

1 | INTRODUCTION & METHODOLOGY

Davis, Hibbitts & Midghall, Inc. (DHM Research) conducted a scientific telephone survey of Clackamas County residents about County services and issues. A public engagement online survey, with the same questions from the telephone survey, was also available to residents until March 15, 2012. In addition to assessing their awareness of County services and their level of satisfaction with these services, these surveys gauged residents' priorities for transportation, public safety, and health and human services. This study was not meant to test voter support for any county initiatives.

The following compares results of the scientifically reliable telephone survey to the community engagement online survey. Results of the public engagement online survey are not a scientifically valid representation of the community; this survey was intended for community engagement/outreach purposes only.

Telephone Research Methodology: Between February 23 and 27, 2012, DHM Research administered a telephone survey of 400 Clackamas County residents that took an average of 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 were contacted through Random Digit Dialing (RDD), targeted, and wireless (cell phone) sample. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validations. Quotas were set by age, gender, and area of the County based on the total population of residents age 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%. For a sample size of 400, the margin of error falls 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%.

Community Outreach Online Research Methodology: Between February 29 and March 15, 2012, the online survey was available to residents to share their opinions about County priorities. The survey was promoted in a variety of ways. The URL to the survey was available on the Clackamas County website and was forwarded via email to leaders and members of the County's community planning organizations, hamlets and villages, advisory boards and commissions. Additionally, the survey was promoted on the County's social media pages (Facebook and Twitter), via media, to local elected officials (cities and special districts), and announced by the Board of County Commissioners at several County business meetings, rebroadcast on the County Government Channel (for a list of emails, please refer to Appendix A). Metro's Opt In panel was also used as a promotion resource. A total of 1,206 members living in Clackamas County were emailed the survey URL.

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 | DEMOGRAPHICS

The following table reflects demographic characteristics from the telephone survey and online survey, and compares them to the total population in Clackamas County ages 18 and older. It should be noted that participants from the online survey do not reflect the actual population of the County. They were older, more educated, and wealthier than residents from the telephone survey:

- The two groups were very similar when it came to the gender split and length of residence in the county.
- Only 9% of online respondents came from the 18-34 age group, compared to 31% of telephone participants that came from that group.
- 69% of online participants held at least a college degree, compared to 43% in the scientific survey.
- 54% of online participants had household incomes over \$75,000, compared to 33% in the telephone survey.

TABLE 1
Survey Participants Compared to Actual Population

Demographic Group	Actual Population 18+	Scientific Phone N=400	Community Outreach N=1,272
Age			
18-24	11%	13%	1%
25-34	17%	18%	8%
35-54	38%	31%	35%
55-64	18%	18%	33%
65+	15%	20%	23%
Gender			
Male	50%	48%	49%
Female	50%	52%	51%
Education			
No 4-year college degree	71%	53%	30%
College degree or more	29%	43%	69%
Income			
Less than \$50k	40%	31%	23%
\$50k-\$74,999	20%	16%	23%
\$75k-\$99,999	15%	13%	20%
\$100k or more	25%	20%	34%
Area of the County			
Lake Oswego/Milwaukie/Oak Grove/Gladstone	23%	23%	34%
West Linn/Oregon City	15%	15%	20%
Happy Valley/Damascus/Sandy	9%	9%	11%
Wilsonville/Canby/Molalla	11%	11%	11%
All others	42%	42%	25%

Source: DHM Research & American Fact Finder

3 | QUESTIONNAIRE

CLACKAMAS COUNTY COMMUNITY STUDY

Scientific Phone Survey: February 23 and 27, 2012; Clackamas County residents,
N=400; 20 minutes, margin of error +/-4.9%

Community Outreach Online Survey: March 8-15, 2012; Clackamas County residents,
N=1,272; 5 minutes
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?

Response Category	N=
Yes	1 Continue
No	2 Ask to speak to someone in the house age 18 or older

S2. In what County do you live?

Response Category	N=
Clackamas County	1 Continue
Other/ Don't Know	2 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?

Response Category	Scientific Phone N=400	Community Outreach N=1,272
Right direction	46%	35%
Wrong track	29%	34%
Don't know	25%	31%

Q1 Analysis: Just fewer than 50% of residents from the telephone survey are positive about the County's general direction, but they are less upbeat than they were in 2008, as found in other communities across the state. The economy is a driver of their concern.

Online respondents were not as positive about the direction of Clackamas County as those who participated in the scientific survey. The online community was evenly split between those who thought the county was on the right track (35%) and those who said it was off on the wrong track (34%). In the telephone survey the split was 46% right track and 29% 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)

Community online survey responses to open-ended questions not coded; for responses, see verbatim file.

Response Category	Scientific Phone 2012 N=400
Economy/jobs/job training	20%
Road maintenance/safety/potholes	18%
Taxes too high	11%
School funding	10%
Poor spending/misappropriation	8%
Education quality	7%
Lack of law enforcement/protection	6%
Stop light rail project/MAX	5%
Government working for the people	5%
Support public transportation	5%
Land use/development	4%
Bring new business to area	4%
Traffic congestion/need more, new roads	4%
School overcrowding	3%
Reduction in levels of services	3%
Schools – in general	3%
Growth/population growth	3%
Affordable housing	3%
Support light rail project/MAX	3%
Public safety	3%
All other responses	2% or less
None/Nothing	8%
Don't Know	10%

Here is a list of issues. Knowing that resources in the County are limited, do you consider each to be an urgent, high, medium, or low priority for the County to address at this time? (Randomize Q3-Q12)

Response Category	Urgent	High	Medium	Low	Don't know
3. Sustainable logging					
Phone N=400	6%	26%	34%	26%	8%
Online N=1,272	12%	21%	34%	29%	5%
4. Local job creation					
Phone N=400	22%	51%	17%	8%	2%
Online N=1,272	36%	34%	20%	9%	1%
5. Assisting residents in getting access to health care, including mental health and addiction services					
Phone N=400	12%	37%	31%	17%	3%
Online N=1,272	19%	29%	31%	20%	1%

Response Category	Urgent	High	Medium	Low	Don't know
6. Road and highway maintenance					
Phone N=400	10%	38%	43%	9%	0%
Online N=1,272	21%	44%	29%	6%	1%
7. Park and trail maintenance					
Phone N=400	2%	14%	43%	38%	2%
Online N=1,272	2%	18%	48%	31%	1%
8. County law enforcement and sheriff patrols					
Phone N=400	10%	43%	34%	12%	1%
Online N=1,272	19%	46%	28%	6%	1%
9. Responding to emergency and natural disasters					
Phone N=400	14%	44%	31%	9%	2%
Online N=1,272	20%	41%	30%	8%	1%
10. Access to public transportation					
Phone N=400	5%	26%	36%	31%	3%
Online N=1,272	10%	27%	32%	29%	1%
11. Preventing and addressing homelessness					
Phone N=400	8%	26%	39%	24%	2%
Online N=1,272	10%	23%	34%	30%	2%
12. Helping women and children who are victims of domestic violence					
Phone N=400	15%	51%	24%	8%	2%
Online N=1,272	18%	37%	33%	10%	1%

Q3-Q12 Analysis: County services in public safety, economic development, and helping vulnerable groups are the biggest priorities right now for residents.

- Economic Development is top of mind for residents. Three-quarters said job creation is an urgent or high priority right now. While this is a top priority for all demographic groups, it is particularly urgent in the more rural areas of the County.
- Public safety is highly important to residents, especially responding to natural disasters and police and sheriff patrols, and preventing juvenile crime. Parole and probation, while valued, is not one of their top priorities.
- Social services are also viewed as valuable to the quality of life in the County, particularly assisting women and children who are victims of domestic violence and providing services to the elderly, disabled, and veterans. While health care and mental health services are important, they are less urgent.

The online group agreed with their telephone counterparts that local job creation was the highest County priority. Responses on most other priorities were similar, with some divergence on domestic violence, law enforcement, and roads.

- Seven in ten online respondents regarded job creation as an urgent (36%) or high (34%) priority, compared to 22% and 51% respectively among those interviewed by phone.
- Law enforcement and road maintenance were the next most important priorities for the online group at a combined urgent/high response of 65% each, compared to 53% and 48% respectively in the telephone survey.

- Assisting victims of domestic violence was the second priority in the telephone survey (66% urgent/high), but garnered 55% (urgent/high) online, placing it fourth among priorities for that group.
- Percentages related to the priority of other services were quite similar between the two survey pools.

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. (Randomize Q13-Q23)

Response Category	Very Valuable	Smwt Valuable	Not too Valuable	Not at all	Don't know
13.Law enforcement					
Phone N=400	66%	28%	3%	2%	1%
Online N=1,272	63%	30%	5%	1%	1%
14.Parole and community corrections					
Phone N=400	31%	47%	12%	5%	6%
Online N=1,272	27%	52%	16%	3%	2%
15.Road maintenance					
Phone N=400	48%	44%	5%	2%	1%
Online N=1,272	49%	42%	7%	1%	1%
16.Assistance to victims of domestic violence					
Phone N=400	55%	33%	7%	4%	1%
Online N=1,272	35%	42%	17%	6%	1%
17.Land use planning and permitting					
Phone N=400	25%	40%	20%	11%	5%
Online N=1,272	28%	38%	23%	10%	1%
18.Providing health care services to low-income residents					
Phone N=400	47%	35%	10%	8%	1%
Online N=1,272	30%	38%	20%	10%	2%
19.Providing affordable housing for low-income residents					
Phone N=400	29%	47%	14%	9%	1%
Online N=1,272	20%	38%	26%	15%	1%
20.Economic development					
Phone N=400	53%	34%	8%	3%	2%
Online N=1,272	47%	37%	11%	4%	2%
21.Responding to emergency and natural disasters					
Phone N=400	62%	29%	5%	2%	2%
Online N=1,272	50%	35%	12%	2%	1%
22.Providing mental health and addiction services					
Phone N=400	39%	45%	10%	5%	2%
Online N=1,272	30%	38%	21%	9%	1%
23.Maintaining County parks					
Phone N=400	20%	57%	18%	5%	0%
Online N=1,272	20%	51%	22%	6%	1%

Q13-Q23 Analysis: Results among online and telephone participants corresponded in important ways when it came to measuring the value of most services to the quality of life in Clackamas County. Online participants did differ from their peers in one area: they placed less emphasis on social services.

- In the telephone survey, a combined two-thirds or more rated all County services tested in the survey as valuable to their quality of life in the County – from law enforcement and economic development to road development, land use, permitting, and park maintenance. In general, women placed higher value to each service compared to men.
- Both groups rated law enforcement as the highest value overall (online 93% combined very/somewhat valuable vs. telephone 94%), followed by road maintenance (online 91% vs. telephone 92%), and response to emergencies and natural disasters (online 85% vs. telephone 91%).
- Looking at “very” valuable services, both groups again rated law enforcement as the highest value (online 63% vs. telephone 66%), followed by response to emergencies and natural disasters (online 50% vs. telephone 62%).
- Rankings diverged on social services. The online group put less emphasis on assisting victims of domestic violence (35% very valuable vs. 55% in the scientific phone survey), low-income healthcare (30% very valuable online vs. 47% among telephone respondents), and mental health and addiction services (30% online vs. 39% telephone).
- The trend on social services persisted elsewhere in the survey, as online respondents returned consistently lower means in rating the importance of low-income access to healthcare, services to the elderly and disabled, assistance to victims of domestic violence, mental health and addiction services, prevention of homelessness, and services for veterans.
- By contrast, on public safety issues such as sheriff services, juvenile crime prevention, crime-related drug and alcohol services, and county corrections, the responses of the two survey populations corresponded closely.

24. (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?

Response Category	Scientific Phone N=400	Community Outreach N=1,272
Excellent	5%	3%
Good	70%	57%
Poor	17%	24%
Very poor	3%	7%
Don’t know	5%	9%

Q24 Analysis: High majorities are satisfied with the County’s performance in providing public services. Three-quarters (75%) of residents rated Clackamas County Government at the top of the scale for its performance in providing County services; most (70%) gave a “good” rating, while 5% gave an excellent rating.

The online group was not as satisfied with the County’s performance in providing services to residents. Whereas 75% of telephone survey respondents reported feeling that the County was doing an excellent (5%) or good (70%) job providing services, only 60% of online respondents agreed (3% excellent/57% good).

TRANSPORTATION PRIORITIES

25. I'd like you to build a budget based on how you want Clackamas County to spend revenue on transportation projects. 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. I'm going to read you the five areas first, then read them again so that you can assign a dollar amount to each.

Response Category	Scientific Phone N=400	Community Outreach N=862
Providing pedestrian and bike lanes	\$12.30	\$11.00
Maintaining roads and bridges	\$42.80	\$47.60
Building new roads	\$17.00	\$15.20
Expanding light rail options	\$11.60	\$12.80
Expanding bus routes and service	\$16.20	\$13.50
Total	\$100.00	\$100.00

Funding for road repairs comes from Clackamas County's share of the State Highway 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 based on the money it receives from the State Highway Fund. Here are a few possible tax or fee options to give road repairs in the County an independent and stable funding source. Do you support or oppose each? (Wait and ask) Is that "somewhat" or "strongly"? (Randomize Q26-Q28)

Response Category	Strong Support	Smwt Support	Smwt Oppose	Strong Oppose	Don't know
26. Creating a County vehicle registration fee					
Phone N=400	9%	21%	20%	47%	4%
Online N=861	20%	30%	11%	36%	2%
27. Creating a dedicated taxing district in the County					
Phone N=400	5%	15%	19%	42%	19%
Online N=861	8%	20%	18%	42%	13%
28. Implementing a County-wide gas tax					
Phone N=400	6%	12%	15%	65%	2%
Online N=861	18%	25%	14%	41%	2%

Q25-Q28 Analysis: Residents want diverse transportation options. Their top priority is maintenance of roads and bridges, followed by expanding public transportation options. When asked to build a hypothetical budget for transportation services, residents allocated 43% toward road and bridge maintenance, and 17% to building new roads. They allocated approximately 40% of their budget to non-personal automobile transportation options – 16% to expanding bus routes, 12% to providing pedestrian and bike lanes, and another 12% to expanding light rail.

Residents who have been living in Clackamas County for more than 10 years put more priority to maintaining bridges and roads and building new roads than newer residents. While roads and bridges were also the biggest priorities for newer residents, this group found expanding public transportation (both bus and light rail) and sidewalks and bike lanes more important than longer-term residents.

The online group allotted funding on transportation issues very similarly to their telephone counterparts, and showed more willingness to fund the transportation budget shortfall.

- When allotting funds for transportation priorities, both groups spent the most on road maintenance and repair (\$47.60 online vs. \$42.80 phone), followed by new roads (\$15.20 online vs. \$17.00 telephone), and bus service (\$13.50 online vs. \$16.20 telephone).
- Expenditure on light rail expansion and pedestrian/bike lanes brought up the rear and generated slightly different results in the two groups. Online participants spent more on light rail (\$12.80) than pedestrian/bike lanes (\$11.00), while the reverse was true in the scientific phone survey (\$11.60 on light rail and \$12.30 on pedestrian/bike lanes).
- Support for a vehicle registration fee reached 50% among the online group, compared to 30% in the scientific phone survey (20% strong/30% somewhat vs. 9% strong/21% somewhat).
- A gas tax was the next most tolerable funding mechanism to online respondents (43% combined support and 55% combined opposition vs. 18% support and 80% opposition in the telephone survey).
- Response percentages to a dedicated tax district were very similar among the two survey pools (28% combined support and 60% opposition online vs. 20% support and 61% opposition in the telephone survey).

PORTLAND-MILWAUKIE MAX EXPANSION

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

Response Category	Scientific Phone N=400	Community Outreach N=862
Yes	69%	93%
No	30%	7%
Don't know	1%	1%

Q29 Analysis: In the telephone survey, opinions were split on the Portland-Milwaukie MAX expansion. Almost two-thirds of residents have heard of the project. Residents were almost evenly divided between feeling positive (37%), neutral (27%), and negative (34%) about the project. Almost equal amounts of residents felt “very” positively (25%) and “very” negatively (29%). All in all, residents living in more populous areas were most likely to have positive views of it. Residents living in the Lake Oswego/Milwaukie/Gladstone areas are the most likely of any group to be aware (77%) of the project. Forty-eight percent (48%) of residents in these areas had positive views about the expansion. Fifty-eight percent of newer residents (those who have lived in the County for 10 years or less) felt *positively* about the project. No demographic group had a majority of people who said they felt *negatively* about the project.

Online participants were more aware of, and more positive about, the Portland-Milwaukie MAX line expansion. Almost all (93%) of online participants were aware of the project compared to 69% of telephone respondents; 51% online participants viewed the project positively (35% very/16% somewhat), compared to 37% on the telephone (25% very/12% somewhat). Opposition was more consistent (42% online, with 10% somewhat and 32% very, compared to 34% on the telephone with 5% somewhat and 29% very).

30. 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 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”?

Response Category	Scientific Phone 2012 N=400	Community Outreach 2012 N=862
Very positive	25%	35%
Somewhat positive	12%	16%
Neutral	27%	7%
Somewhat negative	5%	10%
Very negative	29%	32%
Don't know	2%	0%

31. (If positive to Q30) Why is your opinion about this project positive? (Open, probe for specific reasons)

Community online survey responses to open-ended questions not coded; for responses, see verbatim file.

Response Category	Scientific Phone N=150
Increases access to public transportation/makes it easier to get around	34%
Will create jobs	31%
Will reduce the number of vehicles on the road	14%
Supportive of light rail/max	12%
Will reduce dependence on fossil fuels	5%
Vital for future growth	2%
Other	2%
None/Nothing	0%
Don't know	0%

32. (If neutral to Q30) Why is your opinion about this project neutral? (Open, probe for specific reasons)

Community online survey responses to open-ended questions not coded; for responses, see verbatim file.

Response Category	Scientific Phone N=107
Wouldn't utilize it/has no impact on me	31%
Need more information/need to do more research	23%
County should spend funds on other projects besides the light rail/MAX	11%
Costly/expensive to implement	10%
Concerned about crime/public safety	8%
Not necessary/there are other means of transportation	5%
Other	9%
Don't know	0%

33. (If negative to Q30) Why is your opinion about the project negative? (Open, probe for specific reasons)

Community online survey responses to open-ended questions not coded; for responses, see verbatim file.

Response Category	Scientific Phone N=136
Costly/expensive to implement	26%
Concerned about crime/public safety	17%
County should spend funds on other projects besides the light rail/max	17%
Not enough people will ride	15%
Proposal has been voted down in the past	5%
Unnecessary/not needed	3%
Will cause over-expansion/too much growth	2%
Should focus on improving bus service instead of light rail/MAX	2%
Need more information/need to do more research	2%
Other	10%
None/Nothing	0%
Don't know	0%

34. (If negative to Q30) What, if anything, can the County do to address your concerns? (Open, probe for specific reasons)

Community online survey responses to open-ended questions not coded; for responses, see verbatim file.

Response Category	Scientific Phone N=136
Discontinue light rail/MAX	21%
Spend money wisely	18%
Listen to residents/voters	12%
Focus on roads/bridges	7%
Reduce crime/increase security	5%
Reduce taxes	4%
Create jobs	2%
Hold public hearings	2%
Other	11%
None/Nothing	10%
Don't know	7%

PUBLIC SAFETY PRIORITIES

35. (Ask All) How satisfied are you with the County's performance in providing public safety services: very satisfied, somewhat satisfied, not too satisfied, not at all satisfied? If you are neutral, let me know.

Response Category	Scientific Phone N=400	Community Outreach N=864
Very satisfied	31%	22%
Somewhat satisfied	38%	45%
Neutral	21%	19%
Not too satisfied	5%	7%
Not at all satisfied	2%	3%
Don't know	4%	4%

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 Q36-Q39)

Response Category	Mean	Top box 7+8+9	Don't know
36. Sheriff services			
Phone N=400	7.4	73%	2%
Online N=864	7.4	74%	4%
37. Juvenile crime prevention			
Phone N=400	6.8	61%	1%
Online N=864	6.7	59%	5%
38. Drug and alcohol services aimed at preventing crime			
Phone N=400	6.7	59%	1%
Online N=864	6.3	53%	5%

39. Community corrections, including probation and parole services			
Phone N=400	6.3	50%	3%
Online N=864	6.5	55%	5%

Q35-Q39 Analysis: Online respondents had similar, and high, satisfaction levels and priorities about public safety in the County as telephone survey respondents. Two-thirds (67%) of online participants and 69% of residents from the phone survey said they are either somewhat or very satisfied with the County’s performance in providing public safety services. Telephone survey participants were more likely to be “very” satisfied than their online counterparts (31% vs. 22%). Respondents gave similar importance ratings for sheriff services, juvenile crime prevention, drug and alcohol services, and community corrections.

SOCIAL 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 Q40-Q45)

Response Category	Mean	Top box 7+8+9	Don’t know
40. Assisting low-income residents getting access to health care			
Phone N=400	6.2	53%	1%
Online N=864	5.5	42%	3%
41. Providing services to the elderly and disabled			
Phone N=400	7.3	71%	0%
Online N=864	6.5	58%	2%
42. Assisting women and children who are victims of domestic violence			
Phone N=400	7.3	72%	0%
Online N=864	6.3	56%	3%
43. Providing mental health and addiction services			
Phone N=400	6.3	52%	1%
Online N=864	5.8	45%	3%
44. Preventing homelessness by helping low-income residents find affordable housing			
Phone N=400	6.0	48%	1%
Online N=864	5.2	40%	3%
45. Providing services to veterans			
Phone N=400	7.3	70%	1%
Online N=864	6.3	56%	3%

46. 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.

Response Category	Scientific Phone N=400	Community Outreach N=864
Very satisfied	11%	4%
Somewhat satisfied	39%	32%
Neutral	33%	30%
Not too satisfied	8%	13%
Not at all satisfied	4%	6%
Don’t know	6%	14%

Q40-Q46 Analysis: All social services were given above average mean scores by both online and telephone survey respondents. Online respondents placed less intensity (7-9 scores) on social services provided by the County than their telephone survey counterparts. Respondents from the telephone survey were more likely to give top 7-9 scores for each social service tested, with the biggest divergence in opinions being for providing services to veterans (phone: 70%; online: 56%), assisting women who are victims of domestic violence (phone: 72%; online: 56%), and providing services to the elderly and disabled (phone: 71%; online: 56%).

E-GOVERNMENT + RECEIVING SERVICES

47. 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? (Randomize; read list; accept one)

Response Category	Scientific Phone N=400	Community Outreach N=868
Telephone call	45%	27%
Visit a website	26%	31%
Send an email	15%	34%
Visit an office	7%	5%
Write a letter	3%	1%
Other (specify)	0%	2%
Don’t know	2%	1%

48. 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?

Response Category	Scientific Phone N=400	Community Outreach N=868
Very important	63%	75%
Somewhat important	28%	22%
Not too important	3%	3%
Not at all important	2%	0%
Don’t know	3%	0%

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

Response Category	Scientific Phone N=400	Community Outreach N=867
How to access services	19%	81%
Contact information for departments and people	18%	88%
Where my tax dollars are going	17%	77%
Upcoming events	14%	64%
Information about upcoming elections	11%	55%
Upcoming meetings	10%	69%
Information about elected County officials	10%	55%
Zoning issues	4%	58%
List of proposals/new bills/ballot measures	4%	0%
All other responses	Less than 3%	0%
None/nothing	1%	0%
Don't know	26%	1%

Q47-Q49 Analysis: Over 90% of residents believe it's important for the County to have a strong online presence. Nine in ten residents said it is important to them to be able to access information about the County online, with 63% who said this is "very" important. If residents were going to contact Clackamas County, they would be most likely to make a phone call, visit a website, or send an email. Going online (either email or visiting a website) is how a majority of residents under 54 would prefer to contact the County. While one-quarter of residents ages 55 and older want to go online, a majority prefer the telephone.

The online group felt even more strongly about the availability of County information online than did the telephone survey pool. Two-thirds (65%) of online respondents said they found using a website (31%) or sending an email (34%) the most convenient method for contacting a government agency, compared to 27% who would use the phone. Comparable rates in the scientific survey were 41% web and email (26% and 15% respectively) and 45% telephone. Three-quarters (75%) of online respondents thought it was very important to be able to access information about Clackamas County online, and another 22% thought it was somewhat important. Corresponding results in the scientific phone survey were 63% and 28% respectively.

COMMUNITY INVOLVEMENT

Here are some ways to get involved in Clackamas County government. Are you very interested, somewhat interested, not too interested, or not at all interested in: (Randomize Q50-Q53)

Response Category, N=400	Very interested	Smwt interested	Not too interested	Not at all	Don't know
50. Attending public meetings in the county					
Phone N=400	9%	34%	22%	31%	3%
Online N=871	19%	48%	21%	10%	2%
51. Responding to online surveys about Clackamas County issues					
Phone N=400	13%	38%	17%	29%	3%
Online N=871	48%	46%	5%	1%	1%
52. Volunteering to help on programs operated by Clackamas County					

Phone N=400	8%	42%	16%	29%	4%
Online N=871	13%	42%	25%	15%	5%
53. Volunteering to sit on one or some of the County's citizen committees					
Phone N=400	8%	28%	23%	37%	4%
Online N=871	19%	38%	22%	16%	5%

54. 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?

Response Category	Scientific Phone N=400	Community Outreach N=871
Mean	5.6	6.0
Top box (8+9+10)	17%	22%
Never heard of it	18%	14%
Never read it	7%	7%
Don't know	7%	5%

55. The Citizen News is delivered to all households in the County. How would you prefer to receive Citizen News? (Do not read list)

Response Category	Scientific Phone N=400	Community Outreach N=869
Mailed home/paper copy	58%	43%
Email	20%	37%
Online	8%	28%
Do not wish to receive it	5%	6%
Social media	1%	5%
Other (specify)	1%	3%
Don't know	6%	2%

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.

56. What is your age?

Response Category	Scientific Phone N=400	Community Outreach N=1,272
18-24	13%	1%
25-34	18%	8%
35-54	31%	35%
55-64	18%	33%
65+	20%	23%
Refused	1%	0%

57. Gender (by observation)

Response Category	Scientific Phone N=400	Community Outreach N=1,272
Male	48%	49%
Female	52%	51%

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

Telephone Survey Quota:

- Lake Oswego/Milwaukie/Oak Grove/Gladstone: 23%
- West Linn/Oregon City: 15%
- Happy Valley/Damascus/Sandy: 9%
- Wilsonville/Canby/Molalla: 11%
- All others: 42%

Response Category	Scientific Phone N=400	Community Outreach N=1,272
Milwaukie	12%	13%
Estacada	10%	3%
Oregon City	10%	13%
Lake Oswego	7%	10%
Molalla	7%	4%
Beavercreek	6%	2%
Clackamas	6%	4%
West Linn	5%	7%
Boring	5%	5%
Unincorporated Clackamas County	4%	0
Colton	3%	0
Damascus/Carver	3%	4%
Eagle Creek	3%	1%
Gladstone	3%	2%
Canby	3%	3%
Happy Valley	3%	4%
Sandy	3%	3%
Portland	2%	1%
Wilsonville	2%	4%
Oak Grove	1%	9%
Tualatin	1%	3 respondents
Barlow	1 respondent	1 respondent
Hubbard	1 respondent	0
Johnson City	1 respondent	0
Rhododendron	1 respondent	0
Rivergrove	1 respondent	2 respondents
Scotts Mill	1 respondent	0
Sherwood	1 respondent	0
Sunnyside	1 respondent	1 respondent
Zigzag	1 respondent	0
Government Camp	0	0
Jennings Lodge	0	1%

Response Category	Scientific Phone N=400	Community Outreach N=1,272
Mount Hood Village	0	1%
Oatfield	0	4 respondents

59. How long have you lived in Clackamas County?

Response Category	Scientific Phone N=400	Community Outreach N=1,272
0-5 years	12%	14%
6-10 years	12%	14%
More than 10 years	73%	73%
Refused	4%	0%

60. Do you own or rent your home?

Response Category	Scientific Phone N=400	Community Outreach N=1,272
Own	71%	90%
Rent	20%	10%
Refused	8%	0%

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

Response Category	Scientific Phone N=400	Community Outreach N=1,272
Less than high school	2%	0%
High school diploma	21%	4%
Some college	30%	26%
College degree	31%	36%
Graduate/professional school	12%	33%
Refused	4%	0%

62. How many children under age 18 live in your home? (Record)

Response Category	Scientific Phone N=400	Community Outreach N=1,272
0/none	62%	74%
1	16%	10%
2	10%	11%
3	5%	3%
4	3%	1%
5+	-	5 respondents
Refused	4%	0%

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

Response Category	Scientific Phone N=400	Community Outreach N=1,272
Less than \$24,999	13%	7%
\$25,000-\$49,999	18%	16%
\$50,000-\$74,999	16%	23%
\$75,000-\$99,999	13%	20%
\$100,000-\$149,999	12%	22%
\$150,000+	8%	12%
Refused	21%	0%

64. What is your race or ethnicity? (Allow multiple)

Response Category	Scientific Phone N=400	Community Outreach N=1,272
White/Caucasian	87%	91%
African American/Black	1%	5 respondents
Hispanic/Latino	1%	1%
Asian/Pacific Islander	2%	1%
Native American/American Indian	1%	2%
Other	4%	4%
Refused/No answer	7%	2%

Appendix A

These were the following sources of distribution for the online version of the Clackamas County Community Survey:

- Posted by Clackamas County to web page www.clackamas.us lead item from Feb. 29 through March 15.
- Distributed by DHM to Clackamas residents included in online Opt In panel maintained by Metro (1,206 emails).
- Posted by Clackamas County to Facebook and Twitter on repeated occasions.
- Distributed by Clackamas County to local media Feb. 29 and March 12.
- Distributed by Clackamas County to leaders of CPO's in Clackamas County.
- Distributed by Clackamas County to advisory boards and commissions with recommendation to distribute to members.
- Distributed by Clackamas County to Riverwatch group.
- Distributed by Clackamas County to Hamlets and Villages email list.
- Promoted by BCC at business meetings in March.
- Distributed by Clackamas County to information officers in Clackamas counties cities and communities and school districts.
- Posted by Clackamas County to "reader board" on Clackamas County Government Channel.
- Promoted in a memo to employees from Steve Wheeler that was distributed week of February 27.