

CLACKAMAS COUNTY BOARD OF COUNTY COMMISSIONERS

Study Session Worksheet

Presentation Date: 2/14/12 **Approx Start Time:** 2:00 pm **Approx Length:** 30 min.

Presentation Title: Citizen Survey Design Update

Department: Public and Government Affairs

Presenters: Gary Schmidt

WHAT ACTION ARE YOU REQUESTING FROM THE BOARD?

Does the Board have any additional feedback or input regarding the questions for the 2012 Clackamas County Community Survey?

EXECUTIVE SUMMARY:

Public and Government Affairs, under the direction of the Board of Commissioners, has commissioned a community survey in order to:

- Monitor citizen perceptions of priority issues in the County.
- Measure citizen perceptions of the County's performance.
- Evaluate citizen's satisfaction with departmental responsiveness and communications effectiveness.

The Board reviewed the first draft of the survey questions on January 31. A revised draft including feedback from the Board and staff is presented for review and additional feedback.

FINANCIAL IMPLICATIONS (current year and ongoing):

The total one-time cost for the 2012 survey is approximately \$24,340. The survey was budgeted in the current fiscal year budget.

LEGAL/POLICY REQUIREMENTS:

N/A

PUBLIC/GOVERNMENTAL PARTICIPATION:

Public and Government Affairs will manage the survey and will report back to the Board, employees and public with results and findings.

OPTIONS:

1. Provide additional feedback and input to the survey questions and design.
2. Accept the survey questions and design as presented.

RECOMMENDATION:

Staff recommends the Board provide additional feedback and input to the survey questions.

ATTACHMENTS:

Draft of the community survey is attached.

SUBMITTED BY:

Division Director/Head Approval _____ s/Gary Schmidt _____

Department Director/Head Approval _____

County Administrator Approval _____

For information on this issue or copies of attachments, please contact Gary Schmidt @
503-742-5908



1 | INTRODUCTION & METHODOLOGY

Davis, Hibbitts & Midghall, Inc. (DHM Research) will conduct a telephone survey of Clackamas County residents about County services and issues. In addition to assessing their awareness of County services and their level of satisfaction with these services, this survey will gauge residents' priorities for transportation, public safety, and health and human services. This study is not meant to test voter support for any county initiatives.

Research Methodology: The telephone survey will consist of 400 Clackamas County residents and will take approximately 20 minutes to administer. This is a sufficient sample size to assess residents' opinions generally and to review findings by multiple subgroups, including age, gender, and geographic area of the County.

Residents will be contacted through Random Digit Dialing (RDD), targeted, and wireless (cell phone) sample. In gathering responses, a variety of quality control measures will be employed, including questionnaire pre-testing and validations. Quotas will be set by age, gender, and area of the County based on the total population of residents ages 18 and older for a representative sample.

Statement of Limitations: Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margins of error if compared with the results achieved from surveying the entire population.

For a sample size of 400, the margin of error would fall within +/-2.6% and +/-4.9% at the 95% confidence level. If they answered 50% each way, the margin of error would be 4.9%. The reason for the difference lies in the fact that when response categories are relatively even in size, each is numerically smaller and thus slightly less able-on a statistical basis- to approximate the larger population.

DHM Research: DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over three decades. The firm is non-partisan and independent and specializes in research projects to support public policy making.
www.dhmresearch.com

2 | QUESTIONNAIRE DRAFT 3

Clackamas County Community Survey
February 2012; 20 minutes, N=400, margin of error +/-4.9%
DHM Research

INTRODUCTION

Hi, my name is _____ and I'm calling from DHM Research, a public opinion research firm in Portland. I'm calling about important issues in Clackamas County and I am not selling anything. May I please speak to someone in the house age 18 or older?

- S1. Are you 18 years of age or older?
- Yes (continue)
 - No (Ask to speak to someone in the house age 18 or older)
- S2. In what County do you live?
- Clackamas County (continue)
 - Other / Don't know (politely terminate)

GENERAL MOOD & WARM-UP

1. (2008 Tracker, Q3A) All in all, do you think things in Clackamas County are headed in the right direction or are they off on the wrong track?

IMPORTANCE RATING OF ISSUES

2. (2008 Tracker, Q4) What are the most important issues you see facing Clackamas County at this time? (Open; accept multiple responses. Use 2008 code frame as base)

Here is a list of issues facing the County. Do you consider each an urgent, high, medium, or low priority for the County to address at this time? (Randomize)

3. Sustainable logging
4. Local job creation
5. Mental health and addiction services
6. Assisting low-income residents get access to health care
7. Road and highway maintenance
8. Park and trail maintenance
9. County law enforcement and sheriff patrols
10. Responding to emergency and natural disasters
11. Access to public transportation
12. Preventing and addressing homelessness

SERVICE AWARENESS/VALUE + SATISFACTION

I'm going to read you a list of services that are provided by Clackamas County Government. Please tell me if each is very valuable, somewhat valuable, not too valuable, or not at all valuable to the quality of life in Clackamas County.

13. Law enforcement
14. Parole and community corrections
15. Road maintenance
16. Assistance to victims of domestic violence
17. Land use planning and permitting

- 18. Providing health care services to low-income residents
- 19. Providing affordable housing for low-income residents
- 20. Economic development
- 21. Responding to emergency and natural responses
- 22. Providing mental health and addiction services

23. (2008 Tracker, Q5) Thinking about Clackamas County Government, overall how would you rate the County's performance in providing the services I just read to you based on anything you have seen or heard? Is it excellent, good, poor, or very poor?

E-GOVERNMENT + RECEIVING SERVICES

24. Overall, if you have a question or there is something you need that requires you contacting a government agency of Clackamas County, which method would be most convenient? (Read list; accept one)

- Telephone call
- Visit an office
- Write a letter
- Visit a website
- Send an email
- Other (specify)

25. How important is it for residents to be able to access information about Clackamas County online, including information about current events and elections, decisions made by the County Commission, and to learn about and request services provided by Clackamas County: very important, somewhat important, not too important, not at all important?

26. What kinds of information would you like to see on the County website? (Do not read list; record response)

- Where my tax dollars are going
- Zoning issues
- Information about upcoming elections
- Information about elected County officials
- Upcoming meetings
- Upcoming events
- How to access services
- (Other) Record
- Don't know

TRANSPORTATION PRIORITIES

27. I'd like you to build a budget based on how you want transportation tax dollars to be spent. This is a hypothetical question. Let's pretend you have \$100 dollars for transportation in the County. How would you want that money spent across the following five areas? You can assign any dollar amount to each service, but the total must equal \$100.

- Providing pedestrian and bike lanes
- Maintaining roads and highways
- Building new roads
- Expanding light rail options
- Expanding bus routes and service

Funding for road repairs comes from a general road fund. The County estimates that there is a \$20 million dollar funding gap between what road repairs need to be done and what the County can afford. Here are a few possible tax or fee options to give road repairs an independent and stable funding source. Do you support or oppose each? Is that "somewhat" or "strongly"?

(Randomize)

- 28. Creating a vehicle registration fee
- 29. Creating a dedicated taxing district
- 30. Implementing a County-wide gas tax

PORTLAND-MILWAUKIE MAX EXPANSION

31. Are you aware of a proposal to expand the MAX light rail to unincorporated Clackamas County, just south of Milwaukie?

32. The Portland-Milwaukie project expands the MAX line from Portland State University to Clackamas County just south of Milwaukie. The County has committed to pay for \$25 million of the \$1.5 billion project. It is projected to create up to 14,000 temporary and permanent jobs and expand transportation options to accommodate the area as the population increases. Knowing this, do you feel positively, negatively, or neutral about this project? (If "positively" or "negatively") Is that "somewhat" or "very"?

33. (If positive) Why is your opinion about this project positive? (Open, probe for specific reasons)

34. (If neutral) Why is your opinion about this project neutral? (Open, probe for specific reasons)

35. (If negative) Why is your opinion about the project negative? (Open, probe for specific reasons)

36. (If negative) What, if anything, can the County do to address your concerns? (Open, probe for specific reasons)

PUBLIC SAFETY PRIORITIES

When it comes to public safety in the county, how important are each of the services on a 0=not at all important to 9=very important scale. You can use any number between 0 and 9.

(Randomize)

- 37. Sheriff services
- 38. Juvenile crime prevention
- 39. Drug and alcohol services to help prevent crime
- 40. Community corrections, including probation and parole services

HEALTH & HUMAN SERVICES

The following is a list of social services provided by the county. For each, please tell me how important they are on a 0=not at all important to 9=very important scale. You can use any number between 0 and 9. (Randomize)

- 41. Assisting low-income residents get access to health care
- 42. Providing services to the elderly and disabled
- 43. Assisting victims of domestic violence
- 44. Providing mental health and addiction services

- 45. Preventing homelessness
- 46. Providing services to veterans
- 47. Helping low-income residents find affordable housing

48. How satisfied are you with the County's performance in providing social services like the ones I just read to you: very satisfied, somewhat satisfied, not too satisfied, not at all satisfied? If you are neutral, let me know.

COMMUNITY INVOLVEMENT

Here are some ways to get involved in your community. Are you very interested, somewhat interested, not too interested, or not at all interested in: (Randomize)

- 49. Attending public meetings
- 50. Writing to your county commissioners or other elected officials
- 51. Responding to online surveys about community issues
- 52. Joining a neighborhood association or community planning organization

53. On a scale where 0=not at all interesting and 10=very interesting, how would you rate Citizen News, a publication provided by the County? (collect rating; add 'never heard of it option')

54. (If rating given to Q57 and interested to Q58) How would you prefer to receive Citizen News? (Do not read list)

- Online
- Social media
- Email
- Mailed to home/paper copy
- Other (specify)

These last questions make sure we have a valid sample of the community. It's important to collect answers to all of the following questions, and please keep in mind that your responses are confidential.

55. What is your age? (quota)

56. Gender (by observation) (quota)

57. In what city or town do you live? (quota by several cities)

58. How long have you lived in Clackamas County

59. Do you own or rent your home?

60. What is the highest level of education you have had the opportunity to complete?

61. How many children under age 18 live in your home?

62. What is your annual household income before taxes in 2011?

63. What is your race or ethnicity?



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