

CLACKAMAS COUNTY BOARD OF COUNTY COMMISSIONERS

Policy Session Worksheet

Presentation Date: 07/21/20 **Approx. Start Time:** 2:30 p.m. **Approx. Length:** 30 mins.

Presentation Title: 2020 Community Survey Results

Department: Public and Government Affairs (PGA)

Presenters: Sue Hildick, PGA Director; Dylan Blaylock, PGA Senior Community Relations Specialist; John Horvick, DHM Research

Other Invitees: Tonia Holowetzki, PGA Deputy Director; Jessie Kirk, PGA Web Content Editor; Katie Wilson, Public Involvement Specialist

WHAT ACTION ARE YOU REQUESTING FROM THE BOARD?

This is a final summary presentation of the 2020 Clackamas County Community Survey.

No decision or action is being requested of the BCC.

EXECUTIVE SUMMARY:

Public and Government Affairs, under the direction of the Board of Commissioners, has commissioned a community survey every two-to-four years since 2000 in order to:

- Assess resident opinions of priority long-term issues facing Clackamas County.
- Measure resident satisfaction of Clackamas County services.
- Measure resident feelings toward immediate issues involving potential ballot measures or county initiatives.
- Monitor and measure public engagement methods and mediums.

DHM Research conducted this year's survey, which involved a scientific hybrid survey (telephone and text-to-online) of 400 county residents, between May 20 to June 1.

Among the major findings:

- Positivity about the direction Clackamas County is headed, while slightly down, is akin to prior years despite the COVID-19 crisis.
- Residents value living in Clackamas County for its natural beauty, their relationships, its sense of community, and safety.
- Residents say that the COVID-19 crisis and economic issues (jobs, homelessness) are most pressing for the county. Roads and traffic are also important.

- Emergency services, law enforcement, assistance for domestic violence survivors, and road maintenance are considered valuable county services.
- One third of residents experience barriers to attending public meetings, though some groups are more likely to experience barriers than others.
- Clackamas County’s website and social media accounts are the most trusted sources of information about the county, followed by newspapers.

Full survey results can be found in the attachments.

FINANCIAL IMPLICATIONS (current year and ongoing):

N/A

STRATEGIC PLAN ALIGNMENT:

This item aligns with the following Performance Clackamas priorities and policy perspectives:

Build public trust through good government: As codified in this priority, the county must *listen* to its residents/stakeholders and be accountable for services and deliver them successfully. This survey allows a scientific way to measure resident opinion.

Equity, Diversity, and Inclusion: One of four policy perspectives – or lenses – identified in Performance Clackamas, certain survey questions and data will allow PGA to better break down barriers for some of our residents to engage with us. Breaking these down will allow for greater participation, particularly among groups that our EDI efforts aim to reach.

LEGAL/POLICY REQUIREMENTS:

N/A

PUBLIC/GOVERNMENTAL PARTICIPATION:

Clackamas County prioritizes transparency as a means of building public trust through good government. This information is being presented at a public meeting, and the work described has the potential to impact future public and governmental engagement.

OPTIONS:

N/A – No action is being requested.

RECOMMENDATION:

N/A

ATTACHMENTS:

- 2020 ClackCo Community Survey analysis
- 2020 ClackCo Community Survey results

SUBMITTED BY:

Division Director/Head Approval _____

Department Director/Head Approval s/Sue Hildick

County Administrator Approval _____

For information on this issue or copies of attachments, please contact Sue Hildick @ 503-742-5900

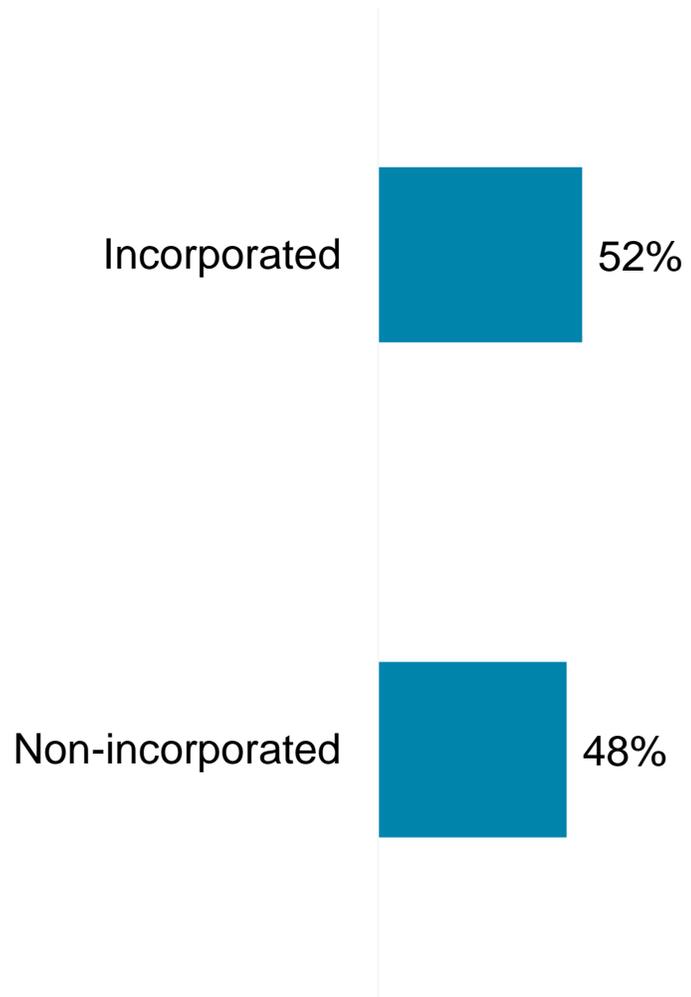
Clackamas County 2020 Community Survey

June 2020

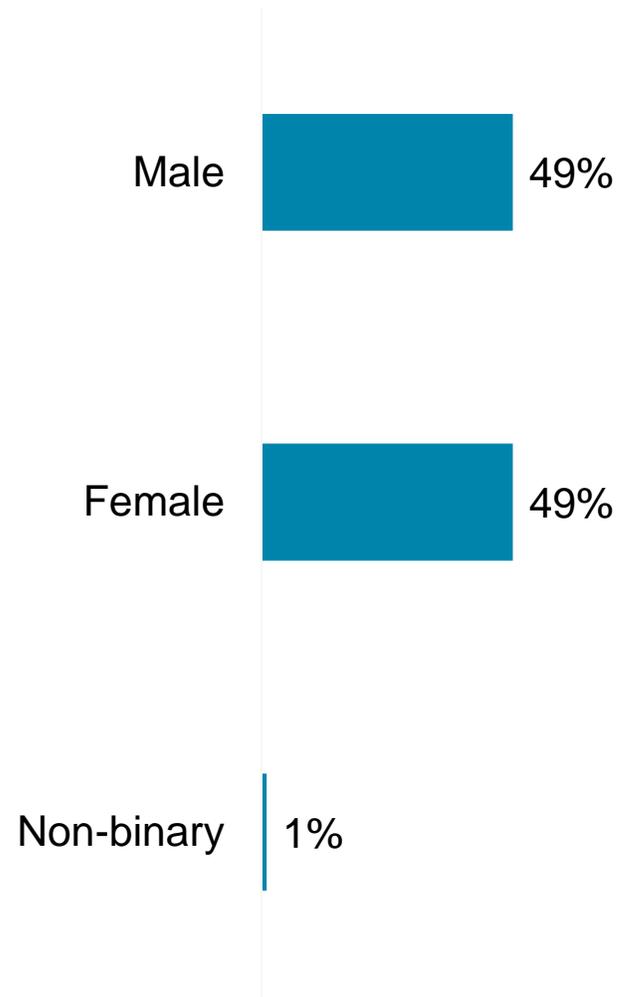


Survey demographics

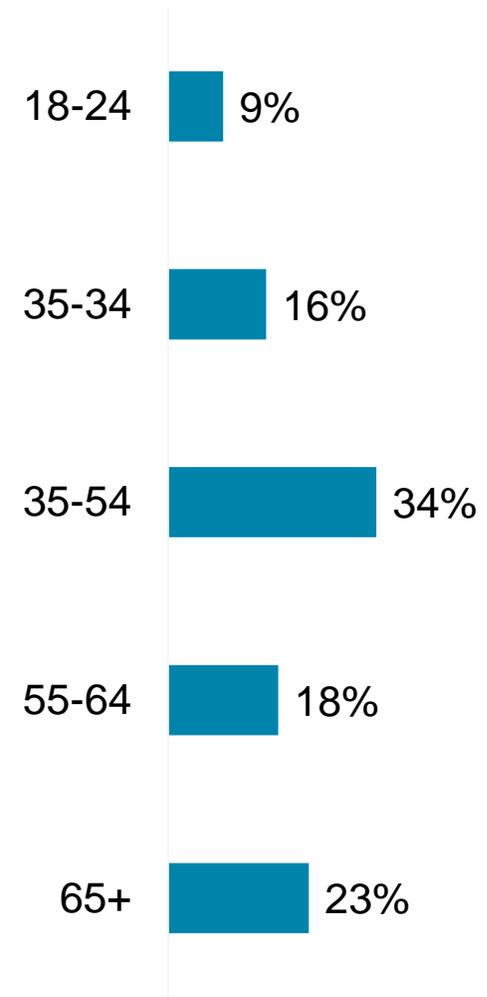
Area



Gender

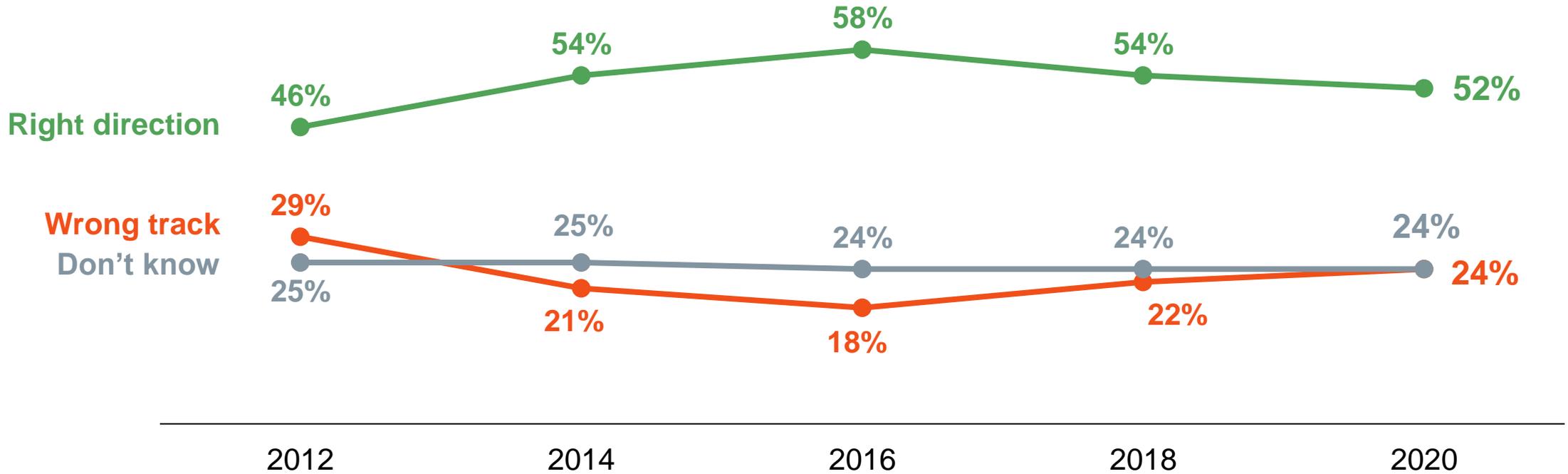


Age

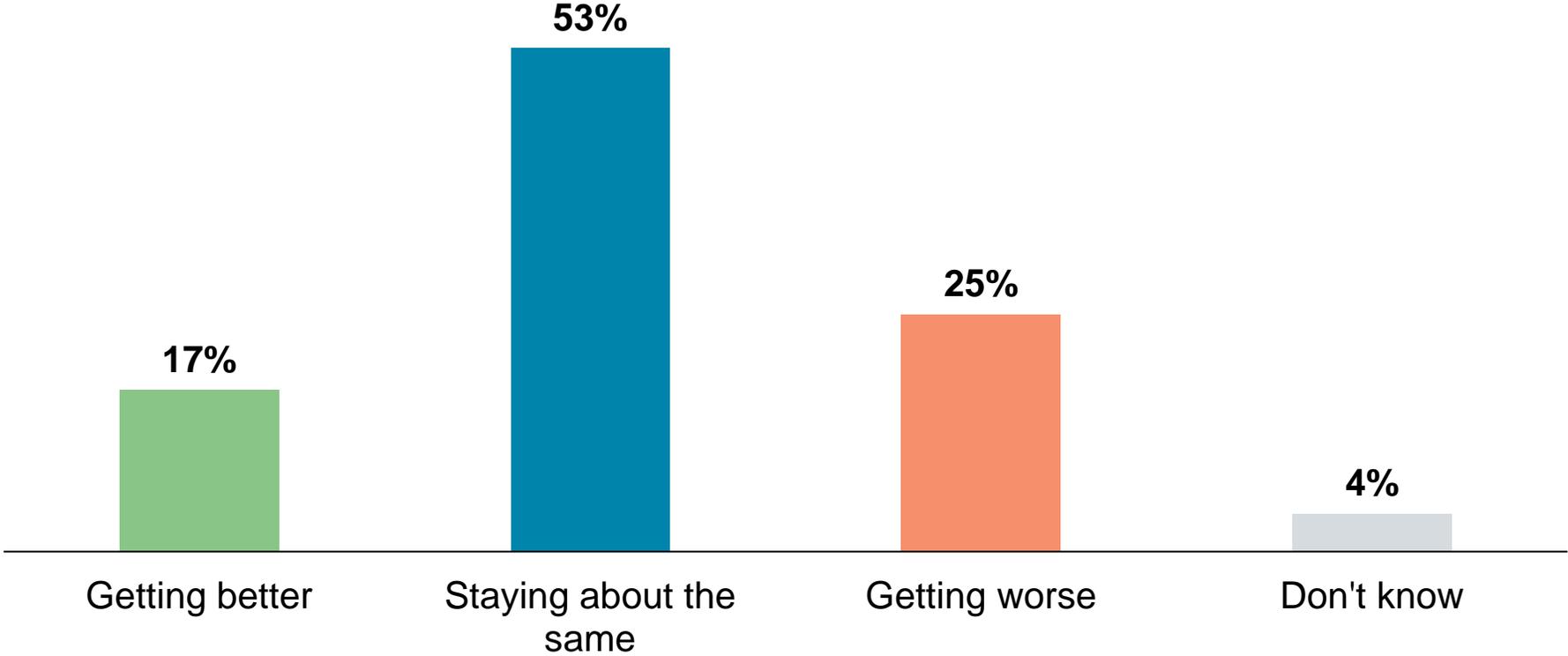


Life in Clackamas County

Positivity about the direction Clackamas County is headed is akin to prior years despite the COVID-19 crisis.



A majority say quality of life is staying about the same in Clackamas County, although pessimism slightly outweighs optimism.



Residents value living in Clackamas County for its natural beauty, their relationships, its sense of community, and safety.

28% Environment, outdoors

28% Family, friends, neighbors

20% Sense of community

17% Safety, Lack of crime

13% Small business, farmer's market

11% Small town

Residents say that the COVID-19 crisis and economic issues are most pressing for the county. Roads and traffic are also important.

24% Coronavirus, back to normal

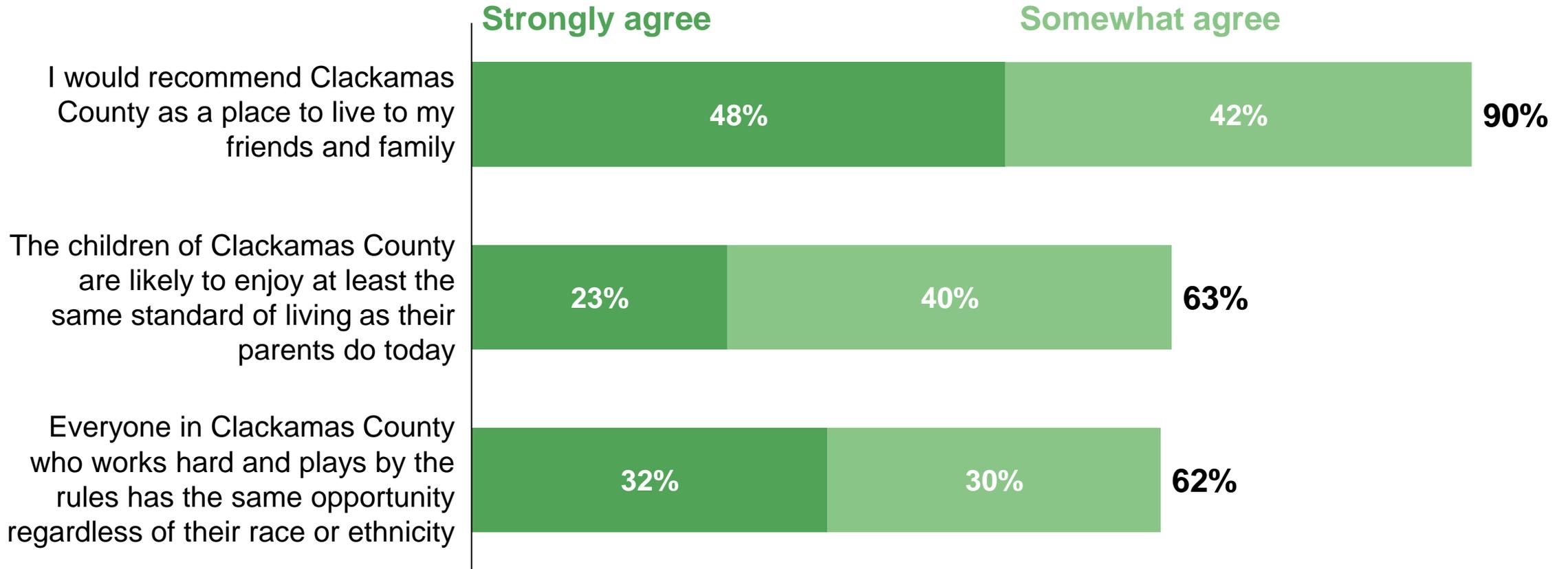
20% Jobs, economy

15% Homelessness, poverty

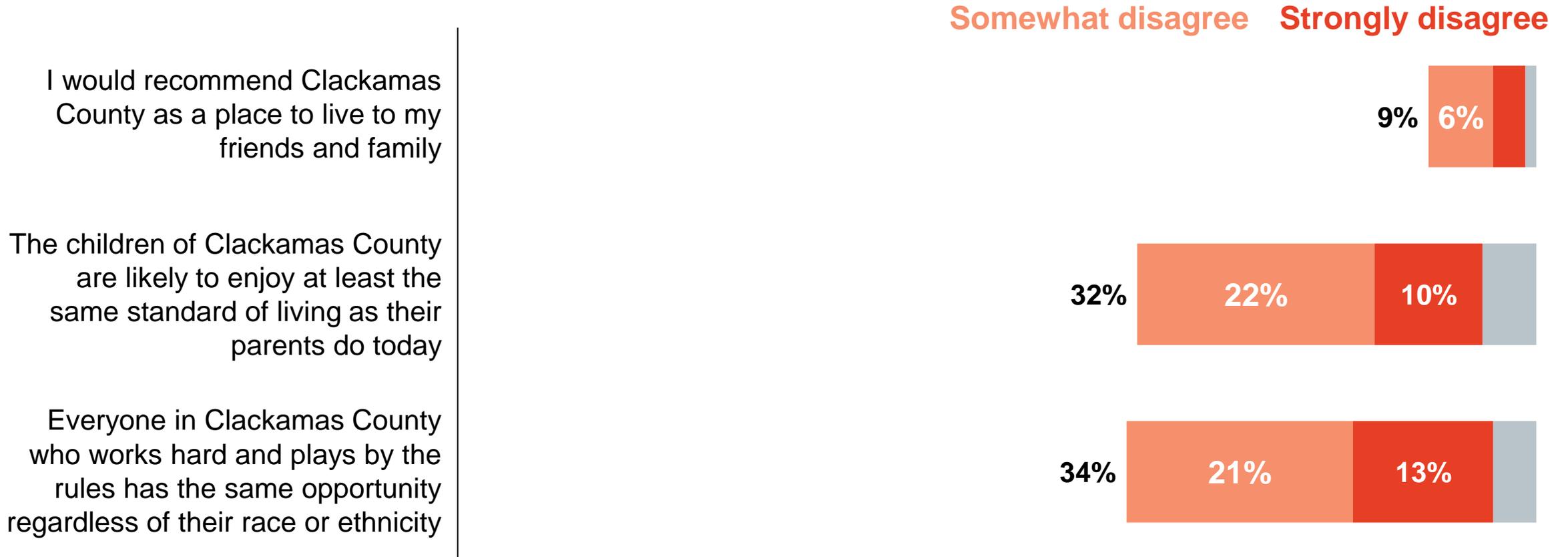
11% Roads, potholes, maintenance, infrastructure

11% Traffic congestion

Residents largely agree with positive statements about the quality of life and racial equality in the county.

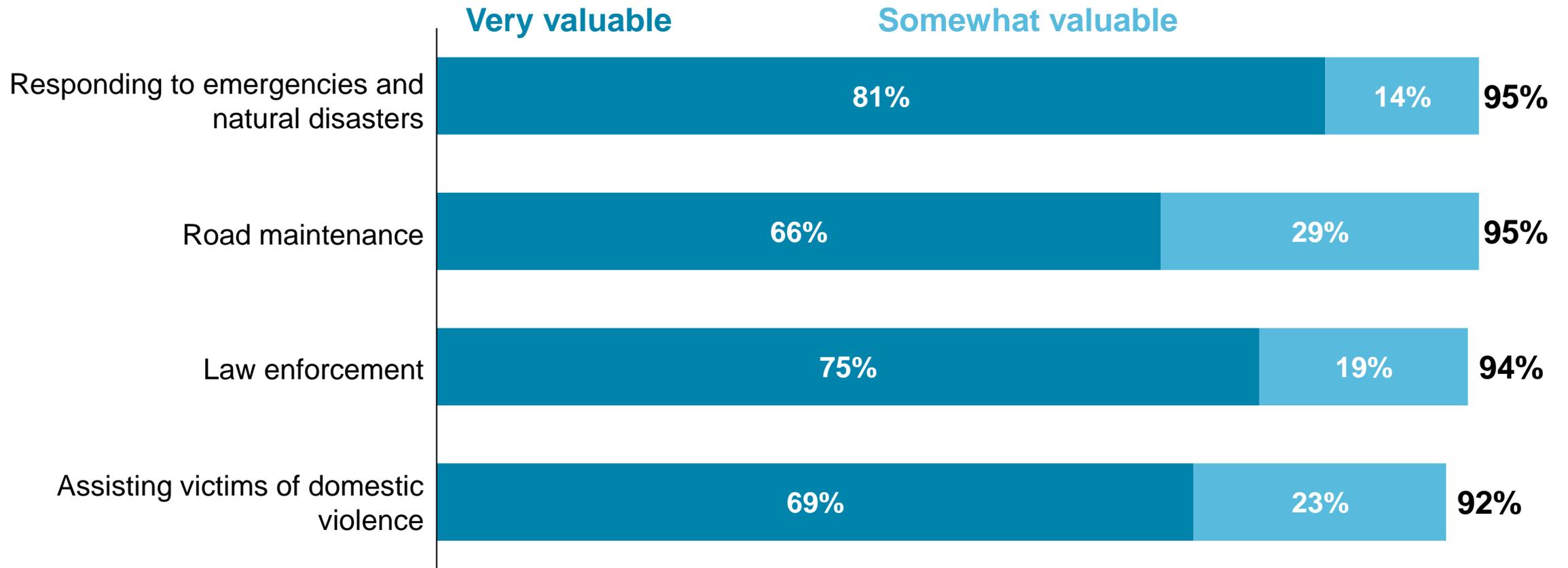


About one third disagree that children will enjoy at least the same standard of living and that everyone has the same opportunity regardless of race or ethnicity.

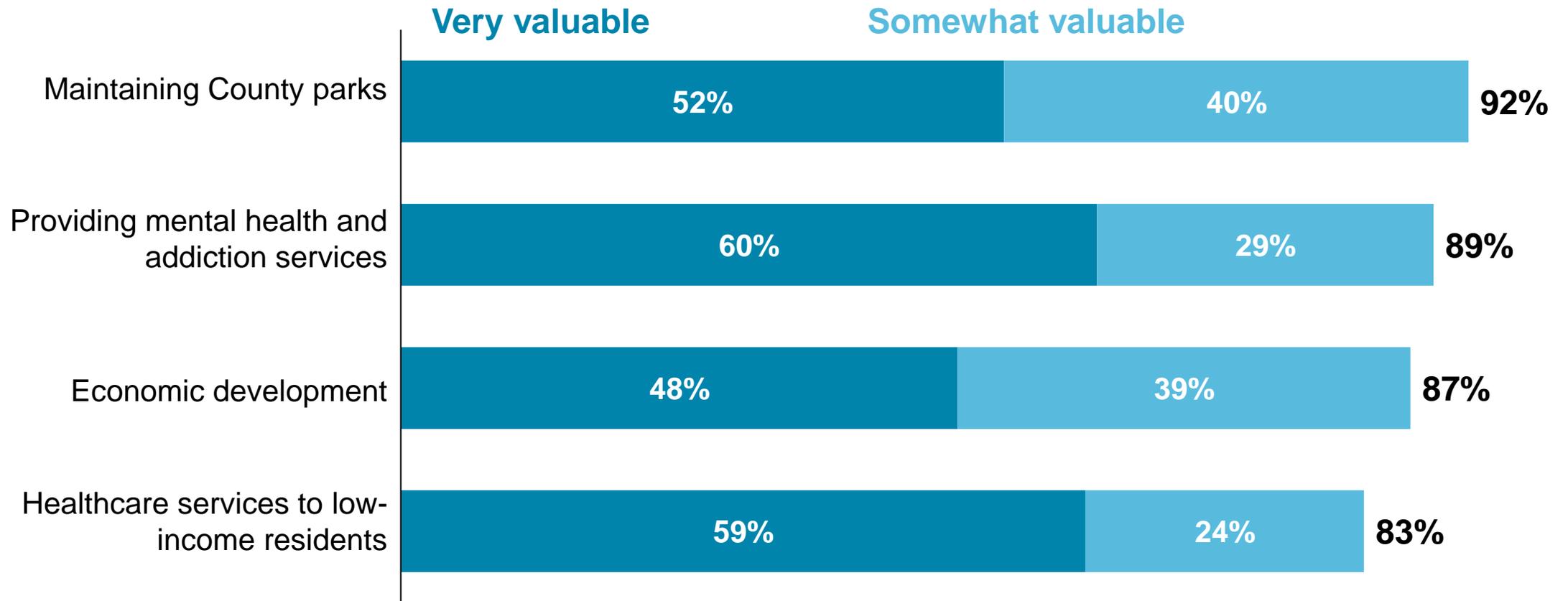


County services

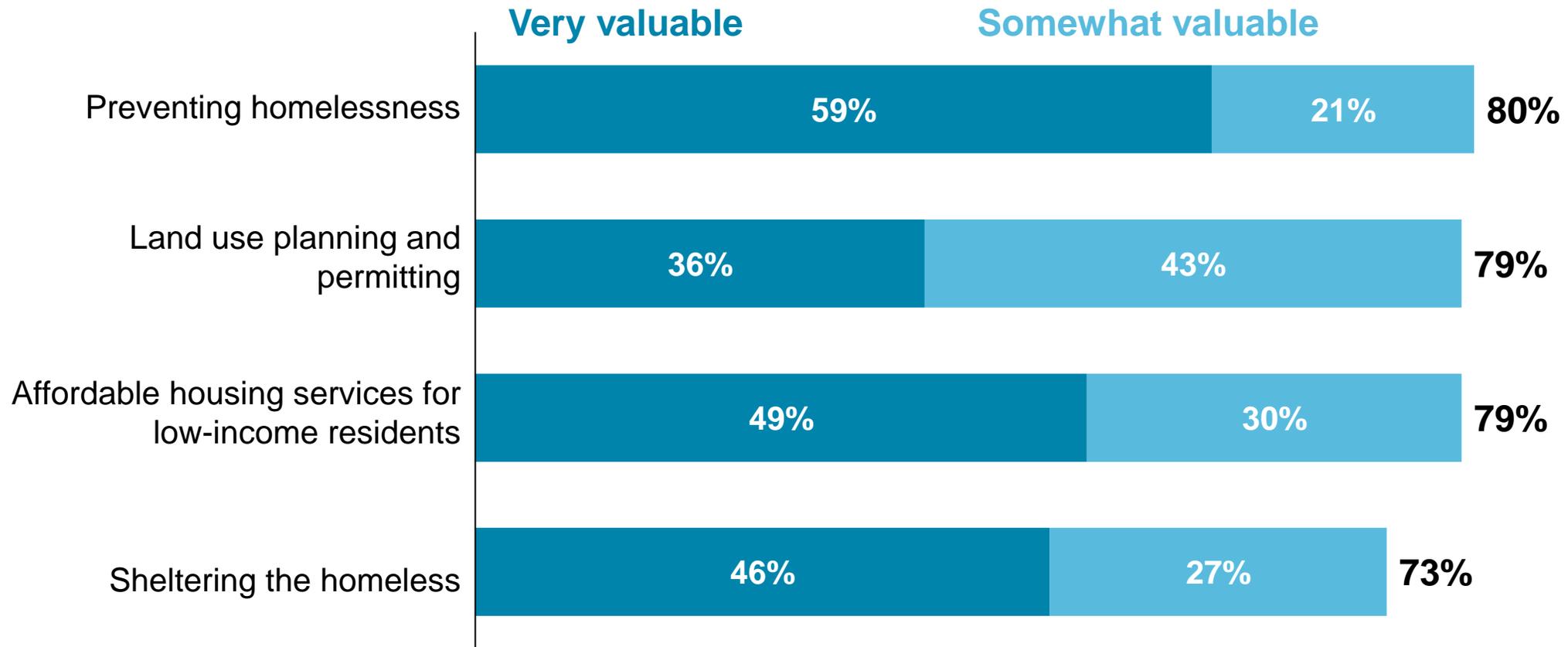
Emergency services, law enforcement, assistance for domestic violence survivors, and road maintenance are considered the most essential County services.



County parks, health services, and economic development are also seen as valuable by many.

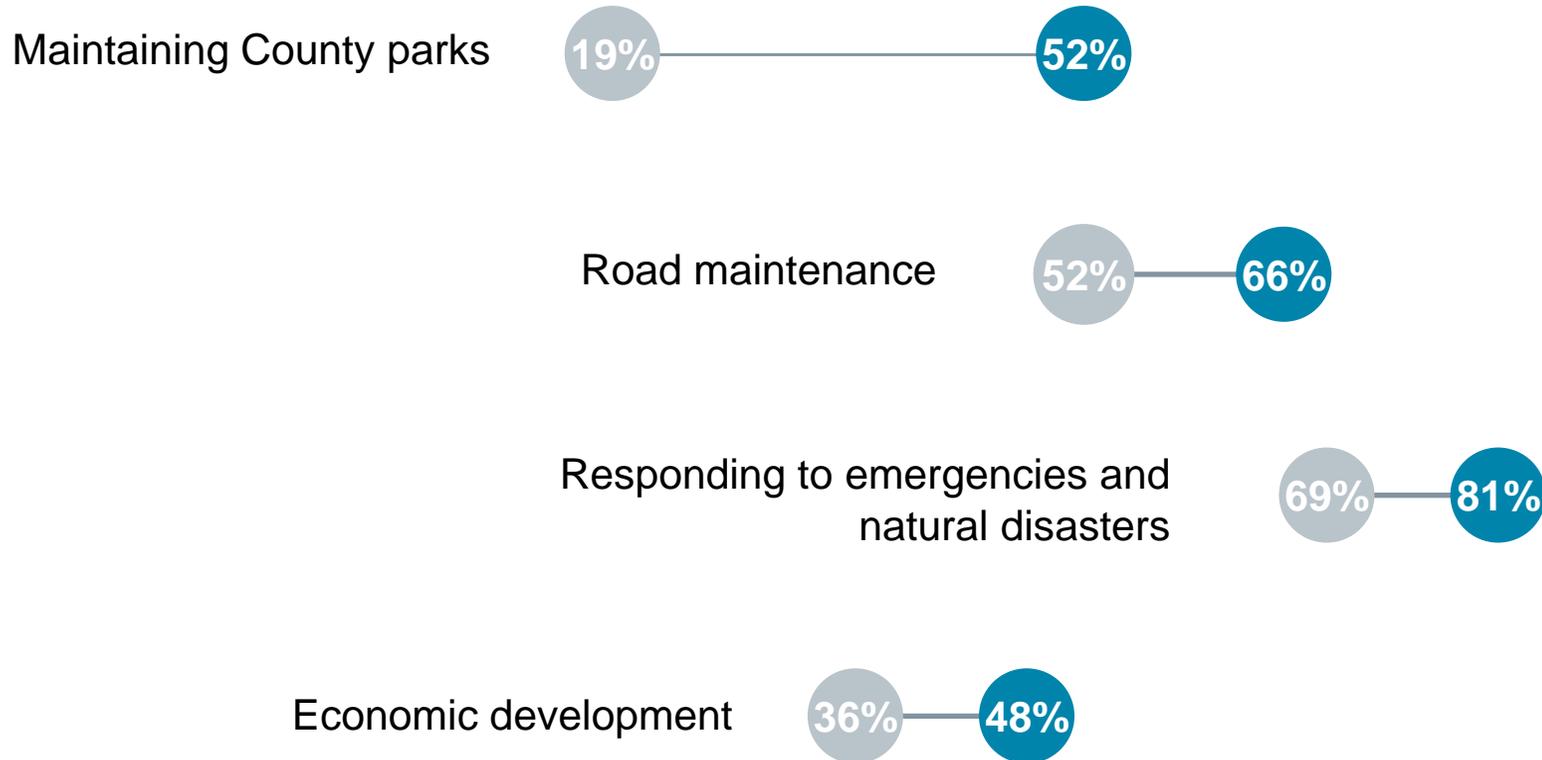


Housing and homelessness services have lower overall value ratings but similar “very valuable” ratings, suggesting polarization.



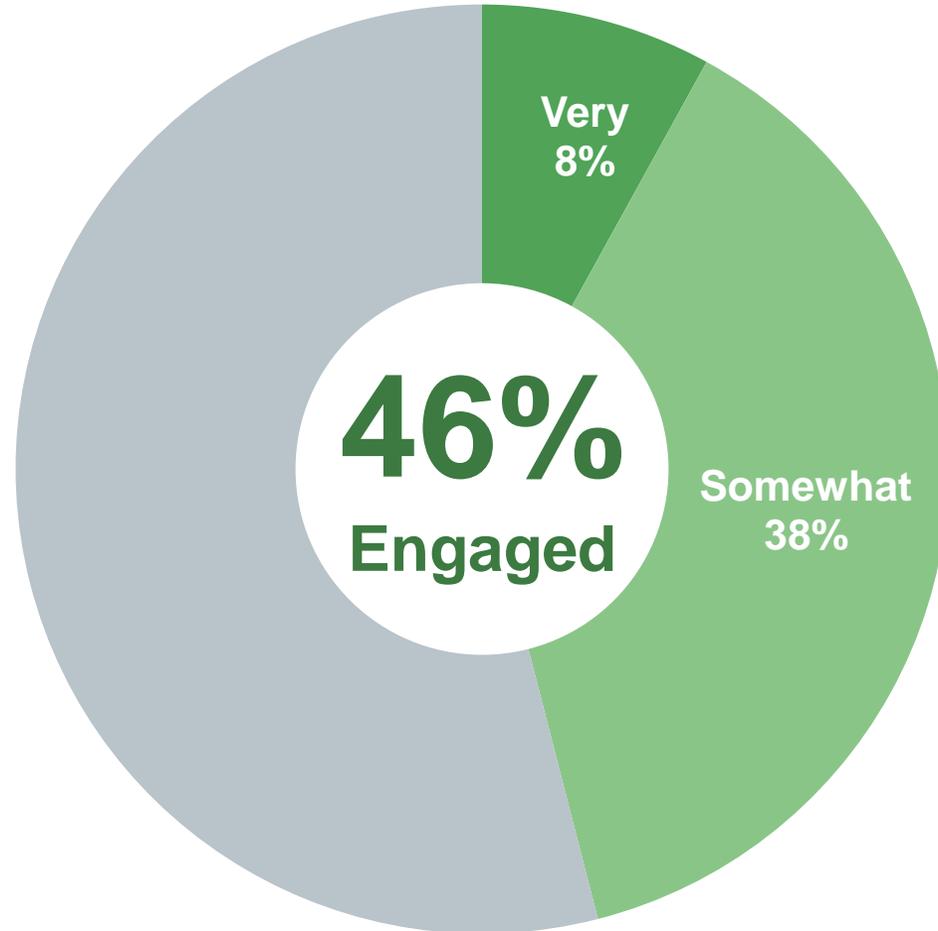
Very valuable ratings rose by an average of 11 points from 2018, including an increase of 33 points for maintaining County parks.

Very Valuable Ratings of Services: 2018 to 2020

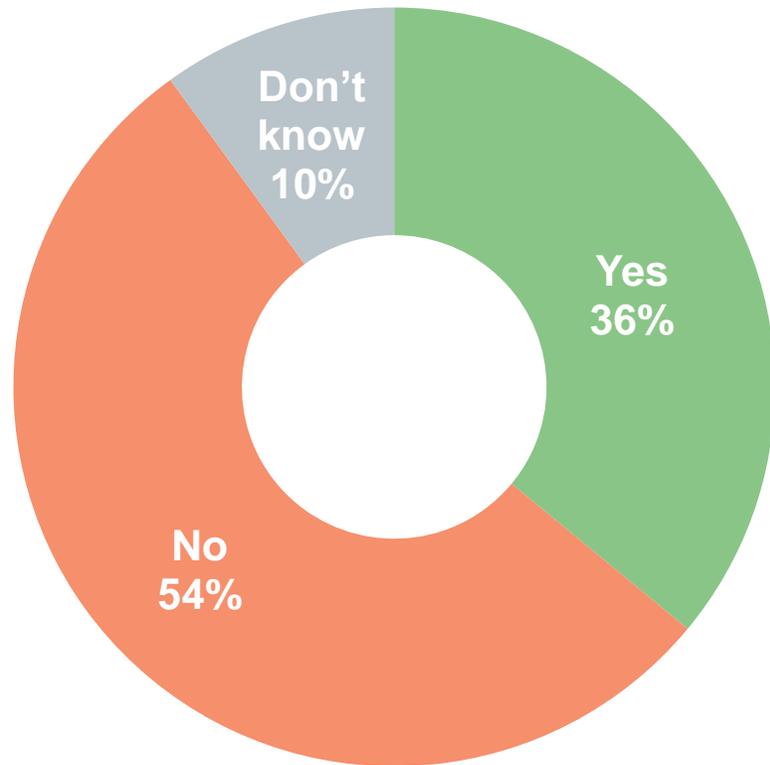


Involvement and information

Just under half of residents say they are at least somewhat engaged with their County government, which is up 9 points from 2016.



One third of residents experience barriers to attending public meetings, though some groups are more likely to experience barriers than others.



58% of those with incomes less than \$25k

55% of people of color

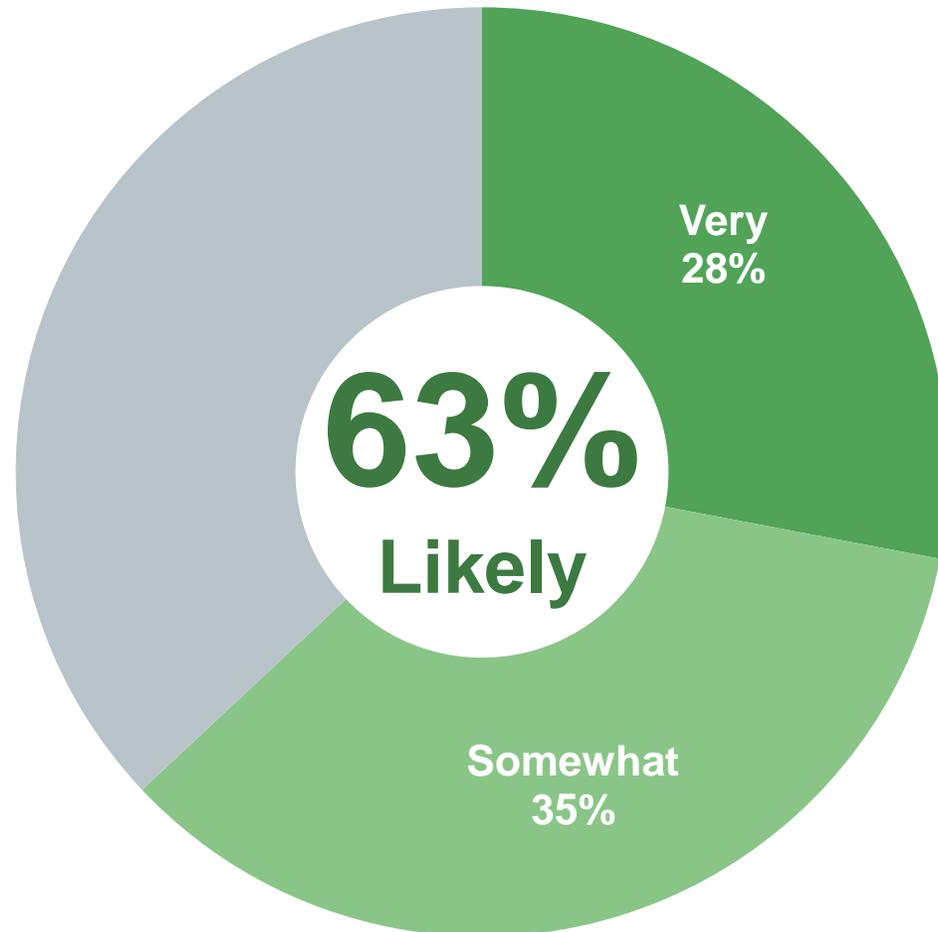
51% of those who have lived in Clackamas County for less than 6 years

47% of renters

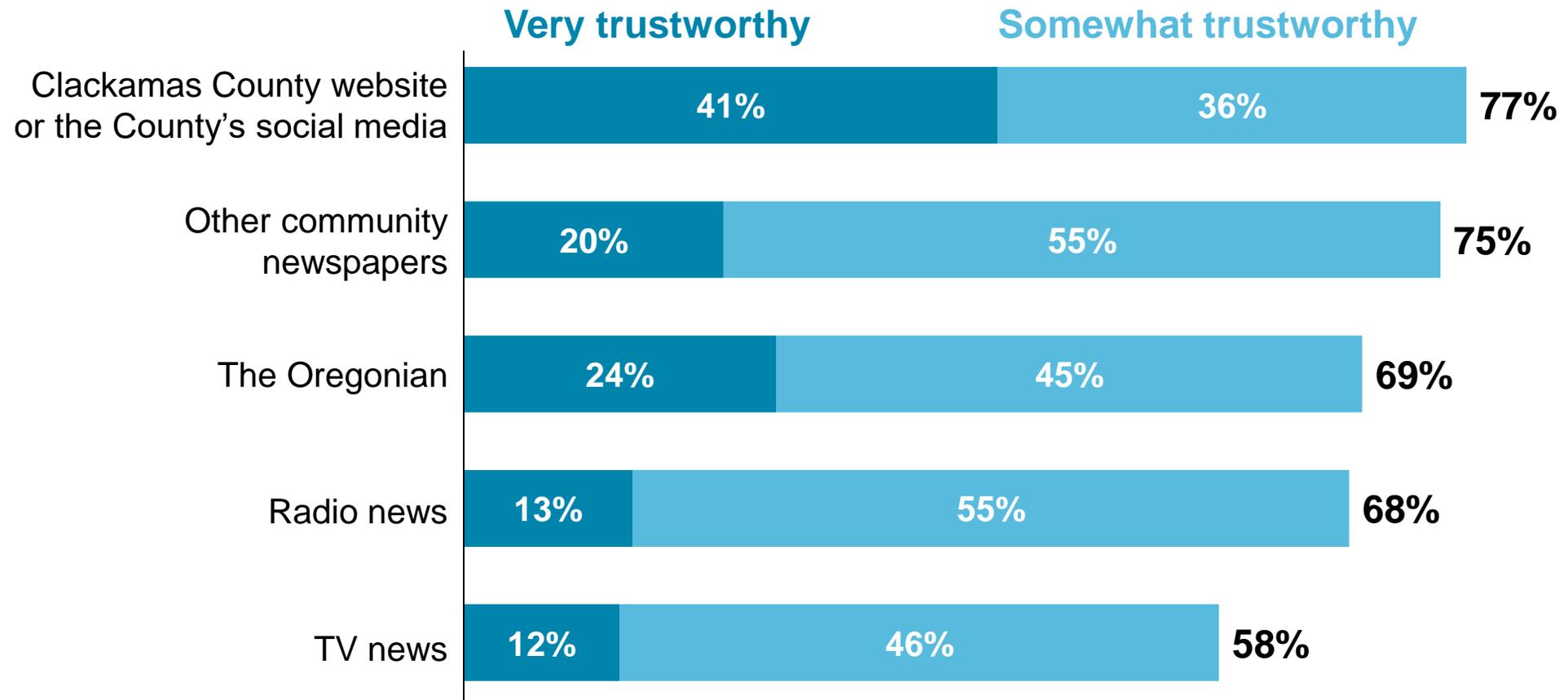
44% of women

42% of those 18–34 years old

Nearly two-thirds of residents are at least somewhat likely to use a centralized phone line run by the County.

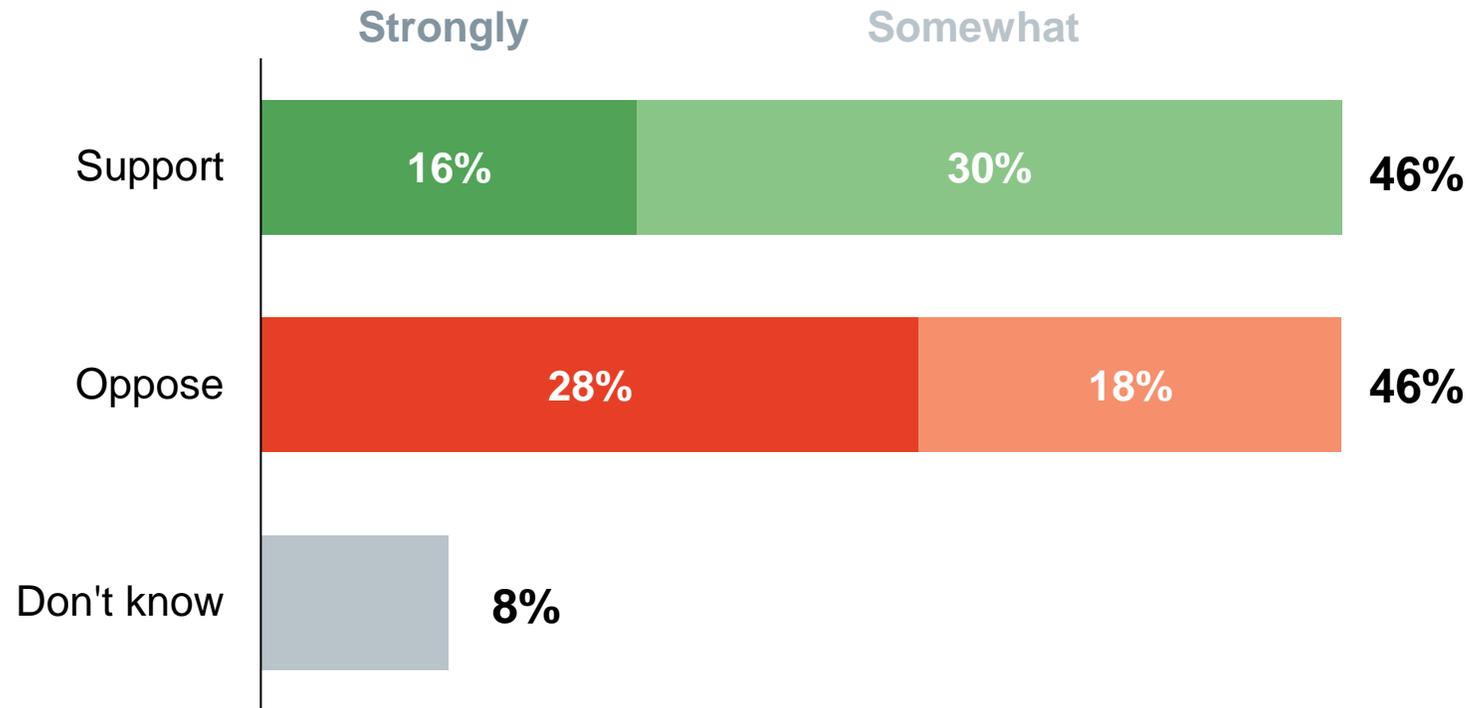


Clackamas County's website and social media accounts are the most trusted sources of information about the county, followed by newspapers.



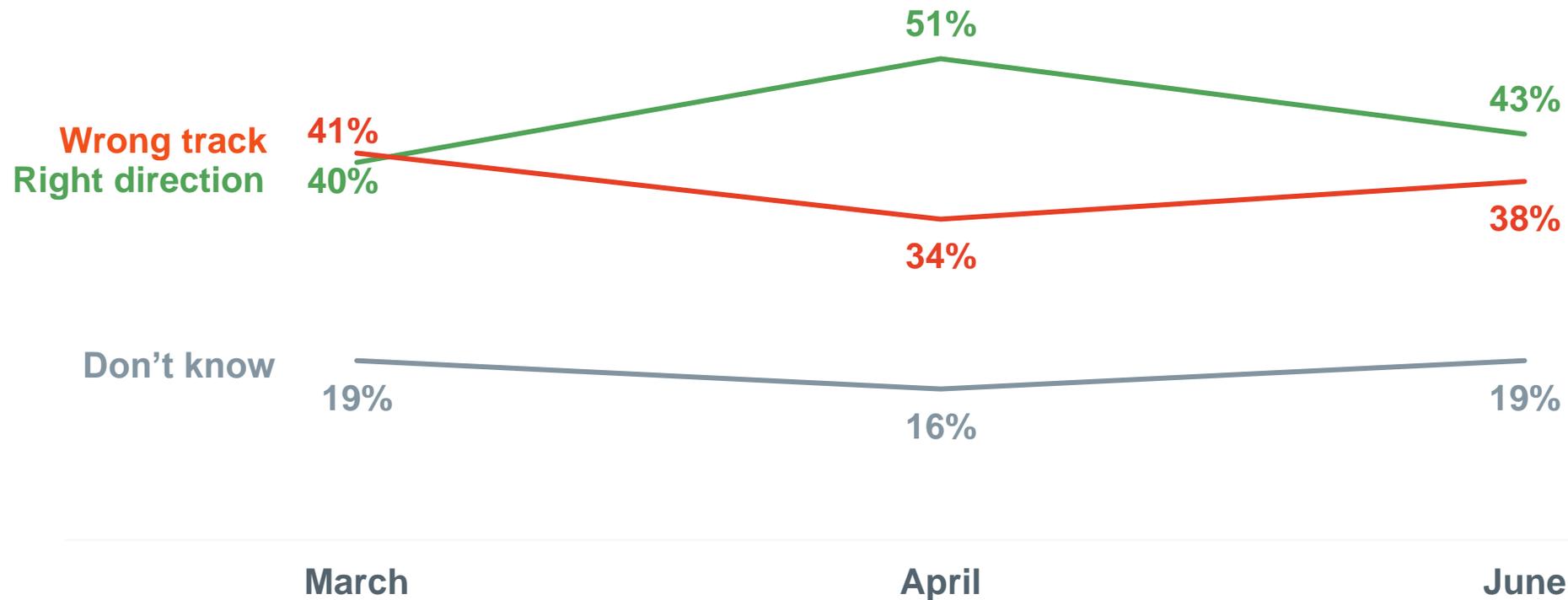
History Hub

Fewer than half support a proposal to fund organizations involved in historical interpretation and preservation in Clackamas County.

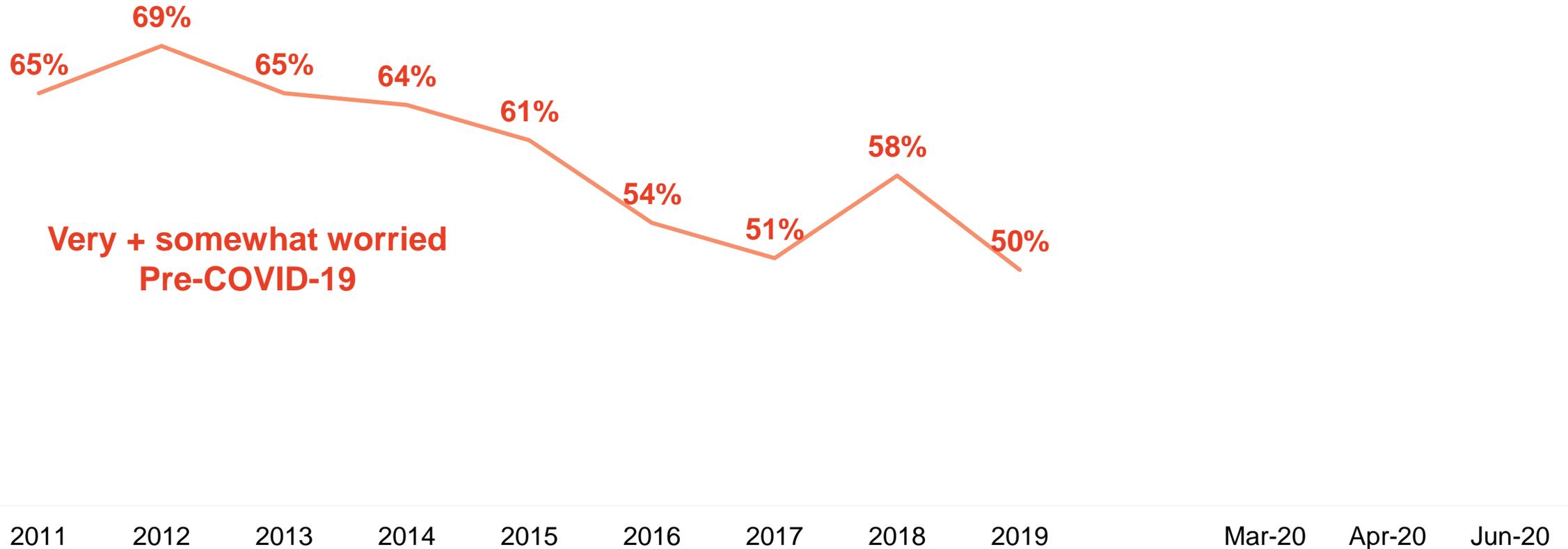


Additional context from DHM surveys

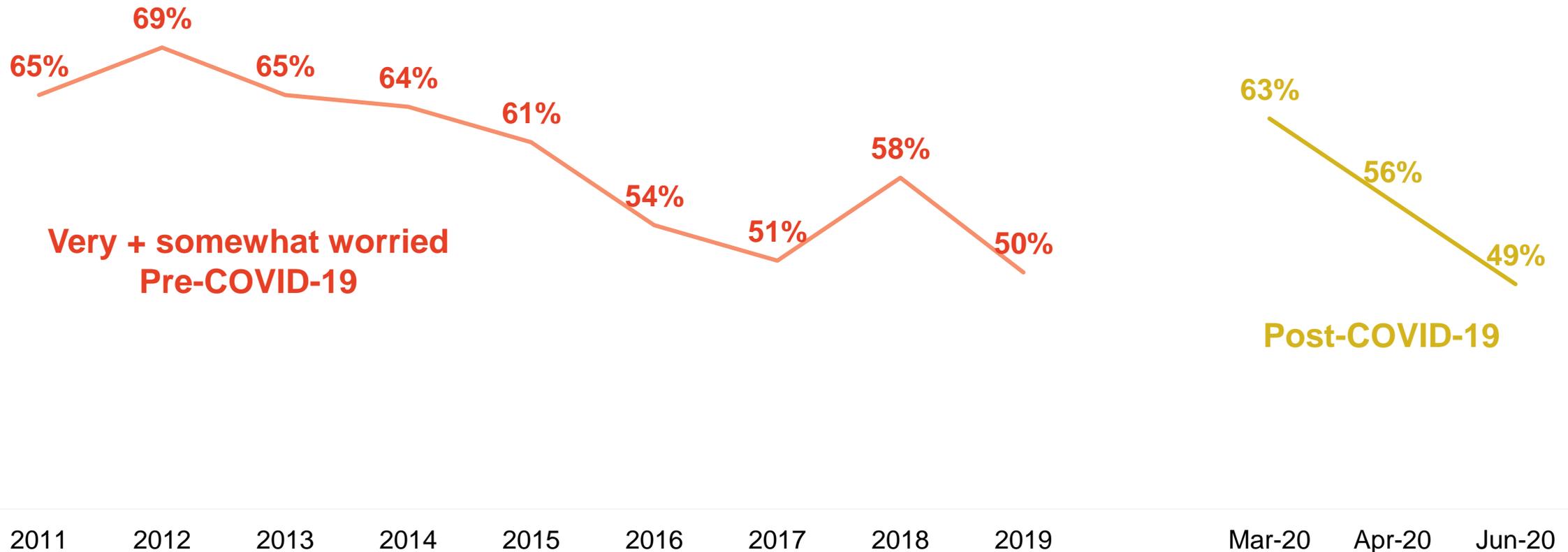
The percentage of Oregonians who felt that state was headed in the right direction fell from April to June.



After an initial spike, Oregonians worry about their personal finances has declined during COVID-19--so far.



After an initial spike, Oregonians worry about their personal finances has declined during COVID-19--so far.





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June 2, 2020

To: Clackamas County
From: John Horvick, DHM Research
Re: 2020 Community Survey, #00935

INTRODUCTION & METHODOLOGY

From May 20 to June 1, 2020 DHM Research conducted a hybrid survey of 400 Clackamas County residents ages 18 and older. The purpose of the survey was to gauge awareness of County services and residents' level of satisfaction with these services. The survey also assessed residents' public service priorities and communication preferences.

Tracking Past Studies: Results are benchmarked—when appropriate—against previous studies conducted in the County. The benefits of a tracking study include the ability to see whether opinions and preferences among residents in the County have shifted over time, thereby allowing the County to be more responsive to the changing needs of the community.

Research Methodology: The hybrid survey consisted of telephone and text-to-online interviews with 400 Clackamas County residents and took approximately 15 minutes to complete. 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 district.

Respondents were contacted from multiple lists which may include a list of registered voters; a landline household list compiled from public records and consumer lists; and a cellular consumer list based off of cell and cable consumer information matched to publicly available address information. Telephone respondents were contacted by a live interviewer and text-to-online respondents received a text invitation directing them to an online survey. Text-to-online respondents were offered a \$5 incentive for their participation. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validation. Quotas were set by age, gender, political affiliation, and area of the county to ensure 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 margin of error if compared with the results achieved from surveying the entire population. The margin of error for this survey is +/- 4.9%.

DHM Research Background: DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over 40 years. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

**Clackamas County
2020 Community Survey
May 20-June 1, 2020
Clackamas County Residents
N=400; ±4.9% margin of error
15 minutes
DHM Research
Project #00935**

Hello, my name is _____ from [name of fielding house]. I have some questions about your community (specify if possible).

As needed:

- We are not trying to sell you anything.
- The survey should only take a few minutes and I think you will find the questions interesting.
- Your answers are strictly confidential.

GENERAL MOOD & WARM-UP

1. 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	2020 n=400	2018 n=400	2016 n=400	2014 n=400	2012 n=400	2008 n=400
Right direction	52%	54%	58%	54%	46%	57%
Wrong track	24%	22%	18%	21%	29%	21%
[Don't read] Don't know	24%	24%	24%	25%	25%	23%

2. Do you believe quality of life in Clackamas County is getting better, staying about the same, or getting worse?

Response category	2020 n=400
Getting better	17%
Staying about the same	53%
Getting worse	25%
[Don't read] Don't know	4%

3. In thinking about your quality of life, what aspects of your community do you most value? **[Open; accept multiple responses; record exact]**

Response category	2020 n=400
Environment, parks, outdoors, countryside, rural	28%
Family, friends, neighbors	28%
Sense of community	20%
Safety, lack of crime	17%
Small business, Farmer's Market	13%
Small town	11%
Roads, potholes, maintenance, infrastructure, transportation	9%
Education, schools	8%
Freedom	7%
Affordable housing	5%
Quiet	4%
Health issues, mental health	4%
Cleanliness	4%
All other responses	3% or less
[Don't read] Don't know	2%

4. What are the most important issues you see facing Clackamas County at this time? **[Open; accept multiple responses; record exact]**

Response category	2020 n=400	2018 n=400	2016 n=400	2014 n=400	2012 n=400	2008 n=400
Coronavirus, back to normal	24%	--	--	--	--	--
Jobs, economy	20%	7%	6%	9%	20%	6%
Homelessness, poverty	15%	10%	5%	--	--	--
Roads, potholes, maintenance, infrastructure, transportation	11%	16%	17%	10%	10%	20%
Growth, development	10%	9%	10%	3%	--	--
Traffic congestion	11%	13%	8%	5%	4%	6%
Politics	8%	--	--	--	--	--
High taxes, property taxes	7%	9%	4%	6%	11%	5%
Lack of safety, crime	7%	6%	2%	5%	3%	9%
Education	6%	5%	3%	8%	10%	5%
Affordable housing	6%	--	--	--	--	--
All other responses	3% or less	2% or less	2% or less	3% or less	2% or less	5% or less
[Don't read] Don't know	3%	12%	19%	20%	10%	17%

VALUE OF COUNTY SERVICES

I'm going to read you a list of services that are provided by Clackamas County Government. Please tell me if each service is very valuable, somewhat valuable, not too valuable, or not at all valuable to the quality of life in Clackamas County. **[Randomize Q5–Q16]**

Response category	Very valuable	Somewhat valuable	Not too valuable	Not at all valuable	Don't know
5. Law enforcement					
2020, n=400	75%	19%	4%	1%	1%
2018, n=400	66%	28%	4%	1%	1%
2016, n=400	68%	26%	4%	3%	0%
2014, n=400	69%	24%	5%	2%	0%
2012, n=400	66%	28%	3%	2%	1%
6. Road maintenance					
2020, n=400	66%	29%	3%	1%	1%
2018, n=400	52%	42%	4%	2%	0%
2016, n=400	55%	37%	5%	2%	0%
2014, n=400	46%	45%	8%	1%	0%
2012, n=400	48%	44%	5%	2%	1%
7. Assisting victims of domestic violence					
2020, n=400	69%	23%	2%	2%	5%
2018, n=400	63%	30%	3%	2%	2%
2016, n=400	63%	30%	4%	2%	1%
2014, n=400	57%	34%	6%	2%	1%
2012, n=400	55%	33%	7%	4%	1%
8. Land use planning and permitting					
2020, n=400	36%	43%	10%	5%	5%
2018, n=400	27%	50%	13%	6%	4%
2016, n=400	30%	40%	18%	7%	6%
2014, n=400	28%	43%	20%	6%	2%
2012, n=400	25%	40%	20%	11%	5%
9. Healthcare services to low-income residents					
2020, n=400	59%	24%	8%	5%	4%
2018, n=400	54%	35%	7%	3%	1%
2016, n=400	47%	37%	8%	5%	3%
2014, n=400	42%	43%	10%	3%	1%
2012, n=400	47%	35%	10%	8%	1%
10. Affordable housing services for low-income residents					
2020, n=400	49%	30%	9%	8%	4%
2018, n=400	45%	38%	11%	5%	2%
2016, n=400	37%	40%	12%	8%	3%
2014, n=400	32%	46%	14%	7%	1%
2012, n=400	29%	47%	14%	9%	1%
11. Economic development					
2020, n=400	48%	39%	7%	2%	3%
2018, n=400	36%	48%	10%	3%	3%
2016, n=400	35%	48%	8%	4%	5%

Response category	Very valuable	Somewhat valuable	Not too valuable	Not at all valuable	Don't know
2014, n=400	43%	45%	6%	3%	2%
2012, n=400	53%	34%	8%	3%	2%
12. Responding to emergencies and natural disasters					
2020, n=400	81%	14%	2%	<1%	2%
2018, n=400	69%	27%	3%	0%	0%
2016, n=400	65%	28%	4%	2%	1%
2014, n=400	64%	29%	5%	1%	1%
2012, n=400	62%	29%	5%	2%	2%
13. Providing mental health and addiction services					
2020, n=400	60%	29%	5%	2%	4%
2018, n=400	56%	36%	5%	2%	1%
2016, n=400	55%	35%	6%	3%	1%
2014, n=400	51%	35%	10%	3%	1%
2012, n=400	39%	45%	10%	5%	2%
14. Maintaining County parks					
2020, n=400	52%	40%	5%	1%	1%
2018, n=400	19%	60%	17%	3%	1%
2016, n=400	20%	61%	15%	3%	1%
2014, n=400	19%	59%	18%	3%	1%
2012, n=400	20%	57%	18%	5%	0%
15. Preventing homelessness					
2020, n=400	59%	21%	6%	9%	5%
16. Sheltering the homeless					
2020, n=400	46%	27%	13%	10%	4%

17. 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	2020 n=400	2018 n=400	2016 n=400	2014 n=400	2012 n=400	2008 n=400
Excellent	7%	6%	7%	7%	5%	8%
Good	66%	73%	70%	70%	70%	54%
Poor	16%	18%	15%	15%	17%	26%
Very poor	3%	2%	2%	2%	3%	7%
[Don't read] Don't know	6%	3%	6%	6%	5%	5%

The following are statements that some people may make about Clackamas County. For each statement, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

[Randomize Q18–Q20]

Response category	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
18. The children of Clackamas County are likely to enjoy at least the same standard of living as their parents do today.	23%	40%	22%	10%	5%
19. I would recommend Clackamas County as a place to live to my friends and family.	48%	42%	6%	3%	1%

Response category	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
20. Everyone in Clackamas County who works hard and plays by the rules has the same opportunity regardless of their race or ethnicity.	32%	30%	21%	13%	4%

GETTING INVOLVED

21. When it comes to staying engaged with your county government, would you say that you are very engaged, somewhat engaged, not too engaged, or not at all engaged?

Response category	2020 n=400	2016 N=400
Very engaged	8%	5%
Somewhat engaged	38%	32%
Not too engaged	36%	39%
Not at all engaged	17%	23%
[Don't read] Don't know	1%	1%

22. Clackamas County holds various weekly meetings about issues that affect the community as a whole. This can include County Commission policy meetings, land use and planning meetings, and open houses about projects. Are there barriers that keep you from attending these meetings?

Response category	2020 n=400
Yes	36%
No	54%
[Don't read] Don't know	10%

23. **[If Q22=1]** What barriers keep you from attending these meetings? **[Open]**

Response category	2020 n=144
Time of meetings, location	35%
Work, Job	30%
Childcare	14%
Confrontation with others	10%
Health issues, Health concerns	10%
Unable to drive	8%
Coronavirus	5%
Old age	2%
None	1%
Other	3%
[Don't read] Don't know	2%

24. Clackamas County does not have a single, centralized phone line where residents can be directed to the right person to speak with about their issue. If Clackamas County created one, would you be very likely, somewhat likely, not too likely, or not at all likely to use it?

Response category	2020 n=400
Very likely	28%
Somewhat likely	35%
Not too likely	19%
Not at all likely	14%
[Don't read] Don't know	4%

25. What is your preferred method to learn information about Clackamas County actions, programs, and general news? **[Open]**

Response category	2020 n=400
Email	26%
Newspaper, Newsletter	26%
Internet (General mention), Online	19%
Website, County webpage	17%
Mail, Flyers	11%
TV News	8%
Text message	4%
Social media	4%
All other responses	3% or less
[Don't read] Don't know	2%

I'm going to read you a list of sources where you may hear news about Clackamas County actions, programs, and general news. Please tell me if each source is very trustworthy, somewhat trustworthy, not too trustworthy, or not at all trustworthy. **[Ask Q26–Q27 first, randomize Q28–Q30]**

Response category	Very trustworthy	Somewhat trustworthy	Not too trustworthy	Not at all trustworthy	Don't know
26. The Oregonian	24%	45%	11%	10%	11%
27. Other community newspapers	20%	55%	9%	2%	14%
28. Clackamas County website or the County's social media	41%	36%	4%	2%	18%
29. TV news	12%	46%	21%	11%	10%
30. Radio news	13%	55%	13%	2%	17%

#CLACKCO QUARTERLY

31. On a scale where 0=not at all interesting and 10=very interesting, how would you rate the “#ClackCo Quarterly” newsletter, formerly called “Citizen News,” a publication mailed to each household in the county?

Response category	2020 n=400	2018 n=400	2016 N=400	2014 N=400	2012 N=400
Top Box (8+9+10)	16%	18%	13%	18%	17%
Mean	5.4	5.3	5.2	5.6	5.6
[Don't read] Don't know**	21%	25%	25%	25%	32%

**“Don't know” responses from prior years include responses of “Never heard of it” and “Never read it”

32. "#ClackCo Quarterly" is currently mailed to all households. How would you prefer to receive the publication? **[Open]**

Response category**	2020 n=400	2018 n=400	2016 N=400	2014 N=400	2012 N=400
Mail, mailbox	59%	61%	61%	62%	58%
Email	27%	14%	22%	18%	20%
Online	6%	5%	5%	16%	8%
Do not want to receive it	3%	11%	4%	7%	5%
Wants to know more	1%	--	--	--	--
Newsletter	1%	--	--	--	--
None	4%	--	--	--	--
Other	1%	1%	2%	0%	1%
All other responses	<1%	--	--	--	--
[Don't read] Don't know	2%	5%	3%	4%	6%

HISTORY HUB

Clackamas County is considering asking voters to support a property tax levy to fund organizations involved in historical interpretation and preservation activities to better preserve and promote the County's history. The tax would be 5-cents per \$1,000 of assessed property value. For the typical homeowner this would be about \$13.00 per year in additional property taxes.

33. As of now, would you support or oppose this proposal? **[Wait and ask strongly/somewhat]**

Response category	2020 n=400
Support—strongly	16%
Support—somewhat	30%
Oppose—somewhat	18%
Oppose—strongly	28%
[Don't read] Don't know	8%

DEMOGRAPHICS

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.

34. Age [Don't ask, record from sample]

Response category	2020 n=400
18–24	9%
25–34	16%
35–54	34%
55–64	18%
65+	23%
[Don't read] Refused/Missing	<1%

35. Do you describe your gender as:

Response category	2020 n=400
Male	49%
Female	49%
Non-binary or gender non-conforming	1%
[Don't read] Refused/missing	1%

36. Area [Record city from sample]

Response category	2020 n=400
Lake Oswego/West Linn/Tualatin/Rivergrove	17%
Oregon City/Gladstone/Johnson City	9%
Milwaukie/Clackamas/Portland/Happy Valley	12%
Canby/Barlow/Molalla/Wilsonville	10%
Estacada/Sandy	4%
Blank/other	48%

37. How long have you lived in Clackamas County?

Response category	2020 n=400
0–5 years	13%
6–10 years	13%
More than 10 years	72%
[Don't read] Refused/missing	2%

38. Do you own or rent your home?

Response category	2020 n=400
Rent	19%
Own	70%
I have a different arrangement	8%
[Don't read] Refused	4%

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

Response category	2020 n=400
Less than high school	1%
High school diploma/GED	8%
Some college/2-year degree	30%
College degree/4-year degree	33%
Graduate/professional school	24%
[Don't read] Refused/Missing	4%

40. How many children younger than age 18 live in your home?

Response category	2020 n=400
None	62%
1	11%
2	15%
3	5%
4	1%
5 or more	1%
[Don't read] Refused/Missing	5%

41. What was your annual household income before taxes in 2019?

Response category	2020 n=400
Less than \$25,000	10%
\$25,000 to less than \$50,000	11%
\$50,000 to less than \$75,000	11%
\$75,000 to less than \$100,000	13%
\$100,000 to less than \$150,000	18%
\$150,000 or more	17%
[Don't read] Refused/Missing	21%

42. What is your race or ethnicity? **[Allow multiple]**

Response category	2020 n=400
African American/Black	1%
Asian/Pacific Islander	2%
Hispanic/Latino	3%
Native American/American Indian	2%
White/Caucasian	85%
Other	2%
[Don't read] Don't know	1 response
[Don't read] Refused/Missing	7%

43. If Clackamas County has a regular online panel regarding some of the issues I have just mentioned, would you be interested in participating?

Response category	2020 n=400
Yes	35%
No	45%
[Don't read] Don't know	21%

44. **[If Q43=1]** What is your email address? **[Open]**