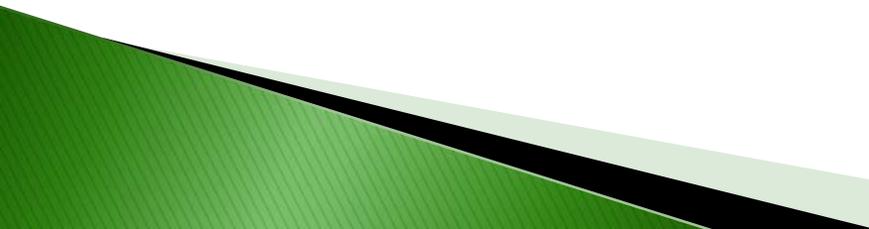


Oregonian Residents Telephone Survey Results



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Office of the State CIO
January 12, 2016

Telephone Survey Methodology

- ▶ Conducted by DHM Research
 - ▶ October 11– 15 2015
 - ▶ 1200 Oregon residents – 400 per region
 - Tri-county, Willamette Valley, Rest of State
 - ▶ Voter List + 20% cell phones
 - ▶ Margin of error +/- 2.8%
 - ▶ 12 minutes in length on average
 - ▶ Based on 2011 & 2013 Suveys
- 

Key Findings

- ▶ Home Internet Access in Oregon is very high
 - 91% of Oregonians have access from home
 - 88% in 2013
 - 87% in 2011
 - 96% have Internet Access
 - Of the 9% without access at home, more than half have access elsewhere

Key Findings

- ▶ More Oregonians are receiving services online
 - 39% of Oregonians used online services
 - 23% in 2013
- ▶ Nearly all are aware of Oregon.gov
 - 87% have heard of the state's website
 - 70% of those who heard of Oregon.gov visited
 - Up from 66% in 2013

Key Findings

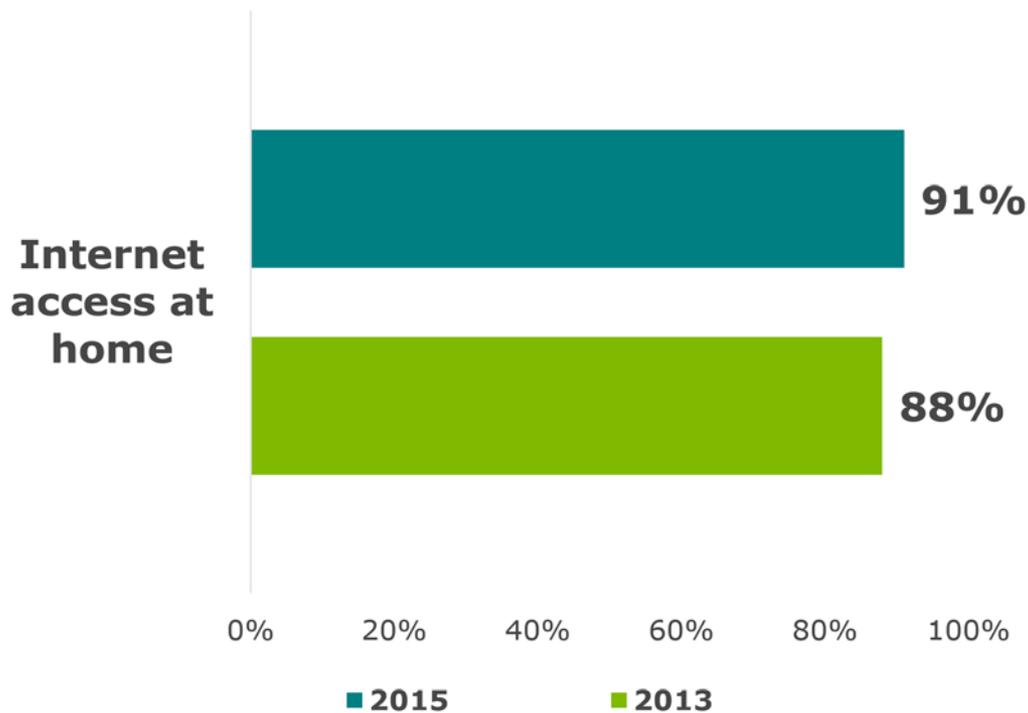
- ▶ Reasons for visiting Oregon.gov are consistent
 - Looking for Information or data
 - Looking for services and completing a transaction
 - ▶ Services rated most important for public engagement remain consistent
 - Finding information about state finances, payroll, and services
 - Provide opinions about state policy
- 

Key Findings

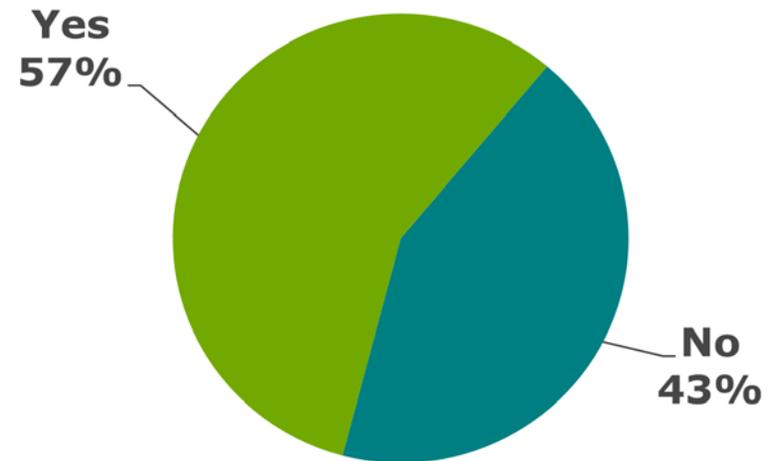
- ▶ Concerned about personal Information
 - 90% say it's important (and 63% “extremely important”) to prioritize staff and budget to ensure personal information is secure
- ▶ Opportunities to improve
 - 55% are confident (and only 15% “very confident”) that personal information stored with the State is secure.

91% of Oregonians report having internet access at home and most of those without internet can access it elsewhere

Internet Access at Home

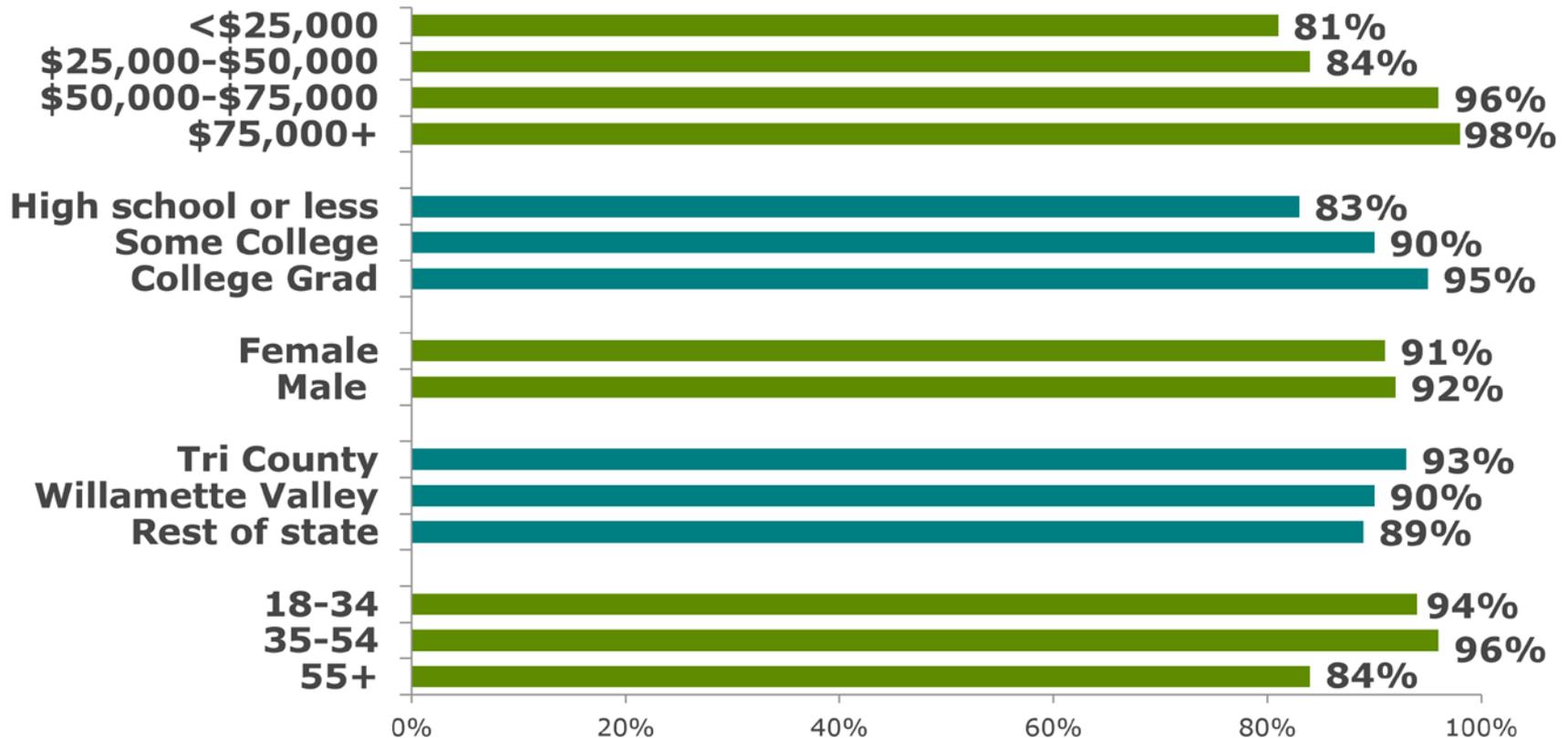


Access to Internet Other Than Home



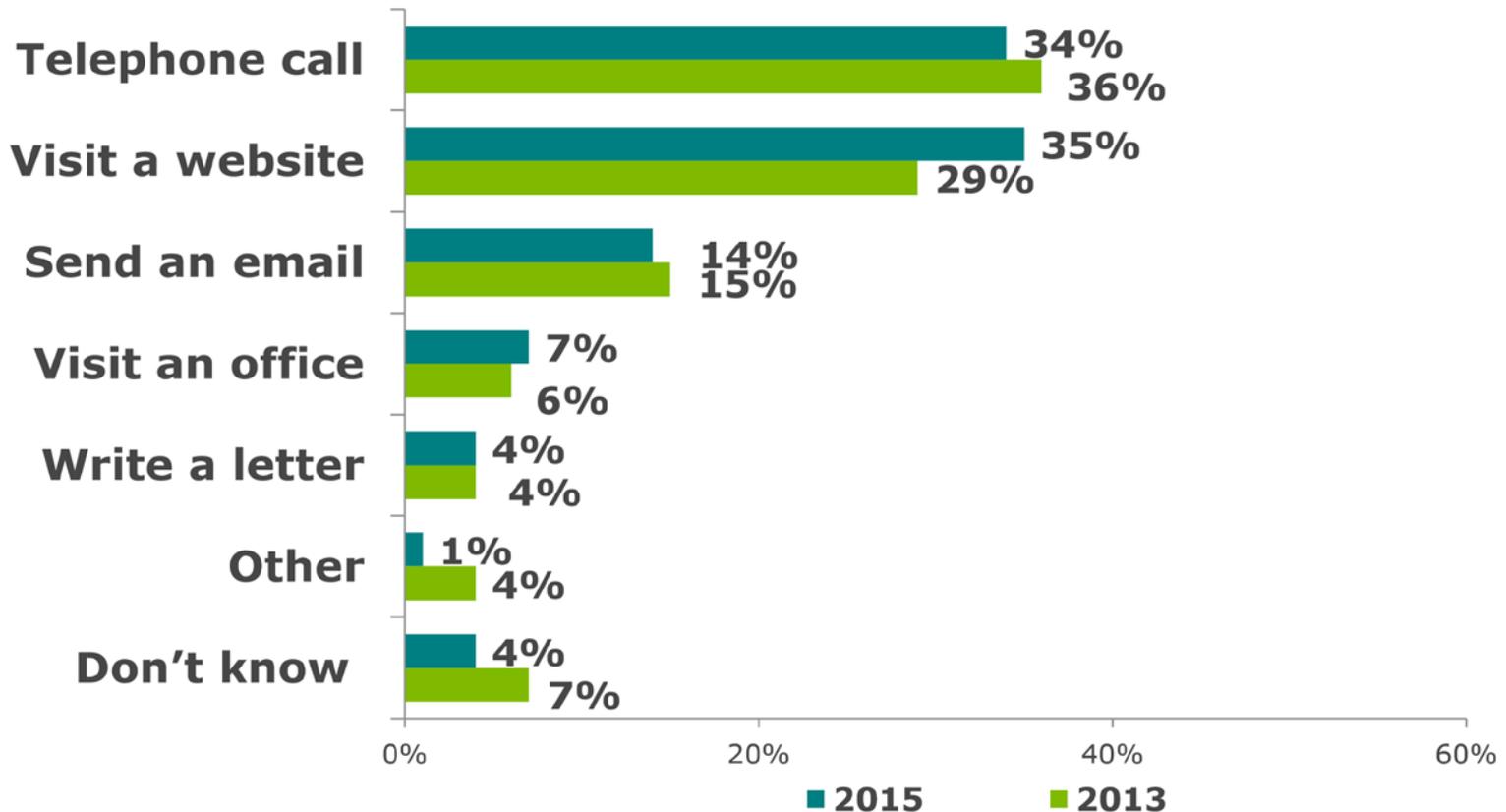
Oregonians least likely to have home internet access are 55+, have a high school diploma or less, or making less than \$25,000 per year

Internet Access at Home

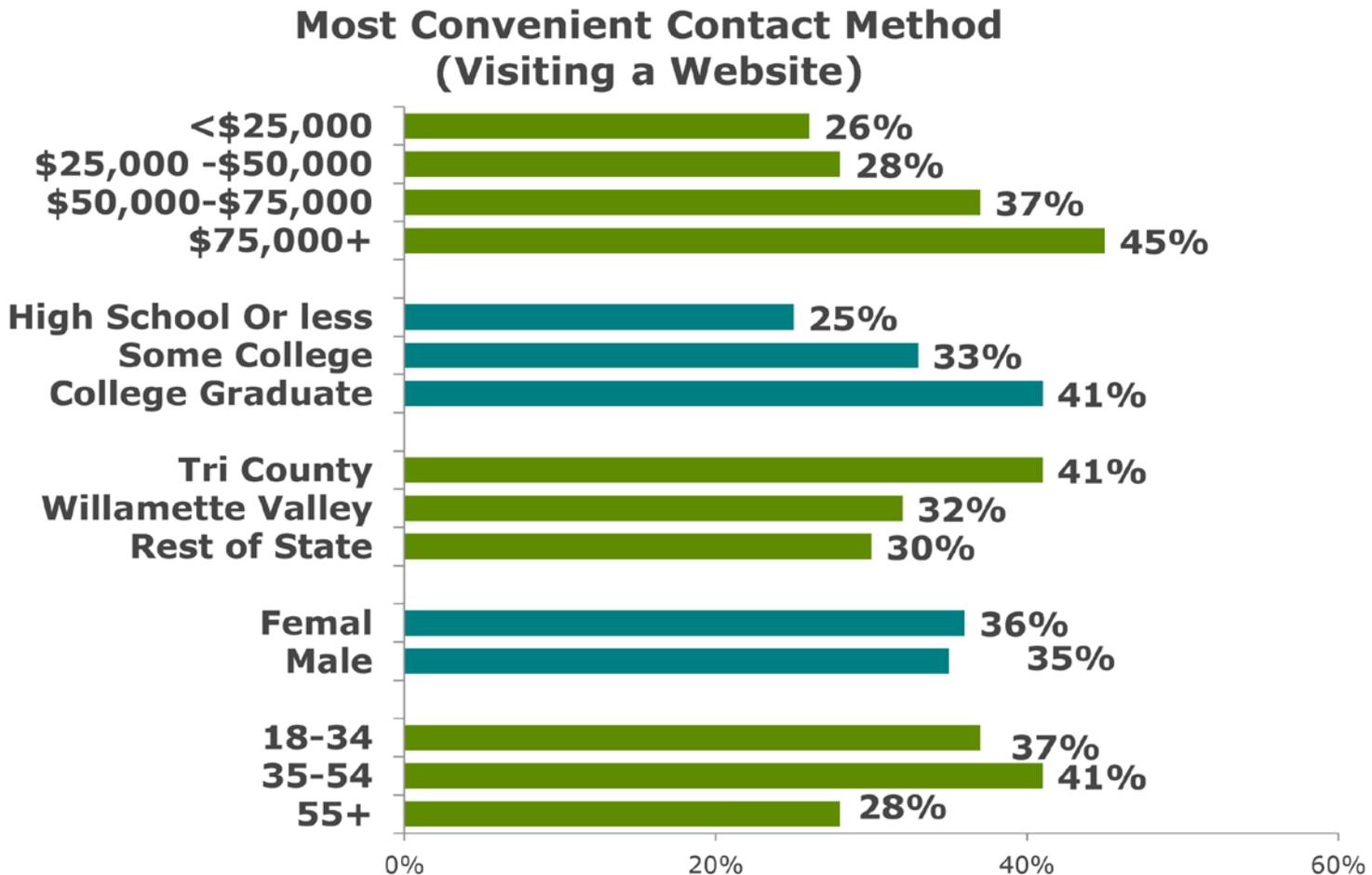


Visiting a state website is a preferred method for contacting the state or finding information.

Most Convenient Method to Contact an Oregon Government Agency

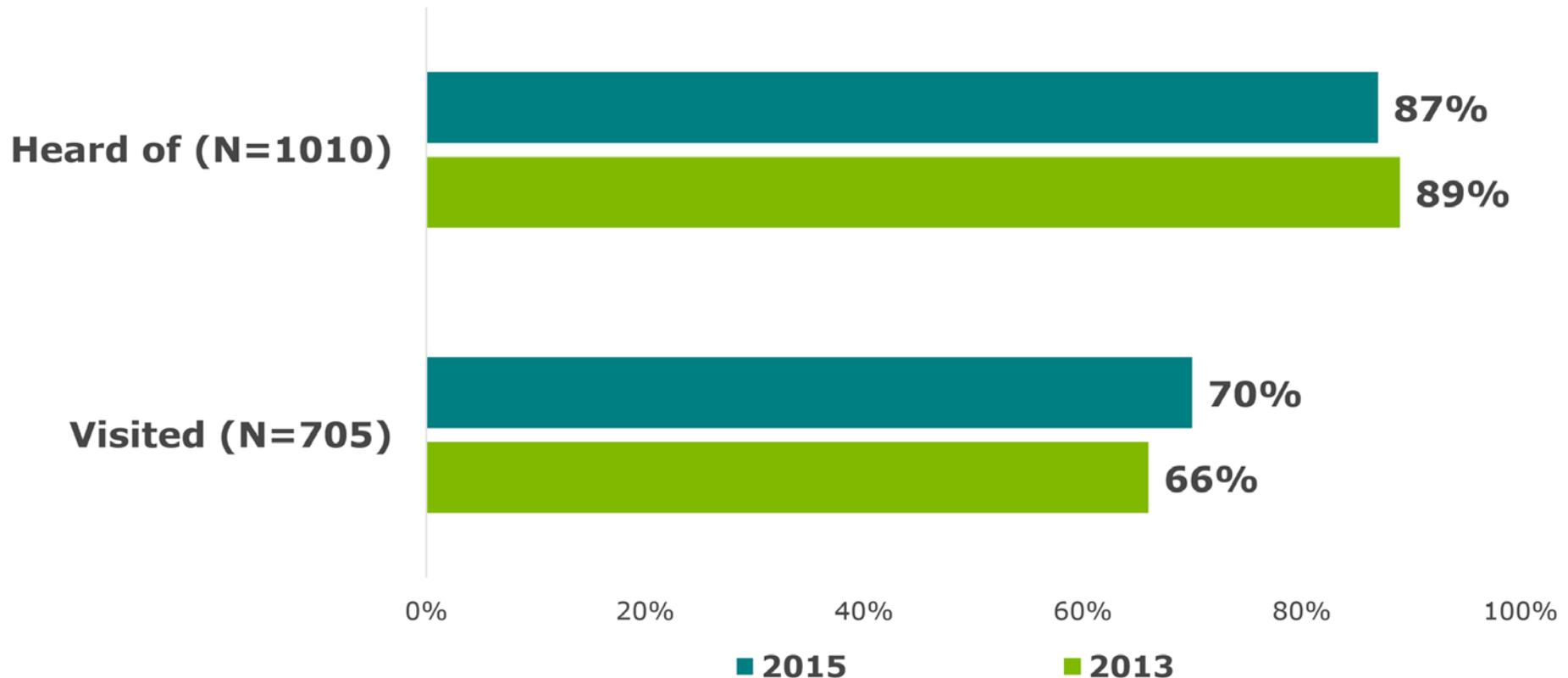


Contacting the state through a website is preferred by Tri-County residents and 18 to 54 year old adults.



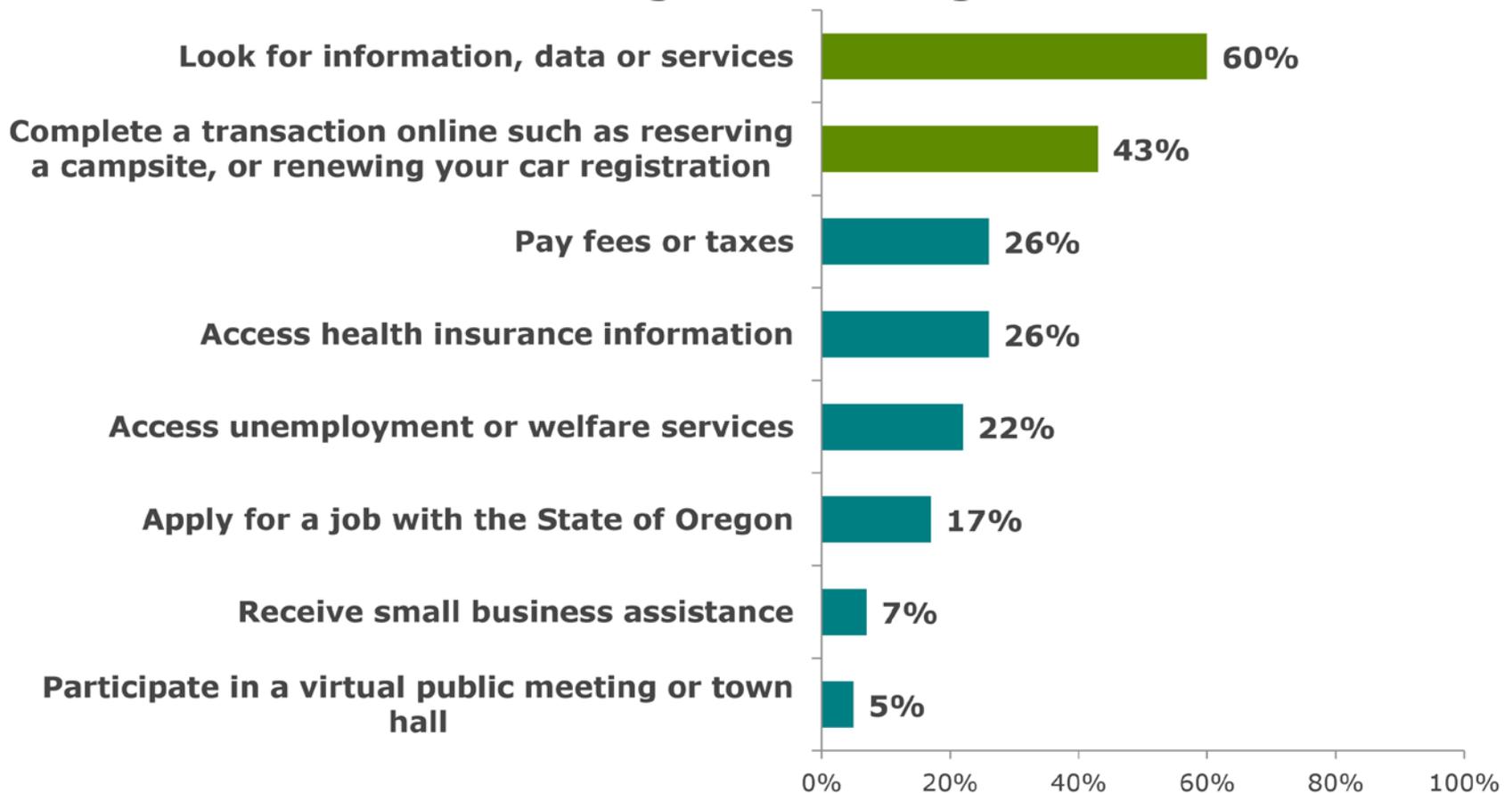
Most Oregonians are aware of Oregon.gov, and more residents visited the website in 2015.

Awareness and Use of Oregon.gov



Searching for information and completing transactions are the most common reasons for visiting a State of Oregon website.

Reasons for visiting State of Oregon website

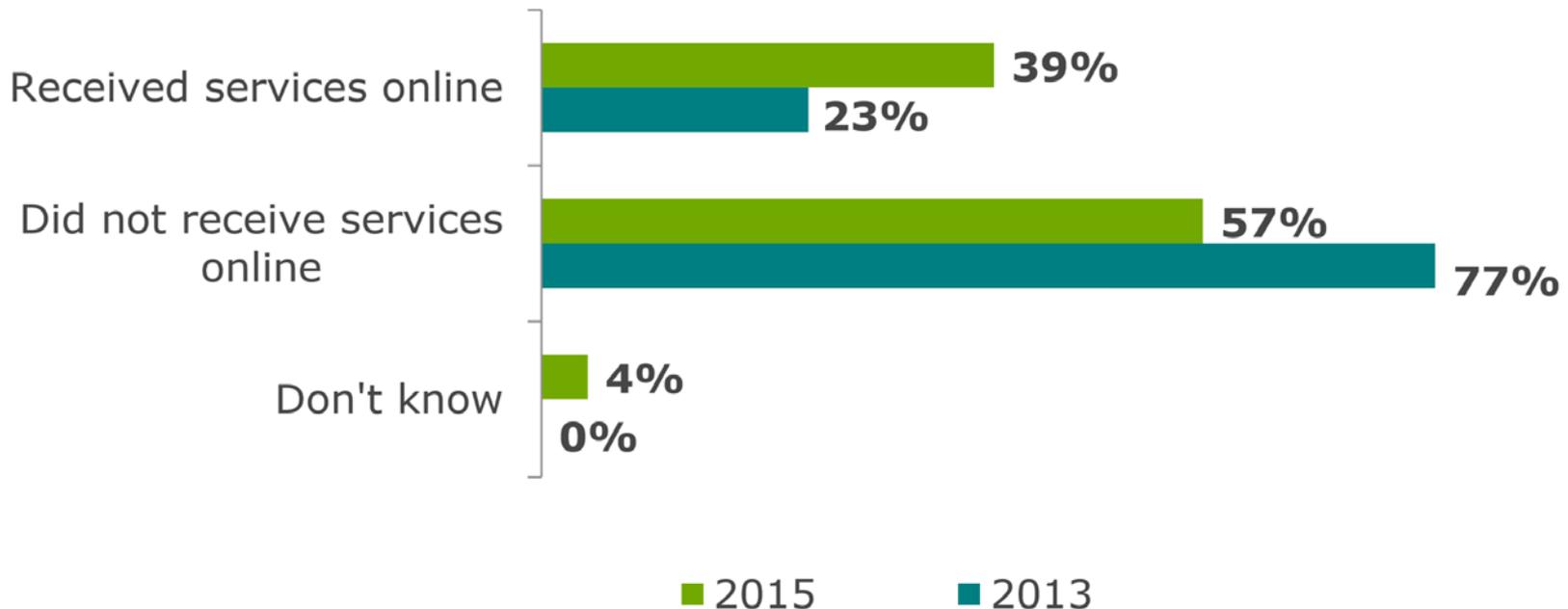


Other reasons for visiting Oregon.gov:

Reasons	%
Research/information/available resources—general	23%
Licensing/permit renewal/requirements-general	8%
DMV/vehicle registration/driver licenses	7%
Outdoor recreation information/licensing (hunting, fishing, camping)	6%
Jobs/unemployment	5%
Tax information	4%

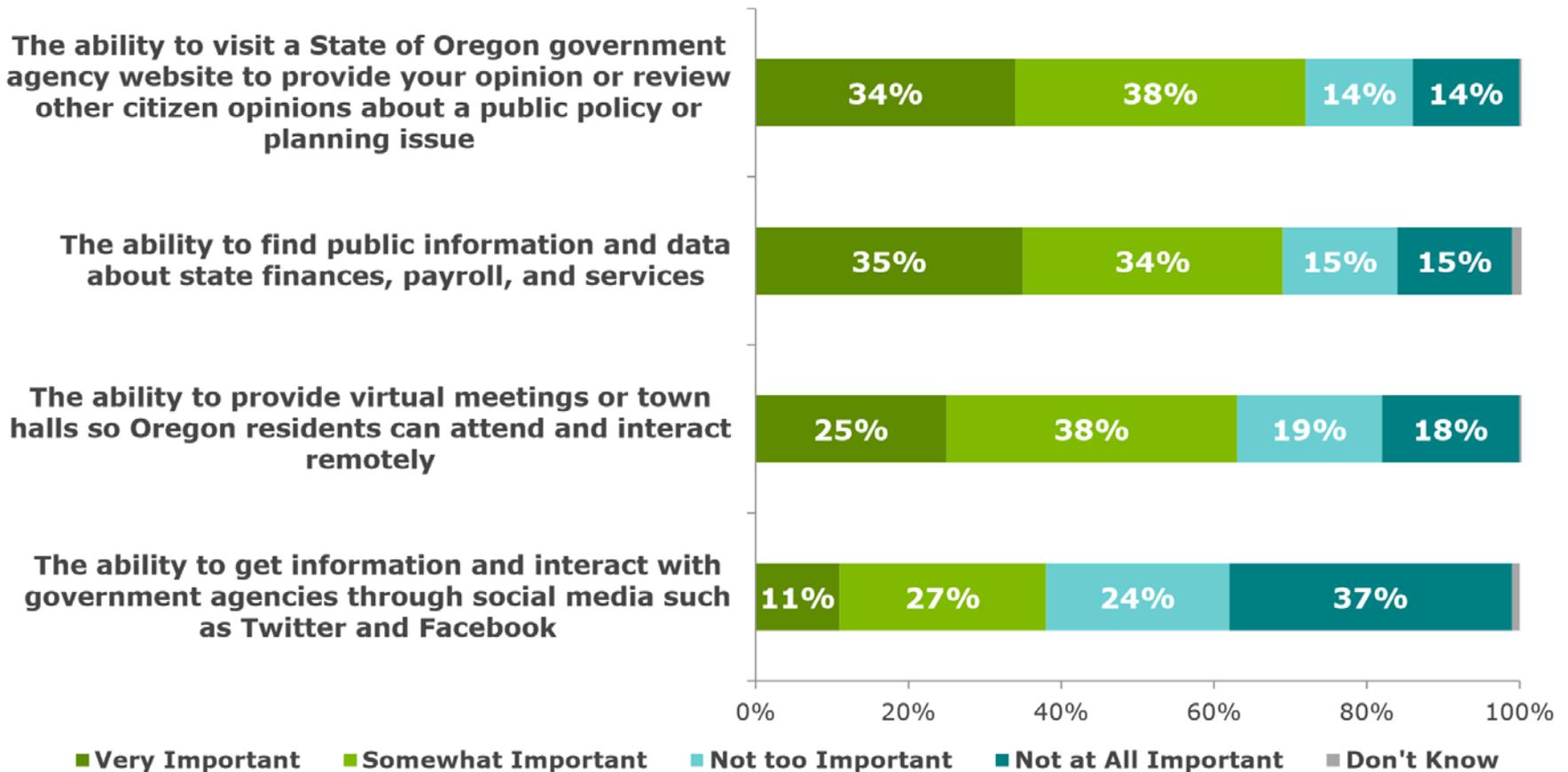
4 in 10 Oregonians have received state services online, up 16-points since 2013.

Received State Services Online



Oregonians say the most important online services are the ability to find information and share opinions about public policy issues.

Importance of Online Services



Provide your opinion or review others opinions – an ongoing Open Data Example

- ▶ “Suggest a Dataset”
 - Others can view and comment
- ▶ Routed to agency for decision, response and decision posted
- ▶ Approved (21), Rejected (18), Open (47)
<https://data.oregon.gov>
- ▶ Standing Report to Commission?

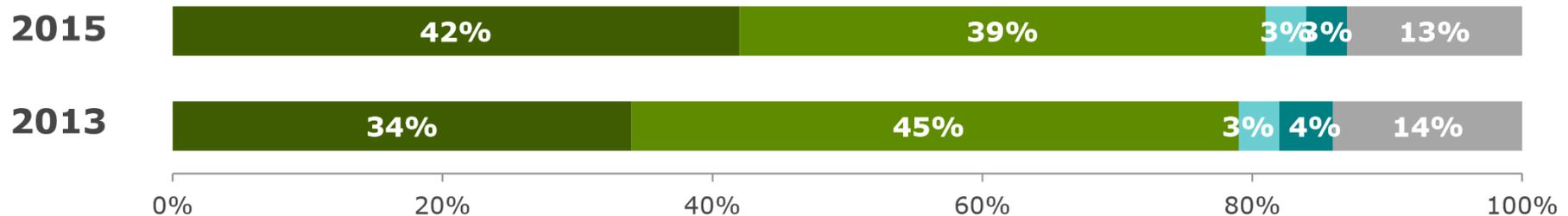
Most who had received our online services agreed they were faster and more convenient, and many thought they were less costly.

Online State Services Compared To Mail, Face-To-Face, Telephone (N=270)



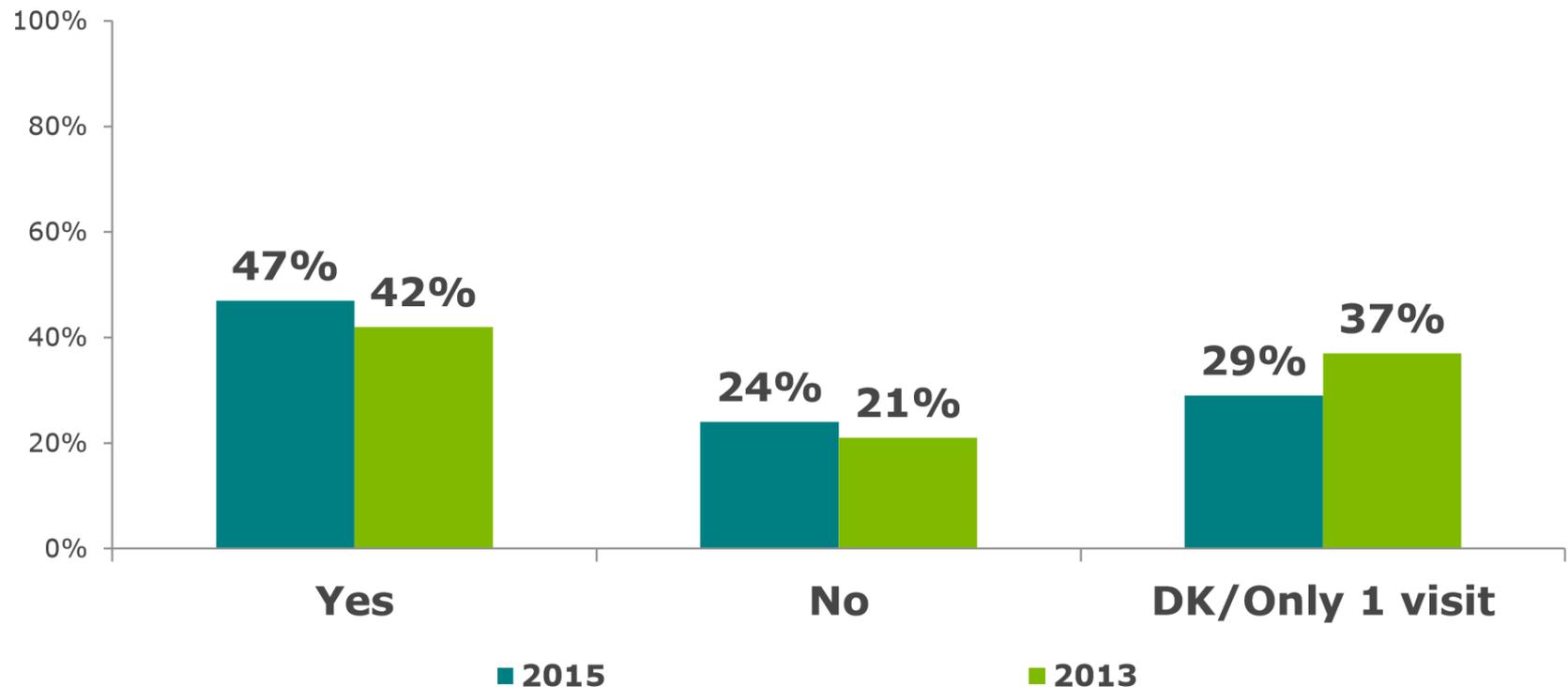
A strong majority (83%) agree with the state's website redesign principles. Strong agreement has increased 8-points since 2013.

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.



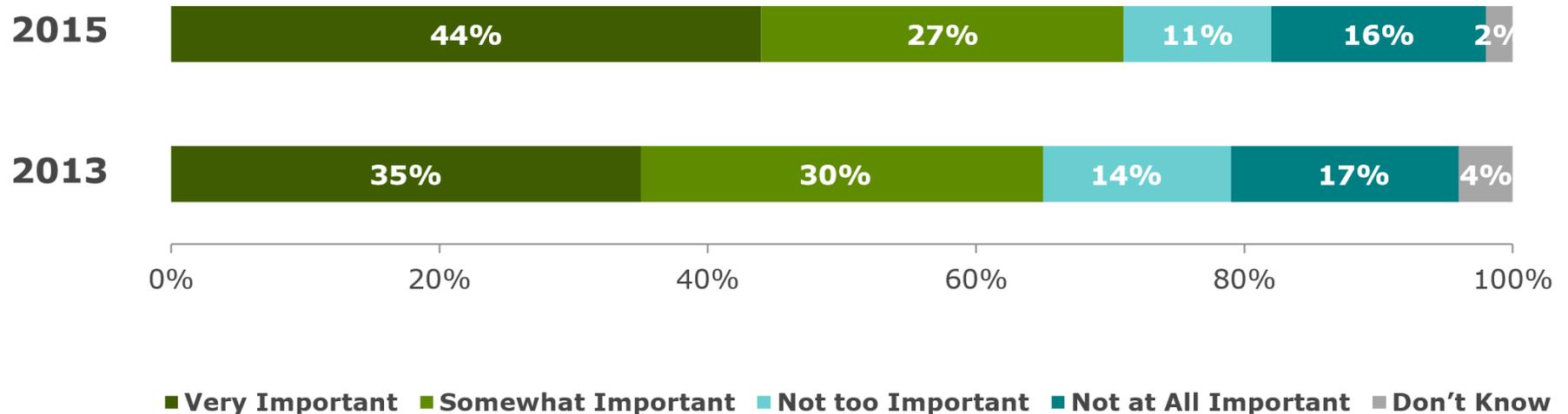
Almost half (47%) of Oregonians agree that the website was more useful than previous visits.

Website More Useful Than Previous Visits?



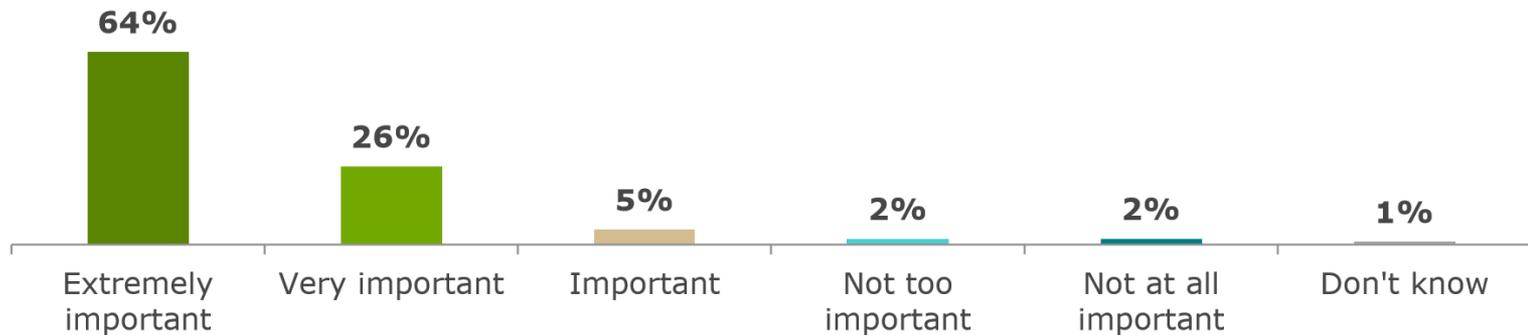
Three in four (71%) Oregonians agree that it is important that state websites be mobilefriendly, an increase of 6–points from 2013.

Importance of Optimizing State Websites for Mobile Devices

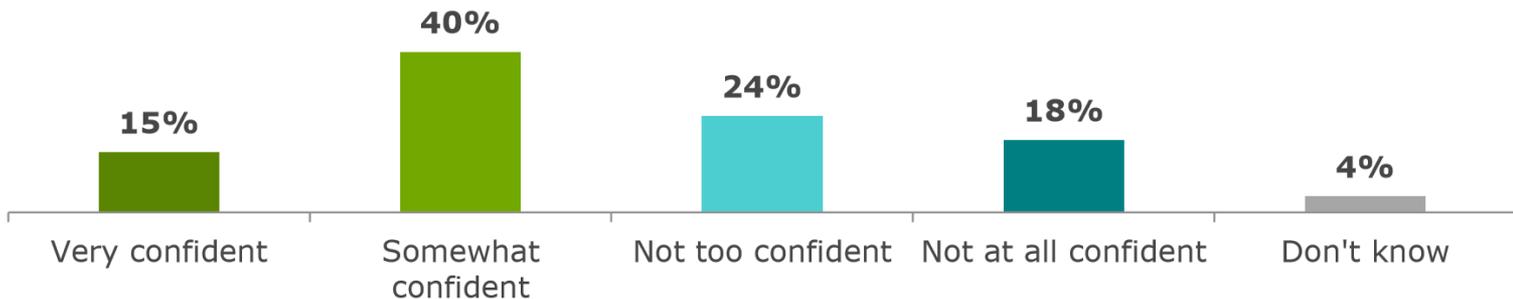


Oregonians place a very high level of importance on security, but only about half are confident personal information is safely stored

Importance of Prioritizing Security



Confidence that Personal Information is Secure



Questions...

... An then on to attending meetings online

Online meeting participation



I have to travel too far to participate at the State level

I cannot take that much time away to do my civic duty

Why can't I participate from my desk or my home?

Online public meeting

- ▶ Conducted in conjunction with existing meeting
 - ▶ Follows public meeting laws
 - Anticipate the number of online attendees and provide virtual room
 - Allow residents to sign in online for public comments
 - Set and manage designated public comment portion
 - ▶ Leverages existing conference phones, low cost webinar meeting software and cameras
- 

Online meeting participation

Participation low but interest is high

Only **5%**

came to state websites to participate in a virtual public meeting or town hall

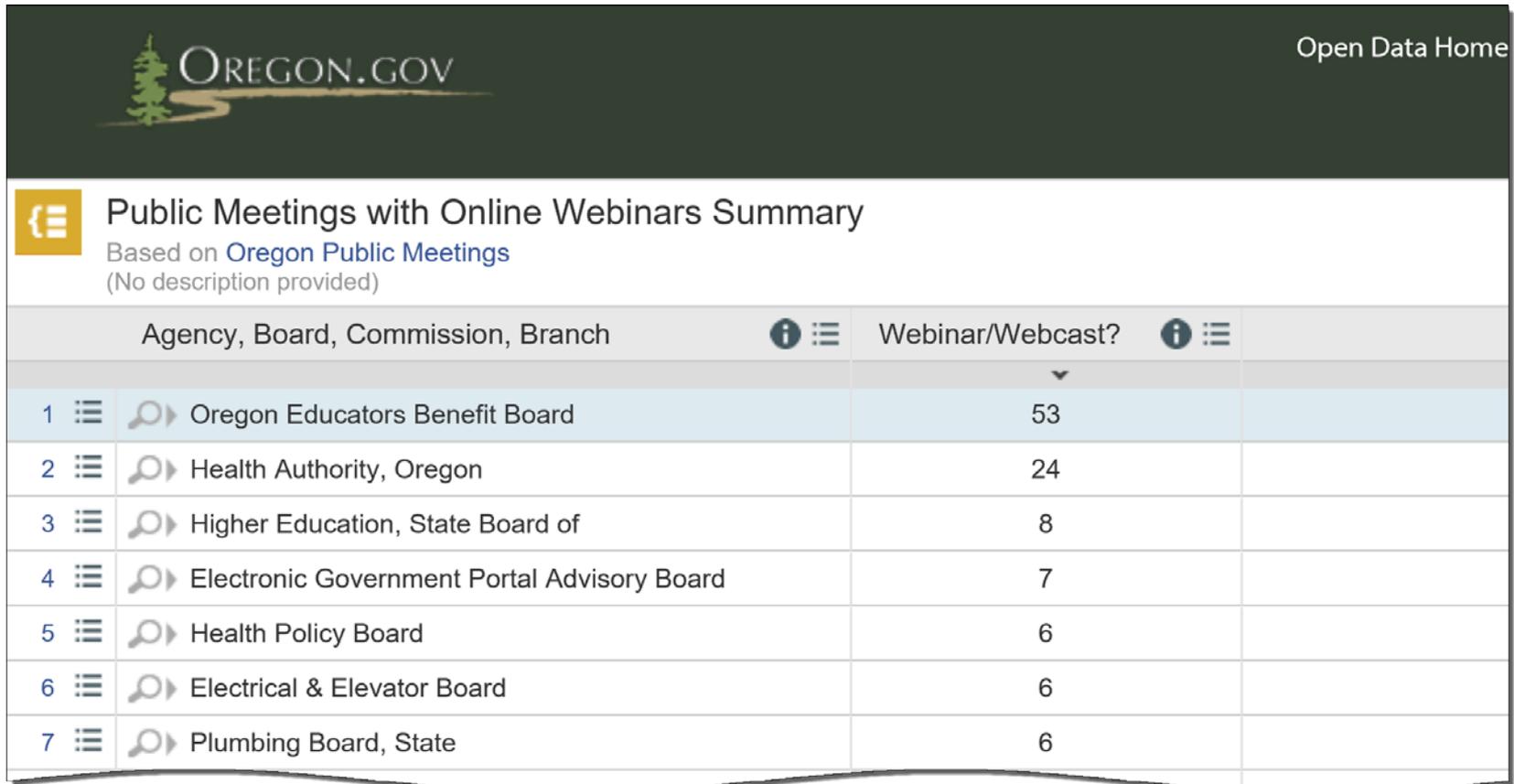
but **63%**

said it was important for online services to offer “the ability to provide virtual meetings or town halls so Oregon residents can attend and interact remotely”

The ability to provide virtual meetings or town halls so Oregon residents can attend and interact remotely



The innovators lead the way



The screenshot shows the Oregon.gov Open Data Home interface. At the top left is the Oregon.gov logo with a tree and a path. At the top right is the text "Open Data Home". Below the header is a yellow icon of a list and the title "Public Meetings with Online Webinars Summary". Under the title is the text "Based on Oregon Public Meetings (No description provided)". The main content is a table with two columns: "Agency, Board, Commission, Branch" and "Webinar/Webcast?". The table lists seven agencies and their corresponding number of webinars/webcasts.

	Agency, Board, Commission, Branch	Webinar/Webcast?
1	Oregon Educators Benefit Board	53
2	Health Authority, Oregon	24
3	Higher Education, State Board of	8
4	Electronic Government Portal Advisory Board	7
5	Health Policy Board	6
6	Electrical & Elevator Board	6
7	Plumbing Board, State	6

<https://data.oregon.gov/dataset/Public-Meetings-with-Online-Webinars-Summary/ei5k-659e>

Inexpensive online meetings

- ▶ Leverage existing room speakerphone: \$0
 - ▶ State procurement webinar tools that control participation & archive: \$450/year
 - ▶ Several inexpensive but clear webcams: under \$100 ea.
 - ▶ Several existing laptops: \$0
 - ▶ Take public comments through chat and read them to the board: staff support
 - ▶ Also allows board members to participate remotely with their computer/tablet & Phone
- 

Philosophy to start

Crawl before we walk, walk before we run

Start small and manageable with just board members to learn the technology

Always set up the room and test the night before. Murphy lurks.

Don't let perfect be the enemy of good



Questions?



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