

**CLACKAMAS COUNTY BOARD OF COUNTY COMMISSIONERS**  
**Study Session Worksheet**

**Presentation Date:** 2/11/14   **Start Time:** 1:30 p.m.   **Approx. Length:** 30 min  
**Presentation Title:** Community Survey Review  
**Department:** Public and Government Affairs  
**Presenters:** Gary Schmidt, PGA; Ari Wubbold & James Kandall, DHM Research

**WHAT ACTION ARE YOU REQUESTING FROM THE BOARD?**

Does the Board have feedback or input regarding questions or format for the 2014 Clackamas County Community Survey?

**EXECUTIVE SUMMARY:**

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

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

The community survey has been conducted every two or four years since 2000. This research provides direction toward the development of strategic plans, communications plans, strategies and pathways for citizen involvement. Although the survey includes similar questions to assess priorities from year to year, new, topical questions are added to evaluate citizen values and perception for new or forthcoming initiatives. The survey will be conducted with a scientific random telephone sampling of 400 County residents. Additionally, an online survey will be available concurrently to enhance community participation and engagement.

After concluding a competitive request for proposal process, DHM Research was chosen to create, distribute and evaluate the survey research. The project is scheduled to begin in mid to late February, after the Board and County departments provide feedback. A final report with analysis will be provided to staff and the Board in March.

**FINANCIAL IMPLICATIONS (current year and ongoing):**

The total one-time cost for the 2014 survey is approximately \$28,500. The survey was budgeted in the 2013/2014 fiscal year budget.

**LEGAL/POLICY REQUIREMENTS:**

N/A

**PUBLIC/GOVERNMENTAL PARTICIPATION:**

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

**OPTIONS:**

1. Accept the survey questions and design as presented.
2. Provide feedback and input to the survey questions and design.
3. Determine to discontinue the survey.

**RECOMMENDATION:**

Staff recommends the Board accept option 2: Provide feedback and input to the survey questions and design. This periodic community survey is an important tool used to gauge community perceptions and satisfaction. The information will guide the Board and staff on strategic communications, while enhancing and improving the delivery of County services and programs.

**ATTACHMENTS:**

A draft of the community survey is attached.

**SUBMITTED BY:**

Division Director/Head Approval \_\_\_\_\_s/Gary Schmidt \_\_\_\_\_

Department Director/Head Approval \_\_\_\_\_

County Administrator Approval \_\_\_\_\_

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



**PREPARED FOR:**  
**CLACKAMAS COUNTY**  
**Community Telephone Survey**

**January 2014**

**PREPARED BY:**  
**DHM RESEARCH**

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## 1 | INTRODUCTION & METHODOLOGY

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

Tracking Past Studies: Results will be benchmarked against previous studies conducted in the County, including DHM Research studies in 2008 and 2012. 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 needs of the community.

A separate survey will be conducted later in the year to test voter opinions around transportation priorities and funding. This shift in methodology from the County's general population to voters is necessary to accurately test potential County initiatives which will require voter support.

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

Residents will be contacted through Random Digit Dialing (RDD), targeted, and wireless (cell phone) sample. In gathering responses, a variety of quality control measures will be employed, including questionnaire pre-testing and validations. Quotas will be set by age, gender, and area of the County based on the total population of residents ages 18 and older for a representative sample. This methodology is consistent with that which was used in previous Clackamas County community 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 margins of error if compared with the results achieved from surveying the entire population.

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

DHM Research 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 non-partisan and independent and specializes in research projects to support public policy making. [www.dhmresearch.com](http://www.dhmresearch.com)

## 2 | QUESTIONNAIRE

**Clackamas County Community Survey**  
**January 2014; 20 minutes, N=400, margin of error +/-4.9%**  
**DHM Research**

### INTRODUCTION

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

S1. Are you 18 years of age or older?

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. All in all, do you think things in Clackamas County are headed in the right direction or are they off on the wrong track? (2008/2012 Tracker)

Response Category	N=
Right direction	1
Wrong track	2
<b>(DON'T ASK)</b> Don't know	3

### IMPORTANCE RATING OF ISSUES

2. What are the most important issues you see facing Clackamas County at this time?  
**(Open; accept multiple responses. Use 2012 code frame as base)** (2008/2012 Tracker)

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? Try not to give urgent ratings for all options, please be selective. (2012 Tracker)

**(Randomize Q3-12)**

Response Category	Urgent	High	Medium	Low	Don't know
3. Sustainable logging	1	2	3	4	5
4. Local job creation	1	2	3	4	5
5. Assisting residents in getting access to health care, including mental health and addiction services	1	2	3	4	5
6. Road and highway maintenance	1	2	3	4	5
7. Park and trail maintenance	1	2	3	4	5
8. County law enforcement and sheriff patrols	1	2	3	4	5
9. Responding to emergency and natural disasters	1	2	3	4	5
10. Access to public transportation	1	2	3	4	5
11. Preventing and addressing homelessness	1	2	3	4	5
12. Helping women and children who are victims of domestic violence	1	2	3	4	5

**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. (2012 Tracker) **(Randomize Q13-22)**

Response Category	Very Valuable	Smwt Valuable	Not too Valuable	Not at all	Don't know
13. Law enforcement	1	2	3	4	5
14. Road maintenance	1	2	3	4	5
15. Assistance to victims of domestic violence	1	2	3	4	5
16. Land use planning and permitting	1	2	3	4	5
17. Providing health care services to low-income residents	1	2	3	4	5
18. Providing affordable housing for low-income residents	1	2	3	4	5
19. Economic development	1	2	3	4	5
20. Responding to emergency and natural disasters	1	2	3	4	5
21. Providing mental health and addiction services	1	2	3	4	5
22. Maintaining County parks	1	2	3	4	5

23. Prior to this survey, were you aware that the Clackamas County government is responsible for providing all of the services I just read to you, some of the services, or were you not aware they provided any of the services?

Response Category	N=
Yes, all	1
Yes, some	2
No, none	3
<b>(DON'T ASK)</b> Don't know	4

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? (2012 Tracker)

Response Category	N=
Excellent	1
Good	2
Poor	3
Very poor	4
<b>(DON'T ASK)</b> Don't know	5

#### TRANSPORTATION PRIORITIES

25. I'd like you to build a budget based on how you want Clackamas County to spend revenue on public services. This is a hypothetical question. Let's pretend you have \$100 dollars for services 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	N=
Road maintenance	1 (\$)
Law enforcement	2 (\$)
Providing mental health and addiction services	3 (\$)
Park and trail maintenance	4 (\$)
Local job creation	5 (\$)
<b>Total</b>	<b>\$100.00</b>

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

Response Category	N=
Excellent	1
Good	2
Poor	3
Very poor	4
<b>(DON'T ASK)</b> Don't know	5

27. Those who said "poor" or "very poor" on Q26. Why do you say that? (OPEN)

28. How likely would you be to pay more in taxes to fund road maintenance in Clackamas County: very likely, somewhat likely, not too likely, or not at all likely?

Response Category	N=
Very likely	1
Somewhat likely	2
Not too likely	3
Not at all likely	4
(DON'T READ) Don't know	5

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"? (2012 Tracker) (Randomize Q28-30)

Response Category	Strong Support	Smwt Support	Smwt Oppose	Strong Oppose	Don't know
28. Creating a County vehicle registration fee	1	2	3	4	5
29. Creating a dedicated taxing district in the County	1	2	3	4	5
30. Implementing a County-wide gas tax	1	2	3	4	5

### HEALTH & HUMAN SERVICES

The following is a list of social services provided by the county. For each, please tell me how important they are on a 0=not at all important to 9=very important scale. You can use any number between 0 and 9. (2012 Tracker) (Randomize Q31-Q36)

Response Category	0	1	2	3	4	5	6	7	8	9	Don't know
31. Assisting low-income residents getting access to health care	1	2	3	4	5	6	7	8	9	10	11
32. Providing services to the elderly and disabled	1	2	3	4	5	6	7	8	9	10	11
33. Assisting women and children who are victims of domestic violence	1	2	3	4	5	6	7	8	9	10	11
34. Providing mental health and addiction services	1	2	3	4	5	6	7	8	9	10	11
35. Preventing homelessness by helping low-income residents find affordable housing	1	2	3	4	5	6	7	8	9	10	11
36. Providing services to	1	2	3	4	5	6	7	8	9	10	11



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37. Prior to this survey, were you aware that the Clackamas County government is responsible for providing all of the services I just read to you, some of the services, or were you not aware they provided any of the services?

Response Category	N=
Yes, all	1
Yes, some	2
No, none	3
<b>(DON'T ASK)</b> Don't know	4

38. 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. (2012 Tracker)

Response Category	N=
Very satisfied	1
Somewhat satisfied	2
Neutral	3
Not too satisfied	4
Not at all satisfied	5
<b>(DON'T ASK)</b> Don't know	6

**E-GOVERNMENT + RECEIVING SERVICES**

39. 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? (2012 Tracker) **(Randomize; read list; accept one)**

Response Category	N=
Telephone call	1
Visit an office	2
Write a letter	3
Visit a website	4
Send an email	5
Other (specify)	6
<b>(DON'T ASK)</b> Don't know	7

40. 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)**

<b>Response Category</b>	<b>N=</b>
County website	1
County newsletter	2
Newspaper coverage	3
Social media	4
Written materials (posters, postcards)	5
Through community organizations	6
Email notices from the County	7
Online through desktop or laptop computer	8
Online through mobile device or tablet	9
Clackamas County Board of Commissioners	10
Other, please specify	11
<b>(DON'T ASK)</b> Don't know	12

41. If "online through mobile device or tablet" was not mentioned for Q40. Have you ever accessed information about Clackamas County through a mobile device or tablet?

<b>Response Category</b>	<b>N=</b>
Yes	1
No	2
<b>(DON'T ASK)</b> Don't know	3

42. What kinds of information would you like to see on the County website? (2012 Tracker)  
**(Do not read list; record response)**

<b>Response Category</b>	<b>N=</b>
Where my tax dollars are going	1
Zoning issues	2
Information about upcoming elections	3
Information about elected County officials	4
Upcoming meetings	5
Upcoming events	6
How to access services	7
Contact information for departments and people	8
Other <b>(Specify)</b>	9
<b>(DON'T ASK)</b> Don't know	10

**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 Q39-Q42)** (Q39-40 & Q42 are 2012 Trackers)

<b>Response Category, N=400</b>	<b>Very interested</b>	<b>Smwt interested</b>	<b>Not too interested</b>	<b>Not at all</b>	<b>Don't know</b>
43. Attending public meetings in the county	1	2	3	4	5
44. Responding to online surveys about Clackamas County issues	1	2	3	4	5
45. Sitting on a panel that gives on-going feedback on programs operated by Clackamas County	1	2	3	4	5
46. Volunteering to sit on one or some of the County's citizen committees	1	2	3	4	5

47. 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? (2012 Tracker)

<b>Response Category</b>	<b>N=400</b>
0=not at all interesting	1
1	2
2	3
3	4
4	5
5	6
6	7
7	8
8	9
9	10
10=very interesting	11
Never heard of it	12
Never read it	13
<b>(DON'T ASK)</b> Don't know	14

48. The Citizen News is delivered to all households in the County. How would you prefer to receive Citizen News? **(Do not read list)** (2012 Tracker)

<b>Response Category</b>	<b>N=400</b>
Online	1
Social media	2
Email	3
Mailed to home/paper copy	4
Do not wish to receive it	5
Other (specify)	6

<b>Response Category</b>	<b>N=400</b>
<b>(DON'T ASK)</b> Don't know	7

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.

49. What is your age?

<b>Age</b>	<b>N=</b>
18-24	1
25-34	2
35-54	3
55-64	4
65+	5
Refused	6

50. Gender (by observation)

<b>Response Category</b>	<b>N=</b>
Male	1
Female	2

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

<b>Response Category</b>	<b>N=</b>
Barlow	1
Beavercreek	2
Boring	3
Canby	4
Clackamas	5
Damascus/Carver	6
Eagle Creek	7
Estacada	8
Gladstone	9
Government Camp	10
Happy Valley	11
Jennings Lodge	12
Johnson City	13
Lake Oswego	14
Milwaukie	15
Molalla	16
Mount Hood Village	17
Oak Grove	18
Oatfield	19
Oregon City	20
Portland	21
Rivergrove	22
Sandy	23
Sunnyside	24
Tualatin	25

West Linn	26
Wilsonville	27
Other (record)	28

52. How long have you lived in Clackamas County?

Response Category	N=
0-5 years	1
6-10 years	2
More than 10 years	3
<b>(DON'T READ)</b> Refused	4

53. Do you own or rent your home?

Response Category	N=
Own	1
Rent	2
<b>(DON'T READ)</b> Refused	3

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

Response Category	N=
Less than high school	1
High school diploma	2
Some college	3
College degree	4
Graduate/professional school	5
<b>(DON'T READ)</b> Refused	6

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

Response Category	N=
1	1
2	2
3	3
4	4
5+	5
<b>(DON'T READ)</b> Refused	6

56. What is your annual household income before taxes in 2013?

Response Category	N=
Less than \$24,999	1
\$25,000-\$49,999	2
\$50,000-\$74,999	3
\$75,000-\$99,999	4
\$100,000-\$149,999	5
\$150,000+	6
<b>(DON'T READ)</b> Refused	7

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

<b>Response Category</b>	<b>N=</b>
White/Caucasian	1
African American/Black	2
Hispanic/Latino	3
Asian/Pacific Islander	4
Native American/American Indian	5
Other	6
<b>(DON'T READ)</b> Refused	7