

Metro Opt In – Public Engagement Survey

Davis, Hibbitts, & Midghall, Inc. (DHM Research) in partnership with Opt In conducted an online survey with Opt In members to ensure Metro involvement activities are effective, reach diverse audiences and create opportunities to learn about and participate in decision-making.

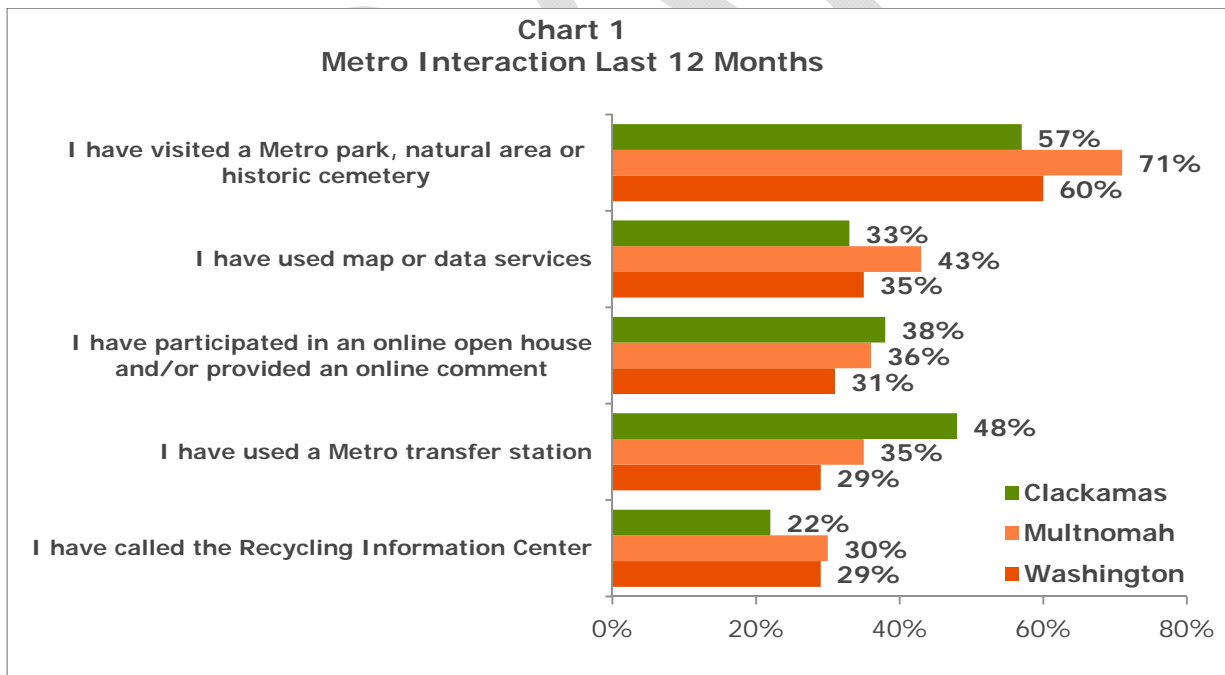
Research Design: Between May 28 and June 10, 2013, Opt In members were invited to participate in the Metro Website survey. A total of 1,877 members participated in the survey.

*It's worth noting that the member profile of the Opt In panel is skewed toward those older in age, higher educational attainment, Multnomah County residents, and Democrats.

Interaction with Metro occurs in a variety of ways, the most common being visitation to a Metro park, natural area, or historic cemetery (Q2).

The most common ways that participants interact with Metro include: *visiting a Metro park, natural area, or historic cemetery (66%), using map or data services (40%), using a Metro transfer station (35%), participating in an online open house and/or providing an online comment (35%), and calling the Recycling Information Center (29%).*

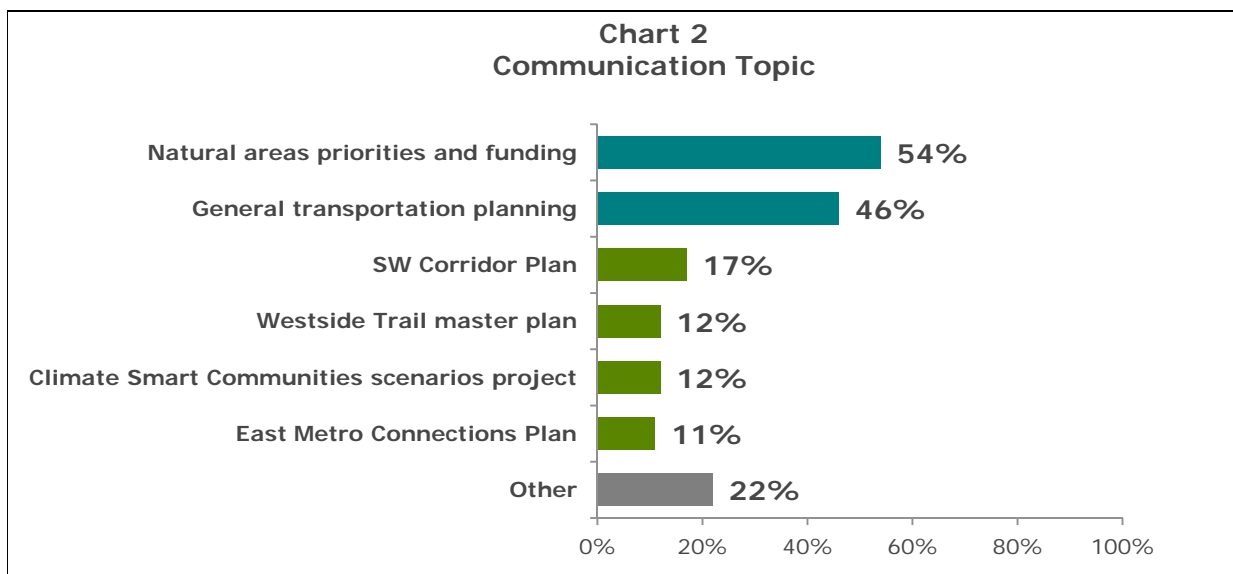
In general, Republicans (24%) are more likely than Democrats (7%) and Independents (12%) to have not interacted with Metro in the past 12 months. Multnomah County residents are more likely than those from Clackamas and Washington counties to *have visited a Metro park, natural area, or historic cemetery and use a map or data services*. Participants from Clackamas County are more likely than those from Multnomah and Washington counties to *have used a Metro transfer station*.



The main method of communication with Metro, other than through Opt In, is interaction with Metro’s web pages (Q3-Q4).

Just over half of participants have *looked at Metro’s webpages* (53%), while others *complete surveys/focus groups/interviews* (44%) or *read Metro news* (41%). One in five participants have communicated with Metro by *subscribing to email updates* (20%) and *speaking with a Metro representative* (18%). Only a small number of participants (6%) follow Metro on social media (Twitter, Facebook, etc.).

Of those that reported interacting with Metro, over half have communicated about *natural areas priorities and funding* (54%) and just under half about *general transportation planning* (46%). Washington County is more likely than Multnomah or Clackamas counties to have communicated about the *Westside Trail Master Plan* (27% vs. 7% and 7%) and the *SW Corridor Plan* (24% vs. 14% and 16%).



What would help you get more involved in Metro engagement activities (Q5)?

Many participants would become more involved with Metro if they had more time:

"Time. Life with kids, work, relatives, chores, exercise, and a bit of sleep leaves little time for civic engagement."

"Right now my plate is full with school and work so there isn't anything that would help me to be more involved."

"Due to time constraints I'm limited to online participation. Any great new ideas in online/electronic engagement would interest me."

Others would be more involved if they felt their Metro listened more closely to their input:

"Too often it feels like the public input process used to fulfill a legal requirement, rather than to actually listen to and process citizen input."

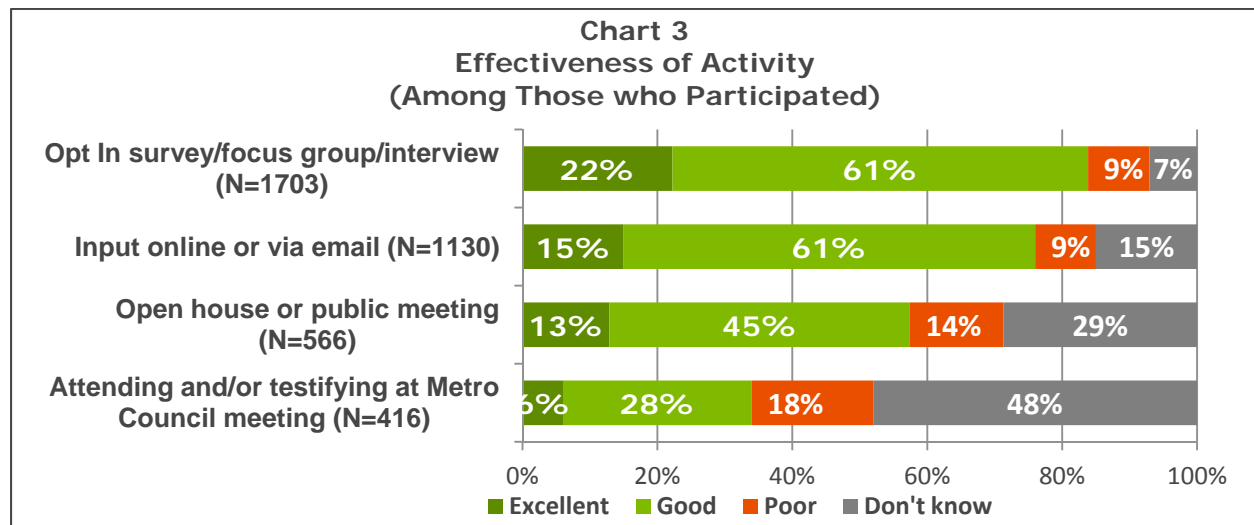
"Greater confidence that my participation has any kind of impact."

"A clear understanding of how my input would be used. Citizens desire to know where the opportunities exist for them/us to impact the actual decision. Otherwise our input feels like it will be used capriciously by whichever side of the issue finds it sympathetic."

Most participants find out about engagement activities through Opt In, an email notice, or media coverage (Q6, Q7-Q10).

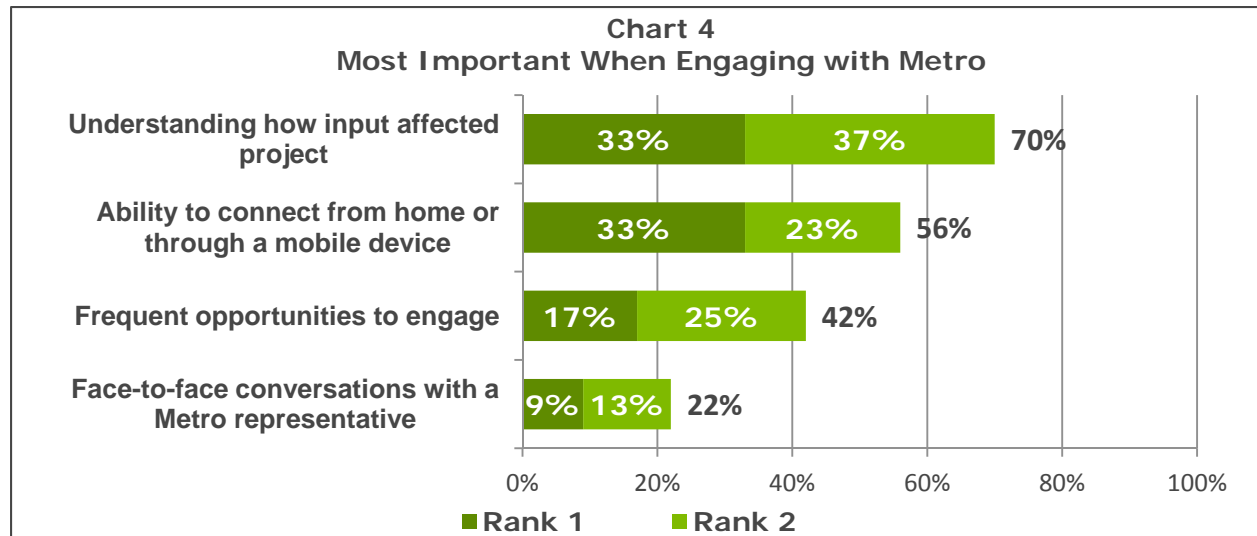
Opt In is by far the most common channel through which participants find out about engagement opportunities (66%). Other commonly reported sources include *email notices* (43%) and *media coverage* (41%). Age, however, makes a significant difference in where participants learn about these opportunities, as ages 55+ are much more likely to be informed by *media coverage* (18-34 – 32%; 35-54 – 35%; **55+ – 49%**) and *newspaper ads* (18-34 – 7%; 35-54 – 10%; **55+ – 22%**).

Participants also report *Opt In surveys* and *input online or via email* to be the most meaningful engagement opportunities, showing that the particular activities with greater participation are also the most effective. With time being a barrier to engagement for many participants, activities that allow flexibility in regards to time prove to be more effective.



The most important factor when participants are engaging with Metro is understanding how their input affected a project (Q11).

Consistent with open-ended comments, participants overwhelmingly value understanding how their input affected a project (70%). Also consistent with which activities are most effective, over half find the *ability to connect from home or through a mobile device* a very important factor (rank 1 or rank 2) when engaging with Metro (56%) and four out of ten find *frequent opportunities to engage* (42%) a very important factor.



The majority of participants feel Metro does an excellent or good job explaining the goals of their engagement activities (Q12-Q15).

In general, participants feel that Metro sufficiently explains the goals of engagement activities (62%) and somewhat effectively advertises them (49%). However, they feel that Metro does a more moderate job *explaining how feedback will be used* (42%) and *explaining what part of the project can be influenced by the public* (35%). Considering that understanding the effect of input on projects is the most important factor influencing engagement with Metro, this could potentially be a key area of improvement.

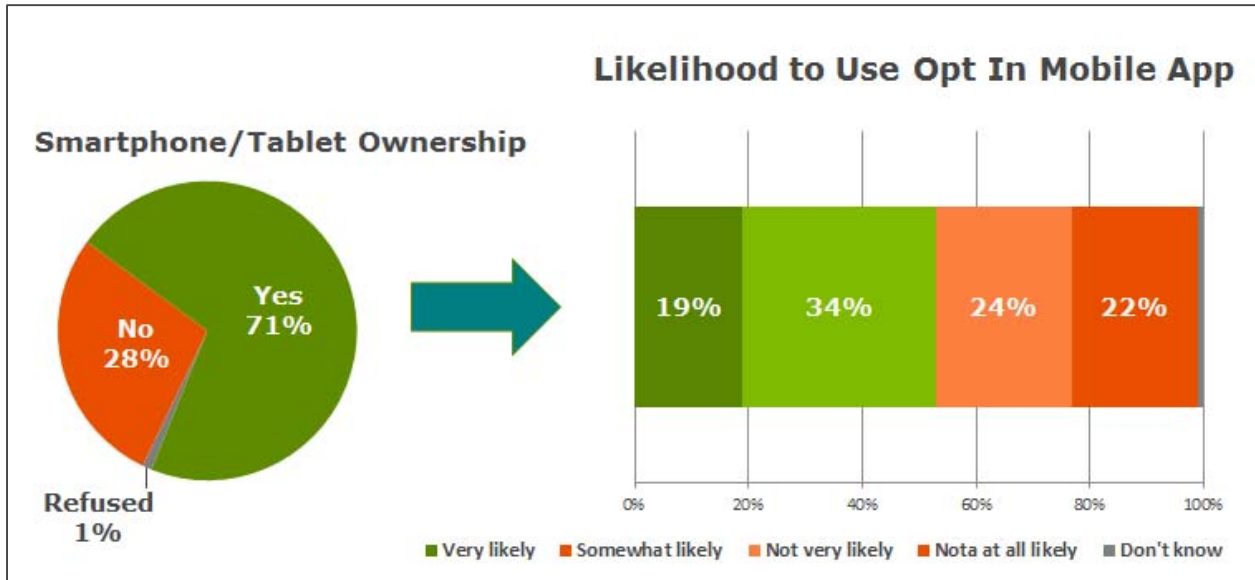
A strong majority feel Opt In has helped them become more informed about local governmental issues (Q1).

Eight in ten (81%) participants feel they are *much more informed* (13%) or *somewhat more informed* (68%) about issues their local governments are involved with or that affect their quality of life. More than 70% of all subgroups feel Opt In has helped them become more informed. Removing Republicans, more than 78% of all subgroups felt Opt In has helped them become more informed.

Participants who own a smartphone or tablet are split on likelihood of using Opt In mobile app (Q16-Q17).

Seven in ten participants own a smartphone or tablet. Among those who own mobile technology, participants were divided in their likelihood of participating in Opt In surveys

through a mobile app if one were available. One in five are *very likely* (19%) to use the app. Similarly, one in five are *not at all likely* (22%) to use the app. Overall, just over half of participants (53%) are *very* or *somewhat* likely to use the app while just less than the majority (46%) are *not very* or *not at all* likely to use the app.



Metro Public Engagement Survey
May 2013; N=1877 Opt In Panel
Margin of error +/- 2.3%
DHM Research

1. Has Opt In helped you become more informed about issues your local governments are involved with or that affect your quality of life?

Response Category	Total N=1877	Clackamas N=263	Multnomah N=1150	Washington N=464
Yes – I am much more informed	13%	17%	12%	14%
Yes – I am somewhat more informed	68%	61%	69%	67%
No – Opt In has not helped me become more informed	18%	19%	17%	17%
Other (please specify)	1%	3%	1%	1%

[PROVIDE OPTIONAL COMMENT BOX UNDER Q1]

2. In what ways have you interacted with Metro in the last 12 months? (select all that apply)

Response Category	Total N=1877	Clackamas N=263	Multnomah N=1150	Washington N=464
I have called the Recycling Information Center	29%	22%	30%	29%
I have visited a Metro park, natural area or historic cemetery	66%	57%	71%	60%
I have used a Metro transfer station	35%	48%	35%	29%
I have applied for a job at Metro or a Metro facility	5%	5%	6%	3%
I have applied for a grant	3%	3%	3%	2%
I have used map or data services	40%	33%	43%	35%
I have participated in a Metro planning project	11%	15%	10%	9%
I have volunteered on a Metro project	4%	5%	4%	3%
I have participated in an online open house and/or provided an online comment	35%	38%	36%	31%
I have served on a Metro committee	3%	5%	2%	2%
I have participated in the Drive Less. Save More. program	9%	5%	10%	6%
Other (please specify)	8%	8%	9%	7%
I do not interact with Metro	10%	12%	8%	14%

3. Other than your participation through Opt In, how have you communicated with Metro in the last 12 months? *(select all that apply)*

Response Category	Total N=1877	Clackamas N=263	Multnomah N=1150	Washington N=464
I have read Metro news	41%	48%	39%	40%
I have looked at Metro's web pages	53%	50%	56%	49%
I follow Metro on Twitter and/or Facebook	6%	4%	7%	4%
I have attended a Metro open house, public hearing or council meeting	13%	16%	13%	11%
I have talked to or emailed my Metro councilor	11%	16%	10%	9%
I have subscribed to email updates by area of interest	20%	19%	21%	19%
I have completed a survey/focus group/interview	44%	48%	42%	46%
I interact with Metro as part of my job	12%	10%	14%	7%
I have talked to a Metro representative	18%	21%	17%	17%
Other (specify)	3%	2%	3%	3%
none of the above	19%	17%	19%	22%

4. [IF NOT Q3=NONE OF THE ABOVE] For which of the following activities did you communicate with Metro?

Response Category	Total N=1515	Clackamas N=219	Multnomah N=934	Washington N=362
SW Corridor Plan	17%	14%	16%	24%
East Metro Connections Plan	11%	14%	14%	3%
General transportation planning	46%	48%	46%	43%
Climate Smart Communities scenarios project	12%	14%	12%	10%
Westside Trail master plan	12%	7%	7%	27%
Natural areas priorities and funding	54%	58%	52%	58%
Other (please specify)	22%	20%	23%	19%

5. What would help you get more involved in Metro engagement activities (open-ended)?

6. How do you typically find out about Metro engagement activities? (select all that apply)

Response Category	Total N=1877	Clackamas N=263	Multnomah N=1150	Washington N=464
Metro website	25%	24%	26%	23%
Newspaper ads	14%	15%	14%	16%
Media coverage	41%	46%	40%	41%
Facebook/Twitter	6%	5%	7%	5%
Written materials (posters, postcards)	14%	12%	15%	12%
Through community organizations	20%	20%	22%	16%
Email notice	43%	41%	43%	42%
Opt In	66%	67%	66%	66%
Other, please specify	6%	6%	7%	4%
Don't know	5%	5%	5%	6%

Metro strives to provide meaningful engagement opportunities. Please rate how well each of the following activities met that goal. If you have not participated in the engagement activity, choose "did not participate."

Response Category	Excellent	Good	Poor	Did not participate	Don't know
7. Open house or public meeting					
Total, N=1877	4%	14%	4%	70%	9%
Clackamas, N=263	3%	15%	7%	65%	9%
Multnomah, N=1150	4%	13%	3%	71%	9%
Washington, N=464	5%	13%	4%	70%	8%
8. Opt In survey/focus group/interview					
Total, N=1877	20%	56%	9%	9%	6%
Clackamas, N=263	25%	52%	8%	11%	4%
Multnomah, N=1150	19%	55%	8%	10%	8%
Washington, N=464	20%	60%	10%	7%	4%
9. Input online or via email					
Total, N=1877	9%	37%	5%	40%	9%
Clackamas, N=263	9%	37%	10%	37%	8%
Multnomah, N=1150	9%	36%	5%	40%	10%
Washington, N=464	8%	38%	5%	42%	8%
10. Attending and/or testifying at a Metro Council meeting					
Total, N=1877	1%	6%	4%	78%	11%
Clackamas, N=263	2%	7%	7%	74%	10%
Multnomah, N=1150	1%	6%	3%	78%	11%
Washington, N=464	1%	6%	5%	80%	9%

11. When you engage with Metro, what is most important to you? Please rank the following attributes with 1 being the most important, 2 being the second most important...etc.

Total	Most Important	2nd Most Important	3rd Most Important
Frequent opportunities to engage	17%	25%	36%
Face-to-face conversations with a Metro representative	9%	13%	22%
Ability to connect from home or through a mobile device	33%	23%	19%
Understanding how input affected project	33%	37%	19%
Other (specify)	7%	3%	3%
Clackamas	Most Important	2nd Most Important	3rd Most Important
Frequent opportunities to engage	15%	24%	32%
Face-to-face conversations with a Metro representative	16%	15%	20%
Ability to connect from home or through a mobile device	31%	20%	21%
Understanding how input affected project	26%	38%	23%
Other (specify)	12%	3%	3%
Multnomah	Most Important	2nd Most Important	3rd Most Important
Frequent opportunities to engage	18%	25%	36%
Face-to-face conversations with a Metro representative	8%	12%	24%
Ability to connect from home or through a mobile device	33%	23%	20%
Understanding how input affected project	35%	37%	17%
Other (specify)	6%	3%	3%
Washington	Most Important	2nd Most Important	3rd Most Important
Frequent opportunities to engage	17%	25%	40%
Face-to-face conversations with a Metro representative	10%	11%	20%
Ability to connect from home or through a mobile device	35%	26%	16%
Understanding how input affected project	33%	35%	22%
Other (specify)	6%	3%	2%

How well does Metro communicate each of the following phases of its engagement activities?

Response Category	Excellent	Good	Poor	Don't know
12. Advertising the activity				
Total, N=1877	7%	42%	16%	34%
Clackamas, N=263	6%	46%	19%	29%
Multnomah, N=1150	7%	41%	15%	37%
Washington, N=464	7%	44%	17%	31%
13. Explaining the goal(s) of the activity				
Total, N=1877	12%	50%	14%	25%
Clackamas, N=263	12%	51%	18%	19%
Multnomah, N=1150	12%	50%	12%	26%
Washington, N=464	13%	48%	15%	25%
14. Explaining how your feedback will be used				
Total, N=1877	7%	36%	30%	26%
Clackamas, N=263	7%	38%	34%	21%
Multnomah, N=1150	7%	36%	29%	28%
Washington, N=464	9%	36%	31%	24%
15. Explaining what part of the project can be influenced by the public				
Total, N=1877	6%	29%	37%	28%
Clackamas, N=263	7%	28%	44%	21%
Multnomah, N=1150	5%	30%	35%	30%
Washington, N=464	5%	28%	39%	27%

16. Do you currently own a smartphone or tablet?

Response Category	Total N=1877	Clackamas N=263	Multnomah N=1150	Washington N=464
Yes	71%	71%	72%	67%
No	28%	26%	27%	31%
Refused	1%	3%	1%	1%

17. [IF Q28=YES] If Opt In were to have a free mobile app that would notify you of survey opportunities and allow you to take surveys on your mobile device, how likely would you be to download and use this app?

Response Category	Total N=1329	Clackamas N=187	Multnomah N=832	Washington N=310
Very likely	19%	17%	20%	18%
Somewhat likely	34%	24%	37%	32%
Not very likely	24%	26%	22%	28%
Not at all likely	22%	32%	19%	22%
Don't know	1%	2%	2%	1%

18. Do you have any other feedback about how Metro can improve our public engagement activities? **(Open-End)**

Demographics (Data from Opt In)

Age

Response Category	Total N=1877	Clackamas N=263	Multnomah N=1150	Washington N=464
18-24	1%	0%	2%	1%
25-34	14%	6%	18%	8%
35-54	41%	36%	41%	42%
55-64	28%	35%	25%	30%
65+	17%	23%	14%	19%

Gender

Response Category	Total N=1877	Clackamas N=263	Multnomah N=1150	Washington N=464
Male	47%	52%	45%	51%
Female	53%	48%	55%	49%

County

Response Category	N=1877
Multnomah	61%
Washington	25%
Clackamas	14%

When it comes to politics, do you consider yourself more of a Democrat, more of a Republican, or more of an Independent or a member of another party?

Response Category	Total N=1877	Clackamas N=263	Multnomah N=1150	Washington N=464
More of a Democrat	55%	42%	61%	47%
More of a Republican	12%	25%	7%	17%
More of an Independent/Other	29%	28%	29%	31%
No answer	4%	5%	4%	5%

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

Response Category	Total N=1877	Clackamas N=263	Multnomah N=1150	Washington N=464
Some high school	0%	0%	0%	0%
High school graduate	1%	1%	1%	1%
Some college/community college/2-yr degree	17%	21%	16%	19%
College degree/4-yr degree	36%	33%	36%	36%
Post graduate	42%	40%	44%	37%
No answer	3%	4%	2%	5%

Ethnicity

Response Category	Total N=1877	Clackamas N=263	Multnomah N=1150	Washington N=464
African	0%	0%	0%	0%
American Indian/Native American	0%	0%	1%	0%
Asian or Pacific Islander	1%	0%	1%	1%
Black/African American	1%	1%	1%	0%
Hispanic/Latino	1%	0%	1%	1%
Slavic	0%	0%	0%	0%
White/Caucasian	84%	83%	85%	83%
Middle Eastern/North African	0%	0%	0%	0%
Two or more races	4%	3%	4%	3%
Other	1%	3%	1%	1%
Refused	8%	10%	5%	12%

Just your best guess, what is your household income before taxes?

Response Category	Total N=1877	Clackamas N=263	Multnomah N=1150	Washington N=464
Less than \$10k	2%	2%	2%	1%
\$10k-\$14,999	1%	0%	2%	1%
\$15k-\$24,999	3%	1%	4%	2%
\$25k-\$34,999	4%	3%	4%	2%
\$35k-\$49,999	7%	5%	9%	3%
\$50k-\$74,999	12%	10%	13%	13%
\$75k-\$99,999	9%	9%	10%	8%
\$100k-\$149,999	11%	13%	10%	11%
\$150k-\$199,999	4%	5%	4%	3%
\$200k or more	3%	6%	3%	3%
Refused	45%	47%	41%	54%