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PHOTO BY DANNY PETERSON/THE PORTLAND OBSERVER

Multnomah County Commissioner Loretta Smith campaigns for Portland City Council by sharing a fist bump with a potential voter at Thursday's Beech Street Block Party in northeast Portland. Smith has put renewed focus on grassroots community outreach as she tries to bounce back from a more than 20 point gap against her opponent, Jo Ann Hardesty, in preparation for the November General Election.

## 'I can win this' Smith refocuses her campaign for City Council

BY DANNY PETERSON  
THE PORTLAND OBSERVER

Multnomah County Commissioner Loretta Smith has refocused her campaign for Portland City Council and predicts she will make up ground from a second place finish in the primary to repeat history and win the general election this fall.

Smith's strategy to close a 25-point deficit comes with an onslaught of face-to-face interactions with voters, stepped up can-

vassing, attending events and continuing the community forums she has held all summer, called "Loretta Listens," in neighborhoods all over the city.

Looking at her own election history for inspiration, Smith recalls the November General Election of 2010, a year when she first ran for public office and overcame an 18 point disparity in the May primary to win her first term as county commissioner.

This time, her opponent is former State

Representative and former NAACP President Jo Ann Hardesty who finished first last May with 46 percent of the vote, but short of the needed 50 percent plus one majority to win outright. Smith came in with 21 percent of the vote. Now they face off in a Nov. 6 contest that will elect a black female on the City Council for the first time ever. Current City Commissioner Dan Saltzman did not run for re-election.

Smith, 53, told the Portland Observ-

er her campaign this summer has been in stark contrast to her efforts during the primary when she faced a heavy schedule before the county commission in the middle of budget season and was busy carrying out the responsibilities of her office.

She described how much more she is now engaging with voters and looks forward to the general election when as many

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