ANNUAL REPORT - 2015

Oregon Electronic Government Portal Advisory Board (EPAB)

EPAB is comprised of members from the public, the legislature and government executives, providing advice and guidance to state government concerning the delivery of services to the public online. 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 services online.

Annual Report - 2015

OREGON ELECTRONIC GOVERNMENT PORTAL ADVISORY BOARD (EPAB)

MESSAGE FROM THE BOARD CHAIR

I am pleased to present the 2015 Annual Report for the Oregon Electronic Government Portal Advisory Board. This report highlights key activities and successful implementations over the past year to improve online government services and access for Oregon citizens.

In April 2014 the State of Oregon launched a streamlined and upgraded version of the Oregon.gov Web portal. Usability testing by hundreds of Oregonians influenced the overall design and the organization of content. With the needs of users in mind, the new site was developed with a task-oriented design that also significantly reduced government agency jargon. The importance of mobile-first design cannot be overstated, as metrics show 60 percent of first-time Oregon.gov visitors use a mobile device such as a smartphone or tablet computer.

The national Center for Digital Government recognized the Oregon.gov website as a finalist for the 2014 Best of the Web awards, which annually recognize the best government websites. This recognition confirms EPAB's mission and direction to deliver high-quality services and user experience through online services.

The Board and I have a strong commitment to public engagement of Oregonians in the design and delivery of online government services. From state and agency websites and portals, to online filing or licensing applications and the state's transparency website, data.oregon.gov, good stewardship of public funds demands agencies design and deliver online services the public wants and will use. To further this goal, the Board as worked with the state Chief Information Officer to ensure state agencies include usability testing early in the development of Web services and applications.

Additionally, the Board has begun to invite the public to participate in our quarterly meetings online. As the Board is tasked with improving online government services, we felt it was important to demonstrate that the public's business can be conducted transparently and online to encourage greater citizen engagement.

Looking forward, the Board is working to create a centralized customer survey tool for agency websites to collect and use Oregon resident feedback to improve services across the Oregon.gov platform. We also are seeing an increase in agency requests to develop and deploy online licensing and renewal applications.

The expansion of online government services when paired with citizen engagement and input holds great potential to provide better, faster, more efficient services to Oregonians.

Peter Threlkel

Chair, Electronic Government Portal Advisory Board

2014 brought new services and enhancements to Oregon agencies. Examples of the new value provided include:

- Verizon CyberTrust Enterprise Security Certification
- Integrated secure kiosk and card swipe payment processing capability
- Expedited agency website redesign option
- Mobile access to service desk support portal
- Standardized Agency Website Templates
- Updated Oregon.gov website that provides links directly to agency services
- Website social media widget with list template
- Simple YouTube video embedding process
- Website site map web part
- E-newsletter functionality
- New payment administration and reporting capabilities for agencies
- The capacity for redundant disaster recovery and fail over services across two AT&T Tier 4 datacenters
- Staff skilled in conducting website usability testing and design

Examples of existing capabilities that were enhanced and continued include:

- Marketing services to promote the use of government online services
- 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
- State of the art private cloud hosting technology

2014 Highlighted Usage Statistics

Website Visits	Over 45 million visits
Web Pages Loaded	Over 154 million pages viewed
Payments Collected	Over $2.56 billion dollars
Payment Transactions	Over 2.49 million transactions

Meet the Board

Governor's Agency Appointees

Kurtis Danka
Department of Transportation

Tom Fuller
Employment Department

Peter Threlkel
Secretary of State

Governor's Public Appointees

Richard Chaves
Chaves Consulting

Trevor Fiez
Student, Oregon State University

Sue Gemmell
Mercy Corps

Senate President Appointees

Lee Beyer
Senator, District 6

Bruce Starr
Senator, District 15

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 2014, the Oregon.gov portal was recognized for its innovation twice:

2014 Best of the Web Finalist in the state portal category from the Center for Digital Government. This is the first time Oregon's state web portal has been recognized in this prestigious competition.

2014 Pinnacle Awards Finalist – National Association of Government Webmasters

Award winning features:

- Mobile first content with responsive design
- Dynamic search featuring forms, online services and related agency location
- Interactive map that provides nearby DMV, State Park and WorkSource locations
- Hundreds of usability tests with Oregon residents helped improve content
- Focus on website visitor's most frequent tasks including payments, forms, licensing and driver related information
- Filterable list of every state agency social media page
- Clean, intuitive design that enables visitors to find what they need and get on with their day

LOOKING AHEAD TO 2015

2014 closed with 7 new projects underway and 41 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 2015:

Oregon.gov Refresh – Updates to the recently redesigned Oregon.gov website will leverage feedback and statistics on the usage of the redesigned portal since it launched in April 2014.

Government Ethics Commission Reporting – An online system that streamlines the process for public officials, their jurisdictional contacts, lobbyists and the clients they represent to submit required periodic reports, registrations, terminations and other notifications.

Oregon License Directory – Provides updated and simplified process to update and support state-wide license and registration information, improving the overall quality and usability of information provided to businesses and helping them grow and succeed by understanding appropriate requirements, regulations and services.

Teacher Standards and Practices Commission Licensing – Online licensing services for 30,000 actively working educators.

Corrections Online Stores – provide a web interface for Oregon correctional institutions to sell products manufactured by adults in custody to the general public.

Website Redesigns – Human Services, Blind Commission, Consumer and Business Services, Revenue, Veterans Affairs, Criminal Justice Commission and others.

Event Registrations – Online event registration, payment and management system that will enable the Bureau of Labor and Industries more efficiently and effectively manage over 100 annual seminars providing technical assistance for employers.

NEWLY FEATURED SERVICES

Hatfield Marine Science Center Donation Kiosk

In February the Oregon State University launched the Hatfield Marine Science Center Donation Kiosk in their Newport, Oregon Facility. This is the first Kiosk e-commerce application developed by the Oregon E-Government Program and enables the Science Center to collect credit or debit card donations from their visitors. Be sure to check it out if you find yourself on the coast this summer!

Environmental Quality Vehicle Inspection Program

The Department of Environmental Quality launched a system to enable motorists in a pilot Hillsboro location to complete emissions testing using a self-service kiosk. The E-Government Program is providing the secure card swipe payment processing that integrates with this system. This short video demonstrates how this innovative solution works.

Marine Board Licensing System

The Oregon State Marine Board launched a comprehensive online licensing system that provides additional efficiencies for the agency to manage customer information and enables their customers to conduct business with the Marine Board online.

Veterans' Donation Application

In April, the Oregon Department of Veterans' Affairs completed a soft-launch of their new Donation website, built at no cost to the agency. This responsively designed application enables ODVA to receive donations for four Veteran programs online for the first time.
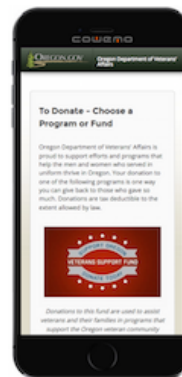
Secure 3rd Party Insurance Reporting

Department of Human Services Office of Payment Accuracy and Reporting launched a new secure online Insurance Reporting Application that enables their Health Insurance Group to collect third party insurance information securely online for the first time. This reporting application automates the manual process to retrieve approximately $4 million dollars in over payments each month for the Medicaid program.

More 2014 Accomplishments

- State Lands Unclaimed Property Reporting Application

- Chiropractic Examiners Board License Renewal Application

- Oregon Cooperative Procurement Program Payment Application

- Public Meeting Manager Application

- Oregon.gov Website Redesign

- Consumer and Business Services Insurance Division Website Redesign

- Agriculture Website Redesign

- Construction Contractor Board Website Redesign

- Employment Website Redesign

- New 10 Year Plan Website

- OregonHealthCare.gov website hosting

- Revenue Tax Payment system enhancements

- Employment Payment Processing

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. The Service Desk averaged 68 new and 67 resolved tickets per week, carrying an average of 41 open tickets on any given day. These metrics are openly shared with agencies through the Oregon GovSpace collaboration portal.

Additional enhancements were made to the 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"

2014 Service Desk Ticket Metrics

New — Resolved — Open — Aging

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.
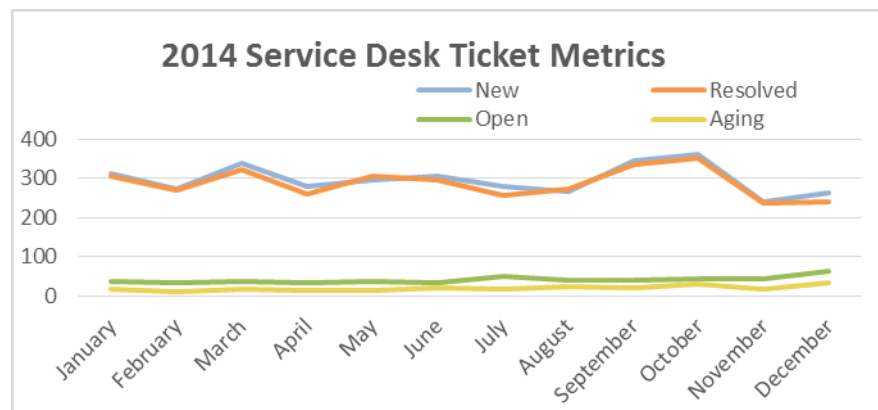
NEW TRAINING PROGRAMS

An important aspect of support is providing useful training to equip agencies with the knowledge to use our services. 2014 was a success in our training program that trained over 260 agency staff through 15 webinars, 2 E-Government User Group meetings and 4 classroom training sessions. The Service Desk team expanded the library of 76 how-to documents and 22 video tutorials providing on-demand training and support for agencies. Training information and resources can be found by searching for the "E-Gov Training" place on Oregon GovSpace.

IMPROVING COMMUNICATIONS

An ongoing priority is to improve 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. The E-Government Staff and NICUSA managers both meet in person with agencies on any topic of interest upon request.

CONTINUAL SERVICE IMPROVEMENT

In 2014 we continued 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. The ETS E-Government Program meets with NICUSA managers to identify from the lessons learned sessions what is working well and which identified improvements can be put into action. 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 8 surveys in 2014, our cumulative level of satisfaction is 4.6.

PORTAL REVENUES

Services to agencies and the public provided by NICUSA through the ETS E-Government Program are funded in one of five 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
5. Subscription Fee – Agency pays Fixed cost per period (monthly, quarterly, annually, etc.) based on agreed upon tasks and deliverables

SOURCES OF 2014 PORTAL REVENUES

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.

Organization	Name of Service	Funding Type	Fee	Quantity	Total
Driver & Motor Vehicles Services	Driver Record System	Convenience Fee	$ 3.00	1,121,505	$3,364,515
Marine Board	Licensing System	Fixed Time & Materials	n/a	n/a	$518,430
Revenue	WebPay System – Web	Agency Portal fee	$0.40	621,627	$248,651
Secretary of State	Business Express Portal	Fixed Time & Materials	n/a	n/a	$37,500
Revenue	WebPay System – IVR	Agency Portal Fee	$ 0.17	106,877	$18,169
Health Authority	Oregonhealthcare.gov Website Hosting Services	Subscription Fee	n/a	n/a	$16,250
Human Services	WebPay System - Web	Agency Portal Fee	$1.00	5,253	$5,253

Organization	Name of Service	Funding Type	Fee	Quantity	Total
Employment	Payment Services	Agency Portal Fee	$0.40	6,238	$2,495
Environmental Quality	Vehicle Inspection Program Payment Services	Agency Portal Fee	$0.20	11,716	$2,343
Chiropractic Examiners	License Renewal	Agency Portal Fee	$2.00	741	$1,482
Oregon State University	Kiosk Donation Services	Agency Portal Fee	$0.60	1,526	$916
Revenue	WebPay System – Web MEF	Agency Portal Fee	$ 0.40	864	$346
		Total Portal Revenues		**1,876,347**	**$4,216,350**

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 to have dynamic conversations. This is the first step and the EPAB will guide the evolution and improvement of these measures. The 2013 survey results are attached to the end of this report.
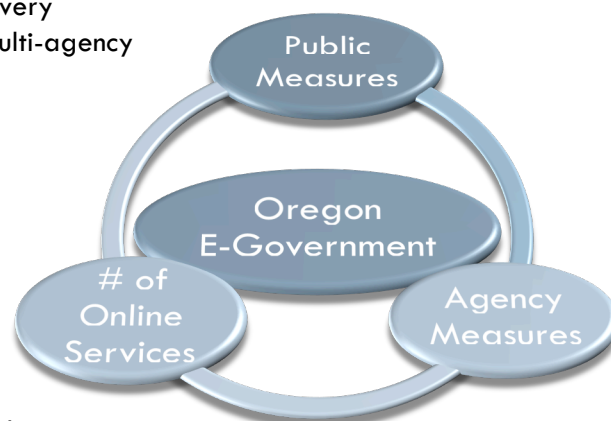
NUMBER OF ONLINE SERVICES: 2163

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.

License, Permits and Registrations (LicenseInfo.oregon.gov) Online Services: 945

Other Oregon.gov Non Licensing Online Services: (http://www.oregon.gov/Pages/OL_services.aspx): 245

Data services provided through data.oregon.gov: 954
(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: 19

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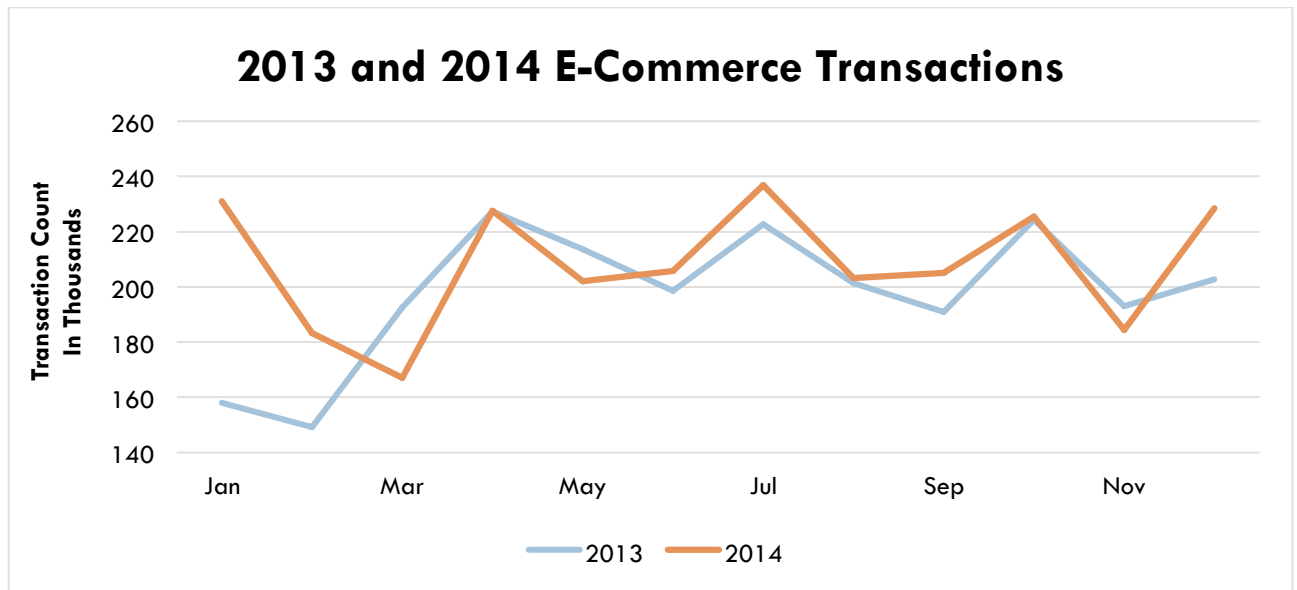
2. **Total NICUSA E-Commerce Cost to agencies:** There is zero $0.00 transaction cost charged to agencies.

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	Type of Service	Revenue Type	Portal Fee Per Transaction	Transaction Quantity	Total
Driver & Motor Vehicles Services	Driver Record System	E-Commerce	Convenience Fee	$ 3.00	1,121,505	$3,364,515
Revenue	WebPay System – Web	E-Commerce	Agency Portal fee	$0.40	621,627	$248,651

Organization	Name of Service	Type of Service	Revenue Type	Portal Fee Per Transaction	Transaction Quantity	Total
Revenue	WebPay System – IVR	E-Commerce + Application	Agency Portal Fee	$ 0.17	106,877	$18,169
Revenue	WebPay System – Web MEF	E-Commerce + Application	Agency Portal Fee	$ 0.40	864	$346
Human Services	WebPay System - Web	E-Commerce + Application	Agency Portal Fee	$1.00	5,253	$5,253
Employment	Payment Services	E-Commerce	Agency Paid Portal Fee	$0.40	6,238	$2,495
Environmental Quality	Vehicle Inspection Payment Services	E-Commerce	Agency Portal Fee	$0.20	11,716	$2,343
Chiropractic Examiners	License Renewal	E-Commerce + Application	Agency Portal Fee	$2.00	741	$1,482
Oregon State University	Kiosk Donation Services	E-Commerce + Application	Agency Paid Portal Fee	$0.60	1,526	$916
				Total	1,876,347	$3,644,170

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	In progress
ACH Batch File	✔
PIN Debit	✔
Interactive Voice Response (IVR)	✔

Online payment options requested by agencies	Need met in Oregon?
Self-help Kiosk payments	✔
Over-the-Counter payments	✔
Mobile enabled payment processing	✔
Visa Split Fee Payment Program	✔
PayPal	Not yet authorized in Oregon
Recurring Payments*	In progress
Customer Billing*	✔
Integrated point of sale with inventory management	No
Payment Account Storage (E-Wallet)	In progress
Support for EMV card transactions (point of sale chip and pin)	In progress

* 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

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

Total Websites	166
Usability Tested Websites *	10
Percentage Tested	17%
Percent change from previous year	150%

In 2014, usability testing was conducted during each website redesign project and on applications to ensure that webpages are effective, making information easy to find for residents of Oregon. These usability studies ensure that the navigation 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.

Usability Tests Conducted with Residents

- In-Person Prototype
- Online Content

101

1013
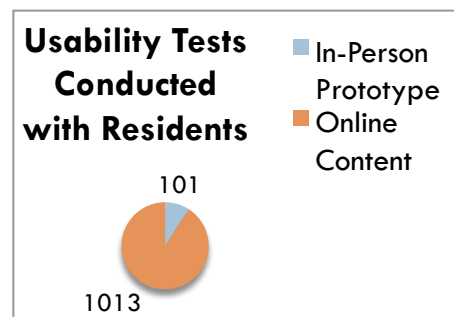
3. Number of usability tests performed with residents

In 2014, the E-Government Program sought feedback from Oregon residents 1,114 times through usability tests conducted on six 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 Oregon residents to sort 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**

2011-2014 Agency E-Government Content Management Usage

Number of Websites — Number of Agencies

Count

165

145

125

105

85

2011   2012   2013   2014
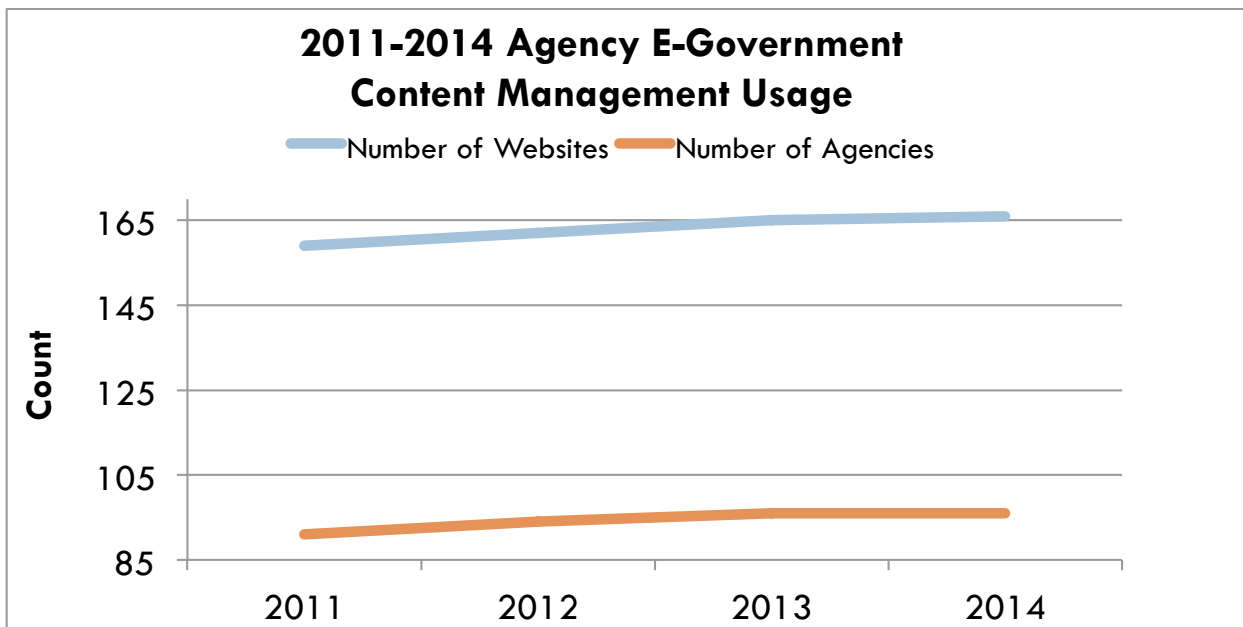
2. **Amount of use over time (pages hosted, visitors, page views)**

Pages Hosted By Month

2013 — 2014

Count in Thousands

450

400

350

300

250

Jan   Mar   May   Jul   Sep   Nov

2014 - Oregon.gov Public Usage

Pageviews — Visits

[Line chart: Count In Millions (y-axis, 0 to 25) vs. months Jan–Nov (x-axis). Pageviews line starts around 21 in Jan, dips to ~15 in Mar, rises to ~18.5, declines to ~12.5 in Sep, then rises to ~19.5 by Nov. Visits line remains near 5 throughout, declining slightly to ~3.5 by year end.]

3. Survey of satisfaction with the content management tool

Overall how satisfied are you with the SharePoint Content Management System

[Pie chart: 55% blue, 33% orange, 13% green]

- Very Satisfied/ Satisfied
- Neutral
- Dissatisfied/ Very Dissatisfied

When you use SharePoint to manage your content, do you find it...

[Pie chart: 70% blue, 28% orange, 3% green]

- Easy / Moderately OK to Use
- Challenging to Use
- Difficult to Use
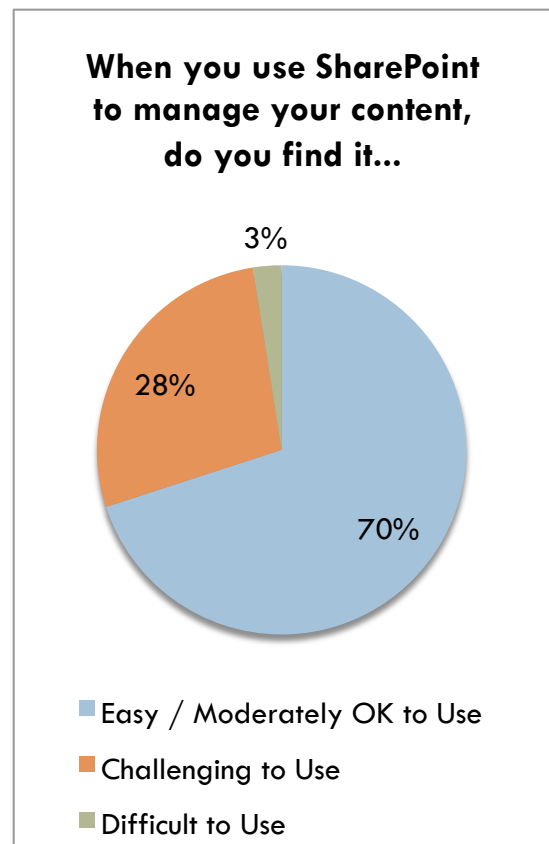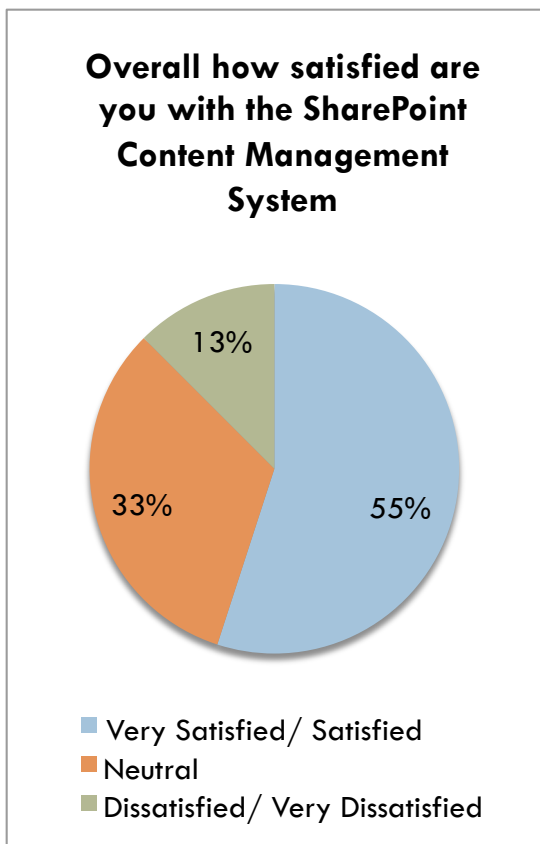
4. Number of pages posted/updated per month

2014 - Pages Published By Month
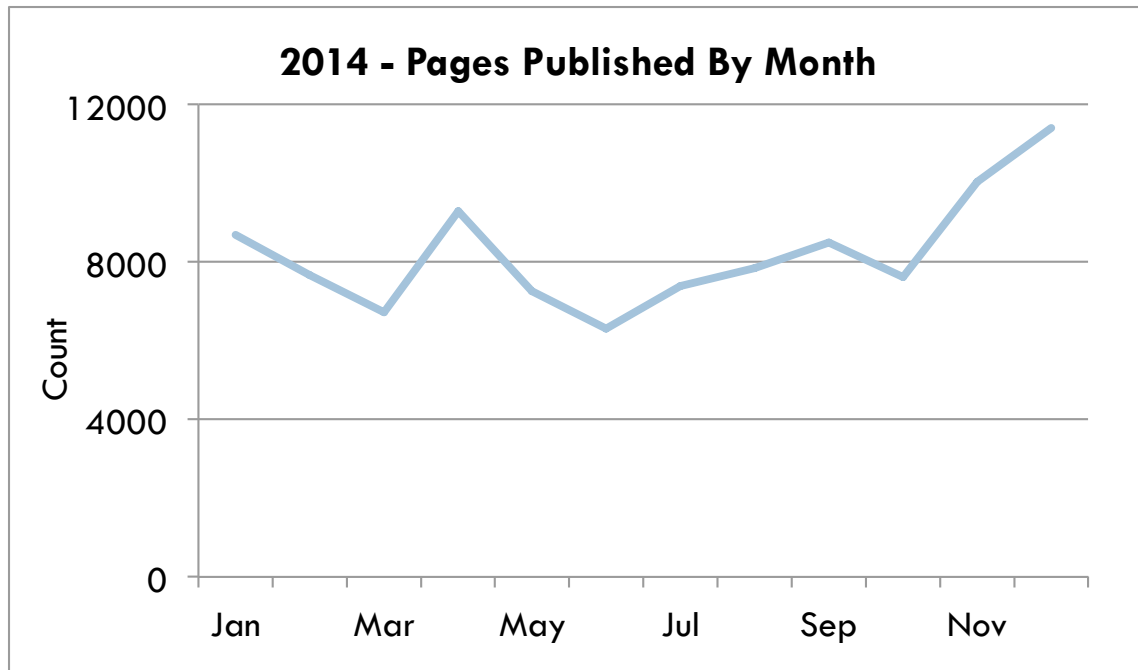
5. Number of successful searches

2014 - Searches on Oregon.gov
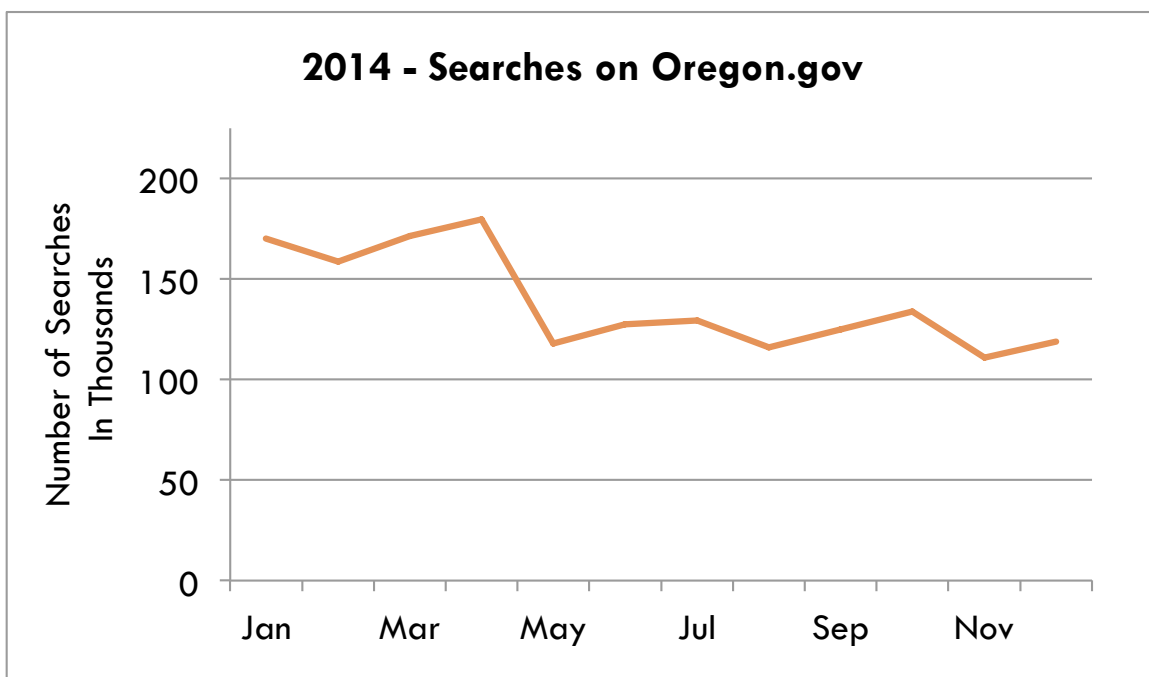
6. **How well does the Content Management system improve the functionality of the site**

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 2014, the following features were added and made available to all agencies:

- **Accessibility Improvements –** Leveraging lessons learned from the Blind Commission website redesign project, enhanced accessibility features added include more robust ARIA markup and screen reader specific content to improve page navigation and the functionality of in-page tools.
- **Flickr Web Part –** Integration with this popular photo sharing service enables agencies with Flickr accounts the ability to display a block of snapshots on their website pages that is automatically updated on each page load.
- **AddThis –** The ability to integrate the AddThis social media page sharing tool to websites increases website visitor's opportunities to share website pages on social media.
- **Website Template Improvements –** The template was enhanced after E-Governance Board approval of the Do-it-Yourself process allowing agencies to provide their own project management to launch websites. These enhancements provide in-template how-to help for agencies working through a website redesign without E-Government Program project management assistance. When taking this approach, agencies either perform usability testing on their own or seek assistance from E-Government.

7. **How current is the software upgrades**

All websites are currently using Microsoft SharePoint 2010 Version 14. An upgrade path to the new 2013 version of SharePoint is currently being evaluated.

8. Number of website/content management services provided

V4 = Version 4 templates; our new templates that are mobile responsive and benefit from usability testing with Oregon residents.

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	Google Search
Agency Standard Home	Free Form Web Part	Google Language Translation
Agency Free-Form Home	News List Web Part	Auto YouTube Video Embedding
Free-Form	Quick Links Web Part	Social media widget
Newsletter	Right Navigation Web Part	
Redirect	Content Query Web Part	
Summary Links	Form Viewer Web Part	
Body-Only	Content Editor Web Part	
V4 Home Page	Reusable Content Functionality	
V4 2 Column Home Page	Google Translate Feature	
V4 3 Column Home Page	Text-Only Feature	
V4 Home Page 2 Feature Box	V4 Board Display Feature	
V4 Home Page 3 Feature Box	V4 Site-Wide Alert Feature	
V4 Sub-Home Page 2 Feature	V4 Home Page Carousel Feature	
V4 Sub-Home Page 3 Feature	V4 Filtering Form List Feature	
V4 Content Page 1 Column	V4 Accordion Web Part	
V4 Content Page 2 Column	V4 Accordion List Template	
V4 Content Page 3 Column	V4 Carousel List Template	
V4 Special Feature 2 Column	V4 Filterable List Category Web Part	
V4 Special Feature 3 Column	V4 Filterable List Template	
V4 Special Feature 2 Box Home	V4 Filterable Document Library	
V4 Special Feature 3 Box Home	V4 Footer Content List Template	
V4 Google Maps Page	V4 Task Box Items List Template	
	V4 Task Box Items Web Part	
	V4 Custom Content Query Web Part	
	V4 Site-Wide Alert List Template	
	V4 Enhanced Filtered Lists	
	V4 Search Filtered Lists	
	Agency Directory Web Part	
	Flickr Thumbnails Web Part	
	Site Map Web Part	
	E-Newsletter Web Part	

9. Website Security (annual independent review)

An annual independent security audit conducted by the Verizon Security Management Program, evaluates 814 controls. The 2014 Verizon Cybertrust Enterprise Certification was completed and received on January 12, 2015. The annual Payment Card Industry Level 1 Data Security Standard compliance was completed and received on May 16, 2014.

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

Independent Source	2014 Ranking
Center for Digital Government – Best of the Web	Oregon.gov was recognized as a finalist in 2014
National Association of Government Webmasters	Oregon.gov was recognized as a finalist in 2014

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		Brookings Institute 2008 Study Criteria	
Criteria	Oregon.gov provides	Criteria	Oregon.gov provides
Innovation	✔	Publications	✔
Functionality		Databases	✔
- Security	✔	Audio clips	✔
- Privacy	✔	Video clips	✔
- Usability	✔	Foreign language access	✔
- Accessibility	✔	Not having ads	✔
Efficiency and Economy	✔	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	✔

2014 Center for Digital Government Best of Web Website Capabilities Criteria

	Yes	No
PAYMENT PROCESSING		
Kiosk	✔	
Secure Mobile Payments	✔	
MOBILE		
Mobile-optimized site	✔	
Native applications for:		
Apple	✔	
Android	✔	
Other		✔
CUSTOMER SERVICE		
Live Help/online customer service	✔	
24/7 customer service:		
Online		✔
Email		✔
Phone	✔	
SMS (Short Message Service)		✔
CROWDSOURCING		
Customer Service (GetSatisfaction)		✔
Feedback/ideas	✔	
Online market research		✔
Mobile apps		✔
Maps	✔	

	Yes	No
Data visualization/infographics/mashups	✔	
Photos	✔	
Videos	✔	
Widgets	✔	
Blogs	✔	
ONLINE SERVICES		
eBench warrants		✔
Automated location awareness/GeoIP	✔	
Criminal history reports	✔	
Driver's license renewals		✔
Vehicle title requests		✔
Moving violation and parking ticket payments		✔
Temporary license plates		✔
Trucking/commercial vehicle permits	✔	
ID verification		✔
Vehicle inspections appointment		✔
Vehicle title and lien searches		
One-stop business registration	✔	
Inmate banking/commissary deposits	✔	
Property tax payments		✔
Utility payments		✔

	Yes	No
Construction liens monitoring		✔
Fleet monitoring		✔
Mapping/tracking for roads, construction and public transportation	✔	
Roadside moving violation payments		✔
Legislative tracking	✔	
Sex offender registry	✔	
Campground reservations	✔	
Prescription drug registry/monitoring		✔
Meth registry	✔	
DMV office appointments		✔
Third-party vision certification for driver's license renewals		
SOCIAL MEDIA		
Twitter	✔	
Facebook	✔	
Video	✔	
Photos/images	✔	
RSS feeds	✔	
Blogging	✔	
Media portals	✔	
Pinterest		✔
Instagram		✔
Vine		✔

ENTERPRISE COLLABORATION

1. Is it offering in-line with industry standards

Oregon's enterprise collaboration platform Oregon GovSpace is built on Jive Software. In 2014 Gartner listed Jive Software as one of the top three leaders in enterprise collaboration.

Magic Quadrant

Figure 1. Magic Quadrant for Social Software in the Workplace

CHALLENGERS	LEADERS

Oregon GovSpace
IBM · Microsoft
Jive
Tibco Software · salesforce.com
VMware
Sitrion · Atlassian
Zimbra · SAP · Google
OpenText
Huddle · Acquia
Igloo
Liferay
Zyncro Tech

ABILITY TO EXECUTE

NICHE PLAYERS	VISIONARIES

COMPLETENESS OF VISION → · As of September 2014

2. 2014 number of organizations using collaboration, number of discussions, and number of documents.

2014 Organizations Using Collaboration

Counts In Thousands

Legend:
- Users
- Documents
- Discussions

(X-axis: Jan, Mar, May, Jul, Sep, Nov; Y-axis: 0, 5, 10, 15, 20, 25, 30)
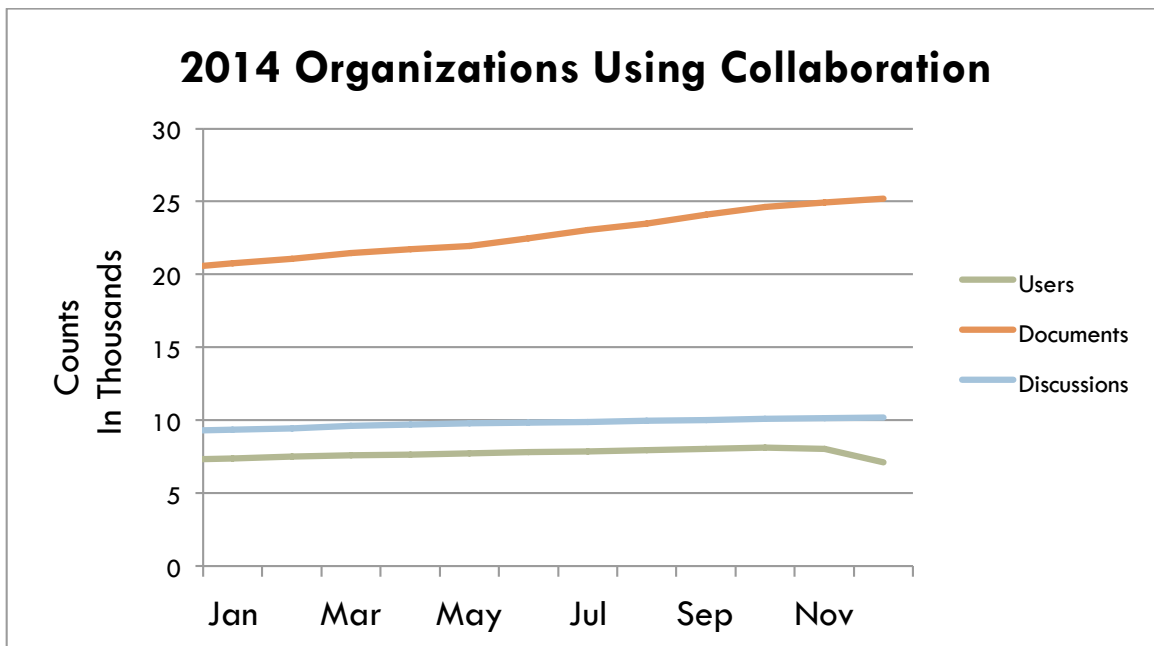
In 2014 the public viewed data sets in Data.Oregon.gov 18,240,749 times.

Data.Oregon.Gov Usage Statistics

Legend: Total Data Sets, Charts, Maps

Year	Total Data Sets	Charts	Maps
2011	415	34	120
2012	553	43	193
2013	876	60	281
2014	954	73	335

Y-axis: Count (0 - 1200)

Data.Oregon.Gov Average Annual Growth 2011 - 2014

Category	Approximate Growth
Maps	~60%
Charts	~30%
Embeds	~225%
Total Rows	~120%
Total Data Sets	~50%

X-axis: 0% - 250%
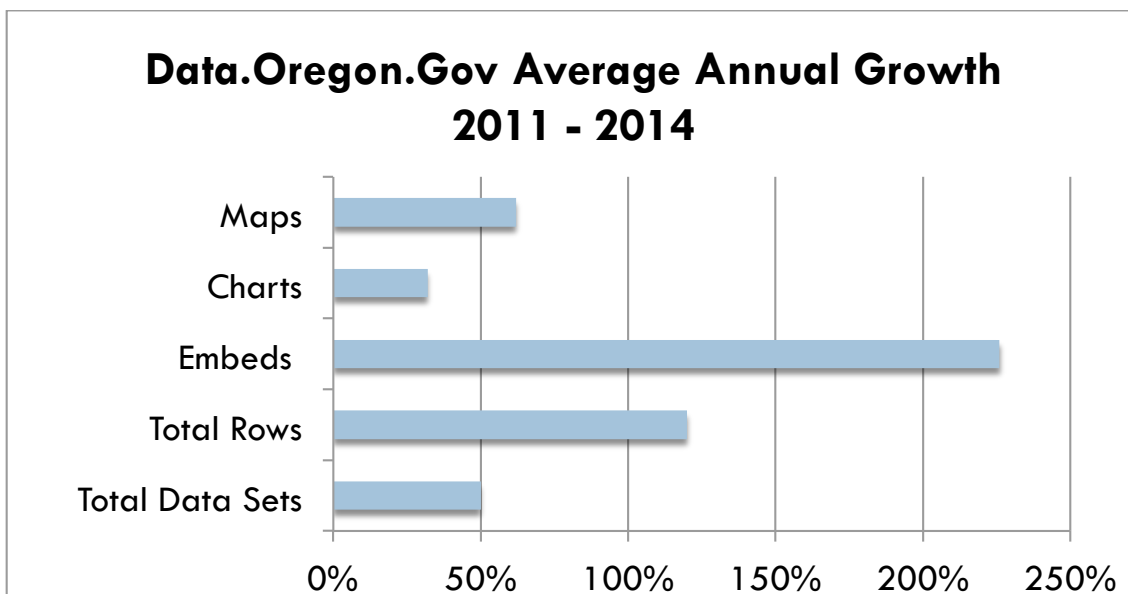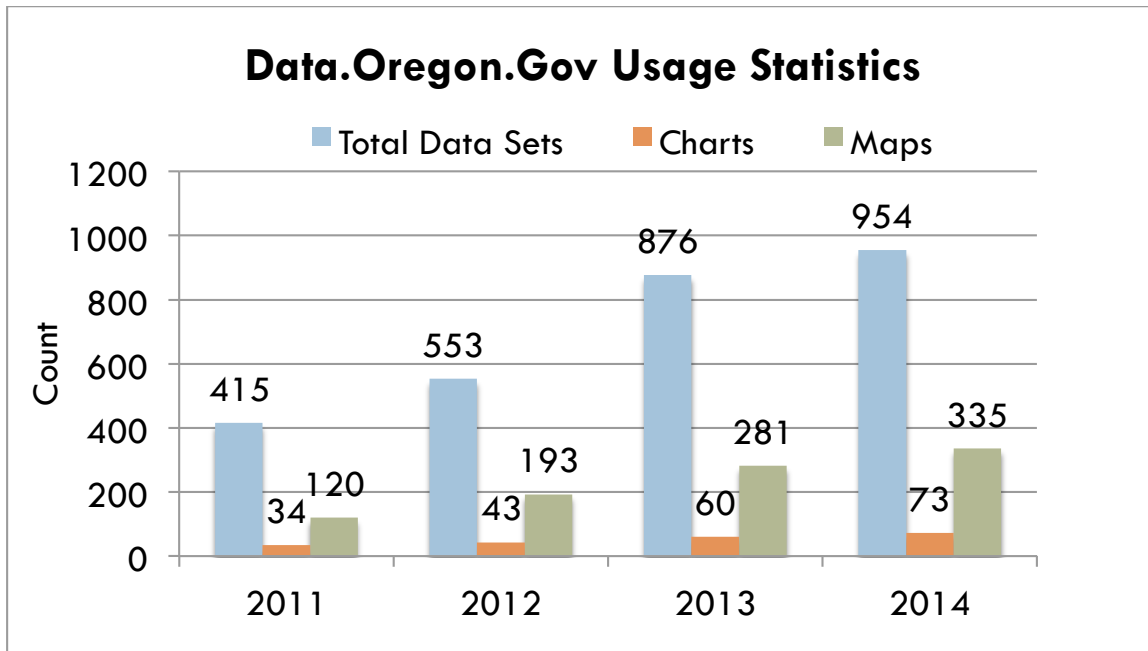
TRAINING:

1. **Number of users trained by type:**
   (E-Commerce, web content, collaboration and open data)

Web Content	
People Trained	255
Training Documents Created	25
Video Tutorials Created	6
E-Commerce	
People Trained	3
Custom Applications	
People Trained	3
Collaboration	
People Trained	159
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)**
   Data collected between January 2014 and December 2014.

Helpful Information Presented

40%
50%
10%

- Extremely or More than Satisfied
- Satisfied
- Dissatisfied
- Very Dissatisfied

Knowledgable Trainer

70%
20%
10%

- Extremely or More than Satisfied
- Satisfied
- Very Dissatisfied

Time of the Training

46%
38%
8%
8%

- Extremely or More than Satisfied
- Satisifed
- Dissatisfied
- Very Dissatisfied

Overall Training Experience

33%
56%
11%

- Extremely or More than Satisfied
- Satisfied
- Very Dissatisfied

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
Oregon.gov Redesign	3/6/12	3/6/12	7/1/13	7/1/13	n/a
Consumer & Business Services Insurance Division Website Redesign	5/31/13	5/31/13	2/4/14	2/4/14	n/a
Agriculture Website Redesign	2/18/14	2/18/14	8/20/14	8/20/14	n/a
Employment Website Redesign	4/23/14	4/23/14	12/5/14	12/5/14	n/a
Hatfield Marine Science Center Donation Kiosk	9/27/13	9/27/13	1/31/14	2/14/14	Needed longer during testing than estimated
Environmental Quality VIP Payment Processing	10/21/13	10/21/13	1/6/14	11/4/14	Agency's 3rd party contractor system integration delays
Marine Board Licensing Application	12/3/12	12/3/12	9/30/13	7/14/14	Agency resources for data migration impacted timeline, requirements added extended timeline
Public Meeting Manager Application	4/22/14	4/22/14	8/18/14	10/6/14	Integration with Data.Oregon.gov took longer than expected
Veterans' Affairs Donation Application	2/13/4	2/13/14	4/4/14	4/23/14	Merchant ID took longer to approve than anticipated
Human Services 3rd Party Insurance Reporting Application Phase 1	9/22/14	9/15/15	11/17/14	11/17/14	n/a

Project Name	Estimated Start Date	Actual Start Date	Estimated Completion Date	Actual Completion Date	Reason for delay
State Lands Unclaimed Property Reporting Application	3/15/14	3/5/14	6/28/14	12/19/14	More complex than originally understood and agency approved go-live delay allowed acceptance of project with urgent timeline.
Chiropractic Examiners Licensing Application	7/23/13	7/23/13	12/20/13	3/31/14	Scope increased. Agency resource availability.
Oregon Cooperative Procurement Program Payment Application	7/14/14	7/17/14	8/18/14	8/20/14	Approvals delayed project start. Go-live delayed for Merchant ID approval.
OregonHealthCare.gov website hosting	10/2/14	10/2/14	11/12/14	11/12/14	n/a

2. **Budget overruns – 94% delivered on budget**
   This metric represents the agreed upon cost of providing a service to a given agency compared to the actual amount charged. In 2015 there were sixteen out of seventeen projects (94%) delivered on budget. There was a single Licensing Management System project with the Oregon State Marine Board that resulted in a time and material fee increase of 12%. Agency requested project scope enhancements that increased overall cost. Work Order was amended to authorize the increased costs.

3. Were agreed upon requirements met? Exceeded?

Project	Project Deliverables – Assessment Against Requirements	Quality – Was what was expected to be delivered actually delivered?
Hatfield Marine Science Center Donation Kiosk	Requirements were met	More robust than expected
Agriculture Website Redesign	Requirements were met	Yes, but there are still areas for improvement to the template and search performance
Project	Project Deliverables – Assessment Against Requirements	Quality – Was what was expected to be delivered actually delivered?
Veterans' Affairs Payment Application	Requirements were met	Quality overall was good
Revenue Tax Payment System	Requirements were met	Yes, it is really close
Oregon.gov website	Requirements were exceeded, Oregon resident usability testing was very comprehensive	Yes, it met the E-Governance Board's expectations
Consumer and Business Services Insurance Website	Requirements were met	Yes, very pleased with functionality and aesthetics
Human Services/ Health Authority Payment Application	Requirements were met	Yes, met all expectations

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 2014, 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 Scores:

Project	Satisfaction Score
Human Services / Health Authority Payment Application	5 – Excellent
Consumer and Business Services Insurance Division Website Redesign	5 – Excellent
Administrative Services Oregon.gov website redesign	5 – Excellent
Veterans' Affairs Donation Application	4 – Exceeds Expectations
Secretary of State Website Redesign	5 – Excellent
Oregon State University Hatfield Marine Science Center Donation Kiosk	4 – Exceeds Expectations
Revenue Web Pay	3 – Meets Expectations

Pre-Project Engagement Scores:

Project	Satisfaction Score
Human Services / Health Authority Payment Application	4 – Exceeds Expectations
Consumer and Business Services Insurance Division Website Redesign	4 – Exceeds Expectations
Administrative Services Oregon.gov Website Redesign	NA
Veterans' Affairs Donation Application	3 – Meets Expectations
Secretary of State Website Redesign	5 – Excellent
Oregon State University Hatfield Marine Science Center Donation Kiosk	1 – Poor
Revenue Web Pay	3 – Meets Expectations

Overall Program

1. Number of new solutions provided per year:

2014 new solutions provided: 17
1) Oregon State University Hatfield Marine Science Center Donation Kiosk
2) Department of Environmental Quality Vehicle Inspection Program Payment Processing
3) Marine Board Licensing System

4) Veterans' Donation Application
5) Department of Human Services Secure 3rd Party Insurance Reporting Application
6) Department of State Lands Unclaimed Property Reporting Application
7) Chiropractic Examiners Board License Renewal Application
8) Administrative Services Oregon Cooperative Procurement Program Payment Application
9) Public Meeting Manager Application
10) Oregon.gov website redesign
11) Department of Consumer and Business Services Insurance Division Website Redesign
12) Department of Agriculture Website Redesign
13) Construction Contractor Board Website Redesign
14) Employment Department Website Redesign
15) Department of Administrative Services 10 Year Plan Website
16) OregonHealthCare.gov website hosting
17) Employment Department Payment Processing

2013 new solutions provided: 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

2014 new solutions provided: 9
1) Department of Revenue Tax Payment system enhancements
2) SharePoint integrated E-Newsletter Functionality
3) Integrated secure kiosk and card swipe payment processing capability
4) Expedited agency website redesign option
5) Mobile access to service desk support portal
6) Standardized Agency Website Templates
7) Website social media widget with list template
8) Simple YouTube video embedding process
9) Website site map web part

2013 new solutions provided: 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 added Discover card for Consumer and Business Services
5) Twitter API integration upgrade for Governor's website
6) New Oregon.gov logo designed in conjunction with the E-Governance Board
7) Consumer and Business Services (DCBS) Financial Division Payments – online payments used internally by DCBS staff

3. **Number of innovations provided per year**

2014 innovations provided: 5

1) Standardized website template that may be quickly deployed. Features mobile first, responsive design standards.
2) Reusable Application – The Public Meeting Manager application features reusable code that interacts with the state's open data portal, enabling broader use by other agencies of the administrative and editing features.
3) Reusable Payment Application – The Veterans Donation Application was built to enable code to be easily reused for other agencies to be able to quickly deploy payment applications structured in a similar way.
4) The Hatfield Marine Science Center Donation Kiosk features the first implementation of encrypted credit card swipe payment processing capability for Oregon.
5) The Hatfield Marine Science Center Donation Kiosk also features the first Kiosk delivery of web application via kiosk in Oregon.

2013 innovations provided: 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.

1. Response times for all online services

Service	Average Response Time
Oregon.gov	1.5 seconds
Applications	.56 seconds
E-Commerce	.56 seconds

2. Uptime for all online services

Service	Uptime Percentage
Oregon.gov	99.98%
Applications	99.94%
E-Commerce	99.94%

3. Amount of scheduled and unscheduled down time

Hours of Scheduled and Unscheduled Downtime Report

dhm RESEARCH
DAVIS, HIBBITTS & MIDGHALL, INC.
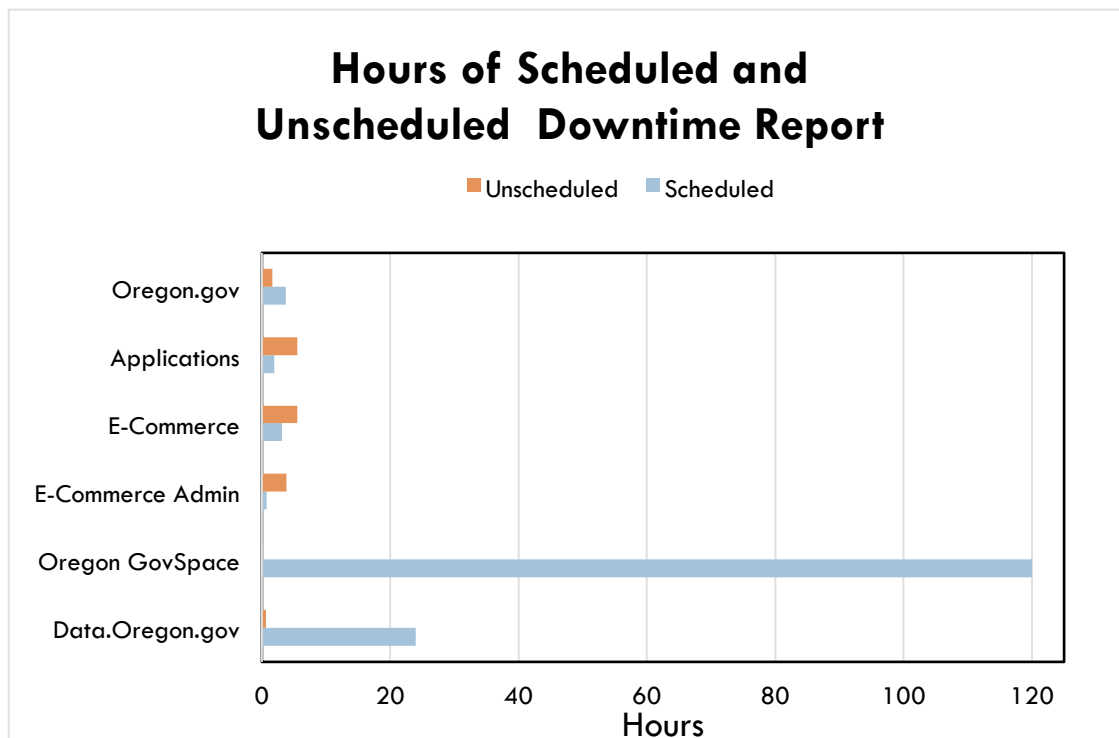
PREPARED FOR:

OREGON DEPARTMENT OF ADMINISTRATIVE SERVICES

E-Government Survey Report

December 2013

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).

Chart 1
Methods of Contact

Method	2013	2011
Telephone call	36%	30%
Visit a website	29%	37%
Send an email	15%	16%
Visit an office	6%	7%
Write a letter	4%	3%
Other	4%	0%
Don't know	7%	6%

DHM Research, Inc. Dec 2013   ■ 2013 ■ 2011   N=1,200
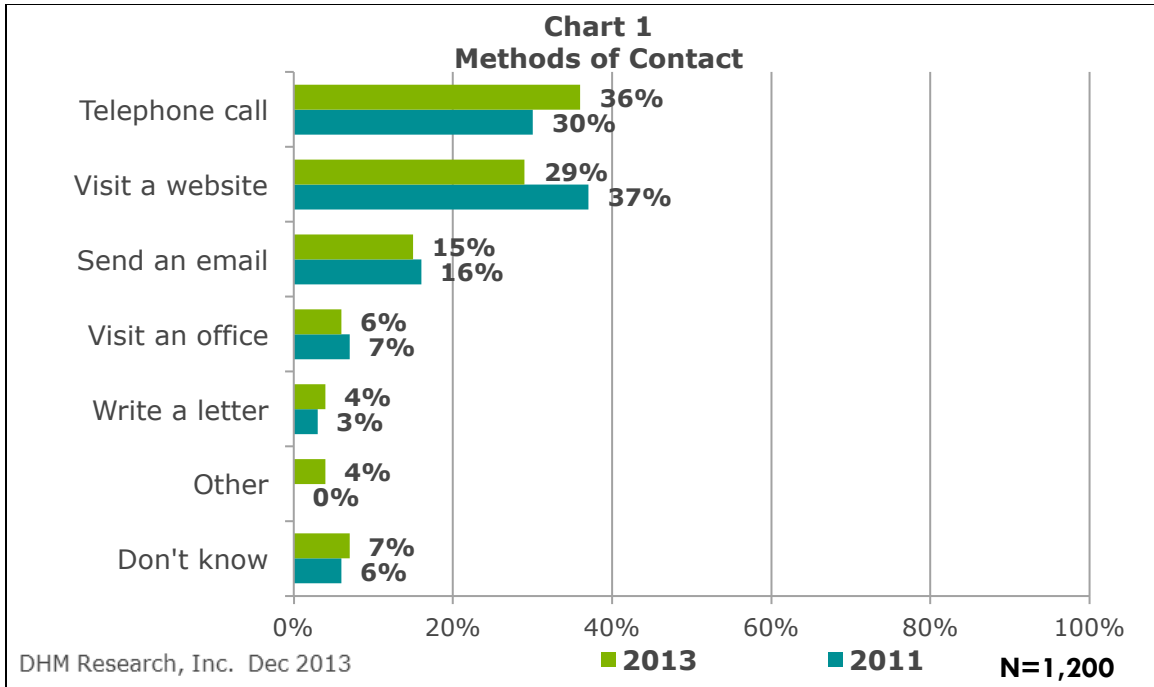
A little over one-third of respondents (36%) primarily found a *telephone call* to be the most convenient when they needed to contact an Oregon state government agency. Digital methods of communication like *visit a website* (29%) and *send an email* (15%) were the next most convenient methods. Non-digital 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).

Chart 2
Access to the Internet

Internet Access (Total)	Yes	No
2013	88%	12%
2011	87%	13%

Age

	Yes	No
18-34 (2013)	94%	6%
18-34 (2011)	94%	7%
35-54 (2013)	90%	9%
35-54 (2011)	90%	9%
55+ (2013)	79%	21%
55+ (2011)	78%	22%

Area

	Yes	No
Tri-County (2013)	90%	10%
Tri-County (2011)	89%	11%
Willamette Valley (2013)	90%	11%
Willamette Valley (2011)	88%	12%
Rest of State (2013)	83%	18%
Rest of State (2011)	83%	17%

Income

	Yes	No
$25,000 or less (2013)	73%	27%
$30,000 or less (2011)	67%	33%
$25,000-$50,000 (2013)	87%	12%
$30,000-$50,000 (2011)	85%	14%
$50,000-$75,000 (2013)	93%	7%
$50,000-$75,000 (2011)	95%	5%
$75,000 or more (2013)	97%	3%
$75,000 or more (2011)	97%	3%

DHM Research, Inc. Dec 2013

N=1,200

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).

Chart 3
Access to Computer Other Than Home

Yes 50%
DK 2%
No 48%

DHM Research, Inc. Dec 2013

N=149
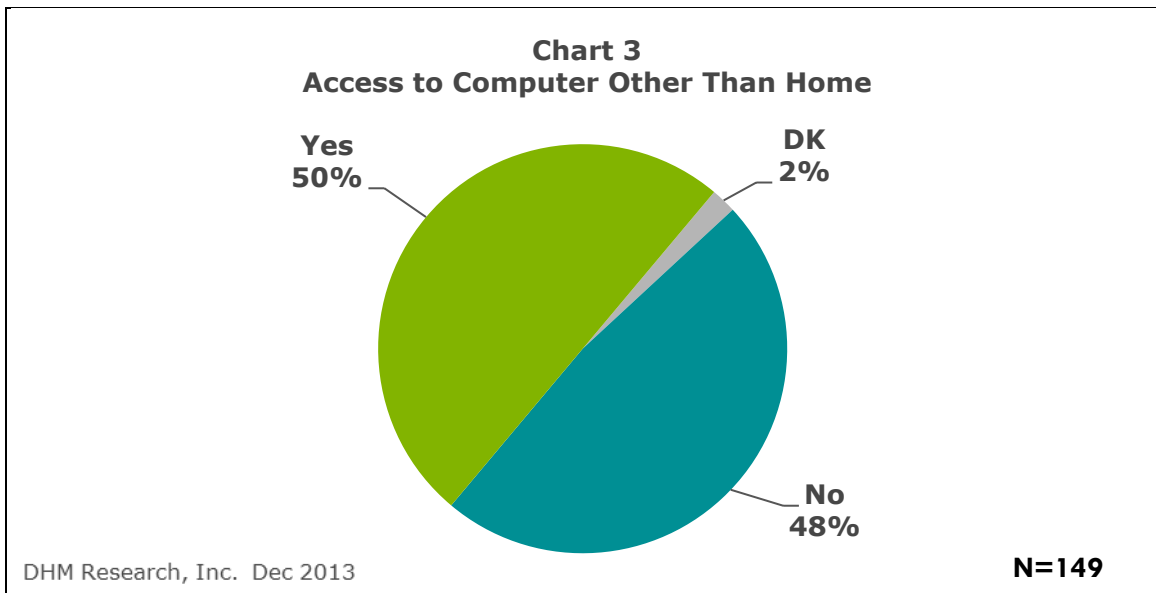
Exactly half (50%) of those without access to the internet were able to access the internet outside of their home.

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).

Chart 4
Have You Heard of oregon.gov?

	Yes	No
Heard of oregon.gov? 2013	89%	11%
2011	84%	15%
Age 18-34 (2013)	89%	11%
18-34 (2011)	87%	13%
35-54 (2013)	90%	9%
35-54 (2011)	89%	10%
55+ (2013)	86%	14%
55+ (2011)	77%	22%
Area Tri-County (2013)	91%	9%
Tri-County (2011)	86%	14%
Willamette Valley (2013)	89%	11%
Willamette Valley (2011)	82%	16%
Rest of State (2013)	85%	14%
Rest of State (2011)	84%	15%
Income $25,000 or less (2013)	82%	18%
$30,000 or less (2011)	75%	24%
$25,000-$50,000 (2013)	92%	8%
$30,000-$50,000 (2011)	84%	15%
$50,000-$75,000 (2013)	90%	10%
$50,000-$75,000 (2011)	87%	13%
$75,000 or more (2013)	93%	7%
$75,000 or more (2011)	90%	9%

DHM Research, Inc. Dec 2013

N=1,126

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

DHM Research | E-Government Survey | December 2013

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).

Chart 5
Have You Ever Visited oregon.gov?

Category		Yes	No
Have you ever visited oregon.gov	2013	66%	32%
	2011	53%	43%
Age	18-34 (2013)	69%	29%
	18-34 (2011)	60%	36%
	35-54 (2013)	73%	25%
	35-54 (2011)	61%	36%
	55+ (2013)	53%	43%
	55+ (2011)	37%	57%
Area	Tri-County (2013)	67%	31%
	Tri-County (2011)	53%	42%
	Willamette Valley (2013)	67%	31%
	Willamette Valley (2011)	55%	40%
	Rest of State (2013)	63%	35%
	Rest of State (2011)	51%	45%
Income	$25,000 or less (2013)	69%	29%
	$30,000 or less (2011)	46%	48%
	$25,000-$50,000 (2013)	69%	29%
	$30,000-$50,000 (2011)	49%	46%
	$50,000-$75,000 (2013)	61%	37%
	$50,000-$75,000 (2011)	56%	41%
	$75,000 or more (2013)	69%	29%
	$75,000 or more (2011)	62%	34%

DHM Research, Inc. Dec 2013

■Yes   ■No

N=997

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).

Chart 6
Visit the Oregon.gov Website in the Last Year?

Year	Yes	No
2013	73%	22%
2011	78%	18%

DHM Research, Inc. Dec 2013   ■Yes   ■No   ■DK   **N=656**
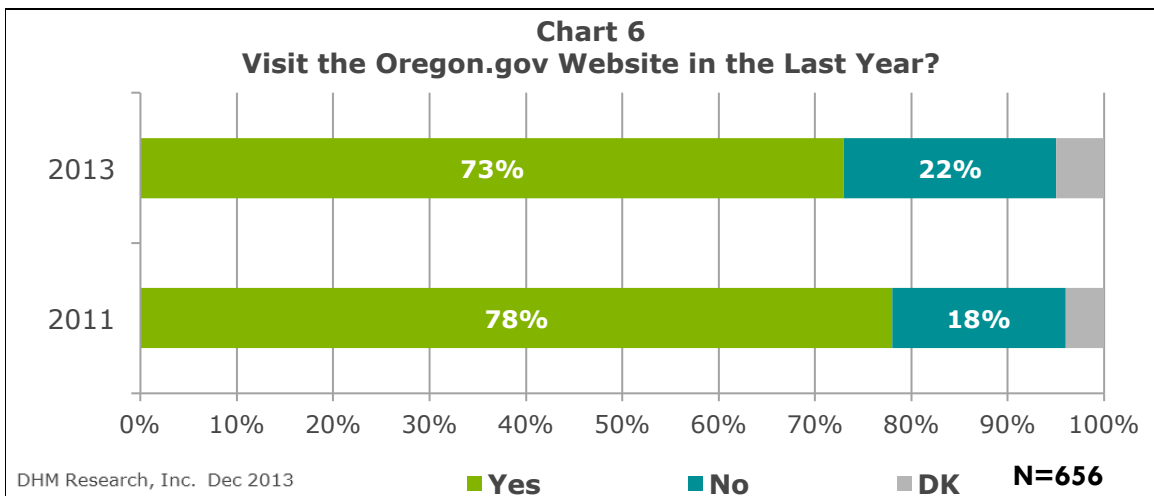
Nearly three quarters (73%) of respondents who had visited the Oregon.gov website had done so in the last year—this represents 35% of all Oregonians.

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).

Chart 7
Website More Useful Than Previous Visits?
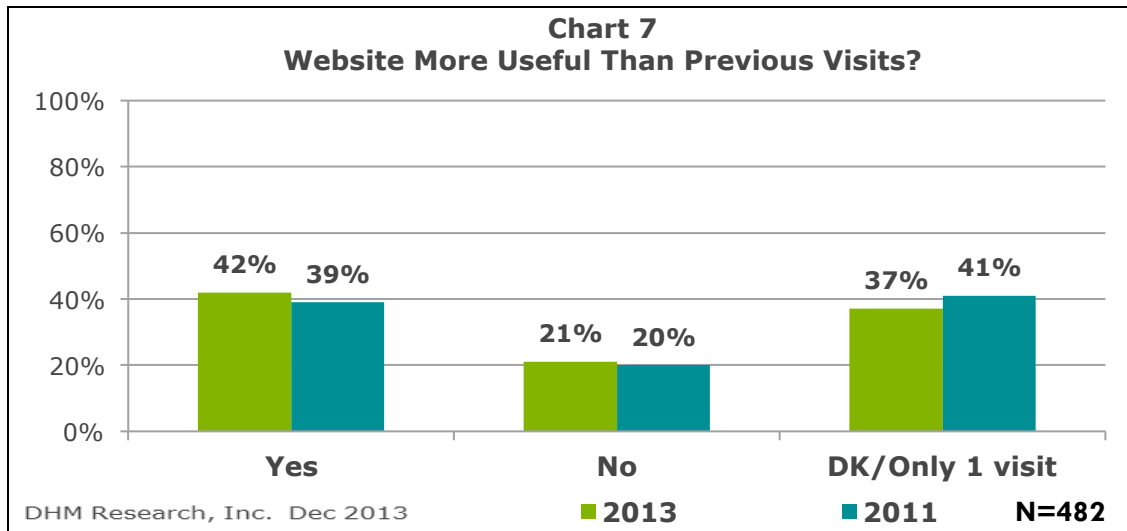
Four in ten (42%) thought that the website was more useful than previous visits. However, a similar 37% reported that they did not know if the Oregon.gov website was more useful than previous visits because they had only visited once total. Results were similar to 2011.

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

3.3 | State of Oregon Government Agency Website Activity
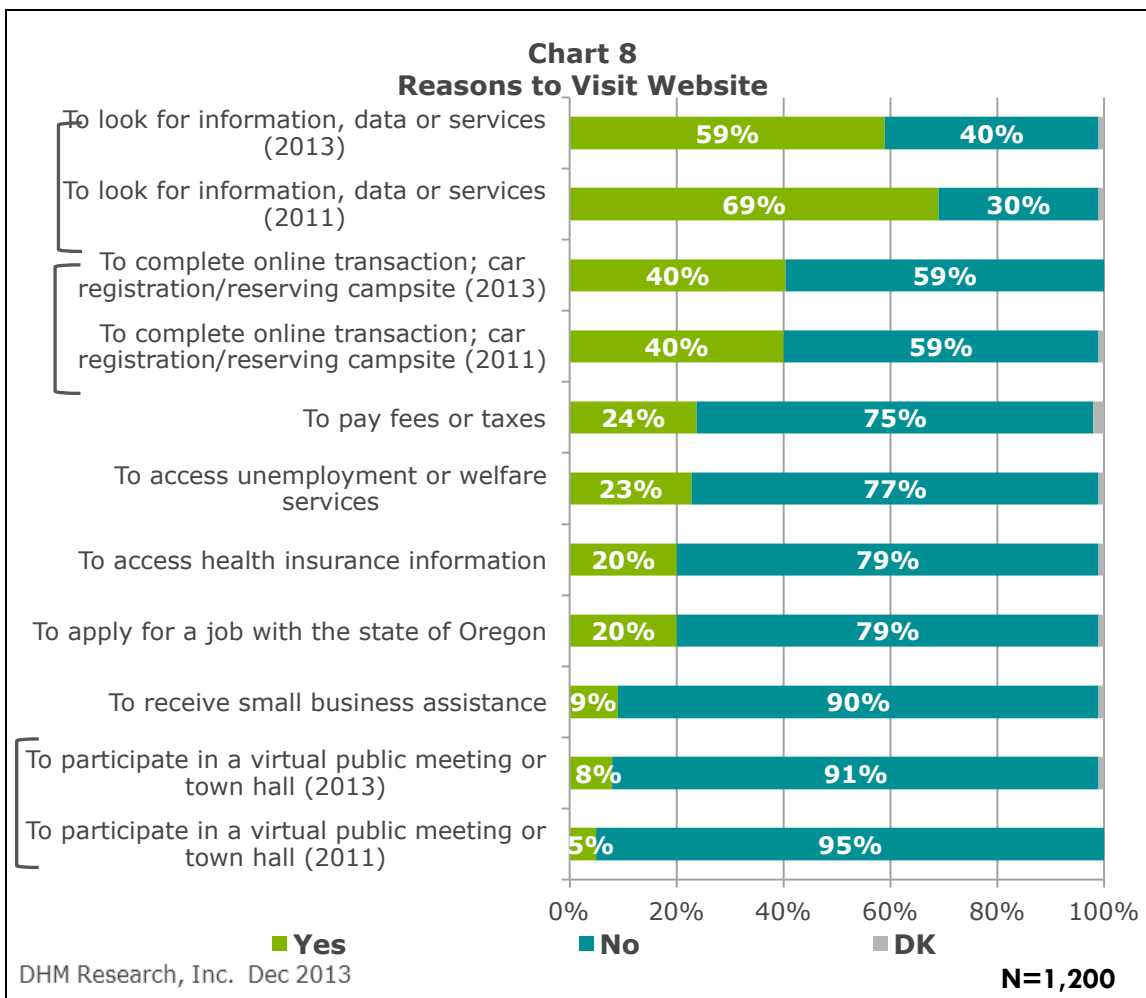
Respondents were asked a series of questions about their reasons for visiting a State of Oregon government agency website (Q9-Q16).

Chart 8
Reasons to Visit Website

Reason	Yes	No
To look for information, data or services (2013)	59%	40%
To look for information, data or services (2011)	69%	30%
To complete online transaction; car registration/reserving campsite (2013)	40%	59%
To complete online transaction; car registration/reserving campsite (2011)	40%	59%
To pay fees or taxes	24%	75%
To access unemployment or welfare services	23%	77%
To access health insurance information	20%	79%
To apply for a job with the state of Oregon	20%	79%
To receive small business assistance	9%	90%
To participate in a virtual public meeting or town hall (2013)	8%	91%
To participate in a virtual public meeting or town hall (2011)	5%	95%

■ Yes   ■ No   ■ DK

DHM Research, Inc. Dec 2013

N=1,200

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

DHM Research | E-Government Survey | December 2013

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).

**Chart 9
Unsuccessful Searches on Website**

Response	Percentage
Yes, I searched, but was unable to find it	12%
No, my search was successful	42%
No, I never tried to search	42%
DK	4%

DHM Research, Inc. Dec 2013   **N=1,200**
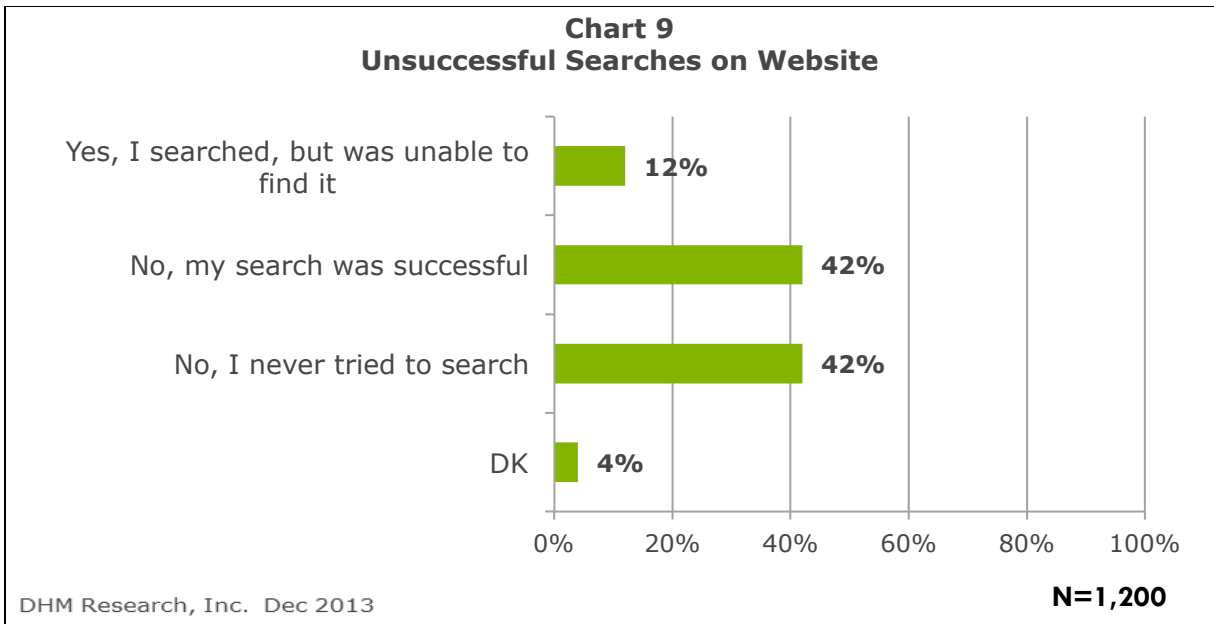
Only one-tenth (12%) of respondents were unable to find what they needed, with most respondents either successfully finding what they needed (42%) or never trying to search (42%).

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).

Chart 10
Ease of Searching for Contact Information

DHM Research, Inc. Dec 2013   **N=644**
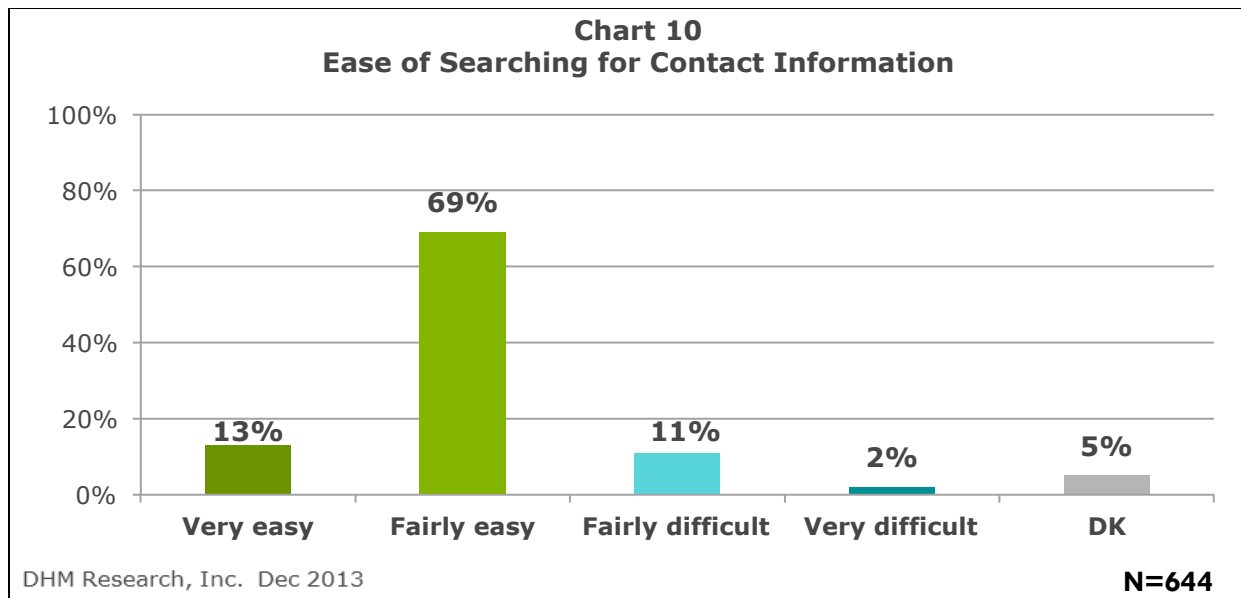
A large majority (82%) felt that it was easy overall (very/fairly easy); with 13% reporting it was *very easy* and two thirds (69%) saying it was *fairly easy* searching for contact information. Only 13% felt that it was *fairly difficult* (11%) or *very difficult* (2%).

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

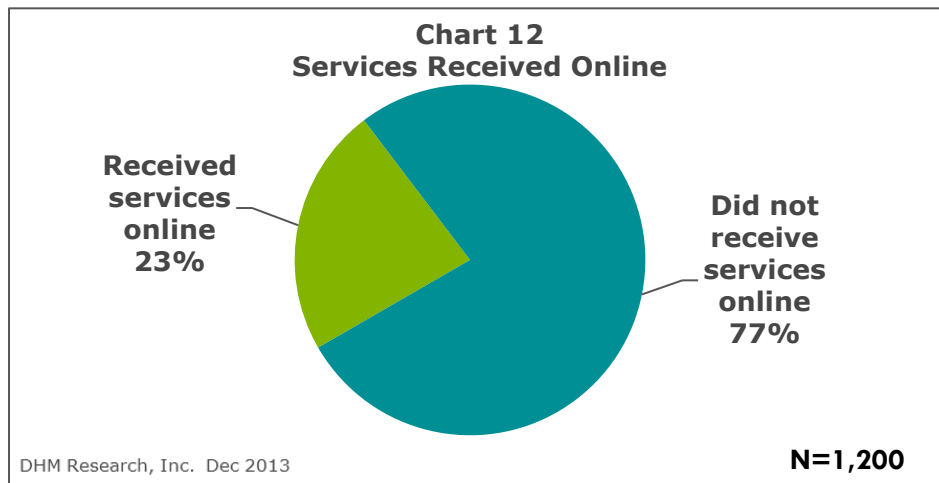Respondents were asked questions relating to State of Oregon online services, particularly engagement and online services versus traditional methods. To start, respondents were asked whether they felt that a series of services were very important, somewhat important, not too important, or not at all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

Chart 11
Importance of Online Services for Public Engagement

Service	Very	Somewhat	Not too	Not at all
To find public info/data about state finances, payroll, services	40%	34%	10%	13%
To visit an agency website to provide opinions/review policy/planning issues	37%	37%	10%	12%
To provide virtual meetings/town halls so residents can attend remotely	28%	40%	14%	14%
To get info/interact with govt agencies through social media	13%	29%	23%	32%

Legend: ■ Very ■ Somewhat ■ Not too ■ Not at all ■ DK

DHM Research, Inc. Dec 2013   **N=1,200**

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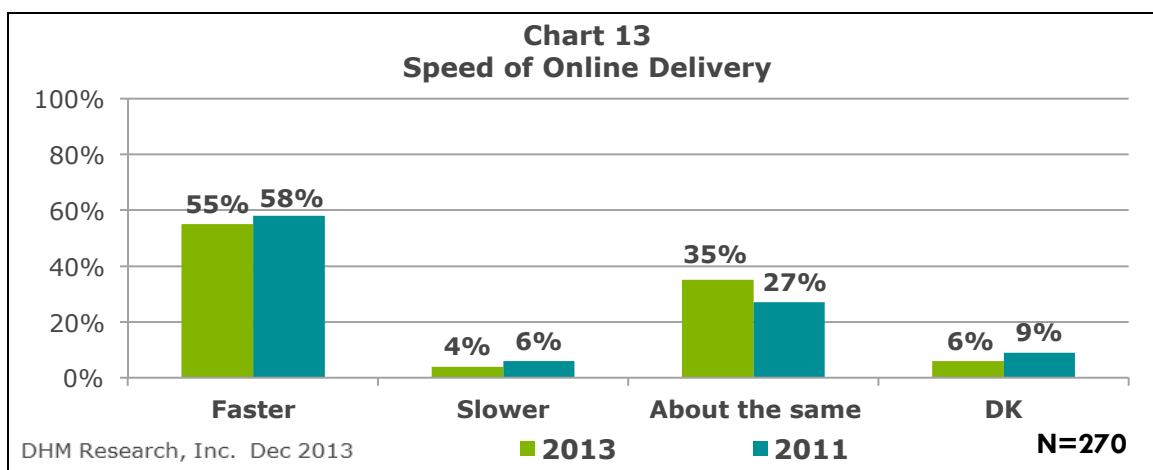
Respondents were asked a series of questions relating to their experience with receiving State of Oregon government services online, starting with whether they had received services or not (Q25A).

Chart 12
Services Received Online

Received services online 23%

Did not receive services online 77%

DHM Research, Inc. Dec 2013

N=1,200

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).

Chart 13
Speed of Online Delivery

	Faster	Slower	About the same	DK
2013	55%	4%	35%	6%
2011	58%	6%	27%	9%

DHM Research, Inc. Dec 2013

■ 2013   ■ 2011

N=270

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).

Chart 14
Convenience of Online Delivery
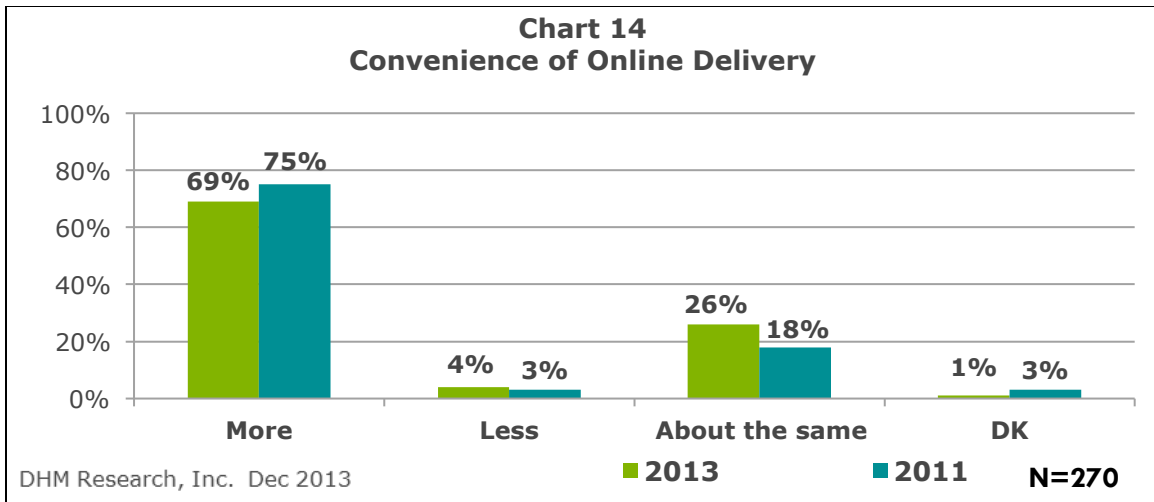
The large majority felt it was *more convenient* overall (69%), with another quarter (26%) feeling that it was *about the same*. A slightly higher level (75%) of respondents felt that it was *more convenient* in 2011.

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).

Chart 15
Cost of Online Delivery
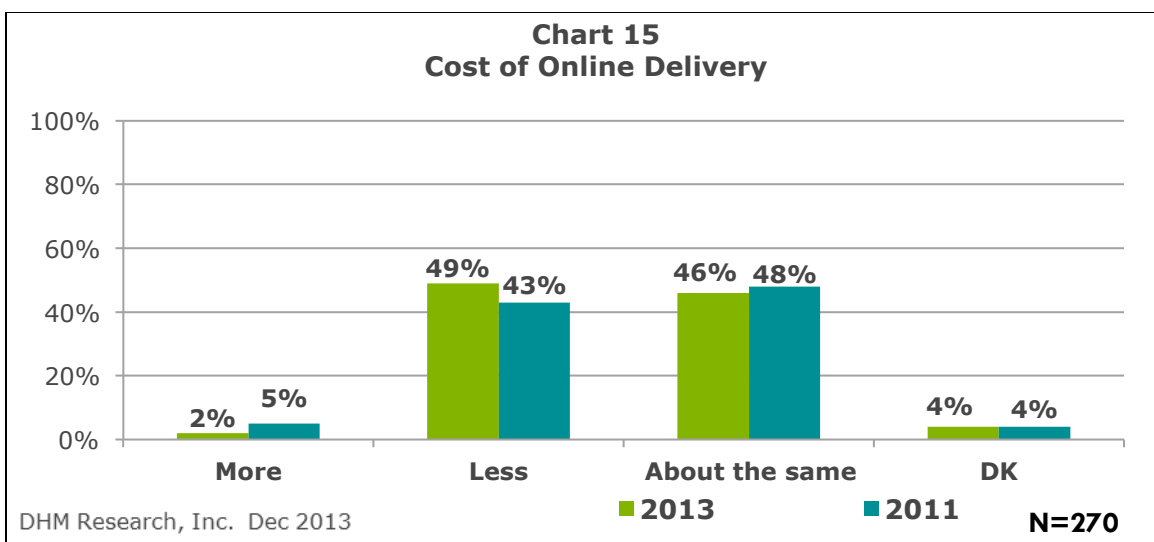
Most respondents felt that it was either *less costly* (49%) or *about the same* (46%). A lower rate of respondents felt that it was *less costly* in 2011 (43%), though a similar number felt that it was *about the same* (48%).

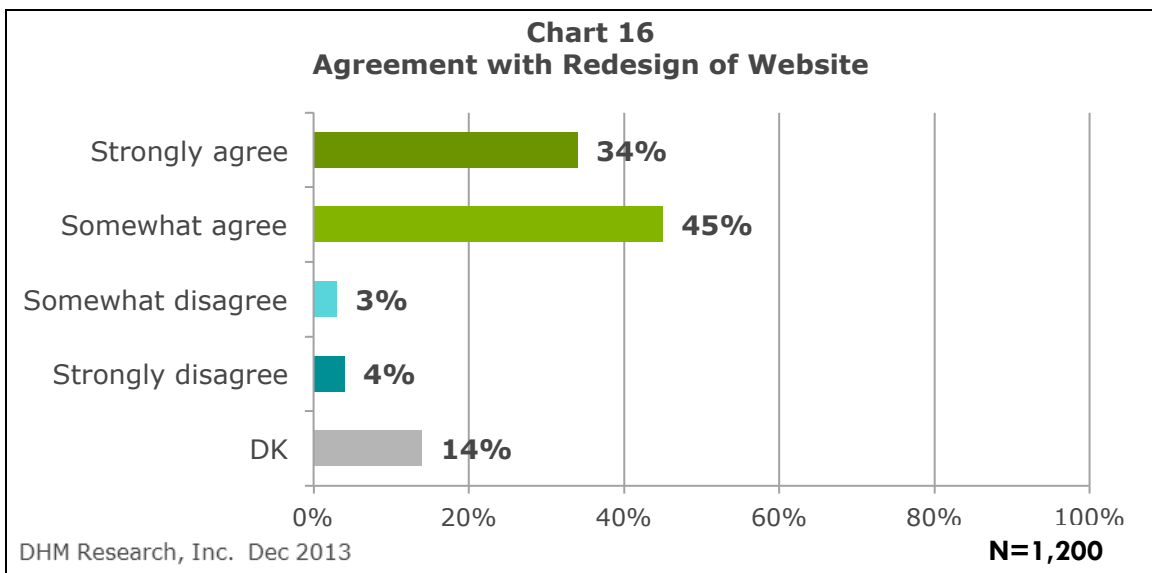Demographic Differences: There were no significant subgroup or state area differences.

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.

**Chart 16
Agreement with Redesign of Website**

Category	Percentage
Strongly agree	34%
Somewhat agree	45%
Somewhat disagree	3%
Strongly disagree	4%
DK	14%

DHM Research, Inc. Dec 2013   **N=1,200**

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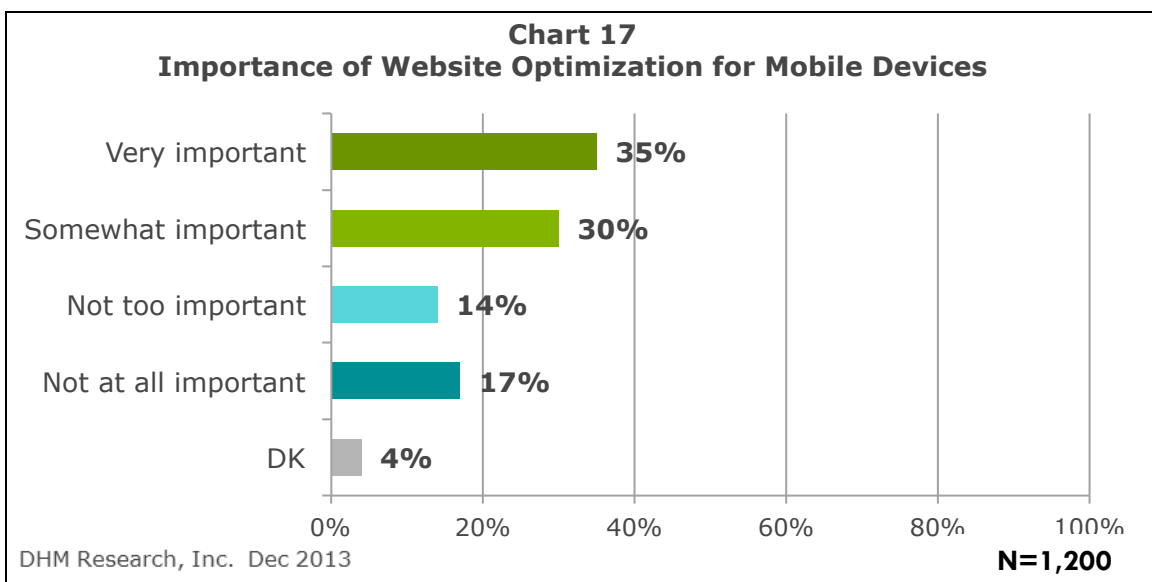
those ages 55+ (67%). Don't know responses were highest among those ages 55+ (21%). Respondents in the Tri-County (83%) and Willamette Valley (79%) areas were more likely than those in the Rest of State (73%) to agree with the redesign.

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).

Chart 17
Importance of Website Optimization for Mobile Devices

Very important	35%
Somewhat important	30%
Not too important	14%
Not at all important	17%
DK	4%

DHM Research, Inc. Dec 2013   **N=1,200**

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).

Chart 18
Quality of Communications from State to Oregonians

Year	Very good	Good	Poor	Very poor	DK
2013	8%	46%	23%	8%	16%
2011	6%	45%	27%	6%	16%

DHM Research, Inc. Dec 2013   N=1,200
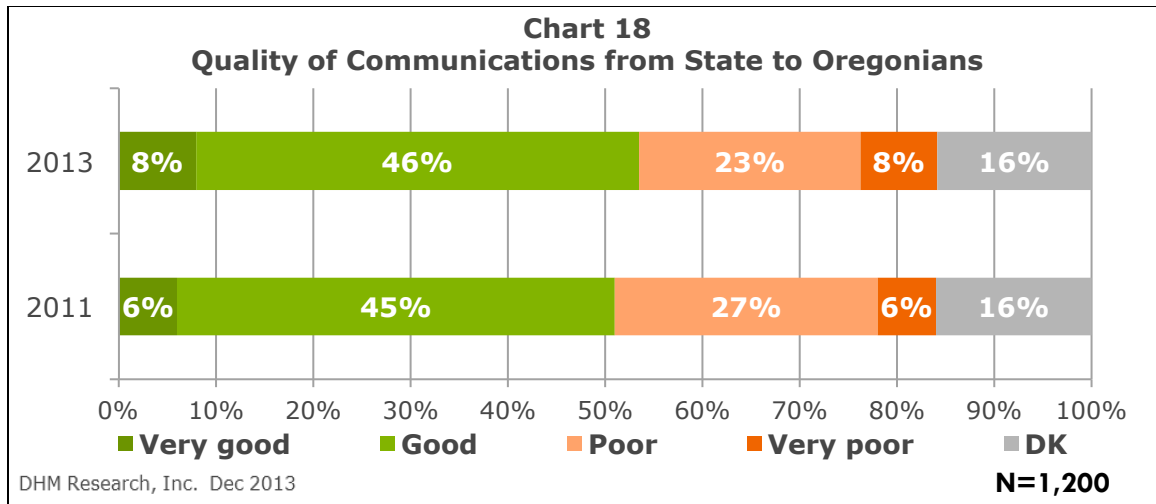
More than half (54%) felt that the State of Oregon did a very good or good job of communicating about services available online. Another 31% felt that the State of Oregon is doing a poor job, and 16% didn't know. Responses were very similar to those from 2011.

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).

Chart 19
Advertising/Promoting of Online Government Services
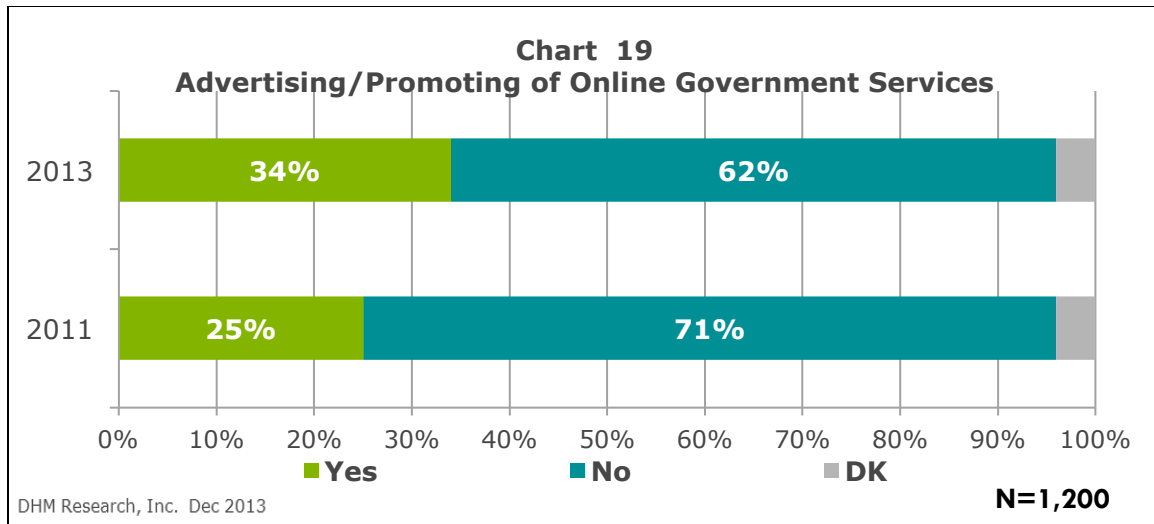
Most respondents had not seen advertising or promotions about State of Oregon government services available online (62%). This is an improvement over 2011, when almost three quarters (71%) had not seen advertising or promotions.

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%

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%