

ANNUAL REPORT - 2014



3/12/2014

Oregon Electronic Government Portal Advisory Board



The Electronic Government Portal Advisory Board, established by ORS 182.128, provides advice to the Department of Administrative Services (DAS) concerning the development of portals, proposed convenience fees, priority of applications and any rules necessary to implement portals. The board monitors layout, content and usability of portals and advises DAS on how to improve the delivery of government services, reviews accountability of state agencies use of portals to provide such service and monitors citizen satisfaction with the electronic government portals.

Annual Report - 2014

OREGON ELECTRONIC GOVERNMENT PORTAL ADVISORY BOARD

The Electronic government Portal Advisory Board is comprised of members from the public, the legislature and government executives. EPAB provides advice and guidance to state government concerning the delivery of services to the public via the internet. Though it is mostly focused on the services provided by the Department of Administrative Services (DAS) E-Government Program offered by Enterprise Technical Services (ETS), its scope is not limited to that. Members of the legislature are non-voting and provide important feedback to the board on the needs they collect from residents to help our government advance. Public members keep our efforts connected to what matters to the residents of Oregon. The agency members understand the work of government and the needs of across the enterprise. The student member adds innovative diversity in our approach to delivering

BLAZING A NEW TRAIL

The creation of the Electronic government Portal Advisory Board (EPAB) by the legislature marked the beginning of a new level of governance and guidance to assist the state of Oregon in providing services over the internet. Since the board was originally formed in 2011 it has overseen the following advances:

1. The transition of 202 websites, electronic commerce and web applications to a modern technology platform as a springboard for future advances in service delivery
2. The transition to a self-funded program that is funded only as services are used via a new state contract with NICUSA
3. Sponsoring and overseeing the biennial surveys of Oregonians views about the internet based services the state is providing as a way to measure progress
4. Setting in place prioritization criteria that has been applied to the completed projects reported on later in this report
5. Provided advice on convenience fees for a proposed service
6. Advocated that agency website redesigns require usability testing with the residents of Oregon who actually will have to use the website and changing the design based on their feedback
7. Supported the use of the open data portal (data.oregon.gov) for Oregon's government to continually become more transparent to its citizens.

202

websites, applications, online checkout stores and other services transitioned

After spending the majority of 2012 transitioning 139 websites, 23 custom applications, 2 web portals, and 29 online payment stores to

new technology and hosting, 2013 brought new services and enhancements to Oregon agencies. Examples of the new value provided include:

- Mobile optimized payment checkout pages
- ACH batch file payment processing
- Secure Interactive Voice Response payment capability
- Secure card reader payment capability
- New payment administration and reporting capabilities for agencies
- Modernized Enterprise Web Content Management System
- State of the art private cloud hosting technology
- The capacity for redundant disaster recovery and fail over services across two AT&T Tier 4 datacenters
- Annual independent security audits
- Staff skilled in conducting website usability testing and design
- Online service desk portal for agencies
- Marketing services to promote the use of government online services

Examples of existing capabilities that were enhanced and continued include:

- Enterprise Payment Processing certified as Level 1 Compliant by the Payment Card Industry
- Oregon GovSpace, the Enterprise Collaboration Platform for the state and its partners
- Public Open Data Platform - Data.Oregon.gov
- Network and application security standards expertise
- E-Government services subject matter experts with over 20 years' experience

2013 Highlighted Usage Statistics

Website Visits	Over 60 Million visits
Web Pages Loaded	Over 216 Million pages viewed
Payments Collected	Over \$1.93 Billion dollars
Payment Transactions	Over 2.37 million transactions

Meet the Board

Governor's Agency Appointees

Gregg DalPonte

Department of Transportation

Tom Fuller

Employment Department

Peter Threlkel

Secretary of State

Governor's Public Appointees

Sue Gemmell

Mercy Corps

Trevor Fiez

Student, Oregon State University

Vacant

Public Member

Senate President Appointees

Bruce Starr

Senator, District 15

Lee Beyer

Senator, District 6

Speaker of the House of Representatives Appointees

Phil Barnhart

State Representative, Central Lane and Linn Counties

Kim Thatcher

State Representative, District 25

Administrative Services Appointee

Kris Kautz

Department of Revenue

State Treasurer Appointee

Cora Parker

State Treasurer's Office

State Chief Information Officer

Alex Pettit

Department of Administrative Services

AWARDS

In 2013, Oregon's one-stop business portal, Business Xpress, was recognized for its innovation three times:

2013 Computerworld Honors Laureate for its excellent application of technology to meet business needs

2013 Digital Government Achievement Award in the Government-to-Business category from the Center for Digital Government

2013 Oregon State CIO Awards – Gold Award Winner

As the first new service launched by the ETS E-Government Program through its new contract with NIC Oregon, the Oregon Secretary of State's Business Xpress brings together state online services, forms and information making them quickly and easily accessible from a single website without individual agency organization structures to complicate navigation.

The project was sponsored by the Secretary of State, working with eight agencies to develop a task-oriented, business-friendly, mobile-first website. Business Associations and Oregon businesses participated in testing the portal's usability.

LOOKING AHEAD TO 2014

2013 closed with 9 new projects underway and 37 upcoming projects to be scheduled. The flexible funding options and broad range of services offered by the ETS E-Government Program has sparked enthusiastic demand from agencies. Here is a look at some of the services poised for launch in 2014:

New Oregon.gov State Portal – The state web portal will be getting its first complete makeover in seven years. Leveraging lessons learned from extensive usability testing with Oregonians, the portal will be easy-to-use on any device.

Featuring a dynamic search and a task-driven architecture, this new site will focus on helping Oregonians get where they need to go, faster.



Oregon State Marine Board Licensing System – This application provides a full suite of online services for boat titling and registration, permits and boater education for over 550,000 customers.

Vehicle Inspection Program (VIP) Payment Processing – This Electronic payment system will streamline customer credit and debit card payments in the Department of Environmental Quality VIP Clean Air Stations and Self-Service Kiosks.



OSU Hatfield Marine Science Center – Electronic payment application available through a touch screen kiosk interface that enables visitors to the center to make a donation using a credit card.

Online License Renewal – The Board of Tax Practitioners and Board of Chiropractic Examiners will both launch online license renewal systems that allow their license holders to complete their filing online as well as pay applicable license renewal fees with a credit or debit card online.

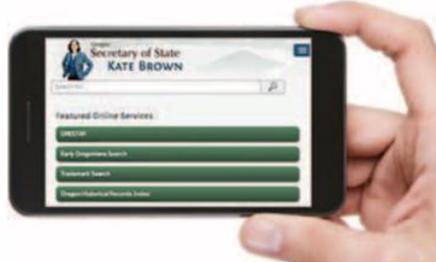
Unclaimed Property Reporting System – The Department of State Lands will transition its paper process to a secure and simplified online reporting of confidential unclaimed property for customers.

Donations for Veterans' Affairs - The Department of Veterans' Affairs will launch a new online donation system to receive donations for four programs: Veterans Homes, Support, Suicide Prevention/Outreach and Women Veterans Funds.

NEWLY FEATURED SERVICES

Secretary of State Website Redesign Leverages Usability Testing

The Secretary of State launched a newly redesigned website using a mobile-first content strategy to simplify the website content, reducing the total number of webpages by 80%. Extensive usability testing with Oregonians enabled the agency to rework and streamline content to better serve their customers. The new website works with ease on any device, including smart phones and tablets by utilizing the latest responsive design approaches.



New Mobile First Medical Board Website

In October, the Oregon Medical Board launched a newly redesigned website at <http://oregon.gov/omb>. Also relying on using a mobile-first content strategy, the Medical Board reduced the total number of webpages by 50%. This website is the first to launch in the new agency look and feel, blazing the trail for numerous other agency website redesigns in the coming year.

“The previous website no longer adequately served Oregonians. This new website provides easier access to information, helping to achieve our mission to protect the health, safety and wellbeing of Oregon citizens by regulating the practice of medicine in a manner that promotes access to quality care,” explains Medical Board Executive Director Kathleen Haley.

Department of Revenue Electronic Tax Payment System

Launched in February 2013, the Electronic Tax Payment System collects corporate and combined payroll tax payments from businesses through a web interface or through an Interactive Voice Response (IVR) system. The application replaced a legacy system and provides new functionality for both the business customers and the agency.

Form Builder

The Form Builder is a new web-based service that enables all agencies to create basic web forms for their websites through an easy to use drag-and-drop interface. This will email form content to a specified email address and features flexible content options and validation. This feature gives agencies the flexibility to add new online forms that can be updated anytime by agency content editors without having to rely on technical staff.

More 2013 Accomplishments

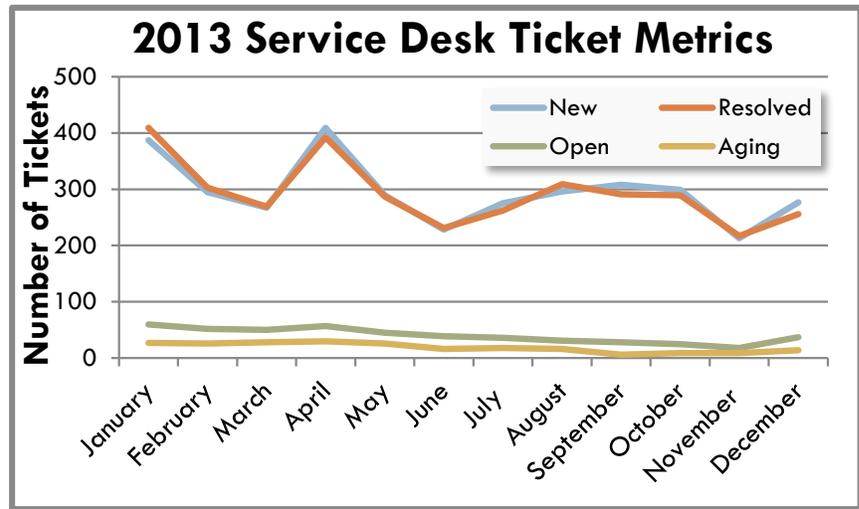
- CVIEW Data Exchange - The Commercial Vehicle Information Exchange system for ODOT permits safety checks before issuing certain types of credentials.
- Oregon Medical Board Website Redesign
- New Oregon Education Investment Board Website
- Online Payments Enhancement - New settings enable the checkout page to render optimally on any device including mobile.
- Marine Board Boat Registration Renewal Store - Permit option
- Added "Cancel Order" functionality for Secretary of State online store
- DCBS Financial Division Payments - online payments used internally by Department of Consumer and Business Services staff.
- Added Discover and American Express card payment types for existing Secretary of State online payments
- Added Discover payment type for the Department of Consumer and Business Services online payments
- Twitter API Integration upgrade for the Governor's website
- New Oregon.gov logo designed in conjunction with the E-Governance Board and added to all websites

CONTINUALLY IMPROVING

SERVICE TO AGENCIES

The E-Government Service Desk provides technical support and training for program websites, applications and E-Commerce stores and other services. In 2013, service response times improved to meeting or exceeding service level agreement times for responses 100% of the time. The Service Desk focused on reducing overall time to resolution and improving communication through the lifecycle of a ticket. Also, the Service Desk averaged 50 new and 50 resolved tickets per week, carrying an average of 20 open tickets on any given day. These metrics are openly shared with agencies through the Oregon GovSpace “E-GOV” collaboration portal.

Additional enhancements were made by implementing a new internet based service portal to manage requests submitted to the Service Desk which provides transparency to agencies on service request ticket status and enables the Service Desk personnel to provide detailed reporting on response and resolution times. The interface also enables key agency staff called “Single Points of Contact” to view tickets submitted by all staff members in their agency. This was a welcomed improvement from the original email method of tracking a requests progress.



NEW TRAINING PROGRAMS

An important aspect of support is providing useful training to equip agencies with the knowledge to use our services. 2013 brought the implementation of a new training program that trained nearly 400 agency staff through 18 webinars and 8 classroom training sessions. The Service Desk team continues to build on the existing library of 41 how-to documents and 22 video tutorials providing on-demand self-help for agencies. Training information and resources can be found by searching for the “E-Gov Training” place on Oregon GovSpace.

IMPROVING COMMUNICATIONS

A priority in 2013 was improving communications to include timely and consistent maintenance notices, incident notifications, live webinars for a widespread incident, monthly reporting and weekly meetings between the ETS E-Government Staff and NICUSA managers. Monthly updates, feedback and guidance are sought from the multi-agency E-Governance Board. One of many examples is when the E-Governance board asked us to reestablish the quarterly E-Government User Group. We have reenergized these sessions and any one of the hundreds of agency staff who use the services we provide can attend to share information, learn more about services provided and provide feedback to the program. Topics for presentations and discussions are determined by attendees through a survey sent out after each meeting. Using the latest email marketing communication tools we are able to get detailed reporting that provides us with feedback on the effectiveness of our messaging.

CONTINUAL SERVICE IMPROVEMENT

In 2013 we restarted the E-Government Program Customer Service Survey. At the end of each project, we conduct a project lessons learned session. The lessons learned from these feedback sessions are invaluable and are used to identify improvement areas that can be implemented going forward. Once that is completed, we also sit down with the Executive Sponsor of the project and ask them to provide us feedback on their level of satisfaction with the service provided. We ask them to simply score their level of satisfaction on a scale of 1-5 where 5 is excellent. At the completion of 4 surveys in 2013, our average level of satisfaction is 5.0.

In the past year members of the E-Government Program, working for both ETS and NICUSA became ITIL v3 certified. ITIL is a globally recognized collection of best practices for managing information technology (IT) services to provide better service to the customer. The team continues to implement ITIL concepts to help improve service delivery, change management role and release practices, and continual process and service improvements.

PORTAL REVENUES

Services to agencies and the public provided by NICUSA through the ETS E-Government Program are funded in one of four methods.

1. Funded by net Portal Revenue (no cost to agency or their customer)
2. Agency Portal Fee – Agency pays agreed upon fixed cost fee on a per use basis
3. Fixed Time and Materials – Agency pays Fixed cost based on agreed upon time and materials
4. Convenience Fee - Consumer pays the EPAB reviewed and DAS approved fee on a per use basis

The Portal Revenues support and maintain all of the existing E-Government Program services as well as the development and implementation of new services. The following reflects gross revenue only and does not account for any expenses incurred in providing the E-Government Program services.

SOURCES OF 2013 PORTAL REVENUES

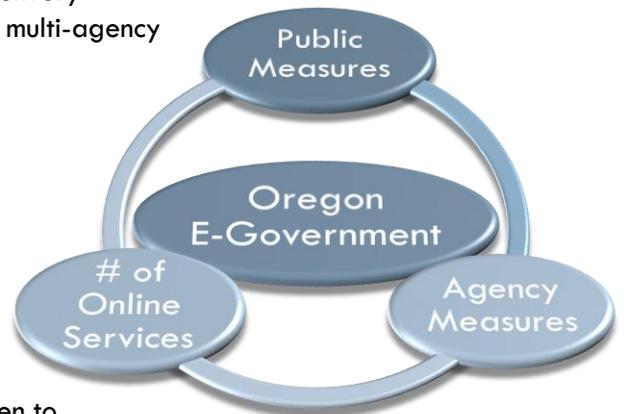
Organization	Name of Service	Funding Type	Fee	Quantity	Total
Driver & Motor Vehicles Services	Driver Record System	Convenience Fee	\$ 3.00	1,194,225	\$ 3,582,675
Department of Human Services	WebPay System - Web	Agency Paid Portal Fee	\$1.00	61	\$61.00
Department of Revenue	WebPay System – Web	Agency-paid Portal fee	\$0.40	476,819	\$ 190,727.60
Department of Revenue	WebPay System – IVR	Agency-paid Portal Fee	\$ 0.17	101,451	\$ 17,246.67
Department of Revenue	WebPay System – Web MEF	Agency-paid Portal Fee	\$ 0.40	109	\$ 43.60
Marine Board	Licensing System	Fixed Time & Materials	n/a	n/a	\$ 255,634.34
Secretary of State	Business Portal	Fixed Time & Materials	n/a	n/a	\$ 37,500
Total Portal Revenues				1,772,665	\$ 4,083,888.21

MEASURING SUCCESS

With the establishment of ETS E-Government Program's new delivery model success measures were established on the advice of the multi-agency Transition Team and were reviewed by their Directors or Deputy Directors.

PUBLIC MEASURES

The E-Government Program selected DHM Research to assist in determining how to receive feedback from Oregonians how they use the internet to interact with government and their awareness of the services provided. This survey is conducted every 2 years. It is a key first step in learning how we can implement better ways to listen to the residents of Oregon. The internet gives us new opportunities dynamic conversations. This is the first step and the EBAP will guide the evolution and improvement of these measures. The 2013 survey results are attached to the end of this report.



NUMBER OF ONLINE SERVICES: 1,829

An online service is one where a resident can interact with the service online and complete the service online. Examples would be submitting an application, verifying a professional certification or renewing a license. Using this criteria provided by the Center for Digital Government, a single application could offer all three services. It does not include downloading a PDF form to a PC where it must be completed off-line.

Oregon's measures of online services are significant and are continually being enhanced. There currently is no requirement for an agency to report the services they deploy, though many do. The Secretary of State supported License Permits and Registrations system has over 1,000 applications identified using the criteria above. When the newly redesigned state portal is launched in this year, it will include interactive search capability for online services. We plan to populate this search with submissions from Oregon agencies so their online services will be easier for the public to find. This will also make it easier to identify new online services. Future reports will measure the growth in online services

License, Permits and Registrations (LicenseInfo.oregon.gov) Online Services: 1,025

Other Oregon.gov Non Licensing Online Services: (http://www.oregon.gov/Pages/OL_services.aspx): 113

Data services provided through data.oregon.gov: 658

(for example looking up Active Trademark Registrations, Consumer Complaints, Agency Expenditures, etc. are all available through the enterprise open data platform)

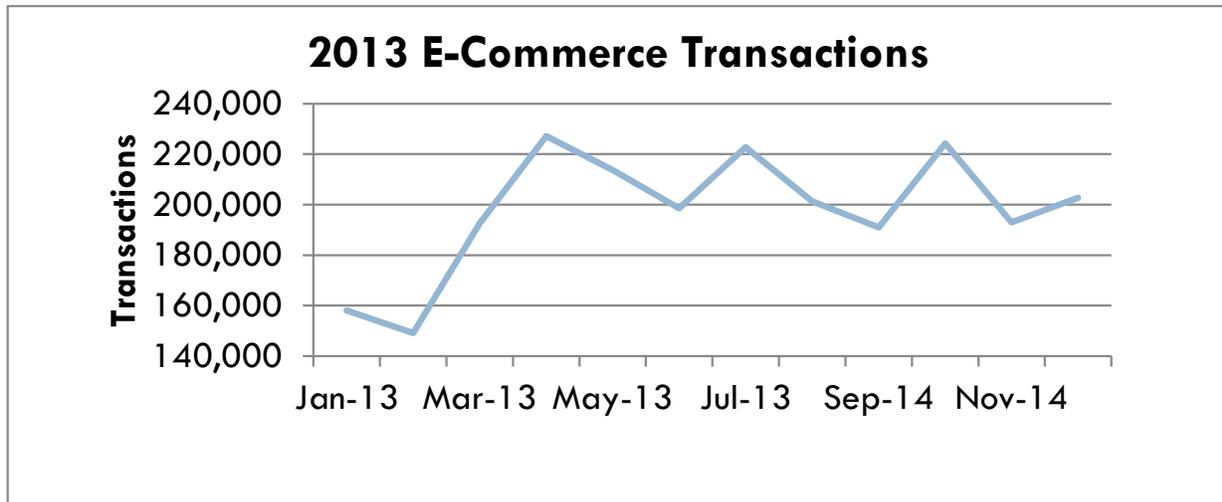
E-Government Provided Online Services not already reported: 33

AGENCY MEASURES

The multi-agency Transition Advisory Team worked together with the E-Government Program to establish an initial list of ongoing operational measures they agreed would be important to measure the success of the E-Government Program as follows:

E-COMMERCE

1. Number of transactions over time



2. **Total NICUSA E-Commerce Cost to agencies:** There is zero \$0.00 transaction costs charged to agencies.

3. E-Commerce Charges per Transaction

NICUSA does not charge any transaction fees; however, NICUSA does negotiate with agencies either a convenience fee or portal fee for the development and support of new E-Commerce Services. The following is a listing of new E-Commerce Services where a negotiated portal fee was agreed upon:

Organization	Name of Service	Revenue Type	Portal Fee Per Transaction	Transaction Quantity	Total
Department of Human Services	WebPay System - Web	Agency Paid Portal Fee	\$ 1.00	61	\$ 61.00
Department of Revenue	WebPay System - Web	Agency Paid Portal Fee	\$ 0.40	476,819	\$ 190,727.60
Department of Revenue	WebPay System – Web MEF	Agency Paid Portal Fee	\$ 0.40	109	\$ 43.60
Department of Revenue	WebPay System - IVR	Agency Paid Portal Fee	\$ 0.17	101,451	\$ 17,246.67
Total				578,440	\$ 208,078.87

4. Unmet needs for new online payment options used in the industry (feedback from agencies)

Online payment options requested by agencies	Need met in Oregon?
Visa	✓
MasterCard	✓
Discover	✓
American Express	✓
ACH E-Check	No
ACH Batch File	✓
PIN Debit	✓
Interactive Voice Response (IVR)	✓
Self-help Kiosk payments	✓
Over-the-Counter payments	✓
Mobile enabled payment processing	✓
Visa Split Fee Payment Program	✓
PayPal	No
Recurring Payments*	✓
Customer Billing*	✓

* Only available if NICUSA builds the application

5. Estimated dollar savings of online transaction cost vs. estimated industry average manual transaction costs for different payment types

Offline: \$17.00 estimated cost per transaction

Online: \$4.00 estimated cost per transaction.

An independent study analyzing the State of Utah Online Services conducted in 2012 by the Center for Public Policy & Administration of the University of Utah Government Program found that “in general, the cost for providing the services in an online format is less for the agency than providing the services in an offline format.” The study found there was an average cost of \$17 for offline services, compared to an average cost of \$4 for online services. Read the full report here: <http://tiny.cc/utahegov>

WEBSITE EFFECTIVENESS

1. Webpages are effective, making information is easy to find for residents of Oregon

Total Websites	165
Usability Tested Websites *	4
Percentage Tested	2%

In 2013, usability testing was conducted during each website redesign project to ensure that webpages are effective, making information easy to find for residents of Oregon. These usability studies ensure that the information architecture of the site is intuitive for the targeted users of the website, the functionality is easy to use, and the design enhances their experience.

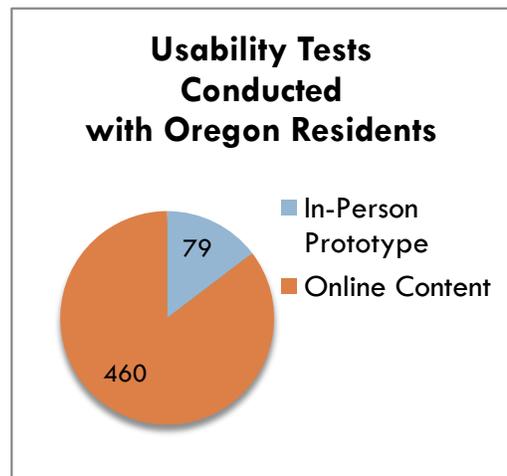
* Usability tests are now conducted as on every new website redesign through the E-Government Program

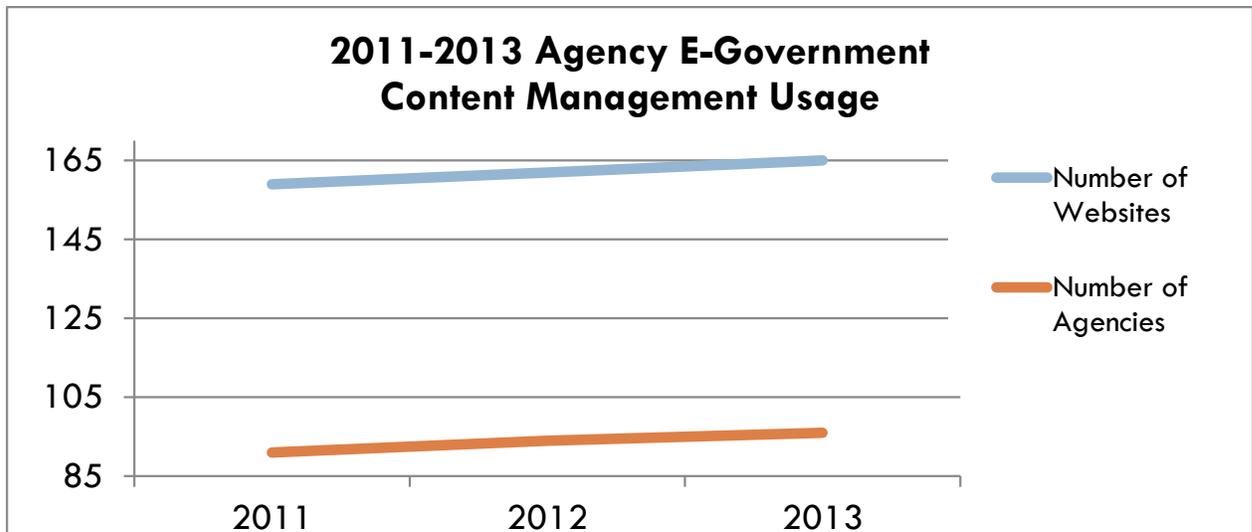
2. Search Results are effective

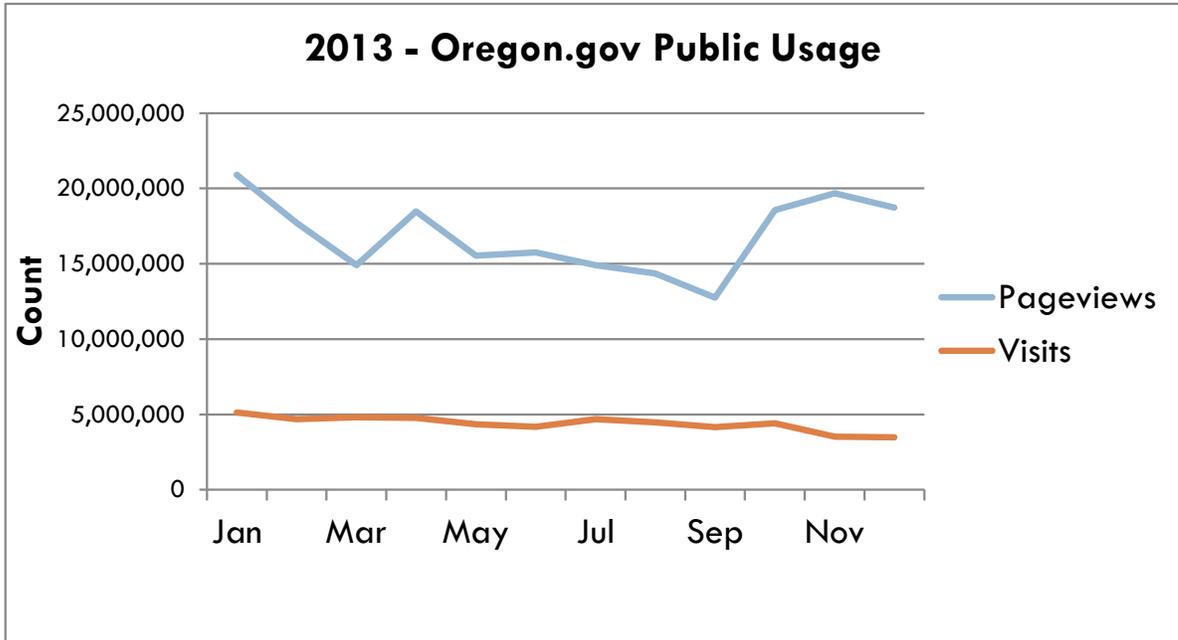
82% thought it was fairly or very easy to find contact information by searching on Oregon.gov websites as described in the bi-annual survey conducted in 2013 by the E-Government Program using DHM Research, Oregonians were asked if they were generally able to find what they are searching for when visiting state websites.

3. Number of usability tests performed with residents

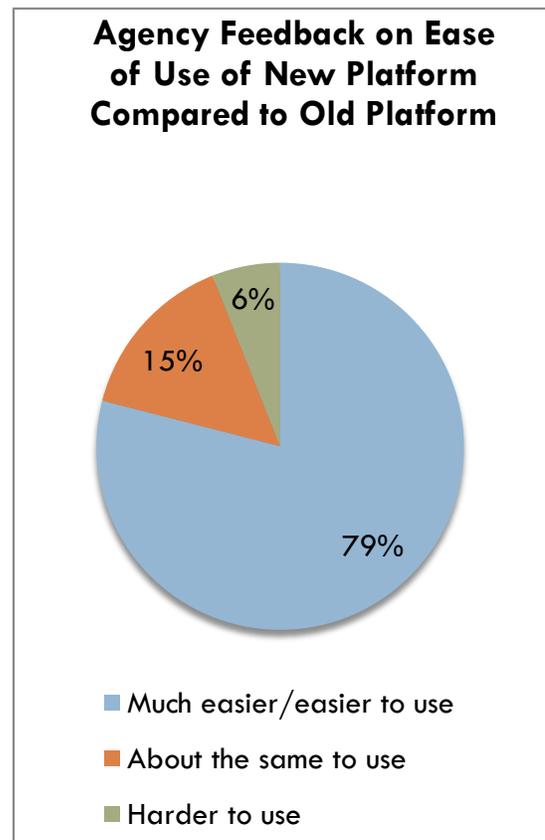
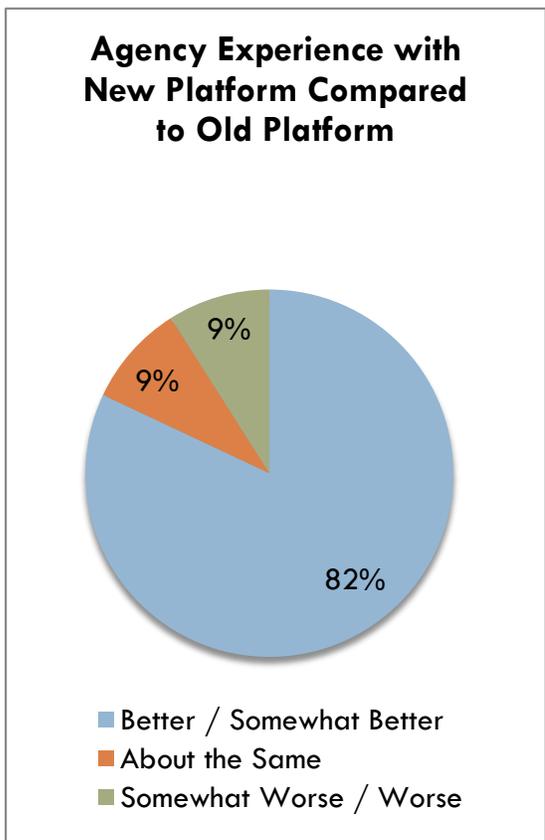
In 2013, 539 usability tests were conducted on four different projects. Some usability testing is conducted in person with a prototype to help refine the functionality and design, other usability testing is conducted online with navigation categories and specific tasks to help refine the information architecture of the website content.



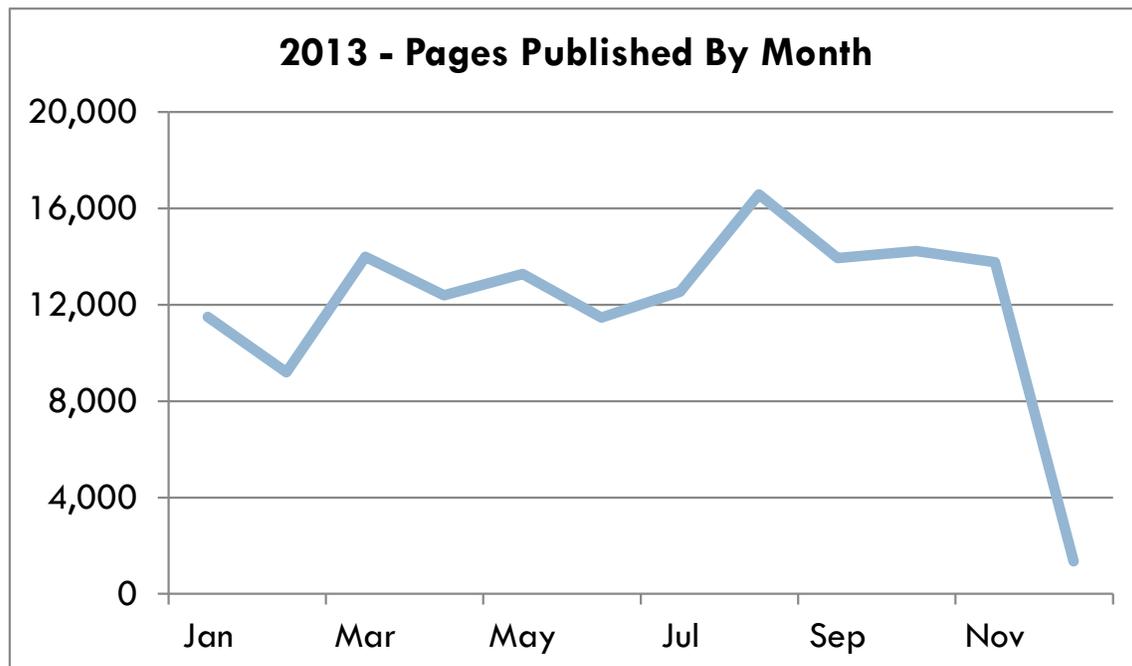
WEBSITE CONTENT MANAGEMENT**1. Number of agencies using the E-Government Content Management platform over time****2. Amount of use over time (pages hosted, visitors, pageviews)**



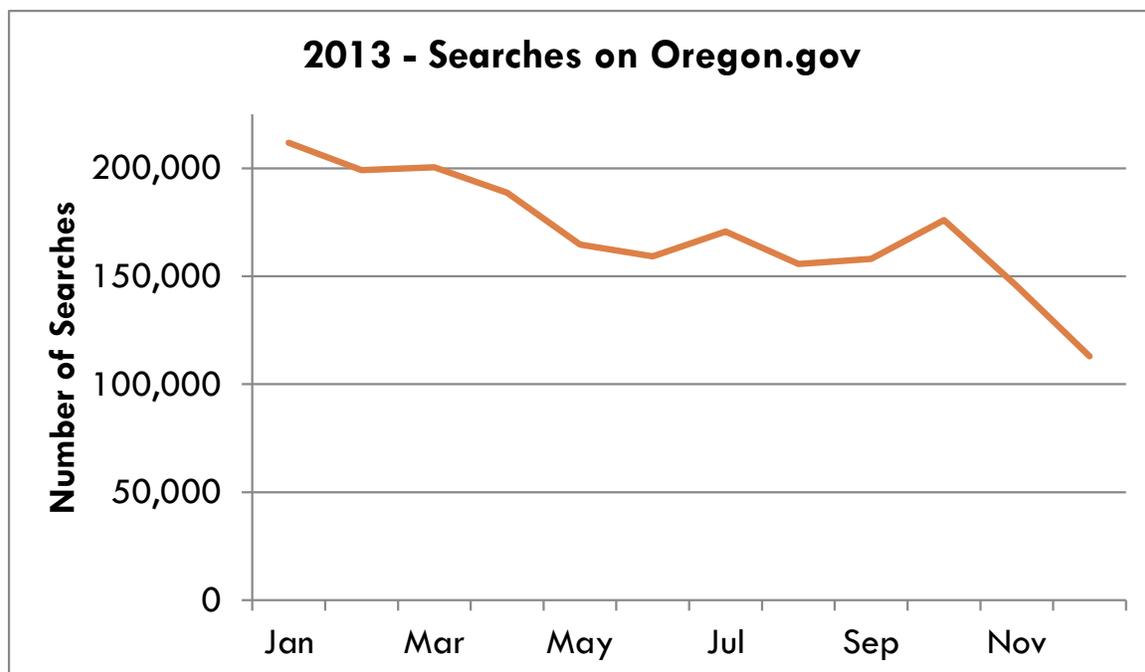
3. Survey of satisfaction with the content management tool



4. Number of pages posted/updated per month



5. Number of successful searches



6. How well does the Content Management system improve the functionality of the site

By continually working to improve the features and functionality available to agencies, we ensure the Content Management System continues to improve the functionality of the website.

- **Dynamic Content** – SharePoint Lists provide agencies with the ability to manage and display data on webpages without editing the web pages individually. Dynamic data can also be reused without having to enter the same data in multiple locations.
- **Account Management** – Agency level account management allows key agency staff to quickly add content authors and adjust their permissions.
- **Page level Design flexibility** – Agencies have more flexibility to adjust the presentation of content.
- **Microsoft Office Like Editing** – Content editing using a familiar Microsoft Office interface.
- **Custom Publishing Workflows** – Agencies have the capability to create and edit their own publishing workflows.
- **Dynamic Link Management** – When content editors move content, links are automatically updated which prevents broken links to other content.
- **Content Updates over the internet** – Agency staff are not limited to the state network when they need to securely update content on their websites.

In 2013, the following features were added and made available to all agencies:

- **Form Builder** – This innovative tool allows agencies to build new forms on their website using a simple-to-use, drag and drop interface. Information submitted on the form is emailed to email addresses determined by the agency.
- **Broken Link Reporting** – Each month a scan of all agency sites generates a report of any broken links found. This empowers agencies to keep their website content up to date throughout the year.
- **Twitter API Integration** - Piloted on the Governor’s website, it allows agencies to embed twitter feeds into the content of website pages.

7. How current is the software upgrades

All websites are currently using Microsoft SharePoint 2010 Version 14.0.6029.1000. An upgrade path to the new 2013 version of SharePoint is currently being evaluated.

8. Number of website/content management services provided

Page Layouts	Web Parts and Features	Other Website Services
Replicant Page Layout	Agency Search Web Part	Form Builder
Standard Single Column	Contact Form Web Part	Broken Link Reporting
Standard	Featured Content Web Part	Twitter API Integration
Agency Standard Home	Free Form Web Part	Search
Agency Free-Form Home	News List Web Part	Language Translation
Free-Form	Quick Links Web Part	
Newsletter	Right Navigation Web Part	
Redirect	Content Query Web Part	

Summary Links	Form Viewer Web Part	
Body-Only	Content Editor Web Part	
New Design Home Page	Reusable Content	
New Design 2 Column Home	Google Translate Feature	
New Design 3 Column Home	Text-Only Feature	
New Design Home Page 2	New Design Board Display	
New Design Home Page 3	New Design Site-Wide Alert	
New Design Sub-Home Page 2	New Design Home Page	
New Design Sub-Home Page 3	New Design Filtering Form	
New Design Content Page 1	New Design Accordion Web	
New Design Content Page 2	New Design Accordion List	
New Design Content Page 3	New Design Carousel List	
New Design Special Feature 2	New Design Filterable List	
New Design Special Feature 3	New Design Filterable List	
New Design Special Feature 2	New Design Filterable	
New Design Special Feature 3	New Design Footer Content	
	New Design Task Box Items	
	New Design Task Box Items	
	New Design Custom Content	
	New Design Site-Wide Alert	

9. Website Security (annual independent review)

An annual independent security audit conducted by the Verizon Security Management Program, evaluates 168 controls. The 2013 Certification is expected to be submitted and completed by March 31, 2014.

10. Independent ranking for the State Portal (e.g. Best of the Web)

Independent Source	2013 Ranking
Center for Digital Government – Best of the Web	Oregon.gov was not recognized in 2013
Brookings Institute Evaluation	The last report produced in 2008 ranked Oregon.gov at #18

11. Does platform keep pace with criteria defined by the Center for Digital Government, Brookings Institute evaluation, or similar 3rd party evaluation of State Government Portals?

Center for Digital Government Best of the Web Criteria	
Criteria	Oregon.gov provides
Innovation	✓
Functionality	
-Security	✓
-Privacy	✓
-Usability	✓
-Accessibility	✓
Efficiency and Economy	✓

Brookings Institute 2008 Study Criteria	
Publications	✓
Databases	✓
Audio Clips	✓
Video Clips	✓
Foreign Language Access	✓
Not Having Ads	✓
Not having user fees	✓
Not Having premium fees	✓
W3C disability access	✓
Having Privacy Policies	✓
Security Policies	✓
Allowing digital signatures on transactions	
An option to pay via credit cards	✓
Email contact information	✓
Areas to post comments	✓
Option for e-mail updates	✓
Allowing for personalization of the website	
PDA or handheld device accessibility	✓

ENTERPRISE COLLABORATION

1. Is it offering line with industry standards

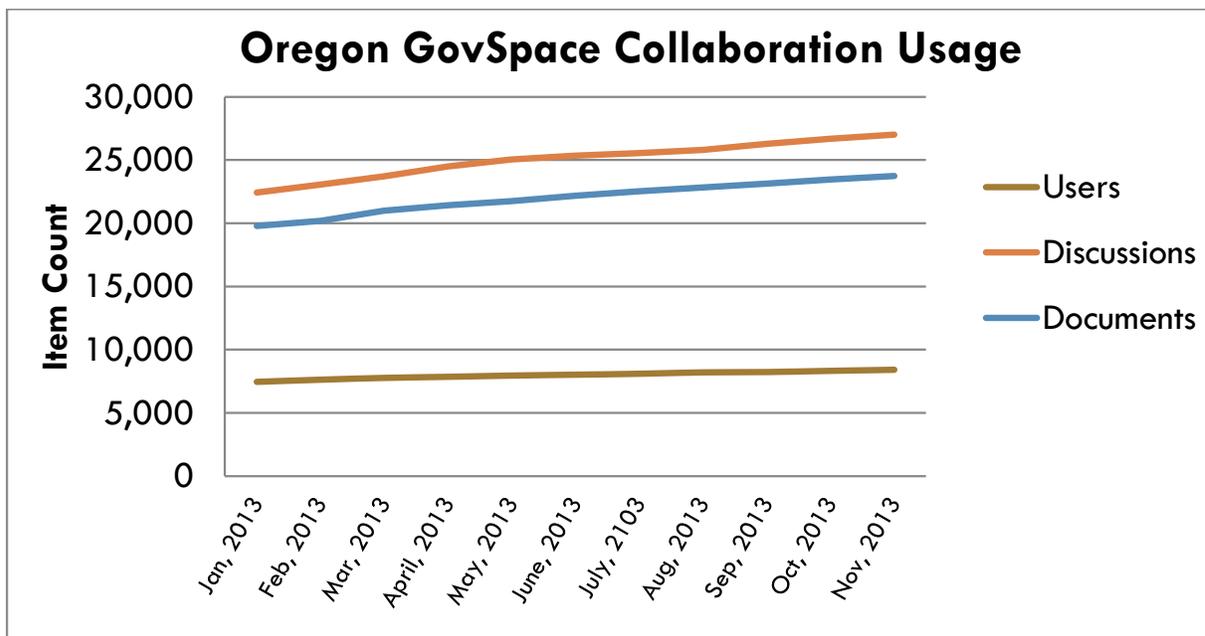
Oregon's enterprise collaboration platform Oregon GovSpace is built on Jive Software. Jive Software was listed as one of the top three leaders in enterprise collaboration by Gartner in 2013

Magic Quadrant

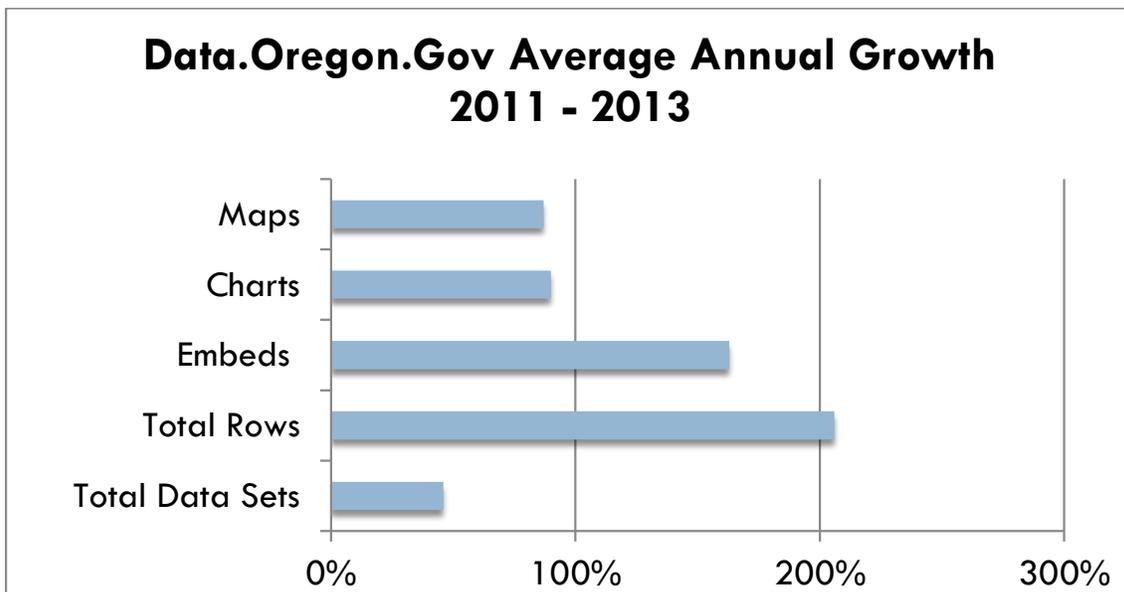
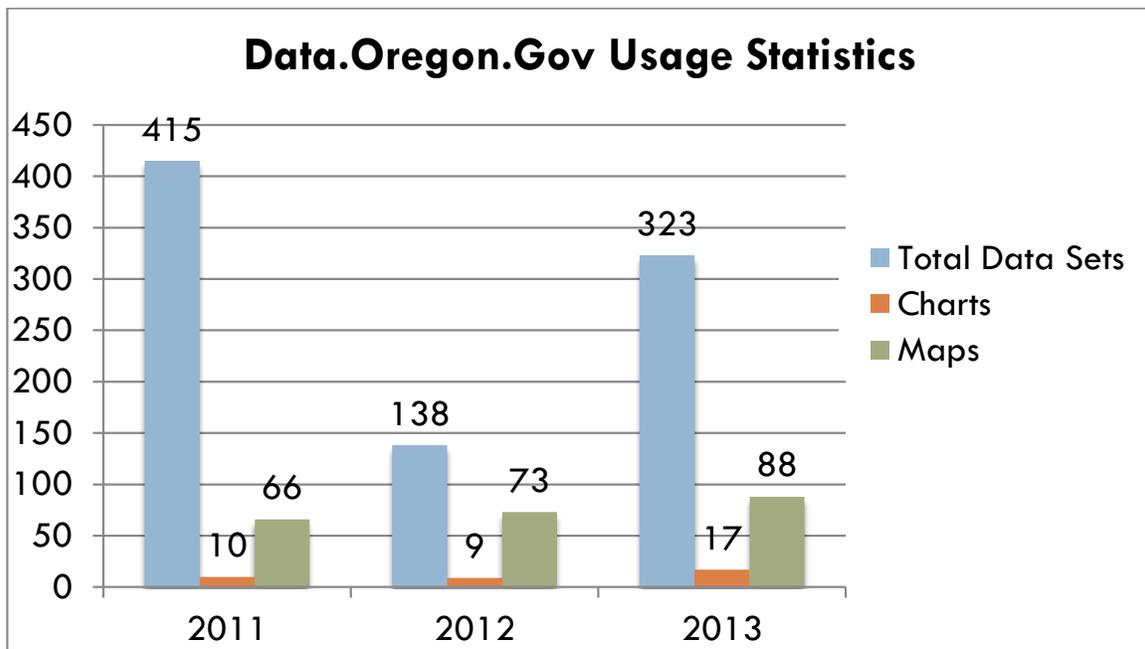
Figure 1. Magic Quadrant for Social Software in the Workplace



2. Number of Organizations using collaboration, number of discussions, and number of documents.



In 2013 the public viewed data sets in Data.Oregon.gov 2,249,352 times.



TRAINING:

1. Number of users trained by type:

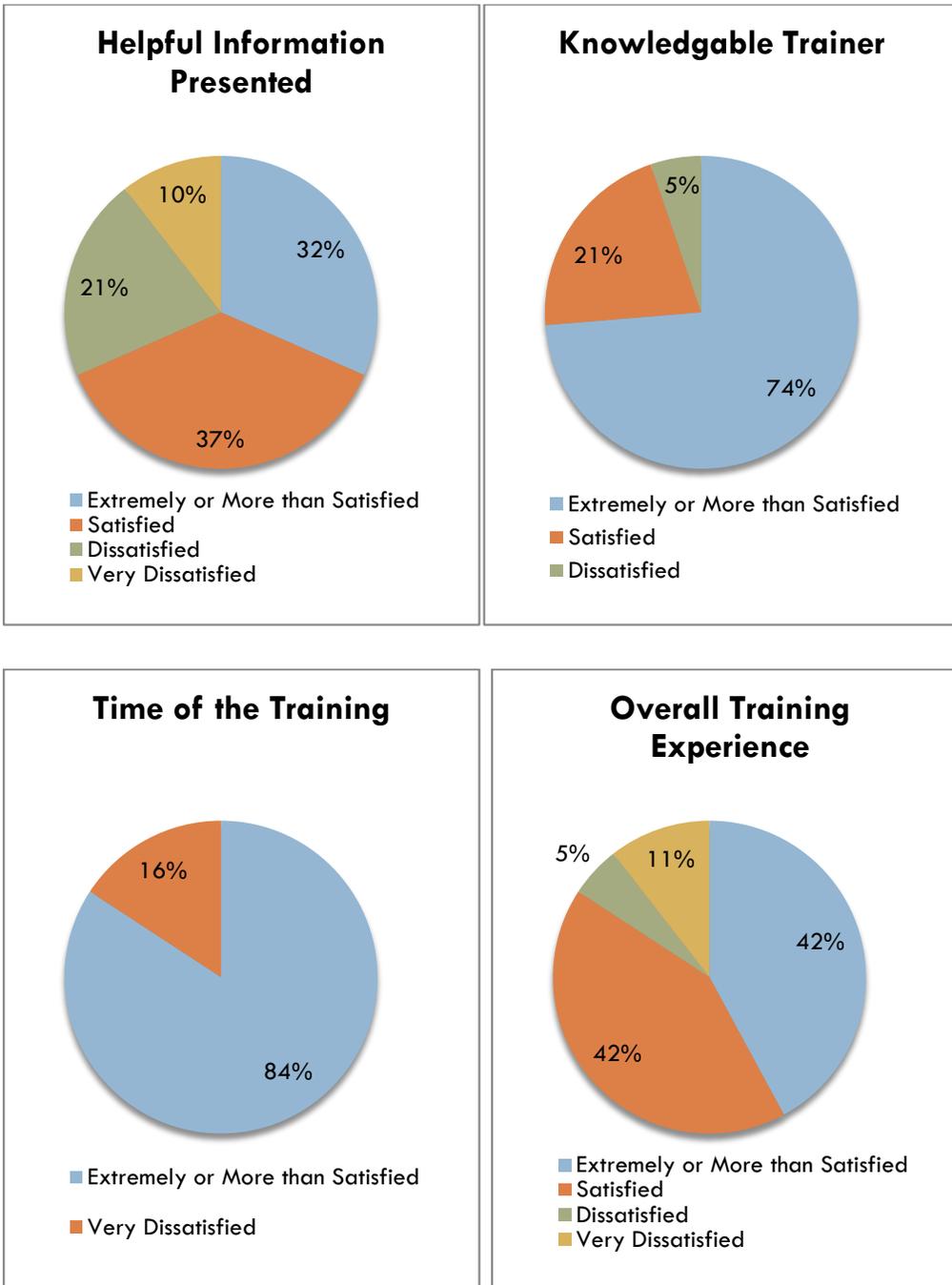
(E-Commerce, web content, collaboration and open data)

Web Content	
People Trained	393
Training Documents Created	41
Video Tutorials Created	22
E-Commerce	
People Trained	20
Custom Applications	
People Trained	0
Collaboration	
People Trained	144 estimated
Open Data	
People Trained	40 estimated

2. Availability and Frequency of training by type

- a. Web Content live webinar training is available at least once per month, more when possible
- b. Web Content live classroom training is available as requested
- c. Web Content self-help training materials are available on demand
- d. TPE training is conducted based on demand and as new services are released
- e. Collaboration live classroom training is available twice per month averaging 6 attendees per session
- f. Open data training is made available based on direct agency interaction

3. Post training survey results (questionnaire)



FOR EACH PROJECT

1. Measure time from start to finish on each project and amount of time delays to agreed upon schedule due to vendor, due to agency

Project Name	Estimated Start Date	Actual Start Date	Estimated Completion Date	Actual Completion Date	Reason for delay
Commercial Vehicle Information Exchange	3/6/12	3/6/12	7/1/13	7/1/13	n/a
Secretary of State Website Redesign	11/5/12	1/7/13	10/12/13	11/16/13	Agency content build-out took longer than anticipated
Medical Board Website Redesign	6/4/13	6/4/13	9/14/13	9/14/13	n/a
Department of Revenue Tax Payment System – Phase I	6/1/12	6/15/12	12/19/12	1/8/13	Took much longer than expected to complete the Work Order, requirements changed, and technical improvements pushed go-live later than estimated

2. Budget overruns – There were no budget overruns in 2013.

3. Were agreed upon requirements met? Exceeded?

Project	Project Deliverables – Assessment Against Requirements	Quality – Was what was expected to be delivered actually delivered?
Commercial Vehicle Information Exchange	As expected	As expected

Secretary of State Website Redesign	Deliverable still needs to be completed, per agreement with Agency: Exhibit Template	Other than the outage, positive response on quality.
Medical Board Website Redesign	Requirements, in general, were all accounted for.	Going from a user-driven site to a task-driven site was a new concept; the final result was better than expected.
Department of Revenue Tax Payment System – Phase I	As expected for phase I	TBD

4. Measure of Key Stakeholders satisfaction with the project

After each new project is completed, the E-Government Program Manager and NICUSA Account Manager meet with the Project Sponsor to conduct a customer satisfaction survey. In 2013, the following projects completed and scored their projects. Project satisfaction is measured on a scale of 1 to 5, 1 being Poor, 5 being Excellent.

Project	Satisfaction Score
Medical Board Website Redesign	5 – Excellent
Business Xpress Website for the Secretary of State	5 – Excellent
Commercial Vehicle Information Exchange Application (CVIEW) for the Department of Transportation	5 – Excellent
State Treasury Website Redesign	5 - Excellent

Overall Program

1. Number of new solutions provided per year: 3

- 1) CVIEW Data Exchange - The Commercial Vehicle Information Exchange system for ODOT permits safety checks before issuing certain types of credentials.
- 2) Oregon Medical Board Website Redesign
- 3) New Oregon Education Investment Board Website

2. Number of upgraded solutions provided per year: 7

- 1) Online Payments Enhancement - New settings enable the checkout page to render optimally on any device including mobile.
- 2) Marine Board Boat Registration Renewal Store - Permit option
- 3) Added "Cancel Order" functionality for Secretary of State online stores

- 4) Added Discover and American Express card payment types for existing Secretary of State online payments and Department of Consumer and Business Services added Discover
- 5) Twitter API Integration Upgrade for the Governor's website
- 6) New Oregon.gov logo designed in conjunction with the E-Governance Board
- 7) DCBS Financial Division Payments - online payments used internally by Department of Consumer and Business Services staff.

3. Number of innovations: 5

- 1) In collaboration with the Department of Environmental Quality (DEQ) Public Feedback Solution – By embedding a public comment input form and display of those comments into DEQ's Oregon.gov website using data.oregon.gov capabilities, the resulting public web feedback solution helped DEQ win an national environmental award for public engagement.
- 2) Mobile Responsive Design – Business Xpress, Secretary of State and Medical Board websites all feature mobile responsive design, this new innovation in Oregon will be carried forward for all new website redesign efforts.
- 3) iContact Email Communications – All E-Government communication moved into the iContact Email Marketing tool, which allows the program to manage lists of contacts, enable subscribers to update their email subscriptions, and program staff to track open rates and clicks of communications.
- 4) ZenDesk Service Desk Software – The E-Government Service Desk leverages the ZenDesk ticket tracking tool. This provides the option for agencies to submit their questions or issues through the internet service portal or via email. Agencies can login to ZenDesk to view their open tickets, ask questions or see feedback. This tool provides transparency, metrics reporting, and ease-of-use for agencies and program staff.
- 5) Usability Testing – Leveraging Silverback App and Optimal Sort software, in-person prototype and online card sorting usability testing is a new innovation the Oregon E-Government Program. Usability testing will be carried forward for all new website redesign efforts.

PERFORMANCE

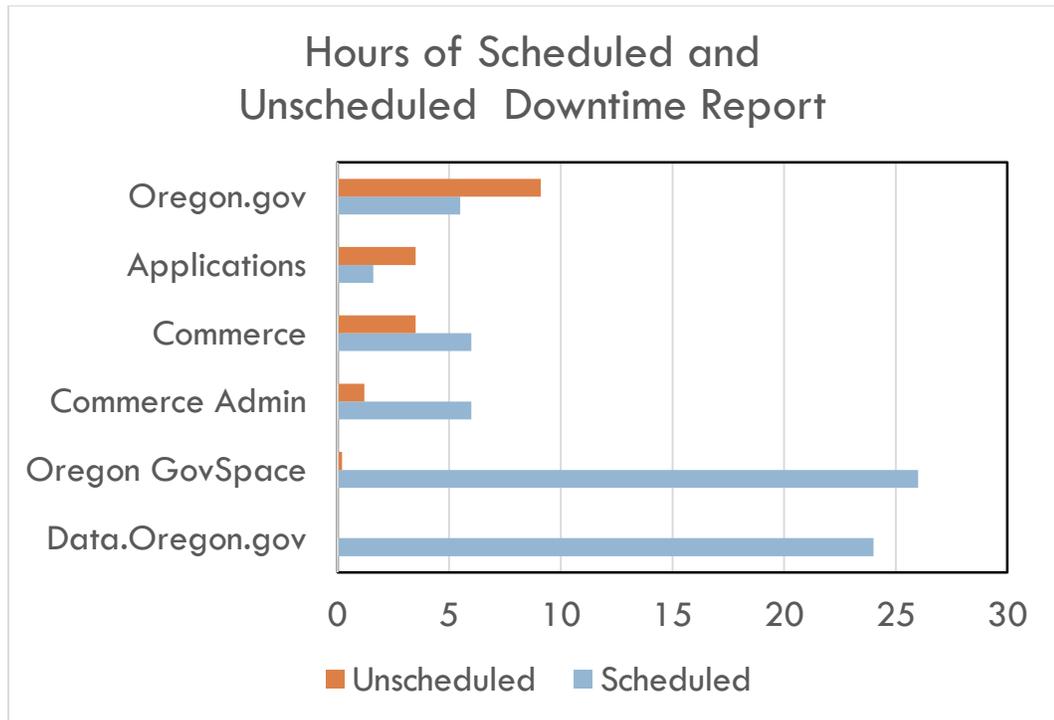
1. Response times for all online services

Service	Average Response Time
Oregon.gov	3.7 seconds
Applications	3.05 seconds
Commerce	1.6 seconds

2. Uptime for all online services

Service	Uptime Percentage
Oregon.gov	99.82%
Applications	99.93%
Commerce	99.98%

3. Amount of Scheduled and unscheduled down time





PREPARED FOR:

OREGON DEPARTMENT OF ADMINISTRATIVE SERVICES

E-Government Survey Report

December 2013

PREPARED BY:

DHM RESEARCH

(503) 220-0575 • 239 NW 13th Ave., #205, Portland, OR 97209 • www.dhmresearch.com

1. | INTRODUCTION AND METHODOLOGY

Davis, Hibbitts & Midghall, Inc. (DHM Research) conducted a telephone survey of residents in the State of Oregon. The objective of the survey was to gauge residents' use of and attitude towards the online delivery of government services. The survey assessed residents' Internet access, experience using the State of Oregon website, and preferences relating to the online delivery of services. Results are benchmarked against a similar survey conducted by DHM Research in 2011.

Research Design: Between December 11 and 15, 2013 DHM Research conducted a telephone survey of 1,200 residents in the state of Oregon. Of those interviews, 400 were conducted in the Tri-County area (Clackamas, Multnomah, and Washington counties), 400 came from the Willamette Valley (Benton, Lane, Linn, Marion, Polk, and Yamhill counties), and 400 from the rest of the state. The survey took an average of 13 minutes to administer. The sample size is sufficient to assess opinions generally, and allows a review by multiple subgroups including age, gender, and other demographics.

Respondents were contacted randomly using multiple samples including listed, cell phone, and voter samples. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validations.

For a representative sample, quotas were set by age, gender, and geographic area. In the annotated questionnaire, results may add up to 99% or 101% due to rounding.

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 1,200, the margin of error for each question falls between +/-1.7% and +/-2.8%, at the 95% confidence level. For a sample size of 400, the margin of error for each question falls between +/-2.9% and +/-4.9%, at the 95% confidence level. 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: DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over three decades. The firm is non-partisan and independent and specializes in research projects to support public policy-making. www.dhmresearch.com

2. | SUMMARY & OBSERVATIONS

88% of Oregonians have access to the internet at home.

- Nearly three quarters of all demographic groups have access to the internet at home.
- Rates are lowest among those with yearly incomes of \$25K or less (73%), those ages 55+ (79%), and those living outside of the Metro and Willamette Valley areas (83%).

Nearly all Oregonians are aware of Oregon.gov.

- 89% of Oregonians have heard of Oregon.gov, up from 84% in 2011.
- 66% of Oregonians have visited Oregon.gov, up from 53% in 2011.
- Among those who have visited Oregon.gov in the past, 73% visited during the last year.

Oregonians visited the state's websites in 2013 for similar reasons as in 2011.

- The primary reasons for visiting the websites were *looking for information, data, or services* (59%) and *completing a transaction* (40%). These are very similar to the primary reasons cited in 2011.
- Between 20-24% of Oregonians also visited a state website to *pay taxes or fees, to access unemployment or welfare, to access health insurance information, or to apply for a job with the state.*

One in four (23%) said they have received government services from the state of Oregon online.

- Oregonians generally find those services to be faster (55%), more convenient (69%), and less costly (49%) than the traditional mail, face-to-face, or telephone experience with state of Oregon government.
 - These results are consistent with those from the 2011 survey.

Oregonians coming to state websites are generally able to find what they are searching for.

- Just 12% indicated that they were unable to find the information they needed.
 - The most-mentioned unsuccessful searches were related to *health insurance* and *political information*.
- 82% indicated that it was either very or fairly easy to search for contact information.

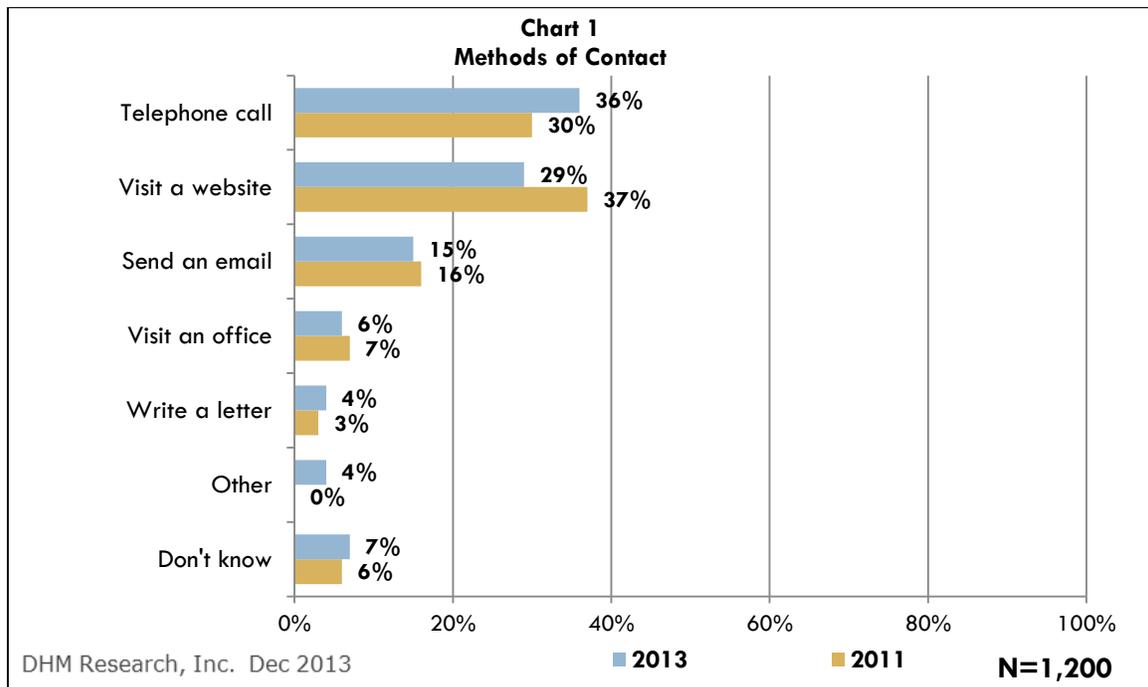
Oregonians overwhelmingly support (79%) the state's website redesign goals of having consistent elements across websites while maximizing the user experience.

- Oregonians also agree that it's very or somewhat important (65%) to optimize the website for mobile devices.

3. | KEY FINDINGS

3.1 | Information Access

Respondents were first asked what method of communication they find most convenient when needing to contact an Oregon state government agency (Q1).

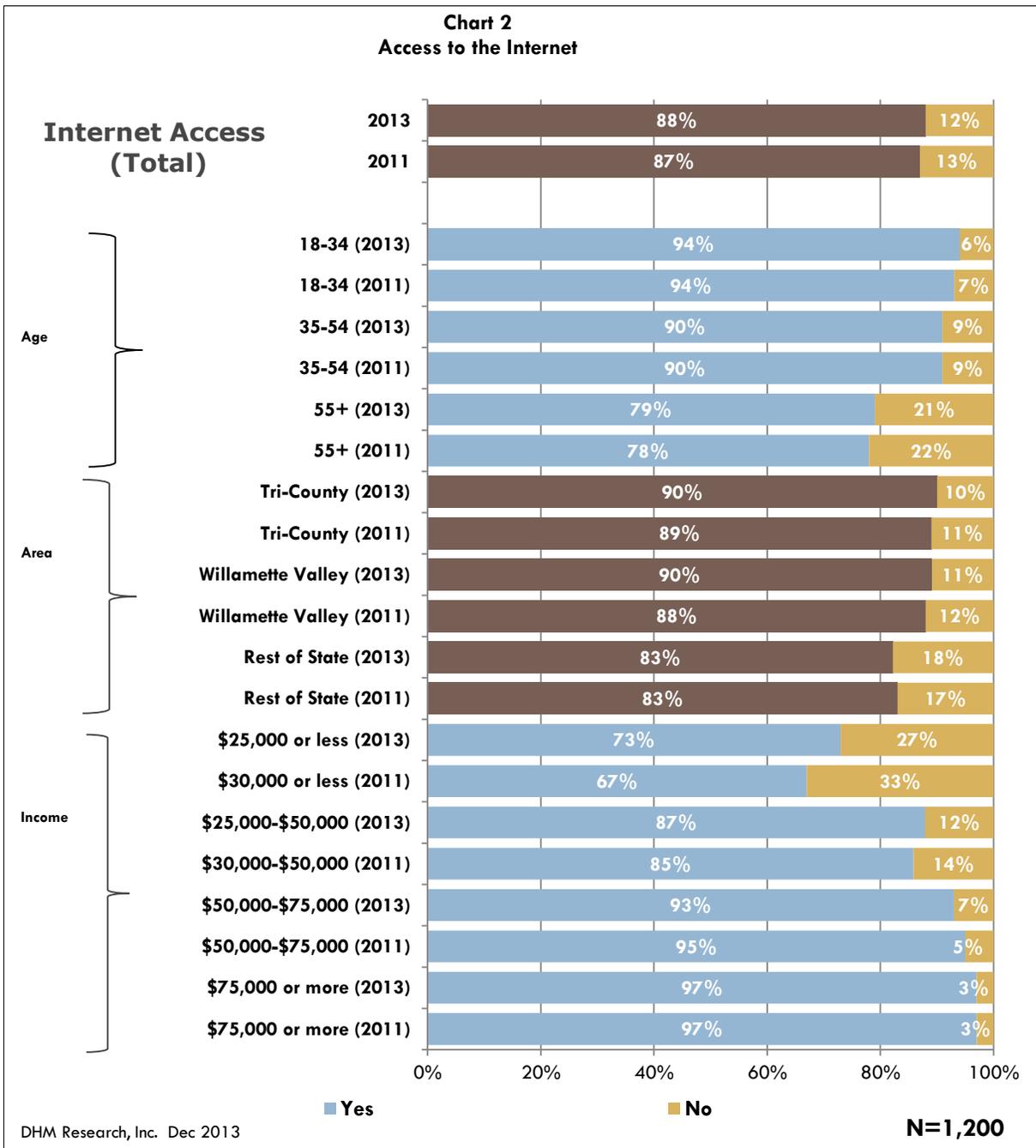


A little over one-third of respondents (36%) primarily found a *telephone call* to be the most convenient when they needed to contact an Oregon state government agency. Digital methods of communication like *visit a website* (29%) and *send an email* (15%) were the next most convenient methods. Non-digital methods of contact (such as *visiting an office* or *writing a letter*) were found to be the least convenient (6% and 4%, respectively).

This is compared to 2011, when 37% found *visiting a website* most convenient, followed by a *telephone call* (30%), and *sending an email* (16%).

Demographic Differences: *Visiting a website* was most convenient in the Tri-County area (37%) as compared to the Willamette Valley (25%) and Rest of State (20%). Websites were also more likely to be reported by those ages 18-34 and 35-54 (33% each) than those ages 55 and above (20%).

Respondents were asked whether they had access to the internet through a computer, smart phone, or tablet device at their home (Q2).

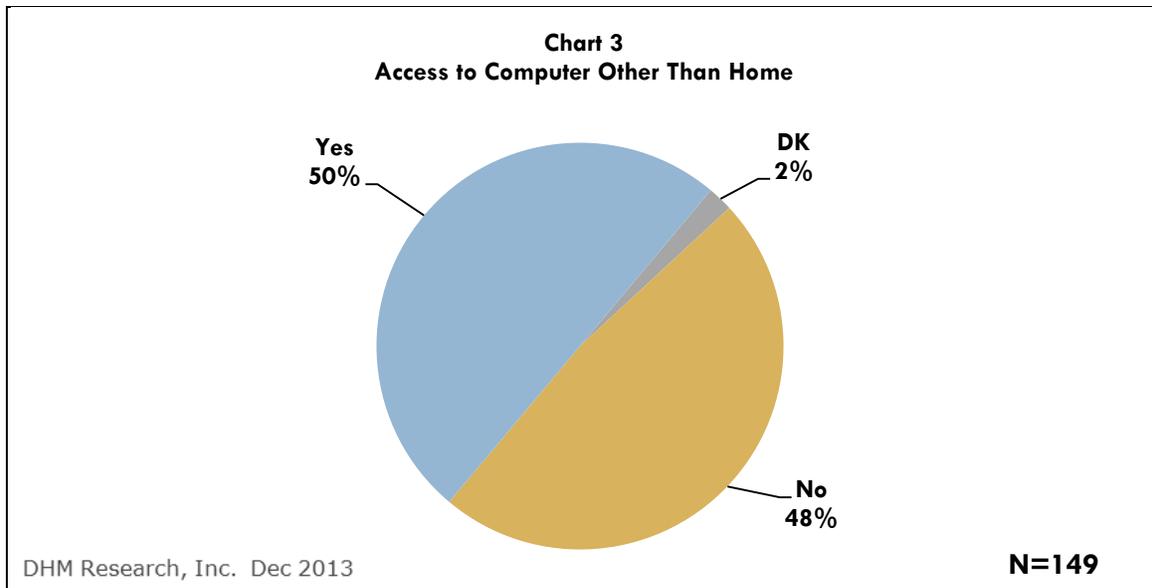


A large majority of respondents reported having access to the internet through a computer, smart phone, or tablet device at their home (88% of the total). This was extremely similar to 2011, when 87% said they had “access to the internet at home” (87%).

Demographic Differences: Roughly three quarters or more of all demographic groups had access to the internet at their home (72%). This number rises to 90% in the Tri-County and

Willamette Valley areas (compared to 83% in the Rest of State). Younger age groups also had more access to the internet at home, with those ages 18-34 at 94% and 35-54 year-olds at 90% (this dropped to 79% for those ages 55 and above). Respondents within the higher income groups were extremely likely to have internet in their home, with those earning \$75,000 or more annually reporting the highest level of access to internet (97%).

Those who reported not having access to the internet at home were asked if they had access at a library, friend's house, the office, or somewhere else (Q3).

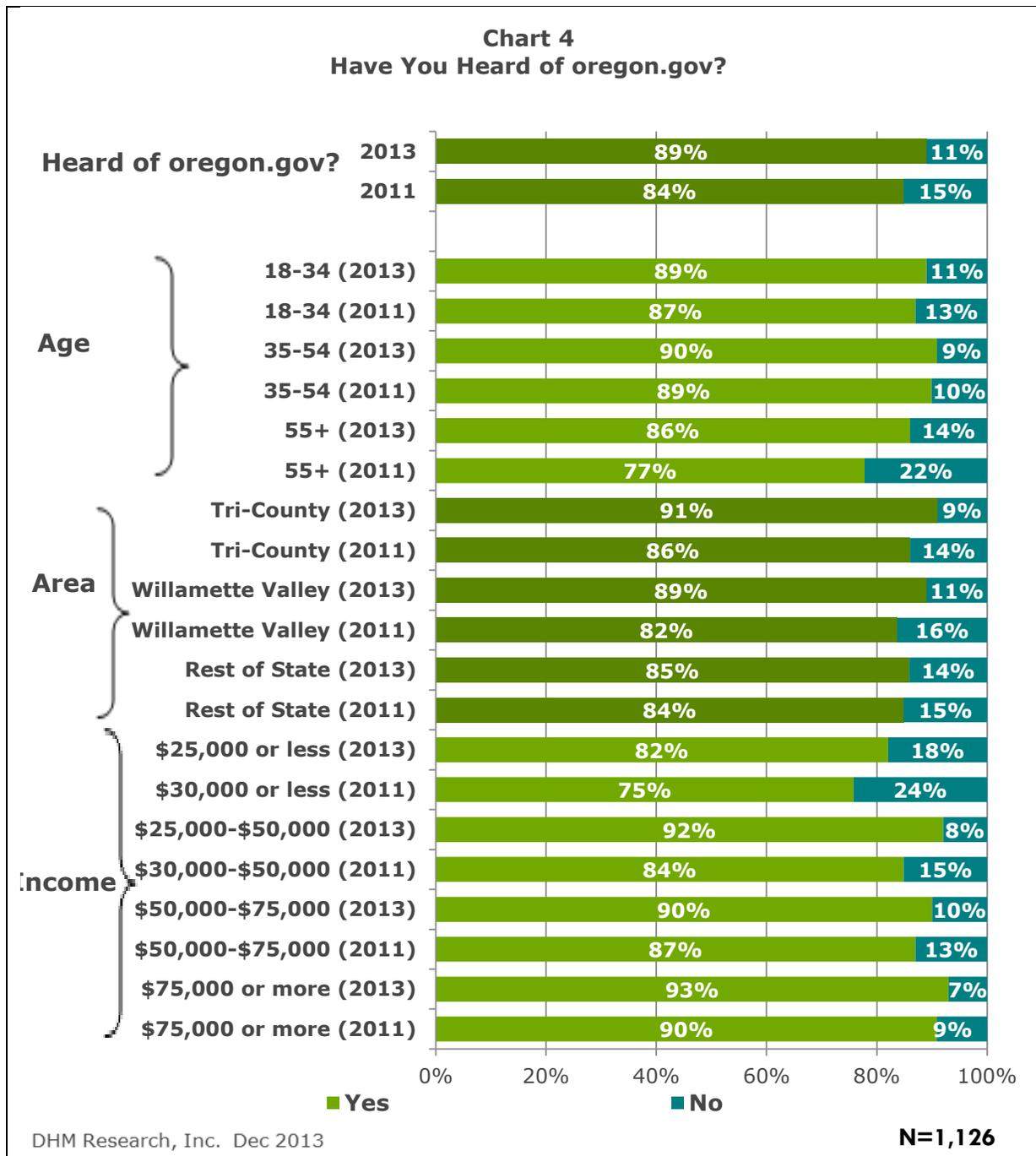


Exactly half (50%) of those without access to the internet were able to access the internet outside of their home.

Demographic Differences: Respondents between the ages of 18-34 and 35-54 were more likely to have access than those over the age of 55 (18-34: 93%; 35-54: 60%; 55+: 34%). There were no significant differences between areas of the state.

3.2 | E-Government Experience

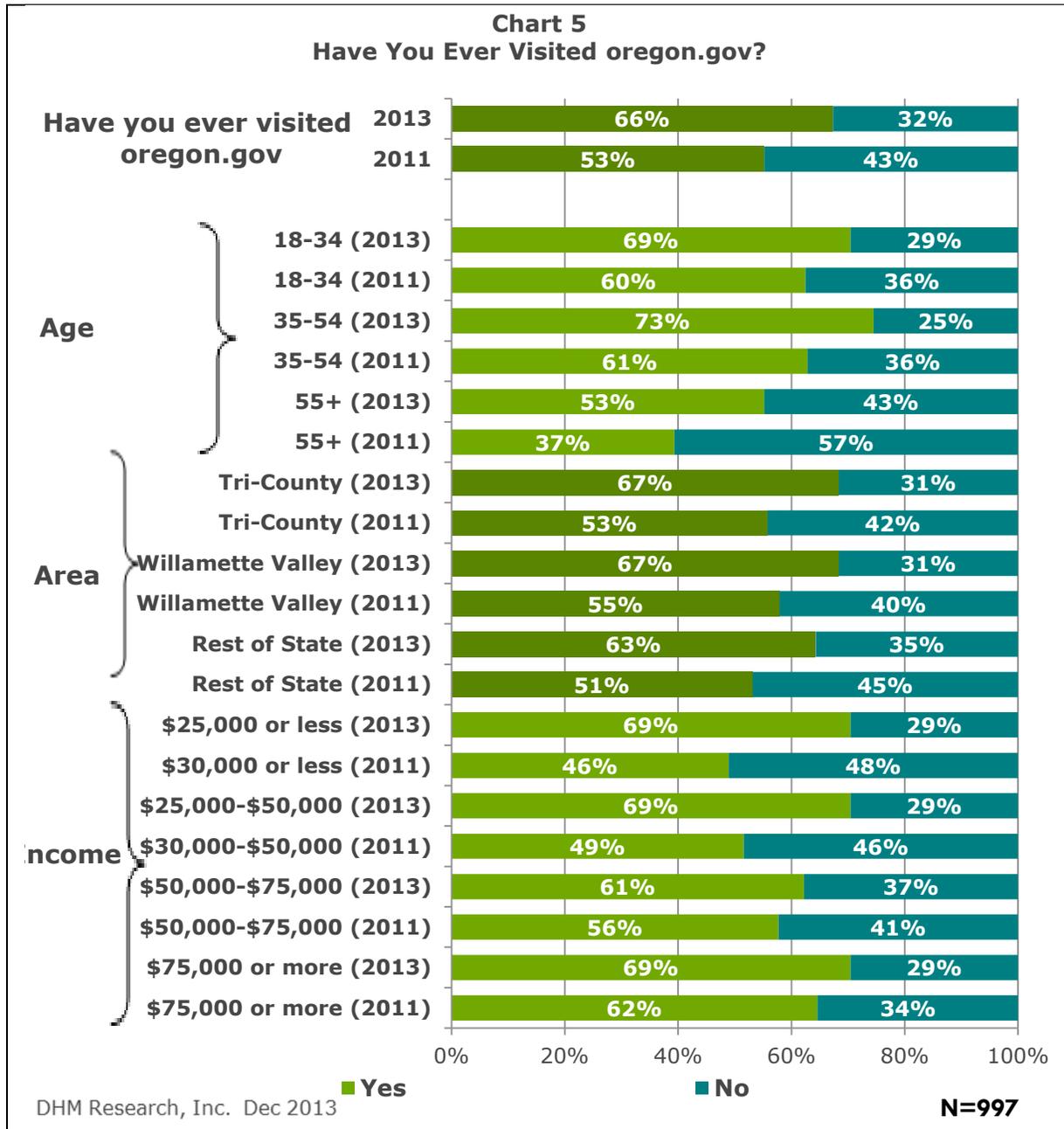
Respondents were asked a series of questions about the Oregon.gov website. First, they were asked if they had ever heard of the Oregon.gov website (Q4).



Nine in ten (89%) respondents had heard of Oregon.gov, five points higher than in 2011 (84%).

Demographic Differences: More than 80% of all demographic groups had heard of Oregon.gov. The highest level of awareness was in the Tri-County area (91%), slightly higher than Rest of State (85%).

Respondents were then asked whether they had ever visited the Oregon.gov website (Q5).



Two-thirds (66%) of respondents reported that they had visited the Oregon.gov website. This has increased from 2011, when only a little over one-half (53%) had visited Oregon.gov (a 13-point leap).

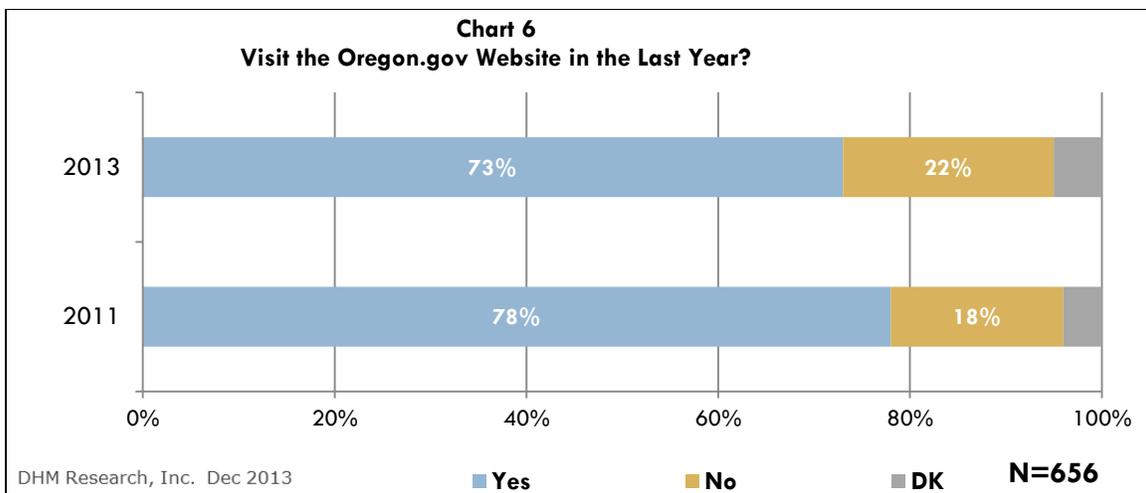
Demographic Differences: Younger age groups were more likely to have visited the website (18-34: 69%; 35-54: 73%), as compared to those over the age of 55 (53%). Additionally, those with higher levels of education completion were also more likely to have visited the Oregon.gov website (College Grad+: 72%; Some College: 63%), as compared to those with only High School or less education (54%).

Respondents were also asked how they had first learned about the website (Q6). The most frequent ways in which respondents learned about the website were:

- Work Related (12%)*
- Google/Googled it (11%)*
- General search/looking for information (8%)*
- General online search (7%)*

Demographic Differences: There were no significant subgroup or state area differences.

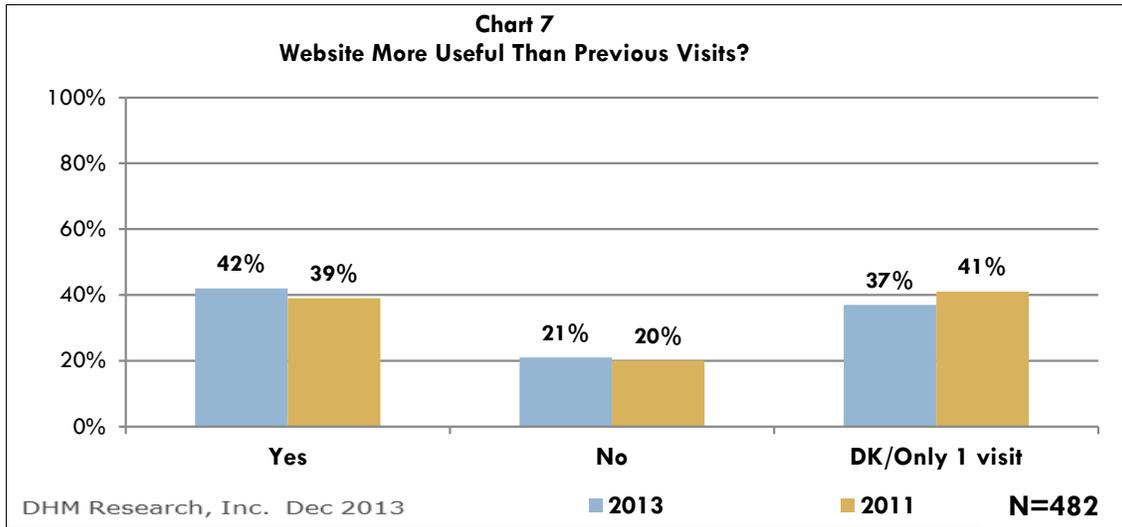
Respondents who had visited Oregon.gov were asked if they had visited the website in the last year (Q7).



Nearly three quarters (73%) of respondents who had visited the Oregon.gov website had done so in the last year—this represents 35% of all Oregonians.

- Demographic Differences: Those with some college education (78%) and college graduates (75%) were more likely to have visited the website in the last year than those with a high school diploma or less education (62%). There were no significant differences between the areas of the state.

Those who had visited Oregon.gov in the past year were asked whether they thought it had become more useful since their earlier visits (Q8).

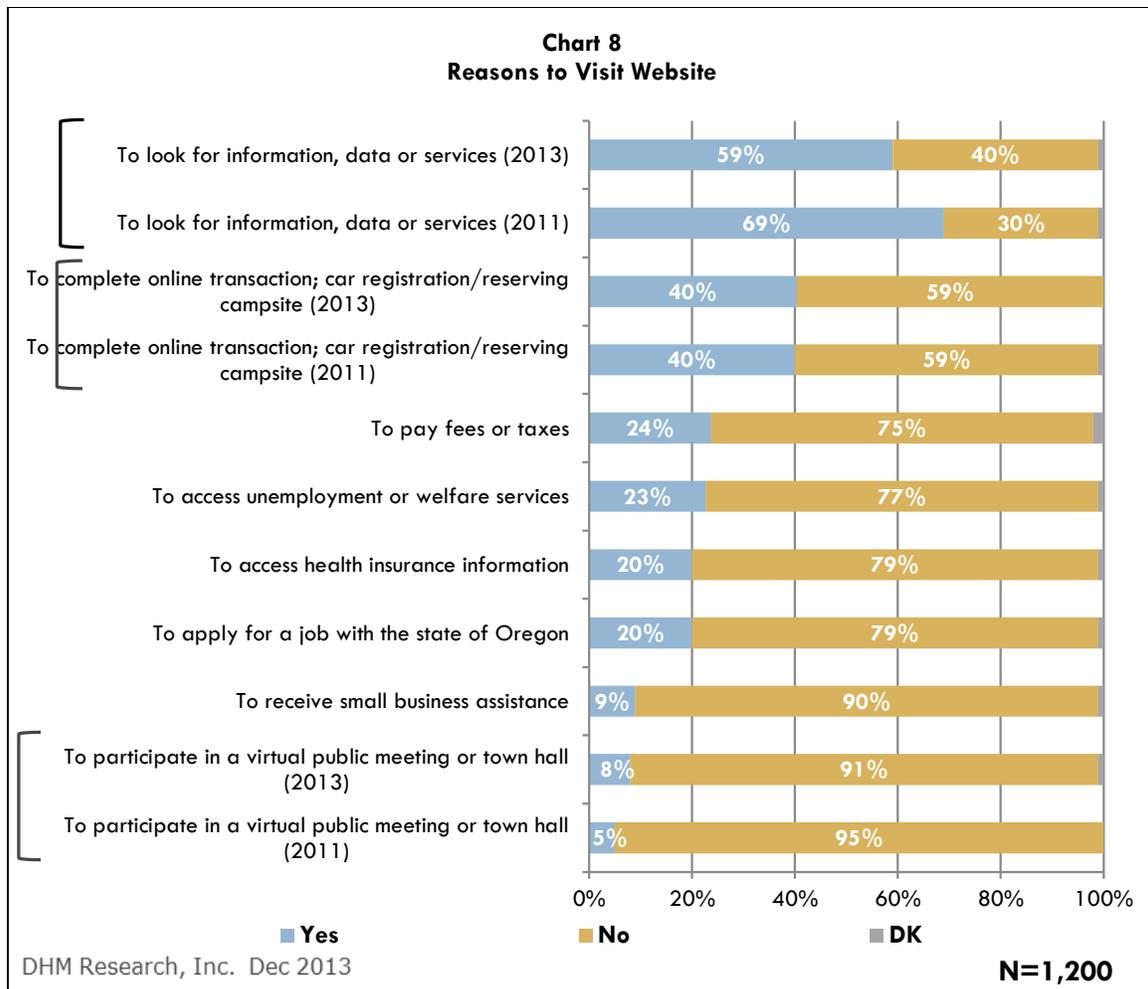


Four in ten (42%) thought that the website was more useful than previous visits. However, a similar 37% reported that they did not know if the Oregon.gov website was more useful than previous visits because they had only visited once total. Results were similar to 2011.

Demographic Differences: There were no significant subgroup or state area differences.

3.3 | State of Oregon Government Agency Website Activity

Respondents were asked a series of questions about their reasons for visiting a State of Oregon government agency website (Q9-Q16).



The most common reason for visiting a State of Oregon government agency website was *to look for information, data, or services* (59%) followed by *to complete a transaction online such as reserving a campsite, or renewing their car registration* (40%). The least common reasons to visit a State of Oregon government agency website were *to receive small business assistance* (9%) and *to participate in a virtual public meeting or town hall* (8%).

In 2011, *looking for information, data, or services* was ten points higher than in 2013 (69% vs. 59%).

Demographic Differences: Tri-County respondents were more likely to have visited these websites for *information, data, or services* (64%) than those from Rest of State (52%). Younger age groups were more likely to have *completed a transaction online such as reserving a campsite, or renewing their car registration* (18-34: 41%; 35-54: 51%) as

compared to those 55 and older (29%). Notably, non-white ethnic groups were more likely to visit these websites to apply for a job with the state of Oregon compared to their white counterparts (non-white: 26%; white: 19%), to access unemployment services (non-white: 30%; white: 21%), and to participate in a virtual public meeting or town hall (non-white: 13%; white: 8%).

Those who had visited State of Oregon government agency websites were provided the open-ended opportunity to identify what other reasons they had for visiting these websites (Q17). The most frequently cited reasons for visiting these websites in 2013 and 2011 included:

Other reasons for visiting Oregon.gov (N=912)

2013

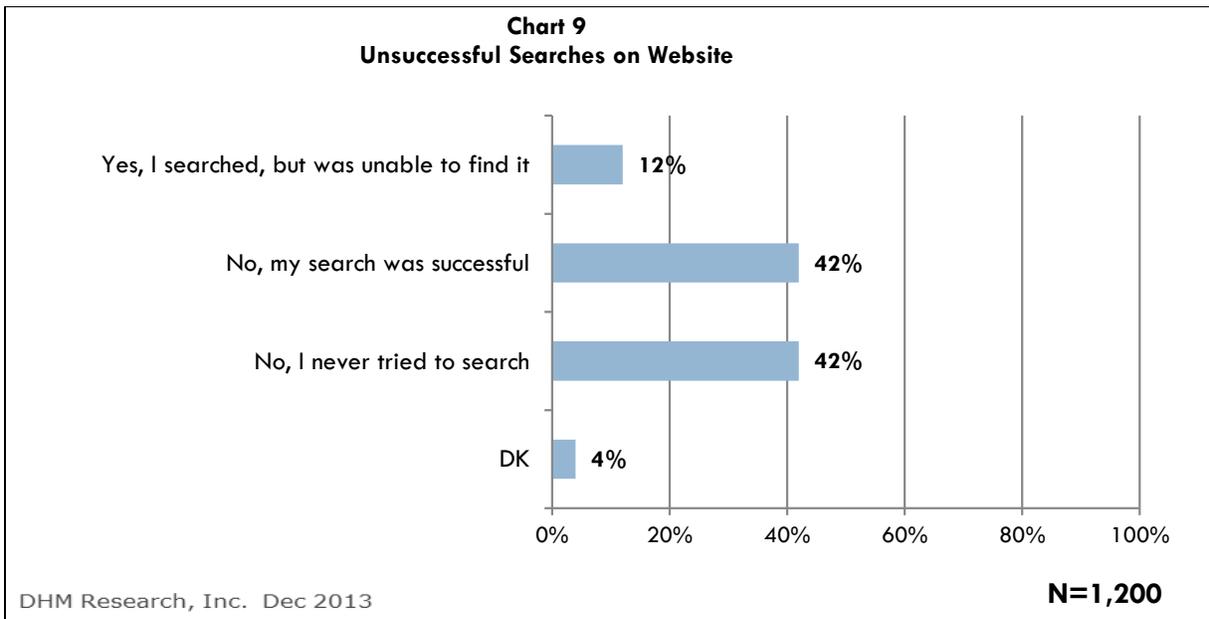
- Research/information/available resources-general (13%)*
- DMV/vehicle registration/driver license (6%)*
- Jobs/unemployment (6%)*
- Has not visited website (5%)*
- Outdoor recreation information/licensing (hunting, fishing, camping) (4%)*
- Tax information (3%)*

2011

- Applied for jobs/occupational licensing (18%)*
- Research/information/available resources-general (16%)*
- DMV/vehicle registration/driver license (16%)*
- Access unemployment/welfare services (5%)*
- Tax information submissions (10%)*
- To access/submit paperwork (10%)*
- Used to contact departments/officials (7%)*
- Information regarding state run services/agencies (6%)*

Demographic Differences: There were no significant subgroup or state area differences.

All respondents were then asked if they had ever searched for a particular State of Oregon service or information online but were unable to find it (Q18).



Only one-tenth (12%) of respondents were unable to find what they needed, with most respondents either successfully finding what they needed (42%) or never trying to search (42%).

Though the response categories were slightly different in 2011, a similar number of respondents searched and were unable to find what they were looking for (14%).

Demographic Differences: The Rest of State was more likely to never try searching (47%) compared to the Tri-County area (39%).

Those who had searched but were unable to find what they needed were asked in an open-ended format to describe what they were searching for (Q19). In 2013 and 2011, respondents who were unable to find what they needed reporting having searched mainly for:

What Oregonians could not find on state websites (N=139)

2013

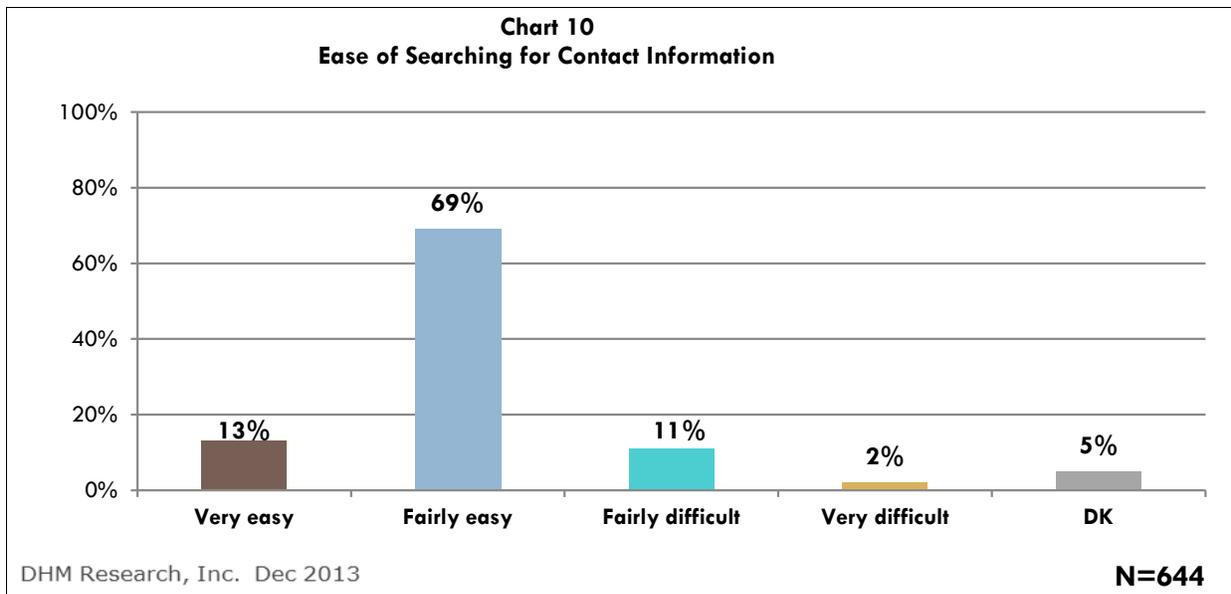
- Health insurance/health information (6%)*
- General information (5%)*
- Political information (5%)*

2011

- Information regarding laws/regulations/policies (14%)
- Contact information regarding a person or agency (12%)
- Information regarding state-run services (11%)

Demographic Differences: Notably, the Willamette Valley had the highest level of responses for failure to find health insurance/health information with 18% (compared to Tri-County at 0% and Rest of State at 4%).

Those who had searched for a particular State of Oregon government service or information online (whether it was successful or no) were asked if they thought searching for contact information on these websites was very easy, fairly easy, fairly difficult, or very difficult (Q20).

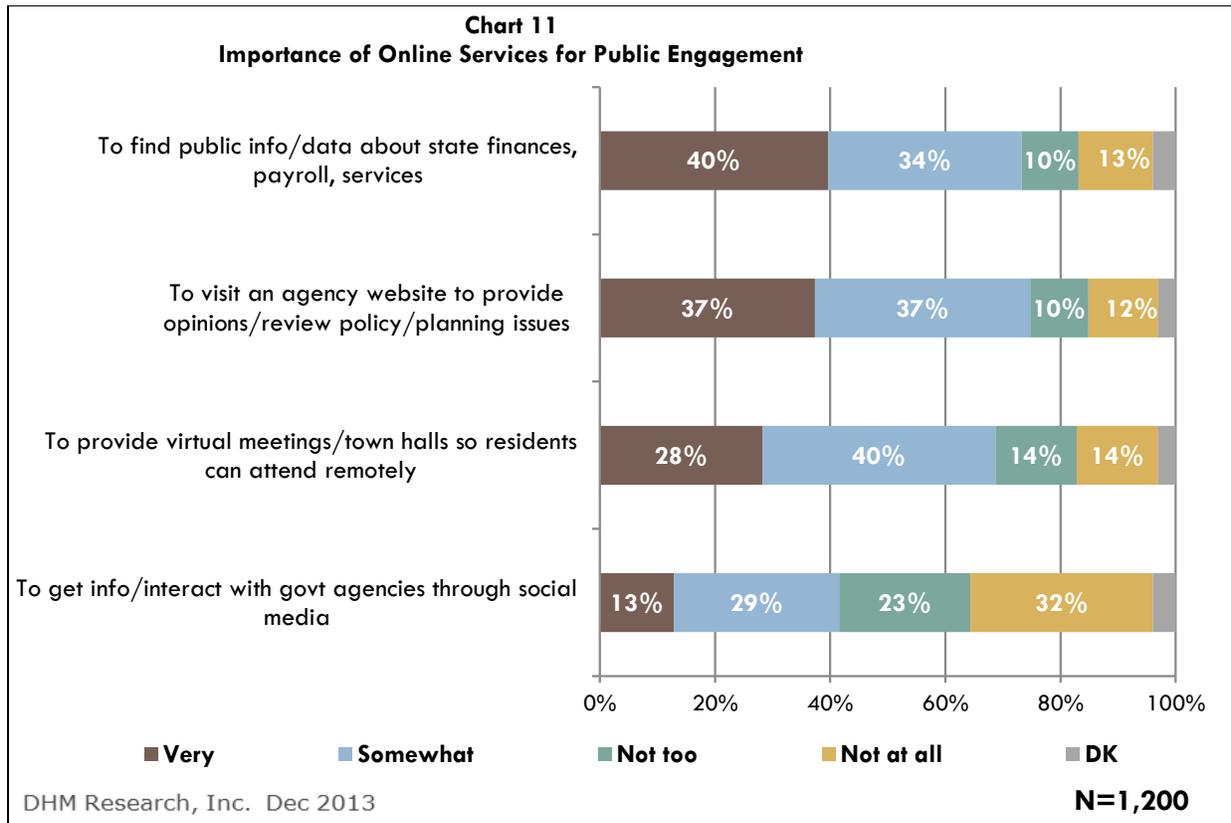


A large majority (82%) felt that it was easy overall (very/fairly easy); with 13% reporting it was *very easy* and two thirds (69%) saying it was *fairly easy* searching for contact information. Only 13% felt that it was *fairly difficult* (11%) or *very difficult* (2%).

Demographic Differences: Respondents ages 18-34 were more likely to feel that it was easy (total easy: 88%) than those ages 35-54 (81%). There were no significant state area differences.

3.4 | State of Oregon Online Services

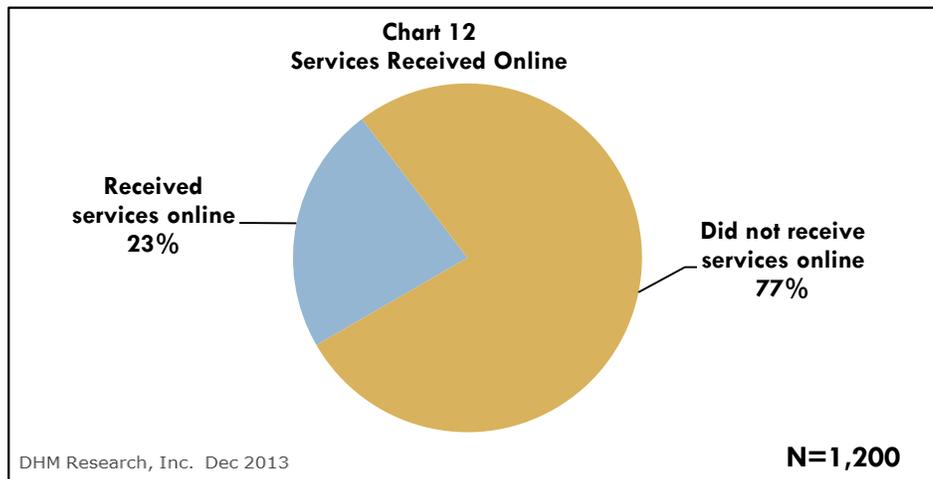
Respondents were asked questions relating to State of Oregon online services, particularly engagement and online services versus traditional methods. To start, respondents were asked whether they felt that a series of services were very important, somewhat important, not too important, or not at all important (Q21-Q24).



Most respondents felt that it was most important *to have the ability to find public information and data about state finances, payroll, and services* (40% very important, 34% somewhat important). However, *the ability to visit a State of Oregon government agency website to provide your opinion or review other citizen opinions about a public policy or planning issue* was closely matched (37% for both very important and somewhat important). Notably, *providing virtual meetings or town halls* was more important to respondents than *getting information and interacting with government agencies through social media, such as Twitter and Facebook* (68% and 42% total important, respectively)—“total important” includes *very* and *somewhat important* responses.

Demographic Differences: The Tri-County area (78% very/somewhat important) was more supportive of providing their opinion on public policy or planning than the Rest of State (71%). Interestingly, importance ratings for all online service decreased with age, with those ages 18-34 providing higher ratings than their older counterparts.

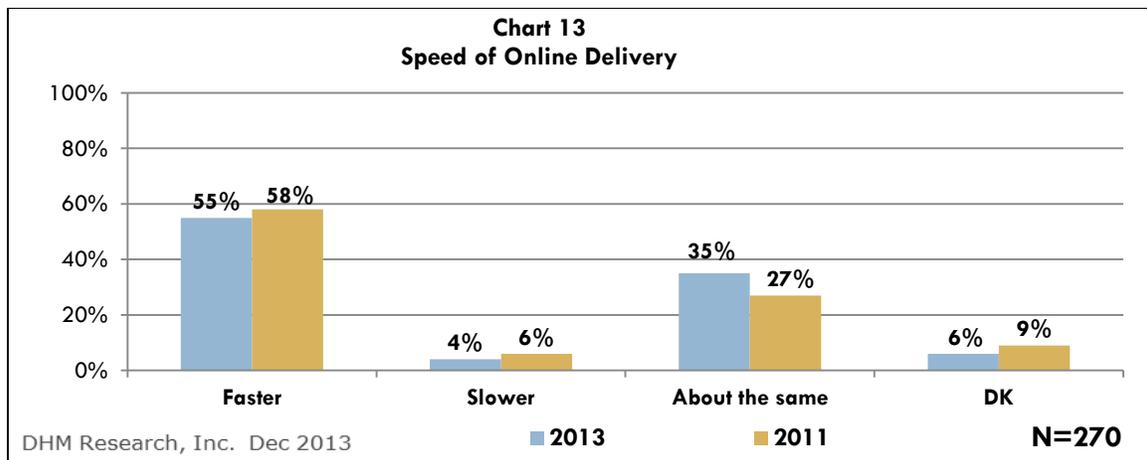
Respondents were asked a series of questions relating to their experience with receiving State of Oregon government services online, starting with whether they had received services or not (Q25A).



Over three quarters (77%) of respondents had not received services online.

Demographic Differences: Those ages 18-34 and 55+ were significantly less likely to have received services online (18-34:18%; 55+: 17%), while the 35-54 age group was more likely to have received services online (31%). Higher education and higher income groups were also more likely to have received services online than their lower education and income counterparts (College graduates 30% vs. High School or less at 10%; \$75,000+ at 30% vs. <\$25,000 at 16%). There were no significant differences by area of state.

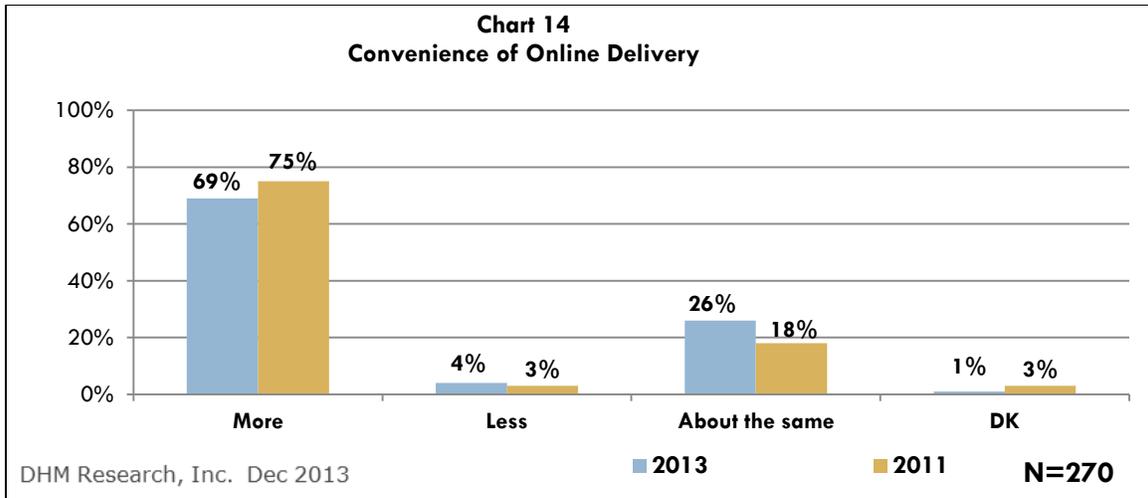
Respondents were asked about the speed of online delivery and whether they felt it was faster, slower, or about the same (Q25).



Most felt that the speed of online delivery was either *faster* (55%) or *about the same* (35%). In 2011, these proportions were similar, though a lower 27% felt that it was *about the same*.

Demographic Differences: Respondents from the Willamette Valley felt that speeds were faster (66%) when compared to the Tri-County area (45%).

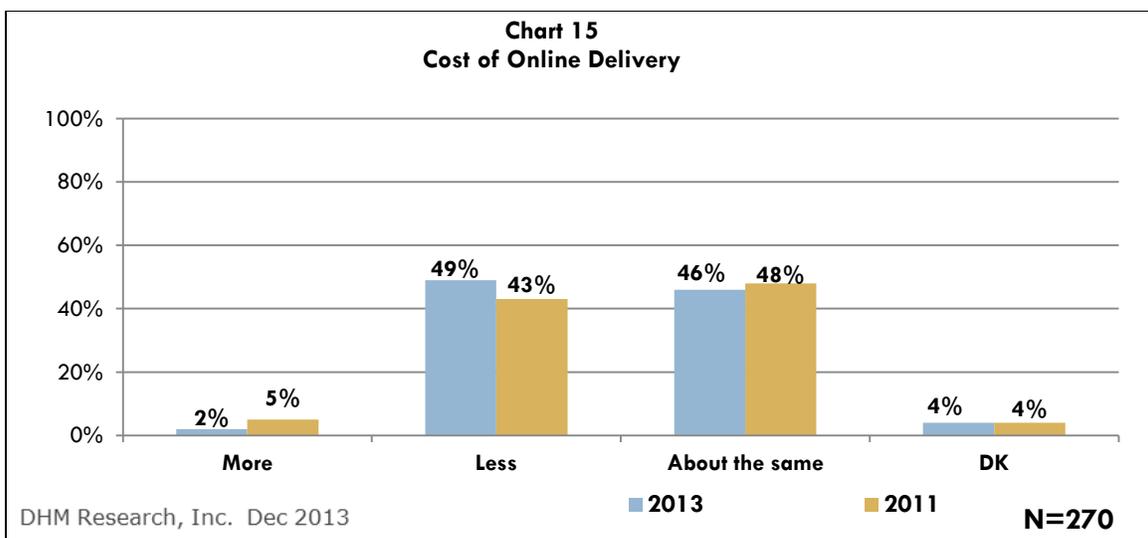
Respondents were asked whether the convenience of online delivery was less convenient, more convenient, or about the same (Q26).



The large majority felt it was *more convenient* overall (69%), with another quarter (26%) feeling that it was *about the same*. A slightly higher level (75%) of respondents felt that it was *more convenient* in 2011.

Demographic Differences: There were no significant subgroup or state area differences.

Respondents were asked whether the cost of online delivery was less costly, more costly, or about the same (Q27).



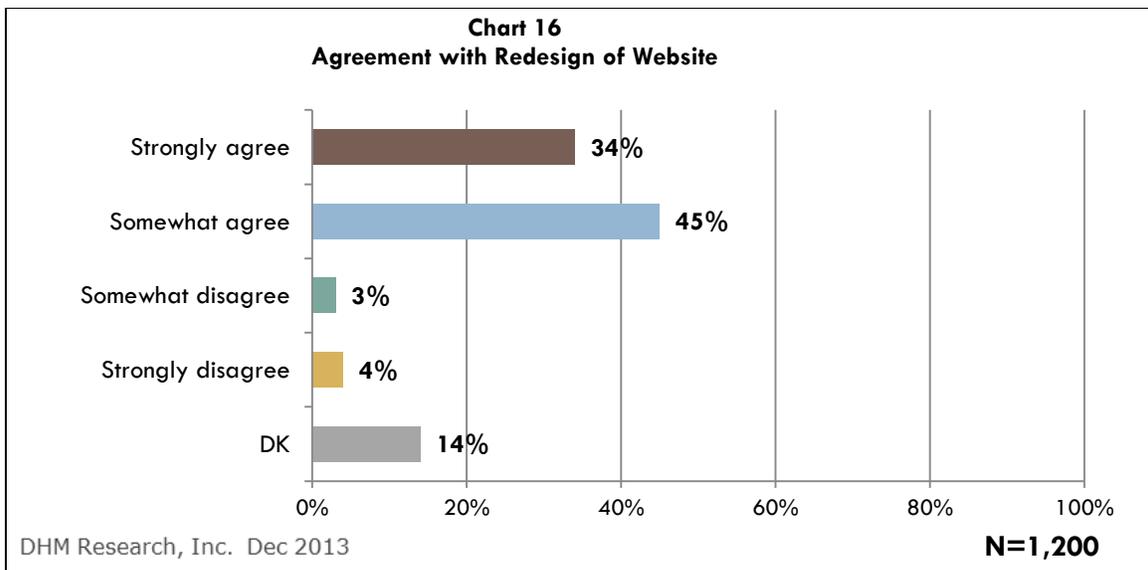
Most respondents felt that it was either *less costly* (49%) or *about the same* (46%). A lower rate of respondents felt that it was *less costly* in 2011 (43%), though a similar number felt that it was *about the same* (48%).

Demographic Differences: There were no significant subgroup or state area differences.

3.5 | State of Oregon Website Redesign

Respondents were read a description about the redesign of the State of Oregon’s websites and the overall aim of this change. They were then asked to answer a series of questions regarding this statement and priorities for the redesign. First, respondents reported whether they strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the way the State of Oregon is redesigning its website, based on the following description (Q28):

The State of Oregon is beginning the process of redesigning its website and the websites of state departments. The overall aim is to have consistent elements across state agency websites so visitors know they are doing business with the state of Oregon. This includes using the Oregon.gov logo, search, location of contact information, and navigation. For each department website, the design will vary based on feedback from actual Oregon residents who regularly use the site. This is done to provide the best user experience to accomplish the tasks performed by most Oregonians. Ease of use is of primary importance, within the standard framework of the State’s websites.



A large majority of respondents agreed with the way the State of Oregon is redesigning its website based on the provided description (34% strongly agree, 45% somewhat agree).

Demographic Differences: Those ages 18-34 (89%) and 35-54 (82%) were more likely to agree (strongly/somewhat) with the way the State of Oregon is redesigning its website than

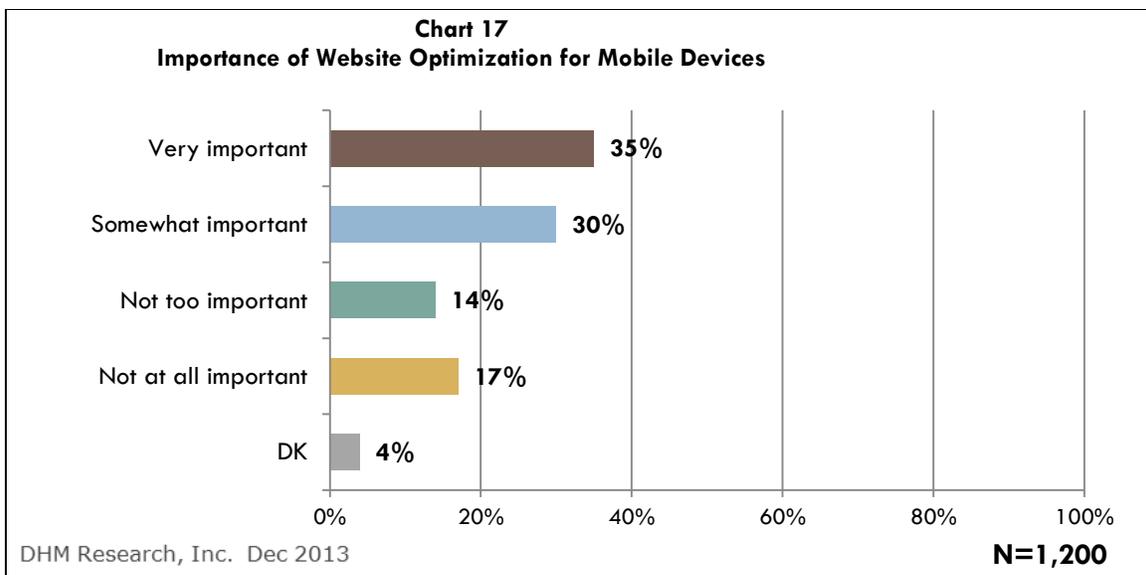
those ages 55+ (67%). Don't know responses were highest among those ages 55+ (21%). Respondents in the Tri-County (83%) and Willamette Valley (79%) areas were more likely than those in the Rest of State (73%) to agree with the redesign.

Respondents who disagreed with the way the state of Oregon is redesigning its website were provided the open-ended opportunity to explain why (Q29). Below are the most common responses that were given:

- *The state does not spend money wisely* (22%)
- *The website should be more user-friendly* (14%)
- *Secure the website* (6%)
- *Dislike the Government* (5%)
- *Rather have face to face communication* (5%)

Demographic Differences: There were no significant subgroup or state area differences.

Respondents were asked how important it is to them that State of Oregon websites be optimized to work on mobile devices, such as smartphones and tables: very important, somewhat important, not too important, or not at all important (Q30).

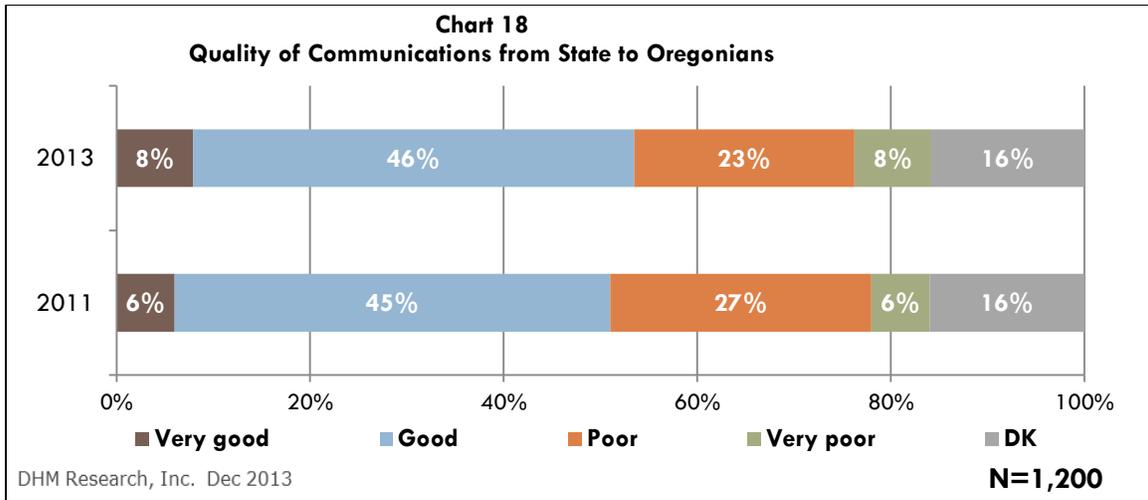


Two-thirds (65%) of respondents felt that mobile device optimization was either very (35%) or somewhat (30%) important. However, another third (31%) felt that it was not too or not at all important to them.

Demographic Differences: Respondents in the Tri-County area felt that it was more important to optimize the website for mobile devices (71%), as compared to those in the Willamette Valley (62%) and Rest of State (59%). Those ages 18-34 and 35-54 were also significantly more likely to feel optimization is important (76% and 71%, respectively) when compared to those ages 55 and over (47%). Not surprisingly, respondents with cell phones felt this was more important (81%) than their non-cell phone owning counterparts (61%).

3.6 | State of Oregon General Communication

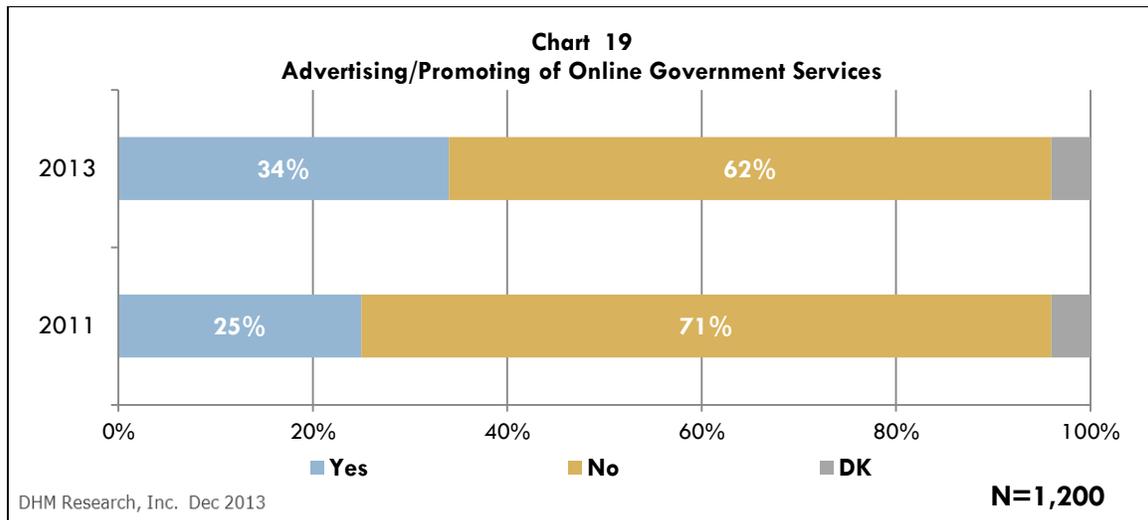
Respondents were asked how good of a job they felt the State of Oregon has done in communicating with Oregonians about what services are available online: very poor, poor, good, or very good (Q31).



More than half (54%) felt that the State of Oregon did a very good or good job of communicating about services available online. Another 31% felt that the State of Oregon is doing a poor job, and 16% didn't know. Responses were very similar to those from 2011.

Demographic Differences: Younger age groups (18-34, 35-54) were more likely to feel that the state was doing a good job (60% and 56%, respectively), as compared to those 55 and over (46%). Respondents over the age of 55 were also more likely to say that they don't know than their younger counterparts, with almost a quarter responding in this way (24%). There were no significant state area differences.

Respondents were asked whether they had seen any advertising or promotion about State of Oregon government services that are available online (Q32).



Most respondents had not seen advertising or promotions about State of Oregon government services available online (62%). This is an improvement over 2011, when almost three quarters (71%) had not seen advertising or promotions.

Demographic Differences: Unsurprisingly, those with internet access were more likely to have seen advertisements (35%) compared to those without access to the internet (21%). There were no significant state area differences.

Lastly, respondents were asked in an open-ended format where they had seen advertising or promotions if they had (Q33). Of the 34% who had seen advertising, most reported seeing it on:

- *Television* (62%)
- *Internet* (16%)
- *Billboards* (12%)
- *Newspapers* (11%)
- *Radio* (11%)

Demographic Differences: There were no significant subgroup or state area differences.

4. | QUESTIONNAIRE

APPENDIX A—ANNOTATED QUESTIONNAIRE

E-Government Survey

December, 2013; Oregon General Population; Voter List + 20% Cell;
 N=1,200 [Tri-County (N=400), Willamette Valley (N=400), Rest of State (N=400)]
 13 Minutes, Margin of Error +/-2.8%
 DHM Research

INTRODUCTION: Hello, my name is _____ from DHM Research, an independent, non-partisan opinion research firm. We are not calling to sell you anything. We are doing an important, scientific survey of Oregonians about some important state issues. May I please speak with [listed respondent]?

The survey will take about 10 minutes and I think you will find it interesting. You may be assured of complete confidentiality.

1. Overall, when you have a question or something you need to do that requires contact with an Oregon state government agency, which method of contact do you find most convenient? **(Read list below. Rotate.)**

Response Category	Total N=1200	Tri-County N=400	Willamette Valley N=400	Rest of State N=400
Telephone call	36%	32%	37%	41%
Visit an office	6%	5%	8%	7%
Write a letter	4%	3%	4%	6%
Visit a website	29%	37%	25%	20%
Send an email	15%	15%	16%	14%
Other	4%	4%	2%	5%
(DON'T READ) Don't know	7%	6%	7%	8%

2. Do you have access to the internet through a computer, smart phone, or tablet device at your home?

Response Category	Total N=1200	Tri-County N=400	Willamette Valley N=400	Rest of State N=400
Yes	88%	90%	90%	83%
No	12%	10%	11%	18%
(DON'T READ) Don't know	0%	0%	0%	0%

3. **(If No to Q2)** If you do not have access to the internet at your home from a computer, smartphone, or tablet, do you have access at a library, friend's house, the office, or somewhere else?

Response Category	Total N=149	Tri-County N=40	Willamette Valley N=42	Rest of State N=70
Yes	50%	60%	40%	47%
No	48%	40%	60%	49%
(DON'T READ) Don't know	2%	0%	0%	4%

4. Have you heard of oregon.gov? (if 'no' skip to Q 9)

Response Category	Total N=1126	Tri-County N=384	Willamette Valley N=375	Rest of State N=363
Yes	89%	91%	89%	85%
No	11%	9%	11%	14%
(DON'T READ) Don't know	0%	0%	0%	1%

5. Have you ever visited oregon.gov? (if 'no' skip to Q 9)

Response Category	Total N=997	Tri-County N=348	Willamette Valley N=334	Rest of State N=308
Yes	66%	67%	67%	63%
No	32%	31%	31%	35%
(DON'T READ) Don't know	2%	2%	2%	2%

6. Do you recall how you first learned about oregon.gov? (open)

Response Category	Total N=656	Tri-County N=232	Willamette Valley N=224	Rest of State N=195
Work related	12%	9%	14%	14%
Google/Googled it	11%	14%	7%	9%
General search/looking for information	8%	10%	6%	6%
Online search-general	7%	6%	7%	8%
Unemployment/unemployment agency	5%	6%	5%	3%
Word of mouth	4%	4%	6%	4%
School	4%	2%	4%	7%
Job search	3%	2%	4%	3%
All other responses	3% or less	3% or less	3% or less	3% or less
None/Nothing	10%	13%	8%	8%
(DON'T READ) Don't know	18%	16%	17%	21%

7. Have you visited oregon.gov in the last year? (if 'no' skip to Q9)

Response Category	Total N=656	Tri-County N=232	Willamette Valley N=224	Rest of State N=195
Yes	73%	75%	73%	71%
No	22%	21%	23%	23%
(DON'T READ) Don't know	5%	4%	4%	7%

8. (If 'yes' to Q7) Do you believe that www.oregon.gov has become more useful since your earlier visits?

Response Category	Total N=482	Tri-County N=174	Willamette Valley N=164	Rest of State N=138
Yes	42%	41%	44%	41%
No	21%	21%	20%	23%
(DON'T READ) Don't know/only visited once	37%	37%	36%	36%

I'm going to ask you about visiting STATE of OREGON government agency websites. If you don't have access to the internet or use a device to connect to the internet, these next questions will go fast; (If needed: If you aren't sure a website is a State of Oregon site, answer to the best of your knowledge. State of Oregon websites are not the same as Metro/City/County websites.)

Have you ever visited a State of Oregon government agency website... **(Randomize Q9-Q16.)**

Response Category	Yes	No	DK
9. To look for information, data or services?			
Total (N=1200)	59%	40%	1%
Tri-County (N=400)	64%	35%	1%
Willamette Valley (N=400)	59%	41%	0%
Rest of State (N=400)	52%	46%	2%
10. To complete a transaction online such as reserving a campsite, or renewing your car registration?			
Total (N=1200)	40%	59%	0%
Tri-County (N=400)	38%	62%	1%
Willamette Valley (N=400)	44%	56%	1%
Rest of State (N=400)	41%	59%	0%
11. To apply for a job with the State of Oregon?			
Total (N=1200)	20%	79%	1%
Tri-County (N=400)	19%	81%	1%
Willamette Valley (N=400)	22%	77%	1%
Rest of State (N=400)	20%	79%	1%
12. To access unemployment or welfare services?			
Total (N=1200)	23%	77%	1%
Tri-County (N=400)	25%	75%	1%
Willamette Valley (N=400)	22%	78%	0%
Rest of State (N=400)	21%	79%	1%
13. To access health insurance information?			
Total (N=1200)	20%	79%	1%
Tri-County (N=400)	20%	79%	1%
Willamette Valley (N=400)	19%	81%	0%
Rest of State (N=400)	21%	78%	2%
14. To pay fees or taxes?			
Total (N=1200)	24%	75%	2%
Tri-County (N=400)	25%	74%	2%
Willamette Valley (N=400)	23%	76%	2%
Rest of State (N=400)	23%	76%	1%
15. To receive small business assistance?			
Total (N=1200)	9%	90%	1%
Tri-County (N=400)	11%	88%	2%
Willamette Valley (N=400)	8%	92%	1%
Rest of State (N=400)	9%	90%	1%
16. To participant in a virtual public meeting or town hall?			
Total (N=1200)	8%	91%	1%
Tri-County (N=400)	6%	94%	0%
Willamette Valley (N=400)	8%	91%	1%
Rest of State (N=400)	12%	87%	1%

17. **(Skip if all questions 9-16 = 2 or 3)** For what other reasons have you visited a State of Oregon government agency website? **(Open. Probe for specifics)**

Response Category	Total N=912	Tri-County N=314	Willamette Valley N=301	Rest of State N=292
Research/information/available resources-general	13%	13%	13%	14%
DMV/vehicle registration/driver license	6%	5%	8%	7%
Jobs/unemployment	6%	5%	6%	6%
Has not visited website	5%	4%	6%	5%
Outdoor recreation information/licensing (hunting, fishing, camping)	4%	4%	4%	5%
Tax information	3%	4%	3%	3%
Licensing/permit renewal/requirements-general	3%	4%	3%	2%
Business license/ registration	3%	3%	4%	2%
Health insurance/information regarding health	3%	2%	2%	4%
All other responses	2% or less	3% or less	4% or less	3% or less
None/Nothing	24%	23%	24%	25%
(DON'T READ) Don't know	11%	13%	9%	9%

18. Have you ever searched for a particular State of Oregon government service or information online but were unable to find it?

Response Category	Total N=1200	Tri-County N=400	Willamette Valley N=400	Rest of State N=400
a. Yes, I searched and but unable to find it	12%	12%	11%	11%
b. No, my search was successful	42%	44%	44%	38%
c. No, I never tried to search	42%	39%	42%	47%
(DON'T READ) Don't know	4%	5%	3%	4%

19. **(If 'yes' to Q18)** Do you recall what you were searching for? **(Open. Probe for specifics.)**

Response Category	Total N=139	Tri-County N=49	Willamette Valley N=44	Rest of State N=45
Health insurance/health info	6%	0%	18%	4%
Information-general	5%	6%	5%	2%
Political information	5%	2%	9%	4%
DMV	4%	4%	5%	4%
Social services/food services/housing	4%	6%	0%	4%
Department of Human Services	3%	4%	2%	2%
Transportation/road conditions/ODOT	3%	2%	2%	4%
Taxes	2%	4%	0%	2%
Park information	2%	4%	0%	2%
Camp sites	2%	0%	5%	4%
Personal information	2%	2%	2%	2%
Codes/planning/zoning	2%	0%	5%	2%
Unemployment	2%	2%	0%	2%
Attorney General	2%	2%	0%	2%
Postal service/post office	2%	2%	2%	0%
All other responses	1% or less	2% or less	4% or less	3% or less
(DON'T READ) Don't know	30%	39%	27%	20%

20. **(Ask if a or b to Q18)** Would you say searching for Oregon state government agency contact information is very easy, fairly easy, fairly difficult, or very difficult?

Response Category	Total N=644	Tri-County N=223	Willamette Valley N=220	Rest of State N=198
Very easy	13%	13%	16%	11%
Fairly easy	69%	70%	69%	67%
Fairly difficult	11%	10%	9%	15%
Very difficult	2%	2%	3%	2%
(DON'T READ) Don't know	5%	6%	3%	6%

Next, I will ask about ways that the State of Oregon can engage residents through online services. For each, please tell me if you personally feel that service is very important, somewhat important, not too important, or not at all important **(Randomize Q21-Q24)**

Response Category	Very important	Smwt important	Not too important	Not at all important	DK
21. The ability to visit a State of Oregon government agency website to provide your opinion or review other citizen opinions about a public policy or planning issue.					
Total (N=1200)	37%	37%	10%	12%	3%
Tri-County (N=400)	38%	40%	10%	11%	2%
Willamette Valley (N=400)	37%	37%	12%	13%	2%
Rest of State (N=400)	36%	35%	10%	14%	5%
22. The ability to provide virtual meetings or town halls so Oregon residents can attend and interact remotely.					
Total (N=1200)	28%	40%	14%	14%	3%
Tri-County (N=400)	29%	42%	14%	12%	3%
Willamette Valley (N=400)	26%	43%	15%	15%	2%
Rest of State (N=400)	29%	37%	14%	17%	4%
23. The ability to find public information and data about state finances, payroll, and services.					
Total (N=1200)	40%	34%	10%	13%	4%
Tri-County (N=400)	41%	36%	9%	11%	3%
Willamette Valley (N=400)	41%	33%	11%	11%	5%
Rest of State (N=400)	38%	33%	10%	16%	4%
24. The ability to get information and interact with government agencies through social media, such as Twitter and Facebook.					
Total (N=1200)	13%	29%	23%	32%	4%
Tri-County (N=400)	12%	31%	24%	31%	3%
Willamette Valley (N=400)	13%	27%	25%	31%	5%
Rest of State (N=400)	13%	28%	20%	34%	5%

25A. I'm now going to ask you about receiving State of Oregon government services on the web compared to the traditional mail, face-to-face, or telephone experience with State of Oregon government. If you have not received a State of Oregon government service online, just let me know now.

Response Category	Total N=1200	Tri-County N=400	Willamette Valley N=400	Rest of State N=400
Received services online	23%	24%	24%	19%
Did not receive services online	77%	76%	76%	81%

25. Is the speed of online delivery slower, faster or about the same for you?

Response Category	Total N=270	Tri-County N=95	Willamette Valley N=97	Rest of State N=77
Faster	55%	45%	66%	58%
Slower	4%	5%	3%	3%
About the same	35%	41%	29%	31%
(DON'T READ) Don't know	6%	8%	2%	8%

26. Is it less convenient, more convenient, or about the same for you?

Response Category	Total N=270	Tri-County N=95	Willamette Valley N=97	Rest of State N=77
Less convenient	4%	3%	4%	6%
More convenient	69%	68%	67%	71%
About the same	26%	28%	27%	21%
(DON'T READ) Don't know	1%	0%	2%	1%

27. Is it less costly, more costly, or about the same for you?

Response Category	Total N=270	Tri-County N=95	Willamette Valley N=97	Rest of State N=77
Less costly	49%	45%	53%	51%
More costly	2%	2%	0%	3%
About the same	46%	48%	43%	44%
(DON'T READ) Don't know	4%	4%	4%	3%

28. I will now read you a statement about the State of Oregon's websites.

The State of Oregon is beginning the process of redesigning its website and the websites of state departments. The overall aim is to have consistent elements across state agency websites so visitors know they are doing business with the state of Oregon. This includes using the Oregon.gov logo, search, location of contact information, and navigation. For each department website, the design will vary based on feedback from actual Oregon residents who regularly use the site. This is done to provide the best user experience to accomplish the tasks performed by most Oregonians. Ease of use is of primary importance, within the standard framework of the State's websites.

Based on this description, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the way the State of Oregon is redesigning its website?

Response Category	Total N=1200	Tri-County N=400	Willamette Valley N=400	Rest of State N=400
Strongly agree	34%	38%	31%	29%
Somewhat agree	45%	45%	48%	44%
Somewhat disagree	3%	3%	3%	3%
Strongly disagree	4%	3%	4%	7%
(DON'T READ) Don't know	14%	12%	15%	17%

29. (if somewhat/strongly disagree in Q28) Why do you (answer from Q28)? (open)

Response Category	Total N=87	Tri-County N=22	Willamette Valley N=26	Rest of State N=42
State does not spend money wisely	22%	23%	31%	17%
Website should be more user friendly	14%	14%	12%	17%
Secure the website	6%	14%	4%	2%
Dislike the government	5%	0%	0%	12%
Rather have face to face communication	5%	5%	0%	7%
Satisfied/no changes needed	4%	5%	4%	5%
All other answers	3% or less	5% or less	8% or less	5% or less
None/nothing	9%	9%	4%	12%
(DON'T READ) Don't know	1%	0%	0%	2%

30. How important to you is it that State of Oregon websites be optimized to work on mobile devices, such as smartphones and tablets: very important, somewhat important, not too important, or not at all important?

Response Category	Total N=1200	Tri-County N=400	Willamette Valley N=400	Rest of State N=400
Very important	35%	38%	34%	31%
Somewhat important	30%	33%	28%	28%
Not too important	14%	12%	17%	15%
Not at all important	17%	14%	17%	21%
(DON'T READ) Don't know	4%	3%	5%	5%

31. How good of a job has the State of Oregon done in communicating with Oregonians about what services are available online: very poor, poor, good, or very good?

Response Category	Total N=1200	Tri-County N=400	Willamette Valley N=400	Rest of State N=400
Very poor	8%	7%	6%	11%
Poor	23%	27%	21%	19%
Good	46%	46%	48%	45%
Very good	8%	7%	10%	7%
(DON'T READ) Don't know	16%	14%	16%	19%

32. Have you seen any advertising or promotion about State of Oregon government services that are available online?

Response Category	Total N=1200	Tri-County N=400	Willamette Valley N=400	Rest of State N=400
Yes	34%	34%	35%	35%
No	62%	63%	60%	62%
(DON'T READ) Don't know	4%	3%	5%	4%

33. (if 'yes' to Q32) Where have you seen advertising or promotions? (open)

Response Category	Total N=413	Tri-County N=136	Willamette Valley N=138	Rest of State N=140
Television	62%	63%	62%	62%
Internet	16%	13%	16%	20%
Billboards	12%	13%	12%	11%
Newspapers	11%	12%	12%	11%
Radio	11%	6%	14%	14%
All other answers	3% or less	7% or less	6% or less	6% or less
(DON'T READ) Don't know	5%	5%	4%	6%

Demographics

34. County (Don't ask. Record from sample)

Response Category	N=1,200
Tri-County	43%
Willamette Valley	27%
Rest of State	30%

(County list)

Tri-County counties	Willamette Valley counties	Rest of State counties
Clackamas	Benton	Baker
Washington	Lane	Clatsop
Multnomah	Linn	Columbia
	Marion	Coos
	Polk	Crook
	Yamhill	Curry
		Deschutes
		Douglas
		Gilliam
		Grant
		Harney
		Hood River
		Jackson
		Jefferson
		Josephine
		Klamath
		Lake
		Lincoln
		Malheur
		Sherman
		Tillamook
		Umatilla
		Union
		Wallowa
		Wasco
		Wheeler

35. Zip code (Record from sample)

36. Gender (Do not ask—record from observation)

	Total N=1200	Tri-County N=400	Willamette Valley N=400	Rest of State N=400
Male	48%	48%	48%	48%

Female	52%	52%	52%	52%
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37. Age (**don't ask, record from sample**)

	Total N=1200	Tri-County N=400	Willamette Valley N=400	Rest of State N=400
18-24	12%	12%	16%	10%
25-34	19%	21%	18%	16%
35-54	35%	37%	33%	34%
55-64	12%	10%	11%	15%
65+	22%	20%	23%	25%

38. What is your ethnicity?

Response Category	Total N=1200	Tri-County N=400	Willamette Valley N=400	Rest of State N=400
White/Caucasian	79%	76%	80%	83%
African American/Black	2%	5%	1%	0%
Hispanic/Latino	3%	4%	4%	3%
Asian/Pacific Islander	3%	5%	2%	1%
Native American/American Indian	2%	1%	3%	2%
Other	4%	4%	4%	5%
(DON'T READ) Refused	7%	6%	8%	7%

39. What is the highest level of education you have achieved?

Response Category	Total N=1200	Tri-County N=400	Willamette Valley N=400	Rest of State N=400
Less than high school	3%	3%	2%	5%
High school diploma	20%	17%	21%	25%
Some college	29%	26%	31%	33%
College degree	29%	34%	28%	23%
Graduate/professional school	15%	18%	15%	10%
(DON'T READ) Refused	4%	3%	5%	5%

40. Which category best describes your gross household income before taxes? Remember to include everyone living in your household. You're best estimate will do.

Response Category	Total N=1200	Tri-County N=400	Willamette Valley N=400	Rest of State N=400
Less than \$ \$25,000	19%	16%	20%	24%
\$25,000- to less than \$50,000	22%	21%	23%	23%
\$50,000- to less than \$75,000	19%	19%	19%	17%
\$75,000- to less than \$100,000	12%	12%	13%	11%
\$100,000- to less than \$150,000	8%	10%	8%	7%
\$150,000 or more	4%	7%	3%	2%
(DON'T READ) Refused	16%	16%	15%	16%

41. CELL PHONE (**FROM SAMPLE**)

Response Category	Total N=1200	Tri-County N=400	Willamette Valley N=400	Rest of State N=400
Yes	21%	25%	16%	19%
No	79%	75%	84%	81%