank choice voting.

3



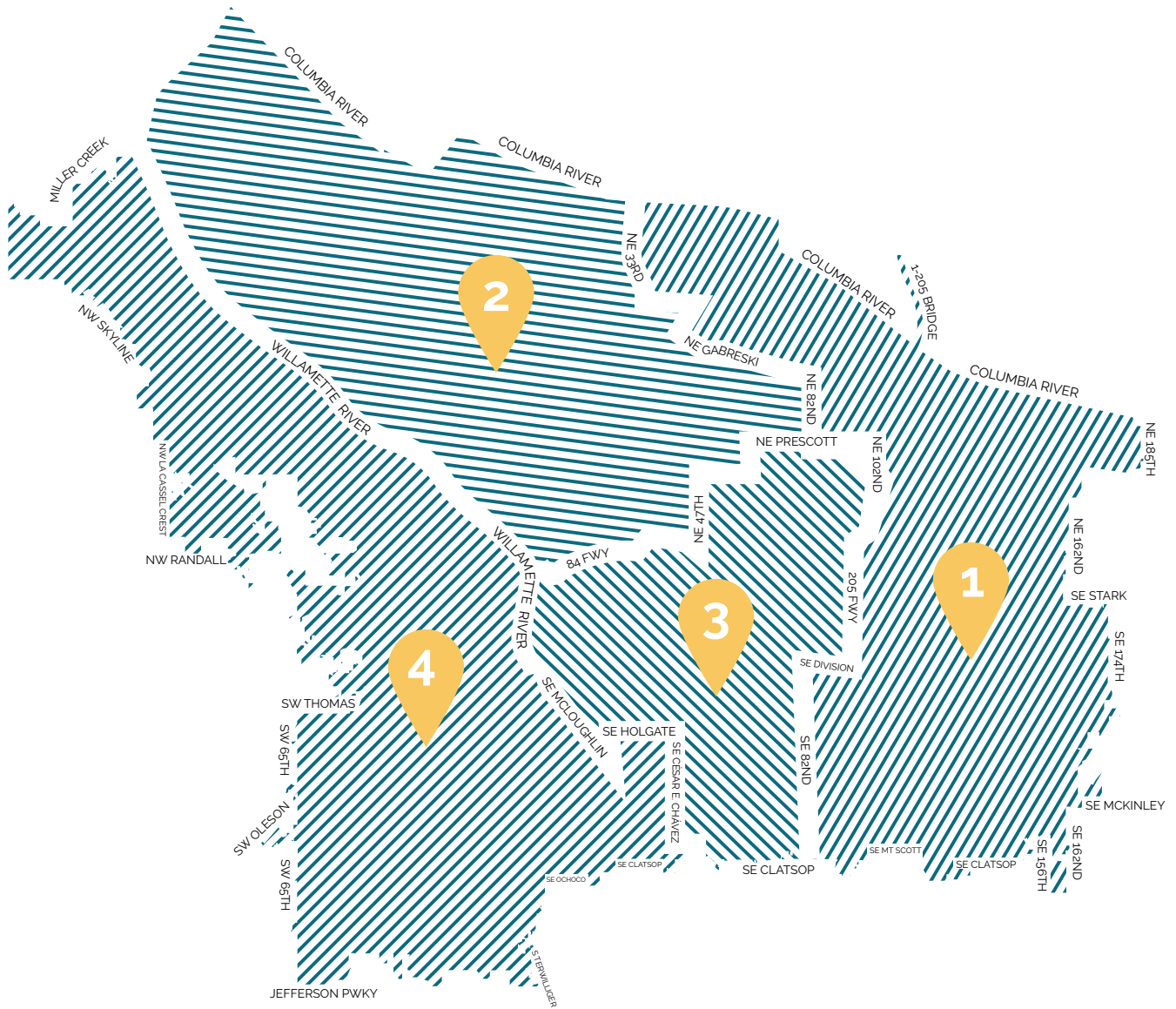
An unprecedented number of candidates (over 80) running for 12 seats.

CREDITS: city hall by pionwijano from Noun Project  
ballot by Ardiansyah from Noun Project. group of people by Muammar Khalid from Noun Project



# What district am I in?

You're not the only one asking! Below is a map to orient you. Or, click [here](#) for a City of Portland lookup tool by address.



Drum roll...and here are the candidates we enthusiastically endorse for the new Portland City Council. 

## District 1

District 1, the furthest geographically from City Hall, includes the airport, three school districts, and the Gateway and Lents areas. Annexed in the 1980s and 1990s, outer east Portland's basic infrastructure needs are profound compared to other parts of the City. In Portland's history, District 1 has had only two residents elected to City Council; amplifying voices from the outer east side was one of the main reasons for the redistricting overhaul. We are impressed and excited by both the quality and quantity of aspiring District 1 leaders and can't wait to see them in action.



### **Candace Avalos**

Candace Avalos is a proven leader in outer east Portland as demonstrated by her influential work with a large nonprofit, along with her participation in a variety of city commissions. Candace believes that our values and shared goals are what unite us as the city unfolds this new form of government. As a self-described "strategic optimist," we believe Candace is positioned to represent District 1 in City Hall.



### **Jamie Dunphy**

Jamie Dunphy has a breadth of experience from working at all levels of government including Congress and Portland City Hall. As a former Policy Advisor to Nick Fish, Senator Jeff Merkley, and currently the American Cancer Association lobbyist at the State and Federal level, Jamie will be a valuable addition to Portland's new City Council in this inaugural year.



### **Noah Ernst**

Noah Ernst brings a broad background including small business ownership, providing legal counsel to advocate for the rights of others, and hands-on experience as the superintendent of a highly diverse organization. Noah has demonstrated an ability to navigate hard conversations and will bring a results-based focus and urgency to City Hall, prioritizing community safety needs with a commitment to ensuring everybody's voice is heard.



### **Terrence Hayes**

With his unique perspective and lived experience, Terrance Hayes will provide an important voice on our next City Council. As a restorative justice success story with a clear vision for changing the narrative of Portland, Terrance will provide City Council and east Portland a voice of hope and tenaciousness, particularly around issues related to public safety and economic inequality.



### **Steph Routh**

Steph Routh has demonstrated an unwavering commitment to outer east Portland. She has a track record of collaboration, involvement, and depth of understanding on land use and transportation which are key issues in District 1. Her enthusiasm to coordinate across all levels of government to address houselessness, community safety, and building a "culture of hospitality" in Portland make her an ideal representative for outer east Portland on our next City Council.



## District 2

Home to Hayden Island, the University of Portland, St. Johns, the Rose Quarter, Albina District, and so much more, District 2 has the largest number of candidates running (26 total threw their hat in the ring), and a strong slate of candidates with the relevant skill set. This made for some robust conversations and contemplation on how to narrow the field to those that both meet the **12 for PDX** criteria and stand above. We are proudly recommending seven candidates.



### Michelle DePass

Michelle DePass was the first person of color to chair the Portland School Board and has gained a wealth of experience managing competing interests in that role. She has deep roots in Portland, especially in District 2, and is laser focused on improving the effectiveness of city government. Importantly, we believe Michelle will be an asset on City Council in building an effective and important relationship with Multnomah County.





### **Mariah Hudson**

Mariah Hudson has significant communications leadership in both the public and private sectors and has demonstrated that she cares about making Portland better. In particular, she will be a champion for Portland families. Mariah has specific, evidence-based ideas on Portland's most pressing problems and will bring urgency to cleaning up the city and improving quality of life issues.



### **Debbie Kitchin**

Debbie Kitchin is a longtime small business owner and brings that important perspective to Portland City Council – a perspective that has been missing. In addition, Debbie was a member of the citizens group that designed Portland's new form of city government, groundwork that will be particularly valuable over the next couple years. With a calm and steady hand, we believe that Debbie's work style and approach will help build constructive relationships among council members.



### **Tiffani Penson**

With over two decades of service in city government, Tiffani Penson brings experience working across bureaus, forging deep relationships, doing hard things and getting the job done. She works as the City of Portland People + Cultural Manager and has been twice elected as a Portland Community College Board Director.



### **Elana Pirtle-Guiney**

With extensive experience in labor advocacy and policy work from her eight years in the Governor's office, Elana Pirtle-Guiney has a deep understanding of Portland's issues and how they relate to statewide issues and policy. Elana has strong communication skills and demonstrated the ability to collaborate with diverse groups. She has experience managing fiscal issues at the state level, demonstrates a collaborative spirit, and brings a results-oriented approach.



### **Dan Ryan**

Dan Ryan is the only current City Commissioner seeking election to the new council. In Portland's brand new form of government, we believe having members who know the ropes and can hit the ground running is important. He has been in the trenches on homelessness, is a vocal advocate for housing, youth, and the arts, and will bring that experience to the table to get things done from day one.



### **Bob Simril**

Bob Simril's love of Portland stems from his own personal story and a vision for its future – both perspectives are born out of optimism and accountability. He has led sales organizations from high tech startups to large corporations to produce real results. Bob speaks with honesty and conviction, and wants to work to help change the narrative of Portland on a national level. As part of the District 2 team, Bob's problem solving and accountability will work well with other district representatives.

## District 3

District 3's central eastside and neighborhoods like Kerns, Buckman, Laurelhurst, and Montavilla have dramatically suffered from Portland's recent struggles. Home to walkable/bikeable neighborhoods and numerous small business zones, the roster for District 3 has a large number of passionate candidates. We are pleased to recommend four well-rounded and experienced individuals we believe are best suited to tackle our significant issues at this historic time.



### **Rex Burkholder**

Rex Burkholder has served 12 years on Metro Council, and is the only candidate running in district 3 with experience as an elected district representative. He has a proven track record of innovation, leadership, collaboration, and effectiveness as a cofounder of three impactful organizations: the Bicycle Transportation Alliance, Coalition for a Livable Future, and the Oregon Outdoor Education Coalition. Rex has a deep understanding of the needs of District 3 and the City as a whole, is well respected, and will hit the ground running.



### **Jesse Cornett**

Jesse Cornett has a compelling and diverse background including overcoming poverty and addiction, serving in the military, developing policy under Earl Blumenauer and Mark Hatfield, lobbying for universal healthcare, and serving as policy director at Oregon Recovers. We are impressed by Jesse's ability to dive deep into issues, hear all sides, and craft collaborative, workable solutions. He is passionate about Portland's progress, and we can't wait to see what he achieves as an elected official.



### **Philippe Knab**

Philippe Knab is a Mexican-American attorney with 20 years of socially progressive advocacy and policy experience, including roles as a community organizer, trial lawyer, civil rights prosecutor, and program manager – all fueled by a deep commitment to equity and justice. His experience representing low-income tenants facing eviction and substandard housing conditions, as well as leadership overseeing legal programs and teams at the Legal Aid Society and the Northwest Justice Project, demonstrate his understanding of how to move the dial in complex situations.



### **Steve Novick**

Steve Novick's prior experience as City Commissioner from 2013-2017 provides a depth of knowledge, connections, understanding of roles and responsibilities, as well as a track record of getting things done, particularly in transportation. He has devoted himself to a career of public service that has included the U.S. Department of Justice and EPA. We are compelled by his thinking on how to get Portland back on track and his ideas around safety, homelessness, transportation, and restoring the public perception of Portland.





## District 4

Stretching from the west hills and over the river to Sellwood, District 4 is home to City Hall, Chinatown, the Japanese Garden, Powells Books, The Timbers, and the majority of hotels, restaurants and retail shopping that draw tourists from near and far. District 4 has also been ground zero for drugs and street camping. We believe the following candidates bring powerful firsthand knowledge and are able to balance a sense of urgency with humanitarian approaches to addressing these challenging issues across the entire city.



### Eli Arnold

Eli Arnold brings an extraordinary life experience with a track record of commitment to public service and safety. Most anyone who listens to his ideas and approach will appreciate his natural leadership capabilities. As Eli is the only Portland police officer running in this election, he wholeheartedly acknowledges the shortcomings and strengths of his employer and has an attitude of cooperation and common sense in pursuit of a better future for Portland. The street level experience, compassion and leadership potential make him a top choice for a seat on the new City Council.



### Olivia Clark

Olivia Clark is a long time public servant and has worked in major roles at the local, regional and state levels. She has shown an ability to navigate complex political landscapes and work across the aisle. In addition to her government work, Olivia founded a nonprofit that has built thousands of affordable housing units for farm workers. We believe that her balanced, measured leadership and collaborative approach will be game-changing for the City of Portland at this time.



### Stanley Penkin

In the two decades that Stan Penkin has lived in Portland, he has proven himself to be a collaborative and thoughtful community leader at Homeshare Oregon, Public Safety Action Coalition, and the Pearl District Neighborhood Association. He has been active in promoting arts organization funding in Portland. Through this work, Stan has demonstrated his ability to collaborate and negotiate challenging terrain to deliver results that strengthen our community.

[District 4 Endorsements continue on next page >](#)

## More District 4 Endorsements



### John Toran

John Toran is a third generation Portlander and has a unique lived experience as an independent small business owner, union representative, and a steward of one of Oregon's oldest black-owned businesses. Focused on shared values, he is a champion of pragmatic solutions for Portland. John advocates tangible results rather than "progressive" ideologies and lends a unique critical perspective not found in other candidates.



### Bob Weinstein

Bob Weinstein brings a strong commitment to public service and a record of achievement. Bob was an educator, school superintendent, two-term councilman and four-term Mayor in Alaska. He has demonstrated an ability to drill deeply into facts and figures and distill their importance to help shape legislation and budgets. Experience, collaboration and common sense define Bob Weinstein and we highly recommend him for a seat on Portland's new City Council.



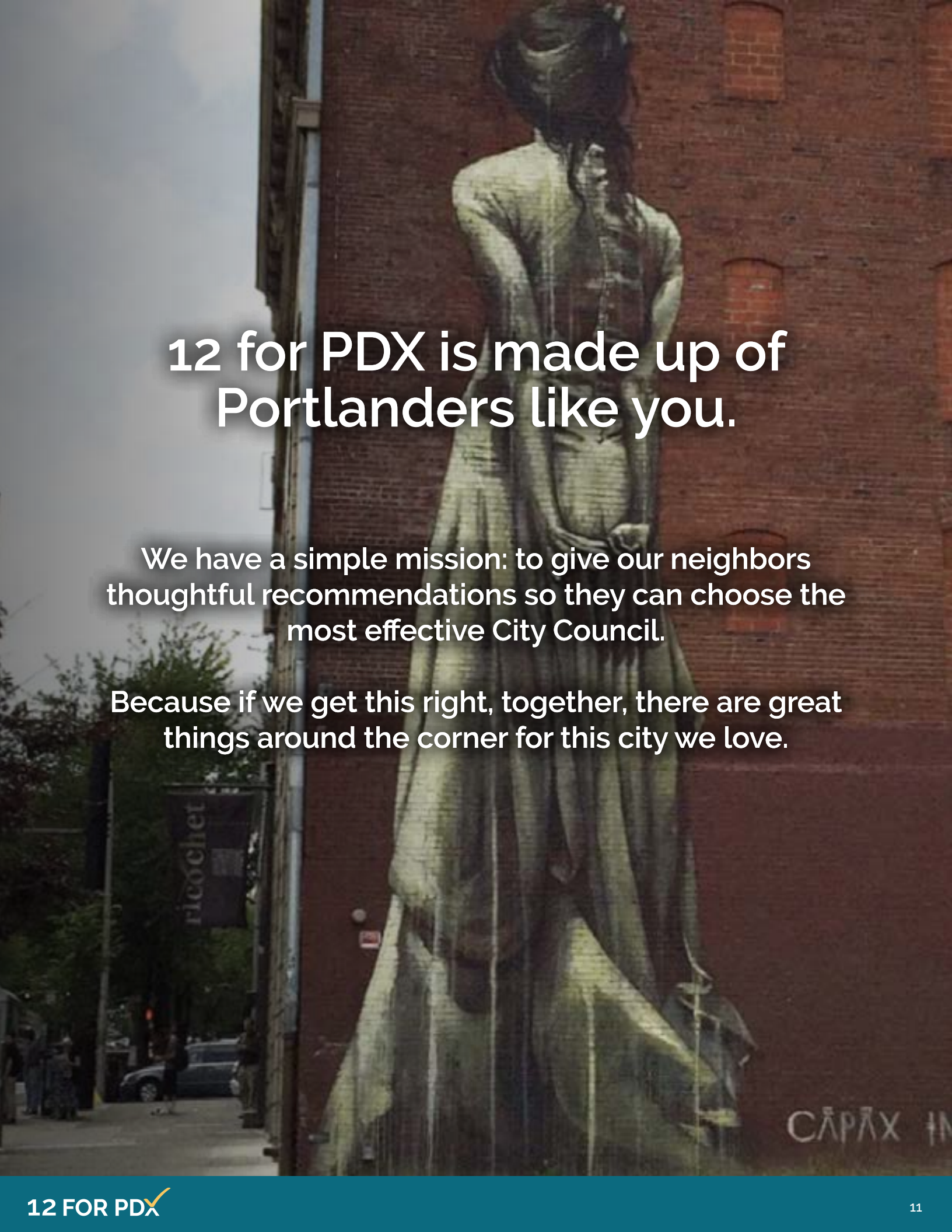
### Eric Zimmerman

Eric Zimmerman has held key government roles in both Multnomah County and the City of Portland, as well as deputy manager roles for two cities in Oregon. Importantly, he has demonstrated a commitment to collaboration, critical to successful governance. With his experience and understanding of what is and isn't working, we believe that Eric will help guide new council members through the labyrinth of existing policy, helping them avoid repeated mistakes and pointing the way to better solutions.

#### *A few good things to note:*

- 1. Both District 3 and 4 are on a two year cycle in this inaugural election year so that future elections will stagger and ensure at least half of the City Council knows the ropes!*
- 2. 12 for PDX vetted all 80+ candidates who were registered as of August 1, 2024. We then invited 40 to be interviewed. Two candidates chose to not participate.*





# 12 for PDX is made up of Portlanders like you.

We have a simple mission: to give our neighbors thoughtful recommendations so they can choose the most effective City Council.

Because if we get this right, together, there are great things around the corner for this city we love.



# 12 FOR PDX

## FOR A CITY COUNCIL THAT WORKS

### Acknowledgements

Thank you to all the candidates for your courage, particularly those who are passionately stepping forward for the first time into the political arena.

Thank you to the 18 volunteers living and working throughout the four districts. Your commitment and willingness to discuss and debate accomplished a herculean task!

Thank you to our creative and communication professionals who have volunteered countless hours to bring words, images, and even song to the effort.

And, thanks to YOU for voting and engaging at this important civic juncture.