

February 2016

Clackamas County

COMMUNITY SURVEY



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Introduction & Methodology

1

From February 25th – 29th, 2016, DHM Research conducted a telephone survey of Clackamas County residents age 18 or 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. This study was not meant to test voter support for any County initiatives. The County will conduct a separate online survey throughout April 2016 to allow for greater community participation.

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 telephone survey consisted of 400 Clackamas County residents and took approximately 13 minutes to complete. This is a sufficient sample size to assess voter opinions generally and to review findings by multiple subgroups, including age, gender, and geographic area of district, and party.

Respondents were contacted from a list of registered voters, which included cell phones. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validations. Quotas were set by age, gender, and geographic area of the County. This methodology is consistent with that which was used in previous Clackamas County surveys.

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 three decades. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

Summary & Observations

2

Positivity among Clackamas County residents about the direction of their community has rebounded the levels seen in early 2008.

- Nearly six in ten residents (58%) say Clackamas County is headed in the right direction, up from 54% in 2014 and 46% in 2012. This year's right track response represents a return to the positivity seen in early 2008 (57%).
- These results are consistent with other communities in Oregon. Across the state, residents are feeling about as positive as they were in late 2007 to early 2008.

Residents are also less concerned with bread-and-butter issues like jobs, the economy, and school funding, and instead are focused on community priorities like road maintenance and how to deal with population growth.

- Priorities that took front-and-center in 2012, like *economy and jobs* and *school funding*, have dropped further down the priority list. In 2012, 20% of residents said *jobs and economy* was their top priority, compared with just 6% today. *School funding* dropped from 11% in 2012 to 3% this year.
- With less focus on the economy, the number one concern among residents is now roads. Approximately one in six residents (17%) say, unprompted, that their top priority is *road maintenance, safety, and potholes*, and another 8% say it is *traffic congestion*.

Although many residents say roads are their top concern, most residents say the roads in Clackamas County are in good or excellent condition. Nonetheless, a majority of residents support increased revenues for road maintenance and safety projects.

- Nearly two-thirds of residents describe the condition of roads in their area as good or excellent (62%). Lake Oswego/West Linn residents give higher marks (66%), while those from Oregon City/Gladstone are less positive (55%).
- Of those residents who said the roads were in poor condition, 70% cite *potholes* as the basis for their opinion, and 31% mention *lack of maintenance* (multiple responses were accepted). A few (7%) also mention *heavy traffic*.
- Just over half of residents (52%) say they would support a \$25 vehicle registration fee to fund certain maintenance and safety improvement projects over 7 years. Support is higher among residents from parts of the county closer to I-5; 64% of residents from Lake Oswego/West Linn support the fee, along with 56% of residents from the greater Wilsonville area.

All in all, residents are happy with the services provided by the County, especially services related to roads and the health and safety of their community.

- Residents say the most urgent or high priorities are *helping women and children who are victims of domestic violence* (71%), *assisting residents in getting access to health care* (60%), and *road and highway maintenance* (58%).

- Residents say services in these areas are also the most valuable to their quality of life. The most valuable service was *law enforcement* (68% very valuable), followed by *responding to emergency and natural disasters* (65%) and *assistance to victims of domestic violence* (63%). *Road maintenance* is also high on the list, as the fourth most valuable service (55%).

Residents' views on land use present an opportunity to provide more information about the impacts, both positive and negative, of developing additional land.

- Residents were likely to support the development of additional land when it was described as a job creator. Over half of residents (56%) agreed that *Clackamas County should develop additional land because this will lead to job creation and help our local economy.*
- Conversely, residents were more likely to agree that land should remain the way they are when development was pitted against agriculture. Seven in ten residents (71%) agreed that *Clackamas County already has enough developed land for businesses. We should keep the undeveloped and agricultural lands the way they are.*

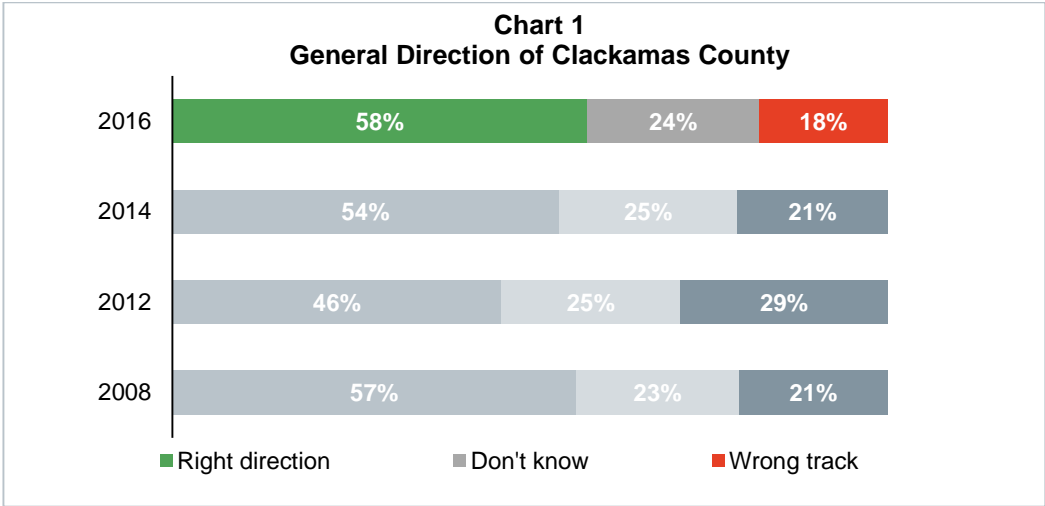
The telephone survey assessed awareness of County services and residents' level of satisfaction with these services. The survey also determined residents' public service priorities and communication preferences.

3.1 GENERAL MOOD AND PRIORITIES

Residents said that things in Clackamas County are headed in the right direction.

Residents' opinions on the direction the county is headed have been steadily increasing since 2012. Throughout the survey, opinions reflect a sense of greater economic security as the economy continues to improve.

Nearly six in ten residents (58%) said things in Clackamas County are headed in the right direction, while fewer than one in five (18%) said things are off on the wrong track (Q1).



Source: DHM Research, March 2016

Men (63%) were more positive about the direction of the County than women (55%). Positivity about where things are headed decreased with age. Residents age 34 and younger were quite likely to say the County is headed in the right direction (71%) compared to residents 35-54 (55%) and 55 and older (54%).

Residents from the greater Lake Oswego/West Linn area (including Tualatin and Rivergrove) were the most positive, with 71% saying things are headed in the right direction, while residents from the Milwaukie area (including Clackamas, Portland, and Happy Valley) were the most negative, with 24% saying things are on the wrong track.

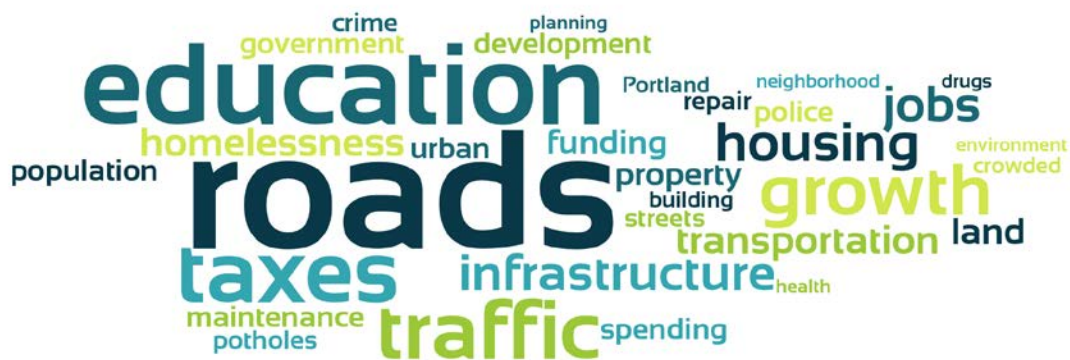
Residents who identified as living within city limits (63%) were more positive than residents who said they lived in an unincorporated area (50%).

Residents prioritized road maintenance over other issues like jobs, the economy, and schools.

Road maintenance is a big issue for Clackamas County residents. When asked the most important issues facing Clackamas County, *road maintenance, safety, and potholes* were the top responses, with 17% (Q2). Factoring in the third most common response, *traffic congestion* (8%), and in total, one in four residents, unprompted, mentioned a transportation priority (25%).

In 2014, residents mentioned *jobs and the economy, high taxes, and school funding* as their top issues. These issues made the list this year, too, but the percentage of responses in each category dropped to 6% or below. One issue did arise as a source of concern for Clackamas County residents. Concern over *homelessness* is on the rise. Although it was not mentioned frequently in past surveys, this year 5% of residents said it was one of the most important issues facing the county.

Most Important Issues Facing Clackamas County



Source: DHM Research, March 2016

Men were more likely to express concern over *road maintenance, safety, and potholes* (22%) than women (12%). Residents who have lived in the county for more than 10 years were also concerned about *road maintenance* (21%).

Residents 34 and younger were the most concerned about *homelessness* (10%), while those with annual incomes of less than \$25,000 were most concerned with both *homelessness* (11%) and *housing* in general (14%).

Residents said their most urgent priorities are helping domestic violence victims, improving access to health care, and road maintenance.

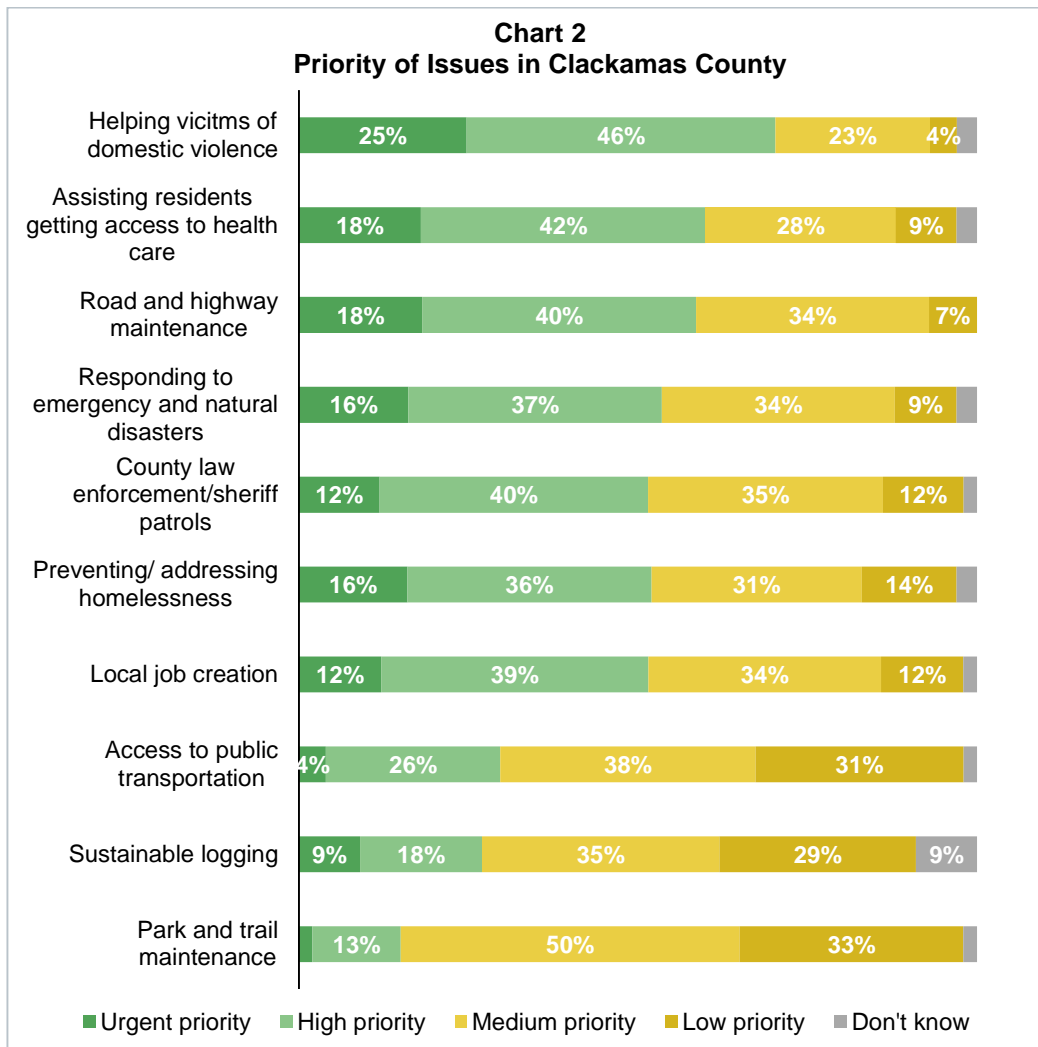
Most residents said *helping women and children who are victims of domestic violence* is an urgent priority (25%) or high priority (46%) (Q12). This issue far exceeds all others for Clackamas County residents, and the results were consistent with those from 2014.

Yet several other issues were considered an urgent or high priority by a majority of residents. *Assisting residents in getting access to health care* (18% urgent, 42% high) (Q5) and *road and highway maintenance* (18% urgent, 40% high) were next on the list (Q6), followed by *responding to emergency and natural disasters* (16% urgent, 37% high) (Q9). *Health care* rose 8 percentage points this year, while *road maintenance* increased 9 percentage points. *Natural disasters* were seen as a less urgent or high priority this year, dropping a total of 5 percentage points from 2014.

Considering the increased concern over homelessness, it is not a surprise that over half of residents also identified *preventing and addressing homelessness* as an urgent (16%) or high priority (36%) (Q11). This represents a 14-point increase since 2014. *Local job creation* was also considered an urgent (12%) or high priority (39%) by over half of residents (52% total), although in 2014, it was an urgent (21%) or high priority (46%) for two-thirds of residents (67% total) (Q4).

More than half of residents (51%) also said *county law enforcement and sheriff patrols* are a top priority (12% urgent, 40% high), up from a total of 47% in 2014 (Q8).

The other three issues—*sustainable logging* (27%) (Q3), *park and trail maintenance* (15%) (Q7), and *access to public transportation* (30%) (Q10)— were considered high or urgent priorities by fewer than one-third of residents.



There were subtle differences among demographic groups when it came to the urgency of these priorities. For example, residents in unincorporated areas were more likely to say *sustainable logging* was an urgent priority (9%) or a high priority (25%), while one-third of residents within city limits said it was a low priority (33%).

Concern about *local job creation* increased with age. Residents 34 and younger were the least likely to say it was an urgent priority (12%) or a high priority (37%); instead a plurality of these residents said it is a medium priority (45%). Residents 35-54 were likely to describe it as a high priority (38%), and those 55 and older were the most likely to say it is a high priority (46%).

A plurality of residents said *access to public transportation* is a medium priority (38%), while 26% said it is a high priority. But college graduates considered it more important and 32% said it is a high priority, as did 27% of residents with annual incomes below \$25,000 and 39% of those with incomes between \$25,000 and \$50,000.

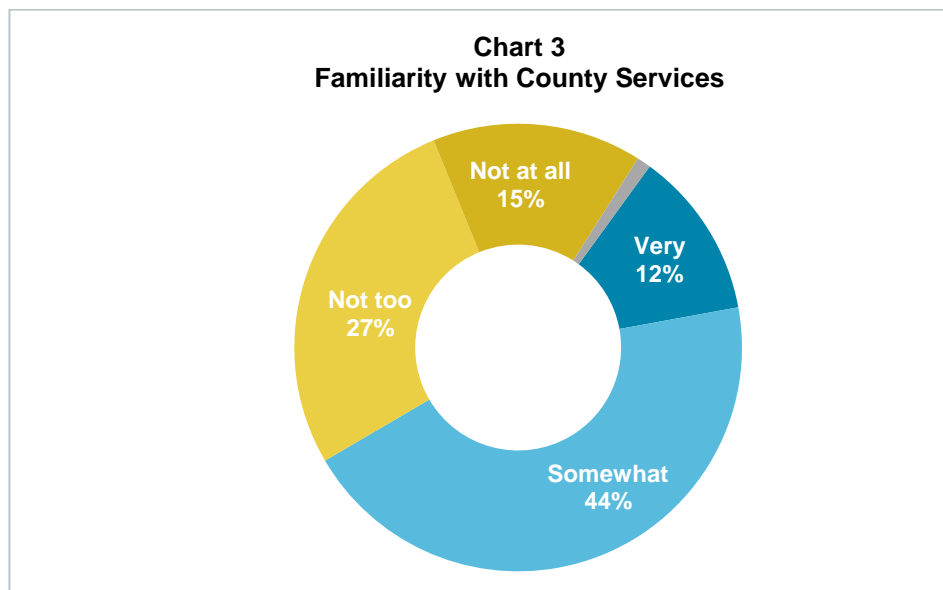
Conversely, residents with middle to high incomes were more likely to say *access to public transportation* is a medium or low priority, and 40% of residents making between \$75,000 and \$100,000 per year said it is a low priority.

3.2 AWARENESS OF AND SATISFACTION WITH SERVICES

More than half of residents said they are familiar with the services provided by Clackamas County.

Over half of residents (56%) describe themselves as either very familiar (12%) or somewhat familiar (44%) with County services (Q13). About three in ten (27%) said they are not too familiar with the services provided, and 15% said they are not at all familiar.

This question is new to the 2016 survey and will provide a tracking baseline for future surveys.

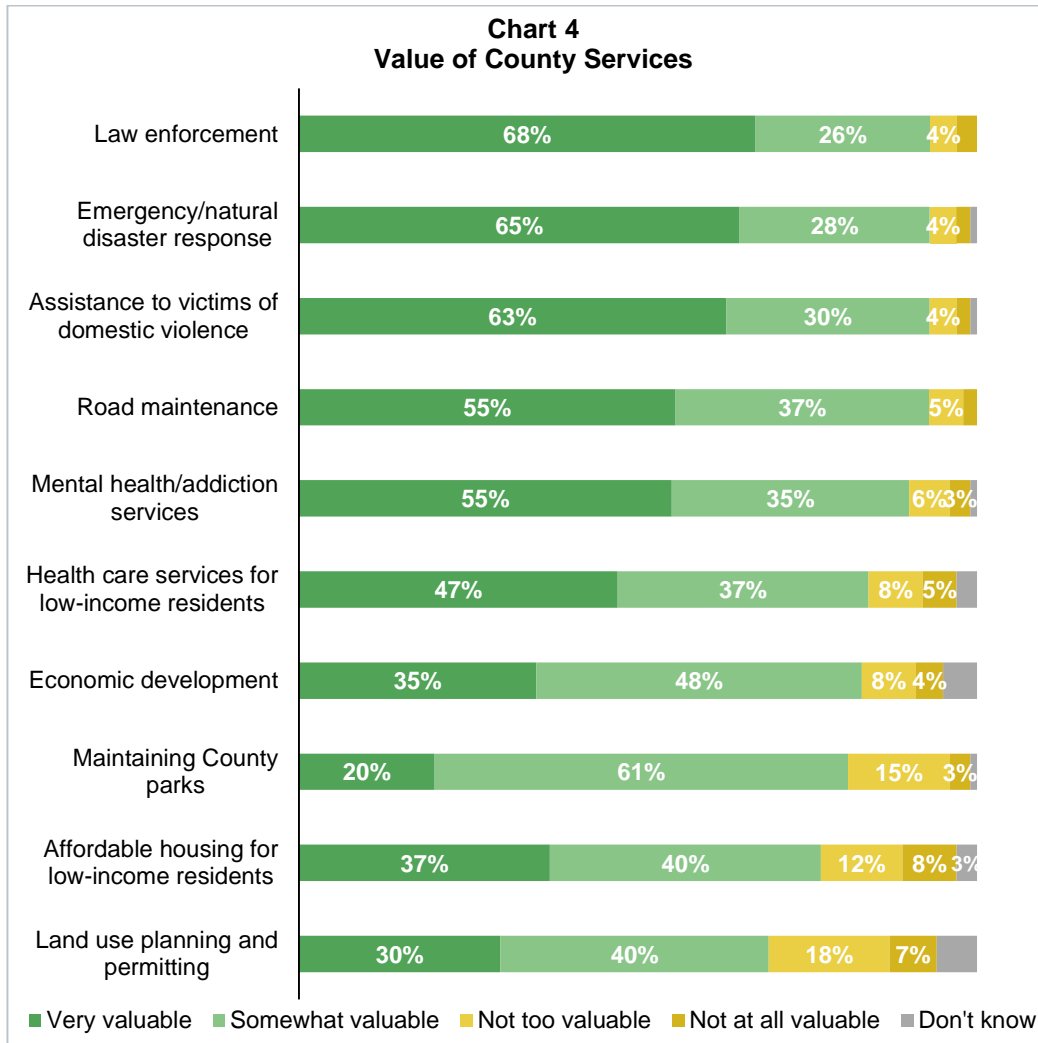


Source: DHM Research, March 2016

College graduates were more likely to describe themselves as familiar with County services (61%) than were residents with some college (52%) or a high school diploma or less (45%).

When asked about specific services, at least seven in ten residents said each service is somewhat or very valuable to their quality of life.

Residents were asked about 10 services provided by the county. The services considered somewhat or very valuable by at least nine in ten residents were: *law enforcement* (93%) (Q14), *responding to emergency and natural disasters* (93%) (Q21), *assisting domestic violence victims* (93%) (Q16), *road maintenance* (92%) (Q15), and *mental health and addiction services* (90%) (Q22). Except for a slight uptick in the number of residents who said *mental health and addiction services* were very valuable (up 4 percentage points), there was little to no change in the value of these services when compared to 2014.



Source: DHM Research, March 2016

More than eight in ten residents said *providing health care to low-income residents* was somewhat or very valuable (84%) (Q18), as was *economic development* (83%) (Q20). In 2014, 88% of residents said economic development was a somewhat or very valuable service.

Eight in ten residents also said *maintaining county parks* was a somewhat or very valuable service (81%), but only one in five (20%) said it was very valuable (Q23). On the other hand, *providing affordable housing for low-income residents* was second-to-last on the list, but 37% of residents said it is a very

valuable service (Q19). The results for both *parks* and *affordable housing* are steady when compared to 2014, despite the fact that residents showed more concern for homelessness than in previous years.

Land use planning and permitting was viewed as the least valuable of all the services, but 70% of residents still described it as somewhat or very valuable (Q17). Residents were mostly in agreement that these services provided by the County are valuable.

However, when it came to *law enforcement*, some groups were more likely to say it isn't too valuable to their quality of life. Some residents 34 and younger (16%), those with a high school diploma or less (15%), and residents with annual incomes of less than \$25,000 (21%) said *law enforcement* is not too or not at all valuable.

The residents most likely to say *providing health care services to low-income residents* is somewhat or very valuable were, unsurprisingly, those residents with incomes of less than \$25,000 per year (92%) and those with incomes between \$25,000 and \$50,000 per year (91%). Residents in higher income brackets were a bit less likely to rate this service as somewhat or very valuable (77%-82%).

Economic development was seen as somewhat or very valuable by all residents (83% overall), but especially those from the Oregon City/Gladstone area (including Johnson City), where 93% of residents said this service is somewhat or very valuable to their quality of life.

Women were more likely (82%) than men (72%) to say *providing affordable housing* was somewhat or very valuable. Residents in from the area of the County that includes Wilsonville, Canby, Barlow, and Molalla were also very likely to say it was valuable (92%).

When it came to *land use planning and permitting*, the residents most likely to see the value in the service were college graduates (76% somewhat or very valuable) and residents in Lake Oswego/West Linn (85% somewhat or very valuable).

All in all, Clackamas County residents are highly satisfied with the services they receive.

About three-quarters of residents (77%) said the county's performance in providing these 10 services is good or excellent, while 15% describe the service level as poor (Q24). Only 2% said it is very poor. These responses are identical to 2014. Residents from all areas and demographic groups gave high ratings.

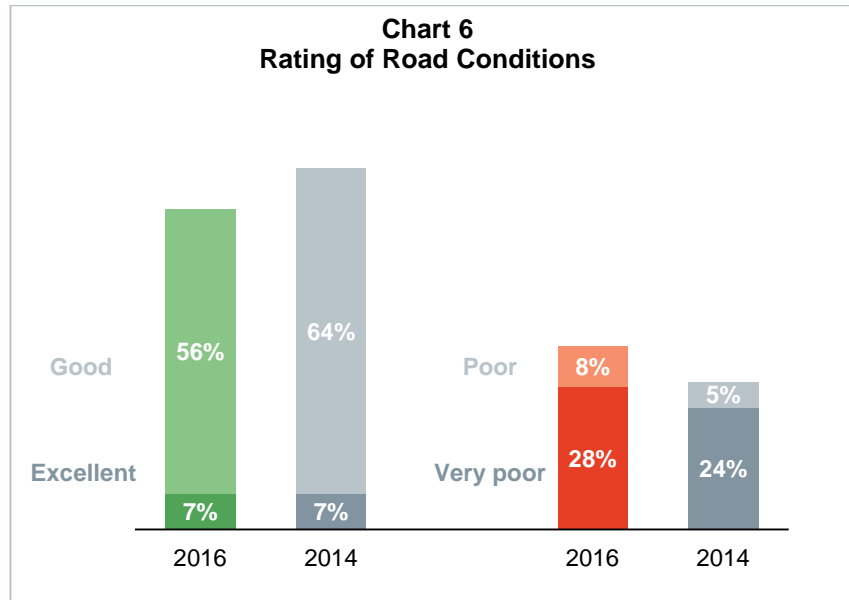
3.3 TRANSPORTATION PRIORITIES

Most residents are happy with the condition of the roads in their area, but one-third did categorize the condition as poor or very poor.

Although 63% of residents said the roads in their area are good or excellent, over one-third (36%) described their condition as poor or very poor (Q25). Furthermore, only 7% of residents described them as excellent, and 8% described them as very poor.

Residents' satisfaction with the condition of roads has decreased since 2014. Although the same percentage of residents said the roads were in excellent condition (7%), fewer residents currently feel the

condition of the roads is good, at 56%, down 8 percentage points since 2014. Accordingly, the percentage of residents who feel the roads are in poor condition increased, from 24% in 2014 to 28%, and the percentage of residents who feel the roads are in very poor condition is up 3 percentage points from 2014 (5% to 8%).



Source: DHM Research, March 2016

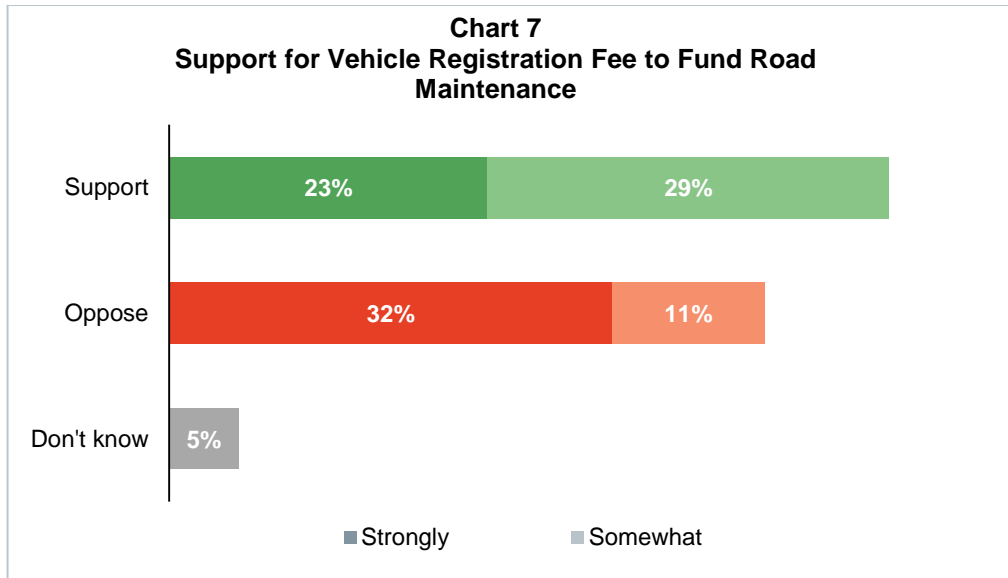
Residents who rated the roads as poor or very poor gave a variety of reasons for this assessment, but the most commonly stated problem was *potholes* (70%) (Q26). Other reasons residents gave were a *lack of maintenance* (31%), *safety concerns* (8%), *heavy traffic* (7%), and *narrow roads* (5%). (Residents could give more than one reason.)

Residents 34 and younger were most likely to rate the roads as excellent or good (73%), while those 55 and older were most likely to rate them as poor or very poor (43%). Those with incomes of \$50,000 to \$75,000 per year were also likely to rate them as poor or very poor (46%).

In most areas of the county, at least six in ten residents said the roads were good or excellent (60%-68%), but residents from the Oregon City/Gladstone area were a bit more negative, where 55% of residents gave a good or excellent rating to the condition of the roads. There was also a slight difference between those residents who said they lived within city limits (66% good or excellent) and those who said they lived in unincorporated areas (60%).

A majority of residents said they would support a \$25 vehicle registration fee to fund road maintenance and safety improvement projects.

Just over half of residents (52%) said they would support an increased registration fee to fund specific maintenance and safety projects (Q27). Nearly half of that support – 23% – came from residents who identified as strongly supportive of the proposal. Opposition was a bit more firm. Of the 43% of residents that opposed the fee, 32% said they strongly opposed it.



Source: DHM Research, March 2016

Residents who said they live within city limits were more supportive (54%) than were those who said they live in unincorporated areas (46%). (The question did not define where the improvements to the roads would be made.)

Only two parts of the county had a majority of residents who supported the fee: Lake Oswego/West Linn (64%) and Wilsonville (56%).

The strongest opposition came from Oregon City (43% strongly oppose) and those with high school diplomas or less (46%).

3.4 LAND USE PLANNING

When the development of additional industrial lands was framed as a job creator, residents were likely to support it, but opinions for and against this development were soft.

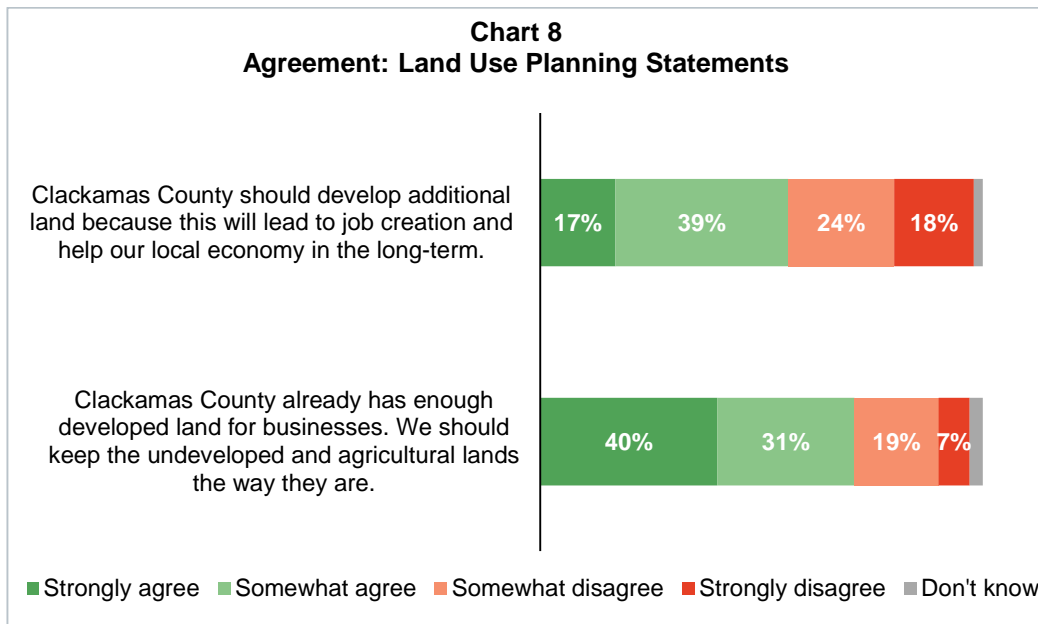
When residents were asked if they agreed or disagreed that *Clackamas County should develop additional land because this will lead to job creation and help our local economy in the long-term*, a majority (56%) said that they agreed with the statement, while 42% said they disagreed (Q28).

Only 17% of residents strongly agreed with the statement and 18% strongly disagreed with it. Most residents fell in the middle and are likely receptive to additional information about the issue.

Conversely, residents were much more likely to agree that Clackamas County already has enough industrial lands when the statement mentioned agriculture.

When residents were asked whether they agreed that *Clackamas County already has enough developed lands for business. We should keep the undeveloped and agricultural lands the way there are*, seven in ten said they agreed (71%) (Q29). Furthermore, four in ten said they strongly agreed (40%).

The large shift from one statement to another further indicates that residents may need more information about the land use issue to make an informed opinion, as they may not fully understand all the needs that must be balanced when making land use decisions.



Notably, very few residents said they didn't know how they felt about either statement, just 2-3%. This shows that even with limited information, residents are likely to have some opinion, even if it is soft.

Men (24%) were more likely to strongly agree with the statement that mentioned job creation than women (11%), while almost half of women (47%) strongly agreed with the statement about agricultural lands (compared to 33% of men).

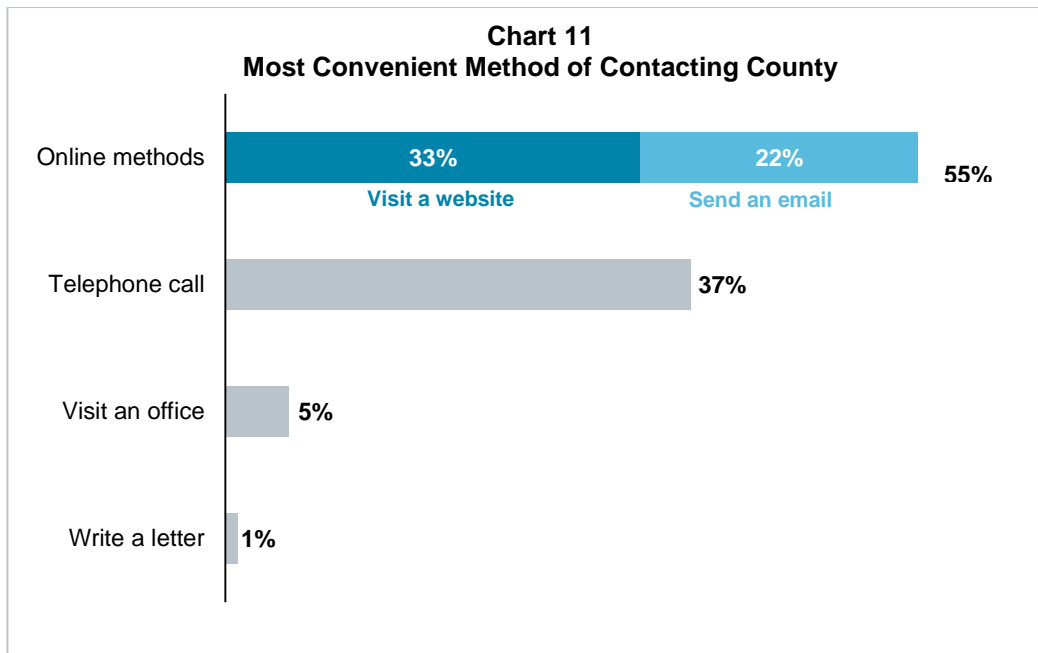
Nearly one-third of residents with incomes between \$25,000 and \$50,000 per year strongly disagreed with the statement about job creation (29%), while 57% strongly agreed with the statement about agricultural lands.

Residents who said they lived in an unincorporated area were more likely to agree that agricultural lands should be retained (75%) than they were to agree that they should be developed for job creation (51%). Residents within city limits were also more likely to agree with the statement about agricultural lands (69%) than with the statement about job creation (59%), but the contrast was not as stark.

3.5 E-GOVERNMENT & RECEIVING SERVICES

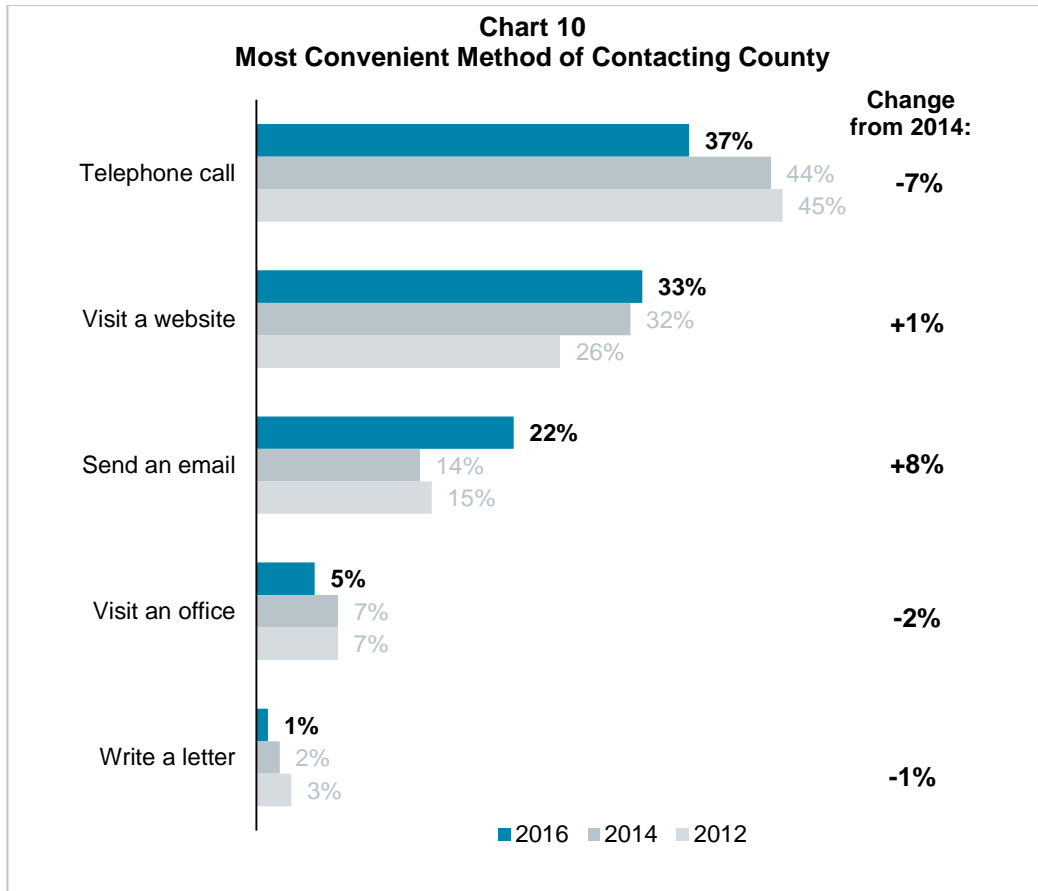
A majority of residents prefer to reach the County through its website or by sending an email.

The popularity of web-based communication continues to rise. One-third of residents said *visiting a website* is their first choice for reaching the County (33%), about the same as in 2014 (32%) (Q30). At the same time, preference for *email* rose 7 percentage points, from 14% in 2014 to 22% in 2016. However, when looking at *websites* and *email* together, web-based communication is by far the most popular choice: 55% of residents chose one of the two as their preferred method.



Source: DHM Research, March 2016

Telephone calls are still the preference for many residents when they need something that requires contacting the County, as over one-third of residents (37%) said this was their first choice. However, the preference for *telephone calls* is in decline, evident in the 7 percentage point decrease since 2014.



Source: DHM Research, March 2016

Other methods of communicating with the county were seen as nearly obsolete by residents. Just 5% of residents said they would prefer to *visit an office*, down from 7% in 2014, and just 1% said they preferred to *write a letter*, down from 2% in 2014.

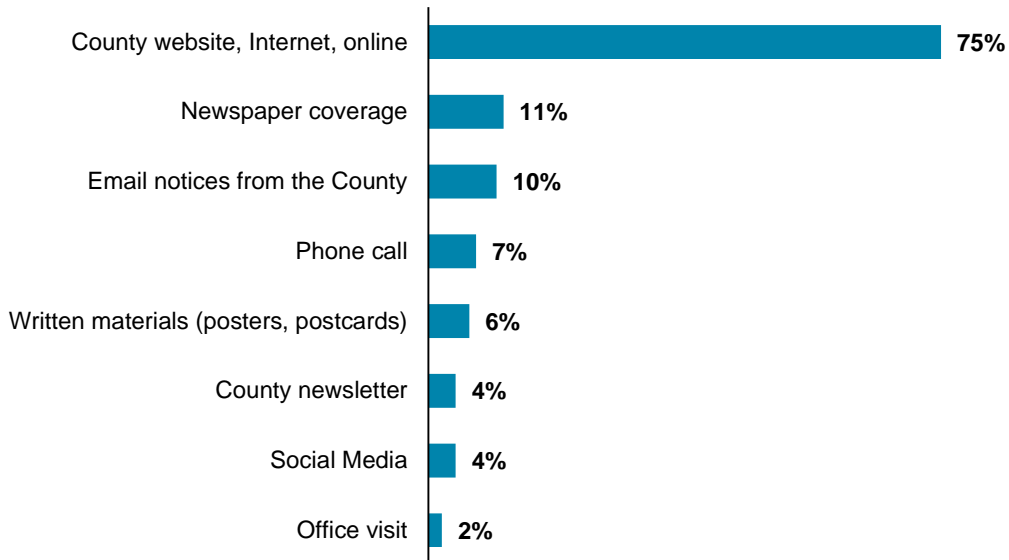
When residents only need to access information, three-quarters of them prefer to do so online.

Most residents (74%) said if they needed to access information about Clackamas County, they preferred to do it by *visiting the County's website* or by going *online* (Q31). This is a 12 percentage point increase since 2014.

Meanwhile, *newspaper coverage* was less popular than in 2014, down from 16% to 11%. As in 2014, one in ten residents (10%) would like *email notices* from the County, but lower percentages reported getting news *County newsletter (Citizen News)* (4%) than in 2014 (11%).

Accessing information through *social media* was also less popular (4%) than in 2014 (7%). The preference for *phone calls* (7%) saw a slight uptick since 2014 (5%).

Chart 11
Preferred Method of Accessing Information About Clackamas County



Source: DHM Research, March 2016

Unsurprisingly, residents 55 and older were the most likely to prefer to make *telephone calls* (47%) when they need to reach the County, while those under 55 preferred web-based methods of communication. With regard to simply accessing information, residents 54 and younger still preferred the *Internet* or *County website*, while residents 55 and older also liked *newspaper coverage* (19%) and to make *phone calls* (10%). Only residents 34 and younger expressed any real interest in accessing information through *social media*, and even then only one in ten said they preferred it (10%).

Two-thirds of Clackamas County residents have visited the county’s website before (68%), and about one-third of residents (31%) have accessed information about Clackamas County (not necessarily on the county’s website) through a mobile device or tablet.

Chart 12
Visited the Clackamas County Website

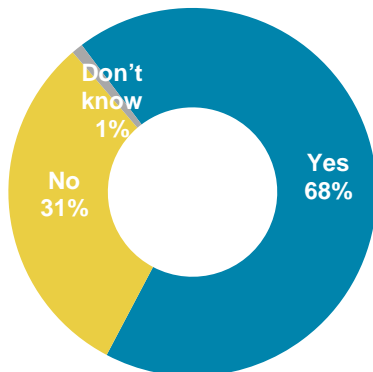
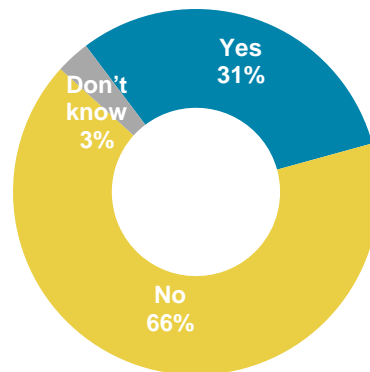


Chart 13
Accessed Information Through Mobile Device or Tablet



Source: DHM Research, March 2016

Those most likely to have accessed the county’s website were residents 35-54 (79%), college graduates (74%), and those with annual incomes of \$100,000 or more (78%). Residents 55 and older are the least likely to have access the website (39%).

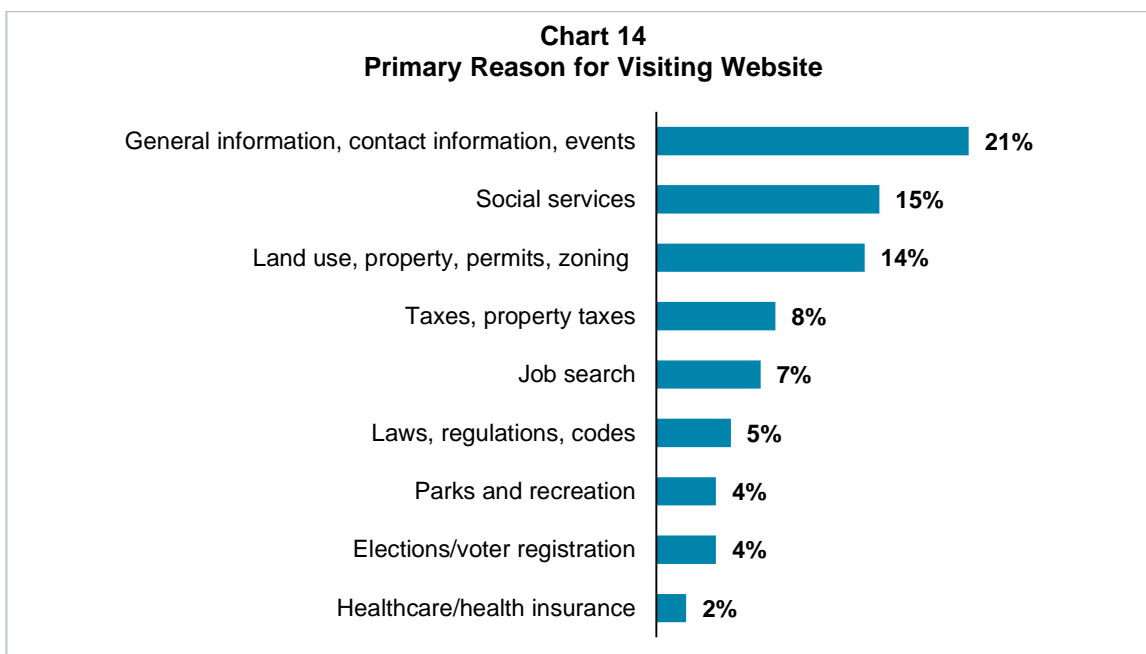
Young residents were the most likely to have accessed information about the County through a mobile device or tablet (44%), but even younger residents were more likely to say they hadn’t done so (49%).

Residents who have used the website did so to find general and contact information for the County, to learn about services, and for regulatory purposes, like looking up permits or tax information.

Of those residents who said they had previously visited the county website, one-fifth said they did so for *general information*, including contact information and information about events (21%) (Q33). The next most common reason was to access information about *services* provided by the county, such as animal control, vehicle registration, and social services (15%).

Several residents also searched for information related to *land use*, including information about properties, zoning, and permits (14%). *Tax* related information was also mentioned numerous times (8%), as was the *job search* function (7%). A handful of voters mentioned *laws, codes, and regulations* generally (5%), *parks and recreation* (4%), and *elections* (4%). (The question specifically mentioned "services" and "elections," which may have influenced some residents' responses.)

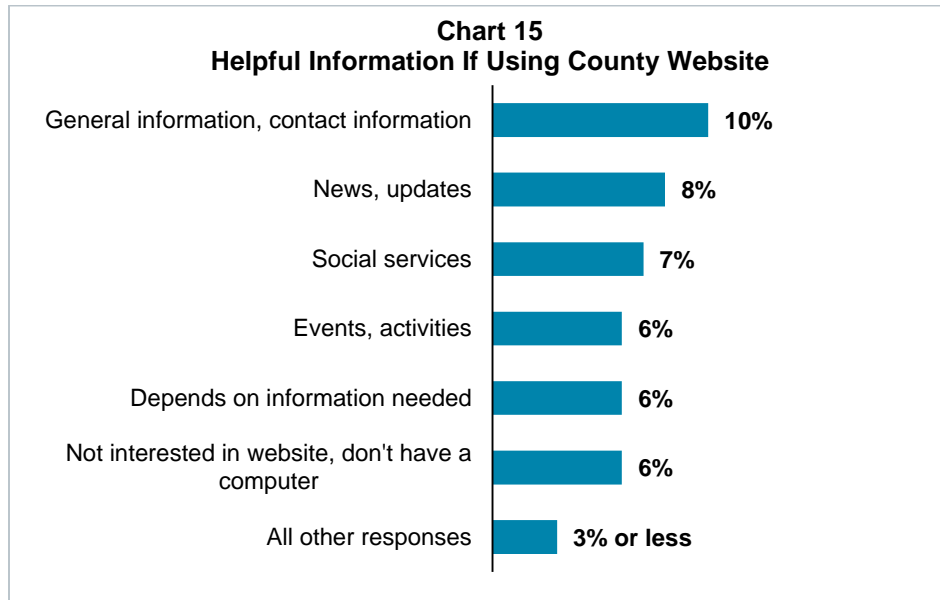
There were not significant differences by subgroup in the type of information accessed.



Source: DHM Research, March 2016

Residents who had not yet visited the website weren't sure why they would, but some thought they might use it for general information and news.

Of those residents who had not previously visited the county website, a plurality said they didn't know why they would in the future (39%) (Q34). Some said they would use it for *general information* or *contact information* (10%), *news and updates* (8%), or information about *county services*, including social services (7%). These results show that although residents who haven't yet visited the website may trouble anticipating their needs, they are likely to visit the site for the same reasons as those residents who have actually accessed information on the site.



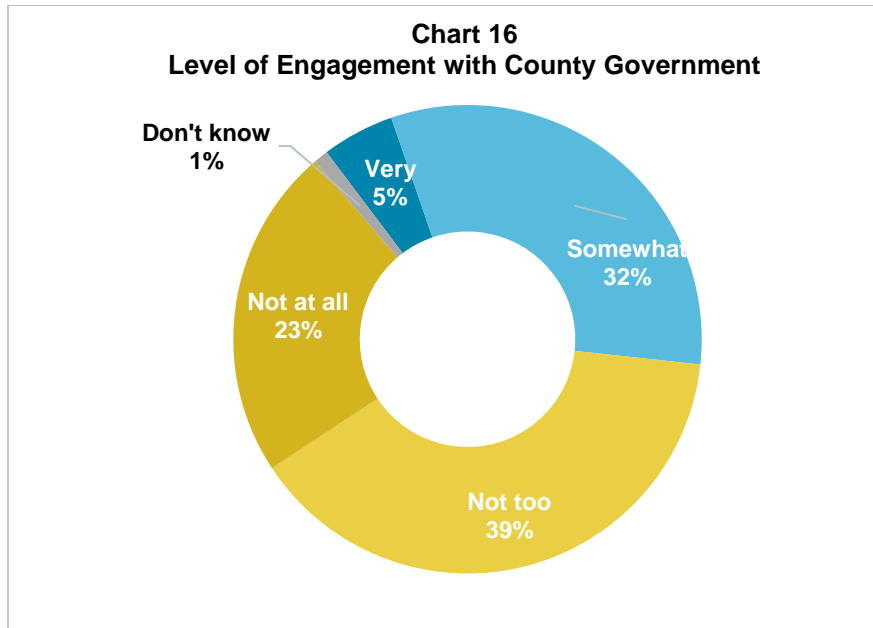
Source: DHM Research, March 2016

3.6 COMMUNITY INVOLVEMENT

Most residents say they aren't particularly engaged with their county government, but many said they would be interested in certain activities.

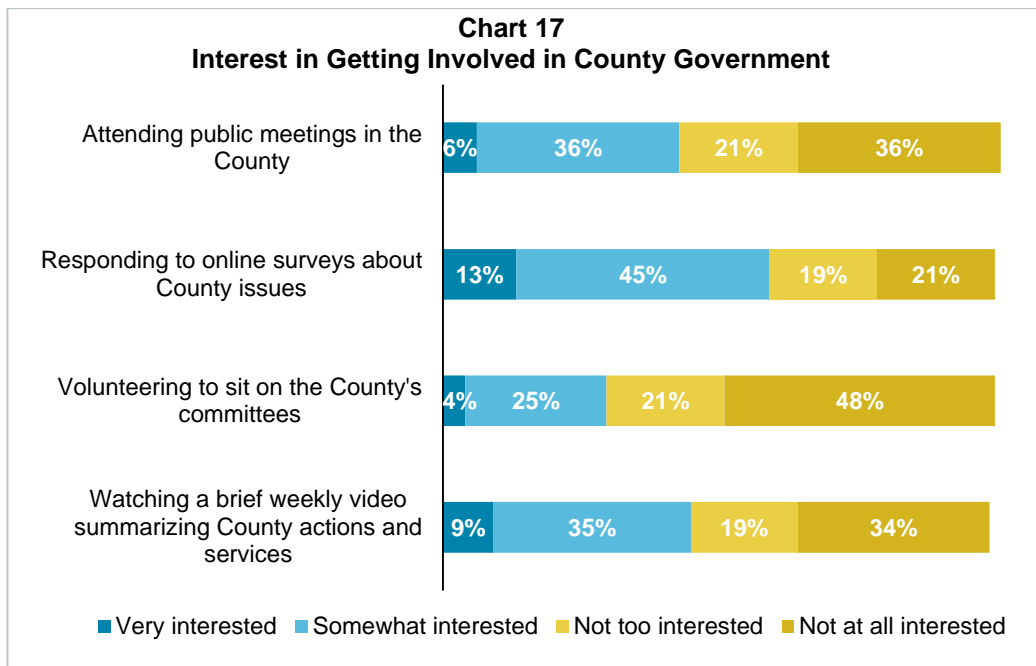
Just less than two-thirds of residents (62%) described themselves as not too or not at all engaged with the county (Q36). While the remaining residents said they are engaged (37%), just 5% said they are very engaged.

Residents may be more likely to say they are not engaged because they haven't found opportunities to stay involved that appeal to them. When presented with some options for engagement, residents showed a preference for the options that were easy to fit into their schedules and required a low-level of commitment.



Source: DHM Research, March 2016

When asked if they would be interested in responding to online surveys (Q38), watching brief videos about county actions or services (Q40), or attending public meetings (Q37), between 42% and 58% of residents said they were somewhat or very interested. On the other hand, a little less than one-third of residents (29%) said they were at least somewhat interested in the bigger time commitment of volunteering to sit on a committee (Q39).



Source: DHM Research, March 2016

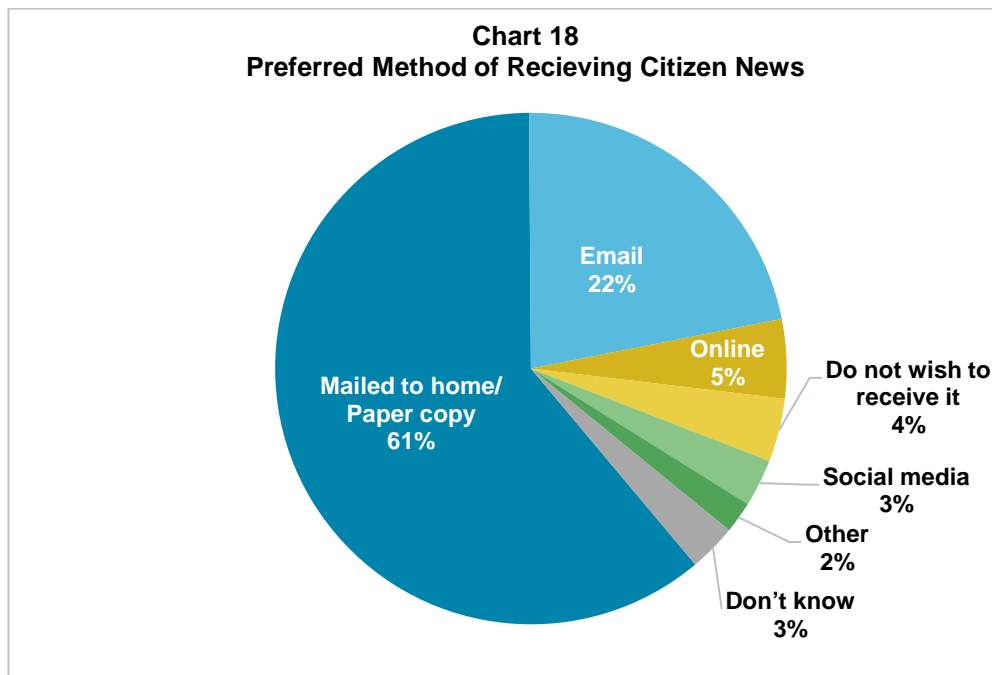
These results suggest that expanding opportunities that residents can do from the comfort of their home, or on-the-go on their mobile devices or tablets may increase citizen engagement.

Residents 35-54 and those with incomes of \$50,000 to \$75,000 per year were more likely than many other demographic groups to describe themselves as engaged with the County (45% and 39%) and were also more likely to express an interest in the suggested methods of engagement. For example, more half of residents 35-54 said they would be interested in responding to only surveys about Clackamas County issues (61%), along with 68% of those with incomes of \$50,000 to \$75,000. College graduates were also very interested in responding to online surveys (62%), but interest in this group was not as strong with respect to the other modes of engagement.

Interest in Citizen News was moderate and most residents said they wanted to receive a mailed paper copy at home.

When asked how interesting they would rate the County’s publication, *Citizen News*, residents gave a rating of 5.2 on a 0 to 10 scale where 0 is not at all interesting and 10 is very interesting (Q41). This rating decreased slightly since 2014, when residents gave it an average score of 5.6. Additionally, fewer residents gave it a score of 8 or above, down 5 percentage points since 2014, and the number of residents who said hadn’t heard of it increased from 12% in 2014 to 15% in 2016.

Nonetheless, the number of residents who want to receive a paper copy of *Citizen News* mailed to their home remains the same (61% versus 62% in 2014) (Q42). A few more residents indicated they’d like to receive an email version (22%) than did in 2014 (18%) or 2012 (20%).



Source: DHM Research, March 2016

Considering that nearly three in five residents (58%) said they would be interested in taking online surveys about County issues, offering more engagement opportunities through *Citizen News* may increase interest in the publication.

Residents 55 and older gave *Citizen News* a higher rating (5.8), as did women (5.7) and residents who described themselves as engaged with the County (5.6).

Nearly one in five college graduates had never heard of *Citizen News* (19%), along with 23% of residents in Lake Oswego/West Linn.

Residents over 55 were the most likely to want a copy *mailed to their home* (79%). All demographic groups preferred the *mailed* copy, but residents 34 and younger were the most likely to express an interest in an *emailed* version (33%).

Appendix

4

Clackamas County Community Survey—Telephone
February 25-29 2016; 13 minutes
Clackamas County Residents
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?

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	2016 N=400	2014 N=400	2012 N=400	2008 N=400
Right direction	58%	54%	46%	57%
Wrong track	18%	21%	29%	21%
(DON'T ASK) Don't know	24%	25%	25%	23%

IMPORTANCE RATING OF ISSUES

2. What are the most important issues you see facing Clackamas County at this time? **(Open; accept multiple responses.)**

Response Category	2016 N=400	2014 N=400	2012 N=400	2008 N=400
Road maintenance, safety, potholes	17%	10%	18%	20%
Growth, population growth	10%	--	--	--
Traffic congestion, need more roads	8%	5%	4%	6%
Land use, development	7%	6%	4%	9%
Economy, jobs	6%	9%	20%	6%
Schools—general	6%	5%	3%	8%
Homelessness	5%	--	--	--
Poor spending, misappropriation	4%	--	--	--
Infrastructure, maintenance—general	4%	--	--	--
Taxes too high	4%	6%	11%	5%
School funding	3%	8%	10%	5%
Support public transportation	2%	6%	5%	--
Public safety	2%	5%	3%	9%
All other responses	2% or less	3% or less	2% or less	6% or less
None, nothing	4%	7%	8%	17%
Don't know	19%	20%	10%	17%

The following 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? Try not to give urgent ratings for all options, please be selective. **(Randomize Q3-12)**

Response Category	Urgent	High	Medium	Low	Don't know
3. Sustainable logging					
2016, N=400	9%	18%	35%	29%	9%
2014, N=400	6%	21%	43%	25%	5%
2012, N=400	6%	26%	34%	26%	8%
4. Local job creation					
2016, N=400	12%	39%	34%	12%	2%
2014, N=400	21%	46%	25%	6%	2%
2012, N=400	22%	51%	17%	8%	2%
5. Assisting residents in getting access to health care, including mental health and addiction services					
2016, N=400	18%	42%	28%	9%	3%
2014, N=400	17%	35%	35%	11%	2%
2012, N=400	12%	37%	31%	17%	3%
6. Road and highway maintenance					
2016, N=400	18%	40%	34%	7%	0%
2014, N=400	14%	36%	39%	10%	0%
2012, N=400	10%	38%	43%	9%	0%
7. Park and trail maintenance					
2016, N=400	2%	13%	50%	33%	2%
2014, N=400	2%	12%	47%	37%	2%
2012, N=400	2%	14%	43%	38%	2%
8. County law enforcement and sheriff patrols					
2016, N=400	12%	40%	35%	12%	2%
2014, N=400	11%	36%	39%	13%	1%
2012, N=400	10%	43%	34%	12%	1%
9. Responding to emergency and natural disasters					
2016, N=400	16%	37%	34%	9%	3%
2014, N=400	21%	38%	29%	9%	3%
2012, N=400	14%	44%	31%	9%	2%
10. Access to public transportation					
2016, N=400	4%	26%	38%	31%	2%
2014, N=400	5%	23%	39%	31%	2%
2012, N=400	5%	26%	36%	31%	3%
11. Preventing and addressing homelessness					
2016, N=400	16%	36%	31%	14%	3%
2014, N=400	12%	26%	40%	20%	2%
2012, N=400	8%	26%	39%	24%	2%
12. Helping women and children who are victims of domestic violence					
2016, N=400	25%	46%	23%	4%	3%
2014, N=400	22%	43%	27%	5%	3%
2012, N=400	15%	51%	24%	8%	2%

SERVICE AWARENESS/VALUE + SATISFACTION

13. Clackamas County is responsible for providing a variety of services to residents. Would you say that you are very familiar, somewhat familiar, not too familiar, or not at all familiar with the services Clackamas County provides?

Response Category	N=400
Very familiar	12%
Somewhat familiar	44%
Not too familiar	27%
Not at all familiar	15%
(DON'T READ) Don't know	1%

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 Q14-23)**

Response Category	Very Valuable	Smwt Valuable	Not too Valuable	Not at all	Don't know
14. Law enforcement					
2016, N=400	68%	26%	4%	3%	0%
2014, N=400	69%	24%	5%	2%	0%
2012, N=400	66%	28%	3%	2%	1%
15. Road maintenance					
2016, N=400	55%	37%	5%	2%	0%
2014, N=400	46%	45%	8%	1%	0%
2012, N=400	48%	44%	5%	2%	1%
16. Assistance to victims of domestic violence					
2016, N=400	63%	30%	4%	2%	1%
2014, N=400	57%	34%	6%	2%	1%
2012, N=400	55%	33%	7%	4%	1%
17. Land use planning and permitting					
2016, N=400	30%	40%	18%	7%	6%
2014, N=400	28%	43%	20%	6%	2%
2012, N=400	25%	40%	20%	11%	5%
18. Providing health care services to low-income residents					
2016, N=400	47%	37%	8%	5%	3%
2014, N=400	42%	43%	10%	3%	1%
2012, N=400	47%	35%	10%	8%	1%
19. Providing affordable housing for low-income residents					
2016, N=400	37%	40%	12%	8%	3%
2014, N=400	32%	46%	14%	7%	1%
2012, N=400	29%	47%	14%	9%	1%
20. Economic development					
2016, N=400	35%	48%	8%	4%	5%
2014, N=400	43%	45%	6%	3%	2%
2012, N=400	53%	34%	8%	3%	2%

Response Category	Very Valuable	Smwt Valuable	Not too Valuable	Not at all	Don't know
21. Responding to emergency and natural disasters					
2016, N=400	65%	28%	4%	2%	1%
2014, N=400	64%	29%	5%	1%	1%
2012, N=400	62%	29%	5%	2%	2%
22. Providing mental health and addiction services					
2016, N=400	55%	35%	6%	3%	1%
2014, N=400	51%	35%	10%	3%	1%
2012, N=400	39%	45%	10%	5%	2%
23. Maintaining County parks					
2016, N=400	20%	61%	15%	3%	1%
2014, N=400	19%	59%	18%	3%	1%
2012, N=400	20%	57%	18%	5%	0%

24. 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	2016 N=400	2014 N=400	2012 N=400	2008 N=400
Excellent	7%	7%	5%	8%
Good	70%	70%	70%	54%
Poor	15%	15%	17%	26%
Very poor	2%	2%	3%	7%
(DON'T ASK) Don't know	6%	6%	5%	5%

TRANSPORTATION PRIORITIES

25. Do you feel the condition of roads in your area of Clackamas County is excellent, good, poor, or very poor?

Response Category	2016 N=400	2014 N=400
Excellent	7%	7%
Good	56%	64%
Poor	28%	24%
Very poor	8%	5%
(DON'T ASK) Don't know	1%	1%

26. (If 'Poor' or 'Very poor') Why do you say that? (OPEN)

Response Category	2016 N=144	2014 N=114
Potholes	70%	63%
Lack of maintenance	31%	36%
Bad/negative—unspecified	16%	--
Not safe	8%	9%
Heavy traffic	7%	4%
My car gets damaged	7%	--
Lots of construction/long times for completion	6%	--

Response Category	2016 N=144	2014 N=114
Repairs done are poor/need to be redone	6%	--
Roads are too narrow/need to be widened	5%	--
We need better highways	--	6%
Can't see the lines/new paint needed on lines	--	4%
All other responses	4% or less	3% or less

27. Clackamas County is considering creating a \$25 vehicle registration fee to fund specifically identified road maintenance and safety improvements projects. This fee would expire in 7 years. Would you support or oppose this registration fee? **(Wait, ask strongly/somewhat)**

Response Category	N=400
Strongly support	23%
Somewhat support	29%
Somewhat oppose	11%
Strongly oppose	32%
(DON'T READ) Don't know	5%

LAND USE PLANNING

Clackamas County contains undeveloped and agricultural lands. Some of these lands are suitable for development for industrial or commercial use, which could stimulate job growth in the county.

I am going to read you a series of statements. For each, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with it. **(ROTATE Q28 & Q29)**

28. Clackamas County should develop additional land because this will lead to job creation and help our local economy in the long-term.

Response Category	N=400
Strongly agree	17%
Somewhat agree	39%
Somewhat disagree	24%
Strongly disagree	18%
(DON'T READ) Don't know	2%

29. Clackamas County already has enough developed land for businesses. We should keep the undeveloped and agricultural lands the way they are.

Response Category	N=400
Strongly agree	40%
Somewhat agree	31%
Somewhat disagree	19%
Strongly disagree	7%
(DON'T READ) Don't know	3%

E-GOVERNMENT + RECEIVING SERVICES

30. 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	2016 N=400	2014 N=400	2012 N=400
Telephone call	37%	44%	45%
Visit a website	33%	32%	26%
Send an email	22%	14%	15%
Visit an office	5%	7%	7%
Write a letter	1%	2%	3%
(DON'T ASK) Don't know	2%	0%	2%

31. What is your preferred method to access information about Clackamas County, including information about current events and elections, decisions made by the County Commission, and to learn about and request services provided by Clackamas County? **(Do not read list; record up to three responses)**

Response Category	2016 N=400	2014 N=400
County website/Internet/online	75%	63%
Newspaper coverage	11%	16%
Email notices from the County	10%	10%
Phone call	7%	5%
Written materials (posters, postcards)	6%	6%
County newsletter	4%	11%
Social Media	4%	7%
Office visit	2%	--
All other responses	1% or less	3% or less
(DON'T ASK) Don't know	3%	2%

32. Have you ever visited the Clackamas County website?

Response Category	N=400
Yes	68%
No	31%
(DON'T ASK) Don't know	1%

33. **(If 'Yes' to Q32)** What was your primary reason for visiting the website? **(OPEN)**

Response Category	2016 N=272
General information/contact information/events	21%
Services/social services	15%
Land use/property info/permits/zoning	14%
Taxes/property taxes	8%
Job search	7%
Laws/rules/regulations/codes	5%
Parks and recreation	4%
Elections/voter registration	4%

Response Category	2016 N=272
Healthcare/health insurance	2%
All other responses	1% or less
(DON'T ASK) Don't know	9%

34. (If 'No' to Q32) If you were to visit the Clackamas County website, what type of information do you think would be most helpful to you? **(OPEN)**

Response Category	2016 N=172
General information/contact information	10%
News/updates	8%
Services/social services	7%
Events/activities	6%
Depends on information needed	6%
Not interested in website/don't have a computer	6%
Jobs/employment	3%
Road maintenance information	3%
Taxes/property taxes	2%
Elections	2%
Laws/rules/regulations	2%
Parks and recreation	2%
All other responses	1% or less
(DON'T ASK) Don't know	39%

35. Have you ever accessed information about Clackamas County through a mobile device or tablet?

Response Category	2016 N=400	2014 N=400
Yes	31%	33%
No	66%	67%
(DON'T ASK) Don't know	3%	0%

COMMUNITY INVOLVEMENT

36. 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	N=400
Very engaged	5%
Somewhat engaged	32%
Not too engaged	39%
Not at all engaged	23%
(DON'T READ) Don't know	1%

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 Q37-Q40)**

Response Category	Very interested	Smwt interested	Not too interested	Not at all	Don't know
37. Attending public meetings in the County					
2016, N=400	6%	36%	21%	36%	1%
2014, N=400	7%	37%	23%	31%	2%
2012, N=400	9%	34%	22%	31%	3%
38. Responding to online surveys about Clackamas County issues					
2016, N=400	13%	45%	19%	21%	2%
2014, N=400	13%	43%	20%	23%	1%
2012, N=400	13%	38%	17%	29%	3%
39. Volunteering to sit on one or some of the County's committees					
2016, N=400	4%	25%	21%	48%	2%
2014, N=400	7%	25%	23%	43%	2%
2012, N=400	8%	28%	23%	37%	4%
40. Watching a brief weekly video summarizing County actions and services					
2016, N=400	9%	35%	19%	34%	2%

41. 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	2016 N=400	2014 N=400	2012 N=400
Top 3 box (8+9+10)	13%	18%	17%
Mean	5.2	5.6	5.6
Never heard of it	15%	12%	18%
Never read it	5%	8%	7%
(DON'T ASK) Don't know	5%	5%	7%

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

Response Category	2016 N=400	2014 N=400	2012 N=400
Mailed to home/paper copy	61%	62%	58%
Email	22%	18%	20%
Online	5%	16%	8%
Do not wish to receive it	4%	7%	5%
Social media	3%	2%	1%
Other	2%	0%	1%
(DON'T ASK) Don't know	3%	4%	6%

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.

43. What is your age?

Response Category	N=400
18-24	9%
25-34	16%
35-54	38%
55-64	15%
65+	21%
(DON'T READ) Refused	1%

44. Gender **(BY OBSERVATION)**

Response Category	N=400
Male	48%
Female	52%

45. Area **(RECORD CITY FROM SAMPLE)**

Response Category	N=400
Lake Oswego/West Linn/Tualatin/Rivergrove	23%
Oregon City/Gladstone/Johnson City	17%
Milwaukie/Clackamas/Portland/Happy Valley/Damascus	27%
Canby/Barlow/Molalla/Wilsonville	14%
Estacada/Sandy	10%
All others	20%

46. Do you live in in a city or town or in an unincorporated part of the county?

Response Category	N=400
City or Town	63%
Unincorporated	32%
(DON'T READ) Refused	4%

47. How long have you lived in Clackamas County?

Response Category	N=400
0-5 years	14%
6-10 years	15%
More than 10 years	69%
(DON'T READ) Refused	2%
Mean	22.5 years

48. Do you own or rent your home?

Response Category	N=400
Own	80%
Rent	16%
(DON'T READ) Refused	4%

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

Response Category	N=400
Less than high school	2%
High school diploma	17%
Some college	26%
College degree	32%
Graduate/professional school	20%
(DON'T READ) Refused	2%

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

Response Category	N=400
None	61%
1	15%
2	14%
3	4%
4	3%
5+	0%
(DON'T READ) Refused	2%

51. What was your annual household income before taxes in 2015?

Response Category	N=400
Less than \$25,000	9%
\$25,000 to less than \$50,000	11%
\$50,000 to less than \$75,000	16%
\$75,000 to less than \$100,000	15%
\$100,000 to less than \$150,000	13%
\$150,000+	15%
(DON'T READ) Refused	21%

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

Response Category	N=400
White/Caucasian	85%
Hispanic/Latino	4%
African American/Black	2%
Asian/Pacific Islander	1%
Native American/American Indian	2%
Other	1%
(DON'T READ) Refused	7%